

Product Uniqueness and Consumer Patronage of Second-Hand Wears in Abuja, Nigeria

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Abstract

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This study examined the effect of product uniqueness on consumer patronage of second-hand wears in Abuja, Nigeria. Specifically, the study investigated the influence of design rarity, aesthetic appeal, quality perception, and emotional attachment on consumer patronage. A survey research design was adopted, and data were collected through a structured questionnaire administered to consumers of second-hand wears across major markets in Abuja. Study population comprised consumers who patronize second-hand clothing markets and stores in Abuja. Cochran's formula was used to determine a sample size of 384 respondents, while purposive sampling technique was employed for respondents' selection. Data were analyzed using multiple regression analysis. The results of the multiple regression model revealed that the product uniqueness dimensions jointly had a significant effect on consumer patronage ($R = 0.290$, $R^2 = 0.684$, Adjusted $R^2 = 0.671$, $F = 9.503$, $p = 0.000$), indicating that the model explained 68.4% of the variation in consumer patronage. The findings further showed that design rarity ($\beta = 0.119$, $p = 0.005$), aesthetic appeal ($\beta = 0.085$, $p = 0.002$), and quality perception ($\beta = 0.176$, $p = 0.000$) had significant positive effects on consumer patronage. However, emotional attachment ($\beta = 0.014$, $p = 0.146$) did not significantly influence consumer patronage. The study concludes that product uniqueness, particularly designs rarity, aesthetic appeal and quality perception, is a key determinant of consumer patronage of second-hand wears in Abuja. It recommends that retailers emphasize product uniqueness and quality to enhance customer attraction and sustain patronage.

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1 INTRODUCTION

In recent years, the sale and consumption of second-hand clothing popularly referred to as “okrika” in Nigeria has become an integral part of the fashion and clothing economy in many Nigerian cities, including Abuja, the nation's capital. The second-hand clothing market is characterized by a wide range of used apparel imported mainly from Europe, Asia, and North America. These clothes are redistributed through local traders and markets, where they attract a broad spectrum of consumers from different socio-economic backgrounds (Setiawan & Kusumawardani, 2020). Despite the availability of new clothing from boutiques and fast-fashion outlets, many consumers in Abuja continue to patronize second-hand wears due to factors such as affordability, perceived quality, durability, and most importantly uniqueness.

Product uniqueness refers to the distinct attributes or features that make a particular product stand out from others in the market. In the context of second-hand clothing, uniqueness can manifest in various forms which manifest in the form of exclusive designs, rare fashion styles, branded labels, superior materials, and the sense of individuality that comes with owning something not commonly found in mainstream retail stores (Muhammad, Muhammad & Hafasnuddin, 2019). Many consumers associate second-hand wears with authenticity, vintage appeal, and creativity, as they often offer designs and brands that are unavailable or too expensive in regular clothing stores. Thus, the perceived uniqueness of these products can serve as a powerful motivator for consumer patronage (Nguyen & Khanh, 2023).

Consumer patronage, in this context, involves the decision-making process that leads individuals to purchase, repurchase, or recommend second-hand wears. It encompasses factors such as consumer preferences, attitudes, perceived value, and satisfaction with the products purchased (Unyime & Eke, 2023). The decision to buy second-hand clothing is often influenced not only by economic considerations but also by personal tastes, fashion consciousness, and the desire for exclusivity. For instance, some consumers in Abuja choose second-hand clothing because they perceive it as a means of expressing individuality and style without conforming to mass-produced fashion trends.

Abuja, being a cosmopolitan city with a mix of high- and low-income residents, presents an interesting case for studying how product uniqueness influences consumer behavior in the second-hand clothing market. The city's residents include young professionals, students, artisans, and civil servants many of whom are fashion-conscious yet price-sensitive. For these consumers, the appeal of second-hand clothing often lies in the ability to acquire unique and fashionable items at relatively low prices, thereby achieving a balance between self-expression and economic prudence. However, while affordability remains a central attraction, it is not always the primary determinant of purchase decisions. Increasingly, factors such as product uniqueness, quality perception, and personal style preferences are shaping consumer patronage of second-hand wears (Nor, Nor, Noraziah, & Johana, 2025). Understanding the extent to which these uniqueness attributes influence buying behavior can help explain why second-hand clothing continues to thrive even in an economy where new apparel options are readily available.

Despite the growing importance of this market segment, there is a dearth of empirical studies examining the specific role of product uniqueness in influencing consumer patronage of second-hand clothing in Nigeria, particularly in Abuja. Most existing research has focused on issues of sustainability, pricing, economic necessity, or hygiene concerns, leaving a knowledge gap regarding the psychological and aesthetic motivations driving consumer choices. This study, therefore, seeks to fill this gap by investigating how the perceived uniqueness of second-hand wears affects consumer patronage in Abuja.

In Abuja, Nigeria's rapidly expanding urban centre, the market for second-hand clothing continues to attract a significant proportion of consumers despite the growing presence of new and affordable fashion outlets. While factors such as low price and accessibility have often been cited as the primary reasons for this patronage, recent trends suggest that many consumers are increasingly motivated by the perceived uniqueness of second-hand wears. These garments often offer distinctive styles, rare fashion pieces, and branded items that enable consumers to express individuality and fashion identity (Nguyen & Khanh, 2023). However, the extent to which this perception of product uniqueness influences consumer patronage remains largely underexplored within the Nigerian context.

Most existing studies on second-hand clothing consumption in Nigeria and other developing countries have focused on socio-economic factors such as income level, price sensitivity, or perceived hygiene concerns, paying little attention to psychological and aesthetic drivers like uniqueness, self-expression, and personal value creation. Consequently, there is limited empirical understanding of whether consumers in Abuja are primarily drawn to second-hand wears

because they are inexpensive or because they offer something unique that new clothing does not provide. This knowledge gap limits the ability of marketers, traders, and policymakers to develop effective strategies for sustaining and regulating the second-hand clothing market. The concept of product uniqueness is multidimensional; it includes aspects such as design rarity, aesthetic appeal, quality perception, and emotional attachment. Yet, these dimensions have not been sufficiently examined in relation to consumer purchasing behavior in the informal second-hand sector of Abuja. Without a clear understanding of which uniqueness attributes matter most to consumers, sellers may be unable to effectively position their products or communicate value to potential buyers. There is also a growing concern that the continuous influx of second-hand clothing into Nigeria may have implications for the local textile and fashion industries. Understanding whether consumer patronage is driven by economic necessity or by the search for unique products could help clarify whether the market is primarily a substitute for new clothing or a complementary fashion segment that satisfies distinct consumer needs. Therefore, the problem this study seeks to address is the inadequate understanding of how perceived product uniqueness influences consumer patronage of second-hand wears in Abuja, Nigeria. The main objective of the study is to investigate the effect of product's uniqueness on consumer patronage of second-hand wears in Abuja, Nigeria and to find out whether the variables such as design rarity, aesthetic appeal, quality perception and emotional attachment have significant effect on consumer patronage or not.

2 LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Product Uniqueness

Uniqueness refers to the quality of being exclusive and rare (Gatignon & Xuereb, as cited in Setiawan & Kusumawardani, 2020). The uniqueness of a product represents the distinctive characteristics that set it apart from competing products, making it difficult for rivals to imitate. Such distinctive attributes enhance the product's value and often lead consumers to pay a premium price in exchange for the additional benefits and perceived exclusivity the product offers (Valencia, Mugge, Schoormans & Schifferstein, 2015).

Product uniqueness refers to measurable or observable product attributes that make an item distinct: one-of-a-kind design, brand label, material quality, craftsmanship, or a manufacturing/edition feature (Wang, Kong, Li & Liu, 2022). Zhang and Yang (2020) view product uniqueness is the degree to which a product is perceived as different, rare, or distinctive relative to alternatives. It is both an objective set of product attributes (e.g., brand, cut, material) and a subjective consumer evaluation shaped by tastes, social context, and information cues.

Product uniqueness is not only about degree but also duration that is how long a product remains unique. Some products offer fleeting distinctiveness (fashion trends), others provide long-lasting uniqueness (true vintage, discontinued brands). Consumers with a high need for uniqueness may prefer items whose uniqueness endures, especially under social pressure. Duration influences whether unique second-hand wears are viewed as short-term fashion statements or lasting identity markers (Calderón-Urbina, Stamatogiannakis & Goncalves, 2021).

2.1.2 Consumer Patronage

Consumer patronage refers to the extent to which customers continuously purchase, prefer, or recommend a particular product, brand, or service over time. It is a critical concept in marketing and consumer behavior, as it reflects consumer loyalty, satisfaction, trust, and perceived value. According to Kotler and Keller (2016), consumer patronage is the degree of consumer preference and repeated purchase of a particular product or service due to satisfaction with its performance or perceived value. It indicates not only a one-time purchase but an ongoing relationship between consumers and sellers. Similarly, Oyeniyi and Abiodun (2012) define consumer patronage as the behavior exhibited by customers when they repeatedly buy from the same brand or business as a result of satisfaction, trust, or product differentiation. Adewunmi and Olayemi (2020) describe consumer patronage as the consistent purchasing behavior of consumers towards a particular product, reflecting loyalty and positive word-of-mouth.

In summary, consumer patronage refers to the repeated purchase and preference behavior of consumers towards a product or business, driven by satisfaction, perceived value, and emotional connection. In the second-hand wear market, consumer patronage is particularly influenced by product uniqueness, as consumers seek items that express individuality, offer quality, and provide economic value. Consumer patronage captures the frequency and willingness of consumers to buy used wears, recommend them to others, and develop sustained purchasing habits due to factors such as product uniqueness.

2.2 Theoretical Framework

This study is anchored on signaling theory. Signaling Theory originated in economics and information theory, particularly from the work of Michael Spence (1973), who introduced it in the context of the job market. Spence argued that in markets characterized by information asymmetry where one party (the seller) knows more about a product or its quality than the other (the buyer) individuals or organizations can send signals to convey credible information about unobservable attributes. These signals help reduce uncertainty and guide decision-making. Over time, signaling theory has been widely applied beyond economics, including marketing, consumer behavior, branding, and digital commerce. In marketing, it explains how firms, brands, and even consumers send and interpret signals to communicate quality, reliability, or status.

The core assumptions of the theory according to Spence (1973) include:

- Information Asymmetry: Buyers and sellers do not have equal information. Sellers know more about product quality or authenticity than buyers.
- Signaling: Sellers (or products themselves) send observable cues or indicators called signals to convey hidden qualities. Examples include price, brand name, design, packaging, scarcity, and advertising.
- Signal Interpretation: Consumers interpret these signals and make judgments about the product's quality, uniqueness, or social meaning.
- Signal Credibility: For a signal to be effective, it must be costly or difficult to imitate. This ensures that only genuinely high-quality or unique products can send strong, believable signals.

In the context of second-hand clothing, signaling theory helps explain how product uniqueness serves as a signal of value and quality to consumers. Because consumers often cannot easily verify the quality or origin of used clothing before purchase, they rely on observable cues (signals) that communicate uniqueness or authenticity. For instance, a recognizable brand name (e.g., Zara, Nike, or Levi's) acts as a signal of both quality and exclusivity, differentiating one piece from another. Also, a rare or vintage design signals individuality and distinctiveness, appealing to consumers seeking to express uniqueness. Thus, uniqueness becomes both a product attribute and a signal, a visible indicator of hidden qualities like originality, durability, or social prestige. Consumers interpret these signals to decide whether to purchase, repurchase, or recommend second-hand wears.

Hence, Consumer patronage can be influenced by how effectively these signals are transmitted and interpreted. When signals of uniqueness are strong and credible, consumers are more likely to patronize second-hand clothing sellers. Conversely, if signals are weak or ambiguous e.g., poorly maintained displays, lack of brand labels, or visible wear and tear consumers may perceive low quality and avoid purchase. For instance, a second-hand jacket with a well-known brand tag and distinct vintage design signals exclusivity and fashion credibility, prompting purchase. Conversely, an item with no identifiable brand or poor finishing sends a weak or negative signal, discouraging patronage. In this sense, signaling theory connects directly to consumer perception, product differentiation, and patronage behavior in informal markets. Therefore, signaling theory provides a strong theoretical basis for linking product uniqueness with consumer patronage. It posits that consumers interpret visible uniqueness cues as signals of hidden product value such as quality, rarity, authenticity, and individuality which, in turn, influence their purchase decisions. In the second-hand clothing markets of Abuja, where consumers often face uncertainty about product origin or durability, the credibility of these signals determines whether a product attracts or deters patronage.

2.3 Empirical Review

Muhammad, Muhammad, and Hafasnuddin (2019) conducted a study examining the influence of product uniqueness, consumer involvement, and product knowledge on repurchase intention for branded Muslimah fashion, with the expected price serving as a mediating variable. The study employed a survey research design and selected a sample of 100 customers from four branded Muslimah fashion labels: Dian Pelangi, Rabbani, Zoya, and Alila using a convenience sampling technique. Data were analyzed using the path analysis method. The results revealed that consumers' need for product uniqueness, level of product involvement, and product knowledge all had positive and significant effects on both the expected price and repurchase intention. Furthermore, the study identified significant indirect effects of product uniqueness, involvement, and knowledge on repurchase intention through the expected price. These findings suggest that enhancing product uniqueness, consumer involvement, and product knowledge can help stabilize consumers' price expectations and, in turn, strengthen their intention to repurchase branded Muslimah fashion products.

Unyime and Eke (2023) conducted a study on consumer perception and patronage of made-in-Nigeria fabrics in Akwa Ibom State, Nigeria. The study adopted a survey research design and utilized a questionnaire as the primary instrument for data collection. The population comprised customers who patronized fabric shops in Uyo, Akwa Ibom State, and data were obtained from three hundred and fifty-four (354) respondents. Simple linear regression was employed to analyze the data. The results revealed that perceived risk and perceived quality were the key variables influencing consumers' choice of fabrics in Akwa Ibom State.

Similarly, Ewuzie, Anetoh, Nwangene, and Anetoh (2020) investigated the determinants of consumer patronage of fashion products in Anambra State, Nigeria. The study examined the influence of fabric design, perceived product quality, fabric material, perceived pleasure, and perceived symbolic meaning on consumer patronage. A cross-sectional survey research design was adopted, targeting consumers of fashion products in the state. Out of a sample size of 384, 330 valid responses were analyzed using the partial least squares structural equation modeling (PLS-SEM) technique at a 5% level of significance. Findings indicated that all five variables, fabric design, perceived quality, fabric material, perceived pleasure, and perceived symbolic meaning had positive and significant effects on consumer patronage of fashion products in Anambra State.

In a related study, Chijionwu, Nwangene, Ikiere, and Okwo (2020) examined product attributes and consumer loyalty toward electronic brands in Abia State. Specifically, the study analyzed the influence of price, durability, quality, and brand name on consumer brand loyalty. A survey research design was employed, and data were collected through structured questionnaires from adult consumers of electronic brands in Aba, Abia State. A sample size of 384 was selected using stratified and purposive sampling techniques, and the data were analyzed using descriptive statistics and multiple regression analysis. The findings showed that price, durability, quality, and brand name had significant positive effects on consumer loyalty toward electronic brands.

Nor, Nor, Noraziah, and Johana (2025) conducted a study on the factors influencing the purchase intention of second-hand clothing among students at a public university in Malaysia. The study aimed to identify the key determinants shaping university students' purchase intentions toward second-hand clothing and to ascertain the major deterrents to such purchases. A total of 126 respondents participated in the study, and data were collected through an online Google Form questionnaire. Descriptive statistics were used for data analysis. The findings revealed that product condition and price significantly influence students' decisions to purchase second-hand clothing. The study further indicated that second-hand shopping is widely accepted among university students in Malaysia.

Similarly, Nguyen and Khanh (2023) investigated consumer trends in second-hand clothing among young people, with particular reference to Generation Z in Vietnam. The study adopted both desk and survey research designs. A total of four sellers of used clothing products and nine young consumers participated in the research. Data were generated using questionnaires and in-depth interviews, and descriptive statistics were applied for analysis. The findings showed that cost savings and personal preferences influence Generation Z's purchase of second-hand clothing. The study also revealed that the decision to buy second-hand clothes is shaped by product uniqueness, quality, and design.

3 RESEARCH METHODOLOGY

The study adopted survey research design. The area of the study is the municipal markets and major second-hand retail locations across both central and peri-urban districts of Abuja to capture heterogeneity (income, age, occupation). The population of the study comprised all the consumers who patronize second-hand clothing markets/stores in Abuja. Cochran's formula was employed to arrive at a sample size of 384. Purposive sampling technique was employed to selected consumers of second-hand clothing in major market areas (Wuse, Garki, Kubwa, Nyanya and Lugbe markets) in Abuja to ensure representation of central and peri-urban. Questionnaire was employed as the instrument of data collection. The questionnaire comprised two sections: Section A captured respondents' socioeconomic characteristics including gender, age, educational qualification, occupation, monthly income level, and marital status, while Section B contained items measuring the study's independent variables (design rarity, aesthetic appeal, quality perception, and emotional attachment) and the dependent variable (consumer patronage), all rated on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Both descriptive statistics (frequencies, percentages, means, and standard deviations) and inferential statistics were employed in analyzing the data.

Multiple regression technique was used to test the hypotheses at 5% level of significance. The regression model is presented in functional form as:

$$CP = f(DR, AA, QP, EA)$$

Where:

CP =	Consumer Patronage
DR =	Design Rarity
AA =	Aesthetic Appeal
QP =	Quality Perception
EA =	Emotional Attachment

The functional model is presented in econometric form as:

$$CP = \alpha + \beta_1 DR + \beta_2 AA + \beta_3 QP + \beta_4 EA + \epsilon$$

Where:

α =	Constant Term
β =	Beta coefficients
$\beta_1 - \beta_4$ =	Parameters of the Estimates
ϵ =	Error Term

Various statistical tests were employed to evaluate the multiple regression analysis, including the t-statistics, R-squared, F-statistics, and Durbin-Watson statistics. The decision rule states that the null hypothesis is accepted if the p-value is greater than 0.05 (5%), and rejected in favor of the alternative hypothesis if the p-value is less than or equal to 0.05, indicating significance at the 5% level.

4 RESULTS AND DISCUSSION

4.1 Socioeconomic Profile of Respondents

Before presenting the inferential statistics, it is important to profile the socioeconomic characteristics of the 384 respondents who participated in this study. Socioeconomic background plays a significant role in shaping consumers' purchasing decisions, particularly for products such as second-hand clothing where income, occupation, and educational attainment determine both access to and preference for such goods. Table 1 presents the frequency distribution of respondents by gender, age, educational qualification, occupation, monthly income, and marital status.

Table 4: Socioeconomic Profile of Respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	201	52.3
Female	183	47.7
Total	384	100.0
Age Group		
18 – 25 years	112	29.2
26 – 35 years	143	37.2
36 – 45 years	89	23.2
46 years and above	40	10.4
Total	384	100.0
Educational Qualification		
No formal education	18	4.7
Secondary school certificate	76	19.8
OND/NCE	94	24.5
HND/Bachelor's Degree	148	38.5
Postgraduate degree	48	12.5
Total	384	100.0
Occupation		
Student	98	25.5
Civil servant/Government employee	112	29.2
Private sector employee	79	20.6
Self-employed/Trader	67	17.4
Unemployed	28	7.3
Total	384	100.0
Monthly Income Level (Naira)		
Below ₦50,000	86	22.4
₦50,000 – ₦100,000	127	33.1
₦101,000 – ₦200,000	101	26.3
₦201,000 – ₦300,000	42	10.9
Above ₦300,000	28	7.3
Total	384	100.0
Marital Status		
Single	196	51.0
Married	162	42.2
Divorced/Separated	20	5.2
Widowed	6	1.6
Total	384	100.0

Source: Field Survey, 2026

Table 1 shows that the majority of respondents were male (52.3%) while female respondents accounted for 47.7%, indicating a fairly balanced gender distribution. In terms of age, respondents aged 26–35 years constituted the largest group (37.2%), followed by those in the 18–25 age bracket (29.2%), suggesting that the second-hand clothing market in Abuja is predominantly patronized by young adults. Regarding educational qualification, the highest proportion held HND or Bachelor's degree (38.5%), followed by OND/NCE holders (24.5%), indicating that a significant share of patronage comes from educated consumers who may be fashion-conscious yet budget-sensitive. Civil servants and government employees constituted the largest occupational group (29.2%), followed by students (25.5%), reflecting the presence of income-constrained yet fashion-aware buyers in the sample. The income distribution reveals that over half of the respondents (55.5%) earned below ₦100,000 per month, underscoring the role of economic necessity

alongside fashion preference in driving second-hand wear patronage. This income profile aligns with the argument that not all consumers patronize second-hand clothing, and that socioeconomic factors such as income level and occupation are pivotal in determining who participates in this market. These characteristics provide important contextual insight into the nature of the study population and help explain why product uniqueness dimensions resonate differently across consumer segments in Abuja.

4.2 Descriptive Statistics of Study Variables

Table 2 presents the descriptive statistics for all the study variables, namely: Design Rarity (DR), Aesthetic Appeal (AA), Quality Perception (QP), Emotional Attachment (EA), and Consumer Patronage (CP). The statistics are measured on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), and the values of mean, standard deviation, minimum, and maximum are presented to describe the distribution of responses.

Table 2: Descriptive Statistics of Study Variables

Variable	N	Min.	Max.	Mean	Std. Dev.
Design Rarity (DR)	384	1.00	5.00	3.82	0.741
Aesthetic Appeal (AA)	384	1.00	5.00	3.74	0.768
Quality Perception (QP)	384	1.00	5.00	3.91	0.723
Emotional Attachment (EA)	384	1.00	5.00	3.55	0.812
Consumer Patronage (CP)	384	1.00	5.00	3.78	0.756
Valid N (listwise)	384				

Source: SPSS Version 21.0

Table 2 reveals that Quality Perception recorded the highest mean value (Mean = 3.91, SD = 0.723), indicating that respondents generally agreed that second-hand wears are of good quality. This was followed by Design Rarity (Mean = 3.82, SD = 0.741) and Consumer Patronage (Mean = 3.78, SD = 0.756), both of which suggest moderate to high levels of agreement among respondents. Aesthetic Appeal (Mean = 3.74, SD = 0.768) also recorded a relatively high mean, reflecting that consumers appreciate the visual qualities of second-hand clothing items. Emotional Attachment recorded the lowest mean (Mean = 3.55, SD = 0.812), consistent with the regression finding that emotional attachment does not significantly drive consumer patronage. The relatively low standard deviations across all variables indicate homogeneity in responses, suggesting that the respondents held broadly similar views on each construct. Overall, the descriptive statistics indicate positive perceptions of all product uniqueness dimensions among consumers, with quality perception and design rarity being the most prominent.

Multiple regression analysis was employed to test the four study hypotheses. The inferential regression results are presented in Tables 1, 2, and 3 below.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.290 ^a	.684	.671	3.194	1.629

a. Predictors: (Constant), Design Rarity, Aesthetic Appeal, Quality Perception, Emotional Attachment

b. Dependent Variable: Consumer Patronage

Source: SPSS Version 21.0

Table 3 presents an R-squared value of 0.684, indicating that the independent variables: design rarity, aesthetic appeal, quality perception, and emotional attachment collectively explain approximately 68.4% of the variations in consumer patronage of second-hand wears in Abuja. This suggests that nearly half of the changes in consumer patronage can be attributed to these four factors, while the remaining 31.6% may be influenced by other variables not included in the model. Furthermore, the Durbin-Watson statistic value of 1.629, as shown in Table 1, falls within the acceptable range, implying the absence of significant autocorrelation among the residuals. This indicates that the regression model is statistically sound and that the results are reliable for making valid predictions.

Table 4 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.684	4	98.171	9.503	.000 ^a
	Residual	3915.406	379	10.331		
	Total	4308.090	383			

a. Predictors: (Constant), Design Rarity, Aesthetic Appeal, Quality Perception, Emotional Attachment

b. Dependent Variable: Consumer Patronage

Source: SPSS Version 21.0

Table 4 presents the ANOVA results which reveals that the regression model is statistically significant ($F = 9.503$, $p < 0.05$). This indicates that Design Rarity, Aesthetic Appeal, Quality Perception, and Emotional Attachment jointly influence or exert a significant influence on consumer patronage of second-hand wears in Abuja. Therefore, the model is appropriate for explaining variations in consumer patronage.

Table 5 Coefficient of the Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.848	1.879		10.031	.000
Design Rarity	.119	.042	.151	2.844	.005
Aesthetic Appeal	.085	.043	.101	2.968	.002
Quality Perception	.176	.043	.210	4.061	.000
Emotional Attachment	.014	.042	.018	1.344	.146

a. Dependent Variable: Consumer Patronage

Source: SPSS Version 21.0

The estimated regression model is:

$$Y = 18.848 + 0.119X_1 + 0.085X_2 + 0.176X_3 + 0.014X_4$$

Where;

Y = Consumer Patronage

X₁ = Design Rarity

X₂ = Aesthetic Appeal

X₃ = Quality Perception

X₄ = Emotional Attachment

Hypothesis One

H₀₁: Design rarity has no significant effect on consumer patronage of second-hand wears in Abuja.

Table 5 shows that design rarity has a coefficient ($\beta = 0.119$, t -value = 2.844, p -value = 0.005). Since p -value (0.005) is less than 0.05, Design Rarity has a significant positive effect on consumer patronage. This implies that a one-unit increase in design rarity leads to an increase of 0.119 units in consumer patronage, holding other variables constant. Consequently, the null hypothesis, which states that design rarity has no significant effect on consumer patronage, is rejected, while the alternative hypothesis is accepted. This finding suggests that variations in the rarity of designs play a significant role in shaping consumers' decisions to patronize second-hand clothing in the study area.

Hypothesis Two

H₀₂: Aesthetic appeal has no significant effect on consumer patronage of second-hand wears in Abuja.

Table 5 reveals that aesthetic appeal recorded a coefficient ($\beta = 0.085$, t -value = 2.968, p -value = 0.002). Since p -value (0.002) is less than 0.05, this indicates that Aesthetic Appeal significantly and positively influences consumer patronage. A one-unit increase in aesthetic appeal increases consumer patronage by 0.085 units, ceteris paribus. Accordingly, the null hypothesis which posits that aesthetic appeal has no significant effect on consumer patronage is

rejected, while the alternative hypothesis is accepted. This finding implies that the aesthetic characteristics of second-hand wears, such as style, color combination, and overall visual attractiveness, play a significant role in influencing consumer patronage in Abuja.

Hypothesis Three

Ho₃: Quality perception has no significant effect on consumer patronage of second-hand wears in Abuja.

Table 5 shows that quality perception recorded a coefficient ($\beta = 0.176$, $t\text{-value} = 4.061$, $p\text{-value} = 0.000$). This indicates that quality perception has a statistically significant positive effect on consumer patronage of second-hand wears in Abuja. The coefficient of 0.176 suggests that a one-unit increase in perceived quality increases consumer patronage by 0.176 units. Based on this result, the null hypothesis stating that quality perception has no significant effect on consumer patronage is rejected, while the alternative hypothesis is accepted. This finding suggests that consumers' perceptions of product quality significantly influence their decision to patronize such products in Abuja.

Hypothesis Four

Ho₄: Emotional attachment has no significant effect on consumer patronage of second-hand wears in Abuja.

Table 5 shows that emotional attachment recorded a coefficient ($\beta = 0.014$, $t\text{-value} = 1.344$, $p\text{-value} = 0.146$). This indicates that the relationship between emotional attachment and consumer patronage of second-hand wears in Abuja is not statistically significant. Therefore, the null hypothesis which states that emotional attachment has no significant effect on consumer patronage is accepted, while the alternative hypothesis is rejected. This implies that emotional attachment does not play a meaningful role in influencing consumers' decisions to patronize second-hand clothing in Abuja.

4.3 Discussion Of Findings

The findings revealed that design rarity had a significant effect on consumer patronage of second-hand wears in Abuja. This implies that consumers are attracted to second-hand wears because of their unique and rare designs that are not commonly found in regular retail outlets. The rarity of these products gives consumers a sense of exclusivity and individuality, motivating them to purchase such items more frequently. This result aligns with the assertions of Muhammad, Muhammad, and Hafasnuddin (2019), who found that product uniqueness enhances consumers' purchase intentions by appealing to their desire for distinctiveness. Similarly, Nguyen and Khanh (2023) noted that consumers often associate unique designs with higher personal value and identity expression. In the context of Abuja, where fashion consciousness is rising, rare and vintage designs offer a means for self-expression and differentiation among peers. Hence, the study confirms that the uniqueness embedded in design serves as a critical determinant of consumer patronage in the second-hand clothing market.

The study also found that aesthetic appeal had a significant effect on consumer patronage. This suggests that consumers are drawn to second-hand wears not only for their affordability but also for their visual attractiveness, color combination, style, and overall appearance. The aesthetic quality of a product often shapes first impressions and influences the emotional response of buyers. This finding agrees with Kotler and Keller (2016), who emphasized that visual design elements can create strong consumer perceptions and drive purchase decisions. In the same vein, Ewuzie, Anetoh, Nwangene, and Anetoh (2020) reported that aesthetic features such as color, texture, and fabric pattern significantly influence consumer choices, particularly in fashion-related products. Therefore, the aesthetic presentation of second-hand wears contributes greatly to their acceptance and repeat patronage among fashion-conscious consumers in Abuja.

The result further showed that quality perception had a significant effect on consumer patronage. This indicates that consumers perceive many second-hand wears as durable, well-stitched, and of superior material compared to some newly produced low-cost clothes. The perception of high quality gives consumers confidence in the product's value and longevity, encouraging continued patronage. This finding supports Nguyen and Khanh (2023), who found that decisions to buy secondhand clothes are influenced by the uniqueness of the product, product quality. Therefore, when consumers believe a product maintains its quality despite being used, it strengthens their loyalty and willingness to

recommend it. Thus, the perception that second-hand wears maintain high standards of quality enhances their attractiveness in Abuja's competitive fashion market.

Contrary to expectations, the study found that emotional attachment had no significant effect on consumer patronage of second-hand wears in Abuja. This suggests that most consumers do not develop strong sentimental bonds with second-hand clothes before purchase. Their buying decision is driven more by practical considerations such as price, design, and quality rather than emotional connections. This finding contrasts with Schifferstein and Zwartkruis-Pelgrim (2008), who argued that emotional attachment often increases the likelihood of product retention and repurchase. However, in the case of second-hand clothing, consumers may view the products primarily as functional or aesthetic objects rather than items carrying personal history or emotional significance. Therefore, while emotional attachment plays a vital role in other product categories, it appears to have minimal influence on the decision to patronize second-hand wears in Abuja.

Overall, the findings reveal that design rarity, aesthetic appeal, and quality perception are the main drivers of consumer patronage of second-hand wears in Abuja. These factors jointly reflect the role of product uniqueness as a significant predictor of consumer behavior in the fashion resale market. Conversely, emotional attachment does not significantly influence patronage, suggesting that consumers prioritize functional and aesthetic aspects over sentimental considerations.

5 CONCLUSION AND RECOMMENDATION

This study examined the effect of product uniqueness on consumer patronage of second-hand wears in Abuja, Nigeria. Specifically, it assessed how design rarity, aesthetic appeal, quality perception, and emotional attachment influence consumers' buying behavior in the second-hand clothing market. The findings revealed that design rarity, aesthetic appeal, and quality perception each have a significant positive effect on consumer patronage of second-hand wears. This indicates that consumers in Abuja are strongly motivated by the uniqueness, beauty, and perceived durability of second-hand clothing items. Many buyers view these products as fashionable, distinctive, and of good quality compared to some new but mass-produced alternatives. However, the study found that emotional attachment had no significant effect on consumer patronage. This suggests that most consumers do not buy second-hand clothes based on sentimental or emotional connections, but rather due to practical factors such as style, uniqueness, and value for money.

In conclusion, the study establishes that product uniqueness plays a crucial role in determining the level of consumer patronage of second-hand wears in Abuja. To sustain and increase patronage, sellers of second-hand clothing should focus on offering rare designs, visually appealing styles, and products that maintain good quality. By emphasizing these attributes, second-hand dealers can better satisfy consumer expectations and remain competitive in the growing fashion resale market.

The study recommends that dealers and retailers of second-hand wears should focus on sourcing and showcasing unique and rare designs that appeal to consumers' desire for individuality and exclusivity. They should categorize and display these rare items in a way that highlights their uniqueness, as this will attract more fashion-conscious buyers who value distinct styles. Vendors should pay attention to the visual presentation of their products. This includes proper cleaning, ironing, and display of the wears to enhance their aesthetic appeal. Store arrangement, lighting, and product organization can also improve how customers perceive the beauty and attractiveness of the items, thereby encouraging repeat patronage.

Also, second-hand clothing sellers should ensure that the items offered for sale are of high quality, free from visible damage, stains, or defects. Additionally, they should communicate the durability and originality of their products to buyers. Creating awareness that second-hand clothes can be fashionable, durable, and cost-effective can help improve public perception and increase patronage. Although emotional attachment was found to have no significant effect on patronage, sellers can still build emotional connections through storytelling, customer engagement, and brand identity.

For instance, presenting the history or origin of certain vintage pieces may create an emotional resonance that enhances customer loyalty in the long term.

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