ITFP-GH
Institute of Textiles and Fashion Professionals - Ghana

Fashion and Textiles Review

Volume 6, (2025), Pages 285-303
ISSN: 2665-0983 (ONLINE)

Journal homepage: https://journal.itfpgh.com/ftr/index



ORIGINAL ARTICLE

DOI: https://doi.org/10.35738/ftr.v6.2025.13

Assessing Consumer's Purchase Practices and their Awareness on use and disposal of Second-hand Clothes

Evelyn Kuupole [1]*✉, Ninette Afi Appiah[2], Hellen Bangbio Kuupole [3], Stella Daah Siaw [4], Frances Yayra Sefenu [5], Daniel Akuoko Adjei [1]

[1] Department of Industrial Art, Bolgatanga Technical University, Bolgatanga, Ghana.
[2] Department of Fashion Design and Textiles Education, Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development, Ghana.
[3] Department of Fashion Design, Takoradi Technical University, Takoradi, Ghana.
[4] Department of TVET, Wesley College of Education, Kumasi, Ghana.
[5] Department of Fashion Design and Textiles Studies, Cape Coast Technical University, Cape Coast, Ghana.

Correspondence (*)
Name: Evelyn Kuupole

Affiliation: Department of Industrial Art, Bolgatanga Technical University, Bolgatanga, Ghana

Email: ekuupole@bolgatu.edu.gh

Check for updates

Abstract

Purpose: The paper investigated the behaviour of consumers in their purchase, use and disposal of second-hand clothes. Despite education on sustainable practices globally, consumers still have behavioural problems with their practices, which need attention. The paper further looked at how these behavioural practices by consumers can be dealt with in the fashion industry.

Methodology/Design: The study was conducted using the quantitative approach. Data was collected from 400 participants using Google Forms in the Upper East Region of Ghana.

Findings: The study revealed that quality, price, comfort, trend, among others, are some of the factors that influence consumers' decision-making during the purchase of clothes. Provision of waste bins at advantage points for the collection of unwanted clothes, and introduction of recycling centres were some of the suggestions by consumers. The study also revealed that proper disposal of clothes can be possible if rules and regulations are put in place. Education, price, and attitude were some of the challenges outlined that hinder consumer awareness of sustainable practices in the fashion industry.

Practical and Social Implications: The findings of this study are to contribute to awareness creation on sustainable practices of second-hand clothing use and disposal for consumers. This study will help create a strategic framework to mitigate the purchase of second-hand clothes, their use and disposal practices after use.

Originality: The study is designed to create awareness for consumers on sustainability and practices on the purchase and use of second-hand clothes. This will enhance proper consumption and disposal of used clothes.

Keywords
Behaviour, Consumer Behaviour, Disposal Behaviour, Purchase Practices, Sustainable Practices, Second-hand Clothes.

1 | INTRODUCTION

The clothing industry in Africa has witnessed a significant rise in the importation and consumption of second-hand clothing (Costantini & Costantini, 2022). Second-hand clothes (SHC) are regarded as important in many African countries, Asian, and Latin America, because they provide an affordable alternative to new garments, shaping consumer purchasing behaviours and influencing sustainability efforts. While the economic benefits of second-hand clothing are widely acknowledged by many, concerns

Received: January 30, 2025. **Revised:** April 21, 2025. **Accepted:** June 25, 2025

Copyright © 2025 The Author(s). Published in the Fashion and Textiles Review by the Institute of Textiles and Fashion Professionals – Ghana (ITFP-GH). This is an open-access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International License. (https://creativecommons.org/licenses/by-sa/4.0/). This license permits use, distribution and reproduction in any medium, provided the original work is properly cited.

DOI: https://doi.org/10.35738/ftr.v6.2025.13

regarding consumer awareness of its use and disposal have gained attention in recent years. Fashion designers, as well as some consumers, are calling for intensive awareness campaigns in order to accomplish the goal of sustainability in the fashion industry (Harmsen, 2021).

Second-hand clothes have gained ground in the Ghanaian market and Africa as a whole. These second-hand clothes are being used within a short period and are thrown away or burnt (Niinimäki, et al., 2020) due to their abundance in the market. Consumers desire to purchase goods that are readily available in the market and are less expensive (Joy, et al., 2012). Second-hand clothes have become a solution to consumers on this quest. Importation of these clothes to Africa poses a lot of hazards to the environment and society (Aggarwal & More, 2020). Sometimes sellers are unable to sell all and due to the limited repurposing strategies in African countries, most of them are thrown away (Sumo et al., 2023). Zhang et al. (2022) states that the abundance of second-hand clothes in the African market is due to their low costs and ease of importation, and this business model stands as a notable success in Africa. Sumo et al. (2023) also revealed that, although second-hand clothes might be damaging to African countries, they create job opportunities for people in the trade, distribution, repair, laundry services, and upcycling sectors.

Despite SHC being affordable, they have many negative effects on the environment. When retailers are unable to sell all their clothes, they are sometimes compelled to throw them away, which litters the environment. The consumer, on the other hand, buys them often due to their inexpensiveness and might throw them away because they are readily available. Scholars, Acquaye et al. (2023) and Owusu-Wiredu (2024) opine that SHC consumers contribute to waste accumulation in landfills and even waterbodies as they throw away any products they feel dissatisfied with. Thrown away clothes might choke gutters and cause flooding during the rainy seasons. When these disposed items are washed into water bodies, they might cause various illnesses associated with the consumption and use of unclean water. Burning the SHC can also produce smoke, which will contaminate the air and, when inhaled, can cause lung problems (Parvin, et al., 2020). Green peace, a non-governmental organisation, revealed that approximately 15 million items of second-hand clothing are received in Ghana, but nearly half of these clothes are unusable (Omondi, 2024) which compels consumers to sometimes throw them away, or burn. These practices impact the environment significantly. In support of the above, Franklin-Wallis (2023) also says second-hand clothes are transported to poorer countries such as Ghana which turns it into a dumping place. Environmentally friendly measures need to be put in place to ensure that SHCs that are considered waste are repurposed into valuable products. Despite increasing attention to sustainable fashion, there is limited research on consumer purchase behaviour and disposal practices on second-hand clothing in Ghana. Studies in Ghana on SHC have been on global trends and the capital of Ghana (Accra) and Kumasi (Priya, 2022; Acquaye et al., 2023), yet other parts of Ghana remain underexplored. This study aims to fill this gap by assessing consumers' purchasing practices, their awareness of sustainability, and their disposal practices of second-hand clothes.

2 | LITERATURE REVIEW

2.1| Consumer awareness of sustainable fashion

Consumers are often willing to have some knowledge about clothes they are using or want to use, regardless of how expensive they might be (Joy & Peña, 2017). Soyer and Dittrich (2021) stated that these less expensive clothes are contributing to problems in the environment. Vehmas et al. (2018) in their study also revealed that consumers expressed interest in recycling and sustainable solutions for fashion products as a form of extending their clothing lifespan. The above studies insinuate that

DOI: https://doi.org/10.35738/ftr.v6.2025.13

consumers appreciate the idea of recycling textile waste to produce new clothes. Vehmas et al. (2018) again demonstrated that channels of communication should be established to inform consumers about sustainable practices in the fashion industry. This will create awareness on the clothes consumers use and the negative impact they pose to the environment and society if thrown away without any sustainable measures put in place. The consumption patterns of consumers influence their purchase, use, and disposal of clothes (Soyer & Dittrich, 2021). Sometimes, people buy clothes for status, some to attain a certain class and some for leisure, which end up being wasted.

The role of media, social networks, and educational initiatives in shaping consumer awareness of fashion is significant and multifaceted. These elements play crucial roles in influencing perceptions, trends, and choices within the fashion industry. Ishak and Zabil (2012) stated that for consumers to be fully aware of the products they consume, policymakers need to adopt programs to increase consumers' awareness to create a resilient consumer society worldwide. Research on consumer behaviour suggests that attitudes toward sustainability in apparel purchasing are influenced by overall awareness of social and environmental well-being, perceptions of sustainable fashion, and previous ethical purchasing behaviour (Mandarić et al., 2021). Saricam et al. (2019) found that awareness levels of clothing use and disposal among participants in Turkey are comparable to those in other countries. Han et al. (2017) also discovered that while consumers often engage in pro-sustainable practices, they do not always buy sustainable fashion products to demonstrate their awareness. Acquaye et al. (2023) highlighted that in Ghana, problematic disposal patterns and environmental issues may arise from consumer purchasing practices and waste disposal methods. Despite improvements in customer awareness, there are still problems in the fashion industry (Jacobson & Harrison, 2022). These include combating the rapid fashion culture and addressing the issue of "greenwashing", which involves misleading consumers with unfounded claims about sustainability. Because of concerns about sustainability, the influence of social media, and more transparency initiatives, consumer understanding of the fashion business has greatly changed. The main drivers of this awareness are raising customer awareness, encouraging ethical behaviour, and coordinating brand ideals with consumer values.

2.2| Factors Influencing Consumer Behaviour Second-hand Clothes

Consumer purchasing decisions regarding SHC are influenced by a multitude of factors, ranging from personal values, beliefs, peer influence, and marketing strategies, among others (Hur & Cassidy, 2019). Consumers can make purchases in diverse ways due to these factors. Consumers who prioritise good environmental practices are often careful with their purchases, use and disposal of these second-hand clothes (Hagelberg, 2017). Consumer awareness about the social and environmental impacts of the fashion industry plays a significant role in shaping purchasing decisions (Ishak & Zabil, 2012). Education through media, documentaries, social campaigns, and sustainability initiatives can help consumers understand the importance of good consumer practices and motivate them to make more conscious choices in their decisions (Li & Leonas, 2022). Transparency in fashion in the supply chains, production processes, sourcing practices and marketing of fashion products in the market can also impact consumer behaviour towards fashion products (Saari et al., 2021).

Price remains a significant factor in consumer purchasing decisions, as cheaply priced goods attract or affect the buying decisions (Pérez et al., 2022; Mandarić et al., 2021). Consumers are enticed by low prices and frequent second-hand clothing purchases, leading to increased spending on clothing. However, this also fosters a culture of disposable fashion, where garments are worn for shorter periods before being replaced, driving continuous demand and consumption (Cuesta-Valiño et al., 2022; Joy et al., 2012;

DOI: https://doi.org/10.35738/ftr.v6.2025.13

Ruan et al., 2022). To achieve sustainable practices, industries globally must implement sustainable approaches in the fashion industry, which necessitate sustainable production and embracing decreased consumption (Joy & Peña, 2017). Research indicates that consumers who practice careful behaviours like washing clothes in cold water and air-drying them tend to extend the lifespan of their garments (Maguire & Fahy, 2023). By adopting these thoughtful practices, consumers can mitigate wear and tear on their garments, thereby maintaining the quality and appeal of their clothing for an extended period. Consumers often dispose of clothes in unsustainable ways, such as sending them to landfills (Jestratijevic & Hillery, 2023; Pingki & Kuntala, 2021). Researchers argued that increasing public awareness of textile recycling and upcycling options, as well as encouraging clothing donations to charitable organisations, can help mitigate the environmental impact of clothing disposal. A study by Ceylan (2019) found that some consumers donate their used garments to environmental groups or organisations with the goal of maintaining a clean society and environment. Creating awareness through educational programs and workshops in person or through the media by fashion authorities will help curtail the behaviour of consumers in the use of second-hand clothes (D'Adamo et al., 2022).

2.3| Second-hand Clothes

The second-hand clothing (SHC) industry has experienced significant concerns recently, driven by increased environmental awareness, economic considerations, and the proliferation of digital resale platforms. Recent studies Ki et al. (2024) and Kuupole et al. (2025) indicate a shift in consumer attitudes towards SHC, influenced by sustainability concerns and economic factors. Internationally, consumers are motivated by environmental considerations and the desire for unique fashion items. A study in Ghana revealed that both attitude and disposal behaviour significantly influence the intention to purchase SHC (Acquaye et al., 2023). Mensah (2023) also highlights that the influx of low-quality SHC in Ghana contributes to environmental pollution, with approximately 40% of imported garments becoming waste. This pushes retailers and consumers of SHC to resort to various ways of disposing of unwanted garments, such as faded clothes, torn clothes, and stained clothes, among others. The SHC supply chain connects developed and developing countries, providing affordable clothing options and employment opportunities in regions like Africa (Sumo et al., 2023). However, the market also faces challenges, including the importation of low-quality garments that are unmarketable, leading to environmental issues. In Ghana, there is a call for stricter regulations to limit the importation of SHC and mitigate environmental impacts (Amanor, 2018). While SHC reduces the demand for new clothing production, the importation of low-quality garments can overwhelm waste management systems. Although the SHC market presents numerous challenges to the Ghanaian market, economically, its introduction has created greater affordability of clothing among middle-income consumers and provided employment opportunities for individuals. Also, these clothes have taken over the Ghanaian market, causing the local textile and fashion industries to suffer low demand from consumers (Acquaye et al., 2023). This decline is due to low cost of SHC garment, availability and easy access in the market. The reliance on these clothes raises concerns about environmental cleanliness, sustainability, cultural identity, and the long-term development of Ghana's fashion economy.

2.4| Environmental Impact of Second-hand clothes

Second-hand clothes contribute to environmental pollution in multiple ways. The fashion industry consumes large quantities of non-renewable resources such as water, energy, and raw synthetic fibre material. Additionally, the production process generates substantial greenhouse gas emissions and pollution, from dyeing fabrics to disposing of unsold or discarded garments, often ending up in landfills

DOI: https://doi.org/10.35738/ftr.v6.2025.13

(Peleg Mizrachi & Tal, 2022; Rukhaya et al., 2021). Fast fashion, which is mostly sent to developing countries as second-hand clothes, relies heavily on the extraction of natural resources such as water and raw materials like cotton, polyester, and other synthetic fibres (Niinimäki et al., 2020). Synthetic fibres, for example, require fossil fuel in their production, contributing to carbon emissions (Rukhaya et al., 2021). Textiles production uses numerous chemicals, including dyes, bleaches, and finishing agents (Rukhaya et al., 2021; Okai-Mensah et al., 2022). These chemicals can have harmful effects on both the environment and human health (Niinimäki et al., 2020). For example, synthetic dyes often contain toxic substances that can contaminate waterways and soil, affecting ecosystems and wildlife. Additionally, the disposal of chemical-laden wastewater from textile factories contributes to water pollution (Stenton et al., 2021). The fashion industry is a significant contributor to greenhouse gas emissions, with estimates suggesting it accounts for around 10% of global carbon emissions (Biswas, et al., 2024; Haseeb, et al., 2020). The production and transportation of clothing, as well as the energy-intensive processes involved, release greenhouse gases such as carbon dioxide (CO2), methane (CH4), and nitrous oxide (N2O) into the atmosphere (Moazzem, 2020; Seyedmahmoudi et al., 2018), contributing to climate change and global warming. Second-hand clothing's rapid importation and disposable nature result in a staggering amount of waste (Niinimäki et al., 2020). Additionally, unsold or unsellable items often end up in landfills or are incinerated, further exacerbating waste management challenges and environmental pollution (Busalim et al., 2022; Yalcin-Enis et al., 2019). These items can take decades or even centuries to decompose in landfills, releasing greenhouse gases and harmful substances into the environment (Kang et al., 2013; Seyedmahmoudi et al., 2018). Furthermore, incinerating textiles can contribute to air pollution and the release of toxic chemicals into the atmosphere.

2.5| Theory of Planned Behaviour

The theory of planned behaviour as proposed by Ajzen (1987) is a theory that investigates the behaviour of individuals. It is a popular theoretical framework in social psychology that analyses human behaviour in terms of intentions, attitudes, and perceived behavioural control, known as the theory of planned behaviour (TPB). The theory proposes that behaviour change is mediated by the intention to change, which is predicted by a person's attitude, subjective norms, and perceived behavioural control (Soyer & Dittrich, 2021). Consumers have regular behavioural patterns in which they recognise products through subjective emotions and surrounding socio-environmental factors. They form beliefs, evaluate relevant information, and then form an attitude, resulting in specific actions (Kim et al., 2021; Djafarova & Foots, 2022). Ideally, normative intentions might result in either a favourable or unfavourable attitude toward the behaviour (Djafarova & Foots, 2022). Consumers' awareness of sustainability significantly shapes their clothing disposal practices. Individuals who possess a positive attitude toward sustainable disposal are more likely to engage in practices such as donating or recycling unwanted clothing. This relationship advocates for increased educational initiatives that foster positive environmental attitudes, essential for encouraging sustainable disposal practices. This ties back to the TPB framework, emphasising that improving consumer attitudes can lead to more favourable disposal behaviours.

Researchers, Soyer and Dittrich (2021) and Paço et al. (2021) emphasised that age, brand preference, quality, price, among other factors, correlate significantly with sustainable consumption choices during the phases of purchase and disposal. This highlights the importance of tailoring awareness initiatives to effectively target specific consumer segments, ultimately driving sustainable practices in clothing disposal. Positive behavioural practices among consumers can enhance proper choices of clothing purchase use and clothing disposal habits, ultimately aiding in the reduction of textile waste (Paço et al., 2021).

DOI: https://doi.org/10.35738/ftr.v6.2025.13

2.6| Conceptual framework

The study is guided by the Theory of Planned Behaviour (TPB), which suggests that individuals' behaviours are influenced by attitudes, subjective norms, and perceived behavioural control. The conceptual framework incorporates key variables such as consumer awareness, purchasing behaviour, and disposal practices. This framework governs the flow of the study. Disposal behaviour becomes the dependent variable, whilst consumer, education, purchasing, use and after-use of the garment become the independent variables. The outcome of these independent variables informs the state of consumer disposal practices. If a consumer has not undergone any educational training to obtain knowledge on the impact of indiscriminate disposal practices, keeping the environment clean becomes difficult. Also, without education, making decisions during the purchase and use of clothes also becomes a difficult decision to make. Lack of awareness also affects the way an individual will dispose of his or her used clothes. Consumers sometimes count on the affordability, quality and comfortability of second-hand clothes before making their purchasing decisions and if these factors are not met, the clothes become useless, and they resort to disposing of them. On the aspect of disposal, they are either thrown away at landfills or burnt. Others resort to donating them to orphanages, family or friends.

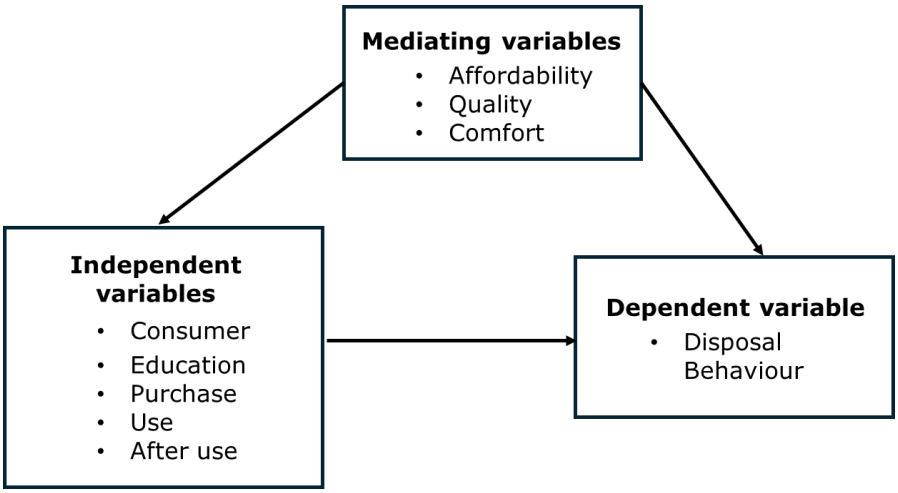


Figure 1. Conceptual Framework (Source: Author's own construct, 2024)

3 | METHODOLOGY

A quantitative research approach was adopted in this study. This was to ensure an in-depth understanding of consumer purchasing motivations, as well as the influence of social and economic factors on their clothing purchases. Four hundred (400) respondents were engaged in the study in the Upper East Region of Ghana. The link was sent to various WhatsApp platforms, indicating the category of people qualified for the study. Participants without WhatsApp phones were contacted at their homes and workplaces, allowing research assistants to open the Google Forms and complete them with responses from the participants. The researchers used Slovin's formula to calculate the sample size for the study. According to the 2021 population census, the population for the Upper East Region was 1,301,226.

Using Slovin's formula to calculate the sample size

$n = N / (1 + N * (e)^2)$

where n = sample size

DOI: https://doi.org/10.35738/ftr.v6.2025.13

N = Total population = 1,301,226

e = margin of error = 0.05

n = 1,301,226 / (1 + 1,301,226 * (0.05) ^2)

n = 399.877

Round it up to 400

Therefore, sample size (n) = 400

3.1| Data collection

Data were gathered using closed-ended questions through online administration. The questionnaire used was developed by the researchers based on the objectives set out for the study. These questions were read and corrected by all the authors to ensure clarity and reliability before data collection. The researchers then developed a Google link, which was used to distribute the questionnaire on WhatsApp platforms, targeting people from the Upper East Region. Five (5) communities from the Upper East Region were selected for the study out of the fifteen (15) communities in the region. This was carried out using the random sampling method, where names of all the communities were written, folded and picked one after the other to prevent being biased. There were representatives from the five (5) communities who distributed the link to the respondents without having access to the responses. The researchers targeted Eighty (80) responses from each community. Once this number is reached, the researchers close the link to start with the analyses. 400 responses were received from the respondents. There was voluntary participation in the study, and the assurance of respondents' confidentiality was outlined in the Google link.

3.2| Data Analysis

This portion of the study presents how data were analysed. Responses from participants were analysed to answer the questions outlined in the study using Descriptive statistics of percentages and frequencies. A descriptive analysis was conducted on the biometric information, consumer awareness, purchasing factors, consumer decision-making, and barriers to ensuring the sustainability of second-hand clothes.

4 | RESULTS AND DISCUSSION

4.1| Demographic Information of Respondents

The demographic profile of the respondents revealed that most were females, at 226 (56.5%), while 174 (43.5%) were males. One hundred and sixty-five, 165 (41.25%) were found to be within the age category of 26-35, 151 (37.75%) participants were also within the age of 15-25, followed by those aged 36-45, 67 (16.75%) participants. Also, 13 (3.25%) participants were aged 46-55, whilst 4 (1.0%) participants were 56 years and above.

Regarding educational background, most of the respondents held a bachelor's degree, with 118 (29.5%) participants reporting this level of education. A close second were those with a Higher National Diploma, totalling 116 (29%) participants. Additionally, 47 (11.75%) participants had completed Senior High School, while 41 (10.25%) participants held a Diploma. A smaller proportion had obtained a master's

DOI: https://doi.org/10.35738/ftr.v6.2025.13

degree 30 (7.5%) participants, and 29 (7.25%) participants were Junior High School leavers. Finally, 19 (4.75%) participants indicated they had no formal education, categorised under "others".

Table 1. Demographic Information

Variable	Frequency(n)	Percentage (%)
Gender		
Male	174	43.5
Female	226	56.5
Age		
15-25	151	37.75
26-35	165	41.25
36-45	67	16.75
46-55	13	3.25
56 years and above	4	1.0
Education		
Junior High School	29	7.25
Senior High School	47	11.75
Diploma	41	10.25
Higher National Diploma	116	29
Bachelor's degree	118	29.5
Master's degree	30	7.5
Others (No formal education)	19	4.75
Total	**400**	**100**

4.2| Consumer Awareness of Sustainability

Table 2 presents an evaluation of consumers' knowledge of sustainability, aiming to gauge their understanding of the concept within the fashion industry. The results revealed a varied spectrum of familiarity. While some respondents indicated that they were very familiar with the term "sustainability," others reported being only somewhat or moderately familiar, suggesting a partial understanding. Additionally, a significant number of participants admitted to having limited knowledge, and some stated they were unfamiliar with the term altogether. These findings align with previous studies, which report that although awareness of sustainability is growing, consumers still lack a comprehensive understanding of sustainable fashion practices (Li & Leonas, 2022; Han, Woodside, & Ko, 2024).

The study also investigated the level of importance consumers assign to sustainability when making purchasing decisions. A total of 180 respondents regarded sustainability as an important factor in their fashion choices, while 160 considered it extremely important and felt it must be considered during purchases. An additional 41 respondents viewed sustainability as somewhat important, whereas 19 considered it not important at all. This tendency to undervalue sustainability may be influenced by limited knowledge or awareness, as supported by existing literature indicating a positive relationship between sustainability awareness and responsible fashion consumption (Blazquez, Henninger, Alexander, & Franquesa, 2020; Han et al., 2024).

DOI: https://doi.org/10.35738/ftr.v6.2025.13

Table 2. Familiarity with the concept of sustainability

Variables	Frequency (n)	Percentage (%)
Familiarity with the concept of sustainability		
Very familiar	182	45.5
Somewhat/somehow familiar	113	28.2
Not very familiar	87	21.8
Not familiar at all	18	4.5
Importance of sustainability when making purchasing decisions		
Extremely important	160	40.0
Important	180	45.0
Somewhat important	41	10.25
Not important	19	4.75
Total	**400**	**100**

Table 3 presents participants' frequency of buying second-hand clothes from the market. It was also assessed that most consumers buy clothes from the market only when necessary. Others saw the necessity of buying clothes differently, stating that they buy clothes every few months, once a month, or even every day. This correlates with the decision of consumers buying second-hand clothes often because they are less expensive (Chekol et al., 2022). Although second-hand clothes may be cheaper for consumers because they spend less, researchers have found that consumers actually spend a significant amount of money on buying clothes due to their high frequency of purchase (Soyer & Dittrich, 2021; Kuupole et al., 2024). Niinimäki et al. (2020) proposed that consumers should decrease their rate of purchase and increase the lifespan of clothes. This will reduce the amount of money spent on garments, decrease waste generation that would otherwise be dumped into the environment or burned to produce carbon dioxide, and enhance economic development.

Table 3. Frequency of buying second-hand clothes

Variables	Frequency (n)	Percentage (%)
How frequently consumers buy SHC clothes		
Everyday	6	1.5
Once a week	34	8.5
Once a month	62	15.5
Once every few months	86	21.5
Only when it is necessary	209	52.3
Total	397	99.3
Missing	3	0.7
Total	**400**	**100**

4.3| Purchase Decision Factors

Table 4 provides insights into the factors influencing the decision to buy second-hand clothes among a sample of 400 respondents. Quality of clothes emerged as a major factor that motivates people to buy second-hand clothes despite the colour. If this factor is not met the consumer might regret purchasing such a product. Fashion bloggers is another influential factor that motivates people to buy second-hand

DOI: https://doi.org/10.35738/ftr.v6.2025.13

clothes (Malek & Ligaraba, 2020) though buying them might not be necessary. Consumers are also enticed to buy second-hand clothes due to the price and brand (Edirisinghe et al., 2020). Though quality was prioritised as a factor in purchasing second-hand clothes, the price and comfort of use were not ignored. Most people want to buy cheaper but quality and comfortable clothes to enjoy their satisfaction (Hur, 2020). Price, Style or Trendiness, and Quality also influence consumers' decisions in buying second-hand clothes. Brand Reputation, Style or Trendiness, and Comfort of clothes are other factors that motivate people to purchase clothes. These are a combination of different factors that were found to influence consumers in their choice of making a purchase and using second-hand clothes. Friends were least selected by respondents as a factor that can influence people in purchasing garments. These responses align with the findings of (Aakko & Niinimäki, 2022), who said these factors motivate consumers to make purchases, though they might not necessarily need the garments or clothes. Influencers drive you to make a decision that might not necessarily be needed. There needs to be education for the public on our purchasing decisions so that consumers do not make multiple purchases and end up burdening the environment with unwanted clothes.

Table 4. Factors that influence consumers' decision to purchase second-hand clothes

Variable	Frequency (n)	Percentage (%)
Factors that Influence consumer decision in buying second-hand clothes		
Price	42	10.5
Brand reputation	16	4.0
Style/trendiness	51	12.75
Quality of clothes	123	30.75
Comfort	51	12.75
Ethical/sustainable practices	16	4.0
Friends	5	1.25
Price, style/trendiness, quality, comfort and friends	54	13.5
Brand reputation and Style/trendiness	2	0.5
Style/trendiness and Quality	6	1.5
Price, style/trendiness and Quality	13	3.25
Comfort and Ethical/Sustainable practices	1	0.25
Ethical/Sustainable Practices and Friends	1	0.25
Price brand reputation quality and ethical/sustainable practices	13	3.25
Brand reputation, style/trendiness, and comfort	6	1.5
Total	**400**	**100**

4.4| Consumer Satisfaction

Not all the clothes bought from the market are often loved by the consumers. Some consumers buy clothes due to various factors such as convincing power from the seller, getting attracted at first site, price being low among others. Some consumers are unable to use these clothes due to the dissatisfaction in them after a second look at the garments upon reaching home. Mostly a decision needs to be taken, whether to throw them away, recycle or burn them. Some people indicated that they get satisfaction from the clothes they buy due to good prices and quality. This shows that most consumers are highly satisfied with their purchases primarily because they perceive them as offering good value and quality. Some also expressed dissatisfaction due to higher prices. This indicates that price is a major factor

DOI: https://doi.org/10.35738/ftr.v6.2025.13

influencing consumer satisfaction, with a notable number of people feeling that the cost outweighs their satisfaction with the clothes. According to Kabir (2022), price is a contributing factor when it comes to the purchase of second-hand clothes. People use higher prices to determine the quality and class of a garment. Others also consider the cheapness of the garment before purchase. Some respondents do not purchase second-hand clothes because they believe that used clothes have a negative environmental impact when not reused or repurposed and are thrown away or burnt without any measures put in place to curtail their impact. Niinimäki et al. (2020) outlined that second-hand or used clothes, if thrown away by vendors or users, harm the environment as well as society. This highlights the growing awareness and concern about the environmental impact of clothing waste among consumers. Other people also buy used clothes not because they are less expensive but due to the nice appearance and comfort they enjoy from wearing them. This factor contributes to satisfaction but is less significant compared to price and overall quality. Some respondents expressed dissatisfaction because they do not like second-hand clothes. This reflects a niche but important consideration for a segment of consumers. Some consumers also feel dissatisfied with some used clothes because they feel they have too many in their wardrobe, and therefore can select whichever they want. Some people also feel dissatisfied due to a lack of eco-friendliness, sustainability of the clothes or low quality. Some respondents were also concerned about the kind of clothes they come across. They always want some specific garments such as cotton clothes due to their comfort of use and quality but becomes dissatisfied if the vendor gives them clothes, they do not expect. This highlights material preference as a factor in satisfaction. Appearance of clothes also became a factor as most of the used clothes in the market might not appear nice as consumers want (Hur, 2020). This reflects aesthetics as a factor in consumer satisfaction. Due to the negative impact of used clothes on the environment, and social and economic development, people who have heard of its consequences are trying to go for green fashion, but this also tends to be expensive. Used clothes on the other hand are affordable and readily available for purchase but sometimes do not meet the need of consumers which compels the seller or consumer to throw them away. Authorities needs to put in measures that can make used clothes useful and prevent them from being thrown away or burnt due to consumer dissatisfaction.

Table 5. Satisfaction of consumers with the clothes they buy from the market

Variables	Frequency (n)	Percentage (%)
Satisfaction of consumers with the clothes they buy from the market		
Because they look nice and comfortable	3	0.75
I buy clothes I like most	5	1.25
I feel comfortable	3	0.75
No, because I do not like second-hand clothes	2	0.5
No, because it is too much in my wardrobe	1	0.25
No because of the higher price	89	22.25
No, because some are not eco-friendly or sustainable	1	0.25
No, because they harm the environment when not in use again	7	1.75
Once they are cotton-based. It gives me the quality of the clothes I want	2	0.5
They are not nice	2	0.5
Yes, because they are cheaper and have good quality clothes	285	71.25
Total	**400**	**100**

DOI: https://doi.org/10.35738/ftr.v6.2025.13

4.5| Disposal Decision and Environmental Impact

Table 6 presents the disposal of clothes after use. The environment has suffered from pollution due to the indiscriminate disposal practices. This makes it important for authorities to take appropriate measures to ensure that what is considered waste by consumers is usable and does not end up on the environment (Jacometti, 2019). Jacometti further highlights that recycling or reuse appears to be fundamental to ensure that textiles are collected and handled in a correct manner so that their value is maintained. Niinimäki et al. (2020) confirmed that some people prefer to burn their used clothes as an easy way of getting rid of them. In the same vein Gupta et al. (2022) mentions the negative impact of burning clothes as it causes air pollution. Burning of unwanted SHC might be an ultimate idea, but it comes with negative consequences as the smoke from the burnt clothes will be inhaled and further cause harm to human health through the generation of carbon monoxide. The above statements align with the study, where the majority of the respondents suggested burning as an alternative to disposing of used clothes. There is a need to organise educational workshops for consumers to train them on recycling, repurposing, or upcycling of clothes. This will enlighten them on the dangers associated with improper clothes disposal. Rules and regulations need to be set to ensure adherence to proper disposal behaviours. Creating awareness on the dangers associated with improper disposal on the environment is also one strategy to prevent consumers from hanging clothes on trees, burying them, burning or throwing them away.

Table 6. Disposal of Second-hand Clothes after Use

Variable	Frequency (n)	Percentage (%)
A system should be implemented where used clothes would be repurposed, upcycled or recycled to give them another value for use.	162	40.5
Used clothes or pieces of fabric should be burnt.	110	27.5
There should be legal actions against those who throw away used clothes.	10	2.5
They should provide dustbins at advantage points where used clothes could be put inside by consumers for recycling or repurposing.	34	8.5
Used clothes can be hanged on trees or buried.	21	5.25
Authorities can provide an educational talk on sustainable practices in the fashion industry to create awareness on the dangers of improper disposal.	11	2.75
Used clothes should be donated to charity and needy people in society.	52	13
Total	**400**	**100**

4.6| Barriers to Sustainable Consumer Awareness in Fashion

The findings in Table 7 offer insight into the key barriers that hinder consumer awareness and adoption of sustainable practices in the fashion industry. Among the total number of respondents engaged, the most significant barrier identified was lack of education, reported by 178 participants (44.5%). This finding underscores the critical role of knowledge and information dissemination in shaping consumer behaviour. Without adequate education on the significance of sustainable fashion, processes of sustainable practices and consequences of unsustainable practices, consumers are less likely to

DOI: https://doi.org/10.35738/ftr.v6.2025.13

prioritise sustainable practices. This barrier highlights the urgent need for widespread educational initiatives, such as campaigns, workshops, or digital content, to inform consumers about sustainable practices in the fashion industry. Imparting the knowledge of consumer awareness onto individuals could help empower them to make more environmentally conscious choices (Wittau, 2021).

The price of sustainable fashion products was cited by 133 respondents (33.25%) as a major deterrent. This supports the widely acknowledged notion that sustainable fashion is often perceived as expensive, thereby limiting accessibility for price-sensitive consumers (Riesgo et al., 2020). The cost factor not only influences purchasing decisions but also perpetuates the belief that sustainability is a luxury rather than a necessity. This implies a need for industry stakeholders to explore affordable and scalable solutions that democratise access to sustainable fashion. Addressing this issue might involve advocating for affordability through government incentives, scaling production, or innovative solutions that lower costs without compromising on sustainability. Another set of respondents, 53 (13.25%), indicated that they are unable to adapt to sustainable fashion practices. This could reflect resistance to change, lack of motivation, or the inconvenience associated with altering consumption habits. It points to the importance of behaviour change strategies, including incentives, swapping of used clothes, provision of recycling centres and relatable messaging that can ease the transition to more sustainable lifestyle choices. Also, lack of access was identified by 36 respondents (9%), suggesting geographical or infrastructural limitations in obtaining sustainable fashion products. This barrier may be more pronounced in rural or underdeveloped areas, such as Ghana, where sustainable brands have limited reach. Addressing this challenge requires improved distribution networks and the integration of sustainable practices into mainstream retail channels of second-hand clothes. The data highlights that while sustainable fashion is gaining traction, significant structural and perceptual barriers remain. Efforts to improve consumer awareness must therefore be multifaceted, encompassing education, affordability, accessibility, and behaviour change initiatives.

Table 7. Barriers to Sustainable Awareness

Variables	Frequency	Percentage (%)
Barriers to consumer awareness of sustainable practices		
Lack of education	178	44.5
Unable to adapt	53	13.25
Price of products	133	33.25
Lack of access	36	9
Total	**400**	**100**

5 | IMPLICATIONS OF FINDINGS

The theory of planned behaviour was used to carry out the study, which talks about a person's attitude, perception and knowledge about a clothing product. The theory provides an understanding of consumers' consumption and disposal practices and the impact of their negative or positive behaviour on the environment, society or economy. The findings of this study provide an interplay of consumption practices, awareness of sustainable practices and challenges of ensuring sustainable practices. The results indicate that external variables that can have a substantial impact on consumers' purchasing behaviour and attitudes toward sustainable practices include pricing and product quality. These factors inform a consumer's willingness to purchase clothes and disposing the products after use. Less expensive clothes attract customers a lot in the market, especially when the target market earns less. This shows that affordability plays a major role in purchasing. Consumers again consider the quality of the product

DOI: https://doi.org/10.35738/ftr.v6.2025.13

before purchasing, and if some of the clothes are not chosen due to their qualities, they might be burned or thrown in landfills. Vendors always want to sell their clothes fast so that they can go for another bail to sell, especially when the market is booming. Due to consideration for longevity of clothes, some consumers always insist on getting products that will last long instead of buying often. Frequent disposal can be minimised through recycling, repurposing or upcycling. These strategies ensure that what a customer buys does not end up as waste but can be given a second life, which is valuable. In Ghana, all markets sell second-hand clothes, but there are no recycling centres to take care of rejected clothes, making the land suffer all the consequences. Government and non-governmental authorities can set up recycling centres to take care of the clothing waste generated by individuals.

The study emphasises how important consumer awareness and knowledge are in promoting sustainable consumption habits. Per behavioural theory, people's attitudes, beliefs, and behaviours are greatly influenced by their level of education and awareness. Thus, the emphasis of efforts to encourage sustainable consumption should be on educational programs that try to improve consumers' knowledge of sustainability issues and the effects that their purchases and disposal practices have on the environment and society. These programs ought to be created to empower and inspire consumers to adopt sustainable behaviours in addition to raising their level of awareness. The conceptual framework (Figure 2) was reconstructed based on the findings of the study. Interaction between the dependent, independent and mediating variables produced some outcomes. These outcomes inform how positive sustainable practices can be ensured through the use of garments. Disposal decision becomes the outcome of the three variables. The findings projected that education of consumers, buying quality clothes, maintaining/mending clothes whenever they are torn and donating unwanted or unused clothes to the needy were some of the outcomes used in concluding the framework. If this framework is followed in the use of clothes, there will be positive behaviour in the fashion industry.

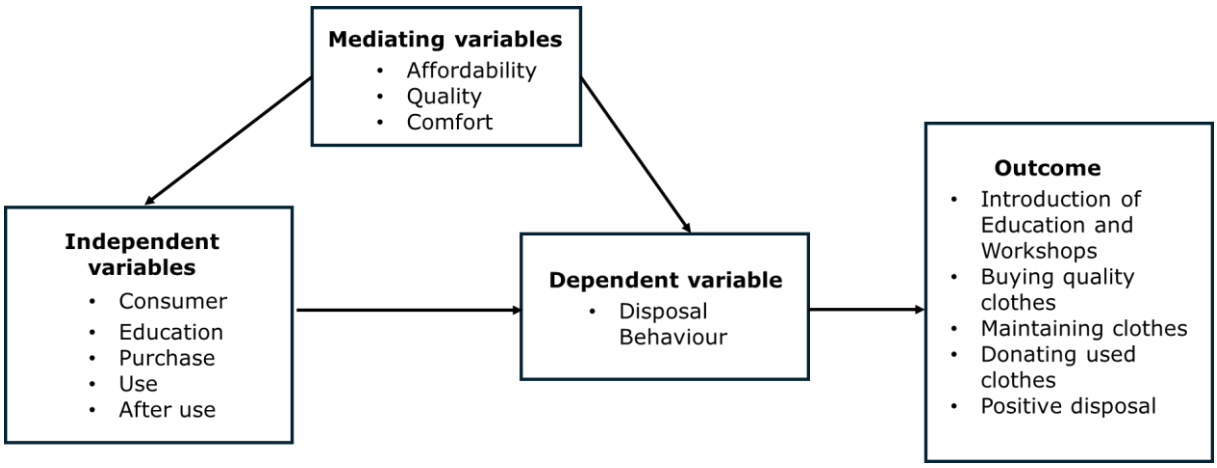


Figure 2. Framework based on the findings of the study (Source: Author's own construct, 2024)

6 | LIMITATIONS OF THE STUDY AND FUTURE STUDIES

The study focused on one region in Ghana, which may differ from other parts of the country. Further studies could be conducted to cover the other areas of Ghana. The study conducted was quantitative; further research should be conducted using a qualitative approach to ascertain consumer disposal behaviour in the various communities in the Upper East Region of Ghana.

Fashion and Textiles Review, **2025**, Volume 6, Pages 285-303, https://doi.org/10.35738/ftr.v6.2025.13

DOI: https://doi.org/10.35738/ftr.v6.2025.13

7 | CONCLUSION

Ensuring sustainable practices in Ghana requires the responsibility of all agents involved in clothing consumption. The attitudes and psychological concepts of consumers influence their positive or negative achievement in their consumption patterns. Strategic measures need to be implemented that target consumer purchasing, use and disposal of clothes. Recycling, upcycling, or repurposing clothes was one way consumers stated as a system of ensuring positive ways to give value to used clothes instead of throwing them away. Creating awareness about clothing purchase decisions and disposal practices through education will provide an avenue for a sustainable environment in the country. There needs to be strong enforcement of rules and regulations on the disposal practices of used clothes by individuals through authorities from the fashion industry and environmental agencies.

8 | RECOMMENDATIONS

There should be enforcement (formulation) of rules and regulations by environmental authorities to govern the disposal of clothes in the environment. Workshops, as well as seminars, should be organised by stakeholders (governmental bodies and the fashion industry) from time to time to help educate fashion designers and consumers on sustainable practices in the fashion industry (repairing of clothes, recycling, use of scraps in producing articles, etc.).

DATA AVAILABILITY STATEMENT

Data sharing is applicable to this article upon reasonable request.

ETHICS APPROVAL STATEMENT

The Ethics Committee at Kwame Nkrumah University of Science and Technology approved the set of questions prior to data collection. The respondent was informed about the purpose of the study; therefore, his consent was obtained before he proceeded to answer the interview questions. Also, the confidentiality and anonymity of respondents was assured.

CONFLICT OF INTEREST STATEMENT

The authors declare there was no conflict of interest.

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

During the preparation of this work, the author(s) used Chat GPT in order to review literature. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

ORCID

Evelyn Kuupole - https://orcid.org/0009-0007-0555-7712
Ninette Afi Appiah - https://orcid.org/0000-0002-6790-240X
Hellen Bangbio Kuupole - https://orcid.org/0009-0001-0317-1134
Stella Daah Siaw - https://orcid.org/0000-0001-5824-2756
Frances Yayra Sefenu - https://orcid.org/0009-0006-7234-3311
Daniel Akuoko Adjei - https://orcid.org/0009-0001-1954-0918

DOI: https://doi.org/10.35738/ftr.v6.2025.13

REFERENCES

Aakko, M. & Niinimäki, K. (2022). Quality matters: reviewing the connections between perceived quality and clothing use time. *Journal of Fashion Marketing Management: An International Journal*, 26, 107-125. https://doi.org/10.1108/JFMM-09-2020-0192

Acquaye, R., Seidu, R. K., Eghan, B., & Fobiri, G. K. (2023). Consumer attitude and disposal behaviour to second-hand clothing in Ghana. *Scientific African*, 21, e01887. https://doi.org/10.1016/j.sciaf.2023.e01887

Aggarwal, N. & More, C. (2020). Fast Fashion: A Testimony on Violation of Environment and Human Rights. *International Journal of Advanced Operations Management*, 1(3), 1277-1304

Amanor, K. (2018). Developing a sustainable second-hand clothing tracer in Ghana (Doctoral dissertation, University of Southampton). https://eprints.soton.ac.uk/433269/

Biswas, M. K., Azad, A. K., Datta, A., Dutta, S., Roy, S., & Chopra, S. S. (2024). Navigating sustainability through greenhouse gas emission inventory: ESG practices and energy shift in Bangladesh's textile and readymade garment industries. *Environmental Pollution*, 345, 123392. https://doi.org/10.1016/j.envpol.2024.123392

Blazquez, M., Henninger, C. E., Alexander, B., & Franquesa, C. (2020). Consumers' knowledge and intentions towards sustainability: A Spanish fashion perspective. *Fashion Practice*, 12(1), 34–54. https://doi.org/10.1080/17569370.2019.1669326

Busalim, A., Fox, G. & Lynn, T. (2022). Consumer behavior in sustainable fashion: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 46, 1804-1828. https://doi.org/10.1111/ijcs.12794

Ceylan, O. (2019). Knowledge, attitudes and behavior of consumers towards sustainability and ecological fashion, *Textile and Leather Review*, Vol. 2 No. 3, pp. 154-161. https://doi.org/10.31881/TLR.2019.14

Chekol, F., Alimaw, Y., Mengist, N., & Tsegaye, A. (2022). Consumer choice for purchasing imported apparel goods and its effect on perceived saving in Debre Markos district, Amhara Ethiopia: A logistic regression analysis. *Cogent Social Sciences*, 8(1), 2140509. https://doi.org/10.1080/23311886.2022.2140509

Costantini, J. & Costantini, K. (2022). Communications on Sustainability in the Apparel Industry: Readability of Information on Sustainability on Apparel Brands' Web Sites in the United Kingdom. *Sustainability*, 14, 13257. https://doi.org/10.3390/su142013257

Cuesta-Valiño, P., Gutiérrez-Rodríguez, P. & Núnez-Barriopedro, E. (2022). The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image in fashion. *Corporate Governance: The International Journal of Business in Society*, 22, 458-473. https://doi.org/10.1108/CG-03-2021-0099

D'Adamo, I., Lupi, G., Morone, P., & Settembre-Blundo, D. (2022). Towards the circular economy in the fashion industry: the second-hand market as a best practice of sustainable responsibility for businesses and consumers. *Environmental Science and Pollution Research*, 29(31), 46620-46633. https://doi.org/10.1007/s11356-022-19255-2

Djafarova, E., & Foots, S. (2022). Exploring ethical consumption of generation Z: Theory of planned behaviour. *Young Consumers*, 23(3), 413-431. https://doi.org/10.1108/YC-10-2021-1405

Edirisinghe, D., Nazarian, A., Foroudi, P., & Lindridge, A. (2020). Establishing psychological relationship between female customers and retailers: A study of the small-to medium-scale clothing retail industry. *Qualitative Market Research: An International Journal*, 23(3), 471-501. https://doi.org/10.1108/QMR-12-2017-0167

Franklin-Wallis, O. (2023). Wasteland: The Dirty Truth about what We Throw Away, where it Goes, and why it Matters, Simon and Schuster. London: UK

Gupta, R., Kushwaha, A., Dave, D., & Mahanta, N. R. (2022). Waste management in fashion and textile industry: Recent advances and trends, life-cycle assessment, and circular economy. *Emerging trends to approaching zero waste*, 215-242. https://doi.org/10.1016/B978-0-323-85403-0.00004-9

Hagelberg, L. (2017). Consumers' attitudes towards fashion and the effect of digitalization on their fashion consumption. L. Hagelberg. https://oulurepo.oulu.fi/handle/10024/9871

Han, J., Seo, Y., & Ko, E. (2017). Staging luxury experiences for understanding sustainable fashion consumption: A balance theory application. *Journal of Business Research*, 74, 162-167. https://doi.org/10.1016/j.jbusres.2016.10.029

Han, J., Woodside, A. G., & Ko, E. (2024). Does consumer knowledge about sustainable-fashion impact intention-to-buy? *Asia Pacific Journal of Marketing and Logistics*. 36(10). https://doi.org/10.1108/APJML-05-2023-0456

Harmsen, P., Scheffer, M. & Bos, H. (2021). Textiles for circular fashion: The logic behind recycling options. *Sustainability*, 13(17), p. 9714. https://doi.org/10.3390/su13179714

Haseeb, M., Haouas, I., Nasih, M., Mihardjo, L. W., & Jermsittiparsert, K. (2020). Asymmetric impact of textile and clothing manufacturing on carbon-dioxide emissions: Evidence from top Asian economies. *Energy*, 196, 117094. https://doi.org/10.1016/j.energy.2020.117094

Hur, E. & Cassidy, T. (2019). Perceptions and attitudes towards sustainable fashion design: challenges and opportunities for implementing sustainability in fashion. *International Journal of Fashion Design, Technology and Education*, 12, pp. 208-217. https://doi.org/10.1080/17543266.2019.1572789

DOI: https://doi.org/10.35738/ftr.v6.2025.13

Hur, E. (2020). Rebirth fashion: Secondhand clothing consumption values and perceived risks. *Journal of Cleaner Production*, 273, 122951. https://doi.org/10.1016/j.jclepro.2020.122951
Ishak, S. & Zabil, N. F. M. (2012). Impact of consumer awareness and knowledge to consumer effective behavior. *Asian Social Science*, 8, 108.
Jacobson, J., & Harrison, B. (2022). Sustainable fashion social media influencers and content creation calibration. *International Journal of advertising*, 41(1), 150-177. https://doi.org/10.1080/02650487.2021.2000125
Jacometti, V. (2019). Circular economy and waste in the fashion industry. *Laws*, 8(4), 27. https://doi.org/10.3390/laws8040027
Jestratijevic, I., & Hillery, J. L. (2023). Measuring the "Clothing Mountain": Action research and sustainability pedagogy to reframe (un) sustainable clothing consumption in the classroom. *Clothing and Textiles Research Journal*, 41(1), 10-25. https://doi.org/10.1177/0887302X221084375
Joy, A., & Peña, C. (2017). Sustainability and the fashion industry: conceptualizing nature and traceability. In: Henninger, C., Alevizou, P., Goworek, H., Ryding, D. (eds) Sustainability in Fashion. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-319-51253-2_3
Joy, A., Sherry Jr, J. F., Venkatesh, A., Wang, J. & Chan, R. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion theory*, 16, 273-295. https://doi.org/10.2752/175174112X13340749707123
Kabir, M. S. 2022. Consuming fast fashion and sustainability: The role of self-concept, awareness and financial soundness. Masters thesis, University of Huddersfield. https://eprints.hud.ac.uk/id/eprint/35743/
Kang, J., Liu, C. & Kim, S. H. (2013). Environmentally sustainable textile and apparel consumption: the role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance. *International Journal of Consumer Studies*, 37, pp. 442-452. https://doi.org/10.1111/ijcs.12013
Ki, C. W. C., Li, C., Chenn, A. S., Chong, S. M., & Cho, E. (2024). Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption. *Journal of Retailing and Consumer Services*, 76, 103571. https://doi.org/10.1016/j.jretconser.2023.103571
Kim, I., Jung, H. J. & Lee, Y. (2021). Consumers' value and risk perceptions of circular fashion: Comparison between secondhand, upcycled, and recycled clothing. *Sustainability*, 13(3), p. 1208. https://doi.org/10.3390/su13031208
Kuupole, E., Adjei, D. A., Buami, E. K., & Awinzeligo, M. H. (2024). Assessing consumer purchasing behaviour, use and disposal of clothes towards sustainable practices: a case in the Bolgatanga Municipality, Ghana. *Research Journal of Textile and Apparel*, (ahead-of-print). https://doi.org/10.1108/RJTA-08-2023-0083
Kuupole, E., Wemegah, R., Awinzeligo, M. H., Adjei, D. A., Armah, L., & Agale, A. S. (2025). Exploring Factors that Influence Consumers' Behaviour Toward Second-Hand Clothing Purchase. *African Journal of Applied Research*, 11(2), 419-435.
Li, J. & Leonas, K. K. (2022). The impact of communication on consumer knowledge of environmentally sustainable apparel. *Journal of Fashion Marketing Management: An International Journal*, 26, pp. 622-639. https://doi.org/10.1108/JFMM-02-2021-0034
Maguire, H., & Fahy, F. (2023). Unlocking insights in the everyday: Exploring practices to foster sustainable maximum use of clothing. *Cleaner and Responsible Consumption*, 8, 100095. https://doi.org/10.1016/j.clrc.2022.100095
Malek, M., & Ligaraba, N. (2020). How fashion bloggers can influence Generation Y's online behaviour. *The Retail and Marketing Review*, *16*(1), 26-39.
Mandarić, D., Hunjet, A. & Kozina, G. (2021). Perception of Consumers' Awareness about Sustainability of Fashion Brands. *Journal of Risk and Financial Management*, 14, 594. https://doi.org/10.3390/jrfm14120594
Mensah, J. (2023). The Global South as a Wasteland for Global North's fast fashion: Ghana in focus. *American Journal of Biological and Environmental Statistics*, 9(3), 33-40.
Moazzem, S. (2020). Modelling of apparel life cycle for achieving sustainability. Doctoral dissertation, RMIT University.
Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T. & Gwilt, A. J. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environmental Science Pollution Research*, 1, 189-200. https://doi.org/10.1038/s43017-020-0039-9
Okai-Mensah, C., Howard, E. & Okai-Mensah, K. (2022). Sustainable practices of the large-scale textile firms in Ghana. *Cleaner Circular Bioeconomy*, 2, 100020. https://doi.org/10.1016/j.clcb.2022.100020
Omondi, F. (2024). Fast Fashion, Slow Poison: New Report Exposes Toxic Impact of Global Textile Waste in Ghana. Africa: Greenpeace Africa. Available at: https://www.greenpeace.org/africa/en/press/56381/fast-fashion-slow-poison-new-report-exposes-toxic-impact-of-global-textile-waste-in-ghana/

DOI: https://doi.org/10.35738/ftr.v6.2025.13

Owusu-Wiredu, P. (2024). Climate change mitigation, adaptation, and finance: Rethinking the shameful trade flows of used textiles and the need to slow fast fashion. Doctoral dissertation, Brunel University London. https://bura.brunel.ac.uk/handle/2438/29926

Paço, A., Leal Filho, W., Ávila, L. V., & Dennis, K. (2021). Fostering sustainable consumer behavior regarding clothing: Assessing trends on purchases, recycling and disposal. *Textile Research Journal*, 91(3-4), 373-384. https://doi.org/10.1177/0040517520944524

Parvin, F., Islam, S., Akm, S.I., Urmy, Z., Ahmed, S. and Islam, A.S. (2020). A study on the solutions of environment pollutions and worker's health problems caused by textile manufacturing operations. *Biomed. J. Sci. Tech. Res*, *28*(4), pp.21831-21844.

Peleg Mizrachi, M. & Tal, A. (2022). Regulation for promoting sustainable, fair and circular fashion. *Sustainability*, 14, 502. https://doi.org/10.3390/su14010502

Pérez, A., Collado, J. & Liu, M. T. (2022). Social and environmental concerns within ethical fashion: general consumer cognitions, attitudes and behaviours. *Journal of Fashion Marketing Management: An International Journal*, 26, 792-812. https://doi.org/10.1108/JFMM-04-2021-0088

Pingki, M. J., & Kuntala, H. N. (2021). Influencing factors of young consumers clothing disposal habits in Bangladesh. *International Journal of Innovative Science, Engineering & Technology*, 8(2), 124-131.

Priya, A. (2022). Impact of second-hand clothing waste in Ghana. *International Journal of Law Management and Humanities*, 5(2) 1679.

Riesgo, S. B., Lavanga, M., & Codina, M. (2020). The consumption side of sustainable fashion: Price sensitivity, value and transparency demand. In Proceedings of the Global Fashion Conference. https://gfc-conference.eu/wp-content/uploads/2020/11/BLAS-RIESGO-ET-AL_The-consumption-side-of-sustainable-fashion-price-sensitivity-value-and-transparency-demand.pdf

Ruan, Y., Xu, Y. & Lee, H. (2022). Consumer motivations for luxury fashion rental: A second-order factor analysis approach. *Sustainability*, 14, 7475. https://doi.org/10.3390/su14127475

Rukhaya, S., Yadav, S., Rose, N. M., Grover, A. & Bisht, D. (2021). Sustainable approach to counter the environmental impact of fast fashion. *The Pharma Innovation Journal*, 10, 517-523.

Saari, U. A., Damberg, S., Frömbling, L. & Ringle, C. M. (2021). Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention. *Ecological Economics*, 189, 107155. https://doi.org/10.1016/j.ecolecon.2021.107155

Saricam, C. & Okur, N. (2019). Analysing the consumer behavior regarding sustainable fashion using theory of planned behavior. In: Muthu, S. (eds) Consumer Behaviour and Sustainable Fashion Consumption. Textile Science and Clothing Technology. Springer, Singapore. https://doi.org/10.1007/978-981-13-1265-6_1

Seyedmahmoudi, S., Haapala, K. R., Kim, K.Y. & Kremer, G. E. (2018). Energy and carbon footprint reduction during textile-based product design and manufacturing. *International Journal of Strategic Engineering Asset Management*, 3, 109-133. https://doi.org/10.1504/IJSEAM.2018.092231

Soyer, M. & Dittrich, K. (2021). Sustainable consumer behavior in purchasing, using and disposing of clothes. *Sustainability*, 13, 8333. https://doi.org/10.3390/su13158333

Stenton, M., Kapsali, V., Blackburn, R. S. & Houghton, J. A. (2021). From clothing rations to fast fashion: Utilising regenerated protein fibres to alleviate pressures on mass production. *Energies*, 14, 5654. https://doi.org/10.3390/en14185654

Sumo, P. D., Arhin, I., Danquah, R., Nelson, S. K., Achaa, L. O., Nweze, C. N., & Ji, X. (2023). An assessment of Africa's second-hand clothing value chain: a systematic review and research opportunities. *Textile Research Journal*, 93(19-20), 4701-4719. https://doi.org/10.1177/00405175231175057

Vehmas, K., Raudaskoski, A., Heikkilä, P., Harlin, A. & Mensonen, A. (2018). Consumer attitudes and communication in circular fashion. *Journal of Fashion Marketing and Management: An International Journal*, 22(3), 286-300. https://doi.org/10.1108/JFMM-08-2017-0079

Wittau, F. (2021). Consumer education as counselling? Teacher beliefs about consumption and (social science) education. *JSSE-Journal of Social Science Education*, 20(3). https://doi.org/10.11576/jsse-3960

Yalcin-Enis, I., Kucukali-Ozturk, M. & Sezgin, H. (2019). Risks and management of textile waste. In: Gothandam, K., Ranjan, S., Dasgupta, N., Lichtfouse, E. (eds) Nanoscience and Biotechnology for Environmental Applications. Environmental Chemistry for a Sustainable World, vol 22. Springer, Cham. https://doi.org/10.1007/978-3-319-97922-9_2

Zhang, Z., Wen, F., Sun, Z., Guo, X., He, T., & Lee, C. (2022). Artificial intelligence-enabled sensing technologies in the 5G/internet of things era: from virtual reality/augmented reality to the digital twin. *Advanced Intelligent Systems*, 4(7), 2100228. https://doi.org/10.1002/aisy.202100228

DOI: https://doi.org/10.35738/ftr.v6.2025.13

AUTHOR BIOGRAPHY

Evelyn Kuupole is a Lecturer at the Department of Industrial Arts, Bolgatanga Technical University, Bolgatanga in the Upper East Region of Ghana. She holds a Master of Philosophy degree (MPhil) in Home Economics from the University of Cape Coast and is currently a PhD student in Fashion Design Technology at Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. Her research interests include fashion design, sustainability and production practices, cultural costume, time and space management.

Ninette Afi Appiah (PhD) is an accomplished academic and industry expert specialising in Fashion Design and Textiles Education, currently lecturing at the Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development in Kumasi, Ghana. With a PhD in Fashion Education and Management, she brings over two decades of experience in teaching, curriculum development, and research, focusing on sustainable practices and innovation in fashion education and industry. Her extensive publications and mentorship of postgraduate students underscore her dedication to advancing technical and vocational education while fostering impactful collaborations that bridge academia and industry.

Hellen Bangbio Kuupole is an Assistant Lecturer at the Fashion Design Department of Takoradi Technical University in Takoradi, Western Region. She holds a Master of Philosophy degree (MPhil) in Fashion Design and Technology from Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. Her research interests include exploring inspirations, unravelling creative practice, and the effects of principles and design elements, among others.

Stella Daah Siaw is an Assistant Lecturer at the Department of TVET, Wesley College of Education, Kumasi in the Ashanti Region of Ghana. She holds two Master's of Philosophy degrees (MPhil) in Home Economics from the University of Cape Coast and (MPhil) in Fashion Design and Textiles from Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development, Kumasi, Ghana. She is currently a PHD student in fashion design technology at Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. Her research interests include compliance with global best practices, sustainability in the fashion industry, supply chain management in the fashion industry, and technologies used in apparel production.

Frances Yayra Sefenu is a Lecturer at the Department of Fashion Design and Textiles Studies, Cape Coast Technical University, Cape Coast in the Central Region of Ghana. She holds a Master of Philosophy degree (MPhil) in Home Economics from the University of Cape Coast and is currently a PHD candidate in fashion design technology at the Kwame Nkrumah University of Science and Technology, Kumasi, Ghana. A researcher specialising in lean practices and continuous improvement initiatives, particularly in the garment industry of Ghana. Her research interests include clothing production practices, design thinking, management philosophy and financial management.

Daniel Akuoko Adjei is a Senior Lecturer with the Fashion Design and Textiles Section of the Industrial Art Department, Bolgatanga Technical University. He holds a master’s degree in art education and a bachelor’s degree in industrial art (Textiles Option). He is currently a PhD student in Textile Design Technology at the Kwame Nkrumah University of Science and Technology, and his research interest areas include Textile design, traditional hand weaving, art therapy, and design innovation.