

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

To conclude, the researcher will once more discuss how the findings and analysis can answer the proposed research questions in order to summarize the overall study. This study aims to analyze the changes in consumer behavior towards buying and selling goods using digital platforms, as well as to explore the millennials' common perceptions on pre-loved items sold in digital platforms. The answers to the research questions are as follows:

**RQ 1:** How selling and buying secondhand items through online marketplace motivates millennials consumer?

We can determine the millennials' spending behavior by observing Figure 8, where it can be seen that the millennials excel in each of the three categories compared to the other four generations. Based on these data, the millennials have a high consumptive power, making it easy for them to spend money. However, they also have limited income, which motivates the millennials to sell products that are either outdated or they no longer used in order to get the extra money they need to buy the goods they want. This is also supported by the VALS Framework, in which the millennials occupy the 'Strivers' psychographic lifestyle category.

This 'Strivers' characteristic defines millennials as people who always want to look trendy and fashionable. However, due to the fact that they have a limited income as most of them have not worked full-time or are still financially supported by their parents, they decide to sell their own used goods instead. So, we can attribute their motivation to buy or sell used goods to their own lifestyle, which is liking things that are trendy and stylish but at the same time trying to find goods deals with the best value. This is because they have limited income, which is their intrinsic value.

**RQ 2:** How millennials consumer's perceived secondhand items sold in an online marketplace?

Millennials do not consider second-hand items worthless, because based on a survey that the researcher has done in terms of purchasing, the majority of respondents admitted that they have bought used goods. The majority of respondents also have bought used goods through an online marketplace. Additionally, half of the respondents stated that they buy used goods due to good deals and best value. Then, in terms of selling, the majority of respondents also claimed that they have sold used items. The majority of respondents also have sold used items via an online marketplace. Furthermore, the majority of respondents said that they sell their used goods because they no longer used them. In conclusion, the majority of them had bought and sold used goods, which means that they still want them and they do not feel embarrassed owning them. In fact, they consider them to be good deals. Then, based on the Tri-Components of Attitudes Model, millennials will feel that "it is okay" to buy or sell used goods, followed by their intrinsic value characteristics.

## **5.2 Limitations**

The researcher has encountered some obstacles that may have an impact on the results of this study. First, the researcher found it difficult to gather a complete data regarding online marketplace in Indonesia especially Carousell Indonesia, such as their total users and total sales, because they do not disclose them. The researcher believes that the lack of data was due to the absence of previous studies regarding the same matter in Indonesia. Therefore, the researcher may be the first one to have seen the data. Also, researcher has limitation to conduct and analyze such research in timely manner. However, the researcher believes that there will be a lot of future studies regarding this matter.

## **5.3 Future Research Recommendation**

After revealing the limitations of this research, the researcher will discuss the recommendations for future research of the same topic. Future researchers should recruit more survey respondents by expanding the area of survey dissemination conducted. By recruiting more respondents, researchers should be able to generate more data to be analysed. Moreover, having more respondents enable researchers to create a generalization as the sample is large enough to represent the whole population.