Threading Connections:

Enhancing Seller-Buyer Engagement through Communication of Product Properties in a C2C Secondhand Clothing Marketplace

In an online environment, personal products such as clothing are "high-touch" experience goods that need sensory evaluation to assess the product, but minimum study has yet to explore effective strategies for presenting clear dimensions secondhand clothing C2C platform specially.

LITERATURE REVIEW

General research gap	There have been no specific studies on communicating product properties in C2C secondhand clothing online marketplaces, which could improve engagement between sellers and buyers.
Main research question:	"How to help customers to communicate material properties accurately for a C2C secondhand clothing online platform? "

USER RESEARCH

RQ. Qualitative phase:	"What are the key factors influencing customer satisfaction in selling and buying clothing on the online C2C platform?"
Key findings from qualitative research:	1. Customers often encounter measurement inaccuracies, as many of them struggle to determine how the clothing will fit without trying it out. 2. There is often a lack of information about signs of use although customers expect some flaws in secondhand items, but often there's a lack of information about signs of use 3. The tactile experience is missing in online shopping, making it difficult to gauge the material of the secondhand clothing 4. Customers frequently feel disappointed when the actual color differs significantly from what they saw online.
RQ. Quantitative phase:	"What solutions are feasible to implement on the platform to enhance the engagement between seller and buyer in the C2C secondhand clothing online platform?"
Key findings from quantitative research:	• Provide visual and textual information to cater buyers' needs, which often hinders their experience when lacking in the platform • Allow sellers to easily provide visual and textual information of the clothing list their product in the product listing page without hassle (e.g feel encouraged to put detailed measurements, provide clear images, etc)

1. Measurements

Provide guidance for sellers to include essential measurements. In the product listing page, after selecting category, sellers receive prompts on what specific measurements are needed (e.g for trousers: length, waist)

2. Color

Provide guidance on how to best capture the true color of clothing to avoid discrepancies, and encourage sellers to photograph items in natural light.

3. Signs of use

Provide guidance for sellers to detail and take photos of signs of wear. Encourage detailed descriptions and close-up images of any flaws.

4. Dimension/ Touch & feel

Provide guidance for sellers to take videos showcasing the item's dimensions and texture.

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