Revista ARACÊ
ISSN: 2358-2472

TRUSTING DISTRUSTING? EXPLORING CONSUMER BEHAVIOR IN DIGITAL MARKETPLACES FOR USED PRODUCTS

CONFIAR EM DESCONFIANÇA? EXPLORANDO O COMPORTAMENTO DO CONSUMIDOR EM MERCADOS DIGITAIS DE PRODUTOS USADOS

¿CONFIAR? ¿DESCONFIAR? EXPLORANDO EL COMPORTAMIENTO DEL CONSUMIDOR EN MERCADOS DIGITALES DE PRODUCTOS USADOS

https://doi.org/10.56238/arev7n7-276

Submitted on: 06/21/2025 **Publication Date:** 07/21/2025

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ABSTRACT

This research sought to understand whether the physical proximity between buyer and seller of products used in digital marketplaces influences trust in the seller's offer, in addition to investigating whether hedonic and utilitarian motivations interfere in this process. The study adopted a quantitative-descriptive approach, using a cross-sectional survey through an online survey. The Structural Equation Modeling technique was used to test the proposed hypotheses. Seller reputation directly affected trust in the seller's offer, and buyers with hedonic motivation were less demanding of seller reputation. Additionally, the survey revealed that the physical proximity between buyer and seller impacted trust in the buyer's offer, providing an opportunity for sellers to exploit this circumstance and increase sales. The findings highlight the importance of marketing strategies that focus on emotion, personal satisfaction, and pleasure to nurture hedonic buyers and tap into regionality as a differentiator. Future studies can deepen the findings and provide more insights and recommendations for sellers and buyers of products used in digital marketplaces.

Keywords: Digital Marketplace. Used Products. Buying Behavior. Physical Proximity.

RESUMO

Esta pesquisa buscou entender se a proximidade física entre comprador e vendedor de produtos utilizados em marketplaces digitais influencia a confiança na oferta do vendedor, além de investigar se motivações hedônicas e utilitárias interferem nesse processo. O estudo adotou uma abordagem quantitativo-descritiva, utilizando um survey transversal por meio de uma pesquisa online. A técnica de Modelagem de Equações Estruturais foi utilizada para testar as hipóteses propostas. A reputação do vendedor afetou diretamente a confiança na oferta do vendedor, e compradores com motivação hedônica foram menos exigentes em relação à reputação do vendedor. Além disso, a pesquisa revelou que a proximidade física entre comprador e vendedor impactou a confiança na oferta do comprador, proporcionando aos vendedores uma oportunidade de explorar essa circunstância e aumentar as vendas. Os resultados destacam a importância de estratégias de marketing que foquem na emoção, na satisfação pessoal e no prazer para nutrir

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Revista ARACÊ
ISSN: 2358-2472

compradores hedônicos e explorar a regionalidade como um diferencial. Estudos futuros podem aprofundar os resultados e fornecer mais insights e recomendações para vendedores e compradores de produtos utilizados em marketplaces digitais.

Palavras-chave: Marketplace Digital. Produtos Usados. Comportamento de Compra. Proximidade física.

RESUMEN
Esta investigación buscó comprender si la proximidad física entre el comprador y el vendedor de productos utilizados en mercados digitales influye en la confianza en la oferta del vendedor, además de investigar si las motivaciones hedónicas y utilitarias interfieren en este proceso. El estudio adoptó un enfoque cuantitativo-descriptivo, mediante una encuesta transversal en línea. Se empleó la técnica de Modelos de Ecuaciones Estructurales para probar las hipótesis propuestas. La reputación del vendedor afectó directamente la confianza en la oferta, y los compradores con motivación hedónica fueron menos exigentes con la reputación del vendedor. Además, la encuesta reveló que la proximidad física entre el comprador y el vendedor influyó en la confianza en la oferta del comprador, brindando a los vendedores la oportunidad de aprovechar esta circunstancia y aumentar las ventas. Los hallazgos resaltan la importancia de las estrategias de marketing centradas en la emoción, la satisfacción personal y el placer para fomentar la confianza en los compradores hedónicos y aprovechar la regionalidad como factor diferenciador. Estudios futuros pueden profundizar en los hallazgos y proporcionar más información y recomendaciones para vendedores y compradores de productos utilizados en mercados digitales.

Palabras clave: Mercado digital. Productos usados. Comportamiento de compra. Proximidad física.

Revista ARACÊ
ISSN: 2358-2472

INTRODUCTION

In the current consumer landscape, used product marketplaces have gained significant popularity and witnessed rapid growth and relevance through online platforms (Marketplace) that offer a wide range of new and used items, providing consumers with an alternative to traditional sales channels (Transparency Market Research, 2023).

The motivations that guide consumers in their purchasing decisions can be multifaceted. Some individuals may be motivated by the allure of lower prices, looking to save money without compromising on quality. Others may find satisfaction and pleasure in the act of discovering unique or rare items that are not readily available in traditional retail channels (Paul et al., 2016).

Understanding these motivations can clarify the consumer mindset and support the creation of strategies to engage and attract buyers in these markets, in addition, the consumer experience in these markets is decisive and factors such as trust in sellers, access to product information and overall ease of navigation play a key role in consumer satisfaction (Kim & Lennon, 2013).

This topic arouses a lot of interest and many studies have already been developed seeking to understand consumer behavior in online marketplaces, from the satisfaction enhanced by hedonic behavior in marketplaces (Puspitasari et al., 2023), to issues of trust in the marketplace platform (Moriuchi & Takahashi, 2022), or even digital ethical consumption and its implications on consumer behavior (Bret Leary et al., 2019).

However, few studies have explored the influence of physical proximity between buyer and seller in the digital context. Filling this gap through empirical research provides a greater understanding of the market dynamics of products used in these online environments.

This article aimed to investigate whether the physical proximity between buyer and seller of products used in digital marketplaces influences trust in the seller's offer, in addition to analyzing whether hedonic and utilitarian motivations interfere in this process.

By investigating the relevance of physical proximity between parties in the negotiation process and the influence of hedonic and utilitarian perspectives, the study contributes to the understanding of the dynamics of trust, security, and value perceived by consumers when purchasing used products in digital marketplaces. These findings can be applied to fill theoretical gaps, as well as improve the effectiveness of transactions on digital

Revista ARACÊ
ISSN: 2358-2472

marketplaces and promote a more favorable business environment for both buyers and sellers.

THEORETICAL FOUNDATION AND RESEARCH HYPOTHESES

This research is based on understanding consumer behavior in the context of purchasing used products in digital marketplaces. To investigate the motivations behind consumers' choice to purchase used goods, this study analyzes the influence of physical proximity between parties in the negotiation process and the relevance of hedonic and utilitarian value theoretician approaches in this process.

By examining these theoretical perspectives, this research seeks to elucidate the complex factors that shape consumer behavior when purchasing used products in digital marketplaces.

In the Theory of Planned Behavior (BPD), developed by Icek Ajzen, (1991), a psychological approach was established to explain and predict human behavior based on three main determinants: attitudes, subjective norms, and perceived behavioral control. Ajzen proposed this theory to explain situations in which individuals may have limited control over their behavior. Attitudes refer to an individual's beliefs and evaluations of a particular behavior, subjective norms correspond to perceived social pressures and norms surrounding the behavior, and perceived behavioral control reflects the perceived ease or difficulty in executing the behavior.

Payne et al. (1991) contributed to the theory of Consumer Behavior by developing the Information Processing Model, which focuses on the cognitive processes involved in decision-making. This model highlights that consumers seek to obtain information relevant to the purchase decision and use various strategies, such as evaluating attributes and comparing options, to process this information. In addition, the model considers the influence of individual preferences and situational factors on decision-making.

Also, the reputation of sellers on digital marketplaces is of utmost importance in the world of online marketplaces, where individuals can buy and sell used products (Malak et al., 2021). Reputation mechanisms, such as those found on platforms such as MercadoLibre and Facebook Marketplace, are vital sources of information for potential buyers, allowing them to determine the credibility of sellers and make informed decisions (Feitosa & Garcia, 2016). According to the research conducted by Tian et al. (2015),

Revista ARACÊ
ISSN: 2358-2472

reputation systems in online C2C marketplaces play a crucial role in assessing seller credibility and establishing trust between buyers and sellers.

And, according to Hui et al. (2004), the seller's reputation is a critical factor in building consumer trust in the seller's offer. Consumers tend to rely more on quality of service and proper delivery when they have a positive experience with a service provider. This results in increased consumer loyalty and a higher likelihood of the service provider being recommended to other consumers.

Thus, the following hypothesis is proposed:

H1: The seller's reputation positively affects trust in the seller's offer.

In this context of digital marketplaces, in which people carry out commercial transactions online, the theory of Social Exchange, proposed by Homans (1958), provides an approach to explain social relations based on the exchange of resources between individuals. According to this theory, social interactions aim to benefit and minimize costs.

One factor that can enhance business in these markets is the physical proximity between seller and buyer, as it can have the ability to increase mutual trust and reduce the uncertainty associated with the transaction (Meyners et al., 2017). Additionally, physical proximity can facilitate communication and problem-solving, which can contribute to customer satisfaction and consumer loyalty. Studies show that physical proximity can influence a consumer's perception of value and their willingness to pay for a product or service (Lessa et al., 2021).

The literature on self-service technologies highlights the importance of understanding the long-term implications of reduced interpersonal interaction for customer trust and loyalty in service contexts. While the physical proximity between the seller and the buyer may be reduced with the introduction of digital technologies, it is critical to consider how this change in interaction may affect the customer's perception of the service and the company (Meuter et al., 2005).

Based on these assumptions, the second hypothesis is proposed:

H2: The physical proximity between buyer and seller positively affects buyer confidence.

The nature of the buyer, in terms of preference and objectives in the purchase relationship, can significantly influence consumer behavior in digital marketplaces. The dichotomy between Hedonic and Utilitarian motivation (Holbrook & Hirschman, 1982) determines the typical choices and renunciations made by the buyer.

Revista ARACÊ
ISSN: 2358-2472

Consumers in hedonic situations, where the focus is on pleasure and emotional experience, may be less concerned with the seller's reliability compared to utilitarian situations. This suggests that hedonic consumers may be more willing to engage in purchase transactions with less trustworthy sellers in search of emotional gratification (Wakefield & Inman, 2003), thus establishing the third hypothesis:

H3: A buyer with hedonic motivation tends to be less strict with the seller's reputation when making a purchase on a digital marketplace.

Utilitarian consumers, on the other hand, tend to be more objectively oriented and therefore may be stricter with seller reliability. They may be more concerned with security, privacy, and order fulfillment guarantees. Thus, they may be more likely to choose reliable and established sellers to minimize perceived risk (Chiu et al., 2014). This is how the fourth hypothesis is defined:

H4: A buyer with a utilitarian motivation tends to be stricter with the seller's reputation when making a purchase on a digital marketplace.

Confidence in the seller's offer has a positive influence on the effective purchase decision of consumers in a digital marketplace. Studies show that trust is a key factor in stimulating the purchase of products, directly influencing consumers' purchasing decisions (Sheppard & Sherman, 1998). In addition, trust is considered an essential element in the context of online shopping (Eckert et al., 2020) and a decisive factor in online repurchase intention (Boueri et al., 2021).

The hedonic and utilitarian characteristics of consumers can influence trust in the seller's offer in digital marketplaces (Kempf, 1999), however, both types of consumers may value seller reliability, such as timely delivery and quality of customer service (Balasubramanian et al., 2007).

Therefore, sellers in digital marketplaces must consider the different needs and preferences of hedonic and utilitarian consumers to build a positive reputation and increase customer trust (Chiu et al., 2014). Thus, the fifth and sixth hypotheses of this research are established:

H5: A buyer with hedonic motivation trusts the seller's offer more in a digital marketplace.

H6: A buyer with a utilitarian motivation trusts the seller's offer less in a digital marketplace.

The diagram of the model proposed for the research is described in Figure 1.

Revista ARACÊ
ISSN: 2358-2472

This study was based on several theories established to better understand the motivations and behavior of consumers when buying used products in digital marketplaces. Table 1 below presents a comprehensive view of the main theoretical frameworks that guide this research. Each theory brings unique approaches to different aspects of consumer decision-making, such as motivations, perspectives, and the impact of social proximity. By incorporating these theories into this research, we sought to gain a holistic understanding of the factors influencing consumer behavior in the thriving used goods market.

RESEARCH METHOD

The study adopted a quantitative-descriptive research approach (Creswell, 2007), with the use of a cross-sectional survey through an online form (Fowler Jr, 2013). The verification of the interrelations inherent to the theoretical model considered, as well as the testing of the proposed hypotheses, was carried out through the Structural Equation Modeling technique (Hair, 2009).

The survey was carried out with users of digital marketplaces who have already bought used products and who voluntarily accessed the link shared on social networks. This was a non-probabilistic quantitative survey (Cochran, 1977) and respondents were encouraged to share the survey link with their contacts.

DATA COLLECTION AND PROCESSING INSTRUMENT

To achieve the objectives established in this study, an online questionnaire was developed as a data collection instrument (Fowler Jr., 2009). The answers obtained through this survey were used to understand the relationships between the constructs analyzed in this research (Hair, 2009).

To measure the constructs, a continuous interval distribution scale of the Likert type (1932) was adopted, considering that the intervals between the positions are equal, as required by structural equation modeling (Hair, 2009). The scale of each construct was established in accordance with previously validated scales (Wakita et al., 2012).

For each construct, an existing and proven scale was established for its measurement. For the Seller's Reputation, a scale was used as established by Hui et al. (2004), in relation to the Seller's Physical Proximity, the scale defined by (Dabholkar & Bagozzi, 2002) was considered, for the Seller's Confidence in the Seller's Offer, the scale proposed by Williams & Drolet (2005) was used, and for the Hedonic and Utilitarian

Revista ARACÊ
ISSN: 2358-2472

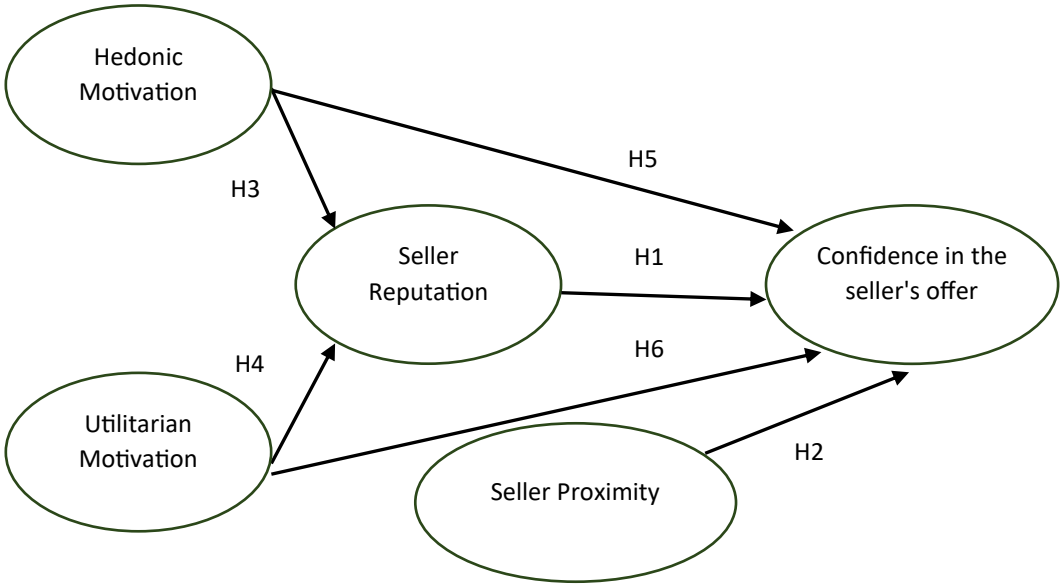
Motivation constructs, the scale proposed by Wakefield & Inman (2003) was considered. All scales are seven points.

Demographic and social issues were incorporated into the data collection form to characterize the profile of the interviewees in the survey. To ensure the validity and reliability of the questionnaire, a pre-validation process was carried out involving three PhD professors in Administration to ensure clarity, relevance and alignment with the research objectives (Malhotra et al., 2017).

The questionnaire was distributed digitally through social networks and obtained 204 respondents, 165 of whom had in fact already made purchases of used products in digital marketplaces, which was the focus of the survey. Of these valid results, 10 were not fully completed (6.06% of the valid sample) and were excluded from the sample considering the listwise deletion practice (Hair, 2009).

The research sample then resulted in 155 valid records, which is considered adequate for structural equation modeling (SEM-PLS) since, to ensure an accurate estimate of the model parameters based on a non-probabilistic sample (Henseler et al., 2015) and the 7-point ordinal scales ranged from 1 (Strongly Disagree) to 7 (Strongly Agree) as recommended by Babbie (1999).

Figure 1 - Diagram of the proposed model for the research



Source: Prepared by the authors

Revista ARACÊ
ISSN: 2358-2472

Table 1 - Relationship between the constructs, the theoretical framework and the means of measurement

Construct	Applicable theory	Key author of the theory	Key Author of the Measuring Scale
Hedonic motivation	Comprehensive model of consumer behavior	Holbrook & Hirschman, 1982	Wakefield & Inman, 2003
Utilitarian motivation	Comprehensive model of consumer behavior	Holbrook & Hirschman, 1982	Wakefield & Inman, 2003
Seller reputation	Conceptual model of trust	Malak et al., 2021	Hui et al., 2004
Confidence in the seller's offer	Conceptual model of trust	Sheppard & Sherman, 1998	Williams & Drolet, 2005
Physical proximity between seller and buyer	Theory of social exchange	Homans, 1958	Dabholkar & Bagozzi, 2002

Source: Prepared by the authors

STRUCTURAL MODELING

For the research, the PLS-SEM (Partial Least Squares-Structural Equation Modeling) approach was used, to analyze the relationships between the variables simultaneously and the inference of the cause and effect relationships between the variables of interest established (Hair, 2009).

The latent variables were: Hedonic Motivation, Utilitarian Motivation, Seller's Reputation, Seller's Proximity and the dependent variable Trust in the Seller's Offer. A reflexive measurement perspective was used, since the variables considered are manifestations of an underlying construction that influences or causes the observed measurements (Byrne, 2013).

After the structural model was configured in the SmartPLS-4 software, the questions of the collection form were associated with the constructs in a reflexive way based on the theoretical recommendation of the measurement of the constructs. Thus, questions P16, P17 and P18 were connected to Hedonic Motivation; P19, P20 and P21 to Utilitarian Motivation; P3, P4, P5, P6, P7, P8 and P9 to the Seller's Reputation; P10, P11 and P12 to the Seller's Proximity and P13, P14 and P15 to the Confidence in the Seller's Offer construct. Table 2 shows the questions from P3 to P21 considered in the data collection form.

Revista ARACÊ
ISSN: 2358-2472

SURVEY RESULTS

SAMPLE CHARACTERIZATION

The analyzed sample presented a profile predominantly of individuals with high educational qualification, where we observed that 69.03% of the participants have completed a postgraduate degree. This trend towards an advanced level of education is accompanied by the predominance of residents from the interior, representing 87.1% of the sample. When we analyze the average monthly income, we noticed a significant concentration in the highest range, with 68.39% of individuals earning more than R$ 10,000.00. Regarding gender, there is a bias towards males, consisting of 78.06% of the sample. Regarding age, the distribution ranged from 21 to 70 years, with a mean of 43 years, with a median very close to 42 years, suggesting a relatively symmetrical age distribution around the mean.

These characteristics delineate a distinct demographic group that is characterized by relatively high levels of education and income, with a predominantly male representation residing in the interior of Brazil.

DESCRIPTIVE ANALYSIS OF THE COLLECTED DATA

According to the objectives proposed in this survey, respondents were asked about the factors that can affect trust in the seller's offer of used products in digital marketplaces, through. 21 statements that allowed them to give their opinion on their degree of agreement or disagreement with each statement, using an online questionnaire with a Likert scale from 1 to 7. The results are presented in Table 2.

Looking at the construct "Seller's reputation", which has an overall average of 4.2894, it is evident that, in general, consumers feel satisfied with sellers in these digital spaces. However, the higher standard deviation found in the "Seller reliability" variable (1.6554) indicates that experiences can vary significantly, which may reflect different levels of consistency in sellers' delivery of promises.

"Physical proximity to the seller" had an expressive overall average of 4.7441, suggesting that consumers value human interaction, a curious aspect in the digital context. However, this variable also has the highest standard deviations, showing wider divergences in customer perceptions, possibly influenced by the nature of online interactions and communication.

Revista ARACÊ
ISSN: 2358-2472

Regarding "Confidence in the seller's offer", we see that the overall average is more modestly positioned at 3.8796, suggesting caution or varied experiences regarding the accuracy of the ads. The standard deviations in this construct are relatively uniform (around 1.3), indicating a consistency in consumer expectations about marketplace offerings.

Within the framework of "Hedonic Motivation", although the overall average of 4.0344 points to a positive inclination to buy for personal pleasure, the higher standard deviations in "Buying exclusive products" (1.7630) and "Buying to feel stimulated" (1.8848) reveal that consumers are not uniformly influenced by these hedonic aspects to the same extent when buying used products.

The construct "Utilitarian motivation" shows an overall average of 4.1978, but "Purchase for economic purposes" stands out with the highest standard deviation of the group (2.0055), reinforcing the idea that, while the search for economic advantages is an important factor, opinions about it are quite varied among consumers.

Table 2 - Descriptive analysis of collected data

Construct	Variables	Average	Standard deviation
Seller reputation	P3-Reliable Product Description	4,7548	1,3159
	P4-Seller honesty	4,5161	1,3739
	Q5-Seller Reliability	4,4323	1,6554
	Q6-The accountant does the right thing	4,4452	1,3150
	Q7-Sincerity of the seller	3,9871	1,4770
	Q8-Trust in the seller	3,7935	1,4933
	P9-seller integrity	4,0968	1,2982
	Overall Construct Average	**4,2894**	
Physical proximity to the seller	Q10-Human contact in negotiation is pleasant	5,0516	1,8439
	Q11-Interacting with the seller is good	4,9935	1,9120
	Q12-Physical proximity is valued	4,1871	2,0187
	Overall Construct Average	**4,7441**	
Confidence in the seller's offer	Q13-The reliability of ads	3,6516	1,3368
	Q14-Belief in the description of the ads	3,9613	1,2786
	Q15-Announcements correspond to reality	4,0258	1,2789
	Overall Construct Average	**3,8796**	
Hedonic motivation	Q16-Buying something for your own pleasure	4,9032	1,6623
	Q17-Buy Exclusive Products	3,4774	1,7630
	P18-Purchase to feel stimulated	3,7226	1,8848

Revista ARACÊ
ISSN: 2358-2472

	Overall Construct Average	**4,0344**	
Utilitarian motivation	P19-Purchase for economic purposes	4,4065	2,0055
	P20-Purchase based on utilitarian characteristics	4,1613	1,7339
	P21-Purchase to make the routine easier	4,0258	1,8053
	Overall Construct Average	**4,1978**	

Source: Survey data

Before the regression, it was necessary to confirm the internal consistency of the factors. To evaluate the reliability of the scales used to measure the constructs, Cronbach's alpha coefficient (α) was applied. This coefficient ranges from 0 to 1, where values below 0.60 indicate low reliability, between 0.60 and 0.70 suggest moderate reliability, from 0.70 to 0.80 indicate good reliability, from 0.80 to 0.90 point to very good reliability, and values above 0.90 are considered excellent (Sarstedt et al., 2019).

After the calculation, it was observed that the hedonic motivation reached an alpha of 0.684, indicating moderate reliability. Utilitarian motivation registered 0.767, classified as good. The seller's reputation showed an alpha of 0.917, indicating excellent reliability, and the physical proximity to the seller had a result of 0.863, which also indicates very good reliability. As for the dependent variable, confidence in the seller's offer, a robust alpha of 0.879 was identified, evidencing a significant internal correlation and validating the construct scale. These results reflected the adequacy of the scales used, considering that all alpha values exceeded the threshold of 0.6, as recommended (Hair, 2009).

R2 represents the coefficient of determination, which shows how much of the variation in the dependent variable can be explained by the independent variables in the model. For the construct 'Reputation of the Seller', the R^2 is 0.12. This means that 12% of the variance in the dependent variable can be explained by the model that includes 'Seller Reputation' as an independent variable. For the construct 'Confidence in the Seller's Offer', the R^2 is 0.62, indicating that 62% of the variation is explained, which suggests a strong relationship between the independent variables and the 'Confidence in the Seller's Offer'. The values of adjusted R2 close to that of R2 indicate the efficiency of the model.

To verify whether each latent variable has a strong relationship with its reflective indicators, the extracted mean variance (AVE) of each construct was evaluated. The load and commonality of each construct were also used to evaluate convergent validity. The model did not present any latent variable below 0.5, which indicates that, in the worst case (Hedonic Motivation), 61% of the variance of the indicators is explained by its latent

Revista ARACÊ
ISSN: 2358-2472

variable, thus indicating that each latent variable was responsible for a significant portion of the indicator's variance (Sarstedt et al., 2019).

Table 3 - Coefficient of determination and Mean of the variance extracted

Construct	R2	R2 Adjusted	BIRD
Utilitarian Motivation	-	-	0,67
Hedonic Motivation	-	-	0,61
Seller Reputation	0,12	0,11	0,67
Seller Proximity	-	-	0,78
Confidence in the Seller's Offer	0,62	0,61	0,8

Source: Survey data

Factor loadings and commonalities were examined for the reflective indicators to identify any indicators with weak loadings for the latent variables. The variability in each indicator should explain at least 50% of its latent variable construct (|load| ≥ 0.707; commonality ≥ 0.50) according to Henseler et al. (2009). There were no reflective indicators with weak loads, establishing that each reflective indicator explained a significant portion of the variance in its latent construct. Table 4 presents the loads and commonalities of the measurement model.

Revista ARACÊ
ISSN: 2358-2472

Table 4 - Factor Loadings and Commonalities

Variable	Construct	Weight	Load	Commonwealth
P16	Hedonic Motivation	0,35	0,73	0,54
P17	Hedonic Motivation	0,53	0,82	0,67
P18	Hedonic Motivation	0,4	0,78	0,61
P3	Seller Reputation	0,18	0,8	0,63
P4	Seller Reputation	0,17	0,8	0,64
P5	Seller Reputation	0,13	0,7	0,48
P6	Seller Reputation	0,17	0,83	0,7
P7	Seller Reputation	0,18	0,84	0,7
P8	Seller Reputation	0,19	0,88	0,77
P9	Seller Reputation	0,19	0,88	0,77
P19	Utilitarian Motivation	0,18	0,68	0,47
P20	Utilitarian Motivation	0,45	0,85	0,72
P21	Utilitarian Motivation	0,55	0,9	0,81
P10	Proximity to the Seller	0,44	0,92	0,86
P11	Proximity to the Seller	0,43	0,94	0,88
P12	Proximity to the Seller	0,24	0,78	0,61
P13	Confidence in the Seller's Offer	0,4	0,88	0,78
P14	Confidence in the Seller's Offer	0,35	0,9	0,82
P15	Confidence in the Seller's Offer	0,37	0,91	0,82

Source: Survey data

Discriminant validity was tested to assess whether each latent variable is distinct from the other latent variables in the model to avoid any problems of multicollinearity between latent variables. The HTMT ratio was examined for the reflective indicators to assess discriminant validity (Sarstedt et al., 2019). As the HTMT ratio was less than 0.90, then there is no multicollinearity between the constructs, and the measurement model is correctly specified (Henseler et al., 2015). No construct violated the HTMT ratio, indicating that there was no multicollinearity between the constructs. The HTMT ration values can be seen in Table 5.

EVALUATION OF THE STRUCTURAL MODEL

Bootstrapping was performed with 5,000 resamples. Significance was determined using 95.00% confidence intervals for the estimates of the parameters provided, which were calculated based on an alpha value of 0.05 (Henseler et al., 2009). The loads were

Revista ARACÊ
ISSN: 2358-2472

evaluated for the reflective indicators. Each reflective variable had a significant load, suggesting that a significant portion of each reflective indicator is explained by its latent variable. Table 6 shows the results.

Table 5- HTMT ratio results

	Utilitarian Motivation	Hedonic Motivation	Seller Reputation	Seller Proximity	Confidence in the Seller's Offer
Utilitarian Motivation					
Hedonic Motivation	**0,48**				
Seller Reputation	**0,24**	**0,4**			
Seller Proximity	**0,24**	**0,27**	**0,1**		
Confidence in the Seller's Offer	**0,33**	**0,5**	**0,84**	**0,26**	

Source: Survey data

Table 6 - Bootstrap results for the loads of each indicator.

Path	Original	IF	CI 95.00%
Hedonic Motivation → P16	0,73	0,07	[0,58, 0,83]
Hedonic Motivation → P17	0,82	0,05	[0,73, 0,91]
Hedonic Motivation → P18	0,78	0,06	[0,65, 0,86]
Seller Reputation → P3	0,8	0,03	[0,73, 0,85]
Seller Reputation→ P4	0,8	0,03	[0,74, 0,86]
Seller's Reputation→ P5	0,7	0,04	[0,61, 0,78]
Seller Reputation → P6	0,83	0,03	[0,77, 0,89]
Seller Reputation→ P7	0,84	0,03	[0,78, 0,89]
Seller Reputation→ P8	0,88	0,02	[0,83, 0,92]

Revista ARACÊ
ISSN: 2358-2472

Seller Reputation→ P9	0,88	0,02	[0,84, 0,91]
Utilitarian Motivation → P19	0,68	0,14	[0,30, 0,81]
Utilitarian Motivation → P20	0,85	0,08	[0,68, 0,92]
Utilitarian Motivation → P21	0,9	0,05	[0,81, 0,96]
Seller Proximity → P10	0,92	0,03	[0,87, 0,96]
Seller Proximity → P11	0,94	0,03	[0,89, 0,97]
Seller Proximity → P12	0,78	0,09	[0,58, 0,87]
Confidence in the Seller's Offer→ P13	0,88	0,02	[0,84, 0,92]
Confidence in the Seller's Offer → P14	0,9	0,02	[0,86, 0,94]
Confidence in the Seller's Offer→ P15	0,91	0,02	[0,86, 0,94]

Source: Survey data

Based on the data table presented, the structural model analyzed the influence of the independent variables (Hedonic Motivation, Utilitarian Motivation, Seller's Reputation and Physical Proximity to the Seller) on the dependent variable, Confidence in the Seller's Offer. The estimated coefficients of the paths indicate the degree of influence of each variable on the corresponding measures.

In this model, Hedonic Motivation demonstrates a significant positive impact on P16, P17, and P18, while Seller Reputation has a significant positive impact on P3, P4, P5, P6, P7, P8, and P9. Utilitarian Motivation is positively related to P19, P20, and P21, and Physical Proximity to the Salesperson demonstrates a significant positive impact on P10, P11, and P12.

In addition, Confidence in the Seller's Offer has a significant positive influence on P13, P14, and P15. The confidence intervals (95.00% CI) provide information on the precision of the estimated coefficients. Overall, these results suggest that the independent variables selected have a significant impact on Seller Offer Confidence in the context of this structural model.

Revista ARACÊ
ISSN: 2358-2472

DISCUSSION OF THE RESULTS

To obtain a deeper understanding of the research problem, the analysis of the data in Table 7 plays a fundamental role. By examining the estimated coefficients and confidence intervals, it is possible to assess whether the hypotheses proposed in the study are supported or refuted.

Table 7 - Bootstrap results for model regression paths.

Hypothesis	Path	B	CI 95.00%
H4	Functional Motivation → Seller Reputation	0,11	[-0,04, 0,27]
H3	Hedonic Motivation → Seller Reputation	0,29	[0,14, 0,45]
H1	Seller Reputation → Trust in the Seller	0,7	[0,59, 0,78]
H5	Hedonic Motivation → Trust in the Seller	0,11	[-0,03, 0,22]
H6	Functional Motivation → Trust in the Salesperson	0,06	[-0,04, 0,19]
H2	Seller Proximity → Confidence in the Seller's Offer	0,15	[0,06, 0,25]

Source: Survey data

Contrary to what was suggested by Chiu et al. (2014), the construct Utilitarian Motivation did not significantly predict Salesperson Reputation, B = 0.11, 95.00% CI [-0.04, 0.27], suggesting that, in this context, there is no relationship between Utilitarian Motivation and Salesperson Reputation, thus refuting hypothesis H4. As proposed by Wakefield & Inman (2003), Hedonic Motivation significantly predicted Seller Reputation, B = 0.29, 95.00% CI [0.14, 0.45], indicating that a one-unit increase in Hedonic Motivation will increase the expected value of Seller Reputation by 0.29 units, confirming hypothesis H3.

As expected, Seller Reputation significantly predicted Seller Trust, B = 0.70, 95.00% CI [0.59, 0.78], indicating that a one-unit increase in Seller Reputation will increase the expected value of Seller Trust by 0.70 units, confirming the H1 hypothesis based on (Hui et al., 2004). Hedonic Motivation did not significantly predict Trust in the Seller, B = 0.11, 95.00% CI [-0.03, 0.22], suggesting that there is no relationship between Hedonic Motivation and Trust in the Seller (Chiu et al., 2014), which refuted the H5 hypothesis.

Revista ARACÊ
ISSN: 2358-2472

Utilitarian Motivation did not significantly predict Trust in the Seller, B = 0.06, 95.00% CI [-0.04, 0.19], suggesting that there is no relationship between Utilitarian Motivation and Trust in the Seller, refuting hypothesis H6 (Chiu et al., 2014).
Seller Proximity significantly predicted Seller Trust, B = 0.15, 95.00% CI [0.06, 0.25], indicating that a one-unit increase in Seller Proximity will increase the expected value of Seller Trust by 0.15 units, which confirms hypothesis H2 based on Meuter et al. (2005).

FINAL CONSIDERATIONS

In this study, an investigation was carried out to verify whether the physical proximity between buyer and seller of products used in digital marketplaces influences trust in the seller's offer, in addition to also seeking to understand whether hedonic and utilitarian motivations interfere in this process.

By exploring these issues, the importance of understanding the factors that influence consumer behavior in this context was realized in order to provide better user experiences and strengthen trust in the seller's offer.

As expected, seller reputation directly affected trust in the seller's offering of used products on digital marketplaces. However, this research also revealed that a buyer with hedonic motivation tends to be less demanding about the seller's reputation. In this way, products and communication approaches that focus on emotion, personal satisfaction, and pleasure can stimulate buyers with hedonic motivation, leading them to make less rational and more impulsive decisions.

Another aspect analyzed in this research was the influence of physical proximity between buyer and seller on the buyer's trust in the seller's offer. It has been confirmed that this proximity positively affects buyer confidence, providing an opportunity for the seller to exploit this circumstance and regionality to increase sales of used products on digital marketplaces.

Thus, this study contributed to fill a gap in knowledge by examining, even in a virtual environment, whether the physical proximity between buyer and seller is relevant and important to be considered. These findings offer relevant insights to enhance marketing strategies, improve the consumer experience, and foster trusting relationships in digital marketplaces for used products.

It is also important to emphasize that the sample used in this research consisted predominantly of people with higher financial conditions and academic backgrounds, which

Revista ARACÊ
ISSN: 2358-2472

may have influenced the respondents' perception, especially in the buyer's hedonic behavior.

Another limitation of this study is the fact that the sample was non-probabilistic. Although it is statistically valid, it would be beneficial to expand the sample and test it in other contexts, both in terms of respondents and approaches to the topic.

Finally, although the structural model presents satisfactory and conclusive results, it is recommended that it evolve and improve, such as including the Purchase Intent construct. This can be an opportunity for future studies that deepen the findings and generate new insights and recommendations for both sellers and buyers of products used in digital marketplaces.

Revista ARACÊ
ISSN: 2358-2472

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