

**DRIVERS OF CONSUMER BEHAVIOR TOWARDS SECOND HAND CLOTHES IN
KENYA**

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**A Thesis Submitted to the School of Business and Education in Partial Fulfillment of
the Requirement for the Award of Doctor of Philosophy in Business Administration
(Marketing Option) of Kirinyaga University**

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DECLARATION

This thesis is my original work and has not been presented for a degree or any other award in any other University.

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DEDICATION

This scholarly undertaking is devoted to my cherished family, comprising of my spouse, Mr. Enock Orangi Mirera, and our offspring, namely Joy Moraa Orangi, Moses Ombongi Orangi, and Elsie Waithera Orangi. I am in a special way thankful to my husband for the financial sacrifices he made, and moral support as I pursued PhD studies. Without this, I would not have made it through the programme. To my beloved children, I trust that this academic accomplishment will inspire you to persevere diligently in your studies and pursue excellence in all your endeavors.

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
APAC	Asian –Pacific Allied Countries
BIR	Bureau of International Recycling
CR	Country Report
CVI	Content Validity Index
EAC	East African Community
EC	Exactitude Consultancy
EPZ	Export Processing Zone
ES	Economic Survey
FGD	Focused Group Discussion
GDP	Gross Domestic Product
IEA	Institute of Economic Affairs
IGST	Integrated Goods and Services Tax
ISHFS	Ipsos Second Hand Fashion Survey
KAM	Kenya Association of Manufacturers
KNBS	Kenya National Bureau of Statistics
KIPPRA	Kenya Institute for Public Policy Research and Analysis
KRA	Kenya Revenue Authority
LDCMs	Local Designers and Clothes Makers
MCAK	Mitumba Consortium Association of Kenya
MEA	Middle East & Africa
MOH	Ministry of Health
MTI	Ministry of Trade and Industry

NGOs	Non- Governmental Organizations
OLS	Ordinary Least Squares
PCA	Principal Factor Analysis
SADA	Senior Assistance District Attorney
SDGs	Sustainable Development Goals
TRA	Textile Recycling Association
UK	United Kingdom
USA	United State of America
USAID	United States Agency for International Development

ABSTRACT

Over time, the global secondhand clothing market has experienced significant growth, a trend that has been replicated across all African countries. This growth can be attributed to the global economic crisis, as well as the relatively low prices of secondhand clothing in comparison with new garments. However, despite the existing literature showing that people from all social classes purchase secondhand clothes, there is a need for further research to investigate the reasons behind this behavior. This study aimed to fill the existing knowledge gap by investigating the influence of internal, external, personal, and market factors on consumer behavior towards secondhand clothes, and the moderating role of situational factors on effect of those explanatory variables on the consumer behavior. Consumer behavior was measured in terms of the amount of money spent, and the choice of secondhand clothes retailers. To achieve the study's objectives, a survey and causal research designs were adopted. The target population was 1.5513 million adult consumers from seven counties and a sample of 384 was determined using Krejcie and Morgan (1979) table and formula. Adult population size in each county was divided by the total adult population for the seven counties to get the ratios/proportions used to distribute the 384 respondents. The study used questionnaires and direct interviews to collected primary data, both descriptive and quantitative techniques were used to analyze the data. Data was analyzed using both descriptive and inferential statistics. While descriptive statistic was used to provide basic information about variables in a dataset and in highlighting potential relationships between variables, inferential statistics, mainly Multiple regression and binary logit was used when testing the hypotheses. The study's results revealed that there is a positive and significant relationship between internal, external, personal, and market factors and consumer behavior towards secondhand clothes in Kenya. Moreover, situational factors were found to have a significant moderating effect on consumer behavior towards secondhand clothes in Kenya. This suggests that situational factors have a significant moderating effect on consumer behavior towards secondhand clothes in Kenya. The findings of this study have the potential to assist secondhand clothes traders and new manufacturers in formulating more effective marketing strategies, as well as being relevant to other stakeholders. It is therefore recommended that traders of secondhand clothes in Kenya must align their marketing strategies to the internal, external, marketing and situational factors. The government should also make appropriate policies regarding the trade with secondhand clothes, particularly those regarding the physical environment in which those clothes are sold. It is recommended that the government designate open spaces with standard physical environment for open air market secondhand clothes retailers (including street retailers).

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter provides the background of the study, statement of the problem and purpose of the study, research objectives, hypotheses, justification, limitations and delimitations of the study are also presented. Additionally, the chapter covers the study's assumptions and operational definitions of term

1.1 Background of the Study

Understanding how people act when they buy things (consumer behavior) is crucial for marketers. This knowledge helps them make informed decisions about the products they sell (Kibera & Waruingi, 2007; Wambugu & Musyoka, 2014). The understanding of this concept aids companies in devising and executing their marketing plans, as well as enabling marketers to anticipate the reactions of consumers to marketing strategies and the targeting of specific markets (Wambugu, Musyoka & Kaluyu, 2014). Because of this, businesses are more likely to succeed in their market if they have a deeper understanding of consumer behavior. While analyzing consumer behavior, it is crucial to have a thorough understanding of the internal influences (which are factors in the consumers' psyche such as motive of buying, perception, attitude and learning); external influences (influences in the external environment such as reference groups, family, social-cultural factors) and personal factors such as gender, age, education, personality (Kibera & Waruingi, 2007; Wambugu & Musyoka, 2015).

According to Belk (1974), situational factors which he referred to as the temporary situations the buyer may find himself in including temporal state, antecedent state, social environment and physical environment can influence consumers purchase decision. Those factors influence firms' marketing strategies related to what products consumers buy, how much they buy, why they buy and from where (Saleemi, 2011). This is because it is in these aspects that consumer behavior manifests itself (Wambugu & Musyoka, 2014; Kuester, 2012). This study focuses on how Kenyan consumers behave towards secondhand clothes, specifically how much they spend and where they choose to buy them. The secondhand clothing market isn't new, but its global influence grew dramatically in the early 1990s. This rise is linked to deregulation in developing economies and a surge in demand worldwide (Brooks & David, 2012).

Thus, secondhand clothing has risen to prominence as a significant tradable asset and a tool for furthering Western agendas. The United States has frequently utilized trade agreements concerning secondhand clothing as leverage in its pursuit of goals (Hansen, 2014). For instance, by offering competitive prices for cotton, wool fabrics, and ready-to-wear garments, the US has effectively diminished the appeal of secondhand clothing within its own markets. Consequently, the export of secondhand clothing, notably to Africa, has become an increasingly vital aspect of international trade (Nordas, 2004). The global flow of second-hand clothing is not a simple matter of exporting from developed to developing countries, as certain markets have a higher demand for specific items.

For instance, Japan imports a significant proportion of the world's second-hand designer denim jeans and sneakers for the purpose of reprocessing (Sulakshna, 2018). As a result, it is

possible to say that the used clothes market has improved in terms of its industrial, public, and cultural aspects as well as its economic possibilities. Yet, it is still unknown how altered consumption habits in high-income nations may affect markets for used apparel globally (Sulakshna, 2018). The annual value of the global textile and apparel trade is about \$200 billion (Baden & Barber 2005). Although second-hand clothing market has multiplied tenfold since 1990, it still only accounts for less than 0.5% of the whole markets worth, or around \$1 billion annually. The second-hand clothing market is present in all regions worldwide, including North America (USA, Canada, and Mexico), Asia-Pacific Allied Countries (APAC) such as China, Japan, South Korea, India, Australia, and the rest of APAC, Europe (UK, Germany, France, Italy, Spain, Russia, and the rest of Europe), South America (Brazil, Argentina, and the rest of South America), and Middle East & Africa (MEA) (Turkey, UAE, Saudi Arabia, South Africa, and the rest of MEA) (Exactitude Consultancy, 2020).

According to Exactitude Consultancy (EC), the largest market shares belong to North America, Europe, and the Asia Pacific region, with North America accounting for 27% of the total market (EC, 2020). The global market size of secondhand clothing is projected to grow at a rate of 12.4% from 2020 to 2029 (EC, 2020). This growth is expected to result in the market size increasing from USD 8.6 billion in 2020 to over USD 27.5 billion by 2029. The rise in environmental awareness among a significant portion of the global population, coupled with the numerous benefits associated with secondhand clothing, is believed to be a key driver of this growth. Additionally, the increased focus on sustainability among millennials is also considered a contributing factor (EC, 2020). Cost-effectiveness of secondhand clothes is another factor driving the market (EC, 2020).

These clothes are typically sold at around 10-20% less than the price of new clothes, as reported by Baden and Barber (2005). Almost all countries participate in the secondhand clothes trade as exporters, re-exporters, or importers, with some countries serving more than one role. In UK, the consumption of used or secondhand clothes is deeply embedded in society, as noted by Davis (2011). In UK, almost 40% of consumers actively shop at secondhand stores, and about 28% have done so (Williams & Paddock, 2013; Roux & Guiot, 2012). According to Roux and Guiot (2012) observations, consumers from various European countries, such as Spain and France, have actively engaged in the second-hand market due to the economic crisis. They reported a significant increase in second-hand product sales in France over the past two decades. In 2015, 22 million adult consumers, accounting for 50.7% of the Spanish population, participated in the second-hand market (Alam, 2014). The second-hand clothing market is also expanding rapidly, with more than 70% of the world's population utilizing second-hand apparel annually. In global perspective, four to five people out of ten are buying second-hand clothes when economic situations get tight, while 79% of consumer cuts the apparel budget when such situations arise (Russell, 2020).

Based on the Ipsos Second Hand Fashion Survey (ISHFS) conducted in 2015, Africa is a significant market for second-hand clothing. However, the trade is having negative effects on local manufacturing and could be hindering domestic development. The secondhand clothing industry operates within a complex global supply chain, where surplus donated items from thrift shops in affluent nations are purchased in bulk by commercial textile recyclers. These recyclers subsequently transport the garments to sorting centers, typically situated in the Middle East or Eastern Europe. Here, the clothing undergoes grading and sorting processes before being bundled into bales and resold to wholesalers who cater to the African market

(ISHFS, 2015). According to ISHFS (2015), the East African region alone imports used clothes and shoes valued at over \$150 million from the US and Europe.

This industry provides employment for 355,000 people and generates \$230 million in government revenue, as reported by USAID in 2017. In addition, it supports the livelihoods of 1.4 million people within the East Africa Community (EAC) bloc. The EAC stated in 2020 that even while some used clothing is deemed worthless and is abandoned in charity shops or thrift stores in Europe and the US, they are nevertheless shipped to other continents. In Africa, this trade provides a clothing service to a population of 1 billion people who struggle to meet their basic clothing needs, as highlighted by USAID (2017). The largest markets for used clothes in Africa are found in Ghana, Nigeria, Ivory Coast, Tanzania, Benin, Uganda, and Kenya (Stobart & Damme, 2010).

In Kenya, 2.5% of all private expenditure, or 197.5 billion shillings, goes toward clothing, one of the basic requirements (Kenya National Bureau of Statistics (KNBS), 2021). This is equivalent to 4.15 million shillings expenditure per person on all clothing and footwear purchases, which are from formal or informal textile industry/secondhand clothes (Kenya National Bureau of Statistics (KNBS), 2021). Until early 1980, the new clothes industry in Kenya was doing quite well, where production was for both local and international market (Mwangi, 2021). The supply chain was well established, from the supply of raw materials (cotton), manufacturing to distribution. Suddenly, there was emergence of the informal sector (Mitumba), which brought the formal textile industry to its knees (Mwangi, 2022).

While secondhand clothes offer Kenyans a budget-friendly option compared to locally made new clothes, the government argues that domestic production of new garments creates a greater economic ripple effect than importing used clothing (GoK, 2021). Unlike the secondhand clothes business which involves buying and selling used clothes activities (GoK, 2021), the formal textile industry involves activities such as yarn, clothing production, research and development, design, manufacturing and distribution, which implies higher multiplier effect, which if well harnessed would lead to higher economic growth and development (GoK, 2021). However, in terms of tax and employment contribution to the Kenyan economy, secondhand clothes sector is doing better than the textile manufacturing in Kenya.

Therefore, secondhand clothes sector in Kenya is as important as the new garment manufacturing sector. Products from the two sectors shall continue competing, and for this reason, there was need for investigation of drivers of the behavior towards secondhand clothes in Kenya. This knowledge would help the government to develop appropriate policies to guide the two sectors of the economy. Furthermore, according to marketing theory, price and environmental considerations are not the only variables which influence consumer behaviour towards a commodity or service. Hence, it is imperative for researchers to delve deeper into why consumer attitudes favor secondhand clothing over locally manufactured garments. Understanding the factors influencing consumer spending on secondhand clothing requires thorough investigation. Additionally, exploring the role of various factors influencing consumer behavior towards secondhand clothing is crucial for the relevance of this study. The research concentrates on a comprehensive examination of factors presumed to

impact consumer behavior, encompassing internal, external, personal, marketing, and situational elements.

1.2 Statement of the Problem

Kenyans have a special liking of secondhand clothing, which is usually referred to as mitumba (a Swahili word referring to ‘bundles’) (Country Report (CR), 2021). The country is one of Sub-Saharan Africa's top importers of secondhand clothes. Almost 10 million individuals buy used clothing in Kenya (GoK, 2020). In 2021, Kenya imported 183,830 tons of secondhand clothing, marking a 20% increase from the 121,778 tons imported in 2020. Over a five-year span from 2017 to 2021, the average annual import of secondhand clothing stood at 160,638 tons (KIPPRA, 2022). The import volume in 2020 represented the lowest figure within this five-year period, largely attributed to the onset of the COVID-19 pandemic. In response to challenges posed by the pandemic, the UK government, alongside the Bureau of International Recycling (BIR) and the Textile Recycling Association (TRA), collaborated to counter the ban by providing scientific evidence disproving the notion that Covid-19 transmission is caused by textile imports (Lidia, 2020). Soon after Covid, consumers continued to buy secondhand clothes, such that in 2022, Kenya imported 185,895 tons of secondhand clothes (KIPPRA, 2022), a figure projected to grow by 20% by 2025 (KIPPRA, 2022). This is considering that 10 people in every 100 people buys secondhand clothes in Kenya (KIPPRA, 2022).

Due to the stiff competition in the textile market, Kenya Association of Manufacturers (KAM) has put forward a proposal to the government requiring domestic traders of secondhand clothes be forced to sell at least 10% of their stock with garments manufactured in the country (CR, 2022). The framework is geared to reduce imports of secondhand clothes

into Kenya. KAM claimed the domestic apparel sector can create about 200,000 new jobs by 2030 and save Kenya over Sh40 billion annually by halving import of used clothes (CR, 2020). This number of jobs is peanuts compared to approximately 2 million people employed in the secondhand clothes sector in Kenya. This workforce include: importers, brokers, transporters, and retailers operating in informal markets such as Gikomba, Toi, Ngara, and Kangemi (Wee, 2020). Based on these facts, it can be urged that, as long as consumers maintain their buying habits for secondhand clothes, the jobs are guaranteed, and this sector shall continue existing alongside the textile manufacturing industry in Kenya.

Understanding of what is driving this sector is required so that the government can make the correct decisions. Secondhand clothing contributes about Ksh 12 billion in tax revenue in form of import duty, while new textile manufacturers pay contribute Ksh 8 billion in form of export duty (KIPPRA, 2022). Low levels of employment and tax contribution to the government by the textile manufacturers is a clear indication that competition has made it difficult for local textile firms to grow their sales revenue (KIPPRA, 2022). For instance, high demand for secondhand clothes led to closure of the following firms in Kenya: Raymonds, Kicomi, UTI, Bhupco, Mombasa Towels and TSS textile companies, which supported spinning, weaving, cotton and garmenting (Wee, 2020). This being the situation, there is need for researchers to unveil the drivers of consumer behaviour towards secondhand clothes in Kenya.

Nevertheless, the marketing of secondhand clothing presents challenges for town and city planners in the administrative centers of Kenya's 47 counties (Wee, 2020). The distribution of secondhand clothing across Kenya presents a significant hurdle, primarily due to the minimal

barriers to entry into this business sector. Consequently, there has been an influx of small-scale mitumba traders in the streets of major cities and towns throughout Kenya (IEA, 2019). This has contributed to the problem of congestion in the town and city streets (GoK, 2021). The argument raised by the town/city secondhand clothe traders is that, the designated open markets are far from the targeted customers (Macharia, 2022). Only a small percentage 5% of 1.2 million retailers of secondhand clothes in Nairobi County, runs their businesses in formalized places (retail shops). Approximately 3,000 of them finds their way to the CBD, requiring 1000 city council officers to control them (GoK, 2021). The trend is replicated in all the big cities and towns in Kenya.

Based on the above evidences, it is also important to note that if the drivers of overall behavior towards secondhand clothes are not well understood, Kenyan government will miss the opportunity to develop the appropriate policies to guide this sector, while at the same time taking care of the textile manufacturing sector. At the same time, traders of secondhand clothes will continue operating this trade with strategies that are not well aligned to the consumers' internal, external, marketing and situational factors. Hence, it was crucial for the present study to shed light on the factors influencing consumer behavior regarding secondhand clothing in Kenya. The study delved into the determinants shaping buyers' behavior towards secondhand clothing in the country, examining their spending patterns and preferences for retailers.

Studies on factors influencing consumer behavior focused on external variables such as cultural factors and reference groups Wambugu & Maina (2022), while others have focused on personal factors and marketing mix variable; (Baden & Barbar 2005, Wambugu &

Musyoka, 2016), Sunhilde & Simona (2014) and Napompech & Kuawiriyapan, 2011). Studies on the situational factors and consumer behaviour have focused mainly on the store attributes mainly the physical characteristics (atmospherics, display and store density) and they influenced amount of goods bought from the retail outlets (Wambugu, 2015). According to marketing theory, some goods may be bought in small quantities but too much money is spent since they are of high value. In this investigation, it was deemed essential to examine consumer behavior in terms of the total expenditure on secondhand clothing rather than simply focusing on the quantity of clothing purchased.

Consumer behavior exhibition towards choice of retail outlet should also be focused on, and little effort in research in regard to this behavior manifestation has been noticed, for instance, Mohsin & Abaid (2015) investigated the effect of the market factors, on the retail outlet choice, while Sanjeev & Sinha (2008) focused on consumer characteristics and the choice of retail store format. Market factors and consumer characteristics may not be the only factors influencing retail store choice. Hence, it is imperative to conduct thorough research encompassing various aspects, including internal factors such as buying motives, perception, and learning, as well as external influences like reference groups, sub-cultures, social class, and family size. Additionally, personal attributes and situational factors that may impact consumer behavior regarding retail choice and expenditure on a specific commodity should be carefully examined. This makes this study relevant so that the government policies can be well guided when dealing with distribution of secondhand clothes till they reach the consumers without causing huge problems in cities and towns such as Nairobi, Kisumu, Mombasa, Nakuru and Eldoret.

1.3 Purpose of the Study

The purpose of this study is to investigate the drivers of consumer behavior towards secondhand clothes in Kenya. The consumer behavior manifestation in this regard was in terms of amount of money spent by consumers on secondhand clothes in Kenya per month and the consumers' choice of secondhand clothes retail outlet

1.4 Objectives of the Study

Specifically, the study addressed the following objectives:

- 1a. To determine whether internal factors (motives of buying, perception, learning, and personality (lifestyle) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.
- 1b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of internal factors on consumer behavior towards secondhand clothes in Kenya.
- 2a. To investigate whether external factors (sub-cultures, social class, reference groups and family) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.
- 2b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of external factors on consumer behavior towards secondhand clothes in Kenya.
- 3a. To investigate whether personal factors (gender, age, occupation, education and income have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.

- 3b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of personal factors on consumer behavior towards secondhand clothes in Kenya.
- 4a. To investigate whether marketing factors (retailers' availability, market location and exposure to promotion) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya
- 4b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of internal, external, personal and marketing factors on consumer behavior towards secondhand clothes in Kenya

1.5 Research Hypotheses

Marketing theory emphasizes the critical importance of understanding consumer behavior in purchase decisions, as this insight is essential for producers and governments to make informed distribution decisions (Paul & James, 2007). This principle extends to the marketing of secondhand clothing in Kenya, where both the government and secondhand clothes traders must navigate decisions concerning competition with the new clothes market segment. Hypotheses serve as testable ideas or explanations explored through study and experimentation (Burns & Bush, 2006). Therefore, a hypothesis represents a notion or idea that awaits verification but stimulates research or discussion. It serves as the researcher's predicted explanation or opinion regarding the findings of a study, drawing upon a thorough analysis of the literature and prior research (Burns & Bush, 2006; Saunders et al., 2007).

Hypotheses can be either directional or non-directional. The consumer behavior under consideration pertained to the expenditure on secondhand clothing and the selection of

retailers. Therefore, to address the specific objectives outlined in the study, hypotheses (1a) to (8b) were formulated to determine whether each factor had a statistically significant impact on consumer behavior towards secondhand clothing in Kenya. Additionally, the hypotheses aimed to ascertain whether situational factors exerted a statistically significant influence on the relationship between the dependent and explanatory variables. The hypotheses were articulated as follows:

H₀₁ (a): Internal factors (motives of buying, perception, learning, and personality (lifestyle) have no statistically significant effect the consumer behaviour (amount of money spent on secondhand clothes) in Kenya.

H₀₁ (b): The relationship-between independent variables (internal factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect).

H₀₂ (a): External factors (sub-cultures, social class, reference groups and family) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₂ (b): The relationship-between independent variables (external factors,) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₃ (a): Personal factors (age, gender, occupation and education) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₃ (b): The relationship-between independent variables (external factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₄ (a): Market factors (Availability of retailers, market location and exposure to advertising) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₄ (b): The relationship-between independent variables (marketing factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₅ (a): Internal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₅ (b): The relationship-between independent variables (internal Factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₆ (a): External factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₆ (b): The relationship-between independent variables (external factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₇ (a): Personal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₇ (b): The relationship-between independent variables (personal factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₈ (a): Marketing factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₈ (b): The relationship-between independent variables (marketing factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect).

1.6 Significance of the Study

The findings of the study will offer significant benefits to secondhand retailers by providing insights into the factors shaping consumers' perceptions of pre-owned apparel. This understanding will empower retailers to tailor their marketing strategies effectively, thereby optimizing profitability. Meanwhile, textile manufacturers will gain valuable insights into the reasons behind consumers' preference for secondhand clothing. By comprehending the impact of internal, external, and situational factors on consumer behavior towards secondhand clothing, manufacturers can adapt their marketing strategies for new clothing to better align with customer preferences. Ultimately, this will enhance consumer satisfaction and loyalty towards new clothing, offering a competitive edge in the dynamic clothing market.

Information generated shall be useful to policy makers in the government for they be able to understand perception of consumers towards secondhand clothes. They will know when consumers are spending more on secondhand clothes within the month. This shall guide them when developing policies for regulating the trade in secondhand clothes. For instance, results show that consumers spend more on secondhand clothes at the end of the month, thus the

government can be opening the less congested streets and leisure parks within the big cities for secondhand clothes traders to display their wares for a few days during end month (that is, the last weekends of the month only). This should be accompanied with measures to control environmental degradation caused by their presence there.

Ministry of Trade and Industry (MTI) as one of the key policy player in the both formal and informal textile industry will also find the findings relevant since it is charged with the role of advocating for import substitution agenda, and the presidential agenda for domestic manufacturing in order to contribute to the realization of sustainable development goals (SDGs) and vision 2030. Information generated makes them understand the importance of the informal textile industry (secondhand clothes), given that the study has send some light on how consumers spend money on secondhand clothes. Probably after synthesizing this information generated, they will in future advocate for co-existence of the two industries, buy with more control of how and where the trading of secondhand clothes is carried out.

Ministry of health and parliament are other key policy players who would find the information generated in the study important. Ministry of health plays a big role in bringing out health consciousness among consumers of secondhand clothes in order to prevent spread of diseases. Since the findings indicated that consumers whose lifestyle is that of being health conscious spends less on secondhand clothes, and they are likely less to buy from open markets (including town streets), they will have a baseline to consider when designing the health consciousness promotion campaigns. Parliament whose role as a key player is to respond to the regulatory intention of executive arm of the government will use the

information generated in this study when protecting the economic interest of secondhand clothes traders.

Kenya Revenue Authority (KRA), Kenya Association of Manufacturers (KAM), Local Designers and Clothes Makers (LDCMs) could also benefit from information generated in this study. It is obvious that KRA interest is to maximize revenue collection from secondhand importers, exporters, wholesalers and retailers. Using knowledge generated in the study, it will be able to play its role effectively by advocating for recognition of the formalized secondhand retailers. This will ease tax collection leading to more revenue for the government. The role of KAM is to advocate for regulation of the secondhand clothes trade, blaming it for constraining the growth of the formal textile industry. With the knowledge generated in the study, the organization will understand that secondhand clothes --help low-income group in the society, thus the need for it should be allowed to co-exist alongside the new clothes textile industry.

Local designers and clothe makers advocate for regulation of secondhand clothes so that they can increase sales and profits. The results indicated a positive relationship between internal factors (perception, learning and motive of buying secondhand clothes). Bearing this in mind, new clothes designers should borrow a leaf from secondhand clothes designs when designing new clothes in order to come up with innovative designs which would attract consumers. This would enable them to increase sales and profits, and the new clothes industry would start realizing growth.

The knowledge generated in the study would be relevant to media and the Mitumba Consortium Association of Kenya (MCAK). Media plays a big role in promoting 'Buy Kenya Build Kenya' philosophy, but with the knowledge generated in this study, they could understand that Kenyans rely on Mitumba for various reasons, thus it is expected that they will be courteous when reporting politics of disagreements between KAM and MCAK. Furthermore, the knowledge generated will assist the latter when developing media content, which is expected to emphasize the importance of secondhand clothes industry to the low- and middle-class consumers. It is also anticipated that MCAK will be able to forge policy connections with the legislature and the executive, helped by the knowledge produced by the study. This is especially true if the association emphasizes the role of secondhand clothing in enhancing the options available to low and middle-class consumers, who tend to spend more on secondhand clothing than upper class consumers.

The insights gained from this research will expand our understanding of the factors that impact consumer behavior in different contexts. The theory of internal, external, personal, market factors and the theory of situational factors by Belk (1975) shall also be tested. The study extended Kibera & Waruingi (2007) model that explains factors influencing consumer behaviour to include personal characteristics and the market environment factors. In view of this, the findings will be of importance to researchers who may want to extend marketing theory in area of consumer behavior. The study will also address methodological shortcoming of the previous studies, where the focus of this study will be strictly on consumers as the unit of analysis, and all the proposed factors will be allowed to interact so that the effect of each variable on the dependent variable can be precisely established. Methodological contribution is also seen where the situational factors are treated as moderating variables

since they are temporary situations which consumers find themselves in. Another research methodology contribution is whereby retailer choice was included as a measure of consumer behaviour and in this case, Binary logit method of data analysis was used. This had not been done by other researchers in the market of secondhand clothes and other products and services.

1.7 Limitations of the Study

According to Cooper & Schindler (2011), the limitations of a study refer to the difficulties encountered during its execution. In this particular study, one of the main obstacles was the respondents' reluctance to reveal certain personal information, such as their incomes and their purchasing habits regarding secondhand clothes. This is because some consumers perceive secondhand clothing as inferior to new clothing. This challenge was addressed by assuring that the respondents' responses were treated with the utmost confidentiality. Introductory letter was presented to the respondents before they filled out the questionnaire.

Moreover, respondents faced time constraints that made it difficult for them to allocate time for completing the questionnaire. To overcome this obstacle, the questionnaire was carefully structured, taking into consideration respondents' busy schedules. Additionally, questionnaires were administered throughout the week, including weekends, to ensure that even consumers who were more relaxed during weekends could participate. The other challenge was that the questionnaire was in English and as expected, not all respondents could understand English. Kiswahili and mother tongue was used to clarify questions depending on consumers' ethnic background where necessary.

1.8 Delimitation of the Study

Saunders et al. (2007) define delimitations of a study as the variables that are included in a particular study. Cooper and Schindler (2011) consider delimitation of a study to be the boundaries that researchers set in terms research duration, population size, and the type of participants involved. These delimitations help to ensure that the study is focused and that the findings can be applied to the specific population and time period under investigation. Although consumer behavior can be observed through various indicators such as the choice of retailer, quantity purchased, expenditure, and volume of purchases (Kibera & Waruingi, 2007), in this study, consumer behavior towards secondhand clothing in Kenya was assessed based on monthly expenditure on secondhand clothing and the selection of retailers.

According to marketing theory, consumer purchase decision has three phases, before purchase, during purchase and post purchase stage (Jobber, 2010). The study focused on the post-purchasing stage in the purchasing decision process since the data was collected from regular users of secondhand clothes. The study focused on 384 respondents randomly selected from the 7 counties with considerably high population in Kenya. The secondhand clothing market in Kenya is divided into three main segments: resale platforms, traditional thrift stores, and donations. The products available in this market are categorized into distinct groups, which may include dresses, blouses, shirts, t-shirts, sweaters, coats, jackets, jeans, pants, and other articles that exemplify secondhand clothing. The study focused on thrift stores (retailers), and it was not limited to a given category of secondhand clothes. These clothes may be purchased from either: open air markets, independent small stores, superstores, internet merchants and department stores (EC, 2020). This study focused on

consumers who buy from either of the markets, with broad categorization depending on whether they buy from open air markets or others.

1.9 Assumptions of the Study

While conducting the research there are certain aspects that the researcher may consider to have minimal impact on the interpretation of data (Burns & Bush, 2006). These assumptions could pertain to the reliability and validity of the measurement tools used; the data presented in providing accurate responses. Such assumptions enable the researcher to proceed with the study with a reasonable level of assurance (Burns & Bush, 2006).

In this study, the first assumption made was that the sample selection process was representative enough, as the method used had been utilized in previous studies. The second premise of this study was that the measurement constructs employed were dependable. These constructs were derived from the marketing theory of consumer behavior, which guided the development of the proposed framework. The reliability of each construct's items was tested using methods that were employed in previous studies and recommended by research methodology experts. Moreover, it was assumed that the survey respondents provided honest and truthful responses, as they were guaranteed complete confidentiality in their participation. Based on these assumptions, it was further believed that the results obtained from this study were accurate.

1.10 Operational Definition of Terms

Consumer Behavior: Consumer behavior entails the analysis of how individuals, groups, or organizations make choices, purchase, utilize, and discard goods, services, and ideas to fulfill

their needs and desires. The definition of consumer behavior adopted in this study aligns with that of Kibera & Waruingi (2007), which defines it as the actions undertaken by consumers in the market. These actions encompass a range of behaviors, including brand selection, purchase quantity variations, store preferences, dealer choices, expenditure on commodities, and purchase frequency (Jisana, 2014).

Secondhand Clothes: Those are used and/or unwanted clothing which is recycled/re-and used by consumers. They are clothes acquired by consumers after being used by another (Perner, 2010). They range from dresses, shorts, trousers, tops, bend sheets, blankets and inner wears. They are used by the consumers for wearing purposes or for making other things such as pillows, carpets and sofa set cushions (Perner, 2010).

Internal Factors: These factors reside within the consumer's psyche, making the consumer the sole possessor of the knowledge, emotions, and comprehension associated with them (Jisana, 2014). Internal factors encompass motives, which denote an individual's inner state guiding them towards fulfilling a perceived need (Paul & Olson, 2008). Attitude, as another internal factor, is a learned inclination to consistently respond in a favorable or unfavorable manner towards a product, brand, or company (Jobber, 2010). Customers' collection and interpretation of information about a product to develop a meaningful perception is known as perception, which is another internal factor (Kibera & Waruingi, 2007). Learning is an additional internal factor that refers to the process through which individuals gain knowledge and experience about purchasing and consumption and use it to inform their future behavior (Jobber, 2010 & Kibera & Waruingi, 2007). While some learning is intentional, much of it is incidental, and the knowledge about a product is often acquired through the experience of

using it over time. Internal factors also include personality, which are a person's enduring traits (Kibera & Waruingi, 2007). In this study, personality aspect considered is health consciousness of the consumer.

External Factors: These are factors emanating from the business environment, and the consumer has no control over them (Waruingi & Kibera, 2007). Social class, a group of people with similar socioeconomic status, and reference groups, which are groups that serve as models for an individual's behavior and decision-making frame of reference, are among the external factors that influence consumer behavior. Included in this category of factors is the sub-culture, which is the ethnic and nationality orientation of the consumer. Family is also one of the external factors, mainly the size and stage in which the consumer is in. (Kotler, 2009)

Personal Factors: These factors are unique to each individual consumer and can vary significantly, resulting in different consumer behavior patterns. They are sometimes referred to as individual characteristics, and are different from environmental factors. They include age, gender, income, stage in family lifecycle and occupation (Wambugu & Musyoka, 2014).

Marketing Factors: The four Ps of marketing, namely product, price, place, and promotion, are essential components involved in promoting a product or service to the public (Kotler, 2009). They constitute the marketing factors in the internal environment of the firm, over which the manufacturer has full control (Kibera & Waruingi (2007). This study focused on the place, mainly types of retailers distributing the secondhand clothes, the locality of those sellers in relation to location of the consumers and exposure to promotion.

Situational Factors: As Belk (1975) pointed out, situational factors refer to all the conditions unique to the time and place of observation that consumers respond to while shopping. Personal characteristics, which tend to be enduring, are distinct from situational factors, which are temporary and context-dependent. Antecedent states, temporal states, physical environment, and social environment are all examples of situational factors. Antecedent states refer to conditions that exist before the shopping activity, such as the availability of cash. Temporal states consist of variables like the time of day and the duration of shopping. The physical environment includes aspects such as the location, ambiance, and level of crowding at the shopping venue, while atmospherics encompass supermarket decorations, music, displays, colors, and the presence of sales personnel. Conversely, the social environment pertains to the presence or absence of companions during the milk shopping activity (Belk, 1975).

1.11 Summary of the Chapter

The background section of a study provided context and justification for the research, by presenting the current state of knowledge on the topic and identifying gaps or limitations in existing research. Brief literature review, provided a rationale for the study. The Chapter also highlights the significance explaining how it contributes to the advancement of knowledge in the field. The general and specific objectives clarified what the author intended to investigate, and the hypotheses to be tested were also stated. Additionally, the scope of the study was clearly outlined, specifying the areas covered and the sample used.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a comprehensive overview of the marketing theories that form the foundation of the study. Subsequently, a conceptual framework was presented to illustrate the independent and dependent variables examined in this research. Empirical literature review is then presented, which enabled the researcher to identify the research gap. Finally, summary of the chapter is presented, showing what has been discussed in the chapter and why discussion was important.

2.2 Theoretical Literature Review

According to Fink (2005), a literature review is a comprehensive summary of information from significant sources. In the social sciences, a literature review usually follows a structured format and combines summary and synthesis, often based on conceptual categories. The summary of the literature review includes essential information from the sources, and the synthesis involves reorganizing and rearranging the material in a way that informs how the researcher intends to study the research problem (Fink, 2005). The researcher was able to frame her work in terms of its contribution to comprehending the research subject under study thanks to a review of the literature. It aided the researcher in elaborating on the subject at hand, better comprehending the study's aims, and providing support for the ongoing investigation. The following three theories were reviewed before designing the conceptual framework: theory of consumer by Kibera and Waruingi (2007), stimulus- response theory, and product attributes.

2.2.1 Theory of External and Internal Influences on Consumer Behaviour

As indicated in figure 2.1, there are external and internal sources of influence on consumer behavior. Internal influences have to do with what is going on in the consumers' mind, while external influences are from the external environment, which the consumer has no control over (Kibera & Waruingi, 2007). The theory is closely linked to stimulus-response model since the internal factors is what was in the 'black box', which is another name for the psyche. External factors are what is being referred to as the 'other stimuli'. This theory is relevant to this study since it focused on four internal factors: motives of buying, perception, learning and personality (health consciousness of the consumer).

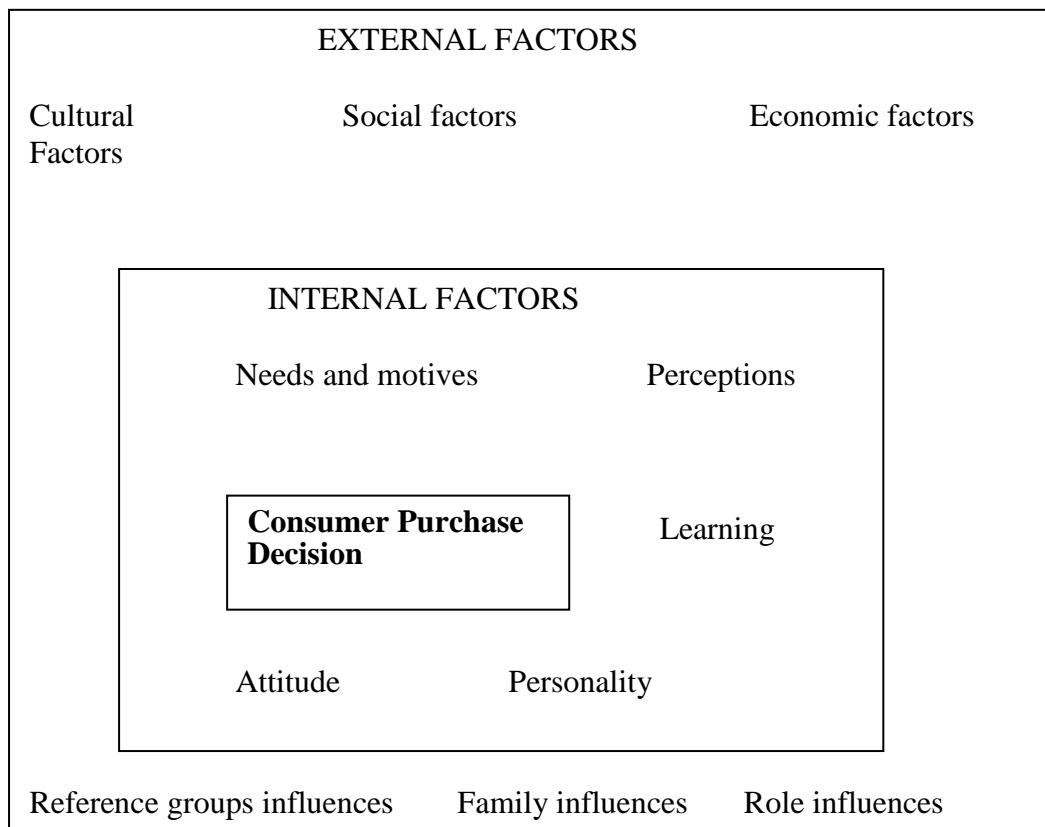


Figure 2.1 Major Influences on Consumer Behaviour: Source: Kibera & Waruingi (2007)

It also focused on family influences, reference group influences, social class influences and cultural influences. Attitude of the consumers was omitted; given that it was highly correlated with perception when correlation analysis was done. This theory of external and internal influences on consumer behavior by Kibera and Waruingi, (2007) was not applied to this study without criticism. The researcher noted that it did not include other factors such as: personal factors, marketing factors and situational factors. Personal factors are particular to the individual consumer, mainly age, gender, and education. Furthermore, personality was treated as an internal factor, yet it is grouped among personal factors which influences consumer behaviour towards products and services (Kotler, 2009).

Marketing factors are key since manufacturing firms can adjust them to suit the market conditions, (Kotler 2009, Perner 2010, Rajan 2016) As indicated in the definition of terms section, they are the only variables that firms have control over (Paul & James, 2017). Situational factors being temporally situations also are known to influence consumer purchase decision during purchase, (Belk, 1974), and studies done have proved this premise correct (Wambugu, Musyoka & Kaluyu, 2018). Based on this argument, this study focused on the factors outlined in the theory by Kibera and Waruingi, (2007), plus marketing factors and situational factors.

2.2.2 Stimulus – Organism-Response Behavioural Theory

As per Mwangi (2009), a stimulus is defined as a factor or agent that elicits interest, emotions, perception, enthusiasm, or physical reactions, while a response refers to the action taken following the reception of stimuli. Behaviorists recognize that behavior is internally learned and is only regarded as such when demonstrated (Chauhan, 2012). Figure 2.2

illustrates that the behavioral approach concentrates on how the environment influences an organism's observable behavior. Organisms are treated as "black boxes," with only their outward behavior serving as indicators of internal processes (Chauhan, 2012 & Jisana, 2014).

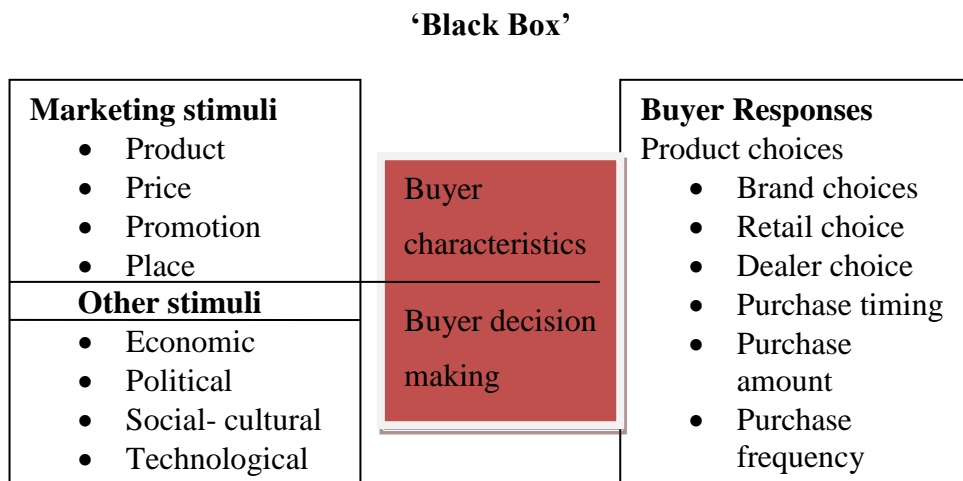


Figure 2. 2: Stimulus-Organism-Response Model, Source: Jisana (2014)

Any stimulus and reaction that are spatially or temporally related have a tendency to be associated (Kibera & Waruingi, 2007, Paul & Olson, 2008). The first behavioral theory to be conceived and researched was classical or the conditioning theory (Mwangi, 2009). The work of Thorndike, Pavlov, and Skinner, highlighted the significance of the link between stimulus and response (Mwangi (2009). Thorndike and Pavlov, conducted experiments on animal behavior and learning. Thorndike employed a cat in a box and used food as a reward to encourage the cat to learn how to open the handle and access the food.

Meanwhile, Pavlov studied dogs' digestive systems and observed that they salivated at the sound of a bell, even when they were not hungry (Chauhan, 2012; Mwangi, 2009). Skinner later coined the term "respondent conditioning" to describe this type of learning, where behavior is a response to an environmental cue. Additionally, Thorndike, Pavlov, and Skinner

introduced the concept of reinforcement, which suggests that learning happens when a response leads to a particular event or satisfying outcome (Mwangi, 2009). Initially, a stimulus may not evoke a particular response, but it can gradually acquire the ability to elicit a response through repeated pairing with another stimulus that can elicit a reaction (Paul & Olson, 2008).

The main contribution of the three behaviorist scholars was that they discovered that stimuli elicit reflexive response (Mwangi, 2009). They were in agreement, that the basic unit used for describing behaviour was not an idea but stimulus-response connections. According to Thordike, all learning entails the development of fresh stimulus-response links (Mwangi, 2009). The stimulus-response hypothesis states that behavior happens as a result of a person responding to a stimulus and receiving need satisfaction in exchange for a good response. Their research demonstrated that people remember and react to the most recent and frequent stimuli (Paul & Olson, 2008).

The theory of stimulus-response revolves around four main processes, namely drive, cue, response, and reinforcement (Paul & Olson, 2008). Drives are the stronger stimuli, representing needs or motives, whereas cues are weaker stimuli (Mwangi, 2009). This theory provides several valuable insights for marketers interested in understanding consumer behavior (Paul & Olson, 2008). The reaction to stimuli is called a response (consumer behavior), and it can shift based on previous experiences with different products or brands (Kibera & Waruingi, 2007). Classical conditioning, a learning mechanism, explains numerous responses elicited by environmental stimuli. In this process, specific stimuli can elicit

positive, negative, or neutral emotional reactions in individuals, consequently influencing their behavior towards different products and services.

Regarding product-related stimuli, external cues that evoke positive emotions can be linked with the product, forming favorable associations with the product (Kibera & Waruingi, 2007; Kotler, 2009; Kuester, 2012). This positive association might prompt behavior that brings the prospective consumer into closer engagement with the product, indicating that the individual's actions are more strongly influenced by the particular stimulus (Jobber, 2010). Paul and Olson (2008) suggest that stimuli can elicit emotional responses that may influence behavior, such as the decision to purchase a product. Advertisements on television often use well-known personalities whose voices are associated with exhilarating sports events, for instance, to generate excitement. Furthermore, music is a commonly used stimulus for evoking emotions, such as playing Christmas music in a toy department to increase purchase behavior (Kardes, Maria, & Thomas, 2011).

Classical conditioning is a psychological concept that directs attention to presenting stimuli that previously elicited positive feelings in consumers. This can increase the likelihood of certain behaviors and decrease the likelihood of others. Satisfaction is another application of the concept of reward or reinforcement (Kibera & Waruingi, 2007). Buyers follow a given course of action because it is most rewarding to them, and reinforcement affects their attitude. Therefore, marketers should not forget that, cues emanating from the product itself are more effective in that, they call up memories of the satisfaction to be derived from the product (Blackwell et al, 2009). Thus, satisfaction from experience with the product is probably by all odds the most important determinant of buyers' purchase decision (Perner, 2010). The

application of the stimulus-response model to marketing implies that marketing and other stimuli enter the buyer's "black box," which consists of the buyer's attributes and purchase decision process, and result in specific choice and purchase reactions, as shown in figure 2.1 above.

Marketers must understand the buyer's "black box" and how stimuli are converted into responses to effectively influence consumer behavior (Jisana, 2014). The four Ps, which include product, pricing, place, and promotion, serve as the primary marketing stimuli, while economic, technological, political, and cultural factors are among the environmental triggers that affect consumers, as noted by Jisana (2014). Historically, the personal attributes of consumers have predominantly been confined to gender, income, age, education, occupation, and lifestyle (Jisana, 2014). Those forces have been extended to include buyers' temporary situations; what Belk (1975) referred to situational factors. Kibira & Waruingi (2007) introduced another set of customer characteristics forces known as internal factors. They included: motives of buying, perception, attitude and learning (Kibera & Waruingi 2007).

When consumers encounter diverse marketing stimuli, these influences penetrate into the buyer's "black box," where they undergo transformation into observable responses, including choices related to products, brands, and retailers, as well as decisions regarding the timing and quantity of purchases. For marketers, it is essential to gain an understanding of how these stimuli are translated into responses within the consumer's "black box," which is a key area of focus in marketing research (Jisana, 2014). The stimulus-response model was appropriate for this study since it captured four variables outlined in the conceptual framework for this study presented later in this chapter. The variables include: internal external, personal, external

and marketing stimuli which affects consumer behavior. Consumer personal factors in the study were limited to age, gender, occupation and life-style.

A strong correlation was observed between the expenditure on secondhand clothing and income, leading to the exclusion of the latter variable from the study.. Internal factors included in this study were: motive of buying, perception and learning. In the category of what (Jisana, 2014) referred to as ‘other factors’, the researcher categorized them as external factors as recommended by Kibera & Waruingi, (2007), and they included: sub-cultures, reference groups, family and socio-class. Market factors included: Place/availability, market location and exposure to advertising. Price was omitted in this category since it was one of the items used when measuring consumer perception towards secondhand clothes, and that secondhand clothes are varied in types, and the study was not based on a particular type. However, this theory was criticized in that, it did not include situational factors, yet those factors are known to influence the consumer behaviour.

2.2.3 Product Attributes Consumer Purchase Decision Theory

Figure 2.3 by Estiri et al. (2010) proposed that the six product attributes can be divided into two categories: visual and informational elements, each of which relates to different aspects of the decision-making process. Visual elements, such as graphics, size, and shape, are more likely to evoke emotional responses and are therefore associated with the affective side of decision-making. Estiri et al. (2010) suggested that while visual elements, such as color and design, appeal to the affective side of decision-making and can have an immediate impact on consumer behavior, informational elements such as technology and provided information require more cognitive processing and can have a more lasting impact on the decision-

making process. The authors also proposed that the relative importance of different product attributes may vary depending on the stage of the purchase decision, and therefore should be analyzed accordingly.

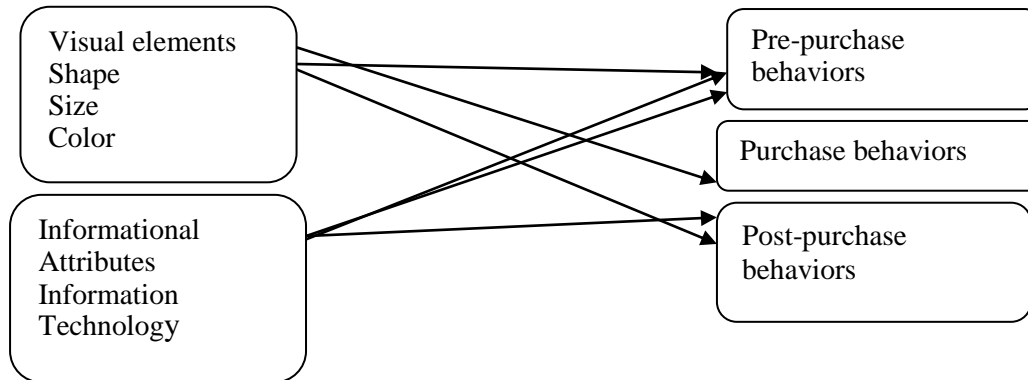


Figure 2.3: Product Attributes and Consumer Purchase Decision; Source: Estiri et al, 2010

Kibera & Waruingi (2007) observed that consumers exhibit various stages of decision-making processes when it comes to their behavior towards products. The first stage is known as pre-purchase, where the consumer has just recognized his need for the product, and is engaged on information search. During this stage, the buyer has to spend time comparing various products on the bases of quality, design, color and price among other things. He has also to look for the available vendors and discounts available (Kibera & Waruingi, 2007). The second stage is where the consumer does actual purchase, and he exchanges money for the product (Kibera & Waruingi, 2007). The third step involves post-purchase decisions, which largely depends on the consumers' experience with the product purchased.

The study acknowledges that these elements may have different levels of importance at different stages of the purchase decision, and thus seeks to explore how they affect consumers' post-purchase attitudes and behavior towards secondhand clothing. The visual elements included secondhand clothes characteristics, mainly shape/design, color and texture.

Informational attributes included brand name/designers and instructions on how to take care of the fabric used to make them. This theory of product attributes and consumer purchase decision by Estiri et al, (2010) was not applied to this study without criticism. The researcher noted that it did not include other influences: internal and external factors, personal, marketing factors, and situational factors. As indicated earlier, marketing factors are key since manufacturing firms have freedom to adjust them to suit the market conditions, (Kotler 2009, Perner 2010, Rajan 2016). As indicated in the definition of terms section, they are the only variables that firms have control over (Paul & James, 2017). Internal and external factors, personal and situational factors are also known to influence consumer purchase decision during purchase. Studies done have proved this premise correct (Wambugu, Musyoka & Kaluyu, 2018).

2.3 Conceptual Framework

A conceptual framework is a key analytical tool that serves to depict the expected relationships between variables, helping to guide the research process and provide a basis for analysis and interpretation of findings (Kothari, 2004). It outlines the specific objectives of a research process and illustrates how variables interact to produce logical and coherent conclusions. In essence, a conceptual framework provides a roadmap for researchers to conceptualize, design, and conduct their studies (Kothari, 2004). It serves as a guide for determining the variables to be studied and how they relate to each other. Through the use of a conceptual framework, researchers can better understand the phenomena under investigation and formulate hypotheses that can be tested through empirical research (Kothari, 2004 & Wambugu, 2015). It can be applied in different categories of research work where an overall picture of the relationship between variables is needed. It enables both the

researcher and the reader to make conceptual distinctions and organize ideas for easy remembering and application (Wambugu, 2015).

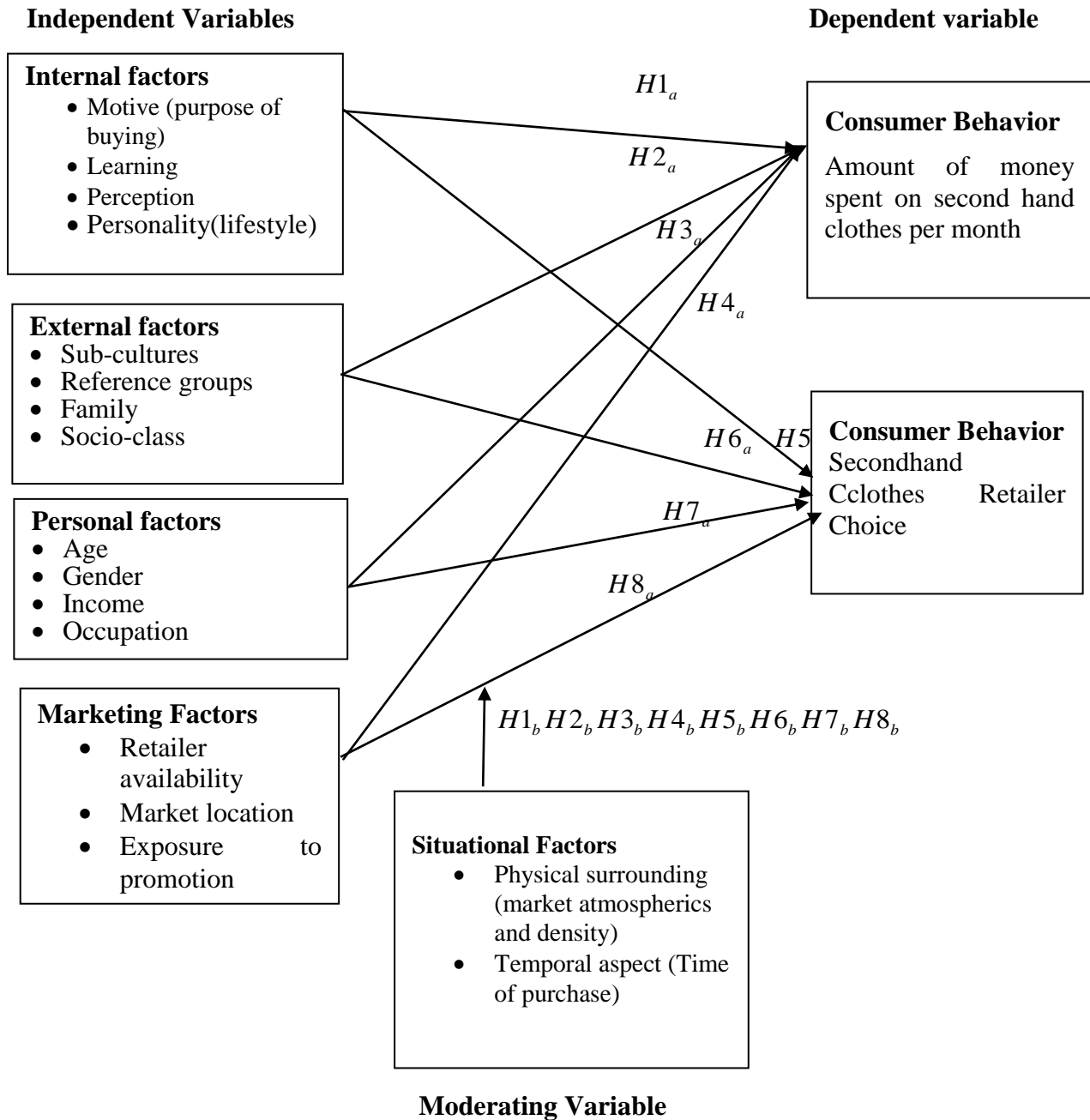


Figure 2.4: Conceptual Framework

Figure 2.4 depicts the researcher's conceptualization of the relationship between variables. The conceptual framework outlines the perceived connections among the four independent

variables (external, internal, personal, and marketing factors), one moderating variable (situational factors), and the two dependent variables (consumer behavior regarding the expenditure on secondhand clothes and the choice of secondhand clothes retailer). Additionally, the conceptual framework encompasses all seven hypotheses tested to assess the influence of the independent variables on the dependent variable.

2.4 Review of Variables

2.4.1 Internal Factors

Maslow's hierarchy of needs, as proposed by Maslow, begins with physiological needs and progresses through security needs, social needs, esteem needs, and culminates in self-actualization needs. It is essential to recognize that certain needs hold greater urgency and primacy over others, and a need transforms into a motive when it becomes sufficiently imperative to guide an individual towards seeking fulfillment (Kibera & Waruingi, 2007). Based on their income, a rational consumer will typically prioritize satisfying the most fundamental needs before addressing higher-level needs. Once a need is fulfilled, it ceases to act as a motivator, prompting the individual to pursue satisfaction of the next significant need (Kibera & Waruingi, 2007). Additionally, some motives may be directed towards others rather than directly towards the consumer (Kibera & Waruingi, 2007). For example, a consumer may purchase a commodity for personal use or for others' use, or for various purposes, all of which are likely to influence their purchasing decision (Kibera & Waruingi, 2007; Wambugu & Musyoka, 2015).

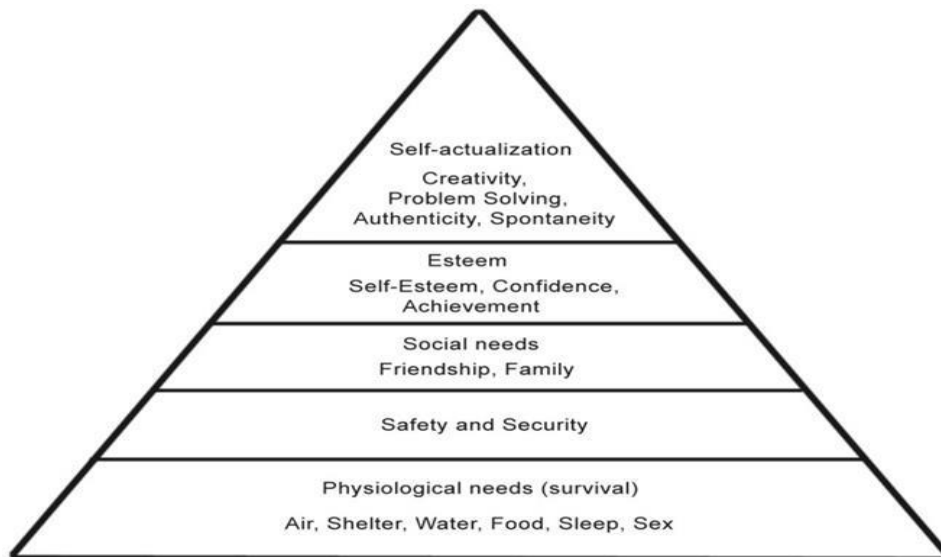


Figure 2. 4: Maslow Hierarchy of Needs, Source: Kibera & Waruingi (2007)

Kibera and Waruingi (2007) outlined four internal factors influencing consumer behavior. The first factor is needs and motives. As described by Kibera & Waruingi (2007), a need denotes the absence of something essential, and consumers encounter various unfulfilled needs. A motive, on the other hand, is an internal state that guides consumers towards fulfilling a perceived need (Kibera & Waruingi, 2007). Maslow's hierarchy of needs (refer to figure 2.4) proposes that individuals possess diverse needs arranged in a hierarchical manner, and understanding these needs is crucial in comprehending consumer behavior.

Personality is considered an important factor because it helps in the understanding of the behavior of the consumer. According to Kibera & Waruingi (2007), personality is an enduring characteristic that influences how an individual respond to stimuli. The five primary dimensions of personality are commonly referred to as OCEAN, which stands for openness, conscientiousness, extraversion, agreeableness, and neuroticism. These dimensions can provide insight into consumer behavior, including their decision-making, brand preferences,

and response to marketing messages. Consumers possess unique traits, shaped by both heredity and lifetime experiences. Marketers are intrigued by personality as they believe it impacts consumer behavior. Personality shapes consumer desires; for instance, individuals with certain ego characteristics may desire expensive products, while others may prefer affordable options. Additionally, based on their personality traits, some consumers may favor specific brands or types of goods over others (Kibera & Waruingi, 2007).

This study focused on the health consciousness aspect of personality traits to determine its impact on consumer purchasing and retailer choice decisions. Perception is another internal factor that could influence consumer behavior (Kibera & Waruingi, 2007). It refers to the process through which individuals assign meaning to incoming stimuli acquired through the five senses (Kibera & Waruingi, 2007). Perception involves selecting, organizing, and interpreting information to construct a coherent understanding of the external world (Jobber, 2010; Kuester, 2012; Kotler, 2009; Dhruv & Michael, 2018). Consequently, an individual's perception of a particular product or service is subjective and shaped by their thoughts and beliefs. Due to these perceptual differences, individuals with similar needs or desires may not necessarily choose the same products or services (Perner & Lars, 2010).

Selective attention, selective distortion, and selective retention represent three unique perceptual processes that influence how individuals perceive a product or service (Jobber, 2010; Churchill, 2021). Selective attention refers to people's tendency to focus on information that is relevant to their needs or interests, or that they perceive as beneficial to themselves or their loved ones. Regarding selective distortion, consumers frequently interpret information in a way that is consistent with their preexisting ideas and views. According to

Kibera & Waruingi (2007) and Jobber (2010), consumers tend to retain information that they deem valuable while promptly forgetting the rest. This phenomenon is known as selective retention and is a common aspect of consumer behavior. From the analysis above, it can be argued that perception of an object or an event is the interaction of two factors.

Stimulus factor which are the characteristics of the physical object for example clothes what size, colour, weight or shape of the object that the consumer is purchasing, and individual factor, which are characteristics of the individual (Kibera & Waruingi, 2007). These factors include not only sensory processes but also past experience with similar item. Experience will depend on what a customer believes in and customers perceive them differently (Kibera & Waruingi, 2007). It's worth noting that there are two perceptual concepts: self-image and perceived risk. Self-image is thought to impact an individual's selection of products or services (Jobber, 2010; Churchill, 2021). In numerous scenarios, consumers may gravitate towards products or brands perceived to best align with their self-image. In other words, there are people who purchase a particular brand because they perceive it as being consistent with how they see themselves (Jobber, 2010).

Kibera & Waruingi (2007) proposed that perceived risk in consumer behavior is a subjective concept that captures the degree of uncertainty experienced by consumers when making purchase decisions. It is not objective and is typically three-fold, consisting of functional, economic, and psychological aspects. The functional aspect is concerned with whether the product will work and meet the consumer's needs. The economic aspect considers whether the product offers good value for money. The psychological aspect relates to how others will react to the consumer's choice of purchase. Consumers can mitigate perceived risk by

gathering supplementary information from diverse sources, including media, friends, family, advertisements, and sales representatives. Additionally, maintaining loyalty to familiar brands can contribute to lowering perceived risk.

In the study, the perception construct primarily focused on the functional and economic aspects aimed at reducing uncertainty during the decision-making process. The final internal factor examined was learning, which refers to the modification of an individual's response or behavior due to practice, experience, or mental associations, and is another internal factor that can influence consumer behavior (Kibera & Waruingi, 2007). Numerous theories exist regarding how learning occurs, but according to Kibera & Waruingi (2007), two theories, in particular, are beneficial to marketers seeking to influence consumer behavior. One of these theories is classical conditioning, which was pioneered by Russian psychologist Ivan Pavlov in his experiments with salivating dogs. This theory posits that learning occurs through association, where the subject links one stimulus with another and associates both with the same response.

This theory can be applied to marketing, as repeated exposure to a situation by consumers may lead to either positive or negative outcomes. A positive outcome involves repeated purchases, whereas a negative outcome involves avoiding the product or service. Marketers often utilize the model of conditioned learning when advertising products and services (Kibera & Waruingi, 2007). The other theory is instrumental learning, which holds that people learn to act in a certain way when some of their responses are rewarded (or reinforced), and others are punished. Reward strengthens the link between stimulus and response, and increases the chances (Kibera & Waruingi, 2007). Businesses employ instrumental

learning to encourage customers to repeat their purchasing behaviour by rewarding them with free samples sometimes.

The consumer will use his knowledge and abilities to the goods he purchases in order to achieve fulfillment and a solution. Consumer learning in marketing can be understood as the process through which people acquire the purchases and consuming experiences, they use to inform subsequent related behavior (Kibera & Waruingi, 2007). The initial challenge of learning how to buy is combined with ongoing adjustments to tastes and practices as new goods and services are introduced and retail environments change (Kibera & Waruingi, 2007). The study focused on the four internal factors; motive of buying secondhand clothes, perception and learning. From the theory of internal factors, it was implied that consumers of secondhand clothes could have different motives of buying them. They usually buy them for own use (wearing), while others buy them for further processing into other products such as cushions for sofa sets, pillows, carpets and so on.

The literature review delineated a clear differentiation between perception and attitude. Perception was defined as the cognitive process involving the use of the mind or senses to comprehend one's surroundings, whereas attitude was described as the subjective feeling or cognitive disposition towards something or someone, shaped by perceptions. The study's assessment of consumer perception was based on several criteria, including price relative to new clothes, durability, originality in design, and other factors. As perception and attitude are closely linked, the study placed particular emphasis on evaluating consumer perception. Based on the literature review, it was further assumed that consumers learn about products by using them, thus the study focused on the frequent users of second-hand clothes.

2.4.2 External Factors

An external factor refers to factors in the environment which act as stimulus to actions of an individual customer during purchase (Kibera & Waruningi, 2007, Churchill, 2021, Dhruv & Michael, 2018 & Chalklin, 2011). Marketing theory classifies them into various groups. For instance, there is what is referred to as social factors. The factors mentioned, including those related to the environment, are significant as they are shared by numerous consumers and institutions operating within their scope. This perspective is supported by scholars such as Paul and James (2017), Kotler et al. (2009), and Cohen (2018). The other external factor is the economic situation of the consumer. They identified three elements of buyer's economic environment. The first element is the level of disposable income. An increase in disposable income results in a higher consumption of goods and services.

This increased consumption leads to an expansion of a firm's production and sales volumes. The other element is the county's economic policies. For instance, increase in taxation rates reduces people's disposable incomes and purchases of goods and services. The final element is the economic system which refers to whether a country has an open economic system or a closed economic system (Kotler, et al, 2009, Kibera & Waruingi, 2007 & Churchill, 2021). Kibera and Waruingi (2007) suggest that culture is another social-psychological factor that may influence buying behavior. According to Simon, Richard & Cate (2011), Culture encompasses shared values, beliefs, and expectations among members of a group, and extends beyond individual behavior to include shared systems of meaning across social groups, whether inherited or learned.

According to Hofstede (1991), culture encompasses the collective mental programming that distinguishes one group or category of people from another. On the other hand, Kibera and Waruingi (2007) define culture as a set of shared values and social norms that are collectively embraced within a society or a particular group of individuals. The definition of culture emphasized in this context comprises three fundamental components: a shared set of dominant values or beliefs that outline the priorities of an organization, a set of behavioral norms, and symbols and symbolic activities that facilitate the development and maintenance of shared values and norms. According to Hans (2011), culture encompasses the pattern of learned behaviors and their resulting outcomes, which are shared and transmitted among members of a specific society. Similarly, Aaker (2015) defines culture as the collective accumulation of beliefs, norms, practices, institutions, and artifacts that distinguish human populations.

Another external factor that may affect consumer purchasing behavior is the subculture that exists inside a broader society (Kibera & Waruingi, 2007). It can be characterized as groups of individuals who belong to a community whose traditions, values, and customs differ considerably from those of the greater culture to which they belong (Paul & James, 2017). Sure! Here's a possible phrasing of your statement. According to Blackwell and colleagues (2009), sub-cultures can be divided into four categories, namely ethnic groups, religious groups, racial groups, and geographical sub-cultures. These groups have an impact on individuals who reside in various regions of the nation and cause them to exhibit various behavioral patterns. The frameworks used to categorize organizational culture are described in Appendix (iv). Language, religion, legislation, education, values, and attitudes are all components of culture.

Cultural factors including language, religion, beliefs, and other values and traditions have a significant impact on marketing (Kotler, et al, 2009, Kibera & Waruingi, 2007 & Churchill, 2021). As an example, thorough marketing research indicated that different ethnic and demographic groups did not always react positively to mass-market advertising, which led to the emergence of multi-cultural marketing. In recent years, businesses have benefited from carefully considered multi-cultural marketing tactics (Churchill, 2021). Marketing is significantly impacted by cultural elements like as language, religion, beliefs, and other values and customs (Kotler, et al, 2009, Kibera & Waruingi, 2007 & Churchill, 2021). Multicultural marketing, for example, emerged from meticulous marketing research that uncovered variations in response among different ethnic and demographic groups to conventional mass market advertising.

Businesses have recently profited from thoroughly thought-out multi-cultural marketing strategies (Churchill, 2021). Another important external aspect that affects customer behavior is social class (Waruingi & Kibera, 2007). An open group of individuals with a comparable social standing makes up a social class (Paul & James, 2017). It is calculated as a weighted function of a person's job, home, income, education, and values (Kibera & Waruingi, 2007). People who belong to the same socioeconomic class often act more similarly. Moreover, people are classified as holding inferior or better positions based on their social class. As social class involves many attitudinal configurations, Paul and Olson (2008), stated that implications for advertising and can be used as an independent variable to segment consumers and forecast responses.

Social classes exhibit diverse products and brand preferences for a variety of goods, including apparel, home decor, entertainment, and vehicles (Kibera & Waruingi, 2007). There are linguistic distinctions between the social classes as well, thus dialogue and advertising material must appeal to the targeted social groups (Kotler et al, 2009). One social class is more likely to be drawn to certain products than another. Even when people from different classes buy the same thing, they could choose a different kind and level of quality (Kibera & Waruingi, 2007). Socioeconomic classes differ, like where people shop and how they consume media (Simon, Richard & Cate 2011). Multicultural marketing, for example, emerged from meticulous marketing research that uncovered variations in response among different ethnic and demographic groups to conventional mass-market advertising.

Another external factor that falls under the category of social factors that might affect consumer behavior is the reference group (Kibera & Waruingi, 2007). Reference members have some shared traits and a unique relationship with one another (Mutlu, 2017). Such groups serve as a model for an individual's behaviour and a frame of reference for decision making (Paul & James, 2017). Kotler et al, (2009) defines reference groups as groups that influence on consumer's attitude or behavior directly (face –to – face) or indirectly. The authors categorized three distinct types of groups: primary groups, which directly influence consumer behavior; membership groups, comprising primary groups with whom an individual regularly and informally interacts, such as family, friends, neighbors, and colleagues; and secondary groups, including religious, professional, and trade-union groups, which are typically more formal and involve less frequent interaction (Kotler et al., 2009).

Certain things can be sold by appealing to reference groups, but others may not be able to (Paul & James, 2017). A person may use other people as a point of reference in the following circumstances: First, if a person lacks specific experience in the acquisition, use, or application of a good, service, or concept. Second, when sources of marketing information are deemed to be unreliable or slanted; third, when a consumer decision's result is clearly evident; (for example a car, a house, cloths or other conspicuous items). Last but not least, when a purchase carries a significant level of risk, Kibera & Waruingi, 2007, Ek & Mariani, 2020). According to Kibera and Waruingi (2007), among external factors, family is the most important influence for the consumption behavior of an individual among all reference groups. The family influence on consumer behavior comes from two main sources: family roles and decision making, and family life cycle.

Family members have different roles; there is the initiators (members who perceive the need), the influencers in regard to product features, final decision makers, the buyer (which member does the actual purchase) and finally the user of the product. In a family we have wife-dominated decisions, husband dominated decisions and joint decisions, which includes even the children, (Kotler et al, 2009, Cohen, 2018 & Rajan, 2016). The family life cycle encompasses the various stages that most families go through, starting with the unmarried state, then progressing to marriage with children, and eventually ending with widowhood. The influence that family members have on different types of products often shifts depending on the size, structure, and hierarchy of the buying decision process. Therefore, the family life cycle concept consists of four elements that can impact a buyer's behavior: marital status, age of family members, family size, and the work status of the family head (Mutlu, 2017).

2.4.3 Personal Factors

Kibera and Waruingi (2007) suggest that personal factors remain a set of factors that can affect a customer's purchasing behavior, and they can vary from one individual to another. These factors include age, which can significantly impact the type of products or services that consumers are interested in. Consumers of different ages tend to have varying purchasing preferences. For example, teenagers tend to be attracted to colorful clothing and beauty products, whereas middle-aged consumers often prioritize buying products that cater to the needs of their household, such as property and vehicles (Perner, 2010). Understanding consumer behavior within a specific age group is essential as it can help identify the target market for a particular product or service (Churchill, 2021). Additionally, external factors and events that are experienced by a specific generation can influence the consumption habits and interests of its members (Cohen, 2018).

By recognizing the differences in consumption patterns among members of different generations, such as Generation X, Generation Y, and Baby Boomers, marketers can tailor their advertising strategies more effectively (Wambugu & Musyoka, 2014). Consumer's income is another personal factor that influences consumer behavior (Kibera & Waruingi, 2007). After payment of taxes and paying for the basic needs, consumers remain with what is called disposable income. The higher the consumer's disposable income, the higher is his power (Wambugu & Musyoka 2014). The total income earned by all members of a family is referred to as family income, and it affects the family's purchasing power for both basic necessities and luxuries. Generally, higher family income leads to increased spending, including purchases of luxury items, while low-income and middle-income groups tend to

allocate most of their income towards basic needs such as groceries and clothing (Punj, 2012).

According to Wambugu and Musyoka (2014), when more family members are earning, there is more income available for shopping, which can further influence buying behavior. The other personal element that affects a consumer's purchasing habit is their line of work (Kibera & Waruingi, 2007). Consumer behavior is often influenced by one's occupation or profession, as individuals tend to purchase items that are deemed suitable for their line of work. For example, professionals may opt to purchase clothing that is appropriate to their vocation, while farmers and traders may prioritize function over fashion. This aspect of consumer behavior is highlighted by both Perner (2010) and Kibera and Waruingi (2007). The way a person lives in society, which is closely tied to their personality and financial situation, is known as their lifestyle, according to Kibera and Waruingi (2007). A consumer's lifestyle can strongly influence their buying choices. For example, if a consumer chooses to live a healthy lifestyle, their purchases may lean towards nutritious food options instead of fast food, as noted by Punj (2012), Wambugu and Musyoka (2014), and Simon, Richard & Cate (2011).

2.4.4 Marketing Factors

The influences of marketing pertain to various elements of the marketing mix, encompassing product attributes (e.g., quality and packaging), promotion, distribution channels, and pricing (Kotler et al., 2009; Churchill, 2021; Rajan, 2016). The concept of "product" encompasses a broad array of offerings available for customers to purchase or acquire, including physical goods, services, personalities, places, and ideas (Kibera & Waruingi, 2007). Given the multitude of products, services, places, and ideas offered in the market, marketers have

devised several methods of categorization. According to Kibera and Waruingi (2007), there are four ways of classifying products, the first being based on whether they are durable or non-durable. Durable goods are tangible products that can be used repeatedly over time, whereas non-durable goods are physical items typically consumed within a short period, usually a day or a few days.

The second classification of products is determined by the level of effort required before making a purchase. This effort can be gauged in terms of time spent comparing different brands or searching for specific outlets that offer the desired products. According to this criterion, products can be categorized as convenience, shopping, or specialty goods. Convenience goods are products that are frequently purchased with minimal effort and without the need for comparisons (Kibera & Waruingi, 2007). In contrast, shopping goods are products that buyers compare based on criteria such as quality, price, suitability, and style (Kibera & Waruingi, 2007). Specialty goods are products that possess distinctive qualities or a brand identity that motivates buyers to make special efforts to acquire them. Furthermore, products are classified as either industrial goods, which are purchased by businesses for processing or resale, or consumer goods, which are acquired for personal use or consumption.

The fourth and final classification is determined by whether products are standardized or custom-made. Standardized products are manufactured for mass consumption, whereas custom-made products are tailored to individual customer specifications (Kibera & Waruingi, 2007). This study centers on secondhand clothes, which, according to Kibera and Waruingi (2007) classification, fall under durable goods that are standardized in nature. Based on the insights from the literature discussed earlier, consumers are anticipated to exert some effort

during the purchase process of secondhand clothes, as they need to compare various aspects such as quality, freshness, and complexity features. Additionally, other attributes of secondhand clothes that may influence consumer behavior include color, size, design, and texture, all of which serve as indicators of quality. Consumers are also expected to spend some time with retailers, comparing different brands before making a purchase decision.

Another crucial aspect of marketing is the pricing of products or services (Kibera & Waruingi, 2007). Price denotes the amount of value that customers are willing to pay for a particular product or service at a given point in time. Marketers employ three primary approaches to establish prices: cost pricing, demand-oriented pricing, and competitor-based pricing. In cost pricing, traders incorporate a reasonable profit margin into their total costs. In demand-oriented pricing, marketers utilize the forces of supply and demand to determine the equilibrium price. In competitor-based pricing, a product's price is determined based on what competitors charge for similar products. The price of a product or service can significantly influence customers' decision to purchase it or not, as highlighted by Paul and James (2017). If consumers opt to buy, they may select the most competitively priced offering available.

Nevertheless, in certain instances, higher prices may not dissuade purchases, as customers might perceive the product or service to possess higher quality or prestige. In the present study, gathering information from respondents about the specific prices they paid for secondhand clothing was not feasible, given the diverse types and designs of these items. Consequently, the author collected data on consumers' perceptions of the prices of secondhand clothes compared to new clothes to assess their overall perception of secondhand clothing. Another crucial marketing factor is promotional activities (Kibera & Waruingi,

2007). The promotional mix comprises six major components: advertising, personal selling, direct marketing, internet promotion, salespeople, and publicity (Kotler et al., 2009; Jobber, 2010). Additionally, apart from these primary promotional tools, marketers can employ exhibitions and sponsorships to communicate with target audiences (Churchill, 2021).

When selecting the promotional mix, there are five factors to consider: the resources available to the company, market size, customer information needs, and product characteristics (Simon, Richard & Cate, 2011). Regardless of the promotional tool chosen, they can influence consumers' perceptions of products, the emotions they experience when purchasing and using them, and the behaviors they exhibit, such as shopping in specific stores and purchasing particular brands (Paul & James, 2017). This underscores the importance of crafting communications that deliver consistent messages about products to create favorable images and perceptions. In this study, the author gathered information regarding the extent to which respondents were exposed to promotional activities for secondhand clothes (Chalklin, 2011).

Another marketing factor that can impact consumer behavior is place or distribution channels (Kotler et al., 2009). This refers to the chain of market intermediaries or middlemen utilized by a producer or marketer to ensure that products or services are available when consumers need them (Kibera & Waruingi, 2007). The intermediaries in the distribution channels typically include wholesalers, retailers, and agents (Kibera & Waruingi, 2007). These middlemen are crucial as they fulfill roles such as sorting products, handling physical distribution, and stimulating demand (Kibera & Waruingi, 2007). The choice of distribution channels depends on various factors including product characteristics, customer

characteristics, producer/company characteristics, middlemen characteristics, and competitive characteristics (Jobber, 2010).

The typical distribution channels for most manufactured imported goods comprise four levels, as illustrated in figure 2.6. The initial intermediary in this channel is the importer, who subsequently sells to wholesalers. These wholesalers then distribute to sub-wholesalers, who in turn sell to retailers, and finally, the retailers sell to the consumers.

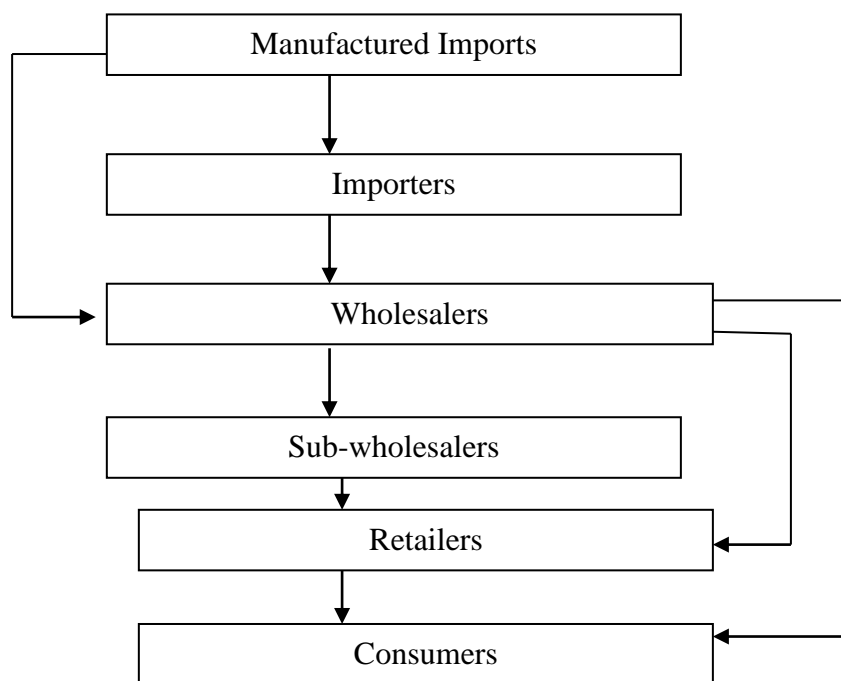


Figure 2.5 Common Distribution Channels for Imported Manufactured Goods, Kibera & Waruingi (2007).

In Kenya, the distribution of secondhand clothes follows the channels outlined in figure 2.7 below. Importers purchase clothes in bulk and transport them to Kenya, specifically to the main market known as Mombasa Secondhand Clothes. From there, the clothes are acquired by wholesalers, brokers, and large retailers, who then sell them to sub-retailers, including open market traders and street dealers. Finally, these sub-retailers sell the clothes to

consumers (GoK, 2021). This study focuses on the choice of retailers (specifically open-air market traders and street dealers) as the dependent variable and their availability as an explanatory variable.

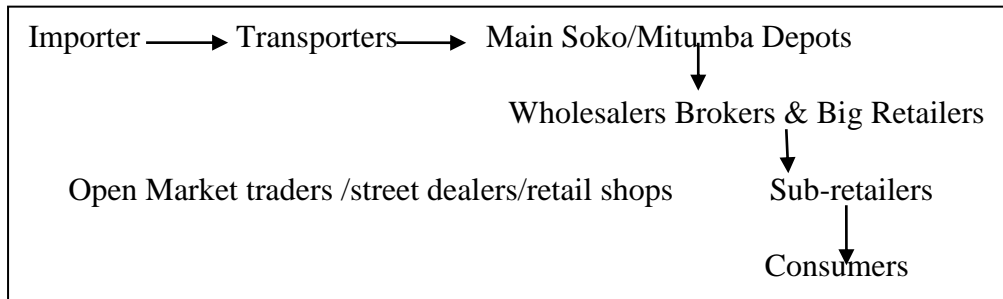


Figure 2. 6: Distribution of Secondhand Clothes in Kenya, Source (GoK, 2021)

Secondhand clothes retailers are typically categorized into three groups: those with physical shops, non-shop retailers, and itinerant traders. Retailers with shops are widespread in all towns and cities across Kenya, often requiring them to obtain trade licenses from the county government (Kibera & Waruingi, 2007). While there's a common perception that all retailers operate from established premises, there are many who conduct their businesses without a fixed location. These include open market retail traders and itinerant traders (Kibera & Waruingi, 2007). Open markets are designated sites where buyers and sellers gather regularly for trading purposes, and they are prevalent in small towns and rural areas throughout the African continent (Kibera & Waruingi, 2007).

However, as urban centers expand, dedicated open-air market sites have been established to cater to urban residents. In Nairobi, for instance, specific locations have been designated as open-air markets. These include areas such as Uhuru, Jericho, Kariobangi, Gikomba, Wakulima, Westlands, Kenyatta, and Sauri Moyo. Similarly, other urban centers also have

such marketplaces developed by their respective authorities (Kibera & Waruingi, 2007). Itinerant traders, on the other hand, are sellers who traverse the streets of towns and neighborhoods on foot or by bicycle, moving from village to village with their merchandise. Their sales volume per journey is limited due to their small carrying capacity (Kibera & Waruingi, 2007).

This type of retailing provides employment to the unemployed, however they are not reliable since they lack permanent premises. Typically, a sale is finalized when an item is delivered, and they offer no after-sales service, and return or exchange of items sold is not allowed. Most transactions are in cash basis (Kibera & Waruingi, 2007). For low-involvement products such as secondhand clothes, consumers are not likely to engage in extensive search, and for this reason availability of the product may influence buyer's purchase behavior (Kibera & Waruingi, 2007). This theory of distribution was relevant to the study since it focused on the availability of retailers as an explanatory variable among the other marketing variables, while choice of the secondhand clothes retailers was one of the dependent variables. The theory was used to send light on different types of retailers dealing with imported manufactured goods, bearing in mind that secondhand clothes fall under this classification of goods.

2.4.5 Situational Factors

In this study, the focus is on the purchase situation as defined by Belk (1975), who identified five categories of situational factors that can affect consumers' purchase decisions. The physical environment in which shopping takes place is a situational factor, as defined by Belk (1975), and encompasses observable features of the buying situation, such as location,

sounds, scents, object placement, and store design (Wambugu & Musyoka, 2015; Melissa, 2015). Retail stores that are conveniently located tend to attract more customers, while those with appealing atmospherics can capture the attention of shoppers during the purchase process. If a shopper perceives a store's atmosphere as relaxing, it is more likely to enhance their shopping experience (Belk, 1975; Wambugu & Musyoka, 2015).

Effective management of the physical surroundings is crucial, as it includes all non-human elements of the store. Store density, denoting the concentration of items within a given space, can exert a significant impact on consumer behavior. Both the retailer and the consumer may experience adverse effects from high store density (Belk, 1975; Wambugu & Musyoka, 2015; Melissa, 2015). Additionally, the temporal situation, encompassing time-related aspects of the shopping context, can also influence shopper behavior (Belk, 1975; Paul & James, 2017; Wambugu & Musyoka, 2015). This may involve factors such as the time of day or season when individuals engage in shopping activities, as well as time-related constraints or motivations, such as the interval since the last purchase or payday.

The task feature is another situational factor, which refers to the specific reasons, goals, or motives that drive consumers to buy or consume a product or service (Wambugu & Musyoka, 2015). The task feature of the situation is another situational factor as per Belk's (1975) theory, which is specific to the individual and includes cognitive and motivational aspects of the buying situation (Wambugu & Musyoka, 2015). This concerns the motivation behind a consumer's need to acquire a product or service. Another situational factor is the antecedent state, which denotes the present condition of the customer during the purchasing scenario

(Belk, 1975). These current state factors differ from enduring individual traits and may be consciously or subconsciously recognized (Melissa, 2015).

The antecedent state encompasses transient emotional states like acute anxiety, pleasantness, hostility, and excitement, as well as momentary conditions such as the availability of cash during purchase, fatigue, and illness (Perner, 2010). Another situational factor highlighted by Belk (1975) is the social aspect, which concerns the shopper's interaction with others present during the purchase. The presence of other individuals during the purchase can have a positive impact on consumer behavior as shoppers may feel that displaying a variety of purchases will lead others to view them more favorably (Wambugu & Musyoka, 2015; Melissa, 2015). However, the influence of social surroundings on purchase decisions is typically associated with consumers who are susceptible to the opinions of others (Ratner & Rebecca, 2012; Churchill, 2021).

2.4.6 Consumer Behavior

According to Wambugu (2015), a theory consists of generalizations made about variables and the relationships between them. Psychologists consider behavior as any observable action performed by a person (Mwangi, 2009). Understanding behavior is crucial, as it involves a process that is not directly observable but inferred from neurobiological and behavioral data (Wambugu, 2015). From a marketing perspective, consumer behavior is described as the dynamic interaction of emotions, cognition, behavior, and the environment that individuals utilize in their exchange activities (Paul & Olson, 2008). Essentially, consumer behavior encompasses the emotions, thoughts, and actions individuals experience and undertake during the purchasing and consumption process (Wambugu & Musyoka, 2015). It also takes into

account all the environmental factors that influence these thoughts, feelings, and actions (Jobber, 2010).

Understanding behavior is crucial, as it involves a process that is not directly observable but inferred from neurobiological and behavioral data (Wambugu, 2015). From a marketing perspective, consumer behavior is described as the dynamic interaction of emotions, cognition, behavior, and the environment that individuals utilize in their exchange activities (Paul & Olson, 2008). Essentially, consumer behavior encompasses the emotions, thoughts, and actions individuals experience and undertake during the purchasing and consumption process (Wambugu & Musyoka, 2015). It also takes into account all the environmental factors that influence these thoughts, feelings, and actions (Jobber, 2010).

Businesses and marketers can leverage knowledge of consumer behavior to predict when and how a consumer will make a purchase and align their strategies accordingly. Understanding consumer behavior theory is essential for firms because it enables them to comprehend their target market, thus enabling them to design products, services, and corporate culture that can influence consumer buying habits (Kibera & Waruingi, 2007). Consumer behavior theory covers various aspects, including consumers' perceptions and attitudes towards a product or brand concerning its competitors (Kibera & Waruingi, 2007). Additionally, it delves into how consumers make choices between alternative products or services, consumer behavior while shopping, and how the environment around them influences their behavior (Belk, 1975). The theory also focuses on marketing strategies that consumers are likely to respond to, such as communication, differentiation, and pricing strategies (Wambugu, 2015).

Consumer theory focuses on several questions and areas that marketers should concentrate on to succeed in a competitive business environment. These areas include identifying who purchases the product or service and the factors influencing the decision to purchase, how the purchase decision is made, why the consumer buys the product, where customers purchase the product, when they buy the product, and how much they spend on products during a shopping activity (Kibera & Waruingi, 2007). This study focused on ‘why the consumers buy products’ behavior manifestation. This question was answered when the responses to questions related to internal variables, external, personal, marketing and situational factors were analyzed. The first dependent variable (amount spent on secondhand clothes) explained the amount the consumers spend on products as a consumer behavior manifestation, while the choice of retailers of secondhand clothes explained the ‘where the consumer buys products from’ consumer behavior manifestation.

Studying consumer behavior is pivotal because it is continuously evolving, reflecting changes in the thoughts, feelings, and actions of individual customers (Hoyer & MacLinnis, 2011). This comprehension empowers marketers to stay abreast of significant market trends for specific products or services. By understanding the consumer behavior within a particular market segment, businesses can pinpoint unique opportunities that competitors have yet to exploit, thereby gaining a competitive edge. Conversely, if marketing managers overlook the psychological needs of potential customers, their objectives may remain unmet, even if the product or service fulfills their physical needs (Hoyer & MacLinnis, 2011; Churchill, 2021).

Marketing managers strive to attain various objectives related to consumer behavior, such as enhancing product adoption and encouraging repeat usage, fulfilling consumers' needs

profitably, safeguarding and educating consumers, and ensuring consumer satisfaction at a reasonable and minimal cost (Kibera & Waruingi, 2007; Chalklin, 2011; Solomon et al., 2010).

Therefore, understanding the perception, motive, and learning behind why consumers buy secondhand clothes can assist marketers in achieving their sales and profit objectives. They can focus on the insights gained from such studies to develop effective marketing strategies. According to psychologists, every individual is different and makes different decisions (Dhruv & Michael, 2018). In consumer theory, consumer buying decision is categorized into four types. They encompass routine response behavior, where brand recognition and repetition are significant factors influencing purchase decisions. Consumers tend to favor brands they recognize, have previously tried, or prefer over others. This behavior is more likely when purchasing products, the consumer buys daily such as bread, milk, clothes, newspapers etc. This type of buying decision doesn't require much thought (Kibera & Waruingi, 2007).

The second type of consumers' purchase decision is known as limited decision-making (Kibera & Waruingi 2007). Included in this category are the mid-level and occasional buying decisions. They require some research and little amount of thought before making a choice (Kibera & Waruingi 2007). The third type is extensive decision-making, where significant financial investment or personal impact is involved. Consumers usually spend a considerable amount of time researching before making such decisions for products like houses, cars, machinery, and expensive furniture. The extensive research is necessary because of the high risk associated with the amount spent (Wambugu, 2015). The fourth type is impulse buying,

where there is no prior planning, and purchases are made on a whim and with little thought. Such buying decisions are often irrational and driven by factors such as point of sale displays and promotions, or companions during purchase (Kibera & Waruingi, 2009). The study classified the decision of buying secondhand clothes as limited decision-making since it is an occasional buying decision that may require some research to find a suitable seller.

2.5 Empirical Literature Review

2.5.1 Relationship Between Internal Factors and Consumer Behavior

The investigation of internal factors impacting consumer behavior has been thorough, particularly in the realm of perception. Karin et al. (2010) conducted a notable exploration into consumer perception regarding food packaging, emphasizing various functional attributes like purposefulness, recyclability, informativeness, attractiveness, quality, and hygiene. Their findings highlighted consumers' emphasis on packaging qualities associated with quality, shelf life, functionality, and eco-friendliness. However, it's worth noting that the study's scope was confined to food items necessitating packaging, overlooking commodities sold without packaging.

It is important that consumers' perception of such products is investigated, the reason why this study focused on perception of secondhand clothes, and an examination of whether perception influences consumer behavior. Bytyqi et al. (2008) conducted a study on consumer behavior and perception in relation to dairy products in Kosovo. The study assessed consumers' perception of dairy products based on variables such as the product's origin, price, quality indicated on the label, and brand/logo. The study found that while all

packaging characteristics were significantly important, the logo and price were the most significant attributes that influenced consumer behavior. It would be valuable to determine whether these same characteristics hold true in other contexts and with different products considered in this study could have the same effect in case of secondhand clothes.

Wambugu (2015) investigated effects of perception of packaging characteristics on the outcome of shoppers' behaviour in Kenyan supermarkets. The researcher established that perception based on characteristics such as durability, hape, design, color and graphics all influences consumer behavior. In case of secondhand clothes, it is important that effect of some of those characteristics such as design, durability and colors on consumers' behavior are investigated. Interaction of perception and other factors explained by marketing theory as determinants of consumer behavior should be investigated, and this was the premise of this study.

Kibera & Wruingi (2007) viewed learning as the process by which consumers acquire the information that they apply to future purchase behavior. Learning is the foundation of consumer behavior, it comprises of four basic elements: motivation (drives), cues, response, and reinforcement (Kibera & Waruingi, 2007). Wambugu, Musyoka & Kaluyu (2014) carried out a study on consumer behavior towards ethnic cuisine foods in Kenya. Findings of this study established that apart from other factors, product knowledge (learning) had significant effect on consumer behavior. Despite covering other factors such as personal factors, situational factors were left out, yet according to theory of situational factors by Belk, (1974), and studies by Radas (2006), Docrat (2007), Heidarizade and Teherikia (2010), which were based on this theory have proved this theory to be the case.

Wan et al. (2016) explored the relationship between learning, motivation, brand cognition, and brand loyalty among college and university students who use smartphones in Guangdong province, China. The findings indicated that consumers' learning motivation, enthusiasm, pursuit of return, dependent evaluation, and focus of interpersonal competition significantly influenced brand recognition, which, in turn, had a positive impact on brand loyalty. Furthermore, enthusiasm and pursuit of return were found to be significant predictors of brand image. These results shed light on the importance of brand recognition and the role of learning and motivation in building brand loyalty among consumers. The study left out perception, which is another internal factor that are premised to influence consumer behavior. In most studies, motive of buying has been considered under situational factors, but according to the Kibera & Waruingi (2007), motive is one of the internal factors influencing consumer behaviour Kibera & Waruingi (2007).

However, Wambugu (2015) treated this factor as one of the situational factors, mainly task feature of the situation, and confirmed that purpose of buying products has significant effect on consumer behavior. The results were therefore in line with what is explained in marketing theory, that consumer behavior can be influenced by issue of 'for whom' the consumer is buying. According to Alwis et al. (2011), Maslow's theory of needs, including safety and security, as well as a sense of belongingness, is crucial in a person's life. When it comes to marketing, the authors noted that individuals tend to purchase branded items to enhance their self-esteem, particularly if the brand is associated with a famous celebrity or the elite in society. People often choose to purchase brands that they believe will meet their expectations in terms of safety and self-esteem or avoid them altogether. This study found a positive

correlation between risk reduction motives for buying brands among respondents from all four countries. Consumers want to invest their money in products that will provide them with long-lasting satisfaction.

2.5.2 Relationship Between External Factors and Consumer Behavior

Several studies have been done on the effect of external factors (reference groups, sub-culture and family) on the consumer behaviour manifestation. Tarkanyi (2008) investigated whether reference groups influence consumer behaviour. Results of the study indicated that consumer behaviour for women is influenced to a great extent by reference groups than men's behaviour. The study further concluded that age increases the significance of reference groups to changes in consumer behaviour declines. It also indicated that the influence of reference groups on consumer behaviour varied depending on product category. It also concluded that the higher the level of involvement in decision is making process for a product, the more the influence of the consumer behaviour.

The study was limited in that, it left out the other external factors (sub-culture and family).

(Mbui (2011) investigated the influence of reference groups on consumer behaviour in regard to choice of products (toilet soaps). The study established that immediate family members as a reference group influenced consumers' choice of toilet soaps. Just like in the study by Tarkanyi (2008), other factors constituting external factors, mainly sub-culture was omitted. Karolina, Milan & Ivara (2013) investigated whether subculture determines consumer behaviour. The study focused on the Islamic religion, and established that it

influenced consumers' buying behaviour in Serbia. Deepak (2017) investigated whether subculture was an important determinant of impulse buying behaviour among the young people in India. Specifically, the study focused on the buying patterns of youngsters in terms of planned purchase, the importance of domicile state cultural background of the consumers.

The study's findings indicated no significant correlation between sub-culture and impulse buying, although it overlooked other influential external factors like reference groups and family dynamics, which are recognized in marketing as pivotal determinants of consumer behavior. Were (2016) explored whether sub-culture influences food choices among hospitality clients at catering outlets in Kenya, revealing a link between food selection and cultural background. Similarly, Wambugu & Maina (2022) investigated the impact of socio-cultural factors on consumer behavior towards baked bread in Kenya, highlighting a positive and substantial influence of cultural elements on bread consumption. However, these studies neglected to consider other external factors, notably reference groups and family influences. Additionally, Wambugu's 2015 research unveiled a positive and significant relationship between family size, perception, exposure to promotions, situational factors, and the quantity of milk purchased by consumers.

The though more comprehensive than previous studies reviewed, it was limited in that, it left out other external factors, mainly sub-culture and refence groups. As indicated in the marketing theory, those factors should not be ignored when analysing consumer behaviour, the reason why they were included in this study, Srivastava & Sandeep, (2015) conducted research on the impact of family life cycle variables on the luxury value of branded products in Chennai city.

Their study found a significant difference in the perception of luxury brands among shoppers based on their lifestyle. Married shoppers were found to have a higher perception of functional, individual, social and luxury value compared to unmarried shoppers. The study was limited in that, it only focused on luxury goods, there was need for study based on product targeting mass market in order to establish whether the two explanatory variables have any significant effect on consumer behavior. Hobbs (2016) investigated factors influencing the shopping behavior of consumers of secondhand apparel. The study revealed that both socio-cultural and financial factors had a significant impact on the behavior of purchasing secondhand apparel. According to marketing theory, socio-cultural and financial factors are not the only factors that are known to explain consumer behaviour.

2.5.3 Relationship Between Personal Factors and Consumer Behavior

Consumer behavior studies have examined how personal characteristics such as age, gender, education, occupation, and lifestyle (including health consciousness and other aspects) influence consumer behavior. Agnieszka and Miroslaw (2008) examined how personal characteristics influence the significance attributed to various attributes of dairy products in Turkey. Their research revealed that factors such as the form, aesthetics, size, capacity, material, and price of product packaging played crucial roles in the selection of milk packages.

Furthermore, the findings indicated that men attributed greater importance to packaging material compared to women. Moreover, package size and utility showed significant correlations with gender, education, and income levels. Women tended to prioritize package size more than men when making purchasing decisions. Additionally, the study highlighted the significance of material durability and environmental concerns in influencing purchase decisions. The study was limited in that, it focused on the perception/importance of packaging attributes, yet what the consumer consumes is the actual product. This justified this research in that, it focused on the perception of the secondhand clothes among other factors, and how this perception influences consumer behavior. Fotopoulos & Krystallis (2012) established a strong relationship between health consciousness part of personality trait and consumer buying consumer behavior in Germany.

The study concentrated on consumers of organic foods, revealing that 67 percent of those surveyed cited health considerations as the primary motivation for purchasing organic foods. Only 13 percent mentioned better taste as a reason for their purchases, while 10 percent bought organic foods for environmental reasons, and an additional 10 percent cited other unspecified motivations. It was also evident from the results that, women buyers buy larger quantities of organic products and more frequently than men. Slight difference between the two sexes was observed from their willingness to pay more. The study was limited in that, it focused only two personal factors, personality and gender, yet consumer behavior can be explained by many other factors: internal, external, marketing and situational factors as indicated in the marketing theory. Sunhilde (2014) investigated the relationship between income and clothing expenses in the same country in Romania.

The research revealed that a minority of Romanians were reducing their consumption of fast fashion garments, despite Romania being the leading importer of secondhand clothing in Europe, lacking a comprehensive recycling infrastructure. Moreover, the study identified a notable positive correlation between income levels and the consumption of secondhand clothing. Wambugu, Musyoka, and Kaluyu (2014) examined the impact of individual consumer characteristics on purchasing behavior in Kenya, concentrating on factors such as income, gender, age, and family size. Findings of study indicated that all the individual factors identified had a significant on the shoppers' purchase behavior. The two studies were limited in that, it focused on personal factors only, yet as indicated earlier, consumer behavior can be explained by many other factors: internal, external, marketing and situational factors as indicated in the marketing theory.

Sanjar & Ehsan (2012) investigated the impact of personality (lifestyle) on purchase of luxury brands, which was found to be significant. Nelson et al. (2015) also focused on the effect of lifestyle on the purchase behavior of Indians towards local and international brands. Findings indicated that lifestyle had a positive and significant effect on consumer purchase decision. The study was limited in that, it focused only one aspect of personal factors, personality (lifestyle), yet personal factors include other factors such as gender, income, education and profession. Such factors influence consumer behavior as indicated in the marketing theory. Osmud et al (2017) focused on gender characteristic of the consumer, and explored the differences in Taiwanese women's purchasing decisions towards two different categories of products: luxury goods and general products.

The study's conclusion highlighted significant disparities in purchase decisions among women with diverse family lifestyles regarding luxury goods. These differences encompassed various aspects such as purchase motivations, sources of information, preferred product categories, and alternative options. The study was limited in that, it focused only one aspect of personal factors, mainly gender, yet personal factors include other factors such as personality, income, education and profession. Such factors influence consumer behavior as indicated in the marketing theory. Melissa (2015) investigated the influence of product characteristics factors on the behaviour in family purchase decision making in Toowoomba. Findings of this study shows that both products characteristics determines the way children behave in family purchase decision making particularly with regard to their choice of products. The study was limited in that, it focused only two factors, marketing factors (product characteristics) and personal factors (age).

2.5.4 Relationship Between Marketing Factors and Consumer Behavior

Price, distribution and exposure to promotion are other marketing factors that were omitted in this study yet they influence consumer purchase behavior. Regarding personal factors considered in this study, age is not the only personal factor that influence consumer behavior. This study included all the marketing factors (exposure to promotion and distribution), while all personal factors were included, mainly education, occupation, age and gender. Kovanoviene et al. (2019) investigated the influence of marketing tools, mainly advertising and online communication on the consumer behavior. The two variables were found to have positive and significant effect. The study was limited in that, promotion, mainly advertising is not the only marketing factor. Napompech, & Kuawiriyapan, (2011), investigated influences

of consumer behaviour in regard to female consumers buying decisions of second-hand clothes.

Conclusion was reached that good service from sellers, cheap prices as compared to those charged on new clothes, convenience locations/availability of retailers, and variety in design of clothes were very important. The study was limited in that, it only concentrated on gender personal factor, and marketing factors, yet there are other factors that influences behavior, mainly external factors and situational factors. Alam & Hulten (2014) investigated factors influencing consumer behavior towards secondhand clothes. The findings revealed that price emerged as the foremost influential factor affecting customers' decisions when buying second-hand products, followed by the consideration of risk as the second most influential factor. Brand ranked third in importance, while customer location was deemed the least significant. Additionally, factors like brand, price, and purchase intention of second-hand products were found to have no interrelated association or influence on each other during the purchase decision-making process.

Conversely, there was a weak association between risk and location factors, yet both lacked any connection with brand, price, and intention. However, the study's scope was limited as it solely concentrated on marketing factors, neglecting various other potential influencers of consumer behavior towards secondhand clothes, including internal, external, personal, and situational factors. This study focused on all those as factors listed, a move supported by the marketing theory as reviewed earlier. Agra, Gbachegbe, Amankwa & Gbetodeme (2015) carried out a similar study in Ghana, and established that demand for second hand clothes was price driven. Consumer personality (health consciousness) of the consumers had negative

and significant effect on consumer behavior towards secondhand clothes. It recommended that importation of secondhand clothes be checked, a move that could have affected government revenue negatively.

The study's limitations were evident as it solely focused on marketing factors and one internal factor, personality, overlooking various other potential influences on consumer behavior towards secondhand clothes. Omitted factors encompassed internal aspects such as buying motives, perception, and learning, as well as external, personal, and situational factors. Mwenda (2018) examined the impact of secondhand clothes on the performance of textile manufacturing firms in Kenya, revealing that quality, price, placement, and consumer preferences significantly affected consumer buying behavior towards secondhand clothes. This surge in demand for secondhand clothes in Kenya has adversely affected the formal textile industry. However, methodologically, the study's focus on the performance of textile manufacturing in Kenya did not align with the analysis centered on consumer behavior.

Variables identified in this study were limited to marketing factors, leaving out all the other factors likely to influence consumer behavior. Banik & Kaja (2020.) investigated the reasons why used clothes were popular in Africa. The study was a survey in design, and was conducted in Malawi. Quality, affordability and uniqueness were identified as the pull factors towards buying behavior of secondhand clothes. Variables identified in this study were limited to marketing factors, leaving out all the other factors likely to influence consumer behavior. Such factors as discussed in the marketing theories relevant to this study included: internal, external, personal and situational factors. This study filled the gap by focusing on all the excluded factors, plus marketing factors.

2.5.5 Relationship Between Situational Factors and Consumer Behavior

Numerous research endeavors have delved into the influence of situational factors on consumer behavior. An illustrative example is the work of Anic and Radas (2006), who applied Belk's model (1975) to explore how situational factors affect purchasing outcomes within Croatian supermarkets. Their investigation assessed outcomes in terms of both items purchased and money spent. The findings highlighted that social context, perceived store density, and engaging in larger-scale shopping expeditions significantly correlated with higher levels of purchasing outcomes. However, despite employing One-way ANOVA analysis, the study failed to detect significant differences in purchasing outcomes among shoppers grouped based on store atmospherics. Nevertheless, it observed that early shoppers, slow shoppers, and those coming from farther distances tended to make significantly more purchases.

The study failed to specify the proportion of variation in purchase behavior outcomes, such as the number of items purchased and money spent, explained by each purchasing situation. The present research aimed to address this gap by examining how each category of independent variables (internal, external, personal, and marketing factors) influences consumer behavior in terms of money spent on secondhand clothes. The researcher deemed the number of items purchased as an inadequate measure of consumer behavior because consumers could acquire numerous pieces of secondhand clothing at a minimal monetary value. A study conducted by Docrat (2007) investigated the impact of situational factors on the purchase decision process among shoppers at various shopping centers in Durban, South Africa.

The research discovered that both physical surroundings and social environments exerted significant influence on purchase behavior. Moreover, factors such as the available shopping time, whether it's the time of day or year, and consumers' perceived time constraints also played a crucial role in their purchasing decisions. Additionally, situational elements like task definition and antecedent states, such as the amount of cash on hand during the purchasing process, typically impacted purchase decisions. However, the study's scope was limited as it primarily focused on the simultaneous purchase of multiple products.

This study addressed this limitation by focusing on one specific product, mainly secondhand clothes. Methodologically, this study treated situational factors as moderating variable since they are temporary in nature, and are likely to moderate the effect of the more enduring factors in the external, internal, personal and marketing environments. Heidarizade and Teherikia (2010) examined the situational factors that lead to impulse buying in Iran. Their study revealed that the amount of money available during purchase had an impact on consumer behavior outcomes, although it did not have a positive effect on shoppers' moods. In a similar vein, Amir et al. (2012) investigated the influence of situational factors such as the amount of money and time available on impulse buying behavior among different ethnic groups in Malaysia. The results showed that these situational variables affected the urge to buy impulsively and impulse buying.

Furthermore, the study identified that positive affect acted as a mediator between situational variables and impulse buying. However, similar to Melissa's study (2015), the research did not construct situational scenarios that accounted for all situational factors, which would have been ideal to examine the sensitivity of context. Wambugu (2015) conducted a study on how

situational factors and product packaging characteristics influence consumer behavior among 1230 milk consumers in Kenya. The results showed that situational factors, such as the purpose of buying, social surroundings, time of shopping, cash availability, location of consumers, and store atmospherics, significantly affected consumer behavior. Additionally, the perception of product packaging characteristics had a significant effect on consumer behavior. The study was limited in that, it focused on a product packaging, while the focus should be the actual product.

Situational factors were not treated as moderating variables yet as highlighted earlier, they are temporary in nature, and thus can play a moderating role on the effect of the more enduring variables impacting on consumer behavior. Several studies have been done using retail choice as the dependent variable. With the advent of modern retail formats in the Indian market, Devang and Milind (2017) examined the selection process of shoppers when faced with multiple store options. Their objective was to streamline data or information while identifying the various store attributes that impact consumers' choices of retail outlets, particularly supermarkets.

The study was based on a sample of 300 shoppers in supermarkets in Pune in India, and data was collected through interview method select. Exploratory factor analysis method was used to identify the important attributes and the following were the factors considered as important: Depth and width of the product portfolio, physical elements such as lighting, music and temperature within the store, availability of low-priced products, visual merchandising, knowledge and behavior of sales personnel, distance of retail store from home and convenience in bill payment. The study was limited in that, it focused situational

partially (physical environment), mainly elements such as lighting, music and temperature within the store). Temporal state, task feature of the situation and social factors were omitted from the analysis), and the study totally ignored internal factors, external factors, personal factors and marketing factors.

Steve & Hervey (2015) delved into the determinants influencing consumers' choices regarding retail outlets, whether small, independent, or large-scale. This inquiry was prompted by the ongoing rationalization in the retail sector and the proliferation of 'big-box' or 'category-killer' store formats, which posed challenges for small businesses striving to remain competitive and viable. The study operated under the assumption that there exists a segment of shoppers who patronize small businesses for diverse reasons. It identified a consumer segment that could potentially bolster smaller stores if they aligned with the attributes sought by their target customers when selecting retail outlets.

The study's scope was constrained as it solely focused on personal factors and physical environment factors (store attributes), omitting consideration of external, internal, marketing, and situational factors. In contrast, Sinha (2018) incorporated both shopper attributes in store choice and store formats. The research encompassed shopper attributes using demographic variables such as age, education, income, etc., which are objectively measured, alongside attitudinal and behavioral variables. Employing a hierarchical logistic choice model, consumers first selected a store format and then a specific store within that format. The study unveiled a significant relationship between store choice, format choice, and consumer demographic variables.

A nested logit model was constructed, pinpointing the variables that forecasted the probabilities of choice. Just like a study by Steve and Hervey (2015), the study was limited in that it just focused on shoppers' personal characteristics and situational factors (physical environment) as the only factors influencing shoppers' behavior. Considering marketing theory, this should not be the case. Other factors, mainly external, internal, marketing and all other situational factors should also be considered. Liat, Vicki and Shai (2014) investigated how consumers chose retailers when under uncertainty concerning store prices before shopping.

The study established that, respondents made successive retailer choices only to learn about prices charged on their commodities later. However, the findings clearly indicated that consumers tend to favor retailers offering low prices and discounts. Nevertheless, this study had limitations as it overlooked other marketing factors influencing consumer behavior, particularly shoppers' location, exposure to promotions, and situational factors such as task features, antecedent states, temporal states, physical environment, and social environment. Methodologically, the study was limited in that the binary logit model was not used when analyzing the possibility of choosing retail outlet between big retailers and small sized retailers

2.6 Research Gap

Theoretical literature reveals the existence of several theories for analyzing consumer behavior, each standing on its own. However, it is not clear how these theories can be merged into one comprehensive study on consumer behavior. To fill this gap, the conceptual framework presented in this study includes all the variables mentioned in these formal

theories, as well as other concepts and empirical findings from the literature. The framework illustrates the relationships among the ideas proposed in the theories and shows how they relate to the hypotheses being tested in the current research study. Concerning empirical studies on learning influences on consumer behaviour measured the variable mainly on bases of the knowledge accumulated by the consumer regarding food products, for instance the studies by Estri, (2008), Wambugu, Musyoka and Kaluyu (2014), Melissa (2015) and Anic and Radas (2015).

This is limiting since products are of many types. There is more to learn about durable products such as clothes. The same applied to studies on motive of buying since the studies available in the literature were focused on the food products by Wambugu (2015) and Anic and Radas (2006). This made this study relevant since it was based on a more durable product. In regard to reviewed studies on personal factors, none of the study was comprehensive enough. They omitted some variables as outlined in the discussion for instance Sunhilde (2014) focused on income and expenditure on clothes only. Wambugu, Musyoka and Kaluyu (2014) concentrated on factors such as consumer income, gender, age, and family size. While this study was relatively thorough, it omitted consideration of consumer occupation, which is also regarded as a significant personal characteristic according to marketing theory (Kibera and Waruingi, 2007; Churchill, 2021). Study by Napompech & Kuawiriyapan (2011) was also limited in that it just focused on female consumers, yet male consumers are also known to make purchases of goods and services, Kibera & Waruingi, (2007).

Study by Osmud et al. (2017) was also limited since it was based on gender characteristic of the consumer. Rasa (2015), studied the effect of family life cycle on consumer behavior towards branded products in Chennai city. Again, this study is limited by the fact that, it focused on just one personal factor, mainly family life cycle. Similarly, Nelson et al. (2015) examined Indian consumers' purchasing behavior toward local and international brands, but did not consider variables such as lifestyle, occupation, age, gender, and education. Concerning internal factors, most studies focused on all variables as outlined in the marketing theory, only a study by Malcolm and Dunbar's (2012) which focused on the impact of lifestyle on the purchase of luxury brands. The study failed to incorporate the other internal variables such as perception, motive of buying, attitude and learning.

From the examination of empirical literature, it is apparent that many studies on perception and consumer behavior have primarily focused on the perceived significance of product characteristics (Wambugu, 2015). However, these studies have not demonstrated the impact of consumers' overall importance on the outcome of consumer behavior, particularly concerning the quantity of commodities purchased. Others concentrated on the packaging characteristics and preference for packaging designs (Estri et al 2010). A consumer may indicate preference of a product package, but end up not necessarily buying that product. Still, the consumer may attach importance to characteristics of a product but this does not mean that he will buy that product. Thus, preferences and perceived importance of packaging characteristics cannot be relied on fully when developing marketing strategies.

In empirical literature, studies reviewed indicated that the outcome in behavior was measured in terms of the amount bought items bought (Wambugu, 2015). Such a measurement ignored

the fact some goods are shopping goods while others are convenience goods. Time and effort expended when shopping for such goods is different. For instance, when a shopper is buying a TV, the situation would be different from when he is buying low-involvement goods such as milk and other groceries for which less time is required for making comparisons among brands, and the number of items bought would be limited given their value. As such, it was important that the analysis of the effect of situational factors on outcome of behavior is based on one type of commodity and the amount spent on that commodity. This study also focused on one category of product, which was secondhand textile products, mainly secondhand clothes, and the amount consumers spent on them.

Several studies have been conducted on shopping behavior for secondhand clothes consumers in various parts of the world as discussed above. However, most of them were not comprehensive since they either concentrated on just a few factors, for instance Alam & Hulten (2014) just focused on price, brand, risk and consumer location. Mwangi, (2021) on the other hand focused on fashion lifestyle, enjoyment and advertising of secondhand clothes through social networks. The studies ignored internal factors, personal characteristics, external factors (reference groups, family and socio-cultural factors), and situational factors. In regard to situational factors, the studies reviewed included; Anic & Rada (2006), Docrat (2007), Haidarizade & Teherikia (2010), Amir et. al. (2012) Melissa (2015), and Wambugu, (2015). A gap existed since all the studies were so fragmented, and were not comprehensive enough apart from a study by Wambugu, (2015).

However, even if the latter study was comprehensive, it was based on milk products, sold in supermarkets. Thus, the consumer buying situation captured by the study is different from

physical environment in which secondhand clothes are sold, mainly small stores and the open markets including the streets. It was interesting to see how the consumers viewed this shopping environment. The other concern is that, in the studies by Docrat (2007), Haidarizade & Teherikia (2010), Amir et al. (2012), Melissa (2015 and Wambugu, (2015), situational factors were not treated as moderating variables. The effect of those factors on consumer behavior was assumed to be direct yet according to marketing theory, situational factors are temporary situations that influences consumer purchase decision (Belk, 1975). For this reason, it could be appropriate for this category of factors to be treated as a moderating variable, the reason why they were treated as such in the conceptual framework and at data analysis stage.

This allowed them to interact with internal, personal, external, marketing variables and the dependent variables. Thus, there was a methodological gap filled by this study. The study conducted by Docrat (2007) in Durban South Africa on the effect of situational factors on the purchase decision process was thorough. However, its applicability may be limited methodologically by the fact that it the sample was biased in that it only targeted English-speaking individuals in Durban. It is uncertain if similar findings would be obtained if all sub-groups in Durban were included in the study. The current study included sub-cultures, such as African and non-African consumers of secondhand clothing, which enhances the generalizability of the results to some extent. Although several studies have been done using retail choice as the dependent variable, gaps in depth of these studies were evident.

For example, Devang & Milind (2017) simply identified how shoppers choose a store from various available options, aiming to streamline data while pinpointing the attributes

consumers seek when selecting retail outlets. Similarly, Steve & Hervey (2015) studied the determinants of consumers' choices among small, independent, and large-scale retailers, adopting a similar approach. Sinha (2008) integrated both shopper attributes and store formats in the analysis, while Liat, Vicki, and Shai (2014) concentrated on how consumers select retailers when faced with uncertainty about store prices before shopping. The first two studies analyzed above were limited in that, they focused on the market factors, while Sinha (2008) focused on personal factors. In general, internal factors, external factors and situational factors were omitted altogether, and this is the reason why the researcher made the current study more comprehensive by incorporating the four categories of factors as outlined in marketing theory.

These factors included: internal, external, personal factors and situational factors. It can also be observed that methodological gap is evident in the studies analyzed above, by Docrat (2007), Haidarizade & Teherikia (2010), Wambugu (2015), Anic & Radas (2015). In these studies, situational factors were assumed to have direct effect, yet according to Belk, (1974) they are temporary in nature. Being temporary in nature, they are likely to moderate the effect of the more enduring factors (internal, external, personal and marketing factors). The gap identified herein is addressed in the current study by treating them as a moderating variable.

Study by Liat, Vicki and Shai (2014) investigated how consumers chose retailers when under uncertainty concerning store prices before shopping. As previously mentioned, this study had limitations as it overlooked additional marketing factors that influence consumer behavior.

Methodologically, the study was limited in that the binary logit model was not used when analyzing the possibility of choosing retail outlet between big retailers and small sized retailers. The current study corrected the limitation by using binary logit model when

analyzing the relationship between all the explanatory variables (internal, external, personal factors, marketing factors) and shoppers secondhand clothes retail choice between open market and other retail outlets. A methodological gap was also identified in a study by Devang and Milind (2017) who conducted a study almost similar to study by Liat, Vicki and Shai (2014). In the latter study, exploratory factor analyses method of data analyses was used when identifying important retail attributes shoppers considers when selecting retail outlets. The study should have used binary logit model to compute the probability of a shopper choosing between two different types of retail outlets.

Igwe and Chukwu (2016) investigated the influence of consumer demographic variables on consumer store choice. The study examined variations in retail choice based on consumer characteristics such as sex, age, marital status, education, and income, among others. A sample of 435 consumers was randomly and clustered selected from four major commercial cities in Nigeria, namely Kano, Abuja, Lagos, and Port Harcourt, with hypotheses tested using Pearson chi-square. Results revealed no significant difference between retail pattern choice and sex, marital status, and religion, whereas there was a significant difference based on income, age, education, and economic position of the consumer. The study concluded that demographics significantly impact the patronage and choice of retail outlets and suggested the potential for targeting and segmenting retail based on demographic profiles.

Shahzard and Zulgarnain (2019) concluded from their study on drivers of grocery retail outlet choice that factors such as store convenience, variety, product quality, prices, and store loyalty were identified as the main factors affecting consumers' choice of retail stores based on initial study and literature review. Consequently, a research framework was designed to

evaluate these factors and their impact on store choice. Data was collected via a survey questionnaire from 150 respondents, upon which research analysis was conducted. However, the study was limited in that it solely focused on market factors, neglecting internal factors (such as perception, personality, learning, and purpose of buying), personal factors, and external factors. These factors are presumed to influence consumer behavior according to marketing theory (Kibera & Waruingi, 2008).

2.6 Summary of the Chapter

The chapter starts by presenting an introduction of what is to be covered, which enables the reader to easily follow the section. A detailed review of the theoretical literature is then provided in order to establish the foundation on which the study was based. The theoretical literature analysis focused on meaning of consumer behavior and ways in which it manifests itself. It further investigated the external, internal, personal and situational factors that influence consumer behavior. This process allowed the author to construct a conceptual framework illustrating the relationship between independent and dependent variables that the study focused on. Subsequently, a review of the empirical literature was conducted, aiding the author in identifying the gap that the study aimed to address. A summary of the identified gaps, along with those addressed by the current study, is presented in a table in Appendix XXVII.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines the research methods employed in the study. It covers aspects such as the research design, target population, sample size, data collection tools and procedures, as well as reliability and validity tests. Additionally, this chapter includes a detailed explanation of the data analysis methods and procedures, as well as the operationalization of variables used in the study.

3.1 Research Design

According to Yin (2003), research design is a crucial element in providing solutions to problems and guiding the research process, including data collection, analysis, and interpretation of findings. It is established before the commencement of the study to serve as a blueprint for action, outlining the tools, duration, data, and methods of data collection and analysis procedures to ensure the research objectives are achieved. Saunders, Lewis, & Thornhill (2007) add that the research design should ensure that the collected evidence enables unambiguous answers to research questions. Creswell (2014) advocates for a flexible research design that allows for consideration of various aspects of a research problem to produce more accurate results. The most appropriate design for accurate descriptions of situations or associations between variables is one that minimizes bias and maximizes data reliability (Creswell, 2014; Glaser & Strauss, 2017).

Marketing researchers chooses from among six research designs: case study, ethnographic designs, experiments, and time/span and survey design, descriptive and exploratory deign

(Burns & Bush, 2009). The study adapted descriptive, exploratory research design, survey design and co-relational research designs. Descriptive in the study was used when analyzing the phenomenon using descriptive statistics. The advantages of this design over the others, is that it helped the researcher to: measure data trends, compare variables, define characteristics of the respondent and to verify or validate existing conditions. Exploratory research design was employed initially, utilizing secondary data from books and journals to establish the rationale of the study. This approach offered the researcher valuable insights into the study area, facilitating the identification of key variables to focus on. By leveraging knowledge gained from secondary information, the researcher gained a deeper understanding of the subject matter, laying a strong foundation for the subsequent stages of the study.

It also helped her gain knowledge on how to interpret the results from the quantitative analysis of the influence of explanatory variables on the dependent variable. Survey design was evidence when the researcher was collecting data on the opinion of the respondents. The advantage of this design is that it enabled the researcher collect the consumers' opinions regarding internal variables (perception, learning and learning) while co-relational design is evident where regression analysis was done. The advantage of this design over the others is that it was the only design which could enable her to test the hypotheses.

3.2 Target Population

Mugenda and Mugenda (2012) define a population as the total collection of cases that meet specific criteria. Conversely, Creswell and Creswell (2017) characterize a population as a group of individuals, events, or objects sharing a common observable trait. Similarly, Glaser

and Strauss (2017) conceptualize a population as a grouping of people, services, or households under investigation. The population in the seven counties amounted to 1.5513 million individuals from the seven most populous counties in Kenya, based on data from the Kenya National Bureau of Statistics (KNBS) 2019 population census. As previously stated, 10 out of every 100 individuals in Kenya purchase secondhand clothes (KIPPRA, 2022).

Since clothing is a basic need for most consumers, the unit of observation was adult consumers of secondhand clothes in Kenya among the target population. This group was chosen because of their knowledge of secondhand clothes consumption behavior and their ability to make sound decisions during the purchase process.

Table 3. 1: Target Population

County	Population (Million)	10% of the adult population (Million)
Nairobi	4.397	.4397
Kiambu	2.418	.2418
Nakuru	2.162	.2162
Kakamega	1.868	.1868
Bungoma	1.670	.1670
Meru	1.545	.1545
Kilifi	1.453	.1453
Total Target Population	15.513	1.5513

Source: Kenya National Bureau of Statistics (KNBS), (2019).

3.3 Sampling Methods

According to Burns and Bush (2007), researchers can use various sampling methods to select sample units, including simple random sampling, systematic sampling, stratified sampling,

volunteer sampling, and purposive sampling, also known as convenience sampling. In this study, purposive sampling was used to select the seven counties with the highest population according to KNBS (2019) population census. Krejcie and Morgan (1979) tables for exactly not known population and formula were used to determine the sample size and the 384 respondents selected from the population using simple random sampling. from the selected counties. This method of selecting respondents was selected because it provided every member of the population with an equal chance of being chosen for the study. Additionally, this sampling method helped to maintain objectivity and avoid subjective biases that could potentially compromise statistical generalizations.

3.3.1 Sample Size Determination

During research, an optimum sample for small population of above 10,000 uses a sample size which ranges between 10% and 30% (Neumann, (2013) and Zikmund et al., 2013). Brickmann (2012) supported this view by stating that, a sample size of 30% is statistically viable in any population. There are various formulae for the determination of an appropriate sample. Some formulas such as that of Gordon (2004) are applicable for infinite population of 50 and above while Morgan (1970) formula is applicable for definite population of elements in the population that have the required characteristics and it is easy to apply. To determine the appropriate sample size for this study, the Krejcie and Morgan (1979) table and formula were utilized due to their suitability and explicitness in calculation when sample size of unknown population (see Appendix II), as well as their ability to determine the sample size at a 95% confidence level with a margin of error of 5% ($P = 0.05$).

This formula does not require an approximation of the proportion of elements in the population that have the required characteristics, and is relatively easy to use. The formula used was as presented below:

$$n = \frac{\chi^2 NP (1 - P)}{e (N - 1) + \chi^2 P (1 - P)}$$

n = sample size

N= Population size

e = Acceptable sampling error (0.05)

χ^2 = the table value of chi-square for 1 degree of freedom and confidence 95% = (3.841)

p= Proportion of population (if unknown, 0.5). Substituting the population size and the other variables in the above formula, the sample size was computed as indicated below:

$$n = \frac{3.841 * 1.5513 * 0.5 (1 - 0.5)}{0.05^2 (1.5513 - 1) + 3.841 * 0.5 (1 - 0)} = 384 \text{ respondents}$$

Seven counties were selected for the study using purposeful sampling method, which was according to the population size, whereby the most populated counties were selected. They included: Nairobi, Kiambu, Nakuru, Kakamega Bungoma, Meru and Kilifi, after which ratios were computed (population per county divided by the total population) for each of the seven counties. Population size in each county was divided by the total population in the seven counties to get the ratios/proportions used to distribute the 384 respondents as indicated in sample population table 3.2.

Table 3. 2: Distribution of the Sample Population

County	Population (Million)	Adult population= 10% of the population (Million)	Population Ratio (%)	Sample Population per county
Nairobi	.4397	.4397	28.34	109
Kiambu	.2418	.2418	15.59	60
Nakuru	.2162	.2162	13.94	54
Kakamega	.1868	.1868	12.04	46
Bungoma	.1670	.1670	10.77	41
Meru	.1545	.1545	9.96	38
Kilifi	.1453	.1453	9.37	36
Total population and the Sample size	1.5513			384

Table 3.2 shows how the sample of 384 respondents was distributed according to population of adults in each county. The figures were drawn from Kenya National Bureau of statistics (NBS) (2019), and it can be observed that Nairobi County has the largest population 4.397 million people, followed by Kiambu county with 2.418 million people, Nakuru county with 2.162 million, Kakamega county with 1.868 people, Bungoma county with 1.670 million people, Meru County with 1.545 people and lastly Kilifi County with 1.453. Given the

population ratios (based on population in each county divided by the total population of all counties) sample population was picked as follows: 109 respondents in Nairobi, 60 respondents in Kiambu county, 54 in Nakuru County, 46 in Kakamega county, 41 in Bungoma, 38 Meru and 36 in Kilifi County.

3.4 Instrumentation

In the realm of social sciences, research instruments such as questionnaires, interview schedules, observational forms, and standardized tests are widely utilized (Mugenda, 2012). Among these, the questionnaire stands out as a well-established tool for data collection, enabling researchers to gather information on participants' social characteristics, behaviors, attitudes, opinions, and motivations pertinent to the subject being studied (Glaser & Strauss, 2015). It is a research instrument that is particularly useful when gathering data from a large sample, according to Mugenda (2008). Questionnaires consist of carefully selected and arranged questions that allow researchers to collect information efficiently in a short amount of time, according to Yegidis, Weinbach, and Myers (2017).

Malhotra (2007) notes that the selection of research instruments should be based on the study's objectives. In this study, both primary and secondary data were collected using a structured questionnaire, which is an effective tool for obtaining detailed answers to complex problems, as recommended by Yin (2003). Given the complex nature of the study, which aimed to examine consumer behavior towards secondhand clothes in Kenya and how it is influenced by internal, external, personal, and situational factors, a structured questionnaire was deemed appropriate for gathering respondents' views. The structured questionnaire was also selected for its applicability and the absence of bias.

To collect the required primary data for this study, a set of questionnaires was developed, guided by the relevant theories reviewed in the theoretical literature section. The constructs identified in the conceptual framework guided the information collected and the sections included in the questionnaire. Burns & Bush (2009) categorized questions in questionnaires into two types: open-ended questions and close-ended questions. Close-ended questions refer to questions that do not require the respondent to provide explanations or opinions. Instead, the respondent is expected to select from provided alternatives or answer with a "yes" or "no" response or rate their response based on a given scale. On the other hand, open-ended questions provide respondents with the opportunity to explain and describe their answers.

The questionnaires used in this study were designed with close-ended questions in order to facilitate data analysis and the use of Likert scales. Close-ended questions also allow for faster and easier responses, saving time in survey research. They are also known to increase the reliability and consistency of responses compared to open-ended questions. This is because responses are predetermined and easier to compare, as stated by Saunders et al. (2007).

The final questionnaire consisted of five sections (A to F) which were based on the constructs identified in the conceptual framework. They included: Section A respondents' profile (personal factors where variables such as gender, age, level of education were captured, section B captured internal factors (motive of buying, learning and perception), Section C captured external factors (sub-culture, reference groups, family and social-class), Section D captured personal factors (age, gender, income, occupation and lifestyle) Section E captured

information related to market factors, while Section F captured information related to situational factors.

3.4.1 Reliability and Validity of the Questionnaire

Blumberg and colleagues (2011) emphasize that validity pertains to how accurately a questionnaire can measure its intended subject matter. The formulation of questions and the overall structure of the questionnaire significantly impact internal validity, reliability, and response rate. Thus, it's essential to assess whether the questionnaire accurately represents the researcher's intended measurement. Validity encompasses various aspects, including criterion-related validity and construct validity (Blumberg, et al., 2011; Saunders et al., 2007). Content validity ensures the questionnaire adequately covers the research question or objectives. Criterion-related validity, also known as predictive validity, assesses the questionnaire's ability to make accurate predictions.

In contrast, construct validity refers to the degree to which the measurement questions accurately capture the constructs intended by the researcher. Internal consistency, on the other hand, entails utilizing correlation analysis to examine the relationship between responses to each question in the questionnaire and those of other questions within the questionnaire (Rudin, Lazar, Ehart & Cronbach, 2012). This approach aids in evaluating the coherence of responses across all questions or a subset of questions in the questionnaire (Creswell, 2014). This study used relevant marketing theories, and theoretical and conceptual models were also developed to specifically guide and clarify the investigations carried out. This was done to ensure content validity. The researcher guaranteed construct validity by ensuring that right procedures are followed.

Detailed examination was conducted on the previous empirical and theoretical work on consumer buying behavior. The conceptual frame work was also developed in order to establish correct operational measures for the concepts being studied. Five constructs were developed and development of questionnaire was based on variables identified in each construct and the sub-constructs. Cronbach's alpha internal consistency method developed by Rudin, Lazar, Ehart & Cronbach (2012) was used to measure the validity and reliability of each of the constructs. The following formula for computing Cronbach alpha is as presented:
$$\text{Alpha} = N / (N-1) * (\text{Total Variance} - \text{Sum of Variance for individual item}) / \text{Total Variance}.$$
 Where: N is the number of items and variance is equal to Square (Score – Average). The threshold of Cronbach alpha was at 0.7 as recommended by research methods experts (Nunnaly, 1978; Hair, Anderson, Tathem, & Black, 2018; Rudin, Lazar, Ehart & Cronbach (2012)).

To ensure the internal consistency of the constructs' items, factor loading analysis was conducted. This analysis primarily focuses on examining the internal correlations among the items under investigation to ensure that they are consistently correlated, as recommended by Mugenda and Mugenda (2012). The critical factor loading value should be 0.7 or higher, although a factor loading value of 0.5 or higher is also significant (Mugenda & Mugenda, 2010). In order to assess the validity of items within the constructs, item-total correlation was computed. This involves determining the correlation between an individual item and the total score, with that item removed. According to Saunders et al. (2007), validity refers to the extent to which the items within each construct represent the content and are designed to measure what they intend to measure.

There exist four validity types: face, content, construct, and criterion. In this study, three validity types were examined: face, content, and construct validity. Face validity, as outlined by Kothari (2004), ensures a logical alignment between research objectives and questions, assessing whether the questionnaire content suits its intended purpose. Content validity, conversely, gauges the degree to which the research instrument accurately represents underlying constructs. This entails ensuring the instrument adequately measures the knowledge within its designated content domain (Blumberg et al., 2011). The primary aim of validity analysis is to furnish a research instrument conducive to achieving the study's objectives, reflecting the extent to which data collected using a specific instrument encapsulates a particular domain or content of a specific concept.

In this study, expert judgment was utilized to test both face validity and content validity. To assess face validity, two marketing professionals were asked to evaluate the clarity of language used, readability, consistency of style, and formatting of the questionnaire. Based on these criteria, the experts confirmed that the questions in the research questionnaire were valid. Content validity was evaluated using the Content Validity Index (CVI). The formula for CVI was computed as follows: $CVI = (\text{Relevant Items} / \text{Total Items})$. This formula was applied after the respondents had rated the items in the questionnaire as either relevant or irrelevant in terms of the content domain they were designed to measure. In this study, three constructs with multiple items were measured, including perception, learning, and reference group, and the CVI for each construct was computed.

3.4.2 Diagnostic Tests

These tests assess whether the data meets the criteria for ordinary least squares (OLS), indicating the sufficiency and adequacy of the data for regression analysis. They were also employed to examine multicollinearity among the variables and the normality of their distribution. Correlation analysis was performed to determine the presence of multicollinearity among all variables.

3.4.2.1 Tests for Normality

The tests conducted aim to determine if the data meets the requirements for ordinary least squares (OLS) regression analysis, including sufficiency and adequacy of the data. Additionally, these tests were used to evaluate the presence of multicollinearity among variables and the normality of variable distribution. To determine whether multicollinearity existed among all variables, correlation analysis was performed.

3.4.2.2 Test for Multicollinearity

The purpose of conducting these tests is to ensure that valid inferences can be made from the regression analysis by verifying that the residuals of the regression follow a normal distribution (Kothari, 2004). In this study, these tests were used to assess whether the variables were symmetrically distributed and without outliers, and to evaluate the presence of a linear relationship among the variables. Normality tests were performed using Shapiro-Wilk and Kolmogorov-Smirnov tests at a 0.05 level of significance. If the significance value (Sig. value) of the Shapiro-Wilk Test is greater than 0.05, the data is considered to be normal. However, if the Sig. value is below 0.05, the data significantly deviates from a normal distribution (Kothari, 2004; Blumberg et al., 2011).

3.5 Piloting

A pilot test is a preliminary evaluation of a research instrument that involves assessing specific questions, format, question sequence, and instructions before the main survey is conducted (Blumberg et al., 2011). The primary objective of a pilot test is to determine the accuracy and appropriateness of the research instrument, as noted by Na and Acuna (2002). Pilot testing enables researchers to receive feedback on how questions are recorded or restructured, which enhances the clarity of the instrument used. It is recommended that the respondents for the pilot study should be at least 10% of the sample selected for the main study. In this study, a pilot survey was conducted using 50 respondents randomly selected from five counties: Kirinyaga, Laikipia, Kajiado, Kiambu and Embu. The 50 respondents constituted 13% of the 384-sample size for the study. This helped the researcher to establish whether the questionnaires measured the expected theorized variables in the conceptual framework before embarking on the full-scale data collection exercise.

3.6 Data Collection Procedure

The study's research problem, objectives, and hypotheses informed the selection of data collection techniques (Burns & Bush, 2009). Consequently, only data pertinent to the research problem and objectives was gathered, employing methods suitable for the required data type. Initially, secondary sources such as books and journals were utilized to pinpoint research gaps and delineate the research problem. As quantitative data was essential for hypothesis testing, primary data was obtained through structured questionnaires administered via interviews to a sample of 384 participants.

3.6.1 Administration of the Questionnaire

The data collection approach utilized in this study involved the distribution of a self-administered questionnaire comprising both closed and open-ended inquiries. Specifically tailored to gather insights from consumers of second-hand clothes across the selected 7 counties in Kenya, the questionnaire was meticulously developed and designed. The data collection phase took place between April and May 2022, employing a combination of drop-off and pick-up methods alongside direct interviews to gather information. While the questionnaire was primarily administered in English, local languages and Kiswahili were utilized in instances where respondents were not proficient in English or encountered technical terminology. Additionally, data coding was performed during the questionnaire preparation stage to facilitate subsequent data analysis processes.

3.7 Methods of Data Analysis and Procedure

This pertains to the process of refining raw data to render it meaningful and applicable for drawing conclusions during hypothesis testing (Burns & Bush, 2007). Descriptive statistics, primarily means and percentages, were employed to analyze the profile of the respondents. All independent variables were assessed based on responses collected from the respondents. The collected data met the assumptions for multiple linear regressions as determined through diagnostic tests. Prior to conducting regression analysis, tests for normality and multicollinearity (via correlation analysis) were conducted. The specified multiple regression models were estimated utilizing the ordinary least squares (OLS) method, which was deemed appropriate given the continuous nature of the dependent variable (amount of money spent on second-hand clothes).

The initial step in exploring the relationships proposed by the research model involved conducting a multiple regression analysis to assess the correlation between internal factors and the dependent variable. Subsequently, a multiple linear regression analysis was performed to examine the association between external variables and the dependent variable (i.e., the amount of money spent on secondhand clothes). The use of multiple linear regression models (I-IV) was deemed appropriate for the analysis as the dependent variable exhibited a continuous nature. The basis guiding the conclusions drawn from the tests was rooted in the significance level (P-value), wherein a P-value greater than 0.05 indicated the likelihood of the null hypothesis being true. Conversely, a statistically significant result ($P \leq 0.05$) signified that the test hypothesis should be rejected, suggesting the presence of an effect. Therefore, a P-value exceeding 0.05 indicated the absence of any observed effect..

Binary logit models were employed to examine the association between the explanatory variables and consumer behavior (specifically, the choice of secondhand clothes retailers). This choice was informed by the dichotomous nature of the phenomenon being studied, with the researcher aiming to estimate the likelihood of event occurrence between two distinct choices.

Model I (a) tested the following hypothesis

H_{01} (a): Internal factors (motives of buying, perception, learning, and personality (lifestyle)) have no statistically significant effect the amount of money spent on secondhand clothes in Kenya

It was stated as follows: $Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \mu_i$, Where X_1 = Motive (purpose of buying), X_2 = Learning, X_3 = Perception = personality (Lifestyle) while μ_i = random error term.

Model 1(b) tested the hypothesis H₀₁ (b): The relationship-between independent variables (internal factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect).

It was stated as follows:

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_6 + \alpha_7 X_7 + \mu_i$$

Where X_1 = Motive (purpose of buying), X_2 = Learning, X_3 = Perception, X_4 = personality (Lifestyle) + X_5 = Physical environment (Atmospherics) + X_6 = Physical environment (crowding) + X_7 = Time of purchase while μ_i = random error term

Model II (2a) tested the influence of external factors on the dependent variable, and hypothesis tested was stated as follows:

H₀₂ (a): External factors (sub-cultures, social class, reference groups and family) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

The model was presented as follows:

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

X_1 = Sub-cultures, X_2 = reference group, X_3 = Family, X_4 = Social Class (Upper) + X_5 = Social Class Lower and μ_i = random error term.

Model II (b) tested the moderating effect of situational factors on the relationship between the external factors and the amount of money spent on secondhand clothes. The following hypothesis was tested. H₀₂ (b): The relationship-between independent variables (external factors,) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_6 + \alpha_7 X_7 + \mu_i$$

X_1 = Sub-cultures, X_2 = reference group, X_3 = Family, X_4 = Social Class (Upper) + X_5 = Social Class Lower, X_6 = Physical environment (crowding) + X_7 = Time of purchase while μ_i = random error term.

Model III (a) tested the influence of personal factors on the dependent variable according to the hypothesis stated below: This was according to the hypothesis stated below: H03 (a): Personal factors (age, gender, occupation and education) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya. The model was

specified as follows:
$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_6 + \mu_i$$

Where: X_1 = Income, X_2 = occupation, X_3 = Gender, X_4 = Age + X_5 = Education above secondary, X_6 = Education Below Secondary while μ_i = random error term.

Model III (b) tested the moderating effect of situational factors on the relationship between personal factors and the amount of money spent on secondhand clothes in Kenya. The hypothesis tested was stated as follows:

H03 (b): The relationship-between independent variables (external factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

The model was specified as follows:

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_6 + \alpha_7 X_7 + \alpha_8 X_8 + \alpha_9 X_9 + \mu_i$$

Where: X_1 = Income, X_2 = occupation, X_3 = Gender, X_4 = Age + X_5 = Education above secondary, X_6 = Education Below Secondary, X_7 = Physical environment (atmospherics),

X_8 = Physical Environment (crowding), X_9 = Time of Purchase, while μ_i = random error term.

Model IV (a) tested the effect of market factors on the dependent variable according to the hypothesis stated below:

H₀₄ (a) Market factors (Availability of retailers, market location and exposure to advertising) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya. It was stated as follows: $Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \mu_i$ Where X_1 = availability of market/retailers, X_2 = Market location X_3 = exposure to advertising, μ_i = random error term.

Model IV (b) tested the moderating effect of the situational factors on the relationship between the marketing factors and the amount of money spent on secondhand clothes in Kenya. The hypothesis tested was stated as follows: H₀₄ (b): The relationship—between independent variables (marketing factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

The model was specified as follows: $Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_{6i} + \mu_i$

Where: X_1 = availability of market/retailers,, X_2 = Market location, X_3 = exposure to advertising, X_4 = Physical Environment (atmospherics) + X_5 = Physical Environment(crowding), X_6 = Time of Purchase while μ_i = random error term

Model V(a) tested the relationship between dependent (secondhand retailers' choice) and independent variables (internal factors). The hypothesis being tested was stated as follows:

H₀₅ (a): Internal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

Binary logit model was as presented. $\Pr(Y=1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_4 X_4)$

Where;

X_1 = Motive (purpose of buying), X_2 = Learning, X_3 = Perception, X_4 = personality (lifestyle).

Model V (b) tested the moderating effect of situational factors on the relationship between choice of secondhand retailers and the internal factors. The hypothesis tested was stated as follows: H₀₅ (b): The relationship-between independent variables (internal factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect). The change of the log likelihood statistic for model V (b) compared to that of V(a) indicated whether situational factors had any significant effect where at $P > 0.05$ was the probability that the null hypothesis was true. The model was stated as follows: $\Pr(Y=1) = F(\beta_0 + \beta_1 X_1 + \dots +$

$\beta_7 X_7$

Where X_1 = Motive (purpose of buying), X_2 = Learning, X_3 = Perception, X_4 = personality (Lifestyle) + X_5 = Physical environment (Atmospherics) + X_6 = Physical environment (crowding) + X_7 = Time of purchase

Model VI (a) tested the effect of the external factors on the choice of secondhand clothes retailers and the explanatory variables. The model tested was stated as follows: Null Hypothesis H₀₆ (a): External factors have no statistically significant effect on the probability

of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya. The model was stated and specified as indicated below. $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_5 X_5)$, where X_1 = Sub-cultures, X_2 = reference group, X_3 = Family, X_4 = Social Class (Upper) + X_5 = Social Class Lower.

Model VI (b) was used when determining the moderating effect of the situational factors on the relationship between the external factors and the choice of secondhand clothes retailers. The hypothesis tested was stated as follows: H_{06} (b): The relationship-between independent variables (external factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

The model was stated as follows: $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8)$ where; X_1 = Sub-cultures, X_2 = reference group, X_3 = Family, X_4 = Social Class (Upper) + X_5 = Social Class Lower, X_6 = Physical environment (crowding) + X_7 = Time of purchase.

Model VII (a) was used when determining the effect of personal factors on the choice of secondhand clothes retailers. The hypothesis tested was stated as follows: H_{07} (a): Personal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya. The model was stated as follows: $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_6 X_6)$, Where: X_1 = Income, X_2 = occupation, X_3 = Gender, X_4 = Age + X_5 = Education above secondary, X_6 = Education Below Secondary

Model VII H_{07} (b) was used when testing whether situational factors have as statistically significant moderating effect on the relationship between personal factors and the choice of

secondhand retailers, and the model was stated as follows: $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_9 X_9)$, where: $X_1 =$ Income, $X_2 =$ occupation, $X_3 =$ Gender, $X_4 =$ Age + $X_5 =$ Education above secondary, $X_6 =$ Education Below Secondary, $X_7 =$ Physical environment (atmospherics), $X_8 =$ Physical Environment (crowding), $X_9 =$ Time of Purchase, while $\mu_i =$ random error term.

Model VIII (a) was used when determining the effect of market factors on the choice of secondhand clothes retailers. The hypothesis tested was stated as follows: H_{08} (a): Marketing factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya. The model was stated and specified as follows: $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_3 X_3)$, where $X_1 =$ availability of market/retailers, $X_2 =$ Market location $X_3 =$ exposure to advertising.

Model VIII (b) was used when determining whether the situational factors have a statistically significant moderating effect on the relationship between the market factors. The hypothesis tested was stated as follows: H_{08} (b): The relationship—between independent variables (marketing factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect). The model was stated and specified as follows: $\Pr(Y-1) = F(\beta_0 + \beta_1 X_1 + \dots + \beta_6 X_6)$, Where: $X_1 =$ availability of market/retailers,, $X_2 =$ Market location, $X_3 =$ exposure to advertising, $X_4 =$ Physical Environment (atmospherics) + $X_5 =$ Physical Environment(crowding), $X_6 =$ Time of Purchase

3.8 Operationalization of Variables

Independent variables influencing the dependent variable can exist in two states, labeled as either A or B (e.g., high or low), a scenario addressed by the creation of dummy variables (Newbold, 2019). Dummy variables serve as a means of classifying data by dividing a sample into various subgroups based on specific qualities or attributes (Gujarati, 2018). A dummy independent variable is defined to take the value of 1 when the factor is in state A and 0 when in state B. In regression models containing a constant term, the number of dummy variables must be fewer than the number of classifications of each qualitative variable. Furthermore, the coefficients associated with the dummy variables must be interpreted relative to the base group, which receives a value of zero (Newbold, 2019). Description column in table 3.2 helped the researcher to form the bases on which the coefficients were interpreted. Column two, guided the researcher on how the data relevant to each construct was collected.

Table 3. 3 : Operationalization of Variables

Variable	How obtained	Description
Y Consumer behavior	<p>1. Participants were requested to specify the monthly expenditure on secondhand clothing.</p> <p>2. Respondents were asked to indicate the type of retailers they usually buy secondhand clothes from</p>	<p>The sum spent on secondhand clothing per month, measured in Kenyan shillings.</p> <p>Type of retailer= 1 if open market and=0 if otherwise</p>
Motive of buying	Respondents were asked to indicate the motive for buying second hand clothes	Motive = 1 if motive is for direct use =0 if purpose is for further processing
Learning	Respondents were asked to indicate the number of years they have used second hand clothes to measure their experience	Number of years they have used second hand clothes
Perception	Respondents rated their perception of secondhand clothes compared to new clothes in the market using a scaled provided as follows: 1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very	Perception = 1 if positive and perception = 0 if otherwise

	high. A score 1-4 was an indication of inferior/ negative perception; 5 and above ratings as superior/positive perception	
Sub-cultures	Respondent were asked to indicate their sub-culture	Subculture = 1 if African and sub-culture = 0 if otherwise
Reference Group	The interviewer rated respondent's extent to which he/she consults reference groups using a scale provided as follows: 1= never 2= Once for a while 3= Frequently, 4 = Always A score 1-2 was an indication of less consultation; 3 and above ratings is an indication very much consultation	Reference groups= 1 if reference groups are very much consulted and Reference groups = 0 if reference groups are not/less consulted
Family	Respondents were requested to indicate the size of their family	Number of family members
Socio class	Respondents were requested to indicate their social class which shall be set as either upper, middle and lower	Social class = 1 if the consumer is in upper class and socio-class = 0 if otherwise
Age	Respondents were requested to indicate their age in the age bracket	Number of years

	provided	
Shoppers Gender	Respondents were asked to indicate their gender	Gender = 1 if male and gender = 0 if female
Income	Respondents were requested to indicate their monthly income	Amount in shillings
Education	Respondents were requested to indicate their level of education	1= below secondary 2= secondary 3= Above secondary
Occupation	Respondents were asked to classify their occupation as either office workers or non-office workers	Occupation = 1 if office worker and occupation = 0 if non-office worker
Personality (Lifestyle)	Respondents rated their importance to health considerations during purchase of secondhand clothes using a scaled provided as follows: 1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very high. a score 1-4 was an indication of low importance; 5 and above ratings is an indication of high importance	Lifestyle= 1 if health considerations are important during purchase and lifestyle= 0 if otherwise
Availability of the retailers	Respondents were asked to tick whether they thought that secondhand	Nature of the market = 1 if readily available: and = 0 if others

	retailers were readily available	
Exposure to second hand through promotion	<p>Respondents shall rate their exposure to promotions for secondhand clothes using a scaled provided as follows:</p> <p>1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very high. a score 1-4 was an indication of low exposure; 5 and above ratings is an indication of exposure</p>	Promotion exposure= 1 if health highly exposed = 0 if otherwise
Consumer Location	<p>The respondents rated respondent's proximity to urban/town centers using a scale provided as follows: 1= very far 2= slightly far 3= Near, 4 = in the town/city</p> <p>A score 1-2 was an indication of outside town/city; 3 and above ratings is an indication close to town/city</p>	Location= 1 if close to town/city and location= 0 if outside town.
Market atmospheric	<p>Respondents were asked to rate the market where they visit in terms of atmospherics (cleanliness, display and calmness) on the scale of 1-7, where 1 = not very good; 7= very</p>	Market atmospherics= 1 if the market atmospheric is enjoyable and market atmospherics =0 if otherwise

	<p>good. An average was computed for the ratings of atmospherics and from the average, respondents whose average rating was 1-4 were considered to perceive market atmospherics as not pleasant while respondents whose average rating was 5-7 were considered as perceiving market atmospherics as pleasant</p>	
Market density/crowding	<p>Respondents rated the human crowding the market visited frequently using a scaled provided as follows: 1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very high. markets with a score 1-4 score were perceived as not crowded; 5 and above ratings as crowded.</p>	<p>Supermarket crowding = 1 if the store is crowded and store crowding= 0 if otherwise</p>
Temporal Aspect	<p>Interviewer recorded the time within the month when purchase is usually done, which was set as follows: beginning of the month, mid-month and at the end month</p>	<p>Time of the month = 1 if the shopping was done end month = 0 if otherwise</p>

3.9 Summary of the Chapter

Introduction of contents of this chapter was provided, which enables the reader to easily follow the section systematically. Design of the study was then provided, followed by the target population and sampling methods. Instrumentation section was then provided, indicating how the questionnaire was developed, piloted and later administered, and the methods of data collection. Methods of data analyses selected for the study were also provided, and the procedure followed in order to test the research hypotheses. Finally, operationalization of variables was provided, which guided the questions in the questionnaire, and how the coefficients after running regression analysis were to be interpreted.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.0 Introduction

The chapter presents and discusses the findings. Initially, an overview of the respondents' profile is provided. Subsequently, the results of both descriptive and inferential analyses are presented and discussed to fulfill the study objectives. Lastly, the implications of the findings and their potential influence on the study are discussed.

4.1 Results of the Pilot Study

Prior to commencing the main study, a pilot study was conducted to ensure the appropriateness, effectiveness, and comprehensibility of the questionnaire among respondents. This step was crucial to avoid any misleading, redundant, or inappropriate questions. Cooper (2011) and Mugenda (2008) advocate for pre-testing questionnaires to gather feedback and validate the research instrument's effectiveness. The pilot study involved 50 consumers of secondhand clothing across five counties: Kirinyaga, Laikipia, Kajiado, Kiambu, and Embu, representing 13% of the main study's sample size of 384. Questionnaires were distributed to each respondent and collected at a prearranged time. The pilot study achieved a response rate of 96%, with 48 respondents fully completing and returning the questionnaires for analysis. Only two questionnaires were incomplete due to three questions being misunderstood.

The questions were reframed thereafter before embarking on the study. However, this 96% response rate was considered adequate for analysis since its above 56% recommended by Cooper (2011). The high response rate was achievable due to the large population that frequents secondhand clothes and were ready to answer questions. The results for the response rate are presented in Table 4.1 below.

Table 4. 1: Response Rate for the Pilot Study

Response		Non-Response	
Frequency	Percentage	Frequency	Percentage
48	96%	2	4% %

4.2 Reliability of Research Instruments

Testing the reliability of a research instrument is crucial to ensure consistent and accurate results. Reliability refers to the consistency of scores or answers across multiple administrations of an instrument or sets of items (Saunders, Lewis & Thornhill, 2007). To establish the reliability of the data measuring instrument used in this study, Cronbach's Alpha (α) was employed, as it is a commonly used test of reliability proposed by Cronbach. The coefficient alpha measures the extent to which all variables in the scale are positively related to each other (Saunders, Lewis & Thornhill, 2007). A reliable coefficient should fall between 0.00 and 1.00, with 0.00 indicating inconsistency and 1.00 indicating perfect consistency. However, a threshold for Cronbach's alpha of above 0.7 is recommended (Blumberg, Cooper & Schindler 2011) as an indication of high and realistic internal consistency in responses. Testing for reliability ensures that the same results can be obtained on different occasions by different observers and that raw data is transparent.

Table 4. 2: Results for Reliability of the Research Instrument

Variable	Coefficient (α)	Number of Items	Verdict
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Internal Factors	0.765	3	Reliable, used all the 3 Items
External Factors	0.816	4	Reliable, used all the 4 Items
Personal factors	0.869	5	Reliable, used all the 5 Items
Market factors	0.720	3	Reliable, use all the 3 Items
Situational Factors	0.826	3	Reliable, used all the 3 Items

Table 4.2 shows a summary of the reliability analysis for the variables under study. The results shown that the variables had Cronbach's alpha of over 0.7, which was an indication that the questions in the questionnaire measured what they were intended to measure, thus contributing to reliability and validity of the instrument.

4.3 Validity of Instrument Construct Items

This was measured using Construct Variation Index (CVI), which indicates whether each item in the construct measured what it was expected to measure. Results were presented in table 4.3.

Table 4. 3: Results for Construct Variation Index (CVI)

Construct	Items measured at a (1-7) scale	Item-Total correlation
Perception	1. Smartness in regard to fitting and workmanship	0.87

	2. Availability in a variety of sizes	0.78
	3 Availability in a variety of designs	0.79
	4. Material and easiness to dispose of after use	0.83
	5. Durability	0.79
	6. Uniqueness in terms of design and materials used	0.82
	7. Affordability/Cheapness	0.79
Learning	1. Over the years I have learnt that some secondhand clothes are very smart	0.78
	2. For a long period I have discovered that secondhand clothes are available in a variety of sizes and designs in Kenyan Market	0.87 0.83
	3 I have been buying second hand clothes and have realized that they can be used for a long time.	0.86
	4. Over the years I have learnt that some secondhand clothes are so unique in design and materials used	
	5. I realized that some secondhand clothes are cheap/affordable presentable	0.79
	6. I have learnt that second hand clothes are presentable	0.86
Reference Group	1. I always consult my reference groups on whether secondhand clothes I buy are smart in regard to fitting and workmanship	0.78
	2. I always consult my reference groups on what sizes and designs are available in the market where they	0.78

	frequent	0.83
	3 I always consult on whether secondhand clothes they have been buying is durable	0.79
	4. I consult on where to get secondhand clothes of unique designs and materials texture	0.82
	5. I always consult my friends on where to get second hand clothes that are affordable given my income	0.79
	6. During occasions, I always consult my friends on where to get second hand clothes that are so presentable to suit the occasion	

To ensure the validity of the multi-item constructs in this study, including perception, learning, and reference groups, item-total correlation was computed and the results are presented in table 4.3. The high item-total correlation for each of the constructs ranged from 0.78 to 0.87, which exceeded the critical value of 0.78 recommended by Kothari (2004). This indicates that the items used in the constructs were valid for measuring the intended constructs.

In order to ascertain the validity of the multi-item constructs examined in this study, such as perception, learning, and reference groups, item-total correlation was calculated, and the outcomes are delineated in Table 4.3. The substantial item-total correlation observed for each construct, ranging from 0.78 to 0.87, surpassed the critical threshold of 0.78 as advised by Kothari (2004). This suggests that the items employed within the constructs effectively captured the intended constructs, thus affirming their validity.

Table 4. 4: Factor Loadings for Construct Items Consistency

Variable	Number of Items	Average Factor loadings
Internal factors	3	.8006
External factors	4	.8782
Personal Factors	4	.7233
Market Factors	3	.7657
Situational Factors	3	.7967

4.4 Response Rate for the Study

As per the definition provided by Blumberg, Cooper & Schindler (2011), the response rate denotes the proportion of individuals who accurately completed the semi-structured questionnaires, divided by the total number of individuals in the sample. Similarly, Saunders, Lewis & Thornhill (2007) regard the response rate as the extent to which the selected participants in a study actively engage by furnishing the requisite responses. In the context of this study, the response rate pertains to the completion or return rate of the questionnaires, specifically indicating the number of individuals who responded to the questionnaires divided by the total number of individuals in the sample. This metric was represented as a percentage, as illustrated in Table 4.5.

Table 4. 5: Response Rate for the Study

	Sample Size	Response Rate	Non-Response Rate	Verdict	Justification
Frequency	384	340	44	Continued	Blumberg, Cooper
Percentage	100	83%	17	with data analysis	&Schindler (2011), Saunders, Lewis & Thornhill, (2007): Kothari (2004)

A total of 384 questionnaires were administered for data collection, out of which 340 questionnaires were properly filled, resulting in an overall successful response rate of 83%. The high response rate can be attributed to the fact that clothing is a basic necessity, and consumers were willing to respond given the ongoing debate on whether to abolish second-hand clothes. Respondents were also assured of the confidentiality of the information they provided. According to Kathori (2012), a response rate of 57% is adequate for analysis, while 60% is considered good, and 70% and above are very good. Therefore, the response rate of 83% achieved in this study was more than adequate for data analysis.

4.5 Descriptive Statistics

These are methods of describing characteristics of the data set. It involves computation of the summary about data samples using measures of frequency in percentages, measures of frequency in percentages, measures of central tendency mainly the mean. The methods also

include measures of dispersion or variation using standard deviation (Blumberg, Cooper & Schindler, 2011).

Table 4. 6: Mean and Standard Deviation Summary of Variables

Summary of the Dependent Variables			
	Observations	Mean	Std Dev
Amount spent on secondhand clothes	340	1866.647	1500.977
Retailer Choice- Open market retailers	340	. 890658	. 43210
Summary for Explanatory Variables			
Internal Factors			
	Observations	Mean	Std Dev
Motive of buying	340	.6970588	.4602073
Learning	340	.4323529	.4961329
Perception	340	.3941176	.4893805
External Factors			
Reference	340	.7088235	.4549742
Family Size	340	5.455882	2.180862
Socio class Upper	340	.0529412	.2242461
Socio class Middle	340	.1382353	.3456555
Socio class Lower	340	.8088235	.3938073

Sub-culture (African)	340	.8901280	.43210987
Personal Factors			
Occupation (office worker)	340	.3117647	.463897
Age (below 46 years)	340	.6970588	.4602073
Lifestyle- Health consciousness	340	.3029412	.4602073
Gender- male	340	.4305882	.4157218
Income	340	29,24567	15.7750
Education -below secondary	340	.5294120	.2242461
Education – secondary	340	.1382353	.2456555
Education –above secondary	340	.3323527	.1508765
Marketing Factors			
Retailers’ availability	340	.6750588	.4203073
Market Location	340	.4323529	.4961329
Exposure to Promotion	340	.3129412	.463897

Situational Factors			
Atmospherics	340	.0617647	.2410825
Density	340	.7117647	.4536087
Time of purchase (end month)	340	.3588235	.4803622
Companionship	340	.2523529	.4961329

From the results in table 4.6, the mean for the amount spent on the secondhand clothes was 1866.647 Kenya Shillings per month, while 89.07 % of the respondents bought secondhand clothes from open-air markets. Concerning the internal variables, it was also deduced from the results that 69.7 % of the respondents bought secondhand clothes with the motive of wearing, while the rest bought them with the motive of using them for other uses, suggesting that there could be some positive relationship between the amount spent on secondhand clothes and the motive of buying (for own use). Results further shows that 43.2% of the respondents had learnt about secondhand clothes after having been using them over a period of time. This implied that those who had learnt about them would spend more money on them than those who didn't. Concerning perception which was an internal factor, 39.4 percent of the respondents perceived secondhand clothes favorably.

This percentage was not likely to spend more on secondhand clothes, and it shows also although consumers are buying secondhand clothes, it's not what they would like to buy. Further, the results also indicate that 70.9 % of the respondents consulted reference groups in regard to secondhand clothes when making purchase decisions of secondhand clothes. In

light of these findings, the anticipated association between this variable and the expenditure on secondhand clothes was positive. Moreover, the summary of outcomes reveals that the average family size was five individuals, with 5.3%, 13.8%, and 80.1% of respondents categorized into upper, middle, and lower classes, respectively. This suggests that a significant portion of the lower-class demographic constituted consumers of secondhand clothes. Additionally, the data indicated that 89% of respondents identified as African, implying a likelihood that individuals of African descent would allocate a greater portion of their budget to secondhand clothing compared to other ethnic groups.

Only 31.1 % of the respondents were office workers, this implied that non-office workers bought secondhand clothes more than office workers, obviously spending more than office workers. However, it all depended on where they bought from because the office workers might have been frequenting secondhand clothes shops compared to other consumers who may be buying from open air markets. It was also established from the results that only 30.2 % of the respondents were of a lifestyle that portrayed health consciousness when buying secondhand clothes. This group does not buy secondhand clothes, they may prefer new clothes. 69.7 percent of respondents were below 46 years, implying that this group is likely to be buying secondhand clothes more than the group above this age. This fact needs to be investigated in future.

Similarly, the gender distribution revealed that 43% of respondents were male, while 57% were female. This prompts the question: why do females purchase secondhand clothes more frequently than males? Moreover, the average income of respondents was 29,24567 Kenyan shillings, suggesting that the majority of secondhand clothing buyers in Kenya are not high-

income earners. Furthermore, 53% of respondents had education levels below secondary, 14% had completed secondary education only, and 33% had attained education beyond the secondary level.. This implied that, most of the consumers of secondhand clothes were not highly educated, and no wonder their incomes are as indicated above. Results also shows that 67.5 rated availability of the retailers favorably, and 43.2 % of the consumers lived near the market frequently visited when buying second hand clothes.

This implied that proximity to the retailers contributed to them being accustomed to buying secondhand clothes. 31.3 % of the respondents indicated that they were exposed to promotion of secondhand clothes. This implies that, traders should increase promotion of the secondhand clothes. Merely 6% of consumers regarded the atmosphere of the visited markets as favorable when purchasing secondhand clothes, while 71% perceived these markets as crowded with people. 35.9 of respondents did their purchase at end month, while 25.2 % usually have companions when buying secondhand clothes. This implies that, the government should do more to improve the markets where secondhand clothes are sold in Kenya.

4.5.1 Rating of Questions in the three Multi-Item Constructs

Participants were requested to express their level of agreement regarding whether internal factors, namely perception and learning, exert a notable influence on the amount of money spent on second-hand clothes in Kenya. The responses corresponding to each question in the perception construct are outlined in Table 4.7.

Table 4. 7: Respondents' Rating of Questions (Perception Construct)

Perception of the Respondents					
	N	Min	Max	Mean	Std
Smartness in regard to fitting and workmanship	340	3	5	4.37	.560
Availability in a variety of sizes	340	3	5	4.56	.604
Availability in a variety of designs	340	1	5	4.43	.792
Durability	340	1	5	4.33	.869
Uniqueness in terms of design and materials used	340	3	5	4.70	.571
Affordability/Cheapness	340	3	5	4.83	.466

From the findings the study revealed that smartness in regard to fitting and workmanship had mean of 4.37 and standard deviation (SD) =0.560. Availability in a variety of sizes had a mean of 4.56, and SD was 0. 604. Availability in a variety of designs had a mean of 4.43, and SD was 0. 792) Perceived durability of secondhand clothes had a mean of 4.33, and SD was 0. 869. Uniqueness in terms of design and materials used had a mean of 4.70 and SD was 0. 571. Affordability/Cheapness clothes had a mean of 4.483, and SD was 0. 466. The favorable ratings of perception suggested that favorable perception was likely to influence the consumer behavior in terms of the amount spent on secondhand clothes.

The other internal factor was learning, and specific questions had the mean and standard deviation as indicated in table s Table 4.8

Table 4. 8 Respondents' Rating of Questions (Learning Construct)

Learning	N	Min	Max	Mean	Std.
Over the years I have learnt that some secondhand clothes are very smart	340	3	5	4.43	.602
For a long period I have discovered that secondhand clothes are available in a variety of sizes and designs in Kenyan Market	340	3	5	4.57	.602
I have been buying second hand clothes and have realized that they can be used for a long time	340	3	5	4.340	.719
Over the years I have learnt that some secondhand clothes are so unique in design and materials used	340	3	5	4.340	.605
I realized that some secondhand clothes are cheap/affordable presentable	340	2	5	4.61	.627
I have learnt that second hand clothes are presentable	340	2	5	4.69	.577

From the findings above, respondents rated having learnt that some secondhand clothes are very smart highly (mean=4.43, SD=0.602). In addition, respondents rated their discovery that secondhand clothes are available in a variety of sizes and designs in Kenyan market highly (mean=4.57, SD=0.602). Moreover, the respondents rated the statement that they have been buying second hand clothes and have realized that they can be used for a long time highly (mean=4.340, SD=0.719). The respondents further rated their learning about uniqueness in design and materials used when making secondhand clothes highly (mean=4.340, SD=0.605

Cheapness/affordability was also rated highly (mean=4.61, SD=0.627). Moreover, majority of the respondents rated their learning about how presentable secondhand clothes are highly (mean=4.69, SD=0.577). The findings are an indication that, most consumers had learnt about the secondhand clothes, and that was the more reason why they were spending money on them.

Table 4. 9: Respondents’ Rating of Questions (Reference Group Construct)

Reference Group	N	Min	Max	Mean	Std.
I always consult my reference groups on whether secondhand clothes I buy are smart in regard to fitting and workmanship	340	3	4	3.00	.240
I always consult my reference groups on what sizes and designs are available in the market where they frequent	340	3	4	3.00	.320
I always consult on whether secondhand clothes they have been buying is durable	340	3	4	3.00	.620
. I consult on where to get secondhand clothes of unique designs and materials texture	340	3	4	4.00	.602
I always consult my friends on where to get second hand clothes that are affordable given my income	340	2	4	4.00	.420

During occasions, I always consult my friends on 340 2 4 2 .424

where to get second hand clothes that are so

presentable to suit the occasion

From the findings in table 4.9, respondents rated highly consulting of reference groups on smartness of secondhand clothes they buy in regard to fitting and workmanship (mean=3.00 SD=0.240). In addition, respondents rated highly consulting of their reference groups on availability secondhand clothes of their sizes and preferred designs in the market where they frequent (mean= 3.00, SD=0.320). Moreover, the respondents rated the statement that they always consulted on whether secondhand clothes they usually purchase are durable (mean=3.00, SD=0.620). Consulting reference groups concerning where to get cheap but presentable secondhand clothes was also rated highly (mean=4.00, SD=0.420). The respondents further rated highly the statement that: they always consulted their friends on where to get second hand clothes that are presentable to suit the occasion (mean= 4.000, SD=0.424). The results suggested that most of the consumers were being accompanied during purchase, and being accompanied most likely influenced their buying behavior.

4.6 Inferential Statistics

Before conducting the regression models, diagnostic tests were performed to ensure the accuracy, reliability, and applicability of the collected data to the population. These tests encompassed examinations for normality, linearity, and multicollinearity. Normality was assessed using the Shapiro-Wilk and Kolmogorov-Smirnov tests, yielding a significance value of 0.000, below the 0.05 threshold. This suggests that the data adhered to a normal distribution, as the Shapiro-Wilk Test rejects the null hypothesis of normality when the

significance level falls below 0.05. Consequently, parametric tests are utilized for comparing groups with normally distributed data, while nonparametric methods are employed for data deviating from normal distribution.

4.6.1 Correlation Analysis Results

When estimating a regression model, it is important that there is no multicollinearity. This is because; its presence makes it difficult to determine the spate effects of separate effects of individual variables (Kothari, 2004). Extreme multicollinearity is usually represented by a correlation coefficient of 1. To assess the strength of the relationship between explanatory and dependent variables, correlation coefficients were computed. Variables with high correlation were identified, for instance attitude and perception, which required one of them, mainly attitude to be dropped from the regression model. The same applied to education and occupation (office worker), which made education variable be dropped from the study. Income was also highly correlated to education and the amount of money spent on secondhand clothes respectively, which required that income be dropped from the list of the independent variables identified for the study. Table 4.10 shows correction matrix results for the variables that were retained in the regression model.

From the results, a statistically significant and positive correlation was detected between motive of buying secondhand clothes and the amount of money spent ($r = -0.456$, $p\text{-value} = 0.01$), learning and the amount of money spent ($r = -0.340$, $p\text{-value} = 0.01$), between learning and perception ($r = -0.176$, $p\text{-value} = 0.00$). The relationship between perception (favorable) and the amount of money spent on secondhand clothes was also positive ($r = -0.6333$, $p\text{-value} = 0.02$), between perception and motive of buying ($r = -0.0421$, $p\text{-value} = 0.01$) and between perception and learning ($r = -0.0413$, $p\text{-value} = 0.00$). Correlation result for external variables

was as follows: between sub-culture and the amount spent on secondhand clothes ($r = -0.5073$, p -value = 0.01), between sub-culture and motive of buying ($r = -0.0105$, p -value = 0.01), sub-culture and learning ($r = -0.0532$, p -value = 0.01) and between sub-culture and perception ($r = -0.6294$, p -value = 0.03).

Table 4.10 Correlation Analysis Results

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	
1.	1.00																					
2.	0.456	1.000																				
	(0.01)	**																				
3.	0.340	0.7176	1.000																			
	0.00**	(0.00)	**																			
4.	0.6333	0.0421	0.0413	1.000																		
	(0.02)	**	(0.11)	(0.00)	**																	
5.	0.5073	0.0105	0.0532	0.6294	1.000																	
	(0.01)	**	(0.17)	(0.01)	**	(0.03)	**															
6.	0.4321	0.1845	0.1520	0.2120	0.3203	1.000																
	(0.01)	**	(0.03)	(0.01)	**	(0.03)	**	(0.04)	**													
7.	0.7292	0.7121	0.7551	0.0187	0.0261	0.1244	1.000															
	0.03)	**	(0.01)	**	(0.02)	(0.01)	**	(0.01)	**	(90.00)												
8.	0.7168	0.554	0.6174	0.2381	0.0140	0.1206	0.4795	1.000														
	(0.00)	**	(0.01)	**	(0.01)	**	(0.11)	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**							
9.	-0.401	0.0456	0.0340	0.8333	0.5073	0.0601	0.0292	0.0168	1.000													
	(0.00)	(0.61)	(0.01)	**	(0.01)	**	(0.81)	**	(0.01)	**	(0.01)	**	(0.03)									
10.	0.7056	0.670	0.7176	0.0421	0.0105	0.0845	0.7712	0.7554	0.0456	1.000												
	0.81)	(0.61)	(0.73)	(0.01)	**	(0.12)	(0.01)	**	(0.01)**	(0.02)	**	(0.00)	**									
11.	0.0436	0.1214	0.0931	0.0288	0.0569	0.0473	0.1702	0.1233	0.0436	0.1214	1.000											
	(0.11)	(0.31)	(0.41)	(0.33)	(0.31)	(0.74)	(0.01)	**	(0.03)	**	(0.103)	(0.04)	**									
12.	0.0327	0.0573	0.0050	0.0358	0.0934	0.0397	0.0218	0.0097	0.0327	0.0573	0.341	1.000										
	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.12)	(0.234)	(0.03)	**	(0.06)							
13.	-0.3214	0.3453	0.6571	0.7654	0.4537	0.3213	0.65432	0.45367	0.5673	0.45367	0.34521	0.1267	1.000									
	(0.00)	**	(0.03)	**	(0.01)	**	(0.05)	**	(0.31)	(0.04)	**	(0.01)	**	(0.03)	**	(0.103)	(0.04)	**	(0.11)			
14.	0.0406	0.04640	0.4920	0.7980	0.0199	0.0574	0.0128	0.0168	0.0406	0.0464	0.0883	0.02930	0.56782	1.000								
	(0.713)	(0.01)	**	(0.11)	(0.03)	(0.31)	(0.01)	**	(0.01)**	(0.013)	(0.44)	(0.06)**	(0.00)	(0.44)	(0.02)	0.021**						
15.	0.7660	0.0242	0.7940	0.0647	0.0081	0.0191	0.1088	0.0845	0.0660	0.0242	0.2217	0.1187	0.4086	0.23451	1.000							
	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.02)	**	(0.03)	**	(0.05)	**	(0.02)	(0.04)	**	(0.01)	**	
16.	0.7130	0.0225	-0.6956	0.0449	0.0195	0.0476	0.0062	0.0100	0.0132	0.0225	0.0745	0.1323	0.0324	0.0720	0.345610	0.3523	1.000					
	(0.01)	**	(0.01)	**	(0.01)	**	(0.11)	(0.21)	(0.01)	**	(0.12)	(0.22)	(0.03)	**	(0.17)	(0.06)	**	(0.14)				
17.	0.0442	0.1649	0.1319	0.0397	0.0359	0.0651	0.2095	0.1586	0.0442	0.1649	0.4304	0.0635	0.1791	0.2717	0.0459	0.56437	1.000					
	(0.21)	(0.41)	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.01)	**	(0.03)**	(0.07)	(0.02)	**	(0.03)	**	(0.14)	(0.12)	(0.09)	(0.00)
18.	0.0883	0.0289	-0.0266	-0.0961	-0.0622	0.1196	0.0432	0.0327	-0.0883	0.0289	0.1804	0.0103	-0.0154	0.1465	0.0376	-0.0947	0.675431	1.000				
	(0.34)	(0.34)	(0.01)	**	(0.81)	(0.01)	**	(0.56)	(0.11)	**	(0.67)	(0.07)	**	(0.07)	**	(0.02)**	(0.03)	**	(0.04)	(0.01)	**	(0.09)
19.	0.7891	0.492	0.7180	0.6617	0.0341	0.1421	0.1572	0.1190	0.1027	0.1192	-0.4035	-0.0452	-0.0885	-0.2833	-0.0591	-0.4863	-0.8238	0.56743	1.000			
	(0.00)	**	(0.03)	**	(0.00)	**	(0.03)	**	(0.67)	(0.00)	**	(0.37)	(0.09)	(0.06)	(0.01)	**	(0.02)	**	(0.01)	**	(0.00)	
20.	0.7001	0.492	0.6780	0.6017	0.06791	0.521	0.1572	-0.1220	0.14567	-0.4595	-0.3452	-0.04325	-0.2833	-0.3451	-0.34574	0.4567	0.5643	0.3421	0.34521	1.000		
	(0.00)	**	(0.03)	**	(0.00)	**	(0.113)	(0.67)	(0.00)	**	(0.37)	(0.09)	(0.06)	(0.01)	**	(0.02)	(0.61)	(0.00)	**	(0.01)	**	
21.	0.5001	0.492	0.6680	0.6013	0.0679	-0.521	0.1533	0.3456	0.14567	-0.4595	-0.3452	-0.04325	-0.2833	-0.3451	-0.34574	0.5643	0.3421	0.34521	0.3465	0.345	1.000	
	(0.00)	**	(0.03)	**	(0.00)	**	(0.03)	**	(0.67)	(0.00)	**	(0.37)	(0.09)	(0.06)	(0.01)	**	(0.02)	**	(0.01)	**	(0.01)	

** P-value is significant at 0.05

Key

1. Amount spent on second hand clothes
2. Motive of buying
3. Learning

4. Perception
5. sub-culture
6. Reference group
7. Family size
8. Occupation
9. Personality (Lifestyle)
10. Availability of retailers
11. Exposure to promotion
12. Consumer location
13. Physical environment (Density)
14. Physical Environment (Atmospherics)
15. Temporal state (Time of purchase)
16. Social factors (Companionship)
17. Gender (male)
18. Socio-class
19. Income
20. Age
21. Education

The correlation results for the reference groups variable were as follows: between reference group and the amount spent on secondhand clothes ($r = -0.4321$, $p\text{-value} = 0.01$), reference group and motive of buying ($r = -0.1845$, $p\text{-value} = 0.03$), reference group and learning ($r = -0.1520$, $p\text{-value} = 0.01$), reference group and perception ($r = -0.2120$, $p\text{-value} = 0.03$), and reference group and subculture ($r = -0.3203$, $p\text{-value} = 0.04$). In the case of the family variable, there was a strong positive and statistically significant

relationship between family size and the amount spent on secondhand clothes ($r = -0.7292$, $p\text{-value} = 0.00$), between family size and learning ($r = -0.7551$, $p\text{-value} = 0.02$), and between family size and motive of buying ($r = -0.7121$, $p\text{-value} = 0.01$). Similarly, for socio-class, there was a high positive and significant correlation between socio-class and the amount spent on secondhand clothes ($r = -0.7891$, $p\text{-value} = 0.00$), perception ($r = -0.7180$, $p\text{-value} = 0.00$), and learning ($r = -0.6617$, $p\text{-value} = 0.00$).

Results indicated that there was high correlation between age (male) and the amount spent on secondhand clothes ($r = -0.7001$, $p\text{-value} = 0.00$), learning ($r = -0.6780$, $p\text{-value} = 0.00$) and perception ($r = -0.6017$, $p\text{-value} = 0.00$). There was also high positive correlation between gender (male) and occupation ($r = -0.7130$, $p\text{-value} = 0.01$). For the occupation (office worker) variable, there was higher correlation between itself and the amount spent on secondhand clothes ($r = -0.7168$, $p\text{-value} = 0.00$), and between itself and learning variable ($r = -0.6174$, $p\text{-value} = 0.01$). Regarding situational factors, atmospherics had a low insignificant relationship with the amount of money spent on secondhand clothes ($r = -0.0406$, $p\text{-value} = 0.71$). A moderately high positive relationship was detected between atmospherics and the perception of secondhand clothes ($r = -0.7980$, $p\text{-value} = 0.03$). High density (crowding) was negative related with the amount spent on secondhand clothes ($r = -0.3214$, $p\text{-value} = 0.00$). Moderately high positive was also detected between this variable and learning and perception ($r = -0.6571$, $p\text{-value} = 0.01$) and ($r = -0.7654$, $p\text{-value} = 0.03$) respectively. highest correlation was between lifestyle and perception ($r = -0.8333$, $p\text{-value} = 0.01$). Its relationship with the amount spent on secondhand clothes was negative ($r = -0.401$, $p\text{-value} = 0.00$). Correlation analysis results qualified the above 21 variables to be included in the regression model.

4.6.2 Multiple Regression Analysis Results

The study conducted a multiple regression analysis to investigate the relationship between the amount of money spent on secondhand clothes per month and consumer internal factors. The consumer internal variables used in the analysis were the motive of buying, perception, and learning. Summary of the model, ANOVA and regression model 1a (for internal variables) and 1b (for internal variables and the moderating variable).

Table 4. 10: ANOVA Results for Model (1a &1b) Effect of Internal Factors on the amount spent and moderating effect of Situational Factors

Model Summary						
Model	R	R –Squared	Adjusted R Squared	Std. Error of the Estimate		
1a	.537	.2880	.2816	.73771		
1b	.823	.6780	.6710	.53648		
<i>a. Predictors: (Constant), purpose of buying, perception, learning, personality(lifestyle)</i>						
<i>b. Predictors: (Constant), purpose of buying, perception, learning, personality (lifestyle), situational factors: (Physical factors- market atmospherics and density)Temporal aspect (Time of purchase)</i>						
ANOVA						
Observations=340						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression					
1a	model	9966.93	4	3322.64	1.48	.000
	Residual	543777	335	2243.09		

	Total	76344	339	2252.68		
	Regression					
	model	9567.01	7	3244.51	1.38	.000
1b	Residual	567678	332	2341.03		
	Total	67899	339			

Regression Model

		Coef	Std. Error	t	sig
	Buying Motive	219.973	176.9506	1.24	0.015
1a	Learning	195.437	235.54	0.83	0.007
	Perception	392.5859	238.679	1.64	0.001
	Personality(lifestyle)	-1869.00	345.678	-5.41	0.032
	Constant	1949.754	162.734	11.98	0.000
1b	Buying motive	217.933	172.341	1.26	0.011
	Learning	193.967	234.610	0.827	0.000
	Perception	389.67	249.623	1.56	0.003
	Personality(lifestyle)	-1801.11	369.813	-4.87	0.001
	Market atmospherics	408.460	276.300	1.48	0.012
	Crowding	-287.48	142.180	2.02	0.000
	Time of purchase	1284.46	186.612	6.88	0.036
	Constant	1932.134	158.671	12.18	0.000

The adjusted R-squared was employed to assess the degree to which the model fit the data following moderation. The results in Table 4.11 indicate that the R-squared for multiple regression model 1(a), examining the impact of internal factors on the amount of money

spent on secondhand clothes, was ($R^2 = 0.2880$). The F-value was (4, 335) 1.48, with a corresponding p-value of 0.000, which is less than 0.05. This suggests that the null hypothesis, positing that all regression coefficients in each model were zero, can be rejected. Consequently, a significant relationship exists between monthly expenditure on secondhand clothes and the explanatory variables in the regression model. As per model 1(a), internal factors account for 28.8% of the variance in the amount of money spent on secondhand clothes in Kenya

Furthermore, the findings suggest that consumers who possess a greater level of knowledge about secondhand clothes, acquired through learning over time, tend to allocate a higher amount of expenditure towards them, holding all else constant. Additionally, perception significantly influences the expenditure on secondhand clothes (coefficient = 392.5859, p-value = 0.001). This implies that consumers with a favorable perception of secondhand clothes spend 392.59 Kenya Shillings more than those with an unfavorable perception. Furthermore, individuals purchasing secondhand clothes for personal use spend 219.973 Kenya Shillings more compared to those buying for other purposes, with a significant effect (p-value = 0.015). Lastly, the results indicate that consumers with knowledge gained from learning or experience regarding secondhand clothes are likely to spend approximately 195.437 Kenya Shillings more than those with limited knowledge about them.

The impact of this variable was statistically significant (p-value = 0.005). Personality, particularly in relation to consumers' lifestyle, such as being health conscious, had a negative and significant effect on the amount spent on secondhand clothes in Kenya (Coefficient = -1869.00, p-value = 0.032). This suggests that the expenditure on secondhand clothes was

1869 Kenya Shillings lower for health-conscious consumers compared to those who were not. Consequently, the null hypothesis (a) stating that internal factors (such as motives of buying, perception, learning, and personality lifestyle) have no statistically significant effect on consumer behavior (specifically the amount of money spent on secondhand clothes) in Kenya was rejected, and the alternative hypothesis was accepted. This finding aligns with previous research by Fotopoulos & Krystallis (2002) and Wambugu (2015), indicating that the purpose or motive of buying significantly influences consumer behavior outcomes.

They also agreed with the findings of a study conducted by Wambugu, Musyoka & Kaluyu (2014) as well as Wan et al. (2016) and Lin & Dianne (2013), all of which demonstrated a positive and significant impact of learning on consumer behavior outcomes. Similarly, the results were consistent with those of Wambugu (2015), which established a positive and significant effect of perception on consumer behavior manifestation. Model 1(b) of the multiple regression analysis examined the statistical significance of the moderating effect of situational factors on the relationship between internal factors and the amount of money spent on secondhand clothes. The results revealed an R-squared value of 0.6780, indicating a higher level of explanatory power compared to the non-moderated effect (R-square = 0.2880) in model 1(a). This suggests that the combination of situational factors and internal factors explains 67.8% of the variations in the amount of money spent on secondhand clothes. The F-test results for both models yielded $F(4, 335) = 1.48$, with a p-value of 0.000, which is less than 0.05, indicating statistical significance.

This indicates that the null hypothesis, which posits that all regression coefficients in each model are zero, can be rejected. Thus, there exists a significant relationship between monthly expenditure on secondhand clothes and the explanatory variables in the regression model. Overall, these findings suggest that consumers' internal factors play a crucial role in determining the amount of money spent on secondhand clothes per month. Additionally, the results of this model demonstrate that the impact of internal factors remains statistically significant even after considering the moderating effect of situational factors on the relationship between internal factors and the dependent variable (amount of money spent on secondhand clothes). Specifically, the p-values for buying motive, perception, and personality (lifestyle) were 0.011, 0.003, and 0.001, respectively. Furthermore, consumers who perceived the physical environment (atmospherics) more favorably spent 408.460 Kenya Shillings more compared to those with unfavorable perceptions, and this effect was statistically significant (P-Value = 0.012).

The physical environment, particularly crowding, exhibited a negative yet significant impact on the expenditure on secondhand clothes in Kenya (Coefficient = - 287.48, p-value 0.000). This indicates that consumers who perceived shopping venues as crowded spent 287.48 Kenya Shillings less on secondhand clothes compared to those who did not perceive them as crowded. Conversely, the time of purchase, particularly at the end of the month, had a positive and significant effect (Coefficient=1284.46, P-value = 0.036). Consequently, the null hypothesis 5(b): The relationship between independent variables (internal factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect), was rejected, and the alternative accepted. These findings align with Belk's (1974) marketing theory.

This is the contribution to the marketing literature since the situational factors according to Belk (1974) are temporary situations which moderates the effects of the enduring personal characteristics and environmental factors that are likely to influence the consumer behaviour.

Table 4. 11: ANOVA Results for Model (2a &2b) Effect of External Factors on the amount spent and moderating effect of Situational Factors

In the second multiple linear regression, the research sought to explore the correlation between the monthly expenditure on secondhand clothes and external influencers of consumer behavior, such as sub-culture, reference group, family size, and social class.

Model Summary					
Model	R	R –Squared	Adjusted R Squared	Std. Error of the Estimate	
2a	.460	.2116	.10387	.75671	
2b	.763	.5822	.3201	.54228	
<i>2a. Predictors: (Constant), subculture (African), Reference group, Family size, Socio-class</i>					
<i>2b. Predictors :(Constant), Subculture, Reference group, Family size, Socio-class, and Situational factors: (Physical factors- market atmospheric and density)Temporal aspect (Time of purchase)</i>					
Observations=340					
ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.

	Model	85405292.9	4	17 081058.6	8.41	.000
2a	Residual	678338885	335	2030954.74		
	Total	7637417.8	339	222932.68		
	Regression					
	model	7517.01	7	341124.51	14.12	.000
2b	Residual	545579	332	24156.01		
	Total	615678.3	339	324577.3		

Regression Model

		Coef	Std. Error	t	sig
	Sub-culture (African)	304.70	234.60	1.30	0.0195
2a	Reference group	148.20	219.35	0.680	0.005
	Family size	38.40	36.00	1.070	0.028
	Socio-class U	1204.30	396.30	3.040	0.003
	Socio-class-L	761.00	227.80	3.34	0.001
	Constant	2755.830	327.35	8.420	0.000
2b	Sub-culture	314.933	173.241	1.26	0.001
	Reference group	172.347	234.610	0.827	0.000
	Family size	42.72	33.160	1.56	0.003
	Socio-class-U	234.01	355.623	3.47	0.001
	Socio-class -L	779.03	226.57	3.44	0.000
	Market atmospherics	411.459	266.200	1.55	0.011
	Crowding	-277.18	132.280	2.10	0.000

Time of purchase	1289.76	175.112	7.4	0.016
Constant	1959.134	159.851	12.25	0.010

The findings from multiple regression model 2(a) presented in Table 4.12 reveal that the R-squared value was 0.2118, indicating a proportion of variance explained by the model. The F-statistic yielded a value of (4, 335) 8.41 with a p-value of 0.000, which is less than the significance level of 0.05, implying that the null hypothesis, positing zero regression coefficients for all variables, can be rejected. Thus, a notable relationship exists between the monthly expenditure on secondhand clothes and the explanatory variables in the regression model. As per the goodness of fit assessment of model 2(a), internal factors elucidate approximately 21.16% of the variance in the amount of money spent on secondhand clothes in Kenya.

As per the findings, the sub-culture factor, specifically being African, demonstrated a statistically significant and positive impact on the expenditure for secondhand clothes (coefficient = 304.70, p-value = 0.0195). This indicates that, when all other variables are held constant, individuals of African descent spent an average of 304.70 Kenya Shillings more on secondhand clothing compared to those from different subcultures. Similarly, reference groups exhibited a statistically significant positive influence on the expenditure for secondhand clothes (coefficient = 148.2487, p-value = 0.005). This implies that, controlling for other factors, individuals who consult their reference groups prior to purchasing secondhand clothes in Kenya are expected to spend approximately 148.20 Kenya Shillings more than those who do not consult any reference groups

Family size demonstrated a positive and statistically significant influence on the expenditure for secondhand clothes (coefficient = 38.40, p-value = 0.028). This indicates that, with other factors held constant, each additional family member is associated with an increase of 38.40 Kenya Shillings in monthly spending on secondhand clothing. Furthermore, the study identified social class as a significant determinant of expenditure on secondhand clothes in Kenya. Specifically, being categorized in the upper class exhibited a positive and statistically significant impact on the expenditure (coefficient = 1204.30, p-value = 0.003). This implies that, controlling for other variables, individuals identifying themselves as part of the upper class are projected to spend 1204.30 Kenya Shillings more monthly on secondhand clothes compared to those who consider themselves part of the middle class.

Likewise, being categorized in the lower class also demonstrated a positive and statistically significant impact on the expenditure for secondhand clothes (coefficient = 761.00, p-value = 0.001). This indicates that, with other variables held constant, individuals who perceive themselves as part of the lower class in Kenyan society are anticipated to spend 761.00 Kenya Shillings more monthly on secondhand clothes compared to those who perceive themselves as part of the middle class. Based on these findings, the p-values of 0.0195, 0.005, 0.028, 0.003, and 0.001 were all below 0.05, leading to the rejection of the null hypothesis (a), which posits that external factors (sub-cultures, social class, reference groups, and family) have no statistically significant impact on the expenditure for secondhand clothes in Kenya.

This aligns with the conclusions drawn by Karolina, Milan, and Ivara (2013), Hobbs (2016), Were (2016), Deepak (2017), and Wambugu & Maina (2022), which suggest that sub-

cultures and social class exert a positive and significant influence on consumer behavior outcomes. The results are also consistent with the findings of Wambugu (2015) and Rasa (2015), which indicate that family size positively and significantly affects consumer behavior, particularly regarding the quantity of goods purchased. Moreover, the outcomes are in line with research conducted by Tarkanyi (2008), Wambugu (2015), and Mbui (2011), demonstrating that the presence of reference groups positively and significantly impacts consumer behavior. However, these results contradict the findings of Wambugu (2015), which suggested that gender (male) has an insignificant effect on consumer behavior.

The outcomes from multiple regression model 2(b) reveal an R-squared value of 0.5822, surpassing the unmoderated effect (R square = 0.2116). This indicates that situational factors significantly moderated the association between external factors and consumer behavior, specifically the amount of money spent on secondhand clothes. Together, the factors delineated in the model account for 58.2% of the variability observed in spending on secondhand clothes. The F-statistic results for the model were $F(7, 332) = 14.12$, with a p-value of $0.000 < 0.05$, implying the rejection of the null hypothesis positing zero regression coefficients in each model. Notably, even after incorporating situational factors into the model, the influence of external factors remained significant (sub-culture p-value 0.001, reference group p-value = 0.000, family size p-value = 0.003, social class upper p-value = 0.001, and social class lower p-value = 0.000).

Based on the same findings, it's evident that consumers with a more favorable perception of the physical environment (atmospherics) spent 411,459 Kenya Shillings more compared to those with a less favorable perception, and this effect was statistically significant (P-Value=

0.011). Conversely, the physical environment (crowding) had a negative yet significant impact on the amount spent on secondhand clothes in Kenya (Coefficient = - 277.18, p-value 0.000). This indicates that the expenditure on secondhand clothes was 277.18 Kenya Shillings lower for consumers who perceived the shopping venues as crowded compared to those who did not. Additionally, the time of purchase (end of month) had a positive and significant influence (Coefficient=1289.76, P-value = 0.016).

According to these findings, the null hypothesis (b), which posited that the relationship between independent variables (external factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect), was rejected in favor of the alternative hypothesis. Once more, these results align with Belk's (1974) theory of marketing. This contributes to the marketing literature by emphasizing that situational factors, as outlined by Belk (1974), represent temporary conditions that moderate the effects of enduring environmental factors likely to influence consumer behavior.

Table 4. 12: ANOVA Results for Model (3a &3b) Effect of Personal Factors on the amount spent and moderating effect of Situational Factors

Model 3(a) of multiple regression sought to elucidate the correlation between personal factors and the monthly expenditure on secondhand clothes. The personal factors scrutinized encompassed gender, age, education, occupation, and income. The ANOVA test outcomes for this model are delineated in Table 4.13.

Model Summary

Model	R	R –Squared	Adjusted R Squared	Std. Error of the Estimate
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3a	.23428	.23428	.23388	.765432
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3b	.6270	.39321	.39111	.765631
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3a. Predictors: (Constant), Gender, Age, Occupation, Education-secondary & Education-Above secondary & Income

3b. Predictors Constant) Gender, Age, Occupation, Education-secondary, Education-Above secondary, Income and Situational factors: (Physical factors- market atmospherics and density) temporal aspect (Time of purchase)

ANOVA Observations = 340

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Model	26663301.9	5	6665825.48	3.030	.0.0178
3a	Residual	577081673	334	2200241.42		
	Total	753643167	339	222942.58		
	Model	677517.01	8	36350.54	4.32	.000
3b	Residual	1342579	331	12456.01		
Total		1165678	339	1345671		

Regression Model

Coef	Std. Error	t	sig
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	Gender	-220.50	162.5567	-1.36	0.176
3a	Age (46 & above)	-245.70	175.4423	-1.40	0.162
	Occupation	-2173.80	863.7306	-2.52	0.012
	Edu-Secondary	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
	Constant	2809.409	275.0269	6.08	0.000
3b	Gender	-219.933	160.567	1.37	0.001
	Age (46 years & above)	-242.117	173.590	0.819	0.153
	Occupation	-2170.72	863.260	-2.51	0.013
	Edu-Secondary	2083.01	789.223	2.64	0.001
	Edu- Above Secondary	3119.03	945.77	3.3	0.000
	Income	.41990	.2549	1.65	0.023
	Market atmospherics	409.119	276.100	1.48	0.010
	Crowding	-258.78	156.108	1.66	0.000
	Time of purchase	1261.76	175.112	7.2	0.006
	Constant	1963.124	149.969	13.1	0.010

The adjusted R-squared was employed to assess the model's goodness of fit following moderation. For model 3(a), the R-squared value was .39321, suggesting that personal factors accounted for approximately 39.32% of the variance in the monthly expenditure on secondhand clothes in Kenya. The F-statistic results for the model were $F(5, 334) = 3.030$, with a p-value of 0.000, indicating a satisfactory fit of the model. According to the regression output for this model, the influence of gender on the amount spent on secondhand clothes was

negative and not statistically significant (coefficient = -220.5354, p-value = 0.176). This implies that, while controlling for other variables, male consumers in Kenya were projected to spend 220.50 Kenya Shillings less on secondhand clothes compared to female consumers.

Similarly, the age group of 46 and above exhibited a negative and statistically insignificant impact on the expenditure on secondhand clothes in Kenya (coefficient = -245.50, p-value = 0.162). Given that the p-values for both gender and age exceeded 0.05, the hypothesis asserting that personal factors (gender and age) lack a significant influence on consumer behavior concerning the monthly expenditure on secondhand clothes in Kenya was accepted. Conversely, the findings indicated that individuals employed in office positions demonstrated a positive and significant effect on consumer behavior concerning the monthly expenditure on secondhand clothes (coefficient = 2173.80, p-value = 0.012). This suggests that, while holding other variables constant, office workers in Kenya were anticipated to allocate 2173.80 Kenya Shillings more toward secondhand clothes per month compared to individuals in other occupations.

Education at the secondary level exhibited a positive and statistically significant impact on the expenditure on secondhand clothes in Kenya (coefficient= 2084.20, P-value= 0.011). This suggests that individuals with education up to the secondary level spend 2084.20 Kenya shillings more on secondhand clothes than those without education at this level. Moreover, education beyond the secondary level also showed a positive and significant effect on the expenditure on secondhand clothes in Kenya (coefficient= 3123.40, P-value= 0.000). This implies that individuals with education above the secondary level allocate 3123.40 Kenya shillings more to secondhand clothes than those with education below the secondary level.

Furthermore, consumer income demonstrated a positive and significant effect on the expenditure on secondhand clothes. This indicates that for every 1-shilling increase in consumer income, the expenditure on secondhand clothes increases by 0.450 shillings.

Based on the findings, the null hypothesis (a), which posited that personal factors (age, gender, occupation, and education) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya, was rejected (except for the age factor), and the alternative hypothesis was accepted. These results align with previous research by Ching et al. (2012), Sunhilde (2014), and Wambugu (2017), indicating that individual characteristics such as gender, age, income, education, and occupation significantly influence consumer behavior. However, they contradict the findings of Wambugu (2015), which suggested that gender (male) had an insufficient effect on consumer behavior regarding the amount of commodities bought

The findings from model 3(b) revealed that the impact of personal factors on the amount of money spent on secondhand clothes remained significant, except for individuals aged 46 years and above, where the coefficient was -219.933 with a p-value of 0.153. For occupation, the coefficient was -2170.72 with a p-value of 0.013, for secondary education, the coefficient was 2083.01 with a p-value of 0.001, for education above secondary, the coefficient was 3119.03 with a p-value of 0.000, and for income, the coefficient was 0.41990 with a p-value of 0.023. Furthermore, consumers who had a more favorable perception of the physical environment (atmospherics) spent 409.119 Kenyan Shillings more compared to those who did not, with a significant effect (P-Value= 0.010). Conversely, the crowded physical

environment had a negative yet significant effect on the amount of money spent on secondhand clothes in Kenya, with a coefficient of -258.78 and a p-value of 0.000.

This suggests that consumers who perceived the shopping venues as crowded spent -258.78 Kenya Shillings less on secondhand clothes compared to those who considered them otherwise. Moreover, the time of purchase (end of the month) had a positive and significant effect, with a coefficient of 1261.76 and a p-value of 0.006. Therefore, the null hypothesis (b) stating that the relationship between independent variables (external factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect) was confirmed. These findings align with Belk's (1974) concept that all situational factors are temporary and could moderate the enduring personal factors influencing consumer behavior. This study methodologically confirms this concept for the first time, contributing to the marketing theory's body of knowledge.

Table 4. 13: ANOVA Results for Model (4a &4b) Effect of Market Factors on the amount spent and moderating effect of Situational Factors

Model 4(a) involves running a multiple regression model to evaluate the impact of market-related variables on the monthly expenditure on secondhand clothes. The analysis encompasses factors such as market location, type of market visited, and exposure to promotional activities.

Model Summary

Model	R	R –Squared	Adjusted R Squared	Std. Error of the Estimate
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4a	.505	.2550	.2480	.652341
4b	.617	.38111	.3891	.665631

4a. Predictors: (Constant), Retailers availability, Market location & Exposure to promotion

4b. Predictors: (Constant), Retailers availability, Market location, Exposure to promotion and Situational factors: (Physical factors- market atmospherics and density) temporal aspect (Time of purchase)

ANOVA

Observations=340

Model		Sum of Squares	df	Mean Square	F	Sig.
	Model	9966.93	2	3523.64	1.57	0.000
4a	Residual	643766	337	2243.09		
	Total	863745	339	2252.68		
	Model	612341.02	7	30253.55	3.36	0.000
4b	Residual	5643219	332	9014.01		
	Total	443218	339	143456		

Regression Model

Coef	Std. Error	t	sig
Retailers' availability	177.3975	219.4591	0.013
Market Location	164.5519	82.42749	0.017

Exposure to promotion	930.30	396.30	2.347	0.026
Constant	1983.985	161.8057	12.26	0.000
Retailers' availability	218.06541	167.1172	1.30	0.000
Market Location	81.0009	163.4459	0.496	0.011
Exposure to promotion	929.05	394.310	2.356	0.006
Constant	1977.115	159.9876	12.36	0.000
Market atmospherics	406.101	285.107	1.42	0.003
Crowding	-248.56	153.988	1.61	0.000
Time of purchase	1249.06	169.789	7.36	0.018
Constant	1969.567	148.971	13.22	0.010

From the summary of the results for model 4(a), the adjusted R-squared value of 0.2550 indicates that market-related factors account for approximately 25.5% of the variance in monthly expenditure on secondhand clothes. The F-statistic results, with a value of $F(2, 337) = 1.57$ and a p-value of 0.000, suggest that the model fits the data well. Regarding specific variables, the presence of retailers was found to have a positive but statistically insignificant effect on spending (coefficient = -219.4591, p-value = 0.013), indicating that consumers who reported greater availability of secondhand retailers spent around 219.50 Kenyan Shillings more, on average, compared to those who did not. Additionally, proximity to the market (near) had a positive and statistically significant impact on spending (coefficient = 82.42749, p-value = 0.017).

This suggests that consumers residing closer to secondhand clothing markets are inclined to spend more on such items compared to those living farther away. Exposure to promotional

activities for secondhand clothes also positively and significantly influences consumer behavior in Kenya regarding spending (coefficient = 930.30, p-value = 0.026). This indicates that consumers exposed to promotional efforts tend to spend more on secondhand clothes than those not exposed to such advertising. With p-values of 0.013, 0.017, and 0.026 all below 0.05, the hypothesis that market factors (availability of retailers, market location, and exposure to advertising) have no statistically significant effect on spending in Kenya is rejected, and the alternative hypothesis is accepted.

In conclusion, the results regarding the impact of marketing factors on consumer behavior concerning spending on secondhand clothes align with several studies. Wambugu (2015) and Kovanoviene et al. (2019) both observed significant effects of market location and exposure to promotion on consumer behavior, supporting our findings. Similarly, Napompech & Kuawinyapan (2011) found that the availability of sellers and customer location significantly influenced consumer behavior, further corroborating our results. However, our findings diverge from those of Agra, Gbachegbe, Amankwa & Gbetodeme (2015) and Bank and Kaja (2020), who emphasized price as the sole determinant of consumer behavior towards secondhand clothes. Additionally, Alam and Hulten (2015) identified price and product brand as the main influencing factors, contrasting with our findings.

The outcomes from Model 4(b) presented in Table 4.14 indicate a significant moderating effect of situational factors on the influence of marketing factors on the dependent variable (amount of money spent on secondhand clothes). The adjusted R-squared value of .38111 surpasses the unmoderated effect (R-square = .2550), suggesting a substantial moderation effect. Consequently, the null hypothesis (b), asserting no significant moderation by

situational factors on the relationship between independent variables (marketing factors) and spending on secondhand clothing, was rejected in favor of the alternative hypothesis. The collective factors considered in the model account for roughly 38.91% of the variance in spending on secondhand clothes. Additionally, the F statistic of (7, 332) 3.36, with a p-value of $0.000 < 0.05$, indicates a favorable goodness of fit for Model 4(b).

Effect of market remained statistically significant after including the situational factors in the model: (retailer availability p-value= 0.000, Market location p-value = 0.011 and exposure to promotion p-value =0.006). It was further observed that consumers who perceived the physical environment (atmospherics) more favorably spent 406.101 Kenya Shillings more compared to those who considered it otherwise, and the effect was significant (P-Value= 0.003). Crowding, as a component of the physical environment, exhibited a statistically significant negative impact on the expenditure on secondhand clothes in Kenya (Coefficient = -248.56, p-value 0.000). This suggests that individuals who perceived shopping venues as crowded spent approximately 248.56 Kenya Shillings less on secondhand clothing compared to those who did not perceive them as crowded. On the other hand, the time of purchase, specifically towards the end of the month, showed a positive and significant effect (Coefficient=1249.06, P-value = 0.018).

The findings confirmed the thinking of Belk (1974), who indicated that all situational factors are temporary in nature and could have a moderating effect on the enduring factors including marketing factors in the environment that influences consumer behavior. This thinking has been confirmed for the first time methodologically, and this is a contribution of this study to the body of knowledge in the marketing theory

Table 4. 14: Binary Logit Regression (Model 5a & 5b) Effect of Internal Factors on Choice of Retailer and Moderating Effect of Situational Factors on Choice of Retail Outlet

Model 5a. Predictors: (Constant), purpose of buying, perception, learning, personality (lifestyle)

Model 5b. Predictors: (Constant), purpose of buying, perception, learning, personality (lifestyle), situational factors: (Physical factors- market atmospherics and density)Temporal aspect (Time of purchase)

Binary Logistic regression Model 5(a)		Number of obs = 340	
		LR chi2(4) = 241.34	
		Prob > chi2 = 0.0000	
Log likelihood = 78.17808		Pseudo R2 = 0.6703	
	Coef.	Std. Err.	z P> z
Learning	1.194	.345	3.47 0.014
perception	-1.011	.8505	-1.19 0.018
Motive	1.188	.977	1.22 0.045
Lifestyle	-.2836	.8086	-0.351 0.015
_cons	4.706	.1572	2.75 0.000
Binary Logistic regression Model 5(b)		Number of obs = 340	
		LR chi2(7) = 232.04	

Prob > chi2 = 0.0000				
Log likelihood = 78.93456		Pseudo R2 = 0.0183		
	Coef.	Std. Err.	z	P> z
Learning	1.084	.3556	3.04	0.012
Perception	-1.001	.8333	-1.20	0.010
Motive of buying	1.123	.9698	1.15	0.035
Lifestyle	-.2946	.8670	-0.340	0.015
Timeof purchase	1.054	.4436	2.38	0.008
Atmospherics	-.637	.4528	-1.40	0.033
Density	-.1335	.4234	-0.315	0.001
_cons	3.525	1.1212	3.144	0.000

P=value significant at 95% confidence interval

In Table 4.14, the log-likelihood statistic for Model (5a) was 78.17808, with a p-value of 0.000, indicating the significance of the likelihood effect at a 0.95 confidence interval for this model. Consequently, the hypothesis that all regression coefficients in the model are zero is rejected. Thus, a notable relationship exists between consumer behavior regarding the choice of retailers of secondhand clothes and the explanatory variables in this binary logit regression model.

It was noted that acquiring more knowledge about secondhand clothes is linked to a greater likelihood of purchasing from open markets (including streets) compared to when the consumer has less knowledge, and this association is statistically significant (coef = 1.194,

p-value = 0.014). Similarly, the findings suggest that holding a more favorable perception of secondhand clothes is linked to a decreased likelihood of purchasing from open markets (including streets) compared to when the consumer holds an unfavorable perception, and this association is significant (coef = -1.011, p-value = 0.018). Moreover, purchasing for personal use is associated with a higher likelihood of buying from open markets (including streets) than when the consumer purchases secondhand clothes for other purposes, and this association is significant (coef = 1.188, p-value = 0.045).

Based on those results, hypothesis $H_{O_5}(a)$: Internal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya was rejected and the alternative hypothesis was accepted. The findings of this study diverged from the findings by Devang & Milind (2017), Steve & Hervey (2015), Liat, Vicki and Shai (2014) who found that the store attributes mainly the price aspect to be what was significant when consumers were choosing the retailers. The findings also diverged from the findings by Sinha (2008) who concluded that only personal factors are important when consumers are making choice of retail outlets.

From the findings presented in table 4.15, the log likelihood statistic for model 5(b) yielded a value of 78.93456 with a p-value of 0.000, which was higher than the log likelihood statistic for model 5(a) (78.17808). This suggests a significant moderating effect of situational factors on the relationship between internal factors and the choice of retailers for secondhand clothing. Consequently, the null hypothesis (b), which posited that the relationship between independent variables (internal Factors) and the choice of retailers of secondhand clothing in

Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect), was rejected in favor of the alternative hypothesis.

The marginal effects for each internal factor remained significant (learning p-value = 0.012, perception p-value 0.010, motive of buying p-value = 0.035 and lifestyle (health consciousness) p-value= 0.015). From the results, consumers whose time of purchase was end moth were 1.054 % point more likely to buy secondhand clothes from open market (including streets) than if the consumer did their shopping in other times of the moth, and effect on probability was insignificant (p-value = 0.008). Consumers who viewed the atmospherics of their shopping venue more favorably were 0.637 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the atmospherics otherwise, and effect on probability was significant (p-value = 0.033).

Consumers who viewed the frequented venues when buying secondhand clothes as crowded were 0.1335 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the density of the venue otherwise, and effect on probability was significant (p-value = 0.001). The findings of this study confirmed that the retail outlet characteristics were important, mainly the atmospherics and crowding, which in some way diverged from Devang & Milind (2017), Steve & Hervey (2015), Liat, Vicki and Shai (2014), who just limited the store characteristics to price charged on commodities available. However, the results confirmed the findings by Docrat (2007), Haidarizade & Teherikia (2010), Wambugu (2015), Anic & Radas (2015) that situational factors do influence consumer behaviour.

However, there was a methodological divergence in that the four studies assumed a direct relationship between the situational factors and consumer behaviour, while this study treated them as moderating variables as recommended by Belk (1974).

Table 4. 15: Binary Logit Regression (Model 6a & 6b) Effect of External Factors and the Moderating effect of Situational Factors on Choice of Retail Outlet

Model 6a. Predictors: (Constant), subculture (African), Reference group, Family size, Socio-class

Model 6b. Predictors :(Constant), Subculture, Reference group, Family size, Socio-class, and Situational factors: (Physical factors- market atmospheric and density) Temporal aspect (Time of purchase)

Logistic regression Model 6(a)		Number of obs = 340		
		LR chi2(5) = 256.24		
		Prob > chi2 = 0.0000		
Log likelihood = 80.41225		Pseudo R2 = 0.6144		
Typeofthemar~d	Coef.	Std. Err.	z	P> z
Socioclass_L	1.486332	.6389953	2.33	0.020
Socioclass_M	1.144602	.8238185	1.39	0.165
Subculture	7.178839	1.191849	6.02	0.000
Reference group	.5077451	.7654309	0.66	0.001
Family size	0.037158	.646213	0.058	0.046
_cons	-5.692913	1.191619	-4.78	0.000

Logistic regression Model 6(b)		Number of obs = 340			
		LR chi2(8) = 236.10			
		Prob > chi2 = 0.0000			
Log likelihood =	81.31430	Pseudo R2	= 0.5921		
Type of themar~d	Coef.	Std. Err.	z	P> z	
Socio class_L	1.384331	.6227143	2.223	0.020	
Socio class_M	1.032102	.841865	1.226	0.105	
Subculture	6.999879	1.163479	6.02	0.001	
Reference group	.49567001	.743567	0.6667	0.002	
Family size	0.039433	.654563	0.0602	0.049	
Time of purchase	1.201	.4316	2.783	0.008	
Atmospherics	-.609	.4606	-1.3221	0.000	
Density	-.1423	.4102	-0.347	0.004	
_cons	3.399	1.0009	3.396	0.000	

The findings from model (6a) presented in table 4.15 reveal that the log likelihood statistic yielded a value of 80.41225 with a p-value of 0.000. Hence, there exists a significant relationship between consumer behavior regarding the choice of retailers for secondhand clothes and the explanatory variables in this binary logit regression model. Furthermore, the marginal effect results indicate that consumers from the lower class category are more likely to purchase from open markets (including streets) compared to those from the upper class category, with a significant association (coef = 1.486332, p-value = 0.020). Additionally, it is evident from the results that being in the middle class is associated with a lower probability

of purchasing secondhand clothes from the open market than being in the upper class, although this association was found to be insignificant (coef = -0.144602, p-value = 0.165).

The results further revealed that belonging to the African subculture was linked to a higher likelihood of purchasing secondhand clothes from open markets compared to consumers from other subcultures, and this association was statistically significant (coef = 7.178839, p-value = 0.00). Additionally, it was observed that having reference groups increased the probability of buying secondhand clothes from open markets compared to not having them, and this association was also significant (coef = 0.507745, p-value = 0.001). Furthermore, an increase in family size by one person led to a roughly 3% increase in the likelihood of purchasing from open markets, and this increase was statistically significant with a p-value of 0.046.

Given these findings, the null hypothesis (a) stating that external factors do not have a statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) over secondhand clothes retailers with shops in Kenya was rejected, and the alternative hypothesis was accepted. These results align with the findings of Igwe and Chukwu (2016), Sinha and Banerjee (2004), and Shahzard and Zukgarnain (2019) regarding the influence of family size. The cited studies ignored the reference group, culture and socio-class as external variables, which are likely to influence consumer behaviour as outlined in the marketing theory of consumer behaviour (Kibera & Waruingi, 2008).

The likelihood effect for model 6(b) was 81.31430, with a p-value of 0.000, signifying significance at a 0.95 confidence level. Hence, a noteworthy relationship existed between

consumer behavior concerning the choice of retailers of secondhand clothes and the explanatory variables in this binary logit regression model. Additionally, the results revealed a significant moderating effect of situational factors on the relationship between the external factors and the choice of secondhand retail outlet. This conclusion was drawn from the higher likelihood effect observed for model 6(b) compared to that of model 6(a). Thus, hypothesis (b), which posits that the relationship between independent variables (external factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect), was accepted, except for social class (middle).

The findings confirmed the theory of situational factors and their influence on consumer behaviour by Belk (1974), who indicated that all situational factors are temporary in nature and could have a moderating effect on the enduring factors including marketing factors in the environment that influences consumer behavior. This thinking has been confirmed for the first time methodologically, and this is a contribution of this study to the body of knowledge in the marketing theory. The marginal effects of variables that were specified in the previous model remained significant except for social class (middle). Consumers whose time of purchase was end moth were 1.1201 % point more likely to buy secondhand clothes from open market (including streets) than if the consumer did their shopping in other times of the moth, and effect on probability was insignificant (p -value = 0.008).

Consumers who held a more favorable perception of the atmosphere at their shopping venue were 0.609 percentage points less inclined to purchase secondhand clothes from open markets (including streets) compared to those who perceived the atmosphere differently, and

this effect on probability was significant (p-value = 0.000). Similarly, consumers who perceived the venues they frequented for buying secondhand clothes as crowded were 0.1423 percentage points less likely to purchase from open markets (including streets) compared to those who perceived the density of the venue differently, and this effect on probability was significant (p-value = 0.004).

Table 4. 16: Binary Logit Regression (Model 7a & 7b) Effect of Personal Factors and the Moderating effect of Situational Factors on Choice of Retail Outlet

Model 7a. Predictors: (Constant), Gender, Age, Occupation, Education-secondary & Education-Above secondary & Income

Model 7b. Predictors Constant) Gender, Age, Occupation, Education-secondary, Education-Above secondary, Income and Situational factors: (Physical factors- market atmospherics and density) temporal aspect (Time of purchase)

Binary Logistic Regression Model 7(a) Number of obs = 340				
LR chi2 (6) = 235.31				
Prob > chi2 = 0.000				
Log likelihood = 90.52234		Pseudo R2 = 0.7056		
Typeofthemarket	Coef.	Std. Err.	z	P> z
Age	.3500	.64621	0.542.	0.036
male_gender	-1.0388	.43897	-2.36	0.011
Occupation	-.1591	.6179	-0.257	0.013
Income	-0.234	0.412	-.568	0.000
Edu-sec	-0.867	0.298	-2.909	0.010

Edu-above-sec	- 0.843	0.697	-1.209	0.000
_cons	1.7544	2.116	0.829	0.000
Binary Logistic Regression Model 7(b) Number of obs = 340				
LR chi2 (9) = 232.01				
Prob > chi2 = 0.000				
Log likelihood = 93.4562		Pseudo R2 = 0.6755		
	Coef.	Std. Err.	z	P> z
Age	.3497	.55623	0.629	0.036
male_egender	-1.0122	.414567	-2.44	0.011
Occupation	-.14356	.62341	-0.230	0.013
Income	-0.219	0.401	-.546	0.003
Edu-sec	-0.832	0.283	-2.939	0.012
Edu-above-sec	-0.831	0.678	-1.226	0.000
Time of purchase	1.032	.4236	2.436	0.007
Atmospherics	-.616	.4517	-1.364	0.003
Density	-.1321	.4122	-0.320	0.001
_cons	3.415	1.1002	3.104	0.000

P=value significant at 95% confidence interval

The findings presented in table 4.15 reveal that the log likelihood statistic for model 6(a) stood at 90.52234 with a p-value of 0.000, indicating significance at the 0.95 confidence interval. Hence, there exists a significant relationship between consumer behavior concerning the selection of secondhand clothes retailers and the explanatory variables in this binary logit

regression model. Furthermore, the results demonstrate that situational factors exerted a statistically significant moderating influence on the relationship between personal factors and consumer behavior, specifically in terms of selecting a retail outlet.

The outcomes for model 7(a) reveal that consumers aged 46 years and above exhibit a higher likelihood of purchasing from open markets (including streets) compared to those younger, with a significant association (coef = .3500, p-value = 0.036). Similarly, being male is linked to a decreased probability of buying secondhand clothes from open markets compared to females, and this association is statistically significant (coef = -1.0388, p-value = 0.011). Occupations, particularly being an office worker, are linked to a reduced likelihood of purchasing from open markets, with statistical significance (Coef = -0.1591, p-value = 0.013). Higher consumer income is associated with a lower probability of buying from open markets (including streets) (Coef = -0.234, p-value = 0.000). Moreover, education at the secondary level and above is correlated with a higher probability of purchasing from open markets, with significant probabilities (Coef = -0.867, p-value = 0.010) and (Coef = -0.843, p-value = 0.000), respectively.

According to the aforementioned findings, hypothesis (a), suggesting that personal factors do not significantly influence the likelihood of secondhand clothes consumers opting for open market retailers (including street vendors) over those with physical shops in Kenya, was refuted. These results align with Igwe and Chukwu's (2016) discoveries, which highlighted notable differences in store selection based on income, age, education, and economic status of consumers. It was concluded that demographics play a significant role in determining patronage and retail outlet preference, suggesting the potential for targeted retail segmentation based on demographic profiles. However, concerning gender and income, the

probability of selecting open-air markets, including streets, was found to be low. These findings suggest that the choice of retail outlet may vary depending on the specific commodity under investigation. Notably, Igwe and Chukwu (2016) limited their research to groceries, potentially explaining the disparities between their findings and those of this study.

Results from model 7 (b) indicate that the log likelihood statistic was 93.4562, with a p-value of 0.000, which surpassed that of model 6 (a). This suggests that situational factors significantly moderated the relationship between personal factors and the choice of retailers for secondhand clothing. As a result, hypothesis (b), proposing that the relationship between independent variables (personal factors) and the choice of secondhand clothing retailers in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspects), was rejected in favor of the alternative hypothesis. These findings corroborate Belk's (1974) theory regarding situational factors and their impact on consumer behavior, which suggests that all situational factors are transient and may moderate enduring environmental factors, including marketing factors, that influence consumer behavior. This study contributes methodologically to confirming this theory for the first time, thereby enhancing our understanding within the field of marketing theory.

The results further indicate that the p-values of all the personal factors remained significant: age (46 and above) =0.036, gender (male) p-value= 0.011, occupation p-value= 0,013, Income p-value = 0.003, education-secondary p-value=0.012 and Education-above sec p-value=0.000. Consumers whose time of purchase was end moth were 1.032 % point more likely to buy secondhand clothes from open market (including streets) than if the consumer did their shopping in other times of the moth, and effect on probability was insignificant (p-value = 0.007). Consumers who viewed the atmospherics of their shopping venue more

favorably were 0.616 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the atmospherics otherwise, and effect on probability was significant (p-value = 0.003). Consumers who viewed the frequented venues when buying secondhand clothes as crowded were 0.1321 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the density of the venue otherwise, and effect on probability was significant (p-value = 0.001).

Table 4. 15: Binary Logit Regression (Model 8a & 8b) Effect of Market Factors and the Moderating effect of Situational Factors on Choice of Retail Outlet

Model 8a: Predictors: (Constant), Retailers availability, Market location & Exposure to promotion

Model 8b: Predictors: (Constant), Retailers availability, Market location, Exposure to promotion and Situational factors: (Physical factors- market atmospherics and density) temporal aspect (Time of purchase)

Logistic regression Model 8(a)				
Number of obs		=	340	
LR chi2 (3)		=	0.241	
Prob > chi2		=	0.000	
Log likelihood = 78.17808		Pseudo R2	=	0.6703
	Coef.	Std. Err.	z	P> z
Availability of retailers	1.20003	.35000	3.42	0.010
Exposure to promotion	1.19001	.98008	1.21	0.035

Consumer Location		.21331	.24347	0.88	0.381
_cons		74705	.15717	4.69	0.000
Logistic regression Model 8(b)		Number of obs = 340			
		LR chi2 (6) = 0.235			
		Prob > chi2 = 0.000			
Log likelihood = 79.28103		Pseudo R2 = 0.6703			
		Coef.	Std. Err.	z	P> z
Availability of retailers		1.19876	.348956	3.43	0.020
Exposure to promotion		1.18991	.99448	1.197	0.003
Consumer Location		.209987	.25678	0.8178	0.241
Time of purchase		1.223	.4518	2.707	0.002
Atmospherics		-.6072	.4702	-1.291	0.000
Density		-.1467	.4469	-0.328	0.001
_cons		.78765	.15987	4.93	0.000

The findings presented in table 4.17 reveal that the log likelihood statistic for model 8(a) was 78.17808, with a p-value of 0.000, indicating significance at a 95% confidence interval. Consequently, there exists a significant relationship between consumer behavior, specifically the choice of retailers for secondhand clothes, and the explanatory variables in this binary logit regression model. Furthermore, the results suggest that the availability of secondhand clothes retailers was associated with a higher probability of purchasing from open markets (including streets) compared to when retailers were unavailable, with this association being significant (coef = 1.20003, p-value = 0.010). Additionally, exposure to promotion was

linked to a greater likelihood of buying secondhand clothes from open markets compared to when consumers were not exposed to promotional activities related to secondhand clothes, and this association was also significant (coef = 1.19001, p-value = 0.0035).

The results further indicated that consumers being located near town centers were associated with a higher probability of buying secondhand clothes from the open market compared to consumers located farther from town centers, although this association was found to be insignificant (coef = 0.2133077, p-value = 0.381). Overall, these results led the researcher to accept hypothesis (a): Marketing factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) over secondhand clothes retailers with shops in Kenya. These findings align with those of Devang and Milind (2017), who concluded that the availability of retailers was a significant determinant of retailer choice. However, the study contradicted the findings of Liat, Vicki, and Shai (2014), who specifically investigated how consumers choose retailers under uncertainty concerning store prices before shopping.

Concerning the findings of model **8(b)** in table 4.17, the log likelihood statistic for model 8(b) was 79.28103, p-value= 0.000 which was higher than 78.17808, p-value= 0.000 of model 8(a) and the likelihood effect was significant at 0.95 confidence interval for the two models. This was an indication that the situational factors had a statistically significant effect on the relationship between the marketing factors and the choice of retail outlet. Thus, null hypothesis $H_8(b)$: The relationship-between independent variables (marketing factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect) was accepted.

Another observation from the results was that, consumers whose time of purchase was end month were 1.223 % point more likely to buy secondhand clothes from open market (including streets) than if the consumer did their shopping in other times of the moth, and effect on probability was insignificant (p-value = 0.002). Consumers who viewed the atmospherics of their shopping venue more favorably were 0.6072 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the atmospherics otherwise, and effect on probability was significant (p-value = 0.000). Consumers who viewed the frequented venues when buying secondhand clothes as crowded were 0.1467 % point less likely to buy secondhand clothes from open market (including streets) than if the consumer rated the density of the venue otherwise, and effect on probability was significant (p-value = 0.001).

4.7 Summary of the Chapter

Introduction of the chapter was provided, followed by the results of the pilot study. Results of the reliability of research instruments and validity of the same were then presented. Response rate to justify continuation with the study were then provided, which was then followed by descriptive statistics, where the sample characteristics were summarized. Finally, inferential statistics were computed and the results used to test the hypotheses.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The chapter initiates with a synopsis of the study, encompassing an examination of the research gap, objectives, and hypotheses. Subsequently, conclusions are derived from the findings, accompanied by recommendations. Lastly, potential avenues for further research are delineated.

5.1 Summary of the Study

Total global trade in textiles and clothing is worth more than \$200 billion each year, and has had continuous growth since 1990. The global secondhand clothing demand is expected to grow by 12.4% from 2020 to 2029 (EC, 2020). The monetary value of this sector globally is expected to increase from USD 8.6 Billion in 2020 to USD 27.5 billion by 2029. The trend is replicated in whole of African countries, which are the major markets for secondhand clothes. The growth has been attributed to the increased environmental consciousness among a large portion of worldwide population as well as various advantages connected with secondhand clothes. Included as contributing factors, are the increased importance of sustainability among the millennial, and the cost-effectiveness of secondhand clothes.

From the accessible literature, it is not known whether internal factors, personal characteristics, external factors and market factors (mainly customer location, availability of the retailers and exposure to promotion) and situational factors influences consumer behavior towards second hand clothes in Kenya. As a result, research on influence of all those factors on consumer behavior was necessary. This could generate information that can assist

government and other agencies when planning how this sector should be ran. This study aimed to explore the factors influencing consumer behavior regarding second hand clothes in Kenya. Consumer behavior was evaluated based on the amount of money spent on second hand clothes per month and the choice of retail outlet for second hand clothes. The specific objectives of the study were as follows:

- 1a. To determine whether internal factors (motives of buying, perception, learning, and personality (lifestyle) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.
- 1b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of internal factors on consumer behavior towards secondhand clothes in Kenya.
- 2a. To investigate whether external factors (sub-cultures, social class, reference groups and family) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.
- 2b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of external factors on consumer behavior towards secondhand clothes in Kenya.
- 3a. To investigate whether personal factors (gender, age, occupation, education and income have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya.
- 3b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of personal factors on consumer behavior towards secondhand clothes in Kenya.

4a. To investigate whether marketing factors (retailers' availability, market location and exposure to promotion) have any statistically significant effect on consumer behavior towards secondhand clothes in Kenya

4b. To determine whether situational factors (physical factors and temporal aspect) have any significant moderating role on the effect of marketing factors on consumer behavior towards secondhand clothes in Kenya.

The four specific objectives were used to derive the following hypotheses, which were tested in order to address the research problem:

H₀₁ (a): Internal factors (motives of buying, perception, learning, and personality (lifestyle) have no statistically significant effect the consumer behaviour (amount of money spent on secondhand clothes) in Kenya.

H₀₁ (b): The relationship-between independent variables (internal factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect).

H₀₂ (a): External factors (sub-cultures, social class, reference groups and family) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₂ (b): The relationship-between independent variables (external factors,) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₃ (a): Personal factors (age, gender, occupation and education) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₃ (b): The relationship-between independent variables (external factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₄ (a): Market factors (Availability of retailers, market location and exposure to advertising) have no statistically significant effect on the amount of money spent on secondhand clothes in Kenya.

H₀₄ (b): The relationship-between independent variables (marketing factors) and the amount of money spent on secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₅ (a): Internal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₅ (b): The relationship-between independent variables (internal Factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₆ (a): External factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₆ (b): The relationship-between independent variables (external factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₇ (a): Personal factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₈ (b): The relationship-between independent variables (personal factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics, and temporal aspect).

H₀₈ (a): Marketing factors have no statistically significant effect on the probability of secondhand clothes consumers choosing open market retailers (including street retailers) than the secondhand clothes retailers with shops in Kenya

H₀₈ (b): The relationship-between independent variables (marketing factors) and the choice of retailers of secondhand clothing in Kenya is not significantly moderated by situational factors (physical characteristics and temporal aspect).

The impact of all explanatory variables on consumer behavior (amount of money spent on secondhand clothes) was analyzed using a regression model, while effect of the same explanatory variables on the consumer behavior (choice of retailers) was analyzed using Binary logit model. The variables in this study were identified following the marketing theory on factors influencing consumer behavior. Internal factors included; motive of buying, learning about secondhand clothes and perception of the same. External factors included; sub-cultures, reference groups, family and socio class. Personal factors included; consumers' age, gender, income, occupation and lifestyle (being health conscious). Marketing variables considered included; place (availability of retailers), customer location and exposure to promotion. Belk's model of situational factors influencing consumer behaviour was used, and moderating situational factors focused on included; social factors (companionship) temporal aspect (time of the month when shopping was done) and physical factors (atmospherics and density/crowding)

5.2 Conclusions on Study Findings

After analyzing the data, various conclusions were made concerning each hypothesis addressed in this study.

5.2.1 Relationship between Internal Factors and the Amount of Money spent on Secondhand Clothes

The findings initially tested null hypothesis 1(a), which was rejected except for the aspect of the motive for buying, where the effect was deemed insignificant. Specifically, the results revealed that internal factors (such as motive for buying secondhand clothes, familiarity with secondhand clothes, and perception of secondhand clothes) had a positive and significant impact on the amount of money spent on secondhand clothes in Kenya. However, the results showed that the motive of purchasing secondhand clothes for wearing, as opposed to other purposes like crafting pillows, carpets, and sofa set cushions, did not significantly influence the amount spent on secondhand clothes in Kenya. This led to the conclusion that Kenyan consumers predominantly purchase secondhand clothes for wearing rather than for other purposes.

Results also have shown that, consumers who have learnt about secondhand clothes through experiencing them spent more on them than those who had not. Another conclusion was that the consumers who perceived secondhand clothes more favorably based on aspects such as price, durability; uniqueness etc spent more on them compared to the consumers who rated them unfavorably. The results supported findings by Fotopoulos_& Krystallis (2002) & Wambugu, (2015), which indicated that (purpose/motive of buying) significantly influences outcome of consumer behavior. They echoed the conclusions drawn in a study conducted by Wambugu, Musyoka & Kaluyu (2014) and Wan et al. (2016), as well as Lin & Dianne

(2013), all of which highlighted a positive and significant influence of learning on consumer behavior outcomes. Similarly, the findings aligned with those of Wambugu (2015), revealing a positive and significant impact of perception on consumer behavior manifestation. However, Wambugu (2015) observed that the motive for purchasing had a negative and insignificant effect on consumer behavior. This study's contribution to the existing body of knowledge lies in its exploration of the application of internal factors' influence on consumer behavior specifically within the context of secondhand clothes, an area that has been relatively understudied.

This study diverged from the conclusions drawn by Wambugu (2015) regarding the impact of the motive for buying and gender (male) on consumer behavior. However, it was found that all other internal factors statistically influenced consumer behavior in terms of the amount of money spent on secondhand clothes. Furthermore, the study made a methodological contribution by testing the moderating role of situational factors on the relationship between internal variables and the amount of money spent on secondhand clothes for the first time.

5.2.2 Relationship between External Factors and the Amount of Money spent on Secondhand Clothes

The study also investigated null hypothesis 2(a), which was ultimately rejected in favor of the alternative hypothesis. Specifically, the findings revealed that external factors, including sub-culture, reference group, family size, upper socio-economic class, and lower socio-economic class, exert a positive and significant influence on the amount of money spent on secondhand clothes in Kenya. This suggests that consumers belonging to the Kenyan subculture tend to spend more on secondhand clothes compared to other sub-cultures. Additionally, those who seek input from reference groups when purchasing secondhand clothes tend to spend more than those who do not. Moreover, the results imply that larger families tend to spend more on

secondhand clothes. Regarding the socio-class, conclusion was that, consumers belonging to lower class category spend more on secondhand clothes compared to the consumers in the upper-class category.

In general the finding confirmed the relationship suggested in the conceptual framework and also findings by Karolina, Milan & Ivara (2013), Hobbs (2016), Were, (2016), Deepak, (2017), and Wambugu & Maina (2022), which indicated that sub-cultures and social class positively and significantly influences outcome of consumer behavior. The results were consistent with the findings of Wambugu (2015) and Rasa (2015), which demonstrated that family size positively and significantly impacts consumer behavior. Similarly, the findings aligned with studies by Tarkanyi (2008), Wambugu (2015), and Mbui (2011), indicating that the presence of reference groups has a positive and significant effect on consumer behavior outcomes. This study contributes to the field by applying the theory of external factors' influence on consumer behavior to the context of purchasing secondhand clothes.

5.2.3 Relationship between Personal Factors and the Amount of Money spent on Secondhand Clothes.

The findings also addressed hypothesis 3(a), which pertained to the impact of personal factors on the expenditure of secondhand clothes. The hypothesis was refuted, and the alternative hypothesis was embraced. Regarding personal factors, the study revealed that consumers' age and gender had a negative and non-significant influence on the amount spent on secondhand clothes in Kenya. This suggests that male consumers tend to allocate less spending on secondhand clothes compared to their female counterparts, and consumers aged 46 and above exhibit lower spending on secondhand clothes relative to other age groups. Conversely, the occupation factor, particularly being an office worker, demonstrated a consistent positive and

significant effect on the amount spent on secondhand clothes in Kenya, as indicated by the results.

While the outcomes of this study aligned with the findings of Ching et al. (2012), Sunhilde (2014), and Wambugu (2017), which highlighted the significant impact of individual characteristics such as gender, age, income, education, and occupation on consumer behavior, they contradicted the conclusions drawn by Wambugu (2015). Wambugu's study suggested that gender (male) had an insufficient effect on consumer behavior concerning the quantity of goods purchased. This prompts the researcher to contribute to the theory of factors influencing consumer behavior by emphasizing the importance of considering the specific type of commodity and the particular manifestation of consumer behavior when analyzing the influence of personal factors.

5.2.4 Relationship between Market Factors and the Amount of Money spent on Secondhand Clothes

The findings of this study addressed hypothesis 4(a), ultimately rejecting it and accepting the alternative hypothesis. Specifically, the results underscored that market factors such as the availability of retailers, consumer location, and exposure to promotion exerted a positive and significant influence on the amount of money spent on secondhand clothes in Kenya. This suggests that consumers residing near secondhand clothes markets tend to spend more on them compared to those living farther away. Moreover, consumers who perceive retailers as readily available demonstrate higher expenditure on secondhand clothes than those who hold a different perception. Additionally, the results indicated that consumers exposed to promotions of secondhand clothes exhibit higher spending compared to those who are not exposed. These findings corroborate those of Wambugu (2015), who similarly highlighted

the significant impact of retailer availability, promotion, and consumer location on consumer behavior.

However, the findings contradicted the findings by Agra, Gbachege, Amankwa and Gbetodeme (2015) and Bank and Kaja (2020) who emphasized that the price was the only factor influencing the consumer behaviour; and the findings by Alam and Hulten (2015) who indicated that price and product brand were the only factors influencing consumer behaviour. The thinking of Belk (1974) concerning the situational factors was also confirmed. The major contribution to the theory of marketing regarding influence of situational factors on consumer behavior was that, although situational factors have been treated differently (assumed to have a direct relationship with the consumer behaviour) in the studies by Anic and Rada (2006), Wambugu (2015) and others, this study treated them as moderating variable since they are just temporary. The Binary logit models were run when testing hypothesis 5(a) of the study.

5.2.5 Relationship between Explanatory Variables (Internal, External, Personal and Marketing Factors) and the Choice of Secondhand Clothes Retailers

In examining the determinants of consumer behavior towards secondhand clothing in Kenya, this study aimed to shed light on several key factors influencing purchasing decisions and retail choices. Through a comprehensive analysis of internal and external variables, the research delved into the intricate dynamics shaping consumer preferences in this market. The findings revealed significant insights, with internal factors such as perception, learning, and motive of buying playing a crucial role in influencing consumer behavior. Additionally, individual characteristics including age, gender, lifestyle, and occupation emerged as influential determinants, highlighting the diverse factors at play. Moreover, the study explored the impact of market-related factors such as availability of retailers, consumer location, and exposure to promotion on purchasing patterns. By uncovering these nuanced

relationships, the research contributes valuable insights to the understanding of consumer behavior in the context of the secondhand clothing market in Kenya, offering implications for businesses and policymakers alike.

The findings further illustrate that individuals from lower socioeconomic backgrounds exhibit a greater likelihood of purchasing from open markets, including street vendors, compared to those in the upper-class bracket, and this association was found to be statistically significant. Additionally, it is notable from the results that individuals classified as middle class display a diminished probability of buying secondhand clothes from open markets when compared to their counterparts in the upper class, although this association was deemed insignificant. Furthermore, the results suggest that individuals belonging to the African subculture are more inclined to purchase secondhand clothing from open markets than those from other subcultures, and this association was also found to be significant. Moreover, the presence of reference groups was positively correlated with a higher probability of purchasing secondhand clothes from open markets, a relationship that was statistically significant. An increase in family size was found to significantly elevate the likelihood of buying from open markets. Overall, the study's findings align with previous research by Steve & Hervey (2015) and Sinha (2018), which underscored the significance of the personal attributes examined in this study.

Hypothesis 8(a), focusing on the impact of marketing variables on the likelihood of consumers selecting open market retailers over other types of retailers, underwent testing and was ultimately refuted. The marginal effect analysis revealed that consumers exposed to promotions of secondhand clothes exhibited a higher inclination towards purchasing from open market retailers, including street vendors, although this effect on probability was

statistically insignificant. This suggests that while secondhand clothes traders should engage in promotional activities, they might benefit from utilizing more cost-effective methods. Additionally, it was concluded that the availability of retailers had a positive and significant influence on the likelihood of consumers opting for open market retailers for secondhand clothes compared to other retail options. Similarly, consumers' proximity to market locations also exerted a positive and significant impact on their preference for open market retailers over alternative outlets.

Finally, a general conclusion was made that, explanatory variables; mainly the external, internal, individual characteristics and market factors have a significant effect on the probability of consumers of secondhand clothes choosing open market retailers (including street retailers) than retail shops retailers in Kenya. Empirically, a general conclusion was made that internal factors, external factors, personal factors; marketing factors should be treated as important environmental stimuli that influence consumer behavior towards secondhand clothes in Kenya.

5.2.6 Moderating Role of Situational factors (physical factors and temporal aspect) on the effect of internal, external, personal and marketing factors on consumer behavior towards secondhand clothes in Kenya

The findings of this study delved into H0 1(b), where it was revealed that situational factors exhibited a statistically significant moderating effect on the relationship between internal variables and the expenditure on secondhand clothes. These findings validate the correlation between these variables as depicted in the conceptual framework. Moreover, the study

tackled H0 2(b), which was ultimately refuted, and the alternative hypothesis was embraced, underscoring the significant moderating influence of situational factors on the connection between the amount spent on secondhand clothes and external factors. Similarly, H0 3(b) was rejected, and the alternative hypothesis was upheld, given the significant moderating role of situational factors on the association between external factors and the expenditure on secondhand clothes in Kenya. Furthermore, the results also addressed H0 4(b), which was dismissed, while the alternative hypothesis was adopted, revealing the substantial moderating effect of situational factors on the relationship between market factors and the expenditure on secondhand clothes.

H₀ 5(b) was also tested and rejected given that situational factors were found to have a significant moderating effect on the relationship between the internal factors on secondhand clothes retail outlet choice. In overall, the study contributed to the body of knowledge since for the first-time internal factors were considered in the analysis of consumer behaviour in regard to choose of retail out let. Studies by Devang and Milind (2017) and Liat, Vicki and Shai (2014) tended to focus on the retail store attributes ignoring internal factors, yet the marketing theory suggest that they are likely to influence consumer behaviour (Kibera & Waruingi, 2007).

H₀ 6(b) was also tested using external factors, and the hypothesis was rejected and the alternative hypothesis accepted. From the results, it can be concluded that family size has a positive and statistically significant effect on the choice of retailers of secondhand clothes, and the same applied to social class (lower category) and middle-class category. H₀ 7(b) was also tested and rejected given that the three situational factors were found to have a

statistically significant moderating effect on the relationship between personal factors and the secondhand clothes retail outlet choice. H_0 8(b) was also addressed, and it was concluded that the moderating role of the situational factors on the effects of the marketing variables on the probability of choosing the open market retailers against other types of retailers was also positive and significant. This confirmed the findings by Devang and Milind (2017).

Based on the results therefore, a general conclusion was reached given that the findings confirmed the relationship suggested in the conceptual framework as proposed in the marketing theory by Belk (1974). thus the contribution to the theory of marketing factors influences on the consumer behavior was tested on the behaviour towards secondhand clothes. The moderating effect on the relationship between the explanatory variables and the dependent variables as suggested in the marketing theory by Belk (1974) was confirmed. As indicated earlier, previous studies had assumed the situational factors have a direct relationship with the consumer behaviour, but since they are temporary in nature according to Belk (1974), methodologically they should be treated as moderating variables. This is a contribution of this study to the marketing theory.

5.3 Recommendations

Given the conclusions based on the results that Kenyans buy secondhand clothes for wearing than for other purposes such as making pillows, carpets and sofa set cushions, it is recommended that; importers of secondhand clothes should concentrate on importation of clothes that can be worn again, while they import less durable categories used for other purposes such as making carpets and sofa set cushions. Since the results indicated that consumers who have learnt about secondhand clothes through experiencing them spent more

on them than those who had not. It can be implied that secondhand clothes traders should rethink their ways of marketing the secondhand merchandise, whereby although exposure to promotion is insignificant based on the results, they should device cheap strategies of attracting consumers so that they can continue buying and experiencing secondhand clothes for the sake of repeat purchases and referrals.

Given that consumers who perceived secondhand clothes more favorably based on aspects such as price, durability; uniqueness etc spent more on them compared to the consumers who rated them unfavorably, secondhand clothes importers should select bales with the durability, fashion uniqueness and affordability aspects so that consumers continue perceiving them favorably. This should also ring the bell to the new clothes manufacturers who should also put those aspects into consideration when manufacturing and designing clothes. Results indicated that, external factors (sub-culture, reference group, family size, socio class U and Socio class L) have a positive and significant effect on the amount of money spent on secondhand clothes in Kenya. Thus, the importers of secondhand clothes should bear this in mind when negotiating on prices, so that the prices charged to the final consumers of the above categories is affordable.

The results implied that consumers in the young age bracket are the ones spending more on second hand clothes, probably because their earnings may not allow them to buy new clothes. The traders of secondhand should focus on this market segment as they develop market communication strategies. It can also be deduced from the results that Lifestyle (being health conscious) usually have a negative but significant effect on the amount spent on secondhand clothes. Retailers and wholesalers should ensure secondhand clothes are washed and treated

well before displaying them for consumers to purchase. This also indicates that an opportunity exists for new clothes manufacturers to exploit when promoting their products. Given that occupation (being an office worker) usually has positive and significant effect on the amount of money spent on secondhand clothes in Kenya, importers and retailers should focus on office workers too when designing their promotion campaigns.

Market factors (availability of retailers, consumer location and exposure to promotion) had a positive and significant effect on the amount of money spent on secondhand clothes in Kenya. Results implied that consumers who felt that retailers are always available spent more on secondhand clothes than those who felt otherwise, while consumers who were exposed to promotion of secondhand clothes spent more than those who were not exposed. This implies that retailers should lay strategies of taking their wears near to the consumers, and that both wholesalers and retailers have to do what it requires to tell consumers what is available in the market. Given that market atmospherics and store crowding are good predictors of the amount of money spent on secondhand clothes in Kenya, while market density (crowding) has a negative but significant effect on the amount of money spent on secondhand clothes, it can be implied that the government should improve the market atmospherics conditions experienced by secondhand clothes consumers during purchase.

The government should provide enough space in the market where secondhand clothes are displayed in order to reduce the density/crowding. Since temporal aspect (end-month period) has a positive and significant moderating effect on the amount of money spent on secondhand clothes in Kenya, the government should plan the appropriate times within the month when to give street secondhand traders to display the clothes in some streets. Considering that internal

factors (learning, perception and motive of buying), have a positive and significant effect on the probability is significant of choosing open market retailers over the other types of retailers, the retailers, should emphasize the aspects that enhances favorable perception of secondhand clothes. This would make those elements friendly to the consumers, making them to continue buying secondhand clothes, which will enhance learning about them through experiencing them.

Since individual characteristics (mainly age, Gender, lifestyle and occupation) have a positive and significant effect on the probability of buying from open market retailers than buying from other retailers. It is important that, the government lays down policies that will make open market more accessible without inconveniencing people in the surrounding. It was also concluded from the marginal effect results that consumers' whose lifestyle was characterized by being health less likely to buy secondhand clothes from open market retailers (including streets. This requires the importers, wholesalers and retailers to make it possible for consumers to know at what point secondhand clothes are disinfected in order to create awareness to all consumers, about how safe the secondhand clothes are. It was also concluded that family size have a positive and significant effect on the choice of retailers of second hand clothes, and the same applied to social class (lower category) and middle class category.

It was also evident that consumers of African sub-culture were more likely to buy secondhand clothes from open market retailers (including streets retailers) than consumers from other sub-cultures, and effect on probability was significant. Based on those findings, it can be implied that most Kenyans are buying secondhand clothes, thus when traders are

communicating to the consumers, they should tailor their communication strategy to suite all consumers. Consumers who consulted reference groups were more likely to buy secondhand clothes from open market retailers (including streets retailers) compared to consumers who do not. It is important for traders to try and use secondhand clothes endorsers in the marketing communication, especially the retailers who are using branded secondhand clothes retail outlets.

Effect of marketing variables on the probability of choosing open market retailers against other types of retailers, a conclusion based on the marginal effect results was such that consumers who were exposed to promotion of secondhand clothes were more likely to buy secondhand clothes from open market retailers (including streets retailers). Retailers' availability and consumers' location had a positive and significant effect on the probability of choosing open market retailers of secondhand of secondhand clothes compared to other types of retailers. This implied that, the traders need to expose their products more, either as groups in the big open-air markets/stalls or those with branded shops. There is need to increase the retailer accessibility (without inconveniencing people in the surrounding). May be by more hawking in the estates paths/streets, which are less congested than city streets, and people can buy from them after work or during the week-ends.

One overarching implication is that theories surrounding external, internal, personal, and market factors are applicable in examining consumers' retailer preferences in Kenya. Additionally, there is a notable impact of situational factors—such as physical surroundings, social context, and temporal aspects—on moderating the influence of external, internal, personal, and market factors on consumers' likelihood to choose open-air market retailers

(including street vendors) over other retail options in Kenya. Hence, Belk's (1975) theory on situational factors proves relevant in analyzing their effects on consumer behavior in Kenya. Lastly, from an empirical standpoint, it underscores the importance of considering internal, external, personal, marketing, and situational factors as pivotal environmental stimuli that shape consumer behavior.

5.4 Areas for Further Research

This study focused on consumer behaviour towards secondhand clothes in Kenya, mainly the internal, external, personal factors and marketing factors influencing this behavior. Mediating role of the situational factors was also focused on. Since one of the bones of contention in the research problem was the fact that, the demand of secondhand clothes continues to rise affecting that of new clothes negatively, further studies could focus on whether the selected variables really affects the consumer behaviour in regard to their choice between new clothes and secondhand clothes. In this case, the choice of the product should be treated as the dependant variable, and binary logit model used when analyzing the results. The results of such a study would offer practical advice to new clothes manufacturers on the necessity to understand what makes consumers choose between the two types of clothes.

Given the government's initiatives aimed at regulating the importation and purchase of secondhand clothing in Kenya, there's a necessity to explore the intermediary function of governmental intervention tactics concerning the impact of internal, external, individual attributes, marketing, and situational factors on consumer behavior towards secondhand clothing. This necessitates a shift in the methodological approach to data analysis from multiple regressions to time series analysis. Such an approach would elucidate the moderating influence of these strategies over a defined timeframe, providing insights to the

government regarding the efficacy of its efforts in regulating the secondhand clothing trade in Kenya.

This study focused on perception of secondhand clothes as one of the explanatory variables. There is need to investigate the cultural norms and values and religion as explanatory variables likely to influence consumer behaviour towards secondhand clothes in Kenya. According to marketing theory, those factors are likely to influence consumer behaviour, and since the cultural values and norms in Kenya vary from one sub-culture (tribe) to another, it would be interesting to see how they impacts on consumer behaviour towards secondhand clothes. The information generated by such a study would guide the traders of secondhand clothes and new clothes manufacturers when developing their marketing strategies.

According to KIPPRA, (2022), there are 52 textile mills that convert fibre into yarn, in Kenya, and out of these firms, only 15 are operational, and they are all operating under 45% capacity. There is need for more research to establish the constraints contributing to this situation so that the government and the owners of textile mills can devise strategies of reviving those firms to make them more competitive in the market. This will widen the market for new clothes locally and abroad, creating more jobs for Kenyans and boosting the GDP.

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Cengage Learning.

APPENDICES

Appendix I: Research Questionnaire

The questionnaire is designed to gather information on consumers' behavior towards second-hand clothes and respond to each question by ticking (✓) the appropriate response or by giving your own opinion as truthfully as possible. Your responses will be completely anonymous and will be used by the researcher for the purpose of this study only. All information in this questionnaire is **CONFIDENTIAL, DO NOT WRITE YOUR NAME** anywhere in this questionnaire.

SML

SECTION A: PERSONAL FACTORS/INDIVIDUAL CHARACTERISTICS

(Indicate your answer in the spaces provided)

1. Indicate your gender in the space provided below

1 = Male

2 = Female

2. Kindly indicate your age: (i) 18 - 25

(ii) 26 - 35

iii) 36-45

(iv) 46 and above

3. Indicate your level of education

Below secondary level

Secondary level

Above secondary level

4. Indicate your sub-cultural orientation/ Nationality

African

Other

5. Do you have a family? Kindly indicate in the space provided

Yes

No

6. Kindly indicate your family size _____

7. Approximately how much is your **monthly income**? Kindly indicate in the space provided.

8. Approximately how much money do you spend monthly on second hand-clothes?

Kindly indicate the amount in the space provided

9. Kindly Indicate your **occupation** as either:

Office worker

Non-Office Worker

10. Given your **personality**, kindly rate the level of importance you attach to health considerations during purchase of secondhand clothes using a scale of 1-7, where:

1= very low importance

2= slightly low importance

3= low importance

4= just average,

5= slightly high importance,

6= high importance

7= very high importance.

SECTION B: INTERNAL FACTORS

11. a) PERCEPTION: Rate your thoughts about second hand clothes based on the following probable characteristics using a scale of 1 to 5, where 5= excellent, 4= good, 3= Slightly good, 2= neutral, 1= not good

1. Smartness in regard to fitting and workmanship	1	2	3	4	5
2. Availability in a variety of sizes	1	2	3	4	5
3. Availability in a variety of designs	1	2	3	4	5
4 Durability	1	2	3	4	5
5. Uniqueness in terms of design and materials used	1	2	3	4	5
6. Affordability/Cheapness	1	2	3	4	5

b) LEARNING: Kindly rate your level of learning about second hand clothes by rating the following statements using the parameters/elements indicated in the table. Use a scale of 1 to 5, where 1= not good. 2= slightly good, 3= good 4=they are better, 5 = they are the best (*Circle the rating selected*)

1. Over the years I have learnt that some secondhand clothes are very smart	1	2	3	4	5
2. For a long period I have discovered that	1	2	3	4	5

secondhand clothes are available in a variety of sizes and designs in Kenyan Market					
3 I have been buying second hand clothes and have realized that they can be used for a long time.	1	2	3	4	5
4. Over the years I have learnt that some secondhand clothes are so unique in design and materials used	1	2	3	4	5
5. I realized that some secondhand clothes are cheap/affordable presentable	1	2	3	4	5
6. I have learnt that second hand clothes are presentable	1	2	3	4	5

c) MOTIVE OF BUYING

Kindly indicate your motive/purpose for buying secondhand clothes. (Indicate with a tick the appropriate answer)

Own wearing and other people wearing

For other uses such as making sofa sets and carpets

SECTION C: SITUATIONAL FACTORS SECTION

12. How many times do you buy second hand clothes in a year

13. Kindly indicate with a tick the time within the month when purchase is usually done, which was set as follows:

1= beginning of the month

2= Mid Month

3= End Month

14. Kindly rate the human crowding the market visited frequently using a scaled provided as follows: 1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very high. Markets with a score 1-4 score were perceived as not crowded; 5 and above ratings as crowded.

15 Kindly indicate with a tick whether you are usually being accompanied during shopping for second hand clothes or not

Yes

No

SECTION D: MARKET FACTORS

16 a) Kindly rate your proximity to urban/town centers using the scale provided as follows: (*Indicate your answer with a tick*)

1= very far

2= slightly far

3= Near

4= Inside town/city

17. Indicate with a tick where you usually buy second hand clothes from

1= Open Air markets

2= Others Markets (mobile retailers)

18. Kindly rate your exposure to promotions for secondhand clothes using scale provided as below: Tick or circle where appropriate.

1= very low,

2= slightly low

3= low

4= just average,

5= slightly high,

6= high,

7= very high

SECTION E: EXTERNAL FACTORS

19. Kindly indicate your sub-culture (Nationality). Tick where appropriate.

Kenyan

Other

20. Based on your annual income in Kenya Shillings, kindly classify yourself according to the social class you think you belong to: (*tick where appropriate*).

Income Level (250,000 and above income) = High class

Income Level (100,000- 249,000 Ksh) = Middle Class

Income Level (below 100,000 Ksh= Low Class

21. Kindly indicate the extent to which you consult reference groups when making purchase decisions for second hand clothes based on criteria listed below. Use the scale provided as follows: 1= never 2= Once for a while 3= Frequently, 4 = Always

1. I always consult my reference groups on whether secondhand clothes I buy are smart in regard to fitting and workmanship	1	2	3	4
2. I always consult my reference groups on what sizes and designs are available in the market where they frequent	1	2	3	4
3 I always consult on whether secondhand clothes they have been buying is durable	1	2	3	4
4. I consult on where to get secondhand clothes of unique designs and materials texture	1	2	3	4
5.I always consult my friends on where to get second hand clothes that are affordable given my income	1	2	3	4
6. During occasions, I always consult my friends on where to get second hand clothes that are so presentable to suit the occasion	1	2	3	4

SECTION F: CONSUMER BEHAVIOR

22 a) Approximately how much do you spend on second hand clothes per month?

b) In a scale of 1-5 where 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree and

1=Strongly Disagree indicate information about consumer behavior towards second hand clothes.

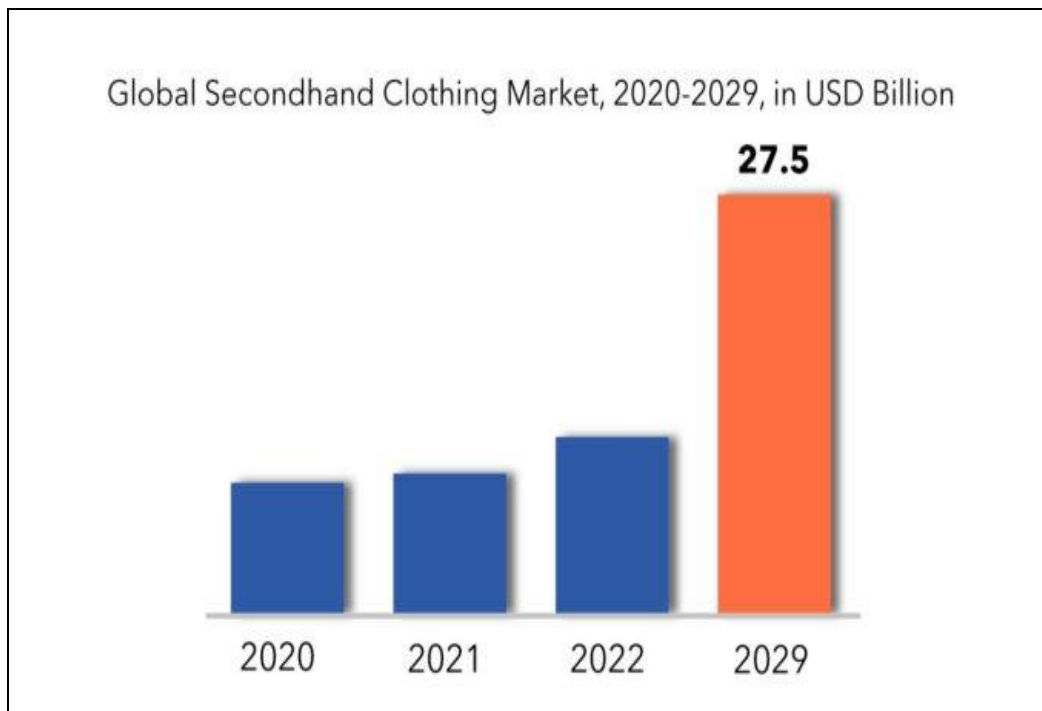
	1	2	3	4	5
1. I spend between 1000 -5000 on second hand clothes					
2.Before I spend money on second hand clothes I must consult on health issues					
3. I spend money on second clothes because they are affordable					
4. I purchase second hand clothes because of their uniqueness					
5. I buy second hand clothes because of their materials and textures					
6. I purchase second hand clothes because they have a variety of designs					
7. I do impulse buying on second hand clothes.					

Appendix II: Krejeie & Morgan Sample Size Determination Table

Table for Determining Sample Size of unknown Population					
N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364

120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384
Note-N is population size S is sample size Source: Krejeie & Morgan. 1970					

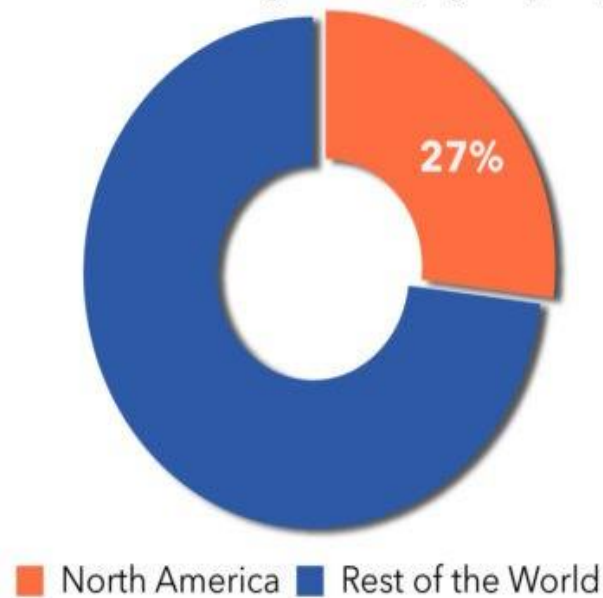
Appendix III: Global Secondhand Clothing Market Trend



Source Exactitude Consultancy (2020)

Appendix IV: Secondhand Clothes Market per Region and Key Market Segments

Secondhand Clothing Market, by Region, 2021



North America has 27% of the global market for second clothes while Europe, Asia Pacific, South America and Middle East and Africa shares 67% of this market.

Second-Hand Clothing Market by Type, 2020-2029, (USD Million)

- Thrift Stores
- Resale Platforms

Second-Hand Clothing Market by Application, 2020-2029, (USD Million)

- Men's Clothing
- Women's Clothing
- Kids Clothing

Appendix V: Models Used to Classify Organizational Culture

Simon et. al (2011) identified the following models used to when classifying organizational culture.

a) Fons Trompennars Model.

According to Trompennars & Hampden-turner, (1997), three aspects of organizational structure are important in determining corporate cultures. They include; The general relationship between employees and their organization; the system of authority defining superiors and subordinates (including structure and styles of management), and general view of employees about the organization itself. Trompenars points out that, a culture is distinguishable by the kinds of solutions it creates for a certain problem. He forwards a series of dimensions along which culture can be assed:

Trompennars & Hampden-turner, (1997) Cultural Dimension Model	
Cultural Dimension	Description
Sequentialism versus synchronism	- It relates to the issue of time and its structuring and management. In sychronistic cultures, ideas about the future and memories of the past are seen to shape present action. Sequential cultures are predominantly present oriented and attaches not much value to common past experience nor to future prospects.
Internalism versus externalism.	This relates with the natural environment, and internalistic people see nature as something

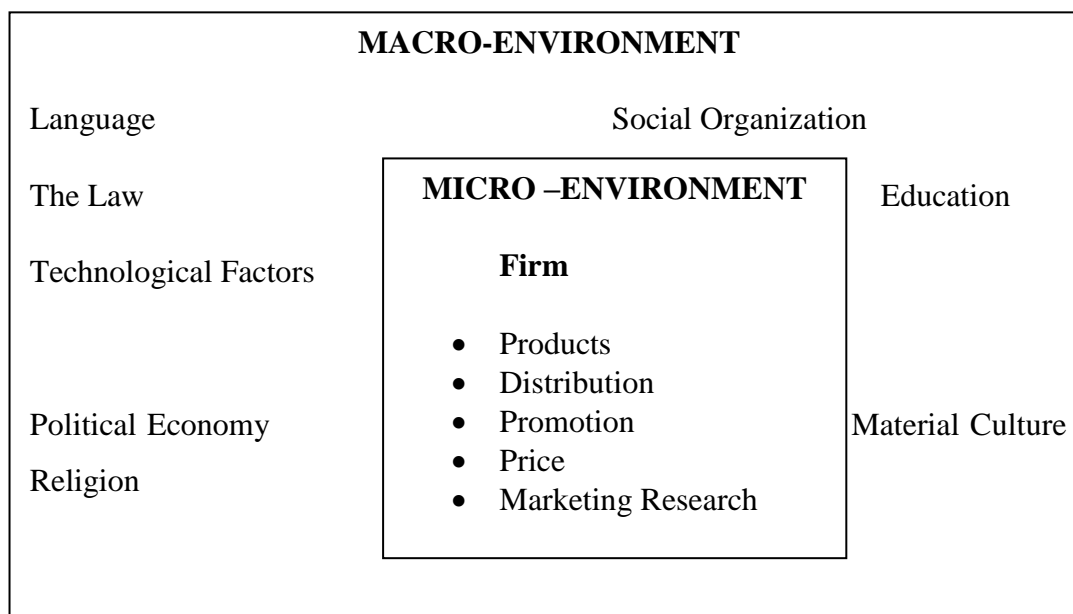
	<p>which can be controlled and manipulated.</p> <p>Externalistic people have a more organic view of nature</p>
Universalism versus Particularism.	<p>Firms that have developed universalism culture focuses more on rules than relationships, while particularism organizations focus more on relationships than rules</p>
Communitarianism versus individualism (group versus individual)	<p>-people in an organizational setting like acting collectively (communitarianism) or as individuals</p>
Neutral versus affective cultures (controlled and subdued emotions versus high emotion and free expression)	<p>-Some individuals are averse to extremism while others are affective,</p>
i) Specific versus diffuse relationships.	<p>Firms with specific relationship cultures are open both in public and private space. The staff are able to separate their private life from office work</p>
Achievement versus ascription.	<p>Achievement based culture in an organization is where status are accorded to people on the basis of their achievement or by virtue of class and seniority. Ascription cultures are the opposite</p>
Hofstede (1991) Cultural Dimension Model	
Power distance Dimension	<p>which indicates the extent to which societies</p>

	<p>expects and accepts inequalities between people and unequal distribution of power and responsibility within its institutions. Countries with high score are those which has broad differences between individuals in terms of power, status and wealth.</p>
<p>Uncertainty Dimension</p>	<p>Avoidance reflects the extent to which a society accepts uncertainty and risk. It relates to the extent to which countries and their institutions establish formal rules and fixed patterns of operations as a means of enhancing security and at avoiding ambiguity and doubt. High uncertainty avoidance societies prefer structured situations/styles over unstructured situations.</p>
<p>Individualism-Collectivism</p>	<p>This dimension relates to the degree to which people in a country prefer to act as individuals rather than as members of groups. In Individualistic society's individuals have a high sense of independence and self-responsibility. In organizational settings, individualists value freedom to make their own decision and to adopt their own approach to the job. In addition, people of individualistic societies are</p>

	said to place a lot of importance on personal freedom and on having enough time for personal or family life.
Masculinity vs Femininity Dimension	It refers to the value based on traditionally male or female values. In masculine societies, assertiveness and materialism is evident. It also encourages competition, meritocracy, decisiveness and strong leadership. Feminine societies are the opposite.
Long versus short-term orientation Dimension	This dimension describes a society's 'time horizon' or the importance attached to the future versus the past and present. In long term oriented societies, thrift and perseverance are valued more.

Appendix VI: Framework for Assessing the Effects of Cultural Factors on Firms

The generic framework model provides for assessment of cultural elements that have impact on the business. They include; legal factors, political and economic factors, religion, education, social values and attitudes, material culture Simon et al (2011). Many academics prefer this generic framework because it provides closer assessments of main cultural elements that have an impact in business. The main issue for a multinational company is to match the internal net work to the prevailing external environment. Basing our analysis on Hans (2011) and Simon et al (2011) views, each cultural element relates to business in the ways presented below



Source: Simon M., Richard, F. & Cate, (2011).

Cultural Element	Effect on Business
<ul style="list-style-type: none"> Language 	<p>This is an important element in the cultural mix. Both verbal and non-verbal communication provide a medium through</p>

	<p>which people can relate to one another and through which social norms can be transmitted and perpetuated. In business language forms the basis of communication between people and provides a means of firm-to-firm and company –to-customer communication, Hans, (20112) and Mercado et al, (2001)</p>
<p>Social Organization</p>	<p>It has an important bearing on how people think and behave, for instance, family provides the cultural point from where cultural values and norms are instilled. Differences in attitude and behavior within the workplace such as meetings, decision making processes, work delegation, leadership roles, communication, and promotion issues can be traced to cultural factors and group norms performing in different societies.</p>
<p>Education</p>	<p>This is the medium through which individuals learn many of the skills and cultural norms necessary for their role within society and workforce. From international perspective on business, education is important in determining the attitudes, skills and aptitudes of individuals in a particular society.</p>

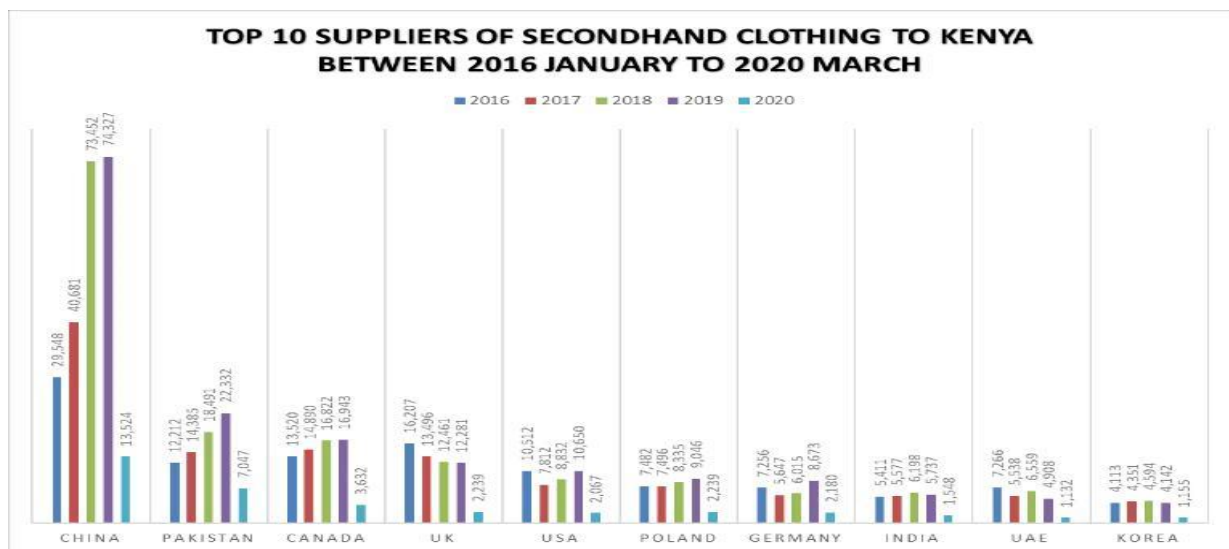
The Law	The law of the nation and its penalties for non-compliance are a reflection of the forms of behaviours which have come to be accepted as social norms. Laws do guide how firms are relating with employees, community and other firms.
Political Economy	This is wider than formal structure of government and state politics. It also involves the role, activities and communication of social institutions such as trade unions, business and professional associations, pressure groups and churches. It also includes beliefs and political philosophies that mix and combine in a society such as nationalism, liberalism and socialism. Those beliefs may reflect divisions of class, wealth, religion and race, all which have impact on the way of doing business
Material Culture	It relates to the way in which people regard material possession and wealth and thus serves to communicate important messages about different societies
Religion	Religion provides foundation for attitudes, beliefs and values in a society shaping individual and group behaviour. It helps to

	shape attitudes towards work and entrepreneurship and influences material values within the society.
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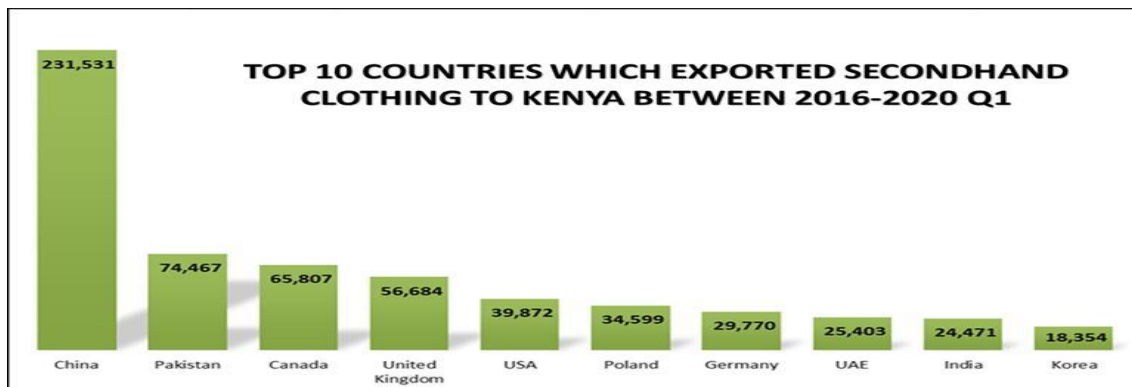
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Appendix VII: Top 10 Suppliers of Secondhand Clothing to Kenya Between 2016- 2020



Source: CR 2021

Appendix VIII: Secondhand Clothes Exported to Kenyan Market from 2016-2020



Source: Country Report (CR) 2021

From figure 1 above, China is the largest supplier of secondhand clothes to Kenya, followed by Pakistan, Canada and U.K in that order.

Appendix IX: Facts about Secondhand Clothes in Kenyan Market

Amount Imported	185 tonnes of second hand clothes in 2019, 8,000 40 ft containers p.a
Buying Statistics	91.5% of Kenyan population buy secondhand clothes worth Ksh 1000 & below per month - 8.5% buy secondhand clothes worth 1000 & above
Payment of Imports by Importers	1.5 Million Kenya shillings per container
Import Tax	Kenya Shillings 12000 billion import duty is earned by government from secondhand clothes
Unit Price Per tone	Ranges between Kenya shillings 91,7000 to 96300 Kenya shillings
Customers	Rural households and low income households buy cheaper clothes from informal textile industry

Appendix X: Household Expenditures on Clothing and Footwear

	<1000(Kenya Shillings)	1000> Kenya Shillings
New clothes consumer expenditure	74.5%	25%
Secondhand clothes expenditure	91.5 %	8.5%

Source KNBS (2015/2016)

APPENDIX XI: Key Policy Players in Secondhand Clothes Industry

Ministry of Trade & Industry (MTI)	Its main responsibility is to promote government import substitution agenda in order to increase exports, in order to achieve the SDGs and vision 2030
Ministry of Health (MOH)	Main agenda is to enhance health consciousness among the users of secondhand clothes in attempt to control the spread of diseases.
Parliament	It has a duty to respond to the regulatory intention of the executive arm of the government, however, it does not play regulatory role of the informal textile industry. Its intention is to protect traders' economic interest
Kenya Revenue Authority (KRA)	Its interest is to maximize tax revenue collection from mitumba imports and exports, wholesaling and retailing. Has a big role in agitating for recognition of mitumba traders to ease its tax collection
Kenya Association of Manufacturers(KAM)	It advocates for the regulation of the informal textile industry (mitumba trade) since the organization views this trade as an embedment to the growth of the formal textile industry.
Local Designers and Clothes Makers(LDCM)	Advocates for regulation of the mitumba trade so that members can increase sales and profits

Media	It sympathizes with ‘Buy Kenya Build Kenya Philosophy. However, they are quite aware that low income groups rely on mitumba, thus they are courteous when reporting politics disagreements between KAM and Mitumba Traders Association(MTA)
The Mitumba Consortium Association of Kenya(MCAK)	Its responsibility is to generate media content emphasizing the importance of the informal industry to the consumers and also develop linkages with parliament and the executive. when developing policies, they should emphasize the role of mitumba in widening consumers choice of textile products, and the traders right to the employment in this sector.

Appendix XII: Import Tax Rate on Secondhand Clothes in Kenya

The import VAT rate is usually 20% but since VAT is based on the extras like custom duty too, it can appear higher than 20% of the original clothing import duty of the original sales price.

HS CODE	62114290
Customs duty %	10%
IGST	5%
Compensation	%
Specific Duty (%)	Rs 135 per Piece

Source: KIPPRA, 2021

Appendix XIII: List Of Apparel and Textile Firms in Kenya

S/N	COMPANY	ACTIVITIES
1	Spin Knit Limited	Textile manufacturing, specializing in Acrylic, Hand Kniting yarn, machine knitting yarn, knitwear
2	Rivatex East Africa Limited	Textile manufacturing, converting cotton into finished fabrics
3	Thika Cloth Mills	Manufacturing of textile, mainly corporate uniforms, school uniforms etc
4	Sunfhas Textile and Knitwear Mills	Manufacturing of: Fabrics, garments and Household Textiles
5	Spinners and Spinners	Textile manufacturing, specializing in Acrylic, Hand Kniting yarn, machine knitting yarn, knitwear
6	Fine Spinners Limited	Textile manufacturing, specializing in Acrylic, Hand Kniting yarn, machine knitting yarn, knitwear
7	Alliance Garments Limited	Textile manufacturing, specializing in Acrylic, Hand Kniting yarn, machine knitting yarn, knitwear
8	KEMA East African Limited	Manufacturing of garments, mainly protective clothing

9	Supra Textile	Textile manufacturing, specializing in Acrylic, Hand Kniting yarn, machine knitting yarn, knitwear
10	Specialized Towel Manufacturers Limited	Textile manufacturing, specializing in all types of towels

Source: Statista 2023

Appendix XIX: List of Top 10 Textile Importers

S/N	Country	Imported Value (Billion US Dollars)
1	European Union	79
2	United States	40
3	Vietnam	19
4	China	16
5	Bangladesh	15
6	Japan	9
7	United Kingdom	8
8	Indonesia	7
9	Turkey	6
10	Republic of Korea	6

Source: Statista 2023

Appendix XX: Top Five Global Textile Leaders

S/N	Country	Export Value (Billion US Dollars)	Reason for Success
1	China	250	<ul style="list-style-type: none"> • Lower costs of labour and other costs of production • Availability of high quality rawmaterials • Modern industrial infrastructure • High level technology and machinery
2	Germany	38.99	<ul style="list-style-type: none"> • Success of medium size textile industry • Focus on quality than quantity of exports
3	Bangladesh	38.73	<ul style="list-style-type: none"> • Low labour costs due to large workforce making it the second largest exporter of fashion brands to Western Europe
4	Vietnam	37.93	<ul style="list-style-type: none"> • Skilled cheap

			<p>workforce</p> <ul style="list-style-type: none"> • Focus on high quality Fabric
5	India	37.11	<ul style="list-style-type: none"> • First mover advantage (textile industries dates back to the colonial period) • Focus on high quality silk • Use of modern technology and machinery

Source: Statista 2023

Appendix XXI: Consumer Attitude

According to Kibera and Waruingi (2007), the other internal factor influencing consumer behavior is attitude. This is a learned tendency to respond to a product, brand or company in a way that is consistently favorable or unfavorable (Jobber, 2010). It has three components: cognitive component, which is information part of attitude which is expressed as a belief; affective component where attitude is expressed in terms of likes and dislikes, and finally behavioral component, which is attitude expressed in regard to consumers' readiness to act on his belief and feelings (Solomon, et al. 2010).

According to Chaiklin (2011), attitudes are an individual's inclination to approximate aspects or objects in a good or bad way that affects their lives. Concerning some features of our world, an attitude is an enduring organization of motivational, physiological, perceptual, and cognitive processes (Hawkins & Mothersbaugh, 2010). An attitude can serve more than one function, but a particular one will be dominant in many cases). For very different reasons, two people may have the same attitude toward an object. As a consequence, knowing why an attitude is kept before trying to alter it can be beneficial to a marketer (Ek & Mariani, 2020).

Appendix XXII: Rationale and Examples of Channels of Distribution for Goods and Services

The rationale for the use of middlemen in channels of distribution includes the following;

- Contacting the customers;- They reduce the number of sales contacts or sales calls needed to reach all the consumers.
- Sorting function – Bulk-breaking and bulk-building. Bulk- building involves buying from producers in large quantities and storing the products until they are bought either by other middlemen or the final consumer. Bulk-breaking involves breaking the large quantities bought into smaller quantities manageable by the buyers.
- Physical distribution- moving the goods to a place near the consumer
- Demand stimulation- They carry out advertising, sales promotion, personal selling , all aimed at increasing the demand of the product
- Market Information- They collect a lot of information including complaints about the product, which they give to the manufacturers to improve the product. The following are the possible types of channels of distribution

- i) Zero level- Has no middlemen ($P \rightarrow C$)
- ii) One level- Has one middleman ($P \rightarrow R \rightarrow C$)
- iii) Two level- Has two middlemen ($P \rightarrow W \rightarrow R \rightarrow C$)
- iv) Two level (Alternative) Channel- Has two middlemen ($P \rightarrow A \rightarrow R \rightarrow C$)
- v) Three level Channels- Has three middlemen ($P \rightarrow A \rightarrow W \rightarrow R \rightarrow C$)

Key: P= Producer, C= consumer, R= retailer, W= Wholesaler, A= Agent

Source: Kibera & Waruingi, (2007)

N/B- The longer the channel, the higher the final price of the product because each middleman (apart from agents) is after making profits on the commodity he is distributing.

The following is the factors considered when selecting channels of Distribution:

Factor	Analysis
Customer characteristics- they	Include size, geographical dispersion and buying habits. for large customers, direct channels (No. i) would be appropriate, for customers spread throughout the country, longer channels are appropriate. For customers who has a habit of buying once in a year and in large quantities, direct channel (no. i) is most appropriate
Product characteristics-	For perishable products, direct channels are the most appropriate. Technical products may be distributed through agents

<p>Company characteristics-</p>	<p>They include company objectives, financial status, past channel experiences and the desired degree of channel control.</p> <p>If the company major objective is to boost sales volume, short channels would be appropriate so that the product reaches the final consumer at affordable prices. If the company is well financially and the product is more technical, it may establish its own agent's outlets e.g Safaromi C</p>
<p>Middlemen characteristics-</p>	<p>if they are available and financially stable. If they are not available, producer to distribute directly to the consumers. If those available are not financially stable (especially large scale retailers), producers should avoid them.</p> <p>Competitive Characteristics- Its always advisable to use the channels used by the competitors products</p>

Environmental Characteristics-	Economic, political, legal, social and cultural factors also influence channel decisions. If the economic conditions are not good, marketers should move their products to the market via the route that is least expensive to the final consumers
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Appendix XXIII: Distribution Systems in Africa for Consumer Goods

There are two main types of middlemen involved in distribution of goods in Africa: A)

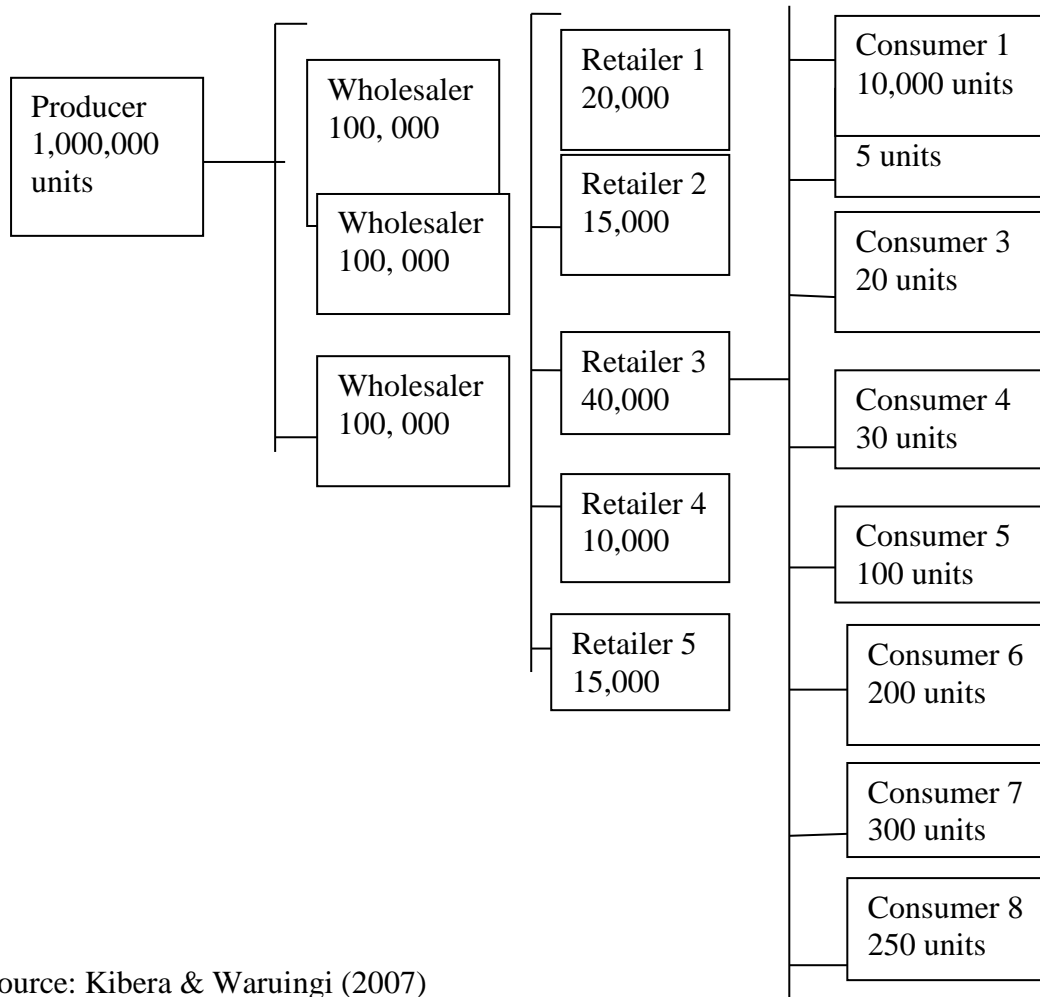
Retailers and Wholesalers

Retailers are classified according to method of operation and also by form of ownership

Retailers according to Mode of Operation	
Type retailers	Operation AND EXAMPLES
Full-service Retailers-	In-shop across the counter retailers
Supermarkets and shopping malls	Self-services
Non-shop personal retailing-	House-to-house, street retailers, open market retailers
Non-shop Non-personal Retailing	There is no person serving customers e.g automatic vending machines
Retailers according to ownership	
Independent shops	Single retail shops owned by one or two persons
Corporate chain Shops-	Organizations consisting of two or more shops centrally owned and managed and handling generally the same lines of products on the same level in distribution structure
Franchise system	they are independent retailers, and include the following:
Voluntary chains	Associations of independent retailers sponsored by a wholesaler for the purpose of assuring himself of retailing outlets for his goods and services. Those types of retailers and the sponsoring wholesaler must

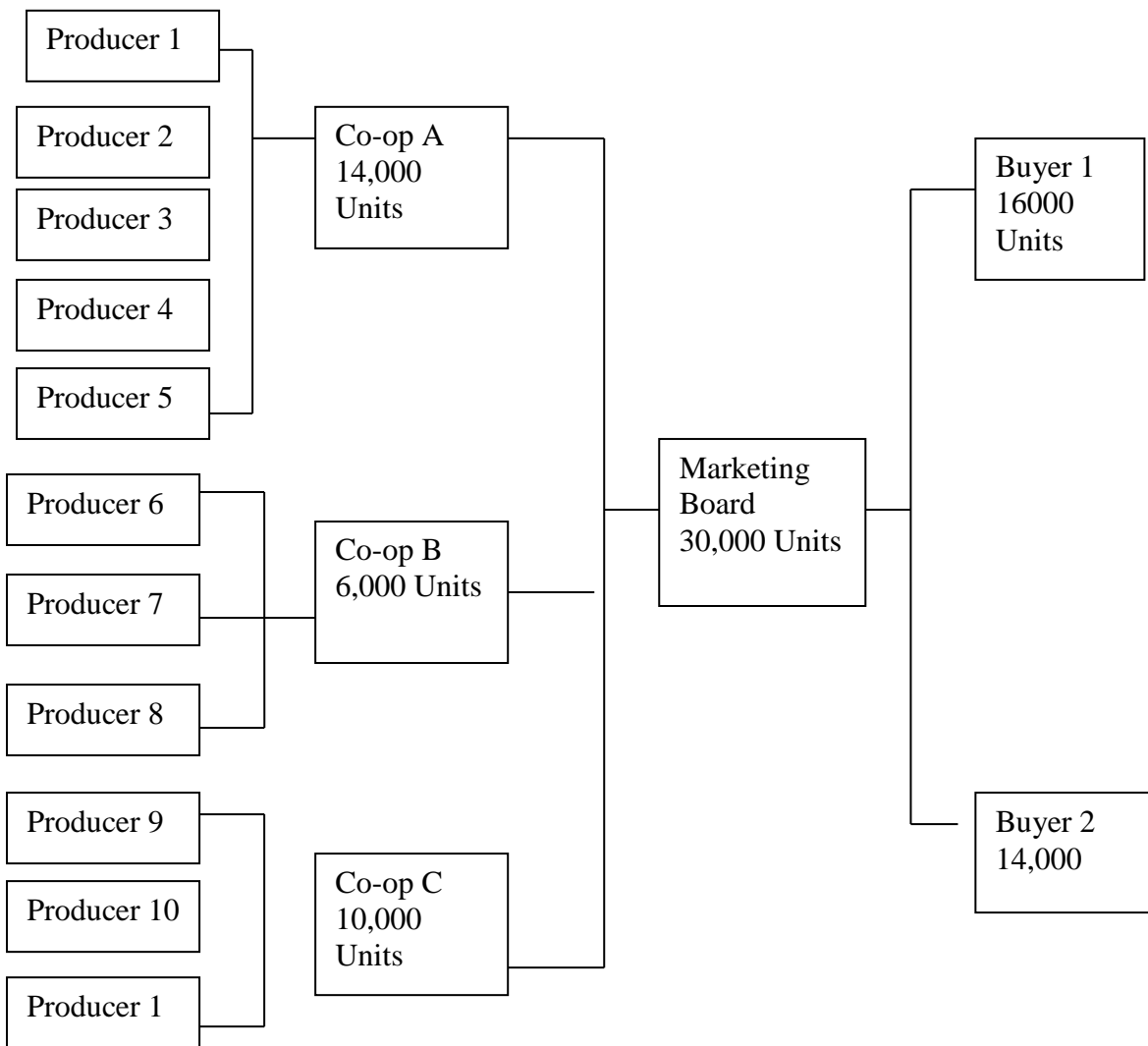
	enter into a contract
A retailer Co-operative Chain	An organization initiated and sponsored by a group of independent retailers who jointly own and operate a wholesale warehouse
Manufacturers- sponsored systems	where a manufacturer sets up a network of retail outlets by contracting with new or established independent operators e.g Bata shoe company contracts with Bata shoe shops
Wholesaling Middlemen-	
Merchant wholesalers	they take title to the merchandise they handle
Manufacturer's sales Branches and offices/depots	Operates as big stores/depots located in major markets e.g KBL depots
Agents and Brokers	they do not take title to the goods, they negotiate and purchase in large quantities on behalf of their principals
Assemblers of products/farm products	For example, co-operative societies and marketing boards- they buy in small quantities from many producers and sell in large quantities to small number of large customers such as millers, processors and overseas buyers

Appendix XXIV: Diagrammatic Representation of Bulk- Breaking



Source: Kibera & Waruingi (2007)

Appendix XXV: Diagrammatic Representation of Bulk-Building



Source: Kibera & Waruingi (2007)

Appendix XXVI: Summary of Literature Review and Research Gaps

Author, Year	Focus of Study	Findings	Identified Gap
Wambugu & Maina (2022)	Influence of socio-cultural factors consumer behaviour towards baked bread in Kenya	The study established a positive and significant effect of cultural factors and the amount of bread consumed in Kenya.	Study excluded external factors (reference group, social class and family). personal characteristics, internal, marketing and situational factors
Mwangi, (2021)	the demand for secondhand clothes in Kenya	fashion lifestyle enjoyment, and exposure to second clothes through social networks were driving the demand.	Study excluded distribution and perception about the price among the marketing variables
Banik & Kaja (2020)	Investigated the reasons why used clothes were popular in Africa.	Quality, affordability and uniqueness were identified as the pull factors towards buying behavior of second hand clothes.	External factors (reference group, social class and family). personal characteristics, internal, and situational factors were excluded
Kovanoviene et al. (2019)	Influence of marketing tools, mainly	The two variables were found to have positive and significant effect.	distribution and customer location were excluded

	advertising and online communication on the consumer behaviour.		
Mwenda, (2018)	Influence of second hand clothes on the performance of textile manufacturing firms in Kenya.	Quality, price, placement and consumer preferences had positive and significant effect on consumer buying behavior towards second hand clothes.	Study excluded exposure to promotion and consumer location marketing variables
Sinha (2018)	Influence of store characteristics and personal characteristics and choice of store formats	Store characteristics and personal characteristics had positive and significant effect on choice of store formats	Internal, external marketing factors and situational factors were excluded in the study
Tarkanyi (2018)	investigated whether reference groups influences consumer behaviour	consumer behaviour for women is influenced to a great extent by reference groups than men's behaviour. Age had significant effect on the	The study was limited to influences of reference groups, Age groups and product category.

		consumer behaviour	
Deepak (2017)	Studied influence of subculture on impulse buying behaviour among the young people in India	There was no significant relationship between sub-culture and impulse buying. On the other hand,	Study excluded the other external factors (reference group, social class and family).
Devang & Milind (2017)	Store attributes and choose a store from various options	Depth and width of the product portfolio, physical elements, availability of low priced products, influenced choice of the store	Personal characteristics, internal factors, marketing and situational factors were not considered
Osmud et al (2017)	Gender characteristic of and purchase decisions towards luxury and general products	Women of different family lifestyle had significant differences in their purchase decisions	Study excluded other personal characteristics (education, age, lifestyle and occupation)
Hobbs (2016)	Factors influencing shopping behavior of	social factors and financial factors significantly influenced the buying of	Study ignored internal, marketing factors, individual factors), and situational factors

	secondhand apparel consumers,	secondhand apparel behavior	
Were (2016)	Investigated whether sub-culture influenced food choices among hospitality clients in catering outlets in Kenya.	The findings established a link between food choice and culture.	Study excluded the other external factors (reference group, social class and family). personal characteristics, internal factors, marketing factors and situational factors were also excluded.
Wan et al. (2016)	Study focused on learning and motivation influence on brand loyalty and brand recognition	Enthusiasm and pursuit of return have a significant influence on brand image; enthusiasm, dependent evaluation, focus of interpersonal competition and pursuit of return are significantly influential to brand recognition; which is a result of learning about the same,	Study left out perception which is another internal factor. Current study focused on all factors explaining consumer behaviour (internal, external. personal characteristics, marketing factors and situational factors)

		and brand recognition has a positive influence on brand loyalty.	
Steve & Hervey (2015)	The drivers of consumers choose where to shop amongst small, independent and large scale retailers.	The study identified segment of shopper exists that shop at small businesses for various reasons. based on to the attributes the target consumers are looking for when selecting retail outlet	The study did not consider all factors influencing consumer behaviour (internal, external, personal characteristics, marketing factors and situational factors)
Wambugu (2015)	Investigated effects of perception of packaging characteristics and situational factors on the outcome of shoppers' behaviour in Kenyan supermarkets.	perception based on characteristics such as durability, shape, design, color and graphics all influences consumer behavior.	Learning which, is one of the internal factors. Motive of buying was placed together with other situational factors. In this study, motive of buying is listed among the internal factors. Other factors excluded in the study by Wambugu (2015) were marketing factors and external factors

Melissa (2015)	Influence of product characteristics factors on the behaviour in family purchase decision making in Toowoomba	Both products characteristics determines the way children behave in family purchase decision making particularly with regard to their choice of products.	The study focused only on the product marketing mix, leaving out the distribution, promotion and perception of the price
Nelson et al. (2015)	Effect of lifestyle on consumer purchase behaviour towards local and international brands.	lifestyle had a positive and significant effect on consumer purchase decision	Study excluded other personal characteristics in the analysis of the consumer behaviour
Agra, Gbachegebe, Amankwa & Gbetodeme (2015)	Investigated the factors influencing demand for secondhand clothes in Ghana	Established that price had a positive and significant effect. while Health consciousness had negative but significant effect on consumer behaviour towards secondhand clothes.	Study excluded other marketing factors (distribution, customer location and exposure to advertising).

Srivastava & Sandeep, (2015)	Role of family life cycle variables in the polarization of luxury value of branded products in Chennai city	There is a highly significant difference in lifestyle with respect to luxury brands among the shoppers in the sample. Based on the mean value, it was noted that, the high level of functional, individual, social and luxury value is perceived by the married shoppers when compared to unmarried in the sample.	Study excluded other factors in the analysis of consumer behaviour (internal factors, marketing factors, individual characteristics, part of external factors (reference groups, social class, sub-culture) and situational factors
Alam & Hulten (2014)	investigated factors influencing consumer behaviour towards secondhand clothes.	Price, risk avoidance, brand and customer location had significant effect on consumer behaviour.	Study excluded the influence of other marketing factors (distribution factors and exposure to advertising)
Vicki & Shai (2014)	Investigated how consumers chose	Shoppers make successive retailer	The study excluded internal, external factors, personal

	retailers when under uncertainty concerning store prices before shopping.	choices only to learn about prices charged on their commodities later.	characteristics, marketing factors and situational factors
Sunhilde (2014)	Relationship between income and clothing expenses in the same country in Romenia.	The study established that there is a positive and significant relationship between incomes and the consumption levels of secondhand clothes.	This study focused on one factor that influences consumer behavior, mainly income, yet according to theory of consumer behavior, there are other factors that influences consumer behavior.
Wambugu, Musyoka and Kaluyu (2014).	Through exploratory research utilized a survey learning influences on consumer behaviour in relation to food products,	Findings revealed that learning about the product influences consumer behaviour	Study focused on one internal factor (perception), leaving the other internal factors (motive of buying). The study was limited in that, it left out other factors explaining consumer behaviour (external factors, personal characteristics, marketing factors and situational factors)

Karolina, Milan & Ivara (2013)	Investigated whether subculture determines consumer behaviour. The study focused on the Islamic religion sub-culture	Established that sub-culture (Islam religion) influenced consumers' buying behaviour in Serbia.	Study left out other external factors such as social class, reference group and family among other factors that influences consumer behaviour
Amir et al (2012)	Influence of situational factors (money and time available) on impulse buying behavior among different ethics in Malaysia.	situational variables (money available and Time available) influenced urge to buy impulsively and impulse buying. Beside that positive affect has mediating role between situation variables and impulse	Other factors (internal, external, personal characteristics and marketing factors) were not included in the analysis.
Fotopoulos & Krystallis (2012)	Health consciousness part of personality trait and	A strong relationship between health consciousness part of personality trait and	The study excluded other personal characteristics such as age, gender and education

	consumer buying consumer behaviour	consumer buying consumer behaviour was established	
Sanjar & Ehsan (2012)	Impact of lifestyle on purchase of luxury brands,	Impact of lifestyle was found significant.	Study left out the other personal characteristics
Mbui (2011)	The influence of reference groups on consumer behaviour in regard to choice of products (toilet soaps).	The study established that immediate family members as a reference group influenced consumers choice of toilet soaps. The same applied to medical experts and satisfied users appeal.	The study left ot other external factors (social class, sub-culture and family). In also left out internal, personal characteristics, marketing factors and situational factors
Napompech, & Kuawiriyapan, (2011)	Influences gender on of consumer buying decisions of second-hand clothes.	Good customer service from sellers, cheap prices as compared to those charged on new clothes, convenience locations/availability of retailers, and variety in	Study excluded exposure to promotion variable

		design of clothes were very important.	
Karin et al, (2010)	Consumer perception of food packaging based on the importance given to different functional attributes.	Perceived packaging characteristics that reflected quality, shelf-life attribute, functional attributes and packaging environmental friendliness were important to consumers.	Study focused on one internal factor (perception), leaving the other two (leaning and motive of buying). It left out other factors explaining consumer baehaviou (external factors, personal characteristics, marketing factors and situational factors)
Heidarizade & Teherikia (2010)	Investigated the situational factors that causes of impulse buying, in Iran	Money available during purchase influences outcome of behaviour. However, money available during purchase does not have positive effect on the shopper's moods	The study excluded external factors, personal characteristics, and marketing factors