

Effect of Internal (Psychological) and Marketing Factors on Amount of Money Spent on Secondhand Clothes and Retail Market Choice in Kenya

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ABSTRACT

Although second-hand clothing market has a long history, its economic impact and worldwide significance rose in the early 1990s as a result of the deregulation of many emerging economies and rising demand from different countries (Brooks & David, 2012). As a result, second-hand clothing has become one of the most important tradeable commodities and a means of advancing the interests of the West. Trade agreements involving second-hand clothing have often been employed by the United States as a bargaining chip to achieve its objectives (Hansen, 2014). For instance, the US has utilized competitive pricing of cotton and wool fabrics, as well as ready-to-wear garments, to significantly reduce the attractiveness of second-hand clothing in domestic markets. Consequently, the export of second-hand clothing, particularly to Africa, has become an increasingly crucial component of trade (Nordas, 2004). Kenya is one of the major importers of secondhand clothes in Africa because of the growing demand, which is driven by low priced charged on this commodity. Many Kenyans are now importing secondhand directly from the source, then selling in large quantity to retailers, who later sells to the final consumers. This has led to a huge influx of hawkers of secondhand clothes in the streets of all big cities in Kenya, which has contributed to congestion in those cities. Although the growth in secondhand clothes has been attributed to affordability, there is need to investigate other marketing factors that may be contributing to this growth. Psychological (internal) factors could also be playing a role, whereby what is in the consumer 'psyche' pulling the consumers behaviour towards secondhand clothes, and this needed to be investigated. The purpose of this paper was therefore to investigate whether psychological (internal) factors and marketing factors influences consumer behavior towards secondhand clothes in Kenya in terms of amount spent on secondhand clothes and the choice of retailers. This study adopted both descriptive and exploratory research design. The target population of this study was 15,513 million respondents from 7 counties with the highest population. A sample of 384 respondents was used, and data was collected using structured questionnaires. Findings of the study revealed that there exists a significant relationship between internal factors and consumer behavior in terms of amount of money spent on secondhand clothes. There is also higher association with the probability of buying from open markets than from other forms of markets. and the probability of choosing open market retailers compared to other form of retailers. Results further indicated that there exists a significant relationship between internal factors and consumer behavior in terms of amount of money spent on secondhand clothes in kenya. Except for lifestyle, the other marketing factors had shown a higher association with the probability of buying from open markets than from other forms of markets. The study shall contribute practically to textile manufacturers who shall understand the reasons why consumers are buying secondhand clothes. By understanding the influence of internal and marketing factors on consumer behavior towards secondhand clothes, they will, have to adjust their marketing strategies accordingly in order to meet customers' needs.

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I. Background to the Study

Consumer behaviour is not only influenced by personal factors and situational factors. It can also be attributed to factors internal to the consumer and marketing factors (Kibira and Waruingi, 2007). Internal factors are situated within the consumer's psyche, making it solely the consumer who possesses the knowledge, emotions, and understanding of them (Jisana, 2014). Marketing factors include the four Ps of marketing - product, price, place, and promotion. They are crucial elements that are involved in promoting a product or service to the public (Kotler, 2009). This study focuses on the two categories of the factors when analyzing consumer behaviour towards secondhand clothes in Kenya. Previous studies on this product category and

consumer behaviour focused on the personal factors (Orangi, et al 2023), while others before this study had focused on the price. For instance, Roux & Guiot (2012) observed that, consumers from various European and African countries have actively engaged in the second-hand market due to the economic crisis. The trend observed in Africa is replicated in Kenya, for example, in the year 2019, Kenya imported approximately 185,000 tonnes of second-hand clothing, approximately 8,000 containers (KNBS, 2021). The huge demand for secondhand clothes has been attributed to their low prices relative to those of locally manufactured new clothes. As a result, the government has indicated that secondhand clothes are a threat to the textile manufacturing industries, and at times the government has threatened to ban their importation arguing that production of new clothes locally has more multiplier effects than importation of secondhand clothes. The multiplier effect would lead to higher economic growth and development (ISHFS, 2015). Researchers need to investigate further why consumer behavior towards secondhand clothes is more favorable compared to behavior towards new locally manufactured clothes. Marketing theory does not restrict the factor that influences consumer behavior to cost-effectiveness of products/services (Orangi, et. al 2023).. Thus, the role of other factors that influences consumer behavior towards secondhand clothes needs to be investigated, and this makes this study relevant.

1.2 Research problem

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

1.3 Objectives of the Study

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

- a. To analyze the effect of internal factors (motive of buying) on the consumer behavior towards secondhand clothes in Kenya
- b. To determine the effect of internal factors (perception) on the consumer behavior towards secondhand clothes in Kenya
- c. To establish the effect of internal factors (learning) on the consumer behavior towards secondhand clothes in Kenya
- d. To analyze the effect of internal factors (personality/ health consciousness) on the consumer behavior towards secondhand clothes in Kenya
- e. To Determine the effect of marketing factors (market location, availability of retailers and exposure through promotion) on the consumer behavior towards secondhand clothes in Kenya
- f. To investigate whether internal (psychological) and marketing factors are associated with the probability of choice of retailers of secondhand clothes (open market retailers including street retailers).

II. Theoretical literature

Internal factors

Kibera & Waruingi, (2007) identified four internal factors that influence consumer behavior. The first factor is the *needs and motives*. A need is the lack of something useful, and consumers are confronted with numerous unsatisfied needs. A motive is an inner state that directs consumers towards the goal of satisfying a felt need (Kibera & Waruingi, 2007). Maslow's hierarchy of needs suggests that every individual has different needs that follow a hierarchical order, and these needs are important in understanding consumer behavior. The hierarchy of needs proposed by Maslow starts with physiological needs and progresses through security needs, social needs, esteem needs, and finally to the topmost self-actualization needs. It is important to note that some needs are more basic and urgent than others, and a need becomes a motive when it is pressing enough to direct a person to seek satisfaction. (Kibera & Waruingi,2007). Given his income, a rational consumer shall always try to satisfy the most basic needs first before attempting to satisfy higher level needs. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next important need (Kibera & Waruingi, 2007). Some motives are directed to other people and not directly to the consumer (Kibera & Waruingi 2007). For instance may buy a commodity for his own use or for other people to use, or may buy for different purposes, and all those motives are likely to influence his purchase decision (Kibera & Waruingi 2007, Wambugu, 2015).

Personality is another internal factor which may influence consumer behaviour. It is the enduring characteristics that influences how an individual responds to stimuli (Kibera & Waruingi, 2007). Consumers are unique, and their uniqueness comes from heredity and lifetime experiences. Marketers are interested in personality because they believe it influences consumer behavior. Personality influences consumer's desires, for instance based on their ego, there are those consumers who will desire expensive products, and there are those consumers who will desire cheap products, while others based on their personality characteristics will be for some brands or types of goods and not others (Kibera & Waruingi, 2007).

Perception is another internal component that might affect consumer behavior (Kibera & Waruingi (2007). It can be characterized as the process by which we give incoming stimuli that we acquire through our five senses meaning. Perception is the selection, arrangement, and interpretation of information in order to construct a meaningful experience of the outside world (Jobber, 2010, Kuester, 2012, Koltler, 2009 & Dhruv & Michael, 2018). As a result, a person's perception of a given good or service is subjective and influenced by their thoughts and beliefs. Due to perceptual differences, even people with similar needs or wants might not choose the same products or services (Perner & Lars, 2010). This study focused on the health consciousness of the consumer, which was premised to have influence on consumer behaviour towards secondhand clothes.

Kibera & Waruingi (2007) posit that *learning*, defined as the alteration of an individual's response or behavior due to practice, experience, or mental association, and it is another internal factor that can affect consumer behavior. There are many theories about how learning takes place, but according to Kibera & Waruingi, (2007), two in particular are helpful to marketers who want to influence consumer behaviour. One of the theory is conditional learning, which was developed by Russian psychologist Ivan Pavlov, who experimented on salivating dogs. The theory holds that learning takes place by association, where the subject associate one stimulus with another, and to link both to the same response. Applying conditional learning theory to marketing, it is argued that when the consumer is exposed to a situation repeatedly, it may result in positive or negative consequences. Positive consequence has to do with repeated purchase, while negative consequence has to do with shying away from the product or service. Marketers when advertising products and services use the model of conditioned learning (Kibera & Waruingi, 2007).

Marketing Factors

The influences of marketing relate to different elements of the marketing mix, which include product characteristics (e.g. quality and packaging), promotion, distribution channels, and pricing (Kotler et al., 2009; Churchill, 2021; Rajan, 2016). The concept of "product" covers a wide range of offerings available for customers to purchase or acquire, including physical goods, services, personalities, places, and ideas (Kibera & Waruingi, 2007). Since there are countless products, services, places, and ideas offered in the market, marketers have developed several ways of categorizing them. According to Kibera & Waruingi (2007), there are four ways of classifying products, with the first being whether they are durable or non-durable. Durable goods are products that are tangible and can be used repeatedly over a period of time, whereas non-durable goods are physical items that are typically consumed within a day or a few days. The second classification of products is based on the amount of effort required before making a purchase. This effort can be measured in terms of time spent comparing various brands or searching for specific outlets that sell the desired products. Based on this criterion, products can be classified as convenience, shopping, or specialty goods. Convenience goods refer to products that are frequently purchased with minimal effort and without the need for comparisons (Kibera & Waruingi, 2007). Shopping goods, in contrast to convenience goods, are products that buyers compare based on criteria such as quality, price, suitability, and style (Kibera & Waruingi, 2007). Specialty goods refer to products that possess distinctive qualities or a brand identity that motivates buyers to go out of their way to acquire them. Additionally, products are classified as either industrial goods, which are procured by businesses for processing or resale, or consumer goods, which are obtained for personal use or consumption. The fourth and final classification is based on whether products are standardized or custom-made. Standardized products are produced for mass consumption, while custom-made products are tailored to individual customer specifications (Kibera & Waruingi, 2007). This study focuses on secondhand clothes and according to Kibera & Waruingi (2007) classification of products, they are durable goods which are standardized in nature. With the knowledge from the literature discussed above, during the purchase process of secondhand clothes, consumers are expected to put some effort since they have to make comparisons based on their characteristics such as: quality, newness, and complexity, features. Other characteristics of secondhand clothes which may influence consumer behavior includes colour, sizes, design and form/texture, which are signs of quality. They are also expected to spend a little bit of time with retailers comparing the brands before deciding which one to buy.

Another important aspect of marketing is the pricing of products or services, as highlighted by Kibera and Waruingi (2007). Price refers to the amount of value that customers are willing to pay for a particular product or service at a given point in time. Marketers use three main approaches to set prices: cost pricing, demand-oriented pricing, and competitor-based pricing. In cost pricing, traders add a reasonable margin of profit to their total costs. In demand-oriented pricing, marketers use the forces of supply and demand to determine the

equilibrium price. In competitor-based pricing, a product's price is based on what competitor's charge for similar products. The price of a product or service can significantly influence whether customers choose to purchase it or not, as noted by Paul and James (2017). If consumers decide to buy, they may choose the most competitive offering available. However, in some cases, higher prices may not deter purchases, as customers may perceive the product or service to be of higher quality or prestige. In the current study, it was not possible to gather information from respondents about the specific prices they paid for secondhand clothing, as these items come in various types and designs. Therefore, the author collected data on consumers' perceptions of the prices of secondhand clothes compared to new clothes to evaluate their overall perception of secondhand clothing.

The other marketing factor is the promotional activities (Kibera & Waruingi, 2007). There are six major components of promotional mix: advertising, personal selling, direct marketing, internet promotion, sales people and publicity (Kotler, et al 2009 & Jobber, 2010). In addition to those key promotional tools, marketers can use exhibitions and sponsorship to communicate with target audiences (Churchill, 2021). There are five factors to consider when choosing the promotional mix: resources available to the company, market size, customer information needs and product characteristics (Simon, Richard & Cate, 2011). Whichever the tool of promotion chosen, they may have an influence on what consumers think about products, what emotions they experience in purchasing and using them, and what behaviors they perform, including shopping in particular stores and purchasing specific brands (Paul & James, 2017). This indicates a need to devise communications that offer consistent messages about products in order create favorable image and perceptions. In this study, the author collected information related to the extent to which the respondents were exposed to promotional activities for secondhand clothes (Chalklin, 2011).

The other marketing factor that may influence consumer behavior is place/ Distribution Channels (Kotler et al. 2009). This is the chain of market intermediaries or middlemen used by a producer or marketer to make products or services available when consumers need them (Kibera & Waruingi, 2007). The intermediaries in the channels of distribution are the wholesalers, retailers and agents (Kibera & Waruingi, 2007). The middlemen are important because they play the roles of sorting products, physical distribution function and demand stimulation (Kibera & Waruingi, 2007). The channels of distribution selected when distributing products depends on the product characteristics, customer characteristics, producer/company characteristics, middlemen characteristics and competitive characteristics (Jobber, 2010). Most manufactured imported goods follow a four level distribution channels as depicted in figure 2. The first intermediary in the channel is the importers, who then sell to the wholesalers, wholesalers later sell to sub-wholesalers, who later sell to the retailers, and the latter sells to the consumers.

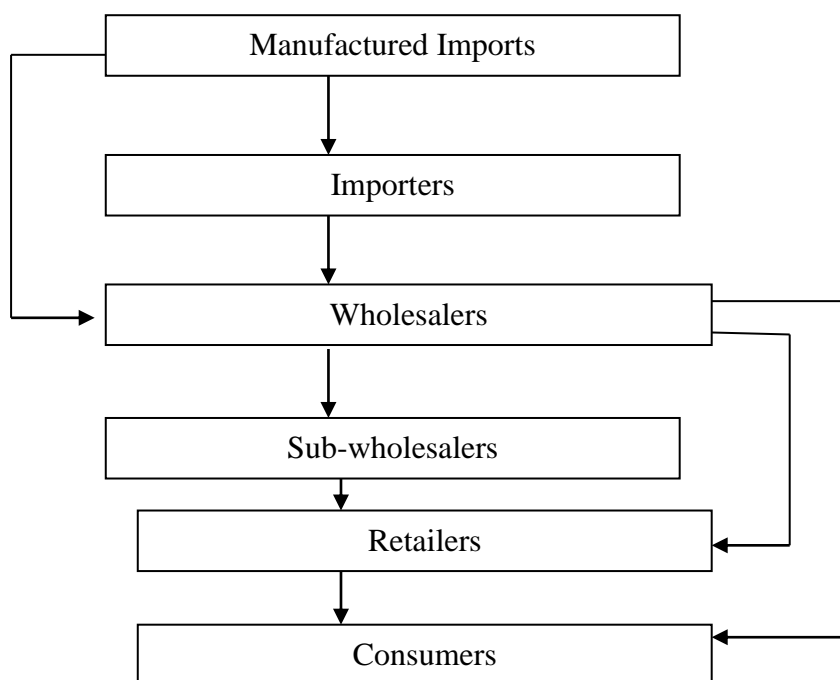


Figure 1 Common Distribution Channels for Imported Manufactured Goods, Kibera & Waruingi (2007).

In Kenya, distribution of secondhand is through the channels indicated in figure 2 below, importers buys clothes in bulk, transports them to Kenya to the main market (Mombasa Secondhand clothes). The clothes are then bought by wholesalers, brokers and big retailers, who later sells to sub-retailers (open market traders,

street dealers), who finally to consumers (GoK, 2021). This study focuses on the choice of retailers (open air market traders including street dealers against others) as the dependent variable and their availability as an explanatory variable.

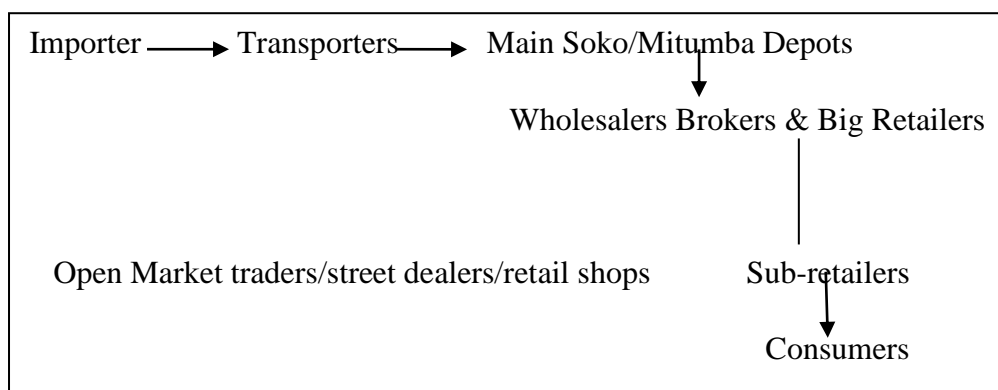


Figure 2: Distribution of Secondhand Clothes in Kenya, Source (GoK, 2021)

Among the retailers, there are usually classified into three: those with shops, non-shop retailers and itinerant traders. Retailers with shops are common in all towns and cities in Kenya, and they pay for trade license to the county government (Kibera & Waruingi, 2007). Sometimes an impression is created that all retailers have premises in which they carry out their businesses. However, there are several retailers who do not operate under a roof. They include: open market retail traders and itinerant traders (Kibera & Waruingi, 2007). An open market place is specific site where buyers and sellers meet at regular intervals for purposes of exchange, and they are a common in small towns in the rural areas all over African continent (Kibera & Waruingi, 2007). However, as urban centres grow in size, open air markets sites have been built to serve the urban residents. In Nairobi for example, special sites have been designated as open air markets. These include places such as Uhuru, Jericho, Kariobangi, Gikomba, Wakulima, Westlands, Kenyatta and Sauri Moyo. Other urban centres also have such market places developed by respective authorities (Kibera & Waruingi, 2007).

1.5 Research Methodology

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

The following model tested objective (a) to (d), and it was stated as follows:

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \mu_i, \text{ Where } X_1 = \text{Motive (purpose of buying)}, X_2 = \text{Learning}, X_3 = \text{Perception } X_4 = \text{Lifestyle while } \mu_i = \text{random error term.}$$

The following model was used when investigating objective (e): the effect of marketing factors (market location, availability of retailers and exposure through promotion) on the consumer behavior towards secondhand clothes in Kenya and it was stated as follows: $Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \mu_i$, Where $X_1 = \text{type of market/retailers}$, $X_2 = \text{Market location}$ $X_3 = \text{exposure to advertising while } \mu_i = \text{random error term.}$

To investigate whether internal and marketing factors are associated with the probability of choice of retailers of secondhand clothes (open market retailers including street retailers), the following models were stated:

Binary Logit Regression Model for Dependent Variables and Internal Factors

$$\text{Logit}(P(Y = 1 / X_1, \dots, X_n)) = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \mu_1$$

Y= Choice (open air market =1, other retailers=0) where: where: X_1 = motive of buying X_2 = perception X_3 = learning, X_4 = lifestyle while μ_i = random error term

Binary Logit Regression Model for Dependent Variables and Marketing Factors

$$\text{Logit}(P(Y = 1 / X_1, \dots, X_n)) = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \mu_1$$

Y= Choice (open air market =1, other retailers=0)

Where X_1 = Availability of retailers, X_2 = Market location X_3 = exposure to advertising while μ_i = random error term.

1.6 Findings of the Study

ANOVA Results for Model 1 (Effect of Internal Factors)

Source	SS	df	MS	Number of obs	340
Model	9966.93	4	3322.64	F (4, 335)	= 1.48
Residual	543777	335	2243.09	Prob > F	= 0.000
				R-squared	= 0.2880
				Adj R-squared	= 0.2816
Total	763744	339	2252.68	Root MSE	= 0.497.8

The results indicated that the R-squared value was 0.2880, which implies that the explanatory variables explained 28.8% of the variation. The adjusted R-squared value was 0.2816, indicating a reliable correlation between the dependent variable and the independent variables in this model. The F-test result was F (4, 335) 1.48, with a significance level of 0.000. This suggests that the null hypothesis, which states that all regression coefficients in the model are zero, can be rejected. Therefore, a significant relationship exists between monthly expenditure on secondhand clothes and the explanatory variables in the regression model. Additionally, the root mean square error (RMSE) was 0.492. This value was below 0.500, indicating that the regression model had a good fit. Overall, these results suggest that the internal factors of consumers play a significant role in determining the amount of money spent on secondhand clothes per month

Regression Results for Model 1 (Effect of Internal Factors)

	Coef.	Std. Err.	t	P> t
Motive of buying	219.973	176.9506	1.24	0.015**
Learning	195.437	235.54	0.83	0.007**
Perception	392.5859	238.6789	1.64	0.001**
Lifestyle	1869.00	345.6781	5.41	0.032
_cons	1949.754	162.7341	11.98	0.000

** p-value is significant at 0.05

This suggests that consumers who have a higher degree of knowledge about secondhand clothes tend to spend more money on them, ceteris paribus. Perception, on the other hand, did not have a significant effect on the amount spent on secondhand clothes (coefficient = -29.838, p-value = 0.715). This implies that the consumers' perceptions about secondhand clothes did not influence the amount they spent on them. Overall, the results suggest that the motive for buying and learning are important factors that influence the amount of money spent on secondhand clothes. This implied that, the amount spent on second hand clothes is likely to be higher by 195.437 Kenya Shillings for those consumers who had knowledge about their secondhand clothes through learning/experience than for those consumers who had no much knowledge about them. Perception had a positive and significant effect on the consumer behavior in regard to the amount of money spent on second hand clothes (coefficient = 238.6789, P-value = 0.001). This implied that, the amount spent on second hand clothes is likely to be higher by 238.6789 Kenya Shillings for those consumers who perceived secondhand clothes more favorably than for those consumers who perceived them otherwise. Personality in regard to consumers' lifestyle (being health conscious) had a negative and significant on the amount of money spent on secondhand clothes in Kenya (Coefficient = -1869.00, p-value 0.032). This implied that the amount spent on second hand clothes was 1869 Kenya Shillings lower for those consumers who were health conscious compared to the amount spent by

consumers who were not. Based on those findings, hypothesis HO_1 : Personal factors (perception, motive of buying, learning and lifestyle) have no significant effect on consumer behavior in regard to the amount of money spent on second-hand clothes in Kenya was rejected. This supports findings by Fotopoulos & Krystallis (2002) & Wambugu, (2015), which indicated that (purpose/motive of buying) significantly influences outcome of consumer behavior. They also concurred with findings in a study by Wambugu, Musyoka & Kaluyu (2014) and Wan, et al (2016) and Lin & Dianne (2013), which indicated a positive and significant effect of learning on consumer behaviour outcome. Findings were also in line with those of a study by Wambugu, (2015), which established a positive and significant effect of perception on consumer behaviour manifestation.

ANOVA Results for Model 4 (Effect of Market Factors)

Source	SS	df	MS	Number of obs = 340
Model	9966.93	3	3523.64	F(3, 336) = 1.57
Residual	643766	336	2243.09	Prob > F = 0.000
				R-squared = 0.255
				Adj R-squared = 0.2480
Total	863745	339	2252.68	Root MSE = 0.4878

The ANOVA test results presented in the table above showed that the model had an R-squared value of 0.255, indicating that the selected independent variables explained approximately 25.5% of the variation in the dependent variable, which was the amount of money spent on secondhand clothes per month. The adjusted R-squared value of 0.2480 further supported the reliable correlation between the dependent and independent variables. The F-test result was $F(3, 336) = 1.57$ with a significance level of 0.000. This means that the hypothesis that all regression coefficients in the model are zero was rejected, and a significant relationship existed between consumer behavior and the selected market-related factors. The root mean squared error (RMSE) was 0.487.8, which indicated a good fit of the regression model.

Regression Results for Model indicating Effect of Market Factors on Dependent Variable

	Coef.	Std. Err.	t	P> t	Retailers availability
219.4591	177.3975	1.24	0.013**		
Market Location	82.42749	164.5519	0.50	0.017**	
Exposure to promotion	930.30	396.30	2.347	0.026**	
_cons	1983.985	161.8057	12.26	0.000	

** P-value is significant at 0.05

Results in the regression model output indicated that retailers availability had a positive and insignificant effect on the amount spent on secondhand clothes (coefficient = -219.4591, p-value = 0.013). This implies that, holding all other factors constant, the amount of money spent on secondhand clothes in Kenya was expected to be higher by approximately 219.50 Kenya Shillings for consumers who confirmed that secondhand retailers are readily available compared to the amount spent by those who thought otherwise. Market location (near) had a positive and significant effect on the amount of money spent on secondhand clothes in Kenya (coefficient = 82.42749, p-value = 0.017). This implied that, consumers staying near markets for secondhand clothes are likely to spend more on secondhand clothes than those who stay far from the market. Exposure to promotion of second hand clothes had a positive and significant effect on the consumer behavior in regard to the amount of money spent on second clothes by consumers in Kenya (coefficient = 930.30, p-value = 0.026). This implied that consumers who are exposed to promotion of secondhand clothes are likely to spend more on them than those who are not exposed to advertisements of the same.

Results for Binary Logit Regression Model for Internal Factors

Logistic regression	Number of obs = 340			
	LR chi2(4) = 241.34			
	Prob > chi2 = 0.0000			
Log likelihood = 78.17808	Pseudo R2 = 0.6703			
Type of market	Coef.	Std. Err.	z	P> z
Learning	1.1936947	.3445466	3.47	0.014**
perception	1.0114605	.8495264	1.19	0.018**
Motive	1.187654	.97689061	1.22	0.045**
Lifestyle	-2836	.8086	-0.351	0.015
_cons	4.70554	.1571733	2.75	0.000

** p=value significant at 95% confidence interval

Log likelihood statistic was 78.17808, while chi-square = 241.34, and was significant since (p-value =0.000) at 0.95 confidence interval. Consequently, the hypothesis that all regression coefficients in the model are zero is rejected. Therefore, a significant relationship was present between consumer behavior in terms of choice of retailers of secondhand clothes and the explanatory variables in this binary logit regression model. The results indicates that having learnt more about secondhand clothes is associated with higher probability of buying from open markets(including streets) than if the consumer is has not learnt more about secondhand clothes, and association is significant (coef = 1.1936947, p-value= 0.014). The results further indicates that learning, perception, and motive of buying associated with higher probability of buying from open markets(including streets) than if consumer did not have either of those characteristics. However, personality (health consciousness) was associated with lower probability of buying from open markets and this was in line with what is stated in the marketing theory.

Table 4.27 Results for Binary Logit Regression Model for Market Factors

Logistic regression	Number of obs	=	340		
	LR chi2(4)	=	0.241.34		
	Prob > chi2	=	0.000		
Log likelihood = 78.17808	Pseudo R2	=	0.6703		
	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]
Availability of retailers	1.20003	.35000	3.42	0.010	-.471604 .87899
Exposure to promotion	1.19001	.98008	1.21	0.035	-.46160 .85899
Consumer Location(far)	.21331	.24347	0.88	0.381	-.26389 .69051
_cons	.	74705	.15717	4.69	0.000 .4390014 1.05511

Log likelihood statistic of this model was 78.41225, while chi-square = 241.34, and was significant since (p-value =0.000) at 0.95 confidence interval. Consequently, the hypothesis that all regression coefficients in this model are zero is rejected. Therefore, goodness of fit for this model was present, and a significant relationship was present between consumer behavior in terms of choice of retailers of secondhand clothes and the explanatory variables in this binary logit regression model. The results indicates that availability of secondhand clothes retailers was associated with high probability of buying from open markets(including streets) than if the retailers were unavailable, and the association was significant (coef = 1.20003 , p-value= 0.010). It can also be observed from the results that, exposure to promotion was associated with high probability of buying second hand clothes from the open market than if the consumer was not exposed to secondhand clothes through promotion, and the association was significant (coef = 1.19001 , p-value= 0035). Results further indicated that, consumer being located near town centers was associated with high probability of buying second hand clothes from the open market than if the consumer was located far from the town centers, and the association was insignificant (coef = .2133077, p-value=0.381).

III. Conclusion and Recommendation

Based on the results, a conclusion was reached that, there is a significant relationship between personal (psychological) factors and the amount of money spent by consumers on secondhand clothes in Kenya, The same applied to marketing factors. Psychological and marketing factors were also significantly associated with the probability of buying from open markets. It is therefore recommended that, traders in secondhand clothes should design the marketing communication strategy that will influence some psychological/internal factors particularly the perception. Market communication strategy should also remind consumers to continue buying so that more and more consumers learn about those clothes for the sake of the future of this trade. traders should also work on the availability of these clothes, that is taking them closer to the consumers. This will inform their marketing strategy, while the government on the other hand will use this information for decision making, particularly the decision on whether to ban the importation and selling of secondhand clothes in Kenya.

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