



Research about Flea Market

Case: Oranssi Kirppis, Varkaus

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Abstract Flea shop is an unconventional and interesting business entity that operates in a unique way compared to traditional retailers. Customer behavior and choices are influenced by different sets of factors and variable. Further, there exists vast variation in the preferences among various customer segment like age and income. This study aims to outline the unique mechanism of flea shop operation and also attempts to understand consumers' perception towards flea shop. Customer survey was used as a method to uncover customers' preference. Employees, suppliers and owners of flea shop in Varkaus were interviewed to get more insight into the operation of flea shop. The results show that customers have Positive attitude towards used second hand goods suggest the longevity and sustainability of flea market. The operation mechanism is unique in a sense that it provides rental space to the seller and bears no responsibility and liability of sales. Tax free operation contributes massively towards the sustainability of the business as long as the rent is good enough for covering the operational cost. To sum up, this study provides a valuable piece of information to the second hand market operators to understand their business and the customers' preferences and also details the uniqueness of flea shop to the readers			
Keywords Flea market			

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1 INTRODUCTION

1.1 Background of the study

Second hand shop is a place where people can find used merchandise for their use. The materials that are sold in these shops have been used by people once or more in the past. Second hand shops usually give people an option to purchase products for their needs on the cheapest price and also the opportunity to the owners to sell their old stuff with some value. For a student of business, the business practice of these second hand shops is a preferred field of research. This particular study concentrates on the perception of customers, overall tax and accounting system, and how the overall system works. The sample organization will be Oranssi Kirppis located in Varkaus.

It was very common practice in human history that people used to exchange materials of daily use with each other. In the ancient time of civilization, people just exchanged the stuff to fulfil their livelihood. On the other hand, in modern age the economic status of people differs from one to other. At this stage rich people start donating their used cloths and other objects to the poor people. In this way the concept of using second hand items gradually developed.

The modern concept of thrift shop has changed according to time and need of the items. Nowadays, it has become a popular business all over the world. The perception of people is changing day by day. People want change in their livelihood; want new belongings to use and most importantly they don't want to use same belongings for very long time. In this way the popularity of thrift shop is increasing continuously. The prices of items in thrift shop are really very cheap compared to regular retail shops. You can even bargain the price, so it is a good place for the people who want to change or want to use branded stuff in cheap price. (Parson, 2003)

1.2 Objective of the study

The aim of this study was to explore the daily business practice of thrift shops. Of course there are quite many articles around the globe that talk about this subject, but there are not so many in Finland. The other factor of the study was to get knowledge of the small business concept and mechanism of the overall operation.

This study aims to provide readers a complete concept of thrift shops; how they are operating, how the materials are collected and who actually are involved in this business. This could help people to establish a thrift shop or at least they can be an owner of a table inside the shop.

Definition of the research problem is: How Oranssi Kirppis in Varkaus is organizing its business functions, for example customer relations, supplier relations, marketing, accounting and management.

This research will provide information about customers and suppliers of flea shops and their perceptions related to the items available in flea shops. It will also provide the VAT and taxation information to the readers.

1.3 Limitations of the study

There are over 1000 thrift shops all over Finland (Vuolanne 2012). Due to time and resource limitations, it is difficult to take more than one sample organization. Only one sample flea shop had been chosen from 1000 shops all over Finland, which is the limitation of this study. The time frame is also important to finalize the thesis, so the time frame of the data collected is chosen to be between 1-2 months.

On the other hand, about 200 questionnaires were distributed; 100 for the customers and 100 for the suppliers. The sampling of 200 copies

may not reflect the entire reality of this research topic; this could also be the limitation of the study. Moreover, the trustiness of the respondent can introduce some error in the whole research.

2 FLEA MARKETS

Going back to the history of human civilization, it can be seen that development of business concept follows the development of human society. It means that more people are civilised, and the business environment has become advanced and diverse.

The origin of flea market seems to be different according to the geographical variances. But it can be seen from the different sources available in internet that the concept came across the world during late 18th or early 19th century. But still the exact time when the market started is not well-understood. Chartwell wrote in his book "Flea Market in Europe" about the history of flea market. According to him during the Napoleon's 3rd time there was some kind of army march in the market place in France forcing the owner to leave the place. After that incident all the dealers who deal with the second hand merchandise flee from their business area and gathered at a new place named flea market. On the other hand, around 18th century the flea market concept was introduced in the New York City of the United States according to the article available at (www.aurorahistoryboutique.com,2009).

Basically flea market was the bazaar where people rented tables or small places to sell their mostly used products. The products they sold were cheap and the buyer and seller could also bargain about the price till they came to a common value. Most commonly clothes, handicrafts, old jewelleryes and even food-products were merchandised on such markets in the past.

How the second hand shops are helping our society.

- Second hand shops provide useful employment, support and training for a range of volunteers.

- Second hand shops help to recycle unwanted household items; and also helps people to recycle the unwanted or unused household items.
- Second hand shops also provide cheap and affordable cloths, household items and other need items for customers.
- Second hand shops help lessen environment pollution.

2.1 Comparison of flea markets, and general markets.

It is useful to understand the difference between general retail shops and flea shops. The comparison is presented in the Table 1.

Table 1. General versus second hand shop analyze. (Oranssi Kirppis interviewed, 2012)

Feature	Retail shops	Flea shop(2 nd hand shops)
Price	<ul style="list-style-type: none"> - Very expensive - Normally fixed price 	<ul style="list-style-type: none"> - Very cheap compared to retail shop - Bargain price
Supplier/ Producer	<ul style="list-style-type: none"> - Multinational suppliers or high volume supply chain. 	<ul style="list-style-type: none"> - Local people, anyone can be the suppliers.
Tax	<ul style="list-style-type: none"> - All legal taxes should be paid in all levels of activities . 	<ul style="list-style-type: none"> - No need to pay sales tax, only owner of the shop should pay income tax if he earns.
Competition	<ul style="list-style-type: none"> - Highly competitive market. - Need a lot of advertising costs. 	<ul style="list-style-type: none"> - Not very high competition due to cheap stuffs. - No advertisement expenses.

Warranty	- Warranty of the products available	- No warranty due to prior use
Social Value	- People feel proud to Buy expensive and new products	- Some people don't Want to use the stuff already used by others
Origin	- The manufacturer	- Retail shops

It can be seen from Table 1 that the flea products are much cheaper than in normal retail shops. But if we go little deeper, all the products come from the retail shops first and then to the flea shops. Flea shops are only fulfilling a very small percentage of the demand of the markets. In ecological aspect flea shops are very important in our society and also the recycling expenses are decreased drastically.

2.2 Research on Flea market activities

John F. Sherry has done his research on the subject "A Sociocultural analysis of the Midwestern American flea market". It was published in journal of consumer research in 1990.

Mr Sherry has written about the overview of the flea markets, consumer behaviour and experiences of people and also sociocultural analysis. He interviewed people to get to know the behaviour of the flea shop's consumers.

Niko Besnier (University of California, Los Angeles in 2003) wrote about consumption and cosmopolitanism of the second hand shop in Tango. He has written about the practice of second hand shop in Tango.

Oleg V. Pachenkov wrote in his article based on case study of flea market, St. Petersburg about the "What Actually Do People Sell and Buy at a Flea Market"? (Research project released at 2002-2003)

Mr Pachenkov concentrated on flea markets, consumption, everyday economy, sustainability and also addressed the phenomenon of flea market in the Soviet Union.

Richard Charles Goodall from university of London wrote a research for his PHD degree in 2002 with the subject of "The Professionalization of Charity Shops". He concentrated on the organizing practice and cultural identities of the charitable shops. His thesis question was "How the rapid professionalization of charity shops in the 1980 and 1990 was related to the identification of a certain generation of charity shop head".

Lawrence M. Lekhanya wrote on his master degree thesis in Durban University of technology "Consumer perception of charity shops in Durban area" in 2006. The main objective of his study was to determine consumer perceptions of charity shops in South Africa and the factors influencing these perceptions.

2.3 Function of flea market

A market is the place where the sellers of particular goods or services can meet with the potential buyers for those goods or services. So market is the meeting point for the two stakeholders where they can exchange their need. The need of the seller can be counted as monetary value and the need of the buyer can be counted as goods or services. Due to the globalization effect the whole world is really shrinking as a small market place. The goods or services from one part of the world can be sold to the other part of the world with the help of computerized e-market. The scenario of today's market shows that a business deal can be done by the use of internet, not physically being together (Muhlbacher and Dahringer 1999 4-11)

The whole market is classified in different segments according to the different variables such as Place, Time and Competition.

According to place it can be divided as

- A Local market
- B. National market
- C. International market

According to time it can be further divided in

- a. Very short period
- b. Short period
- c. Long period
- d. Very long period

According to competition it can be divided in

- a. imperfect competition
 - 1. Monopoly
 - 2. Duopoly
 - 3. Oligopoly

4. Monopolistic competition

b. Perfect competition

In Figure 1. different types of markets are summarized.

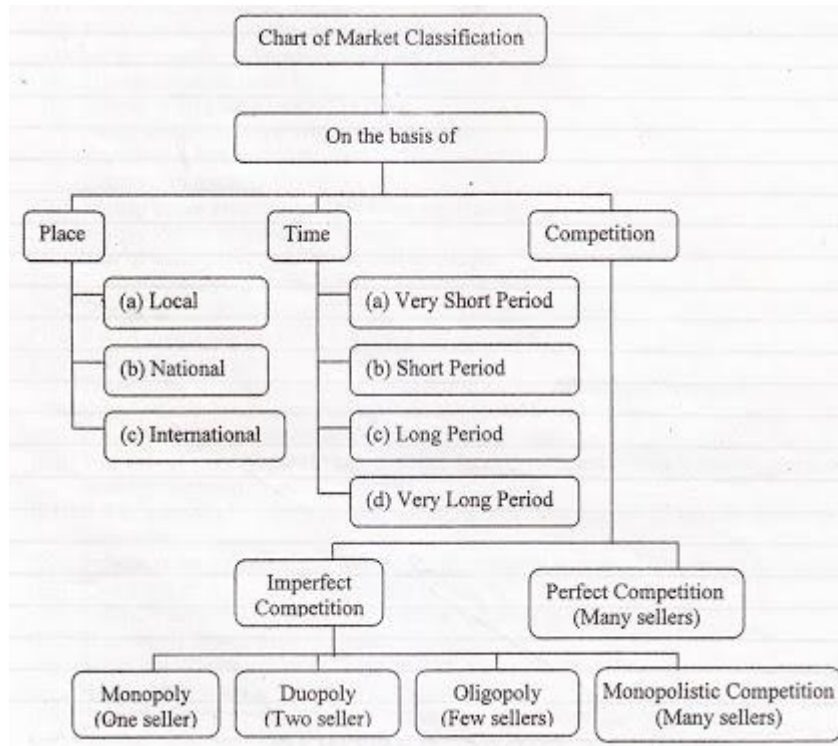


Figure 1. Types of Market (kalyan.city-blogpost by Gaurav Akrani 2010)

2.4 Flea market system

Flea shops are very common around globe nowadays. But the evolution of flea shop came from flea market where people used to buy or sell different products on the open places. Nowadays most of the flea shops are indoors like the normal retail shops. The purposes of flea shops differ when they are situated in different geographical area and/or culture. Most common ways of operating such a shop are to collect money for some charity where the profit goes to the charity work e.g. Oxfam UK. But it also has been practiced as a normal business. In the charity

shops the items are collected from different people for free. On the other hand, normal flea shops are little different. The case company is not operated by donated items rather it has outside suppliers. Below, the operating models of the second hand shops in Finland are explained. (Pachenkov 2002-2003 6-15)

The most common system in second hand shops is compared of three different parties; supplier, middle man and customers.

A. Suppliers

Supplier refers to a vast meaning in business world. The people who supply merchandise for the purpose of resale or re-production are called suppliers. In the flea shops, the meaning is different.

The suppliers of the case company are the people who want to sell their used items. The items could be clothes, furniture, ornaments, and utensils and so on. The items are mostly used by the suppliers but in some case supplier sell new product even not used at all. The main purpose of people who rent the table could be to dump their product in a useful way. Most of them think that they can get at least some value of their used items.

The other flea shops, like FIDA in Finland or charity shops in other part of the world, are operated by donated items. So in such kind of shops the supplier's role is different than in the case company. These kind of shops collect items from people who want to donate items. Normally the donor calls the shop for collection or even the donor brings items directly to the shop.

Oranssi Kirppis represents most of the flea shops, and has a little different system about suppliers. It runs under the flea market's principle, the

only difference is that the shop is indoors. Oranssi Kirppis has rented a big place in Kaupakatu 42-44 Varkaus, where 90 small tables are stalled. The suppliers contact Oranssi Kirppis for renting one or more tables to place their belongings. After that suppliers will make the price tag for their own products and keep them on the table that is rented. They will get the full price of the product except they pay the rent to Oranssi Kirppis. They even don't need to pay any tax to their money because they have already paid tax when they bought the products from the retail store. This way the suppliers get money from their items.

B. Owner (middleman)

Owner of the shop does not play a vital role in this business. The owner just plays a middleman's role in this kind of business. The main duties of the owner are to take care of the tables that are rented by suppliers, collect the money selling suppliers' items and take care of business. They don't need to worry about the items coming in or going out. So it looks very simple and easy for the owner of the business.

Oranssi Kirppis has rented a big place in Kaupakatu 42-44, Varkaus and made 90 tables. If somebody wants to rent a table, company rents and takes care of supplier's items. Company collects money from customers and finally gives money to the supplier after deducting rent.

So basically the role of such an owner is just taking care of stuff provided by suppliers. In clear words owner is the middle man between the supplier and customers.

C. Customers

Customers are always the same, whether they are in normal store or flea shop. The only difference for the customer is to get cheap items in this kind of shop. People normally visit the shop without any definite list of goods. They look different tables to match their necessity. So in this sense it is different from normal store. In regular store you have a list to buy or at least you have in your mind what to purchase but on the flea shop people first visit and start to think what can be useful for them.

But in case of customers, they are the same customers visiting a normal store. The ordinary local inhabitants are the customers of the shop. In Oranssi Kirppis, the local inhabitants of Varkaus are the customers of the company. Oranssi Kirppis has two kinds of customers, first the people who regularly visit the shop and other who just pass by and enter the shop out of curiosity.

The other customers of the shop could be the suppliers of the company. During the data collection time and interviews with workers, it was found out that the suppliers are also among the major customers of the company. The people who rent the table most often visit the shop, every time of their visit they find some interesting items from other tables which they buy. In this way suppliers are also good customers of the company.

3 RESEARCH METHODOLOGY

Research methodology is the process of collecting data in a systematic way for a research project. It is a complete process of doing research project where each and every step is defined. If we go to the definition of word “research”, it means finding something new or searching for knowledge. But it does not always mean that research is searching or gathering information; research in fact can also answer the unanswered questions till the date. So research also deals with finding out hidden results or answers. The world today sees continuous research of different people all over the globe, if our ancestors had not researched for new things; we would have still in the Stone Age. So we can image the importance of research(Ghuauri and Grønhaug 2002, 25-35)

According to Clifford Woody “ Research comprises defining and re-defining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deduction and reaching conclusions; and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.”

Research is basically an academic activity in which most of the colleges and universities engage students to find out something new during their final stage of study. But research is also done by companies, government and nongovernment organizations. Research is important for all the area of the study, even though it looks like only scientific and medical researchers are important. Research in business, social science, arts, music, and history are equally important to make human life better. (Kothari 2004,1-2)

In Figure 2. the stages of the research methodology are shown.



Figure 2. Research Methodology (clientopinions.com, 2009)

In the above Figure 2 there are six steps how the real research work is carried out. It starts with planning of the research to consultation and review. This thesis process also followed the very similar research methodology. The process started with subject analysis and ends with conclusions and summary (clientopinions.com 2009)

3.1 Data collection techniques

Data collection is a very important part of any research project. The reliability of the data plays a vital role in determining the result of the research.

The types of research methods can be classified in different points of view according to the subject area. But in this research the basic types of research methods in general are explained;

- A. Qualitative method
- B. Quantitative method
- C. Mixed method

Qualitative methods are the methods of collecting the data in the depth by choosing a small number of respondents. Group discussions, depth interviews are common examples of qualitative methods. On the other hand if the research needs a large number of samples which involve real data (numbers), then it's called quantitative research. The numbers obtained by using a questionnaire, telephone interview, or even random street sample selection can be the example of quantitative research methods. In some cases the depth of the research requires both qualitative and quantitative research method hence it is called a mixed research method.

In the current case study, the primary data was collected by a questionnaire distributed to the suppliers and customers. Besides that, depth interview was made with the employer and employees of the company. So the thesis method uses a mixed research method. The research basically concentrates on the perception of the people towards second hand shops, for that a random selection of the people was needed to get the primary data. That is the way the quantitative method such as questionnaire is used. (Aaker ,2002)

3.2 Data analysis tools

Data analysis is the part where the whole research results come out, so it is very important to use the right tools for the right results. There are very many tools that can be used to analyze the collected data.

All the primary data was collected via questionnaires and interview methods in this research work. For the analysis of those data excel sheet was used to find out the result in depth. Figures and diagrams were used to make the research clear enough for the readers. Pie charts and tables were also used during the data analysis part of this research work.

4 ORANSSI KIRPPIS OPERATION FUNCTIONS

4.1 Maintaining the accounts

According to American Accounting Association the meaning of accounting is “the purpose of identifying, measuring and communicating economic information to permit informed judgments and decisions by users of the information”

In simple definition accounting is the way of keeping the financial and non-financial records in a systemic way. It provides an accurate record to the owner, manager and related parties in the specific time period where they can see all the transaction during that time. The data helps the owner or manger to make decisions related to the company. So we can say that it's the language that communicates the economic information to the related parties or stakeholders.(Koirala 2006, 4-8)

Here in the figure 3 the parties that need the accounting information or the stakeholders of the accounting are presented. Basically the stakeholders are divided into two parts, internal parties and external parties. Internal parties indicate the stakeholders within the organization whereas the external parties indicate the outsider for the company. (The corporate Report, ASSC 1975)



Figure 3. Different interest groups that need accounting information, (The corporate Report, ASSC 1975)

Every business has its own way of keeping accounts. This research summarizes the accounting system of Oranssi Kirppis but due to the privacy of data received from the company, the summary is limited to some extent.

Oranssi Kirppis has been engaging in this flea shop business since 2008. The business type is not very complicated in terms of accounting. All the data are maintained in simple excel sheets.

A. Supplier account

Table 2. Specimen of supplier accounting system in Oranssi Kirppis (Oranssi Kirppis database 2012)

Table number	Last date of Tenancy	Next tenant Name	Next tenancy start date	How Long	Mobile No.
1	25.11.2012	Yogen	1.12.2012	2 weeks	0440.....
2					
3					
4					
5					
6					
7					
8					
9 and so on					

As mentioned in the above table, it shows how Oranssi Kirppis is keeping its' supplier account. It is very simple to understand and easy to maintain the supplier account. It starts with the table numbers, right now company has about 90 tables so the last number will continue till 90. Secondly it has the last date of tenancy so that the worker can easily see when the contract will be ending. The next column is the name of the next tenant coming and after that we can see when the person will be coming to put his stuff on specified table. The last item is his/her mobile phone number so that if something changes the employee can inform him/her.

B. Sales account

Table 3. Specimen of the sales account system in Oranssi Kirppis (Oranssi Kirppis database 2012)

Date	Table no.	Rent paid	Total sales	Cash paid	Signature
1.12.2012	17	40			
15.12.2012			135	135	
31.12.2012		20	150	130	

From the above table, it can be seen how Oranssi Kirppis is maintaining sales accounts in a simple excel sheet. It is very easy to understand and easy to keep the record. The sales account is made for the individual person or individual table. The sales accounting in most second hand shops like Oranssi Kirppis has different records than normal retail shops. The money collected from sales does not belong to the owner of the shop; in fact the company keeps the sales account on behalf of the supplier. So it can be said that this is the account of the owner of the table.

To make clear, it is explained in the above table where the owner of the table 17 account is shown. When the owner rent the table such kind of forms are kept in Oranssi Kirppis. The first column starts with the date when the table was rented. The next is the number of table where the owners' stuff is kept. The third column records the rent payment by the supplier. The next is the total sales till that date and next is the payment of the money to the owner on that specific date. Lastly, the signature on each and every transaction is recorded.

At the end of the contract the remaining rent is paid and rest money is provided to the owner of table number 17.

C. Cash account.

Table 4. Specimen of the cash accounting system in Oranssi Kirppis (Oranssi Kirppis 2012)

Date	Person	Particular	In Cash register+	In Cash register-	Rent +	Rent -	Difference	Bank
1.1.2012	Peta	rent from table- 56	60,00			60,00		
1.1.2012	Peta	rent from table -18	38,00			38,00		
1.1.2012	Peta	rent from table -28	48,00			48,00		
1.1.2012	Peta	rent from table -71	52,00			52,00		
1.1.2012		Rent Sum		146,00	146,00		-	

From Table 4 cash specimen, it can be seen how Oranssi Kirppis is keeping its cash accounting in a simple way. The first column consists of the date, normally starting from the beginning of the month. In that column, it is recorded how many activities are done on that particular day. The second one shows that the person taking care of the money, where the employee's name is mentioned. The third column gives the detail information about how much and which table the money came from. Next 2 columns give the cash debit and cash credit. Next 2 columns are rent collection debit and credit. After that the difference is recorded, if there is some mistake, and finally when the money went to the bank.

At the end of the day all the transactions from the whole day are summarized. It will be balanced by crediting the cash that means the money goes to cash account and debiting the rent means the money goes from rent to cash.

D. Staff account

Table 5. Specimen of the staff Record system in Oranssi Kirppis (Oranssi Kirppis 2012)

Date	Employee A	Employee B	Employee C	Extra days	Visitor(extra)
1.11.2012 Mo	8:00- 2:30	10:00- 3:30	2:00- 5:30		
2.11.2012 Ti	8:00- 2:30	10:00- 3:30	2:00- 5:30		
3.11.2012 We	8:00- 2:30	10:00- 3:30	2:00- 5:30		
4.11.2012 Th	8:00- 2:30	10:00- 3:30	2:00- 5:30		
5.11.2012 Fr	8:00- 2:30	10:00- 3:30	2:00- 5:30		
6.11.2012 Sat	free day			B+C	
7.11.2012 Sun	free day	free day			

It has been mentioned in the previous chapters that most of the second hand shops are operated by volunteer workers. Oranssi Kirppis is also using volunteer workers except one paid worker. The government agency pays workers' basic pay for the work. In Finland employment office pays the volunteer workers to keep them active.(Interviewed with Jarmo Ihalainen Oranssi Kirppis 2012)

Oranssi Kirppis has kept the record of the employees as mentioned in the above table 4. The first column has the date and the next columns contain the timetables of the employees. On extra days employees who have worked less in a particular week, will be working on that extra date. The last visitor column records if somebody comes to help in some situation when the regular employee can't come.

4.2 Maintaining marketing

P. Kotler explains that marketing is a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging products and value with others. Marketing is the process of creating the value of the product and hence it finally builds a strong customer relationship.

In very simple and traditional concept, marketing is the process of selling goods or services. But today marketing is connected with customer satisfaction. Marketing is not only to deal with the promotion of products or services but also to create the demand of the product or services. Today marketing plays a vital role in all business, it also determines the success of any business. The quality is not everything if the people don't know about the product, so marketing is a good tool to make product visible in the market. (Kotler 2001, 32-34)

P. Kotler explains that marketing is a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging products and value with others. Marketing is the process of creating the value of the product and hence it finally builds a strong customer relationship.

Here it is summarized how Oranssi Kirppis (OK) is maintaining the marketing part of the business.

A. Marketing concept

Marketing concepts of the business are already mentioned on 4.2. Oranssi Kirppis is also focused on marketing activities hence all the employees give a high value to both the customers and suppliers. To create the demand on people's mind, OK has the outside windows made from bigger glasses, in a way that customers can find something interesting while watching inside through big windows. In that sense OK is always concentrated on marketing activities even it has limited resources.

B. Advertising and mass media

Second hand shops cannot invest in very big promotional as other regular retailer shops do. There are some Nation wide websites which provide the information about the second hand shops. (kirpputorihaku 2012 and Vuolanne 2012)

Besides this, OK publishes advertisement in the local newspaper, like Warkauden Lehti and Sinun Savo a couple of times a year .



Image 1. Promotional activities of Oranssi Kirppis (Oranssi Kirppis 2012)

C. Personal selling

Personal selling is the customer oriented method of marketing tools. Bigger companies invests a large amount of money in personal selling. Usually big deals are made through personal selling.

Oranssi Kirppis is doing a lot of business deals personally, especially with the suppliers. A lot of deals are made between two parties, the supplier and the employee of OK. Due to the high number of suppliers it is very important for OK to maintain the personal relationship with suppliers. Suppliers are the source of money for the business.

4.3 Tax analysis

Benjamin Franklin said that there is nothing more certain than taxes and death. That means that the tax is subjected to anyone and anywhere in the world hence tax is mandatory for all humans in this world.

If we go to the history of taxation, we found that people had to pay some kind of levy to the king or the leader of the area. The levy could have different forms, such as food, animals, metals and later money. There were various tax systems according to different age in different countries in the history. United States was tax free country on its early history but on the other hand Egypt, Greece, Roman Empire were introduced tax on certain items in early history. It can be seen from the history that when the country was in war tax was higher and vice-versa. (forbes, 2010)

Tax is the source of income for the government to run the country. The government should be responsible for social welfare, infrastructure de-

velopments, security and other emergency work where tax money is utilized. In the current world all the people are mandatory to pay the tax.

There are different types of tax where governments get money, they are

- income tax
- sales tax
- capital gain tax
- corporate tax
- gift tax
- estate tax
- consumption tax etc.

There are still more taxes we can find if we go through all around globe but basically income tax and sales tax are common for everybody.

(taxworld 2009)

Tax analysis – Flea versus General markets

Here in this part, the comparison between the taxes on different level in flea shops and normal shops is made.

Having looked at the tax system of second hand shop it can be seen that it has a different tax system compared to any other normal shop. It is obvious that the items available in second hand shops are used items meaning that they are first bought from general shops, then used and brought to the second hand shop.

When new items are bought the sales need to be paid tax according to the products. If some clothes have been bought from retail shop 23 percentage of the tax need to be paid to the government and the same items go to the second hand shops after they have been used by one or more people. So The same clothes that the tax has already been paid at

the time of first purchase, do not need to pay tax even if it available in second hand shops. Hence tax is subjected only to new items that is why the flea items are tax free.(stott and Truman,2010,119-123)

Here in the thesis, how the tax imposed on second hand shop is being described. Why flea shops are tax free shops for the people and so on.

Taxes of Oranssi Kirppis

As it has been mentioned above that the flea market is a tax benefited shop. The real owner, the owner of the stuff, does not need to pay any tax from their income to the government. Here in Oranssi Kirppis the same rules are applied to the owner; owner means the person who rents the table in OK. So the income they get after paying the rent is their own money.

On the other hand what will the government get from this kind of a shop? Of course the government should get the tax from the income if the owner of the shops gets any. The Figure 4 shows how the government gets the tax from the second hand shops.

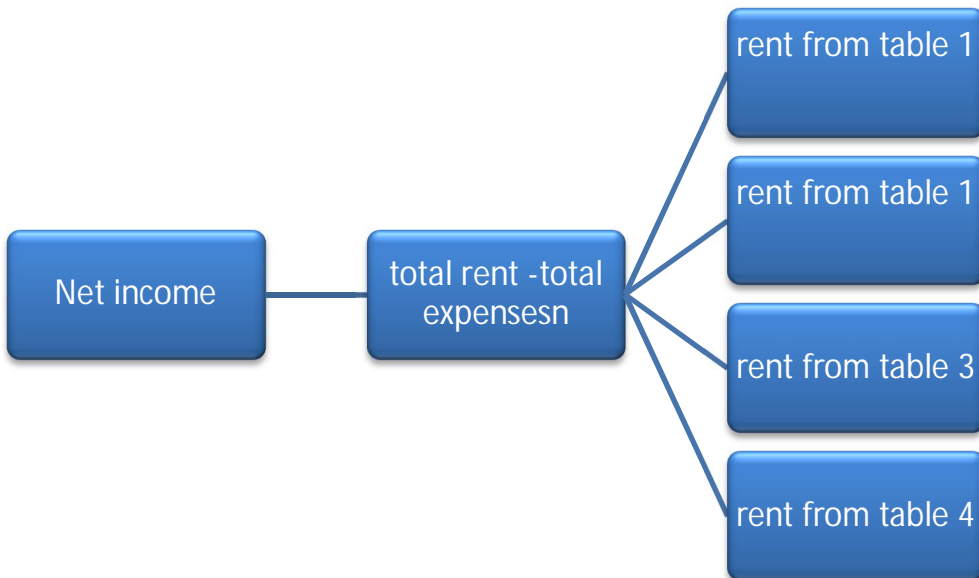


Figure 4. Net income calculation table (Oranssi Kirppis 2012)

From the Figure 4 it can be seen that the collection of all table rent is the gross income of the company. From that gross income if all expenses will be deducted, the rest will be the net income of the company.

Total expenses = Room rent + electricity + stationary expenses + salaries + all other small expenses.

So the tax will be subjected to the net income of the company. Supposing that the Oranssi Kirppis will get 2000 Euros as net income, it needs to pay 26 % of 2000 as an income tax.

5 CONSUMER PERCEPTIONS OF FLEA MARKETS IN VARKAUS

In this area, the perception of the consumers is analysed through the questionnaire data collected from suppliers and consumers of second hand shops. There were two sets of questionnaires, designed to get information from suppliers and customers of second hand shops. The questionnaires were designed in an easy way so that more people could fill them out. Hence it was possible to collect enough data from respondents.

About the questionnaires

- 100 copies of questionnaires were distributed to customers where 76 were received but some of the answered were not answered
- 100 copies of questionnaires were distributed to the suppliers where 63 answered were received.
- All the questionnaires were delivered to the Oranssi Kirppis in September, October and November.
- The questionnaires were filled with the help of the employees of oranssi kirppis to the customers and supplier.

5.1 Background information of the respondent

Questions about the background of the respondents were

- Age
- Gender
- Income
- Frequency of visiting flea markets

1 Age of the respondent

It is very important to find out what kind of people are interested in second hand shops in response of age group. According to the respondent's data, the least percentage of people are more than 61 years, the figure 5 shows that only 7 % of the respondents belong to age group over 60 years of age.

On the other hand, 21-30 age group respondents place the number one in visiting the second hand shop; 32 % of all the respondents belong to that group. This data reflected that in this age, many are unemployed and they want to change their goods most often. It is only possible to get cheap stuff at second hand shops, so the visitors whose age 21-30 belong to this behaviours.

The respondents of 31-41 years of age group accounts for 26 %. It looks like the middle aged people are also attracted to the second hand shops. Similarly the third largest group comprised of 41-50 years of age group accounts for 19 percentages. 16 % of the people who visit these shops are of the age group 51-60.

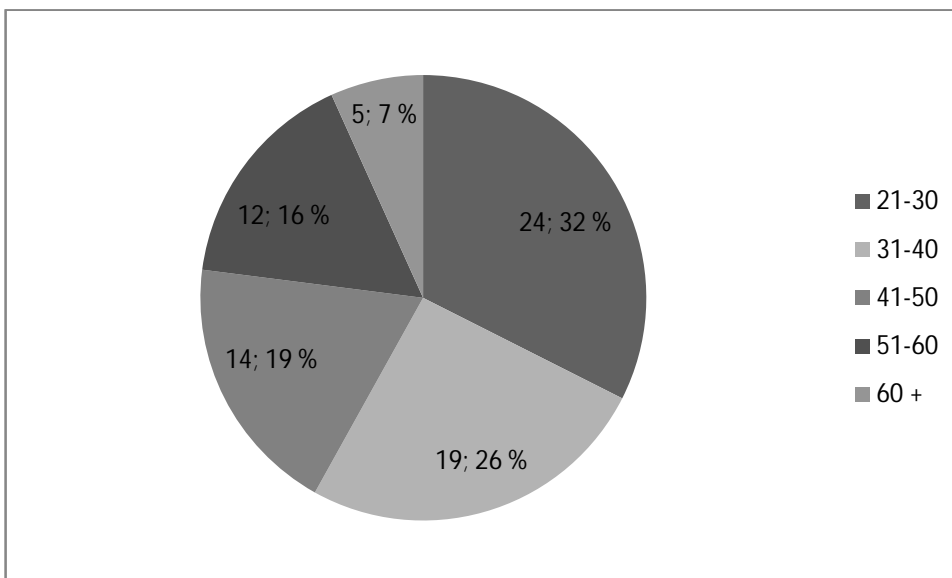


Figure 5. Respondents' age groups (n=74)

2. Gender of the respondents

This study also studied the variation of the visitors of second hand shops according to the sex. The collected data shows that the number of female visitors is extremely higher than that of male visitors.

From the figure 6 it can be seen that 73 % of the respondents were female and only 27 % of the respondent were male. As it can be seen from the data, it looks like female visitors are attracted to the second hand shops.

In our society it is common that females are most likely to go for shopping compared to male. This study also shows the same trend in second hand shop. The perception of the female does not change even in second hand shops.

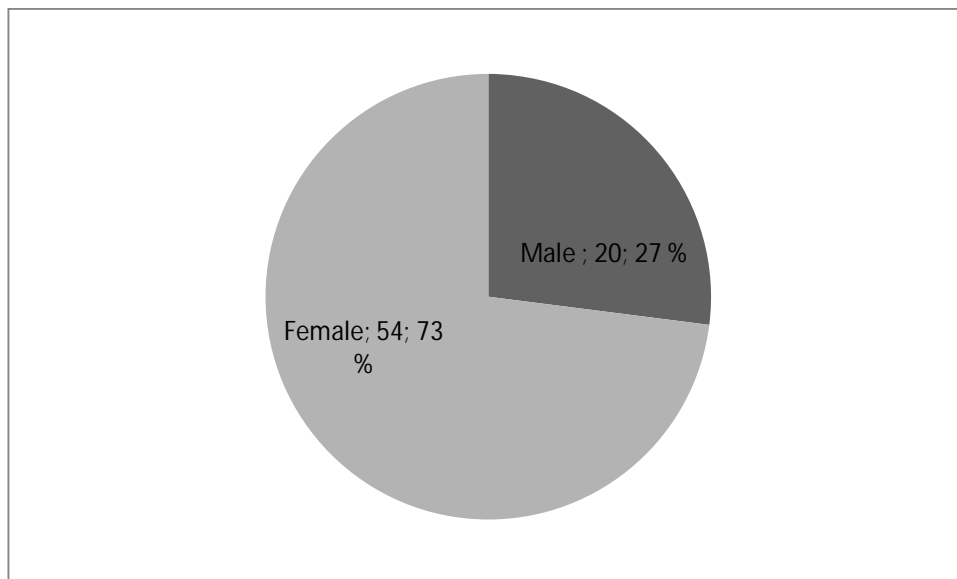


Figure 6. Respondent gender (n=74)

3 Monthly income of respondents

The data related to the income level of people visiting second hand shop was also collected. In this context it was learned that unemployed

people visit much more than people from other income categories. 35 % of all the visitors belong to group of unemployed . The reason behind this result is quite obvious because of the cheap items available in second hand shops. Unemployed people don't have much money to invest in new items, rather they fulfill their desire by buying second hand items. The next highest percentage falls on the income level 1000-2000 € levels. 30 % of the respondents belong to this category. So middle class people also visit second had shops to find goods for them.

Similarly 27 % of the respondent who have less than 1000 € and 8 % of the visitors represent the salary level of more than 2000 € . The figure shows that the higher the salary the lower the visits to the second hand shop. In this case the perception of people is different depends on the salary level.

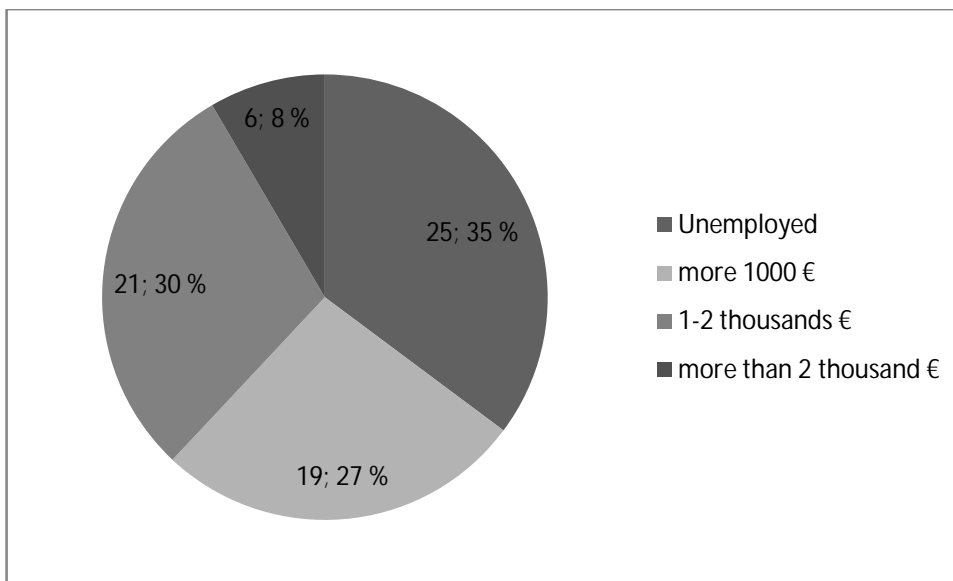


Figure 7. Respondents' income in a month (n=71)

4. Frequency of second hand shop visits

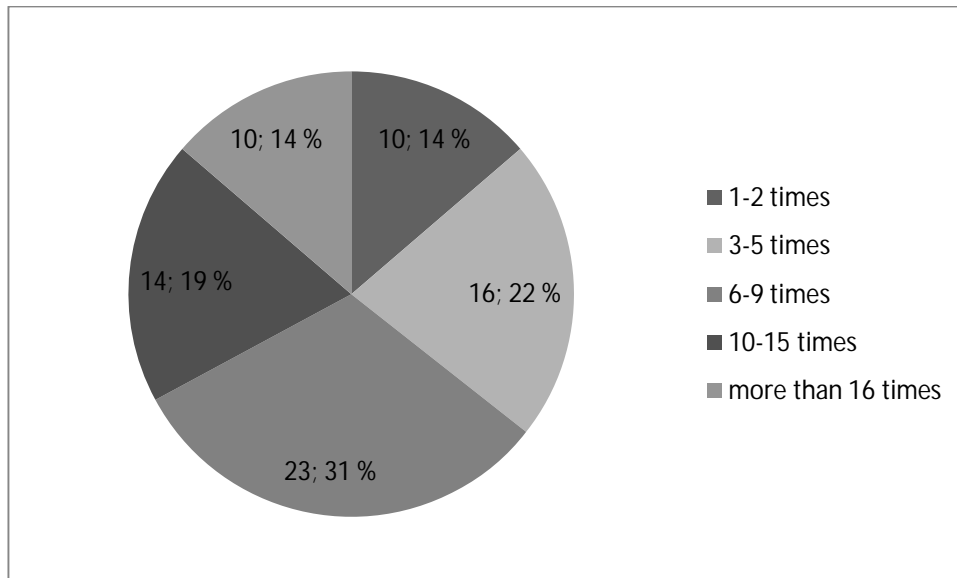


Figure 8. How many times respondents visit flea shops in a month (n=73)

From the analysis of questionnaire it can be inferred that a large percentage of respondents visit the flea shops 6-9 times in a month. 31 % of respondents said that they visited 6-9 times a month. From this data it can be seen that people consider the flea shop like normal clothes shops. 22 % of the respondent said they visit 10-15 times in a month and that is almost every second day. There are 14 % respondents who visit flea shops more than 16 times a month.

5.2 Customers' perception of flea market in Varkaus

Schiffman and Kanuk (2000, 147) define the perception as “a complex process by which people select, organise and interpret sensory stimulation into a meaningful picture of the world”

From the above definition we can say that to find out the value of people's mind is not only difficult but also the diversification of the data from the reality.

Here is a summary of the collected data, according to different variable set while making questionnaire, is presented.

5 Expectation for flea shops

In this part of questionnaire it was aimed at finding out why people visit flea shops. Four possible options for the products people usually buy were considered. It was aimed to understand the Perception of people towards the price, and quality of the goods.

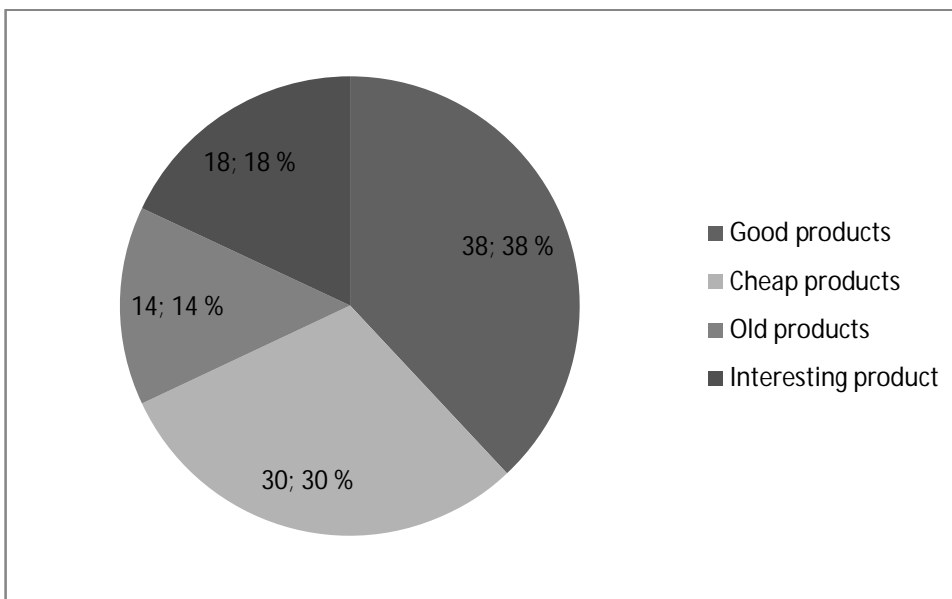


Figure 9. Expectations of the Respondents (n=100)

From the analysis of the questionnaire, it is seen that most of the people visit second hand shops to get good products in a cheap price. More than 30 % of respondents think that they visit second hand shops hoping to get good products in cheap price. But respondents also visit flea shops to get some interesting products where about 18 % respondents choose this answer. On the other hand about 14 % respondents visit second hand shops to get old products. From this analysis it is observed that people are conscious of price of the products, which is one of the most important reasons to visit second hand shops. It does not matter

whether the products are used or not, but if the price is very cheap, people are willing to buy them.

6. How do people use most of the products bought from a flea market?

In this part the behaviour of the people who buy items from second hand shops is analysed. Three options for how they use the products bought from flea shops were given, such as use like new, use some time and throw away or sell them again. Very interesting behaviour of the people is noticed in this respect. Most of the people say that they use it like a new product. From this analysis we can say that second hand shops also give people normal shop experiences. From the figure 10, it is seen that almost 54 % of the people used them like new products. They don't find any difference between new products from normal shops and products from second hand shops; it is good information for the owner or supplier of the second hand shops.

On the other hand about 29 % people just use the items a few times and throw them away. Meaning that they don't give them a big priority for that kind of products. But about 17 % people buy the products; use them and when they become tired of that they again sell the same items to the second hand shops. This is a good way of recycling the products again and again.

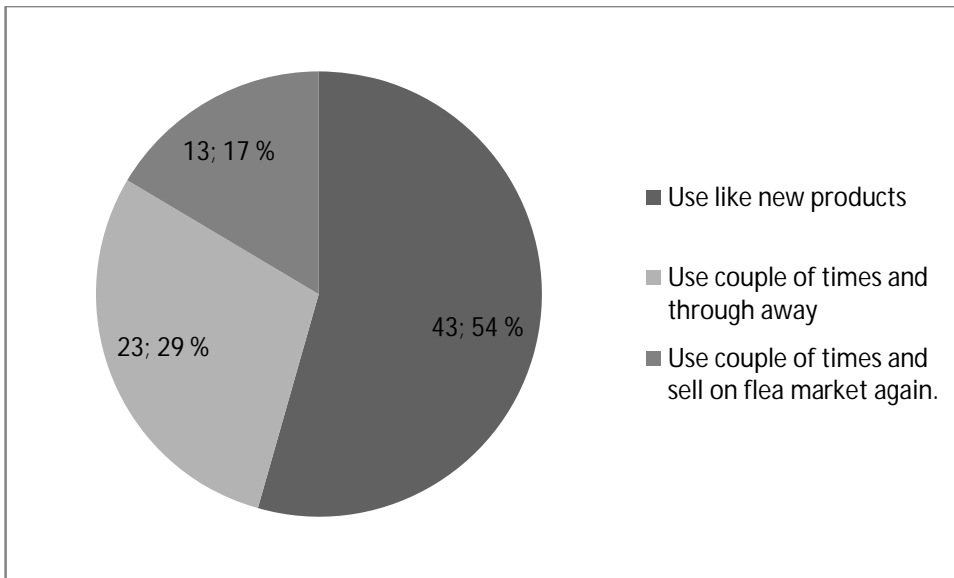


Figure 10. How the products from flea markets are used (n=79)

7 What type of products are mostly selected while visiting a flea shop?

In this part of questionnaire, what people really want to buy from second hand shops is examined. Four possible answers were given, the result is as follows:

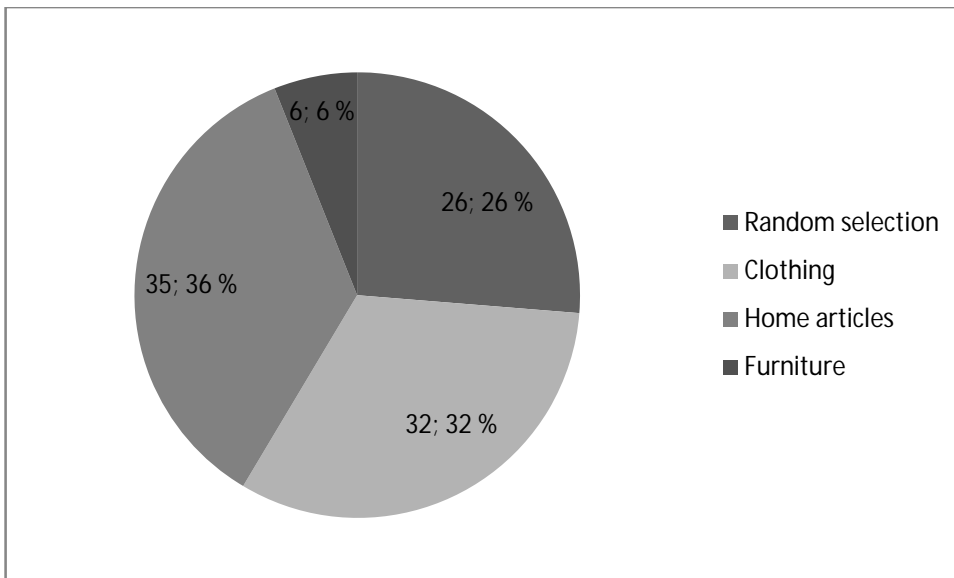


Figure 11. Categories of the products bought from second hand shops (n=93)

From the above diagram it is known that majority of the people visit second hand shops as home articles and clothing; in fact 68 % of the respondents say that they visit for home articles and clothing. In that 36% of the people visit for home articles and 32 % of the people go for clothing. This means people have already some plan to visit second hand shops like the normal retail shops. Even if the availability of the product is not sure in second hand shop, people visit such shop to find their desired products. So the perception of people in this part shows that second hand shop can replace big shops.

On the other hand 26 % of people just visit second hand shops hoping that they could find some useful product for them. Those people randomly visit the shops, see the items and can buy if they think the item can be useful for them. A few respondents said that they visit second hand shops to get furniture items, only 6 % of people belong to this group.

8 How do you find this kind of shops?

The advertisements based questionnaires are analyzed in this section. How do people find this shop, what could be the means of finding such shops. Three possible options were presented to the respondents. This analysis will help the owner of the second hand shop to focus on their marketing parts.

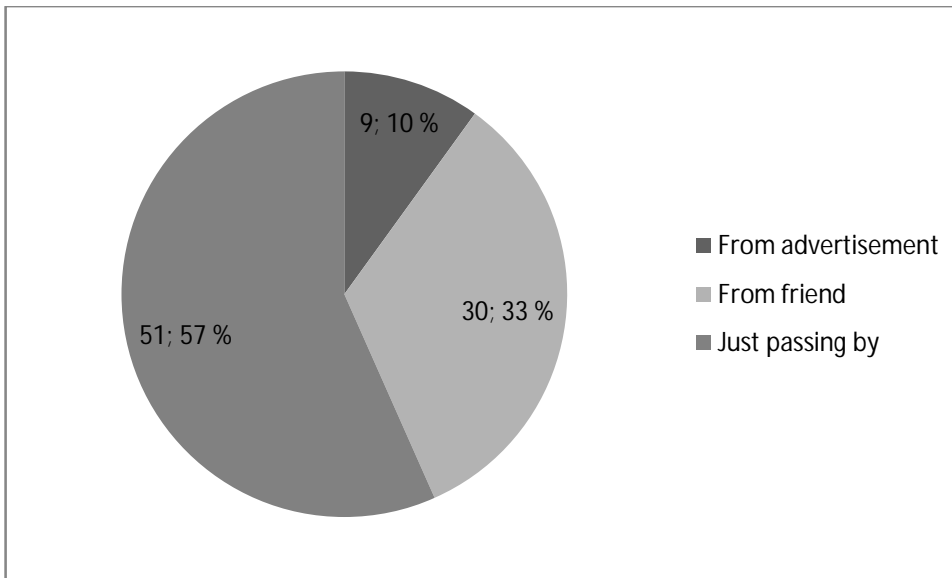


Figure 12. Source of information about second hand shops (n=90)

From the figure 12, most of the respondents said that they found this shop by passing by the location of the shops. 57 % of the respondents said they did not get any other information to find these shops. This could be very important information for the owner of the shops; they should focus more on their windows or the visible parts of the shops, and decorating them in a good manner so that people can be attracted by the products when they are passing by. On the other hand people also know about the shops from their friends. 33 % of the respondents said that they received the information about the shop from their friends. Word of mouth communication plays a vital role in the marketing of second hand shops. Finally only 10 % of the respondents said that they found information from advertisement in different media hence the number is very low compared to others. So the owner of the shops does not need to make any expensive advertisement in newspapers or flyers. They mostly need to concentrate on their outside layout where people can see the information.

9. What are your main reasons visit certain flea shops?

Like the advertisements issue, this analysis will be useful for the owners of shops. In this part the main reasons to visit a particular second hand shop rather than other second hand shop are analyzed. Responses to five different reasons are studied.

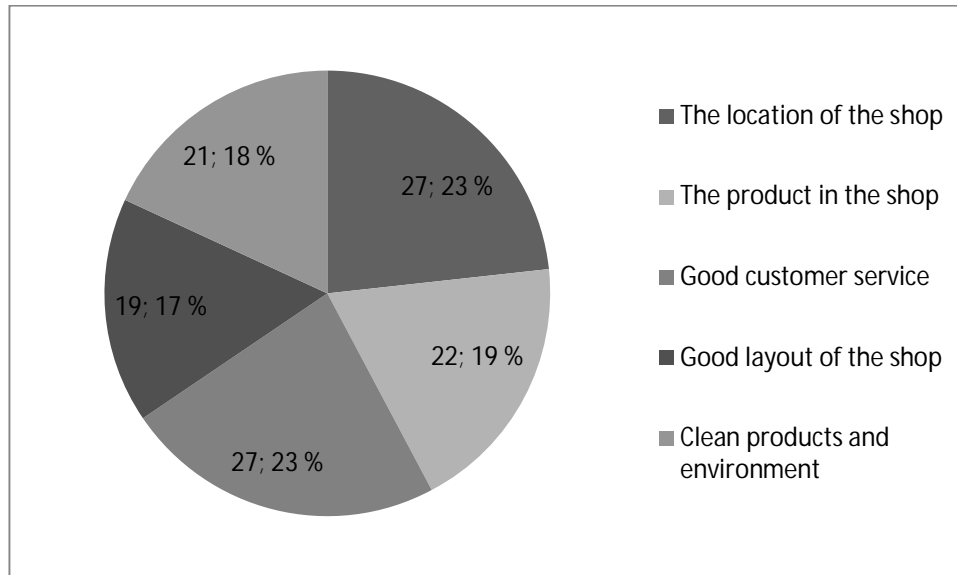


Figure 13. Reasons to visit second hand shops (n=116)

From the above diagram we can say that most of the people visit a particular second hand shop due to the convenient location and good customer services. 46 % of the respondents believed that the location and customer service are the reasons why they visited Oranssi Kirppis. The product of the shops came on the third place. I believe that the product availability should be number one but in reality the location of the shops plays a vital role in choosing the second hand shops. Clean products and environment are also important but the internal layout of the shops does not make a big difference to the customers.

10. Have you ever rented a table in a second hand shop to sell your products?

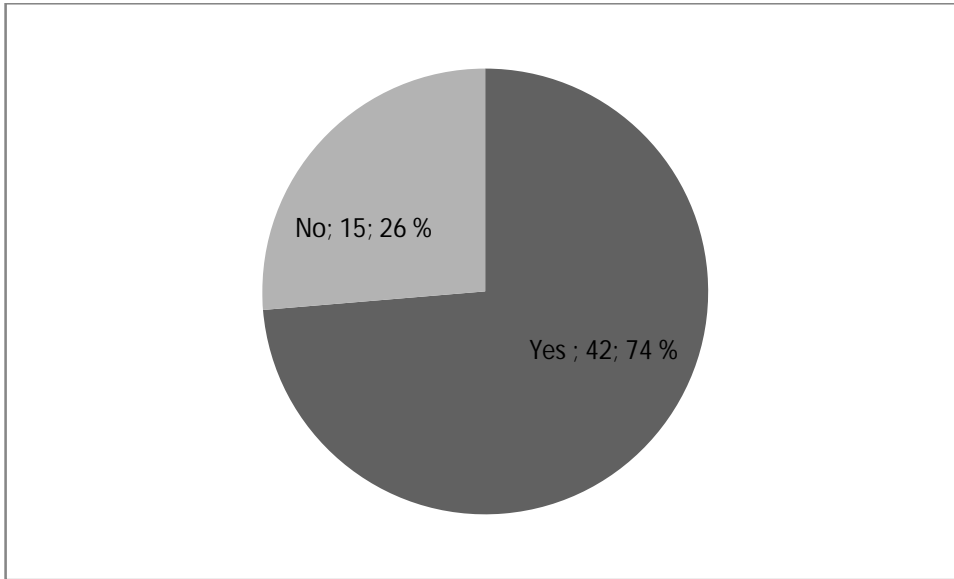


Figure 14. Experience about renting a table (n=57)

In this part it is studied whether the visitors of second hand shop have ever rented a table. It was learned that a big percentage of people who visit second hand shops have rented a table at some stage. 74 % of the respondents said that they have rented a table even when they were customers of the shops. So customers are also the sellers of the products.

11 Do you think flea market is a good way for utilizing products more efficiently?

The questionnaire was made in such a way to find out whether or not people are conscious about the recycling of the items to save environment.

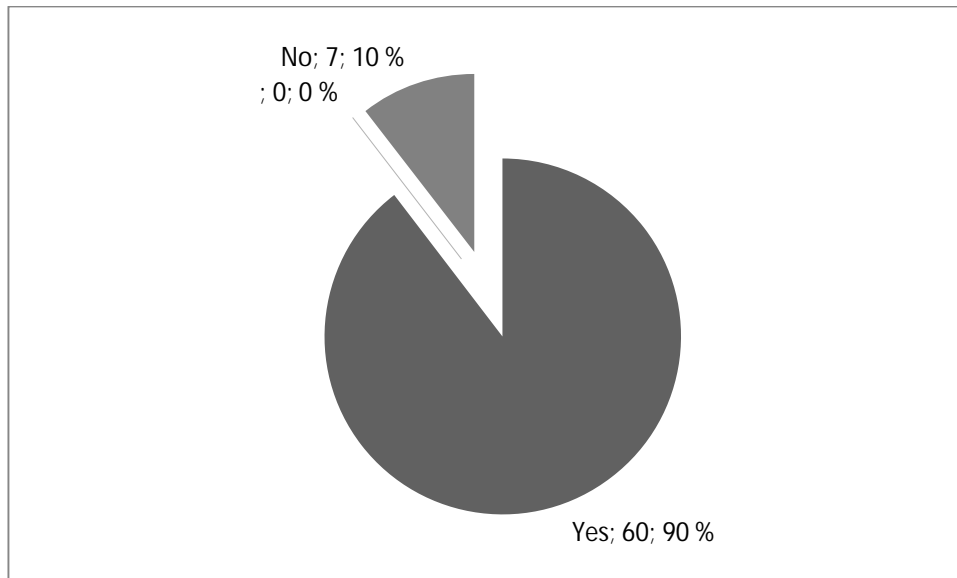


Figure 15. Respondent believe on Products utilization from flea shops (n=67)

Most of the people who visit second hand shops are very conscious about the environment. They believe that when new items are produced, environment is harmed. So almost 90 % respondents believed that it's a good way to utilize the product which means that it is a good way of recycling goods.

12. Do you think big shops are losing customers due to second hand shops?

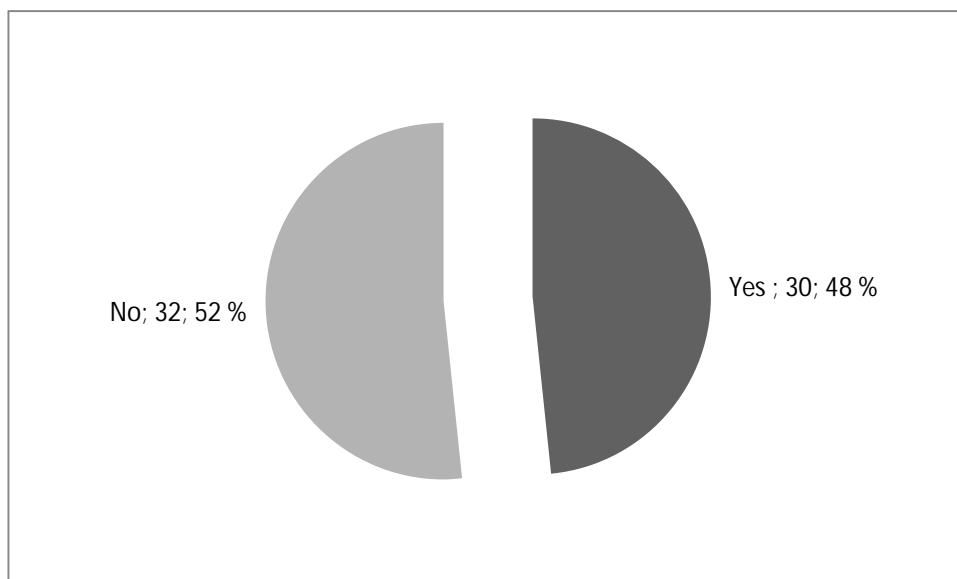


Figure 16. Attitudes of respondents towards big shops losing customers because of second hand shops (n=62).

Respondents were confused about this. They could not specifically say that second hand shops were hampering normal retail shops. People are divided almost 50-50 %. It means half of the people believed that it hampers the big shops and other half believed that it does not hamper big shops. So no concrete conclusions could be made.

5.3 Suppliers' perception of second hand shops

In this part, the perception of the supplier of the second hand shops is analysed. The questionnaires were similar to those that were given to the customers. So these questions are not repeated here. Only the results are presented.

1. Age variable

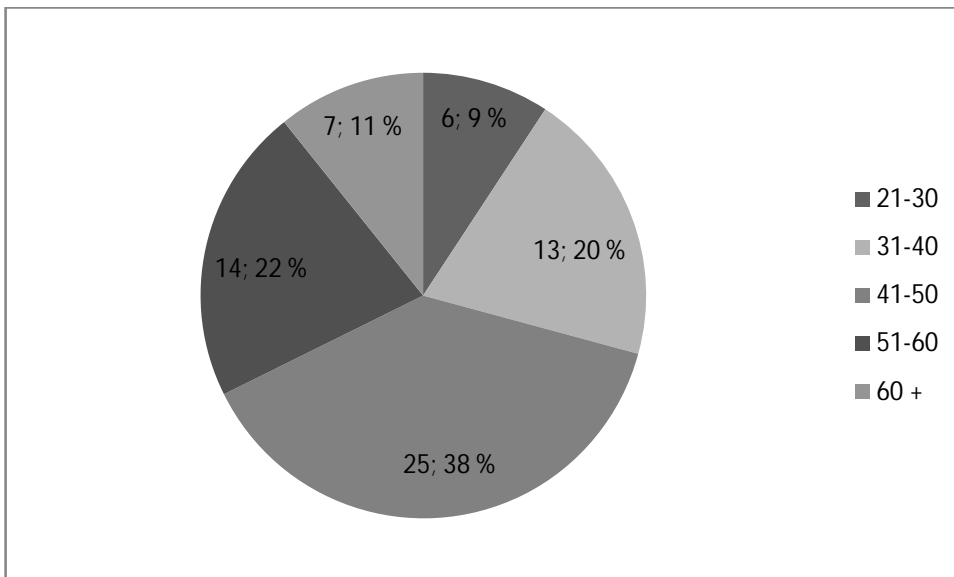


Figure 17. Age of suppliers (n=65)

From figure 17 it can be seen that about 38 % respondents belong to the age group 41-50, so we can say that middle-aged people are more interested in hiring a table for their products in second hand shops and

also 22 % of the people who rent a table in second hand shops belong to 51-60 age group. On the basis of these two examinations it can be said older people were more interested in renting a table in second hand shops.

2 Gender

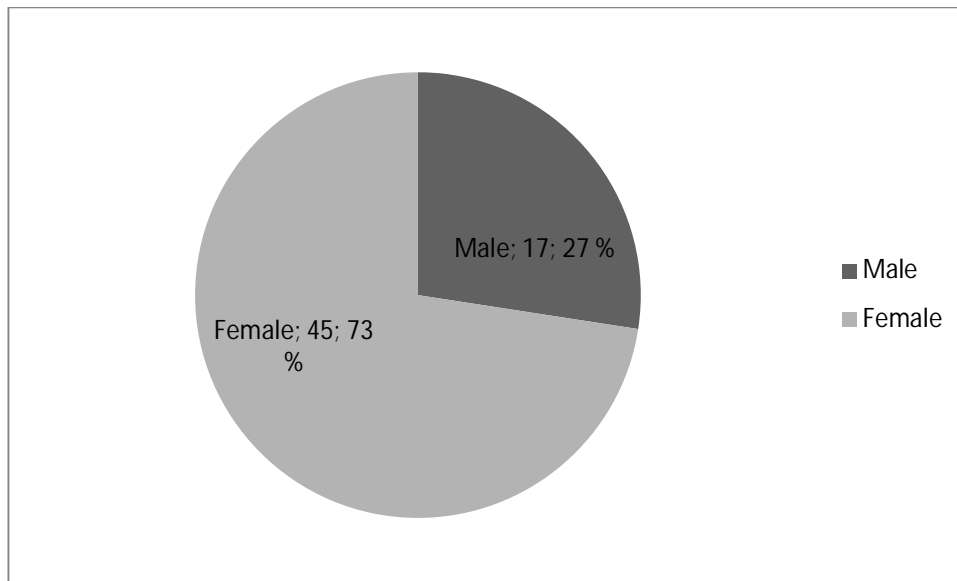


Figure 18. Gender of suppliers (n=62)

From the figure 18 it can be seen that there are higher numbers of female suppliers in second hand shops. As we saw in customer's analysis, there are much more female visitors than male visitors, similar results appeared here in supplier side also. About 73 % of the suppliers belong to females and the rest about 27 % of suppliers are males. From this analysis it can be said that females are more interested in renting a table.

3 Monthly incomes

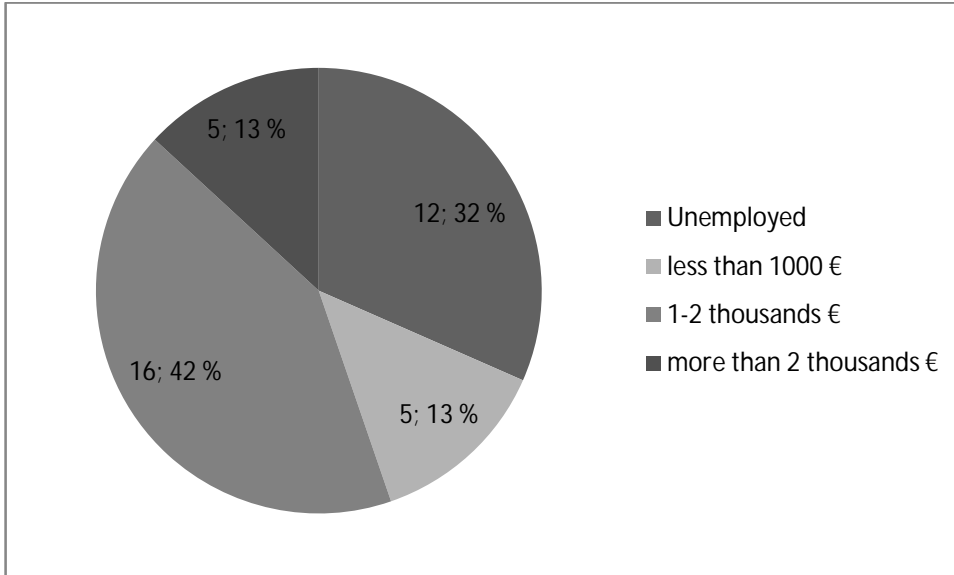


Figure 19. People belonging to monthly incomes (n=58)

What income level actually rent a table more often is studied in this section. From the figure 19, it can be seen that 42 % of the people who have income level 1-2 thousands Euros rented a table in flea shops it means than the higher number of respondents who have income level 1-2 thousands in a month rent table in second hand shop. If we compare the income level of the customers and suppliers, it is seen that unemployed customers visit flea shops more frequently but middle-income people rent the table more often. Similarly from the research it is also seen that the second largest number of people who rent the tables belong to unemployed group. 32 % of the respondents belong to unemployed people group, so we can say that unemployed people are also attracted to flea shops to get some tax-free income. 15 % of the respondents said that they belong to the income level less than 1000 euros and other 15 % were the respondents who earn more than 2000 Euros in a month.

4 How many times a month do you visit to flea shops

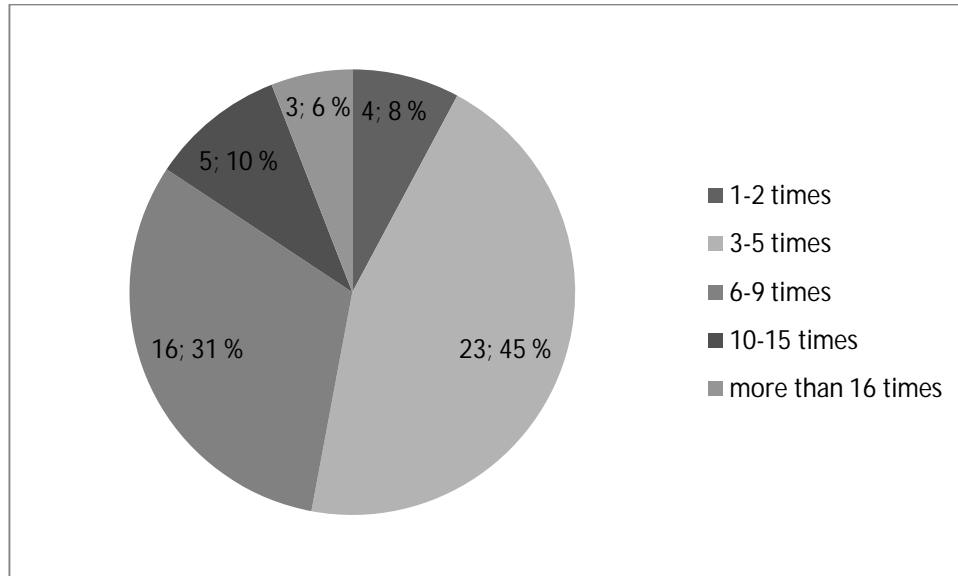


Figure 20. Number of visits to flea shops in a month (n=51)

In this part it's examined how the supplier's frequencies of visits to flea shops take place. From the figure 20 it can be seen that almost half of the respondents said that they visit only 3-5 times in a month. This is not very high. But on the other hand 31 % of respondents visit 6-9 times in a month.

From this analysis one can say that suppliers are also good customers of the flea shops.

5 What do you expect from flea shops?

From this questionnaire, it is aimed at understanding the expectations of the suppliers from the flea shops, especially why they rent the table in a flea shop.

From the figure 21 it can be seen that more than half of the respondents said that their main motto to rent a table is to dump their extra items in a useful way. 54 % of the respondents said that they rented a table to get rid of extra items at home and also get some monetary value.

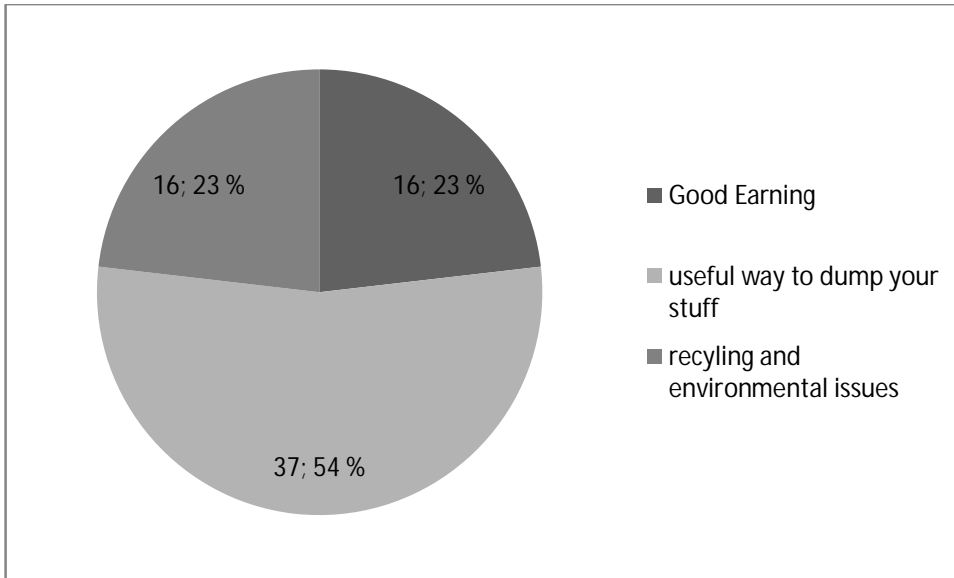


Figure 21. Expectations from flea shop sales (n=69)

6 How do you get information about this kind of shops for your stuff?

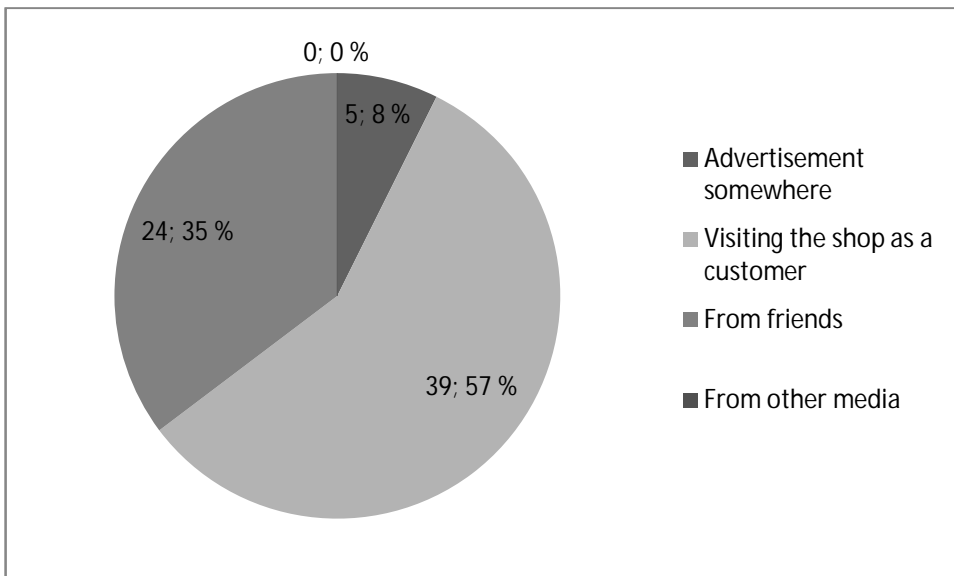


Figure 22. Sources of information about second hand shops (n=68)

From the figure 22 it can be seen that more than half of the respondents said that they become interested when they visit flea shops as a customers. 57 % of the respondents said that they found Oranssi Kirppis for their items while visiting as customers. Other 35 % of the respondents said that they found Oranssi Kirppis through their friends, so word of mouth also play good role in flea shops.

There are 8 % of the respondents who said that they found Oranssi Kirppis from advertisement. It shows that advertisement plays some small role in attracting suppliers for second hand shops. On the other hand none of the respondents said that they found Oranssi Kirppis from other media, so it is probably worthless to advertise on other media social media like social media.

7 Do you think renting a table could be a good source of income?

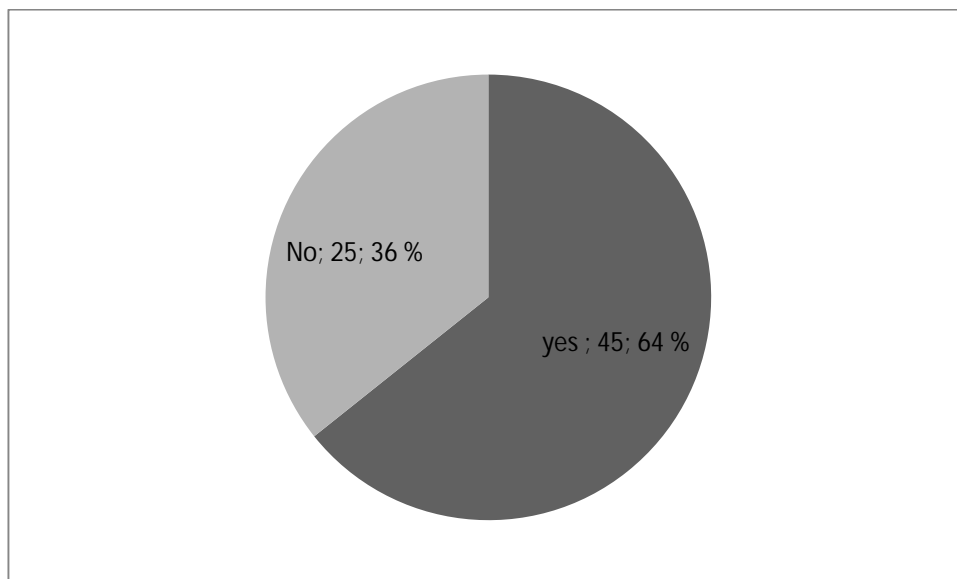


Figure 23. Sources of Income (n=70)

From the Figure 23 it can be seen that 45 % of the respondents said that renting a table could be a good source of money. From this analysis it can be seen that many flea shops can provide a good source of income for the people who rent tables.

8 What kind of stuff you mostly select for sale?

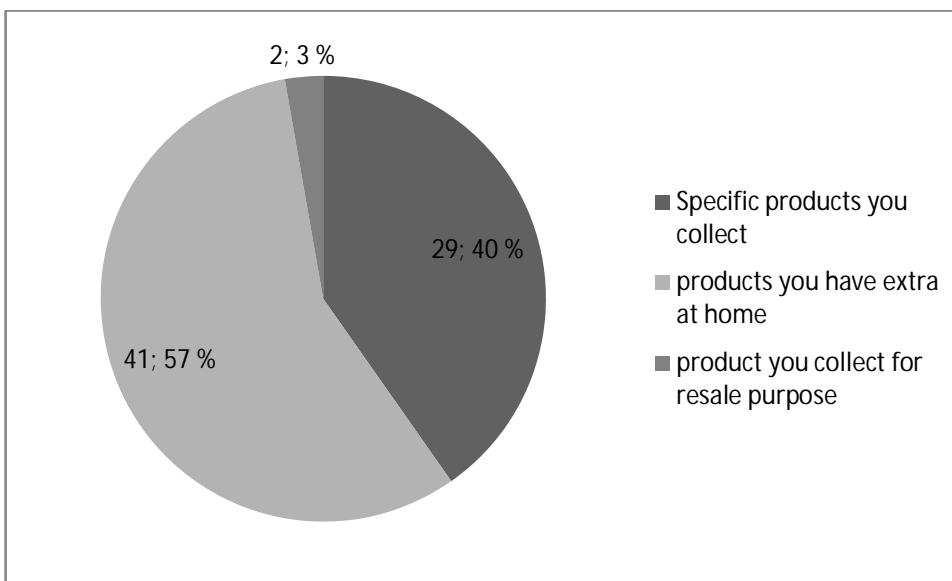


Figure 24. Selection criteria for suppliers (n=72)

From this analysis it is clear that most of the respondents' criteria of the stuff are that they chose them based on their household products. 57 % of the respondents said that they rent the table in second hand shops when they have a lot of extra stuff at home. But 40 % of respondents said that they have collected some products for a long time and now they want to empty their house by selling all of those items. On the other hand 2 respondents said that they just collect stuff for renting table and earning money.

9 Do you think flea shops are useful for utilizing things more efficiently?

In this part of the questionnaire the respondents were asked to answer about the effective utilization issue of used items. 45 respondents answered that flea shops are a useful way to utilize items more efficiently. This analysis shows that people want to use more items efficiently rather than throw away. On the other hand about 23 respondents said that flea shops are not very useful at utilizing stuff more efficiently.

10 Do you think big shops are losing customers due to flea shops?

In this part the researcher wanted to know about the perception of respondents towards the flea shops when compare with normal retails shops. Respondents are asked if flea shops hamper the business of big shops and 44 of the respondents answered that it will not make any difference to bigger shops but 19 respondents said it will hamper the bigger shops.

11. How many times in a year you rent a tables in flea shops?

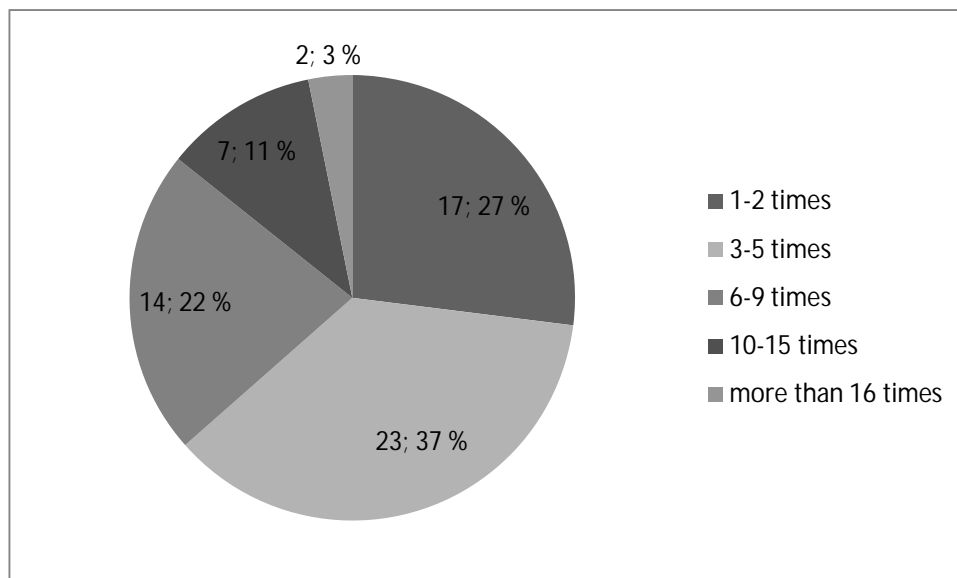


Figure 25. Times of renting table in a year (n=63)

The above figure will help to analyze the frequency of the respondents who rent the table in one year period. 37 % of the respondents said that they rent 3-5 times in a year and 27 % of the respondents said that they rented 1-2 times in a year. On the basis of this it can be said that the same people do not rent table very many times in a year. The data represents the flow of the supplier in second hand shops, in fact not all the time same supplier supply products for second hand shops.

6 CONCLUSIONS AND RECOMMENDATIONS

In this section the results of the analysis are presented and the question that was set in the objective of this research is answered. The research question was “How Oranssi Kirppis in Varkaus organizes its business functions, for example, customer relations, supplier relations, marketing, accounting and management”?

Flea markets are becoming a popular business nowadays around the globe. People can get high quality products at a considerably lower price although the products available in the flea shops have been used by one or more people in the past. The research focused on the history of flea market, the concept of flea shops and its operational mechanism. The players behind the flea shops like suppliers, owner and consumers and also the role and functions of each parties is analysed. The development of operation functions was studied in the fifth part based on the objective determined in the thesis plan. Accounting part includes the supplier account, sales account, cash account and stuff account. The marketing behaviours of the second hand shops is also analysed where marketing concept, advertising and mass media and personal deals were expanded. The research also gives a clear knowledge of the tax system of flea shops where the answer for taxation of the business based on tax free purchasing can be found.

Questionnaires were set to analyse the perception of customers and suppliers based on age, gender and income level. From the data analysis of customer questionnaires, it can be seen that largest number of visitors in second hand shops belong to an age group of 21-30 and the respondents' analysis reflected that most of the visitors in second hand shops were women. The income analysis of the respondent showed that unemployed visitors visited the shop more often to other group of visitors. A higher number of respondents said that their frequency of visit in second hand shops accounted 6-9 times in a month. Most of the respondents who visit as customers said that they visit second hand shops to get good products at cheap price. Similarly most of the respondents said that they used the products bought from second hand shops like a new product. On the other hand most of the respondents said that they mostly look for clothes and home articles while they visit the second hand shops. Most of the respondents said that they find particular second hand shops from friends or just passing by the shop. Similarly from this analysis it can be said that a higher number of visitors were concerned about the customer services and location of the shops that influenced the frequency of visitors.

On the other hand it can be seen in this study that suppliers' play a key role in second hand business. If suppliers supply varieties of good items for sales, more customers are attracted; consequently more and more suppliers rent table and so on. From the analysis of suppliers' question-

naire data it can be seen that most of the suppliers belong to age group of 41-50 and most of them were female suppliers. 1000-2000 Euros income level respondents comprise a higher percentage of the suppliers. Similarly the data analysis reflected that suppliers' main motto of renting tables was to dump their extra items in a useful way. On the other hand a higher number of respondents said that they got the information about the possibility of renting tables when they visited as customers. It is also concluded by this analysis that most of the respondents believe that they got some income from renting the table in second hand shops.

Recommendations

The research can make some recommendations to the owner who involved in the marketing part of the business. The questionnaires analysis proved that it is not useful to publish advertisements about the business in any media including social media and mass media. Most of the respondents said that they knew about the shops by looking through the window of the shops when they pass by and/or word of mouth. On the other hand good customer service will enhance the business of second hand shops.

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Client Options reviewed 2012

Research Methodology

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APPENDICE

Appendix 1. Supplier's perception of Flea markets in Varkaus (For supplier)

1. Age

20-30	31-40	41 and above
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2. Gender

Male	Female
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3. Monthly Income (Euros)

Unemployed	Less than 1000	1000-2000	above 2000
------------	----------------	-----------	------------
4. How often you visit to flea shops (in a month)

1-2	3-5	6-9	10-15		16 and above
-----	-----	-----	-------	--	--------------
5. What do you expect from this shop?

Good Earning	Useful way to dump your stuffs
Recycling and environmental issues	
6. How do you find this kind of shop for your stuffs?

Advertisement somewhere	Just visit as a customers
from friend	other media
7. Are you able to cover your rent cost selling your products?

Yes	No
-----	----
8. What kind of products mostly you select for sales?

Own old products, used items	Extra things at home
Products collected for re-sales.	

9. Do you think is the good way for utilizing things more efficiently?

Yes

No

10. Do you think the big companies are losing customers due to this kind of shop?

Yes

No

11. How often you rent the table on such shops? (Annually)

1-3

4-7

8-11

12 and above

**Appendix 2. Consumer's perception of Flea markets in Varkaus
(For customers)**

1. Age

20-30

31-40

41 and above

2. Gender

Male

Female

3. Monthly Income(Euros)

Less than 1000

1000-2000

above 2000

4. How often you visit to flea shops (in a month)

3-5

6-10

11 and above

5. What do you expect from this shop?

Good products

cheap products

Old products

Interesting products

6. How do you use most of the products from flea market?

Use like new products

use couple of times and through away

Use couple of times and sell to second hand shop

7. Have you ever rented any tables for your products?

Yes

No

8. What kind of products mostly you select while you visit second hand shop?

Random selection

Cloths

Household products

Furniture

9. What makes you choose a flea market?

Location

products

customer service

good layout

clean products

10. Do you think is the good way for utilizing things more efficiently?

Yes

No

11. Do you think the big companies are losing customers due to this kind of shop?

Yes

No

12. How do you find this kind of shops?

From advertisements

just to watch on road

From friend

Appendix 3 MYYJÄ-ASIAKKAAN NÄKÖKULMA KIRPPUTOREISTA VARKAUS- DESSA

1. Ikä
21-30 31-40 41-50 51-60 61 yle

2. Sukupuoli
Mies Nainen

3. Nettotulot / kk
Alle 1000 € 1000- 2000 € yli 2000 €

4. Kuinka monta kertaa käyt kirpputorilla kuukaudessa?

1-2 kertaa 3-5 kertaa 6-9 kertaa 10-15 ker 16 use-

ammin

5. Mitä odotuksia sinulla on kirpputoreista?(ole hyvä ja valitse 2 vaihto ehtoa)

- Hyvät tulot
- Kätevä tapa päästä eroon tavaroista
- Kierrätys ja ympäristöasiat
- Muu, mikä? _____

6. Mistä saat tietoa kirpputoritoiminnasta? (ole hyvä ja valitse 2 vaihto ehtoa)

- Mainoksista
- Asiakkaana olemisesta
- Ystäviltä
- Mediasta
- Muualta, mistä? _____

7. Uskotko pöytävuokrauksen olevan hyvä tulonlähde?

Kyllä Ei

8. Millaisia tuotteita yleensä valitset myyntiin?

- Omia keräämiäsi tuotteita
- Ylimääräiset tavarat kotoa
- Tuotteita, joita keräät myytäväksi

d. Muuta, mitä? _____

9. Onko kirpputori mielestäsi hyvä tapa realisoida tavaroita?

Kyllä

Ei

10. Menettävätkö mielestäsi isot kaupat asiakkaita kirpputorien vuoksi?

Kyllä

Ei

11. Kuinka monta kertaa vuodessa vuokraat pöydän?

1-2 kertaa

3-5 kertaa

6-9 kertaa

10-15 kertaa

16 useam-

min

Appendix 4. STAJA-ASIAKKAAN NÄKÖKULMA KIRPPUTOREISTA VARKAUDESSA

1. Ikä
21-30 31-40 41-50 51-60 61 yle

2. Sukupuoli
Mies Nainen

3. Nettotulot / kk
Alle 1000 € 1000- 2000 € yli 2000 €

4. Kuinka monta kertaa käyt kirpputorilla kuukaudessa?

1-2 kertaa 3-5 kertaa 6-9 kerta 10-15 kert 16 use-

ammin

5. Mitä odotat kirpputorilta? (ole hyvä ja valitse 2 vaihto ehtoa)

- a. Hyviä tuotteita
 - b. Halpoja tuotteita
 - c. Vanhoja tuotteita
 - d. Mielenkiintoisia tuotteita
 - e. Muuta, mitä?
-

6. Kuinka käytät ostamiasi tuotteita? (ole hyvä ja valitse 2 vaihto ehtoa)

- a. Kuin ne olisivat uusia
 - b. Käytät pari kertaa ja heität pois
 - c. Käytät pari kertaa ja myyt uudelleen kirpputorilla
 - d. Muuten, miten?
-

7. Minkälaisia tuotteita valitset kirpputorilta? (ole hyvä ja valitse 2 vaihto ehtoa)

- a. Satunnaisia tuotteita
 - b. Vaatteita
 - c. Tuotteita kotiin
 - d. Huonekaluja
 - e. Muuta, mitä?
-

8. Kuinka löydät kirpputorit? (ole hyvä ja valitse 2 vaihto ehtoa)

- a. Mainosten avulla
 - b. Ystävien suosituksesta
 - c. Liikkumalla kaupungilla
 - d. Muuten, miten?
-

9. Mikä saa sinut valitsemaan tietyn kirpputorin? (ole hyvä ja valitse 2 vaihto ehtoa)

- a. Sijainti
 - b. Tuotteet
 - c. Hyvä asiakaspalvelu
 - d. Hyvä esillepano
 - e. Puhtaat tuotteet ja ympäristö
 - f. Muu, mikä?
-

10. Oletko koskaan vuokrannut myyntipöytää kirpputorilta?

Kyllä Ei

11. Onko kirpputori mielestäsi hyvä tapa realisoida tavaroita?

Kyllä Ei

12. Menettävätkö mielestäsi isot kaupat asiakkaita kirpputorien vuoksi?

Kyllä Ei