CUSTOMER PREFERENCES IN BUYING SECOND-HAND CLOTHING IN DIGOS CITY

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ABSTRACT

Buying and selling used garments is something that has been done for quite a while. In recent years, the rapid growth of second-hand product consumption got the attention of researchers as the cheap finds fired in the name of consumerism and wow Filipino consumers. Lately, many young entrepreneurs have ventured into this kind of business and the competition is becoming tight. Furthermore, fashion trends are changing from time to time and the rise of RTWs has become a threat to the second-hand industry as RTWs are much more affordable compared to before. In connection, most of today's clothing is made of polyester or acrylic, both plastic forms and consumers are already consuming resources at an alarming rate. Using second-hand garments can avoid the overall process of making new clothes that can benefit the environment. In the wake of the new trade environment, second hand clothing markets emerged, adding new local jobs and making it easier for the population to afford quality clothing. Hence, it is imperative to focus on the variables that influence the buying of second-hand clothing since it is part of the growing businesses and has been proven to generate profit in the country. This study employs quantitative research design and utilized mean, t-test and statistical treatments. The researchers conducted a convenience sampling for 150 customers of second-hand clothing from different stores in Digos City. Results revealed that most of the customers that patronized second-hand clothes are female with the income bracket of ₱ 5,000- ₱ 10,000 and mostly in their early thirties. The difference in the level of customer preferences for second-hand clothing does not differ when it comes to age and monthly income except to sex which shows to have a difference. The relative importance between age and the attributes of customer preference in buying second-hand clothing measured by the following factors: brand, price, risk, and location have a low correlation. The study further recommended that second-hand stores should take significant consideration when it comes to different types of consumers and when choosing their store locations.

Keywords: Second-hand products, Customer Preferences, Quantitative

1.0 INTRODUCTION

1.1 Background of the Study

The second-hand clothing market is taken into an area wherever fashion things that are previously owned or used and resold through the owner, a charity or for-profit industrial enterprise (Castellani, 2014). Today's generations are influenced by different fashion styles thus; people love to enjoy these second-hand clothing also known as "Ukay-Ukay". Recycling these used products from different countries might need inherent risks however several customers still patronize them (Villa, 2018).

Second-hand clothing can be described as down items, the extraordinary venue in which it is randomly mixed up or hang regardless of size, color, and type in the huge pile along market corridors (Weinstein, 2014). There is a law that says it is illegal to import second-hand goods in the Philippines. Republic Act 4653 prohibits the industrial importation of textile articles ordinarily called used consumer goods and rags. Health considerations are the most wanted reason why the business importation of second-hand garments is prohibited (Abueg, 2005). However, as of today, no law covers businesses trading second-hand goods, which some Filipinos still believe is a practical choice.

The rise of fast fashion retailers also known as RTWs has meant that consumers can buy trendy clothes and just as quickly move on to the next fad. Fashion trends are accelerating, new clothes are becoming as cheap as used ones, and poor countries are turning their backs on the second-hand trade (Minter, 2018). Now, consumerism takes into action, as producers focus on producing large quantities, consumers are consuming at an alarming rate, though the increased of consumption can lead to economic growth, it can also lead to destruction of the environment. Since clothes nowadays are made of polyester or acrylic, both plastic forms

Consumer preferences and tastes are key factors affecting consumer purchase decisions. Due to the rapid changes in society and technology, customer preferences change from time to time (Bamidele, 2016). Thus; this investigation was created primarily to spot the customer preferences in buying second-hand clothing.

In Digos City, along the Rizal Avenue, in front of Digos City National High School and Public Market corridors serve as the space for the small-scale vendors of second-hand apparel including bags, shoes, and different fashionable clothing. In 2012, 11% of consumer closet are second-hand clothing. By 2017, that percentage had gone up to almost 25%. In the next four years, that percentage is expected to reach 40% (Kestenbaum, 2018). The increasing demand for second-hand items, especially clothes, is changing the consumption patterns among consumers through the commencement of new purchasing possibilities. This study is to know what drives the customers to buy certain second-hand clothing including four important factors including brand, price, risk, and location.

1.2 Statement of the Problem

The study aimed to determine customer preferences for buying second-hand clothing in Digos City using the factors below.
1. What is the profile of the respondents in terms of:
   1.1 Age;
   1.2 Sex; and
   1.3 Gross Monthly Income?

2. What is the relative importance of the following attributes in determining the consumer preferences for buying second-hand clothing in Digos City in terms of:
   2.1 Brand;
   2.2 Price;
   2.3 Risk; and
   2.4 Location?
3. Is there a significant difference in the level of customer preference for second-hand clothing when analyzed by Age, Sex and Monthly Income?
4. Is there a significant relationship of relative importance of attributes of customer preferences in buying second-hand clothing according to age?

1.3 Hypotheses

These assumptions were tested under .05 level of significance:

Ho1: There is no significant difference in the level of customer's preferences in buying second-hand clothing in Digos City.

Ho2: There is no significant relationship between age and the level of customer's preferences in buying second-hand clothing in Digos City.

1.4 Review Related Literature

This section provides selective literature on the factors that influence customer preferences in buying second-hand clothing that is available on the internet, journal, or book which are relevant to the study for a clearer understanding. Consequently, the research conducted focused on the key factors that influence customer preferences in second-hand clothing which are brand, price, risk, and location.

1.5 Customer Preferences

Customer preferences is the investigation of people and the methods they use to procedures they use to select, secure, use, and dispose of products, services, experiences, or ideas to fulfill needs and the effects that these procedures have on the purchaser and society (Shafi, 2014). Today, consumers are generally skeptical and wary of marketing promotions. They don't want to be maneuvered into purchase decisions and will actively rebel against messages taking that appearance.

Identified 11 common types of Customer Preferences with convenience, effort, user interfaces, communication and information, stability vs. variety, risk, value, sensory, time, customer services and customer preferences. It is said that customer preferences are expectations, dislikes, likes, motivation and inclinations that drive customer purchasing decisions (Spacey, 2016).

Defined customer preferences defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them (Weedmark, 2018). This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items.

1.6 Age

Age has a big impact in buying second-hand clothing, young people use clothing brands to emblematically demonstrate the world their identity and characteristics also as what they'd like to be depicted as (Houser, 2016). They consider clothing to be vital for making first impressions, partner with others that wear similar clothing, and they concur that a part about an individual by taking a gander at what they are wearing.

Age differences in cognitive and affective processes, as well as changes in goals, have important theoretical and practical implications for how decisions are made and how they can be improved. In the table below, revealed that as consumer age, the more he/she becomes brand conscious and the more consumers consider the brand in buying second-hand clothing. Age brings changes to people's lifestyle and with it, their needs and personal values are also affected (Choudhary, 2017).

People's choices of brands and products start changing as they grow older. A young man's choices can be vastly different from the elderly since age brings changes that affect our flavor. An older person may have more serious choices and will be less fun-loving than when he was young. Today, second-hand clothing became more popular because of the rapid growth of the fashion industry and consumers buy more clothing than ever before. One of the good sides of second-hand clothing is the notable amount of money you can save. Especially for those consumers that are brand conscious, since in second-hand industry you can get clothing from top-notch brands at bargain prices.

On the other hand, clothing is progressively vital for senior individuals, since senior individuals need to have new social connections and particularly to conceal their imperfections brought about by physical changes because of maturing (Hatun, 2005).

1.7 Sex

Sex has an important role in consumer behavior. Because, the differences between men and women about expectations, want, need, lifestyle, etc. reflect on their consumption behavior. It is seen that when purchasing clothing women are more influenced by fashion while men are more influenced by brand names. The fact that there is a higher concentration of women in the fashion factor and a higher concentration of men in the brand name factor is thought of as the gender factor's distinct difference (Koca&Koc, 2016).

When it comes to price, a study of NYC (De Blasio&Menin, 2015) found that adult women, on average, pay 8% more for their clothes than men do. The largest price discrepancies were in shirts (15%), dress shirts (13%) and jeans (10%). Of course, when buying second-hand clothing, risk is always present. Shopping is considered as a loosening up action, particularly shopping is said to be a gendered activity since it is ladies who go out on the town to shop more frequently than men.

Ladies have been considerably more conscious about their appearance than men, yet in recent times there seems to have been changing in this dimension of the spotlight on appearance among men (Noh, 2015). In particular, young fellows in Generation Y who have been associated with broad communications and promoting exercises have moved toward becoming appearance-conscious, which prompts attire utilization.

1.8 Gross Monthly Income

Gross income for an individual, is the total pay from his employer before taxes or other deductions (Kenton, 2019). This includes income from all sources and is not limited to income received in cash, but it can also include property or services received. Across different income levels, the difference in product choices and buying patterns can easily be marked (Pratap, 2017).

Social class is one of the factors that influence consumer buying behavior. A person in the middle class makes his buying decisions based on utility. However, someone from the upper class would want style, specific design, and customized features. Supported by the role of brands as a mean of self-expression and as a lifestyle (Cătălin and Andreaa, 2014).

Were in consumers tend to be classified by their social status according to the brand they purchased. High-income earners rather buy brand new clothes than considering the health and perceived risk in buying secondhand clothing.

1.9 Brand

The role of brands as a mean of self-expression and as a lifestyle, consumers will often seek new ways in which they can express their identity through brands (Cătălin et al, 2014). Consumers can express themselves through brand choices or give the image of an ideal self. Most consumers choose a brand that would likely represent their personality and it is their way of expressing themselves. Some think that wearing branded products sets people into economic classes which boost their morale.

The brand has a positive and significant impact on consumer preferences. It is said that the brand creates consumer awareness and desirability that can expedite consumer decision making and activate purchases (Isik, 2015). Consumers believe that a good brand image provides them security in terms of the quality and durability of the products they choose.

The power of brand has a massive influence on customers' preferences, (Haskins, 2015) wrote 7 reasons why brand matters to customers, the first one he listed was it provides peace of mind, this is when customers had positive experience with the brand they've used consistently that would create trust which gives peace of mind when buying. He also mentioned how a brand can save decision-making time as it helps you to find what you're looking for easily.

1.10 Price

The price of clothes is another important factor to be considered when purchasing. Since price is not just only an amount that customers pay for utilizing a product or having a service. Price is the most influencing factor for buying a product because consumers are rational; they have a limited income as well as a limited budget (Abdullah-Al-Mamun, 2014). Some people have insecurities that they purchase expensive designer clothing to make themselves feel better.

While other people have an eye for what is flattering and what will look good on them can be bought at a sale price or even at a thrift shop.Price is often taken as an indicator of quality, and it can even serve as a cue with physical consequences (Alam, 2014). Many people are willing to spend a huge amount of money on clothes as long as the quality correlates with the cost. Consumers should pay a higher amount than to spend minimally on something that they have to replace a week after because of poor quality.

The prospective customers they perceive the benefits being offered by two competitors to be the same, a customer will choose price as the tiebreaker (Gelb, 2014). People think quality makes it worth the price but then some believe there are things that are over-price and not worthy to invest with.

Second-hand shopping has been a trend these days as consumers believe that it means whatever price they pay its only half of the original or less than that. This concludes that product prices are important for sellers and customers, therefore in this study, the author will examine the importance of price on customers' perception in purchasing second-hand products.

1.11 Risk

Different types of risk are inevitable in the purchasing process which they referred to as perceived risks (Javadi, 2012). Studies identified five kinds of perceived risk associated with

a product: such as financial, psychological, performance, physical and social. Describe perceived social risk as the loss of self-esteem due to the reputation of the store from your social group family and friend (Amin, 2014). Most customers relieved risk by having relevant knowledge and product information, they can acquire that information by customers review and feedback which can easily be found on the internet or if they have friends who have tried the product.

Once customers experience making a purchase and being happy with the results, most of the types of risks mentioned will eventually fade out. Every time a consumer considers buying a product, he or she has certain doubts about the product, especially if the product (Lake, 2018).

Recent trends in which customers most likely to purchase branded and fashionable clothes with less cost by buying in second-hand shops by this they would lessen the financial risk but on the contrary, it may also bring physical risk to contamination such as hygienic and personality aspects. Risks often happened when a customer purchases a new product or brand for the first time.

1.12 Location

Market place or location refers to the point where customers can collect or buy physical products or services. Stated that what customers want is convenience and not the place, as customers want products and services to be as convenient to purchase as possible (Armstrong, 2005). The availability of the product at the right place, at the right time and in the right quantity is crucial in placement decisions. Instead of advertising, Zara uses its store location and store displays as key elements of its marketing strategy (Roll 2018).

Location plays a huge role in attracting and retaining consumers. Consumers want to purchase products that are highly accessible to feed their satisfaction. It was realized that the location of the store and product line is one of the company strategies to segment consumers (Nguyen &Gizaw 2014). Segmentation increases the chances of targets becoming prospects, and prospects becoming customers. Without customer segmentation data, you're simply putting your product without assurance that it will be bought or not.

This concludes the importance of distribution channels to both customers and sellers; therefore, in this study, the author will examine the importance of location on customers' perception in purchasing second-hand products.

1.13 Theoretical and Conceptual Framework

To better understand the feasibility of the proposal and the study, a theoretical and conceptual framework need to be introduced.

This research is anchored from the study of Alam (2014) in determining the factors that influence the customer preferences in purchasing Second-hand clothing this are age, gender, gross monthly income. Moreover, these factors are said to affect customer preferences in terms of brand, price, risk, location. To answer the research problems and achieve the purpose of the study, all of the possible influencing factors that might affect the customer when deciding to purchase a second-hand product were taken. The study showed to have an influence when analyzed in terms of its indicator brand, price, risk, and location.
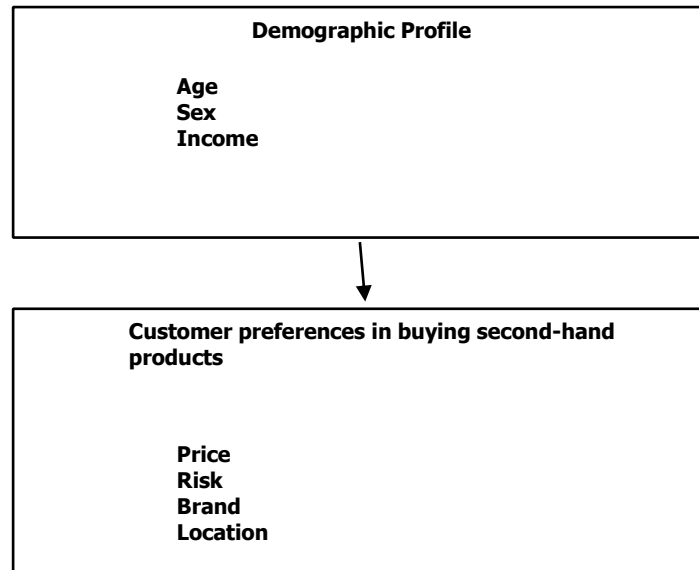
Figure 1. Schematic Diagram showing the variables of the study

1.14 Significance of the Study

This study of the customer preferences in buying second-hand clothing is important in identifying the different likes of the customer. This study will also provide information to the seller to identify the preferences that drive customers to purchase second-hand products.

Seller. This study will provide an advantage towards competitors in the sense that sellers will know the customer expectations, likes and dislikes that affect them in purchasing power.

Customer. This study will provide information on what are the most saleable second-hand products that might have a big effect on their buying preferences. For instance, the customer that will read this study will know what are the most or best-selling location that could drive them to buy certain second-hand products.

Future Researcher. The findings of this study will benefit the future researcher from the data derived in this study and its availability for references. This study will give initial information in buying second-hand clothing that might help in gathering primary and secondary information in studying second-hand clothing.

1.15 Definition of Terms

The following terms are defined conceptually and operationally as used in this study.

Second-hand Clothing. It is a piece of personal property that is being purchased by or otherwise transferred to a second or later end user. A used good can also simply mean it is no longer in the same condition as it was when transferred to the current owner.

Consumer preferences. Defined as the subjective (individual) tastes, as measured by the utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer.

2.0 METHODOLOGY

In this chapter, the researchers deliberately provide knowledge of the research design, research subject, research instrument, data gathering procedures, and interpretation processes. Consequently, in this chapter, the researcher will also discuss the treatment of the data gathered statistically.

2.1 Research Design

This study made use of a descriptive method specifically quantitative type of research of the customer preferences in buying second-hand clothing. Gathering data involves collections of quantitative information that can be tabulated along continuum in numerical form. Descriptive is a valid method for researching specific subjects and as a precursor to more quantitative studies. Whilst the results are always open to questions and different interpretations, there is no doubt that they are preferable to performing no research at all (Shuttleworth, 2008).

2.2 Research Participants

The participants of the study are the customers who have purchased or who have intentions to buy second-hand clothing on selected second-hand stores. From this point of view; this study has defined the target population since it's impossible to cover most people from around the world. We chose to obtain the data from second-hand stores situated in Digos City. The numbers of participants are 62% women or 93 women and 38% men or 57 men using convenience random sampling.

2.3 Research Instrument

In this study, the author used an existing questionnaire authored by Alam (Alam, 2014) in his study of Factors that Influence the decision when buying second-hand products. He formulated the questionnaire to answer the influences that drive to buy second-hand products. The purpose of this questionnaire is to collect and gather information came from the answers and responses of the respondents to come up with the findings using Frequency, Percentage, Mean, and T-test. The questionnaire has a series of questions correlating the Age, Gender and Income and the four factors that influence consumer preference which is the Brand, Price, Risk, and Location. A total of twenty items questions to be answered.

The researchers used convenience sampling, according to Crossman (Crossman, 2019) Convenience sample is a non-probability sample in which the researcher uses the subjects that are nearest and available to participate in the research study. This technique is also referred to as "accidental sampling". We distributed questionnaires to the customers who were busy choosing clothes in second-hand clothing stores which most of them agreed to participate in.

Table 1. 5-Likert scale to be use to interpret customers answers

The following 5-Likert scale will use in the interpretation answers of customers

Numerical Scale	Ranges of Means	Verbal Description	Descriptive Interpretation
5	4.50-5.00	Strongly Agree	If the scale always described. This indicates that the preferences of customers are very high.
4	3.50-4.49	Agree	If the scale described at oftentimes. This indicates that the preferences of customers are high.
3	2.50-3.49	Moderate Agree	If the scale described sometimes. This indicates that the preferences of customers are moderate.
2	1.50-2.49	Disagree	If the scale described seldom. This indicates that the preferences of customers low.
1	1.1-1.49	Strongly Disagree	If the scale described seldom. This indicates that the preferences of customers very low.

2.4 Research Procedure

The following are the steps the researchers did in gathering data for the study.

1. **Requesting permission to conduct the Survey.** The research proponents wrote a formal letter of permission to the VP of UM Digos College to give consent to the researchers in undertaking the study.
2. **Administration of the instrument.** The researchers personally administered the instruments to the respondents with permission from the management. The researcher provided letters to the management that has approval from the administration to ask permission to distribute questionnaires to their customers.
3. **Retrieval of the survey questionnaire.** The researchers were expected to retrieve 100% of the questionnaires they have distributed to different customers and the data gathered were subject to statistical management.
4. **Interpretation of the Results.** After the retrieval of the answered instruments, data was collated, analyzed, and interpreted in an easier way to understand the results.

2.5 Statistical Treatment of Data

All data and information were processed, analyzed and interpreted using the following statistical tools.

Frequency. A statistical tool corresponds to the rate of customer preferences in second-hand stores in Digos City.

Percentage. It was used to determine the percentage of second-hand stores in Digos City as our respondents in the study.

Mean. This tool was used to find the level of customer satisfaction in Second-hand Stores in Digos City.

T-test. This was used to determine the significant difference in the level of customer preferences of second-hand stores that were grouped according to age, sex, and monthly income.

Pearson r. This was used to determine the relationship relative importance of attributes of customer preferences in buying second-hand clothing according to age.

3.0 PRESENTATION AND ANALYSIS FINDINGS

This chapter covers the presentation and analysis including the gathered data from the respondents which include the attributes brand, price, risk and location in determining the customer preference in buying second-hand.

3.1 Demographic Profile of the Respondents

The profile of the respondents is based on sex, age and income and their preferences in second-hand clothing. Thus, studying their profile is vital to determine a more visible result. In the world of demographics, not all data is equal. Thus, one should know where data comes from and how it is derived before using it to make key decisions (French 2014). The results of the survey show that the said the survey shows that the said respondents have significant relationship as examines in the latter part of this chapter. The following is the presentation and analysis of each respondent's profile.

Table 1. Demographic Profile of the Respondents

Profile Variables		f	%
Gender	Male	57	38.0
	Female	93	62.0
Age	18-27	97	64.7
	28-37	23	15.3
	38-47	17	11.3
	48-57	8	5.3
	58 up	5	3.3
Income	5,000-10,000	76	50.7
	11,000-15,000	38	25.3
	16,000 up	36	24.0
	Total	150	100.0

Sex. The result shows the profile of the respondents when classified by sex. The data further implied that females got a higher percentage of 62% while male has 38%. This means that females got the highest percentage than males in the respondents.

Income. The figure shows that 51% of the respondents have an income that ranges from 5000-10000, while 25% has an income that ranges 10000-15000 and 24% are above 15000. This indicates that most of the Respondents are with below minimum wage of 5000-10000 preferred second-hand clothes than a consumer that has an income of 10000 above.

Age. The respondents are in the age of 18 and above if they have monthly income. The respondents' age has a mean of 28.59, this means that most of the respondents are in the early thirties.

3.2 The Level Of Consumer Preferences For Buying Second-Hand Clothing

Consumer preference measured by their satisfaction with those second-hand clothing after they've purchased it. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different second-hand clothing.

Brand. The result evident in table 2 reveals the overall mean of the first indicator in determining customer preference in buying second-hand clothes is 3.56 which described as agree that indicates that the preferences of customers in terms of the brand are very high. The highest mean in terms of brand is 3.79, the execution of this data shows that customers agree that brand is an important factor in purchasing second-hand clothing, and the lowest mean in terms of brand is 3.30 this is how customers are willing to pay a higher price for second-hand clothing if it's a well-known brand.

Table 2. Level of relative importance of attributes in determining the consumer preferences for buying second-hand clothing,
n=150

Indicators	Mean	SD
Brand	3.56	0.92
Price	3.88	0.77
Location	3.85	0.74
Risk	3.77	0.69
Overall	**3.77**	**0.69**

Price. In this research, it is clearly shown that price has the highest mean among the other indicators which is 3.88 that described as agree which indicates that the preferences of customers in terms of price are very high. This explains that customers agree that price is always been an important factor in purchasing second-hand clothing having a mean of 3.99. The lowest mean is 3.72 which states that customer prefers to buy second-hand clothing because it's cheaper compared to new clothes.

Location. The overall mean of the last indicator of determining customer preference in buying second-hand clothing is 3.85 which indicates that the preferences of customers in terms of risk are very high. The highest mean of 4.15 states that the location of second-hand clothing sellers is important to customers. While the lowest mean in terms of location is 3.71 that stated second-hand stores are more attractive in physical stores. Customers value the personal experience of the physical store because the ability to see, touch and feel products as well as take items home immediately rank highest among the reason consumers choose to shop in stores versus online (Skrovan, 2017).

Risk. Based on the table showed the overall mean of the third indicator in determining customer preference in buying second-hand clothes is 3.77 which indicates that the preferences of customers in terms of risk are very high. This depicts that customers agree and understand the risk in buying second-hand clothing. It shows in the table that customers agree that the durability of the second-hand clothes they purchase is one of their primary concern this has the highest mean of 4.11. While the lowest mean is 3.51 shows that customers agreed that buying second-hand clothing is not safe economically without warranty. Different types of risk are inevitable in the purchasing process which they referred to as perceived risks (Javadi, 2012).

3.3 Differences on the customer preference in buying second-hand clothing according to sex

In Table 3, it shows no significant differences in its indicator by sex except for location. Therefore, there are no significant differences between indicators when analyzed by sex except for location, it means that there are no significant differences between female and male in terms of customer preferences and its variables, brand, price, risks in buying second-hand clothing except for location. The T-Test in table 3 revealed a significant value about the location in terms of sex. Based on the result, we can conclude that men are pickier in terms of location than women. The availability of the product at the right place,

Table 3.Independent sample t-test showing differences of relative importance of attributes of customer preference in buying second-hand clothing according to

sex.

Indicators	Grouping variable	N	Mean	Sd	t	p
Brand	male	57	3.73	0.98	1.79	0.07
	female	93	3.46	0.87		
Price	male	57	3.97	0.83	1.15	0.25
	female	93	3.82	0.73		
Location	male	57	4.00	0.75	1.99	0.04*
	female	93	3.75	0.72		
Risk	male	57	3.91	0.70	1.88	0.06
	female	93	3.69	0.67		
Overall	male	57	3.90	0.73	1.93	0.05
	female	93	3.68	0.65		

*p<.05 significant

at the right time and in the right quantity is crucial in placement decisions. A research made by Wahyuddin (Wahyuddin, 2017) resulted that men tend to follow a utilitarian, more logic-based approach while women are mostly hedonic shoppers**.**

Women tend to be more astute consumers than men, simply because they are willing to invest the time and energy necessary to research and compare products. That's why, the known company like Zara uses its store location and store displays as key elements of its marketing strategy (Roll, 2018).

Location plays a huge role in attracting and retaining consumers. Consumers want to purchase products that are highly accessible to feed their satisfaction. Men, on the other hand, want to do shopping as simple and painless as possible. Sited in an article in Forbes that men are concerned with what's fastest and easiest. Men tend to prefer a "search-and-retrieve" form of shopping while women generally prefer to browse before they buy. Sex has an important role in consumer behavior. Because, the differences between men and women about expectations, want, need, lifestyle, etc. reflect on their consumption behavior.

3.4 The Significant Differences In Customer Preference In Buying Second-Hand Clothing According To Income

In table 4, it shows no significant differences in its indicators by income. Therefore, there are no significant differences between indicators when analyzed by income, it means that there are no significant differences between below minimum wage earner and high-income earners in terms of customer preferences and its variables, brand, price, location, and risks in buying second-hand clothing.

Table 4. Customer Preference In Buying Second-Hand Clothing According To Income

Indicators		Sum of Squares	df	Mean Square	F	Sig.
Brand	Between Groups	5.106	2	2.553	3.120	0.05
	Within Groups	120.285	147	.818		
	Total	125.391	149			
Price	Between Groups	1.383	2	.692	1.173	.312
	Within Groups	86.697	147	.590		
	Total	88.080	149			
Location	Between Groups	2.606	2	1.303	2.428	.092
	Within Groups	78.889	147	.537		
	Total	81.494	149			
Risk	Between Groups	2.115	2	1.057	2.262	.108
	Within Groups	68.709	147	.467		
	Total	70.824	149			
Overall	Between Groups	2.404	2	1.202	2.593	.078
	Within Groups	68.149	147	.464		
	Total	70.552	149			

*p<.05 significant

3.5 The relative importance between the age and the attributes of customer preference in buying second-hand clothing

In table 5, it shows the relative importance between age and attributes of customer preference in buying second-hand clothing. Based on the table, there is a high correlation of .175 (p=.032) between the age and the attributes of customer preference in buying second-hand clothing in terms of brand and risk. Therefore, the relative importance between age and the attributes of customer preference in buying second-hand clothing measured by brand, and risk have a high correlation.

Age differences in cognitive and affective processes, as well as changes in goals, have important theoretical and practical implications for how decisions are made and how they can be improved (Cole, 2008). Though age is a factor that can affect consumer preference in buying second-hand clothing, in terms of brand, price location and risk there is a significant relation.

Table 5. *Correlation matrix of the age and relative importance of attributes of customer preference in buying second-hand clothing*

Age	Customer Preferences				
	Brand	Price	Location	Risk	Overall
r value	.179*	.160	.130	.210*	.175*
p value	.029	.050	.114	.010	.032

*p<.05 significant

Today, second-hand clothing became more popular because of the rapid growth of the fashion industry and consumers buy more clothing than ever before. One of the good sides of second-hand clothing is the notable amount of money you can save.

4.0 SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This chapter reveals the summary and findings of the study, conclusions, and recommendations based on the data gathered

4.1 Summary

The researcher used the descriptive method specifically quantitative type of research of the customer preferences in buying second-hand clothing. Gathering data involves collections of quantitative information that can be tabulated along a continuum in numerical form. There were 150 respondents from different customers of different second-hand shops here in Digos City.

The following are the findings of the study:
1. When customers were analyzed by profile, it showed that most of the customers that patronized second-hand clothes are female with the income bracket of 5000-10000 and in terms of age, most are in their early thirties.
2. The relative importance of the following attributes of preferences in second-hand clothing in terms of its indicator which is the first one is brand that has a mean score of 3.56 which described as moderate agree, followed by price that has the highest mean score of 3.88 which described as agree, location with 3.85 mean which describe as agree and lastly the risk that has 3.77 mean score which describes as agree and an over-all mean of 3.77 which describe as agreed.
3. The differences in the level of customer preferences for second-hand clothing do not differ when it comes to age and monthly income except to sex which shows to have a difference. Moreover, the relative importance between age and the attributes of customer preference in buying second-hand clothing measured by the following factors: brand, price, risk, and location have low correlation except for brand and risk that showed significant relationship.

4.2 Conclusions

Based on the foregoing findings, most of the respondents are female, aging in the early thirties with a minimum wage of ₱5000-₱10000. The level of customer preferences for buying second-hand clothing in Digos City in terms of brand, price, location, and risk is very high. Moreover, there are significant differences in the level of customer preferences in buying second-hand clothing in Digos City in terms of location when analyzed by sex. Females tend to be pickier in choosing stores and areas when buying second-hand clothing than males. Additionally, there is a significant relationship between age and the customer's preferences. This indicates that the age of customers contributes to their preferences in selecting second-hand clothing, especially when considering the brand and risk.

4.3 Recommendations

Based on the outcomes and foregoing findings above-mentioned, the following are the recommendations that were formulated by the researchers.

1. The study recommends that second-hand shops have to take considerations of distinctive types of consumers. Second-hand stores need to offer more products for

men to get the balance demand in terms of sex while offering a wide variety of clothes; they ought to organize the clothes by preferences of consumers. In this manner, the client should easily find what they searching and they will not feel hassle on finding clothes according to their choice.

2. The second-hand store owners should put a significant consideration when choosing their store locations. It should be a store that can be accessed easily, more preferably in central or downtown area. They could also put up their store near a known spot or merchandise so that a regular customer of such merchandise can easily drop by.

3. The study recommends that store owners should have a selection section that emphasizes the branded clothes and if possible, they can laundry the selected products first, just like the second-hand stuffed toys, they undergo quick washing before displaying.

4. The study recommends to other students who wish to conduct the research that is related to this study to include LGBTQ+ in terms of sex in the demographic p file of the respondents. Since it is also important to know their preferences in buying second-hand clothing in terms of brand, price, location, and risk.

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