



# International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 06-05-2021; Accepted: 26-05-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 3; May-June 2021; Page No. 496-499

## A study on second-hand clothes retailers in Aizawl Market Mizoram

Joel Liansiama <sup>1</sup>, R Lalnunthara <sup>2</sup>

<sup>1</sup> Student, Higher and Technical Institute Mizoram (HATIM), Lunglei, Mizoram, India

<sup>2</sup> Assistant Professor, Department of Commerce, Higher and Technical Institute Mizoram (HATIM), Lunglei, Mizoram, India

Corresponding Author: Joel Liansiama

### Abstract

The retail trade of second-hand goods has had longstanding traditions and development. The present study focused the second-hand clothes retailers in Aizawl Market, Mizoram. The study analyses the socio-economic and demographic characteristics, and push and pull factors of the second-hand clothes retailers in the study area. Primary data were collected through structured questionnaire. The study found that 65% of the respondents were female and 35% of the respondents

were male. The main push factors which the respondents forced to enter into the second-hand clothes retail business are to stay close to family, in order to be able to use a previous business experience, due to failure to get salaried job respectively and the pull factors are to maintain financial freedom, to be independent financially, to build a business to pass on, and to increase income.

**Keywords:** Secondhand clothes, push and pull factors, secondhand market, secondhand clothes retailers

### Introduction

Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture. Fashion refers to a distinctive and often habitual trend in the style with which a person dresses, as well as to prevailing styles in behaviour. Fashion is changing very fast and becomes unfashionable within a very short period of time. This makes the consumers to buy new clothes to feel fashionable. The quick changing of fashion leads to a new industrial trend, the fast fashion concept, which refers to the concept of shortening lead time and offering new products to the market as fast as possible (Sunhilde and Simona, 2014) <sup>[12]</sup>. The increase of fast fashion is causing an important increase in the volume of clothing consumed especially in the developed countries of the world.

The retail trade of second-hand goods has had longstanding traditions and development. The global trade in second-hand clothing (SHC) has grown ten-fold since 1990 to reach a value of around \$1 billion annually (Baden and Barber, 2005) <sup>[5]</sup>. Supporters of the SHC industry point out that the trade creates employment in the receiving countries (in transporting, cleaning, repairing, restyling clothes, etc.). It also provides low-cost clothing for people living in poverty. In 2019, used clothing were the world's 530th most traded product, with a total trade of \$4.46 Billion and the top exporters of used clothing were United States, United Kingdom, Germany, China, South Korea and the top importers of used clothing were Ukraine, Pakistan, Ghana, Kenya (OEC). The cheap, second hand clothing is often bundled and sold in developing nations with poor structured distribution channels (Sunhilde and Simona, 2014) <sup>[12]</sup>. In India, the import of worn clothes and textile worth \$182 million in 2013 (Acharya, 2015) <sup>[2]</sup>.

### Literature Review

Some of the studies concerning the second-hand clothes retail business were reviewed to highlight their findings. Baden and Barber (2005) <sup>[5]</sup> revealed in their study that the second-hand clothing trade has clear consumer benefits which is especially true in countries with low purchasing power, and for poorer consumers. The trade supports hundreds of thousands of livelihoods in developing countries. These include jobs in trading, distributing, repairing, restyling, and washing clothes.

Farrant et al. (2010) revealed in their study that clothes reuse can significantly help to reduce the environmental burden of clothing. The study also highlighted that the collection, processing, and transport of second-hand clothing has insignificant impacts on the environment. The study suggested that awareness on the impacts of clothes over their lifecycle and promoting the benefits from reuse is therefore important. Herjanto et al. (2011) investigated the trend in Second-hand clothes (SHC) research between 1990 and 2014. 131 published academic articles from different disciplines were collected and content analyzed and the results indicated that SHC research was highly focused on the topics of consumption behavior, textile disposal behavior, and SHC trading related issues.

The study found that materialistic individuals are more likely to prefer newer styles and expensive clothes and tend to get rid of their older style and inexpensive clothes.

Hansen (2014) <sup>[9]</sup> highlighted in the study that in Zambia, the desire for secondhand clothing has changed from being a need to a “new look” dress aesthetic that plays itself out in everyday life. The work of everyday dress practice unfolds outside the markets, tailor’s workshops, and creative sales venues. Secondhand clothing creates employment for market stall owners, street vendors, style-entrepreneurs, and tailors who repair and sew from scratch, feeding inspiration. to aspiring designers in the process.

Emefa *et al.* (2015) <sup>[6]</sup> found in their study that most Ghanaians patronize second hand clothing because of its low price, the use of second-hand clothing has health implications to the wearer and the over-dependence on second hand clothing negatively affects the revenue of Garment and Textile Industries in Ghana. It is therefore recommended that adequate steps be taken by the government to ban the importation of those second-hand clothing which are likely to have health implications to the wearer.

Some other studies concerning second-hand clothes business were also existed (Abueg, 2005; Ekstrom and Salomonson, 2014; Calabrese *et al.*, 2017) <sup>[1, 5, 4]</sup>. Therefore, the present study is conducted to explore the second-hand clothes retailers in Aizawl market Mizoram to provide some insights into the phenomenon which may add to the emerging literature.

### Objective of the Study

1. To study the socio-economic and demographic characteristics of the second-hand clothes retailers.
2. To study the motivational factors which force and motivate the retailers to start the second-hand clothes retail business.

### Research Methodology

The study is conducted in Aizawl, Mizoram. Mizoram is one of the states located in North East India. Aizawl is the capital of Mizoram, having a population of 293,416 as per 2011 Census. In the market place (i.e., Bara Bazaar) of Aizawl, there is a particular place where the second-hand clothes are sold. For the purpose of the study, 40 respondents were selected as sample from Aizawl market (Bara Bazaar) using purposive sampling method. The respondents who were engaged in selling the second-hand clothes were qualified for sample in the study. Primary data were collected by using a structured questionnaire. Secondary data were collected through books, journals and websites. The study was conducted between January 2020 – April, 2020. Percentage and mean score were used to analyse and interpret the data

### Results and Discussions

#### Gender of the Respondents

Table 1 shows the gender of the respondents. 65% of the respondents were female and 35% of the respondents were male. This indicates that the female were more active than male in this kind of business.

**Table 1:** Gender of the Respondents

Gender	Frequency	Percentage
Male	14	35.00
Female	26	65.00
Total	40	100.00

Source: Field study

#### Year of Commencement of Business

Table 2 indicates the year in which the respondents establish the second-hand apparel selling business. 25% of the respondents establish their businesses in 2016, followed by 20% established in 2014, 17.5% established in 2015, and 15% of the respondents established their businesses in 2018.

**Table 2:** Year of Commencement of the Business

Year	Frequency	Percentage
2011	3	7.50
2012	1	2.50
2013	3	7.50
2014	8	20.00
2015	7	17.50
2016	10	25.00
2017	2	5.00
2018	6	15.00

Source: Field study

In an overall analysis, more than 60% of the respondents established their businesses since 2015.

#### Clan of the Respondents

Table 3 indicates the clan of the respondents. Half of the respondents (50%) are ‘Lusei’. 20% are ‘Hmar’, 22.5% of the respondents are ‘Lai’ and only 7.50% are ‘Mara’.

**Table 3:** Clan of the Respondents

Clan	Frequency	Percentage
Lusei	20	50.00
Hmar	8	20.00
Lai	9	22.50
Mara	3	7.50

Source: Field study

#### Marital Status of the Respondents

Table 4 shows the marital status of the respondents. 40% of the respondents were married, 22.5% were unmarried, 20% of the respondents were widow/widower, and 17.5% were divorced.

**Table 4:** Marital status of the Respondents

Marital Status	Frequency	Percentage
Married	16	40.00
Unmarried	9	22.50
Divorced	7	17.50
Widow/Widower	8	20.00

Source: Field study

#### Educational Qualification of the Respondents

Table 5 reveals the educational qualification of the respondents. 65% of the respondents were HSLC and below. 32.5% of the respondents were HSSLC. There were no respondents who passed graduate or diploma courses.

**Table 5:** Educational Qualification of the Respondents

Qualification	Frequency	Percentage
Illiterate	1	2.50
HSLC and below	26	65.00
HSSLC	13	32.50
Graduate/Diploma	0	0

Source: Field study

### Family Structure

Table 6 shows the family structure of the respondents. 62.5% of the respondents were joint family while 37.5% were nuclear family.

**Table 6:** Family Structure of the Respondents

Family Structure	Frequency	Percentage
Joint Family	25	62.5
Nuclear Family	15	37.5

Source: Field study

### Other Working Family Members

Table 7 indicates whether the respondent's family have the family member engaged in job to earn money. 82.5% of the respondents' family did not have any other working family members. Only 17.5% had other working family members.

**Table 7:** Other Working Family Members

Other working family members	Frequency	Percentage
Yes	7	17.5
No	33	82.5

Source: Field study

### Number of members in the family

Table 8 shows the number of members in the respondents' family. 40% of the respondents' family have 4 members, followed by 25% have 3 members, 17.5% have 5 members, and 15% of the respondents' family have only 2 members.

**Table 8:** Number of Members in the Family

No. of family members	Frequency	Percentage
2	6	15.00
3	10	25.00
4	16	40.00
5	7	17.50
6	1	2.50

Source: Field study

### How the business has established

Table 9 reveals how the businesses were established by the respondents. 40% of the respondents reported that they bought from another, 30% reported that they established by themselves, and 30% of the respondents mentioned that they inherited the businesses.

**Table 9:** How the Business has established

How the business established	Frequency	Percentage
Established by me	12	30.00
Bought from another	16	40.00
Inherit	12	30.00

Source: Field study

### Annual Income from the Business

Table 10 shows the annual income of the business. 50% of the respondents reported that they have annual income between Rs. 1,00,000 – 2,00,000, followed by 35% have up to Rs. 1,00,000, and 15% of the respondents have annual income between Rs. 2,00,000 – 3,00,000 from their businesses.

**Table 10:** Annual Income of the Business

Amount	Frequency	Percentage
Up to Rs. 1,00,000	14	35.00
Rs. 1,00,000 – 2,00,000	20	50.00
Rs. 2,00,000 – 3,00,000	6	15.00

Source: Field study

### Motivational Factors (Push and Pull Factors)

Table 11 presents the factors that motivated the respondents to enter into the second-hand clothes retail business. Accordingly, the motivating factors are divided into push factors and pull factors where five (5) motivational factors fall under the push factor and the remaining seven (7) fall under the pull factor.

The three main push factors which forced the respondents to enter into the second-hand clothes retail business are in order to stay close to family with a mean score of 3.33, in order to be able to use a previous business experience (mean score 3.30), due to failure to get salaried job (mean score 3.25)

The main pull factors which motivated the respondents to enter into the second-hand clothes retail business are to maintain financial freedom with highest mean score of 3.55, followed by to be independent financially (mean score 3.42), to build a business to pass on (mean score 3.30), and to increase income (mean score 3.00).

**Table 11:** Mean Scores of Motivational Factors (Push and Pull)

Factors		Mean
Push Factors	Failed to get salaried job	3.25
	Lack of educational qualification for job prospect	2.72
	To be closer to family	3.33
	To be able to use previous business experience	3.30
	No one to look after family business	2.97
Pull Factors	To be independent financially	3.42
	To increase my income	3.00
	To provide sustainable development to my family	2.97
	To build a business to pass on	3.30
	For my own satisfaction and growth	2.72
	To be my own boss	2.80
	To maintain financial freedom	3.55

Source: Field study

### Conclusion

The study focused the socio-economic and demographic background of the respondents who were selling second-hand apparel in Aizawl market. The study also analyse the motivational factors that motivated the respondents to enter into the business. The study revealed that more than 60% of the respondents established their businesses since 2015. Female were more active in second-hand apparel business as the result of the study indicated 65% of the respondents were female and 35% of the respondents were male. In terms of educational qualification, around one-third of the respondents were HSLC passed and below.

In respect of how they establish the business, 40% of the respondents reported that they bought from another, 30% reported that they established by themselves, and 30% of the respondents mentioned that they inherited the family

business.

The main push factors which the respondents forced to enter into the business are to stay close to family, in order to be able to use a previous business experience, due to failure to get salaried job respectively. The pull factors which motivated the respondents to enter into the business are to maintain financial freedom, to be independent financially, to build a business to pass on, and to increase income.

To conclude the study, secondhand clothes retail business is the popular business in the developing countries. The people can buy second-hand clothes by spending lesser money instead of buying high cost of readymade clothes. The development of business with second-hand clothes plays a positive role in the economy of a country by creating added value. The opening of points of sale for second-hand items sale (apparel, antique shops, automobiles, pawn shops etc.) has led to the increase in small and medium sized undertakings which contribute to the GDP development of state and opening up of new jobs (Hristova, 2019) <sup>[10]</sup>. The study explored second-hand clothes retailers and revealed that many people started second-hand clothes retail business to get self-employment and earn income which creates more revenue in the society.

## References

1. Abueg LC. The Economics of Secondhand Retail Trade: An Analysis of the Market for Ukay-ukay. *Philippine Journal of Development*. 2005; XXXII(59):53-77.
2. Acharya N. India emerges top importer of used clothes, 2015. Retrieved from [https://www.business-standard.com/article/current-affairs/india-emerges-top-importer-of-used-clothes-115100800540\\_1.html](https://www.business-standard.com/article/current-affairs/india-emerges-top-importer-of-used-clothes-115100800540_1.html)
3. Baden S, Barber C. The Impact of the Second-hand Clothing Trade on Developing Countries. 2005. Retrieved from <https://oxfamlibrary.openrepository.com/bitstream/handle/10546/112464>.
4. Calabrese L, Balchin N, Mendez-Parra M. The phase-out of second-hand clothing imports: what impact for Tanzania?. MPRA Paper No. 82175. Overseas Development Institute. 2017. Available at <https://mpra.ub.uni-muenchen.de/82175/>
5. Ekstrom KM, Salomonson N. Reuse and Recycling of Clothing and Textiles – A Network Approach. *Journal of Macromarketing*. 2014; 34(3):383-399.
6. Emefa, AF, Selase GR, Joana A, Selorm G. The Impact of the Use of Second-Hand Clothing on the Garment and Textile Industries in Ghana: A Case Study of the Ho Municipality. *Research on Humanities and Social Sciences*. 2015; 5(21):37-48.
7. Farrant L, Olsen SI, Wangel A. Environmental benefits from reusing clothes. *The International Journal of Life Cycle Assessment*. 2010; 15:726-736.
8. Herjanto H, Sampson JS, Erickson E. The Increasing Phenomenon of Second-hand Clothes Purchase: Insights from the Literature. *Jurnal Manajemen dan Kewirausahaan*. 2016; 18(1):1-15.
9. Hansen KT. The Secondhand Clothing Market in Africa and its Influence on Local Fashions. *restudy*, 2014, 64.
10. Hristova Y. The Second-Hand Goods Market: Trends and Challenges. *Economic Sciences Series*. 2019; 8(3):62-71.
11. OCE. Used Clothing. <https://oec.world/en/profile/hs92/used-clothing?redirect=true> accessed on 05.06.2021.
12. Sunhilde CUC, Simona T. Fast Fashion and Second-Hand Clothes between Ecological Concerns and Global Business. *Annals of the University of Oradea Fascicle of textiles, Leatherwork*. 2014. Retrieved from <https://www.researchgate.net/publication/304626238>
13. Fast Fashion And Second Hand Clothes Between Ecological Concerns And Global Business