

Personal Factors and Consumer Behavior towards Secondhand Clothes in Kenya

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Abstract: Over the years, there has been tremendous growth in second hand clothes trade globally, a trend replicated in all African countries. This has been attributed to the global economic crisis, and comparatively low prices for those products in comparison with new garments. However, there is evidence from the existing literature that people from all social classes do purchase second hand clothes. There is also a huge influx of hawkers of secondhand clothes in the streets of all big cities in Kenya, which has contributed to congestion in those cities. The purpose of this paper was to investigate whether personal factors influence consumer behavior towards secondhand clothes in Kenya in terms of amount spent on secondhand clothes and the choice of retailers. This study adopted both descriptive and exploratory research design. The target population of this study was 15,513 respondents from 7 counties with the highest population according to Kenya National Bureau of Statistics (KNBS) (2019) population census. The sample size was 384 respondents selected by Krejcie & Morgan (1979) table and formula. Structured questionnaires were used to collect primary data from the selected respondents. The findings revealed that there exists a significant relationship between personal factors and consumer behavior in terms of amount of money spent on secondhand clothes and the probability of choosing open market retailers compared to other form of retailers. The study shall contribute practically to textile manufacturers who shall understand the reasons why consumers are buying secondhand clothes. By understanding the influence of the personal factors on consumer behavior towards secondhand clothes, they will, have to adjust their new clothes marketing strategies accordingly in order to meet customers' needs. This will increase the level of consumer's satisfaction and loyalty to new clothes, which is one way to gain competitive advantage in the competitive clothing marketing environment.

Keywords: Consumer Behavior, Second-Hand Clothes, Personal Factors, Retailer Choice

1. BACKGROUND OF THE STUDY

Consumer behavior is portrayed by people when planning, purchasing and using goods and services (Kibera & Waruingi, 2007). It is important that marketers gain knowledge in consumer behavior towards products they are engaged in. This knowledge assists firms when planning and implementing their marketing strategies. It also assists marketers to predict how consumers will respond to marketing strategies and market segmentation of the target market (Wambugu & Musyoka, 2016). The better the firms understands consumer behavior, the more likely they become successful in the market (Kibera & Waruingi, 2007). According to marketing theory, there are several factors that influences consumer behaviour, which include: internal, external personal, marketing and the situational factor (Kibera & Waruingi, 2007, Josina, 2014 & Jobber 2010). This paper focuses on the personal factors, which are referred to as, those attributes that relates to the consumer as an individual, and are likely to influence her consumption behaviour (Wambugu & Musyoka, 2016; Paul & Olson, 2008).

According to Kenya National Bureau of Statistics (KNBS (2021), Over 10 million people buy secondhand clothes in Kenya (KNBS, 2021), and as a whole, the sector employs an estimate of 10% of the labor force in textile industry (KNBS (2021). This proportion of the labor force in secondhand clothes sector is an indication of its huge contribution to economic growth and development of Kenyan economy. With such huge number of consumers of secondhand clothes, Kenya is one of the largest importers of second-hand clothing in Sub-Saharan Africa. Guided by these evidences and trends, there is need for researchers to investigate the factors influencing consumer behaviour towards secondhand clothes in Kenya.

2. STATEMENT OF THE PROBLEM

In 2019, Kenya imported approximately 185,000 tonnes of second-hand clothing, approximately 8,000 containers (KNBS, 2021). Although the prices for secondhand clothes are more affordable to the consumers compared to the prices of locally manufactured new clothes, the government argues that production of new clothes locally has more multiplier effects than importation of secondhand clothes. The multiplier effect would lead to higher economic growth and development. Researchers need to investigate further why consumer behavior towards secondhand clothes is more favorable relative to behavior towards locally manufactured new clothes, which the government argues that they are more hygienically correct. Marketing theory does not restrict the factor that influences consumer behavior to cost-effectiveness of products/services. Thus, the role of other factors that influences consumer behavior towards secondhand clothes needs to be investigated, and this makes this study relevant.

Several studies on influence of personal characteristics on consumer have been done. For instance, Chen and Hu (2012) based their study on gender characteristic of the consumer, and it explored the differences in Taiwanese women's purchasing decisions towards two different categories of products: luxury goods and general products. Wambugu, Musyoka and Kaluyu (2014) investigated effects of shoppers' individual characteristics on shoppers purchase behavior in Kenya. The study focused on consumer's income, gender, age and family size, and it was based on the amount of milk bought from supermarkets in Kenya. None of the two studies focused on secondhand clothes. Studies focusing on secondhand clothes included study by Mwenda (2018) who investigated the influence of second hand clothes on the performance of textile manufacturing firms in Kenya.

Hervé and Mullet (2009) studied the impact of age on the perceived importance and interaction of three factors known to influence people when buying clothes: price, durability and suitability. Bairagi, (2017) studied the recycling of post-consumer apparel waste in India among young people in the age group of 20-30 years using online survey method of collecting data. Alam and Hulten (2014) identified factors that influence the customer in buying second-hand products. Napompech, & Kuawiriyapan, (2011), investigated consumer behavior, consumer attitudes, and the marketing mix that influence the second-hand clothes-buying decisions of female consumers. Again none of those studies focused on the personal characteristics and consumer behavior towards secondhand. It is important that those factors are investigated so that the traders in secondhand clothes can develop the right marketing strategies, and the government to develop the right policies concerning the future of this sector of the clothing industry.

3. OBJECTIVES OF THE STUDY

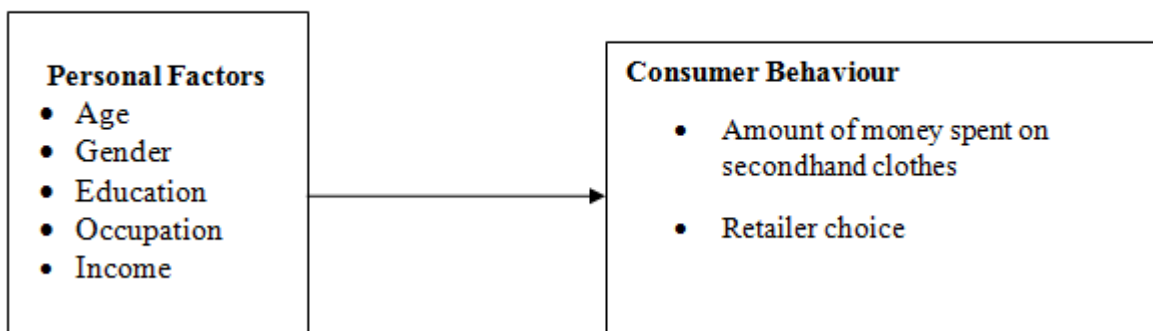
The objective of this paper was to investigate whether personal factors influence consumer behavior towards secondhand clothes in Kenya in terms of amount spent on secondhand clothes and the choice of retailers. Specifically, the paper addressed the following objectives.

- a. To analyze the effect of personal factors (age) on the consumer behavior towards secondhand clothes in Kenya
- b. To determine the effect of personal factors (gender) on the consumer behavior towards secondhand clothes in Kenya
- c. To establish the effect of personal factors (education) on the consumer behavior towards secondhand clothes in Kenya
- d. To analyze the effect of personal factors (occupation) on the consumer behavior towards secondhand clothes in Kenya
- e. To Determine the effect of personal factors (income) on the consumer behavior towards secondhand clothes in Kenya
- f. To investigate whether personal factors are associated with the probability of choice of retailers of secondhand clothes (open market retailers including street retailers)

4. THEORETICAL LITERATURE REVIEW

The paper was anchored on stimulus-response theory offers several insights about some aspects of behavior of considerable interest to marketers (Paul & Olson, 2008). Classical conditioning accounts for many of the responses that environmental stimuli elicit from individuals. Through this learning process, a particular stimulus can evoke positive, negative or neutral feelings. Consequently, classical conditioning can influence an individual to work to obtain, to avoid or to be indifferent to a wide variety of products and services. Consider product-related stimuli. External stimuli that elicit positive emotions can be paired with the product so that the product itself elicits positive feelings. Behavior may then be triggered that brings the potential consumer into closer contact with the product. Terms ‘closer contact’ in this case refers to the general relationship between a person’s behavior and a given stimulus (Jobber, 2010). According to this theory, marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli that exist in the consumers’ environment include major forces and events inform of economic, technological, political, and cultural forces (Jisana, 2014). This theory was relevant to this study since, the personal factors (which were limited to: gender, age, education, occupation and lifestyle), were the stimulus, while consumer behavior was the response.

Conceptual Framework



5. METHODOLOGY

This study adopted both descriptive and exploratory research design. This study adopted purposive sampling to select 7 counties with the highest number of population according to Kenya National Bureau of Statistics (KNBS) (2019) population census and simple random sampling was used to select the sample size of 15513 from the selected seven counties since it gave every member of the population equal chance of being picked for the study. The sample size was 384 respondents selected by Krejcie & Morgan (1979) table and formula. Structured questionnaires were used to collect primary data from the selected respondents. Data was obtained using close ended questions, and it was analyzed quantitatively in order to address the objectives. Correlation analysis was done before running multiple regression and binary logit regression model to test the relationship between explanatory variables and the consumer behavior. Multiple Regression model was stated as indicated below:

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \mu_i$$

Where: X_1 = Age, X_2 = Gender, X_3 = Income, X_4 = Occupation, X_5 = Education, while u_i = random error term.

Binary logit regression model was expressed as follows:

$$\text{Logit}(P(Y = 1 / X_1, \dots, X_n)) = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \mu_i$$

Y = Choice (open air market =1, other retailers=0) where: X_1 = Age, X_2 = Gender, X_3 = Income, X_4 = Occupation, X_5 = Income, while u_i = random error term

6. RESULTS AND DISCUSSION

Correlation analysis was done as indicated below, and the 6 explanatory variables were considered for regression analysis.

Table1. Correlation Analysis

| | | | | | | | | |
|--------------------------|----------------|-----------------|----------------|----------------|----------------|----------------|---------------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1. Amount of money spent | 1 | | | | | | | |
| 2. Retailer Choice | 0.567 0.000 | 1 | | | | | | |
| 3. Age | 0.637 0.001 | 0.456 0.000 | 1 | | | | | |
| 4. Gender | 0.734 0.000 | 0.513 0.012 | 0.615 0.000 | 1 | | | | |
| 5. Education(sec) | 0.415 0.000 | 0.612 0.0140 | 0.713 0.000 | 0.625 0.020 | 1 | | | |
| 6 " Above (Sec) | 0.451 0.002 | 0.683 0.000 | 0.529 0.013 | 0.682 0.000 | 0.234 0.132 | 1 | | |
| 7. Income | 0.812 0.000 | 0.412 0.013 | 0.515 0.000 | 0.315 0.015 | 0.415 0.013 | 0.739 0.000 | 1 | |
| 8. Occupation | 0.613 0.000 | 0.513 0.000 | 0.314 0.142 | 0.502 0.000 | 0.413 0.025 | 0.852 0.000 | 0.845 0.00 | 1 |

Table2. ANOVA for Regression Model

| | | | | |
|----------|------------|-----|------------|--------------------------|
| Source | SS | df | MS | Number of obs = 340 |
| | | | | F (5, 334) = 3.030 |
| Model | 26663301.9 | 5 | 6665825.48 | Prob > F = 0.0178 |
| Residual | 577081673 | 334 | 2200241.42 | R-squared = 0.2343 |
| | | | | Adj R-squared = 0.023388 |
| Total | 753643167 | 339 | 2252932.68 | Root MSE = 0.4833 |

Personal factors considered in this study included: gender, age, education, income and occupation and lifestyle. The ANOVA test results for this model are reported in Table 4.16. They indicated that, R-squared is equal to 0.2343 while adjusted R-squared is equal to 0.023388. This implies that explanatory variables explained about 23.4 % of the variation in the dependent variable, which was the amount of money spent on second hand clothes per month. The F test result was, with F (6, 333) 3.030 with a significance level of 0.0178. Consequently, the hypothesis that all regression coefficients in the model are zero is rejected. Therefore, a significant relationship was present between consumer behavior in terms of the amount he spent on secondhand clothes and the explanatory variables in this regression model. RMSE was 0.4833 which was below 0.500, an indication of goodness of fit of the regression model.

Table3. Results for Multiple Regression Model

| | | | | |
|----------------------------|---------|------------|-------|---------|
| | Coef | Std. Error | t | p>t |
| Gender(Male) | -220.50 | 162.5567 | -1.36 | 0.176 |
| Age | -245.70 | 175.4423 | -1.40 | 0.162 |
| Occupation (Office Worker) | 2173.80 | 863.7306 | 2.52 | 0.012** |
| Edu-Secondary level | 2084.20 | 790.2334 | 2.64 | 0.011** |
| Edu-Above secondary | 3123.40 | 932.4226 | 3.35 | 0.000** |
| Income | .4500 | .2550 | 1.76 | 0.000** |
| Cons | .4500 | .2550 | 1.76 | 0.000** |

** Significant at 0.05

Results from the regression model output in table 4.17 indicates that gender had a negative and insignificant effect on the amount spent on secondhand clothes (coefficient = -220.5354, p-value = 0.176). This implies that, holding all other factors constant, the amount of money spent on secondhand clothes in Kenya is expected to be lower by 220.50 Kenya Shillings for consumers who were male compared to amount spent by female consumers. Age (46 and above) also had a negative and insignificant effect on the amount of money spent on secondhand clothes in Kenya (coefficient =

-245.50, p-value = 0.162). Given that P-value of 0.176 and 0.162 were higher than 0.05, hypothesis H_0_3 : Personal factor (gender and age) have no significant effect on consumer behavior in regard to the amount of money spent on second-hand clothes in Kenya was accepted. The results further indicated that occupation (office workers) had a positive and significant effect on the consumer behavior in regard to the money he spends on secondhand clothes per month (Coefficient = 2173.80, p-value 0.012).

Education (secondary level) had a positive and significant effect on the amount of money spent on secondhand clothes in Kenya (coefficient= 2084.20, P-value= 0.011). This implied that consumers who have education up to secondary level spends 2084.20 Kenya shillings more on secondhand clothes than those who have not attained education up to this level. Education above secondary had a positive and significant effect on the amount of money spent on secondhand clothes in Kenya (coefficient= 3123.40, P-value= 0.000). This implied that consumers who have education above secondary level spends 3123.40 Kenya shillings more on secondhand clothes than those who have not attained education below secondary education. Consumer Income had a positive and significant effect on the amount of money spent on secondhand clothes. This implied that, the amount of money spent on secondhand clothes increased by 0.450 shilling, if the income of the consumer increased by 1 shilling. Thus, H_0_3 : Personal factors (Education and Income) have no significant effect on consumer behavior in regard to the amount of money spent on second-hand clothes in Kenya was rejected. Findings of this study supports findings by Wambugu & Musyoka (2022) and Fotopoulos & Krystallis (2002) studies, which indicated that consumer’s lifestyle in terms of his lifestyle (being health conscious) had a positive and significant effect on consumer behaviour manifestation. Findings also supported findings by Ching et al (2012) and Sunhilde (2014) and Wambugu, (2017), which indicated that individual characteristics of gender, age, income, education and occupation had significant effect on consumer behaviour manifestation.

Table4. Results for Binary Logit Regression Model for Personal Factors

| Logistic regression Log likelihood = 90.52234 | | | Number of obs = 340 LR chi2 (6) = 235.31 Prob > chi2 = 0.000 Pseudo R2 = 0.7056 | |
|--|---------|-----------|--|-------|
| Typeofthemar~d | Coef. | Std. Err. | z | P> z |
| Age | .3500 | .64621 | 0.542. | 0.036 |
| Gender Male | -1.0388 | .43897 | -2.36 | 0.011 |
| Lifestyle | -.2836 | .8086 | -0.351 | 0.015 |
| Occupation | -.1591 | .6179 | - 0.257 | 0.013 |
| Income | 0.234 | 0.412 | .568 | 0.000 |
| Edu-sec | 0.750 | 0.298 | 2.508 | 0.012 |
| Edu-above-sec | 0.263 | 0.697 | 0.377 | 0.001 |
| cons | 1.7544 | 2.116 | 0.829 | 0.000 |

Results in table 4.25 indicates that Log likelihood statistic was 90.52234, while chi-square = 235.31, and was significant since (p-value =0.000) at 0.95 confidence interval. Consequently, the hypothesis that all regression coefficients in this model are zero is rejected. Therefore, a significant relationship was present between consumer behavior in terms of choice of retailers of secondhand clothes and the explanatory variables in this binary logit regression model. The results indicates that consumers being below 46 years is associated with lower probability of buying from open markets(including streets) than if the consumer is above this age, and association was significant (Coef = .3500 , p-value= 0.036). It can also be observed from the results that being male is associated with lower probability of buying second hand clothes from the open market than if the consumer is female, and the association was significant (Coef = -1.0388, p-value= 0.011).

The results further indicate that having a life styles of being health conscious is associated with lower probability of buying from open markets (including streets) than if the consumer is not health conscious, and probability is significant (Coef = -.2836, p-value= 0.015). Occupation (being an office worker) is associated with lower probability of buying from open markets (including streets) than if the consumer is not an office worker, and the probability is significant (Coef=-.1591, p-value =

0.013). Consumers income is associated with high probability of buying from open markets (including streets) (Coef = - 0.234, p-value= 0.000). Education (secondary level) and education above secondary are associated with higher probability of buying from open markets (including streets) than if the consumer has attained below secondary level education and probability is significant (Coef = 0.750, p-value= 0.012), and (Coef = 0.263, p-value= 0.000) respectively

7. CONCLUSION AND RECOMMENDATIONS

A conclusion was made that a significant relationship was present between consumer behavior in terms of amount spent on the secondhand clothes and probability of choice of retailers (open air market retailers). It is therefore recommended that dealers of second hand clothes should assess personal characteristics of their consumers as this will help them understand and predict their behaviors. This will inform their marketing strategy, while the government on the other hand will use this information for decision making, particularly the decision on whether to ban the importation and selling of secondhand clothes in Kenya.

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