



Second-hand shopping and brand loyalty: The role of online collaborative redistribution platforms

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ABSTRACT:

The research's purpose is to identify the stakes of collaborative redistribution platforms for brands and to understand the influence of their intrinsic and extrinsic characteristics on behavioral intentions. A quantitative study was conducted among 214 individuals who had already made an online second-hand purchase. Results show that loyalty intentions to collaborative redistribution platforms has an impact on brand loyalty intentions. The effect of satisfaction towards platform service experience on brand loyalty intentions is mediated by platform loyalty intentions. Platform's characteristics don't have the same influence on platform and brand loyalty intentions. Managerial recommendations are proposed according to these findings.

1. Introduction

In recent years, the collaborative economy, often described as the sharing economy, has achieved tremendous success, by shaking up the principles of the traditional economy. This new form of consumption emerged from the conjunction of several factors including new technologies facilitating contact between individuals, the decline of resources due to the economic crisis, but also social transformations and a certain militancy arising with the changing values of the "Y" generation (Decrop, 2017). Indeed, since the 1980s, and with the emergence of a society characterized by a hyper-consumerism, consumer experiences have become meaningless (Lipovetsky, 2003). Faced with this trend, consumers are trying to divert themselves from these standardized and ready-to-live experiences provided by big companies (Ladwein, 2003) and to instead give sense to their experiences (Cova and Cova, 2004). This consumer resistance has engendered the development of alternative modes of acquisition and consumption based on collaboration and sharing between consumers (Schor, 2014; Murillo et al., 2017; Correa et al., 2019). These new collaborative consumption practices are characterized by participation in an organized system of sharing, exchange, rental, and donation in order to benefit from lower costs, burdens, and/or environmental impact (Botsman and Rogers, 2010; Lambertson and Rose, 2012; Möhlmann, 2015). Among the various forms of collaborative consumption, the second-hand market is gaining increasing traction. At the core of collaborative consumption (Van de Walle et al., 2012), this market is booming with the advent of the

internet, the development of peer-to-peer e-commerce platforms (e.g. Amazon, eBay, Craigslist, etc.) and the proliferation of social networks (e.g. Facebook groups and Facebook Marketplace) (Acquier et al., 2017; Barnes and Mattsson, 2016; Hamari et al., 2016).

A sign of major change, collaborative consumption is generating new business opportunities with the proliferation and success of many intermediation platforms (e.g. Leboncoin, Craigslist, and Facebook Marketplace). However, it is also compelling some traditional market players (brands and companies) to adapt their business models to this emerging trend, at the risk of reducing their turnover or notoriety (for example, Ikea, with their "give a second life to your furniture" drive, Decathlon with Trocathlon, and Marks & Spencer with their "Shopping" exchange and buy concept, and so on).

In this new socio-economic landscape, research on collaborative platforms (Schor and Fitzmaurice, 2015; de Rivera et al., 2016; Hajli et al., 2017) has so far focused more on product-service systems (Zipcar, BlaBlaCar) and collaborative lifestyle systems (Timerepublik, Airbnb) (Botsman and Rogers, 2010) which don't involve any transfer of ownership (Bardhi and Eckhardt, 2012; Möhlmann, 2015; Barnes and Mattsson, 2016; Hwang and Griffiths, 2017). Collaborative redistribution markets, which are mainly represented by the second-hand market (Botsman and Rogers, 2010), have been the subject of little research on donation (Garcia-Bardidia, 2014), bartering and swapping (Van de Walle et al., 2012) and second-hand resale (Roux and Guiot, 2001, 2008; Roux, 2004; Bezançon et al., 2013; Lemaitre and De Barnier, 2015; Ferraro et al., 2016), but seemingly very few researches has yet

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focused on collaborative online platforms dedicated to second-hand sales (Sihvonen and Turunen, 2016; Lee and Lee, 2005; Hobbs, 2016). Without denying the growing importance of the online second-hand market Ferraro et al. (2016) only highlighted the motivations of second-hand shopping. Although Sihvonen and Turunen (2016) and Hobbs (2016) focused on online second-hand markets they only shed light on what influences consumers when shopping second-hand products online. Lee and Lee (2005) studied in a general way the concept of trust in the online used product market. All of these studies let alone the relationships between collaborative redistribution platforms (CRPs) and brands. In the same vein and, in a more general way, previous researches which made typologies of collaborative platforms (Schor and Fitzmaurice, 2015; de Rivera et al., 2016) have not taken into consideration the impact of the main characteristics of each platform on satisfaction and behavioral intentions either towards the platform or towards the brand sold on the platform. Indeed, although the role of digital platforms in stimulating the collaborative redistribution market and collaborative consumption in general is undeniable (de Rivera et al., 2016; Hamari et al., 2016), their influence on the brands behavioral intentions still unknown. This study is different from the existing literature as it combines second-hand market, online environment and behavioral intentions on the new equipment market.

The objective of the present research is therefore to identify the stakes of this new second-hand market for brands, and to gain an understanding of the influence of the main characteristics of collaborative redistribution platforms (CRPs) on loyalty intentions towards the brand. The main goal is to help brands to better understand the issues related to these platforms and give recommendations about the type of strategy to adopt in order to address the requirements of this new market.

In the first part of this paper, a literature review on collaborative consumption is presented, as well as on characteristics of online collaborative platforms. The second part consists of a presentation of the research methodology used to explore second-hand purchases. The third part comprises a presentation of the results and their discussion.

2. Theoretical background

2.1. The collaborative redistribution market: definition and insights on the role online platforms

Collaborative consumption markets are defined as markets wherein people coordinate the acquisition and distribution of a resource in exchange for a fee or other compensation (Belk, 2014). The collaborative redistribution market represents one of the three collaborative consumption types identified by Botsman and Rogers, 2010: product service systems, redistribution markets and collaborative life styles. Each of these types reflects a particular form of collaboration and sharing, ranging from offering services, skills or assistance, to the exchange or sale of second-hand products. While "product service systems" value the consumption of goods over their possession, the "collaborative redistribution market" allows the redistribution of second-hand goods between individuals. It is also different from the "collaborative lifestyle" since individuals therein exchange intangible goods like skills. Once the product is used, it is redistributed more than once until it is destroyed. So, today's provider of a product can be tomorrow's searcher of another. This type of practice is an important part of collaborative consumption (Ertz et al., 2016; Belk, 2014; Botsman and Rogers, 2010). The French second-hand market was, for example, estimated at 6 billion euros in 2016 (Xerfi, 2017). These exchanges of used goods can be made directly from consumer to consumer, or by the intermediary of second-hand middlemen such as flea markets, garage sales or online advertising sites and social networks. Indeed, the advent of the internet and peer-to-peer online trading platforms have enabled collaborative consumption to reach its peak (Acquier et al., 2017; Barnes and Mattsson, 2016; Hamari et al., 2016; Belk, 2014), thus redefining production and consumption

patterns.

Collaborative systems are often supported by a technological infrastructure enabling the exchanges, referred to as "collaborative platforms" (Botsman and Rogers, 2010; Belk, 2014). Acting as transaction intermediaries, these platforms facilitate the engagement of consumers in collaborative consumption processes (Ertz et al., 2016). The role of the facilitator is to make the link between users without intervening in the terms of the exchange nor taking any commission (examples of this being Leboncoin, Craigslist, social networks). This is a pure C-to-C collaboration (Blanquart and Carbone, 2014). These platforms can however also take on the role of mediator and interfere in the relationship between users by controlling the terms of the exchange in return for financial compensation (eBay, Amazon ...).

Although the role of collaborative platforms varies according to the type of collaboration, several researchers (Belk, 2014; Hamari et al., 2016; Barnes and Mattsson, 2016) link the success of collaborative consumption to the emergence and multiplication of online collaborative platforms (de Rivera et al., 2016) whose characteristics (design and architecture) seem to be important to attract users. Indeed, a literature review shows that some research studies (de Rivera et al., 2016; Möhlmann, 2015; Hajli et al., 2015; Hsu et al., 2014) have focused on a set of characteristics or attributes determining engagement in collaborative consumption. de Rivera et al. (2016) focused on characteristics like functionality, virtual reputation, trust and codes of conduct. Möhlmann (2015) considered a number of factors such as a sense of belonging to a community on the collaborative platform, trust in the platform, its usefulness, and the quality of services it offers. Hsu et al. (2014) focused on other attributes such as the size and reputation of the platform. Other studies have highlight the importance of factors such as seller creativity, reciprocity between consumers (Shiau and Luo, 2012) and social support (Hajli et al., 2015). The increase in the number of collaborative redistribution platforms (CRPs) or marketplaces dedicated to C2C transactions with different architectures and designs, coupled with the requirement and volatility of the consumer who is always looking for the best deal (Roux and Guiot, 2013), raises the question about the selection criteria of a collaborative redistribution platform (CRP). The existing literature (Lamberton and Rose, 2012; Möhlmann, 2015) seems to have focused on identifying values associated with collaborative consumption, but none has yet explored the characteristics of collaborative redistribution platforms (CRPs).

2.2. The main characteristics of collaborative redistribution platforms (CRPs)

In order to determine the characteristics of (CRPs) a literature review enabled us to list the main characteristics of classical websites or platforms. Ease of use and perceived usefulness (Davis et al., 1989) are one of the most studied characteristics. Entertainment as well the visual and navigation design of the website are also taken into consideration in several researches (Kim and Stoel, 2004; Cyr, 2008). Numerous studies highlighted the impact of other characteristics like third-party recognition, feedback mechanism and seller's reputation Koufaris and Hampton-Sosa (2004); Shiau and Luo (2012). Finally other studies focused on the effect of other factors like community belonging and perceived willingness to customize (Srinivasan et al., 2002). Table 1 below summarizes the most used and cited characteristics.

In order to refine these characteristics and select the most relevant for (CRPs) a qualitative research was conducted. 28 consumers (15 men and 13 women) who have already made at least 1 s-hand shopping on a collaborative redistribution platform (CRP) were interviewed about their purchase experience and the main characteristics that they feel very useful when they make a second-hand shopping. A thematic analysis shows that the most cited and important characteristics for interviewed consumers are ease of use, perceived usefulness, entertainment, sense of belonging to a community, seller reputation and third-party recognition. These characteristics which have been split into intrinsic

Table 1
The main characteristics of commercial websites and platforms.

Characteristics	References
<p>Ease of use It is the ease of understanding of the website user as well as, the development of the reflex of navigation. Perceived ease of use is defined as the subjective perception by the user of the amount of effort required to learn how to use the website.</p>	Pavlou (2003), Koufaris and Hampton-Sosa (2004), Agarwal and Venkatesh (2002), Loiacono et al. (2002), Kim and Stoel (2004)
<p>Perceived usefulness It is subjective perception of the customer about the usefulness of the site. It is generally understood as saving time and costs, as well as evaluating the quality of purchases made.</p>	Koufaris and Hampton-Sosa (2004), Pavlou, (2003), Loiacono et al. (2002)
<p>Entertainment In addition to the aesthetic attractiveness of the platform, it must be creative and innovative. This is in order to create a kind atmosphere, which can encourage the consumer to buy. An entertaining environment stimulates emotional responses.</p>	Kim and Stoel (2004), Loiacono et al. (2002)
<p>Visual design It deals with the aesthetics of the website. It includes the graphic aspect, such as colors, font, and assortment. Visual design attracts consumers by attracting their attention and stimulating pleasure during the website visit.</p>	Cyr et al. (2008), Cyr (2008)
<p>Navigation design It refers to the navigation system which help users to access the different sections of the platform. A good hierarchical structure of the information is needed. The content should be relevant, meaningful, deep and broad, as it should be up-to-date.</p>	Agarwal and Venkatesh (2002), De Wulf et al. (2006), Cyr (2008)
<p>Third-party recognition It is a kind of certification or recognition of a trusted organization or a trusted person who adopts the same platform. It takes the form of a guarantee that reduces the risks related to the transaction.</p>	Lee and Turban (2001), Gefen et al. (2003), Koufaris and Hampton-Sosa (2004)
<p>Feedback mechanism It is the set of comments providing feedback from users about the website. Users' comments can only be judged effective if they represent accurate and credible information.</p>	Pavlou and Gefen (2004), Ba and Pavlou (2003)
<p>Seller's reputation It reflects the level of honesty and trustworthiness of the seller</p>	Dellarocas (2003), Shiau and Luo (2012)
<p>Community belonging Is the extent to which customers are provided with the opportunity and ability to share opinions among themselves through comment links, buying circles, and chat rooms sponsored by the e-retailer.</p>	Hajji et al. (2015), Srinivasan et al. (2002)
<p>Perceived willingness to customize Customization is considered as the ability of the platform to handle each user's specific queries by treating the unique need of each individual.</p>	Koufaris and Hampton-Sosa (2004), Srinivasan et al. (2002), Agarwal and Venkatesh (2002)

and extrinsic characteristics would be taken into consideration in order to test the impact of collaborative redistribution platforms (CRPs) on loyalty intentions.

3. Collaborative redistribution platforms (CRPs): impact of their characteristics on loyalty intentions

Second-hand products have long been considered a threat to brands and the new equipment market in general as they deprive brands of a portion of their turnover. However, the profit they gain in terms of image value is indisputable (Roux and Guiot, 2001; Dessart et al., 2015). In fact, for some researchers, far from competing, the second-hand market is clearly stimulating the new equipment market. It has, for example, enabled the growth of use of certain consumer products (heavy equipment and some expensive clothing and leisure products) (Roux and Guiot, 2001). This support of brands and their image is strengthened with the use of online brand communities and electronic platforms (Van Van Noort and Willemsen, 2012; Wirtz et al., 2013; Dessart et al., 2015). Indeed, the presence of the brand on online communities and platforms can influence people's behavioral intentions towards the brand company and products (Van Van Noort and Willemsen, 2012; Raïes and Gavard-Perret, 2012; Zaglia, 2013; Dessart et al., 2015). It is widely recognized that user satisfaction with a website influences their off-line loyalty to the brand (Shankar et al., 2003). Regarding brand communities, it has also been shown that the consumer's commitment to the latter determines their commitment to the brand (Dessart et al., 2015) as well as their loyalty intentions towards the brand (Raïes and Gavard-Perret, 2012; Jang et al., 2008). Thus, behavioral intentions and loyalty towards the platform seems to have a positive influence on loyalty intentions (Srinivasan et al., 2002) and more specifically on brand loyalty intentions (Müller et al., 2008).

Hence, hypothesis H1:

H1. Loyalty intentions towards the platform have a positive influence on loyalty intentions towards the brand.

Several researchers shed the light on satisfaction as being an antecedent to loyalty intentions (Anderson and Sullivan, 1993; Rust and Zahorik, 1993; Cronin et al., 2000). In the context of e-commerce, satisfaction was defined as indicator of "how well customers like their experience at the site and it is probably the best indication of their willingness to return to the site again" (Jiang and Rosenbloom, 2005, p. 159). Thus, a high level e-satisfaction will also lead to positive loyalty intentions (Jiang and Rosenbloom, 2005; Müller et al., 2008; Zeng et al., 2009). This relationship has been also studied in the field of collaborative consumption where the satisfaction with a sharing option positively impacts the willingness to choose the same sharing option again (Möhlmann, 2015). According to previous researches we are then tempted to suppose a positive relationship between satisfaction and loyalty intentions in the context of (CRPs).

H2.1. Satisfaction towards platform service experience has a positive influence on platform loyalty intentions

In the same line of thought, Müller et al. (2008) have shown that overall satisfaction with a website affects loyalty towards a website; which has in turn an impact on brand attitude and brand purchase intentions. This could suppose a mediating effect of platform loyalty intentions between satisfaction with the platform service experience and brand loyalty intentions.

H2.2. Satisfaction towards platform service experience has a positive influence on brand loyalty intentions (a) and an indirect positive effect by the mediation of platform loyalty intentions (b)

These hypothesized relationships could be explained by intrinsic characteristics (ease of use, perceived usefulness or entertainment) and extrinsic characteristics of the platform (sense of belonging, seller's

reputation and third-party recognition).

3.1. Intrinsic characteristics of collaborative redistribution platforms (CRP)

3.1.1. Ease of use

Ease of use reflects the consumer's perception that using a system will not require effort (Davis et al., 1989). It has been widely shown that ease of use is an essential component of several models of technology acceptance and that it has a positive impact on behavioral intentions (Davis et al., 1989; Venkatesh and Davis, 2000; Venkatesh and et Bala, 2008). This component has been shown to explain individuals' attitudinal and behavioral intentions towards the system (Szymanski and Hise, 2000; Loiacono et al., 2002; Gefen et al., 2003), their satisfaction (Davis et al., 1989), their future intentions of re-using a technological system or device (Loiacono et al., 2002; Venkatesh and Davis, 2000) and their loyalty to a website (Kim and Niehm, 2009). Potential users place ease of use as one major concern of using a technology (Dabholkar, 1996), and for example websites that are difficult to use may cause frustration for consumers (Bitner, 2001). Therefore, if consumers perceive a collaborative redistribution platform (CRP) as easy to use, they are expected to have a higher level of satisfaction and positive loyalty intentions since that satisfaction is an antecedent of behavioral intentions (Oliver, 1980; Rust and Zahorik, 1993). The present authors therefore propose to test this hypothesized causal relationship H3.1 in the context of (CRPs).

H3.1. Ease of use of the platform has a direct positive influence on platform loyalty intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform service experience (b).

In the same vein, research has linked the intrinsic characteristics of a website to brand loyalty (Lin and Lee, 2012; Holland and Menzel, 2001). The ease of use of a website also influences behavioral intentions towards the brand (Helme-Guizon, 2001). This idea suggests that the easier the site is to use, the more likely the brand referenced on such site is to be purchased. The present authors therefore propose to test hypothesis H3.2 in the context of (CRPs):

H3.2. Ease of use of the platform has a positive influence on brand loyalty intentions

3.1.2. Perceived usefulness

Perceived usefulness reflects the degree to which a person believes that the use of a device will improve their performance (). It has been considered as critical to customer's use of a technology (; Venkatesh and Davis, 2000; Venkatesh and et Bala, 2008). According to Bhattacherjee (2001) perceived usefulness is a major concern for customers to use and re-use a technological system. Bhattacherjee's continuance model also postulate a direct link between perceived usefulness of a system and satisfaction.

In a more general way, perceived usefulness constitutes the consumer's subjective perception of the added value of the purchases they have made. Studies have shown that this influences their satisfaction (Devaraj et al., 2002), and determines the intentions to use and re-use the device (Davis et al., 1989). In the context of e-commerce, researchers have also empirically confirmed that the perceived usefulness of a website increases a user's loyalty (Flavia'n et al., 2006). Therefore, if consumers perceive a collaborative redistribution platform (CRP) as useful, they are expected to have a higher level of satisfaction and loyalty intentions since that satisfied consumers would have positive behavioral intentions (Oliver, 1980; Rust and Zahorik, 1993). The present authors therefore propose to test this hypothesized causal relationship H4.1 in the context of (CRPs).

H4.1. Perceived usefulness of the platform has a direct positive influence on platform behavioral intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform

service experience (b).

Several studies exploring e-commerce have clearly demonstrated the role of perceived usefulness in explaining purchases and re-purchases (Babin and Babin, 2001). Perceived usefulness also explains behavioral intentions towards the brand (Flavia'n et al., 2006; Lee et al., 2015) and customer satisfaction (Devaraj et al., 2002; Cyr et al., 2006). Indeed, studies have shown that when the process of buying online is complicated, brand loyalty is reduced in such a way that the consumer does not hesitate to shift towards the competition (Donthu and Garcia, 1999; Nguyen. and LeBlanc, 1998). It is in this context that hypothesis H4.2 is proposed:

H4.2. Perceived usefulness of the platform has a direct positive influence on brand loyalty intentions

3.1.3. Entertainment

In addition to ease of use and usefulness, entertainment is considered as one of the main factors assessing a website quality (Loiacono et al., 2002; Wolfenbarger and Gilly, 2003; Kim and Stoel, 2004). Entertainment is the emotional response of the user towards the platform (Loiacono et al., 2002) and it encompasses elements like visual appeal, innovativeness, images content and web design (Kim and Stoel, 2004). It strongly depends on the design of the website and its ergonomics which are major factors explaining e-satisfaction and leading to e-loyalty (Wolfenbarger and Gilly, 2003). The pleasure experienced when using a website positively influences consumers satisfaction, their intention to buy, and their behavioral intentions (Koufaris, 2002; Cyr et al., 2006) as well as their loyalty to the website (Kim and Niehm, 2009; Loiacono et al., 2002). In the specific context of collaborative consumption, several studies (Hamari et al., 2016; Gyimóthy, 2017) have found that a collaborative platform can be perceived as a means of entertainment through the induced enjoyment (Nov et al., 2010) which is considered as a primary factor explaining the continued use of a platform. This entertaining aspect supports the will of the consumer to re-use the collaboration offering (Hamari et al., 2016) and thus to re-use the collaborative platform which hosts it. The hypothesis H5.1 is therefore proposed:

H5.1. The entertaining aspect of the platform has a direct positive influence on platform loyalty intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform service experience (b).

It has also been widely recognized that the development of entertainment on a website helps companies and brands to retain their customers (Wiegran and Koth, 1999; Lin and Lee, 2012). Müller et al. (2008) have shown that satisfaction and loyalty towards a website have an impact on brand attitude and brand purchase intentions. As such, hypothesis H4.2 is proposed:

H5.2. The entertaining aspect of the platform has a direct positive influence on brand loyalty intentions

3.2. Extrinsic characteristics of collaborative redistribution platforms (CRPs)

3.2.1. A sense of belonging to a community

Brand communities include consumers who share common ideas and some social and moral responsibility for the brand (Muniz and Thomas, 2001). These consumers also have a strong sense of belonging to the community (Närvänen et al., 2013). Several researchers argue that community belonging has a positive impact on e-loyalty and behavioral intentions like recommendations and positive word-of-mouth (Srinivasan et al., 2002). In the same line belonging to the community and social motives are very important in the context of collaborative practices (Galbreth and GhoshShor, 2012; Barnes and Mattsson, 2016)

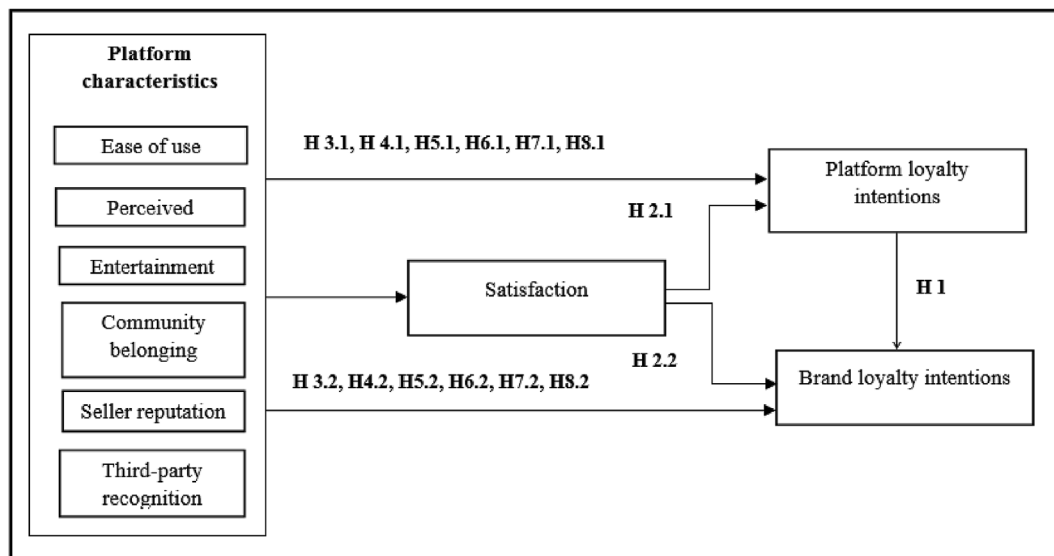


Fig. 1. Conceptual model.

and is considered a major motivation for involvement in sharing activities (Albinsson and Perera, 2012). Similarly, several researchers believe that collaborative platforms bring together consumers who share the same beliefs and display a real sense of community (de Rivera et al., 2016; Benoît et al., 2017). It has also recently been shown that this sense of belonging to the community is a decisive factor in adopting sharing practices in the context of collaborative consumption and positively impacts the satisfaction with a sharing option and the willingness to choose the same sharing option again (Möhlmann, 2015). Starting from the principle that each collaborative platform is generally specialized in a given type of collaborative practice, hypothesis H5.1 is proposed:

H6.1. Community belonging to a platform community has a direct positive influence on platform behavioral intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform service experience (b).

Research on brand communities (Brodie et al., 2013; Casalo et al., 2007) highlights the role of community engagement as a requirement for brand loyalty. In a community, customers who identify with a brand can develop great and enduring relationship with it (Srinivasan et al., 2002). Other researchers (Sitz, 2008; Raies and Gavard-Perret, 2012) similarly believe that a sense of belonging determines brand loyalty. Thus Hypothesis H6.2 is proposed:

H6.2. Community belonging to a platform community has a direct positive influence on brand loyalty intentions

3.2.2. Seller's reputation

Reputation is a social process based on past interactions and conveys the perceived degree of the seller's honesty in commercial transactions (Shiau and Luo, 2012; Doney and Cannon, 1997). In an online context (e.g. Online group-buying), a good seller reputation builds trust, influences customer satisfaction and determines their intention to re-purchase from the platform (Hsu et al., 2014). In the same way the link between firm reputation, e-satisfaction and e-loyalty has been already (Jin et al., 2008) verified. In the context of collaborative consumption trust and virtual reputation have been recognized to be of strong importance (de Rivera et al., 2016). And as mentioned by Benoît et al. (2017) since peer providers have the primary contact with customers, the reputation of the platform is consequently derived through peer provider and customer's interactions. Thus Hypothesis H7.1 is proposed:

H7.1. Seller's reputation on the platform has a direct positive influence on platform behavioral intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform service experience (b).

A seller reputed to be honest (Shiau and Luo, 2012; Doney and Cannon, 1997) further reassures consumers and increase brand warranties (Marzocchi et al., 2013). Thus hypothesis H7.2:

H7.2. Seller's reputation on the platform has a direct positive influence on brand loyalty intentions

3.2.3. Third-party recognition

Third-party recognition is a kind of certification or recognition by a trusted organization or person (Gefen et al., 2003). This reduces perceived risk (Koufaris and Hampton-Sosa, 2004), and reassures users (Pavlou, 2003), in turn influencing their satisfaction (Pavlou, 2003) and their intentions to purchase and re-purchase (Koufaris, 2002).

This recognition is very important for reassuring consumers and makes their purchasing choices and decisions easier (Kozinets, 2002). It determines trust in a website as well as consumer loyalty intentions (Pavlou, 2003; Koufaris and Hampton-Sosa, 2004). Consequently, this causal relationship in the case of collaborative redistribution platforms (CRPs) is explored in H8.1:

H8.1. Third-party recognition of the platform a direct positive influence on platform behavioral intentions (a) and an indirect positive influence by the mediation of satisfaction towards platform service experience (b).

Similarly, other studies conducted within the context of brand communities (Gommans et al., 2001; Marzocchi et al., 2013) underline the importance of third-party recognition in shaping trust and loyalty to the brand. Thus, hypothesis H8.2:

H8.2. Third-party recognition of the platform a direct positive influence on brand loyalty intentions

Fig. 1 below summarizes the factors of brand loyalty in the context of second-hand shopping via a (CRP).

4. Method

In order to validate the proposed model of the influence of (CRPs) on brand loyalty intentions, a quantitative study was conducted by surveying people who have bought a second-hand product at least once

through an online collaborative redistribution platform (website or Facebook group). Respondents were asked to talk about their last second-hand purchase. After piloting the questionnaire, a sample of 214 individuals was selected using the snowball sampling method. We made sure to have an equivalent number of respondents who made their last second-hand purchase on 2 s-hand resale sites (Leboncoin.fr and Vivastreet. fr) as well as on generalist Facebook pages (all types of products) and specialized Facebook pages (like garment, camera, electronic devices). We focused on these platforms because of their popularity (the most known for sites and the largest number of subscribers for Facebook pages). For our snowball sampling method, we first contacted the members of these platforms and asked them to complete the questionnaire and transfer it to their acquaintances who are used to do second-hand shopping online.

Measurement scales described in the marketing literature were used in this study. To measure third-party recognition, the scale proposed by Lee and Turban (2001) was used. To assess the perceived reputation of sellers, the scale developed by Doney and Cannon (1997) was used. Community belonging was measured using the scale developed by Sempé (2000). Ease of use and perceived usefulness were measured by using the scale proposed by . To measure the entertaining aspect of the platform, the scale set out by Loiacono et al. (2002) was used. Satisfaction with platform service experience was measured by using the scale of Oliver (1980). And finally, to measure loyalty intention towards the platform and the brand, an adaptation of the scale developed by Zeithaml et al. (1996) was used. All items were measured on five-point Likert scales ranging from "strongly agree" to "strongly disagree". Exploratory and confirmatory analyses were carried out using SPSS 23 and AMOS 23.

5. Results

5.1. Model testing and validation

Reliability and validity of the constructs were measured before testing the conceptual model. Exploratory and confirmatory factorial analyses enabled us to test the reliability of the measurements used, obtaining good Cronbach's Alpha, Jöreskog Rhô and convergent validity Rhô coefficients (Table 2). As for the validation of measurement models and in order to validate the conceptual model and test hypotheses, we used structural equations modelling under AMOS 23 software. This software enables the estimation of several parameters relating to measurement and structural models in order to verify their overall fit and assess the psychometric quality of measurement scales. To ensure the stability of our results, we used the bootstrap procedure (500 replications).

Once reliability and convergent validity were verified, we proceeded to verification of the discriminant validity (Table 3 below) of our measurement model. The value of the average variance extracted (Rhô of the convergent validity) relative to each construct is greater than the square of the correlations that each construct shares with the other constructs of the model and therefore the convergent validity is

Table 3
Discriminant validity.

	EOU	PUSE	TPR	SR	CB	ENT	SAT	PLI	BLI
EOU	0,822								
PUSE	0,34	0,731							
TPR	0,05	0,02	0,75						
SR	0,00	0,09	0,04	0,87					
CB	0,28	0,37	0,16	0,05	0,856				
ENT	0,02	0,183	0,01	0,13	0,314	0,812			
SAT	0,05	0,265	0,00	0,16	0,066	0,072	0,734		
PLI	0,12	0,129	0,00	0,038	0,203	0,070	0,121	0,724	
BLI	0,21	0,22	0,03	0,064	0,175	0,119	0,145	0,567	0,866

verified.

After testing the validity of the measurement model, a structural equations modelling was performed in order to validate the conceptual model and test the hypotheses. To ensure the stability of the results, bootstrap procedure was employed (500 replications).

5.2. Effect of collaborative redistribution platforms on brand loyalty intentions

An examination of the results of the structural model (Fig. 2) shows that platform loyalty intentions has a positive influence on brand loyalty intentions ($\lambda = 0.68, p < 0.01$), thus validating hypothesis H1.

Similarly, ease of use, seller's reputation, community belonging, third-party recognition and entertainment have an impact on brand loyalty intentions. However, only ease of use ($\lambda = 0.24; p < 0.01$), entertainment ($\lambda = 0.17; p < 0.01$) and seller's reputation ($\lambda = 0.14; p < 0.01$) have a direct and positive influence on brand loyalty intentions; validating thus hypotheses H3.2, H5.2 and H7.2. Community belonging and third-party recognition significantly influence brand loyalty intentions but negatively with respectively ($\lambda = -0.32; p < 0.01$) and ($\lambda = -0.25; p < 0.01$); rejecting thus hypotheses H6.2 and H8.2. Perceived usefulness has no influence on brand loyalty intentions neither positive nor negative. Hypothesis H.4.2 is therefore rejected. Hypothesis H2.2. a supposing a positive and direct relationship between satisfaction towards platform service experience and brand loyalty intentions is rejected. The indirect influence of satisfaction towards platform service experience on brand loyalty intentions with the mediation of platform loyalty intentions is however significant. Indeed, the 95% confidence interval of the relationship excludes zero [0,018–0,327]. Hypothesis H2.2. b is then accepted. In order to determine the nature of this mediation, we examine the direct effect which was non-significant (H2.2. a). With reference to the decision tree of Zhao et al. (2010), we can conclude to an indirect mediation.

The results of the relationships between platform characteristics and platform loyalty intentions show that only community belonging ($\lambda = 0.42; p < 0.01$) and third-party recognition ($\lambda = 0.14; p < 0.01$) have a positive impact on platform loyalty intentions. Only hypotheses H6.1. a and H.8.1. a are therefore accepted. In the same line

Table 2
Measurement model fitting index.

Measurement Model	Cronbach's Alpha	Jöreskog Rhô	Convergent Validity Rhô
Ease of use (EOU)	0.942	0.949	0.822
Perceived usefulness (PUSE)	0.939	0.942	0.731
Third-party recognition (TPR)	0.893	0.899	0.75
Seller reputation (SR)	0.972	0.952	0.870
Community belonging (CB)	0.959	0.960	0.856
Entertainment (ENT)	0.939	0.945	0.812
Satisfaction (SAT)	0.909	0.916	0.734
Platform loyalty intentions (PLI)	0.911	0.913	0.724
Brand loyalty intentions (BLI)	0.962	0.963	0.866

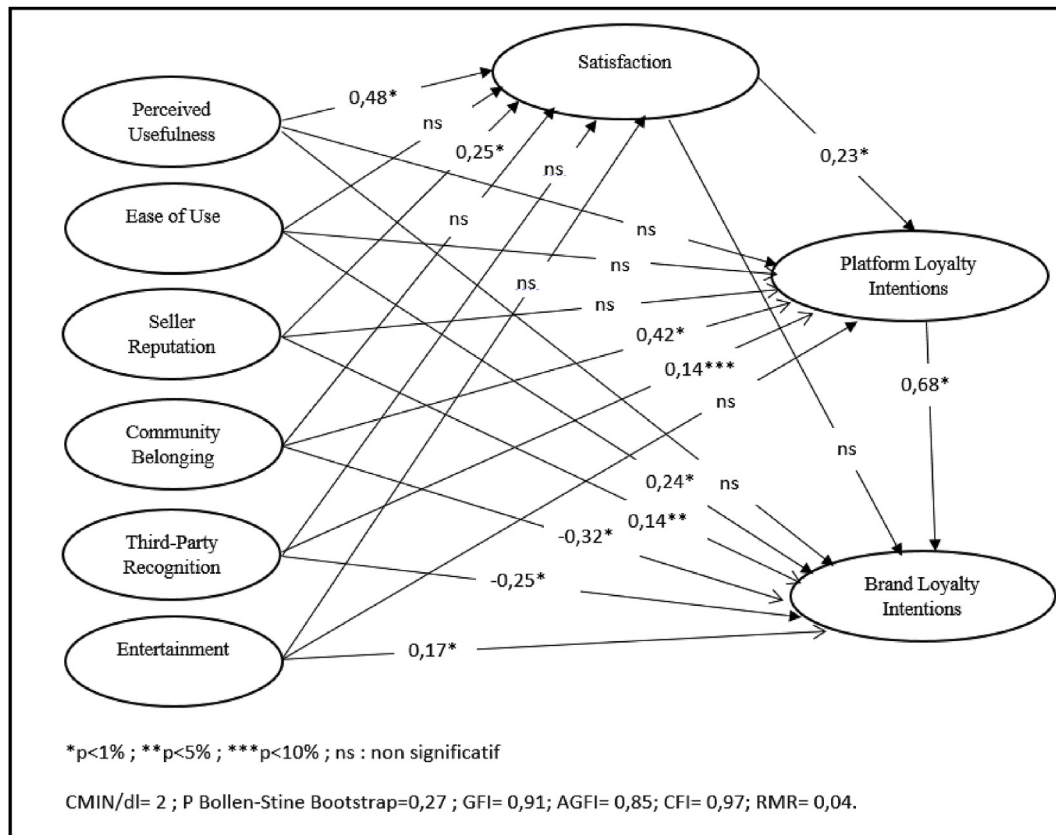


Fig. 2. Effect of collaborative redistribution platforms on brand loyalty intentions.

and concerning the relationships between platform characteristics and satisfaction towards platform service experience, only perceived usefulness ($\lambda = 0.48$; $p < 0.01$) and seller's reputation ($\lambda = 0.25$; $p < 0.01$) have a great and positive influence on satisfaction towards platform service experience.

An examination of the indirect influence of platform characteristics on platform loyalty intentions with the mediation of satisfaction towards platform service experience shows that only the impact of perceived usefulness and seller's reputation are significant. Indeed the 95% confidence intervals of these two relationships exclude zero and are respectively of about [0.001–0.14] and [0.012–0.259]. Thus only hypotheses H4.1. b and H7.1. b are validated. In order to determine the nature of these mediations, we examine the direct effect which was non-significant (H4.1. a and H7.1. a rejected). With reference to the decision tree of Zhao et al. (2010), we can conclude to an indirect mediation.

All the tested hypotheses are listed in Table 4 and Table 5 below.

6. Discussion

6.1. Key findings and implications

This study was set to shed the light on the impact of characteristics of (CRPs) on platform loyalty intentions and loyalty intentions towards brands sold in that platform. As the second-hand market is often seen as a treat for the new equipment market (Roux and Guiot, 2001; Thomas, 2003).

Results show that loyalty intentions to (CRPs) have an impact on brand loyalty intentions. Indeed, behavioral intentions are shaped by the set of instructions which individuals impose upon themselves to act in a certain way (Belk, 2014). This refers to consumer knowledge and is usually planned. Recommending the product or the brand is a normal an expected consequence of satisfaction (Oliver, 1980; Anderson and

Table 4

Direct effects of CRP characteristics on platform loyalty intentions and brand loyalty intentions.

Hypotheses	Validation
H1: platform loyalty intentions → brand loyalty intentions	Accepted
H2a: satisfaction → platform loyalty intentions	Accepted
H2b: satisfaction → brand loyalty intentions	Rejected
H3.1.a: ease of use → platform loyalty intentions	Rejected
H3.2: ease of use → brand loyalty intentions	Accepted
H4.1.a: perceived usefulness → platform loyalty intentions	Rejected
H4.2: perceived usefulness → brand loyalty intentions	Rejected
H5.1.a: entertainment → platform loyalty intentions	Rejected
H5.2: entertainment → brand loyalty intentions	Accepted
H6.1.a: community belonging → platform loyalty intentions	Accepted
H6.2: community belonging → brand loyalty intentions	Rejected
H7.1.a: seller reputation → platform loyalty intentions	Rejected
H7.2: seller reputation → brand loyalty intentions	Accepted
H8.1.a: third-party recognition → platform loyalty intentions	Accepted
H8.2: third-party recognition → brand loyalty intentions	Rejected

Sullivan). Online satisfaction is also deemed as an antecedent to e-loyalty and behavioral intentions (Zeng et al., 2009; Müller et al., 2008; Jiang and Rosenbloom, 2005). We have similarly found that satisfaction towards platform service experience has a positive effect on platform loyalty intentions. In the same line of thought, Raies and Gavard-Perret (2012) demonstrated the role of satisfaction with brand virtual communities on brand behavioral intentions. Although in a virtual community context the direct relationship between satisfaction with the brand community and brand behavioral intentions is established (Raies and Gavard-Perret, 2012), we found that this same relationship is indirect and mediated by the platform loyalty intentions in the case of (CRPs). Indeed, if we consider word-of-mouth or recommendation as a component of loyalty intentions; once satisfied by the platform service experience when buying a brand, a consumer will talk about this

Table 5
Results of the mediation hypotheses.

Mediation Hypotheses	Indirect effect	Direct effect
H2.2.b: satisfaction →platform loyalty intentions →brand loyalty intentions	Accepted	Rejected
H3.1.b: ease of use → satisfaction →platform loyalty intentions	Rejected	Rejected
H4.1.b: perceived usefulness →satisfaction →platform loyalty intentions	Accepted	Rejected
H5.1.b: entertainment →satisfaction →platform loyalty intentions	Rejected	Accepted
H6.1.b: community belonging →satisfaction →platform loyalty intentions	Rejected	Rejected
H7.1.b: seller reputation →satisfaction →platform loyalty intentions	Accepted	Rejected
H8.1.b: third-party recognition →satisfaction →platform loyalty intentions	Rejected	Accepted

positive experience with the platform and indirectly will talk about the brand bought on it. This result shed the light on the importance for platform managers and as well brand managers to enhance customer satisfaction with the platform given its direct impact on platform loyalty intentions and indirect impact on brand loyalty intentions. Platform managers and brand managers can for example work together by doing regular surveys in order to assess the satisfaction of users and focus on its main determinants. This satisfaction could be, in fact, improved by taking into consideration several characteristics of (CRPs).

In order to better understand the impact of these platforms on brands, the influence of the main intrinsic and extrinsic characteristics of collaborative redistribution platforms on satisfaction with platform service experience, platform loyalty intentions and brand loyalty intentions were tested.

6.1.1. The intrinsic characteristics of CRPs and their relationship to brands

Results show that ease of use is not a key factor for loyalty intentions, towards (CRPs). Indeed, several studies (Wagner et al., 2017; Wu and Chen, 2017; Wu and Wang, 2005) have concluded that this variable is not significant for behavioral intentions of website users. On the other hand, ease of use seems to be an important characteristic to loyalty intentions towards brands sold on (CRPs). This could be explained by the friendliness and the community aspect of these platforms: including social contact, recommendations of products and services, brand advice and sharing among users (Hajli et al., 2015; Möhlmann, 2015; Hamari et al., 2016). We can then conclude that sharing experiences on collaborative platforms (Hamari et al., 2016) and getting information about products and brands (Algesheimer et al., 2005) could influence behavioral intentions towards brands in the new equipment market. The social influence power of the collaborative redistribution platform (Hajli et al., 2015; Möhlmann, 2015; Hamari et al., 2016) is likely to be transferable to the new equipment market. Thus brands can benefit from a kind of a “halo effect” when users exchange information and advice about products. In terms of implications, platforms managers could for example propose to brand managers to increase the visibility of their second-hand products sold on the platform with a financial counterpart.

Model testing also shows that platform perceived usefulness determines platform loyalty intentions only through the mediation of satisfaction with the service experience and has no influence on loyalty intentions towards the brands sold in the collaborative redistribution platform. Indeed, a shopping activity has three purposes: obtaining goods; collecting information and having a recreational experience (Downs, 1961). In the same vein Falk and Campbell (1997) distinguish between “chore shopping” and “pleasure shopping”. “Chore Shopping” refers to the primacy of the utilitarian value that determines the attitude and behavior of the buyer (Olshovsky and Granbois, 1979). Transactions on these collaborative redistribution platforms seem rather to be directed by a “chore shopping” model where utilitarian motivations are more important than recreational motivations. This conclusion could explain the non-significance of the impact of entertainment on loyalty intentions towards the platform. However, entertainment seems to determine behavioral intentions towards the brands sold there. In fact, experiencing pleasure from the shopping

activity, establishing social links and interacting in a spontaneous way with others around brands (Lamberton and Rose, 2012), may stimulate future behavior and loyalty intentions towards these brands in the new equipment market.

6.1.2. The extrinsic characteristics of CRPs and their relationship to brands

A sense of belonging to a platform community is crucial for platform loyalty intentions. Indeed, this result supports the findings in the existing literature on social networks and consumer communities and their ability to develop a sense of belonging and commitment to the community (Van Van Noort and Willemsen, 2012; Raïes and Gavard-Perret, 2012; Zaglia, 2013; Dessart et al., 2015). When participating in collaborative consumption activities, the consumer considers other members of the community as partners. This partnership relationship stimulates the individual's sense of belonging to the community (Galbreth and GhoshShor, 2012). Although the first result is consistent with the existing literature (Möhlmann, 2015; Albinsson and Perera, 2012), it was not possible to establish a positive relationship between community belonging and brand loyalty. This result could be explained by the specificities of the research field. On the other hand, a strong sense of community belonging to a (CRP) can hinder the desire and purchase intentions of its members in the new equipment market. They will prefer buying their brand on (CRPs) towards they express a strong sense of belonging and commitment than buying them on the new equipment market. This result contradicts the results of Raïes and Gavard-Perret (2012) on the close relationship between commitment to a brand community and brand behavioral intentions. This could explain the reasons why some brands have created their own CRP, like Trocathlon by Decathlon or Occasionsdulion by Peugeot.

Indeed, if a customer expresses a strong sense of belonging to a platform and finds the brand he wants, he will have no reason to buy it in the new equipment market. And even if he doesn't find the wanted brand, one could probably think that the latter could choose a substitute brand by following the advice of the community members. In fact, third-parties having a strong reputation as influencers (bloggers, developers ...) or ordinary people considered as opinion leaders can influence consumer behavioral intentions and act as prescribers. Indeed, thanks to social networks, the power of these influencers, who play a major role in consumer choices and decisions, is growing (Chang et al., 2015). Thus, third-party recognition, as well as community belonging, seem to have a direct positive influence on platform loyalty intentions thus slowing down purchases in the new equipment market (if I am sure that I will be satisfied with a second-hand purchase on this platform why go on the new equipment market to pay more!)

For sellers' reputations, results show a positive and direct impact on brand loyalty intentions and a positive and indirect influence on platform loyalty intentions by the mediation of platform service satisfaction. Indeed, customers generally consider platforms as guarantors of the credibility of their sellers and the authenticity of the products and the brands which they propose (Hsu et al., 2014), more especially for luxury second-hand products sold in platforms like instantluxe.com or videdressing.com. CRPs, are a way to recruit new customers who do not know the brand or don't buying it by giving them the opportunity to try it at a lower cost. We can suppose then that testing a brand in the

second-hand market and being satisfied may lead consumers to buy it in the new equipment market (Roux and Guiot, 2001; Thomas, 2003). It could obviously be a way to limit the anticipated risk (MacInnis and Patrick, 2006) of the purchase of a brand never tried. In the same line, platform managers and as well brand managers should be sure that second-hand brands sold (mainly luxury ones) on the platform are not counterfeit for example by requesting authenticity certificate before posting the product ad for example.

Often seen as a threat, the present results show that collaborative redistribution platforms may to some extent provide an opportunity for brands in terms of consumers' loyalty intentions (buying intentions and word-of-mouth). Indeed, buying a branded product in the second-hand market could stimulate future purchases in the new equipment market. This is how a multitude of brands and retailers, and even big retailers, get into the second-hand market, by creating their own online space or platform (e.g. Leclerc, Ikea, Decathlon) or by cooperating with second-hand sellers to promote their products (e.g. BMW and Drivenow.com). However, brands often enter the second-hand market by adapting their business model without having a clear and well-defined strategy. Studying the main features of these platforms, and their influence on consumer behavioral intentions towards the brands within the new market would be useful for companies so that they adopt the right strategy. Indeed, it seems that ease of use, entertainment and seller's reputation at a lesser extent, are the main factors determining loyalty intentions to the brand (purchase intentions in the new equipment market and word-of-mouth). All of these factors should be taken into consideration by brands, and even by companies, when they want to enter the second-hand market.

Feedback from users and all this dynamic that can be created around the brand is a form of communication for the brand (Algesheimer et al., 2005) that may stimulating the purchases of the brand in the new equipment market. Brand managers could then identify opinion leaders on (CRP's) and propose to them incentives

(gifts, samples of the brand for example) in order to induce discussions about the brand.

However, managers should be very careful about over-focusing on (CRPs) at the risk of becoming competitors for the new equipment market. Creating their own (CRP) can be an interesting alternative for brands to get even closer to their customers and develop acquaintance and community aspect that characterizes (CRPs) for more interaction and sharing around the brand. It is also an opportunity to limit bad experiences that can damage the brand image by controlling the quality and authenticity of second-hand products. In this way, buying a second-hand product can lead to a new purchase of that brand in the new equipment market.

6.2. Limitations and future research opportunities

The present research is not without limits, which can be addressed in future research. First of all, the analysis is conducted on a global level. It would be interesting for future studies to integrate the role of moderating individual characteristics, like familiarity with collaborative practices, for a more detailed analysis. We can also consider the moderating effect of platforms type. Platforms can be social (Facebook pages) or non-social (websites dedicated to second-hand shopping). The type of the product sold could also be a moderating variable. Secondly, in view of the increasing globalization of markets, it is highly relevant to study the effects of cultural variables and their impacts on the use of second-hand products and the acceptance of CRPs. Motivations for second-hand shopping which can be economic or recreational for example (Ferraro et al., 2016) could be also integrated in order to know their impact on behavioral intentions. Thirdly, this sample remains limited and it would be interesting to replicate the study with a larger sample and with other examples type of collaborative redistribution platforms. Finally in future research it would be wiser to use a probabilistic sampling method in order to insure research validity.

Appendix A

Table 6
Measurement model after scale refinement

Construct	Standardized Loadings	Cronbach's Alpha	Rhò de Jöreskog	Pvc
Ease of use (EOU)				
Learning to use this platform would be easy for me	0.893	0.942	0.949	0.822
My interaction with this platform was clear and understandable.	0.950			
I found this platform easy to use.	0.852			
I think this platform is easy to use	0.929			
Percieved Usefulness (PUSE)				
Using this platform can improve my shopping performance (save shopping time/effort or buying cost) in searching and buying electronic products	0.724	0.939	0.942	0.731
Using this platform can increase my shopping productivity in searching and buying electronic products	0.875			
Using this platform can enhance my shopping efficiency in searching and buying electronic products	0.869			
Using this platform can enable me to more easily search and purchase electronic products compared to other websites	0.786			
Using this platform can improve my shopping performance (save shopping time/effort or buying cost) in searching and buying electronic products	0.952			
Using this platform can increase my shopping productivity in searching and buying electronic products	0.905			
Third-party recognition (TPR)				
This platform is recognized by well-known reputable third parties (e.g.,portal, award,certificate, testimonial,etc.)	0.880	0,893	0.899	0.750
There are reputable third-party bodies insuring transactions with this platform	0.872			
I believe that the third-party recognition for this platform is effective	0.887			
Seller Reputation (SR)				
The sellers of this platform ... have good reputations	0.886	0.972	0.952	0.870
The sellers of this platform ... concerned about customers	0.983			
The sellers of this platform ... have a good reputation for being honest	0.926			
Community belonging				
I am in regular contact with most members of the group	0.911	0.959	0.960	0.856
I can easily contact many people in the group	0.933			
I think I am well accepted by all members of the group	0.972			
I am one of those who maintain contact between group members	0.883			
Entertainment (ENT)				

(continued on next page)

Table 6 (continued)

Construct	Standardized Loadings	Cronbach's Alpha	Rh� de J�reskog	Pvc
I feel cheerful when I use this platform	0.988	0.939	0.945	0.812
I feel happy when I use this platform	0.970			
I feel sociable when I use this platform	0.921			
This platform is creative Satisfaction (SAT)	0.696			
I am satisfied with the services provided by this platform	0.888	0.909	0.916	0.734
This platform is a good way to do business	0.718			
The service of this platform meets my expectations	0.908			
Overall, I am satisfied with the service provided by this platform	0.898			
Platform loyalty intentions (PLI)				
I encourage friends and relatives to do business with this platform	0.831	0.911	0.913	0.724
I recommend this platform to someone asking your advice	0.921			
I consider this platform your first choice to buy services	0.881			
I'm likely to do more business with this platform in the next few years	0.763			
Brand loyalty intentions (BLI)				
I encourage friends and relatives to buy the brand that I bought on this platform	0.942	0.962	0.963	0.866
I say positive things about the brand that I bought on this platform to other people	0.927			
I recommend the brand that I bought on this platform	0.961			
I'm likely to use this brand in the next few years	0.892			

Appendix B. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jretconser.2019.101885>.

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