



EXPLORING FACTORS THAT INFLUENCE CONSUMERS' BEHAVIOUR TOWARD SECOND-HAND CLOTHING PURCHASE

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ABSTRACT

Purpose: This study investigated the factors influencing consumers' intentions of buying used clothes. Despite the undeniable rise of used clothing, a clear understanding of the factors influencing consumer purchasing behaviour remains elusive. The research delved into consumer purchasing motivation and how social and economic influencers also affect the choice of consumers buying second-hand clothing.

Design/Methodology/Approach: To gather information for the study, open and closed-ended questions were used to assess 136 participants from the Bolgatanga Metropolis using online Google forms.

Research Limitation: This study focused on factors influencing consumers to purchase second-hand clothes in the Bolgatanga Metropolis.

Findings: The study's findings revealed that economic reasons, perceived product quality, social and environmental awareness, and peer influence are significant influencers that affect consumer behaviour toward used clothing purchase and use. This study offers a comprehensive knowledge of how these elements interact to promote the acceptance and use of second-hand clothes.

Practical Implication: By identifying the factors influencing purchase intentions, retailers and marketers can develop strategies to more effectively target potential second-hand clothing consumers.

Social Implication: Outlining these factors can also help policymakers understand consumers' purchasing intentions and develop effective policies to educate people concerning the devastating consequences of dumping used clothes and the financial expenses that will go into disposing of them using state funds.

Originality/ Value: The study is based on the motivators of consumers purchasing second-hand clothes, which either end up at landsides or are burnt after use.

Keywords: *Attitude. consumer behaviour. motivation. purchasing. sustainable fashion*



INTRODUCTION

The fashion industry continues struggling with growing concerns about its substantial environmental footprint. Textile waste chokes landfills, while production processes guzzle vast energy and water (Yalcin-Enis, 2019). Amidst these concerns, environmentally conscious consumers actively seek sustainable alternatives to traditional clothing purchases. The second-hand clothing market emerges as a compelling option, offering environmental benefits, extended garment lifecycles and affordable access to a broader selection of styles and brands. Hagelberg (2017) advances that the surging popularity of second-hand clothing can be attributed to economic considerations, evolving cultural attitudes, and a heightened awareness of environmental issues.

The intricate web of elements that shape consumer choices related to acquiring and utilising used apparel remains paramount for researchers, policymakers, and fashion designers. The trajectory of consumer behaviour towards second-hand clothing may be influenced by dynamic forces such as technology, socio-economic factors, and evolving fashion trends. While prior studies have shed light on these drivers, a comprehensive and current investigation is essential, considering the dynamic fashion landscape and ever-shifting consumer preferences.

This research, therefore, delved into the intricate interplay of social, economic, and environmental factors to uncover consumers' underlying motivations and decision-making processes driving consumers to embrace or reject second-hand fashion options. The study aspires to contribute significantly to a more holistic understanding of sustainable consumption approaches employed by the fashion industry by meticulously identifying these elements. The study hopes to provide knowledge on the current discourse surrounding sustainable fashion and enable consumers to make well-versed choices that support both environmental and economic considerations. It is anticipated that the findings gleaned from this research would aid in developing marketing strategies for second-hand retailers, empowering them to better connect with and engage potential customers.

LITERATURE REVIEW

Consumer Behaviour

It is known that most consumers purchase second-hand clothes to improve their status, attain a particular class, or just for leisure (Karaosman, Morales-Alonso, & Brun, 2016). Joy and Peña (2017) articulate that most consumers purchase second-hand clothing impulsively because they are infatuated with the distinctive designs. Indeed, second-hand clothes are mostly sold cheaply (Machado et al., 2019). Due to this, many of these products are bought, used over a short period, and dumped in the environment. There is a need for fashion businesses to efficiently reuse, remanufacture, and recycle all broken products, scraps, and unsold clothing to improve their value instead of dumping them at landfill sites (Machado et al., 2019). Some fashion businesses have formalised their sustainability initiatives and corporate social responsibility practices to address the issue of sustainability in clothing manufacturing (Karaosman, Morales-Alonso, & Brun, 2016).



Second-Hand Clothing

Second-hand clothing has gained popularity for its affordability, uniqueness, and perceived environmental benefits compared to buying new clothes. For decades, Ghana's "obroni wawu" (used clothing) market has played a role in the nation's fashion scene and economy (Aggarwal & More, 2020). This market thrives on affordability and variety, offering a treasure of used clothes, shoes, and accessories, primarily imported from Western countries.

Second-hand clothes, which are often referred to as "obroni wawu," are crucial components of the Ghanaian fashion market. With ever-changing fashion trends, many garments find new life in the Ghanaian market. The high cost of new, Western-style, and Ghanaian-sewn clothing made second-hand options the best alternative for many Ghanaians (Amankwah-Amoah, 2015), allowing them to express themselves through fashion at a fraction of the price. Over time, the second-hand clothing trade has become woven into the fabric of Ghanaian society (Dzramedo et al., 2023). It shapes fashion trends, cultural practices, and economic activities. Busy markets and street vendors sell a global selection of second-hand garments in many African countries (Dzramedo et al., 2023).

The second-hand clothing market serves as a cornerstone of Ghana's informal economy, generating significant income and employment opportunities (Ericsson & Brooks, 2014). Importers navigate international trade networks to bring clothing, while wholesalers distribute these goods to retailers. The retail sector is a haven for small businesses, from street vendors to online sellers, all catering to diverse customer needs. Tailors and seamstresses further support the second-hand clothing market by offering alterations and repairs, extending the life and appeal of these garments (Borusiak et al., 2020).

Affordability remains a key driver of this market's popularity. For many Ghanaians, particularly those facing financial constraints, second-hand clothing allows them to stretch their budgets further and access stylish options (Amankwah-Amoah, 2015). However, it is not just about price. The vast selection caters to various tastes and styles, allowing self-expression and individuality. Furthermore, some consumers perceive a higher quality in used clothing than locally made garments. They value their durability, character, and uniqueness (Kim et al., 2021; Taylor et al., 2023).

Ghana's second-hand clothing market offers a compelling mix of affordability, style, and sustainability. It is a crucial part of the economy, fostering entrepreneurship and providing Ghanaians a unique way to express themselves through fashion.

Environmental Effect of Second-Hand Clothes

Used clothes offer a varied, sustainable alternative to the fast fashion sector, which produces garments at a fast rate, at a low cost, and produces high waste. By choosing second-hand clothes, consumers can enjoy fashion in an environmentally friendlier and budget-conscious manner while finding unique pieces that stand out from the mass-produced trends. Nevertheless, it is essential to recognise that while used clothing can mitigate some



environmental impacts associated with the fashion industry, it also poses its environmental challenges.

Buying used clothes helps to reduce the amount of waste sent to landfills, though its after-use adversely affects the environment if thrown away (Acquaye et al., 2023). While second-hand clothing can reduce the demand for new production, there is still a significant amount of fabric waste generated (Gray et al., 2022) during production. The large volume of donated clothes, as well as imported second-hand clothes from the Western world to African countries, often exceeds demand, leading to excess or unsold items being dumped or burned, contributing to pollution (Okafor et al., 2021).

The production of new clothing involves substantial carbon emissions. Surprisingly, second-hand clothes have a lower carbon footprint than new clothing production since they undergo reuse, recycling, and repurposing rather than using new resources (Gray et al., 2022). Transportation of used clothing, especially across long distances, contributes to carbon emissions, particularly if shipped internationally. Water and energy produce new clothing (Okafor et al., 2021). Because used clothing has previously been manufactured, purchasing it helps conserve these resources. Purchasing used clothing is like recycling an already-manufactured commodity (Gray et al., 2022). Used clothing still needs to be cleaned with water before sale because they are primarily stored with chemicals before being imported for sale (Moorhouse & Moorhouse, 2017). Dirty laundered water from these garments is disposed into the environment, affecting living organisms.

Relying solely on second-hand clothing may perpetuate a "throwaway culture" by promoting the idea that it is acceptable to continuously discard and replace items rather than repair or maintain them. This behaviour can contribute to overall consumption patterns and waste generation. While second-hand clothing can help mitigate some environmental impacts of the fashion industry, it has its challenges.

Approaches to Clothing Purchase

As the fashion industry undergoes a digital revolution, it is also changing the way we buy and sell clothing, and how we do so is at the forefront of this change (Boardman et al., 2020). It is no longer the days of dusty thrift shops and limited selections when shopping for second-hand products. Currently, second-hand fashion is becoming more accessible, more efficient, and more enjoyable than ever before, thanks to online platforms and innovative technologies (Jauregui-Velarde et al., 2022). Today's consumer market is constantly changing, which is driving this convergence between fashion and technology. This convergence creates an ever-evolving retail landscape, increasing the demand for second-hand goods. To remain competitive and successful, businesses must be current with modern trends and technology. The ever-changing consumer market drives this convergence of fashion and technology. As the digital world expands, so does our reliance on technology to enhance our shopping experiences of second-hand clothes. Shopping has become easy through these platforms as payment is effected through mobile apps (Granata, 2021).



Jauregui-Velarde et al. (2022) stated that in recent years, e-commerce platforms and mobile apps have revolutionised how we shop for used clothes by transforming how we purchase and sell them. Consumers can now browse a vast virtual marketplace from their homes. They can easily compare items and make purchases with just a few clicks of the mouse Jauregui-Velarde et al. (2022). This accessibility broadens the appeal of second-hand clothing and empowers individuals to express their unique style through diverse finds (Granata, 2021).

A study by Zhang et al. (2022) also noted that virtual reality (VR) and augmented reality (AR) are further bridging the gap between the digital and physical worlds. Immersive features allow users to see how clothes would fit and look on them before committing to a purchase, reducing sizing concerns and boosting confidence in buying decisions. Pereira et al. (2022) also pointed out that Machine learning algorithms and artificial intelligence (AI) are key in second-hand shopping. These sophisticated systems analyse user data, including preferences, size details, and style trends, to deliver personalised recommendations (Pereira et al., 2022; Zhang et al., 2022). This streamlines the shopping experience and helps uncover hidden gems and unique pieces that perfectly suit individual tastes.

Technology is fundamentally changing our understanding of second-hand fashion. It is no longer just about affordability; it is about embracing sustainability, inclusivity, and a more personalised approach to clothing consumption (Granata, 2021). This mutually beneficial interaction between technology and fashion paves the way for a more sustainable and diverse future for the industry, catering to the evolving requirements of modern clients.

Hypothesis

H1: The price of second-hand clothes positively influences consumers' intentions to purchase SHC.

H2: Consumer attitude is positively related to consumers' intention to purchase SHC.

H3: Subjective norms influence consumers positively to purchase SHC.

H4: Price and attitude positively influence consumers' intentions to purchase SHC.

H5: Price, attitude, and subjective norm positively relate to consumers' intentions to buy SHC.

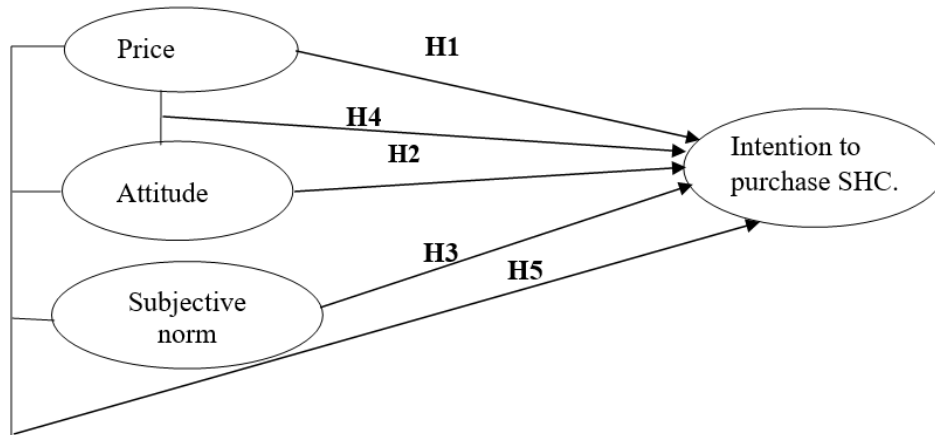


Figure 1: Conceptual Model for the Study (Source authors' construct, 2024)

METHODOLOGY

The researchers used a mixed-methods approach (qualitative and quantitative). Open-ended and closed-ended questions were employed to ensure an in-depth understanding of consumer purchasing motivations and the influence of social and economic factors on their intention to purchase second-hand clothing. The online survey was utilised and administered through digital platforms. One hundred thirty-six responses were received from the forms distributed on various digital platforms targeting consumers in the Bolgatanga Municipality.

Data collection

The Google link developed by the researcher was distributed on social media platforms to enhance accessibility to respondents in the Bolgatanga Municipality. 136 responses were received from the respondents. The link was sent out between December 2023 and March 2024. There was voluntary participation in the study and assurance of respondents' confidentiality as outlined in the Google link before they started answering the questions. These responses were subsequently analysed to answer the set hypothesis.

Data Analysis

Data analysis was carried out using IBM SPSS statistics 27. A descriptive analysis was made on the biometric information of the respondents. Correlation and cross-tabulation were also carried out to determine the relationship between the variables. Equally, regression analysis was performed to assess the impact of price, attitude, and subjective norm on consumers' intention to purchase second-hand clothes. This was done to inform the researchers to accept or reject the set hypothesis.



RESULTS

Demographic Information of Respondents

The study included a sample size of 136 participants, of which 47.8% (65) were males and 52.2% (71) were females. Age Groups: 24.3% (33) were within the ages 19 to 25, 40.4% (55) were also within the ages of 26 to 33, 27.9% (38) were within the ages of 34 to 41, while 6.6% (9) were within the ages of 42 to 49, and 0.7% (1) were between 50 and above. Educational Qualification: 47.8% (65) were degree holders, 14.7% (20) were HND holders, 9.6% (13) were SHS leavers, and 27.9% (38) represented other qualifications. Purchase Behaviour: 87.5% (119) buy second-hand clothes, while 12.5% (17) do not buy second-hand clothes. Purchase Channels: 77.9% (106) of the respondents buy from retailers, 2.9% (4) buy from online, while the remaining 19.1% (26) buy from both retailers and online.

Table 1: Motivation for purchasing second-hand clothes.

Variable	Frequency	Percent
What pushes you to buy second-hand clothes?		
Price	85	62.5
Friends	6	4.4
Family	6	4.4
Media	13	9.6
Fashion Trend	14	10.3
Quality	10	7.4
Price and Quality	2	1.5
Total	136	100.0

Respondents confirmed that there are factors that compel them to purchase used clothes. Most of the respondents, 85(62.5%), stated that price influences them to purchase used clothes. They added that moderate or cheap prices make the clothes affordable for them to buy. Additional 10(7.4%) respondents also said they buy second-hand clothes due to the quality of the products, 6 (4.4%) said they buy used clothes owing to pressure from friends, whilst 6(4.4%) said family members mainly influenced them to purchase the products. Fashion trends also became a factor, as 14(10.3%) of respondents rated it as one of the factors. Also, 2 (1.5%) respondents said the price and quality of second-hand clothes pushed them to purchase.

Table 2: Satisfaction with the second-hand clothes purchase

Variable	Frequency
Yes	80
No	24
Sometimes	10
Not always	8
In most cases, I am satisfied. However, there were one or two occasions when I bought and did not use them because I realised later that they were not as good as I thought.	1
Not really, because someone already uses it.	7



No, but since it is much cheaper, I did not complain.	1
Situation demands.	2
It is quite better than the already made dresses and the prices are not all that expensive, and they also last longer.	1
Undecided	2
Total	136

The satisfaction level of participants was also assessed using open-ended questions. Most participants (80%) indicated they are often satisfied with the second-hand clothes they buy, and 24 respondents said they were dissatisfied with their purchases. Another group comprising 7 respondents said they were not always satisfied with what they bought because someone and therefore unhygienic already used it. Another eight respondents said they were dissatisfied with second-hand clothes, and 10 indicated they were satisfied with their purchases, but other times they were not.

Two (2) respondents also said they bought the products because situations demanded them to do so. While 2 participants remained indecisive, one indicated that she buys second-hand clothes because they are cheap; “No, but since it is much cheaper, I do not complain”. The responses captured below revealed the sentiments of some respondents after patronising second-hand clothes; “in most cases, I am satisfied. But there are one or two occasions where I buy and do not use them because I realise later that they are not as good as I thought they were”. “It is quite better than the already made dresses. The prices are not all that expensive, and they also last longer”. The above information revealed that while some respondents are happy with their purchases, others are not. Varied factors dictated their motivations for buying second-hand clothes.

Table 3: Cross Tabulation of Age and Purchase of Second-Hand Clothes

	Purchase of second-hand clothes		Total
	Yes	No	
Age			
19 to 25	28	5	33
26 to 33	47	8	55
34 to 41	35	3	38
42 to 49	8	1	9
50 to 57	1	0	1
Total	119	17	136

Cross-tabulation was carried out between respondents' ages and their purchases of used clothes. Cross-tabulation showed that people between the ages of 26 and 33 (55) often purchase second-hand clothes. This is followed by people between the ages of 34 and 41 (38).



Table 4: Cross-tabulation of Gender and Channels of Purchase

	Channel that second-hand clothes are purchased			Total
	Online	Retailers	Both	
Gender				
Male	0	50	15	65
Female	4	56	11	71
Total	4	106	26	136

The cross-tabulation between Gender and the purchase channels also revealed that most males purchase second-hand clothes mainly through retailers. The gender-based purchasing channels show a stark contrast, with females shopping through retailers and online. This points out differing shopping behaviours between the genders, where male consumers might value convenience and immediacy.

Reliability and Validity of Constructs

In every research, it is important to make sure the data collected produces trustworthy results (Sürücü & Maslakci, 2020). The Cronbach Alpha Coefficient was used for this test as the materials were on scale. Cronbach Alpha is often expressed in numbers between 0.00 and 1.00 (Adeniran, 2019). It is estimated that the acceptable range of values for Cronbach Alpha is between 0.70 and 0.90 and is considered excellent when the value is higher than 0.90. Cronbach Alpha was tested on intention, giving a value of 0.685; price came as 0.711, and attitude also revealed a value of 0.631 and 0.686 for the subjective norm. The Cronbach alpha shows the data is reliable and acceptable because the values generated are greater than six-tenth (> 0.6).

Intention of Respondents

The following table illustrates how the respondents' consumption intentions were assessed using the mean scores and standard deviation. The respondents' answers to the questions were not all the same, as seen by the overall mean score of 3.25 (standard deviation = 1.17). For instance, respondents strongly agreed with their plan to purchase used clothing, as seen by the mean score of assertions 1 to 2 being greater than the mean average of 3.25, reveals their intention to assess a variety of clothes when they buy second-hand clothes, while statements 3 to 4 revealed that there was little consensus to save clothes that are still useful and the intention to keep the environment clean.

Table 5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I intend to buy second-hand clothes	136	1	5	3.63	1.166
I intend to assess variety of clothes when I buy second-hand clothes	136	1	5	3.55	1.087
I intend to save clothes that are still useful.	136	1	5	3.07	1.200
I intend to keep the environment clean that is why I buy second-hand clothes	136	1	5	2.74	1.217
Valid N (listwise)	136			3.25	1.17



Respondent's Response to Price

The average mean score across the board is 3.78 (standard deviation =1.12), according to the findings displayed in the table below. Statement 1, with a mean of 3.78, indicates that the respondents are indecisive about the question asked. In contrast, statement 2, with a mean of 3.90, indicates that they highly agree with the question (I can buy second-hand clothes at the price I want). Statement 3, with a mean of 3.65, indicates that respondents strongly agree with the question (Paying less is the primary purpose of buying second-hand clothes).

Table 6: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I buy second-hand clothes because they are cheaper	136	1	5	3.78	1.093
I can buy second-hand clothes at the price I want	136	1	5	3.90	1.046
Paying less is the main purpose of buying second-hand clothes	136	1	5	3.65	1.214
Valid N (listwise)	136			3.78	1.12

Respondents' response to attitude

Table 7 indicates that the average mean score across all results is 3.09 (standard deviation =1.20). The results show that it agrees with statements 1, 3, and 5 (i.e. I often buy more clothes from second-hand clothing vendors compared to newly sewn clothes; I do not feel affected when my second-hand clothes get damaged during use, and buying second-hand clothes is a waste of time). In contrast, they do not agree with statements 2, 4 and 6, which are (I can express myself better when I wear second-hand clothes, I do not buy second-hand clothing because it is of low quality and second-hand clothes are unhygienic, which is why I do not buy them).

Table 7: Respondents Attitude

	N	Minimum	Maximum	Mean	Std. Deviation
I often buy more clothes from second-hand clothing vendors compared to newly sewn clothes	136	1	5	3.85	1.310
I am able to express myself better when I wear second-hand clothes	136	1	5	2.78	1.146
I do not feel affected when my second-hand clothes get damaged during use	136	1	5	3.28	1.159
I do not buy second-hand clothing because it is of low quality	136	1	5	2.58	1.196



Buying second-hand clothes is a waste of time	136	1	5	3.27	1.244
Second-hand clothes are unhygienic, that is why I do not buy them	136	1	5	2.76	1.171
Valid N (listwise)	136			3.09	1.20

Respondents' response to Subjective norm

The average of all mean scores, as indicated by the results in Table 8, is 3.18 (standard deviation =1.22). This shows that the responses disagree with statements 1, 2, and 4 (i.e. I can interact with people when I go to buy second-hand clothes, I see going to second-hand clothing line as a form of leisure, and they are easy to wash, recycle, and donate). At the same time, they agree with statement 3 (which is, I can save money when I buy second-hand clothes).

Table 8: Subjective Norm

	N	Minimum	Maximum	Mean	Std. Deviation
I can interact with people when I go to buy second-hand clothes	136	1	5	3.07	1.239
I see going to second-hand clothing line as a form of leisure	136	1	5	2.83	1.165
Improving on my savings is why I go to second-hand clothing line	136	1	6	3.80	1.228
They are easy to wash, recycle and donate	136	1	5	3.02	1.256
Valid N (listwise)	136			3.18	1.22

Regression Analysis

Regression analysis was used to determine how price, attitude, and subjective norm of all independent variables affect the dependent variable's intention. Table 9 shows the findings from the model summary of the regression study. The price variation of used apparel is responsible for a variation in intention of 22.2%, according to the regression model, which produced an R2 of 0.222. With a *p-value* less than 0.05 and a positive price coefficient of 0.443, it can be inferred that the intention to buy used apparel rises in conjunction with changes in the cost of used goods. Finally, an R2 of 0.330 indicates that a difference of 33% in the respondents' desire to buy used clothing is due to the respondents' differing attitudes on used clothing. The respondents' desire to buy used clothing grows with each shift in their attitude, according to the attitude coefficient of 0.673, which is positive, and a *p-value* less than 0.05. Additionally, an R2 of 0.538 indicates that a variance in the respondents' subjective norm for second-hand clothing accounts for 53.80% of the variation in their intention to buy second-hand clothes. The positive subjective Norm coefficient of 0.694 and a *p-value* of less than 0.05 for each change in the subjective norm show increased respondents' intention to buy used clothes.



Table 9: Model summary of the regression

Variable	Unstandardized		Standardized Coefficients β	<i>t</i>	Sig.	Hypothesis Decision
	Coefficients β	Std. Error				
Contant	1.576	0.278		5.672	<.001	
Price	0.443	0.072	0.471	6.183	<.001	
R	0.471		F test Value	38.224		H₁ is True
R ²	0.222					
adjR ²	0.216					
Contant	1.171	0.263		4.461	<.001	
Attitude	0.673	0.083	0.574	8.117	<.001	
R	0.574		F test Value	65.89		H₂ is True
R ²	0.33					
adjR ²	0.325					
Contant	1.041	0.187		5.561	<.001	
Subjective Norm	0.694	0.057	0.726	12.24	<.001	
R	0.726		F test Value	149.7		H₃ is True
R ²	0.528					
adjR ²	0.524					

Note: dependent Variable: Intention

Table 10 provides a detailed regression analysis of price about customers' intentions to buy used clothes. Price and attitude were the independent variables in the study, and the dependent variable (intention to buy used clothes) was predicted based on the values of these variables using multiple linear regression. Given that the model's total *p-value* is less than 0.05 or <0.001, the model (H3) is proven to be significant. Price and respondents' attitudes toward their intended purchases were positively correlated, as indicated by the multiple regression analysis results, which showed a multiple correlation coefficient of 0.597 (R-value). An analysis of respondents' (consumers') desire to purchase used clothing revealed that price and attitude accounted for 35.7% of the variance. The coefficient of attitude was $\beta=0.191$, $SE=0.081$, $t=2.358$, and $p=0.02$, according to the regression model in the table below. This finding indicates that when the other independent variable is constant, price partially impacts respondents' or consumers' intentions to buy used clothing. For every unit rise in price, there was a 19.1% increase in the desire to purchase used clothing, indicating a favourable effect. This indicates that customers' (respondents') propensity to purchase used clothing may grow or decrease in response to price increases.



Next, $\beta=0.533$, $SE=0.101$, $t=5.274$, and $p= <0.001$ were the values of the disposal behaviour coefficient. Intention to purchase used clothing is highly influenced by respondents' (customers') views, according to this result, even when the other independent variable is kept unchanged. There was a positive effect for each unit increase in consumers' (respondents') attitudes, with the intention of second-hand cloth value increasing by 53.3%. From the data, both price and attitude have a favourable and significant impact on the regression model. Still, the most important component or variable statistically significantly impacts the desire to buy used clothing is the respondents' (the customers') mindset.

Table 10: Regression analysis of price to customers' intentions to buy used clothes.

Variable	Unstandardized		Standardized Coefficients β	<i>t</i>	Sig.	Hypothesis Decision
	Coefficients β	Std. Error				
Contant	0.884	0.286		3.095	0.002	
Price	0.191	0.081	0.203	2.358	0.020	
Attitude	0.533	0.101	0.454	5.274	<0.001	
R	0.597		F test Value	36.847		H₄ is True
R ²	0.357					
adjR ²	0.347		P value	<0.001		

Note: dependent Variable: Intention

The regression analysis evaluating the influence of attitude and disposal behaviour on customers' (respondents') intentions to consume is presented in the table below. In this case, the study employed multiple linear regression to forecast the value of the independent variables (price, attitude, and subjective norm) to the dependent variable, which is the intention to buy used clothing. The model's total *p-value* was less than 0.05, or <0.001, indicating that the model is significant. The multiple regression analysis results showed a multiple correlation coefficient of 0.732 (R-value), indicating a positively high association between price, attitude, and subjective norm on consumers' (respondents') propensity to purchase used clothing. The price, attitude, and subjective norm factors were shown to be responsible for 53.6% of the variation in the respondents' (consumers') intention to purchase used apparel. Based on these findings, about 46.4% of the variance in customers' used clothing activities is linked to other factors not considered in this study. Table 11 shows that the price coefficient was $\beta=0.052$, $SE=0.072$, $t=0.752$, and $p=0.454$. Since $\beta>0$, $p> 0.05$, this indicates that price has a positive and insignificant controlling impact on the connection among attitude, subjective norm, and the intention to buy used clothes. Consequently, the measure of attitude in the analysis was $\beta=0.109$, $SE=0.104$, $t=1.045$, and $p=0.298$. Also, since $\beta>0$ and $p>0.05$, respondents' attitudes have a positive and insignificant restraining impact on the correlation between price, subjective norm, and the intention to buy used clothes. Thus, H₅ is true.



Table 11: Price coefficient

Variable	Unstandardized		Standardized Coefficients β	t	Sig.	Hypothesis Decision
	Coefficients β	Std. Error				
Contant	0.802	0.244		3.290	0.001	
Price	0.052	0.072	0.057	0.752	0.454	
Attitude	0.109	0.104	0.093	1.046	0.298	
Subjective Norm	0.599	0.084	0.627	7.147	<.001	H₅ is True
R	0.732		F test Value	50.842		
R ²	0.536					
adjR ²	0.526		P value	<.001		

Note: dependent Variable: Intention

DISCUSSION

The study investigated what impacts people's decisions to buy used clothing. The cross-tabulation results revealed interesting patterns. For instance, the 26 to 33 age group's high engagement with SHC could reflect their stage in life, where financial prudence is endowed, or it may indicate a cultural shift towards more sustainable consumption practices (Armstrong & Park, 2020). The gender-based purchasing channels show a stark contrast, with females predominantly shopping through retailers at the market centre and their workplaces. This could point to differing shopping behaviours between genders, where female consumers might value convenience and immediacy. Females are generally considered fashion-conscious and often want to update their wardrobe immediately. They even incur impulse purchases due to their interest in fashion, social activities, and internal and external pressure, such as family and friends. This is not different from the findings of Acquaye et al. (2023), where young and mature people consume second-hand clothes due to the convenience of purchase. Though this might be a sustainable way of keeping the environment clean by avoiding unnecessary disposal, the after-use also contributes to clothes being thrown away without recourse to proper disposal measures. The findings revealed that respondents rated their environmental concerns as a significant factor influencing their intentions to purchase second-hand clothes.

It was shown that factors influencing buyers' inclinations to buy used clothing include price, attitude, and subjective norm. This study makes the concepts of pricing, attitude, subjective norm, and intention to buy used clothing more evident. It indicates that price, attitude, and subjective norms (family and friends) influence people toward their intention to purchase second-hand clothes from clothing vendors.

Others were also concerned about the economic reasons for buying new clothes at a higher price, while that amount of money could be used to buy several second-hand clothes with extra money left. According to Acquaye et al. (2023) People in Ghana make different purchases of clothes due to their financial background. Some intend to save more from the income they make from their jobs, which makes it difficult for some to buy newly sewn clothes. Alam (2015)



confirmed that price impacts customers when planning to buy used clothes. Price was rated highest as a determinant by consumers when making decisions to purchase used clothes. Alam concluded that consumers are overly concerned about price when making purchases.

According to the analysis, consumer awareness impacts effective consumer behaviour regarding environmental and economic protection. It was noticed that though consumers purchase second-hand clothes, not all are happy with their decisions. Some respondents were particular about the inexpensive nature of the clothes, not necessarily its quality. Others made purchases but were dissatisfied, ultimately leading to their disposal. Family and friends were also found to be motivators in terms of second-hand clothing purchases. This is supported by Lang and Zhang (2019) who confirmed that most people are pushed into purchasing due to pressure from family and friends. When motivated, they develop an interest in buying, but it becomes a waste after the purchase.

Regarding the behaviour of second-hand clothing consumers, several studies have been carried out in this field, but the problem with consumer intentions to purchase and dispose of used clothes continues to persist (Acquaye et al., 2023; Alam, 2015; Dzamedo et al., 2023). As part of the attitude, going to second-hand clothing vendors to make purchases just out of leisure and to chat with friends were rated as some of the motivators through which consumers frequent second-hand clothes. Sometimes, people buy used clothing based just on how much fun they will have rather than the effects on the economy and the environment (Wang et al., 2022) The more purchases, the higher the disposal practices. These unplanned purchases might not be used at the end but are thrown away. This aligns with the findings where some respondents said they do not like second-hand clothes but buy them because they are less expensive.

Based on the study's findings, clothing manufacturers, retailers, and policymakers in the fashion industry need to implement strategies to steer consumers away from unnecessary purchases and disposal behaviours. Educational programmes should be implemented to educate people on the problems they pose to the environment through their disposal behaviours and the financial expenses that will go into catering for these problems using state money.

The study provides valuable insights for policymakers, retailers, and marketers to understand and target consumer segments interested in sustainable fashion choices.

CONCLUSION

The used clothing industry has risen to the highest over the years due to various factors, including environmental awareness, economic pressures, and evolving consumer preferences. This study investigates the multifaceted influences on consumer behaviour in purchasing used garments. By identifying the factors that shape purchase intention, this research can contribute to a significant comprehension of customer habits in the second-hand clothing industry. As sustainability becomes a growing concern and consumer preferences shift, the second-hand market is poised for continued expansion, offering a unique and attractive combination of affordability, individuality, and environmentally conscious consumption. These insights can



effectively inform marketing and retail strategies to target potential second-hand clothing consumers.

Limitation and Future Research

The study focused on a specific geographical location which may differ elsewhere in Ghana. Further study could be conducted using two or three geographical locations in Ghana. Other studies can also explore additional factors influencing SHC purchase intentions. Studies could also investigate the influence of demographics beyond age and gender, such as income level and social status.

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