

Deconstructing Apparel Buying Behaviour to Counter Effects of Second Hand Clothing and Counterfeits

Paul T. Mburu, Edward E. Marandu, Donatus Amanze
University of Botswana, Faculty of Business, Marketing Department

Abstract: *The sale of imported second-hand clothing (SHC) and counterfeits in African markets have been increasing while the manufacturing in apparel, clothing and textile has been on the decline. Most governments respond by raising duty and restricting the imports with limited success. While most researchers look at the issue from an economic perspective only, this paper looks at the effect of the trade in a combined holistic and behavioural perspective, since the flourishing of the trade is a combination of economic and behavioural consequences. The paper takes into consideration the trio aspect of consumer behaviour looking at the affects /cognitive aspects which are influenced by the environment and thus affect the consumer behaviour. It is proposed that combining Ivan Pavlov's Stimulus – Response Model of conditioned responses and Skinners behavioural modification model to change the African consumers' behaviour would be more effective than limiting the importation.*

Keywords: *second-hand clothing; behavioural perspective; textile manufacturing; Counterfeit; Africa*

I. Introduction

The apparel, clothing and textile manufacturing have been on the decline in the past few years due to economic downturn as well as import of counterfeits and second-hand clothing in many East and Southern African countries (Barber & Baden, 2005, Frazer, 2008, Nyoni, Nkiwane, Gonde, 2015). The apparel share of manufacturing declined at an average of 5.3% per year in African countries over the period 1981 to 2000 (Frazer (2008). This decrease coincides with the increase in global trade in second-hand clothing (SHC) growth of ten-fold since 1990 to reach a value of around \$1 billion annually as indicated by Barber and Baden (2005). The sale of second-hand clothing and counterfeit has existed for a long time and it started to be noted as a problem for original/genuine brand makers by the 1970s (Harvey, 1985). Gentry, (2006) noted that when the sales of counterfeit brands were estimated by 2004 it constituted 7% of the total global commerce and about \$300 billion globally, as noted by Balfour (2005), thus making counterfeits an economic problem in the last two decades (Bian, 2009). According to Clunas (1991) and Carty (1994), it has been estimated that the value of counterfeit brands grew up to 1,100 percent in the global market between the years of 1984 and 1994. This, coupled with the explosion in second-hand clothing market, marked the genesis of apparel industry woes in most African countries.

This paper therefore looks at the effects of the sale of imported second-hand clothing (SHC) and counterfeits in Africa. In the light of the above observation, the issues to be studied revolve around seeking answers to three critical questions:

1. What are the effects of sale of second hand clothings and counterfeit in africa so far?
2. What theoretical framework can be used to explain the sale of second hand clothings and counterfeit
3. What remedial actions can the african government take to counter the effects?

II. Effects of Imported second hand clothing and counterfeit in Africa

The supporters of the second-hand clothing (SHC) and counterfeits industry point out that this trade, creates employment in the receiving countries in areas related to transporting, cleaning, repairing, restyling clothes, retailing among others. At the same time, it is providing low-cost clothing for people living in poverty (Barber & Baden, 2005, Nyoni, 2015). The effects of the sale of counterfeit and second hand clothing go beyond the economic devastation. It affects the health, perceptions and self-image, as well as influences decision making (Slepian, et al (2015). Counterfeits can be harmful to consumers, health wise with risks emanating from

counterfeiting of medicines, food, beverages. There are also dangers posed by counterfeited electrical gadgets and clothing due to chemicals in the fabrics. Second-hand clothing on the other hand affects both the physical and psychological health of the consumers as has been noted by Ahimbisibwe (2015), Slepian et al (2015), Sowder (2016) among others. According to Moepswa (2016), despite the negative health and economic effects, reports and communication from the Botswana Communications Regulatory Authority (BOCRA) still indicate that there does exist a continuous retailing and consumption of imported second hand clothing and counterfeits in the country. This mostly includes clothing and electronics with the increasing number of counterfeit brands (Moepswa, 2016).

Consumer awareness

Although consumers are well aware of ethics of buying counterfeits, previous research shows that consumers purchase counterfeits deliberately (Phau, 2001). Popular branded Products and cloth lines are popular to customers and are high in demand. However due to the high price and thus unaffordability by most African consumers, they end up being prime counterfeits targets (Shultz, 1996). Gentry (2001) Noted that demand is a key factor in the market and thus it is the main reason for the existence and increasing counterfeiting phenomenon. Popular brands in cloth lines tend to be the most attractive in youth segments which creates a huge demand for the imported second-hand clothes. We can then further add that a brand according to Chacharkar (2013) is one of the main driving factors in the purchase of counterfeit products and second hand clothing as most consumers look for branded counterfeited products and imported second hand clothing not only in Botswana but in most African countries as noted by Lesitaokana (2016), Moepswa (2016) and Jaiyeoba (2015).

Several researchers such as Ahimbisibwe (2015), Slepian et al (2015), Sowder (2016) among others (see table 1) have noted negative effects of Counterfeits, one of which is economic which is the most enumerated harmful effect to consumers, as it affects the country's economy and thus the welfare of the consumers. The other noted effect is health, due to the risks emanating from counterfeiting of medicines, food and beverages, as well as dangers posed by counterfeited electrical gadgets. Imported second hand clothing's pose health risk due to chemicals in the fabrics as well as bacteria and other debases that are likely to be transmitted through skin contact with second-hand clothing, passed from the original buyer. On the other hand the psychological health of the consumers in terms of self-perception, self-Image and low esteem as well as the whole image of the African countries have not been properly documented and noted.

Table 1: Effects of SHC and counterfeit in East and Southern Africa countries

Social Impacts	Authors	Noted Effects
Economic effects	<ul style="list-style-type: none"> • Hansen,(2004) • Nyoni(2015); Baden, & Barber, 2005). • Hansen,(199); Gentry, 2006; Katende-Magezi, 2017; • Nyoni (2015) • Norum,&Cuno. (2011). • Stöttinger, &Penz, (2003). • Baden, & Barber, 2005). • Katende-Magezi, (2017); Gentry, Putrevu, & Shultz, (2006). 	<ul style="list-style-type: none"> • Skewed Import balance of payment • unemployment • Economic collapse • Collapse of Africa textile export • Expenses in policing counterfeit and SHC • Damage of brand reputation • destructive to local livelihoods • distortion of price
Cognitive influence	<ul style="list-style-type: none"> • Kwon,. (1994), Gapinski, Brownell, & LaFrance, (2003) • Frank, & Gilovich,. (1988). Gapinski, Brownell, & LaFrance, (2003) 	<ul style="list-style-type: none"> • Cognitive influence in Negative/positive self-evaluation, self-perception, self-concept • Cognitive influence in Consuming behaviour, decision making, and information search
Consumer Image	<ul style="list-style-type: none"> • Demirbag, Sahadev, & Mellahi (2010) and Hsieh, Pan, & Setiono,(2004), • Bannister, & Saunders, (1978). 	<ul style="list-style-type: none"> • Enhance or diminish Overall country image; (2) Aggregate product country image; • Clothing attributes incorporated into country image elicit the stereotyped images
Social effects	<ul style="list-style-type: none"> • Hansen,(199) • (Gino, Norton,&Ariely, 2010) 	<ul style="list-style-type: none"> • Imbalance in social fabrics between the West and Africa • Predispose society to Unethical behaviour

	<ul style="list-style-type: none"> • Hansen, (2004) 	<ul style="list-style-type: none"> • Ethical issues
Health Impact	<ul style="list-style-type: none"> • Agence France & Presse (2003) • Hansen,(2004) • Sowder, (2016) 	<ul style="list-style-type: none"> • skin problems and even venereal diseases • harmful to the health and safety of the consumers

Economic impact

Several researchers such as Hansen (2004),Nyoni(2015), Baden, & Barber, (2005). Hansen (1999),Gentry(2006),Katende-Magezi(2017),Norum&Cuno (2011),Stöttinger, &Penz, (2003), Gentry, Purvey,& Shultz (2006) have looked at the effect of the sale of counterfeit and imported second hand clothing in Africa from the economic perspectives. Hansen (2004) and Baden & Barber (2005) looked at the sale of second hand clothes in terms of dumping of used clothes, especially taking into account that most of the clothes are originally donated to socially oriented NGOs. However a big portion of it ends up in markets after shipment. It is worth to note that South Korea and Canada together exported \$59 million worth of second hand clothing to Tanzania while the United Kingdom exported \$42 million worth of second hand clothing into the Kenyan market. This is an indication that, second hand clothing is a big business in these developed nations, but a huge challenge to the African countries especially on clothing and shoe sectors. The low cost of second hand clothing makes it difficult to compete, and over the years clothing and leather businesses had to shut down as a result of readily available second hand clothing. In the 80s and 90s cotton was a main cash crop in all the East African countries, being grown to a commercial scale in all Partner States except in Rwanda with the spinning and textiles mills operating in full capacity. However as a result of imported second clothing, coupled with the structural adjustment policy and trade liberalisation, most spinning and textiles mills closed in the late 1990s. This resulted in about 70-85 percent of the cotton lint produced in the region being exported, and the remaining spinning and textiles mills in most Partner States operated between 40-50 percent capacities partly due to unavailability of cotton lint. This reduced significantly the competitiveness of the locally produced apparels compared with imported second hand clothing, and leather products as well as counterfeits. At present, the main products from the textiles mills are khanga and kikoi which are mainly exported in the region and partly to SADC (Katende-Magezi, 2017). The result has been a massive unemployment in the textile supply chain, ranging from the farming (as farmers shift to subsistence crops) to logistics, apparel manufacturing, to retailing.

Africa is one of the largest used clothing markets in the world with about 80% of population wearing second-hand clothes, most of which are imported from the United States, Europe, India and Pakistan (WTO, 2014). Sub-Saharan African countries are the world's largest importers of second-hand clothing, receiving in 1995 close to one-fourth of total world exports, worth US \$379 million, up from US \$117 million in 1990 (UN 1996: 60; Nyoni 2015). On the other hand African clothing exports accounted for 0.55% of world textile and apparel (T&A) exports in 2013 (WTO, 2014). This affects the balance of payments with Africa importing more than it exports. However although there are efforts to export more apparel through AGOA and it seems to be bearing fruits in closing this gap, the growth of exported value is still very slow. Numerous studies have suggested that about 40 percent of the textile importers expect to be sourcing a greater share of their portfolio from sub-Saharan Africa in the next 5 years. However this is hampered by the lack of the yarn which is imported from other cotton growing countries mostly outside Africa.

Table 2 % of apparel export and factories in selected African countries

Country	Export In USD	% of global export	No Of apparel factories
Mauritius	761.3	0.17	174
South Africa	502.9	0.11	450
Lesotho	417.9	0.11	43
Madagascar	381.1	0.08	71
Kenya	279.3	0.06	22
Botswana	72.4	0.06	-10
Swaziland	52.8	0.01	-18
Ethiopia	36.5	0.01	66
Tanzania	17.0	0.01	22
Malawi	10.6	0.002	-10

Source: Sheng Lu(2015) International Trade Africa, AGOA, emerging markets

As indicated in the Table 2, some African countries like Botswana and Lesotho have factories closing (-10 Botswana and -18 Lesotho). Although not the only reasons, this coincided with the influx of cheaper imports (mostly counterfeits) into the countries from China. The Reserve Bank of Zimbabwe annual report of 2004 indicated that clothing exports had gone down from a peak of US\$ 139 million in 1994 to an estimated export earnings of US\$14 million in 2004 (Nyoni, 2015). In several West African countries it is not clear that even in the absence of second hand clothing, local textile/garment production and employment would recover, as new imports of counterfeits from East Asia are cheaper than locally produced goods and there are serious supply-side constraints. With the exception of Nigeria, formal employment in the sector has declined to very low levels in most countries. (Baden, & Barber, 2005).

The cost of policing the counterfeit is huge. In the USA, counterfeiting costs businesses up to \$250 billion each year (Norum & Cuno, 2011). Before the merchandise is imported, most countries have instituted a regulation that requires inspections either in the country of origin or at the port of entry. The cost involved is usually loaded into price of the products, or on the tax borne by the consumers in case of bureau of standards. This reduces the available expending funds.

Price is a strong cue indicator of whether the item is authentic or counterfeit. The second hand clothing and counterfeit dealers enter the market with really low prices which escalate as they attain larger market shares, due to exit of local manufactures from the market. This leads to distorted merchandise pricing in oligopolistic character. The consumer's motivations changes to compensatory goals leading to acceptability of imported second hand clothing and counterfeits thus more demand and as demand rises, the prices also increase.

Cognitive influence /impact

According to Gapinski, Brownell & LaFrance (2003) Trait self-objectification (TSO) describes differences in the degree to which people internalize observers' perspectives on their physical selves in their everyday lives. Using the Self-congruity theory, self-concept processes such as self-evaluation and self-perception, affect the self-concept change, self-concept differentiation, and self-concept generalization, which influence decision making, and information search (Wright, Claiborne & Sirgy 1992) thus the match between a perceived self-image outcome and a self-expectancy, affect what we buy, how we buy and the motivation behind our purchases. Specifically, since formal or informal clothing is associated with enhanced social distance, we propose that wearing formal or informal clothing new or second-hand, original or counterfeit enhance or hinder abstract cognitive processing. Kwon (1994) noted that clothing is not only a form of self-expression but often used for the definition of the social self. As such clothing is a potential and highly visible medium of communication that carries a flood of the information about the wearer. Some of the messages encoded in adorning second-hand clothing and counterfeit could include: "I can't afford new clothes", I am poor, I don't mind your leftovers, your fashion is better than mine, I want to be you, you 'r more creative than me, I am incapable of producing quality, you are superior than me" among others, all which are very negative self-evaluation, self-perception, as well as self-conception. Frank & Gilovich (1988) in their study they noted a change of behaviour that corresponded to the colour of clothing. They thus concluded that these changes could be attributed to both social perception and self-perception processes both from judgments of others and to the increased aggressiveness or lack thereof of the wearers.

Impact on Image

Demirbag, Sahadev, & Mellahi (2010) and Hsieh, Pan, & Setiono (2004) argue that country image can be defined at three levels (1) Overall country image; (2) Aggregate product country image; and (3) Specific product country image. An image is a configuration of the whole field of the object, the advertising, and most importantly, the customer's disposition and the attitudinal screen through which he /she observes. Clothing as almost all products carries the halo effect of the country of origin. According to Bannister & Saunders (1978) clothing attributes incorporated into country image elicit the stereotyped images on consumers towards products "made in" a set of selection of countries. This has a duo implication in Africa apparel industry. As more Africans prefer imported second hand clothing and counterfeits, the importing country's national image suffered at the expense of the exporting nation. On the other hand the clothing and fashion made in the importing nations carry no image since clothing exported through AGOA agreement does not carry the image of manufacturing country as they are made under a retailer's contract, which is usually in the second hand clothing exporting country. Global alliances and foreign sourcing trends among companies in different nations have resulted in the manufacture of many famous brands outside the country that originally manufactured the brand. When customers are not familiar with a country's products, country's image serves as a halo from which brand's attributes are inferred and attitudes toward the brand are formed. In contrast, as customers become more familiar with a country's products, country image became a construct that summarized their beliefs about product attributes and directly affected their attitude toward the brand (Han, 1989). The manufacturing of apparels for

export under the various agreements such as AGOA promotes the image of the retailing country at the expense of the manufacturing country. This on the other hand affects the cognitive aspects of the consumers into acceptance and adoption of SHC and counterfeits which damage the self-image of the importing country consumers.

Social impact

Most of the writers in relation to the SHC import into African have been looking at it from affordability and job creation of clothes to society (Baden, & Barber, 2005; Gino, Norton & Ariely, 2010; Hansen, 2004). However Hansen (2004) noted that the sale of imported second hand clothing is akin to dumping used and worn-out clothing in the African market. At the same time illegal imports of second-hand clothing and shoes into the Philippines are alleged to hide drugs (BusinessWorld, 2001). Consumption of counterfeit products causes people not to be admirable but unethical, generating in them a feeling of a counterfeit self that leads them to behave unethically. Although people buy counterfeit products to signal positive traits, Gino, Norton & Ariely (2010) noted that wearing counterfeit products makes individuals feel less authentic and increases their likelihood of both behaving dishonestly and judging others as unethical.

The other effect on the society is the change of the cultural fashion fabrics and values. It is through social interaction that the cultural ideas that help refashion second-hand clothing into local ensembles achieve the effect of “the latest” (Gino, Norton & Ariely 2010). This is evident in everyday life on the street and in social gatherings, in what people wear and how they wear the fashion. Cultural fashion fabrics and values is weaved in local population’s commentaries about ensembles, and the scrutiny with which they examine fabric quality, design features, and styling details as well as graphics on the clothes. Rather than clothing the poor, the international second-hand clothing trade provides yet another example of inequitable West versus African relations.

Health impact

In most countries, Ministries responsible for trade and commerce, customs departments, textile and garment workers unions and manufacturers associations have tried severally to restrict the sale of imported second hand clothing and counterfeits. Some of their objections involve hygiene and public health issues, for example, in 2001 Latvia banned imports of second-hand clothing and footwear from countries in Europe affected by foot-and-mouth disease. The government of Tanzania recently banned the import of used underwear, in order to prevent skin problems and even venereal diseases (Agence France Presse, 2003), insisting that it would check consignments to ensure that the offending garments were not imported. According to Hansen (2004) and Ahimbisibwe (2015) the counterfeit products have resulted into several cases of skin problems among other issues and indicated in figure 1.

Figure 1: Skin Problems Resulting from Some Imported Garments Products:



Source: Ahimbisibwe (2015)

According to Sowder (2016) counterfeit goods are extremely harmful to the health and safety of the American people. Counterfeit products are not only harmful to the economy, but also to each individual’s well-being. It is important that consumers understand the multi-faceted complexities of counterfeit and imported second hand clothing markets.

Price and trade impact

Most of the imported second hand clothing’s sold in Africa come from developed countries such as United States of America, which are manufactured in bonded factories in Africa. Their selling reflects the degree of the comparative advantage the monopolist has over consumers in disposing used goods as noted by Huang, Yang & Anderson (2001) due to the limitation accrued to bonded production.

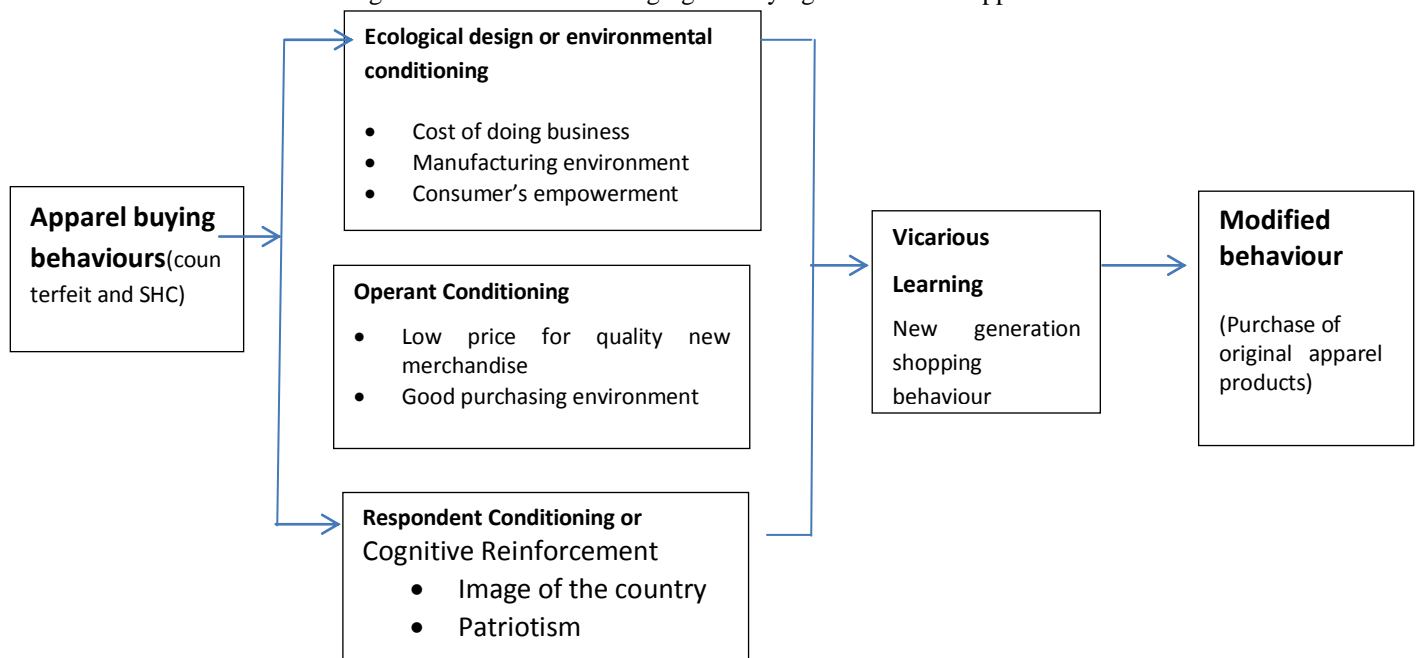
III. Discussion

All things considered, imported second hand clothing and counterfeit goods are extremely harmful to the health and safety of the African people. Imported second hand clothing and counterfeit products are not only harmful to the economy, but also to each individual's wellbeing. It is not only important that consumers understand the multi-faceted complexities of counterfeit markets but also refrain from purchasing through the change of buying and consumption behaviour.

Behaviour modification theory on SHC

Most of the African governments affected by the negative effect of the sale of second-hand clothes imported have been looking at the problem from the economic perspective (Nyoni 2015; Baden, & Barber, 2005; Hansen, 1999; Gentry, 2006; Katende-Magezi, 2017). Some authors perceive the issue as ruining the industrialisation and farming economy in the countries (Hansen, 1999; Baden & Barber, 2005; Nyoni, 2015) while others saw an opportunity in employment creation (Gentry, 2006; Katende-Magezi, 2017), though with the drawbacks of informal economy. This paper tries to look at the issue from a consumer perspective and thus contend that a behavioural modification is necessary to ameliorate the negative effect of sale of imported second hand clothes and counterfeits. According to Nord & Peter (1980) the Behaviour Modification Practice can facilitate the development of a comprehensive set of strategies and tactics which encompass those environmental and situational factors. This directly influences behaviour and if the desired behaviours from the potential buyer are specified, it will often be possible to be explicit about a set of actions which should occur in any given situation to move the potential buyer to behave in ways which are more likely to lead to the desired purchase behaviour. In this paper we take into consideration the trio aspect of consumer behaviour the affects cognitive aspects which are influenced by the environment and thus affect the consumer behaviour as well as the use of Ivan Pavlov's Stimulus - Response Model (Bandura, 1974; McDonald, 2006). According to Nord & Peter (1980) there are four ways a consumer's behaviour can be modified. However this has been given little systematic attention in marketing. We thus propose that combining Ivan Pavlov's Stimulus - Response Model of conditioned responses by repetition with the goal theory, Skinners behavioural modification model can be an asset in changing the marketing of apparel in Africa as indicated by the model in Figure 2. We now turn to the discussion of components of the model.

Figure 2: A Model for Changing the buying behaviour of Apparel



IV. The motivation of the apparel buying Behaviour

According to Ajzen (1985) there is general agreement among social psychologists that most human behaviour is goal-directed. Performance goals fall under the goal theory category for motivation. Within this theory is the idea that persons become motivated by internal goals or simply outdoing others such as having the newest fashion in town or the best dressed within a group. Performance goals focus on ensuring that one's performance is noticeably superior to others. Like most behaviour, consumer behaviour too is goal driven. In

turn, goals constitute cognitive constructs that can be chronically active as well as primed by features of the environment. Goal systems theory outlines the principles that characterize the dynamics of goal pursuit and explores their implications for consumer behaviour (Kopetz, et al., 2012). When individual set goals cannot be achieved, then the behaviour may be directed to another goal that is a substitute. Although the substitute goal may not be as satisfactory as the primary goal, it may be sufficient to dispel uncomfortable tension. However, when the environment changes, the consumer reverts to the original goal. According to Barber & Baden, (2005) and Nyoni, (2015), the main driver for the purchase of imported second hand clothing and counterfeits is affordability. This implies the desire to look smart with limited resources thus purchasing what is affordable, and meeting the secondary goal. With change of market environment, the consumer's behaviour would be able to achieve the primary goal of looking smart at affordable price of original brands.

The purchase of imported second hand clothes and counterfeit is secondary goal as indicated by Wafula (2017). The Government of Kenya, through the Ministry of Industry and Trade decided to have a one day window on March 29th 2017, for consumers to buy textiles on offer from Economic Processing Zones (EPZ) to promote local brands. Economic Processing Zones in the country are a major economic driver for Kenya, with total investments of Sh74 billion and employing more than 50,000 people. Going under the hashtag #BuyKenyaSuperSale on Twitter, the sale had to be extended to run for three days starting at the Kenyatta International Conference Centre, (KICC) one of the largest halls in the country, to accommodate the customers. Prices ranged from Sh50 to Sh600. Hundreds of consumers thronged KICC to buy textiles on offer from EPZ on a window created by the government of Kenya. This indicates a demand for the products as shown on the Figure 3.

Figure 3. Que to purchase cloths from Export Processing Zones at Nairobi Kenya



Source: <http://www.mediamaxnetwork.co.ke/news/313013/>

This was a clear indication that consumers purchased imported second handed clothing as a secondary goal and not their primary goal.

V. Ecological design

According to Nord & Peter (1980) Ecological design is widely used in marketing when a department store places displays in high traffic areas to increase the likelihood that consumers will spot the product on display. It involves efforts to place stimuli in positions which increase the likelihood of consumers making one or more desired responses. In Ecological design the environment is manipulated to attain the desired behavioural change within the society. The goal of every consumer is to purchase a new product, of good value in a conveniently and comfortable environments. This amounts to shopping of new good quality labels in a clothing store that provides conveniences such as fitting, credit facilities among others. However when a customer is not able to access the labels due to the market environment, the goal is substituted and the result is thesecond hand clothing and counterfeit markets. The market environment in African nations where the sale of second hand clothing and counterfeit markets is most common have similar characteristics such as low production of apparel, largely poor population, low income, and undeveloped industrial environments and usually only view the problem from an economic perspective. Mostly they use import duty and bureau of standard to block the importation of second hand clothing and counterfeits. However for this to work we are proposing the following economic intervention among other non-economic strategies.

1. The import of merchandise is usually as a result of cost parity. In African countries, the cost of manufacturing is higher than in developed countries due to factors like electricity, logistics, among others. Government intervention on costs would boost production and ensure affordability of new and quality clothes as well as other products.
2. Revise the bonded manufacturing terms to allow offloading of percentage to the local market, thus discouraging the appetite for the second hand clothing
3. Increase the duty of second hand clothing to discourage the importation as well as increasing the price per unit to dissuade the appetite for second hand clothing among consumers

4. Improve cotton and silk production in the country to enable fast and easier sourcing of raw material for the factories.

We thus propose that, an improved market environment and consumer empowerment would alter the behaviour of the consumer from purchasing counterfeit and second hand clothing to purchasing of original clothes and leather products.

VI. Respondent Conditioning

According to Kwon, (1994) clothing is a form of self-expression and image building. Clothing is also used for the definition of the social self and is a highly visible medium of communication that carries a flood of the information about the wearer. As such, shopping for new clothes serves as a self-reward, image building and value for money by the consumer and thus serves as a stimulus evoking positive feeling and perceived social status. Shopping of second hand clothing on the other hand has potential of the opposite result. Nord & Peter, (1980) termed this as Respondent Conditioning. Consumers can be viewed as a class of behaviours which are under the control of stimuli which precede them. Using the Pavlov's classical conditioning experiments as a basic paradigm for this approach, he noted that playing patriotic songs to influence love of the country and patriotism resulted to positive responses and as such respondent conditioning has a number of important implications for marketing. Through it, a particular stimulus can come to evoke positive, negative, or neutral feelings. Consequently, respondent conditioning influences a wide variety of objects or events which an individual will work to obtain, to avoid, or be in. We thus propose that a social marketing message for the consumers that alluded to positivity of the new original clothing as opposed to low price on second-hand clothing. This would also be necessary for the reinforcement positive consumer behaviour towards clothing's made in Africa and thus apparel buying behavioural change.

Operant Conditioning

Operant conditioning, respondent behaviours are elicited by stimuli which occur as a result of either a positive or negative reward. Consumers are conditioned by consequences which occur after the behaviour. It is a result of how a marketer deals with cognitive dissonance. According to Nord & Peter (1980), a cash rebate given at the time of purchase increases the probability that a shopper will purchase in the same store in the future, other things being equal. In this case, since the cash rebate has the effect of increasing the probability of the preceding behaviour, it is referred to as a positive reinforce. In other cases, the frequency of a given behaviour can be increased by removing an aversive stimulus. Although purchasing new clothes is a reward by itself, affordable prices, availability, and messages reinforcing the patriotism as a result of supporting the local industry would enhance the operant conditioning. At the same time the shopping environment such as retail network, ambiance of the shops, purchasing capabilities both online and physical shops would encourage behavioural change to buying new clothes as opposed to second hand clothes sold on cash basis in an open market. This enables customer to gain more from every coin spent on purchases.

Vicarious Learning

According to Nyoni et Al (2015) and Barber & Baden (2005) the sale of second hand clothes has been increasing in Africa as indicated by decline in apparel manufacturing of an average of 5.3% per year in African countries since 1998. Frazer (2008) noted that this coincides with the global trade in second-hand clothing (SHC) growth of ten-fold from 1990 to reach a value of around \$1 billion annually, although this is relatively recent, the sale of fake brand makers has been there since the 1970s (Harvey, 1985). This indicates a problem of **Vicarious Learning**. Vicarious learning (or modelling) refers to a process which attempts to change behaviour by having an individual observe the actions of others (i.e., models) and the consequences of those behaviours. As parents shop for clothes in the open air market, the children take that as the norm and within generations this negative image of second hand clothing and open air market has become impassive or normal. What started as result of poverty becomes institutionalised in consumer minds. As result, the sale of imported second hand clothes flourish thus signalling the demise of African industrialisation which result into an economic cycle of poverty. This calls for consumers behavioural change from which in turn would change the coming generation of shoppers through **Vicarious Learning**. According to Bandura (1969) there are three major types of vicarious learning or modelling influences. First, there is observational learning or modelling effects whereby an observer acquires one or more new response patterns that did not previously exist in his/her behavioural repertoire. Second, there are inhibitory and disinhibitory effects whereby an observer's inhibitory responses are either strengthened or weakened by observation of a model's behaviour and its consequences. Third, there is response facilitation whereby the behaviour of others serves merely as discriminative stimuli for the observer in facilitating the occurrence of previously learned responses. We however note that for Vicarious Learning to occur in an African market, the environmental conditioning, operant conditioning and respondent

conditioning are a prerequisite. New clothes at affordable price will be necessary, which can only occur as a result of improved business environment with low cost of doing business, conducive manufacturing environment with industrial parks and well trained labour as well as consumer empowerment to enable them to buy. At the same time a change of mind-set would be necessary for consumer to see value in new clothes which goes beyond immediate purchase to long term savings in terms of health, job creation and image enhancement among others. Lastly there is need to educate society and market the country. A patriotic citizen supports the country's industry by buying local as opposed to imports.

Conclusion and future research

It is important that consumers understand the multi-faceted complexities of counterfeit markets and imported second hand clothing. The economic impact on businesses, the loss of tax revenue by the government, the social burdens from sickness and other problems as well as the loss of self-image need to be highlighted and reversed by promotion of patriotism and need to buy local brands in Africa. By spreading the word about the harm caused by second hand clothes and counterfeit goods, people could potentially put an end to these lucrative industries of SHC and counterfeit products. Consumers should share the responsibility of verifying the authenticity and origins of their purchases. The only way to put an end to the fast-growing market of counterfeit products is to stop purchasing these products. Without revenues or support, imported second hand clothes and counterfeit sales will decrease and force the traders to engage in more productive socially beneficial business.

Economic interventions

Some researchers have justified the sale of imported clothes due to the employment creation. However for every one job created by this trade, about five jobs are lost through the production and distribution chain. This does not include the subjugation of the country's image and the argument for consumer sovereignty. It should be remembered that although the end products of production derive their value solely from their contribution to the well-being of society and of individual consumers, the *process* of production is valuable for other reasons as well. People are more than just consumers. Consumption activities most directly address living standard (or lifestyle) goals, which have to do with satisfying basic needs and getting pleasure through the use of goods and services.

Image interventions

An image as a configuration of the whole field of the object, and the wellbeing of the social society's pride is derived from national productivity. The more Africa exports the more the pride of the nation. Currently, the African image as a "bunch of third world countries exporting mineral and raw agricultural products and labour" need to be changed to a net exporter of manufactured goods. This would not only enhance patriotism but also individual personal image and economic development. Image is psychological and this should be the first target in marketing Africa to the locals.

Consumer awareness interventions

Most consumers in Africa prefer imported products due to the socialisation that what is made in Europe or America is of superior quality to local products. Consumer awareness of the effect of the imports and especially of second hand clothing and counterfeits is necessary. Education on economics and health impact can assist in change of behaviour thus developing more local purchases with a result to economic development.

Cognitive influence

Social marketing with the improvement of the social economic welfare is necessary in evoking positive cognitive behaviour towards locally produced goods as well as love for the country.

Last an empirical research on the effect of these second hand clothing's and counterfeits should be carried out in order to further confirm the negative effect and look for more ways in which to counter the effect for development of the African apparel industry.

References

- [1.] Ahimbisibwe, R.K. (2015) Counterfeiting And Its Impact On Social Economic Development, Uganda National Bureau Of Standards (unbs) , www.wipo.int/edocs/mdocs/africa/en/wipo_hl_ip.../wipo
- [2.] Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11-39). Springer Berlin Heidelberg.
- [3.] Baden, S., & Barber, C. (2005). The impact of the second-hand clothing trade on developing countries. *Oxfam Int.*

- [4.] Bandura, A. (1974). Behavior theory and the models of man. *American psychologist*, 29(12), 859.
- [5.] Bannister, J. P., & Saunders, J. A. (1978). UK consumers' attitudes towards imports: the measurement of national stereotype image. *European Journal of marketing*, 12(8), 562-570.
- [6.] Demirbag, M., Sahadev, S., & Mellahi, K. (2010). Country image and consumer preference for emerging economy products: the moderating role of consumer materialism. *International Marketing Review*, 27(2), 141-163.
- [7.] Frank, M. G., & Gilovich, T. (1988). The dark side of self-and social perception: black uniforms and aggression in professional sports. *Journal of personality and social psychology*, 54(1), 74-85.
- [8.] Frazer Garth (2008) Used-Clothing Donations And Apparel Production In Africa,; *The Economic Journal*, 118(532),1764–1784 DOI: 10.1111/j.1468-0297.2008.02190.x
- [9.] Gapinski, K. D., Brownell, K. D., & LaFrance, M. (2003). Body objectification and “fat talk”: Effects on emotion, motivation, and cognitive performance. *Sex Roles*, 48(9), 377-388.
- [10.] Gentry, J. W., Putrevu, S., & Shultz, C. J. (2006). The effects of counterfeiting on consumer search. *Journal of Consumer Behaviour*, 5(3), 245-256.
- [11.] Gino, F., Norton, M. I., & Ariely, D. (2010). The counterfeit self: The deceptive costs of faking it. *Psychological science*, 21(5), 712-720.
- [12.] Han, C. M. (1989). Country image: Halo or summary construct? *Journal of Marketing Research*, 26(2), 222-229. <http://dx.doi.org/10.2307/3172608>
- [13.] Hansen, K. (1999). Second-Hand Clothing Encounters in Zambia: Global Discourses, Western Commodities, and Local Histories. *Africa: Journal of the International African Institute*, 69(3), 343-365. Retrieved from <http://www.jstor.org/stable/1161212>
- [14.] Hansen, K. T. (2004). Helping or hindering? Controversies around the international second-hand clothing trade. *Anthropology Today*, 20(4), 3-9.
- [15.] Hsieh, M.H., Pan, S.L. and Setiono, R. (2004), “Product, corporate and country image dimensions and purchase behaviour: a multicountry analysis”, *Journal of The Academy of Marketing Science*, 32(3), 251-70.
- [16.] Huang, S., Yang, Y., & Anderson, K. (2001). A theory of finitely durable goods monopoly with used-goods market and transaction costs. *Management Science*, 47(11), 1515-1532.sts,
- [17.] Katende-Magezi, E. (2017). The Impact of Second Hand Clothes and Shoes in East Africa. Research report :Cuts International, Geneva www.cuts-geneva.org
- [18.] Kopetz, C. E., Kruglanski, A. W., Arens, Z. G., Etkin, J., & Johnson, H. M. (2012). The dynamics of consumer behavior: A goal systemic perspective. *Journal of Consumer Psychology*, 22(2), 208-223.
- [19.] Kwon, Y. H. (1994). Feeling toward one's clothing and self-perception of emotion, sociability, and work competency. *Journal of Social Behavior and personality*, 9(1), 129.
- [20.] *Marketing: An Introduction*, ICFAI University Press, Hyderabad, India, pp.151-162,
- [21.] McDonald, H. (2006). Cause Related Marketing. can it work for the arts?, in *Cause related*
- [22.] Moepswa, T. M. (2016). The Threat of Counterfeit Devices: Complicity vs Vigilance. *The International Journal of Business Research & Management (IJBRM)*, 7(1) ,1-14
- [23.] Nord, W. R., & Peter, J. P. (1980). A behavior modification perspective on marketing. *The Journal of Marketing*, 44(2),36-47.
- [24.] Norum, P. S., & Cuno, A. (2011). Analysis of the demand for counterfeit goods. *Journal of Fashion Marketing and Management: An International Journal*, 15(1), 27-40.
- [25.] Nyoni, A.B , Nkiwane C. L., Gonde, P. (2015) The Impact of Imported New and Second Hand Clothing on the Zimbabwe Textile and Clothing Industry , *African Journal of textile and apparel*, 1(1), 20-32
- [26.] Sheng Lu (2015) International TradeTagsAfrica, AGOA, emerging markets: <https://shenglufashion.wordpress.com/tag/africa/>

- [27.] Slepian, M. L., Ferber, S. N., Gold, J. M., & Rutchick, A. M. (2015). The Cognitive Consequences of Formal Clothing. *Social Psychological and Personality Science*. 6(6), 661-668doi: 10.1177/1948550615579462
- [28.] Sowder, A. (2016), The Harmful Effects of Counterfeit Goods. *Athens State University. Athens State University, nd Web, 1.*
- [29.] Stöttinger, B., & Penz, E. (2003). *The demand for counterfeits: are consumers across borders triggered by the same motives?*
- [30.] Wafula C. (2017), Clothes exporters set for KICC sale of global brands; <http://www.businessdailyafrica.com/corporate/Local-garment-manufacturers-plan-three-day-mega-sale-in-Nairobi/539550-3866566-iiiaed/index.html>
- [31.] Wright, N. D. Claiborne, C. B., & Sirgy, M. J. (1992). The effects of product symbolism on consumer self-concept. *ACR North American Advances*. 19(1), 311-318