

Investigating the market dynamics of campus second-hand trading platforms in the context of the current green economy

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Abstract: The article examines the impact of online trading platforms on the trading of second-hand goods on campus and how students are responding to changes in the market. Through surveys and interviews, the authors found that the Internet has changed the structure of supply and demand for second-hand goods, facilitating the use of online platforms, social media and word-of-mouth recommendations. The article analyses the implications of these changes for campus life and second-hand trading and the need for an online trading platform for second-hand goods.

Keywords: second-hand trading; university campus market; unused items.

1. INTRODUCTION

The changing nature of second-hand goods trading on campus

The rise of online trading platforms has had a significant impact on the buying and selling of a number of items, with campuses being one of the areas most affected as students who still have some financial constraints. In particular, the trading of second-hand goods, an act that is common among university students, has seen considerable changes in supply and demand. The aim of this paper is to investigate the impact of online trading platforms on the trading of second-hand goods within campuses, focusing on how online trading platforms affect the supply and demand for goods and how students adapt to changing market conditions.

The research question for this study was how often students use online trading platforms for buying and selling second-hand goods, and what advantages online trading platforms have over traditional flea markets. To answer this question, a mixed-methods approach was used, including surveys and interviews with students who buy and sell second-hand goods. The study aimed to gain insight into student demand for online trading platforms and to inform policy and practice to support students' access to affordable goods.

Trading second-hand goods is a common practice among university students as it provides a cheaper way to purchase a variety of items, including textbooks, cosmetics, electronics and clothing. However, the rise of online trading on the Internet has disrupted this practice, causing students to change their buying and selling behaviour. The closure of brick and mortar shops and reduced use of campus facilities has forced students to explore the use of online trading platforms and methods such as social media and software transactions. At the same time, the rise of online trading platforms has led to changes in commonly used items, thus affecting the supply and demand for certain types of second-hand goods.

1. Opportunities and challenges for on-campus internal second-hand trading platforms

1.1 Motivations and behaviour of university students trading second-hand goods

Trading second-hand goods has been a common practice among university students for many years, providing a cheaper and sustainable way to obtain a variety of desired items. This study examines the motivations and behaviours of students buying and selling second-hand goods on campus, as well as the factors that influence the supply and demand for such goods.

1.2 Factors affecting the trading of second-hand goods

One of the key factors affecting the trading of second-hand goods is an individual's financial situation and needs, including income, spending, supply and demand and which areas of goods are in demand. Another factor that affects the trading of second-hand goods is the availability and accessibility of the trading platform. Traditionally, second-hand goods have been traded through brick-and-mortar shops and flea markets. However, the rise of online marketplaces such as Taobao, Xiangyu and Transfer has changed the way students buy and sell second-hand goods. Online platforms offer greater convenience and accessibility, as well as a wider range of products and sellers.

1.3 The impact of online platforms on university students' second-hand goods trading

Online trading of second-hand goods has become an increasingly popular trend among university students, as it offers a cheaper and sustainable way to acquire a variety of desired items. In a survey of 321 students, 74.27% of respondents had unused items available for sale, indicating the huge potential of the second-hand goods trading market. In addition, 61% of respondents felt it was necessary to have a trading platform for second-hand goods, 32% felt it was very necessary and 7% felt it was indifferent.

1.4 Market potential of second-hand goods trading for university students

The survey also revealed a high demand for various types of unused items, including school materials, household items, clothes, shoes and cosmetics. Some students even suggested that virtual products such as software installations and game equipment characters could be sold on the platform.

1.5 Needs and concerns of university students trading second-hand goods

Despite the high acceptance rate of trading in second-hand goods, some respondents expressed concern that the description of the item did not match the actual condition, and 30% of respondents were reluctant to use something that had been used by someone else. For almost all respondents, the quality of the item was the most critical deciding factor.

1.6 The need for a public and sustainable trading platform for second-hand goods

Most of the current places for trading on-campus items are shared in exchange groups and trading is not regulated. Moreover, some graduating students are often too busy seeking employment and have difficulty disposing of their old items. Therefore, a public and sustainable trading platform for second-hand items would solve the problem of disposing of unused items for school students. In summary, the establishment of a second-hand goods trading platform is necessary and has important practical significance in solving the problem of disposing of university students' unused items^[1].

2. SURVEY METHODOLOGY

The purpose of this study is to investigate the impact of second-hand trading platforms on the trading of second-hand goods on campus. The research design used for this study was a survey, distributed among university students.

Data collection method: The survey took the form of an online questionnaire, distributed via social media platforms and email. The questionnaire consisted of both closed and open-ended questions and respondents were given the option to remain anonymous. The survey was conducted over a two-week period. The target population of this study was university students, and the survey was administered to students from all faculties and majors.

Overall, the survey method was chosen because of its ease of use and its ability to reach a large number of participants quickly. Due to time and resource constraints, a sample survey method was used. The impact of online trading platforms on the trading of second-hand goods on campus was outlined to some extent, allowing for a thorough investigation of the research questions.

3. FINDINGS

3.1 Questionnaire results

A total of 321 questionnaires were distributed and 286 valid questionnaires were returned, with a return rate of 89.1%.

3.2 The need for a second-hand trading platform as revealed by the questionnaire results

Of these respondents, 74.27% said they had unused items available for sale, indicating a high supply of second-hand items on campus. Among the categories of unused items, school materials, household items, clothes, shoes and bags were the most in demand. Interestingly, some respondents had an interest in selling virtual products, such as software installations and gaming equipment characters.

In terms of demand, 93.86% of respondents said they would be willing to trade on a second-hand goods trading platform, indicating a high demand for such platforms on campus. When asked if a second-hand goods trading platform was necessary, 61% of respondents said it was very necessary, 32% said it was necessary and 7% said it did not matter.

3.3 Prospects and concerns about the use of online second-hand goods trading platforms

Students adapt to the changing trading environment: From traditional flea markets to today's online trading platforms under the internet, the environment for trading second-hand goods on campus has changed significantly. Most of the existing second-hand goods trading venues are open in June during the annual graduation season and in October when new students start school, allowing students to sell some reusable items. However, these transactions are not regulated and many students are busy looking for jobs during this time and do not have much time to dispose of their old items.

In response to these changes, many students have adapted to using online platforms to sell their second-hand goods. However, there are also students who are concerned about the quality of their goods and the poor return and delivery process, leading to hesitation in using such platforms.

4. CONCLUSION: THE CURRENT STATE AND FUTURE OF SECOND-HAND GOODS TRADING ON CAMPUS

4.1 Needs and challenges of second-hand goods trading on campus

The findings of this study indicate high levels of supply and demand for second-hand goods on campus, highlighting the need for a sustainable and standardised platform for trading second-hand goods. The growth of the casual internet has led to a change in the environment for trading second-hand goods on campus, with students adapting to using online platforms to sell second-hand goods. However, concerns about the quality of items and the return and delivery process need to be addressed to increase student trust in such platforms.

4.2 Changes in supply and demand and shifts in commodity types

This study aims to investigate the impact of the growth of the Internet on second-hand goods trading on campus and how students are adapting to the changing trading environment. The findings show that the emergence of online trading platforms such as Transfer and Idlefish has had a significant impact on the supply and demand of second-hand goods, with the convenience of the internet allowing everyone to upload unused items, leading to an increase in the supply of items. This has led to a shift in the types of goods traded, with students more inclined to purchase essentials such as household items and study materials.

4.3 Students' attitudes towards second-hand goods trading platforms on campus: needs and concerns

The study also explored students' attitudes towards the establishment of a campus-specific second-hand goods trading platform, with the majority of respondents indicating that they would like to use it. Reasons for doing so included reducing waste, saving money and the convenience of buying and selling goods. However, there were concerns about the quality of the goods sold and the lack of a standardised trading platform.

4.4 Limitations of this research investigation

This study's also has some limitations, mainly due to the relatively small sample size. Further research could investigate the effectiveness of different marketing strategies to increase awareness and usage of second-hand goods trading platforms on campus, and the impact of such platforms on sustainability and waste reduction efforts.

4.5 Construction and significance of the campus second-hand goods trading platform

The findings of this study suggest that the rise of online trading platforms has had a significant impact on the trading of second-hand goods on campus and that the establishment of a public and sustainable platform for trading exclusively on campus can help meet the needs of students while also promoting sustainability, enhancing the circulation and value of items and reducing environmental pollution.

5. CONCLUDING REMARKS

This paper investigates the impact of the emergence of online trading platforms for second-hand goods with the development of the Internet on the trading of second-hand goods on campus, and students' attitudes towards the establishment of trading platforms. The results show that the emergence of online trading platforms has changed the supply and demand of second-

hand goods, with students focusing more on essential items and willing to use online trading platforms. This paper provides information and recommendations to promote sustainable use of campus items and environmentally friendly practices. The findings can inform policies and strategies as well as the production of APPs to promote the sustainable use of campus items and reduce waste emissions to reduce environmental pollution.

Overall, this study highlights the importance of promoting sustainable and environmentally friendly practices on campus and the potential that exists for an on-campus second-hand goods trading platform to meet the needs of students while also contributing to environmental friendliness and sustainability goals. It will help to ensure the development and operation of specific campus second-hand trading platforms in the future.

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