

# Comparative Factors Influencing Consumer Interest in Purchasing Second-Hand Goods in Japan and Indonesia

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**Abstract:** *The second-hand product trade is rapidly growing in today's global era, both in physical markets and digital platforms. Used goods serve as an alternative to meet primary and secondary needs, particularly among lower-middle-income communities, although they are also increasingly favored by higher income groups. This study aims to compare consumer purchase interest in second-hand goods between Indonesia and Japan. A descriptive qualitative method with a case study approach was used, involving consumers from both countries. The findings show a high interest in used goods, with the number of buyers exceeding that of sellers. However, challenges such as inaccurate product information and quality mismatches persist in the buying process. Overall, purchase interest in Japan is higher than in Indonesia, supported by more advanced digital platforms. These findings indicate that second-hand products hold significant market potential in both developing and developed countries.*

**Keywords:** *second-hand goods, purchase interest, Indonesia, Japan, digital commerce*

## I. INTRODUCTION

In today's era, information media is widely favored by all segments of society. The rapid flow of information reaching every layer of the community presents numerous opportunities for business actors and introduces many new consumers to various products. Not only are primary goods in demand among the public, but secondary goods are also increasingly sought after by consumers. To fulfill their needs, individuals consume goods or services they perceive to be beneficial and capable of meeting their requirements [1].

The theory of human needs by Maslow (1943), according to Gratton (1980), is one of the complete ways to refer to the needs of individuals, mainly concerning the quality of life. They are classified into two types: (a) lower-order physiological, security, and belongingness and (b) higher-order esteem and self actualization (Maslow, 1954, 1970, 1987). Its pyramidal structure means these must be progressively satisfied, from the lowest to the highest. In fulfilling these needs, it is not limited to using only new items currently, second-hand products are highly favored by people from various backgrounds, making it possible that

purchasing or owning used goods can be an alternative to meet everyday needs.

In this global era, lifestyle trends have permeated all levels of society, and the utilization of second-hand goods has contributed to economic growth. As a result, many consumers and business players are beginning to explore this area. Second-hand items are not necessarily unusable or damaged products; rather, they often still have value and utility. Even damaged items can still be used for example, spare parts from vehicles such as cars, motorcycles, or washing machines.

Japan is a developed country that is capable of manufacturing and innovating advanced products for its population. However, despite its technological advancement, many Japanese citizens still appreciate and utilize second-hand goods that are still functional [2]. This is evidenced by a survey presented at a seminar organized by the Indonesian Embassy (KBRI) in Tokyo, which revealed that even local governments have opened opportunities for private companies to engage in waste management businesses. These opportunities include activities such as waste collection, reuse, recycling, and intermediate processing. The value of second-hand goods in Japan can be quite high, depending on their



quality and condition. In addition to the value of the goods themselves, the honesty of second-hand sellers in Japan is also highly regarded, as it reflects respect and consideration toward consumers.

In Indonesia, second-hand goods are still widely favored by all social groups from low-cost items to high-quality products with significant market value. The country also has various second-hand markets that are accessible to enthusiasts. However, there are often issues regarding mismatches between price, product descriptions, and the actual condition of the goods offered. Therefore, this study aims to examine the differences in second-hand goods traded in both countries, identify the factors influencing consumer purchase interest, and provide a comparative overview in terms of product quality, pricing, locations, and service between Indonesia and Japan.

## II. LITERATURE REVIEW

### 2.1 Management Theory

In general, management encompasses activities related to daily tasks, whether conducted individually or in groups. Over time, management has become embedded in individuals as a means to control and direct goals toward successful achievement. Furthermore, management is regarded as both a science and an art for organizing and implementing activities either independently or collectively. The application of management theory is expected to ensure that all efforts are carried out in alignment with individual or group objectives. Management is a science and an art that involves planning, organizing, directing, and controlling organizational performance by utilizing available resources to achieve organizational goals and objectives [3].

Management consists of several interrelated components that support each other and help align objectives in accordance with the desired process. Based on the definition above, management includes the following fields:

1. Human Resource Management
2. Operational Management
3. Financial Management
4. Marketing Management

In relation to this research, the most relevant field is marketing management. Marketing management is defined as the art and science of selecting target markets and acquiring, retaining, and growing customers by creating,

delivering, and communicating superior customer value.[4]

### 2.2 Consumer Behavior Theory

Every individual has preferences and attractions toward certain products, whether goods or services. This interest is not limited to new items. Second-hand goods that meet individual needs can also attract consumers. These behaviors can influence consumers in fulfilling their needs.

“Consumer behavior is defined as the acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that precedes and determines these acts.” Consumer behavior is defined as the actions of individuals directly involved in acquiring and using economic goods and services, including the decision-making processes that precede and determine these actions [5]. Consumer behavior is closely related to the process of purchasing, where individuals engage in activities such as searching, researching, and evaluating products and services. It forms the basis for consumers to make purchasing decisions [6].

### 2.3 Factors Influencing Purchase Interest

Every individual or group has a desire to meet their daily needs, both primary and secondary. Several factors can influence consumer interest in purchasing goods or services and ultimately shape their purchasing decisions. These factors fall into three categories: Individual Factors, Psychological Factors, and Environmental Factors.

#### 2.3.1 Individual Factors

1. Motivation and needs
2. Personality and lifestyle
3. Knowledge

#### 2.3.2 Psychological Factors

1. Perception and involvement
2. Learning process
3. Attitudes

#### 2.3.3 Environmental Factors

1. Culture and demographics
2. Family
3. Groups
4. Social class

These factors indicate that a consumer's purchasing decision is influenced by their specific needs.

### 2.4 Second-hand Goods

Goods are physical objects that can be touched or seen. The term “second-hand” refers to items that have been previously used, whether or not they are still in use. The term has broad meaning it



can refer to leftovers or usable items that are no longer desired by the original owner. In general, second-hand goods are items that have been used or are no longer used by their owner. However, not all second-hand items can be reused, especially consumable goods due to expiration or hygiene concerns. On the other hand, second-hand items such as fashion goods, machinery, and supporting tools may still be of benefit to new users. Types of Second-hand Goods:

1. Unusable second-hand goods, these are goods whose utility or consumption value has completely diminished for example, medication that has been used and is no longer needed or has expired. Such items cannot be legally resold.
2. Usable second-hand goods: These are goods that still retain value and usefulness for someone else, such as clothing, machinery, mechanical parts, vehicles, communication tools, musical instruments, etc. These items may still be sold or reused as long as they are not entirely damaged. In addition, useful second-hand goods can often be recycled into new products that provide value to interested consumers.

## 2.5 Previous Studies

Before conducting this research, the author conducted observations and reviewed previous studies related to consumer interest in second-hand goods. Several relevant studies are as follows:

1. Research by Rudi Yanto Batara Silalahi and Letani Ayu Susantri (2018)  
This research, titled "*The Influence of Product Quality, Location, and Price on Second-hand Clothing Purchase Decisions at Aviari Market*", concluded that product quality, location, and price significantly influenced the purchase decisions of consumers in the second-hand clothing market in Batam. [7]
2. Research by Wiwin Yulia Hardianti (2015)  
This research, titled "*Analysis of Consumer Purchase Interest in Second-hand Goods*", emphasized not only quality, price, and location, but also revealed that service quality has an influence on consumer purchase interest.[8]
3. Research by Noor Anisa Rizki Amalia and Ahmad Ma'ruf (2009)  
Their findings showed that consumer interest in second-hand goods is positively and significantly influenced by product quality, price, and service.

These factors play an essential role in the marketing of second-hand products.[9]

## III. RESEARCH METHOD

The research method employed in this study is descriptive qualitative. The research was conducted over a period of 40 days, starting in July 2021. Data collection began with observations of environments in both Japan and Indonesia through online platforms.

This study was carried out using two approaches. The first was direct research conducted in Japan through interviews, observations, and questionnaires. The second approach involved **online** research in Indonesia using WhatsApp as a communication medium to distribute questionnaires and conduct online interviews with selected individuals and groups.

This method was chosen to obtain samples from the overall population relevant to the research. The techniques used for data collection included interviews, direct observation, and questionnaires aimed at understanding consumer interest in second-hand goods across both countries.

## IV. RESULT AND DISCUSSION

### Result

To produce accurate data, the researcher conducted data validation from sources and consumers who had purchased second-hand products. Data was obtained through both direct and online interviews, along with questionnaire responses collected from two countries: Indonesia and Japan. The total number of respondents reached 81, consisting of both direct and online participants, who responded to the same set of 19 questions.

**Table 1. Survey Results – Questions 1 and 2**

	Question	Response		Percentage
		Yes	No	
1	Have you ever purchased a second-hand product in Japan?	75%	25%	100%
2	Have you ever purchased a second-hand product in Indonesia?	70.5%	29.5%	100%



Question	Response	Percentage
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Source: Survey Results, 2022

These results indicate that second-hand goods are widely favored in both countries, with interest exceeding 50%. The data further reveals that consumer interest in second-hand goods is higher in Japan. Interviews confirmed that most respondents had previously purchased second-hand items for either primary or secondary needs.

**Table 2. Survey Question Results 3 – 6**

Question		Response						Per cent age
3	How frequently do you buy second-hand products?	Often		Rarely				100%
		81.3%		18.2%				
4	How many times a year do you buy second-hand products?	Once	Twice	3 times	4 time	5 time	Never	100%
		35%	18.8%	21.3%	6.1%	11.3%	7.5%	
5	Where do you usually purchase second-hand goods?	Online Shop		Store	Individuals	All		100%
		31.3%		27.5%	5%	36.3%		
6	Satisfaction level from the	Online Shop		Store	individuals			100%
		37.5%		52.5%	10%			

purchasing method

Source: Survey Results, 2022

These results show that 81.3% of respondents in both countries are genuinely interested in second-hand products. Many purchase up to five times per year. Online shopping is a preferred method due to convenience, though individual sellers are also favored for offering more detailed information. Despite this, stores provide the highest satisfaction, as buyers can directly assess quality and price. These findings align with the study by Silalahi and Susantri (2018), which showed location significantly influences purchasing decisions for second-hand clothing in Batam, with a significance level of 0.023 < 0.05.

**Table 3. Survey Results – Questions 7 to 9**

Question	Response				Percentage	
7	What type of products do you purchase?	Primery	Secondary			100%
		40%	60%			
8	Quality of second-hand goods in Japan	Very Satisfactor y	Go od	Stand ard	Poo r	100%
		28.4%	54.1%	17.5%	0%	
9	Quality of second-hand goods in Indon esia	Very Satisfactor y	Go od	Stand ard	Poo r	100%
		6.6%	27.9%	54.0%	11.5%	





Source: Survey Results, 2022

Based on table 3, every second-hand goods enthusiast buys for their secondary needs, but it does not rule out the possibility that secondary goods for primary needs are also in great demand, this is based on the results of a survey of second-hand goods enthusiasts.

The survey results also explain that the quality of used goods in Japan is better than used goods sold in Indonesia, the table above also explains that used goods in Japan have good value in terms of quality because the survey results explain that the satisfactory value reaches 28.4%, good 54.1%, standard 17.5% and bad 0%. In contrast to used goods sold in Indonesia, the satisfactory value only reaches 6.6%, good 27.9%, standard 54.0% and bad 11.5%.

**Table 4. Survey Results – Questions 10 to 14**

Question		Response				Percentage
10	Quality of service in Japan	good		Standard	Poor	100%
		69.3%		29.4%	1.3%	
11	Quality of service in Indonesia	good		Standard	Poor	100%
		23.3%		71.7%	5%	
12	Seller honesty in Japan	Very Honest	Honest	Standard	Dishonest	100%
		32.5%	48.1%	19.5%	0%	
13	Seller honesty in Indonesia	Very Honest	Honest	Standard	Dishonest	100%
		10.0%	23.3%	51.7%	15%	
14	Frequency of critical product	Often	Rarely	Never		100%
		10%	65%	25%		

issues

Source: Survey Results, 2022

This section discusses the comparison of service quality in second-hand product transactions between Indonesia and Japan. The data shows that in Japan, 69.3% of respondents rated the service as good, 29.4% as standard, and only 1.3% as poor. In contrast, the highest proportion of respondents in Indonesia (71.7%) rated the service as standard, 23.3% as good, and 5% as poor. These figures indicate that although Indonesia's service level is generally acceptable, it still includes a notable percentage of unsatisfactory experiences. Overall, service in Indonesia is perceived as average, while Japan demonstrates significantly higher service satisfaction.

Likewise, in terms of seller honesty, Japan outperforms Indonesia. In Japan, 32.5% of respondents rated sellers as very honest, and 48.1% as honest, with no reports of dishonesty. Meanwhile, in Indonesia, only 10% rated sellers as very honest, 23.3% as honest, and 15% reported dishonesty. These results highlight that seller transparency and integrity are key advantages in the Japanese second-hand market. This conclusion is supported by the findings of Hardianti (2015), which emphasized that service quality has a positive and significant impact on consumer purchase interest.

Furthermore, Table 4.4 shows that consumers in both countries still encounter critical product issues. While 10% of respondents reported experiencing such problems, 65% stated they rarely encountered them. This "rarely" response suggests that although critical errors are infrequent, they still occur and remain an issue of concern in both Indonesia and Japan.

**Table 5. Survey Results – Questions 15 to 19**

Question	Response			Percentage	
15	Do you only buy, or also sell second-hand products?	Sell	Buy	Both	100%
		8%	56%	36%	
16	Overall	Sell	Buy	Both	100%



comparison of second-hand goods (price, quality, service)				
	12%	65%	23%	
<hr/>				
17	Product availability comparison	Indonesia 17.5%	Japan 44%	Both 39%
				100%
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18	Ease of shopping	Easy 100.0%	Difficult 0%	100%
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19	Product quality and price	Price matches product 72.5%	Price does not match product 1.2%	Standard 26.2%
				100%

*Source: Survey Results, 2022*

The survey results from questions 15 to 19 illustrate that the majority of respondents are consumers rather than sellers of second-hand goods. Specifically, 56% identified as buyers, while only 8% were sellers. Regarding the comparison between second-hand goods in Indonesia and Japan in terms of price, quality, and service, respondents who had experience purchasing in both countries expressed a stronger preference for buying second-hand products in Japan. This is evidenced by the 65% of respondents who favored the Japanese market, citing that product quality and price were more aligned with the value they received.

In addition, the availability of second-hand products in Japan was reported to be more comprehensive than in Indonesia. When it comes to ease of shopping, respondents in both countries generally found it to be easy, indicating a positive user experience across markets.

Regarding product quality and pricing, 72.5% of respondents stated that the prices they paid were appropriate for the condition of the items received. Only 1.2% indicated that the prices did not match the product quality. These findings suggest that in both Indonesia and Japan, the pricing of second-hand products is generally considered fair and reflective of the actual condition of the goods purchased.

## Discussion

The discussion of the research findings indicates that second-hand goods continue to attract significant consumer interest in the global era. While second-hand goods were traditionally associated with fulfilling secondary needs, they are now commonly purchased to meet primary needs as well. This trend suggests a growing potential for second-hand markets in both Indonesia and Japan.

In terms of service quality, Japan outperforms Indonesia. Japanese second-hand sellers are generally honest and transparent, providing detailed and accurate descriptions of product conditions, which helps build consumer trust and satisfaction. In contrast, some sellers in Indonesia take advantage of consumers' limited knowledge about second-hand items by offering misleading information or inflated prices not aligned with the actual condition of the products.

The survey results also indicate that although respondents show a preference for purchasing second-hand goods through online platforms due to convenience, they report greater satisfaction when shopping in physical stores. This is because physical inspections allow buyers to directly assess the condition and suitability of the products. Therefore, purchasing second-hand goods requires careful attention and product knowledge to avoid potential losses [10] defined perceived risk as the risk that consumers actively perceive because they do not understand product information.

Later, Bauer introduced perceived risk to consumer behavioral analysis. In the 21st century, scholars also began to pay attention to the perceived risk of online shopping. In Japan, second-hand sellers typically provide written descriptions of the condition and defects of the items, reducing the likelihood of fraud and purchasing errors. In contrast, in Indonesia, many sellers do not provide accurate information about product condition, leading to consumer dissatisfaction and feelings of being deceived.

From the responses of 81 participants, it is evident that key factors influence consumer purchasing interest in second-hand products in both countries, whether for primary or secondary needs. The factors distinguishing second-hand product purchasing behavior between Indonesia and Japan include:

1. Service quality
2. Product availability
3. Ease of shopping
4. Quality and price alignment



## 5. Location

These findings are supported by the study of Rudi Yanto Batara Silalahi and Letanli Ayu Susantri (2018), which found that product quality, price, and location have a significant impact on purchasing decisions for second-hand goods. Their study reported an F-value of 157.204 with a significance level of  $0.000 < 0.05$ .

The results are also consistent with research which emphasized that service quality has a positive and significant effect on consumer interest in second-hand goods. In other words, consumers place high importance on the service experience when purchasing second-hand items; if the service is satisfactory, it has a positive impact on sales and customer loyalty.

## V. CONCLUSIONS AND SUGGESTIONS

Based on the survey and research results, second-hand goods are highly favored in both Indonesia and Japan, with 100% of respondents indicating interest. However, the level of interest is higher in Japan compared to Indonesia. The second-hand products in demand are primarily used to meet secondary needs, although they are also increasingly utilized for primary purposes. Consumer satisfaction regarding second-hand purchases is relatively high in both countries, with interest levels exceeding 50%. Nevertheless, Japan remains superior in terms of purchase satisfaction, largely due to better service quality that enhances the buying experience.

Purchasing errors involving second-hand goods still frequently occur in both Indonesia and Japan, as not all items are in good condition, and many consumers lack sufficient knowledge about the products they intend to buy. The comparison between second-hand goods in Indonesia and Japan reveals significant differences in terms of availability, price-to-condition alignment, product quality, and service standards. Most second-hand product enthusiasts are buyers rather than sellers.

The study indicates that there are significantly more buyers than sellers of second-hand goods in both Indonesia and Japan. Service quality for second-hand goods consumers must be improved in order to increase satisfaction and encourage positive experiences and repeat purchases. Sellers of second-hand products in Indonesia must pay closer attention to price-to-product suitability. When the price fairly reflects the product's condition, it fosters customer satisfaction and trust in the second-hand market.

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