Factors influencing the Use of Digital Technology by Secondhand and Bric-a-brac Buyers in Bangkok and Surrounding Provinces.

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Abstract

In this day and age, people have become more dependent on the use of technology in everyday activities. Many studies have been conducted to investigate factors influencing the use of digital technology buying brand new products or services. However, there have not been many studies on factors influencing the use of digital technology for buying secondhand items. The purpose of this study is to investigate factors influencing the use of digital technology among secondhand and bric-a-brac buyers in Bangkok and surrounding provinces. Cochran (1977) sampling technique was utilized to calculate the sample size due to unknown population. Four hundred and twenty-five individuals were surveyed at six largest flea markets in Bangkok and surrounding provinces through convenience random sampling method. Moreover, twenty in-depth interviews were also conducted to capture additional information. A research model was developed based on Technology Acceptance Model (TAM) integrated with Perceived Risk concept. Proposed relationships between adoption of digital technology and fifteen independent variables were tested using Multiple Regression Analysis. The empirical evidence demonstrates that "Competitive Price" and "Ability to Search for Products Easily" were found to have significant positive relationship with adoption of digital technology while "Delivery Risk" and "Refund/Return Policy Risk" were found to have significant negative relationship. This research provides useful solution to an improvement of digital technology usage among secondhand and bric-a-brac buyers which compliments sustainable and economic development in Thailand.

Key words: Adoption of Digital Technology Secondh and Bric-a-Brac Technology Acceptance Model (TAM) and Perceived Risk,

Introduction

The use of digital technology for buying products especially through online platforms, has gained wide spread acceptance and become a normal practice in present day worldwide. The rise of the use of digital technology experienced in Thailand is not different to the rest of the world. There is a continuing growth of e-commerce volume from 2.03 trillion Baht in 2014 to 2.81 trillion Baht in 2017 which represents approximately an increase of 38% in 4 years (ETDA 2014-17). There are wide range of products and services

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that are being sold online and the variety seems to be increasing all the time. In Thailand, apart from everyday products typically available on on-line marketplace, there are emerging online ser-vice providers such as food delivery, repairer find-ers, maid finders and other services etc. However, at present, there are no secure online platform specially designed for secondhand and bric-a-brac item in Thailand apart from some classified websites and social media platforms particularly Facebook.

The study on the use of digital technology on buying secondhand and bric-a-brac items in Thailand provides many useful benefits. Firstly, the use of digital technology helps to stimulate development of Thailand 4.0 government policy. This policy aims to promote the combination on the use of technology with creativity to create value added products and services especially targeting small business or players. Secondly, the nature of secondhand and bric-a-brac business being small in size open up opportunity for business development. These businesses could be considered as micro business rather than small and medium enterprise by the definition according to Thailand SMEs' promotion Act. (2000). Better understanding of factors affecting buying decision would promote the growth of micro business and economy at smallest level. Finally, the reuse of products in secondhand and bric-a-brac business would contribute to the sustainable development since it helps to reduce demand for consumption of resources to produce new products. The use of digital technology could also reduce consumption of resources in order to travel to shops or markets and make a purchase.

This research expands the scope of academic understanding on adoption of digital technology on buying products from brand new to second-hand market in Thailand. This study incorporates the concept of perceived benefits based on Tech-nology Acceptance Model (TAM) with Perceived Risk to capture both positive and negative factors of buyers' intentions.

Research Objectives

1. To examine the current situation and demography of secondhand and bric-a-brac buyers in Bangkok and surrounding provinces?

2. To examine factors influencing the utili-zation of digital technology by secondhand and bric-a-brac buyers in Bangkok and surrounding provinces?

Definition of Terms

1. Secondhand and Bric-a-brac. The term secondhand and bric-a-brac in this study refers to "Used miscellaneous items (big or small). Sought after for their antiquity, rarity, originality or for sentimental, ornamental or other interests".

2. Digital Technology. In this study, the term "Digital technology" can be referred to as "Digital technology that allows sellers and buyers of secondhand and bric-a-brac items to sell or buy without having to meet in person. This may include internet websites, social media, electronic payments, online banking and e-commerce etc."

Hypothesis

1. Perceived Usefulness

Generally, perceived usefulness refers to the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). The concept of perceived usefulness has been applied and adapted to adoption of various new technologies by researchers which demonstrate relationship between perceived usefulness and adoption of new technology.

Thus, it is reasonable to assume that perceived usefulness has influence on the adoption of new technology. Under the context of perceived usefulness, this study was able to adapt seven variables that suit research topic and developed hypotheses as follow:

H_1: Price positively influences adoption of digital technology.

H_2: Price Comparison positively influences adoption of digital technology.

H_3: Time saving positively influences adoption of digital technology.

H_4: Options positively influences adoption of digital technology.

H_5: Delivery positively influences adoption of digital technology.

H_6: Store Accessibility (Time) positively influences adoption of digital technology.

H_7: Store Accessibility (Place) positively influences adoption of digital technology.

2. Perceived Ease of Use (PEU)

Perceived ease of use can be referred to as the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). Similarly to the concept of perceived usefulness, we have observed considerable empirical studies that demonstrate relationship between perceived ease of use and adoption of digital technology. Thus, it is reasonable to construct hypothesis accordingly. Constructs development was based on TAM and various literatures to suit research topic. All hypotheses can be seen as follow:

H_8: Search Ability positively influences adoption of digital technology.

H_9: Information positively influences adoption of digital technology.

H_{10}: Easiness positively influences adoption of digital technology.

3. Perceived Risk (PR)

Perceived Risk can be referred to as "the consumers, subjective expectation of suffering a loss in pursuit of a desired outcome" (Greatorex and Mitchell, 1994) which can be categorized into five categories namely; financial, performance, physical, privacy and time risk, (Jacoby & Kaplan, 1972). Literature review shows that perceive risk has negative relationship to the adoption of new technology. Moreover, this study adapted the concept of Perceived Risk above to suit the study's area of interest and was able to construct five variables based on past empirical studies. As a result, hypotheses were developed as follow:

H_{11}: Security Risk negatively influences adoption of digital technology.

H_{12}: Financial Risk negatively influences adoption of digital technology.

H_{13}: Product Risk negatively influences adoption of digital technology.

H_{14}: Delivery Risk negatively influences adoption of digital technology.

H_{15}: Return/Refund Policy Risk negatively influences adoption of digital technology.

The description of fifteen variables, their code name and relevant empirical studies can be seen in Table 1.

Table 1: Description of variables

Construct	Code Name	Conceptual Description	Reference
Price	PU1	I can find cheaper price when buying through the use of digital technology.	Van der Heijden, Verhagen & Creemers (2003)
Price Comparison	PU2	I can compare prices from different stores.	Li & Huang (2009)
Time Saving	PU3	It takes less time to buy through the use of digital technology.	Venkatesh, Morris, Davis, G. B. & Davis, F. D. (2003)
Options	PU4	I have many options or alternative products when buying through the use of digital technology.	May So, Danny Wong & Sculli (2005)
Delivery	PU5	Delivery option makes it easier.	Kumar & Rao (2016)
Store Accessibility (Time)	PU6	I can buy items at any time 24/7.	Marakarkandy, Yajnik & Dasgupta (2017)
Store Accessibility (Place)	PU7	I can buy items from any location.	Marakarkandy, Yajnik & Dasgupta (2017)
Search Ability	PEU1	I can easily search for products through the use of digital technology.	May So, Danny Wong & Sculli (2005)
Information	PEU2	It is easier to access to product's information through the use of digital technology.	Park & Kim (2003)
Easiness	PEU3	Buying using digital technology is easy or easy to learn.	Venkatesh & Bala (2008)
Security Risk	PR1	I risk losing my financial information to unwanted parties.	May So, Danny Wong & Sculli (2005)
Financial Risk	PR2	I risk losing hidden fees when buying through the use of digital technology.	Moshrefjavadi et al. (2012)
Product Risk	PR3	I might not receive item as described.	Moshrefjavadi et al. (2012)
Delivery Risk	PR4	I might not receive an item from delivery service or receive in damaged condition.	Moshrefjavadi et al. (2012)
Return/Refund Policy Risk	PR5	Product might not be returnable/ refundable due to complicated terms.	Moshrefjavadi et al. (2012)

Literature Review

Technology Acceptance Model (TAM)

The main concept and objective of this study was to examine factors affecting the adoption of new technology among individuals. In the case of this study, it is an adoption of digital technology among individuals who buy second-hand and bric-a-brac-items. The review of litera-ture shows that there are many theories that researchers utilize to study adoption of new tech-nology including Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). However, the most widely used model to study adoption of new technology was TAM as it has become powerful model to explain and predict technology acceptance behavior (Mun & Huang,

3003, p.432).

TAM model was introduced by Davis (1989) as an information system theory aiming to provide a model that explains user's acceptance of information system or new technology. The model was adapted from social psychology theory of TRA which was proposed by Fishbein and Azjen (1975). TAM posits that when users are faced with new technology, two important determinants are of primary relevance for technology acceptance. These two determinants are Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness (PU) can be defined as "the prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational context" (Davis, Bagozzi & Warshaw, 1989, p. 985) whereas the Perceived Ease of USE (PEU) refers to "the degree to which the prospective user expects the target system to be free of effort" (Davis, Bagozzi & Warshaw, 1989, p. 985).

Perceived Risk

Recently, the concept of Perceived Risk has been widely utilized in integration with TAM to explain the use of technology related to buying online. This is because the emergence of new technology where items are purchased online through electronic payment and observation of pictures or video clip creates several uncertainties for buyer unlike traditional way. The concept of Perceived Risk in the use of technology to purchase online can be traced back to the study of consumer behavior. Bauer (1960), firstly viewed the concept of consumer behavior as risk taking. Since then, many scholars have studied the concept of Perceived Risk on customer behaviors further. Cunningham (1967) provided two components of Perceived Risk including individual subjective feeling of uncertainty and the amount of loss as a consequence. The consequence could be resulted in mainly financial loss and time waste. Jacoby & Kaplan (1972) further divides perceived of risk into five components: financial, performance, physical, privacy and time risk. Morover, Greatorex and Mitchell (1994) have provided a precise definition of Perceived Risk in general term as "the consumers, subjective expectation of suffering a loss in pursuit of a desired outcome". In conclusion, the concept of Perceived Risk has been used in integration with different theories including TAM, TRA and TPB by contemporary researchers.

The Use of Digital Technology

In this study, the use of digital technology is treated as dependent variable. The use of digital technology of an individual or organization can be derived from different activities in operation process of the unit of analysis. This approach was adapted from Gibbs & Kraemer (2004) and Ramdansyah & Taufik (2017). There are certain processes where buyers will consider during buying process such as information finding, how to buy product and make payment. Buyers who utilize digital technology on every step of the process can be considered as adept users of technology. Three processes with respective definition are shown in Table 2.

Table 2: Use of digital technology

Use of Digital Technology	Buyers
Use of E-Information Finding	Buyers use digital technology to find information of interested products before buying. Often, they will reach information advertised by Sellers.
Use of E-Purchase	Buyers use digital technology to buy bric-a-brac/secondhand item from online sellers (without payment through online platform).
Use of E-Payment	Buyers make electronics payment through secure online platform.

Scope of Study

1. Scope of Content. This research employed both qualitative and quantitative methodology to study factors influencing the use of digital technology by secondhand and bric-a-brac buyers.

2. Scope of Population. This research conducted surveys and interviews on buyers of secondhand and bric-a-brac items at six flea markets including Pattavikorn, Chatuchak and Klong Thom-Pubplachai flea market in Bangkok, Talad-Thai flea market in Pathumthani, Pantip 2 flea market in Nonthaburi and Rod Fai Srinakharin flea market in Samutprakarn.

3. Scope of Area. This research conducted surveys and interviews at six flea markets in Bangkok, Nonthaburi, Pathumthani and Samutprakarn.

4. Scope of Study Time. The research was conducted from June to July 2018.

Conceptual Framework

Buyers of secondhand and bric-a-brac items act independently as an individual. This study utilized TAM as a theoretical framework for analysis with an integration of the concept of Perceived Risk.

There are three contexts that could be adapted from TAM and Perceived Risk. These contexts include Perceived Usefulness (PU), Perceived Ease of Use (PEU) and Perceived Risk (PR). Under these three contexts, 15 factors were constructed. These factors act as independent variables. The Use of Digital Technology acts as dependent variable. The research model can be seen in the Figure 1.
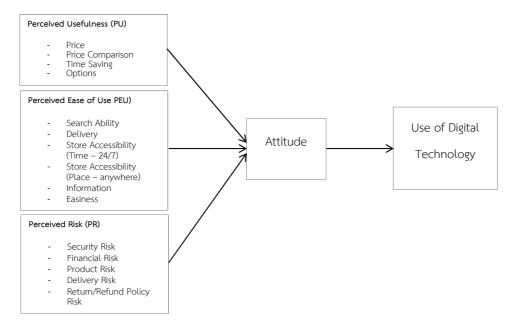
Figure 1: Research Model

Research Methodology and Data Analysis

Methodology

This research utilized both qualitative and quantitative methodology to examine the factors influencing the use of digital technology by secondhand and bric-a-brac buyers in Bangkok and surrounding provinces. The quantitative methodology includes the use of questionnaire surveys at six flea markets. In-depth interview technique was utilized to obtain additional information qualitatively.

Sampling and Data Collection

This research conducted surveys through the use of questionnaire at six largest flea markets for secondhand and bric-a-brac items in Bangkok and surround provinces. The first part of questionnaire was designed to obtain demographic information of respondents (buyers of secondhand and bric-a-brac items) and second part contained questions according to research model and theoretical framework (TAM and Perceived Risk). A convenience random sampling method was selected to obtain unbiased data from respondents. This study also conducted additional in-depth interviews to capture information in all dimensions that might not be presented in questionnaire. A questionnaire pre-test was conducted using thirty samples at a similar but smaller size flea market in Bangkok. A Cronbach alpha reliability test was applied to the pre-test questionnaire which resulted in an acceptable alpha value of 0.78. Thus no adjustment was needed. The study utilized Cochran sampling technique to calculate research's sample size due to unknown population of buyers. The total number of 425 respondents answered to survey questionnaire which exceeds minimum sample size of 385 according to Cochran (1977). Twenty interviews was conducted to obtain additional information and opinion of buyers on the use of digital technology on buying secondhand and bric-a-brac items in order to cover any missing issue.

Data Analysis

This study utilized Multiple Regression Analysis to capture relationship between dependent variable and independent variables. A freeware statistical analysis program was utilized to compute Multiple Regression Analysis. A p value of less than 0.05 indicates high relationship between variables.

Research Results

Demographic information

Gender and Age

Male are the majority buyers of secondhand and bric-a-brac market. They constitute 65.65 percentage of the total sample size while female constitute 34.35 percentages. Young people between the age of less than twenty and twenty-nine years old represent 49.42 percentages or almost half of the total sample population. People between the age of thirty and thirty-nine years old represent a lesser proportion of sample population at 17.42 percentages. Older working people between the ages of forty to fifty-nine years old represent 21.64 percentages. Lastly, retired people who are older than sixty years old represent 11.54 percentage of the total sample population. In general the distribution of age indicates that in secondhand and bric-a-brac market, young people are the majority of buyers. As people get older and advance in their career, less proportion of people come to this type of market. However, the proportion slightly increases when people reach their retirement age. The data also suggests that initially when people have the age of less than thirty-four, the number of male and female buyers is quite similar. However, as people get older, less female buyers come to secondhand and bric-a-brac market. Between the ages of thirty-five to thirty-nine years old, about

half female buyers compared to male buyers come to secondhand and bric-a-brac market. Eventually, male buyers dominated population in older buyer age group.

Education

People with vocational diploma represent the largest proportion of the population at 30.59 percentages. The second largest education group representing buyer population is people with undergraduate degree at 27.29 percentages. The third largest group is those people with high school diploma at 25.88 percentages. Graduate and doctorate degree only represent 3.77 percentage of the total population. Lastly, other educational qualifications represent 12.47 percentages. Other educational qualifications are hard to predict the meaning. This could mean that respondents did not want to reveal their true educational background or it could mean that they were not educated or did not complete high school diploma. In general, most buyers are those who have not gone to university with highest educational qualification of high school or vocational diploma. This group represents 56.47 percentages or more than half of the population. People with very high educational qualification such as graduate and doctorate degree do not seem to be very interested in this kind of market. This may reflects that this group of people earns higher income and prefers to buy luxurious or brand new item. If this observation is true, it would also suggests that Thai people in Bangkok and surrounding provinces do not possess perception that secondhand and bric-a-brac items are valuable, stylish or collectible in a similar way as western countries.

Income

People with monthly salary of less than 20,000 Baht are the majority buyers of second-

hand and bric-a-brac market which represent 79.29 percentage of the total sample population. People with monthly salary between 20,001 to 30,000 Baht come at second highest proportion at 19.29 percentages. People with monthly salary between 30,001 to 50,000 Baht only contribute to 1.42 percentages and there were not any respondent who earns more than 50,000 Baht present when the survey was conducted. This indicates that secondhand and bric-a-brac market is dominated by lower to middle income earner in Thai society. In perspective, the average monthly earning of Thai people in 2017 equals to 26,946 Baht per month according to National Statistical Office of Thailand. This again could reflect that higher income earners prefer brand new item and perception of secondhand and bric-a-brac item as collectible is not widely common in Thai society.

Multiple Regression Analysis and hypotheses testing

Adoption of digital technology (ADT) and fifteen independent variables (PU1, PU2, PU3, PU4, PU5, PU6, PU7, PEU1, PEU2, PEU3, PR1, PR2, PR3, PR4 and PR5) were analyzed using Multiple Regression Analysis technique to capture underlying relationship.

The result shows that the Multiple Regression Analysis with fifteen predictors produced r^2 value of 0.33 with four variables namely PU1, PEU1, PR4 and PR5 having p value less than 0.05. This suggests that the four variables have significant influence on the adoption of digital technology (ADT). Therefore, null hypothesis can be rejected and it can be concluded that PU1, PEU1, PR4 and PR5, are determinant variable to ADT. It can be concluded that H1, H8, H15 and H15 are supported. The r^2 value indicates the explanatory power of 33 percentage of this model. Lower p value is very common in the field of social science study.

It can be elaborated further that the competitive price (PU1) and the ability to search for products easily (PEU1) are factors that positively influence the use of digital technology to buy secondhand and bric-a-brac items in Bangkok and surrounding provinces. Moreover, the risk involving delivery of product such as products being delivered damage or no delivery at all (PR4) and the risk of refund/return policy (PR5) are also acting as factors influencing the use of digital technology but negatively. This implies that buyers of secondhand and bric-a-brac items might use digital technology because it is easy to search for interested product. If it is available online, it is likely to be cheaper. However, they have concern of delivery service.

Looking at the result through theoretical framework point of view, there are significant variables extracted from all three of perceived usefulness, perceived ease of use and Perceived Risks context. This indicates that TAM model in integration with Perceived Risk model provide a solid theoretical basis to explain adoption of digital technology among secondhand and bric-a-brac buyers in Bangkok and surrounding provinces.

Focusing on variables constructed from perceived usefulness context, there are six insignificant variables including price comparisons (PU2), time saving (PU3), product options (PU4), delivery service options (PU5), ability to access store any time (PU6) and ability to access store from any place (PU7). This reflects that in the secondhand and bric-a-brac market, buyers do not focus too much on these issues since the nature of second and bric-a-brac items are different from normal new products. Secondhand products are available once at a time. A particular item may appear at a particular time and place or there might be a few available but with different

conditions. Thus, it is meaningless for buyer to compare the price when there are not many to compare anyway. Buying secondhand products may also be preferable for some to have hand-on inspection. Therefore, variables such as time saving, delivery options and ability to access store from any time and place are not providing a lot of impact to buying behavior.

Looking at variables constructed from perceived ease of use, there are two insignificant variables namely ability to obtain product's information easily (PEU2) and easiness on the use of digital technology (PEU3). Again with the nature of secondhand and bric-a-brac market, it is very difficult to provide accurate information through the use of digital technology due to the uniqueness and authenticity of the item itself. Some second-hand and bric-a-brac items can be collectible and possess value. This requires special knowledge particularly on the product. This nature could explain why buyers do not give so much impor-tance to information available on internet. On the other hand, the easiness on the use of digital technology might not play an important role because digital technology is so widely spread nowadays. It is very hard to find anyone not be able to use mobile phone, applications or internet. Therefore, it is already quite easy and common for people to use digital technology so hence this variable becomes insignificant.

Lastly, looking at variables constructed from Perceived Risk, there are two significant and three insignificant variables. The three insignificant variables include security risk (PR1), financial risk (PR2) and product risk (PR3). This implies that today's digital technology is widely accepted for the level of security that can protect users' private and financial information. Paying online is becoming more and more common and hence buyers of

secondhand and bric-a-brac items would be exposed to the use of electronic payment when buying other products or paying bills. Therefore, similarly to previous explanation, the level of current technology allows buyers to feel safe and cause risk factors involving security and finance insignificant. In term of product risk, buyers of secondhand and bric-a-brac tend to make hand-on inspection when buying expensive item with collectible values. Therefore, when buying online, most of the items are cheap or are items that do not hold collectible value. These items are already in used condition; therefore the risk of product is minimized.

Interviews

In order to obtain in-depth knowledge of adoption of digital technology among secondhand and bric-a-brac buyers in Bangkok and surrounding provinces as well as to support quantitative analysis in earlier sections, twenty interviews were conducted to extract additional comments from open ques-tions. The result of interview is as follows:

1. Most buyers research product's infor-mation using Google website. The information research usually will be done before searching for online selling shops. Most of the time, buyers would look for secondhand and bric-a-brac items from Facebook groups or page. In other times, buyers might search for second hand items through online classified websites such as Kaidee.com or Panthip.com. In most circumstances, buyers would contact sellers through phone or LINE mobile application and ask for item's details as well as pictures. Pictures would be sent through LINE application with further negotiation taken place through phone and chat. Another channel of communication is through Facebook inbox chat. Pictures and details of items can be trans-ferred through chat box easily. In case of buying

from Facebook closed group, buyers would need to request for permission to join group before being able to see listed items and communicate with sellers. Once buyers and sellers are able to reach sale agreement with price and delivery service, there are usually two choices available. First is to arrange a meeting and pay in cash and pick up an item in person. This choice is risky for seller because buyer could just cancel offer without any biding. The second choice and the most popular method is to transfer money first before seller ships item to designated address. The transfer of money can be done through bank account or through electronic payment system. This choice is practical because, many online shops have been in business for a long time and they have reviews and existing customers who could guarantee seller's creditability. However, it is still risky for buyer since there are many scams online nowadays. Some of the interviewees had experienced cheating by sellers not shipping their products or products are not as shown online. Thus this platform can be regarded as unsecured online platform.

2. Some buyers do research on internet looking for shops that sell items they are looking for then these buyers would physically travel to targeted shops and inspect wanted items personally. Some buyers believe that by coming to markets and buy items face to face, it allows buyers to negotiate price better than buying online. They can also have opportunity to find other items that are not listed online since sellers tend to list some items online only.

3. Most buyers feel that buying through digital platform could provide convenience and making their life easier. This is because buying online or through the use of digital technology allow buyers to buy items from anywhere at any time according to their needs and convenience. The buying process is very quick compared to traditional way which includes travelling to markets and search for items on foot. However, there are some down side to the use of digital technology such as inability to have hand-on inspection of the item, the risk of being cheated, the risk of financial information being taken, the risk of items not delivered or delivered damaged, risk of not be able to return wrong item and the lack of technology ability in older generations.

Conclusion and Recommendations

This study provided empirical evidence to demonstrate that TAM model in integration with Perceived Risk model provide a solid theoretical basis to explain adoption of digital technology among secondhand and bric-a-brac buyers in Bangkok and surrounding provinces. Four variables namely competitive price (PU1), ability to search for products easily (PEU1), delivery risk (PR4) and refund/return policy risk (PR5), were found to have significant relationship with adoption of digital technology (ADT).

Interviews shows that today's secondhand and bric-a-brac buyers in Bangkok and surrounding provinces are already using digital technology in their buying process because it provides conveniences in number of ways. However, there are no secure electronic payment platforms that guarantee delivery of items for buyers. Therefore, the risks involve buying secondhand and bric-a-brac item remain high.

1. Policy Recommendations

This study provided empirical evidence to suggest that the use of digital technology on buying secondhand and bric-a-brac items does have a future in Bangkok and surrounding provinces if risks involved can be removed or mineralized. Successful creation of secure payment platform that guarantee product delivery or refund/return policy would help increase the buying through the use of digital technology. Information technology companies or investors could potentially create such platform and profit from commission on sales. The government of Thailand could support the development of uncomplicated electronic payment platform that guarantees buyers of items delivery, accuracy of item's description and fair return/refund policy by minimizing relevant regulations and matching finances service providers with potential investors.

2. Academic Recommendations

This study provided additional perspective on the use of new technology on buying secondhand items in developing country. This study also extended the scope of TAM with the concept of Perceived Risk. However, the result from interviews shows that other factors such as the age of buyers, conveniences, conditions, authenticity of items and opportunity to bargain also play im-portant role in the use of digital technology by secondhand and bric-a-brac buyers. Since secondhand and bric-a-brac buyers have unique conditions on using digital technology, it is recommended that there should be a specialized set of factors based on TAM integrated with other relevant theories such as Perceived Risk, UTAUT and the concept of Convenience in explaining this phenomenon.

3. Recommendations on Future Study

This study did not utilize demographic information such as age, gender and income to include with the analysis of factors influencing the use of digital technology for buying secondhand and bric-a-brac items. Other theories such as TAM with extension, UTAUT or concept of Convenience could be integrated with TAM and Perceived Risk in future studies to obtain more understanding.

In term of population scope, this study did not focus on different specialty of different secondhand and bric-a-brac market. There are markets for highly collectible items such as jewelry, toys, memorabilia or furniture and the markets for used household items such as clothes, tools or kitchenware etc. Therefore, it is reasonable that different market would have different characteristics on the use of digital technology.

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