

A Study on Perceptual Depreciation and Product Rarity for Online Exchange Willingness of Second-Hand Goods

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ABSTRACT

In recent years, people practice economy under the influence of the financial turmoil. The exchange behavior helps people get necessary items through exchanging existing items without spending money to buy new ones. In the modern when information is developed, the common network further accelerates the development of the exchange mechanism. The purpose of this study is to explore the feelings in the minds of barterers, such as perceptual depreciation, product rarity, exchange reference prices, perceived transaction costs, psychological premium, etc., if exchange willingness of barterers is affected through exchanging items from different product source countries, and the relation among variables. The main object of this study is for barterers in Taiwan exchanging from China and Japan. 400 questionnaires were issued in the use of the island railway sampling and 346 valid questionnaires were collected, the response rate being 86.5%. Second-hand goods with depletion can replace a greater value for barterers through the online exchange behavior. The rarer and more precious the commodities are, the higher their exchange value would be. It is necessary to go through a period of assessment before the exchange behavior generates, including the amount of overall transaction costs and the reference price of exchanged commodities which affect the success of exchange transactions. These research results are greatly related to the exchange behavior after purchase.

Keywords : product source countries、 perceptual depreciation、 product rarity、 exchange reference prices、 perceived transaction costs、 psychological premium

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