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The Rise of Fast Fashion: Trends, Impacts and Sustainable Alternatives in Selected Suburbs of Cape Coast, Ghana

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Abstract

Purpose: The study examined the factors influencing the consumption of fast fashion among young consumers and their awareness of fast fashion's environmental impact in selected suburbs of Cape Coast in the Central Region of Ghana. The study also explored the experiences of local garment manufacturers regarding the influence of fast fashion on their businesses and the sustainable alternatives they adopt.

Methodology/Design: A convergent parallel mixed-methods design was used for the study. Quantitative data were collected using a structured questionnaire involving 385 respondents aged 18 to 35, selected through a convenience sampling procedure. For the qualitative component, 15 garment manufacturers were recruited using a snowball sampling technique, and data were collected through in-depth interviews. Descriptive, correlation, logistical regression and multiple linear regression analyses were used with Statistical Package for Social Sciences (SPSS) Windows version 25. Qualitative responses were thematically analysed using NVivo version 12 software to identify emerging patterns and perspectives.

Findings: The findings revealed that fast fashion consumption is highly prevalent among respondents, driven primarily by affordability, accessibility, and the desire to frequently update wardrobes with trendy clothing. Inferential analyses further showed that awareness was not a significant predictor of either motivation for fast fashion consumption or sustainable clothing behaviour, indicating a clear attitude-behaviour gap. Instead, socio-demographic factors such as gender, educational level, and employment status were found to significantly influence consumption patterns and sustainable behaviour. The study also identified emerging positive attitudes toward sustainable practices, including willingness to repair clothing, invest in durable garments, and support eco-friendly brands, although affordability remained a key barrier. Qualitative findings revealed that fast fashion has negatively affected local garment manufacturers through declining patronage, while also prompting adaptive responses such as skill development, trend imitation, and diversification into fast fashion retail. Additionally, informal sustainability practices such as fabric waste reuse and upcycling were observed, highlighting the potential for locally driven circular economy approaches within the Ghanaian fashion sector.

Practical and Social Implications: The findings indicate that promoting sustainable fashion in Ghana requires more than awareness creation, as affordability, accessibility, and socio-economic factors play a more significant role in shaping consumer behaviour. Therefore, practical interventions should focus on making sustainable clothing options more affordable while supporting local garment manufacturers to enhance competitiveness and encourage responsible consumption practices.

Originality: This study contributes to the literature by integrating consumer behaviour and producer perspectives within a mixed-methods framework in the Ghanaian fashion context. The findings highlight both the drivers of fast fashion consumption and emerging sustainable practices within the local fashion sector.

Keywords
Environmental awareness, Fast clothing, Sustainable clothing, Ghana textile industry, Youth fashion consumption.

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1 | INTRODUCTION

Fast fashion has transformed clothing consumption from occasional purchases to frequent, trend-driven buying behaviour, enabling consumers to access fashionable garments quickly and at relatively low prices (Mensah, 2023). The low prices and ease of access provided by fast fashion have enabled younger generations to stay in tune with international trends without overspending (Diddi et al., 2019). In addition, the fast fashion sector creates employment opportunities in retail and distribution, contributing to economic activity. Online shopping sites have further broadened the accessibility of fast fashion, allowing consumers to easily explore a variety of clothing options (Mensah, 2023). However, the rapid expansion of online retail platforms and global fashion supply chains has also intensified the inflow of imported garments into developing economies such as Ghana, thereby increasing competition for locally produced clothing. Despite the benefits of fast fashion, it also poses challenges to Ghana's local fashion industry (Kilbridge, 2025). For example, the influx of cheaply made garments has made it difficult for local garment manufacturers to compete (Kilbridge, 2025). According to Aponte et al. (2024), the fast fashion business model has increased consumer demand for large quantities of low-priced clothing, causing environmental and social damage throughout the supply chain. It has been observed that some consumers prefer imported mass-produced clothing due to its lower cost, leading to reduced consumption of locally made garments. Meanwhile, Ghana possesses a rich heritage of textile production and craftsmanship, including globally recognised fabrics such as kente and traditional wax prints, which historically supported local garment enterprises and artisan livelihoods. However, the growing preference for inexpensive imported fashion has increasingly undermined these indigenous fashion systems. The shift threatens traditional textile craftsmanship, weakens Ghana's indigenous fashion industry, and results in job losses for artisans who depend on fashion production for their livelihoods (Amankwah-Amoah, 2015).

In addition to the economic impact of fast fashion, the environmental consequences are seen to be quite alarming. The sector is one of the largest contributors to textile waste, pollution, and resource depletion (Nkrumah et al., 2024). Synthetic materials that do not biodegrade easily, leading to excessive waste accumulation, are widely used for the production of fast fashion products (Owusu-Wiredu, 2024). The improper disposal of these materials contributes to environmental hazards such as blocked waterways, soil degradation, and toxic chemical emissions from dyes and synthetic fibres (Nkrumah et al., 2024). Poor waste management systems further worsen the crisis, making fast fashion a key contributor to environmental degradation (Owusu-Wiredu, 2024). These environmental concerns are particularly evident in Ghanaian urban centres, where the growing accumulation of textile waste has placed increasing pressure on already strained waste management systems and coastal ecosystems. Although previous studies have examined aspects of textile waste management and the decline of local textile industries in Ghana, limited research has simultaneously explored both consumer motivations for fast fashion consumption and the experiences of local garment manufacturers within the same analytical framework. Understanding the interaction between consumer behaviour and producer responses is crucial for developing sustainable fashion strategies that can address both environmental degradation and the economic vulnerability of local fashion enterprises.

The purpose of this study was to investigate the factors that influence fast fashion consumption among Ghanaian youth and its impact on local fashion enterprises in two selected suburbs of Cape Coast in the Central Region of Ghana. The selection of the suburbs was informed by their vibrant clothing retail activity and concentration of small-scale garment enterprises, providing a suitable setting for examining both consumers' purchasing behaviour and the experiences of local fashion producers. Specifically, the study examined the underlying motivations influencing the consumption of fast fashion, the extent of awareness among youth regarding the consequences of fast fashion usage, the impact of fast fashion on the sustainability and competitiveness of local fashion enterprises, and the strategies implemented by local garment manufacturers to mitigate the challenges posed by fast fashion. This study is further anchored in two complementary perspectives; Sustainable Consumption Theory by Fletcher (2013) and the Circular Economy framework by Niinimäki et al. (2020). Sustainable Consumption Theory helps explain how clothing choices are shaped not only by environmental awareness but also by practical considerations such as affordability, accessibility, convenience, and prevailing fashion trends. This perspective is particularly relevant to the present study because it helps interpret why consumers may continue to prefer fast fashion even when sustainable alternatives are desirable. The Circular Economy framework, on the other hand, emphasises waste reduction, product longevity, reuse, repair, and material recovery within production and consumption systems. In the context of this study, it provides a useful lens for understanding the adaptive practices of local garment manufacturers, especially fabric

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scrap reuse, repair-oriented production, and other emerging sustainability-oriented responses to fast fashion pressures. Together, these perspectives position the study within broader fashion systems thinking by linking consumer behaviour, environmental awareness, and local production strategies to the pursuit of a more sustainable fashion ecosystem in Ghana.

Despite growing scholarly attention to fast fashion's environmental consequences and the decline of local textile industries in Ghana, existing studies have largely examined these issues in isolation. Limited research has simultaneously explored both consumer motivations for fast fashion consumption and the experiences of local garment manufacturers within a unified analytical framework. Furthermore, little attention has been given to how these two dimensions interact to shape sustainable fashion outcomes in the Ghanaian context. This study, therefore, addresses this gap by integrating consumer behaviour and producer perspectives to provide a more holistic understanding of fast fashion dynamics and sustainability challenges.

1.1| Rising Patronage of Fast Fashion among Ghanaian Consumers

Fast fashion has become popular among Ghanaian youth as it is deemed affordable and easy to access. Kilbridge (2025) observed that these garments offer trend-conscious consumers a quick and inexpensive way to stay fashionable, which leads to high volumes of purchases and frequent disposal. The increasing availability of imported clothing in urban markets and online retail platforms has further accelerated the popularity of fast fashion among young consumers in Ghana. The rise of fast fashion in Ghana has not only disrupted traditional fashion practices but has also contributed to a growing environmental crisis. The market's saturation with low-quality clothing has undermined local textile industries and altered consumer behaviours, fostering preference for cheap, imported garments over locally produced ones (Bruce-Amartey et al., 2025). The accumulation of textile waste in inappropriate disposal sites clogs waterways, contributes to flooding, and releases toxic substances into the environment, affecting both human health and marine life. Also, local garment manufacturers struggle to compete with these low-cost imports, and the cultural identity embedded in indigenous fashion is being eroded. As a result, the country finds itself battling not only economic displacement within its garment sector but also environmental degradation and a mounting textile waste crisis (Bruce-Amartey et al., 2025).

1.2| Displacement of Local Fashion Enterprises

The rise in the demand for cheaply mass-produced garments and textiles has significantly affected local fashion entrepreneurs and manufacturers. Doe (2022) indicated that garment manufacturers in Ghana are struggling to retain customers who now prefer the affordability and availability of imported fast fashion. Many local producers undercharge or replicate fast fashion styles to stay relevant. The development suppresses creativity and diminishes the market share of locally made clothing. The growth of the fast fashion market is therefore considered a contributing factor to the decline in the performance of Ghana's once flourishing textile industry (Bruce-Amartey et al., 2025).

1.3| Hazards of Fast Fashion Waste

Fast fashion's environmental impact in Ghana is found to be quite severe. A large proportion of imported cheap textiles and clothing is usually damaged or unsellable and discarded almost immediately upon arrival. Much of this clothing ends up in landfills, posing a significant threat to environmental sustainability in areas surrounding the dumpsites (Mensah et al., 2025). Associated Press (2024) highlights that frequent consumption results in mounting textile waste, as most fast fashion items are low in quality and have a short lifespan. According to Kilbridge (2025), Ghana lacks the infrastructure to process this volume of waste, resulting in the constant accumulation of non-biodegradable fabrics in informal dumpsites and water bodies. The Accra Metropolitan Assembly often struggles to cope with the amount of waste generated, leading to spillovers into communities and coastal areas (Kilbridge, 2025). The social consequences of the textile burden on society are equally concerning. Fast fashion waste not only contaminates water sources but also creates breeding grounds for disease. James and Kent (2019) observed that the uncontrolled dumping of fabric materials contributes to urban uncleanliness. In fishing communities, synthetic fabric waste becomes entangled in nets and damages marine ecosystems, thereby affecting livelihoods (Associated Press, 2024).

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1.4| Challenges to Sustainable Fashion in Ghana

According to Adjabeng (2022), while many Ghanaian garment manufacturers acknowledge the importance of eco-friendly practices, they face barriers such as high costs of sustainable materials, lack of technical training, and weak consumer demand. This indicates that although there is growing awareness of sustainable fashion, the path toward implementation remains challenging. Some designers are experimenting with upcycling and zero-waste techniques, but these practices are yet to become mainstream (Nkrumah et al., 2024). The lack of government support and limited policy engagement also hinder the mainstreaming of sustainable fashion models within the local industry (Amankwah et al., 2023).

2 | METHODOLOGY

2.1| Research Design

The study employed a convergent parallel mixed-methods design. This design was considered appropriate because the study sought to examine both consumer behaviour and the experiences of local garment manufacturers regarding the rise of fast fashion. Simultaneous data collection occurred where both quantitative and qualitative data were gathered, thereby providing a more comprehensive understanding of the problem under study. The design helped to combine the strengths of both approaches, enhancing the depth of the findings by providing information on consumer behaviour and the responses of local garment manufacturers. The quantitative strand focused on patterns of fast fashion consumption, motivations, awareness of impacts, and sustainable clothing attitudes, while the qualitative strand explored the experiences, coping strategies, and waste reuse practices of garment manufacturers. The integration of both strands enabled the study to examine fast fashion from both the demand and supply perspectives.

2.2| Population, Sampling Size and Sampling Procedure

The population of the study covered youth aged between 18 and 35, as well as garment manufacturers within two suburbs of Cape Coast in the Central Region of Ghana. The two selected suburbs were chosen because they are active commercial and residential areas within Cape Coast where fast fashion retailing and local garment production activities are both visible, making them suitable for examining consumer purchasing behaviour alongside the experiences of local garment producers. Convenience and snowball sampling techniques were used in the selection of participants. The convenience sampling was used in the selection of the youth, where participants were contacted at the point of purchase of fast fashion. The snowball sampling technique was used in the selection of garment manufacturers. A total of 385 youth consumers and 15 garment manufacturers participated in the research. The inclusion of garment manufacturers was necessary because the study did not focus only on consumer choice factors, but also on the effect of fast fashion on local fashion enterprises and the strategies adopted by these producers to remain competitive. However, during the data screening stage, 72 questionnaires were excluded due to substantial missing responses across key variables required for analysis. A listwise deletion approach was adopted to ensure consistency and reliability of the dataset. Although this reduced the sample size, it improved the overall quality and completeness of the data used for statistical analysis. Future studies may consider alternative missing-data techniques, such as imputation, to minimise data loss. Consequently, 313 valid questionnaires were retained for the final quantitative analysis. The qualitative sample of 15 garment manufacturers was considered appropriate for obtaining in-depth accounts of their experiences, although it was not intended to provide a statistical representation of all garment producers in the region.

2.3| Data Collection Instrument/Procedure

A questionnaire was employed in the collection of quantitative data, and an interview guide was used for the qualitative data. The questionnaire was administered to the youth, while the interview guide was used to interview the garment manufacturers. The questionnaire was designed to capture key aspects of the study, including frequency of fast fashion consumption, motivations for purchasing fast fashion, awareness of the environmental and social effects of fast fashion, and attitudes toward sustainable clothing practices. To ensure the reliability of the quantitative instrument, a pilot test was conducted with a small group of respondents outside the study sample. Cronbach's alpha was computed for the Likert-scale items, yielding a reliability coefficient of 0.84, which is above the acceptable threshold (Nunnally,

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1978), indicating internal consistency. Content validity was ensured through expert review by professionals in fashion studies and research methodology, who assessed the clarity, relevance, and alignment of the items with the study objectives. The interview guide was developed to explore the perceived effects of fast fashion on local garment businesses, the strategies garment manufacturers adopt to remain competitive, and sustainability-related practices, such as fabric waste reuse. To improve the quality of the instruments, the questionnaire and interview guide were reviewed for clarity and relevance in relation to the study objectives. This helped ensure content validity and alignment with the themes of trends, impacts, and sustainable alternatives.

The study adhered to ethical guidelines by obtaining informed consent from all respondents involved in the research, as well as permission from fast fashion shop owners to approach potential respondents at their premises. It should be clarified that the fast fashion shop owners were not participants in the study; rather, they only facilitated access to eligible consumer respondents. Participation in the study was entirely voluntary, and both the questionnaire and the interview guide were administered in a manner that ensured the convenience and willingness of participants. The participants for the quantitative data collection were contacted at the shops where they purchase their fast fashion garments, while the interviews with garment manufacturers were conducted at their shops. The questionnaire was answered by the participants and collected at a single point, and interviews were audio-recorded. A period of one month was used in the collection of data.

2.4| Data Analysis

Organisational The Statistical Package for Social Sciences (SPSS) for Windows, version 25, was used for the analysis of quantitative data, while qualitative data were analysed using NVivo version 12 to support systematic coding and theme development. Descriptive statistics were employed to summarise respondents' demographic characteristics, fast fashion consumption patterns, motivations for consumption, level of awareness of fast fashion impacts, and attitudes toward sustainable clothing practices. These descriptive measures included frequencies, percentages, means, and standard deviations. To further examine relationships between key variables, inferential statistical analyses were conducted. A chi-square test of independence was used to assess the association between respondents' educational level and awareness of fast fashion impacts. Pearson correlation analysis was also performed to examine the relationship between awareness of fast fashion impacts and motivation for fast fashion consumption. In addition, a multiple linear regression analysis was conducted to determine the extent to which awareness of fast fashion impacts and selected socio-demographic variables (gender, educational level, and employment status) predict motivation for fast fashion consumption. In this model, motivation served as the dependent variable, while awareness and socio-demographic factors were included as independent variables. Furthermore, binary logistic regression analysis was employed to examine the predictors of sustainable clothing behaviour. In this analysis, sustainable clothing behaviour was treated as a binary dependent variable, while awareness of fast fashion impacts and selected socio-demographic variables (gender, educational level, and employment status) were included as predictor variables. This approach enabled the study to assess the relative influence of awareness and structural factors on sustainable consumption behaviour. For the qualitative data, interview transcripts were transcribed verbatim and analysed thematically using NVivo version 12. The data were coded and organised into key themes reflecting the experiences of garment manufacturers, including the disruptive effects of fast fashion, adaptive strategies adopted to remain competitive, and environmental sustainability practices such as fabric reuse and upcycling. This process ensured a systematic and rigorous interpretation of qualitative findings, which complemented the quantitative results.

3 | RESULTS AND DISCUSSION

Out of the 385 questionnaires administered, 72 responses were excluded during the data screening stage due to substantial missing responses and incomplete sections. Consequently, 313 questionnaires were considered valid and were retained for the final statistical analysis. The exclusion of incomplete questionnaires ensured the reliability and accuracy of the dataset used in the study.

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3.1| Results

3.1.1| Demographic characteristics of respondents

The demographic profile of respondents (N = 313) shows that the majority were between the ages of 18–24 years (67.4%) (Table 1), with smaller groups in the 25–29 (16.0%) and 30–35 (16.6%) age ranges. Female respondents were slightly more than males, comprising 54.0% compared to 44.4%, with a small percentage (1.6%) not disclosing their gender. The respondents' educational attainment was high, with 69.6% having tertiary education, followed by 19.5% with secondary education, and fewer with primary education (4.5%) or no formal education (6.4%). Regarding employment status, most respondents were students (56.9%), while others were either self-employed (20.8%), employed (19.5%), or unemployed (2.9%) (Table 1). This demographic distribution suggests that the study population was largely youthful, relatively educated, and dominated by students, reflecting the key consumer group frequently associated with fast fashion consumption patterns.

Table 1. The demographic characteristics of respondents for the quantitative study

Variable	Category	Frequency	Percent (%)
Age	18–24 years	211	67.4%
	25–29 years	50	16.0%
	30–35 years	52	16.6%
	Total	313	100.0%
Gender	Male	139	44.4%
	Female	169	54.0%
	Total	308	98.4%
Educational Level	No formal education	20	6.4%
	Primary education	14	4.5%
	Secondary education	61	19.5%
	Tertiary education	218	69.6%
	Total	313	100.0%
Employment Status	Student	178	56.9%
	Employed	61	19.5%
	Unemployed	9	2.9%
	Self-employed	65	20.8%
	Total	313	100.0%

3.1.2| Trend of Fast Fashion Use

Table 2 shows that the majority of respondents (53.7%) buy new clothes every few months, while 22.4% do so every few weeks, indicating a relatively frequent clothing consumption behaviour. In addition, 88.8% indicated they purchase fast fashion, showing its popularity among the youth in the study area. When asked about their most recent fast fashion purchase, 43.5% noted purchasing within the past month and 20.4% within the past week, signifying that fast fashion is widely consumed by respondents on a regular basis. Only a small proportion of participants (1.9%) reported never purchasing fast fashion (Table 2). These findings suggest that fast fashion consumption is deeply embedded in the clothing purchasing behaviour of the surveyed youth population.

Table 2. Trend of fast fashion use among respondents

Variable	Category	Frequency	Percent (%)
How often do you buy new clothes?	Every few weeks	70	22.4%
	Every few months	168	53.7%
	Once or twice a year	37	11.8%
	Rarely	36	11.5%

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	Never	2	0.6%
	Total	313	100.0%
Do you buy Fast Fashion?	Yes	278	88.8%
	No	29	9.3%
	Missing	6	1.9%
	Total	313	100.0%
Last time you bought Fast Fashion	Within the past week	64	20.4%
	Within the past month	136	43.5%
	Within the past three months	45	14.4%
	Within the past six months	12	3.8%
	Within the past year	7	2.2%
	More than a year ago	11	3.5%
	I don't remember	35	11.2%
	I have never bought fast fashion	3	1.0%
	Total	313	100.0%

3.1.3| Motivations for Patronising Fast Fashion

Table 3 portrays that respondents are more interested in cheaper clothing options, with the lowest mean score recorded for the statement "It is cheaper than other clothing options" (Mean = 1.66), indicating strong agreement on the 1–5 scale (1 = strongly agree). Other key drivers include the ability to frequently update wardrobes (Mean = 1.79) and easy availability in local stores (Mean = 1.76). On the other hand, factors such as celebrity influence (Mean = 2.01), peer pressure, and social media trends (Mean ≈ 1.93–1.96) showed relatively lower influence, although respondents still tended toward agreement. The motivation to purchase clothing even when not needed, as well as the perception that owning many clothes increases confidence, also showed moderate agreement (Mean ≈ 1.88–1.99). Overall, the results indicate that affordability and accessibility are the dominant drivers of fast fashion consumption among the surveyed youth, whereas social and psychological influences appear to play a comparatively smaller role.

Table 3. Descriptive statistics for motivations for purchasing fast fashion

Motivation Statement	**N**	**Mean**	**Std. Deviation**
It is cheaper than other clothing options.	310	1.6581	0.73241
It allows me to frequently update my wardrobe.	309	1.7896	0.84386
I buy items based on social media trends.	308	1.9318	1.02663
Celebrity and influencer endorsements affect my clothing choices.	309	2.0065	1.04445
I buy clothes that are easily available in local stores or markets.	309	1.7605	0.81440
I prioritise style over durability.	307	1.8860	0.91646
Fast fashion gives me a sense of belonging among peers.	308	1.9610	1.04232
I do not consider environmental impact when shopping.	309	1.9029	0.98871
Owning many clothes makes me feel more confident.	308	1.8766	0.97745
I buy fast fashion even if I do not need new clothes.	310	1.9871	1.05196

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3.1.4| Awareness of the Negative Effect of Fast Fashion

The results presented in Table 4 show generally low awareness of fast fashion's impacts among the respondents. Most mean scores ranged between 1.77 and 1.90, indicating a tendency for respondents to agree with statements such as "I am not aware that fast fashion contributes to environmental pollution" and "I do not understand that fast fashion production consumes a large amount of water and energy."

Table 4. Awareness of the negative effects of fast fashion

Awareness Statement	N	Mean	Std. Deviation
I am not aware that fast fashion contributes to environmental pollution.	312	1.776	0.830
I do not know that fast fashion brands exploit cheap labour in developing countries.	310	1.790	0.795
I do not understand that fast fashion production consumes a lot of water and energy.	309	1.819	0.879
I am not aware that fast fashion displaces local dressmakers.	309	1.900	0.908
I have not seen information about its negative effects on social media.	307	1.795	0.805
I do not believe that fast fashion is low quality and short-lasting.	309	1.884	0.886
I am not concerned about the clothing waste fast fashion generates.	310	1.845	0.918

Rating: 1 (Strongly Agree) to 5 (Strongly Disagree)

3.1.5| Consideration of Reducing Fast Fashion Consumption

When respondents were asked whether they had ever considered reducing their fast-fashion consumption due to its negative effects (Table 5), 56.2% responded "No," while 43.1% responded "Yes." Although a notable proportion of respondents reported considering reducing their fast fashion consumption, the majority had not done so. The finding also highlights a potential attitude–behaviour gap, where some respondents may acknowledge the negative impacts of fast fashion but continue to engage in consumption due to factors such as affordability and accessibility.

Table 5. Fast Fashion consumption due to its negative effects

Response Option	Frequency	Percent
Yes	135	43.1
No	176	56.2
Total	311	99.4

3.1.6| Sustainable practices towards fast fashion

Table 6 presents respondents' attitudes toward sustainable clothing practices. Nearly half of respondents (49.8%) were not likely to donate their old clothes, although 50.2% expressed some willingness to do so. However, the majority of respondents (63.6%) believed that repairing old clothes is better than purchasing new ones, indicating a practical inclination toward sustainability-oriented behaviour. In addition, 75.1% were willing to invest in more durable clothing even if it was more expensive, and 70.3% indicated that they would choose eco-friendly brands if such options were easily accessible. Despite these positive attitudes toward sustainable practices, affordability remained the most significant barrier, as 61.7% of respondents indicated that lower prices would make sustainable clothing easier to choose. These findings suggest that while many consumers express interest in sustainable fashion, economic constraints significantly influence their purchasing decisions.

Table 6. Sustainable practices towards fast fashion

Question	Response Option	Frequency	Percent (%)
Willingness to donate old clothes	Not likely at all	156	49.8
	Somewhat likely	75	24.0

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	Likely	54	17.3
	Very likely	28	8.9
Prefer repairing clothes over buying new	Yes	199	63.6
	No	51	16.3
	Maybe	63	20.1
Willingness to buy long-lasting clothes despite higher cost	Yes	235	75.1
	No	24	7.7
	Maybe	53	16.9
Preference for eco-friendly clothing if easily accessible	Yes	220	70.3
	No	21	6.7
	Maybe	70	22.4
What would make sustainable clothing easier to choose	Lower prices	193	61.7
	More availability in stores	35	11.2
	More information on how clothes are made	20	6.4
	More stylish options	61	19.5

3.1.7| Respondents Opinion on measures to encourage sustainable fashion

The results presented in Table 7 indicate that raising awareness about the environmental impact of fast fashion was viewed as the most effective way to encourage sustainable fashion practices among respondents, with 45.1% selecting this option. Supporting locally made and ethically produced fashion was the second most preferred strategy (25.0%). Other suggested approaches included encouraging the use of recycled materials in fashion (14.0%), leveraging social media to promote sustainable fashion trends (8.0%), and regulating imports of low-quality fast fashion items (8.0%). Overall, the results indicate that educational and awareness-based interventions may play a critical role in promoting sustainable fashion consumption among youth.

Table 7. Respondents' opinions on measures to encourage sustainable fashion

Response Option	**Frequency**	**Percent**
Promote awareness of the environmental impact of fast fashion	242	45.1
Support locally made and ethically produced fashion	134	25.0
Encourage fashion businesses to use recycled materials	75	14.0
Leverage social media to promote sustainable fashion trends	43	8.0
Regulate imports of low-quality fast fashion items	43	8.0
Total	537	100.0

3.1.8| Sustainable Clothing Behaviour from Awareness of Fast Fashion Impact

A binary logistic regression analysis in Table 8 was conducted to examine the predictors of sustainable clothing behaviour among respondents. The overall model was statistically significant, $\chi^2(4) = 35.630$, $p < .001$, indicating that the set of predictors reliably distinguished between respondents who engage in sustainable clothing behaviour and those who do not. The model explained approximately 14.6% of the variance in sustainable behaviour (Nagelkerke $R^2 = .146$) and correctly classified 66.2% of cases. The Hosmer–Lemeshow test was not significant ($p = .075$), suggesting that the model had an acceptable fit to the data. Among the predictors, gender ($B = 0.785$, $p = .001$), educational level ($B = -0.495$, $p = .002$), and employment status ($B = 0.252$, $p = .020$) were statistically significant predictors of sustainable clothing behaviour. Specifically, gender had a positive effect, indicating that one gender group (depending on coding) was approximately 2.2 times more likely to engage in sustainable practices. Educational level showed a negative relationship, suggesting that higher levels of education were associated with a lower likelihood of engaging in sustainable behaviour. Employment status also had a positive effect, indicating

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that individuals with higher employment status were more likely to adopt sustainable practices. However, awareness of fast fashion impacts was not a statistically significant predictor (B = -1.016, p = .141), indicating that awareness alone does not significantly influence sustainable clothing behaviour among respondents.

Table 8. Logistic Regression Predicting Sustainable Clothing Behaviour

Predictor	B	SE	Wald	p-value	Exp(B)	95% CI (Lower–Upper)
Awareness of Fast Fashion	-1.016	0.691	2.164	.141	0.362	0.094 – 1.401
Gender	0.785	0.246	10.200	.001**	2.193	1.354 – 3.551
Educational Level	-0.495	0.162	9.325	.002**	0.610	0.444 – 0.838
Employment Status	0.252	0.109	5.386	.020*	1.286	1.040 – 1.591
Constant	0.066	0.740	0.008	.929	1.068	—

*Model statistics: $\chi^2(4) = 35.630$, $p < .001$; Nagelkerke $R^2 = .146$; Hosmer–Lemeshow test: $\chi^2(7) = 12.875$, $p = .075$; *p < .05, *p < .01*

The regression results provide strong evidence that awareness alone is insufficient to drive sustainable clothing behaviour. Despite being a central variable in sustainability discourse, awareness was not a significant predictor, reinforcing the presence of an attitude-behaviour gap among respondents. Instead, socio-demographic factors such as gender, education, and employment status were more influential in shaping sustainable behaviour. This suggests that structural and economic factors may play a more critical role than cognitive awareness in determining consumption patterns in developing contexts. Interestingly, the negative relationship between educational level and sustainable behaviour suggests that higher education does not necessarily translate into more environmentally responsible consumption. This finding aligns with earlier results showing low awareness despite high levels of tertiary education, further highlighting a disconnect between formal education and sustainability consciousness.

3.1.9| Awareness and Motivation for Fast Fashion Consumption

A Pearson correlation analysis in Table 9 was conducted to examine the relationship between awareness of the negative impacts of fast fashion and motivations for fast fashion consumption. The results revealed a very weak negative relationship between awareness and motivation; however, this relationship was not statistically significant (r = -0.020, p = .728). This indicates that awareness of the environmental and social consequences of fast fashion does not significantly influence consumers' motivations for purchasing fast fashion items. This finding reinforces the presence of an attitude-behaviour gap among respondents. Although some individuals may possess awareness of the negative impacts of fast fashion, this awareness does not translate into reduced motivation to consume fast fashion products. This suggests that other factors, particularly affordability, accessibility, and convenience, play a more dominant role in shaping consumer behaviour than awareness alone. The result further supports the argument that increasing awareness alone may be insufficient to drive sustainable consumption without addressing underlying economic constraints.

Table 9. Pearson Correlation Between Awareness and Motivation for Fast Fashion Consumption

Variable	1	2
1. Awareness of Fast Fashion	1	-0.020
2. Motivation for Fast Fashion Consumption	-0.020	1

N = 297. Pearson correlation (2-tailed); p = .728

A multiple linear regression analysis in Table 10 was conducted to examine the extent to which awareness of fast-fashion impacts and selected socio-demographic factors predict motivation for fast-fashion consumption. The overall model was statistically significant, $F(4, 287) = 25.382$, $p < .001$, explaining approximately 26.1% of the variance in motivation for fast fashion consumption ($R^2 = .261$). Among the predictors, educational level ($\beta = 0.264$, $p < .001$) and employment status ($\beta = -0.353$, $p < .001$) were the strongest significant predictors of motivation. Gender also had a statistically significant

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effect (β = -0.104, p = .042), although its influence was relatively smaller. However, awareness of fast fashion impacts was not a significant predictor of motivation (β = -0.075, p = .141), indicating that awareness does not significantly influence consumers' motivations to purchase fast fashion items. The results of the multiple regression analysis further reinforce the earlier findings that awareness of fast fashion impacts does not significantly influence consumer motivation. Despite being a central concept in sustainability discourse, awareness was consistently found to be non-significant across correlation, regression, and behavioural models. Instead, socio-demographic factors such as education and employment status emerged as stronger determinants of consumption motivation. This suggests that fast fashion consumption is largely driven by structural and economic realities rather than cognitive awareness, highlighting the limitations of awareness-based interventions in promoting sustainable fashion behaviour.

Table 10. Multiple Linear Regression Predicting Motivation for Fast Fashion Consumption

Predictor	B	SE	Beta (β)	t	p-value
Constant	1.712	0.241	—	7.096	.000
Awareness of Fast Fashion	-0.285	0.193	-0.075	-1.476	.141
Gender	-0.169	0.083	-0.104	-2.042	.042*
Educational Level	0.250	0.051	0.264	4.916	.000**
Employment Status	-0.238	0.036	-0.353	-6.580	.000**

*Model statistics: R = .511; R^2 = .261; Adjusted R^2 = .251; F(4, 287) = 25.382, p < .001; *p < .05, *p < .01*

3.1.10| Qualitative Analysis

The garment manufacturers interviewed varied in terms of years of experience, scale of operation, and type of products produced. Most participants had between 5 to 15 years of experience in garment production and operated small-scale businesses with one to three apprentices. The majority specialised in custom-made clothing, while a few had diversified into retailing ready-made garments. This diversity provided a broad perspective on the impact of fast fashion on local enterprises. Based on the interviews conducted among garment manufacturers in the study area, three key themes were identified. These themes were derived from the thematic analysis of interview transcripts and reflect the shared experiences of garment manufacturers regarding the effects of fast fashion on their businesses. The themes include the disruptive effect of fast fashion on local garment manufacturers, adaptive strategies adopted to compete within the fast fashion market, and environmental sustainability practices adopted by local businesses in managing fashion-related waste.

3.1.11| The Disruptive effect of Fast Fashion on Local Garment Manufacturers

The participants expressed concern about the negative impact of fast fashion on their businesses. They reported a significant decline in customer patronage as consumers increasingly prefer the affordability of fast fashion over custom-made garments. As one interviewee shared:

> "*hmmm, fast fashion has a very bad experience on my business. Then, at times, a lot of people come around to sew clothes, and I used to have a lot of workers and trainees, but now I only have one trainee and people are not really coming to sew their things*".

This statement illustrates how changing consumer preferences have reduced demand for locally produced garments and affected employment opportunities within small-scale garment enterprises. This concern was also mentioned by another participant, who strongly criticised the growing dominance of fast fashion in the local market and asserted:

> "*If care is not taken, we, the local enterprises, will stop sewing and also enter the fast fashion business, because that is what people like*".

This response suggests that some local producers perceive fast fashion not only as a source of competition but also as a force that may eventually reshape their business identity and production model. An interesting observation made was that a participant had already converted part of her sewing shop to a fast fashion shop. She expressed that:

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"*I used to sew a lot, but about 5 years ago, things became hard, and people were not sewing as it used to be. So I decided to also sell fast fashion in addition to sewing*".

This finding indicates that some garment manufacturers are responding to market pressures by diversifying into retailing imported ready-made clothing, thereby blurring the line between traditional garment production and fast fashion distribution. Taken together, these narratives illustrate how fast fashion is reshaping consumer preferences in ways that threaten the survival and competitiveness of traditional garment manufacturing businesses within the study area.

3.1.12| Adaptive Strategies to Compete in a Changing Market

Despite the challenges faced by local garment manufacturers in the study area as a result of fast fashion, some participants described efforts to innovate and remain competitive. A common strategy identified across interviews was continuous skill improvement through online learning. One participant noted:

"*I am using the internet to learn new things to help my sewing experience*".

Similar views were expressed by other participants, some of whom specifically mentioned using YouTube and Facebook as sources of new sewing ideas, design inspiration, and technical improvement. Some also noted that they periodically pay experienced artisans to train them in specific skills. Additionally, participants indicated that they imitate ready-made fashion trends to appeal to younger consumers. As another participant explained:

"*See some of my things here, you may think it is ready-made style, but I sewed it myself, a lot of young people like it and they have been asking me to sew it for them*".

This response shows that some garment manufacturers are strategically adapting by reproducing trendy styles associated with fast fashion while still relying on local production methods. Such adaptation may help them remain relevant among younger consumers whose preferences are shaped by rapidly changing fashion trends. While some of the garment manufacturers mentioned the need for government intervention and support by waiving taxes imposed on sewing materials such as trimmings, appliqué, threads, fasteners, linings, and fabrics in order to help them compete more effectively with the fast-growing fast fashion market, others expressed interest in being involved in government contracts such as the sewing of school uniforms in order to boost the local industry rather than outsourcing. These findings suggest that local garment manufacturers are not passively responding to market pressures; rather, they are actively seeking practical and institutional strategies to sustain their businesses in an increasingly competitive fashion environment.

3.1.13| Embracing Eco-Friendly Practices Through Fabric Waste Reuse

The garment manufacturers interviewed described creative ways of repurposing fabric scraps. From their narratives, items such as pillows, door mats, dusters, and hair bonnets are commonly made from leftover materials, reflecting their readiness to embrace waste reduction practices. One participant stated: "I have been using fabric scraps to make pillow fillings, hair bonnets, and dusters for cleaning for sale". This practice was mentioned by several other manufacturers, indicating that fabric waste reuse is already an informal but meaningful sustainability strategy among local garment producers. Although none of the participants mentioned being guided by formal sustainability certifications or policies, these practical recycling efforts indicate the possibility that local manufacturers can embrace broader sustainable production measures if deliberate support, education, and policy guidance are provided. The findings therefore suggest that, even in the absence of formal circular economy systems, small-scale garment manufacturers in the study area are already engaging in modest forms of waste minimisation and material reuse. These practices provide a useful foundation upon which more structured sustainability interventions can be developed.

3.2| Discussion of Results

The findings of this study provide compelling evidence that fast fashion consumption among youth in the study area is primarily driven by economic and structural factors rather than environmental

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awareness. Across multiple statistical analyses, including correlation, logistic regression, and multiple linear regression, awareness of fast fashion's environmental and social impacts was consistently found to be a non-significant predictor of both motivation and sustainable clothing behaviour. This challenges dominant assumptions within sustainability discourse that increasing awareness alone is sufficient to drive behavioural change. The absence of a significant relationship between awareness and motivation for fast fashion consumption suggests that knowledge of environmental consequences does not necessarily translate into reduced consumption tendencies. This finding aligns with the attitude-behaviour gap widely documented in consumer research, where individuals may express awareness or concern but fail to act accordingly (Diddi et al., 2019). In the context of this study, even when respondents possessed some level of awareness, their purchasing decisions remained largely unaffected, indicating that awareness operates as a weak behavioural driver in resource-constrained settings.

The results further demonstrate that socio-demographic factors, particularly educational level and employment status, play a more significant role in shaping consumption patterns than awareness. The multiple linear regression revealed that educational level was positively associated with motivation for fast fashion consumption, while employment status had a strong negative effect. This suggests that individuals with higher levels of education may still be actively engaged in fast fashion consumption, possibly due to lifestyle aspirations, exposure to global fashion trends, or social identity considerations. This finding reinforces earlier observations that higher education does not automatically translate into sustainable consumption behaviour (Adjabeng, 2022). Interestingly, the negative relationship between employment status and motivation for fast fashion consumption indicates that economically active individuals may exhibit more restrained consumption patterns. This may reflect greater financial responsibility, long-term planning, or increased valuation of durability over disposability. In contrast, students, who formed a large proportion of the sample, may be more influenced by affordability and trend-driven consumption, consistent with findings by Acquaye et al. (2023), who noted that younger consumers in Ghana are highly engaged in fast fashion due to price sensitivity and accessibility. The logistic regression analysis further strengthens these insights by showing that gender, educational level, and employment status significantly predict sustainable clothing behaviour, while awareness does not. This reinforces the argument that sustainable behaviour is shaped more by structural and socio-economic realities than by cognitive awareness. Such findings resonate with broader critiques of sustainability interventions that overly emphasise awareness campaigns without addressing systemic barriers such as affordability and access (Niinimäki et al., 2020). The persistence of low awareness levels despite a highly educated sample highlights a critical paradox within the Ghanaian context. As shown in the demographic results, a large proportion of respondents possessed tertiary education, yet awareness of fast fashion's environmental impacts remained low. This disconnect suggests that formal education systems may not adequately integrate sustainability concepts into everyday consumption contexts, particularly in relation to fashion. Similar concerns have been raised by Amankwah et al. (2023), who emphasise the need for stronger institutional integration of sustainable practices within Ghana's fashion ecosystem.

The findings also highlight the dominant role of affordability and accessibility in driving fast fashion consumption. Respondents consistently identified cost and convenience as primary motivators, while sustainable alternatives were often perceived as less accessible or more expensive. This supports the argument by Owusu-Wiredu (2024) that fast fashion thrives in developing economies due to its alignment with economic constraints and consumer purchasing power. In such contexts, sustainability becomes secondary to immediate financial considerations. From a broader perspective, the results reflect the structural dynamics of the global fashion system, where developing countries like Ghana serve as major markets for low-cost imported clothing. Mensah (2023) describes this phenomenon as the transformation of the Global South into a "wasteland" for fast fashion, where consumption is driven by affordability rather than sustainability. The continued dominance of fast fashion within local markets further worsens environmental challenges, including textile waste accumulation and pollution (Nkrumah et al., 2024).

The qualitative findings of this study complement the quantitative results by illustrating how local garment manufacturers are affected by these consumption patterns. Declining patronage of custom-made clothing, coupled with increased competition from imported garments, reflects the broader decline of Ghana's textile and garment industry (Amankwah-Amoah, 2015; Bruce-Amartey et al., 2025). At the same time, the emergence of adaptive strategies such as upcycling and fabric reuse aligns with circular economy principles, highlighting the potential for locally driven sustainability initiatives (James & Kent, 2019). As also revealed in the interviews, garment manufacturers reported a significant decline in patronage as consumers increasingly prefer inexpensive fast fashion over custom-made clothing. This aligns with the quantitative findings, where affordability emerged as the dominant motivation for fast

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fashion consumption, and awareness was found to have little influence on behaviour. The narratives of reduced customer flow, loss of apprenticeships, and business restructuring reflect broader structural transformations within Ghana's fashion industry. Similar trends have been documented by Amankwah-Amoah (2015) and Bruce-Amartey et al. (2025), who attribute the decline of local textile and garment industries to the influx of cheap imported clothing. Furthermore, the decision by some manufacturers to diversify into selling fast fashion highlights a critical shift in business models, where survival increasingly depends on adapting to consumer demand rather than preserving traditional production systems. This underlines the systemic nature of fast fashion's impact, where consumption patterns are not only shaped by economic realities but also actively reshape local production structures.

In addition, the qualitative findings reveal both resilience and untapped potential within the local garment sector, particularly through adaptive strategies and informal sustainability practices. Garment manufacturers demonstrated agency by acquiring new skills through digital platforms, replicating trending designs, and engaging in fabric reuse and upcycling. These practices reflect emerging forms of circular economy behaviour, even in the absence of formal sustainability frameworks. This aligns with the work of James and Kent (2019), who highlight the prevalence of grassroots upcycling practices among small-scale garment producers in Ghana. However, the findings also indicate that these efforts remain largely informal and unsupported by institutional structures. As noted by Adjabeng (2022) and Amankwah et al. (2023), the transition toward sustainable fashion in Ghana is constrained by limited technical support, high costs of sustainable materials, and weak policy frameworks. The expressed need for government intervention, including tax relief and access to contracts, further emphasises the importance of structural support in enabling sustainable transformation. Taken together, these insights suggest that while local manufacturers possess the creativity and capacity to engage in sustainable practices, scaling these efforts requires deliberate policy action and investment to bridge the gap between informal innovation and formal sustainability systems.

Overall, the findings of this study suggest that addressing the challenges of fast fashion in Ghana requires a shift from awareness-based interventions to more comprehensive strategies that address economic and structural barriers. While awareness remains important, it is insufficient on its own to drive behavioural change. Instead, policies that improve the affordability and accessibility of sustainable clothing, support local garment production, and regulate the influx of low-quality imports may be more effective in promoting sustainable fashion consumption. This perspective is consistent with Fletcher's (2013) Sustainable Consumption Theory, which emphasises the interplay between knowledge, context, and practical constraints in shaping consumer behaviour.

4 | IMPLICATIONS OF FINDINGS

The study provides information on fast fashion behaviour among youth and the concerns of local garment manufacturers regarding the influx of fast fashion products into the Ghanaian market, as well as the strategies employed by local manufacturers to remain competitive. The findings, therefore, contribute to a broader understanding of how consumer behaviour and local production systems interact within emerging fashion markets. From a theoretical perspective, the findings extend existing literature on sustainable consumption by demonstrating that in resource-constrained contexts such as Ghana, affordability and accessibility often override environmental awareness when consumers make clothing purchasing decisions. This suggests that sustainable consumption behaviours cannot be explained solely by environmental knowledge but must also account for economic realities that shape consumer decision-making. From a practical perspective, the findings highlight the need for educational and awareness programmes that inform consumers about the environmental and socio-economic consequences of fast fashion consumption. Educational workshops, public campaigns, and community outreach initiatives could help increase awareness about textile waste, environmental pollution, and the importance of supporting locally produced garments.

The findings also have implications for local garment manufacturers. The adaptive strategies identified in this study, including skill development through online learning, imitation of contemporary fashion trends, and the reuse of fabric scraps, suggest that local producers are actively attempting to respond to changing market dynamics. These practices could be strengthened through targeted training programmes focusing on design innovation, sustainable production methods, and digital marketing skills. In addition, the findings have policy implications for the Ghanaian fashion and textile sector. Policymakers and industry stakeholders may consider developing initiatives that support local garment manufacturers

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through skills development programmes, financial support schemes, and improved access to production resources. Encouraging sustainable fashion practices and supporting local production could help preserve Ghana's textile heritage while also addressing the environmental challenges associated with fast fashion consumption.

5 | LIMITATIONS OF THE STUDY

This study has some limitations that should be considered when interpreting the findings. The research was conducted in two selected suburbs of a regional capital in Ghana; therefore, the findings reflect participants' experiences in this context and may not fully represent youth consumers and garment manufacturers across the country. Generalisation beyond the study area should consequently be made with caution. Additionally, convenience sampling was used to recruit youth participants at fast fashion retail locations, which may have limited the inclusion of consumers who purchase clothing through other channels. Of the 385 questionnaires administered, 313 valid responses were retained after data cleaning, following the removal of incomplete responses to improve data quality. The cross-sectional design also limits the ability to establish causal relationships between awareness of fast fashion impacts and sustainable clothing practices. Finally, while interviews with garment manufacturers provided valuable insights into local industry experiences, a larger and more diverse sample could offer further perspectives on the broader implications of fast fashion for Ghana's garment sector.

6 | CONCLUSION AND FUTURE STUDIES

The findings of this study demonstrate that fast fashion has become deeply embedded in the clothing consumption patterns of youth in the study area, largely driven by affordability, accessibility, and the desire to keep up with rapidly changing fashion trends. While these factors make fast fashion highly attractive to consumers, the study provides clear evidence that economic and structural considerations play a more dominant role in shaping consumption behaviour than environmental awareness. Across multiple analyses, awareness of fast fashion's environmental and social impacts was found to have no significant influence on either motivation for consumption or sustainable clothing behaviour, highlighting a pronounced attitude–behaviour gap. The study also revealed a concerning disconnect between educational attainment and sustainability awareness. Despite a high proportion of respondents possessing tertiary education, awareness of the broader environmental and social consequences of fast fashion remained low. This suggests that formal education alone may be insufficient in fostering sustainability consciousness, particularly in relation to everyday consumption practices such as clothing choices. The findings, therefore, highlight the limitations of awareness-based interventions when they are not supported by broader structural and economic changes.

Notwithstanding the low levels of awareness, the study identified encouraging indications of emerging interest in sustainable fashion practices among respondents. Many participants expressed willingness to repair clothing, invest in more durable garments, and adopt eco-friendly alternatives when these options are accessible and affordable. However, affordability remained a critical barrier, reinforcing the need to address the economic constraints that limit the adoption of sustainable consumption behaviours. The qualitative findings further enrich the study by revealing the lived experiences of local garment manufacturers, who reported declining patronage due to the increasing dominance of fast fashion in local markets. At the same time, these producers demonstrated resilience through adaptive strategies such as skill development, imitation of contemporary fashion trends, and diversification into retail. Importantly, the widespread practice of fabric reuse and upcycling among manufacturers highlights the presence of informal circular economy practices that can serve as a foundation for more structured sustainability initiatives within the local fashion industry.

Overall, the study concludes that addressing the environmental and economic challenges associated with fast fashion in Ghana requires a shift from purely awareness-driven approaches to more comprehensive and context-sensitive strategies. Policymakers, educators, and industry stakeholders must prioritise interventions that improve the affordability and accessibility of sustainable clothing, support local garment production, and strengthen regulatory frameworks governing the influx of low-quality imported garments. By aligning consumer behaviour, local production systems, and policy interventions, it is possible to promote a more sustainable and resilient fashion ecosystem that preserves Ghana's textile heritage while addressing the growing environmental impacts of fast fashion.

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6.1| Recommendations and Future Studies

Based on the findings of this study, the following recommendations are proposed:

i. Educational institutions, particularly fashion and textile programmes, should integrate modules on sustainable fashion, circular economy practices, and responsible clothing consumption into their curricula in order to increase awareness among students and future fashion professionals.
ii. The Ministry of Trade and Industry, in collaboration with relevant regulatory agencies, may consider implementing appropriate policy measures such as quality standards, import monitoring, or graduated tariffs on low-quality clothing imports in order to protect and strengthen local garment production.
iii. Local garment manufacturers could be supported through capacity-building initiatives, training programmes, and financial assistance schemes aimed at improving design innovation, production efficiency, and the development of durable and environmentally responsible clothing products.
iv. Fashion departments in educational institutions, together with non-governmental organisations (NGOs) and civil society groups, could organise targeted public awareness campaigns highlighting the environmental and socio-economic impacts of fast fashion while promoting sustainable clothing practices such as repairing, reusing, and supporting locally produced garments.

Although the present study provides valuable insights into fast fashion consumption behaviour and its impact on local garment manufacturers, several areas require further investigation.

i. Future studies could explore innovative technologies and creative approaches for managing textile waste, including recycling, upcycling, and circular production systems suitable for the Ghanaian fashion industry.
ii. Comparative studies across different regions of Ghana could provide a broader understanding of how fast fashion consumption patterns vary between urban, peri-urban, and rural communities.
iii. Longitudinal studies could examine how awareness campaigns and educational interventions influence changes in consumer behaviour toward sustainable fashion over time.
iv. Further research could also investigate price sensitivity among consumers to determine the extent to which affordability influences the adoption of sustainable clothing alternatives.
v. Additional studies could explore the role of digital platforms, social media marketing, and online fashion retail in shaping fast fashion consumption patterns among Ghanaian youth.

By addressing these research areas, future scholarship can contribute to the development of more effective strategies for promoting sustainable fashion consumption and strengthening the resilience of local garment industries in Ghana.

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DATA AVAILABILITY STATEMENT

Summary data supporting the findings of this study are presented within the manuscript. Additional data generated during the study are available from the corresponding author upon reasonable request, subject to ethical and confidentiality considerations.

ETHICAL APPROVAL STATEMENT

Prior to data collection, participants were informed about the purpose of the study, the nature of their involvement, and their right to participate voluntarily. Informed consent was obtained from all participants before they responded to the questionnaire and interview questions. Participants were also assured of the confidentiality and anonymity of the information they provided, and the data collected were used solely for research purposes

CONFLICT OF INTEREST STATEMENT

The authors declare that there are no conflicts of interest related to the research, authorship, or publication of this article.

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DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this manuscript, the authors used ChatGPT version 4 to assist with improving the clarity and formality of language in selected sections of the text. All research design, data collection, analysis, interpretation of findings, and conclusions were developed by the authors. After using this tool, the authors carefully reviewed and edited all suggested text and take full responsibility for the accuracy and integrity of the manuscript.

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