Purchase Intention of Second Hand Cosmetics under the Influence of Attitude and Perceived Risk

Nur Latifah, Adelia Putri, Faisal Kamil, Ignatius Henry
*Universitas Prasetiya Mulya, Cilandak Campus, Jl. RA. Kartini (TB Simatupang),
Cilandak Barat, Jakarta Selatan 12430*

Abstract
This research aims to disclose whether both attitudes and perceived risks such as economic value, product attributes, anxiety, and doubt were likely to influence consumer's purchase intention regarding second-hand beauty products. Researchers carried out a quantitative method using survey questionnaires in order to collect data from respondents whom we have been selected before. Having statistically analyzed with SPSS, our study shed light on the most important factors in buying second-hand beauty products that are economic value and product attributes, positively. In addition, the risk factors such as doubt and anxiety of using this kind of product have a negative influence yet not significant. Our study suggests that there are some values for these businesses that should be emphasized for their marketing communication in an effort to capture more audiences.

Sari Pati
Penelitian ini bertujuan untuk mengungkapkan apakah sikap dan risiko yang dirasakan seperti nilai ekonomi, atribut produk, kecemasan, dan keraguan cenderung mempengaruhi niat beli konsumen terhadap produk kecantikan bekas. Peneliti melakukan metode kuantitatif dengan menggunakan kuesioner survei untuk mengumpulkan data dari responden yang telah kami pilih sebelumnya. Setelah dianalisis secara statistik dengan SPSS, penelitian kami menjelaskan faktor terpenting dalam membeli produk kecantikan bekas yang bernilai ekonomis dan atribut produk, secara positif. Selain itu, faktor risiko seperti keraguan dan kecemasan menggunakan produk semacam ini berpengaruh negatif namun tidak signifikan. Studi kami menunjukkan bahwa ada beberapa nilai untuk bisnis ini yang harus ditekankan untuk komunikasi pemasaran mereka dalam upaya untuk menangkap lebih banyak audiens.

Corresponding author:
Nur Latifah
Email:
nur.latifah@student.pmbs.ac.id

INTRODUCTION

The COVID-19 pandemic has disrupted financial markets and crushed certain industries. One of the few industries that has seen growth during this time, though, is the resale industry, with the secondhand market projected to reach $77B in the next 5 years (ThredUp, 2021). Even before the pandemic, the consumer mindset was already showing signs of shifting in certain directions (McKinsey, 2020). Today, the consumption of secondhand products no longer carries negative connotations and has become a global fashion trend (Herjanto, Scheller-Sampson & Erickson, 2016). This has been fueled by the younger generation's desire for innovation and modernity, while simultaneously concerned with sustainability. Reportedly, Gen Z and Millenials are more concerned about climate change compared to older generations (McKinsey, 2019).

Beauty is catching up with fashion in the resale industry, as startups focusing on beauty as their entry to this industry emerge. Mercari, a Japanese marketplace, is popular for giving access to secondhand products of cosmetic brands you can't buy in Japan. In America, Glambot, who went public in 2015 as a member of 500 Startups cohort, were doing over $1M in annual revenue run rate (500 Startups, 2015). In addition, Instagram is currently a popular media to sell and buy second hand cosmetic goods in Indonesia (Efrianti & Idrus, 2020). In 2020, Ipsos, a global market research firm found that 37 percent of people were interested in buying secondhand beauty products and 49 percent cited better value as the key driving trend for beauty resale. Beyond the economical factor, sustainability in the beauty industry continues to draw increased interest from the market (Bom, Jorge, Ribeiro & Marto, 2019). However, unlike secondhand fashion, secondhand beauty faces unique challenges to go mainstream. Namely, authenticity (Wuwungan, Pangemanan & Tumiwa, 2017), and concern about the hygiene and expiration date as beauty products are prone to contamination by microorganisms (Bashir & Lambert, 2019).

Studies on secondhand buying (SHB) motivation and intentions showed that a set of motives behind it includes perceived values (hedonic, economic, environmental, and uniqueness), perceived concerns, and perceived descriptive norms (Borusiak, Szymkowiak, Horska, Raszka & Żelichowska, 2019). On the other hand, the number of studies within second hand beauty products is still small. It is even smaller regarding the understanding of consumer attitudes and perceived risks behind secondhand beauty consumption. Therefore, the aim of this research proposal will be to examine such relationships.

Problem Statement

Based on the discussion above, the resale of beauty products has both positive and negative values. While possessing the potential to boom like the fashion industry, not everyone

is sold on the idea and consumers seem to be divided into two, with some finding the idea mildly repulsive, while others commend its practicality. If we can examine the influence of different aspects on consumer purchase intentions towards second hand beauty products, this could change the scheme and willingness to buy a beauty product in the future.

Purpose

This proposal's aim is to study the relationship between consumer attitudes and perceived risks in regards to purchasing second hand beauty products. The more specific objectives are stated below:

1. To determine the relationship between consumer attitudes towards (a) economic value, (b) secondhand beauty products and consumer perceived, (c) concerns, (d) doubts for consumers' purchase intention.
2. To examine to what extent this relationship could be used to predict consumers purchase intention.

Hypotheses

Founded on and guided by the upcoming review of literature in this proposal, attitudes towards secondhand beauty products is assumed to be a significant predictor of purchase intention. According to the Theory of Planned Behavior (TPB), the attitude is defined as "a positive or negative evaluation of one's performance of the behavior in question" (Ajzen, 1991). Therefore, people with positive evaluation towards the environmental and economic value, newness, and secondhand product itself tend to have stronger intention in purchasing them. Secondly, perceived risks are assumed to be negatively related to purchase intention.

Definition of Key Terms

Secondhand products – items that have already been owned and/or used by at least one person prior to the present user.

Perceived Risk – the risk that arises from consumers' perceptions of uncertainty and the consequences of losses that will be suffered from the purchase of a product.

Purchase Intention – a tendency to buy a product and generally based on the suitability of the purchase motive with the attributes or characteristics of the product that can be considered.

Consumers Attitude – a positive or negative evaluation of one's performance of the behavior in question.

REVIEW OF LITERATURE

Second Hand Beauty Products

A second hand product is "the reuse of an old product while maintaining its original functionality" (WRAP, 2013, p.7). Others said that secondhand buying used products is not a new behavior since people are used to buying reuse objects for centuries (Van Damme & Vermoesen, 2009).

The quantity of industrial produced waste has risen steadily over the past few years. In the cosmetics industry, there are different strategic alternatives to plastic waste management (Amberg & Fogarassy, 2019). Waste4Change, a social enterprise providing waste management solutions in Indonesia, cited that using secondhand beauty products is one of the alternatives to reduce cosmetics waste (Waste4Change, 2019). Corresponding with the fashion industry, beauty industry such as cosmetics and skin-care products are now trending as companies like Glambot and Mercari provide platforms for beauty enthusiasts to buy and sell used beauty products. Thus, both platforms intend to normalize buying habits of beauty products on the resale market (Schiffer, 2020). In Indonesia, buying preloved or secondhand beauty products is associated with beauty enthusiasts; young women especially students who are always catching up with the beauty trend by trying all kinds of beauty products and searching for the cheaper one (Afidah, 2019).

Purchase Intention

A customer always evaluates and thinks before they purchase something. There are many factors affecting the customer's intention when choosing to buy or not to buy a product or service. According to Kotler & Keller (2016), a purchase intention is a specific behaviour to measure the strength of intention to influence a decision to buy a product or service.

When it comes to beauty products, a research carried out by Korengkeng & Tielung (2018) shed a light that a consumer as a beauty enthusiast in Indonesia will keep buying and continue to use beauty products such as skincare and cosmetics to increase their self-confidence, thus it has become a need for them to use beauty products regularly. This segment, namely beauty enthusiasts, also has a high interest in new and trending beauty products as they also find the latest news about new products, find the product, and purchase it; whether it is a new product or a secondhand, in the near future based on their budget power (Afidah, 2019). Other factors that contribute to a higher degree of purchase intention are the credibility of the source of information and argument quality.

Consumers Attitude

The Theory of Planned Behavior (TPB) explained that people's behavior is connected with choice, meaning that people's behavior is under their own control and is rational. This

concept theorizes three determining factors which affect a person's intention for a specific behavior, one of them being attitude towards the behavior (Ajzen, 1991). Consumers have realized the role they play and are becoming more responsible about their excessive lifestyles (Balderjahn 2013, 202). Based on the previous study, it is found that the attitude towards secondhand buying is positively related to secondhand product purchase intention with (Borusiak, Szymkowiak, Horska, Raszka & Żelichowska, 2020).

Zimbardo, et al in Mowen and Minor (2002:319) define attitude as the core of liking or disliking for people, groups, situations, objects and ideas. In the opinion of Schiffman and Kanuk (1991:227), attitude is a learned tendency, to be happy or unhappy, in a consistent way on an object. Although attitudes are defined in various ways, Engel et al. (1994:337) in Sumarwan (2002) views attitude as a whole evaluation. These evaluations can range from extreme positive to extreme negative.

There are four motivations for consumers to shop for a second hand product. Namely, ethical & ecological dimension, originality component, social context & treasure hunting, and finally, the desire to pay less and search for a fair price (Guiot & Roux, 2010). In gaining a monetary value, there are four types of motives related to price which are that consumers tend to pay less, search for a fair price, bargain hunting, and the gratification of price. On the other hand, "consumers expressed ethical and ecological issues, and provided arguments for reusing functional products, reducing the depletion of natural resources, and preventing unnecessary proliferation of products' (Dobscha and Ozanne 2001; Leonard-Barton 1981; Schor 1998).

- H1: Perceive economic values influence consumer's purchase intention.
- H2: Product attributes influence consumer's purchase intention.

Perceived Risk

In buying a second-hand product, there are some perceived risks that consumers need to consider. These risks give consumers worries or doubts. Consumers need to trust the seller to buy a product. Trust is important to consider because consumers can't see the activity of sellers (Schoorman, Mayer, & Davis, 2007), especially on online platforms. To trust the seller means that consumers need to take the risk. The only way for sellers to make their consumers trust them is by demonstrating their trustworthiness (Blois 1999), which are: ability, benevolence, and integrity (Mayer et al 1995).

Moreover, to buy a second hand product, consumers may get a different perception from their surroundings like friends or family. Reference groups have the influence of

preloved's trend in Indonesia (Bagus Takwin). Reference groups can also have a significant impact on individuals, especially women's consumption behavior (Fernandes and Panda, 2015). Furthermore, Tuu et al. (2010) and Sangkakoon et al.(2014) concluded that the reference group also affected purchase intentions.

- H3: Perceived risk coming from anxiety influence consumer's purchase intention
- H4: Perceived risk coming from doubt influence consumer's purchase intention

METHODOLOGY

Research Design

A good study needs a foundation to conduct the research. There are three types of research design; exploratory, descriptive and explanatory (Robson, 2002). We propose explanatory research to understand how consumer attitude and perceived risk influence the purchase intention in buying a secondhand beauty product. This type of research study attempts to link different ideas to understand the nature of cause-and-effect relationships. In other words, "explanatory research analyzes specific problems and explains the patterns of relationships between variables" (Robson, 2002).

Moreover, quantitative research is more suitable for our proposed study since it is "the process of collecting and analyzing numerical data" (Williams, 2011). It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations (Creswell & Clark, 2011). Among three types of quantitative methods, this study uses correlational research in order to investigate relationships between variables (Williams, 2011). As this research proposes quantitative methods, deductive reasoning is applied in this method. Deductive reasoning is a process that relies on a hypothesis or general statement that is believed to be true to draw a specific yet logical conclusion (Williams, 2011).

Population and Sampling Plan.

Population is "a group or collection of objects or objects that will be generalized from the research results" (Widiyanto, 2010). The Asian-Pacific Region holds the highest interest in regard to eco-friendly products, according to Nielsen's 2015 global research findings (Chin,Jiang, Mufidah, Persada, & Noer, 2018). Therefore, this proposed study is intended to address the population of Gen Z & Millennials women living in Indonesia. The sample means "part of the population that can be reached and has the same characteristics as the population from which the sample is taken" (Sudjaja, Nana, & Ibrahim, 1989). Since this research is

targeted towards beauty enthusiasts as a source of data, judgment sampling as part of non-probability sampling is selected because it is a technique for setting certain criteria and conditions in order to separate people who do not fall into the desired criteria and conditions.

"A general rule of the thumb is to always use the largest sample possible. The larger the sample the more representative it is going to be, smaller samples produce less accurate results because they are likely to be less representative of the population" (LoBiondo-Wood & Haber 1998). In this research, the targeted sample size is more than 30 and less than 500 respondents.

Data Collection Procedures

In this proposed research, a survey will be conducted to measure two independent variables and one dependent variable. Survey research encompasses "the use of scientific sampling methods with a designed questionnaire to measure a given population's characteristics through the utilization of statistical methods" (Sukamolson, 2007). We use a questionnaire to obtain information from respondents which is used to test the hypothesis. This questionnaire was measured using a Likert scale with a value of 1-7, where value of 1 indicates "Strongly Disagree" and value of 7 indicates "Strongly Agree".

1. Independent Variable

Table 1. Consumers Attitude Variables (X1)

Variable	Abbreviation
1. Perceived economic values regarding secondhand beauty products consumption	EV
2. Attitude towards second hand beauty product attribute	PR

Source: Developed by the authors

Table 2. Perceived Risk Variables (X2)

Variable	Abbreviation
1. Perceived risk coming from anxiety of using secondhand beauty products	WR
2. Perceived risk coming from doubts of using secondhand beauty. products	DB

Source: Developed by the authors

2. Dependent Variable

<div align="center">

Table 3. Purchase Intention Variables (Y)

</div>

Variable	Abbreviation
1. Purchase intention based on the need to buy	ND
2. Purchase intention based on interest to buy	NT

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Source: Developed by the authors

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Operationalize Variable

Based on the hypothesis, the research consists of four independent variables which are EV, PR, WR, DB and the dependent variable which is DT and NT. Variables selected in this research are represented in this picture of the conceptual framework below.
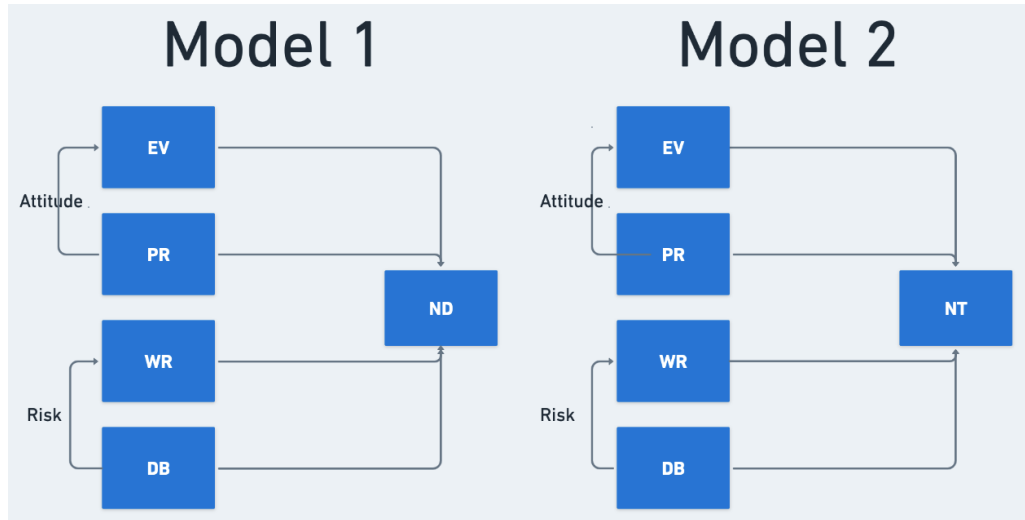
Figure 1. Conceptual Framework

Data Analysis

1. Reliability

The consistency of a concept measure is examined via reliability. A concept can be measured by multiple item measures and questions formulated in light of the measures will be added together to determine an overall score. In this way, the most important issue is to ensure these indicators are all referring to the same thing. Thus, Cronbach's alpha is the effective way to test the internal reliability (Bryman and Bell, 2007). Cronbach's alpha values above 0.6 are generally accepted, and the greater the value, the more dependable the questions are (Flynn et al., 1994).

2. Linear Regression Analysis

Linear Regression is "a statistical procedure to investigate the relationship between two or more variables" (Bryman and Bell, 2007). Focus needs to be made on several key parameters: Significance, Beta, Adjusted R Square and T-value. According to Bryman and Bell (2007), Beta represents the standardized regression coefficient. The Beta value (β-value) illustrates the strength with which each independent variable influences the dependent variable. The significance level is used to assess whether a hypothesis should be accepted or rejected. The hypothesis will be rejected if its value (P-value) is larger than 0.05. It is, on the other hand, intended to be accepted. Adjusted R Square denotes the percentage of the dependent variable that can be explained by independent variables (Bryman and Bell, 2007). Below is the research model for linear regression analysis.

$$\text{Model 1: } Y1_t = \alpha + \beta_{X1t} + \delta_{X2t} + \phi_{X3t} + \theta_{X4t} + \varepsilon$$
$$\text{Model 2: } Y2_t = \alpha + \beta_{X1t} + \delta_{X2t} + \phi_{X3t} + \theta_{X4t} + \varepsilon$$

Y1	= Purchase intention based on the need to buy (ND)
Y2	= Purchase intention based on interest to buy (NT)
α	= Constanta
$\beta, \delta, \phi, \theta$	= Coefficient of regression
X1	= Perceived economic values regarding second-hand beauty products consumption (EV)
X2	= Attitude towards second hand beauty product attribute (PR)
X3	= Perceived risk coming from anxiety of using secondhand beauty products (WR)
X4	= Perceived risk coming from doubts of using secondhand beauty product.

3. Correlation Coefficient

Correlation analysis, according to Sugiyono (2014), is a method for determining whether or not the link between the independent variable (X) and the dependent variable (Y) is significant if it is stated by a linear function and quantified by a value known as the correlation coefficient (R). The correlation in this study is determined using factor loading results. It explains the degree to which the indicator and the latent variable are related. This study is projected to have a factor loading greater than 0.6.

4. Coefficient of Determination (R Square)

The coefficient of determination is the coefficient used to measure the influence between the variables affected by the variables that influence. The value of this coefficient varies from 0 (zero) to 1. (one). The greater the coefficient value, the greater the number of independent variables that can explain the variation in the dependent variable.

RESEARCH RESULT

This study aims at identifying the impact of four attributes (Perceived economic value, attitude, anxiety, and doubts) regarding the consumers' buying intention of secondhand beauty products. Having collected all the data, we statistically analyzed it using SPSS software to learn reliability and regression to find out and decide the relationship between four independent variables and two dependent variables.

Respondents Profile

88 respondents were surveyed using our quantitative research design. All of them are women, majority of them living in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). In terms of age, the majority of our respondents (52,3% of them) is between 25-30 years old which is in line with the category of millennials. Moreover, most of them are freelancers (43%) and college students (27%) regarding their occupation.

Reliability Test and Factor Analysis

After analysing factor loading by using factor analysis, all the dimensions from each variable (EV,PR,WR,DB,ND,NT) quality for our study since they have numbers above 0.6 except WR7 which have factor loading 0.2. Thus, we clear the WR7 dimension for the WR variable. The higher factor loading, the higher correlation between dimension and its variable. Based on this result we have strong dimensions to explain each of their variables. Furthermore, according to the Cronbach Alpha's result, our variable is consistent which has the results above 0.6.

Variable	Items	Cronbach Alfa	Factor Loading
EV	**Perceived economic values**	0.77	
	Beauty products should not cost me a lot.		0.807
	I am willing to use beauty products that can save my expenses		0.904
	Saving money on beauty products is important to me.		0.811
PR	**Attitude towards second hand beauty product attribute**	0.931	
	I prefer to use second hand beauty products over new beauty products		0.771
	I prefer to buy second hand beauty products over new beauty products when the quality of both is similar		0.822
	Using second hand beauty products is wise.		0.796
	Using second hand beauty products is good for me.		0.929
	Using second hand beauty products is attractive		0.939
	Using second hand beauty products is fun		0.947
WR	**Perceived risk coming from worryness of using secondhand beauty products**	0.875	
	I feel uncomfortable when buying secondhand beauty products		0.808
	I am worried that I will get items that do not match the description when buying secondhand beauty products		0.828
	I am worried that I will get non-genuine items when buying secondhand beauty products		0.843
	I am worried that I will get items that do not match my skin when I buy second hand beauty products		0.701
	I am worried that I will get items with low content when buying second hand beauty products		0.759
	I am worried about getting expired items when buying second hand beauty products		0.742
	I am worried that I will get a negative impression from my environment (friends) when buying secondhand beauty products.		0.275
	I feel worried when using second hand beauty products		0.826
	I feel uncomfortable when buying secondhand beauty products, because I can not see the product directly		0.845
DB	**Perceived risk coming from doubts of using secondhand beauty products**	0.918	
	I feel hesitant to buy second hand beauty products		0.748
	I have doubts about the hygienical usage from the previous owner of secondhand beauty products		0.841
	I have my doubts that the seller of a second hand beauty product is dishonest with the product description		0.853
	I have doubts about the quality when paying for cheap second hand beauty products		0.872
	I have doubts that buying secondhand beauty products has the potential of harm		0.894
	I have doubts that the previous owner of a secondhand beauty product stored it incorrectly		0.882
ND	**Purchase intention based on the need to buy**	0.726	
	I will buy a secondhand beauty product when I need a beauty product		0.886
	I will buy secondhand beauty products for limited products (Limited Edition) which is rare in the market		0.886
NT	**Purchase intention based on interest to buy**	0.958	
	I intend to buy second hand beauty products in the future.		0.761
	The chances that I will buy second hand beauty products are high		0.875
	I am very likely to buy second hand beauty products in the future.		0.87
	I will try it if there are new list of secondhand beauty products		0.846
	I prefer to wait for second hand beauty products to appear than buy new beauty products.		0.769
	I will hunt for second hand beauty products everywhere.		0.765
	I will not hesitate to spend a lot of money on second hand beauty products		0.72

Table 4. Cronbach's Alpha and Factor Loading Results

Regression Analysis Result

For this part, we have 2 models as we have mentioned before. Firstly, we try to analyse the impact of all independent variables towards the purchase intention based on the need to buy (ND). Secondly, we also want to see the impact of all the independent variables towards the purchase intention based on the interest to buy (NT).

1. Regression Model 1

Table 5. Regression Analysis Result – Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std Error of The Estimate
1	.**801**^{a}	.642	.624	1.90367

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	538.483	4	134.621	37.147	.**000**^{b}
Residual	300.789	83	3.624		
Total	839.273	87			

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	1.014	2.795		.363	.718
Total_EV	.242	.066	.257	3.659	.000
Total_PR	.260	.042	.642	6.183	.000
Total_WR	-.004	.055	-.011	-.081	.935
Total_DB	-.019	.066	-.037	-2.91	.772

The result from this regression analysis shows R square value of 0.642 with a significance level below 0.05. This indicates that 64.2% of the consumer's purchase intention based on the need to buy can be explained by our independent variables and the rest can be explained by the external factors outside this model. Based on the significance value and F test result below, this independent variable simultaneously affects the dependent variable since the sig value is below 0.01 and the F count > F table.

- **F test**

  F table = (k, n-k) = (4, 88-4) = (4,84) = 2.48

  F count = 37.147

  Thus, F count > F table

  Furthermore, to test our hypothesis, we also measure the sig level from each independent variable and do a T test. Below is the T test partial result

- **T Test Partial**

  t table = (a/2; n-k-1) = (0.025; 88-4-1) = (0.025; 83) = 1.992

  t count EV   = 3.659 ; > t table

  t count PR   = 6.183 ; > t table

  t count WR   = -0.081 ; < t table

  t count DB   = -2.9 ; > t table

From all independent variables that have been tested, perceived economic value (EV) and product attributes (PR) positively have a significant impact towards consumers' purchase intention based on the need to buy (ND). The reason is that both EV and PR have a sig value below 0.05 and their t count value > t table. However, PR has the most impact since it has the biggest coefficient value of 0.26. Perceived risk coming from anxiety (WR) and (DB) have a negative influence towards ND but they are not significant. The first model of our study is as follow:

$$Y1 = 1.014 + 0.242_{X1} + 0.26_{X2} - 0.004_{X3} - 0.019_{X4} + \varepsilon$$

2. Regression Model 2

Tabel 6. Regression Analysis Result – Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std Error of The Estimate
1	$.838^a$	.703	.688	5.699

$ANOVA^a$					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6374.463	4	1593.616	49.063	$.000^b$
Residual	2695.901	83	32.481		
Total	9070.364	87			

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	8.012	8.368		.957	.341
Total_EV	.404	.198	.130	2.038	.045
Total_PR	.860	.126	.645	6.823	.000
Total_WR	-.025	.165	-.019	-.151	.880
Total_DB	-.282	.197	-.168	-1.433	.156

- **F test**

  F table = (k, n-k) = (4, 88-4) = (4,84) = 2.48

  F count = 49.063

  Thus, F count > F table

- **T Test Partial**

  t table = (a/2; n-k-1) = (0.025; 88-4-1) = (0.025; 83) = 1.992

  t count EV   = 2.038; > t table

t count PR   = 6.823; > t table
t count WR   = -0.151; < t table
t count DB   = -1.433; > t table

From this second regression analysis, it is safe to say that our second model is good because all the independent variables simultaneously affect the dependent variable since the sig value is below 0.01 and the F count > F table. This result also shows R square value of 0.703. This indicates that 70.3% of the consumer's purchase intention based on the need to buy can be explained by our independent variables and the rest can be explained by the external factors outside this model. Like the former regression model, perceived economic value (EV) and product attributes (PR) positively have significant impact towards consumers' purchase intention based on the interest to buy (NT) since their sig level are below 0.05 and their t count value > t table. Also, PR has the most impact since it has the biggest coefficient value of 0.86. Moreover, Perceived risk coming from anxiety (WR) and (DB) have a negative influence towards NT but they are not significant. The first model of our study is as follow:

$$Y2 = 8.012 + 0.404_{X1} + 0.860_{X2} - 0.025_{X3} - 0.282_{X4} + \varepsilon$$

CONCLUSION

According to the research results this study concludes that:
- Perceive economic value (EV) has a significant impact towards consumers' purchase intention based on the need to buy (ND) and the interest to buy (NT) for secondhand beauty products.
- Attitude towards second hand beauty product attributes (PR) has a significant impact towards consumers' purchase intention based on the need to buy (ND) and the interest to buy (NT) for secondhand beauty products.
- Both EV and PR have a positive relationship with ND and NT.
- Both perceived risk coming from anxiety (WR) and doubt (DB) of using secondhand beauty products have negative relationships with ND and NT, but do not have a significant impact.

RECOMMENDATION

Based on our study, businesses who sell a preloved beauty product do not have to worry too much about the risk since the negative impressions and negative results of using it do not have a significant impact towards purchase intention. Therefore, they should market it well by making a "buying and selling" the preloved beauty product more fun, attractive, and trusted.

The seller should sell products with a similar quality and quantity compared with the new product with a lower price.

LIMITATIONS AND FUTURE RESEARCH

There are some limitations applied to this study. First, in terms of respondent profile such as demography, age, occupations, and location. Second, it is regarding some variable that we take out from our research questions since they are not qualified to be included in regression analysis (all attached at appendix). Subsequent research may carry out variables such as attitude towards sustainable impact, attitude towards newness of the product, etc since it will broaden up the whole findings in the future. However, to conduct that future study, researchers should design the research question to be more relevant.

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