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The Impact of Demographic Variables and Sustainability Awareness on Purchase Intention on Second-hand Clothing in Nigeria.

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ABSTRACT

Background: Second-hand clothing has significantly continued to generate interest both in research and in the real world and emphasis of existing works revolve around history, motivations for buying and effect on the environment as well as the impact on the countries that these second-hand clothes are imported. Consumers' demographics is expected to play a role in their intention to purchase certain goods including clothes and findings also revealed that people have begun to incorporate sustainability in their intention to purchase second-hand clothing.

Purpose: The purpose of this study was to investigate the impact of demographic variables and sustainability awareness on the consumers' purchase intention on second-hand clothing. In other words, to investigate if statistical relationships exist between gender, age, income, educational level and sustainability awareness on the intention to purchase second-hand clothing Nigeria.

Method: This research was conducted through a quantitative method and five hypotheses were formulated based on the theory. An online survey was developed and shared through social media and sample of 111 respondents was generated. These responses were analysed through Excel and SPSS.

Conclusion: Findings showed that none of the variables influenced consumers' intention to purchase second-hand clothing

Implications: Businesses can take advantage of this to position their business through this findings to intensify their strategy since intention to purchase second-hand clothing has no relationship with gender, age, income, educational level and sustainability awareness. It also brought to light the level of sustainability awareness of the people and the need for the government to promote it.

Originality: This work was the first to examine how demographic variables and sustainability awareness impact purchase intention on second-hand clothing in Nigeria. This contributes to existing second-hand clothing literature which is capable of inspiring comparative study and can also be useful for business decision.

Keywords: Second-hand Clothing, Demographic Variables, Sustainability Awareness, Purchase Intention.

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CHAPTER ONE

1.0 Introduction

Clothing is considered a basic need of man and one of the major functions of clothes is the protection of the human body from vagaries of weathers (Areo and Areo 2015). However, as a result of mass production and high consumption of clothes due to fast fashion (Bhardwaj and Fairhurst, 2010), consumers in the global north are increasingly urged to stop throwing away their old clothes and recycle them, preventing resource depletion and environmental destruction (Lucy, 2015). Linked to charities are collection systems in place, which exhort disposers to donate their unwanted garments to support the poor and the needy (Lucy, 2015). Therefore, various economic problems make it necessary for clothes that have been used to be preserved and marketed elsewhere (Emefa, et al., 2015). According to Norup et al., (2019), for a significant proportion of the population in Sub-Saharan Africa, second-hand textiles from Europe and other developed countries represent an important source of clothing. Study like that of Areo and Areo (2015), also attested that the importation of second-hand clothing which started as a way of providing charity to the less privileged has metamorphosed into vibrant economic exercise and means of livelihood for many hundreds of household.

Demographic factors are however one of the most important factors influencing the acquisition of products (Leila & Zohra, 2018). Example include gender, age, income and education level. According to Teng & Ow (2014), demographic variables factor in purchase intention because consumer purchasing mentality does not come from a vacuum, but stems from variables and internal factors in itself and the surrounding environment that leads to the decision to buy (Leila

& Zohra, 2018). Purchase intentions reflect on consumers' predicted or planned future behaviors or the possibility that belief and behaviour translate into purchase behavior (Engel, Kollat and Blackwell, 1978) and it is considered subjective and can be an important metric for forecasting consumer behavior (Fishbein and Ajzen, 1975). Haris et al., (2021) asserted that the disposition around a product is premised on the intention to purchase it. According to the theory of Planned Behaviour developed by Ajzen in 1985, the purchase intention of consumers are determined by their attitudes, the situational social influence and own perceived behavioural control (Haris et al., 2021).

Also worthy of note is that the world is facing significant challenges as a result of over-consumption (Brundtland, 1987) and due to increasing world population, the middle class in developing countries that want to consume like those in developed countries will continue to drive demand for resource-intensive goods (Esposito, Tse & Soufani, 2018). By continuously meeting this demand, an enormous amount of natural resources would have been used up by 2050 (Esposito et al., 2018) and also beginning from manufacturing to disposal, fashion specifically contributes hugely to unsustainability through carbon emission and landfill caused by over-consumption (Cole 2010) cited in Kiehn and Vojkovic 2018). In order to curb this, the UN (2015) established 17 Sustainable Development Goals (SDG) to be achieved worldwide by the year 2030 (United Nation 2015). Sustainable development was defined as development that meets the needs of the present without compromising future generations' needs" (Brundtland, 1987). Sustainability is a concept that focuses on the condition of Earth's biophysical environment, particularly with respect to the use and depletion of natural resources (Portney, 2015) whilst sustainability awareness is the first step in achieving sustainability (Li, et al., 2021). Sustainability awareness is the degree to which people are educated towards the need to be

positively responsive socially, economic and environmentally. (Zaharia and Zaharia, 2014) argued that consumers' awareness and sensitivity about the worsening environment are growing day by day in recent times.

1.1 The need for the research

Whenever a consumer identifies a need, a problem solving process to meet it is followed (Solomon 2009) including that of purchasing second-hand clothes (Areo and Areo 2015). Second-hand clothing consumption is increasing (Hobbs 2016) and despite its long tradition in Europe and current expansion in many markets" (Guiot and Roux, 2010), much of the existing studies deal on motivations (Guiot and Roux, 2010), impact on textile industries of developing countries (Baden and Barber 2005; Emefa et al., 2015), ecological concerns caused by second-hand clothing consumption (Sunhilde et al., (2016) and Sofia (2016), the role fashionability in second-hand clothing motivation (Ferraro et al., 2016). Yan et al (2015), studied the role of psychographic characteristics among students and Wang et al (2022) studied about motivations and barriers among Chinese young consumers. While these literature have provided solid background, there is need to consider if a relationship exist between the consumers' demographics and the purchase intention of second-hand clothing given this rise in the demand.

In addition, sustainability (Kiehn and Vojkovic 2018) have been differently approached over the years (Oriade et al., (2021). Within the research of second-hand clothing, sustainability has been largely researched focusing on environmental issues in the post-purchase stage by proposing strategies through which lifespans of clothes could be prolonged such as reusing (i.e., repairing, cleaning), recycling, and donation (Armstrong et al.,2016; Goworek et al., 2018). Garbie (2015 cited in Oriade et al., 2021) argued that measuring sustainability awareness is beset

with ambiguity, and difficulties are associated with techniques needed for its assessment.

Existing studies of sustainability awareness in second-hand clothing research focused solely on developed countries (Oriade et al., 2021; Nwangi, 2021; Epstein, 2008; Connell 2010) but very scarce in the developing countries where most of these clothes are exported. Since there are no existing studies on the influence of demographic factors such as age, gender, income, education level and sustainability awareness on the purchase intention on second-hand clothing particularly in Nigeria, the purpose of this study is to:

1.2 Objective of the Study

To contribute knowledge by examining the impact of demographic variables and sustainability awareness on purchase intention of second hand clothing Nigeria?

1.3 Research Question

How do demographic factors and sustainability awareness influence consumers' purchase intention of second-hand clothing in Nigeria?

1.4 Definitions of Terms

Second-hand clothing: Clothes that have been previously worn and or owned.

Purchase Intention: This is the intention towards buying goods and services

Age: Age is the number of years an individual has lived.

Gender: Either of the sexes (male or female).

Income: Income is the amount of money earned from job, business or other engagement.

Educational Level: Education level is the level attained in the formal learning such as primary, secondary and tertiary.

Sustainability Awareness: The knowledge about environmental issues and degree to which the reduction of these harms are incorporated in the buying decision of second-hand clothes.

Structure of the Study

The next chapter is the literature review where relevant theoretical framework and existing studies were examined. Chapter 3 looked into the methodology while 4 presented the results and analysis. Chapter 5 looked into the discussion of the findings in the analysis and relating it to previous studies. The last chapter presents conclusions, theoretical- and managerial contributions and lessons learned.

CHAPTER TWO

2.0 Literature Review

This chapter looks first at the theoretical framework that serves as a foundation to theories in the literature reviewed. The review follows a funnel pattern highlighting each concept related to the research hypotheses to be tested. At the tail of the chapter, a conceptual framework that serves as a guide is developed and presented.

2.1 Second-Hand Clothing Overview

For decades, researchers have shown interest in the rapid growth of second-hand clothing and the question has been: Why do customers purchase them? (Giout & Roux, 2010). Economic and ecological reasons have been named as reason for buying them rather than the new alternative (Giout & Roux, 2010). Mayer (2003) argued that buying second-hand clothing is common among the disadvantaged group who lack the economic ability to purchase new products. Despite this claim that the primary customers are the economically disadvantaged, the economically rational customers also purchase second-hand products. Rational customer means those who like to take the best action for utility maximization for getting the best payoffs (Shugan, 2006). Despite this increasing demand, secondhand apparel and accessories are often underrated for their importance in the fashion and apparel industry Mwangi (2021).

Iran & Schrader, (2017) defined the concept as a consumption trend where consumers instead of purchasing new clothing items have access to already existing garments. Purchasing second-hand can be defined as the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products and that can be bought from physical stores, peer-to-peer or from online platforms (Hjerpe (2022)). In this study, second-hand

clothing is considered as anything not originally purchased as new intended to be worn on the body for protection and or for fashion. Examples include shirts, trousers, jackets etc.

2.2 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), proposed by Ajzen in 1985, is a social cognitive model used in social psychology to explain the complexity of human behaviour in terms of rational decision making (Haris et al., 2021). The underlying principle of the theory is to explain behavior. The individual intention is the best suitable predictive variable and the intention reflects motivations and cognitive planning for engaging in such behavior (Haris et al., 2021). According to the theory, the purchase intention of consumers are determined by their attitudes, the situational social influence and own perceived behavioural control. The intention to carry the behaviour of interest is determined by how the individual evaluates the behaviour, the perceived social pressure to carry out the behaviour, and how much confidence the individual has to perform the behaviour (Koay et al., 2022). Nonetheless, Ajzen (1991) stated that the TPB should not be limited to the three variables to explain behaviour and invited future scholars to include other possible variables to enhance the model's predictability. The TPB was criticised for its lack of consideration of intrinsic sources to understand human behaviour as the theory assumes people make rational decisions all the time (Koay et al., 2022).

Attitude towards the behaviour is determined by the intrinsic (personal) factors. It is determined by the degree of the consequences of performing the behaviour and the evaluation of these consequences which may be favourable or adverse. Attitudes are defined as the extent to which an individual's positive or negative feelings towards buying second-hand clothing (Ajzen, 1991).

Subjective Norms are determined by extrinsic (social) factors. They reflect social influences and are the result of the individual perception of the social pressure to take an action or behave in certain ways. Referents involved in the category may be family, friends, colleagues or others. s. Referents are usually important to the individual (Ajzen and Fishbein, 1977). People are more likely to follow the approval of more salient referents (Mukherjee et al., 2020). Studies have found that the consumption patterns of young consumers are heavily affected by friends and family members (Moschis and Churchill, 1978).

Perceived Behavioural Control is determined by the ease or measure of the ability to carry intention based on resources available by an individual. It is defined as, “an individual’s perception of the ease or difficulty in performing the behaviour of interest, given the presence or absence of requisite resources and opportunities” (Ajzen, 1991). Past studies showed mixed results on the effects of perceived behavioural control on consumers’ intention to buy secondhand products (e.g. Borusiak et al., 2020; Seo and Kim, 2019). Overall, the TPB constructs can explain consumers’ intention to buy second-hand clothing well (Koay et al., 2022).

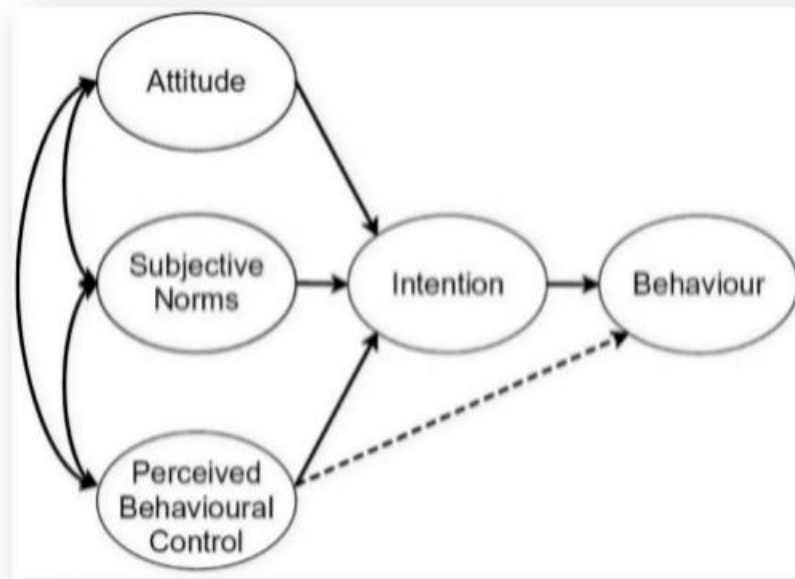


Figure 1: Theory of Planned Behaviour (Source: Ajzen (1991))

2.3 Purchase Intention

The individual has a sense of need (Kotler, 2006). Kotler and Armstrong (2011) are of opinion that before a consumer finally makes a purchase, the decision is preceded by an intention. A purchase decision is made after a consumer has carefully evaluated alternatives and that decision does not always translate to actual purchase (Greeshma 2016). According to Axelrod (1968), purchase intention is analyzed together with other attitude measures used for predicting actual purchase behaviour. Furthermore, Schiffman and Kanuk (2004) stated intentions as matters related to the tendency of a person to commit an act or behave. According to Fishbein and Ajzen, (1975), purchase intention is the subjective tendency of affection that consumers have towards a product, which is an indication of consumers' inclination to buy a product. Dehghani and Tumer, (2015), also claimed that buying intention is a variable that is dependent on several external and internal

factors. That is to say purchase intention is predicated on factor(s) that is or are inspiring the individual to take actual purchase of the goods.

2.4 Gender and Purchase Intention

Gender identity, which is a psychological structure, is also a social structure that reflects the culture in which we live” (Kacen, 2000 cited Ozdemira and Akcay, 2019) and for this reason, females often describe themselves as “feminine” and males often describe themselves as “masculine” (Ozdemira and Akcay, 2019). Sex is one of the factors that has been explored to examine its impact on consumer buying behavior, as it relates to product categories (Daneshvary and Schower (2000): Rai 2019). Females and males are believed to have their own tastes and preferences (Rahim et al., 2020), buying behaviour is different on several grounds (Coley and Burgess 2003). These variations in both genders and purchase intentions have however been examined by different studies. Vlakshmi et al. (2017), argued that both genders have fundamentally varying set of characteristics which plays a very crucial role in purchase decision (Greeshma 2016). Greeshma (2016), in her study finds out that men and women differ in the purchase behaviour in the considerations of festival period, weather and time spent for purchase. While men are believed to be analytical, consultative, value quality and buy based on immediate needs, women are product of emotions who buy as a the long-term decision after an in-depth information search (Greeshma (2016), The study of Greeshma (2016), however conclude that gender impact the purchase behaviour of consumers. This is in consonance with the study of Vlakshmi et al. (2017) which also concluded that gender impact purchase behaviour. Also with varying outcomes on impulse buying among both genders, the study of Ozdemira and Akcay, (2019) shows that gender (role) among other variables affect consumer purchase behaviour. Syed

(2003) argue that men and women vary on risk taking and self-reliance in their intention to buy.

Based on this, the hypothesis below is formulated:

H01: There is no positive relationship between gender and purchase intention on second-hand clothing in Nigeria.

H1: There is a positive relationship between gender and consumers' purchase intention on second-hand clothing in Nigeria.

2.5 Age and Purchase Intention

Age is the unit of time that measures the time of existence of an object or being (In and Ahmad 2018). Age is an important tool used in market segmentation (Kotler and Keller, 2006) and it is frequently used with other demographic factors like gender, income, and race while carrying out research on consumer behavior (Kim and Kim 2004 cited in Rai 2019). Daneshvary and Schower (2000) asserted that buying intention has a relationship with age. For example, the research of Mo and Wong (2012) shows that purchase intention vary across age groups as they argued that younger consumers with lower incomes are likely to purchase an automobile compared to older consumers with more income. In this research, the relationship between age and intention to purchase second-hand clothing would be tested through the hypothesis developed below:

H02: There is no positive relationship between age and purchase intention on second-hand clothing in Nigeria.

H2: There is a positive relationship between age and consumers' purchase intention on second-hand clothing in Nigeria.

2.6 Income and Purchase Intention

In the demographic portrayal of consumers, income is another factor considered important influencing purchase intention (Omar et al., 2016). As the income level determines consumers' purchasing power, consumers with high-income can afford to buy real estate, life insurance policies, expensive cars, travels, etc. In contrast, low-income consumers will be satisfied with basic living needs and choose affordable products (Štulec et al. 2017). Parsons (1999); Hossain (2005 cited in Kiehn and Vojkovic, (2018) were of the opinion that economic hardship is responsible for the reason second-hand clothing are common among people with low income

H03: There is no positive relationship between income and purchase intention on second-hand clothing in Nigeria.

H3: There is a positive relationship between income consumers' purchase intention on second-hand clothing in Nigeria.

2.7 Educational Level and Purchase Intention

Educated people are believed to be more informed than the uneducated (Mbah et al., 2019). While associating education with status Ioncica et al., (2012) posited that demand for security and conscious living with respect to life, health and property through insurance is common among the formally educated people. In explaining concern for environmental issues, educational level is believed to play an important role (Nguyen 2014). According to Storstad and Bjorkhaug (2003), organic food consumers tend to be more highly educated than non-organic consumers. Srinivasan (2015) found out that there is no relation between education and purchase behaviour on luxury brands. In order to find out if a relationship exist between consumers' educational level and intention to purchase second-hand clothing, the hypothesis below was formulated:

H04: There is no positive relationship between educational level and purchase intention on second-hand clothing in Nigeria.

H4: There is a positive relationship educational level consumers' purchase intention on second-hand clothing in Nigeria.

2.8 Sustainability Awareness and Purchase Intention

There have been different definitions and approaches towards the concept of sustainable awareness based on research and terminologies such as green green awareness, environmental awareness, environmental knowledge, carbon literacy, energy literacy, environmental literacy and ecological literacy are often interchangeably used with it (Oriade et al., 2021). Among these terminologies, Howell (2018) thinks that carbon literacy seems very popular. Beginning from manufacturing to disposal, fashion contribute hugely to unsustainability through carbon emission and landfill caused by overconsumption (Cole (2010) cited in Kiehn and Vojkovic 2018). The numbers of post-consumer waste will keep increasing as the world population increases (Geegamage et al., 2021) and to avoid this, Mohammad et al (2020) affirm that it is important for novel solutions to restrain consumers from overconsumption and ensure long-run solution be proffered so as that people consume sustainably. Sustainable consumption behaviour is however linked to individuals' level of awareness of the consequences of their consumption on the environment (Epstein, 2008). Rahman (2020), as a result of the current environmental concerns suggests that a worldwide effort towards sustainability awareness to curb the crime of environmental destruction be promoted. Connell (2010) argue that engaging in eco-friendly clothing consumption is very likely to be common among those with greater level of environmental knowledge. In order to ascertain whether purchase intention is impacted by sustainability awareness, the hypothesis below was developed:

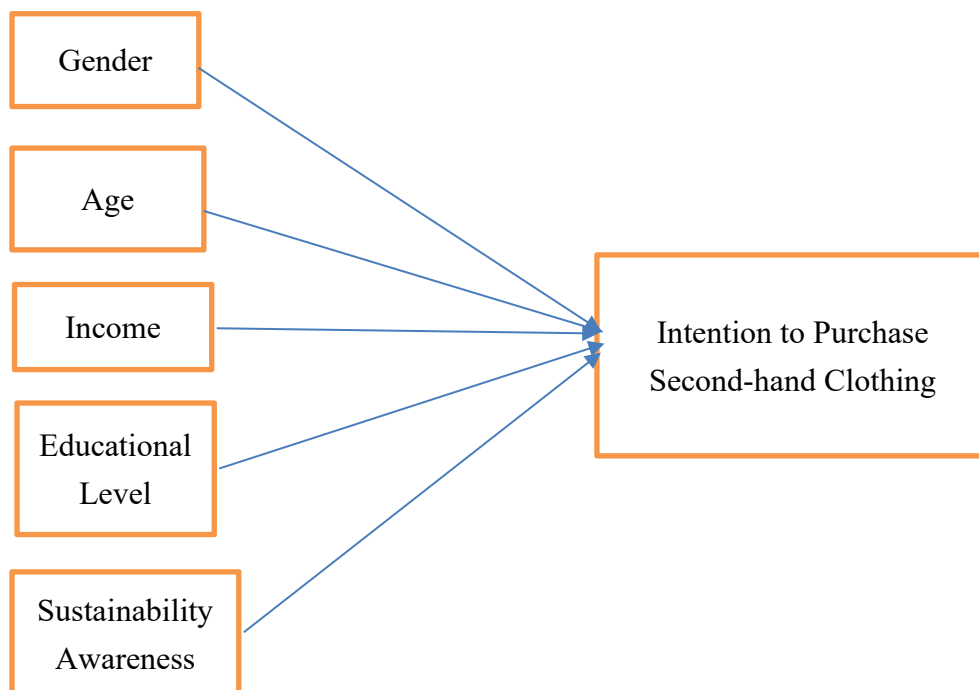
H05: There is no positive relationship between and purchase intention on second-hand clothing in Nigeria.

H5: There is a positive relationship sustainability awareness consumers' purchase intention on second-hand clothing in Nigeria

2.9 Conceptual model

In line with this research, the conceptual framework below shows the objectives that this study seeks to achieve which is: to examine the impact of socio-demographic variables and sustainability awareness on the consumers' purchase intention on second-hand clothing in Nigeria.

Figure 2



Source: Author's Idea

2.10 Summary

This chapter explains the relevant literature on second-hand clothing and Theory of Planned Behaviour. Each of the variables and how they relate to purchase intention from previous work were looked into. Hypotheses were developed at the end of each variable. The last part is the conceptual framework which gave us a picture of the relationships among these ideas and how they relate to the research study. This chapter prepares the way for the methodology and subsequent chapters towards achieving the purpose of the study.

CHAPTER 3

3.0 Methodology

3.1 Introduction

In line with the research objective of this study which seeks to examine the impact of demographic variables and the sustainability awareness of consumers in the purchase of second-hand clothing in Nigeria, this chapters provide the means and how the research will be conducted in the generation of data. In sections 2, we looked into the research design where we examined research choice (philosophy), research type, research strategy, time horizon, sample strategy, data collection and data analysis technique. Section 3 deals with the limitations and the last section (4) contains the concluding summary.

3.1.1 Literature Search

This study started with sourcing for relevant literature from different databases such as JSTOR, ResearchGate, SpringerLinker, the University of Gavle library and Emerald. The process of getting relevant literature demanded that many be downloaded and abstracts be read through to select what is needed. Keywords entered into search engines include sustainability awareness, purchase second-hand clothing, motivations for purchasing second-hand clothing, age, gender income, educational level, and purchase of second-hand clothing.

3.2 Research Philosophy

Research philosophy has to do with how research knowledge is developed, and it refers to the set of beliefs about the reality that is being investigated (Bryman, 2012). In this thesis, positivist research is used. In this method, data collection are mainly quantitative with large samples (Collis and Hussey, 2014). A positivist approach often uses existing theory to create a hypothesis that will be tested, and it should be conducted in a bias free manner, where the researchers should influence the respondents as little as possible to get objective results (Saunders et al., 2016). This philosophy is useful for the researcher to achieve quantifiable measurement and statistical analysis (Saunders et al., 2016).

3.3 Research Approach

The research approach is how the researchers make use of the data and theories. There are three types of research approaches: the inductive, the deductive and abductive one (Saunders et al., 2012). In this thesis, deductive research was used. The deductive approach is usually connected to the positivistic philosophy and to quantitative data (Saunders et al., 2016). It is considered useful and appropriate when the researcher intends to see how general knowledge can be seen in a more specific situation and it can be more time-effective when there are previous findings within the subject (Johansson & Persson, 2019). In this thesis, the deductive was considered appropriate because it was meant to validate existing theories through quantitative means.

3.4 Methodological choice

The methodological choice has to do with choosing between a qualitative or quantitative method and between an exploratory, descriptive, or explanatory purpose (Saunders et al., 2016). In this study, a descriptive research design is chosen. It is important in descriptive research that the work be well defined in the beginning as it is often based on existing theories (Saunders et al., 2016).

The amount of data in quantitative research is important and the method is adopted when the researcher intends to test and measure results from numerical data in order to make statistical analyses for the purpose of generalization (Saunders et al., 2016). Quantitative is chosen for this study because the results from data analysed are used to compare with those from studies already done.

3.5 Research Strategy

There are a number of strategies that can be adopted in quantitative research, some of which are surveys, case studies, experiments, archival, and documentary research (Saunders et al., 2016). The research strategy refers to plans adopted by the researcher on how to achieve objectives, and how to answer research questions (Saunders et al., 2016). In this study, survey was used because it was appropriate as it is often very efficient, economical and enables collection of large amount of data (Saunders, et al., 2016). The main downside with surveys is that the questions usually are

closed-ended, meaning that researcher only gets answers to the exact questions and have no access to follow-up questions which can give a lower validity (Saunders et al., 2016).

3.6 Time Horizon

According to Johansson & Persson (2019), this answers how long time the research will be conducted. A cross-section horizon is the approach through which information gathering are obtained within a time frame while the longitudinal is done over a longer time (Saunders et al., 2016). This study employed the cross-section horizon because of the time limitation and there is no need to study respondents for a long period of time.

3.7 Data Collection Methods

3.7.1 Primary Data Collection

Primary data is the original information collected and used by the researcher (Easterby-Smith, Thorpe, & Jackson, 2018)

3.7.2 Survey Design

The primary data are collected through an online survey self-administered by the researcher. It is cost effective and large sample can be collected through this method. Since one of the disadvantages is that the online survey can be quit without completion (Sue & Ritter, 2007), the author makes sure it is properly structured and do not contain unnecessary questions.

Additionally, the respondents were sent a message of reminder and appreciation in order to motivate their participation in the survey. While Sue & Ritter (2007) also argued that since everyone is not on the internet which makes it impossible to draw conclusion about the whole population, using the online survey is however justifiable due to the impossibility of being in Nigeria as of this time.

Questionnaire

The questionnaire consisted multiple choice questions and it was divided into four sections. Section 1 dealt with the demographic variables being studied. Section 2 addressed two questions about sustainability awareness and the last part address purchase intention of second-hand

clothing. The questionnaires were distributed through online medium (email and Whatsapp). Respondents were also encouraged to share it with others and also in the online groups they belonged to.

Measuring Scale

Gender was measured as male and female. Age was measured from 16-25, 26-35, 36-45 and >45. Income was as measured $\leq 30,000$, 31,000-60,000, 61,000-90,000, > 90,000 (considered in Naira). Educational level was measured as primary, secondary and tertiary. The questions considered useful for this thesis are derived from studies of (Connell (2010) and Kumar et al., (2017) to measure sustainability awareness and purchase intention respectively on 5 likert scale from 1. strongly disagree to 5. strongly agree as shown in the table 1 below.

Sustainability Awareness and Purchase intentions questions are presented in the table below

Table 1:

Variables	Questions (Items)
Sustainability Awareness	I know that clothing production has effect on the environment. I try to reduce environmental harm taking sustainability into consideration while purchasing second-hand clothing. (Connell 2010)
Purchase Intention	consider buying second-hand clothing I intend to buy second-hand clothing I might possibly buy second-hand clothing. I would consider to second-hand clothing if I happen to see them in the future. (Kumar et al., 2017)

3.8 Sampling

In this research, target population is the Nigerian consumers of second-hand clothing. Since it is impossible to reach out to everyone, a non-probability sampling is used and specifically a convenience sampling. The online survey was shared on the author's social media- both Facebook and Whatsapp. It was shared with individual contact as well as with groups the author belongs to on these social media. The social media was chosen because the author is not physically present in the Nigeria. The convenience sample is believed to be biased (Johansson & Persson, 2019) and therefore not possible to completely generalize the data collected from convenient sample (Bryman, 2016).

The contact with whom the survey was shared were then encouraged to share it with their contact as well as the groups they belong in order to create a snowball effect. Snowball effect means using a group of people to reach others (Bryman, 2016). Only those with social media presence were highly selected but snowball effect was generated because it has the capacity to generate high response rate (Berg, 2006 cited in Johansson & Persson, 2019).

3.9 Pilot Test

After the questionnaire was developed, a pilot test was conducted by sending it to a selected number of friends among who are the respondents to check if the questions are well designed, readable and understandable. Some of these friends are also former students who have done some studies of this nature in the past. After making sure that all necessary items were included, some of the terminologies were later simplified in order to avoid misinterpretation.

3.10 Data Analysis Technique

The data collected from the respondents were processed by Excel and later transferred to SPSS for analysis.

3.11 Trustworthiness Reliability, Bias, generalizability and Reliability

According to Saunders et al. (2012), it is necessary to overcome quality issues as reliability, interviewer and interviewee bias, generalisability and validity. In terms of reliability, the questions in the questionnaire address all the demographic variables and the influence they have on consumers in the purchase second-hand clothing. However, given the fact that the questionnaire allowed the respondents to provide responses on a likert scale, the questions if applied in another time may produce the same result.

Bias on the side of both the researcher and the respondents was however minimized because the questionnaire was in English Language and the online mode made it easier for the respondents to answer the questions without any form of supervision and or deadline.

In terms of generalisability, though the small sample size drawn from the population of the country was small given the time factor and other considerations such as the location of the researcher as of the time of this study, the result can be used to make inference.

The chosen sample were Nigerian consumers of second-hand clothing who were citizens and or living in the country as of the time of this research. Two variables were tested using the Cronbach’s alpha. This was done to ascertain the reliability of the questions as each was measured on more than items questions. Both sustainability awareness and purchase intention after the test were found to be acceptable of the value of 0.829 and 0.884 as indicated in the table below.

Table 2:

Variables	Items in Questions	Cronbach’s Alpha Coefficient Value
Sustainability Awareness	2	0.829
Purchase Intention	4	0.884

3.12 Code of Ethics

The questionnaire start with an introduction that humbly seek the respondents' participation. The author assures that the purpose is only for research. Respondents are not in any way coerced as they are allowed to complete the questionnaire.

3.13 Methodological Drawbacks

Selection of research samples can be said to lack randomness because of the urgency of this work. To reduce this, the author posted the questionnaire link on certain social media groups that did not require membership registration and also advised other respondents to do same.

Time: While the time allotted for this work was limited and this study was carried by one person as opposed to two who originally were supposed to pursue this course, the author designed the questionnaire on time and also waited four more days so that the number of respondents could be at least 100 so as to have sufficient sample size.

Sample: The sample is skewed toward certain demographic resulting in reduced representativeness especially the educational level of the respondents. Though the author tried to limit this but since the questionnaire was distributed on social media, it seems to be that social media is common among those with higher level of education and thus could not be controlled. This small sample size limited the possibility to identify significant relationships.

The questions that make up the construct for both sustainability awareness and purchase intention though passed through the cronbach's reliability test was considered not sufficient as more questions should have been considered which could have helped to generate a more significant relationships.

Since questionnaire demands that respondents be able to read, therefore only those with the ability are considered which neglect the uneducated people who could have helped in generating a more robust data and larger sample size. This however could not be controlled by the author because this did not to a great extent affect generation of sufficient data.

3.14 Concluding Summary

This chapter showed the characteristics of the respondents, their connection to second-hand clothing and all the approaches and tools to be adopted in this research. How the demographic variables will be tested and decisions made from the statistical tool are explained. Drawbacks experienced in the methodology and how the author handled were also stated.

CHAPTER 4

4.0 Results and Analysis

4.1. Descriptive statistics

In connection with the problem of this thesis which was to answer how demographic variables and sustainability awareness influence consumers' purchase intention on second-hand clothing, a total of 112 responses were been collected. One respondent was excluded because this respondent only completed half of the questions, resulting in 111 as our final sample size. The descriptive statistics of both independent and dependent variables (gender, age, income, educational level, sustainability awareness and purchase intention) are presented in frequencies, percentages, means, standard and degree of variance) in the tables below.

4.1.1 Gender

After rolling out the questionnaires, we got 111 respondents as the sample. Out of these respondents, 61 which represent 55% of the sample size were male 50 while were female which represent 45%.

Table 3:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	61	55.0	55.0	55.0
	Female	50	45.0	45.0	100.0
	Total	111	100.0	100.0	

Table 4:

	N	Mean	Std. Deviation	Variance
Gender	111	1.4505	.49980	.250
Valid N (listwise)	111			

4.1.2 Age

The figure below shows the age group of then respondents. Out of the 111 respondents, 36 were between the age of 16-25 which represents 32.4%, 24 were between the age of 26-35 which represent 21.6% , 37 were between the age of 36-45 which represents 33.3% while 14 were above the age of 45 which represent 12.6%.

Table 5:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	36	32.4	32.4	32.4
	26-35	24	21.6	21.6	54.1
	36-45	37	33.3	33.3	87.4
	>45	14	12.6	12.6	100.0
	Total	111	100.0	100.0	

Table 6:

	N	Mean	Std. Deviation	Variance
Age	111	2.2613	1.05064	1.104
Valid N (listwise)	111			

4.1.3 Income

The figure below shows the monthly income group of the respondents. Out of the respondents, 24 which represented 21.6% income were not less than 30,000 naira, 35 which represented 31.5% earn between 31,000 to 60,000 naira, 32 which represented 28.8% earn between 61,000 to 90,000 naira while 20 which represents 18% earns monthly income above 90,000 naira.

Table 7:

	(thousand)	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤30	24	21.6	21.6	21.6
	31-60	35	31.5	31.5	53.2
	61-90	32	28.8	28.8	82.0
	>90	20	18.0	18.0	100.0
	Total	111	100.0	100.0	

Table 8:

	N	Mean	Std. Deviation	Variance
Income	111	2.4324	1.02356	1.048
Valid N (listwise)	111			

4.1.4 Educational Level

The figure below shows the educational level of the respondents. Only 4 which represented 3.6% attained primary education, 29 which represents 26.1% attained secondary education while 78 which represented 70.3 of the respondents attained tertiary level education.

Table 9:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pry	4	3.6	3.6	3.6
	Sec	29	26.1	26.1	29.7
	Ter	78	70.3	70.3	100.0
	Total	111	100.0	100.0	

Table 10:

	N	Mean	Std. Deviation	Variance
Education	111	2.6667	.54495	.297
Valid N (listwise)	111			

4.1.5 Sustainability Awareness

The table below shows the descriptive statistics of the respondents in terms of the knowledge about environment issues arising from clothing production and the responses as to how this concern is taken into consideration in purchase intention on second-hand clothing. Both items of the sustainability awareness (knowledge and practice) have mean scores are 3.0450 and 3.0901 respectively which shows that the overall awareness level does not differ much across the items. They are presented as S, awareness 1 and S, awareness in the table below:

Table 11:

	N	Mean	Std. Deviation	Variance
S, Awareness 1	111	3.0450	1.03912	1.080

S, Awareness 2	111	3.0901	.97747	.955
Valid N (listwise)	111			

4.1.6 Purchase Intention

The table below shows the mean of the of the four-item questions asked on purchase intention. Question 1 - I consider buying second-hand clothing had a mean score of 3.55 followed by question 2 - I intend to buy second-hand clothing in the future had a mean score of 3.42 Question 3 - I might possibly buy second-hand clothing has a mean of 3.27 and question 4 - I would consider to buy second-hand clothing if I happen to see them in future had a mean the lowest mean score of 3.11.

Table 12:

	N	Mean	Std. Deviation	Variance
Purchase Intention 1	111	3.5586	1.26982	1.612
Purchase Intention 2	111	3.4234	.95869	.919
Purchase Intention 3	111	3.2703	.81960	.672
Purchase Intention 4	111	3.1171	.79474	.632
Valid N (listwise)	111			

4.2 Results of Hypotheses

Table 13:

Demographics Variables

Variables		Purchase Intention
Gender	Pearson Correlation	-0.102
	Sig. (2-tailed)	0.289
Age	Pearson Correlation	-0.193*
	Sig. (2-tailed)	0.043
Income	Pearson Correlation	-0.111
	Sig. (2-tailed)	0.245
Educational level	Pearson Correlation	-0.017
	Sig. (2-tailed)	0.863

Correlation is significant at the 0.05 level (2-tailed).

Table 14:

Sustainability Awareness

Sustainability awareness (summed)	Pearson Correlation	-0.113
	Sig. (2-tailed)	0.240

Correlation is significant at the 0.05 level (2-tailed).

Table 15:

Results of Hypotheses

Hypotheses Tested	Supported	Not Supported
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Gender has a relationship with purchase intention on SHC

P = 0.289 (P>0.05)

Age has a relationship with purchase intention on SHC		P= 0.043 (P<0.05) because the correlation is less than -1(-0.193)*
Income has a relationship with purchase intention on SHC		P= 0.245 (P>0.05)
Educational level has a relationship with purchase intention on SHC		P= 0.863 (P>0.05)
Sustainability Awareness has a relationship with purchase intention on SHC		P= 0.240 (P>0.05)

4.3 Summary

After analysing the responses got from the questionnaires, the results above showed the outcomes of the hypotheses so far which clearly indicated what relationship each of the variables has on the purchase intention on second-hand clothing in Nigeria.

CHAPTER 5

5.0 Discussion

Going through the gender table, there were 55% male and 45% female used for analysis. This research found out that there is no relationship between gender and intention to purchase second-hand clothing in Nigeria. From our analysis, the value $P = 0.289$ which is greater than 0.05 significance level. This actually means that the people irrespective of whether male or female base their intention to purchase second-hand clothing on factors unrelated to their gender identity. This means that neither the gender identity actually influences the intention to buy which contradicted the study Rahim et al., (2020) that argued that females and males are believed to have their own tastes and preferences. It is important to note that there is an unbalanced representation between male and female in this study. According the findings, it can be said that the customers' gender has no bearing whatever on the intention to purchase second-hand clothing, hence the alternative hypothesis is rejected. This also contradicted Greeshma (2016) and Vlakshmi et al. (2017) who argued that men and women vary in their purchase intention.

This research showed that age has no relationship with intention to purchase second-hand clothing. Age showed a relationship because the P value ($P = 0.043$) is less than 0.05 significance level but because the correlation is less than -1 (-0.193), age does not matter because of the value of the correlation. This means that the intention to purchase second-hand clothing is not dependent on the age of consumers. Daneshvary and Schower (2000) think that buying intention has a relationship with age but our research does not support this claim in the context purchase intention on second-hand clothing. It is reasonable to infer that since age does not matter, other factors such as economic value may count.

This study shows that intention to purchase second-hand clothing has no relationship with income level in Nigeria because the P value (0.245) is greater than 0.05. Benson (2007) argued

that income determined an intention to purchase second-hand clothing but this is contrary to our finding. This shows that disposition towards second-hand clothing in Nigeria can be seen among all the income groups. This confirms that beyond the popular claims about second-hand clothing being common among low-income consumers, high-income consumers are also attracted to buying second-hand clothing to satisfy their needs for exclusivity (Turunen and Leipamaa-Leskinen, 2015). It can be implied that people in the same income group choose to buy whatever they want and thus the belief that purchase of second-hand clothing being common among low-income does not hold in Nigeria. This does not also support the studies of (Parsons 1999; Hossain 2005 cited in Kiehn and Vojkovic, 2018) who argued that economic hardship forces those individuals on lower incomes to find alternative forms of consumption to overcome the economic pressure they are experiencing as they are unable to afford new clothes, thus choosing the second-hand clothing alternative. An individual may be earning high income and may still not want to spend much money on clothing and this also contradicted the study of Mayer (2003).

Also, despite the fact that educated people are believed to be more informed than the uneducated (Mbah et al., 2019), the research shows that consumers' intention to purchase second-hand clothing has no relationship with educational level. The P value is = 0.863 which is greater than 0.05 and therefore the alternative hypothesis is rejected because our findings revealed that the educational level has no relationship with intention to purchase second-hand clothing. Despite the fact most of the respondents have tertiary education, there seems to be no support that stigmatization and health related problem which is believed to be transferable from previous users of second-hand clothing (Emefa et al., 2015) are taken into consideration in the Nigerian market. It can be inferred that educational level of consumers does not factor wholly in intention to purchase second-hand clothing.

Connell (2010) argued that engaging in eco-friendly clothing consumption is very likely to be common among those with greater level of environmental knowledge. While sustainability awareness may be a reason in some parts of the world spurring purchase intention on second-hand clothing due to high educational level which is believed to play an important role (Nguyen 2014), the case is different in Nigeria. There is no relationship between sustainability awareness and intention to purchase second-hand clothing in Nigeria according to the finding of this thesis. This might be as a result of the fact the sustainability awareness level is still low thereby leading to corresponding practice in their purchase intention on second-hand clothing as shown in the

sustainability awareness table above. This can be said to be true given the finding in this study because the P value is 0.240 which is greater than 0.05 level of significance meaning that customers of second-hand clothing in Nigeria do not incorporate sustainability awareness in their purchase intention because of the lower knowledge level of the concept. In this case, the alternative hypothesis is rejected as a relationship could not be found to exist between sustainability awareness and purchase intention of second-hand clothing. This finding also did not conform to the study of Kiehn and Vojkovic, (2018) who argued that environmental awareness was one of the main determinants of purchase of second-hand clothing.

Like every other study based on hypotheses, the expectation is always that the null or the alternative would emerge after testing. From the above findings, demographics variables and sustainability awareness of the customers of second-hand clothing did not factor in the customers' purchase intention on second-hand clothing in Nigeria.

CHAPTER 6

6.0 Conclusion

The research using the Theory of Planned Behaviour explored the impact of demographic variables and sustainability awareness on the consumers' purchase intention on second-hand clothing in Nigeria following the research gap identified in chapter one. Most existing research had dealt on history, motivations, impact on textile industries of developing, and social embarrassment associated with second-hand clothing. A number of existing literature were reviewed which led to the development of hypotheses to assess all these factors. Independent variables considered were divided into demographics which are gender, age, income, educational level and sustainability awareness while purchase intention was the dependent variable.

A questionnaire was developed to generate responses from Nigerians living in the country as of the time of this thesis and 111 responses were collected. People irrespective of gender, age, income, educational level and sustainability awareness do not consider any of these factor when intending to purchase second-hand clothing in Nigeria. This means that what holds true in another context may be not generalizable as people's intention to carry out a purchase are deeply rooted in other factors than the ones studied in this research.

6.2 Answering the Research Questions

In the introduction after spotting a research gap, it was made clear that the study intended to examine if there is a relationship between gender, age, income, educational level and sustainability awareness on the purchase intention of second-hand clothing which lead to development of five hypothesis. This was borne of out the fact these factors were studied individually and unmerged in previous studies. The results showed that there is no relationship between demographic variables and sustainability awareness on intention to purchase second-hand clothing in Nigeria. The result simply answered the research question. Until now, there was

no existing studies on the impact of demographic variables and sustainability awareness on purchase intention of second-hand clothing. This research has provided a background upon which subsequent work can be built or compared.

6.3 Implication for Theory

The researcher identified some areas that future research can explore. Future research can look at studying these factors in a particular town. Research can also be done to find out the level of purchase intention on second-hand clothing among groups different demographics. For example how purchase intention on second-hand clothing vary among income earners, age groups etc. It can be done among students, housewives etc. The author is of the opinion that a study that looks into the above would help provide a more generalisable conclusion.

6.4 Implications for practice

This study is relevant to second-hand clothing business as finding would help them to know that customers are available across different demographics studied in this thesis. This would also enable the government to know about the level of sustainability awareness in the country, as a indicator of their efforts and the need for more job to be done in the aspect of environmental issues. Education about sustainability should be encouraged. One of the ways to do this is by incorporating it in the educational system of both public and private schools. Seminars and orientation programmes across different channels and media should be encouraged.

6.5 Limitations

Finally, some of the limitations experienced during the courses of this thesis is time. This thesis was heavily constrained by time allotted by the institution which limited the scope of this study. The sample size collected is small. Analysis from a sample reduces the author's ability to generalize. The effect of this sample size may have impacted the results of this research. As of the time of this research, the author had to depend on online questionnaire because he was not physically present in Nigeria which limited that only those respondents who are online are

reached. Had the author be physically present in Nigeria during this study, printed questionnaires could have been used as supplement.

6.6 Recommendations

Future research should consider to increase the sample size to obtain a more generalisable result. This thesis focused on second-hand clothing in general, therefore future research efforts should be directed at studying a particular type of second-hand clothing such as shoes, bags, jackets etc. A study of this type could be done in other developing countries and other variables may be studied.

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Appendix

Questionnaire

Please tick boxes that apply to you below

Demographics

Age

16-25

26-35

36-45

>45

Gender

Male

Female

Income level (Naira)

0-30,000

31,000-60,000

61,000-90,000

>90,000

Educational level

Primary

Secondary

Tertiary

Purchase Intention towards second-hand clothing

Q1. I consider buying second-hand clothes

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Q2. I intend to buy second-hand clothes in the future

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Q3. I might possibly buy second-hand clothes

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

Q4. I would consider to buy Second-hand clothes if I happen to see them in the future

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Sustainability Awareness (Knowledge and Awareness). *Sustainability awareness is the state of knowing and responding to consumption of (SHC) in a way that the environment is not compromised (Contextual).*

Q1. I know secong-hand clothing production has effect on the environment

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

Q2. I take sustainability into consideration when I purchase second-hand clothes

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

