

The Study of Customer Journey Affecting Decision to Purchase Secondhand Clothing on Instagram

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Abstract

This study aims to examine customer journey (5A's) factors influencing the decision to purchase secondhand clothing on Instagram. The data was collected through a questionnaire survey conducted in Thailand with a sample of 400 individuals interested in shopping for secondhand clothes on Instagram. The data analysis involved statistical techniques such as percentage calculations, mean, standard deviation, and logistic regression. The findings explore the customer journey using 5A's framework: Awareness, Appeal, Ask, Act, and Advocacy. Hypothesis testing within this framework identified nine significant factors positively influencing the decision to purchase secondhand clothes on Instagram: 1) Recommendations from Friends in Person: Personal recommendations play a crucial role in influencing purchasing decisions. 2) Reels and Short Videos: Engaging content such as reels and short videos capture attention and drive interest in secondhand clothing. 3) Hashtags: Relevant hashtags help customers discover products and connect with brands. 4) Full Detail Description of Sizing and Fabric: Detailed product descriptions regarding sizing and fabric quality are

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essential for customers to make informed decisions. 5) Background of Clothes: Information about the origins and stories behind the clothes adds value and appeal to the products. 6) Styling Tips for Mix and Match: Customers appreciate styling tips that help them visualize how to incorporate secondhand items into their wardrobe. 7) Buying from Online Shops: Customers prefer purchasing from established online shops they trust on Instagram. 8) Anticipation for New Drops: The excitement of waiting for new product releases encourages repeat visits and purchases. 9) Recommendations to Friends and Family: Satisfied customers are likely to recommend stores to their friends and family, creating a cycle of continuous engagement and new customer acquisition. These factors highlight the importance of a comprehensive approach to marketing secondhand clothing on Instagram. The accuracy in prediction was 92.3% Brands should focus on creating engaging content, providing detailed product information, and fostering a sense of community and trust among their customers.

Keywords: Customer behavior, Decision to Purchase, Secondhand Clothes, Instagram, Customer Journey

Introduction

The number of internet users worldwide has been steadily increasing, reaching 5.3 billion as of October 2023 (Petrosyan, 2024). At the start of 2023, Thailand had 61.21 million internet users, with an internet penetration rate of 85.3 percent. Additionally, Thailand had 52.25 million social media users in January 2023, making up 72.8 percent of the total population. In early 2023, there were 101.2 million active cellular mobile connections in Thailand, equivalent to 141.0 percent of the population. Instagram was particularly popular, with 17.35 million users in early 2023 (International Trade Administration, n.d.). The Internet is now accessible

in nearly every part of the globe, significantly influencing daily activities, including shopping behavior. In 2023, there were 2.64 billion digital buyers, representing 33.3 percent of the global population, a 3.1 percent increase from the previous year, with expectations of growth to 2.77 billion by 2025 (Gaubys, n.d.).

Thailand's e-commerce market grew by 16 percent in 2023. The SCB EIC estimated the secondhand clothing market value at 50 million USD (1,800 million THB) (Thirasoonthrakul, 2023). The E-Commerce Association of Thailand projected the e-commerce market value to reach \$26.5 billion in 2023, up from \$23.4 billion in 2022, and to \$32 billion by 2025. Over half of Thailand's population regularly uses e-commerce platforms. The Consumer Report Thailand 2023 indicates that fashion items, including clothes and footwear, account for 60 percent of the market, followed by personal care at 43.2 percent, and food and beverages at 34.6 percent. Mobile devices are responsible for over 80 percent of total online sales, with mobile wallets making up 23 percent of all transactions. Mobile wallet adoption is expected to reach 63 percent by 2025. The Kasikorn Research Center reported that Thai individuals spend 440 THB per person on secondhand clothes, with this expenditure increasing (Depchand, 2022). The surge in online commerce is driven by the widespread use of social media platforms like Instagram and TikTok, which are projected to have a combined user base of 3 billion in 2023. Social media platforms now incorporate buying functionalities, such as Facebook Marketplace, Instagram Shopping, and TikTok Shop. The COVID-19 pandemic significantly boosted online purchasing during lockdowns, with fashion revenue via e-commerce increasing by 14 percent compared to the pre-pandemic period (Impact of COVID Pandemic on eCommerce, n.d.).

There is a growing trend towards environmentally friendly fashion and sustainable clothing. The fashion industry is adapting with practices like

clothing rental services, secondhand clothing businesses, and the production of clothing from recycled materials, all of which are on the rise (Thairath, 2021). Post-pandemic, individuals have continued to embrace these changes in buying patterns, particularly younger generations who favor secondhand shops and thrifting due to tighter budgets. The eBay Recommerce Report's second edition highlights the significant impact of younger consumers in the resale market, with 80 percent of Generation Z purchasing secondhand items and one-third engaging in selling, contributing to 32 percent of new sellers in the past year (Hardcastle, 2022).

Stuffrance2nd store, established in early 2023, is a secondhand clothing store selling branded secondhand clothes and accessories on Instagram. As a new entrant, the store faces challenges in customer awareness and sales revenue. The founders recognize the need for effective marketing strategies to boost brand awareness and sales. This study analyzed consumer behavior related to Instagram usage and secondhand clothes shopping, examining the customer journey (5A's) and factors influencing the decision to purchase secondhand clothes on Instagram. The study was conducted by surveying Instagram users in Thailand, who are interested in buying secondhand clothes, age between 18-35. The findings were used to develop marketing strategies to enhance the awareness and sales of Stuffrance2nd store. As one of the founding members, the researcher conducted this study with the following objectives.

Research Objectives

The research intends to analyze customer journey (5A's) factors influencing decision to purchase secondhand clothes on Instagram.

Literature Review

Five Stages Before Buying

According to Kotler & Armstrong (1999), most consumers go through five stages before buying something: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Problem Recognition: The purchasing journey begins when consumers identify a need or desire triggered by internal stimuli (thirst) or external stimuli (cold).

Information Search: Consumers seek information about products or services to address their identified needs.

Evaluation of Alternatives: Consumers assess various options based on factors such as price, quality, convenience, and reliability.

Purchase Decision: After evaluating options, consumers make a decision, often consulting others about when and where to buy.

Post-Purchase Behavior: Consumers evaluate their satisfaction after the purchase, recommend the product to others, and may repeat their buying behavior, fostering brand loyalty.

These stages form a systematic approach to addressing consumer needs and significantly influence future purchasing decisions.

Social Commerce

Social commerce, the retailing of products or services via social media and online communities, leverages platforms for buying and selling, integrating features like peer-to-peer sales, chat apps, forums, social media groups, live streams, and electronic payments. This approach has surged, particularly during the Covid-19 pandemic, as consumers increasingly relied on online shopping and social media for purchases. In Thailand, social commerce has significantly contributed to the growth of online retail,

making up a substantial part of the wholesale and retail e-commerce market (Hirankasi & Klungjaturavet, 2021).

Sariwaty, Fitriawati, & Retnasary. (2021). conducted a study on the role of Instagram as a marketing communication medium for fashion thrifting sales, using qualitative surveys and analysis of Instagram posts and engagement metrics. The study found that Instagram is a powerful platform for thrift shops due to its robust visual capabilities. High-quality images and engaging videos create compelling product presentations, while captions provide clarity and context. The ephemeral nature of InstaStories allows for timely product updates, fostering urgency and exclusivity. InstaLive serves as a dynamic tool for virtual promotions and real-time customer interaction. This multifaceted approach helps thrift shops build meaningful connections with their audience, transforming followers into loyal consumers. The success of these strategies is evident in the growing follower base, many of whom become engaged subscribers and active buyers, enhancing the thrift shop scene within the fashion enthusiast community. On November 9, 2023, Meta, in collaboration with Facebook Thailand, organized "Instagram Day Thailand." Notably, among Thai users, streetwear fashion was the second most searched hashtag. Additionally, Thai users were twice as likely to make purchases on Instagram compared to other platforms. A significant trend showed that 2 out of 3 Reels users expressed interest in buying products featured in videos (Thai PBS, 2023).

Customer Journey 5A's

The customer journey has significantly evolved in the digital era, encompassing stages from initial awareness to repeat purchases. Kotler, Kartajaya, & Setiawan. (2021). describe the current Customer Journey as follows:

Awareness: Customers learn about brands through recommendations, marketing, and personal interactions, often via ads, social media, and referrals. They may not be ready to buy but remain interested.

Appeal: Customers store brand information in memory. Memorable and appealing brands, especially in competitive markets, capture more attention. Younger consumers may respond more quickly.

Ask: Customers seek more information, comparing products through phone, chat, email, reviews, and forums to make informed decisions.

Act: Customers make a purchase, either as a one-time transaction or a recurring payment. They may buy online or over the phone and become official clients.

Advocacy: Satisfied customers show support, repeat business, and referrals. Enthusiastic customers promote brands publicly, sharing positive experiences and passion. Most will support and promote when encouraged, understanding the risks and rewards of advocacy.

Conceptual Framework

From research finding from concepts and theories combined with related research, the researchers form the conceptual framework to accomplish the topic: The Study of Customer Journey Affecting Decision to Purchase secondhand Clothing on Instagram in figure 1.

Hypothesis

The Customer Journey (5A's) factors have a positive influence on the decision to purchase secondhand clothes on Instagram

Research Methodology

Population and Sample Size

For the sampling group, potential customer who are Instagram users in Thailand and are interested in buying secondhand clothes, age between 18-35, which cannot determine the exact number of populations. To find the sample size, the researcher used Cochran's equation (Cochran, 1977), with a 95% confidence interval and a 5% margin of error. The sample size would be 384.16. The researcher increased sample size to 400 for convenience in the data collection method. This approach ensures consistency and confidence in data collection, minimizing discrepancies. The researcher opted for non-probability sampling, specifically using purposive sampling. This technique, acceptable in special circumstances, selects subjects based on expert judgment or specific objectives.

Data Collection

The researchers use questionnaires to collect primary data by distributing 400 sets of google forms questionnaires to Facebook group, researcher's personal profile and network. The question will be divided into 4 sections include screening parts to accomplish research objective as follows:

Screening questions: If the respondents are aged between 18-35 years old, being an Instagram user and interested in shopping secondhand clothes on Instagram, the question may proceed to next parts.

Part 1: The general Information of respondents, age, gender, education, occupation, and monthly income. The questionnaire will be conducted into a checklist form.

Part 2: Instagram usage behavior. The researcher will inquire about the manner in which respondents utilize Instagram, the frequency and duration of their usage, the reasons behind their engagement, and the types

of content with which they typically interact. The survey will be administered in the form of a checklist.

Part 3: Customer Behavior in secondhand cloth shopping. The researcher will request respondents to provide information on their past purchases of secondhand clothing, the frequency of monthly purchases, expenditure per transaction, susceptibility to advertising influence, willingness to pay premium prices for items, participation in brand giveaways, and inclination to make purchases during seasonal promotions.

For part 4, The researcher uses 27 closed-end questions that include awareness with 8 questions, appeal 4 questions, ask 7 questions, act 4 questions and advocate 4 questions. Applied with Likert's valuation scale 1 to 5. The scale 1 to 5 is demonstrated in table 1.

Reliability and Validity

Before publishing the questionnaire, the researcher consults with an advisor to adjust and edit the questionnaire then distributes the IOC (Index of Item Objective Congruence) test. The result was over 0.5 for all the questions. The researcher also employed a pilot test, delivering surveys to 30 participants from a non-target group for sampling purposes, and utilizes Cronbach's Alpha Coefficient to assess reliability. A reliability score below 0.65 indicates unreliability, while a score equal to or exceeding this threshold is deemed reliable (Bougie & Sekaran, 2020). In the result, Cronbach's alpha for Customer Journey (5A's) to purchase secondhand clothes shows that variable awareness is 0.934, appeal equal to 0.889, Ask equal to 0.787, Act equal to 0.742, Advocate as 0.829 and total equal to 0.946. Which is greater than 0.65 in the previous section. All variables in this research section are reliable.

Data Analysis

1. Descriptive Statistics: Including frequency and percentage to create an overview and calculate the distribution of data, as well as analysis of the mean and standard deviation to understand the level of data variability.
2. Inferential Statistics: In the study, logistic regression is employed to analyze the relationship between independent and dependent variables. The independent variable is the Customer Journey (5A's), and the dependent variable is the intention to purchase secondhand clothing from Stuffrance.2nd, which is measured on a nominal scale with "yes" and "no" responses. The analysis is conducted with a significance level of 0.05 to determine statistical significance.

Results

From the study of Marketing Strategies to Increase Awareness A Sales of Secondhand Clothing on Instagram: The Case of Stuffrance.2nd, the researcher will draw research findings as follows:

In the survey, 65% of respondents were female, followed by 29% male, 3.5% LGBTQIA+, and 2.5% preferred not to say. Most were aged 26-30 (48.2%), followed by 18-25 (44.8%), and 31-35. The majority had a bachelor's degree (90.2%), with 7.8% holding a master's or higher. Most respondents were company officers (46%), students (29.4%), and government employees (10.3%). Income levels ranged from 20,000-40,000 THB a month (45.5%), followed by 10,000-20,000 THB (30.25%). Regarding Instagram usage behaviors, 82.75% used it multiple times a day, primarily for socializing (78%), following influencers (51.5%), and sharing updates (49.75%). Most engaged with photos (83.5%), stories (73.75%), and followed at least one brand (94.75%). A significant number used Instagram for shopping (96%). In secondhand clothing shopping, shirts were the most purchased item (75.5%),

with 86.25% buying secondhand clothes 1-2 times a month. Most spent 201-300 THB (42.25%). Instagram ads influenced 87.5% of purchases, with 80.5% willing to pay a premium and 85.25% likely to buy during promotions.

Data analysis of the Customer Journey (5A's) has shown an impact on the decision to purchase secondhand clothes through Instagram. The data indicates that the levels of agreement for Awareness, Appeal, Ask, Act, and Advocate are consistently high. This is demonstrated in table 2. Lastly, most of the respondents have intentions to purchase secondhand clothing from Stuffrance.2nd with 359 responses (89.7%) and have no intention to purchase with 41 responses equal to 10.3%

From the hypothesis: The Customer Journey (5A's) has impacted the decision to purchase secondhand clothes through Instagram by applying logistic regression. The data on table 3 reveal the chi-square test equal to 88.764 ($\text{Sig} = < 0.001$) which is lower than 0.05. Then accept the hypothesis that customers' journey (5A's) has a positive impact on the decision to purchase secondhand clothes through Instagram. There are 9 factors which have significant impact on the decision to purchase secondhand clothes through Instagram included:

1. **Recommendations from Friends in Person:** Personal recommendations play a crucial role in influencing purchasing decisions.
2. **Reels and Short Videos:** Engaging content such as reels and short videos capture attention and drive interest in secondhand clothing.
3. **Hashtags:** Relevant hashtags help customers discover products and connect with brands.
4. **Full Detail Description of Sizing and Fabric:** Detailed product descriptions regarding sizing and fabric quality are essential for customers to make informed decisions.

5. **Background of Clothes:** Information about the origins and stories behind the clothes adds value and appeal to the products.

6. **Styling Tips for Mix and Match:** Customers appreciate styling tips that help them visualize how to incorporate secondhand items into their wardrobe.

7. **Buying from Online Shops:** Customers prefer purchasing from established online shops they trust on Instagram.

8. **Anticipation for New Drops:** The excitement of waiting for new product releases encourages repeat visits and purchases.

9. **Recommendations to Friends and Family:** Satisfied customers are likely to recommend stores to their friends and family, creating a cycle of continuous engagement and new customer acquisition.

Conclusion and Discussion

From the study “Marketing Strategies to Increase Awareness and Sales of Secondhand Clothing on Instagram: The Case of Stuffrance.2nd,” the researcher will draw conclusions based on the findings. Additionally, the researcher will discuss the results, provide suggestions, and explain the research limitations. The description of each topic is documented below:

The majority of respondents are female, aged 26-30, have a bachelor's degree, are company employees, and earn between 20,001-40,000 THB monthly. Most use Instagram multiple times a day for 1-2 hours, primarily to socialize, engage with photos, follow at least one brand, and shop or discover new products. In secondhand clothes shopping, respondents mostly buy shirts 1-2 times per month, spend 201-300 THB per purchase, are influenced by ads or sponsored posts, are willing to pay a premium for high-demand items, interact with brands on Instagram, and are more likely to buy during specific events.

In the customer journey (5A's): Awareness, Appeal, Ask, Act, and Advocate, the researcher found strong agreement among respondents on two points: detailed descriptions of sizing and fabric in the Ask stage, and trusted shops with both onsite and online stores in the Act stage. Statistical analysis using logistic regression identified 9 significant factors positively influencing the decision to purchase secondhand clothes on Instagram: **Awareness:** Recommendations from friends in person, Reels and short videos, Hashtags, **Ask:** Full detailed descriptions of sizing and fabric, Background of clothes, such as origins and stories, Styling tips for mix-and-match, **Act:** Buying from online shops, **Advocate:** Likely to wait for new upcoming drops, Likely to recommend the store to friends and family.

To study customer purchasing behavior related to secondhand clothes on Instagram, the research focused on a demographic predominantly aged 26-30, mostly employed in various companies. This mirrors the findings of Napompech & Kuawiriyapan. (2011). in Thailand. Most respondents spend 101-300 THB on secondhand clothing and make infrequent purchases, aligning with the current study's results.

Logistic regression analysis revealed that short videos, background stories, and styling tips for mix-and-match significantly impact the decision to purchase secondhand clothes on Instagram. Augustinus. (2020). highlights the importance of compelling content in shaping consumer decisions. A well-curated store account with aesthetically pleasing posts can captivate consumers and influence their choices. Additionally, satisfied customers are likely to continue making online purchases and await new drops before deciding.

Suggestions

Suggestions for businesses

1. Most respondents are purchasing shirts (75.5%), T-shirts (39.5%), and jackets (25.5%), indicating a strong interest in upper body apparel. Businesses should concentrate on stocking and promoting these items to enhance profitability.

2. Approximately 78% of respondents use Instagram to socialize with friends and family. Satisfied customers tend to recommend products to their friends. To increase awareness of online stores, businesses should encourage and showcase customer reviews as a tool for spreading awareness among a wider audience.

3. Secondhand clothing stores on Instagram should offer detailed information about the fabric, measurements, and other properties of the products. Using hashtags for easy property search can also improve customer experience and satisfaction.

4. If an item has an interesting detail or background story, it should be communicated to customers. Sharing the origins and stories behind pieces can influence purchase decisions and create a more engaging shopping experience.

5. Stores should provide styling tips through videos or photos. This can help customers visualize how to mix and match items, increasing their likelihood of making a purchase.

6. Short videos and reels are particularly attractive to Instagram users, especially in Thailand. Secondhand clothing stores should focus on creating this type of content to boost awareness and sales.

Suggestions for Further Study

1. This study focused solely on Instagram users. To gain a more comprehensive understanding of consumer behavior across various social media channels, it is advisable to broaden the scope to include other platforms, such as TikTok, which has seen significant growth in both usage and online shopping activities.

2. Conducting in-depth interviews can provide valuable insights into customers' needs and preferences regarding secondhand clothes. Qualitative research will help understand the motivations and perceptions driving consumer behavior.

3. Undertake post-sales surveys to assess customer satisfaction levels and gather feedback on their preferences regarding products or services. This information can help improve offerings and enhance customer experiences.

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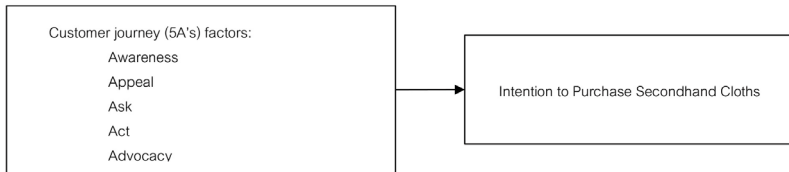


Figure 1. Conceptual Framework

Table 1 Likert's valuation Scale

Likert-Scale Description	Likert-Scale levels	Grade
Strongly Agree	5	4.21 - 5.00
Agree	4	3.41 - 4.20
Neutral	3	2.61 - 3.40
Disagree	2	1.81 - 2.60
Strongly Disagree	1	1.00 - 1.80

Table 2 Customer Journey (5A's) Statistics

Customer Journey (5A's)	B	S.E.	Wald	df	Sig.	Exp(B)
1. Awareness						
1.1 Recommendations from friends or influencers via online platform	0.134	0.268	0.251	1	0.617	1.144
1.2 Recommendations from friends in person	-0.566	0.277	4.190	1	0.041	0.568
1.3 Explore page recommendations	-0.358	0.336	1.133	1	0.287	0.699
1.4 Online advertisements	-0.239	0.263	0.825	1	0.364	0.788
1.5 Direct messages from sellers	-0.096	0.241	0.159		0.690	0.908
1.6 Reels and short video	-0.745	0.304	6.010	1	0.014	0.475

Table 2 Customer Journey (5A's) Statistics (cont.)

Customer Journey (5A's)	B	S.E.	Wald	df	Sig.	Exp(B)
1.7 Instagram Stories	0.256	0.274	0.873	1	0.350	1.291
1.8 Hashtags	1.090	0.268	16.592	1	<0.001	2.975
2. Appeal						
2.1 Family or friends suggestion	-0.559	0.316	3.136	1	0.077	0.572
2.2 Appeal more because of interesting advertisement	0.052	0.316	3.136	1	0.879	1.053
2.3 Appeal even if not on promotion	0.085	0.284	0.089	1	0.765	1.089
2.4 Buyer review	0.650	0.347	3.504	1	0.061	1.915
3. Ask						
3.1 Detail description of sizing, fabric	-0.835	0.363	5.282	1	0.022	0.434
3.2 Background of cloths like origins, story	0.551	0.243	5.136	1	0.023	1.734
3.3 Suggestion from seller	-0.440	0.314	1.919	1	0.166	0.644
3.4 Good quality image	-0.211	0.332	0.403	1	0.526	0.810
3.5 See styling tips, mix and match	0.862	0.302	8.138	1	0.004	2.367
3.6 Searching for review via Google	0.287	0.321	0.799	1	0.371	1.332
3.7 Searching for review via YouTube	0.221	0.253	0.766	1	0.381	1.248
4. Act						
4.1 Cash on delivery	-0.272	0.234	1.351	1	0.245	0.762
4.2 Buy from online shop	0.963	0.270	12.751	1	<0.001	2.620
4.3 Trusted shop with onsite and online store	0.226	0.385	0.346	1	0.556	1.254
4.4 Hand to hand delivery	0.111	0.252	0.196	1	0.658	1.118

Table 2 Customer Journey (5A's) Statistics (cont.)

Customer Journey (5A's)	B	S.E.	Wald	df	Sig.	Exp(B)
5. Advocate						
5.1 You likely to post and share photo of clothing	0.018	0.261	0.005	1	0.945	1.018
5.2 You likely to wait for new upcoming drop	1.037	0.421	6.074	1	0.014	2.822
5.3 You likely to purchase again	0.021	0.371	0.003	1	0.955	1.021
5.4 You likely to recommend store friends and family	-0.759	0.363	4.385	1	0.036	0.468
Constant	-0.2345	2.237	1.099	1	0.294	0.096

Table 3 Omnibus Tests of Model Coefficients

	Chi-square	df	sig
Step	88.764	27	<.001
block	88.764	27	<.001
Model	88.764	27	<.001