

The Role of Religiosity in Functional Value, Trust Engagement, and Intentions to Reuse

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Abstract

Given the growing interest in alternative consumption channels, this paper discusses a conceptual framework for examining the relationship between online consumers' repeated online perceived value of recycled products and their repurchase intentions from recycling platforms. This study aims to test the conceptual model and validate the model with one type of product. Based on cognitive, social, and sub-cultural theory, trust (seller and platform) and involvement in consumer-to-consumer online marketplaces are hypothesized to mediate consumers' perceived functional value and their intention to reuse, as well as adding the moderating variable Religiosity. For the religiosity moderation variable, it can be seen that the religiosity moderation variable moderates the functional value of trust (Seller and platform). This study highlights the implications of trust and engagement and how these factors influence consumer intentions to reuse C2C online recycling marketplace platforms.

Keywords: Religiosity; Functional Value; Trust; Engagement; Recycle Market.

1. Introduction

The ever-increasing global population and urbanization always lead to an increase in the amount of household solid waste (HSW). For example, in Sweden, the annual amount of HSW increased from 317 kg per person in 1975 to 476 kg per person in 2017, and this trend is expected to continue. Global increase in HSW causes increased economic costs associated with waste management, has a large environmental impact, and, unless treated properly, raises concerns for the health and well-being of local populations. Therefore, the waste management system faces great challenges when it contributes to all three aspects of sustainable development: economic, environmental, and social. This challenge becomes more demanding in developed countries, where there is a strong relationship between economic growth, consumption.

A sustainable waste management system, which recovers materials and energy from waste, is therefore necessary to reduce environmental impact and make progress towards a circular economy. While technological advances are important for improving waste treatment methods, waste management systems require the active participation of all stakeholders, including actors who generate waste (such as households), funding agencies, and actors who manage municipal waste. At the same time, the National Sword project in China and other Southeast Asian countries, which banned the import of contaminated and mixed waste, increased the requirements for proper recycling in many countries around the world.

Consumer purchasing preferences are evolving. Because the demand for used products is experiencing rapid growth (Guiot & Roux, 2010), the nature of consumers' motivation to purchase used goods becomes more complex (Borusiak et al., 2020). Previous studies found that this motivation is driven by economic reasons (Liang et al., 2018). Such as lower costs, and environmental concerns such as reduced waste (Lane et al., 2009). To address the demand for used products, consumer-to-consumer (C2C) secondary markets, also known as online secondary markets (eg, eBay and Mercari), emerged.

The emergence of the secondary market is because products are never sold to end customers and are sent back to distribution centers or manufacturers, and sold to overstock brokers. Other enabling factors also include customers returning products to stores, which can then be sent back to distribution centers, manufacturers, or return centers (Tibben-Lembke 2004). Whenever a product is sold outside the main channels, it enters the secondary market. Thus, it is inevitable that there are many types of products sold in the secondary market. A product involves more than a matter of form and function because consumer values for products are generally more diverse than (Holbrook, 1999). Hans Van Eyghen (2015) looks at cognitive theories of religion, which propose that the relationship between social cognition and religious cognition can be enriched with insights from theories about social cognition. I would argue that this is so. Cognitive theories that consider the supernatural mind to be like the human mind can be enriched by insights from these theories. The resulting theory states that people have certain experiential roots that lie because of early religious beliefs. This initial belief acts as a theory that can be revised when circumstances require it. Cognitive theory that considers the supernatural mind to be (very) different from the human mind can be enriched with insights from the evocative theory of social cognition.

Hans Van Eyghen (2015) also argues that the two groups of theory need not contradict but can be combined. The first group then explained basic religious cognition considering the roots of their experiences and their early cultural developments. The second group can account for advanced religious cognition when culture has moved beyond the point where it influences how religious beliefs are formed. The combination provides a richer and more accurate picture because it explains how religions can differ, and that is consistent with the importance of culture to religion.

This study aims to test the conceptual model and validate the model with one type of product. Based on social cognitive theory, Sub-Cultural Religiosity, trust, and involvement in sellers and consumer-to-consumer online platforms are hypothesized to mediate consumers' perceived functional value and their intention to reuse the platform. The results of this study indicate that all serial mediations (trust and engagement) are significant when trust is directed at the company facilitating the platform, but not all serial mediations are significant when trust is directed to involvement. For the religiosity moderation variable, the religiosity moderation variable moderates the functional value of trust. This study highlights the implications of trust.

2. Literature review

In a C2C environment, there are two types of transactions: 1) Auction-based transactions, and 2) Direct transactions (focus of this study) (Moriuchi, E., & Takahashi, I., 2024). Platforms like eBay stem from auction-based transactions, whereas platforms like Letgo, Carousell, and Mercari sell directly to sellers, where prices are sometimes negotiated privately. Companies like Mercari are marketed as easy-to-use secondary market apps that allow users to sell and buy used items. The company is proud to use AI to protect against any fraudulent activity and offers various methods of monetary transactions (Mercari 2019). Currently, Mercari has no business partners where listings are offered by established companies and brands (Mercari 2020).

Generally, with the latter type of platform (for example, Mercari), the buyer is not protected, and the trust begins through a private conversation between the buyer and the seller. The former (e.g., eBay) has well-established customer service, which suggests a better buyer protection service. Previous studies have broadly framed consumer behavior on C2C platforms based on the theory they employ. The first stream of research focuses on society (Kotler, 1972; He & Harris, 2020; Bresciani et al., 2016; Clement et al., 2020), including social exchange and social influence. Another school investigates consumer motives, values, and the antecedents of C2C use using value theory, stimulus-organism models, and planned behavior theory (Trehan & Sharma, 2020; Heinonen et al., 2018; Peltier et al., 2020). In this Article, we extend the research on the previous stream by including functional value factors in the analysis to explain the nature of the online C2C recycling market. The focus of this article is on seller-consumer engagement and platforms to facilitate product purchases. The in-app chat feature allows consumers to interact with sellers directly, resulting in a better understanding of the products being sold, which also creates more interesting shopping and more interpersonal connections (Lin et al, 2018). Higher levels of social interaction are formed when there is asynchronous and timely two-way communication between sellers and buyers, and when conversations are not public, it increases consumer confidence and reduces their uncertainty (Hollebeek 2018).

Based on the results, the indirect impact of trust and involvement is stronger for recycled products. Between trusting the seller and trusting the platform, the consumer's eco-functional value has a bigger impact on the platform than on the seller. This pattern suggests that social marketing is a concept that can be realized further with platform enhancements (e.g., usability) and can be complemented by trusted sellers actively selling on the platform. Moriuchi, E., & Takahashi, I. (2022). So, the researcher adds the Religiosity variable as a moderating variable, the researcher wants to know how much the Religiosity variable can moderate the functional value and Trust (Platform and Seller) variables.

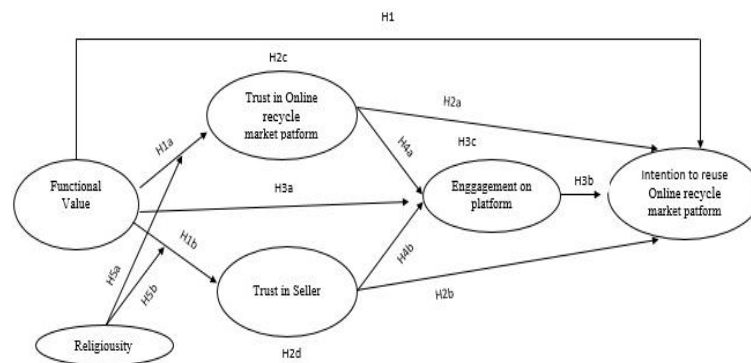


Fig. 1: Conceptual Model.

3. Theoretical framework and hypotheses

3.1. Functional value of recycled products and intention to use online recycling platforms

Values are the guiding standards by which people evaluate actions (Hong, Lin, & Hsieh, 2017). Perceived value is directly related to Zielke's (2014) perceived quality, and from the consumer's perspective, value is ubiquitous throughout the consumption process. Eccentric functional value combines Sweeny & Soutar's (2001) value theory and Kotler's societal marketing concept. Functional value is defined as "the utility derived from a product due to perceived short-term and long-term cost reductions" (Sweeney & Soutar 2001, p. 211). In C2C online secondary marketplaces, product type, price, and speed of delivery can all influence the perception of functional value. The functional value of a product relates to the utilitarian functions that the product can perform. Ecocentric functional value is defined as functional value while considering the environment. Consumers create and express themselves as socially conscious through the choice of used clothing (Cervellon et al., 2012). This initiative to support the environment can be observed by consumers buying used products, which they believe will reduce the number of new products produced (Reiley and DeLong, 2011). However, it is important to underline that a product differs not only in the degree of its suitability for carrying out basic utilitarian functions and expression of value, but also in quality (for example, by the technology or materials used). This initiative to support the environment can be observed by consumers buying used products, which they believe will reduce the number of new products produced (Reiley and DeLong, 2011). However, it is important to

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While functional value has been defined as having utilitarian attributes, eco-centric value describes non-utilitarian attributes of a product because value is expressive regarding higher-level needs to be environmentally conscious. At the same time, it can also be argued that quality is part of a utilitarian function because of its ability to solve utilitarian needs. In used products, consumers are wary of product quality. As such, consumers rely on product descriptions on websites or explanations provided by sellers via written communications, hence the need for involvement.

Luchs and Kumar (2017) emphasized that utilitarian attributes are relatively more preventive-oriented and hedonic attributes are relatively more promotion-oriented. Chitturi et al. (2017) confirmed that hedonic products can fulfill promotional goals (eg, sustainability), leading to greater excitement. Conversely, utilitarian products are often considered because of their functional performance. For example, when consumers prefer sustainability over functional performance, they may experience feelings of distress (Luchs et al., 2012). Although functional values are the main driver of consumer choice, it is less common for an item's function to be important for promotional purposes (eg, sustainability). More - more, Luchs and Kumar (2017) argue that consumers will respond better to hedonic products than to utilitarian products for sustainability. Thus, we argue that eco-functional value has a stronger impact on hedonic products than utilitarian products.

Based on theoretical studies and previous relevant research, the hypotheses in this study are:

H1: The functional value of recycled products has a positive impact on the intention to reuse online platforms.

3.2. The role of mediating trust (seller and platform) and engagement

Trust increases perceived value can be an argument. Studies have provided mixed empirical evidence, but Harris and Goode (2004) and previous research (Singh and Sirdeshmukh, 2000; Grabner-Kraeuter, 2002) have established that perceived value has a positive impact on trust. Perceived value is defined as the consumer's overall evaluation of the net benefits of a product or service based on the consumer's rating. Steenkamp and Geyskens (2006) argue that because perceived value is more important today, companies can increase consumer purchase intentions through product value. Previous studies argue that trust is a level of willingness, which depends on an object based on its expected ability, reliability, and benevolence (Hart and Saunders 1997). In other words, trust is the intention to accept vulnerability based on positive expectations of the other person's integrity and abilities. Chen et al. (2014) confirmed that perceived value has a positive effect on trust in the platform. However, a common challenge in e-Commerce platforms is dealing with trust between two parties (providers and recipients) because providers of goods and services are faced with the cunning of potential users (Horton & Zeckhauser, 2016). Komiak and Benbasat (2004) have suggested that consumer trust in online commerce involves trust in several entities: company, seller, product, and channel (eg, physical/online). Since the focus of this research is on third-party sellers selling on C2C online secondary marketplaces, we examined two relevant entities – the seller and the platform/company. The absence of face-to-face interaction between customer and seller, and between customer and product, increases the importance of trust. This study considers the trust in the seller and the trust in the platform.

Trust has been used to explain how or why an individual has a certain response and has been debated as a key mediator when determining consumer behavior (Schirmer et al., 2018). Trust has been found to mediate the attributes of consumers' repeated online search and willingness to review their purchases (Moriuchi & Takahashi, 2016). Lack of trust is thus an insurmountable barrier to any potential transaction. Trust has been considered a very important driver for long-term success, especially for peer-to-peer platforms (Jones & Leonard, 2014; Wu, Li, & Kuo, 2011). Trust is a multidimensional factor that includes mutual reviews from sellers and customers, rating schemes, user-friendly platforms,

The platform or app (if on mobile) is the intermediary between the two sides of the market and can also be an important resource in building trust. People develop their trust in online stores through several factors, including Moriuchi & Takahashi's (2016) experience and Harris & Goode's (2004) perceived value. Based on Hawlistchek et al. (2016), online secondary market users interact with various parties, generally with platform operators and sellers (who are other individuals). From a human-computer interaction perspective, interactive platforms that encourage engagement are a driving factor in online secondary market participation.

H1a: The functional value of recycled products has a positive impact on trust in online recycling market platforms.

H1b: The functional value of recycled products has a positive impact on trust in sellers.

Trust In C2C Online Recycling Market Platform. In the e-commerce situation, consumers are influenced by the platform user experience and thus develop trust in the platform (Zheng, Lee et al., 2017). Teubner, Hawlistchek, and Dann (2017) find that in the current experience of the e-commerce landscape, there is an increasing number of developing new market forms. People's perceptions of trust in the electronic online environment can influence their intention to engage with and accept Fogg's (2003) system. Skarlatido et al. (2013) claim that a person's willingness to trust a computerized system depends on the trustee attribute (i.e., the online system attribute). These attributes include functionality, cues of trust, usable navigation, and an atmosphere of social presence. These trust attributes need to be designed in a way that enhances interaction with the application.

H2a: Trust in online recycling platforms has a positive impact on intention to reuse.

H2c: The relationship between functional value and intention to reuse is mediated by trust in online platforms.

Believe In Online Recycling Market Sellers. Research by Jones and Leonard (2014) and others, Sutanonpaiboon & Abuhamdieh (2008) found that perceived value has a positive effect on online seller trust. Used products on the C2C platform present an additional level of concern about trust due to uncertainty about product quality. Trust can facilitate interactions between sellers and buyers in all types of e-Commerce, including C2C platforms, which can generate positive feelings towards online sellers, further influencing consumers to revisit and buy from the same site (Moriuchi 2021).

H2b: Trust in online recycling sellers has a positive impact on intention to reuse.

H2d: The relationship between functional value and intention to reuse is mediated by trust in the seller.

Engagement on the Online Recycling Market Platform. Engagement involves the consumer experience, interaction, and communication between the customer and the object (eg, brand, online platform, other fellow customers) (Mollen & Wilson 2010). All these experiences and interactions are part of being involved in the transaction process. The engagement between the customer and the object need not be directly related to a particular transaction (eg, purchase). Sellers in the C2C online recycling marketplace are investing their time in creating meaningful conversations with their consumers, and C2C online secondary marketplace platform providers are increasingly adding features to enhance the user experience. Previous studies have shown that involvement requires trust so that consumers can take certain actions

without fear of being used (Hsu, Chiang, & Huan, 2012). They found that trust was a significant predictor of engagement. Similarly, when consumers trust sellers in online C2C secondary marketplaces, these consumers are likely to engage more with online sellers.

H3a: The functional value of recycled products has a positive impact on engagement to reuse online recycling platforms.

H3b: Involvement of recycled products has a positive impact on intention to reuse online recycling platforms.

H3c: The relationship between functional value and intention to reuse is mediated by trust in online recycling platforms and engagement with online recycling platforms.

H4a: Trust in online recycling platforms has a positive impact on the engagement of recycled products.

H4b: Trust in online recycling sellers has a positive impact on the engagement of recycled products.

3.3. The moderation role of religiosity on the functional value of trust (platforms and sellers)

Religiosity is a crucial social force that has an impact on human behavior. If consumers can believe in a product or service, it will affect a person's behavior, namely, showing positive behavior to reuse or repurchase a product or service.

Religious commitment is an important factor in a person's life that shapes the beliefs, knowledge, and attitudes of the individual. Different religious groups, such as Muslims, Christians, Buddhists, and other groups with different religious orientations, have different beliefs. This belief cannot be ignored when analyzing the community of (Fam et al, 2002). Religious commitment and religious beliefs affect a person's feelings and attitudes towards consumption (Jamal 2003). Mukhtar and Butt (2012) in their research found that religiosity can influence consumers in choosing halal products.

Religiosity has been recognized as an important social force influencing human behavior. Previous studies have shown that religiosity can be a key factor of consumption patterns (Cleveland, Laroche, & Hallab, 2013) and selected store patronage behavior (Alam et al., 2011). Kirillovaa et al. (2014) suggested that religious differences between hosts and guests not only affect interactions but also affect the presence of hospitality in an area. In some Muslim countries, for example, Egypt, tourism is discouraged because of the potential negative effect on the host community (Din 1989). Joseph and Kavoori (2001) show that tourism is a potential threat to local religious customs and traditions. Terzido et al. (2008) showed that religion is a key factor in the relationship between host and guest, even when tourists and residents share the same religious background. Ranganathan and Henley (2007) show that religiosity has a positive influence on behavioral intention, and this in turn can influence attitudes positively.

This study examines the moderating role of religiosity in the relationship between consumers' intention to participate, attitudes, beliefs, and intentions to buy travel online. Consumer behavior and attitudes on websites may differ based on their religiosity (Egression et al., 2012).

Based on the research of Agag & El Marsy (2016) it is said that religiosity can strengthen the relationship between 2 variables, namely trust and intention to repurchase by proving that the results of the hypothesis 2 of these variables are accepted and the variables of attitude and intention to repurchase are also accepted while the variables of participation and intention to reuse are not supported positively. All the above lead us to formulate the following hypothesis:

H5a: Religiosity moderates the relationship between functional value on trust in online recycling platforms.

H5b: Religiosity moderates the relationship between functional value and trust in online recycling sellers.

4. Methodology

More than 210 million people in Indonesia use the internet. Even though only 88.1 percent of internet users in Indonesia have used e-commerce services to buy products, this prediction shows that the online consumer market is growing. This percentage ranks first in the world based on the We Are Social survey as of April 2021. Thus, understanding of the consumption behavior of the secondary market of Indonesian consumers is still lacking. Data was collected through an online survey managed by the FEB Survey Center at Sebelas Maret University Surakarta, Indonesia, a survey panel service company in Indonesia, specifically in FEB Sebelas Maret University Surakarta, Indonesia. Online surveys are used as a tool for collecting data because of their advantages over Google Form surveys and because of the higher level of data quality. Altogether, 876 responses were collected through the online survey. Consisting of 555 responses filled in partly and 321 responses filled out in full. The author also conducted a Standard Deviation test on the questionnaire data, eliminating data that did not meet the requirements. The author only used data that truly met the requirements for data processing. These responses were received from respondents who have used online recycling marketplace platforms and social commerce sites (eg, IG, Facebook, and E-commerce platforms). Those aged between 20 years to 40 years and over constitute the largest percentage of buyers among respondents. We focus on respondents using online recycling marketplace platforms primarily based in Indonesia. These responses were received from respondents who have used online recycling marketplace platforms and social trading sites (eg, IG, Facebook, and E-commerce platforms). Those aged between 20 years to 40 years and over constitute the largest percentage of buyers among respondents. We focus on respondents using online recycling marketplace platforms primarily based in Indonesia. These responses were received from respondents who have used online recycling marketplace platforms and social commerce sites (eg, IG, Facebook, and E-commerce platforms). Those aged between 20 years to 40 years and over constitute the largest percentage of buyers among respondents. We focus on respondents using online recycling marketplace platforms primarily based in Indonesia.

5. Results

5.1. Measurement models

Measurement model analysis was carried out to ensure the validity of the analysis and hypothesis testing. Confirmation factor analysis was used to test the model. The statistical results obtained from the factor loadings are shown in Table 1. It was more than the 0.50 suggested by (Hair et al. 2018). Reliability was tested using the Cronbach's Alpha coefficient test (α). Validity was tested through Average variance extract (AVE) and Composite reliability (CR). Functional value was measured by four items (Cronbach alpha = 0.759) (Sweeney & Soutar, 2001); trust in the seller is measured by three items (Cronbach alpha = 0.860); trust in the platform is measured by four items (Cronbach alpha = 0.792) (Moriuchi & Takahashi, 2022); engagement was measured by five items on engagement (Cronbach alpha = 0.887) (Moriuchi & Takahashi, 2022); intention to reuse the platform was measured by four items (Cronbach alpha = 0.792) (Wang, 2008); and Religiosity is measured by four items on (Cronbach alpha = 0.760) (Usman, 2017). All tests show that the variables in the theoretical and empirical data are consistent and have a good fit with each other. Discrimination analysis was also carried out through a comparison of the Pearson

correlation coefficient and the AVE value. The results showed that the AVE values for all variables were higher than Pearson's correlation coefficients. All variables show discriminant validity. Measured on a 5-point scale (1 = strongly disagree; 5 = strongly agree). all items considered in the final analysis were tested using Smart PLS 3 (2008); and Religiosity is measured by four items on (Cronbach's alpha = 0.760) (Usman, 2017). All tests show that the variables in the theoretical and empirical data are consistent and have a good fit with each other. Discrimination analysis was also carried out through a comparison of the Pearson correlation coefficient and the AVE value. The results showed that the AVE values for all variables were higher than Pearson's correlation coefficients. All variables show discriminant validity. Measured on a 5-point scale (1 = strongly disagree; 5 = strongly agree). all items considered in the final analysis were tested using Smart PLS 3. Discrimination analysis was also carried out through a comparison of the Pearson correlation coefficient and the AVE value. The results showed that the AVE values for all variables were higher than Pearson's correlation coefficients. All variables show discriminant validity. Measured on a 5-point scale (1 = strongly disagree; 5 = strongly agree). all items considered in the final analysis were tested using Smart PLS 3. Discrimination analysis was also carried out through a comparison of the Pearson correlation coefficient and the AVE value. The results showed that the AVE values for all variables were higher than Pearson's correlation coefficients. All variables show discriminant validity. Measured on a 5-point scale (1 = strongly disagree; 5 = strongly agree). all items considered in the final analysis were tested using Smart PLS 3.

Table 1: Internal Measurement and Consistency items

Variable	Indicator	Outer Loading	Cronbach's Alpha	CR	AVE
engagement	EG1	0.815	0.887	0.916	0.687
	EG2	0.834			
	EG3	0.799			
	EG4	0.866			
	EG5	0.828			
Functional Values	FV1	0.756	0.759	0.846	0.580
	FV2	0.772			
	FV3	0.692			
	FV4	0.822			
Intention To Reuse	ITR1	0.871	0.865	0.909	0.715
	ITR2	0.893			
	ITR3	0.864			
	ITR4	0.747			
religiosity	RG1	0.839	0.760	0.846	0.581
	RG2	0.783			
	RG3	0.787			
	RG4	0.623			
Trust In Online Market	TOM1	0.865	0.792	0.865	0.617
	TOM2	0.825			
	TOM3	0.690			
	TOM4	0.750			
Trust In Seller	TS1	0.892	0.860	0.914	0.781
	TS2	0.892			
	TS3	0.867			

This test is conducted to see how big the difference between the variables is. The value seen in this test is the average variance extracted (AVE) value; all variables have an AVE value > 0.5, so that it is declared valid. the measurement results of the Fornell-Larcker Criterion and cross-loading can be presented in the table below. The measurement results from the Fornell-Larcker Criterion can be presented in the table below.

Table 2: Fornell-Larcker Criterion between Variables

	engagement	Functional Values	Intention To Reuse	religiosity	Trust In Online Market	Trust In Seller
engagement	0.829					
Functional Values	0.468	0.762				
Intention To Reuse	0.506	0.591	0.846			
religiosity	0.417	0.665	0.669	0.762		
Trust In Online Market	0.500	0.705	0.605	0.684	0.785	
Trust In Seller	0.572	0.656	0.621	0.627	0.740	0.884

The results of the Fornell-Larcker Criterion between all latent variables are shown in the table above, where the value of an indicator is greater in calculating variables than other constructs. Based on these results, it can be stated that each indicator used has good discriminant validity to form its respective variables.

5.2. Hypothesis Testing

The basis used in testing the hypothesis is the value contained in the output path coefficient.

Table 3: Hypothesis Testing

Hypothesis	Original Sample	Sample Means	Standard Deviations	T Stat	P Values
H1 Functional Value -> Intention to Reuse	0.223	0.236	0.087	2,555	0.005
H1a Functional Value -> Trust in Online Market	0.430	0.440	0.072	5,960	0.000

H1b	Functional Value -> Trust in Seller	0.410	0.422	0.079	5.186	0.000
H2a	Trust In Online Market -> Intention To Reuse	0.182	0.179	0.102	1.783	0.038
H2b	Trust In Seller -> Intention to Reuse	0.242	0.243	0.098	2.461	0.007
H2c	Functional Value -> Trust in Online Market -> Intention to Reuse	0.078	0.075	0.043	1829	0.034
H2d	Functional Value -> Trust in Seller -> Intention to Reuse	0.099	0.102	0.044	2.272	0.012
H3a	Functional Value -> Engagement	0.121	0.135	0.094	1.279	0.101
H3b	Engagement -> Intention to Reuse	0.172	0.163	0.076	2.277	0.012
H3c	Functional Value -> Trust in Online Market -> Engagement -> Intention to Reuse	0.029	0.028	0.016	1817	0.035
H4a	Trust In Online Market -> Engagement	0.112	0.110	0.099	1.136	0.128
H4b	Trust In Seller -> Engagement	0.410	0.402	0.090	4.553	0.000
H5a	Moderating Effect TOM -> Trust in Online Market	-0.079	-0.074	0.040	1997	0.023
H5b	Moderating Effect TS -> Trust in Seller	-0.081	-0.076	0.047	1.731	0.042

From the results of hypothesis testing H1, H1a, H1b, H2a, H2b, H2c, H2d, H3b, H3c, H4b, H5a, and H5b show p-values <0.05 which means hypothesis H1, H1a, H1b, H2a, H2b, H2c, H2d, H3b, H3c, H4b, H5a, and H5b Accepted. For the hypothesis that the highest p-values are H1a, H1b. While H3a shows a p-value of 0.101 and H4a shows a p-value of 0.128, in more depth, considering platform design or consumer demographic factors, the two hypotheses are rejected in this study.

Further results show that moderators of diversity, such as functional value on sellers and trust in online platforms, provide predictions that strengthen the relationship between functional value on seller trust and trust in online platforms. It can be seen in Table 3 that the H5a moderation with an estimated value of -0.079 (negative). Then the p-value is 0.023 <0.05, while the H5b is an estimated value of -0.081 (negative). Then the p-value is 0.042 <0.05. So that the two hypotheses are said to strengthen the relationship, and the hypothesis is accepted.

6. Discussion

In this study, the conceptual model is tested between the functional value of repeat consumers and purchase intention in the recycling market. In addition, trust (in the seller and the platform) and engagement on the platform. The religiosity variable is tested in the model as a moderator. The results show that there is a strong direct relationship between functional value and intention to reuse.

Other results show that mediation, such as trust in the seller and trust in the platform, provides a stronger predictor of consumer intention to continue using online recycling platforms than engagement. The functional value of recycled products is very different. This suggests that consumers may be cognitively triggered by hedonic products because hedonic products are often purchased based on pleasure and not for functional purposes.

Further findings show that consumers always see the need to have more trust in platforms and sellers when they buy recycled products. As it is shown by Social cognitive theory, in social cognitive theory, behavior is understood and explained through the interaction of person-behavior, person-environment, and behavior-environment. Marketers seeking to understand, explain, predict, or influence consumer behavior to a greater degree can gain potentially valuable insights as a result of examining behavior, environment, and personal interaction from a social cognitive theory perspective. In particular, the theory is of significant use in promotional development and in explaining consumer behavior. Kotler (1972) claims that there are four types of products. These four types of products include deficiency products, useful products, enjoyable products, and desirable products. Among these product types, desirable products are associated with immediate satisfaction with long-term benefits, whereas useful products are associated with low immediate attractiveness but high long-term consumer benefits. In other words, from these results, it is reasonable to assume that hedonic products are desirable products; therefore, consumers need higher levels of trust to fulfill their needs or desires for the product.

Further results show that moderators of religiosity, such as functional value on sellers and trust in online platforms, provide predictions that strengthen the relationship between functional value on seller trust and trust in online platforms. But here the researcher argues that it is better for the moderating variable to receive further research in this study, because these variables can still be explored further.

7. Conclusion

7.1. Theoretical implications

Based on the results of hypothesis testing and the discussion above, it can be concluded that the main contribution of the literature study is the evidence it provides about the effect of interaction (trust and engagement) on consumers' perceived value of recycled products and consumers' intention to reuse online platforms. Between trusting the seller and trusting the platform, functional value has a bigger impact on the online platform than on the seller. This pattern suggests that social marketing is a concept that can be realized further with platform enhancements (for example, usability and trust) and can be complemented by trusted sellers actively selling on online platforms rather than offline. This study broadens social marketing to embrace a more social and ethical agenda by making the shopping experience positive. The C2C business model is built on a community-based trading environment, and the sale of second-hand products is based on economic and environmental considerations. Community marketing is a balance of achieving the basics of environmental improvement in products while achieving impressive economic success. By understanding C2C online shopping platforms, this study highlights how consumer movement is realized through trust and engagement (Chen, Zhang & Xu, 2009; Brodie et al., 2013). However, the driving forces behind a consumer's long-term relationship with the platform, which is often reflected in consumer engagement, are still dimly understood in an

environment as highly engaging as a C2C online platform. Therefore, this research fills the gap in highlighting the importance of trust and engagement (in platforms and sellers). On the repeated use of the platform for recyclable products and identifying its role in the customer reuse intention of online recycling platforms.

Research on consumers' perceived functional value needs to be considered as part of the buying process to have a deeper understanding of why certain behaviors are exhibited. Bandura's social cognitive theory (1986) views individual behavior as something that is learned, regulated, and changed over time. In addition, vicarious learning is considered a key means for studying a society's behavior.

Hans Van Eyghen (2015) also argues that the two groups of theory need not contradict but can be combined. The first group then explained basic religious cognition, considering the roots of their experiences and their early cultural developments. The second group can account for advanced religious cognition when culture has moved beyond the point where it influences how religious beliefs are formed. The combination provides a richer and more accurate picture because it explains how religions can differ, and that is consistent with the importance of culture to religion.

In social cognitive theory, behavior is understood and explained through people-behavior, person-environment, and behavior-environment interactions to help describe the phenomenon of consumer behavior and their perceived value from used products, which is a driver towards sustainability. However, this is not yet fully aimed at providing solutions for achieving the third element of community marketing. The third element of societal marketing, known as "long-term consumer welfare," is defined as satisfying consumer wants and extending those desires into healthy long-term interests. Based on this theory, the results of this study indicate that when consumers find used goods in the C2C secondary market that are economically friendly and have functional value, it will encourage them to repeat their purchase. These repeat purchases will be enhanced with the help of a strong relationship between seller and buyer, which is developed through their interactions.

In this study, the role of Religiosity moderates the relationship between functional value on trust in (Platform and Seller) online recycling products. That is, the effect of functional value on trust in (Platform and Seller) becomes stronger if the religious level of consumers really understands religious values, which can change the mindset of future consumers towards trust in (Platform and Seller) online recycling products.

7.2. Managerial implications

Participants in this study are consumers who know the products they want in online recycling marketplaces, so they can evaluate expectations, results more accurately when looking at the immediate results of repurchasing recycled products. This feedback drives behavior changes further in the moral cycle, "as made possible by reciprocal determinism," Phipps et al. (2013), as in social cognitive theory. Additionally, it is one of the few marketing studies to analyze, in an e-commerce context, the online market for recycled or used products. To study more broadly how these mediations differ in impact, one product type is examined to provide insight into appropriate market tactics for the same product type. Based on the results, sellers should pay more attention to product descriptions, especially when their target audience is transient consumers in C2C markets. Having a product description to drive functional value will have a strong impact on reuse in online marketplaces.

The results of the study show that consumers who repeat their purchases at online marketplace sellers rely on trust in platforms and sellers. Trust in the platform is more important when the seller sells recyclable products. So, when sellers sell more recycled products, they need to balance trust in the platform with their engagement with consumers. For example, sellers can engage in more back-and-forth conversations or comments with potential buyers and present products in a more user-friendly way so that there is less cognitive load when browsing. Marketing practitioners who have a desire to expand their products and services to different markets need to consider the customer context. This context does not refer to geographic location; rather, it refers to their background and motivation as to why certain behaviors are encouraged in certain countries. Understanding what the customer is trying to do, for example, fulfilling tasks and achieving goals in their business or life, makes a difference in how involved the customer is in the transaction process.

8. Limitations and recommendations

The authors declare that they are not aware of any competing interests. This study offers a foundation in the field of marketing and contributes to future research. First, the current body of literature on perceived values or antecedents of belief, engagement, and religiosity relevant in the online environment is insufficient. As the online marketplace continues to grow exponentially, trust must be built, and engagement increased. Second, future work should address the seller's perspective when examining trust and engagement. In the current research, trust and engagement are mainly investigated from the consumer's point of view. In online marketplaces, sellers and buyers face higher risks, which also shows that sellers must overcome trust barriers as well as practice their engagement skills through the platform. Third, because all transactions are carried out online, the design of the platform and the ability to engage consumers and sellers are even more important. Platforms aim for smooth social interactions, and since trust is built on different trust mechanisms, a sense of reciprocity, participants' intrinsic motivation, and social norms must be considered. Finally, longitudinal research on online marketplaces is scarce and remains under-researched, especially with the moderation of Religiosity, which is under-researched in the marketing field but will be invaluable due to its presence gradually dominating the retail space, and the real impact of trust and engagement, when correlated with time.

Given the discussion above, our study has several limitations. First, the sample is focused on online used product buyers in Indonesia. Generalizations can be made, but with caution, because the research needs to be extended to other consumer markets that have more religious traits or characteristics. Our study shows that functional value is an important factor in influencing consumer intention to use an online marketplace e-Commerce platform. However, the importance of each value to trust may differ depending on cultural norms and consumer beliefs in different markets. It would be interesting to see a country that has cultural beliefs that are the opposite of Indonesia's (eg, consumers have very strong religious beliefs). The second limitation is the lack of measurement of consumer environmental awareness. Environmental concerns must be considered so that the impact on the environment can be reduced.

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