

CONSUMER PRODUCT KNOWLEDGE OF SECOND-HAND CLOTHES IN THRIFT SHOPS

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Resumo

Fast fashion drives wasteful clothing consumption, contributing to environmental harm and increasing waste. Tonnes of clothes are discarded annually, prompting SDG 12 to reduce waste through circular practices. Buying second-hand aligns with circular economy principles. However, it faces adoption barriers like limited availability and knowledge gaps. This study focuses on boosting consumer product knowledge in thrift shops, exploring its impact on the intention to buy second-hand clothing for environmental support, aligned with SDG 12.

Palavras Chave

Product knowledge, Second-hand clothes, Circular economy