



BUS5000W
MASTER'S DISSERTATION

**AN INVESTIGATION OF THE COMPONENTS THAT INFLUENCE THE PURCHASE
DECISION OF CONGOLESE MILLENNIALS IN THE DEMOCRATIC REPUBLIC OF
CONGO INFORMAL CLOTHING MARKET**

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Submitted in partial fulfilment of the completion of the Master of Business Science Degree in
Marketing

In the
School of Management Studies,
University of Cape Town

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ABSTRACT

Informal markets for fashion are a growing phenomenon around the world and more specifically in the Democratic Republic of Congo. In different cities in the Democratic Republic of Congo, there are tents housing vendors who sell second-hand clothes. These markets are becoming the millennials' shopping hubs as millennials are on a quest for uniqueness, fashion trends and value for money. Limited research regarding the shopping patterns and purchase decisions of Congolese millennials and even less regarding the informal clothing market in the Democratic Republic of Congo is available. This research is aimed at investigating factors influencing millennials in the purchase of second-hand clothes in the informal markets in the Democratic Republic of Congo. The theoretical framework was guided by the theory of planned behaviour from which the researcher constructed an adapted model. The purchase of second-hand clothes is the behaviour that is preceded and influenced by the consumer's intention to purchase. In turn, the intention to buy clothing from informal markets is influenced by various factors. Five factors were added to the model, namely quality, clothing interest, peers' opinions, price consciousness and the need for uniqueness. The model was investigated through a qualitative case study analysis. The data was collected through face-to-face interviews and the thematic analysis was conducted and interpreted manually. The target population argued that second-hand clothes are unique, durable and affordable. These clothes allow them to shop the fashion trends they see on social media from around the world. Thus, it is important to have a valuable understanding of the factors influencing Congolese millennials to buy second-hand clothes. Retailers and marketers in the fashion industry of the Democratic Republic of Congo, particularly those in the informal clothing market, can consider the consumer insights acquired in this research and apply them to increase their advantage in the market place.

Keywords: *Clothing interest; informal clothing market; millennials; peers' opinion; perceived price; perceived quality; price consciousness; second-hand clothes; Theory of planned behaviour; qualitative research.*

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GLOSSARY

Definition	Description	Source
Coolies and porters	People who practise certain types of trades where manual labour is involved.	Yule & Burnell, 1986
Messengers	People employed to carry a message – also called message-bearers.	Oxford Language, 2020
Modern economy	An economic system whereby manufacturing and distribution of offerings and services depend solely on corporations and private individuals.	Drascovic, Jovovic, Drascovic & Jereb, 2013
Personal servants	People who were selected by masters to work within a household as opposed to the outside of the master's home.	Joseph, 1839
Petty traders	People who are involved in a multitude of informal socio-economic activities generating low income.	Dasgupta, 1990
Shoeshine boys	Street children who work to clean and buff shoes and then to apply wax pate to give a shiny appearance to the shoe.	Aduagna, 2006
Small artisans	Individuals who practice certain types of trades where manual labour is involved.	Hoyte & Boutte, 2018
Street vendors	People who offer goods or services through a temporarily static structure or mobile stall.	Gamielien & Van Niekerk, 2017
Traditional economy	An economic system that depends on customs, history and time-honoured beliefs.	Mamedov, Movchan, Ishchenko-Padukova & Grabowska, 2016

LIST OF ABBREVIATIONS

Abbreviation	Description
CA	Central Africa
DRC	Democratic Republic of Congo
FAO	Food and Agriculture Organisation
GDP	Gross Domestic Product
ICLS	Integrated Crop-Livestock System
ILO	International Labour Organisation
IMF	International Monetary Fund
SSA	Sub-Saharan Africa
TMA	Theory of Multi-attitude
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action

CHAPTER ONE: THE INTRODUCTION

1.1. Introduction

The fashion market is a global enterprise of approximately 1.3 trillion US dollars that has created more than 300 million jobs worldwide (Gazzola, Pavione, Pezzetti & Grechi, 2020). This industry is divided into two major categories: fast fashion apparel and second-hand clothing fashion (Gazzola et al., 2020). While the rest of the world is increasing its fast fashion production in developed countries, Africa receives used clothes or second-hand clothing, which constitute a large portion of its clothing market (Bhardwaj & Fairhurst, 2010). Second-hand clothing is shipped from overseas into the continent, making the African market the largest consumer of second-hand clothes (Bhardwaj & Fairhurst, 2010). However, research on African consumer consumption of fashion from informal markets and decision-making about this fashion is limited. Consumer behaviour toward fashion is complex and consumers are often influenced by universal trends and clothing from around the world (Orsono, 2015). Markets are subject to globalisation which increases the product range available and adds to the complexity of the purchase decisions toward these products (Orsono, 2015). This study used the theory of planned behaviour to investigate second-hand clothing purchase decisions, in the Congolese millennials context, as the constructs of the model are key to the knowledge and prediction of human behaviour (Ajzen, Joyce, Sheikh & Cote, 2011).

Different generations are classified based on their behaviour as consumers in their respective markets (Baskin, 2015). Generations are exposed to varying influential variables regarding their consumption decisions and behaviours, such as socio and economic opportunities, technology activities, social media perception and different types of experiences (Ordun, 2015). Compared to other generations, millennials demonstrate disparities in their purchasing behaviour which pushes marketers to be more cognisant of their attitudes, subjective norms, perceived behaviour control and action behaviour control in relation to their respective purchase decisions (Barton, Koslow, Fromm & Egan, 2012). An understanding of the millennial generation will allow clothing marketers to develop strategies that will attract this segment (Grant & Stephen, 2005). In the African context, the most consumed fashion is second-hand clothes and research shows that African millennials are the biggest consumers of clothing fashion (Hansen, 2004).

The fluctuations in consumption expenditure vary among generational cohorts (Ordun, 2015). Baskin (2015) states that Baby Boomers are less sensitive to prices while Generation X is more likely to try brands at once; millennials, on the other hand, are prone to try something

new. The consumption decisions of millennials – Generation Y – are mostly influenced by the availability of information, market transparency and data analytics (Jenkins, 2019).

There is limited data and research on the behaviour of African millennials, particularly Congolese millennials, regarding second-hand clothing. An investigation into the informal clothing market in the DRC will reveal the components that influence Congolese millennials in their purchase of clothing from these markets. Therefore, the purpose of this study is to investigate which components affect the purchase decisions of Congolese millennials in the informal clothing market. In this exploratory, qualitative study, the researcher conducted a case study analysis, using face-to-face interviews to ascertain and analyse the various factors that influence Congolese millennials in the purchase of second-hand clothes in the informal clothing markets of the DRC.

1.1.1. Background of the study

Informal clothing markets abound across the African continent and have been recognised to contribute to economies in numerous countries such as South Africa (Pilane, 2016), Zimbabwe (Mabhandu & Kurebwa, 2015), Zambia (Hansen, 2004), Tanzania (Muhanga, 2017), Ghana (Anyidoho, 2013) and the DRC (Zirulnick, 2015). The millennial consumer is recognised as the main purchaser of second-hand clothing (Reinhart, 2019) and their contribution to the fashion market in the African clothing retail industry is worthy of a deeper understanding.

As green issues are gaining significance in political agendas especially in Europe, many customers are looking for eco-friendly options for clothing (Baden & Barber, 2015). This came about because the production of fast fashion is responsible for approximately 10% of green gas emissions (Baden & Barber, 2015). In addition, the production of clothing pollutes the majority of the seas around the world. As a response to this problem, more and more people, especially millennials in developed countries, are considering purchasing second-hand clothes as their contribution to saving the planet (Baden & Barber, 2015).

Conversely, in Africa, the consumption of second-hand clothes bears a larger economic contribution than in other parts of the world due to the poverty level in many African countries (Zirulnick, 2015). However, there is limited data on fashion consumption in Africa, a dearth in the material present to assist in the comprehension of the African second-hand fashion market.

1.1.2. Problem statement

Second-hand clothes, which constitute the African informal clothing market (Hansen, 2004), are pieces of clothing that have been used before they are used by the present user (Wetengere, 2018). Annually, thousands of clothes are shipped to Africa from overseas

markets (Afric, 2017) and the largest portion is directed to sub-Saharan African countries (Hansen, 2004). About 70% of clothes are donated globally and end up in Africa (Thomas, 2003). When compared to new Chinese clothes that cost less but whose quality remains deplorable, these clothes are affordable and acclaimed for their quality by Africans. (Afric Editorial, 2019; Wetengere, 2018). However, second-hand clothes sold in the informal markets are a real threat to the African textile industry because consumers rely mostly on second-hand clothes and are comfortable purchasing from the informal sector (Katende-Magezi, 2017).

In recognition of this information, researcher engaged in a qualitative case study to provide the factors that influence African millennials in their purchase of second-hand clothes. There is a need to understand the preferences of the Congolese millennials due to the economic contribution of this generation and attain insights on the factors influencing the selection between formal and informal clothing by millennials in the DRC. This comprehension can assist informal traders in understanding this consumer segment and provide formal traders with an understanding of the millennial consumer clothing purchase decisions and preferences that can assist them to compete with the informal traders.

Consumer purchasing concepts (which the researcher reviews in later chapters) continue to be investigated, however, there is limited academic literature on the millennial consumers in the DRC. This limitation applies particularly to this cohort's purchase decision-making and behaviour towards second-hand clothing. This presents the chance to expand the knowledge regarding this African country's clothing market and the purchasing decision patterns of its millennial cohort. These gaps that are present in the current literature were considered and are presented in the following section.

1.1.3. Gaps in the literature

The researcher has identified gaps in the literature concerning the focus of this study. These gaps are summarised in Table 1.1 which illustrates the key authors consulted during this study; the ticks show the presence of literature and the crosses show that data were not available in the literature. However, when speaking of the informal sector in the DRC, studies were done on different target populations, such as those in Kenya, Rwanda and Zambia. In this regard, the literature does not present any data on the Congolese market perspective and the statistics are not descriptive enough to be considered.

The literature fails to provide the position held by the fashion industry in the DRC and the data, such as in the article by Mbikayi (2015), are only limited to aspects such as the fashion dandies

of the DRC. Limited literature that states how big the second-hand clothing market in the DRC is and how much is imported per year into the country is not available.

Table 1.1: Gaps in the literature

Authors	Informal sector in the DRC	Informal sector	Informal sector in Central Africa	Fashion industry in the DRC	Congolese clothing market	African millennials	Congolese millennials	Clothing purchase intentions in DRC	Clothing purchase behaviour in DRC
Chen (2012)	x	✓	x	x	x	x	x	x	x
Mbikayi (2015)	x	x	✓	x	✓	x	x	x	x
De Boeck & Jacquemin (2006)	x	x	✓	x	x	x	x	x	x
Tatera (2014)	x	x	x	x	x	x	✓	x	x
Zinkevych (2018)	x	x	x	x	x	✓	x	x	x
Gausi (2018)	✓	x	x	x	x	x	x	x	x

Lastly, there is limited existing literature on Congolese millennials. The researcher failed to locate any literature that provides characteristics of Congolese millennials as it did for African millennials – as listed in Zinkevych (2018) – on the respective and accessible databases. Through this study, the researcher will provide data on the fashion industry in the DRC as well as on characteristics of Congolese millennials which miss in the existing literature. Second-hand clothing markets are a popular phenomenon in Africa and are a source for clothing for many Africans and Congolese in particular (Hansen 2004). Considering its large population of approximately 60 million people, the DRC is a potential bid market for second-hand clothes. As such, filling the gap in the literature will be beneficial for marketers, governments and investors with the right tools for their strategies and decision making processes in the Congolese fashion industry. The researcher sought to contribute to academic knowledge by addressing the structure of the research question and objectives.

1.2. Research Question and Objectives

This study presents one primary research question, one primary objective and seven secondary research objectives.

1.2.1. Primary research question

The primary research question is stated below:

Which factors influence the purchase decisions of Congolese millennials from the informal clothing market in the DRC?

1.2.2. Primary research objective

This study's primary research objective is as follows:

- To *explore* the role of factors in relation to the decisions to purchase clothing by Congolese millennials' from the informal clothing market in the DRC.

1.2.3. Secondary research objectives

The secondary research objectives for this study are outlined below:

- To explore the role of clothing interests in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of quality of clothes in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of the quality of clothes in relation to clothing interest among Congolese millennials towards clothing from the informal clothing market in the DRC;
- To understand the role of peers' opinions in relation to the purchase intentions of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of price consciousness in relation to the purchase intentions of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To understand the role of the need for uniqueness in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC; and
- To explore the role of the need for uniqueness in relation to the buying behaviour of Congolese millennials towards clothing from the informal clothing market in the DRC.

In the next section, the researcher will briefly discuss the literature review and the theoretical framework, which will be elaborated on in-depth in Chapter 2 and Chapter 3.

1.3. Literature Review and Theoretical Framework

In this section, the researcher discusses the literature gleaned on the African second-hand clothing market and addresses the theoretical framework descriptions.

1.3.1. Literature review

As the purpose of this study is to analyse the factors that influence Congolese millennials in the purchase of second-hand clothes from informal clothing markets, the literature review provided a detailed discussion on existing literature on the informal sector in the world. The focus was particularly on the African market and the discussion focused on the informal sector in the DRC.

The informal sector is a big contributor to the gross domestic product (GDP) globally (International Labour Organisation, 2018). In Africa, the majority of employment is created by the informal sector (Chen, 2012). In the DRC, the informal sector occupies approximately 97% of the country's economy and is the main contributor to the GDP (Gausi, 2018).

The informal clothing market has proven to be Africa's main source of apparel with an average of 80% of the population wearing second-hand clothes from Europe and other parts of the world (Hansen, 1999). In the same vein, considering that millennials represent the largest population group in Africa, they are also the biggest consumers of second-hand clothes (Hansen, 1999). With this said, the researcher has conducted an exploratory qualitative case study to gain an understanding of the factors that influence the decisions of Congolese millennials when purchasing second-hand clothes.

1.3.2. Theoretical framework

The analysis of factors influencing the purchase of second-hand clothes was based on the theory of planned behaviour (TPB), which was proposed by Ajzen (1991). This model offers a detailed psychological theory that identifies a causal structure that explains a wide range of human and consumer behaviour (Hegner, Fenko & Teravest, 2017). An adapted model derived from the TPB will be elaborated upon in Chapter 3.

The researcher has extended the existing constructs of the TPB by considering the factors which influence the intention to purchase clothing from the informal market as proposed by the literature. Studies conducted on millennials have shown that various factors influence millennials' purchase of clothing (Cham, Ng, Lim & Cheng, 2018; Colluci & Scarpi, 2013; Vuong & Nguyen, 2018). Based on these factors, the researcher incorporated clothing interest, quality, price consciousness, peers' influence and need for uniqueness into the TPB model, thus producing the adapted model.

Clothing interest is thought of as an individual's beliefs, attitudes, knowledge and attention paid to their clothing and that of others (Cham et al., 2018; Gurel, 1974). Research shows that consumers who are highly interested in clothing are more likely to purchase the latest trends; they are considered to be strategic consumers (Vuong & Nguyen, 2018). Moreover, these consumers tend to spend more time shopping and finding new and fresh items than others (Vuong & Nguyen, 2018). Millennials are more likely to fall into this category as they are willing to try new things and are more receptive to new products than their Generation X cohorts (Colucci & Scarpi, 2013).

An important factor to be discussed is perceived quality. Snoj, Korda and Mumel (2004) define perceived quality as a consumer's assessment of a product's overall superiority and distinctiveness. Perceived quality generates the sentiment of a worthwhile purchase and also stimulates the desire for repurchase (Vuong & Nguyen, 2018). Consumers assess the quality of a product by evaluating the characteristics of the brands in advertisements with the actual performance of the product (Snoj et al., 2004). Quality of clothes has been found to increase consumers' clothing interest and, in turn, affects the purchase intention of consumers (Gurel, 1974).

Another factor is price consciousness. Perceived price is defined as a reflection of cost (Babin, Darden & Griffin, 1994). For Vuong and Nguyen (2018), perceived price is a tool used to gain customer attention, convey a message about a brand and an organisation and mostly influence consumers' decision-making. Price is a common factor that influences customers' purchase intentions and the choices of their products and services (Ryu & Han, 2010). A price reduction has been proven to attract customers, as the majority are sensitive to price (Cham et al., 2018). A study done in a developed country such as the US, showed that millennial cohorts are less price-sensitive, as they associate high price with quality (Cham et al., 2018).

The term 'unique' is referred to as being special in some way or being the only one existing of its type ("Unique", 2020). In general, individuals are motivated to maintain their uniqueness and project their unique selves onto others (Snyder & Fromkin, 1980). Evidence from literature reveals that the need for uniqueness has a direct impact on consumers' purchase intention (Snyder & Fromkin, 1980). More detailed discussions and evaluations are provided on these factors in Chapter 2 and Chapter 3. In the next section, the researcher will address the adapted model.

1.4. Methodology

This section will provide information on the selected research design and method, the target population, the sampling technique, the data collection method, the research instrument and a brief description of the data analysis process used in this study.

The research design selected for this study was an exploratory case study based on inductive and deductive approaches. The researcher aimed to explore the proposed potential relationships from standing literature but in the Congolese context and to seek out evidence of influences that these variables have on the purchase intentions of Congolese millennials in the DRC towards second-hand clothing. The sampling technique used to acquire representatives of the target population was selected in accordance with the research design.

1.4.1. Target population and sample

The target population sets the direction, objective and scope of research and the data type (Smith & Nichols, 2015). Foot and Stoffman (1998) think of millennials as the generation born between 1980 and 1995. For Stephen (2014), millennials were born between 1980 and 1994 and they are 26–42 years old. With these parameters in mind, the researcher purposefully selected the sample from the Congolese millennials. This study had two samples, the pilot study sample and the representative sample. A brief description of the sampling technique is provided in the next section, however, a detailed description thereof and the selection process is provided in Chapter 4.

The researcher used a non-probability, judgemental/purposive sampling technique. In this regard, the judgement used in the selected technique to acquire participants was based on specific criteria (Palys, 2008). The technique used to describe Congolese millennials based on year of birth and country of birth is provided in Chapter 4. The target population used in this study was Congolese millennials born and raised in the DRC between 1985 and 1995. In the next section, the researcher briefly discusses the data collection process.

1.4.2. Data collection

Based on the qualitative research method, the collection was conducted using face-to-face individual interviews, directed by a research instrument. Face-to-face or in-person interviews are a method of data collection whereby the researcher gains insights on the topic by directly talking to participants (Lavrakas, 2008). The researcher used a semi-structured interview research instrument, constructed using a set of open-ended questions and descriptive questions. Thematic analysis was used in both an inductive and deductive qualitative analysis process.

1.4.3. Data analysis

The researcher used both deductive and inductive approaches. The data collected were analysed and interpreted using the thematic or manual method. This analytical method consists of focusing on the data in different ways and analysing a particular aspect of a phenomenon in-depth (Braun & Clarke, 2012).

The interviews were recorded with the consent of the participants and then transcribed. The transcripts were read and then codes were developed based on the respective responses of the sample members (Nowell, Norris, White & Moules, 2017). Pre-established themes based on the objectives set and directed by the literature were identified. The research instrument was set from these pre-established themes. Additional themes were derived from the analysis of the codes and were formed based on the detailed reading and analysis of the data. In the next section, the researcher discusses the contribution of this study.

1.5. Contribution of the Study

This study will provide insights into the Congolese clothing market and it gives information on Congolese millennials' purchase behaviour in the informal sector of the DRC. Much academic literature discusses millennials in developed countries such as the United States of America (Nge & Johnson, 2015) and emerging African countries such as South Africa and Nigeria (Ugwu & Anekwe, 2017). However, there are limited examples of academic literature addressing Congolese millennials.

Congolese millennials are faced with many challenges. Among those challenges are the difficulty to access first-hand information and poverty (International Monetary Fund – IFM, 2019). Through this study, the researcher provided information on the components which gave evidence of the role that variables bear concerning the influence on the buying decision-making of Congolese millennials and their buying behaviour in the informal clothing sector.

The findings of this study will assist in expanding the understanding of the decision-making and purchase intentions of Congolese millennials. This study can therefore assist marketers, particularly those in the Congolese fashion retail industry and other company stakeholders, with tools and strategies to employ in the Congolese fashion industry through understanding the competitive presence of the informal clothing market in the DRC.

1.6. Conclusion

This introductory chapter outlined an overview of the study. The author provided background on the research and referred to the gaps in the literature presently available on the Congolese informal clothing sector and the purchase decisions of Congolese consumers. This allowed the problem statement which provided a foundation for the research questions and objectives of the study to be provided. The literature which guided this study was briefly discussed and the adapted research model was introduced. The methodological section gave an indication of the exploratory research and the methods followed to collect and analyse the qualitative data. The contributions of the research were discussed.

In Chapter 2, the researcher examines the literature to provide a detailed review of the informal sector with a focus on the African informal markets and a discussion on the clothing purchase research regarding African millennials.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

In Chapter 1, a discussion on the context of the study was briefly presented. Chapter 2 delivers a review of the current and relevant literature on the informal sector, the informal clothing market in Central Africa (CA) and particularly the informal clothing market in the DRC. Furthermore, the researcher provides a detailed discussion on the African millennial cohorts with a focus on the Congolese millennials. This discussion will serve as a base for understanding the target population in the context of the Congolese informal clothing sector.

Creswell (2014) describes a literature review as a systematic process of identification and analysis of existent literature to build frameworks for the review and consideration of topics. The researcher provides an in-depth analysis of the sections through the consideration of existent and relevant literature to expand on the knowledge and understanding of the informal clothing market. This description of the stated markets allows the context to be set for the theoretical framework where the construction of the adapted model is described in Chapter 3. The critical analysis conducted is illustrated in this chapter with the informal sector reviewed in the next section.

2.2. The Informal Sector

This section will critically review the concept of the informal sector and thereafter discuss the concept of informality, the origin of informal trade, informal trade in Africa and CA plus common trade policies in the CA region. Finally, there is limited literature on the Congolese informal clothing market; however, this section will critically look at the informal clothing market, also called second-hand clothes, in Africa and the effects of this trade on the African textile market.

2.2.1. Overview and definition of the informal sector

The term 'informal sector' has been the topic of research by many for the past 40 years and several descriptions have been adopted since then (Charmes, 2012). However, the descriptions provided for the informal sector were based on the availability of data for each period (Henley, Arabsheibani & Carneiro, 2006).

According to Koroma et al. (2017), the informal sector consists of a set of activities that are not fully covered by formal arrangements. On the other hand, Sinha (2009), describes the informal sector as a sub-sector of a household sector. Along the same vein, Henley et al. (2006) highlight that the informal sector is the micro-entrepreneurial nature of economic activities.

While some define the informal sector as activities outside of formal arrangements, others view the informal sector as consisting of small-scale activities.

The term 'informal sector' has had numerous definitions as well as academic reviews. The researcher will refer to the definition of the informal sector as defined by Koroma et al. (2017) who state: "The informal sector consists of a set of activities that are not fully covered by formal arrangements." Koroma et al. (2017) suggest that for a market to be deemed informal, it must be unregulated and competitive, while Devey (2003) proposes that it must have small-scale operations and has to be individual or family-owned. A sector can also be considered informal when there are easy access and high reliance on locally available resources (Devey, 2003; Sinha, 2009). However, it is important to note that the informal sector plays a role in the global economy.

Over the years, there has been renewed interest in informal trade, otherwise called the informal economy, because informal trade contributes to the global workforce and the GDP (Chen, 2012). In developed countries, informal trade contributes between 10% and 20% to the respective GDP, while in developing countries, it contributes more than a third of the global output (Benjamin, Beegle, Recanatini & Santini, 2014). However, recent statistics show an increase in the contribution of the informal sector to the global economic output. Bonnet, Vanek and Chen (2019) state the informal sector's contribution to be approximately 61% of global employment with the highest percentage in developing countries.

As the informal sector has often been associated with employment outside the formal labour market, multiple academics have questioned the interpretation of informality (Benjamin et al., 2014; Chen, 2012; Henley et al., 2006). To assist in understanding the components that constitute the informal sector, the researcher will provide a historical review of the concept.

2.2.2. History and evolution of the informal sector

The history of informal trade is complex. In the earlier eras of trade development, economists paid limited attention to activities outside the formal framework. Only sociologists and anthropologists paid a scale of importance to the phenomenon (Gërxhani, 1999).

However, it was in 1972 that the International Labour Organisation (ILO) finally analysed the neglected phenomenon under the concept of the informal sector (International Labour Organisation, 2016). Since then, there have been many names, such as small-scale entrepreneur, hidden, second and shadow, used to describe this phenomenon (Gërxhani,

1999). Nevertheless, for this research, the researcher will utilise its popular term – ‘informal trade’ – in reference to the activities which occur in the informal sector.

The term ‘informal sector’ was first referred to as such by researchers such as Keith Hart, an English anthropologist, in 1971 during his study of economic activities among rural migrants in Ghana. The concept of the informal sector was introduced to describe part of the urban labour force that operated out of the formal labour market (Gërkhani, 1999; Hart, 1971). Hart (1971) considered the informal sector as synonymous with all small businesses or those owned by self-employed people. Conversely, it was thereafter changed and utilised to describe people earning their wages outside of the formal wage economy as a means of making a living or as a way of supplementing income (Bromley & Gerry, 1979; Young, 2019).

However, for Swaminathan (1991), Hart’s original concept was limited to self-employed parties. Theoretical models and national economic accounts ignored this concept. However, its introduction has resulted in the inclusion of such activities previously ignored.

During the evolution of the informal sector, there have been many descriptions and ideas about this concept. To better comprehend the development of definitions of this phenomenon and its evolution, different eras are described along the developmental timeline that supported the explanation of the concept of the informal sector, namely the 1950s–1960s era, the 1970s era, 1980s–1990s era and the recent era (Zulu, 2015).

2.2.2.1. The 1950s–1960s era

In the 1950s and 1960s, the term ‘informal sector’ had not yet been introduced. An assumption was made that with the correct economic mix, policies and resources, a transformation of low-income traditional economies into more dynamic and modern economies could occur into dynamic modern economies (Chen, 2012). At the time, anthropologists and economists were mainly looking for a relationship between people and economic development. Among those scholars, Reynolds (1969) referred to what is known today as informal trade as ‘urban trade’ or ‘service trade’ (Chowdhury, 2005). According to Reynolds, this sector consisted of petty traders, street vendors, coolies and porters, small artisans, messengers, barbers, shoeshine boys and personal servants.

However, Lewis (1954) argued that these occupations and casual jobs will in the process be absorbed into modern capitalism or the formal economy and eventually disappear. Lewis’ view was supported by post World War II successful reconstruction of Europe and Japan and the increase of mass production in Europe and North America in the 1950s and 1960s (Chen,

2012). The significance of the concept of the informal sector was already beginning to be identified in this era (Reynolds, 1969). However, as traditional economies persisted and spread, especially in developing parts of the world, researchers started travelling to developing countries for answers (Chen, 2012).

2.2.2.2. The 1970s era

It was in this era that the concept of the informal sector was invented by Hart (1971). Hart based the description of the informal sector on income opportunities (Charmes, 2012). For Hart, the main distinctive point between the formal and the informal sector was wage earnings and self-employment (Charmes, 2012; Hart, 1971; Zulu, 2015). A year later, in 1972, the ILO, during their endeavour to Kenya, also defined informal trade in their report of the world employment programme. The ILO team was made up of scholars and editors, such as Richard Jolly and Hans Singer, who led the team (ILO, 1972).

The informal sector concept here was based on enterprises and opened doors to numerous studies and surveys by the ILO in the African region (Maldonado, 1987). The difference between Hart's work and the ILO's on informal sector descriptions was the fact that the former based the definition on individuals while the latter based theirs on enterprises (Zulu, 2015). However, scholars, such as Charmes and Harper, further advanced the development of the informal sector's definition between the 1980s and 1990s (Charmes 1990; Harper, 1992).

2.2.2.3. The 1980s–1990s era

The evolution of the works on the informal sector in the 1980s and 1990s was the continuity of the work previously started by scholars from preceding eras. In this era, scholars, such as Charmes (1990) and Harper (1992), worked to find more appropriate definitions and descriptions of the concept of the informal sector by looking into activities and groups of people that the previous era did not include as being part of the informal sector (Charmes, 2012). For these scholars, instead of examining only the processes by which the informal sector occurs, it was equally important to consider the different agents comprising the informal sector (Charmes 1990; Harper, 1992; Zulu, 2015).

In 1993, the Integrated Crop-Livestock System (ICLS) put forward a definition of the informal sector which comprised four criteria (Zulu, 2015). For the ICLS, the informal sector can be described as “one or more people working on the street or from home; it varies in sizes; they are not registered; and their lack of registration results in many factors” (Chowdhury, 2005).

This era provided a differentiation between profit-driven enterprises and those that were barely surviving (Zulu, 2015). Theories and ideas emerging from this era gave birth to two schools of thought, namely the legalist and the structuralist (Charmes, 2012).

From the legalist perspective, the informal sector consists of people engaged in informal activities and doing so to avoid the cost, time and registration required in formal businesses (Chen, 2012; De Soto, 1989). According to De Soto (1989), people often choose between operating in the informal or the formal sector by weighting the cost and benefits of entering the existing legal system. On the other hand, the structuralist theory focuses on petty traders, producers and owners of small enterprises (Zulu, 2015). Furthermore, authors of this theory, such as Castells and Portes (1989) and Moser (1978), confirm that the informal sector is a consequence of the growth of capitalism. The following section will review the concept of the informal sector proposed by the scholars and theorists of the 2000s.

2.2.2.4. The 2000s era to the present

In the 2000s era, the concept of informal trade has engaged scholars and researchers from all disciplines around the world and has become a field on its own (Chen, 2012). Recent studies on the informal sector, different to those of previous eras, have focused on the size and composition of the informal sector, the causes and drivers of informality, its consequences on welfare and productivity and finally the relationship between growth, poverty, inequality and informality (Chen, 2012; Maloney, 2004; Routh, 2011). However, the informal sector's share of the international economy is still overlooked despite its contribution to the global workforce (Zulu, 2015).

As noted in these sub-sections, the informal sector has acquired many definitions and descriptions over the years. Different eras have provided their understanding of this concept based on the resources available for their era. Considering the different points of focus and perspectives in the definition of the informal sector, this study will utilise the definition provided by Koroma et al. (2017) which states that the informal sector is a set of activities that are not fully enclosed by formal arrangements. In this regard, it is important to examine the informal sector of the present era.

2.2.3. The informal sector around the world

The informal sector has become a global phenomenon; governments together with international organisations, such as the ILO, are still finding ways to accommodate this sector (Stuart, Samman & Hunt, 2018). The world's employment population bears over 60% in the informal sector (ILO, 2018).

In developed economies, the informal sector is also progressively observed. For instance, in the United States, industries, such as electronics, manufacturing and some service industries, are where informality is highly registered (Nightingale & Wandner, 2011). In Europe, on the other hand, the informal contribution to the GDP is approximately 11%. In Nordic countries, the informal contribution is 15%, in Eastern Europe 28%, in the South 30% and 16% in the Western part of Europe (Hazans, 2011). In South Asia, the vast majority of existing jobs, as well as new job creation, are in the informal sector (Benjamin et al., 2014; ILO, 2018).

Likewise, statistics show that the African continent has the highest percentage of informal trade in the world with approximately 85.8% as illustrated in Table 2.1 (ILO, 2018), which shows a summary of the informal markets across the globe. This is followed by the Arabic States with 68.8% then Asia and the Pacific region with 68.2% (ILO, 2018). The data also show that the Americas have about 40.1% of informality while Europe sits with only 25.1% (ILO, 2018). The discussion on the informal sector continues in the next section with a focus on the African continent.

Table 2.1: Statistics of the informal sector around the world

Region	Percentage of Informal Trade (%)
Africa	85.8
Arab States	68.8
Asia and Pacific Region	68.2
Americas	40.0
Europe and Central Asia	25.1

Source: ILO (2018)

2.2.4. The informal sector in Africa

In Africa, the concept of the informal sector is not new as it existed before colonialism (Sparks & Barnett, 2010). Today, the informal sector constitutes the largest sector in Africa, providing the majority of employment and predominantly operated by women and children (ILO, 2009). Evidence from literature shows that many fast-growing sectors in the African economy are predominately informal and across numerous industries such as retail, restaurants, fashion,

transport and small individual activities (Chen, 2012). Thus, the relevance of the informal sector in the job market and national GDPs is evident.

2.2.4.1. Informal sector in African economies

The informal sector plays an important role in the African economy. Approximately 9 in 10 people in African rural areas are involved or employed in some form of the informal economy (Steel & Snodgrass, 2008). Steel and Snodgrass (2008) argue that the informal sector in Africa constitutes between 50% and 80% of its GDP and makes up 72% of the economy in the Sub-Saharan region (SSR).

Recent findings, however, suggest that in sub-Saharan Africa (SSA), there is considerable differentiation in the market size of the informal sector with 25% of market informality in South Africa, Mauritius and Namibia and the highest at 65% in Nigeria, Benin and Tanzania (Medina, Jonelis & Cangul, 2017). In that respect, the findings of Verick (2006) indicate that among all the industries and firms that make up the informal sector in Africa, retail is the largest.

In the African context, self-employment remains the main attribute of the informal sector (ILO, 2009). In countries such as Kenya, Botswana, Zimbabwe and Malawi, two-thirds of informal firms are made up of only the founders in the respective workforces (Benjamin et al., 2014). Furthermore, these firms are either individual or family-owned (Benjamin et al., 2014).

Evidence from the literature has shown that the informal economy in Africa is booming while in the formal sector there are low levels of participation (Cassim, Lilenstein Oosthuizen & Steenkamp, 2016; Xaba, Horn & Motala, 2002). In this regard, Spore Magazine (2017) states that the booming of the informal sector in Africa results in the substantial loss of states' revenue.

A report from Fox and Sohnesen (2013) shows that in countries such as the DRC and other CA countries, the formal sector only employs 9% of the population. Studies show that, as a result, increasing portions of school leavers consider the informal sector as a destination that offers many opportunities for those who aspire to be entrepreneurs and provides job satisfaction as high as in the formal sector (Atchoarena & Delluc, 2001; Fox & Sohnesen, 2013). It is important to look at the informal sector in CA as this study is being conducted on the DRC which is located in this region.

2.2.4.2. Informal sector in Central Africa

This section summarises some of the literature and research evidence regarding the informal sector in the CA region. This region is made of seven African countries, namely Cameroon, Chad, Gabon, Congo Republic, Equatorial Guinea, the DRC and the Central African Republic (Central Africa Economic Outlook, 2019). The primary formal contributor to the GDP in this region is natural resources, mainly oil (Food and Agriculture Organisation, 2017). However, informal trade is also a notable contributor to the economic growth of this region (Nkendah, Nzouessin & Moussa, 2014). Yet very little is known about the informal sectors in these countries.

The most dominant form of the informal sector in CA is the cross-border trade between neighbouring countries in the region (Nkendah et al., 2014). According to the Food and Agriculture Organisation- FAO (2017), these trade contributors make up to half of the GDP in CA countries and consist principally of small entrepreneurs who support the most vulnerable in society, such as women, youth and the rural poor. However, estimation reports show that 60% of the population who engage in the informal sector in CA are women (Spore Magazine, 2017).

In the same regard, the FAO (2017) reports that the informal sector in this region is mostly made of traders who do not have access to the preferential tariff agreement, who sell in the informal market and who bypass the import and export channels for their goods. Thus, the informal sector in this region is not necessarily illegal but it is not legal either – the level of legality depending on each country (Spore Magazine, 2017). Nevertheless, some laws and regulations intervene in the informal sector's trade in this region. With this said, the researcher will now analyse the trade policy in the CA region.

2.2.4.3. The informal trade policy in the Central African region

The CA informal trade policy is a law or regulation that aims at managing the informal sector in the region (Nkendah et al., 2014). The informal trade policy used in the CA region taxes agricultural goods and is not determined but varies from one border to another for the same produce (Nkendah et al., 2014). Although trade policies have been in place in this region, there are other forms of levy fees that informal traders have to pay to the police and gendarmerie in the Cameroon-Gabon region (Nkendah et al., 2014). However, there is a lack of evidence and accessible data on the implementation of these trade policies in the CA region. This discussion will be deepened by reviewing the informal sector in the DRC.

2.2.5. The informal sector in the Democratic Republic of Congo

The DRC is part of the CA region and is often referred to as Congo Kinshasa (Cordell, Wiese, Payanzo & Lemarchand, 2020). The DRC has both the formal and the informal sectors of trade and both contribute to the country's GDP (Gausi, 2018). The researcher will focus on the informal sector which constitutes a higher contribution to the country's GDP than the formal sector (Gausi, 2018).

As in other parts of the world, the informal sector in the DRC provides the majority of jobs (Gausi, 2018). In 2012, this sector held around 81% of the total employment in the DRC (World Bank, 2018). According to recent statistics, approximately 81.5% of workers in urban areas are employed in the informal sector (Gausi, 2018). The informal sector in the DRC contributes towards the reduction of poverty and shared prosperity, as it tends to offer opportunities to the most vulnerable segments of the population, particularly women, the youth and the poorest people in the country (Adoho & Doumbia, 2017).

As discussed earlier, the informal sector has been defined in many ways in previous academic literature and, in the DRC context, it represents economic activities that are not subject to tax and other regulations (Adoho & Doumbia, 2017).

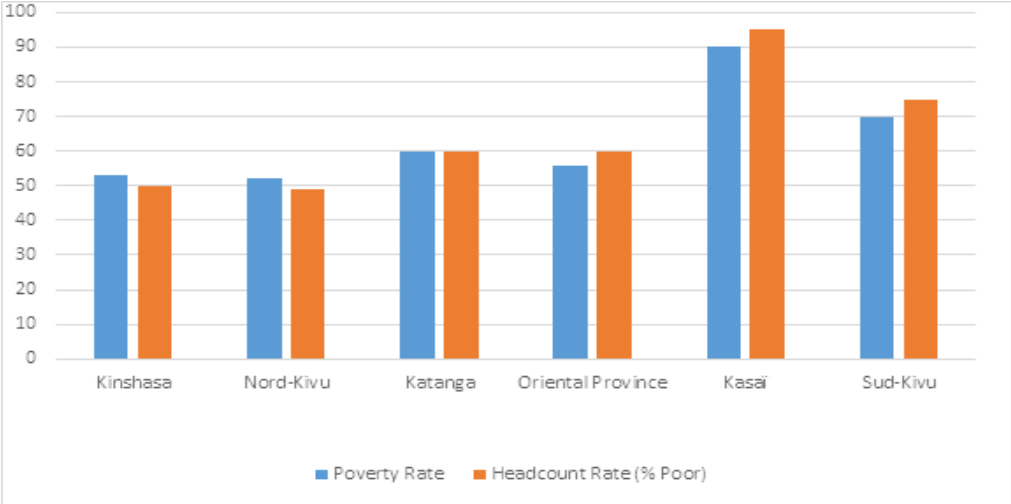
This sector represents about 97.5% of all Congolese workers, which is higher than the ILO's African average of 85.8% (Gausi, 2018). Only 2.5% of the Congolese population is employed in the formal sector (Gausi, 2018). Many across the country have created informal jobs due to a lack of employment alternatives (Adoho & Doumbia, 2017). However, 64% of informal firms' owners are women. This reinforces Rubio's (1991) findings that in most developing countries women are dominant in the informal sector because of their lack of access to alternatives opportunities.

Evidence from research shows that 61% of the population operating in the informal sector in the DRC is poor (World Bank, 2018). Furthermore, the average portion of the respective regional populations varies by province. For instance, 48% of the population in the capital city Kinshasa are poor while 90% in the Kasai region are poor.

Figure 2.1 illustrates details on poverty across each province of the DRC and the Kasai region shows the highest poverty statistics in the country (World Bank, 2018). There is also a difference among the provinces in the poverty headcount ratio among informal traders in the country (Adoho & Doumbia, 2017). In some provinces, traders involved in the same informal

activities are more prosperous than their counterparts are. This is due to the level of poverty that differs from one province to another.

Figure 2.1: Poverty rate and headcount rate in provinces of the DRC



Source: World Bank (2018)

Statistical data show that the poorest region of the DRC is the Kasai region with over 85% of the population living in poverty (World Bank, 2018). This is followed by Sud-Kivu, which has approximately 70% of the poverty rate in the country. The Katanga region comes third with a 60% poverty rate, followed by Oriental Province with 55%, Kinshasa with 50% and Nord-Kivu with only approximately 48% of the poverty rate.

The informal sector has many facets and includes an array of activities in the DRC as well as everywhere in the world. However, the informal sector activity that will be emphasised in this study is the informal clothing trade.

2.3. Informal Clothing Markets

In this section, the researcher reviews the existing literature on the informal clothing market and its effects in Africa and the DRC. Although there have been limited studies on the informal clothing market, particularly in CA, research has been done on countries such as Zambia, Rwanda, Zimbabwe, Ghana, Nigeria, Kenya, Tunisia and South Africa which will serve as a reference for the African informal clothing market in this study (Baden & Barber, 2005).

2.3.1. Overview

Second-hand clothes have always been the main source of apparel in low and middle-income regions of the world, especially in Africa; much of the clothes are recycled from the world's

wealthiest nations (Common Objective, 2018). The African continent has the highest consumption rate of used clothes in the world (Katende-Magezi, 2012), with approximately 80% of the population wearing second-hand clothes from overseas (Common Objective, 2018). Informal clothing markets consist of informal traders who sell used or pre-owned clothes in the informal market (Baden and Barber, 2005). The informal clothing market consists of an array of products, the range extending from conspicuous garments to hidden clothing – simple pieces of clothing, such as a jacket, to underwear (Pilane, 2016).

The phenomenon of importing used clothes into Africa from overseas became increasingly important in the 1980s and since then the informal sector has progressively gained a market share in Africa (Adejoke et al., 2018). The history of informal trade in Africa shows that second-hand clothes from Europe and North America were an important source of clothing, allowing more and more people in Africa to afford pieces of clothing (Adejoke et al., 2018).

In the 1980s, charitable organisations were the only source of distribution for second-hand clothes (United States Aids, 2017). However, when garments which are mass-produced became readily available and affordable, the trade in second-hand clothes became “export-oriented” (Adejoke et al., 2018). The second-hand clothing trade has a long history; however, its economy and scope grew immensely in Africa in the 1990s and has grown tenfold since then (Hansen, 2014).

2.3.2. International second-hand clothing market

In the international second-hand clothing market, the United States of America has been the biggest exporter of second-hand clothes in terms of value and volume, followed by the United Kingdom, Germany and China (Lee, Karpova & Zhang, 2014). A summary of the world’s biggest exporters of second-hand clothes is shown in Table 2.2.

Table 2.2: Exporters of second-hand clothes

Exporters	Trade Value in USD
United States of America	575,656,879
United Kingdom	481,847,135
Germany	394,490,282
Korea	270,095,313
China	244,821,202

Exporters	Trade Value in USD
Poland	161,980,271
Belgium	139,572,607
Canada	126,428,417

Source: Common Objective (2018)

The entrance of Western clothes into the African market was given different names based on different regions or countries in Africa. In Nigeria, it is called 'Okrika' (Adejoke et al., 2017); in Zambia, it is referred to as 'Salaula' (Hansen, 1999); and in Eastern Africa, they are called 'Mitumba' (Kinuthia, Mburugu and Mulu-Mutuku, 2014). The trade of second-hand clothes provides thousands with employment opportunities and allows the teeming population to afford necessities such as clothes (Kinuthia et al., 2014). However, this trade has negative repercussions on the social and economic aspects of the African market (Katende-Magezi, 2012).

2.3.3. Impact of second-hand clothes in Africa

Informal clothing markets are growing significantly into contributory economic sectors and provide a means of living for many Africans. However, they do have some damaging effects as well. Even in light of the limited data regarding informal trade in the DRC, the studies that were previously done on several other countries do provide literature on informal clothing markets in Africa and serve to form the foundational analysis for this study. The second-hand clothing trade has had a notable and negative effect on the local textile and garment industry as well as some livelihoods in many African countries (Kinuthia et al., 2014; Baden & Barber, 2005).

The production of textiles in the SSR has declined dramatically in the past three decades. According to the observations of Baden and Barber (2005), Lee et al. (2014) and a report from Afric Editorial (2019), while the American and European fashion industries draw inspiration from the African garment material to stay relevant and unique, the fashion trends in the African fashion industry are on the verge of collapse. This situation has pushed certain African countries to fight against an excessive importation of second-hand clothes to allow local textile manufacturers to blossom (Afric Editorial, 2019; Common Objective, 2018; Katende-Magezi, 2012).

In Rwanda for instance, the government has decided to cease the importing of second-hand clothes to promote local textile manufacturers, despite several warnings from Washington (Afric Editorial, 2019). As the informal clothing market continues to thrive in Africa, more damage is being done to the local clothing industry. Due to the limited access to data and statistical figures on the DRC's informal clothing market, the research has previously referred to studies conducted on different African countries in that regard. It is, however, important to review the clothing fashion industry in the DRC before understanding the situation of the informal clothing market.

2.3.4. The value and role of clothing in Africa

Clothing plays an important role in all societies around the world and in Africa in particular. Research shows that clothing occupies a significant place in African society as it symbolises and portrays the status and positions of people in a community (The Patriot, 2017). In the same regard, Africa possesses strong political, religious and social values; as a result, clothing allows for distinctive associations of these entities (Cosbey, 2001; The Patriot, 2017).

2.3.5. Clothing fashion industry in the Democratic Republic of Congo

The clothing industry in the DRC is characterised by the presence of traditional garments – the Dutch wax print (Mbikayi, 2015). The Dutch wax print, worn mainly by women, is considered traditional attire and used across the DRC (Mbikayi, 2015). Figure 2.2 illustrates a Dutch wax print garment and Figure 2.3 illustrates attire made with the Dutch wax print fabric.

Figure 2.3: Dutch wax print



Source: Africawaxprint.com

Figure 2.2: Attire made in Dutch wax print



Source: <https://www.southworld.net/wax>

Various aspects have influenced Congolese fashion over the years (Mbikayi, 2015). In the 1930s, the imported Dutch wax wrap became very popular, giving a new perspective and shaping the cultural values in a changing society (Mbikayi, 2015). Progressively, religious and political leaders started using the wax print wrap for advertising, propaganda, proverbs and biblical verses and it formed part of their decoration (De Boeck & Jacquemin, 2006). However, in the 1950s, movie stars from overseas mainly influenced fashion; a character such as Buffalo Bill became a fashion idol for many young Congolese men at that time and many developed a culture of dressing up (Mbikayi, 2015). This is illustrated in Figure 2.4.

Figure 2.4: A Congolese fan of Buffalo Bill in the 1950s



Source: Page (2015)

Although dressing up, either for an occasion or just for the love of it, is part of the Congolese culture, the fashion industry – both the formal and informal sectors – contribute little to the country's economy (Bakker & Brandwijk, 2016). In a country dominated by mining and telecommunication, fashion is just a hobby for many Congolese. There is a famous movement in the country known as SAPE (Society of Ambianceurs and Elegant People) and its followers are called Sapeurs or dandies (Bakker & Brandwijk, 2016). This society is a community of people who have devoted their lives to the pursuit of elegance using fashion brands (Bakker & Brandwijk, 2016).

2.3.5.1. Society of Ambianceurs and Elegant People movement in the Democratic Republic of Congo

SAPE started when Europeans first brought Western garments into CA in the 19th and 20th centuries (Steinkopf-Frank, 2017). The movement has grown largely from being passed down from the oldest to the youngest members of the movement. The dandies' movement allows Congolese, the majority of whom are poor, to use fashion as a way of fulfilling the desire for a good life that the country has failed to provide (Steinkopf-Frank, 2017).

The majority of these dandies buy their clothes either through a relative who lives in Europe or, for most, from the second-hand clothing markets where they can acquire international fashion brands at a cheaper price. There are several arguable debates regarding the SAPE movement. It is viewed by some as a classic case of neo-colonialism. On the other hand, being a dandy is very much part of the Congolese culture which has a particular love for dressing up and looking good (Zirulnick, 2015). Figures 2.5 and 2.6 show examples of Congolese dandies.

Figure 2.5: Congolese Sapeurs



Source: www.aljazeera.com/gallery/2019/3/4/meet-the-sapeuses

Figure 2.6: Female Congolese Sapeurs



Source: www.aljazeera.com/gallery/2019/3/4/meet-the-sapeuses

In recent years, many of the Sapeurs have been migrating to Europe and North America in search of stable standards of living (Mbikayi, 2015). As a result, many young Congolese do not look to Europe for their fashion inspiration but they are now adopting the American fashion style (Steinkopf-Frank, 2017). Since many of the clothes bought to quench the fashion thirst of the Congolese are purchased in the informal clothing market, the government has put in place regulations in this regard. The various regulations will be discussed later in this chapter.

2.3.5.2. Second-hand clothes markets in the Democratic Republic of Congo

Kinshasa, the capital of the DRC, is known in Africa for its fashion and its people’s love of clothing brands (Zirulnick, 2015). Figure 2.7 and 2.8 taken by the researcher in Lubumbashi

town, are an example of the popularity of second-hand clothes markets. To stay up to date with fashion and acquire clothing brands that would normally cost hundreds of dollars, the Congolese get their apparel from informal clothing markets across the country (Zirulnick, 2015). The second-hand clothes trade makes up to 42% of DRC's revenue (Zirulnick, 2015).

With the East African governments banning the import of second-hand clothes into their countries, Goma – the biggest city in the east of the DRC – has become the dumping ground for second-hand clothes for the region (Gahigi, 2018). For example, all Rwandan textile traders have employed the exportation of second-hand clothes to the DRC as their government has tightened taxes and trade tariffs (Gahigi, 2018). Goma's informal clothing markets receive dealers each month; some bring thousands of kilograms of used clothes from Mombasa, Kenya and Dar-es-Salaam in Tanzania (Zirulnick, 2015). The dealers pile the second-hand clothing in warehouses where shop owners buy packages of 45 kilograms (Zirulnick, 2015). Due to its lucrative nature, the trading of second-hand clothes is often subject to government regulations.

Figure 2.7: Nkenya market for used clothes, Lubumbashi, DRC



Source: Momat, O. March 2020. Lubumbashi, Photograph

Figure 2.8: Street vendors for used clothes



Source: Momat, O. March 2020. Lubumbashi, photograph.

2.3.5.3. Government regulations on the informal clothing market in the Democratic Republic of Congo

The importing of second-hand clothing into the DRC has had a detrimental effect on its clothing market (Katende-Magezi, 2012). As a result, many African countries have put in place policies and regulations to monitor the trade and allow the local fashion designers and manufacturers to remain competitive (Katende-Mahezi, 2012). Unfortunately, in the DRC, no government laws regulate the clothing market, whether formal or informal, and there are no people who would like to change the fashion scene in the country due to corruption (Bakker & Brandwijk, 2016). The fashion industry in the DRC still has a long way to go and governmental interventions may allow this industry to grow through the regulation of the informal clothing market.

The second-hand movement is still an ongoing phenomenon around the world and it still plays an important role in the African continent. Although measures may have been taken to slow its movement in Africa, second-hand clothes are still the best option for people of different generations, especially the millennials and the Generation Z cohort. In the next section, the researcher will review the literature on millennial consumers preceding the discussion on the target population of this study – Congolese millennials – and their respective clothing purchase characteristics.

2.4. Millennial Fashion Consumers

This section opens a discussion on the millennial generation. A generation is by definition referred to as a group of people born within the same date range (Edmunds & Turner, 2002). The researcher will now explore the overview of millennials. The millennial generation, also referred to as Generation Y, is the generation that comes after Generation X (Foot & Stoffman,

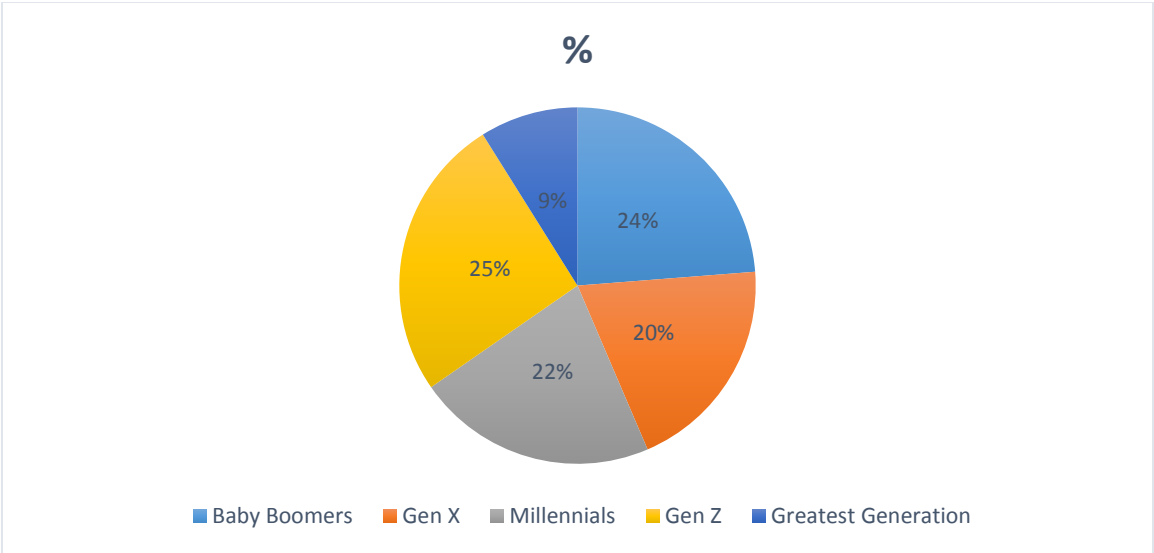
1998). According to the findings of the demographer Foot and Stiffman (1998), millennials are the generational cohort born between 1980 and 1995 (Foot & Stiffman, 1998).

Based on the argument of Edmunds and Tuner (2002), a generation does not only share the same period of birth but also a similar socio-cultural experience. Gilleard (2004) states that millennials are said “to share common locations in historical time”; they are also shaped by the “historical events and experiences of that time.”

According to Smith and Nichols (2015), millennials are individuals who were born between 1980 and 2000. They are called millennials due to the closeness of their birth to the new millennium and they were raised in a more digital era. Similarly, Andert (2011) also observes that millennials are mostly influenced by computers and technology and have a greater acceptance of non-traditional families and values.

Recent studies on millennials show that this generation is about to be surpassed by the Generation Z cohort in terms of numbers (Miller & Lu, 2018). For Miller and Lu (2018), millennials were considered the world’s largest population in the past decade. However, recent surveys and studies indicate that Generation Z has outnumbered millennials (Miller & Lu, 2018).

Figure 2.9: The world’s generational composition



Source: Sterling (2017).

The world population is composed of five groups that make up the different generations. Statistics, as shown in Figure 2.9, demonstrate that the largest generation is Generation Z, which represents 25% of the world population, followed by millennials representing 22% of the world population (Sterling, 2017). The Baby Boomer generation makes up approximately 24% of the population, leaving Generation X with 20% and the Greatest Generation (1901–1927) representing only 9% of the population (Sterling, 2017). However, to deepen the understanding of the millennial generation, the researcher will discuss some common characteristics provided by the existing literature.

2.4.1. Characteristics and values of the millennial generation

Evidence from research shows that the millennial cohort shares both positive and negative characteristics. Based on the findings of Kaifi, Nafei, Khanfar and Kaifi (2012), millennials have a higher level of confidence than their predecessors and they rank higher in self-esteem and assertiveness (Deal, Altman & Rogelberg, 2010). Furthermore, Pyöriä, Ojala, Saari and Järvinen (2017) argue that millennials are advocates of the work-life balance and they are more attached to their families than the previous generation (Pyöriä, Ojala, Saari & Järvinen, 2017).

On the other hand, millennials are overly entitled; they are difficult to interact with and are excessively service-oriented (Smith & Nichols, 2015). Due to their optimism and confidence and the fact that millennials were thought to care more for their personal interests, they have developed the ‘see me’ syndrome (Deal et al., 2010). These characteristics have made the older generation sceptical to give them employment and to trust them (Myers & Sadagyiani, 2010). However, research shows there is one more characteristic that millennials have that their previous generational cohorts do not have; this characteristic is their fashion involvement and consumption (Ng & Johson, 2015).

2.4.2. Millennial fashion consumption

The millennials generation constitutes a leading force in consumer spending (Hernández, 2017). Among the various products they acquire either in-store or online, fashion is the most consumed product (Hernández, 2017). Generation Y is known for its interest in fashion; in the US alone, millennials spend over 600 million dollars each year on fashion (Hernández, 2017). Nonetheless, research also shows that compared to the Baby Boomers, millennials have a unique way of viewing and consuming fashion (Hernández, 2017). For example, millennials are becoming more and more conscious of the products they buy and how they affect the environment (Sorensen & Johnson Jorgensen, 2019).

While there is fast-growing innovation in the fashion sector making clothes more accessible to many people, there is also the danger of inexpensive clothing products being easily discarded (Hernández, 2017). As a result, more and more millennials are favouring slow fashion or second-hand clothes, over fast fashion/new clothing. (Hernández, 2017; Sorensen & Johnson Jorgensen, 2019).

In recent years, the second-hand clothing movement has grown around the world (Blair, 2015) and, with access to the internet and social media, millennials are becoming more aware of the wasteful supply in the fast fashion sector (Hernández, 2017). As both fast and slow fashion sectors grow, some millennials are in between these movements and have formed the undecided-exploring group. These millennials choose to explore both ends by adjusting their fashion style – mixing and matching clothing items, such as jackets, jeans and shoes, from the slow sector with items, such as t-shirts and socks, from the fast fashion sector (Hernández, 2017).

Many of these characteristics were found by researching millennials in developed countries. However, there is limited access to data on millennials in developing countries let alone their market data. Based on the purpose of this study, the researcher will provide a discussion on Congolese millennials with a reference to other studies on millennials conducted in African countries such as South Africa, Nigeria and Zambia. These studies have allowed access to literature on African millennials. It is important to understand the factors that influence millennials when considering the purchase of clothing items.

2.4.2.1. Factors influencing millennial purchase intentions of clothing

Research done on millennials has shown that various factors influence millennials' intention to purchase clothing. These factors are quality, the need for uniqueness, word of mouth, brand image, clothing interest, price consciousness and self-concept (Cham et al., 2018). Furthermore, Vuong and Nguyen (2018) provide additional factors that influence millennials' purchase intention of clothing, namely "fashion consciousness, hedonic shopping value, store environment and sales promotions".

According to Vuong and Nguyen (2018), consumers who are highly interested in clothing are more likely to purchase the latest trends in clothing and they can be considered strategic consumers. Colucci and Scarpi's (2013) findings illustrate that millennials are more likely to fall into this category as they are willing to try new things and are more receptive to new products than their Generation X cohorts.

As for perceived quality, consumers assess the quality of a product by evaluating the characteristics of the brand promoted in advertisements with the actual performance of the product (Snoj et al., 2004). If a product has a good quality, it will be highly estimated and in return will affect the reputation of its organisation positively.

Perceived price is a factor. Price is referred to as a reflection of cost. It is used as a tool to gain customers' attention, convey a message about the brand and the organisation and mostly to influence consumers' decision-making (Babin et al., 1994; Vuong & Nguyen, 2018). A study done in a developed country such as the USA showed that millennial cohorts are less price-sensitive as they associate high price with quality (Cham et al., 2018).

Another factor that influences the purchase of clothing is the store environment. This factor is considered important because it attracts customers and influences their intention to purchase products in the store (Vuong & Nguyen, 2018). Store environment includes friendliness, helpful employees, organised merchandise, pleasing light, scent and music (Colucci & Scarpi, 2013).

Vuong and Nguyen (2018) discuss hedonic value as another important factor that influences millennials' purchase of clothing items. Based on their findings, Colucci and Scarpi (2013) argue that shopping is sometimes considered an entertainment activity that puts people in a happy mood. Millennials are more likely to practise hedonism and buy new things.

Finally, yet importantly, research shows that sales promotions influence the purchase intention of millennials towards clothes. Over the years, sales promotions have influenced the perception and attitude of consumers and have affected customers' purchase intention (Yusuf, 2010). Furthermore, customers take sales promotions into account before any purchase (Vuong & Nguyen, 2013). The section below will discuss millennials from the African and Congolese perspective.

2.4.3. African and Congolese millennials

The researcher mentioned earlier that there is limited access to literature about Congolese millennials, thus African millennials will be considered in this case as a reference. In Africa, the millennial generation constitutes the majority of the African population (Zinkevych, 2018). However, some characteristics are applied to African millennials only. In Table 2.3, the researcher has summarised the main characteristics of African millennials. Although some traits and characteristics are common to all African millennials, some do not apply to Congolese millennials.

Table 2.3: Characteristics of African millennials

African Millennials

Characteristics	Description
They “are tech-savvy” and increasingly select to shop online “with a mobile-first approach.”	Improved internet access and ready to use navigation experience make the African millennials more likely to shop online. In South African for instance, 43% of millennials shopped online in 2016.
They engage with brands with the primary channel being through social media.	Immediate capacity to gain access to brands and companies has altered the businesses-to-consumer relationships. The continued rise in social media usage in the continent means that online peer review and referrals carry more weight.
They expect a personalised customer experience.	If millennials do not get their personalised customer experience, they are willing to move to another company that can provide it for them.
They desire to engage in the co-creation of “bespoke products to meet their unique needs.”	African millennials prefer to buy from businesses that offer unique products, which allow them to express themselves, rather than mass-market alternatives.
They are loyal but one has to earn it.	Research shows that the concept of loyalty differs between generations and from country to country. What makes millennials from one African country loyal is not necessarily the same everywhere else in Africa.

Source: Zinkevych (2018)

In the DRC for instance, the majority of Congolese millennials live in extreme poverty as compared to their counterparts in developing countries (Tatera, 2014). Most of them do not have access to education and clean water (Tatera, 2014). Moreover, in the DRC, millennials are faced with a high rate of unemployment as the country is among the poorest in the world (Tatera, 2014). This situation makes their buying power weaker than their counterparts in other African countries. However, poverty does not stop Congolese millennials from dressing up and trying to be trendy. In the next section, the researcher will discuss Congolese millennials’ fashion consumption.

2.4.4. Congolese millennials and clothing consumption

Congolese people in general are interested in fashion as well as the latest trends (Mbikayi, 2015). Many choose fashion as a way to express themselves (Mbikayi, 2015). Most of the clothing that Congolese millennials consume comes from informal clothing markets around the country (Mbikayi, 2015). This is mainly because Congolese millennials have to deal with realities such as extreme poverty, unemployment and limited access to the internet. Even though Congolese millennials use smartphones, data to access information are not always available for all.

The millennial generation has been the topic of numerous studies for the past decade. Their characteristics and their economic contribution make them a lucrative consumer group. However, in the DRC, despite their number, millennials have limited resources and that prevents them from reaching their economic potential.

2.5. Conclusion

This discussion has shown the place occupied by the informal sector in Africa and in the DRC in particular. The informal sector comes in different forms and affects various industries. In this chapter, the researcher focused on the informal clothing market and its effects on the African continent and its people. The researcher has focused the discussion on the consumption of second-hand clothes in Africa and the DRC and has extended the discussion to the factors that influence millennials in their purchase of clothing.

Though the millennial generation around the world shares certain characteristics, Congolese millennials have their own reality that separates them from their counterparts in Africa and the world. In the next chapter, the researcher will discuss the theoretical framework that guides this study of the investigation of the various factors that influence Congolese millennials in their purchase of clothing from informal markets in the DRC.

CHAPTER THREE: THEORETICAL FRAMEWORK

3.1. Introduction

In this chapter, the researcher discusses the fundamental concepts of this study together with a detailed discussion of the theoretical framework that supports this research. In-depth discussions and systematic analyses will be provided on the consumer decision-making process; an overview of the theory of planned behaviour by Ajzen (1991); and factors that influence the purchase decision of fashion clothing from the informal market among Congolese millennials. The researcher will now discuss consumer behaviour theories and models.

3.2. Consumer Behaviour Models

Consumer behaviour is one of the most discussed marketing concepts in research. The study of consumer behaviour is important as it helps companies and other institutions improve their marketing strategies (Saeed, 2019). The numerous theories and models created on consumer behaviour enable a better understanding of consumers and improve communication between businesses and their consumers (Saeed, 2019). In other words, the study of consumer behaviour makes consumers better understood. However, there are different levels of consumer behaviour studies namely: (1) improving marketing strategies, (2) formation of public policy and (3) social marketing (Saeed, 2019). In short, the benefit of studying consumer behaviour is to understand the exchange process in which consumers are involved in to acquire goods, services, experiences and ideas.

3.3. Evolution of Consumer Behaviour

The concept of consumer behaviour has helped in organisations' decision-making processes over the years (Saeed, 2019). Consumer behavioural research commenced approximately 300 years ago when it started with the investigations of early economists such as Nicholas Bernoulli, John von Neumann and Oskar Morgenstern at the forefront (Bray, 2008). Their mission was to examine the consumer behaviour directed by or based on consumer decisions (Richarme, 2007). In addition, the focus in the early years of consumer behaviour was mainly on the act of purchase. According to Richarme (2007), the most predominant model deriving from this perspective was the utility theory. Zinkham's (1992) and Schiffman and Kunak (2010) suggest that the utility theory viewed the consumer as a "rational economic" being. In this regard, contemporary studies on consumer behaviour take into account several other factors that might influence the consumer and the consumer's activities beyond purchase (Bray, 2008). Consumer behaviour was considered a new field with a historical research body of its own (Engel, Blackwell & Miniard, 1990). This concept was borrowed from other scientific disciplines such "as psychology, sociology, anthropology and economics" (Engel *et.al*, 1990). More

reaches have been conducted to deepen the understanding of the concept of consumer behaviour. Today, understanding the consumer behaviour has become a pivotal contributor for organisational success (Köylüoğlu, Acar & Eken İnan, 2018). From the marketing point of view, the concept of consumer behaviour gained its popularity when organisations understood the importance of marketing (Assael, 1992). According to the marketing concept on consumer behaviour, marketers have first to define benefits that consumers want in the marketplace, and then prepare a marketing plan that supports the needs of the consumer (Assael, 1992). In this regards, there are many theoretical approaches built to understand consumer behaviour that require particular attention as they propose a route to behavioural outcomes of consumers.

3. 4. THEORETICAL APPROACH TO CONSUMER BEHAVIOUR

There are several different approaches adopted in decision making with the evolution of consumer behaviour. Research suggests five approaches classified in different typological works of the economic man, psychodynamic, behaviourist, cognitive and humanistic (Bray, 2008). Conversely, all these approaches derived from the economic man approach and all will be discussed below (Foxall, 1990).

3.3.1. Economic man approach

This approach was developed approximately 300 years ago and was based on the work of economists. The term 'economic man' was first used around the 18th century (Bray, 2008). This approach suggests that for individuals to behave rationally in an economic context, they have to be aware of all available consumption options and have to be able to correctly rate them to select the optimum course of action (Schiffman & Kanuk, 2007). However, because consumers do not have access to the necessary information to make optimum decisions (Bray, 2008). Moreover, in this approach, consumers are described as looking for satisfaction rather than premium choices (Simon, 1997). The researcher will now discuss the psychodynamic approach to consumer behaviour.

3.2.2. Psychodynamic approach

This approach falls under the psychological discipline that is widely dominated by the work of Sigmund Freud (Bray, 2008). This school of thought suggests that behaviour is subject to biological influence through drivers that "act outside of conscious thought" (Arnold, Robertson & Cooper, 1991). Freud identified drivers, such as ego and superego, as forces acting on human decision-making and other theorists, notably Jung, identified other drivers (Arnold et al., 1991).

The turnkey of this approach stipulates that human behaviour is determined rather by biological drivers than by cognitive or environmental stimuli (Bray, 2008). In the coming section, the researcher will discuss the behaviourist approach to consumer behaviour.

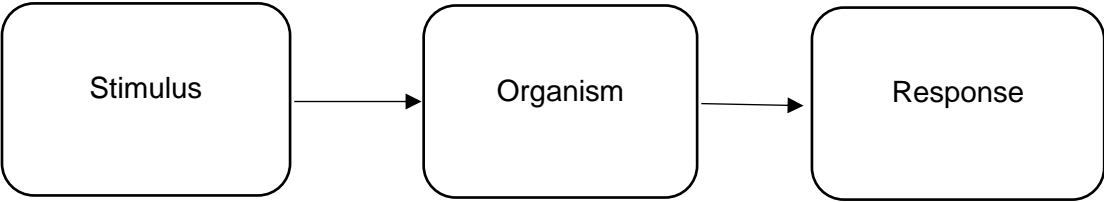
3.2.3. Behaviourist approach

The behaviourist approach, also called behaviourism, is based on a study conducted by John Watson in 1920 (Bray, 2008). The behaviourist states that human behaviour is driven by external stimuli and includes everything the organism can do, including feelings, actions and thoughts (Bray, 2008). The most influential theorists of behaviourism were Pavlov, Watson and Skinner; each of them relied heavily on logical positivism that stipulates that objectives and methods used in physical science can also be used in the study of consumer behaviour (Eysenck & Keane, 2000). However, the behaviourist approach does not fully account for the diversity in human response when exposed to similar stimuli (Bray, 2008). The next discussion will be a detailed review of the cognitive approach from which the theory that supports this study is derived.

3.2.4. Cognitive approach

Cognitive psychology is described as a study that is conducted scientifically and that views the human as an information processor (McLeod, 2015). This approach derives largely from early cognitive psychologists such as Socrates, Aristotle and Descartes (Bray, 2008). However, it was not until the mid-1950s that the cognitivism movement emerged as a useful field with the development of the stimulus-organism-response model as represented in Figure 3.1 (Cziko, 2000).

Figure 3.1: The stimulus-organism-response model



Source: Cziko (2000)

In the early stages of the stimulus-organism-response model, theorists suggested that there is a linear relationship between these three variables with social stimuli acting as an external antecedent to the organism (Bray, 2008). Similarly, Eysenck and Keane (2000) reveal that this approach assumed that a stimulus could act upon an inactive and unprepared organism as

well. Conversely, this approach has led to numerous questions regarding other aspects and factors that can influence behaviour such as past experiences (Bray, 2008) and the fact that only an active organism can process information (Moital, 2007).

Modern theorists have acknowledged that only an active organism can process information and their memories and past experiences are more likely to influence their information processing and what type of information is received (Bray, 2008; McFall, 2015). This development has contributed to recent representations of the consumer decision-making process (Peter & Olson, 2008). This approach has proved to be close to explaining consumer behaviour based on various strengths identified.

3.2.4.1. Strengths of the cognitive approach

The cognitive approach uses highly controlled and rigorous methods to allow researchers to deduce the cognitive processes at work (McLeod, 2015). Besides, Foxall (1990) states that this approach allows consumers to describe their experiences in terms of attitudes, wants, needs and motives and, in return, marketers try to deliver and meet consumers' desires.

Another strength of the cognitive approach is that it is still the most used approach in psychology to date and has been utilised in a variety of practical and theoretical contexts (McLeod, 2015). Its closeness to the common-sense explanations of day-to-day discourse makes it a considerable means of explaining behaviours such as purchasing and consuming (Foxall, 1990).

Moreover, the cognitive approach makes it easier to explain complex behaviours (Bray, 2008). For Alahmad (2020), the cognitive approach and the biological processes can be integrated leading to neuroscience as a new way of understanding behaviour. However, while some scholars list the strengths of this approach, some have argued against it.

3.2.4.2. Limitations of the cognitive approach

Some scholars find the cognitive approach to rely too much on abstracts and unobservable variables and it has not proven useful in investigations and evaluations (Carillo, 2010; Cowley-Cunningham, 2017; Alahmad, 2020). In addition, Alahmad states that the focus on individual mental processes, such as attention, leave little room as to how these events work together.

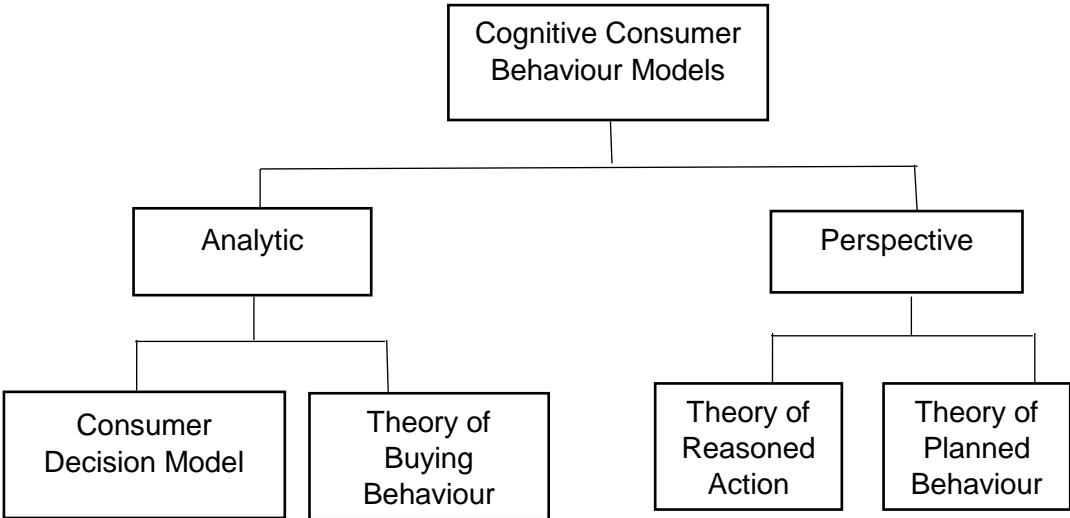
Another limitation of the cognitive approach is the fact that it has an over-reliance on laboratory experiments that can often lack ecological validity (Sparks, 2016). The cognitive approach often reduces complex human behaviour to a single variable for testing and therefore limits the

generalisability of the findings to everyday human memory (Sparks, 2016). With this said, the researcher will now analyse the different models of consumer behaviour.

3.3. Cognitive Models of Consumer Behaviour

Evidence from the literature shows that there are two major cognitive models of consumer behaviour: the analytical and the perspective models (Bray, 2008). These models are depicted in their simplified form in Figure 3.2 below and will now be discussed, respectively.

Figure 3.2: Cognitive behaviour models



Source: Bray (2008)

3.3.1. Analytical models

Analytical models which can also be termed as grand models – are used to provide a framework of the key elements which are used to explain consumer behaviour by identifying factors as well as relationships between variables in the consumer decision-making process (Kassarjian, 1982). Analytical models typically tend to follow the traditional classification of steps as in the consumer decision-making process, namely problem recognition, information search, evaluation of alternative and choice of alternative (Schiffman & Kanuk, 2007). However, research shows that the theory of buyer behaviour and consumer decision models are the most mentioned analytical models (Bray, 2008; Howard & Seth, 1969).

3.3.2. Perspective models

Perspective models are mainly used to provide a framework to understand how consumer behaviour is structured (Moital, 2007). These models were developed in the 1960s when marketing researchers started to focus on attitude and beliefs as determinants of consumer buying behaviour (Athola, 1975). As such, perspective models are useful in the sense that they

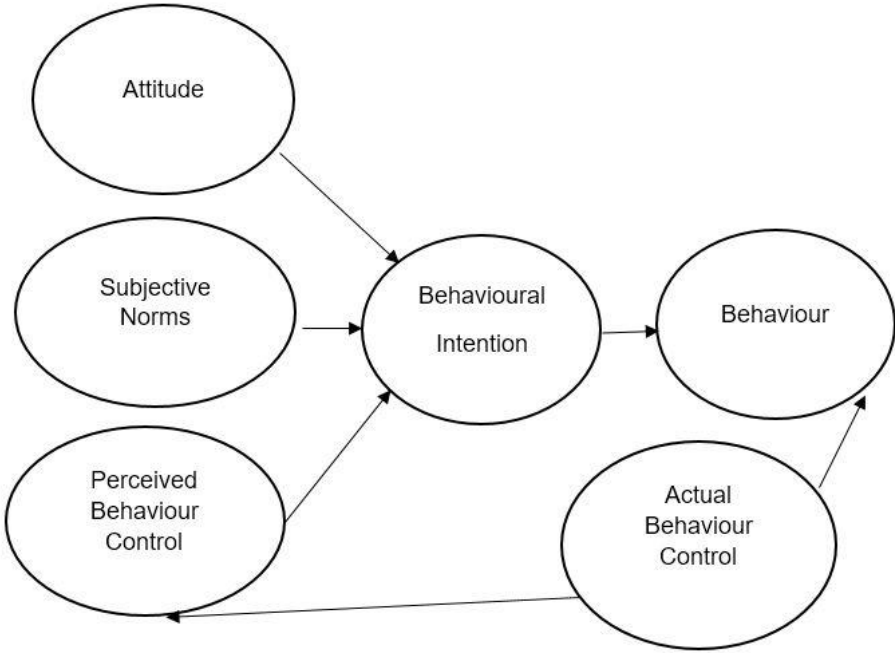
allow practitioners to measure what stimulus should be modified to attract a certain consumer response (Bray, 2008).

Perspective models include the theory of reasoned action by Fishbein and Ajzen (1975) and the TPB by Ajzen (1991). The TPB (as shown in Appendix A) is an extension of the theory of multi-attitude (TMA) and the theory of reasoned action (TRA) (Ajzen, 1991; Fishbein, 1975).

3.4. Theory of Planned Behaviour

The TPB as illustrated in Figure 3.3, is an extension of the TMA and the TRA (Ajzen & Fishbein, 1975). The TMA and the TRA, respectively, explain that the occurrence of behaviour is directly determined by the intention to engage in that action (Chueng & Chan, 2000). Studies have found that the TPB possesses more predictive abilities than the TRA (Giles & Cairns, 1995).

Figure 3.3: Theory of Planned Behaviour (TPB)



Source: Ajzen (1991); Bray (2008)

The TPB is used to explain human behavioural decision-making by establishing grounds to understand and predict human behaviour, which is mainly controlled by human will. This model has been in many studies across different fields to predict the behaviour of individuals in different scenarios. The TPB is utilised and adapted in this study to predict factors that influence the purchase of clothing in the informal market by Congolese millennials in the DRC.

Ajzen considers that several factors, such as beliefs (Ajzen, 1991) and behavioural intention (Ajzen & Fishbein, 1975), have an impact on a human being's behaviour. The TPB seeks to address the seeming over-reliance on intentions to predict behaviours (Ajzen, 1991). In the model, the construct perceived behavioural control is formed by combining present factors that may facilitate or impede the performance of a behaviour as well as the actual power of these factors (Ajzen, 1991).

Actual behaviour control is the extent to which a person possesses the resources and skills to perform a given behaviour (Ajzen, 1991). Subjective norms refer to all social pressures that allow a person either to engage in a behaviour or not (Ajzen, 1991; Asare, 2015). In addition, these pressures can result from family, friends, opinion leaders and peers (Stud, 2015). The behavioural intention constitutes the motivational factors that influence the occurrence of a behaviour (Ajzen, 1991). Finally, the behaviour is obtained mainly from behavioural intention but is also, some degree, derived from actual behaviour control (Ajzen, 2006).

According to Shaw, Shui and Clarke (2000), the TPB has become the “dominant expectancy-value theory and is widely used in a variety of behavioural domains.” Shaw et al. (2000) state that it has been proven to have a more significant predictive ability in comparison to the TRA (Ajzen, 1991). However, over the years, various studies have proposed modifications to the TPB. Although changes add variables to the TPB in an attempt to improve prediction in specific contexts, it does not affect or alter the fundamental architecture of the theory (Ajzen 1991; Bray, 2008).

For this study, variables have been added to the TPB to understand and predict the factors that influence Congolese millennials in their purchase of clothing from the informal market in the DRC. These variables are clothing interest, quality peers' opinion, price consciousness and need for uniqueness and will be discussed in detail in the following sections. Although the TPB is widely used to predict behaviour, it has also received many criticisms.

3.4.1. Limitations of the theory of planned behaviour

The TPB has been the most used theoretical model in guiding research in many fields over the past decades (Bray, 2008; LaMorte, 2019; Sniehotta, Pesseau & Araújo-Soares, 2014). However, the TPB model presents some limitations that scholars have identified and have criticised. According to LaMorte (2019), the TPB assumes that to perform the desired behaviour, an individual must have acquired the necessary resources and opportunities. This means that the TPB does not account for other variables that result in behavioural intention and motivation such as mood, fear and past experience (LaMorte, 2019).

For Sniehotta et al. (2014), the validity of the TPB is questionable as it assumes that all human behaviours are based on only four explanatory constructs. Furthermore, Conner, Gaston, Sheeran and Germain (2013) argue that the TPB has also been criticised for its focus on rational reasoning, excluding unconscious influences and the role of emotions beyond anticipated affective outcomes on behaviour. Sutton (1994) argues that the static explanatory nature of the theory does not help understand the effects of behaviour on cognition and future behaviours.

Because the validity of the TPB has often been criticised, Sniehotta et al. (2014) argue that it does not address individuals who have developed the intention to engage in behaviour but have failed to act. The main problem in the TPB is the fact that some of the theoretical propositions are not entirely true and the mediation assumptions in the TPB conflict with the evidence (Sniehotta et al., 2014).

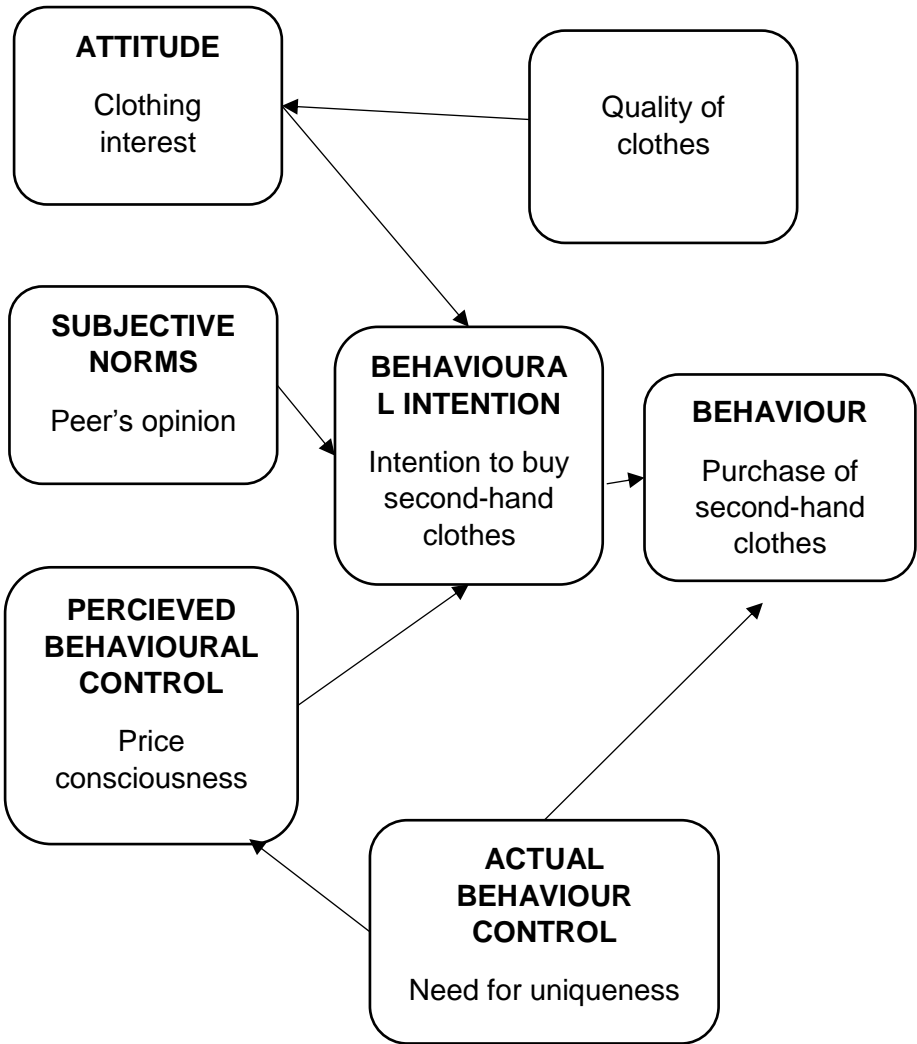
Lastly, the TPB has not considered habits, self-regulatory measures, such as planning, self-motivation measures, such as anticipated regret, and identity that are far and above the TPB constructs in predicting behaviour (Carraro & Gaudeau, 2013). In the next section, the researcher discusses the model adapted from the TPB model.

3.5. The Adapted Model

Based on the aim to comprehend the factors that influence Congolese millennials when considering the purchase of second-hand clothes from the informal markets in the DRC, the TPB model proposed by Ajzen in 1991 was adapted. The TPB model allows for additional variables to be added to the initial model (Ajzen, 1991). Since then, this theory has been the most used in predicting human behaviour (Fielding, McDonalds & Louis, 2008). The constructs in the TPB are used to predict planned behaviour as well as describe an intention to change a behaviour (Chinun & Huang, 2018). The adapted model is depicted in Figure 3.4.

The literature review discussed several factors that influence millennial purchase decisions about clothing. However, in this study, the researcher selected five factors that affect the purchase of clothing from informal markets. These factors are quality, clothing interests, peers' opinions, price consciousness and the need for uniqueness. The five selected factors maintain the TPB variables: quality and clothing interest are added as attitude, peers' opinion as subjective norms, price consciousness as the actual behaviour control and the need for uniqueness as perceived behaviour control.

Figure 3.4: The Adapted Model of the TPB



Source: Adapted from Ajzen (2006)

The adapted model illustrates clothing interest directly linked to the quality of clothes and together they form an attitude construct that is being investigated concerning the decision of Congolese millennials to purchase second-hand clothes. Attitude is thought of as a mental state, conscious or unconscious, or a predisposition to behaviour (Altmann, 2008). Because clothing interest is referred to as an individual attitude and belief towards clothes, in the adapted TPB model, clothing interest is classified as attitude.

Concerning the subjective norms construct, the variable in the adapted model is consumers' peers' opinions. By definition, subjective norms are beliefs that a person or a group of people will approve of a behaviour (Asare, 2015). As a result, in the adapted model a peer's opinion can be so categorised. The researcher investigated the role which these opinions play in

relation to the behavioural intentions of Congolese millennials to purchase second-hand clothes.

Perceived behaviour control is the perception of the difficulty or ease of engaging in a behaviour). In this regard, the researcher sought to explore the role of price consciousness (as the perceived behaviour control variable) in relation to behavioural intention. This was done as the perception of price can either encourage or discourage a consumer's intention to buy second-hand clothes (Asare, 2015).

The actual behaviour is the extent to which an individual has prerequisites or needs to perform a behaviour (Asare, 2015). In the adapted model, the actual behavioural control is represented by the need for uniqueness and the researcher explored the role of this variable in relation to Congolese millennials' intention to purchase second-hand clothes.

Lastly, the adapted model also indicates how the researcher sought evidence regarding the role that quality plays in relation to clothing interest and whether evidence of quality has any bearing on the role in relation to the clothing interest, which in turn influences the intention of Congolese millennials to purchase second-hand clothes from the informal markets.

Several factors affect the purchase of clothing by millennials. The research objectives proposed by the researcher were directed by literature. Quality, clothing interest, peers' opinion, need for uniqueness and price consciousness were considered as factors that could influence the purchase of second-hand clothing from informal markets in the DRC. These factors are discussed below and their incorporation into the adapted model is justified.

3.5.1. Quality of clothes

Wideman (2013) defines quality holistically as the extent which intrinsic characteristics meet requirements. According to Abraham (1992), perceived quality is a consumer's judgement of a product or service. However, this discussion will focus on the perspective of the quality of the clothing or garment. Casteilo and Cabral (2017) state that consumers' perception of the intrinsic and extrinsic components of a garment is an important aspect of the decision-making process. In this regard, they argue that consumers can change their buying behaviour based on the overall quality of a garment.

Rahman (2011) asserts that quality is inherent in the materials and style that make up the garment. Therefore, consumers refer not only to the functional quality of the garment as part

of clothing quality but also to all emotional, sensory and cognitive satisfaction that provides the complete aesthetic experience (Casteilo & Cabral, 2017; Rahman, 2011).

According to Cham et al. (2018), consumers' clothing interest is created based on how they perceive the quality of that particular clothing item. The findings of Kawabata and Rabolt (1999) support the presence of a relationship between consumers' perception of quality and clothing interest and the relation of clothing interest to the purchase intention of clothing.

Based on this evidence, and as depicted in the adapted model in Figure 3.3, the researcher aimed to gain an understanding regarding two phenomena in the context of this study: the nature of second-hand clothing quality in relation to clothing interest and the role of clothing interest in relation to the purchase intention. The incorporation of clothing interest is further elaborated on in the next section.

3.5.2. Clothing interest

Gruel (1974) defined clothing interest as an individual's "beliefs about clothing, the knowledge of clothing, the attention paid to clothing and the concern and/or curiosity a person has about" clothing in general. The concept of clothing interest among individuals can be seen by the extent to which they use clothing in an experimental manner or the amount of time, money and energy they are willing to sacrifice on clothing (Lukavsky, Butler & Harden, 1995).

Clothing interest is important for marketers, producers and manufacturers of clothing and they appreciate the understanding of what would create interest among customers when buying clothing (Zeb, Rashid & Javeed, 2011). According to Cham et al. (2018), clothing interest has a direct impact on the purchase intention of consumers of clothing. Based on the evidence in previous literature, the researcher wished to investigate evidence of the role of clothing interest in relation to the purchase intention in a Congolese millennial context regarding second-hand clothing.

3.5.3. Peers' opinions

Today consumers have the ease to exchange their opinion about products and services with peers through various channels such as the internet and social media networks as well as by word of mouth (Armağan & Çetin, 2013; Su, 2017). The majority of consumers will make their final decision mostly based on their peers' opinion about a product or service and, as such, peers' opinions have become major influencers on buying behaviour and are considered to be a powerful force in business today (Armağan & Çetin, 2013; Cham et al., 2018).

According to Cham et al. (2018), peers' opinions influence attitudes, perceptions and behaviours. Furthermore, a qualitative study by McKinney, Legette-Traylor, Kincade and Holloman (2004) shows that there is a direct relationship between peers' opinions and clothing interest. These findings support the researcher's qualitative exploration into the role of peers' opinions in relation to clothing interest as illustrated in the adapted model and the context of Congolese millennials' purchase intentions towards second-hand clothing.

3.5.4. Price consciousness

Price has a great impact on consumer purchase decisions as it is the quantity of money charged for an offering or the values which consumers exchange for the satisfaction of using the offering (Albari, 2020; Kenesei & Todd, 2003; Kotler, Adam, Denise & Armstrong, 2017; Rihn, Khachatryan and Wei, 2018). Price represents marketers' assessments of the value customers see in their product or service and what they are willing to pay for it (Rihn et al., 2018). The buyer's willingness to pay for a product based on its price is called price consciousness (Rihn et al., 2018; Sinha & Batra, 1999).

However, for consumers, the willingness to pay for a product or service depends mainly on the income level and the intensity of desire to own that product or service (Woodruff, 2018). In this regard, if the price of a product goes up, consumers will buy less of that product. However, if the price drops, consumers will purchase more of that product (Woodruff, 2018).

Some consumers are more sensitive to paying higher prices than others and, as a result, there are distinguished consumer segments based on their price consciousness (Sinha & Batra, 1999). Rihn et al. (2018) observed that consumers' level of price consciousness has a great impact on their purchase behaviour. However, the impact of price consciousness on the purchase decision varies with the type of product or service on the market (Woodruff, 2018).

3.5.5. Need for uniqueness

When a consumer is referred to as being distinctive, different or even unique in a larger group, it is often the result of signals conveyed by objects or materials that consumers choose to display (Tian, Bearden & Hunter, 2001). For this study, the focus will be on uniqueness in clothing purchase behaviour. According to Cham et al. (2018), consumers with a high level of need for uniqueness tend to use a piece of clothing to display their unique selves. As a result, whenever a piece of clothing seems unique, the more favourably consumers are likely to purchase the garment.

According to the theory of the need for uniqueness, the need/desire to see one's own differences from other people is ignited, and in situation that may threaten self-perceived uniqueness, it competes with other motives (Snyder & Fromkin, 1977; Snyder, 1992). In addition, the theory states that individuals attempt to regain their self-esteem as they reduce negative effects through self-distinguishing behaviours such as the need for uniqueness (Tian et al., 2001). As such, the need for uniqueness in consumers is more specific in its nature than the willingness to be individuated and may serve numerous motivations.

According to Kumar, Kim and Pelton (2009), the higher the need for uniqueness in consumers, the higher their clothing interest becomes and, as a result, their intention to purchase clothing increases. Therefore, these findings directed the researcher's investigation to understand the Congolese millennials' need for uniqueness in relation to their intention to purchase second-hand clothes.

Research has proven that many factors could influence consumers in the purchase of second-hand clothes (Casteilo & Cabral, 2017; Rahman, 2011). While clothing interest is the starting point in influencing consumers to purchase clothing, other factors go beyond just the interest in clothing. Price consciousness for instance plays a role as it favours or impedes the purchase intention (Sinha & Batra, 1999). Furthermore, because many consumers fancy the idea of being different from their peers, their need for uniqueness has a noticeable effect on the purchase of clothing as consumers have the urge to be individuated (Kumar et al., 2009).

3.6. Conclusion

The discussion in this chapter showed different approaches to consumer behaviour and consumer decision-making. The concept of consumer behaviour is subject to ongoing research and improvement and new approaches can be expected in this area. To achieve the research objectives, the adapted model that was inspired by and adapted from the TPB model was presented with additional constructs that assisted in answering the research question.

A discussion was provided on the factors that were proposed as potentially affecting the purchase of clothing and that were incorporated into the adapted model. These factors were clothing interest, quality, peers' opinions, price consciousness and the need for uniqueness. In the next chapter, the researcher will discuss the methodology used for data collection and present a step-by-step discussion of the data analysis process.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1. Introduction

In Chapter 3, the theoretical framework for this study was presented and discussed. In this chapter, the research methodology is presented. A research methodology is an investigative science and a systematic way of solving a given problem (Rajasekar, Philominathan & Chinnathambi, 2013). Kothari (2004) defines research methodology as a systematic way of answering a research question or solving a research problem. Research methodology involves various steps that are adopted by researchers when studying their research problem as well as the logic behind them (Kothari, 2004).

In simple terms, research methodology explains the different methods used by researchers as they proceed with their research and learn different techniques that can be utilised in conducting research, experiments, surveys and studies (Goundar, 2013). Essentially, research methodology consists of several procedures by which researchers engage in explaining, describing and predicting phenomena and it gives a work plan of a particular research (Goundar, 2013).

This chapter provides a detailed discussion of research paradigms and focuses on the paradigm of this study. The research methods, selected sampling techniques, target population and population sample are examined. The data collection methods and the data analysis method are also reviewed. As this study bears an interpretivist paradigm, qualitative research methods, data collection tools and methods were used to address the objectives and research question. The research paradigm will now be elaborated on in detail.

4.2. The Research Paradigm

In research, it is important to understand and articulate the nature of reality. Thus, there is a need to discuss and grasp the notions of the respective paradigms (Rehman & Alharthi, 2016). By definition, a paradigm is a belief system and a theoretical framework which has assumptions about anthropology, epistemology, methodology and methods (Rehman & Alharthi, 2016).

A paradigm is also a way of understanding a phenomenon being studied; this understanding is based on a school of thought or a set of shared beliefs that inform the meaning and interpretations of data (Kivunja & Kuyini, 2017). A paradigm can be thought of as the researcher's reflection about the world where they live or would wish to live (Kivunja & Kuyini, 2017; Rehman & Alharthi, 2016).

A paradigm constitutes the conceptual lens through which the researcher sees and examines the world and the methodological facets of the research to determine the methods of data collection and data analysis methods (Kivunja & Kuyini, 2017). According to Guba and Lincoln (1994), a paradigm is a basic set of beliefs that guide a researcher's actions and interpretations regarding their respective investigation. Therefore, a paradigm is a human construction that deals with the principle that indicates where the researcher is coming from when creating the meaning of the data collected for the research.

The above descriptions and explanations of the research paradigm show that it is crucial for researchers to understand their meaning and to apply the appropriate paradigm, literature and schools of thought that best suit their study. With this said, several research paradigms are used in different researches to understand and provide meaning to a particular reality or phenomenon. The different types of research paradigms used in academic research are positivism, post-positivism, interpretivism and constructivism. The next section discusses the positivism paradigm.

4.2.1. Positivism paradigm

Positivism is referred to as the scientific method or science research grounded in rationalist and empiricist philosophies (Shah & Al-Bargi, 2013). Positivism is associated with numerous schools of thought such as naturalism, reductionism, empiricism, scientism, determinism and behaviourism; moreover, the positivist paradigm is a result of the philosophy that causes the determination of outcomes or effects (Creswell, 2003). Positivism is mostly associated with statistics and content analysis and mainly directs quantitative research (Sandberg, 2004). Thus, it will not be suitable for this qualitative study. In the next section, the researcher discusses the post-positivism paradigm.

4.2.2. Post-positivism paradigm

The post-positivism approach is also referred to as the pragmatic approach (Kaushik & Walsh, 2019). This method proposes a mixed style that has both the positivism and the interpretivism paradigm (Revez & Borges, 2018). The focus in this approach is on the questions and the consequences of the research model being investigated rather than the method used in the research. Post-positivism focuses on meanings and seeks to explain social concerns. It requires a level of passion, courage, honesty, imagination, sympathy and self-discipline combined with debate and dialogue (Henderson, 2011; Ryan, 2006). Clark and Seymour (1998) state that post-positivism paradigm promotes the triangulation of the quantitative and qualitative research methods and allows for the exploration of a variety of researchable facts through various types of investigations. This paradigm will not be used in this research because

of its multi-methods nature and due to the lack of information on the target population in the context of the adapted model. The Interpretivism paradigm will now be debated.

4.2.3. Interpretivism paradigm

The interpretivism paradigm is frequently conflated with terms such as post-positivism, naturalistic paradigm, qualitative enquiry, qualitative research or constructivism (Dean, 2018). By definition, this research philosophy involves the interpretation of elements of a study by integrating human interests into that particular study (Dudovskiy, 2016). Interpretivism is often placed in a dichotomy with positivist approaches, such as hard sciences versus social sciences, numbers versus discourse and finally generalisability versus situation (Dean, 2018). With this said, the interpretivist paradigm can be considered as a method used in research to understand human and social sciences.

Moreover, interpretivists are prone to use relativist ontology where each phenomenon is interpreted differently (Pham, 2018). Consequently, interpretivist researchers tend to gain a deeper understanding and meaning of a given phenomenon, its complexity and its unique context rather than trying to generalise the understanding to the whole population (Creswell, 2007). Interpretivism is based on naturalistic approaches of data collection such as interviews and observations (Dudovskiy, 2016). It is said that in this approach, participants are interpreters and co-producers of meaningful data during the generation of the latter (Goldkuhl, 2012). However, as with any other research approach, interpretivism presents some advantages and some (Nudzor, 2009). The key advantages of the approach include the fact that qualitative research disadvantages. Interpretivism studies have been often criticised for their lack of validity and reliability (Goldkuhl, 2012). This criticism is based on the inherent subjectivity of this paradigm h in areas such as ethics, leadership and cross-cultural differences in an organisation can be studied with a great level of depth (Dudovskiy, 2016).

The researcher has chosen the Interpretivism paradigm because it enables the researcher get involved in the interpretation of the different elements of the study (Thanh & Thanh, 2015); furthermore, Interpretivism is important for the researcher as a social actor and allow them to appreciate diversity in the group or population (Punch, 2009). Lastly, Interpretivism is the paradigm of choice for this study since it focuses on meaning derived from data analysis and interpretation in order to reflect different aspects on the phenomenon under study (Punch, 2009; Thanh & Thanh, 2015). The interpretivist informs the constructivist which is another form of the interpretivism paradigm and which is discussed in the next section.

4.2.3.1. Constructivism paradigm

Constructivism is rooted in interpretivism. This paradigm is gaining popularity in many research fields as well as in teaching and learning (Adom, Yeboah & Ankra, 2016). The constructivist is referred to as an approach that states that people make their own understanding of the world through experiences and how they reflect on those experiences (Honebein, 1996).

According to Kincheloe (2008), the constructivism paradigm involves making sense of everyday life through hermeneutics by generating a rich and compelling interpretation as a key to produce rigorous forms of knowledge. Furthermore, the constructivist approach provides the researcher with meanings to the way things are and identifies factors that could not be easily described or exposed through metrics and statistics nor generalised through an entire population (Bisman & Highfields, 2013). The constructivist claims that truths are relative and dependent on one's perspective; the subjective human creation of meaning is important but constructivism includes to some extent a notion of objectivity (Baxter & Jack, 2008).

In the next section, the researcher provides a detailed discussion of the qualitative methods used in the data collection for the study. The researcher will first discuss the difference between research design and research methods and then outline the sample population and sampling techniques used by the researcher in the data collection process. Finally, the researcher discusses the research instrument and tools utilised when collecting data.

4.3. Research Design

Kumar (2011) defines research design as a procedural plan adopted by the researcher to answer the research questions in a valid, accurate and objective manner. In the research design, the researcher proposes methods for data collection, how the researcher selects participants and how data will be analysed (Kumar, 2011). This research follows a qualitative approach, for which there are four research designs, namely phenomenology, ethnography, grounded theory and case study (Astalin, 2013). To answer this study's research question and objectives, the researcher followed the qualitative case study research design (Malhotra, 2010).

The qualitative case study comes in different types, namely exploratory, descriptive and multiple case (Baxter & Jack, 2008). An exploratory case study is used when the phenomenon under investigation has no clear outcomes (Yin, 2003). The descriptive case study on the other hand is used to describe a phenomenon as it happens in a real-life context (Baxter & Jack, 2008).

In qualitative case study design, the focus is often on the understanding, exploration or explanation of the situation, feelings, perception, values, attitudes and beliefs; for this reason, a qualitative research design is based on deductive logic (Kumar, 2011). In addition, this approach is known to be flexible, emergent in nature, non-linear and non-sequential in operationalisation (Kumar, 2011).

Qualitative case studies provide researchers with tools to study complex phenomena within their contexts. This said and considering the nature of this study, which is an investigation of a phenomenon in a human context, the qualitative case study coincides with the selected paradigm – constructivism under interpretivism – that directs qualitative research.

4.4. Research Methods

Research is a process of enquiring and investigating. It is also systematic, methodical and ethical and helps to solve practical problems and increase knowledge in a given field (Collis & Hussey, 2003). Research methods are a set of various ways by which one conducts research or study (Goundar, 2013). They involve conducting experiments, surveys and tests and include different techniques and procedures used in a given research. Goundar (2013) goes on to add that research methods are carefully planned and comprise theoretical procedures, experimental studies, numerical schemes and statistical approaches.

In simplistic terms, research methods help the researcher in collecting data, samples and provide a solution to a problem. The research methods can be either qualitative or quantitative (Saunders, Lewis & Thornhill, 2012). The research method applied to this study was the qualitative research method. Furthermore, the researcher used the inductive approach because the acquisition of more data taken from existing themes was applied.

For an exploratory case study, data was collected using in-depth, face-to-face interviews which were guided by a semi-structured research instrument (Malhotra, 2010). As for data analysis, it was done using pattern matching as well as direct interpretation (Stake, 1995; Yin, 2003). More detailed explanations of the data collection and analysis methods of this research paper are provided in the following sections of this chapter. The target population, sampling technique and sample size used for this study are described.

4.5. Target Population and Sampling Technique

In completing a study, researchers gather information or data from participants who belong to a particular population. This population is made up of a group of people who share similar traits and characteristics of interest to the respective researcher (Asiamah, Mensah & Oteng-Abayie,

2017). The techniques which are used are based on the research design and method of the study (Malhotra, 2010). The researcher will describe the target population of this study and the techniques used to acquire the participants in the sample.

4.5.1. Target population

In this study, the population of interest is the cohort of Congolese millennials based in the DRC. Millennials are the generation that was born between 1980 and 2000 (Smith & Nichols, 2015) but according to Foot and Stoffman (1998), millennials were born between 1980 and 1995. The age bracket used for this study was from 1985 to 1995.

Based on the purposive sampling and snowball techniques used, the researcher purposefully selected millennials born between 1985 and 1995. These millennials are from all occupations and income ranges; thus, the experience span is different from that of millennials who are still on campus and those who are parents and have responsibilities in society (Smith & Nichols, 2015).

Millennials are replacing Generation X in the realm of work and that makes them financially established and a lucrative consumer group (Smith & Nichols, 2015). Moreover, the majority of the millennial generation has grown up in the internet era which makes them technologically inclined (Andert, 2011; Zinkevych, 2018). Managers and marketers in the DRC can benefit from an increased understanding of the cohort from the findings of this study. An increase in the understanding of the Central African and Congolese consumer will be given and information on their clothing purchase behaviour expanded.

Second-hand clothes have been for many years a source of apparel for low, middle and high-class millennials in the DRC (Zirulnick, 2015). With a few Congolese Franc spent on second-hand clothes, Congolese millennials can afford durability and quality in the purchased garments. In other words, for their cheap price, second-hand clothes tend to last longer than new clothes sold in the shops. Furthermore, the need for uniqueness, quality and low prices are the main elements that push them to go back to the informal clothing markets (Adejoke et al., 2017; Afric Editorial, 2019).

As mentioned in Chapter 2, second-hand clothes have different prices which can be afforded by the different income groups. Thus, it is not only low-income millennials who shop second-hand clothing but both middle- and upper-class millennials as well. The sample of the study was specific. Participants were purposefully selected based on the population characteristics proposed by the researcher. In addition, they must have made at least one purchase from the

informal clothing markets in the DRC. Table 4.1 summarises the characteristics of the target population that were used to select the sample participants.

Table 4.1: Parameters of selection

Target Population Selection Criteria	
Parameter	Description
Age	Millennials born between 1985 and 1995
Nationality	Born and raised in the DRC
Income	From low-income earners to high-income earners
Gender	Both male and female Congolese millennials

The sampling technique used and samples size established for this research are discussed below.

4.5.2. Sampling technique and sample size

Sampling is a process of selecting several study units from a designated population (Phrasisombath, 2009). The role of sampling is to gather information about a population (Singh & Masuku, 2014). A sample is several selected participants from the target population who will participate in the research. Creswell (1998) suggests that in a qualitative research design, the sample should be smaller than for a quantitative research design. According to Creswell (1998) and Morse (1994), the sample in a qualitative study should be between five and 20 participants. For this study, the researcher selected 16 participants.

Sampling techniques consist of methods used in selecting a subgroup representative of a population under study (Showkat & Parveen, 2017). The techniques can take the form of probability sampling or non-probability sampling (Malhotra, 2010). A non-probability sampling technique was utilised in the selection of participants for this study (Battaglia, 2008). For this study, the non-probability technique that was used was the judgement/purposive sampling technique whereby the sample is selected based on a specific set of criteria (Palys, 2008). The participants in the study were selected based on the criteria provided in Table 4.1 (Etikan, Musa & Alkassim, 2016).

In addition, the researcher applied quota sampling in the selection of the sample. Quota sampling is also a non-probability sampling technique used in gathering representative data from a group (Lavrakas, 2008). The quota sampling was used because the researcher sought

representation in terms of gender – there is an equal number of male and female participants to analyse their behaviour in terms of the purchase of clothing from the informal markets (Yang & Banamah, 2014). Thus, the sampling resulted in the researcher acquiring a sample of 16 Congolese millennial participants – eight female and eight male. The sampling ceased due to the researcher having reached a point of saturation in the data collection.

4.5.3. Sampling error and saturation

Sampling error refers to the degree of difference in concentration of an element from the concentration of the population from where the sample was selected (Stanley & Smee, 2007). Errors occur in sampling because the sample is taken from a population and differences might be observed (Explorable.com, 2009). To reduce sampling error, the researcher selected a sample size that is not too small to reach saturation neither too big to make it harder to obtain depth (Omona, 2013; Sandelowski, 1995). Saturation was attained when the response to the questions were becoming similar and the researcher could anticipate answers from participants (Faulkner & Trotter, 2017).

4.6. Data Collection and Measurement Instruments

The data collection method used in this study was semi-structured, face-to-face, individual in-depth interviews. The research instrument used was constituted of both open- and closed-ended questions in different sections of the instrument. The research instrument was evaluated and then approved by the researcher's co-supervisor and supervisor. The measurement instrument was reviewed then approved by the Ethics Committee of the Faculty of Commerce at the University of Cape Town. Refer to Appendix B.

4.6.1. Qualitative data collection

Elmusharaf (2012) defines qualitative data collection methods as the way of systematically collecting information about people, subjects and phenomena of the study. There are different techniques of qualitative data collection namely: document review, observation, face-to-face interviews and focus groups (Elmusharaf, 2012).

Document review consists of consulting existing documents such as faculty journals, meeting minutes, strategic plans and newspapers (Elmusharaf, 2012). Observation involves watching and recording the behaviour and characteristics of a society or community (Elmusharaf, 2012). Focus groups are a qualitative data collection technique that consists of obtaining in-depth information on the subjects' perceptions and ideas in a group (Elmusharaf, 2012). Finally, interviews are a data collection technique that involves oral questioning of participants (Elmusharaf, 2012; Valenzuela & Shrivastava, n.d.).

An interview can be recorded either by immediate transcription, tape recording or both (Valenzuela & Shrivastava, n.d.). The qualitative data collection method used in the study was individual face-to-face interviews. This was the case because interviews are appropriate for collecting individual opinions, experiences and feelings regarding a topic or a phenomenon (Kvale, 1996). Moreover, interviews provide in-depth responses and allow the research to get an interpretive perspective on a given situation, beliefs, events and phenomena (Kvale, 1996).

There are three types of qualitative research interviews: unstructured, semi-structured and structured interviews (Gill, Stewart, Treasure & Chadwick, 2008). Unstructured interviews do not follow any preconceived theories and are performed using little organisation; these types of interviews usually start with questions such as “tell me about your experience” and last several hours (Gill et al., 2008).

Conversely, structured interviews are in essence verbally administered and are composed of research instruments with a list of predetermined questions; consequently, they are quick and easy to manage (Elmusharaf, 2012; Gill et al., 2008; Kvale, 1996). However, structured interviews provide limited insights and depth and are not suitable for most qualitative research (Gill et al., 2008).

Semi-structured interviews (SSIs) employ a mix of closed- and open-ended questions and are often accompanied by follow up questions (Adams, 2015). According to Adams (2015), SSIs encourage a relaxed, engaging atmosphere as well as opportunities for probing. SSIs are advantageous because they allow the researcher to acquire the individual thoughts of each participant; they make it easier for the researcher to examine unclear issues with ease (Adams, 2015; Doyle, 2019).

Nevertheless, some disadvantages come with the SSIs, such as how they require intensive labour and they require a level of sophistication and knowledge about the topic under discussion from interviewers (Doyle, 2019). SSIs were selected for this study because they were suitable for a qualitative research study and because they allowed for a more relaxed and engaging encounter with participants.

4.6.2. The research instrument

The research instrument used for the study was a composition of interview questions. The composition of the instrument was based on the secondary research objectives provided in Chapter One. The instrument had three sections: Section A, Section B and Section C. Section

A had filter questions to certify that participants met the criteria of the target population based on the criteria of selection summarised in Table 4.1. Section B had open-ended interview questions and Section C had descriptive questions.

Section B was composed of 11 open-ended questions that aimed to address the secondary research objectives of the study. The first secondary objective which aimed to analyse how the interest in clothing influences the purchase intention of Congolese millennials was addressed by questions 1 to 4. The second research objective which aimed to explore the role of the quality of clothes on the purchase intention of Congolese millennials in the informal clothing market was addressed by question 9 in the instrument. The third secondary objective that evaluated the influence of quality on the purchase intention of Congolese millennials towards second-hand clothes was also investigated through the inquiry of question 9.

Question 5, question 7 and question 8 addressed the fourth secondary objective: to evaluate the role that peers bear in relation to the Congolese millennials' purchase decision for second-hand clothes. Question 10 was asked to investigate and address the fifth secondary objective that explored the role of price consciousness in relation to the purchase of clothing from informal markets by Congolese millennials in the DRC.

Finally, question 11 was asked in relation to objectives six and seven, which sought to gain an understanding of the role of the need for uniqueness in relation to the purchase of second-hand clothes by Congolese millennials in the DRC. Question 6 was asked to answer the primary research objective.

Section C consisted of five descriptive questions investigating the participants' gender, ethnic group, the specific year in which they were born, their income group, whether or not they own a smartphone and which social media they use. These descriptive questions assisted the researcher to attain a more detailed data analysis and trend alignment from the information gathered. The researcher laid out a systematic summary of the interview questions and identified the secondary objective to which they were related.

The research instrument was accompanied by a consent form for each participant to sign before the commencement of the interview. This form can be found in Appendix D and was designed to obtain the participants' free and unforced participation in the study and consent for the interview to be recorded.

4.6.3. The pilot study

The term pilot study or feasibility study refers to the smaller version of the full-scale study and consists of pre-testing the instrument of the research, such as a questionnaire or interview schedule (Van Teijlingen & Hundley, 2002). Furthermore, pilot studies test research protocols such as the sample recruitment strategies, data collection instruments and other research techniques in preparation for the larger study (Calitz, 2011). A pilot study does not guarantee the success of the research but increases the likelihood of success for that particular study (Van Teijlingen & Hundley, 2002).

To increase the study's chances of success, the researcher conducted a pilot study to test the questionnaire to find out if there were any discriminatory or exclusive questions. Furthermore, the test was meant to analyse how easy it was to answer the questions and whether the research could get insights on the research objectives. The researcher recruited two people for the pilot study and they found that the interview questions were relaxing, understandable and easy to answer. These comments helped the researcher to conduct the interviews in the same spirit to allow participants to feel comfortable during each session.

4.6.4. Individual face-to-face interviews

Individual face-to-face interviews are a common method for data collection for research in all fields (Ryan, Coughlan & Cronin, 2009). Qualitative research mostly deals with the explanation, nature as well as understanding of a phenomenon; in this regard, data is not measured by its quantity or frequency but rather by its depth and meaning (Ryan et al., 2009).

The interviews were conducted by the researcher and took between 20 to 30 minutes each. The interview was conducted in the family house of the researcher in the DRC as this was where participants preferred to be interviewed. The interviews were conducted in an open area of the home in which the respective participants felt most comfortable and that had the least disturbance.

To ensure that participants were comfortable and at ease, the researcher repeatedly asked if they were comfortable or needed anything. Some needed some fresh air; some needed some refreshments and others wanted to review their transcripts at the end of the interview. The researcher began the interview with a personal introduction and gave a brief summary of the study. A request to record the interview was made to each participant and they were all asked to sign the consent form to indicate their voluntary agreement to participate and consent to the recording of the interview.

The researcher took care to inform participants before signing the consent form that the study was ethically approved by the Faculty of Commerce of the University of Cape Town and that they were free to provide answers with which they were comfortable. The participants were told that they could withdraw at any time should they feel like not carrying on with the interview. The researcher recorded each interview, which was later transcribed. The transcription can be reviewed in Appendix H.

Once the recording commenced, a detailed explanation of the study and the purpose of the interview was provided to each participant at the beginning of the interview. The information provided to each participant can be found on the second page of the research instrument in Appendix B.

The researcher let them ask all the possible questions regarding the study and the interview. The researcher offered refreshments and did not force answers out of participants. All participants answered freely and were cooperative. Upon completion of the interview, each participant was thanked and appreciation for their participation was verbally expressed. In the next section, the researcher will provide a detailed discussion of the qualitative data analysis.

4.7. Qualitative Data Analysis

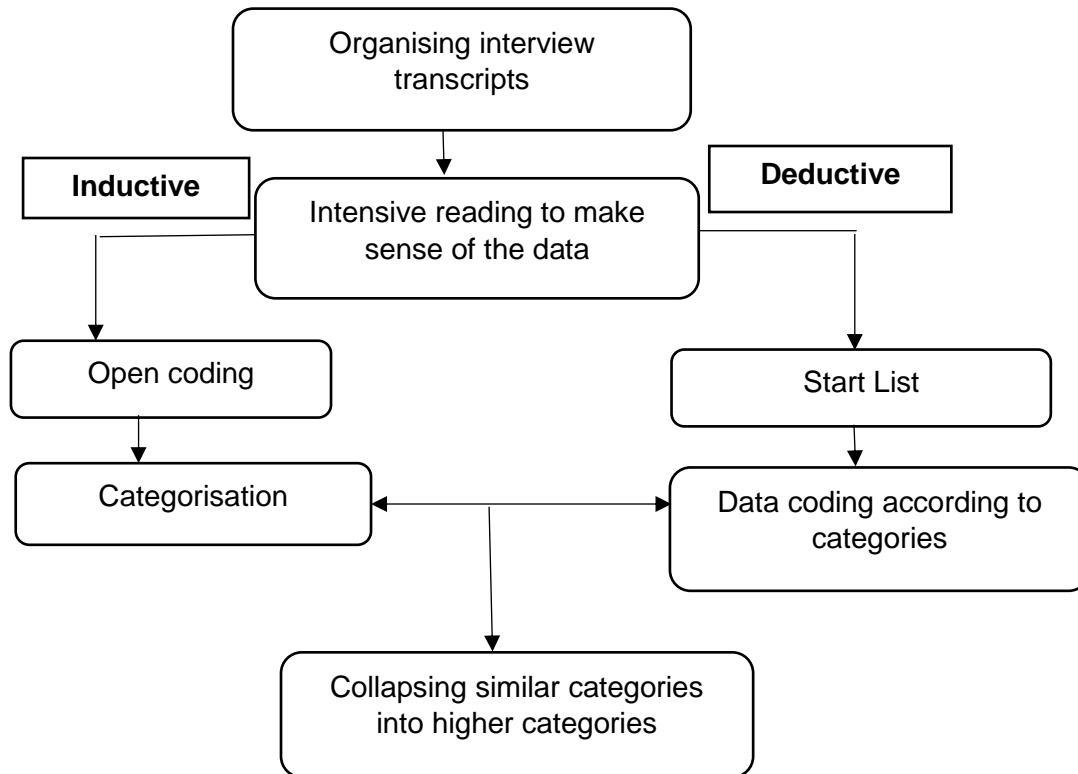
After the data are collected, they need to be analysed to establish the study's findings. Flick (2013) defines data analysis as "the classification and interpretation of linguistic or visual material to make statements regarding implicit or explicit dimensions and the structure of meaning-making in the material and what is represented in it." Data analysis in interpretive qualitative research involves a continuous systematic process of providing a coherent interpretation of the data collected and of answering the primary research question (Coetzee, 2019).

For this study, the researcher chose the thematic analysis method to analyse the data collected. The thematic method in data analysis consists of manually analysing the data and then identifying main themes to find patterns in the data collected (Flick, 2013). This method is executed by relying on words, meanings, events and circumstances to find patterns (Coetzee, 2019).

The thematic analysis of this study was conducted using the deductive approach and made use of a pre-existing theory – the TPB (Azungah, 2018). Furthermore, the analysis process was also done using the inductive approach in line with Thomas (2003). Extensive reading of

the data to gain a holistic understanding of what participants said was undertaken (Azungah, 2018). The process of data analysis is presented in its summarised form in Figure 4.1.

Figure 4.1: Inductive and deductive data analysis process



Source: Azungah (2018)

In the deductive approach, there is a test design to see if the link obtained can be extended to more general circumstances (Gulati, 2009). This method of data analysis was used because the researcher had chosen to work with the TPB which guided the entire study. The deductive data analysis starts with a preliminary theory that will then be tested and a continuous revision of the theory and the dimensions of the concepts will be done until the least favourable ones are dismissed (Gilgun, 2014).

4.7.1. Thematic data analysis procedure

As mentioned in the previous section, the data that were collected from the interviews were analysed using manual thematic analysis. In using this analytical approach, the researcher aimed to analyse, identify and find patterns from the data collected (Nowell et al., 2017).

Thematic analysis consists of coding and categorising the data by returning to the raw data to reflect on the original analysis (Guest, MacQueen & Namey, 2011). In this regard, the first step

of the analysis consists of the reading and re-reading of the data from the interview notes as well as the transcripts and listening to each interview to gain a clear understanding of the information given by participants. The following step was the coding of the data. This led the researcher to categorise a group of similar data that formed different themes and then allowed the researcher to present the findings of the study.

The process involves the examination and classification of the interview narratives (Gibbs, 2007). The researcher searched for the link that existed in the data from the interview transcripts to acquire a detailed knowledge of the major themes. The coding sheet is depicted in its summarised form in Table 4.2. The detailed coding sheet is included in Appendix I.

Table 4.2: Deductive data analysis coding sheet Summary

Codes	Categories	Themes
<ul style="list-style-type: none"> • Trendy • Way of dressing • Showcasing culture • Way of expressing oneself • Inspired by local stars • Determined by a given period in time 	Clothing interest	<ul style="list-style-type: none"> • To be knowledgeable about what is happening in the fashion scene • Cultural factors • In relation to a period of time
<ul style="list-style-type: none"> • Changed a lot in recent years • Influence of peers and fashion popularity • Dress to cover the body • Borrowed from overseas • Influenced by Europe and the USA 	DRC fashion	<ul style="list-style-type: none"> • Utility of clothing • Stages of fashion development over time • External influence on fashion • Extends beyond clothing
<ul style="list-style-type: none"> • Choices • How much to spend on clothing • Word of mouth • Quality of their clothes • Uniqueness of their clothes 	Peers' influence	<ul style="list-style-type: none"> • The power of word of mouth among peers • The quest to stand out • Responsible for one's own choice

Codes	Categories	Themes
<ul style="list-style-type: none"> • Where you live and who you hang out with • Not influenced 		
<ul style="list-style-type: none"> • Cheap clothes • Durable clothes • Clothes from around the world • Unique clothes 	Second-hand clothes	<ul style="list-style-type: none"> • Importance of quality maintained over time • Income differentiation • A range in the market • Sellers willing to be flexible with the price • Deeply embedded in the Congolese culture
<ul style="list-style-type: none"> • Lower price • High quality • Limited financial means • Beautiful, nice clothes • Accessibility • Uniqueness • Originality • Nice fabrics • Desire to stand out • Social classes 	Influencing factors	<ul style="list-style-type: none"> • Value acquired from second-hand clothes • The convenience for consumers based on the times that the sellers of the clothing are available for • Clothing provides a sense of uniqueness • Providing clothing for the less advantaged groups

This step is part of the deductive data analysis approach. A code consists of defining what the data are about. Categories are similar data sorted into the same place; themes are meaningful essences that run through the data (Gibbs, 2007).

The researcher went on reviewing the secondary objectives of the research. In addition, the researcher identified the different demographics among participants to have a broad scope on the different participants, their background and the representation of the population to analyse how they all contributed to the research. Here, the researcher read the notes and considered each individual interview. This process was part of the inductive analysis approach.

In executing this process, the researcher referred to the raw data and the initial analysis as mentioned by Vosloo (2014) who states that, in thematic analysis, everything is intertwined. The identification of demographics in the data analysis contributed to the formation of themes,

provided clear meaning to the data and allowed the researcher to present the findings of the study accurately (Vosloo, 2014). The process of data analysis required a continuous return to the raw data as well as the initial analysis as suggested by Erlingsson and Brysiewicz (2017). In this regard, there were pre-existing themes from the different relationships in the theoretical framework model and those that were generated from the analysis.

4.8. Trustworthiness

Trustworthiness is the manner in which researcher persuade readers of their work and themselves regarding the worthiness of attention which their research bears (Nowell et al., 2017). Lincoln and Guba (1985) state that trustworthiness in a research rests on four fundamental criteria namely credibility, transferability, dependability, and confirmability. These criteria are equivalent to the assessment of validity and reliability in a quantitative context. . Furthermore, these principles are of useful to researchers who are concerned with the acceptability and usefulness of their research to different stakeholders (Nowell et al., 2017). In the next section, the criteria of trustworthiness are applied in the thematic analysis.

4.8.1. Credibility

Readers and third parties define credibility in research (Guba & Lincoln. 1989). In other words, credibility addresses the fit between the participants' views and the researcher's representation thereof (Nowell et al., 2017). To ensure the credibility of this study, the researcher received continuous feedback from the supervisor to track the research progress (Guba & Lincoln, 1989).

4.8.2. Transferability

Transferability is thought of as the generalisability of inquiry (Nowell et al., 2017). The main concern of transferability is case-to-case transfer (Tobin & Begley, 2004). It is therefore the researcher's responsibility to provide comprehensive descriptions so that those who seek the transfer of the findings to their own site can judge transferability (Lincoln & Guba, 1985). For this study, transferability was observed by the researcher in providing a thorough description of the research context and a detailed description of the methodology used and followed by the researcher to collect and analyse the data.

4.8.3. Dependability

Tobin and Begley (2004) state that dependability is the stability of a study and how the methodology used matches the findings. To ensure dependability for this study, the researcher kept a traceable and clear record of all the documentation (Nowell et al., 2017). In addition, the researcher secured the research documents on a personal computer with a password to

access them. The primary data collected was secured in this manner and not shared with anyone other than the supervisors of the study.

4.8.4. Confirmability

Confirmability addresses the establishment of the study's findings and whether interpretations are truly derived from the data collected and ensures that the interpretation and the conclusion have been reached (Tobin & Begley, 2004). To ensure the confirmability of this study, the researcher strictly followed academic procedures regarding the research design and approaches of the study by receiving feedback at each level of the research from the supervisor. The means of data collection and analysis followed the directions of reviewed academic work by research authors. In this process, the researcher ensured that the thesis document was comprehensive and reflective throughout the entire research process. Feedback received from the supervisor was consistently considered.

4.9. Ethical Considerations

Ethical considerations for this study were informed and reviewed by the ethics committee at the Faculty of Commerce of the University of Cape Town; permission was granted before the data were collected. The researcher ensured that participants in the research were willing and comfortable to take part in the study and the interviews were conducted professionally.

Moreover, to ensure transparency, the researcher informed the participants about the study's purpose and assured them of their liberty to ask any questions regarding the study. Communication details for the supervisor and faculty were made available if the participants desired to follow up on the study or ask any questions regarding the research.

Participants were made aware of their anonymity and that their identities or contact details would not be shared with anyone. Saunders, Kitzinger and Kitzinger (2015) recommend that researchers must balance two aspects in ethical considerations: maximum protection of participants' identities and maintaining the integrity of the study. In this regard, the researcher had all the information regarding participants' interviews, recordings and transcripts in a password protected laptop folder, only accessible to the researcher herself.

The researcher assigned labels to participants on the interview transcripts; a title in a form of (1) was given to the first participant, (2) to the second participant and so on. These labels were given to allow the researcher to refer to the information about participants to maintain anonymity.

4.10. Conclusion

This chapter explained the research design and methods used to acquire data and provided a detailed discussion on the thematic data analysis procedure and its application. This qualitative case study research design was selected because of the constructivism paradigm thus the qualitative data collection method was used and data was collected through individual face-to-face interviews. The aspects of credibility, transferability, confirmability and dependability were addressed to ensure the trustworthiness of the study.

Ethical considerations were taken into consideration to ensure the protection of participants and to maintain the integrity of the study. Lastly, data analysis was conducted using manual methods and the researcher provided a detailed discussion on the process. In the next chapter, the researcher will discuss the findings and interpretations of the data collected and analysed.

CHAPTER FIVE: FINDINGS AND DATA DISCUSSION

5.1. Introduction

The previous chapter described the methodological techniques used to investigate the factors which may influence the purchase decision of Congolese millennials in the informal clothing market of the DRC. In addition, the research paradigm, design and methods were described and an explanation of the sampling technique, data collection tool and data analysis technique used was provided. The chapter provided a detailed explanation of the technique used to analyse the proposed relationships between the variables presented in the adapted model of the TPB as outlined in Chapter 3.

In this chapter, the researcher provides a discussion and an interpretation of the descriptive and transcribed data collected from the interviews which provided the findings. These findings were used to investigate the adapted model. The next section discusses the descriptive data acquired from participants in the sample.

5.2. The Descriptive Data

Descriptive data provides brief summaries of the sample population and allows the researcher to present the data in a way that is simpler to interpret (Trochim, 2001). In addition, it helps the readers to understand more about how many people took part in the research, how wide a diversity of people was involved and their backgrounds (Trochim, 2001). Demographics refer to particular traits and characteristics of a population sample under study (Salkind, 2010). In this section, descriptive demographic data is provided.

After the execution of the quota sampling technique discussed in Chapter 4, 16 participants who met the target population criteria were included in the sample. It was found that these participants were representative of eight cultural tribes of the DRC, namely Kasai, Kanyoka, Tshokwe, Tabwa, Swahili, Kongo, LubaKat and Rund. The LubaKat and Kasai tribes had the largest representation with five participants each. Each of the other tribes was represented by one participant. Table 5.1 provides the tribal distribution of the sample.

The sample was equally distributed in gender representation with eight male and eight female participants (Table 5.1).

Table 5.1: Cultural tribe and gender representation

Gender	Cultural Tribes								
	Kasai	Kanyoka	Tshokwe	Tabwa	Swahili	Kongo	LubaKat	Rund	Total
Male	3	1	0	1	1	1	1	0	8
Female	2	0	1	0	0	0	4	1	8
Total	5	1	1	1	1	1	5	1	16

The researcher utilised the primary data to execute the data analysis discussed in the previous chapter. The findings from the analysis addressed the secondary objectives of the study which were to explore the role of the proposed influential factors on Congolese millennials in their intention to purchase and their purchase of clothing from the informal markets in the DRC. The findings will now be discussed in detail in the following section.

5.3. Discussion of the Research Findings

This section discusses the findings from the thematic data analysis conducted on data acquired from Section B of the research instrument. As discussed in Section 4.6 of Chapter 4, Section B of the instrument was structured to address the secondary objectives of the research through the interviews conducted. The results would ultimately answer the research question and, thus, investigate the primary objective. The findings acquired through the analysis of the transcribed data from the interviews are discussed in this chapter. The findings were based on the thematic analysis conducted and categories illustrated in the coding sheet in Table 4.2.

5.3.1. Assessing fashion clothing interest of Congolese millennials

The researcher aimed to explore the participants' levels of interest in fashion clothing in relation to their intention to purchase second-hand clothes from the informal markets. Twelve participants referred to fashion as something current, relevant and trendy. The connection to personal existence, expression of identity, culture, external parties such as celebrities – from whom fashion was 'borrowed' (according to Participant 6) – and the evolution of fashion that can come from clothing fashion were variables expressed in relation to the interest of Congolese millennials in fashion.

The following participants gave answers which illustrated the array of perspectives of the sample regarding clothing fashion:

Participant 2:

Fashion is a way of dressing up which is up to date or current.

Participant 7:

Fashion is something like clothes maybe but clothes that are new and trendy.

Participant 14:

According to me, it is a trend in style and beauty; it is a novelty in fashion style and beauty.

Participant 8 said that all people have their own culture which is translated in the way they dress. However, Participant 11 expressed a unique take on fashion which incorporated its contribution to African advancement:

Participant 11:

Fashion is something that is in everyone's reach; the word fashion means emergence, development. There is also evolution and there is improvement because for our ancestors they were living something else.

These two distinctive opinions show that fashion is an experience and interpreted differently among the same generation cohorts.

The most prominent theme identified from the responses was that fashion is identified and associated with trends. Evidence of interest in fashion is present in the positive answers given. Different understandings of fashion from the personal, conspicuous purpose of expression to a more intimate value acquired from the phenomenon, such as contributing to personal existence, are shown. Some described fashion as the expression of beauty. From these extracts, there is evidence to indicate that fashion holds a position of value in these cohorts' lives.

5.3.2. Understanding of the clothing industry in the Democratic Republic of Congo

The researcher aimed to comprehend the Congolese millennials' understanding and their knowledge of the fashion industry in the DRC. The responses collected indicated that participants were knowledgeable about the fashion industry in the DRC.

Some illustrated an understanding of the industry from a visual perspective, while others expressed their understanding in relation to their personal values. The functional value of fashion was expressed and evidence arose of the roles which peers can bear in fashion

selection. Fashion was noted to be a phenomenon that is anchored in society and was recognised to be one that has evolved.

Some of the responses are included:

Participant 1:

When I hear Congolese fashion, I see traditional attire – ‘Wax wrap’; I see a way of dressing up which is respectful and decent.

Participant 6:

When I hear Congolese fashion industry, I picture decent and respectful clothes.

Participant 4:

For me, when people refer to Congolese fashion, I see people dressing up to cover up. In the DRC, we do not have fashion weeks. Many people imitate others when dressing up in the sense that you see one trend that is adopted by almost everybody. I can say that fashion in the DRC is not original.

Participant 11:

Congolese fashion depends on the set of behaviour; it also depends on the tribe and evolution. If we go a while back, for our elders, things were different; they could say we used to wear big pants but today things are different. They could also say we used to write letters on a piece of paper but it is not the case today as we have internet and Facebook. So, there are many ways of collaborating today. They used to drop letters at the post office but for us we buy airtime and we send a message. All that constitutes our fashion.

Participant 12:

Congolese fashion has changed a lot in recent years. I remember when I was growing up, I was not comfortable wearing clothes that revealed my knees. I was super uncomfortable but today different young women dress badly.

A case was made by more than half of the participants that most of the fashion in the DRC is a copy of fashion from the Western world. This brought to light a question of locality and originality of fashion in the DRC. A perception that the DRC fashion industry is lacking in indigenous fashion and is dominated by the influx of foreign fashion was indicated by the cohort:

Participant 9:

The DRC borrows fashion from the Western world as their fashion is consumed by young people. The country does not have its own style because it uses fashion from the Western world.

Additional statements were provided that constitute different opinions regarding the fashion industry in the DRC. Other participants mentioned the influence of local and international music celebrities and cited local politicians as their fashion references. The responses to question 2 have indicated some evidence of involvement and levels of awareness of the fashion industry among Congolese millennials in the DRC.

5.3.3. Familiarity with second-hand clothes

The researcher sought to understand the cohort's familiarity with second-hand clothing markets. The responses indicated evidence of the familiarity which Congolese millennials have with the second-hand clothing markets in the DRC. In addition, the findings indicated that some Congolese millennials have made purchases in the informal clothing markets.

The participants referred to how some members of the cohort have visited these markets due to curiosity and some have been directed to the markets by word of mouth about the quality of clothes. Some members of the cohort have bought from these markets due to the accessibility of the markets. Familiarity with the market was indeed evident among the participants in the sample.

The participants described the market positively based on the perceived uniqueness, quality, durability and affordability of the second-hand clothing sold there. Some participants addressed the duration of the market in Congo, which has become a widely recognised space for shopping and even a part of Congolese culture. Even with the broad range of prices assigned to the different second-hand clothes available, the value for money attained from the informal clothing market in the DRC was also deemed a characteristic.

Comments included the following:

Participant 1:

I see clothes of different quality sold in informal markets at different prices; that is what comes to mind. These clothes are attractive and it is because of their quality that I buy them.

Participant 12:

First, when you hear second-hand clothes, you see cheap clothes, which are unique. These clothes cannot be found in boutiques or retail shops. I have been buying second-hand clothes since my late teenage years when my parents stopped buying me clothes. Now that I am working and independent, I just buy these clothes only when I see something interesting.

Participant 7:

Second-hand clothes were once used, so some prefer to wear them and some do not. Personally, I do not choose what I wear. In addition, these clothes are sold in bulk; that is how I know about these clothes.

Participant 4:

Second-hand clothes provide a source of clothing for both rich and poor. These clothes come in different quality to allow those who have more money to buy the top quality clothes and those who do not have enough means to afford something to cover their bodies. These markets allow everyone to buy nice and unique clothes at a very affordable price. I am not a regular buyer of second-hand clothes because I usually buy from fashion stores but whenever I see something attractive, I definitely buy.

Participant 8:

I have come to know the informal market just like that and I believe it was there before I was even born. It is in a society I heard about from elders and I just know it is there.

The element of global presence and the awareness of second-hand clothing markets were discussed. The level of value that the markets have and a recognition of their persistence was indicated. The relative popularity of second-hand clothing in Africa was indicated and its value to personal and national income was recognised. Evidence of the desire for a more formal and polished space of operation for traders in the informal clothing marketplace was indicated:

Participant 11:

Informal clothing markets are an unbeatable fact; this phenomenon exists everywhere, even in documentaries, in countries like France, the USA and here in Africa it is even more popular. There are people who make a lot of money and those who make a living out of it. The second-hand clothes market is a movement that started unexpectedly. For me, I would have loved it if there were an appropriate place for those people who sell informally because a lot of people say that those selling informally leave dirt in town. If there was a place for them it would have helped us.

The extracts provided by the participants illustrated their familiarity with second-hand clothes. Thirteen of the 16 participants reported that informal clothing markets might be a source of good quality clothes for many Congolese millennials. In addition, all participants confirmed that informal clothing markets are the hub for trends and unique clothing fashion. While some Congolese millennials interact with the informal clothing markets on occasions, they remain, however, the main source of clothing, particularly for the poorer people in the community.

5.3.4. Factors that influence Congolese millennials in the purchase of second-hand clothes

Participants gave indications that various factors, which were relatively similar, could have an influential role in the purchase of second-hand clothes. Several factors emerged from the responses: affordability which supported the findings of Cham et al. (2018), quality as indicated by Vuong and Nguyen (2018), uniqueness which supports the findings of Tian et al. (2001), accessibility and durability.

Second-hand clothes were regarded as clothing of high quality and which could even be worn to big events, such as weddings. In addition, the participants reported that informal clothing markets are convenient as they are available everywhere. The provision of clothing for the less financially advantaged groups was indicated to have a role in the decisions of Congolese millennials when considering the purchase of second-hand clothing. These were two of the responses:

Participant 3:

Another factor that influences us young Congolese is events. Let us say that you have been invited to a wedding party, so you say to yourself that you have to buy a dress to wear that evening. Because I do not have time to go window-shopping in the shops due to the time when I finish work, it is impossible for me to buy from the shop. However informal clothing markets are everywhere and I just need to stop somewhere and I can get the dress I am looking for at a very cheap price; automatically I buy that dress.

Participant 10:

The reason why we buy from the informal clothing market is social classes. If you are poor, your only option is buying second-hand clothes.

The element of the uniqueness of second-hand clothes bears a role in the decision-making process of Congolese millennials. Evidence of the desire to stand out was present and the participants indicated that that uniqueness could not be found when purchasing from the formal clothing market:

Participant 13:

I buy from the informal markets because I want to stand out. If you buy clothes from the shops, it is easy to see two or three more people wearing the same clothes but when you buy second-hand clothes, only you will have that particular piece of clothing.

The factors that were included in the adapted model discussed in Chapter 3 were quality, clothing interests, peers' opinion, price consciousness and need for uniqueness. The data

collected for this question supported the adapted TPB model. However, evidence was presented that indicated that additional factors, such as financial means, social classes, preferences and habits, bear an influence on this decision-making process too.

These extracts have provided evidence that indicates that Congolese millennials value the second-hand clothing market. For 13 out of 16 participants, informal clothing markets provide a variety of options in terms of price and quality but second-hand clothes also provide them with a much-desired sense of uniqueness.

5.3.5. The effect of peers' opinion

The researcher sought an understanding of the role that peers' opinions bear in relation to the purchase intention of Congolese millennials towards second-hand clothes. The data collected indicated that 12 participants could be directly influenced by the quality of the clothes worn by their peers and they liked the type of clothes their peers had. In addition, these participants were influenced by the price their peers paid for their clothes. The remaining were either not influenced at all by their peers or they just did not pay attention to peers in relation to their clothes and the selection thereof.

The influence of peers in the aspect of choice was recognised by some participants; others stated a limited and even an absence of influence of peers on clothing purchases as other factors were indicated to be more important:

Participant 1:

Peers influence each other in the choice of pieces of clothing. You can have something in mind but your friend can contradict you in that choice by saying: "Do not buy that but buy the other one instead." So, I will say it is in the choice.

Participant 14:

When a person goes to informal clothing markets with a small amount of money, they usually come back with more clothes than expected. This triggers us and pushes us to go and buy as well because in the clothing fashion stores it is impossible to get such deals. I also say that it is a matter of luck and the satisfaction that one gets from buying from these markets that contaminate us. What brings us there is also curiosity: if you go to the market and get pants it does not mean I will also get pants; I could get a dress and a skirt and so forth.

Participant 3:

I am not influenced by my peers. I believe that the decision to buy depends solely on the person.

Participant 5:

I am not influenced by anybody to purchase second-hand clothes.

Participant 12:

No one influences me because I buy second-hand clothes when I decide to do so.

These extracts have highlighted the effects of opinion leaders or peers on the intention of Congolese millennials to purchase second-hand clothes. While 12 participants admitted to being influenced by their peers, quality and place of purchase in terms of second-hand clothing choice, three participants stated that they were not influenced by their peers. The indication of an absence of influence for some of the participants was because the decision to buy depended on factors that went beyond the influence of peers.

5.3.6. Quality of second-hand clothing

The researcher aimed to gain an understating of the role which clothing quality bears in the purchase of second-hand clothing from the informal markets of the DRC by Congolese millennials. From the data collected, ten participants indicated that quality had an important role to play. The remaining six participants' opinions indicated that some Congolese millennials may consider second-hand clothes to be low-quality clothing. A variation between individual members of the cohort was recognised in this regard:

Participant 2:

Sometimes the quality is good but I do not buy if the quality is bad. However, if the price is very cheap, in that instance I can buy because quality becomes less important if the price is very low.

Participant 5:

It varies from person to person. In addition, one has to bargain between quality and quantity of clothes acquired in informal clothing markets.

Even with ten participants giving evidence that second-hand clothing can bear a role in the purchase intention of Congolese millennials, some participants did indicate the perspective that second-hand clothes do not have good quality and that quality is not influential in the intention to purchase clothes from informal clothing markets:

Participant 1:

Yes, quality is the most important factor, more important than the price.

Participant 11:

Absolutely! The same quality shirt sold in the store is also sold in the informal market at a much cheaper price.

Participant 8:

Second-hand clothes have a good quality and they are durable which is why it influences millennials a lot to purchase clothing from informal markets.

The responses indicate that Congolese millennials can be influenced by the quality of clothing from informal clothing markets. In this regard, ten participants out of 16 agreed that quality plays a role in their purchase intention while six participants provided evidence that indicates an absence of the influence of the quality of second-hand clothes.

5.3.7. Price consciousness towards second-hand clothing

The researcher aimed to evaluate whether price consciousness bears a role in relation to the purchase intention of Congolese millennials towards second-hand clothing in the informal market. The responses were similar for all participants: price has a role in relation to the intention to purchase clothes from informal markets.

All participants provided evidence to indicate that price consciousness is influential in their intention to purchase second-hand clothes. However, the evidence provided does indicate that while price consciousness bears a role in the purchase intention, other factors such as quality and uniqueness of clothes also play their part.

Participant 16:

Absolutely, I will go back to the example I gave earlier about having CDF10 000 and getting more than two pants. So, people are mostly attracted by the price and what they can get with the little they have.

Responses from two of the participants indicated that price alone does not influence the purchase of second-hand clothes. They stated that quality also plays an important role in influencing Congolese millennials' purchases. On the other hand, for two other participants, the need for uniqueness is the influential factor in the purchase of second-hand clothes. Another participant stated that price is the most influential factor in the intention to purchase and the purchase of second-hand clothes among Congolese millennials:

Participant 14:

Well, not necessarily. For instance, you cannot pay the same price every time you go to these markets. The price is subject to constant change according to each seller. So, they charge you based on how much they bought their balloon at.

Although half of the participants stated that price does have a role in relation to their purchases of second-hand clothes and noted a degree of importance that price has in their decisions, it was not the case for the other half of participants. For the remaining half of the participants,

quality is as important as the price. Others mentioned the uniqueness that is provided by second-hand clothes as the factor that affects their purchase of second-hand clothing.

5.3.8. Need for uniqueness

The responses from the sample indicated that the need for uniqueness bears a role in the purchase decisions of Congolese millennials regarding second-hand clothing. All participants stated that the need for uniqueness is the most influential factor in their purchase of second-hand clothes:

Participant 2:

Of course, it does influence in the sense that when you buy from the retail shops, everyone knows the price of that piece of clothing whereas, in the informal market, the price remains a secret between the buyer and the seller.

Participant 6:

Yes, mostly when you buy clothes from informal clothing markets it gives you value and you stand out because you are unique and this influences, even more, to buy from these markets.

Participant 9:

When you buy from the informal markets, you have unique clothes that only you have.

The data provided by the participants for this theme indicated the presence of a relationship, as proposed in the adapted model, between the need for uniqueness and the purchase of clothing from the informal market by Congolese millennials. The responses show that there is evidence that indicates that regardless of their gender, tribe and even financial situation, Congolese millennials need uniqueness and this need is a prominent factor in the purchase of second-hand clothes.

The analysis of the data collected provided insights and evidence of the presence of potential relationships beyond those in the secondary objectives and the proposed variables in the adapted TPB model. As such, the additional potential relationships obtained from the data analysis will be discussed.

5.3.9. Additional findings

The findings that were analysed and interpreted have shown evidence that there may be additional relationships in the context of this study beyond those that were indicated in the adapted model. In this regard, one of the potential relationships could be between price and quality:

Participant 11:

Absolutely! The same quality shirt sold in the store is also sold in the informal market at a very cheaper price.

In addition, there are indications in the responses that the quality of the clothing is valued more than the price for which the clothing is being sold. The analysis and interpretation of data show evidence of a potential relationship between price and quantity.

Participant 16:

Absolutely, I will go back to the example I gave earlier about having CDF10 000 and getting more than two pants. So, people are mostly attracted by the price and what they can get with the little they have.

Congolese millennials pay a small amount of money and, in return, they get more clothing at informal clothing markets. As a result, the purchase of second-hand clothes is affected and the cohort is motivated to purchase from the informal clothing markets. The data collected suggests that when the quality of clothing is relatively good millennials do not hesitate to purchase that clothing without even having planned the purchase.

Furthermore, another potential relationship between the need for uniqueness and clothing interest is discerned. The data shows that the more millennials are on the quest for uniqueness, the more they become interested in clothing.

Lastly, there is a relationship between the need for uniqueness and quality. For the majority of Congolese millennials, there was evidence that the cohort translates its need for uniqueness into the quality of clothes acquired from informal clothing markets.

5.4. Conclusion

The data collected, analysed and interpreted in this chapter shows that Congolese millennials are knowledgeable about fashion and what fashion means for different participants. Furthermore, there is evidence in the responses that the factors proposed by the researcher as having a role in the purchase intention of Congolese millennials towards clothing from the informal markets are present. However, indications of additional factors that could bear a role in the participants' purchase intention beyond those illustrated in the adapted model were noted.

The additional factors that bear a role in the purchase of second-hand clothes among Congolese millennials were based on evidence from the data analysis. These factors were accessibility, fabrics, trends, durability and quantity.

In the next chapter, the conclusions based on the findings are presented. In addition, the researcher proposes managerial and academic recommendations from this study, makes suggestions for future research and concludes the research paper.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1. Introduction

This research conducted an exploration of factors influencing Congolese millennials in their purchase of second-hand clothing from informal markets. Chapter 1 introduced and provided an overview of the study while Chapter 2 discussed the literature on informal markets with a focus on African informal markets. Chapter 3 provided the theoretical framework of the study and Chapter 4 presented the methodology used to conduct this research. In Chapter 5, the researcher discussed the findings identified from the analysis and interpretation of the data. This chapter provides the conclusions drawn from the findings, managerial recommendations, suggestions for future research and the general conclusion of the study.

6.2. Conclusions of the Study

This section provides the conclusions drawn from the study. These conclusions are based on the findings discussed in the previous chapter and the evaluation of the literature. The conclusions drawn provide insight into the research question and the primary objective that is addressed by the secondary objectives of the study as stated below:

- To explore the role of clothing interest in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of the quality of clothes in the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of the quality of clothes in relation to clothing interest among Congolese millennials towards clothing from the informal clothing market in the DRC;
- To understand the role of peers' opinions in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To explore the role of price consciousness in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC;
- To understand the role of the need for uniqueness in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the DRC; and
- To explore the role of the need for uniqueness in relation to the buying behaviour of Congolese millennials towards clothing from the informal clothing market in the DRC.

The conclusions are provided based on each secondary objective in the following sub-sections.

6.2.1. To explore the role of clothing interest in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

Regarding the questions asked to address this objective, the sample showed an interest in the phenomenon of second-hand clothes and they provided differentiated feedback about the nature of their interest in fashion. Adding to their clothing interest, the sample also revealed evidence which indicated that accessibility to clothing sold in the informal markets contributes to their intention to purchase second-hand clothing. Therefore, it was concluded that clothing interest has a role in the purchase intention of Congolese millennials.

6.2.2. To explore the role of the quality of clothes in the purchase intention of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

Castello and Cabral (2018) state that the quality of clothes plays a role in attracting consumers to buy a particular piece of clothing. In response to the question asked to address this objective, the sample provided insights that gave evidence to support the assertion of (Castelo & Cabral, 2018). The findings of the analysis indicated that the quality of second-hand clothing in the informal market has a role in the purchase intention of Congolese millennials. This evidence was noted and supported the potential relationship shown in the adapted model. Moreover, the findings revealed that clothing quality does not only have a role in relation to the intention to purchase the clothing but also bears a role in relation to the act of purchasing second-hand clothes by Congolese millennials.

6.2.3. To explore the role of the quality of clothes in relation to clothing interest among Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

Cham et al. (2018) state that clothing interest is influenced by several factors and quality is one of them. The finding of Cham et al. (2008) was supported by the findings from the analysis of the primary data. It revealed evidence that indicates that the quality of clothes from the informal markets has a role and contributes towards the clothing interest among Congolese millennials, as indicated in the adapted model. The nature of the influence was inferred to be positive based on the responses given; however, a larger quantitative data analysis would need to be done to confirm this. The sample's responses indicated evidence that the quality of the second-hand clothes had triggered their interest in those clothes.

6.2.4. To understand the role of peers' opinions in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

Literature has shown that opinion leaders have an important part to play in consumers' purchase intention (Kwon & Song, 2015). The analysis of the primary data collected indicated that for the majority of participants, their peers and other personalities, such as local and international celebrities, had some role in relation to their purchase intention of second-hand clothing. Although four out of 16 participants admitted that peers do not influence their purchase intention, the majority confirmed the impact of their peers in the purchase of second-hand clothes. Thus, the data collected and analysed indicated some support for the presence of a relation as inferred in this secondary research objective but more extensive research would be required to understand the nature of the differentiated answers.

6.2.5. To explore the role of price consciousness in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

Literature shows that price affects consumers' willingness to buy a product or service (Rihn et al., 2018; Sinha & Batra, 1999). The findings of this research provide evidence to indicate the presence of support for the literature. The participants indicated that this factor is among the factors that influence Congolese millennials in their purchase of second-hand clothes. The results of the data analysis inferred that price has a relationship with quality and quantity and this relationship should be further investigated quantitatively. The sample said that prices in the Congolese second-hand markets are relatively low and they allow consumers to buy many pieces of clothing at affordable prices. Thus, the presence of a direct influence between price and the purchase intention towards clothing from informal markets is indicated.

6.2.6. To understand the role of the need for uniqueness in relation to the purchase intention of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

According to Kumar et al. (2009), the higher the need for uniqueness in consumers, the higher their clothing interest becomes and, as a result, their intention to purchase clothing increases. The need for uniqueness applied to every person in the sample. Therefore, the results of the analysed data provide evidence that indicates support for the presence of a relationship between the need for uniqueness and the purchase of second-hand clothes as proposed in the adapted model. This relationship and its nature should be investigated through quantitative analysis.

6.2.7. To explore the role of the need for uniqueness in relation to the buying behaviour of Congolese millennials towards clothing from the informal clothing market in the Democratic Republic of Congo

The most direct and immediate predictor of behaviour is the intention to perform it (Ajzen, 1991). As such, the need to stand out from other people was inferred by the findings to be a key factor in the purchase intention of second-hand clothes by Congolese millennials. Cham et al. (2018) suggest that the need for uniqueness affects consumers' purchase intention in the sense that the more unique a piece of clothing is, the more prone consumers will be to purchase that garment.

The data collected from the sample has not indicated any evidence of the presence of a relationship between the need for uniqueness and its effect on the price consciousness of participants. Although the researcher has proposed this possible relationship in the adapted model in Chapter 4, the data has not given any further revelations or understanding as to the presence or absence of a relationship between these two variables. Therefore, due to these findings, the researcher concluded that the need for uniqueness does not bear a role in relation to the purchase decision of Congolese millennials towards clothing from the informal markets in the DRC.

6.2.8. Additional conclusions

The literature discussed in Chapter 3 proposed that five factors play a role in the purchase of clothing from informal markets by Congolese millennials. The conclusions drawn from the secondary objectives have been provided. However, the findings have indicated the potential presence of additional factors that may affect the purchase intention of Congolese millennials towards second-hand clothes in the DRC. These factors are durability, accessibility, social media and quantity.

6.2.8.1 Durability of second-hand clothes

Evidence from the findings indicates that durability may be a factor that motivates the purchase of second-hand clothing by the sample's participants. In addition, further evidence indicated that durability might be linked to price as the sample often referred to this factor as complementary to the clothing quality. In other words, the sample indicated a relation between durability and clothing quality. Among the lower-income participants, this factor was the most significant in influencing their intention to purchase second-hand clothes.

6.2.8.2. Accessibility of second-hand clothes

Informal clothing markets are found almost everywhere and they can take different forms, for example, street vendors, door-to-door selling and markets (Bakker & Brandwijk, 2016). Consequently, Congolese millennials can easily access informal clothing markets. As a result, Congolese millennials find it easier to purchase second-hand clothes rather than new clothes sold in shops around the city. Evidence from the findings indicated that the accessibility of second-hand clothes connected to the opinions of peers or opinion leaders and curiosity in the sense that the participants find themselves buying from these markets because of their peers and some buy to find out about second-hand clothes.

6.2.8.3. Social media

The evidence noted in the findings indicated that social media has a role in relation to the purchase intention of Congolese millennials towards second-hand clothes. The sample was found to be frequent users of social media, especially Facebook, just like any millennial group around the world. They get the fashion trends from posts of local and international celebrities. Moreover, social media posts are used as a reference point for the type of clothing to look for when considering buying from informal markets across the country.

6.2.8.4. Quantity of second-hand clothes

The analysis of the data provided evidence that indicated the presence of a potential relationship between quantity and price. The evidence from the analysis indicated that this factor might influence the intention to purchase clothing from informal markets due to the sample recognising their capacity to acquire many clothes with little money.

6.2.8.4.1. Factors influencing Congolese millennials in buying second-hand clothes

The conclusions drawn from the secondary objectives have addressed the primary objective, which aimed to identify evidence of factors that influence Congolese millennials' decision to purchase clothing from the informal clothing market in the DRC. Evidence from the analysis indicated that the five proposed factors have a role in relation to the purchase of clothing from these informal markets by Congolese millennials. However, the data collected and analysed has suggested additional factors that may also influence Congolese millennials' intentions to purchase from informal clothing markets in the DRC.

The research question was addressed and the research conclusions indicate that these nine factors, namely quality of clothes, clothing interest, price consciousness, need for uniqueness, peers' opinion, durability, accessibility, social media and quantity of second-hand clothes bear a role in influencing the purchase intentions of Congolese millennials towards second-hand

clothing from the informal clothing market in the DRC. The conclusions of the research can provide recommendations of both a managerial and academic nature.

6.3. Recommendations

This study aimed to analyse the various factors that influence Congolese millennials in the purchase of second-hand clothes from the informal market in the DRC. The findings and conclusions of the research produced insights that can be used by governing bodies, marketing practitioners and second-hand retailers. Regarding the conclusions provided in the previous section, the researcher proposes managerial recommendations and recommendations for future research.

6.3.1. Managerial recommendations

Second-hand clothes have been a commodity at the heart of the fashion industry in the DRC for many years. In a country where the majority of the population live in poverty, these informal markets allow for both the haves and have-nots to acquire clothes. The findings of this study have shown that second-hand clothing markets are a trend in the DRC among Congolese millennials. As such, it is important that retailers and people who are considering starting a second-hand clothing business in the DRC are aware of tactics to use for their benefit and that can attract clients.

For retailers to attract Congolese millennials to purchase their second-hand clothes, they have to make use of social media to display the clothing and fashion trends they have. Secondly, retailers have to ensure that their premises are clean because this will improve the experience of buying from informal clothing markets. Cleanliness would allow retailers to have a competitive advantage over other informal market retailers who have been noted to lack this variable. An advantage over shops that sell new clothes is the affordability of second-hand clothing.

The governing bodies in the DRC should consider measures to allow the second-hand clothing sector to properly contribute to the country's GDP. In this regard, the government should assist potential second-hand clothing retailers to invest in the second-hand clothing business and create policies that will protect both the sellers and the buyers. In addition, the second-hand clothing sector should have some regulations in place and be recognised by the government. Regulations and policies could be created for this sector regarding the desired requirements and operational expectations each retailer should meet. The research showed evidence that the Congolese millennial cohort bears a desire for a more structured and cleaner operational atmosphere in informal markets.

While millennials in other countries have fashion boutiques and stores, the Congolese millennial cohort relies heavily on second-hand clothes to stay up to date with fashion trends. Therefore, space for such markets should be allocated to improve the quality of the experience that the majority of millennials go through in acquiring their clothes.

6.4. Limitations and Recommendations for Future Research

When conducting the study, the researcher encountered limitations such as limited access to literature on the DRC market and Congolese millennials. In addition, the time frame given to conduct this study did not allow for deeper research. Another limitation was the lack of resources which could have allowed the research to be expanded geographically beyond Lubumbashi. In the future, researchers should conduct both qualitative and quantitative research analyses as this will produce more representative and directive findings.

For future studies, the qualitative sample should be on a larger number of consumers to allow for generalisation. The target population could include people from different generations to attain a broader understanding of consumer purchase decisions regarding second-hand clothing. The phenomenon could be further examined to provide a deeper understanding and additional studies should be conducted using more resources over a longer period. Lastly, this research should be conducted across the whole of the DRC and not only in Lubumbashi.

6.5. Conclusion of the Study

The informal sector in many African countries is as widespread as it is in the DRC. With the majority of the population living on under a dollar per day, buying from retail stores is considered somewhat of a luxury; thus, informal markets have become important. However, poverty is not the only factor that influences Congolese millennials to purchase from informal clothing markets.

Chapter 1 provided an overview of the study and Chapter 2 reviewed the existing literature on the informal sector, focusing on African informal markets and millennials. Chapter 3 provided the theoretical framework that discussed the factors that may affect the intention of Congolese millennials to purchase second-hand clothes. In Chapter 4, the methodology of the study was presented as well as the data analysis process. In Chapter 5, the researcher presented the findings and then provided the conclusions and recommendations in Chapter 6.

The analysis and interpretations of the data showed that there are additional factors that also contribute to influencing Congolese millennials to purchase second-hand clothes from informal markets.

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APPENDICES

APPENDIX A:
RESEARCH MEASURING INSTRUMENTS



**“AN INVESTIGATION OF THE COMPONENTS THAT INFLUENCE THE PURCHASE
DECISION OF CONGOLESE MILLENNIALS IN THE INFORMAL CLOTHING MARKET.”**

M.B.Sci (BUS5000W)

MASTER’S RESEARCH INSTRUMENTS: INTERVIEW PROTOCOL

Prepared For:

DR. PRAGASEN PILLAY

&

TENDAI MBUMBWA

Prepared By:

OLGA MOMAT KAKUDJI (MMTOLG001)

This study will provide valuable insights on the Congolese consumer market as it gives information on Congolese millennials’ purchase behaviour within the informal clothing trade in the Democratic Republic of Congo.



THE MEASUREMENT INSTRUMENT: INTERVIEW PROTOCOL

Informal markets for fashion is a growing phenomenon around the world and more specifically in the Democratic Republic of Congo. Across different cities in the country, there are tents of vendors selling second-hand clothes. These markets are becoming millennials' shopping hubs as millennials are in the quest for uniqueness, fashion trends and value for their money. This research aims at investigating factors influencing millennials in the purchase of second hand clothes in the informal markets in the Democratic Republic of Congo.

The researcher would like for you to be a participant in this study. Your identity document is kindly requested to confirm that you belong to the demographic group of respondents for this study. Your identity will not be documented or shared with the responses you provide to the questions asked in the study. Only your signature is requested to show free, unforced consent to participate in this study. Anonymity will be maintained. This research has been approved by the Commerce Faculty Ethics Committee. The interview will take approximately 45 minutes to complete. You can withdraw from the interview at any time. There is no correct or incorrect answer, please answer honestly and freely. Should you hold any questions about the study, please do not hesitate to contact the researcher Olga Momat Kakudji (mmtolg001@myuct.ac.za) or the co-supervisor of this study Miss Tendai Mbumbwa (mssmbumbwa@gmail.com).

MEASURING INSTRUMENT: IN-DEPTH INTERVIEW

OPENING INFORMATION

- a) The researcher, Olga Momat Kakudji, is currently studying for a master's degree in Marketing in the Faculty of Commerce at the University of Cape Town and would like to ask you some questions for a research.
- b) The research title of the study is:
"To investigate components influencing the purchase decisions of Congolese millennials in the informal clothing market."
- c) The researcher would like to acquire information and knowledge from you through this interview regarding the purchase of second hand clothing by millennials in the Democratic Republic of Congo informal market.
- d) You have been selected because you fall into the target population of this study; born and raised Congolese millennials (people born between 1985 and 1995).
- e) Each participant of the study needs to provide some form of official identification documentation to confirm nationality and dates of birth based on the target population description given above. However, this personal information will not be stored nor shared. It is solely for confirmatory purposes.
- f) Thank you for agreeing to participate in this study. Your participation in this research is completely voluntary and you may withdraw at any time.
- g) Please note that the interview will need to be recorded for a more accurate and correct transcription of the interview. None of the information that you will provide, in both the verbal and written forms, will not be shared with anyone for any purpose beyond this study.
- h) Please sign the consent form provided to you to show your free and willing agreement to the participation and recording of the interview.

- i) I will ask 11 questions; please take your time to respond to the questions. Should you need any clarification on the questions asked or any terms in the questions, please do not hesitate to ask.
- j) There is no correct or incorrect answer therefore your honest and personal responses are greatly appreciated.
- k) Your participation is greatly appreciated.

SECTION A: FILTER QUESTIONS

Were you born between 1985 and 1995? Y N

Were you born and raised in the Democratic Republic of Congo? Y N

If you answered NO (N) to either of these questions, then you do not meet the requirements for the target population of this study and unfortunately cannot participate in this study. Thank you for your time.

If you did answer YES (Y) to both questions, we may proceed with the interview.

SECTION B: INTERVIEW QUESTIONS

1. What does fashion mean to you?
2. How would you describe the fashion industry in the DRC?
3. How would you describe the informal clothing market?
4. To what extent are you familiar with the second hand clothes?
5. What will influence you buying second hand clothes?
6. What factors can influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?
7. How does social media influence your fashion choices?

- 8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?
- 9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?
- 10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?
- 11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

SECTION C: PERSONAL INFORMATION

1. Please place a tick in the table below next to your answer

Gender	Tick (✓)
Male	
Female	
Prefer not to answer	

2. What Congolese cultural group do you belong to?

3. Which year were you born?

4. Which income group do you belong to?

INCOME GROUP	TICK (✓)
Lower Income (\$0- \$500)	
Middle Income (\$500 - \$2500)	
Upper income (\$2500 - above)	

Prefer not to answer	
----------------------	--

5. Do you own a smart phone?

ANSWER	TICK (✓)
YES	
NO	

6. Are you on social media? If yes which one?

APPENDIX B:
TRANSLATED MEASUREMENT INSTRUMENTS



**« UNE ENQUÊTE SUR LES COMPOSANTS QUI INFLUENCENT LA DÉCISION D'ACHAT
DE MILLÉNAIRES CONGOLAIS SUR LE MARCHÉ DES VÊTEMENTS INFORMELS. »**

M.B.Sci (BUS5000W)

INSTRUMENT DE RECHERCHE DU MASTER : PROTOCOL D'ENTREVUE

Préparé Pour :

DR. PRAGASEN PILLAY

&

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

TENDAI MBUMBWA

Préparé Par :

OLGA MOMAT KAKUDJI (MMTOLG001)

Cette étude fournira des informations précieuses sur le marché congolais à travers des enquêtes et des informations sur le comportement d'achat des milléniaux congolais dans le commerce informel de vêtements en République Démocratique du Congo.

A small, handwritten signature or mark in black ink.



Les marchés informels de la mode sont un phénomène croissant dans le monde et plus particulièrement en République Démocratique du Congo. Dans différentes villes du pays, il y a des tentes de vendeurs qui vendent des vêtements d'occasion. Ces marchés sont en train de devenir les centres commerciaux des milléniaux, car les milléniaux sont à la recherche d'unicité, de tendances de la mode et de rapport qualité-prix. Cette recherche vise à étudier les facteurs qui influencent la génération Y dans l'achat de vêtements d'occasion sur les marchés informels de la République démocratique du Congo.

La chercheuse aimerait que vous participiez à cette étude. Votre document d'identité est requis pour confirmer que vous appartenez au groupe démographique des répondants à cette étude. Votre identité ne sera pas documentée ni partagée avec des tiers ainsi que les réponses que vous fournissez aux questions posées dans l'étude. Seule votre signature est requise pour montrer votre consentement libre et non contraint à participer à cette étude. L'anonymat sera maintenu. Cette recherche a été approuvée par le comité d'éthique de la faculté de commerce. L'entretien durera environ 45 minutes. Vous pouvez vous retirer de l'entretien à tout moment. Il n'y a pas de réponse correcte ou incorrecte, veuillez répondre honnêtement et librement. Si vous avez des questions sur l'étude, n'hésitez pas à contacter la chercheuse Olga Momat Kakudji (mmtolg001@myuct.ac.za) ou la co-responsable de cette étude, Mademoiselle Tendai Mbumbwa (mssmbumbwa@gmail.com).

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

INSTRUMENT DE MESURE : INTERVIEW EN PROFONDEUR

INFORMATIONS D'OUVERTURE

- a) La chercheuse, Olga Momat Kakudji, étudie actuellement pour une maîtrise en marketing à la Faculté de commerce de l'Université du Cap et aimerait vous poser quelques questions pour une recherche.
- b) Le titre de la recherche c'est :
- « Une enquête sur les facteurs qui influencent la décision d'achat de millénaires congolais sur le marché des vêtements informels. »*
- c) La chercheuse aimerait vous obtenir des informations et des connaissances à travers cet entretien concernant l'achat de vêtements d'occasion par la génération Y sur le marché informel de la République démocratique du Congo.
- d) Vous avez été sélectionné parce que vous faites partie de la population cible de cette étude; né et élevé des milléniaux congolais (personnes nées entre 1985 et 1995).
- e) Chaque participant à l'étude doit fournir une forme de documentation d'identification officielle pour confirmer la nationalité et les dates de naissance sur la base de la description de la population ciblée donnée ci-dessus. Cependant, ces informations personnelles ne seront ni stockées ni partagées. C'est uniquement pour des fins de confirmation.
- f) Merci d'avoir accepté de participer à cette étude. Votre participation à cette recherche est entièrement volontaire et vous pouvez vous retirer à tout moment.
- g) Veuillez noter que l'entretien devra être enregistré pour une transcription plus précise et correcte de l'entretien. Aucune des informations que vous fournirez, tant sous forme verbale qu'écrite, ne sera partagée avec quiconque à d'autres fins que cette étude.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

INSTRUMENT DE MESURE : INTERVIEW EN PROFONDEUR

INFORMATIONS D'OUVERTURE

- a) La chercheuse, Olga Momat Kakudji, étudie actuellement pour une maîtrise en marketing à la Faculté de commerce de l'Université du Cap et aimerait vous poser quelques questions pour une recherche.
- b) Le titre de la recherche c'est :
- « Une enquête sur les facteurs qui influencent la décision d'achat de millénaires congolais sur le marché des vêtements informels. »*
- c) La chercheuse aimerait vous obtenir des informations et des connaissances à travers cet entretien concernant l'achat de vêtements d'occasion par la génération Y sur le marché informel de la République démocratique du Congo.
- d) Vous avez été sélectionné parce que vous faites partie de la population cible de cette étude; né et élevé des millénaires congolais (personnes nées entre 1985 et 1995).
- e) Chaque participant à l'étude doit fournir une forme de documentation d'identification officielle pour confirmer la nationalité et les dates de naissance sur la base de la description de la population ciblée donnée ci-dessus. Cependant, ces informations personnelles ne seront ni stockées ni partagées. C'est uniquement pour des fins de confirmation.
- f) Merci d'avoir accepté de participer à cette étude. Votre participation à cette recherche est entièrement volontaire et vous pouvez vous retirer à tout moment.
- g) Veuillez noter que l'entretien devra être enregistré pour une transcription plus précise et correcte de l'entretien. Aucune des informations que vous fournirez, tant sous forme verbale qu'écrite, ne sera partagée avec quiconque à d'autres fins que cette étude.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

6. Quels facteurs peuvent influencer les milléniaux congolais lorsqu'ils envisagent d'acheter sur le marché informel de l'habillement en République Démocratique du Congo?
7. Comment les médias sociaux influencent-ils vos choix de mode?
8. Comment l'opinion des pairs affecte-t-elle l'intention d'achat de vêtements d'occasion par la génération Y congolaise sur le marché informel congolais?
9. Croyez-vous que la qualité des vêtements d'occasion affecte l'intention d'achat de vêtements d'occasion par la génération Y congolaise sur le marché informel congolais?
10. Comment la conscience des prix influence-t-elle l'achat de vêtements d'occasion par la génération Y congolaise sur le marché informel congolais?
11. Le besoin d'unicité influence-t-il l'achat de vêtements d'occasion par la génération Y congolaise sur les marchés informels congolais?

SECTION C : RENSEIGNEMENTS PERSONNELS

1. Veuillez cocher le tableau ci-dessous à côté de votre réponse

Sexe	Cocher (✓)
Masculin	
Féminin	
Préfère ne pas répondre	

2. À quel groupe ethnique congolais appartenez-vous?

Umpafu-Mwana MBUYA
 Sworn Translator
 Supreme Court
 Case no. 96/4522
 Cell. 083 440 3375

APPENDIX C:
CONSENT FORM



**“AN INVESTIGATION OF THE COMPONENTS INFLUENCING THE PURCHASE
DECISION OF CONGOLESE MILLENNIALS IN THE INFORMAL CLOTHING MARKET.”**

M.B.Sci (BUS5000W)

THE CONSENT FORM

Prepared For:

DR. PRAGASEN PILLAY

&

TENDAI MBUMBWA

Prepared By:

OLGA MOMAT KAKUDJI (MMTOLG001)

This study will provide valuable insights on the Congolese market through investigation and provision of information on Congolese millennials' purchase behaviour in the informal clothing trade in the Democratic Republic of Congo.



The Consent Form

Informal markets for fashion is a growing phenomenon around the world and more specifically in the Democratic Republic of Congo. Across different cities in the country, there are tents of vendors selling second-hand clothes. These markets are becoming millennials' shopping hubs as millennials are in the quest for uniqueness, fashion trends and value for their money. This research aims at investigating factors influencing millennials in the purchase of second hand clothes in the informal markets in the Democratic Republic of Congo.

The researcher would like for you to be a participant in this study. Your identity document is kindly requested to confirm that you belong to the demographic group of respondents for this study. Your identity will not be documented or shared with the responses you provide to the questions asked in the study. Only your signature is requested to show free, unforced consent to participate in this study. Anonymity will be maintained. This research has been approved by the Commerce Faculty Ethics Committee. The interview will take approximately 45 minutes to complete. You can withdraw from the interview at any time. There is no correct or incorrect answer, please answer honestly and freely. Should you hold any questions about the study, please do not hesitate to contact the researcher Olga Momat Kakudji (mmtolg001@myuct.ac.za) or the co-supervisor of this study Miss Tendai Mbumbwa (mssmbumbwa@gmail.com).

The Respondent's Consent

I acknowledge that I am participating in this study of my own free will and agree for this interview to be recorded. I understand that I may refuse to participate or stop participating at any time without penalty. If I wish, I will be given a copy of this consent form.

Signature

Date

APPENDIX D:
COMMERCE FACULTY ETHICS APPROVAL



Faculty of Commerce

Private Bag X3, Rondebosch, 7701
2.26 Leslie Commerce Building, Upper Campus
Tel: +27 (0) 21 650 4375/ 5748 Fax: +27 (0) 21 650 4369
E-mail: com-faculty@uct.ac.za
Internet: www.uct.ac.za



@Commerce UCT



UCT Commerce Faculty Office

Olga Momat

13/01/2020

School of Management Studies

University of Cape Town

REF: REC 2020/01/003

**Investigating the components that influence the purchase decisions
of Congolese millennials in the informal clothing markets**

We are pleased to inform you that your ethics application has been approved. Unless otherwise specified this ethical clearance is valid until 31 January 2021

Your clearance may be renewed upon application.

Please be aware that you need to notify the Ethics Committee immediately should any aspect of your study regarding the engagement with participants as approved in this application, change. This may include aspects such as changes to the research design, questionnaires, or choice of participants.

The ongoing ethical conduct throughout the duration of the study remains the responsibility of the principal investigator.

We wish you well for your research.

2020.01.13
14:39:46 +02'00'

Jacques Rousseau
Commerce Research Ethics Chair
University of Cape Town
Commerce Faculty Office
Room 2.26 | Leslie Commerce Building

Office Telephone: +27 (0)21 650 2695 / 4375

Office Fax: +27 (0)21 650 4369

E-mail: com-faculty@uct.ac.za

Website: <https://www.commerce.uct.ac.za/Pages/Ethics-in-Research>

"Our Mission is to be an outstanding teaching and research university, educating for life and addressing the challenges facing our society."

APPENDIX E:
SIGNED CONSENT FORM

R1

①

Le formulaire de consentement

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end, written over a solid horizontal line.

Date

Le 03.03.2020

A solid horizontal line, likely a placeholder for a date or another signature.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

R2

Le formulaire de consentement


Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



Date

le 03 Mars 2020

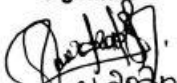
Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522 

R3

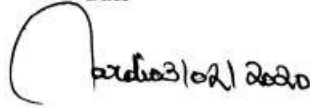
Le formulaire de consentement

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature


20/02/2020

Date


20/02/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

R4

Le formulaire de consentement

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

Date



04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court 
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

RS

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

A handwritten signature in black ink, appearing to be 'H. Mbuya', written over a horizontal line.

Date

04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

R6

Le formulaire de consentement

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



Date

Le 04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

27

Le formulaire de consentement

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



Date

2006/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

Rg

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

Date

 _____

04/03/2020

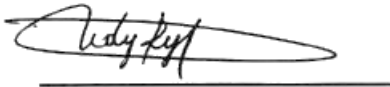
Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court 
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R9

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



Date

04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court 
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R10

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature


T. Madi.

Date

Mercredi 12/04/2020.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R11

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

Date

A handwritten signature in black ink, appearing to be 'F. Mbuya', written over a horizontal line.

A handwritten date 'Le 04/03/2020.' written in black ink over a horizontal line.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court 
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R12

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

Date



2020-03-04

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court 
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R13

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

A handwritten signature in black ink, consisting of several loops and a horizontal line at the bottom, positioned above a solid horizontal line.

Date

Le 04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R14

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



A handwritten signature in black ink, appearing to read 'Madiga', written over a horizontal line.

Date

16/04/03/2020

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

R15

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature



Date

Le 05/03/2020

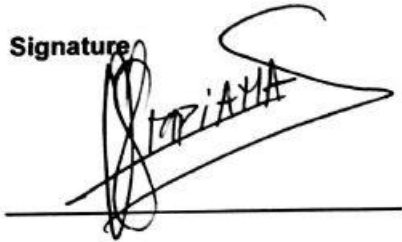
Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

Le formulaire de consentement

Rib

Je reconnais que je participe à cette étude de mon plein gré et accepte que cette interview soit enregistrée. Je comprends que je peux refuser de participer ou arrêter de participer à tout moment, sans pénalité. Si je le souhaite, je recevrai une copie de ce formulaire de consentement.

Signature

A handwritten signature in black ink, appearing to be 'Rib', written over a horizontal line.

Date

6/05/2020.

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

APPENDIX F:
SWORN TRANSLATION CERTIFICATE

**IN THE SUPREME COURT OF SOUTH AFRICA
(WITWATERSRAND LOCAL DIVISION)**

012 01/10/1996

CASE NO: 96/4532
P/H NO: 1000

JOHANNESBURG 5 March 1996
BEFORE THE HONOURABLE JUDGE STEGMANN

In the ex parte application of :-

MBUYA UMPAFU-MWANA (EX-PARTE)

Applikant

HAVING read the documents filed of record and having considered the matter:

IT IS ORDERED:

1. *That the proper officer places the name of the applicant on the roll of translators for translating from ENGLISH to FRENCH and from FRENCH to ENGLISH.*

BY THE COURT


REGISTRAR

Umpafu-Mwana MBUYA
Sworn Translator
Supreme Court
Case no. 96/4522
Cell. 083 440 3375

APPENDIX G:
INTERVIEW TRANSCRIPTS

INTERVIEW TRANSCRIPTS

PARTICIPANT 1: 03/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

- Yes

Were you born and raised in the DRC?

- Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Fashion is according to me, well; fashion is a way of... well in general. I consider clothing, it is a way of dressing up, well let me think, It is a way of dressing up or something that is new, it is a novelty in style.

2. How would you describe the fashion industry in DRC?

Well, according to me I see Wax clothes, clothes made out of Wax, traditional clothes and those clothes have to be correct, respectful worn by both men and women that is what Congolese fashion is

3. How you would describe the informal clothing market?

Well, I see clothes of different quality or something like that are sold in informal markets at different prices I think I can stop there.

4. To what extend are you familiar with the second-hand clothes

Well I don't go there all the time, I only go there when I see clothes that I like, its not like I go there every time. You cannot just go buy anyhow you to consider the quality first.

5. What will influence you buying second-hand clothes?

Often, I see clothes with a good fabrics like "mousline" that I really like and push me buy second-hand clothes, others I don't like.

6. What factors can influence Congolese millennials wen considering buying from the informal markets in DRC?

First of all, it is the “mousline”, if we compare the “mousline” from the informal markets and those from shops it is different. Us young girls it is the fabrics quality which is high quality than others

7. How does social media influence your fashion choices?

Often, it is based on what I see from post and pictures from pages on Facebook, you can click on those pages and then get a list of clothes that you like and then you would want to have those clothes.

8. How does peers' opinion affect the purchase intention of second-hand?

You can have your choice but you peer can contact you in that choice by saying you should buy that and not than so I can say it is in the choice.

9. Do you believe that the quality of second-hand affects the purchase intention?

You cannot buy any clothes, you can get something that after two or three days start to tear up, here the price is not that important, quality is important.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Price, I don't think so, they can tax you a high price but the clothe is not good that way you lose, I think with second-hand clothes we are taxed without taking in account the quality of clothes.

11. Does the need for uniqueness influence the purchase intention of second-hand clothes?

There are clothes that are better and those clothes aren't exposed everywhere, let us look at market Kabila for example, in those market you find clothes that you cannot find everywhere else. Clothes in the informal markets ae always unique compared to those sold in the boutiques because you find a lot of people with the same clothes.

SECTION C PERSONAL INFORMATION

1. Gender: Female

2. What Congolese cultural group do you belong to?

Kassai

3. Which year were you born?

1994

4. Which income group do you belong to?

Prefer not answer

5. Do you own a smart phone?

Yes, I own a smart phone

6. Are you on social media? If yes which one?

Facebook/ WhatsApp

PARTICIPANT 2: 03/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Fashion is a way of dressing up, which is up to date or current.

2. How would you describe the fashion industry in DRC?

Fashion industry in DRC tends not to have originality; we get fashion styles from the Western world, one we see that in movies or other media channels we copy. So I would say that Fashion industry in our country is influenced by two main factors: media and business.

Media from cinema and music

Business: based on what is proposed by business in the markets

3. How would you describe informal clothing markets?

First of all the thing that comes to mind is cheap clothes, unique, as we cannot find six identical clothes.

4. To what extent are you familiar with the second-hand clothes?

I came to familiarise with second-hand clothes when my parents stop paying things for me when I was 15 or 16 years old by now I go once every three months as one need to balance, some second-hand clothes and some new clothes.

5. What will influence you in buying second-hand clothes?

Three factors influence me:

- Unique clothes
- Durability
- These clothes are more affordable

6. What factors can influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

- Trends
- You get the get the occasion all the time, these markets are everywhere sometimes we don't plan to buy but we buy because we come across vendors selling second-hand clothes so I would say its accessibility

7. How does social media influence your fashion choices?

For example, I take American celebrities; the majority are the trends setters and from their posts on social media we can see what clothes will be sold in the second-hand clothing markets.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

It does, in the sense that a young folk who goes to university and want to have more clothes his/her peers will tell them it is better to buy 3 pair of jeans at \$30 than buying one pair of jeans at \$30. So peers; opinion is important in terms of price

9. Do you believe that quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Yes, it does sometimes; it is a bargain between the quality and the price. If a clothing doesn't have a good quality I will not buy it. However, I could buy when I don't have a choice and when the price is cheaper in that case quality is not that important.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

For informal markets, people are already informed about the affordability of the clothes. I would say that it is an important factor in influencing millennials to buy from informal clothing markets.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Absolutely, for clothes that are sold in boutiques their price, and their brands are known by everyone, whereas, in the informal clothing markets, the price remains a secret between the buyer and the seller

SECTION C PERSONAL INFORMATION

1. Gender

Male

2. What Congolese cultural group do you belong to?

Kanyoka

3. Which year were you born?

1989

4. Which income group do you belong to?

\$500-2500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes: Facebook- Instagram- WeChat-WhatsApp

PARTICIPANT 3: 03/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean for you?

For me it is be up to date, be trendy, you put forwards what is new_ so fashion is life in the present

2. How would you describe fashion industry in the DRC?

I think that in the DRC, we do not have a proper fashion industry, we tend to copy what happens in Europe, we do not have something proper to us, and all we do is try to be like other people we see in music video on Trace TV and so on

3. How would you describe the informal clothing market?

I think those markets are there to help those who don't have means, people who cannot buy from fashion boutiques, but I also think that these markets help everyone, rich and poor. For instance, some people who have means will say instead of spending \$10 or even \$50 on one piece of clothing, I can half on clothes then I can donate the remaining for charity. `

4. To what extend are you familiar with second-hand clothes?

Well, when I started with university, I was influenced by peers who would buy many clothes at a much cheaper price; plus in the informal markets you can bargain your price for those high hand clothes sold in the markets especially if you buy more which is not the case for clothes sold in the fashion stores

5. What will influence you in buying second-hand clothes?

Well what influence me firstly is the fact I do not see people with others. I remember I bought a dress in a shop but a couple of days later, I saw a woman selling fruits on the street with the same dress. It is discouraging when we find other wearing the same clothes in bad conditions.

Other than that, I also think that quality is another factor that affect me because if you a considerable amount in these markets, you are sure, you got something of a high quality even if there is still some Chinese here and there but the quality is surely higher than those in the stores are. Another factor is time, we might have a party coming up and you do not have time to go window shopping and because informal clothing markets are everywhere yu might get lucky and find a dress that you will wear for your party at a cheaper price. I belong to an association of young people so for me it is important to think about my contribution when spending and these markets work for me in the way that I can shop and still contribute to the cause.

6. What factors will influence Congolese millennials in the Purchase of second-hand clothes?

Price is low.

Quality and quantity meaning it is easier to get more clothes for less and for students it is even better as they have to go to school every day, for them it is a good deal buying from informal clothing markets.

7. How does social media influence you fashion choices

I can say that social media do not influence me as I like to do my own things even when other are against it or mock me I really don't care. I create my own fashion and I do not like to depend on other to do my things.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

I don't think they can as I am my own influence, even when my peers told me to buy something, the final decision was up to me. Therefore, if I decide that it okay with me then I buy.

9. Do you believe that quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

I think that there is an impact as the quality is excellent for second-hand clothes

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

I do not think so, there are people who want to wear high hand clothes and for those people cheap clothes are not worthy. But I could also add that it depends on each other and their preferences

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

I can say yes because everyone will want to know you bought it and better yet once, you get to the markets you get something even better.

SECTION C PERSONAL INFORMATION

1. Gender

Female

2. What Congolese cultural group do you belong to?

Tshokwe

3. Which year were you born?

1989

7. Which income group do you belong to?

\$0-\$500

1. Do you own a smart phone?

Yes

Facebook-Messenger-WhatsApp-Immo

PARTICIPANT 4:

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean for you?

Fashion means to be chic, to be up to date. Also fashion depends on people's beliefs or the church where I go we cannot dress a certain way. Fashion for me is the way to express myself, people should see something in me in the way that I dress. In short it is a message that I want to convey to others.

2. How would you describe fashion industry in DRC

In DRC there is not fashion industry, people dress for the same of it. People dress in a basic manner. There is no fashion week, so that people will know what is trending. Most of the time people dress by copying others.

3. How would you describe the informal clothing market?

It is something that helps a lot of people in the sense that everyone can afford. It is cheap and nice. If you have a fashion flair then you should go to these markets. Clothes are nice and unique plus it is durable even if it is used it still strong

4. To what extent are you familiar with the second-hand clothes?

I am a bit familiar with second-hand clothes, I like them but I buy them rarely but if I have an opportunity then I buy. Otherwise, I like clothes coming from South Africa mostly because that is where I usually get my clothes.

5. What will influence you to buy second-hand clothes

The fact that it is unique and fashionable

6. What factors will influence other Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

Price first and quality and quantity_ this means that when you have like CDF5000 you can get many clothes. As for quality, second-hand clothes have that thing, and even if they are used they keep their glow and the fabric feels good and you can wear it over and over again the fabric will still be good; unless you are not clean and neat that way your clothes will be worn out.

7. How do social media influence your fashion choices?

The fact that everyone is connect to social media like Instagram or Facebook and the fact that there are a lot of influencers and fashionistas, when girls especially see that they want to be like those people they see on post so that people will compliment them. Social media influence mainly girls, as they want to copy what they see on posts.

8. How do peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Here if they see something on their friend they got from informal clothing markets, then if they know the markets they will go have a look but if they are not used to these markets they can ask their peers to take them with. In other words, the unique pieces we see our peers with, push us to go buy from informal markets.

9. Do you believe that quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Well, quality weights because people prefer to buy second-hand clothes for their durability compared to the one sold in the stores, second-hand clothes keep their glow

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

People consider price an important factor when considering buying from informal markets because they tell themselves, with the little money I have I can the same piece of clothing in the market but at a cheaper price, it may not be the same brand but I can a similar print or even make. So price plays an important role in that regards.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Well it depends from person to another. The majority of the people prefer to buy from the informal markets is mainly because of the price but there are some people who like to look like the next in that regard they want to go the shops to get the same piece of clothing as their neighbour or something.

SECTION C PERSONAL INFORMATION

1. gender

Female

2. What Congolese cultural group do you belong to?

LubaKat

3. Which year were you born?

1989

4. Which income group do you belong to?

\$500-\$2500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook_ Instagram _ WhatsApp _Twitter

PARTICIPANT 5:

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SETION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

I will say, it is a way to appear in front of people, a way to be up to date based on what you are wearing. Speaking of fashion, some people think of brands that you have. But for me it is a way to be up to date in relation to how you dress.

2. How would you describe the fashion industry in DRC?

Often here in DRC, we look up to our musicians and politicians as a reference to what the types of brands. I can take the example of the former Prime Minister MATATA MPONIO when

he used to wear his red tie, which quickly became a trend in the political world so that what I can say. So or me I will say those are the two things: our musicians and our politicians.

3. How would you describe the informal clothing market?

Particularly, I really like second-hand clothes because I consider them as durable. But in DRC, due to the fact that we are infiltrated by Chinese and Indians, they have lost the impact they had before. I would say, for us Congolese we don't need quality but rather quantity, these Chinese and Indians sell a bulk and at a very cheaper price but the quality is poor. There are some second-hand clothes that more durable than what we are sold by Chinese and Indians in the shops. The more we are invaded by Chinese and Indians, second-hand clothes do not have a positive impact anymore. I will take an example of the suburbs, a lot of young girls prefer to buy clothes from Chinese shops where they can get more for less.

4. To what extend are you familiar with second-hand clothes?

For me, I got acquainted with these markets when I was a student I really liked them, the moment I got some money I preferred going to shop for second-hand clothes as compared to nowadays. Today I am no longer a regular I buy from informal clothing markets one or let just say a maximum of twice a month.

5. What will influence you buying second-hand clothes?

It is more the quality of clothes, for me it has to do with quality at 100%.

6. What factors can influence Congolese millennials when considering buying

We can look at price and quantity. In terms of price, here in DRC when someone goes to the shop to buy clothes we have the preconceived idea that in the boutiques clothes are very expensive compared to the informal markets. In terms of quantity, we love quantity than quality, I rather have more things for less. However, there is always exception some people like quality than quantity. For students, they would rather have more clothes so that every day they can change their clothes so for them quantity is important.

7. How does social media influence your fashion choices?

Speaking of social media, me personally I have pages that I like based on clothes that I like. From those pages, since I work for the government, I like pages on Facebook where they sell suits or shoes and it influence me in the sense that if there any novelty in suits styles then I can check it on the page and if someone is selling them then I know what to buy.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

According to on that question, when I have to buy from the informal clothing markets I go alone; there is no one who influence me.

9. Do you believe that quality of second-hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

There I will say, it depends from one person to another. But for me quality influence me. Some people will tell I don't like second-hand clothes and another will tell that they like them, everyone has their own reason but for me the most important reason, it is quality. Some other people I will say it is quantity that affect their intention to buy second-hand clothes.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

First, I do not have a distinctive idea on what is expensive and what is not. When I have planned to go shop for my clothes price is not really an issue.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Of course, clothes that are sold in shops are very popular than those in the informal clothing markets.

SECTION C PERSONAL INFORMATION

1. Gender

Male

2. What Congolese cultural group do you belong to?

LUBAKAT

3. Which year were you born?

1986

4. Which income group do you belong to?

\$500-\$2500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook _ WhatsApp

PARTICIPANT 6:04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean for you?

Fashion is in the first place something we have copied for example from TV. I give an example, when Fally IPUPA sings with let's say a tight pant, us as young people we will look for the pants. He has created the trend and we follow in his steps maybe as a musician they dress a certain way for their video clips but when we see that, we influenced to get the same brand as Fally IPUPA. So fashion means we inspire from singers, movie stars and so on.

2. How would you describe fashion industry in DRC

Fashion industry well, if it based in DRC it means that it has to have the support of the people because you cannot sell something people don't like. Here in DRC we don't have a fashion industry because we copy from the outside. Even when you see Rihanna music videos, a lot of girls try to dress as them but Congolese fashion is more about old time, long skirts, natural hair and no make-up. But European fashion is what we mostly copy. But our fashion is what I

just listed_ natural hair and so on but our youngsters dress according to the European fashion style.

3. How would you describe informal clothing markets?

Us as Congolese we like second-hand clothes because they are durable and they are original even though they were once used. We like them because they are strong and unique and even when you wash them repeatedly they do not lose their colour. However, second-hand come in three different quality classes _ there is those called first quality, second quality and third quality. Nevertheless, those in first class quality are the best maybe they were used only once before sending them here; many people prefer second-hand clothes than those sold in shops because those ones lose their colour and they last long, so we prefer second-hand clothes but the first class ones. However it also depends on financial means because sometimes you get second-hand clothes that are more expensive than the clothes sold in the shops that's the difference. But the price is also not bad.

4. To what extend are familiar with the second hand clothes?

I know these markets from habits, I go there and sometimes buy from there so I have good memories from these markets because you can find socks, tank tops and even underwear all of them is of good quality, it is natural cotton and it feels good plus the price is awesome, I have had good experience with these markets.

5. What will influence you buying second-hand clothes?

What influence and attract the most in the second-hand clothing markets is quality. Originality and even price. For example if you find Converse sneakers in these markets, be sure that they are the real deal and it last long. So what attracts me is quality, originality and it last long.

6. What factors can influence Congolese millennials when considering buying form the informal clothing market in the Democratic Republic of Congo?

Factors that influence other young people to buy second-hand clothes is price because not everyone has means to buy from shops and another thing is the price is negotiable. As here in Lubumbashi the best markets are in Nkenya there you get everything even bed sheets. If

you want to negotiate the price in shoes, you get a price reduction of price but in these markets, the reduction in price is very important.

7. How does social media affect your fashion choices?

Well social media are influential in the choice of our fashion is based on the pictures posted on Instagram, Facebook and it gives us that desire to dress as celebrities, it really attracts us as we are influenced by musicians, pastors but it is mostly musicians than pastors that influence us

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Absolutely, when they see me with a shirt and they like then, they will also want to know where I got the shirt from that is how my friends and I influence each other.

9. Do you believe that quality of second-hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Very much as we were mainly influenced by quality firstly then price and durability, these clothes do not lose their colours, even when washed with different soap.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Prices are negotiable in these markets and when we get price reduction, it is a considerable reduction, which we do not get in the shops.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Yes, and mostly when you buy clothes from informal clothing markets it gives you value and you stand out because you are unique and this influences even more to buy from these markets

SECTION C PERSONAL INFORMATION

1. Gender

Male

2. What Congolese cultural group do you belong to?

TABWA

3. Which year were you born?

1985

4. Which income group do you belong to?

\$0-\$500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook _ Messenger _ WhatsApp

PARTICIPANT 7: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Fashion is something like clothes maybe but clothes that are new and trendy

2. How would describe the fashion industry in DRC?

It is the way that Congolese people dress up, Congolese people like to dress up especially novelty.

3. How would you describe informal clothing markets?

These are second-hand clothes. Some like them and others do not but me personally, I wear because I am not fussy.

4. To what extend are familiar with second-hand clothes?

They come wrapped in balloons that how I know them

5. What will influence you buying second-hand clothes?

What pushes me to buy second-hand clothes is because clothes are nice and they are durable than the ones sold in shops and these clothes keep their colour.

6. What factors influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

What influence Congolese millennials also influence me; there is quality and durability depending on how you take care of it these clothes can last long.

7. How does social media influence your fashion choices?

I am not influence by social media I dress up on my own

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

If they got something nice then it will push me to in the markets to find something as well.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Therefore, I like to buy my clothes in the informal clothing markets, when I get a nice pair of pants, good quality and bring it home then people start to ask me where I bought then I can take them or give the address where I bought it.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Price plays an important role. A lot of people have the perception that second-hand clothes are cheap but there are those ones that are original, in this regard price is an important factor

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Of course, because clothes from informal clothing markets are unique; in the shops we find there is too many of one piece o clothing whereas in the informal market it's individual pieces.

SECTION C PERSONAL INFORMATION

1. Gender?

Male

2. What Congolese cultural group do you belong to?

KASSAI

3. Which year were you born?

1989

4. Which income group do you belong to?

\$500-\$2500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook_ WhatsApp

PARTICIPANTS 8: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECION B INTERVIEW QUESTIONS

1. What does fashion means for you?

When I hear fashion I see culture in the sense that every people has their that shapes culture their fashion

2. How would describe the fashion industry in DRC?

Personally, for me in the DRC there is no fashion industry based on my knowledge I could say there is no fashion industry in DRC.

3. How would you describe informal clothing markets?

They are beautiful clothes that I like and own.

4. To what extend are you familiar with second-hand clothes?

I know second-hand clothes as being normal clothes

5. What will influence you buying second-hand clothes?

Those clothes are unique and durable

6. What factors influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

For me I would say that those clothes have nice colour, they are unique and they are durable

7. How does social media influence your fashion choice?

Social media don't really influence me

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Peers' opinion is important as many of us buy from informal clothing markets

9. Do you believe that the quality of second-hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Quality is good that's what influences people

10. How does price consciousness influence the purchase of second hand clothes by Congolese millennials from the Congolese informal market?

Price is balanced in these markets in the sense that you can get a pair of pants that you bought at a certain price but when you get to these markets you can get the same pants at half price.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Many people like unique stuff and it's the reason that pushed people to buy from informal clothing markets

SECTION C PERSONAL INFORMATION

1. Gender

Male

2. What Congolese cultural group do you belong to?

MUSWALI

3. Which year were you born?

1994

4. Which income group do you belong to?

Prefer not to answer

5. Do you own a smart phone?

No

6. Are you on social media? If yes which one?

Yes, Facebook _ YouTube _ Snapchat

PARTICIPANT 9: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean for you?

Fashion has to do with trends in young people way of dressing. It is what I loved by young people, so in short for its trends

2. How would describe the fashion industry in DRC?

DRC borrows Western fashion because that fashion that is consumed by young people is mainly fro the outside. I would say that DRC doesn't have its own fashion.

3. How would you describe informal clothing markets?

These markets are the foundation of Congolese fashion and it allows everyone to have clothes for less and to taste good fashion clothes. So for me it is important for us Congolese

4. To what extend are you familiar with the second-hand clothes?

Second-hand clothes are sold everywhere, they are sold in all markets of LUBUMBASHI and along the streets in the evening so they are accessible wherever.

5. What will influence you buying second hand clothes?

The factors that influence are quality and affordability. There is absolutely no difference between those who shop from informal clothing markets and those who shop in boutiques it is a matter of a nice dry cleaning and you can give that glow to your second-hand clothes

6. What factors influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

Quality and price influence us the most.

7. How does social media influence your fashion choices?

Social media influence us a lot in the shopping sites and also they keep us informed about what clothes are trendy and that is how we are influenced by social media.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Others' opinion is important in the sense that some people look down on these clothes but for those who are informed and know the quality of these clothes and know fashion they can help on how to get the best quality of these clothes

9. Do you believe that quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Absolutely, most of the time the quality of second-hand is good there is no difference between their quality and the quality of clothes from the shops. Some people buy second-hand clothes, give them a quick dry cleaning and they can exposed them in their boutiques. So you see quality is very good and original there no fake.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Prices are very cheap not like clothes from boutiques or shops, they are affordable

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Yes it one of the factors that influence people to buy second-hand clothes, when you buy something from the markets it is rare to see another person with the same clothes

SECTION C PERSONAL INFORMATION

1. Gender?

Male

2. What Congolese cultural group do you belong to?

MUKONGO

3. Which year were you born?

1990

4. Which income group do you belong to?

Prefer not to answer

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook

PARTICIPANT 10: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean for you?

Well, fashion makes me think of clothes and everything that is trendy

2. How would describe the fashion industry in DRC?

I do not know if there is really clothes manufactured locally, all I know is there are second-hand clothes that are imported and sold to us here.

3. How would you describe the informal clothing markets?

Well informal clothing sellers leave the designated place allocated by the government and sell informally everywhere when they are not supposed to that is how I can describe them.

4. To what extend are you familiar with second-hand clothes?

Well, we see them everywhere and it might happen that we buy from them, it really frequent

5. What will influence you buying second hand clothes?

I would say it is the price that is very affordable. Compared to clothes we buy from shop. Something else, let's look at a family with many children as you know us African have big families and if we don't have financial means to buy quality clothes to children then we are obliged to get second-hand clothes.

6. What factors can influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

It depends on social class. I do not see a young girl who does not have a lot of money to buy luxury clothes.

7. How does social media influence your fashion choices?

I would say yes, from their marketing for instance, there is a channel based in Tanzania, what they do is they create a group on WhatsApp for Congolese and often publish products they sell such as clothes, bags, shoes etc. if you are interested you send them money and they send you your product so yeah it's marketing. There is something else, there boutiques in Lubumbashi that have a page on Facebook and they pay for their marketing so that when you log in you can see what they have and if you are here you can always go have a look should you be interested.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Yes, it can influence; we do not have the same background and we do not come from the same social class. In that I think peers' opinion influence as you might somewhere and you start dressing according to the people you hang out with or the places where you hang out

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

No in informal clothing markets there is no quality

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Price can influence because it is cheap but quality is not the best either

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

I hear people saying that second-hand clothes are not popular like those sold in shops but personally I really don't know

SECTION C PERSONAL INFORMATION

1. Gender?

Female

8. What Congolese cultural group do you belong to?

KASSAI

9. Which year were you born?

1992

10. Which income group do you belong to?

Prefer not to answer

11. Do you own a smart phone?

Yes

12. Are you on social media? If yes which one?

Facebook _ WhatsApp

PARTICIPANT 11: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Well in fashion I see emergence, development and liberation because our ancestors we living differently to us.

2. How would you describe the fashion industry in the DRC?

Congolese fashion depends on behaviour, tribe and on evolution. If you look back, our grandfather, our uncles in their time things were different, they can say they used to wear big pants but today things have changed; they can also say that they used to send messages in letters but today we have the internet, Facebook and all that they used the post office to get their letters across but us we have Cellphones so we can just buy airtime and we can send the message directly to the person that we want to contact.

3. How would you describe the informal clothing market?

Informal clothing markets is an unavoidable fact, it is everywhere you can even see it in documentaries in countries such as France it exists, in the USA as well, here in Africa it's even more popular and bigger, some people even make money out of it. It is movement that started just like that. But here in our country, I would have preferred there was a designated place for those who sell clothes informally because there is a lot complaints that they live the town untidy so if there was place just for that it would help a lot.

4. To what extend are you familiar with the second hand clothes?

Well, this movement started even before I was born so I just know the movement to what it is now. It is something that happens in a society even those who were born before me those who lived during the reign of MOBUTU they used to say that there was a movement of second-hand clothes and this movement still exist till today.

5. What will influence you buying second hand clothes?

With regards to buying second-hand clothes the first that I always mention is the price because there affordable, you can find a beautiful shirt or some pants at an affordable price. Apart from the price there is the issue of time, some people don't have time to go window shopping or even go from shop to shop to buy clothes. In addition, there is also the issue of impression in the sense when you considering buying a shirt in the shop, you have the feeling that it is some kind of uniform because there is a lot of the same shirt but this is not the case in the informal clothing markets where things are unique.

6. What factors can influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

Well for Congolese millennials I would say it depends in financial means, everyone lives according to what they have they have in their pockets. It's also depends on personal reasons. I can also add that it is matter of will and choice, I had friends who always said that they like second-hand clothes and they praised them a lot; it's also a matter of behaviour and habit. There are people who really like these clothes and those who do not.

7. How does social media influence your fashion choices?

According to me social media has helped me a lot to get acquainted with some big fashion brands such as Nike, Jean-Paul Gauthier, Gucci, Givenchy, so if you are on social media you get to know more about brands.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

It depends from one person to another, some people are fan of second-hand clothes and others prefer clothes from fashion boutiques even though there might three or four people wearing the same clothes. It also a matter of financial means.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Well, I would say that quality counts; the same shirt with the same fabrics and brand sold at \$30 in fashion boutique costs way cheaper in the informal clothing market so someone can decide to buy in the market than buying in the shops. Plus you can get clothes that you have always wanted and even you size in the informal clothing markets.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Price is also an important because you get good quality for less

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

I am a fan of the need of uniqueness, being unique and standing out I really like

SECTION C PERSONAL INFORMATION

1. Gender?

Male

2. What Congolese cultural group do you belong to?

LUBAKAT

3. Which year were you born?

1989

4. Which income group do you belong to?

\$0-\$500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Facebook _ WhatsApp

PARTICIPANT 12: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B ERVIEW QUESTIONS

12. What does fashion mean to you?

Fashion is something new

13. How would you describe the fashion industry in the DRC?

According to me I can say that young Congolese dressed really bad, for instance where I live as soon as it get dark you start seeing young girls almost naked. This was not the case when I was growing up because back then it was covering up and dressing respectfully.

14. How would you describe the informal clothing market?

What I see is different type of clothes: tops, pants, tank tops, skirts etc.

15. To what extend are you familiar with the second hand clothes?

When you are at the market you hear sellers shouting to attract clients to them

16. What will influence you buying second hand clothes?

I look at how nice a piece of clothes is before I get buy and also there is the price.

17. What factors can influence Congolese millennials when considering buying form the informal clothing market in the Democratic Republic of Congo?

Lack of financial means

18. How does social media influence your fashion choices?

I am not on social media so it doesn't affect my choice

19. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

No one influence me, I cannot buy just because someone tells me to or because they bought, I buy in my own time.

20. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

When I want to buy clothes for kids I go to these markets, I just like their quality and the glow

21. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

I don't buy because of the price I go for how beautiful the clothes are.

22. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

This need attract people as we all want to be complimented and stand out. Let's say you have skirt then people ask you this look nice did you buy it in the shops? While you got it from the informal markets.

SECTION C PERSONAL INFORMATION

1. Gender?

Female

2. What Congolese cultural group do you belong to?

RUND

3. Which year were you born?

1993

4. Which income group do you belong to?

Prefer not to answer

5. Do you own a smart phone?

No

6. Are you on social media? If yes which one?

Not on social media

PARTICIPANT 13: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Fashion for me it's a style, when I hear fashion I see a particular style for a particular period of time. For example in the past our fathers had their way of dressing and living which is completely different from ours. So I would say that fashion is a way of living in a particular period.

2. How would you describe the fashion industry in the DRC?

Well, speaking of the fashion industry, I can say that it is not the top, it does not evolve. You see today, especially in Africa we hear about Angola fashion, Togo Fashion but ours is not

going anywhere it is stagnant. I remember, Angola fashion has evolved tremendously you see there are studies that are being conducted and there is continuous growth but in DRC is not the case.

3. How would you describe the informal clothing market?

In short, those markets are important for many Congolese, as you know, DRC is a developing country and when we refer to developing countries, we see hunger and poverty. So those informal clothing markets balance the lives of poor and if they did not exist the poor wouldn't be able to have clothes. I would say that they allow people from different walks of life to be able to afford clothes. These markets are not to be destroyed but to keep because in DRC 90% of the population is poor and they get their clothes from informal markets.

4. To what extent are you familiar with the second hand clothes?

I have a habit of buying from informal clothing markets and wearing those clothes. And also some people say that second-hand clothes are not popular, they not like a uniform that you can see a lot of people with, these clothes are rare. I can give an example, a store can have pants in their stock, it will be the same style but different colours right? But in the informal clothing markets it's different you can have a pair of jeans and people will ask you where you bought from because there is a variety of unique clothes

5. What will influence you buying second hand clothes?

What influence me the most is the fact that second-hand clothes are durable and they are not expensive plus considering my social class, I can mostly afford second-hand clothes than buying from the shops or boutiques because second-hand are more affordable.

6. What factors can influence Congolese millennials when considering buying form the informal clothing market in the Democratic Republic of Congo?

What influence Congolese millennials to buy second-hand clothes is the fact I can have CFD 30,000 (equivalent of R300) I can easily get 10 clothing pieces, so I would say that what influence young Congolese is quantity. Young Congolese have that tendency of wanting to stand out and appear in different clothes as a result they want to wear this colour pant on

Monday another colour on Tuesday and so on. Now tell me if they don't have enough money, they would prefer buying from informal clothing markets to have more clothes to show off, remember young Congolese like to show off a lot, it is something that you should write down. I have an example, when I used to be on campus my female friends used to say that they cannot come to school with the same clothes over and over again they want to have more clothes to be seen, so with a little money they could in the informal clothing markets and get more clothes.

7. How does social media influence your fashion choices?

Speaking of trends, social media influence me by keeping me up to date with fashion trends. Therefore, when things change, social media are there to inform us about the types of clothes that are in vogue now. Fashion is like technology as it evolves every day so social media keep us in the loop about the changes.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

I think when you have used to buy second-hand clothes all you need to do is influence your friends or peers and that is mostly done through word of mouth. What happens here is that I can take my friend where I bought my clothes and introduce them to the people to whom I bought from. So there are two things here (1) a movement and (2) the action. You see where there is many young people, the influence is greater for instance at school or at churches in young people's associations or movements.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

No I don't think so. The most important thing that influence us in buying second-hand clothes is the affordable prices. A lot of people say that second-hand clothes have poor quality because they were once own by someone and we have no clue for how long that person had those clothes for. So for me price is the main factor in influencing the purchase of second-hand clothes.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Price is the main factor to influence the purchase of second-hand clothes

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Absolutely, as I said in the beginning, when you buy let's say a t-shirt from the shop, it will happen that one day you find more than four people wearing the same t-shirt as you but young people don't like that as they want to stand out. And a lot of young Congolese buy second-hand clothes and take them to dry cleaning and some go further to expose those clothes in their shops and no one can make a difference between used clothes and new one.

SECTION C PERSONAL INFORMATION

1. Gender?

Female

2. What Congolese cultural group do you belong to?

KASSAI

3. Which year were you born?

1994

4. Which income group do you belong to?

Prefer not to answer

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook _ WhatsApp

PARTICIPANT 14: 04/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

According to me it is a trend in style and beauty, it is a novelty in fashion style and beauty.

2. How would you describe the fashion industry in the DRC?

The fashion industry in DRC is growing at a very slow pace. I think there is not enough support for designers in the industry, we have maybe one or two designers in the country but they have difficulties creating and show casing their work due to lack of financial support. As you know art is expensive and in our nature as Congolese, we do not like paying more for things, we prefer to buy what is affordable.

3. How would you describe the informal clothing market?

Informal clothing markets are booming here in our country, we love buying second-hand clothes from time to time we go check what they have in the markets and we easily buy those clothes as compared to brand new clothes sold in the shops.

4. To what extend are you familiar with the second hand clothes?

We come across second-hand clothes from big markets, most of the big markets have a section where they sell second-hand clothes but sometimes you see vendors on the streets selling but most of the time I find them in the markets.

5. What will influence you buying second hand clothes?

Quality of clothes sold in the informal clothing markets is different from the brand new clothes sold in the shops. Generally, in the shops, the quality is often questionable and the price are too high. For instance, if you are looking for a cotton tank top and you go to the shops you might get a good one but it will cost a lot but if you go the informal markets then you are sure to find that cotton top at a much cheaper price. Therefore, if you do not find what you are looking then you would have no choice but go to the shops informal clothing markets are our first stop. In short, there is quality, quality of fabrics and the price.

6. What factors can influence Congolese millennials when considering buying form the informal clothing market in the Democratic Republic of Congo?

The factor that influence Congolese millennials according to me is the word of mouth communication. For example, I can buy something from the markets and then tell my friend about it; they will ask me how much did you pay for it. In addition, knowing how affordable clothes are these markets, they will go to the markets the next day and so on.

7. How does social media influence your fashion choices?

Well, social media is influencing our fashion choices in the sense that people who have their fashion boutiques and shops are not limited to adversities on TV and Radio anymore, they use the internet to present their products. When we go on social media and we like their clothes then we can buy.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Peers' opinion is influential with regard to the price, if I have CDF5000 (equivalent of R50) and I go shop in the informal clothing market I will come back with a pair of pants, a tank top and socks and I go to the shop clothes are expensive that is how we influence one another. You see there is also luck that comes to play when shopping in the informal clothing markets, you have to walk and see what there is before you can find what pleases you. I would also say that it's the satisfaction that others get from these informal markets that contaminate us. Nevertheless, what bring us there its curiosity and with curiosity comes that habit and

satisfaction. I can go to the market and get a pair of jeans but when you get there, you might get a skirt and a tank top and so on.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

No quality is not the factor that influence. As I said earlier luck the main factor not quality, when you go to these markets you find things you like by chance. If someone says that, he/she buys second-hand clothes for quality that is not correct because there are things that you cannot find in these markets. Let us say you want to buy a nice suit I really do not think you can go buy it in the informal clothing market, you will go somewhere appropriate for that.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Well not necessary, for instance you cannot pay the same price every time you go to the markets price is subject to constant change according to each seller. Therefore, they charge you based on how much they bought their balloon at.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

At 70 % yes, again it is by chance that you find a clothes that you like and trust me it will be difficult to find that piece of clothing with someone else

SECTION C PERSONAL INFORMATION

1. Gender

Female

2. What Congolese cultural group do you belong to?

LUBAKAT

3. Which year were you born?

1985

4. Which income group do you belong to?

\$0-\$500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, WhatsApp _ Facebook

PARTICIPANT 15: 05/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

For me everything that is trending is fashion, it encompasses everything. Well fashion can also be trends and what is popular on the market.

2. How would you describe the fashion industry in the DRC?

According to me I would say the fashion industry in DRC is in decline because everything we have comes from outside, we have more fake things than original and things that come from the outside is really bad quality especially products from China.

3. How would you describe the informal clothing market?

Well, informal clothing markets constitute clothes that come from the outside that are used and they are of good quality. The truth is we buy more second-hand clothes than brand new from the shops but the only problem is they are used.

4. To what extent are you familiar with the second hand clothes?

Well, I often buy second-hand clothes than new clothes so I am familiar with. Moreover, to be honest I prefer second-hand clothes than clothes sold in the shops.

5. What will influence you buying second hand clothes?

Often in the informal clothing markets clothes are of a good quality and you cannot find anywhere else or with another person, also clothes are durable even though they are used and the price is affordable.

6. What factors can influence Congolese millennials when considering buying form the informal clothing market in the Democratic Republic of Congo?

I could say that it is for the same reason I stated, first of all the price is affordable and the quality is good and these clothes are accessible for everyone.

7. How does social media influence your fashion choices?

How does social media influence your fashion choices?

In a way yes, because people post good stuff on their pages, some even send us pictures of clothes, shoes and bags but most of the time we do not have the means to afford it due to the price and other constraints such way to send money and lack of trust. But when it comes to fashion choice I inspire myself from the posts I see o social media and it does influence me a lot so when I get to the market and I see something similar I buy it that's for sure.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

I think so because the more you listen to friends, family and others telling their experience on where they buy their clothes, without any doubt, you will also be influenced. And remember a lot of people buy second-hand than brand new so they exchange their experience.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Quality is an important factor when buying second-hand clothes because contrary to the shops where you don't have many options in the informal clothing markets you have many options because you walk around until you find what you are looking for.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Both quality and price are the main factor that influence people in buying from informal clothing markets.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

For me personally the need for uniqueness is very important because I like to stand out and be unique, I do not like things that everybody has.

SECTION C PERSONAL INFORMATION

1. Gender?

Female

2. What Congolese cultural group do you belong to?

LUBAKAT

3. Which year were you born?

1986

4. Which income group do you belong to?

Prefer not to answer

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Yes, Facebook - WhatsApp

PARTICIPANT 16: 05/03/2020

SECTION A FILTER QUESTIONS

Were you born between 1985 and 1995?

Yes

Were you born and raised in the Democratic Republic of Congo?

Yes

SECTION B INTERVIEW QUESTIONS

1. What does fashion mean to you?

Fashion is a style of dressing of the moment. I take the example of that singer who was wearing a certain print in his video clip and people started calling that style YA MADDO (the title of the song) and that print took over the fashion world in our country from 2015 to 2017. It can be a way of dressing up for a given period in time which people try to adapt to. Example in the years 2003 and 2006 all the young people wanted to wear faded jeans in those years.

2. How would you describe the fashion industry in the DRC?

In DRC often, fashion is transmitted through music, football stars and politicians sometimes. Nowadays, when a person wants to get married they prefer to wear a three quarter suit because they have seen it with French people on TV in order to appear as a young man from Marseilles or Paris.

3. How would you describe the informal clothing market?

Informal clothing markets are in my opinion, a rescue hub where with little money you can have some clothes as compared to fashion boutiques.

4. To what extend are you familiar with the second hand clothes?

Second-hand clothes are wrapped in balloons called here "jittes" or "Combo" which how we refer to second-hand clothes here. They come from Tanzania or China.

5. What will influence you buying second hand clothes?

What influence our purchase of second-clothes is first of all quality and then prices. You will notice around sunset, the price of second-hand clothes is even cheaper because sellers are trying to get rid of their stock and guaranty that they can bring food to their homes.

6. What factors can influence Congolese millennials when considering buying from the informal clothing market in the Democratic Republic of Congo?

What influence Congolese millennials to buy from informal clothing markets is the fact that with little money you can get more clothes than you expected. For example if you have CDF10, 000 (equivalent of R100), you go look for pants, with that amount you can get two or three pants in good condition. However, if you go to the shop with the same amount I do not think you will be able to get anything.

7. How does social media influence your fashion choices?

Social media have an impact on the way we dress. There are people who post pictures on WhatsApp and indirectly selling their products and how to style them. So if someone is in GOMA for instance and they see my post on WhatsApp, they can call to get more information on the clothes they saw then send via an electronic channel such as Airtel or orange money then I can in return send him/her the clothes they liked.

8. How does peers' opinion affect the purchase intention of second hand clothing by Congolese millennials from the Congolese informal market?

Yes, mostly it happens with young female students, when they get a nice top from informal clothing markets, they go brag to their friends and especially if the quality is good then all her peers will then go check the markets for tops. So young people influence each other but the influence can be positive or negative. For example, you may find a dishonest seller who may have stuck a false label on a pant with a hole on it. When you see the pants you are happy because you think you found a nice brand without knowing that there a hole underneath. Once you get home, the label may fall and you see that hole which will be such a bad experience.

9. Do you believe that the quality of second hand clothes affects the purchase intention of second hand clothes by Congolese millennials from the Congolese informal market?

Well there are people who are attracted by the quality of second-hand clothes within a population. Therefore, for someone who used to buy from informal clothing markets he/she know about the quality and they are comfortable buying there. For those who are used to buying

brand new clothes from the shops then they do not think second-hand clothes have good quality.

10. How does price consciousness influence the purchase of second hands clothes by Congolese millennials from the Congolese informal market?

Absolutely, I will go back to the example I gave earlier about having CDF10, 000 and getting more than two pants. So people are mostly attracted by the price and what they can get with the little they have.

11. Does the need for uniqueness influence the purchase of second hand clothes by Congolese millennials from Congolese informal markets?

Well, it is rare to see duplicated of clothes with other people but there ae cases where children clothes such as batman or turtle ninjas those clothes can easily been seen with other kids. It is also the case when people buy KFC T-shirt they don't know what it means and why they buy it those cases you can find someone else with that same t-shirt.

SECTION C PERSONAL INFORMATION

1. Gender?

Male

2. What Congolese cultural group do you belong to?

Kassai

3. Which year were you born?

1993

4. Which income group do you belong to?

\$0-\$500

5. Do you own a smart phone?

Yes

6. Are you on social media? If yes which one?

Facebook _ WhatsApp _ Messenger

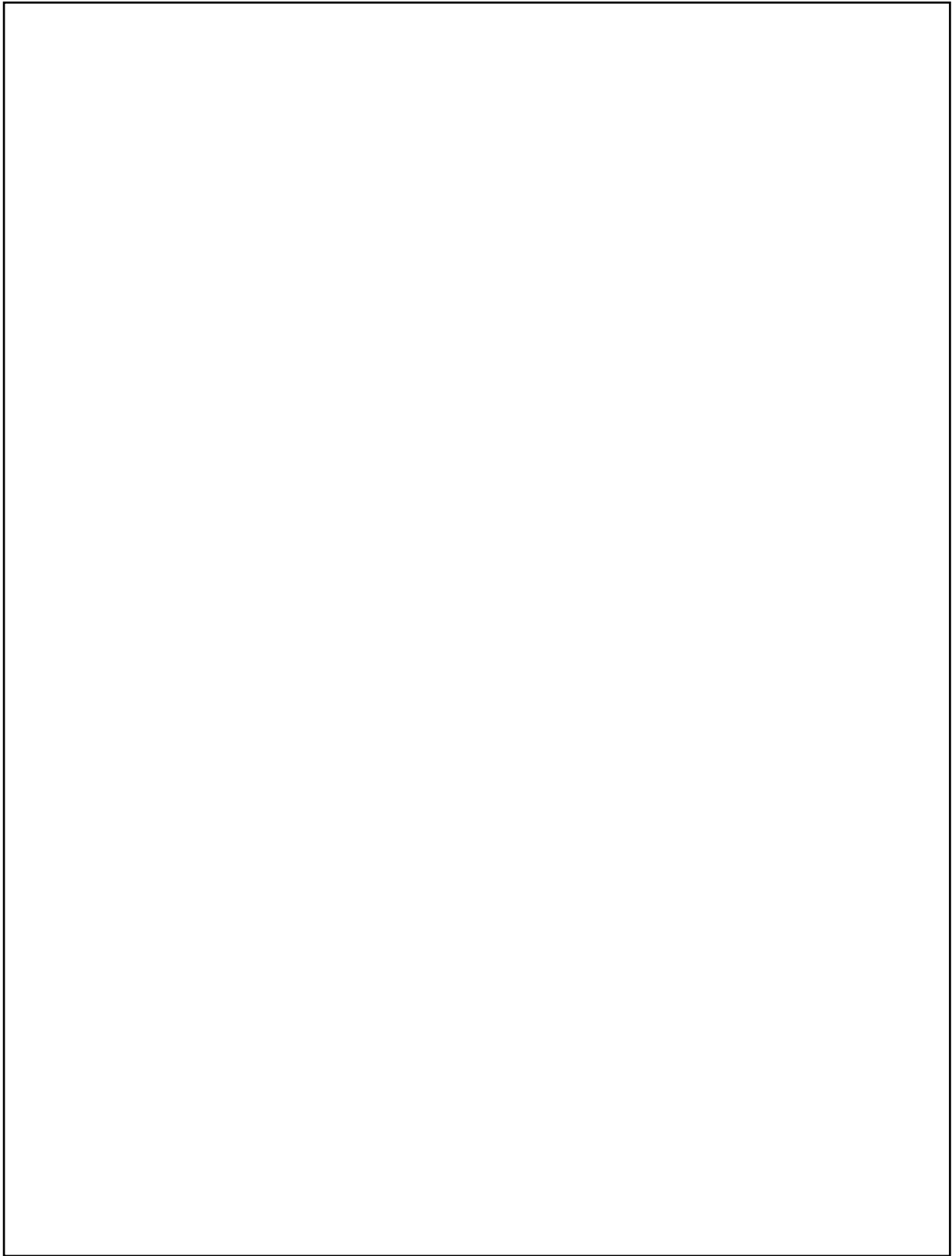
APPENDIX H:
CODING SHEET

Question1	Category	Question2	Category	Question3	Category	Question4	Category	Question5	Category	Question6	Category	Question7	Category	Question8	Category	Question9	Category	Question10	Category	Question11	
Codes		Codes		Codes		Codes		Codes		Codes		Codes		Codes		Codes		Codes		Codes	
way of design	trendy	traditional attire	not original	deeply clothes	attractive clothes	attract by the quality	quality	fabrics of the clothes	quality	clothing habits	habits	fastion pages	posts	icons	apart from	des or matter	price is the most important factor	you get more clothes for less	price is most	Question 11	
newly	improvement	respectable	unique	simple	accessible	when we responsible for	originality	simplicity	originality	trends	quality of clothes	american celebrities pages	WhatsApp status	pages to buy from	through the clothes	price is the most important	price is relative to each individual	price is relative to each individual	price is relative to each individual	price is relative to each individual	price is relative to each individual
to be trendy	beauty	Decent	traditional attire	different prices	same of clothes	from formal sets	affordability	durability	affordability	accessibility	affordability	not influenced	What is popular	how much is spent on clothing	through price	quality is what is sold	are durable	it depends on each individual	more clothes	start out	
way of design of self	way of design of self	not original	no fashion week	provide a source of clothes for rich and poor	nice and durable	allow price negotiation	durability	low prices	durability	you buy more for less	quantity	pages on facebook and instagram	online fashion stores	more influence	word of mouth	quality is durability		quality is the main influence			
the role of styles		influence by the media in the fashion world	no brands support for designers	allow someone to provide and unique clothes	growing phenomenon	ideally by not new clothes at the shops	quality	strong quality as a result for less	accessibility	quality	durability	celebrities posts	not influenced	they buy	consist	quality is simplicity		good quality for less			
improvement		from the fashion world	bad quality	durable clothes	used clothes	from my student life	price	trends		price	unique dress / clothes	online fashion stores	not influenced	make my own clothes	non influence	second hand clothes are		affordable			
popular in the market		best	not original	better quality	income generation	from people bought with	durability	quality		durability	accessibility	workshop status		word of mouth		quality is quality		affordable			
clothing and beauty		no fashion week	used clothes	used clothes		it's popular	durability	quality		durability	accessibility	workshop status		word of mouth		quality is quality		affordable			
Development		Decent and special clothes	beautiful clothes	beautiful clothes	beautiful clothes	call clothes	durability	originality		beautiful clothes	accessibility	big fashion brands		quality clothes they are		second hand clothes are		affordable			
		doesn't have its own style	base for complete clothing	base for complete clothing	from the markets	from the markets	price	limited resources		social classes		not social media		change the perception of		second hand clothes		affordable			
		Depends on the time	founder everywhere	founder everywhere	from the markets	from the markets	price	no time to go to the shops		financial trends		not social media		change the perception of		second hand clothes		affordable			
		how people behave in a society	interational phenomenon	interational phenomenon	from the markets	from the markets	price	beautiful clothes		personal reasons		not social media		change the perception of		second hand clothes		affordable			
		strong fashion and	source of income	source of income	from the markets	from the markets	price	appearance		personal choice		not social media		change the perception of		second hand clothes		affordable			
		pricey	job creation activity	job creation activity	from the markets	from the markets	price	appearance		habits		not social media		change the perception of		second hand clothes		affordable			
		no brands support for designers	evolving market in the country	evolving market in the country	from the markets	from the markets	price	appearance		waiting to start out		not social media		change the perception of		second hand clothes		affordable			
		bad quality	used / improved clothes	used / improved clothes	from the markets	from the markets	price	appearance		word of mouth		not social media		change the perception of		second hand clothes		affordable			

Question 1	Category	Question 2	Category	Question 3	Category	Question 4	Category	Question 5	Category
Codes		Codes		Codes		Codes		Codes	
way of dressing up	trendy	traditional attire	not original	cheap clothes	affordable clothes	attracted by their quality	aquintances	fabric of the clothes	quality
novelty	improvement	respectable	culture	unique	accessible	when I was responsible for my own clothes	popularity	uniqueness	originality
to be trendy	beauty	Descent	traditional attire	different prices	source of clothes	from informal sellers	price flexibility	durability	affordability
way of expressing oneself	way of dressing up	not original	no fashion week	provide a source of clothes for rich and poor	nice and durable	allow price negotiation	markets	low prices	durability
trending styles		influenced by the media/cinema/business people	no financial support for designers	allows everyone to buy nice and unique clothes	growing phenomenon	I often buy brand new clothes at the shops	quality	standing out at an event for less	accessibility
improvement		Immitate the western world	bad quality	durable clothes	used clothes	from my student life	from emmenipation	trends	
popular in the market		basic	not evolving	better quality	income creation	from people I hang out with		quality	
clothing and beauty		no fashion week		used clothes		it's popular		originality	
Development		Desent and respectful clothes		beautiful clothes		daily clothes		affordable prices	
		doesn't have its own style		base for congolese clothing		from the markets		limited resources	
		Depends on the tribe		found everywhere				no time to go to the shops	
		How people behave in a society		international phenomenon				beautiful clothes	
		moving backward		source of income				appearance	
		piracy		job creation activity					
		no financial support for designers		evolving markets in the country					
		bad quality		used imported clothes					
		everything is imported		shopping hub for affordable clothes					

Question 6	category	Question 7	category	Question 8	category	Question 9	Category	Question 10	category	Question 11
Codes		Codes		Codes		Codes		Codes		
clothing fabrics	Habits	fashion pages	posts	choices	acquaintance	when prices are down quality does not matter	price is the most important factor	you get more clothes for less	price is most important factor	second-hand clothes are unique
trends	quality of clothes	american celebrities pages	WhatsApp status	places to buy from	through their clothes	price is the most important	quality of second-hand clothes is high	price is the main influencer	price is relative to each individual	uniqueness is very important
accessibility	affordability	not influenced		how much to spend on clothing	through price	quality is excellent	second-hand clothes are durable	it depends on each individual	small price gets you more clothes	second-hand clothes make you stand out
you buy more for less	quantity	pages on facebook and instagram	online fashion stores	no one influence me	word of mouth	quality is durability		quality is the main influencer		
quantity	durability	celebrities posts	not influenced	the uniqueness of clothes they buy	curiosity	quality is uniqueness		good quality for less		
price	uniqueness of clothes	online fashion stores		I make my own choices	no influence	second-hand clothes have poor quality		affordable		
durability	accessibility	whatsapp status		word of mouth		quality is quantity				
beautiful colours		big fashion brands		quality of clothes they have change the perception of second-hand clothes				when planned, price is not an issue		
unique clothes		not on social media		where we live						
social classes				who we hang out with						
financial means				curiosity						
personal reasons				price						
personal choice										
habits										
wanting to stand out										
word of mouth										

APPENDIX I:
LANGUAGE EDITOR CERTIFICATE



LET'S EDIT

EDITING CERTIFICATE

24 February 2021

TO WHOM IT MAY CONCERN

DECLARATION: Editing of Dissertation

This is to certify that the Master of Business Science in Marketing dissertation entitled “**AN INVESTIGATION OF THE COMPONENTS THAT INFLUENCE THE PURCHASE DECISION OF CONGOLESE MILLENNIALS IN THE DEMOCRATIC REPUBLIC OF CONGO INFORMAL CLOTHING MARKET**” submitted by **Olga Momat Kakudji** was edited for English language, grammar, punctuation, and spelling by the undersigned. Editing also included addressing the layout and formatting of the document.

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