UNIVERSITY OF CAPE COAST

REMODELLING OF SECONDHAND CLOTHES IN KANTAMATO MARKET: THE CASE OF MEN TROUSERS AND SHIRTS

BY

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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: ……………….............Date: ……………..

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Supervisors' Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

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ABSTRACT

The study was to investigate the production and sales operations of remodelled clothes made from secondhand men trousers and shirts in Kantamanto market, Accra. Case study method was adopted to guide the entire study. Purposive, snowball and quota techniques were used to sample fifty (50) respondents for the study. Interview guide and observational checklist were the main tools used for data collection. The collected data was analysed qualitatively. The results from the study had evidently shown that the demographic characteristics of respondents had influence on their decision to engage in the remodelling business. However, factors such as the quest of meeting prevailing fashion, quality/attractiveness of the fabrics, easy re-styling and high demand/patronage of remodelled clothes led to the remodelling of the secondhand men trousers and shirts. It was unanimously stated and evidently observed that the traders/producers follow some garment production steps or process in their production. However, these steps were not up to standard as those used in the garment manufacturing factories. It was therefore recommended that government should be flexible with laws regulating the operation of secondhand clothing trade so as to sustain respondents in the business. Moreover, there should be public education on the benefits of remodelling business, by the Public Education Units in collaboration with Secondhand Clothes Trade Unions in Kantamanto, and the media for individuals to accept the use of such clothes. This will in turn boost the remodelling business which will turn to create more avenues of job opportunities for self-employment for the youth who are unemployed to try venturing into the business.

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DEDICATION

To my dear husband, Mr. Joseph Komla Ofosu and our children.

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LIST OF ACRONYMS

KMRSW: Kantamanto Market Remodelling Supporting Workers

KMRO**:** Kantamanto Market Remodelling Owner

DNA: Deoxyribonucleic acid

OECD: Organization of environmental Co-operation Directorate

CMB: Cocoa Marketing Board

EDU: Educate

CHAPTER ONE

INTRODUCTION

Background to the Study

In industrialised and developing countries, governments ensure that apart from food and shelter, the citizens of the country are adequately clothed. Clothing is therefore an essential part of any civilized human establishment. It is therefore a challenge to the clothing and textiles companies and industries to produce textiles and clothes to satisfy this need (Agra, Gbadegbe, Amankwa and Gbetodeme, 2015). In light of this, in order to satisfy the clothing needs of the population, garment manufacturers go all out to produce clothing of all kinds. This had introduced new garment designing processes, example, already sewn garments are picked, deconstructed, redesigned, cut and re-constructed.

In fashion and garment production, deconstructing, redesigning and reconstructing a garment is known as remodelling (Stone, 2012). Remodelling in clothing manufacturing is the practice of changing the original style of a garment or a textile product into a different style or a different garment altogether- thus to change a particular garment to harmonize with the season's prevailing fashion (Tranberg, 2004). Garment designers and manufacturers use the opportunity to select clothing products that have slight faults or have once been used and reprocess them into something even more valuable (Myers, 2014). In light of this, remodelling is defined as the act of making a completely new article out of an old or unused garment (Gavor, Ampong and Tetteh-Cofie, 2014).

However in (2013) Haward, found out that most of the local textiles and garment companies in Ghana could not meet the clothing demands of the population in their production. He explained further that this and other factors have led individuals to find other means of acquiring their clothing. Among the most popularly patronized is secondhand clothing. In support of Haward's assertion Agra *et al.* (2015) noted that second hand clothes are one of the common types of clothing on the market and it is affordable. The source further explained that, in Accra, the most popular place for buying and selling secondhand clothing is the Kantamanto market.

Kantamanto market in Accra was described by Okoye (2013) as a premier destination for secondhand goods. A trade centre located near the Makola Market area. However, Kantamanto is its own market, separate and distinct from Makola. It's a home to more than 30,000 traders, who sell most commonly secondhand clothing, but also spare parts, household decorations etc (Agra *et al.,* 2015). The market appears like a maze rows and rows of sellers staking out their spaces and selling their wares. While other venders also engage in other economical activities (Okoye, 2013). Among these traders are some who are into remodeling of secondhand clothing most especially men trousers and shirts. The Kantamanto market operates on daily bases throughout the seven days of the week.

Fields (2003) noted that, mostly economic problems make it impossible for some individuals to acquire clothing designed and made directly from the garment factories. This he said, has necessitated clothing that have been used in some developed countries to be preserved and marketed elsewhere especially in under-developed and developing countries of which

Ghana is of no exception. In another disposition, Haward (2013) was of the view that secondhand clothes are averagely cheaper because they have been used and the movement of such clothing from one part of the world to the other is now popular. This notwithstanding, Agra *et al.* (2015) identified that, most of the local textile companies in Ghana price their fabrics very high because of the high cost involved in production. They also noted that these expensive fabrics are used to produce dresses which turn out to be expensive. This deters consumers, especially the poor, from buying such products. Due to this, Haward (2013) mentioned that, most Ghanaians therefore have resorted to the patronage of secondhand clothing which they consider to be relatively cheaper. For example, between 2002 and 2012, the quantity of Ghana's secondhand clothes imports increased by 32%, thus from 5,000 tons in 2002 to 6,700 tons in 2012 (Haward, 2013).

However, currently, new trends have emerged in the sales and use of secondhand clothing by its traders and fans in Ghana. The secondhand clothing industry in Ghana specifically Kantamanto in Accra has invented and introduced a trend of restyling and changing the secondhand dresses and other clothing items into different dresses or clothing all together before sales. What this means is, it's not all imported secondhand clothing which are sold out directly as they came. Rather, a new garment is carved out of the imported secondhand clothing. Moreover, Stone (2012) found out that, the imported secondhand clothing from developed countries had gone through properly supervised industrial manufacturing processes before they were sold to their first users, and later imported into Ghana. Considering Stone's findings, it can be concluded that the secondhand clothing imported into Ghana, of which men

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trousers and shirts are of no exception, were taken through standardise garment production processes. Yet some secondhand clothing traders in Kantamanto market of Accra decide to deconstruct, restyle and re-sew (remodelled) the secondhand men trousers and shirts into other garment before selling? In the attempt to find out why the secondhand men trousers and shirts are remodelled and to find answers to some other questions, this study seeks to investigate the production and sales operations of remodelled clothes made from secondhand men trouser and shirts.

Statement of the Problem

Ghana, one of the West African countries with a vibrant textile and garment industry, (Abdallah, 2010) has undergone a considerable decline in their production over the years which have made it almost impossible for the industries to meet the clothing demands of the population. According to Haward (2013), these and other factors have led individuals to find other means of acquiring their clothing. Among the most popularly patronized is secondhand clothing.

McDonough and Braungart (2013) reported that, figures from the United Nations Com-trade Database shows that Ghana spent $65 million on importing used clothes from the UK annually. Again in 2014, Dutton, estimated that Ghana imports 30,000 tons of secondhand clothes each year, much of which arrives in Accra. Dutton again observed that, despite the rising import tariffs and the band on the importation of some secondhand clothing items, the secondhand clothes trade is rather expanding and becoming even more significant in the country. This had a link in an earlier study made by Fields in (2003) which explained that the expansion of the secondhand

clothing trade was due to the fact that some of the secondhand clothing imported into Sub-Saharan African countries, of which Ghana is not an exception, were sometimes recycled, mended or deconstructed, redesigned and reconstructed.

A preliminary survey of the secondhand clothing market in Kantamanto by the researcher confirmed that the trend of remodelling secondhand clothing had experienced a reasonable growth over the years. Bharradwaj, Clark and Kulviqwat (2005), came out with the findings that, for every business to experience high growth and to attract individuals to venture into it, there are certainly pull and push factors which may cause these individuals to decide to venture into the said business. Leaking Bharradwaj *et al*, finding to the remodelling of secondhand men trousers and shirts business in Kantamanto, in respect to the growth the business is experiencing, there are certainly factors which might have attracted people into the business. As noted by Agyemang (2001) that, the high patronage of secondhand clothing is not only due to low economic standard of most Ghanaians but also leaked to certain factors that cut across the various stages of the trade, thus, from the acquisition of raw materials to its sales. Again, there may be some employment opportunities in the remodelling of secondhand men trousers and shirts business. This, Myers stated in (2014) that, the positive aspect in the new trend of remodelling secondhand clothing is, it's creating minor job opportunities for the youth. However, interestingly, they had not been any study, or investigation in the remodelling of secondhand men trousers and shirts business in the Kantamanto market of Accra. Let alone its recognition in scholarly works.

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To add to the above, even though a lot has been written on remodelling of clothing in terms of it being fashionable, its acceptance by consumers, waste management issues, social innovation, career closets etc. However, there is no study on the production and sales operations of remodelled clothing made from secondhand men trousers and shirts in the Kantamanto. This in a way has created a gap in knowledge. This research is therefore aimed at filling the gap in knowledge. Therefore, concentrating on the production and sales operations of remodelled clothes made from secondhand men trousers and shirts in Kantamanto market of Accra.

Research Questions

The research questions to guide the entire study are as follow:

1.   How do the demographic characteristics influence the decision of traders to engage in remodelling of secondhand men trousers and shirts business in the Kantamanto market?

2.   Why are the secondhand men trousers and shirts remodelled?

3.   How are the secondhand men trousers and shirts remodelled?

4.   How are the remodelled clothes sold and distributed?

5.   How does the remodelling of secondhand men trousers and shirts business create job opportunities?

Significance of the Study

It was hoped that the findings of the study would help the government of Ghana and clothing manufacturing organizations to make policies that will support but regulate the production and sales operations of the secondhand men trousers and shirts business within the secondhand cloth industry for the sake of creating employment opportunities for the youth. Most importantly,

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the study will bridge the gap in the literature moving beyond the negative aspect of secondhand clothing trade to an explanatory analysis of the positive impact of remodelling of secondhand men trousers and shirts business in a way of job creation.

The study will also create awareness and give knowledge to the general public about how secondhand men trousers and shirts are remodelled and marketed. Again, the study will provide information for researchers who want to probe further into issues concerning the business of remodelling or would like to replicate the study elsewhere.

Delimitations

Geographically, the study focused on Kantamanto market in the Greater Accra Region of Ghana. The study was confined to the business of remodelling in the secondhand clothing industry; specifically, the remodelling of secondhand men trousers and shirts into other garments and clothing products. The study involved business owners and supporting workers who are into the business of remodelling of secondhand men trousers and shirts.

Limitations

In the course of this study, some challenges were encountered. Firstly, the traders who were into the business were not willing to allow photographs to be taken of them while working. Due to this, some critical photographs that were needed to support the thesis could not be taken. Again, they were reluctant, and not willing to give out some needed information. This would have made the thesis more appealing to readers.

In most cases some of the respondents became more personal and biased in their responses which made few of the data contradictory. In this

vein, careful editing and coding were done to ascertain the relevant data, which took a lot of time for data analysis. It was also difficulties for some of the respondents to give a vivid report on their work and to back some of their submissions with facts, even though the information contains the idea they wanted to put across. This caused the researcher to spend a lot of time to winnowed respondents narration to get factual information for the study. These in a way had delayed the completion of the study, by increasing the duration of the study. Again some of the respondents were sceptical about giving out information about their jobs, this made it difficult for the researcher to make comparison of the data collected with the different data collecting instruments, for the purpose of triangulation.

Organization of the Study

Chapter two reviewed literature related to the problem under study. The reviewed literature dealt with development of remodelling and up-cycling of clothes, technology in remodelling of clothes, theories on remodelling and up-cycling of clothes, purpose/factors of remodelling clothing, theories on production of remodelled clothes, processes involved in remodelling secondhand clothing in Ghana, marketing of remodelled garments and products.

Chapter three discussed the methodology used in conducting the study. The topics discussed in this chapter include the research design of the study, study area, the population for the study, the sampling procedure, data collecting instruments, validity of instrument, data collection procedures, data processing and analysis, Ethical Concerns and chapter summary.

Chapter four presented the result and discussions of the data collected. The results were presented and discussed under the various research questions of the study, such as how do the demographic characteristics influence the decision of traders to engage in remodelling of secondhand men trousers and shirts business? Why are the secondhand men trousers and shirts remodelled? How are the secondhand men trousers and shirts remodelled? How are the remodelled clothing sold and distributed? How does the remodelling of secondhand clothing business create job opportunities? Chapter five of the study presents the summary, key findings, conclusions, recommendations of the study and suggestions for further studies.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter reviewed and discussed theoretical and empirical literature which was relevant to the topic under study. The topics discussed included development of remodelling and up-cycling of clothes, technology in remodelling of clothes, theories on remodelling and up-cycling of clothes, secondhand clothes trade in Ghana, factors and purposes of remodelling clothing, sales and market strategies used in the sale of secondhand clothing as well as job opportunities in the sales of secondhand clothing.

Development of Remodelling and Up-cycling of Clothes

It is unknown exactly when people started wearing clothing, but anthropologists estimated it to have been between 50,000 and 100,000 years ago (Kittler, Kayser & Stoneking, 2003). Reading further into their search, they cited the Deoxyribonucleic acid (DNA) researchers who used the emergence of the human lice species to estimate that humans started wearing clothes about 72,000 years ago. Similarly it was mentioned by another school of thought that the first sewing needles, indicating that garments were being produced, for about 40,000 years now (Aus, 2011). The above findings gave a clue to the range of how long people started to cover themselves with clothing which may be about 100,000 years ago.

According to Aus (2011), for the majority of our long history of production, people have been able to manufacture garments without wasting non-renewable resources or substantially polluting the environment. He mentioned that the first clothing was made by people themselves or by those

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with more skills, and later by professional tailors. Again, individual items of clothing were repaired, mended, or tailored to fit other family members, or recycled (remodelled) within the household and put to use again as rags or quilts. This means remodelling or making over clothing has been practiced from time immemorial as a measure of economy. However, during the Second World War, it came to be a fad or fashion among people who had previously cast aside their garments which were partially worn, or out of dated (Hyde, 2003).

At the end of the 18th century, the industrial revolution brought the inventions of the steam engines and the power looms. These completely changed the process of clothes manufacturing. The original and personal production model, wherein garments which were made by hand and passed down from generation to generation, was replaced by an anonymous, industrial giant and a mass production model (Aus, 2011).

In a similar vein, further studies by Birtwistle and Moore (2007) showed that industrialization grew rapidly in the beginning of the 20th century, providing the means for increased production of all consumer goods, including clothing. Adding to that, Allwood, Laursen, Malvido de Rodríguez, Bocken and Nancy (2006), mentioned that, with industrialisation, the scope of production increased, and thereby making them available to a larger portion of the population. Then came mass consumption of clothing, which became an integral part of the economy.

Economic growth came to depend on increased consumption achieved through the continued marketing of new products and the disposal of old ones, which are discarded simply because changing stylistic norms promoted their

obsolescence (Aus, 2011). The above studies made it clearer that development through the ages has brought about technologies which can produce large number or copies of garments and clothing within a shorter time in present century, this notwithstanding Aus gave a clue that the growth in the increased consumption of these clothing, brought another way of life style in the use of clothing, which is some sort of 'buy-use-discard' because style is out of fashion. This has therefore called for remodelling of some sort to prevent waste of fabrics.

Since the late 1980s, high street fashion led by global chains has become ever more affordable and disposable. This has become the dirty secrets of the beautiful garment industry (Black, 2008). Allwood *et al*. (2006) asserts that, "2000 consumers spent around US$1 trillion globally buying clothing in a year". Out of this figure, around one third of the sales were in Western Europe, one third in North America, and one quarter in Asia. For example, Inditex, a fashion designer and garment manufacturer, achieved a consolidated turnover of 12,527 million Euros in 2010, and net profit of 1,732 million Euros (Inditex, 2011). The examples above, confirmed that there is high consumption of clothing products globally in recent days.

Moreover, Allwood *et al.* (2006) had noted that a closer look at these huge quantities of clothes and garments produced as against the rate of distribution and consumption, point to the fact that there is undue pressure on textiles raw materials hence natural resources as well as the environment and even leading to generating more waste on the landfills. In line with Allwood et al., McCaster (2012) stated that, an average person living in the United States threw away 70 pounds of clothing, shoes and other household textiles in a

year. All these textile wastes, as noted by Anyango (2009), go into landfills and add up to the waste, increasing sanitation problems. Anyango went on to state that, in light of the social challenge of how clothes are used and disposed-off causing environmental traits, it will be prudent to develop the disposed clothing into styles that reflect the aesthetic concerns of present time. She added that the developed styles have to retain high level of individuality but being eco-friendly. To this effect, Myers (2014) asserted that a sustainable fashion movement of using up-cycling method which involves the deconstruction and reconstruction of discarded garments and clothing is therefore introduced in the designing and production process of garments by some manufacturers. Thereby extending the lifecycle of garments and fabrics as well as giving them new life by creating unique and fashionable pieces.

In support of Myers, Aus (2011) stated that understanding the wastefulness of clothing consumption and how current trends in the fashion industry inhibit sustainability, in both environmental and social terms, brings about a deeper look into the garment design process. He explained that this is to consider how to bring textile waste back to the production cycle in fashion design and to understand how to use different upcycling approaches and techniques. Anyango (2009) in his findings on how to bring back discarded garments into use also noted that, the movement in fashion makes people to try out something new that will set them apart to be the trend setters. This she said had led to the interest in re-designing disposed clothing to attract the attention of fashion lovers for high patronage of upcycled garments in recent days. This has a support in an earlier study made by Fields (2003) who stated

that, aside solving environmental and sanitation problems, new jobs are created in the use of the up-cycle method of garment production.

It is interesting to note from the above literatures that, deconstruction and reconstruction (remodelling and up-cycling) of discarded clothes can be used to catch the attention of fashion designers. This in a way would attract the attention of fashion lovers, and this could create jobs and as well solve environmental and sanitation problems. With the new trends emerging in customer interest for trendy fashion, Hyde (2003) brought to light that, for garment manufacturers to remain in business; they try to keep with present trends of fashion and consumer demands. This Hyde explained that, it had brought about innovative ways of getting raw materials on faster but cheaper rate and coming up with garment designs that will sell rather faster. Hence, the current movement of collecting factory fabric off cuts and garments which have over stayed shelves of stores and secondhand clothing then deconstructing and reconstructing them into currently invoked garment styles (remodelling and upcycling) (Field, 2003).

Technology in Remodelling of Clothes

The clothing industry, as part of the textiles industry, is perhaps the oldest and the first to have gone through mechanization throughout the world (Majory, 1986). Majory further asserted that the clothing industries have been the main pillar around which industrialization in Europe and other countries have evolved. According to her, the fact that the textiles and clothing industry addresses one of the basic necessities of man, "clothing" which is indispensable in life stimulated this industrial growth. Therefore the innovations, rapid fashion changes and the new technologies in the industry

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were in the right direction to develop other industries as well as help solve socio-economic issues in our societies.

Birtwistle and Moore (2007) further observed that since the 19th Century, trends in fashion have undergone serious revolution. This revolution, they said, has led to many innovations and developments in clothe designing and production. According to Birtwistle and Moore, the innovations brought about introduction of training personals on modern skills, employing more work hands as well as development of machineries, equipment, tools and implements of dynamic high production rates which go beyond the power of the conventional ones to satisfy the increasing population demand for clothing.

Paraphrasing Haward (2013), further achievements in the 21st century brought the development of more variants that are sophisticated and modified and new methods and designs of clothing production such as rebranding, customizing, renovation, antiquing, patching, bleaching, re-dying, recycling and remodelling etc. Cooklin (1991), mentioned that, in a way, these new methods and designs have introduced change in production levels, change in behaviour in the use and care of clothing at consumer level, and even in yarn and fabric manufacturing.

Considering the above literature, almost all the authors hold the same assertion that, new technological inventions, current methods of clothes/garment production and the introduction of modern machineries, equipment, tools, implements and materials of dynamic high production rates go beyond the power of conventional style of cloth production. In addition, fabrics produced recently are of higher quality hence they can last for a number of years. With this, instead of using garments and clothing made out

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of these fabrics for a while and discarding them, these garments could be recycled. That is, a second look could be given to these discarded garments by recycling and upcycling (remodelling and re-selling) them. It is however interesting to note that technology has led some garment factories to start recycling their fabric off-cuts into other forms of clothing instead of disposing them. As mentioned by Aus (2011), fabric off-cuts form about 48% garment producing factories in UK. These fabrics off cuts, Aus said, are arranged in an interesting pattern of same colour or different colour, same fabric or different fabric, same texture or different texture and are then patched to form broad sheet fabric, out of which other garments and clothing are produced.

Again, the present development in clothing technology does not only facilitate the rate or time spent in production but also gives room for increase in manpower intake hence generating employment and offering better livelihood to individuals in the society. As it was in the view of Anyango (2009) who stated that, current technology has introduce machineries which can sort, re-align or chop fabric waste from clothing factories which are recycled and remodelled to produce items such as kids wares, toys, teddy beds, industrial rags, cushion stuffing, insulators etc, by other factories which are into the production of these items, so has the production levels also changed and new technical and expert hands are introduced in the production firms.

Theories on remodelling and up-cycling of clothes

Remodelling and up-cycling, as a concept, was first used in the context of waste management. The first recorded use of the term was by Pilz (1994), who gave an interview in 1994 where he criticised the EU Demolition Waste

Streams Directive and questioned the strategy of recycling. In his words, he said "Recycling, I call it down-cycling, they smash bricks, and they smash everything. What we need is remodelling and up-cycling, where old products are given more value not less" (Pilz).

To this effect, Claudio (2007) holds the view that, the current stock-pile of clothes that exists in consumer wardrobes and in thrift stores as well as those discarded could be a good source of raw material for profit, if recycled. He mentioned that remodelling and upcycling, in a way, could bring back these stock-pile and huge hips of discarded clothing back into use in an environmentally responsible way and still satisfy the profitable fashion industry and the fashion hungry consumers. As said by McDonough and Braungart (2013), 'if clothing is a necessity, fashion is a luxury, hopefully to be elegantly enjoyed'. The elegance to some schools of thought could be using recycled clothes, which come from skilful remodelling (Aus, 2011).

Sull and Turconi (2008) also added that "fashion retailers have replaced the traditional designs with the remodelled designs in other to pull fashion lovers and retailers as they respond to shifts in the market within just a few weeks". According to them, when a fashion lover sees a well fashioned remodelled item and they do not buy it, they feel that opportunity is forever lost. To Sull and Turconi , the engagement in new products excites the senses.

The phenomenon of satisfying the clothing needs of individuals in a fashionable way by using new garment production models and methods has brought about the current movement to capture throwaway clothing and remake them into a different fashionable, wearable piece of clothing (Myers, 2014). Although some authors called it a trend, others consider it to be a

movement that is here to stay. Fletcher and Grose (2012) mentioned that recycling (remodelling) "add value through thoughtful reclamation". This was confirmed by Murray (2002) who described remodelling as 'not merely conserving the resources that went into the production of particular materials, but adding to the value embodied in them. Hence application of knowledge in the course of recycling, can add economic, intellectual, emotional and material value to a discarded product through the process of remaking for reuse. In another submission, Fletcher and Grose (2012), speak of upcycling in general terms as its goals are to have delightful diverse safe healthy environment, thus, to have clean air, water and soil. This is to empower individuals economically, in an equitable, ecological friendly environment".

This notwithstanding, recent years have seen the garment industry expanding the use of "recycling" (remodelling) and "upcycling" which aims at guiding textile waste back into production (McDonough and Braungart, 2013). The remodelling and upcycling method, or upward re-processing, is defined as bringing waste back into the consumption chain through design by placing it higher up in the chain than it previously was. This includes environmental as well as commercial and aesthetical values while also accounting for the product's future (McDonough and Braungart).

Another school of thought added that the word "remodel/up cycled" was added to the Concise Oxford English Dictionary in the 20th century along with other fashion related terms such as "jeggings" and "mankini" (Ngack, 2011). Ngack (2011) went on by explaining that the word upcycling and its antonym down cycling derive their meaning from variations of recycling, which is commonly associated with reducing our waste and reusing everything we

discard. The same dictionary, according to Ngack, defines upcycling as the reuse of discarded items in order to create a product of higher value than the original. Myers (2014) further explained that, by remodelling, there is the chance to reuse a garment where its quality remains the same or is increased by the process, even though sometimes in attempting to recycle some textiles the common problem faced is reducing the quality of the original materials.

The understanding gained from these theories with regards to the various definitions points to the fact that a deconstructed dress piece could be re-sewn into other clothes to meet current fashions and can be "up cycled". Again, these dresses could also be re-designed by a designer, by using unique combination of secondhand textiles, and sold to consumers at comparable or even higher prices than the clothes from which they were made, for the textile to start its second life again. For the sake of this study, remodelling and up-cycling is defined as the art of selecting discarded garments with good fabrics qualities which exhibits characteristics of being durable and serviceable, then deconstructing (un-picking) and re-designing them to produce a new garment or cloth out of them.

In clothing and textiles, remodelling or recycling can cover many different areas. The first is, there is the recycling of clothing as whole garments. This could be through charity shops or via the vintage clothes market or through the reuse of clothing items which have been reworked, printed over or re-cut, to be re-sold. Secondly, there is the recycling of textiles in a more industrial context; this includes the recycling of fabric yarns, where textiles are unravelled and re-spun and re-woven into new fabrics. Or it could include the reuse of discarded textiles as fillings for upholstery or as cleaning

wipes for industrial purposes. Aside these, there is a sort of clothing reuse that mainly occurs in a domestic setting thus 'make-do and mend' approach by extending the life span of the item or product. Example is, when a person darns some old wool socks, or reusing a cloth or product for another function (Palmer & Clark, 2004). The rationale for this may be due to the fact that by remodelling and upcycling textiles in this way, we can offer the garments a second life and prevent them from ending up in the landfill.

With regards to environmental issues, it was important to note that, remodelling and upcycling methods also respect the principle governing environmental issues concerning production. Anyango (2009) expressed a similar view when he stated ^that the source material in upcycling is usually gathered in the same region where production takes place. This in turn, contributes to resolving environmental and social issues related to the globalisation of the clothing industry and its reliance on transportation. Palmer (2005) equally shared the same view by pointing out that implementing the upcycling method gives the designer the opportunity to make decisions about the design process and production methods from the perspective of environmental ethics. In this sense, the choice of material and method is not motivated primarily by beneficial opportunity or current trends but environmental concerns. McDonough and Braungart (2013) was of the view that until recently, people bought dress and wore it until it got torn or when they are tired of it and casted it off. They did not think about where it went after that. Literature on recycling indicated that recycling plastic bags and newspapers were common and popular among factories and industries but not clothing recycling. To this, Beard (2008) describes a polarization among

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consumers on the idea of eco-fashion as being concerned of recycling common household trash like plastic bags and cans but feel no guilt when they dispose trendy clothes.

Birtwistle and Moore (2007) claimed consumers have no guilt feelings when disposing of clothing items. They also stated that most consumers do not understand or are not aware of the environmental issues involved in the processing of fibres, textiles and clothing. Birtwistle and Moore went on and added that it was found that consumers had little interest in ethical and social concerns, and that they knew little or nothing about the large quantities of clothing being produced by the textiles firms yearly. In this vein, remodelling will be of much importance and cheaper tool to use in solving the picture painted by Birtwistle and Moore. And this can lead to constant circulation and flow of new designs and limited runs.

Inferring from the above theories, there is an indication that if remodelling is well studied and considered discarded clothes could become raw materials for profit making ventures. It would therefore be expedient to investigate to find out which of the secondhand clothes imported into Ghana are worth remodelling to meet the trend of current fashion, yet keeping in mind how to protect our resources and environment in the cause of making profit. Robinson (2009) is clear on this that, by stating that, this theory is not all about persuading people to change but that the product evolves or is reinvented to meet the needs of the people. Again, considering the above theories, remodelling and upcycling seem to bring about great change with the least amount of energy use. Thus, by remodelling and upcycling, the source material moves from the lowest to the highest level of the production cycle.

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By allowing the largest possible amount of discarded clothing to be given new value, in line with this, remodelling and upcycling solve the problems associated with clothing waste.

Aus (2011) asserts that it is also important to recognise that, while reused and recycled methods focus on eliminating consequences with waste management within a company, it is possible to eliminate the generation of fabric waste altogether. In confirming this, McCaster (2012) noted that another advantage of remodelling and upcycling is its intra-sector approach: problems are solved within the textile industry but not at the level of waste management. Von-Busch (2009) mentioned that, in making new from old and creating unique garments for mass production, the remodelling and upcycling process reformulates one of the basic logics of fashion. As such, it is a kind of shortcut to the unique object, as the fabric itself is distinctively heterogeneous. It is therefore important for the designer to learn to value and use existing materials.

Establishment that are into remodelling and upcycling in the clothing and garment sphere had identified theories that actively discussed companies, establishments and remodelling and upcycling enterprises in the mid-2000s in their study (Robinson, 2009). Thus, those establishments which implement remodelling and upcycling of used clothes create unique designs out of variety of types of textile waste.

However, there are few establishments which are into commercial remodelling. One example of such establishments in textile waste management is a UK label Junky Styling, which has been successful in using remodelling and upcycling in their studio work. They are a good example of establishment

that processes local post-consumer waste. Their label has been described as follows: "Junky is an innovative design-led label thus all garments remodelled are made from the highest quality secondhand clothing, which is deconstructed, re-cut and completely transformed". Junky Styling designs are unique, thus the company puts a lot of effort into good construction. At the same time, they maintain characteristic details from the original product, as a result, the client is always in the known of what the garment has been before it was remodelled (Robinson, 2009).

Another good example is Christopher Raeburn's label, launched in 2008 as part of London Fashion Week. He used military fabrics and his work demonstrates how written-off textiles items can be ideal input material for fashion design using clever design and good quality execution. Raeburn's products give no clues to the input material. The website of Raeburn (2008) describes his work in the following way: "Christopher Raeburn's collections are highlighted for their intelligent design, high quality and extreme attention to detail. Staunchly British, all Raeburn garments are proudly "Remade in England" and produced in East London".

February 2011 saw the industry launch of "Remade in Switzerland", collaboration between Raeburn and Swiss heritage brand Victorinox, which is a very good example of co-operation between a small independent label and a big company. It also demonstrates that larger companies have started to consider implementing remodelling and upcycling methods. Other environmentally sustainable designers have also considered how to deploy remodelling and upcycling in mass production. Orsola de Castro is an example of one of such designer (Sull & Turconi, 2008).

Secondhand clothes Trade in Ghana

The secondhand clothing trade has grown into an important economic sector which provides livelihood for more than a hundred thousand people in Ghana and some other sub-Saharan African countries. It is a fact that secondhand clothes enjoy a high degree of acceptance in Ghana and among all social strata (Haward, 2013). The use of secondhand clothes started in Sub-Saharan African Countries during the era of colonial administrations and missionaries. They prompted a profound shift in the clothing worn in communities throughout the continent - particularly in areas where the predominant body cover came from skin, hides, and bark cloth (Comaroff & Comaroff, 1997).

Again, the use of secondhand clothing was gradually accepted into most African communities through both voluntary and forced migration (movement) of people which has introduced a mode of dressing. This was particularly in the urban settlements where the wearing of western fashions became increasingly the norm, particularly in the colonized Sub-Saharan African countries (Hansen, 2000).

The secondhand clothing trade in colonial Sub-Saharan African countries began in the immediate post-World War I period. It started with an influx of surplus military uniforms shipped mostly into colonized African countries by used clothing dealers in Europe and from production areas in the United States (Hansen, 2000). The movement of secondhand clothing into Sub-Saharan Africa countries has gone on for all these years until now and currently. It has been noted that, the world's largest secondhand clothing destination is Sub-Saharan African countries. That is these countries received

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30% of the total world exports in 2001 with a value ranging from $117 million in 1990 to USD $405 million in 2001 (United Nations, 1996, 2003).

The post-independence period throughout most of Sub-Saharan Africa counties was characterized by an increased emphasis on domestic production of textiles and finished apparel for local consumption. The Governments of Sub-Saharan African countries turned to the production of textiles and apparel as a visible and potentially lucrative expression of pride and solidarity in their nations. During those times, the importation of some textiles including some secondhand clothing was banned in Ghana, and elsewhere throughout some Sub-Saharan African countries, as import substitution policies were adopted to strengthen domestic manufacture (Haward, 2013).

Haward (2013) again submitted that despite the ban, some of these textiles and secondhand clothes which were band began entering the markets of Ghana again in the 1990s, as a consequence of regional political crises and conflict in neighbouring countries which resulted in increasing populations of refugees in Ghanaian camps. This Kimani (2002) said, made charitable organizations working with displaced persons to import used clothing to serve the needs of these impoverished communities during this period. However, some of the donated clothing reportedly finds their way into surrounding villages and later urban areas as commodities for resale. This notwithstanding, all protectionist measures implemented after independence to foster domestic industrial growth was also eliminated under trade liberalization policies. Previously banned imports of used clothing were now legally allowed into the country for resale, and their prices are far below that of domestically manufactured apparel (Agra, *et al.,* 2015).

Moreover, the absence of foreign exchange controls also eliminated restrictions as well as reduced tariffs resulted in a rise in volumes of Ghana's imports by nearly half between 1996 and 2000 (McCormick, Kimuyu & Kinyanjui, 2002). In all this, the garment industry was the most noticeably affected by the surge in imports. Particularly the widespread availability of secondhand clothing, which arrives in bales and was cheaper than Ghana's locally made garments. The interesting issue was hat, this secondhand clothing rapidly gained favour with consumers, despite the stigma associated with secondhand clothing (Ongile & McCormick, 1996).

Some schools of thought however, identified current high cost of living in Ghana as well as high price of local apparel to be the factors leading most Ghanaians to embracing and accepting secondhand clothing as part of their livelihood, as noted earlier, by Agra *et al*. (2015) who cited a Feature Article of Chronicle (2008), in which a clear picture was painted about the growth of the secondhand clothing industry in Ghana. The source submits that the rate at which prices of commodities are galloping in the country is compelling the "economic poor" to choose the easier path towards acquiring certain material comforts in life.

The Chronicle (2008) gave a clearer explanation by saying that, the present economic hardship in the world has made getting three square meals a day, in the developing and underdeveloped countries extremely difficult, how much more acquiring decent clothes to wear. The author went on further and states that, in the quest to be part of the right-thinking members of society, in terms of putting on decent clothes; secondhand clothes are in vogue for the

economic poor and even for the rich, due to the trendy nature and quality of some of the apparel and fabrics.

This gives an insight into the fact that, despite the numerous research findings of the negative effects of secondhand clothes trade and all the measures to band the trade in Sub-Saharan-African countries including Ghana, all proved fatal. Rather the global secondhand clothes trade have grown ten-fold. This was confirmed by Haward (2013) that globally, there is a higher growth in the secondhand clothes trade, he cited (United Nations, 2012) showing that, the global value of the trade in 1990s was around $117 million, $405 million in 2001 and now around 2010 it has reached a value of about $ 3 billion annually.

Benefits of the secondhand clothes Trade

Aside the monetary profits enjoyed in the secondhand clothes trade, some research studies have shown that the trade creates employment in the receiving countries (i.e. in transporting, cleaning, repairing, restyling clothes, etc.). Sections of individuals and groups directly or indirectly benefit from the trade of secondhand cloth in Sub-Saharan African countries of which Ghana is no exception (Myers, 2014). Fields (2003) and Myers (2014) identified importers, wholesalers, retailers, section Supportive workers, consumers as well as the state as the major beneficiaries and players who form the supply chain within the secondhand clothes trade and hence each plays an important role in the growth of the industry.

Secondhand Clothes Importers

According to Myers (2014), commercial importers in sub-Saharan African countries undoubtedly provide a lucrative commodity that benefits

many people nationwide. On the average, importers based in most of the markets import about 2-4 consignments of secondhand clothes per month to supply wholesale traders. Most importers have a contract with two different suppliers (exporters). Mostly, one of these suppliers who is in Europe supplies high quality and expensive products while the one is in the US often supplies relatively cheaper products.

A survey conducted in the Kantamanto market estimated that the average importer of secondhand cloth makes a profit of GH₵ 80,000 - 400,000 each month depending on the grade, origin and type of clothing (Agra, *et al*, 2015). Commercial importers directly or indirectly provide employment in the secondhand clothes industry. Most importers within the industry employ between 20 - 25 local staff, some of whom are truck drivers, security officers, manual bale transporters and casual staff to run errands (Fields, 2003).

Wholesale of Secondhand Clothes

In the course of their trade, Wholesalers provide and supply retailers with goods and wares as most retailers are not capital sufficient and sometimes are from afar or do not have enough space to store their wares (Fields, 2003). Though wholesalers benefit from the secondhand clothing, their financial gains are dependent on the size of their business. For example, Myers (2014) had identified that

> • Small scale wholesalers buy and sell approximately 50-100 bales per week,
>
> • Medium scale wholesalers purchase around 150-300 per week and

• Large scale wholesalers buy and sell 400-600 per week (whole consignments).

Retail of Secondhand Clothes

Retailers form the section of the market traders who directly or indirectly affect about 5million people through employment and income generation. When you consider the current unemployment faced by most sub-Saharan African countries, the impact of this trade on employment creation is very substantial (Fields, 2003). In his survey, Fields noted that over half of the traders in secondhand clothes have previously been unemployed or recently retrenched. The rest have been in temporary or seasonal jobs or were working in low paid service sectors. For these traders, sales of secondhand clothes have provided an alternative solution by offering them the opportunity to start their own self-employed venture.

Again, another study conducted in Kenya has stated compared the wages of unskilled and semi-skilled sectional workers in the formal sector with that of minor job workers in the secondhand clothing trade. The study revealed that while factory workers earn around 4000-7000Ksh per month (Myers, 2014), minor job workers in the secondhand clothing trade earn 10,000-15,000Ksh. The findings confirmed that most secondhand clothes traders earn relatively much higher income than the semi-skilled sectional workers in the formal sector. Though he wages may not be consistent due to situations accounting for fluctuation in demand for clothing as a result of unpredictable daily, weekly and monthly sales (Myers, 2014), however, the secondhand clothes trade still represents a productive and lucrative trade.

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In another vein, Myers (2014) submitted that, as retailers, the trade is also considered a good training ground for business in terms of learning marketing skills, direct sales and keeping financial records. Therefore, even if the trade stopped altogether, informal traders would still survive by transferring the skills they have learnt to setting up other businesses. Myers added that the secondhand clothes trade has also increased opportunities for women to earn a living. Women comprise the larger proportion of informal traders in most of the markets. They make up about 60% of the trading population.

Field (2003) explained that this is mainly because the trade is relatively non-gendered and accessible to anyone regardless of formal training and access to capital. Aside this, women can also sell secondhand clothing and at the same time attend to many of their domestic responsibilities, something which is not always possible at the formal employment. Myers noted that majority of female traders entered the trade to supplement their family income and to become self-reliant by owning their own businesses.

This has indicated that the secondhand clothing trade in sub-Saharan African countries has provided an important opportunity for employment and income generation. Again, faced by the increasing cost of living, falling wages, and rising unemployment, many people have found an alternative solution by selling clothing to generate a livelihood or diversify household incomes. It is also clear that entering the secondhand clothing trade is not just a last resort for the economically desperate during a period of extreme hardship. Instead, many have pro-actively entered the trade because it offered a relatively lucrative means of generating income.

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Sectional Supportive workers

Apart from providing jobs and income to informal traders at the market, the secondhand clothes trade also supports a large number of different types of employment ranging from;

- Repairing and ironing (where traders usually have a contract with tailors and casual workers to repair and iron clothes to add value);

- Bagging of clothes (i.e. for traders to transport to other areas for sell);

- Security (i.e. to protect the clothing stored at the market during the day and night);

- Manual bale carriers (i.e. "porters" or people who carry bales from warehouses to market stalls).

All these activities take place on a large scale at the market on daily basis (Fields, 2003). Field, (2007) has also noted that the secondhand clothes trade generates an important labour network in terms of work in warehouses, transport, ironing, repairing, bag making, security etc. Much of this employment, they said, creates income generating opportunities.

Secondhand clothes Consumers

As stated earlier, studies have shown that sub-Saharan African countries are among the largest importers of secondhand clothes. Haward (2013) stated that, in Ghana, secondhand clothes usually account for over one-third of all the garments purchased in the garment industry. In fact, by the mid-1990s, secondhand clothing accounted for 50% of the textile market; locally produced clothing took 30%; and cheap new imports from the Far East, Europe and the US comprised 20% of the domestic market in almost all Sub-Saharan African countries.

In citing an example, Fields (2003) stated that over half of Kenya's 30 million people live below the absolute poverty line, with 56% of the population of Kenya surviving on less than US$1 per day. Most Kenyans, therefore, cannot afford to buy new clothes sold in shops, where prices are comparable to those in Europe or the US. Thus, while a man's new shirt cost approximately 350-400Ksh from a formal retail outlet, a secondhand shirt sold at a flea market can be purchased for 50Ksh. So clearly, at a time when poverty is increasing then, secondhand clothing provides a very welcome alternative to new clothing.

Most importantly, the availability of such clothing has allowed poor people to cloth themselves and their families who in the absence of the trade could not afford to buy any clothing at all. However, some people were able to combine their purchases by selecting secondhand clothes for informal occasions and new garments from retail outlets for formal and 'special' occasions. This means that they could save their limited resources to finance other basic requirements. Indeed, most Sub-Saharan Africans, including many Ghanaians, are only able to maintain a middle-class face in the face of falling real incomes by relying on secondhand clothing (Fields, 2003).

Finally, Sager (2004) revealed that the secondhand clothes trade also offers increased consumer choice, regardless of affordability and consumer income levels, through the provision of a wider and different selection, quality, and style of clothing as against the expensive and limited choice available at local apparel retail outlets.

Benefits of recycle business to the State

Fields (2003), in his submission, mentioned that the secondhand clothes trade constitutes a significant source of revenue to the state. For example, Agra *et al*. (2015) stated that, in Ghana, current import duties for secondhand clothes are set at Gh₵ 25.00 per Kg or 30% of the import value. Considering the tonnes of secondhand clothes imported monthly into Ghana, thus in quoting Haward (2013), "67,000 tonnes of used clothing in 2012 alone", then the trade clearly is an important source of economic revenue for the state.

The trade also provides much-needed funds for local City Councils. For example, there are approximately 25,000 secondhand clothes' traders in Kantamanto alone of which each trader is legally required to purchase trading license from City Council at a cost of GHC 310 per a year. This is just one revenue scheme out of a lot. While import rates provide the highest revenue, trading licenses provide the second highest source of income to the City Treasury. City Councils also charge daily or weekly tolls or rents per stall from traders to raise revenue for the state (Agra *et al.,* 2015).

Purpose of remodelling Clothing

The current waste stream from the garment industry and clothes consumption is as the result of an energy intensive complex linear supply chain that was shaped over 150 years ago during the Industrial Revolution. This system created a one-way track for goods, which the World Economic Forum refers to as the 'take, make and waste' model (Whitty, 2015). It was estimated by Manzi (2008) that about 16 million items of branded corporate clothing are disposed of every year in the United Kingdom. This equates to approximately 39.2 million individual garments of which majority of this

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clothing are made from polyester and due to its durability does not decompose easily.

Manzi (2008) again noted in their report that currently only 9% of discarded clothed are recovered for reuse with an additional 1000 tones captured for shredding. Whitty (2015) mentioned that the disposal of these items can be attributed to a number of reasons ranging from end of use products, to new logos or colours, out-dated uniforms or failure to sell garments. She added that the process usually used for addressing this waste is shredding for fleeces and polo shirts, which sometimes result in a low-grade material, which can be used for filling, or alternatively they are incinerated or sent to landfill. Once in the landfill, the biodegradable fraction of the garments breaks down, releasing greenhouse gas such as methane emissions into the air and pollution to groundwater through toxic chemicals (Fletcher, 2008). According to Uniform Reuse Co-operate (2015), the UK clothing industries are responsible for the release of 3.1 million tonnes of CO_2 equivalent per year, or about 0.4% of total UK emissions into the atmosphere.'

Wasting these garments means wasting all the embodied energy and materials that they contain such as fibres, dyes, chemicals as well as water, human time and labour, fossil fuels and electricity. Meanwhile these could be saved or minimized through remodelling and up-cycling. As claimed by Hollingsworth (2007), about 45% of garments can have a second or third life cycle prior to their disposal. Thus reusing rather than land-filling clothing provides a range of sustainable benefits. For example, the Uniform Reuse Co-operate (2015) mentioned that every tonne of discarded textiles reused saves 20 tonnes of CO_2 from entering the atmosphere. A school of thought added

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that the energy used to collect, sort and resell garments are between 10-20 times lesser than that which is needed to make a new item (Fletcher, 2008).

These notwithstanding, literature on the purpose of remodelling and upcycling are discussed under the following headings; the current trends in clothes production or consumer behaviour, life span of fibres and fabric as against waste management, source of employment and consumer demand for clothing against present cost of living.

The current trends in clothes production and consumer behaviour

In their book, Cradle to Cradle, McDonough and Braungart (2013) write: "Urban and industrial growth is often referred to as a cancer, a thing that grows for its own sake and not for the sake of the organism it inhabits." In the garment industry, this type of thinking is represented by the concept of "fast fashion change".

The concept of change in fashion has its roots in the 1990s. The movement was headed by brands like Zara and Mango. In 1988, the label Zara opened its first store outside of Spain, its country of origin. In 1992, Mango did the same. This completely new concept built on fast production and variability in products brought about a chain of changes in the world's fashion where quality was no longer the first concern. Currently the goal of fast change in fashion is to bring copies of high-fashion trends to the consumer at maximum speed, affordable price, and as cost-effectively as possible (Anyango, 2009).

Again, designers are required to take designs from the catwalk to the retail shelf in as little time as possible. As such, it provides both a means to quickly respond to the market and grounds for competitive differentiation

among retailers. The speed at which retailers can react to real-time sales information to get the best-selling lines into the stores before a particular fashion style or trend moves on helps to sustain their business. Hence the creative and innovative ways of producing and acquiring raw materials for garment production. This gave birth to remodelling and upcycling in the garment industry (Tokatli, Elon & Geaoge, 2008; Farrer & Finn, 2008). For instance, Prada and Sander (2009). writing in their article about change in fashion brands stated, "a constantly analysis, of data on consumer behaviour and trends, shows that out of the thousands of prototypes the firm's designers produce a year, the designs are widely discussed among consumers and only 40% are approved by a small sample. This test sample was then used to see where the level of demands of the design prototypes is high, and if a design sells out fast it can be reproduced very quickly" (Prada & Sander, 2009).

Moreover, some schools of thought asserted that the current change in garment consummation is based neither on the consumer's natural needs nor the garment's design value, but rather on the emotional need to experience an ever-faster changing of trends. Thus whereas the traditional rhythm of the fashion industry focused on two years interval of collections, the arrival of the current change in garment fashion chains blew this model out of the water (Farrer & Finn, 2008). Thus, an increased frequency of purchases, the reduction in price levels, and increased availability of low quality clothing has changed consumers' relationship with clothes and led to an increasing trend of throw-away garments or change in garment fashion (Birtwistle & Moore, 2007; Fletcher, 2008). Most of these throw away garments ends up in the

secondhand clothing, which are given out for charity or recycled and sold (Fletcher, 2008).

Today, the garment industry must create and process goods more quickly and cost-effective than ever before as the industry is now dominated by high consumption of clothing, fast changing trends, and low prices that make consumers buy more than they need (Farrer & Finn, 2008) "If, traditionally, the setups and switch-over times for batch manufacture of clothing for a particular fashion was to be allowed six months before a new fashion is introduced, then now this pattern is rapidly changing. Because currently, customer demand for fashion, has led stores to change the designs on show every few weeks, rather than twice per year" (Allwood *et al*., 2006). Inditex Group's 2009 Annual Report tells us: "The Group's distribution process is designed in such a way to ensure the products on offer in the stores are continuously renewed worldwide, each store receives merchandise garments twice a week and each delivery includes new models of garment".

However, in as much as there is a high influx of new model garment designs on the market, and most consumers are average income earners who have value for trendy garment, they think of its high price, and if possible to get the low cost of the same copy of garment (Farrer & Finn, 2008). Some garment industries took advantage of the situation in achieving this by providing copies of these trendy garments if not same it equivalence at lower cost. The result of this is that most industries are now recycling or remodelling out-dated fashions into currently invoked fashion and upcycling them to satisfy the fashion hungry consumers.

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Taylor (2001) asserted that the rapidly evolving technologies of clothes production, together with developments in the world of politics, economics and population growth, combine to give an overall pattern of world consumption and usage of clothing. This, he said, has changed considerably as there is an increase in consumers grieves for new fashionable clothes and garments recently. The most important factors here are, the increase in world population and influences which are raising both the total of the world production of clothing as against the quest for new exclusive fashion, and the factors of unemployment as well as the per capital world consumption.

It can be inferred from the assertions made above that the changes occurring in the production of clothing cut across all the stages of production. Thus right from designing through line production to finishing as well as marketing and waste management with the invention of creative ideas and new ways of providing the consumer with the opportunity to choose from a wider variety of clothing and garments for specific purposes, occasions or needs. In order to remain in business, therefore, requires being creative, installing modern machinery and employing skilful hands, to be efficient and competitive in production to meet both the standards set by the fashion world and also the high demands for both clothing and garments as long as the world's population is concerned.

In addition, manufacturing and production systems should be environmental friendly which would lead to employment generation. This however, might have challenged most clothing industries to introduce remodelling or recycling of clothing in their production. For example Whitty (2015), identified that in line with the current changes in fashion, garments

and the demands, EDU fashion at the University of the Arts London in a collaborative project with Kering, a garment manufacturing company based in London, has employed a number of people who go round boutiques collecting store reject garments and clothes then remaking them into current trendy designs which are in vogue are sold at rather a higher price. Most celebrities on the red carpet and most models on the walk way are fond of these garments made by this company.

Life span of fibres and fabric as against waste management

In recent times, high performance fibres have been developed by the fibre industry to serve the needs of consumers for longer period. With reference to Spandex World (2009), such fibres with their competitive advantage, have brought dynamism in fibre utilization. This source further explains that most natural fibres with their less competitive advantage in terms of technical application are now being blended with high performance fibres to meet specific end use, leading to the extension in the life-span of these fibres, as well as fabrics and textiles made out of them. Therefore, clothing made from these fabrics take a number of years to expire. Fletcher (2008) asserts that these clothing when discarded for reasons of being outmoded or any other reasons if not recycled leads to the generation of huge amount of waste. This generated waste can be turned into profit.

Taylor (2001) establishes that the quest for newness, suitability, comfortability and quality in textile and clothing applications by modern man have brought about development of innovative or high performance fibres and fabrics. Claudio (2007) indicated that these fabrics are used for clothing by the garment industries but after some time end up in the landfills. As asserted by

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Cupit (1996), there is a huge amount of textiles and garments which end up in landfill every year especially in the UK and some other exporting countries. This, he said, could have been a major source of raw materials for big remodelling and upcycling industries.

Cupit (1996) stated further that over one million tonnes of textiles discarded annually are mostly from domestic sources. Only 25% of these discarded textiles are recycled. This was broke down in the following way: 70% secondhand clothes and shoes 8% fibre reclamation, 9% filling materials, 7% industrial wiping cloths, and 6% are used for bags, zips, etc. Again, over 70% of the world's population use secondhand clothes. Though there are about 3,000 textile bank, they are only operating about 25% of their total capacity.

With reference to Spandex World (2009), Taylor (2001), Claudio (2007) and Cupit (1996), remodelling and upcycling clothing can go a long way to support a good cause and a check to minimize the amount of toxics released into the environment by the textile and garment industries. This will ensure ecological safety and solve some health problems associated with textiles and garment production. This is because, in remodelling and upcycling clothing, the demand for raw materials directly from the textiles industries will be reduced and in a way may reduce the quantum of fibre and textiles that are produced at a time, to help save the environment from toxic waste from such factories.

Myers (2014) stated that a garment industry that is eco-friendly and contributes to a sustainable society is a goal at this point. He added that, the remodelling and upcycling industry can be environmentally active and

contribute to our society more than just being economically viable. With this, it is therefore very prudent for consideration to be given to the remodelling business within the secondhand clothing industry, to develop strategies which will help the trade become eco-friendly, and in turn control the operations of the textiles and clothing production companies as there is a strong global advocacy for industries to reduce amount of toxic released in the environment or try to go into "green production".

Source of Employment

Sheth, Sethia and Srinivas (2011) had stated that manufacturers go into remodelling of clothes and consumers accept it into their lifestyle because remodelled and upcycled clothes or fashion offer relative advantage in terms of economics, social prestige, convenience and satisfaction. In his submission, the greater the perceived advantage, the quicker the adoption of the product, as the remodelled product is also compatible with existing values and clothing practices. To some people, remodelled garments offer simplicity and are ease to use. Again, the capital to invest into an upcycled garment production is lesser than producing a new garment all together. One thing also to note is the introduction of remodelling also opens up way for the demand for skilled hand hence generating more employment (Fields, 2003).

From Fields' point of view, all these are toward best practices for job creation in line with self-employment as well as raising standard of living of individuals. He mentioned that such advantages have been easily identified within the secondhand clothing trade and these might have accounted for the recent revolution of secondhand clothing being remodelled and upcycled by some establishments.

Some schools of thought are, however, not in support of Fields stands concerning the advantages of the secondhand clothes trade. For example, it was argued that, although the already made garment producing factories have improved on the quality of their wares, and met the standards of the Quality Control Board (Cooklin, 1991), there is still competition from these locally produced garments industries (Tortora & Merkel, 2005). This lend to the fact that the secondhand clothing industry had entered an era of recognition since 1960 and since then, the competition between secondhand clothing and locally manufactured clothing have increased. To this, Tortora and Merkel hold the view that despite the advantages of the secondhand clothes trade, the operations of the trade will not order well for the locally produced garments, let alone the remodelling business.

Agra *et al.* (2015) also argued that the secondhand clothes trade in Ghana is the major factor which is having a negative toll on local textile and garment industries thereby increasing the problems of unemployment in the county. Inasmuch as these assertions may be true to some extent, Haward (2013) in his analysis indicated that the primary and core factors that affect textile industries in Ghana are unavailability of raw materials and high import duties on textile industrial essentials. For example, cotton being one of the major raw materials used by most textile industries, is now in short supply and sometimes unavailable. This was evidenced in Haward's findings which show that most cotton farmers were unwilling to continue with cotton farming recently. This was as a result of drastic reduction in sale prices of cotton on both local and international markets. The evidence is shown in Figure 1 below. Haward's study again found out that lack of commitment and unfavourable

government policies in the sub-sector are the major attributes for the collapse of the local textile and garment industries. Hence the cankers of the challenges faced by the local industries should not be blamed on secondhand clothes trade.
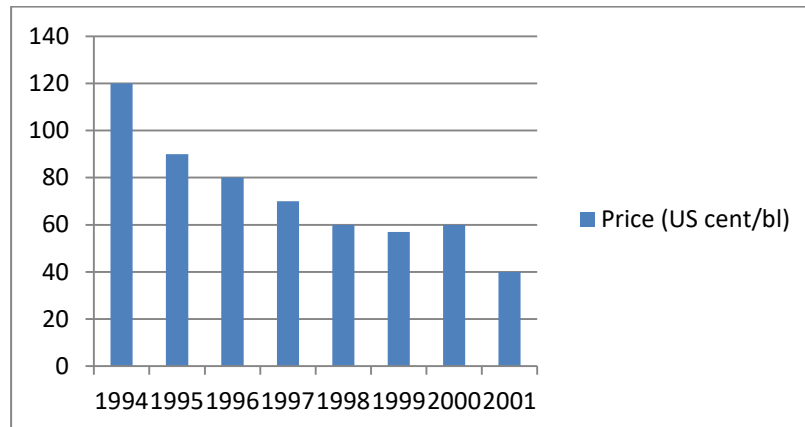
Figure 1-World Market price of cotton 1994-2001

Source: Asante and Associates (2010), (cited by Haward, 2013)

In response to the prices shown in Figure 1, Haward noted that, even though there is considerably high demand for lint cotton by textile industries, the selling price is drastically dropping year by year in both local and international markets. This he explained by saying that the problem of price instability of cotton lint and acute recession in the world market price in the last decade has caused the local cotton industry to decline tremendously to the extent that most of the ginneries have folded up leaving many cotton farmers jobless in the region.

In line with Haward's findings, the decline in production of textile industries in Ghana cannot be totally blamed on the second- hand clothes trade. Instead, the trade is an alternative for livelihood for individuals who have been retrenched from these industries and many others who are jobless. In this vein, the business of remodelling may not be solving waste

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management issues alone but it's also economically viable. Thus, it helps in creating jobs for individuals as well as providing clothing for all levels of persons. As mentioned earlier by Taylor, there is an increase in world population and the influence of individuals being fashionable in current accepted trendy clothing hence the quest for new exclusive fashion.

In light of this, paraphrasing Myers (2014), for secondhand clothing traders in sub-Saharan African countries, of which Ghanaians are of no exception, to be self-employed and to remain in the business, it will be imperative for them to be in trend with modern clothing technologies and fast changes in fashion. Hence the altering of secondhand clothing into new garments or clothes products in a trendy fashion way which are currently invoked.

The New Encyclopaedia of Textiles also declared that the negative perception about secondhand clothing is rapidly decreasing. It added that it is now common for all groups of persons to go into using secondhand clothing which have been enhanced through remodelling in unique fashionable trendy styles.

Consumer Demand for Clothing against Present Cost of Living

Agra, Gbadegbe, Amankwa and Gbetodeme (2015) noted that, in both industrialised and developing countries, government ensures that apart from food and shelter, the citizens of the country are adequately clothed. Clothing is therefore an essential part of any civilized human establishment. It is therefore a challenge for the clothing and textiles companies and industries to produce textiles and clothes to satisfy this need. In the attempt of satisfying this need, Haward (2013) noted that most of the local textiles and garment companies in

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Ghana could not meet the demands of the population in their production. This has led individuals to find other means of acquiring their clothing.

Palmer and Clark (2004) also had noted that another innovative ways of acquiring fabrics, and designs for clothes production in a rather faster rate to get clothes into the market without necessarily depending on fibre and fabric industries have also emerged. Some examples of such innovations, they said, are recycling, mending, deconstruction and reconstruction, upcycling of already sewn (used or unused) clothing into currently accepted designs which are cheaper.

Moreover, Fields (2003) asserted that economic problems do not make it impossible for some individuals to acquire clothes designed and made directly from factories. This makes it necessary for clothes that have been used in other countries to be preserved and marketed elsewhere. However, Agra *et al.* (2015) identified that these clothes are averagely cheaper because they have been used. And the movement of such clothing from one part of the world to the other is now popular. Some of these clothing are also recycled, mended or deconstructed and reconstructed into currently accepted designs which are cheaper and affordable to most consumers (Fields, 2003). For example, Agra *et al* (2015) noted that there has been mass importation of secondhand clothing from different parts of the world to Ghana and there is a ready market for these garments because they are relatively cheaper, easy to wear, durable and highly fashionable.

According to Agra *et al* (2015), most of the Local Textile Companies in Ghana price their fabrics very high because of the high cost involved in production. These expensive fabrics are used to produce dresses which turn

out to also be expensive and this deters clients, especially the poor, from buying such products (Fields, 2003). Due to this, Haward (2013) said most Ghanaians therefore resort to the patronage of secondhand clothing which they consider to be relatively cheaper.

In a Feature Article of Chronicle (2008), a clear picture was painted about secondhand clothing in Ghana. This source submits that the rate at which prices of commodities are galloping in the country is compelling the "economic poor" to choose the easier path towards acquiring certain material comforts in life. According to this source, the present economic hardship in the world has made getting 'three square meals' a day in the underdeveloped countries extremely difficult, how much more acquiring expensive already-made clothes to wear. It went on further and stated that, in the quest to be part of the right-thinking members of society in terms of putting on decent clothes, secondhand clothes are in vogue mostly for the poor, due to economic hardship.

Anyango (2009) added that, in order to satisfy the clothing needs for the "economic poor" and in responds to the increase demand for clothing products, secondhand cloth being one of the common types of clothing on the market and its being affordable is not only retailed directly but also redesigned and sewn into current accepted fashion styles. Agra *et al* (2015) added that, in Ghana, the most popular place for buying and selling used clothing is the Kantamanto market in Accra. According to Agra et al. (2015), the clothes consist of shirts, dresses, pants, T-shirts, jeans, trousers, towels, underwear for both male and female and all other types of clothing.

Production of remodelled Clothes

In reference to Production Theory Basics (2009), production is define as an economic process of converting inputs into outputs by utilizing resources to create goods or services that are suitable for exchange. Some economists define production broadly as all economic activities other than consumption and every commercial activity other than the final purchase as some form of production (Hickman & Silva, 2009).

Production is a process, and as such it occurs through time and space and it is measured as a rate of output per period of time. A production process therefore refers to any activity that increases the similarity between the pattern of demand for goods and services, and the quantity, form, shape, size, length and distribution of these goods and services available to the market place (Early Theories of Production, 2010). This same source noted that there are three aspects of production processes; the quantity of the good or service produced, the form of the good or service created, the temporal and spatial distribution of the good or service produced.

Ali (2009) adds that inputs or resources used in the production process are called factors of production by economists. The myriad of possible inputs is usually grouped into six categories which are; raw materials, machinery, labour services, capital goods, land, and entrepreneur. Early Theories of Production (2010) explains that knowledge of what is permanent and normal in industrial production is what is termed as theory of production. Adding to the above, traditionally, this knowledge has been accumulated in tacit form in the professional skills of industrial managers and artisans, but today more and more of it is being documented and written by researchers.

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Most studies of production, according to the Early Theories of Production (2010), use either one of the two alternative approaches, that is, they have either descriptive or normative purpose, as seen in Figure 2. It further explains that the two resulting theory paradigms differ quite from each other even when the object of study is the same.
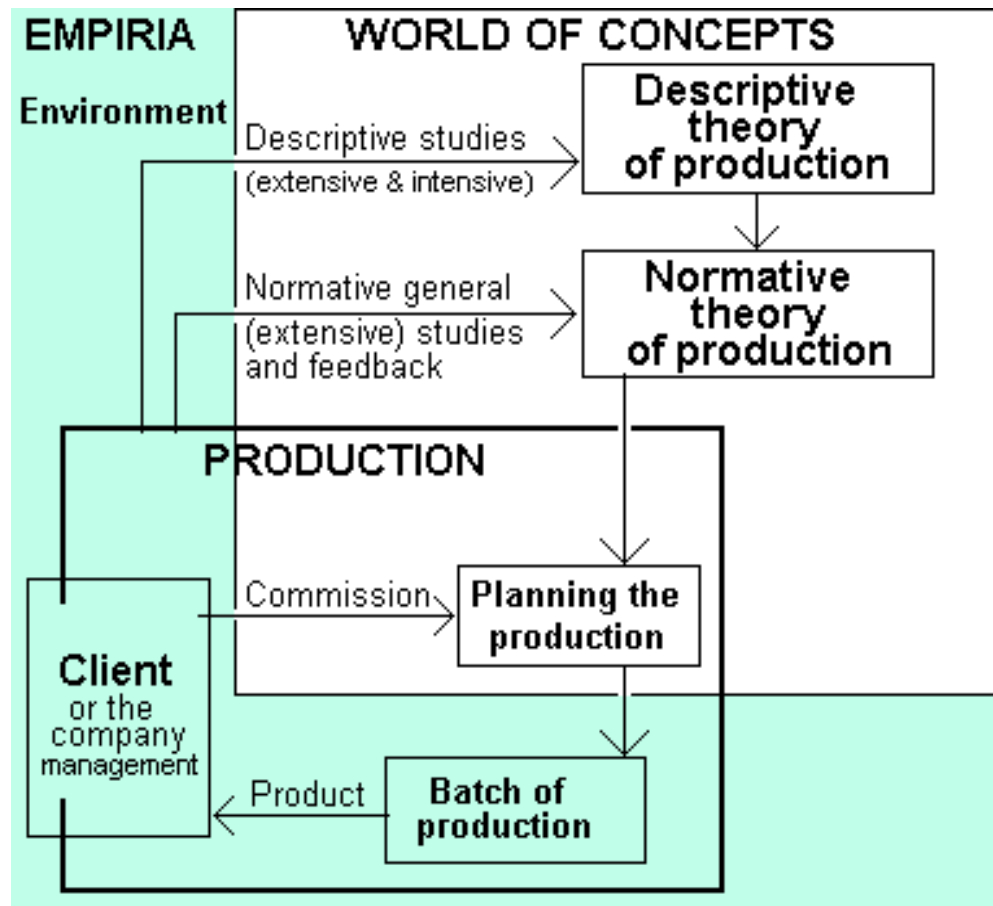
Figure 2- Theory of Production

Source: Early theories of production (2010)

Descriptive theory contains knowledge about past or present production but does not help in modifying it to correspond better to latest requirements. Normative theory of production, on the other hand, contains generally applicable knowledge and tools that can be used in the management of production. This is towards optimizing existing production and planning new

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production line. From the two distinctive theories of production, it can be deduced that while the descriptive theory focuses on historical and academic studies, the normative theory is pragmatically centred and therefore suitable for industrial concerned. This is in line with the production of tangible products as in clothing production to optimize productivity and develop competitive products to meet current needs.

The concerned of this study is remodelling is a production processes especially among the secondhand clothes trade. However, it is not clear the type of production theory adapted by the producers. Again, aside these general theories of production, there are also guidelines, methods and principles of remodelling and upcycling which go into the manufacturer of such clothing products. Some of these guidelines have been discussed in the following sections. As to whether the guidelines are used by the secondhand clothes traders, it is not known. Hence this research seeks answers to these questions.

Source of Textiles used for Remodelling

In order to implement the remodelling and upcycling theory perfectly, it is important to have an insight into the sources of textile to be used for the production. This is because it is one of the factors that dictates the garment or product that can be created (Myers, 2014). The source continued by saying the first step to consider when collecting materials for upcycling is to determine the source of the fabrics, clothing or garments to be remodelled. Aus (2011) identified discarded secondhand clothes as one of the most common sources of fabric for remodelling.

In the context of this study, discarded clothes was defined as the clothing and garment leftovers from the production and sale of clothing (pre-consumer

waste) as well as used clothing from consumers (post-consumer waste). In other words, all items whose usual next step in the life cycle would have been landfill or recycling. This section therefore gives an overview of the sources of discarded clothing and their suitability as an input material to be remodelled for fashion design to be up cycled.

The objective of this section is to get an overview of the main sources of the second- hand clothing used for remodelling. Again, it seeks to discuss the remodelled products and the quantity of the secondhand clothes needed for mass production in order to enhance the wider use for remodelling and upcycling in fashion design to create connections between the secondhand clothes traders, importers, fashion artisans, apprentice, students, garment manufacturers, and fashion designers to develop a network of cooperation and product development. The sources of textiles suitable for remodelling for the sake of this study is divided into three groups based on their source thus; Post-consumer clothing, Pre-consumer clothing and Textiles off cuts from factories. They each have different characteristics and potential for being used for remodelling.

Post-Consumer Clothing

Post-consumer clothing is gotten at the end of a garment's first use. This mostly includes used garments and domestic textiles. According to Myers (2014), this is common with many developed countries, where most often, the used textiles ends up at the landfills. The waste management units now go through a system to sort theses discarded textiles fit to be reused. Such system of sorting was in place. This is because majority of used clothing was discarded alongside other consumer waste that ends up in landfills. These,

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after sorting from the landfills, are mostly handled as secondhand clothes out of which most of the clothes are of good fabric quality which can be remodelled for their second life (Aus, 2011). Even in England, where a fairly functional system of collecting reusable clothing is in practiced, 1.2 million tons of the total 2 million tons of discarded clothing ends up in landfills each year. In less developed countries like Mexico and Poland, 98% of textile waste is sent to landfills (Organization of environmental Co-operation Directorate OECD, 2009).

In Tallinn, New Use Centre systematically collects used clothes. According to their data, in 2010, they sent 49 tons of textile products back into circulation (including 14 tons resold, 35 tons given to charity and for handcrafts, and then 1 ton discarded). In 2009, they sent 40 tons back into circulation (with 10 tons resold, 27 tons given to charity and for handcrafts, and then 3 tons thrown in the trash). In connection with the above data, McDonough, and Braungart (2013), submitted that a good quantum of these discarded clothes could start a business in remodelling.

Nancy (2006) however disagreed with Aus (2011). According to her, the quality of fabric and sewing of consumer textiles waste is often so poor that reusing such garments is practically impossible. For that same reason, a large amount of this material is unsuitable to be redesigned into garments for upcycling. Thus, to her, post-consumer garment waste is more often reprocessed or recycled just as an insulation material, sound insulation, or in the furniture industry, or it is incinerated because it is impossible to use majority of low quality textile waste to make new clothes.

Pre-Consumer Clothing

The domination of changing fashion and the accompanying overproduction of clothing, a new type of clothing waste has emerged, thus pre-consumer textiles (Aus, 2011; Myers, 2014). This includes leftovers from stores and garment factories, defective returned goods, and outsourced garment shipments that are not redeemed from customs for various reasons. Pirate product seized by customs which would normally be destroyed also forms a part of the pre-consumer clothing (Myers, 2014). A New York Times journalist Jim Dwyer published a story in January 2010 cited by Myers (2014) wherein he discovered several instances where garment retailers under the instruction from their suppliers (H&M, Wal-Mart, and others) had asked their employees to cut holes in unsold garments and discard them. Employees were forbidden to keep these garments or to give them to the poor because this could damage the company's reputation with the claim that their wares were not selling. They destroy sales leftovers by burning them or shredding them, though these methods are becoming increasingly expensive.

An alternative method of doing away with these sales leftovers could be selling or giving them out to be remodelled and up cycled. Again, the unsold goods could be sent back to the factory, to be re-designed and re-fashioned, instead of stores being instructed to cut them into pieces and throw them in the trash. Dwyer (2010) submitted that the competition for the bi-weekly changing collections that have become the basis of the fashion industry is also provided with constant introduction of new garment styles and this increases the amount of sales leftovers even more.

In the Ghanaian context, sales leftovers do not constitute a significantly large percentage of pre-consumer clothing since the market of already made garments is small and so are the quantities of already-made garments sold. This, therefore, means sales leftovers as an input for remodelling and upcycling in Ghana may not be a good source in terms of larger demands and regularity.

Textiles off cuts from Factories

Textiles off cuts coming from the garment industry are prospective input for remodelling and upcycling. This is towards meeting the needs of consumers both in terms of quantity and quality. These factory leftovers consists trimmings, proofs, leftover fabric, off-cuts, ends of rolls, among others. A practical example is Rosined, a small outsourcing manufacturer in Tallinn, identified by Myers (2014). Myers added that the waste from their cut-outs far outsourced jobs forms 10% of the fabric, which usually comprised of the scraps from cutting and the ends of the rolls of all different sized pieces.

Until now, this textile off cuts mainly ends up in the garbage. Meanwhile, the waste management cost is relatively high eliminating any motivation that manufacturers may have to reduce the amount of textile waste produced or to reuse the scrap fabric to make new garments. As the costs of waste management, labour and raw material are increasing recently, many textile industry and manufacturers have started looking for alternative ways to discard their textile waste. Production waste is the easiest material to use in remodelling and upcycling because the volume produced is generally quite large and regular. A good way of how this can work for the company and the remodelling and upcycling designer is to co-operate with the garment

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company. As their material flow remains steady, the only fluctuations may be in the quantity of textile waste produced at a time and the composition and colour of the material (Aus, 2011).

What to Consider when Remodelling

Inasmuch as it is a business venture, Aus (2011) submitted that entrepreneurial skills are needed and the following should be considered when remodelling; Capital, labour, space (land), registration, energy, machinery and raw material. In terms of the raw material, quality, quantity and size of clothes to be remodelled should be sufficient and have good condition. Thus the fabric or the cloth to be remodelled must have the potentials to be worn or re-used the second time for considerable longer time. It was added again that the time to involve in working on a particular discarded cloth as against customer demand and market return should also be taken note of.

Speece and Petersen (2007), however, advised that any one going into remodelling should retain positive attitude and remember that they are making a new garment for someone to enjoy. They added that before tackling a restyling (remodelling) project, one should ask and answer the following questions:

1. Is the fabric worth using?

2. Will there be enough fabric to cut a new garment?

3. Will the new garment be suitable in style and fabric for the person it is to be made for?

4. Will the person like and wear the garment?

5. Do I have the time and patience to complete the project?

6. Do I have the skills necessary to restyle a garment, or am I willing to learn them?

7. Will the restyled garment save me money?

8. Will the final result be worth the time and skill that I'll have invested in it?

If answers to these questions are mostly "yes." The garment can be restyled (remodelled) but if "no" then the garment should not be remodelled.

Types of Remodelling

All remodelling may practically be grouped under four different types.

- *Freshening Up:* This type generally implies only slight alteration, such as changing style of collar, cuffs, girdle, or the addition of these things, if they have not been present before; shortening or lengthening of sleeves or skirt, altering position of waist line, etc.

- *Cutting Down:* This involves cutting the original garment into smaller size, by maintaining the same style of the original garment.

- *Re-cutting or True Remodelling:* This type of remodelling involves re-cutting of the old garment into a different style. And this is possible only when the style required needs less material than the original garment.

- *Combination of Two Materials:* This method becomes necessary when the amount of original material is too small, or when a desired special style effect is to be attained.

Process involved in Remodelling

Myers (2014) identified that, there are three steps that are illustrated in a wheel or circle that represent the process of reusing textile products: Collect

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and sort; Reprocess; Remodel or Reconstruct, add value in the process and Resell.
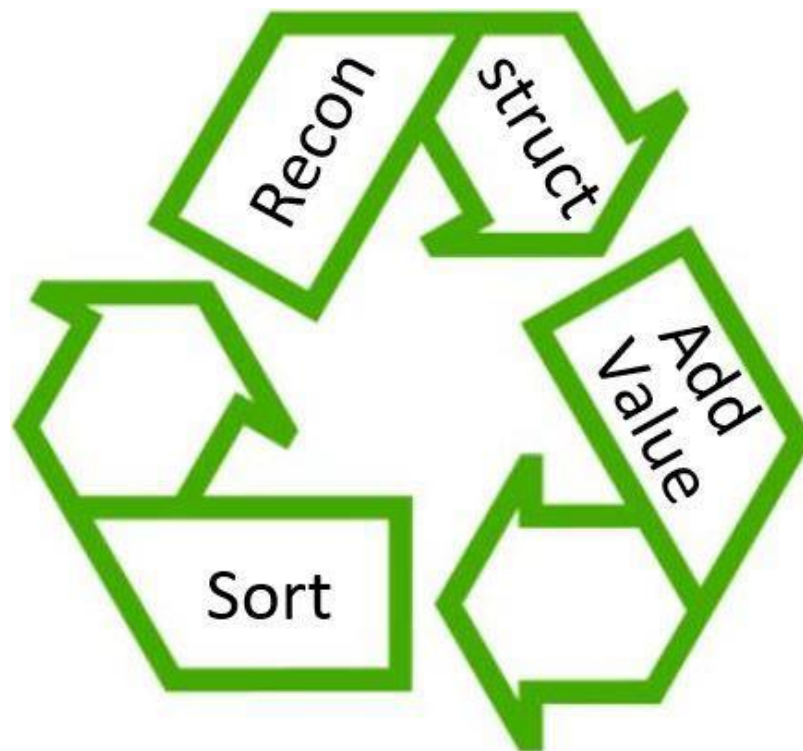
Figure 3- Process of Re-using Textile Products

Source: Myers (2014)

Steps involved in remodelling Garment

Examine the fabric

i. Examine the fabric carefully to see if it is in good condition. Hold the garment up to the light to check for worn out or weak spots. Pull the fabric on the grain and the bias to be sure that it is firm. Don't waste time on fabrics that are too worn out.

ii. Fabric may be dyed to add new interest or trims may be used to add spark to fabric which seems dull.

Ripping the Old Garment

i. Carefully rip the necessary seams apart with a seam ripper, single-edge razor blade or small scissors. When ripping, you must be careful not to

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cut or over stretch fabric. If the new pattern will be smaller than the old garment, seam edges may be trimmed off rather than ripped. Brush lint from the folds and hems. Save everything including snaps, buttons, zippers and scraps until the new garment is finished.

ii. Once again hold the pieces up to the light to check snags or worn out spots. Mark the spots with a contrasting colour of chalk, so you can avoid these areas as you lay out the pattern. Stitch around any edges which might fray or stretch during construction.

Cleaning and pressing ripped fabric

i. The material must be carefully freshened and cleaned. Remove any spots or stains. Machine dry clean or hands launder the pieces you will use. There are other various ways for cleaning: Brushing; Sponging; Removing spots; Dry cleaning etc.

ii. Steam press the pieces, by following lengthwise grain as you press.

Get a Design and Pattern

i. Once you have decided to use the fabric, be sure of your pattern before you make the design. Decide what trims, design details to use considering the size of the old garment.

ii. Make sketches of designs which may fit new garment.

iii. Select one of the designs and make patterns for the new garment. Most at times it is advisable that, the new pattern should be somewhat similar in style to the original garment. This will make laying out the pattern easier. If you plan to use another fabric with the older fabric, it is advised to choose a pattern which will make a combination of colour, texture or pattern simple. You could combine a low waistline

with pleats of another colour or sew on a lapel or yoke of another figure design or insets with some sort of contrast.

iv. Study the size of the ripped fabric to check if it will be sufficient for the new garment.

v. If the fabric will not be enough to complete the new garment, look for fabrics in other reusable garments or remnant counters to combine with the fabric.

Laying out the pattern and cutting

i. Place all pieces on a flat area and line them up so the lengthwise grain runs parallel to the edge of the flat area. It may be a help to mark the straight on the grain and the right side on the fabric pieces with pins or a basting thread before the pattern piece is pinned on.

ii. Lay out the pattern avoiding the worn spots. If piecing is necessary, plan it into the design. For instance, if half a blouse needs to be pieced, do the other half in the same manner. Trims or braids may be used over seams to add design interest. In other cases, piecing may be placed where it will not show such as an under collar, facing or the sleeve under-arm.

iii. Pin the pattern on the fabric pieces. If seam lines in some cases will not be standard width, mark the seam line with chalk or basting thread. Cut out the new garment and follow usual sewing techniques and processes in the construction.

Market strategies used in the sale of garments and clothing

Marketing plays an essential role in the growth of micro-enterprises (Stokes & Wendy, 2008). This is mainly because a marketing strategy aids in

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identifying customers who the business can competitively serve, and tailoring product offerings, prices, distribution, promotional efforts, and services towards those customers. In addition, a sound strategy enables an enterprise to develop long-range plans which ensure survival, profitability, growth, and perpetuity (Schiffman & Kanuk, 1992; Cohen, 2000; Fifield, 1992).

Strategies employed in marketing of garments and clothes may come in the form of E-marketing; Interactive Marketing; Market Penetration; Pricing; Branding and Cost Reduction; Product Differentiation; Customer Focus; and Product Quality. These were noted by Kinuthia, Mburugu and MilcahMulu-Mutuku (2014) as the strategies associated with marketing efforts by the garment-making micro-enterprises in promoting their sales.

Interactive marketing and Customer Focus

According to Gwin (2009), interactive marketing is considered the best approach to creating value for the customer as well as being fundamental in satisfying customer's current and future needs. It is based on this that the customers are well-taken care of. This strategy opens communication between traders and customers by talking to the customers; listening to what they want; giving them full attention when they walk in; and as well as negotiating at a personal level. This is possible when the business people had direct contact with the customers (Kinuthia *et al.*, 2014).

Ngoze (2006) asserted that customer based strategy involves planning on how to handle the customers at every point and it is practiced by enterprises that are customer-centric. Kinuthia *et al.* (2014) added that Garment micro-enterprises take customer opinion as regards to prices very important while devising ways of having as many customers as possible. Stokes and Wendy

(2008) indicate that micro-enterprises adopt a customer-oriented strategy in order to survive and thrive in a competitive market.

Pricing and Cost reduction Strategy

According to Stokes and Wendy (2008), the pricing strategy can be equated to the price penetration approach. Based on their results, Kinuthia *et al.* (2014) noted that those who utilized this approach aimed at keeping prices as low as possible in order to achieve the highest level of sales. According to Kinuthia *et al.,* this indicates that some garment micro-entrepreneurs will always set prices lower than the competitors using the market price as the benchmark.

Kinuthia *et al.* (2014) have again noted that to build an image in the clothing market, advertising, quality and workmanship of the garment are of great importance. Under this strategy, micro-enterprises also sought various ways of reducing or minimizing costs. As part of their finding, use of modern machine such as electric sewing machines, over-lock and embroidery machines increase efficiency, hence, reduction of the operating costs.

Kinuthia *et al*. (2014) explained further that it implies that when using an electric sewing machine, one is able to make many pieces within a given time as opposed to the manual machines, hence reducing time spent. This kind of arrangement ensured minimum costs of production since the workers were contracted only when there was work to be done (Bharradwaj, Clark & Kulviwat, 2005). This was viewed by Bharradwaj *et al*. (2005), Gakure (2006) and Ngoze (2006) as cost effective as opposed to a waged or salaried worker who needed to be paid at the end of the month whether or not there was work

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and advised that for a business to be competitive, the enterprise needs to be the lowest cost producer relative to its competitors.

Branding

Malinowska-Olszowy (2005) argued that in today's market economy, which is characterised by a very changeable environment and strong, intense competition caused mainly by enlarging globalisation, it is becoming more and more difficult for an enterprise to maintain long-term success. Using techniques by simply maintaining low costs or innovative solutions are losing their importance. That is why the significance and meaning of brands have been growing recently. The brand is a strategic resource of every firm. Possessing a brand, and knowing how to keep it and manage it well, are becoming keys to reaching success in the market, a source of competitive advantage.

Brand values are features that appeal to the emotional sphere of human perception (Malinowska-Olszowy, 2005). According to Azevedo and Farhangmehr (2005), brands provide emotional and self-expression benefits to the customers thus leading to business success since the customer tends to associate the product with the manufacturer. This increases customer loyalty to a given product. For example, a customer who is loyal to a particular designer derives satisfaction which makes him or her make repeated purchases. A brand product offers a sense of safety, and guarantees quality and reliability. Gwin (2009) also noted that, repeated purchases are likely to take place if the customers identify with a particular product brand or name (owner's name or the business name) and associate that name with the manufacturer. This means that garment making enterprises that had a business

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name were likely to retain customers; hence more orders which translate into more profit.

Market Penetration

Stokes and Wendy (2008) posit that enterprises implement this strategy with the aim of increasing their customer base as well as sales without making major changes on their products. Market penetration as a strategy was introduced as an alternative strategy which links products to the markets with the least risk in the larger firms (Kotler & Armstrong, 1994). However, this strategy is also applicable to micro-enterprises because it seeks to increase the market share with the existing products. This means that one has to keep on looking for new ways to market his/her designs and constantly look for new customers.

Product Differentiation

In garment micro-enterprises, differentiation is achieved by having new and unique designs as well as offering "after sale" services. A customer who is price sensitive would be loyal to a specific garment maker since they know they will get discounts on items they order (Kinuthia *et al.*, 2014). The garment entrepreneurs are keen on what is in the market (fashionable) in order to ensure that their products are unique thus creating a competitive edge. Swinker and Hines (2007) stated that fashion consumers are also keen on what is invoked in   fashion and would always want to be unique since clothing is used as a way of extending oneself. Kinuthia *et al.* (2014) in their results also indicated that fashion consumers want unique design and that fashion conscious customers hate to see someone else with similar designs and if this happens, they will never wear that garment even though it may be new.

Product quality Strategy

Cooklin (1991) stated that the term clothing quality is very often used to describe the quality characteristic of a garment which together provides the reason for purchasing it. It's 'fitness for purpose'. Thus clothing quality is an individual's judgment or attitude, relating to the overall superiority of the clothes (Parasuraman, Zeithaml & Berry, 1988). This is further explained as the outcome of an evaluation process whereby the consumers compare their expectations of the garment with the performance of the garment they bought, they put the garment performance against the expected quality and the result of this process will be the quality of garment (Gronroos, 1984). However, some schools of thought are also of the view that clothing quality can be measured in relation to the serviceability or performance of the clothes.

Serviceability is the satisfaction that consumers receive from the textile materials or garments they own. This will depend on the individual's values as well as the performance of the product (Hollen, Kadolph, Langford & Saddler, 1988). Serviceability can be defined in simple terms as the measure of product ability to meet consumers' needs. According to Hollen *et al*. (1988), serviceability of textile products is measured on five concepts. These concepts include aesthetics, durability, comfort, appearance retention and care. From the marketing perspective, Elias (2015) stated that quality control in terms of garment, focus on pre-sales service, posts -sales service, delivery and pricing that are essentials for any garment producer. That is, the products should reach the consumers with the right quality.

As part of their result, Kinuthia *et al.* (2014) find out that 37% of the garment micro-enterprises out of the total respondents implements the product

quality strategy in marketing while 63% did not undertake it. They explained that it is an indication that few entrepreneurs in garment making pay attention to quality of the products. However, good quality is one of the demands that customers make when they order garments.

Again, product quality, according to Stokes and Wendy (2008), refers to the benefits to the customer as a result of using the product, and the actual product features or characteristics that create these benefits. The quality of the fabric is important in garment-making because it was noted by Hollen *et al.* (1988) that it affects the hands, feel, texture and other performance aspects of the product. Swinker and Hines (2007) also indicate that about 65% of fashion consumers consider quality as important in their clothing purchase. Thus, the entrepreneurs in garment-making micro-enterprises have the obligation to ensure that products presented to the consumers are made of good quality material (fabrics) with excellent workmanship.

E-marketing

This is the marketing of products and services using electronic media such as internet (which includes on-line and mobile marketing environment) (Therond, 2005). Thus, an online marketing which involves advertising and marketing efforts that use the Web and email to derive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

According to findings made by Kinuthia *et al* (2014), E-marketing strategy had factor loadings that ranged from .731 to 0.860 with a mean factor loading of 0.811. These explained 10% of the variance of their data, of which majority of the respondents (79%) indicated that they never undertook E-marketing with only 21% indicating that they undertook it. This means that

garment-making micro-enterprises in sub-Saharan African countries, of which Ghana is not an exception, have not yet embraced the usage of internet as a means of communication or for sourcing for designs, though it is viewed as a modern business practice.

The results of Kinuthia *et al*. (2014) are consistent with the findings of McCormick *et al* (2002) which shows that, most Kenyan garment enterprises do not engage in E-marketing. Stokes and Wendy (2008) observed that the full impact of the internet on competitive strategies is yet to be seen among garment entrepreneurs. Based on the interview results, the main ways of communicating to the customers are through cell-phones and face-to-face. However, there is the need for the garment micro-entrepreneurs to embrace the internet more as a communication tool as well as a source of inspiration for the latest design ideas.

Chapter Summary

Recycling and remodelling of clothes is to make sure the few produced ones go round for almost everybody to take advantage of. Despite technological advancement in the textile industry, pricing and availability of clothes remains to be a challenge to individuals due to their purchasing power. Commercial importers of secondhand clothes in the Sub-Saharan African countries undoubtedly provide a lucrative commodity that benefits many people at a lower cost.

Remodelling of secondhand clothes provides jobs for most especially the unskilled labour force that cannot fit into any formal employment. The demand for remodelled clothes was because of insufficient clothes that are manufactured in Ghana and even at a high cost to the average consumer. The

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marketing strategy of remodelled clothes remained as the traditional way of

selling. Technology was not adopted especially e-marketing as used in other

parts of the world.

CHAPTER THREE

RESEARCH METHODS

Introduction

In any study that requires investigation into a phenomenon to reach concrete results, a well-defined and systematic methodology for achieving authentic results become very imperative. In this chapter, therefore, the research design of the study, study area, the population for the study, sample and sampling procedure, data collecting instruments, validity of instrument, data collection procedures, data processing and analysis (discussion), ethical concerns and chapter summary were presented.

Research Design

The study employed qualitative research design, where case study method was adopted to investigate and assess the production and sales operations of remodelled clothes made out of secondhand men trousers and shirts in Kantamanto market of Accra. The justification for using the qualitative design was to be able to collect descriptive information and give detailed descriptions and explanation to the processes and operations of the remodelling being assessed, rather than providing and analysing statistical data (Merriam, 2009). The qualitative enquiry allowed the researcher to have close interaction with respondents, especially, through observation of their settings and interpretation of findings (Osuala, 2001).

The qualitative design, again, allowed the researcher to adopt the case study method to examine the production and sales processes of the remodelling business. This helped to have an in-depth investigate to interpret the pull and push factors that account for people engaging in the remodelling

business and again to answer the question, why the secondhand men trousers and shirts are remodelled? The research design also helped the researcher to identify the job opportunities available in the remodelling business.

Merriam (2009) noted that the paradigm of qualitative research evolves on process versus product quality with the focus on an individual's experience and description of life situations. It should however be noted that, the core characteristics of qualitative research made it possible for the researcher to give vivid description, interpretation, verification and evaluation of the situations, settings, processes, relationships, systems, and the people involved in the remodelling business at the Kantamanto market (Paraphrased, Leedy & Ormrod, 2005).

Case Study

The relevance of adopting case study method for this research stems from the fact that it makes it possible for the researcher to embark on an in-depth investigation of a particular individual, programme, or event within a defined period of time (Leedy & Ormorod, 2005). Since the targeted respondents were particularly into remodelling of secondhand men trousers and shirts and were in a defined area, thus the Kantamanto market, it made it easier for the researcher to employ the case study method for an in-depth investigation of the phenomenon.

The advantage of using the case study method for this study was it helped the researcher to focus on specific topics and areas which were of interest to the topic under study and which will best answer the research questions of the study. More importantly, the case study approach learned support to the researcher to select a particular group of individuals/subjects as

the case for the study. This notwithstanding, the case study method allowed the researcher to interview respondents, and for the purpose of triangulation, observable data was also collected to confirm interview data for an objective conclusions and recommendations to be made.

To summarize the above, the case study method gave the ability to the researcher to study respondents and the phenomenon in their social and historical context, from where individuals/subjects were selected from the wider population for the study. It also allowed the use of multiple data collecting tools for the purpose of triangulation which led to flexibility in data collection, where both interviews and observations were made.

Study Area

Geographically, the study focused on Kantamanto market in the Greater Accra Region of Ghana, which is noted to be the largest second hand clothing market in Ghana, where currently the secondhand clothing traders are remodelling (changing) secondhand trousers and shirts into other garments and clothing products before selling. Here, the traders rip the entire secondhand trousers and shirts then restyle them into different garments altogether. This trend in the Kantamanto market seems to be more or less an industrial production process, which involves a group of individuals called business owners and supporting workers where the business owners do the restyling and cutting while the supporting workers do the ripping, neatening, sewing and ironing. The study was however focused on the remodelling of secondhand men trousers and shirts into other garments and clothing products.

Population

The study targeted traders who are into remodelling of secondhand men trousers and shirts in the Kantamanto market. The targeted population for the study was grouped into two categories as follows:

a) Owners: Traders who own remodelling enterprises where secondhand men trousers and shirts were remodelled in the Kantamanto market.

b) Supporting workers: Individuals who aid in the remodelling process of secondhand men trousers and shirts in the Kantamanto market. The supporting workers were re-categorised as follows;

      i.   Seam rippers

      ii.   Tailors/Seamstresses

      iii.   Neatening personnel

      iv.   Ironing personnel

Due to the nature of the population, the number of the targeted population could not be given. Thus traders who engage in the remodelling of secondhand men trousers and shirts in the Kantamanto market were not registered. Hence, there was no register from which population frame will be formed. Again, by the wide spread nature of the market and as the traders were not grouped at a particular place in the market, but rather scattered all over the market, it became difficult for the researcher locate all the traders who engage in remodelling of secondhand men trousers and shirts to compile a list of the traders to constitute a population for the study.

Sampling Procedure

A total sample of 10 enterprises was selected for the study. Out of this, 10 enterprise owners and 40 supportive workers were selected for the study.

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Specifically, 5 respondents were selected from each enterprise (Thus 1 owner and 4 supportive workers). This adds up to 50 respondents from the 10 enterprises.

The snowball sampling technique was used in selecting the enterprises which were into remodelling of secondhand men trousers and shirts. This technique was appropriate because it allows one or two potential subjects/respondents in the population to be identified and asked to recruit other people for the study (Stephanie, 2014). In other words the snowball sampling technique helped the researcher to be directed to locate other enterprises after finding one enterprise. Since all the enterprises were not grouped at a particular place within the market, and it became difficult for the researcher to locate potential participants for the study.

The researcher continued with the selection of the enterprises until the data got saturated after visiting ten (10) enterprises in the market. Thus upon visiting these enterprises, and interacting with the owners, it was noted and observed that, almost all the enterprises were following the same procedure in the remodelling of the trousers and shirts and the responses to the interview questions by the owners were also becoming the same. It was possible for the researcher to end the sampling at this number because according to Agyedu, Donkor and Obeng (2007), in using snowball sampling technique selection of samples or participants for a study is permitted to ends at a point of saturation. They added that in most cases a sample is said to be saturated when the character or traits exhibited by the subjects/objects being selected for the study was becoming the same, with this, the number of subjects/objects or

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participants gotten at the point of saturation, is considered for the sample size for the study.

Purposive sampling technique was employed to select owners and supporting workers from the enterprises. Here, respondents were selected from five (5) major sections of the remodelling process/production, (the first section was cutting/shaping which was mainly done by the enterprise owners and four (4) other sections, which were seam-ripping, sewing, neatening, and ironing, were done by supporting workers). Ten (10) supporting workers were therefore selected for each of the four (4) section of the production which gives a sample size of forty (40) supporting workers for the study.

The enterprises, owners and supporting workers were purposefully chosen with the aim of gathering specific relevant data on the remodelling of secondhand men trousers and shirts business. The owners were selected based on the fact that they were the sole instructors, directors and managers of the enterprise who direct and manage all operations in the business. While supporting workers were also selected due to the services they render at various stages of the production. As Leedy and Ormrod (2005) stated that, in purposive sampling, researcher purposefully selects those individuals or objects that will yield the most needed information about the topic under investigation.

After purposively selecting the supporting workers, quota sampling technique was employed to group the supporting workers according to their work schedules in the production process, for the study. The quota sampling technique was appropriate in the sense that it helped the researcher to group respondents into heterogeneous groups for easy analysis of data. A quota of

one respondent (supporting worker) was assigned to each of the category/section of the production in one enterprise, making (4) supporting workers from one enterprise, which turns to be 40 supportive workers from the (10) enterprises. This was possible because according Stephanie (2014), quota sampling technique is used when a predetermined sample size is assigned to participants to be sampled from a given population.

The quota sampling technique allowed the researcher to put the forty (40) supporting workers into exclusive sub-groups of four (4) with a proportion of (10) respondents in each sub-group. As noted by Stephanie (2014) that, quota sampling technique allows the researcher to sample a sub-group that is of a great interest to the study, thus if a study's aim is to investigate a trait or a characteristic of a certain sub-group, then the quota sampling was the ideal technique. A subject was then assigned to the various sub-groups such as seam rippers, seamstresses/tailors, neatening personals and ironing personnel.

Data Collection Instruments

As Leedy and Ormrod (2005) noted, the right data has to be collected that will yield the most needed information about the topic under investigation. This is imperative in order to ascertain the best results in answering the research questions to meet the set objectives. To achieve this, interview guides, observational guide (check list), recorders and cameras were employed as the main instruments for data collection.

Two different semi-structured interview guides were designed and used for data collection from owners and supporting workers. Semi-structured interview guide according to Taherdoost (2016), included predetermined

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questions, which are blend of closed- and open-ended questions, accompanied by follow-up why or how questions. As part of its characteristics, it allowed the researcher to probe further to seek clarification on certain issues that arise spontaneously during the interview. Again, semi-structured interview guide, gave the opportunity to the researcher to designed series of predicted interview questions. These questions helped to assess and elicit information from respondents on a range of important topic and phenomenon related to the study. Hence led to an in-depth investigation of the topic under studied, which in turn helped the researcher to assess the knowledge, skills, abilities, personality, and motivational level of respondents in the remodelling of secondhand men trousers and shirts business.

With the semi-structured interview, the researcher had chance to vary the order and wording of the questions depending on the direction of the respondent's answer, and to ask additional questions. Being a semi-structured interview, the researcher had the opportunity to explore new paths that emerged during the interview that were not considered initially. More importantly, the researcher was able to word questions instinctively to develop a conversational atmosphere during the interview that focused on the topic.

Again, even though the interview guide was semi-structured, it helped the researcher to avoid certain biases during the interview section. As noted in (2016) by Taherdoost that, the use of semi-structured interview guide helps the researcher to avoid interviewer bias (in term of gender, tribe, age, familiarity of some situations to the interviewer), confirmation bias (tendency of interviewer to look for qualities in respondents that confirm an initial bias) inaccurate/inconsistency in questioning and ethical problem.

Different interview guides were used for owners and supporting worker due to fact that, their work schedules differ and they were also given different type of interview (thus one-on-one interview was conducted for owners while supporting workers were taken through focus group discussion as while as one-on-one interview), secondly even though some of the questions were the same for both groups for the purpose of triangulation, they were still some few items on the interview guides which differ as the work schedule of respondents differ from each other.

The interview guide for the owners was divided into five main sections. Every section was to collect specific information from the respondents to answer a particular research question. The sections on the interview guide included demographic characteristics of respondents, factors accounting for remodelling of secondhand men trousers and shirts, production processes involved in remodelling secondhand men trousers and shirts, sale and distribution of remodelled secondhand products and job opportunities in the business of remodelling of secondhand men trousers and shirts. The total items which guided the interview of the owners on the interview guide were thirty-eight (38). Refer to Appendix A for the detail.

The interview guide for the Supporting workers was also divided into four sections on the interview guide which included demographic characteristics of respondents, factors accounting for remodelling of secondhand men trousers and shirts, production processes involved in remodelling secondhand men trousers and shirts and job opportunities in the business of remodelling of secondhand men trousers and shirts.

The items on the interview guide were twenty-seven (27). The interview guide for the Supporting workers is at Appendix B. For the purpose of triangulation, Observational guide was developed and used to collect data on observable event and setting of the production and sales operations in the market. Specifically, check list was employed in this instant.

According to Creswell (2009), the use of triangulation ensured validation and credibility of data. This he said, provides the platform for comparison to be made with specific data collected with different instruments leading to determination of factual data for acceptance, or otherwise rejection of a particular data during assembling, synthesis, and discussion of data. With this, the photographs, notes and ticks on the checklist were used to cross check the responses from the interview data which help in confirming or rejecting the interview data.

Considering the explanation Kawulich gave in (2012) on observational guide, concerning the type and purpose of the observation, the researcher was able to collect the observable data in a more organized fashion in the social setting of respondents. With this the researcher was able to focus attention on the activities that are likely to add to the data. Hence, helped answered research questions better with the observational guide. The use of the check list enabled the researcher to simply mark/tick the event and activity that occurred during the time of observation and to take photographs when necessary. The check list is at Appendix C.

Validity of Instrument

Face and content validity was used to validate the instruments used for data collection. To achieve content validity, the relevant subject matters from

the reviewed literature in accordance with the research questions were strictly followed and used to guide the design process of the interview guide as well as the observational check list. This according to Hamed, (2016) content validity helps to ensure that the items on the instrument adequately measure and represent the content of the property or traits the study wishes to investigate.

In order to achieve accuracy, the instrument was given to research experts and practitioners to sort their views on the instrument and to make inputs. After, it was given to the supervisors to assess whether the measurement procedure use is valid to measure the given variable or construct. This was appropriate because Hamed (2016), noted that, is often a good first step in instrument development to assess the validity in relation to the area or field of the study by seeking the views of experts on the data collecting instrument for the assessment of whether the measurement procedure used, appears to be a valid measure of a given variable or construct.

Data Collection Procedure

An introductory letter was taking from the Department of VOTEC, University of Cape Coast (Refer to Appendix D). The letter was used to seek permission from the President of the Remodelling of Secondhand clothes Association in Kantamanto market of Accra. An acceptance letter (Refer to Appendix E) was then attached to the letter from the University of Cape Coast by the Remodelling Association's Secretariat. This letter helped in introducing the researcher to the enterprises involved in the business, to make data collection possible and easier. Prior to the real data collection, arrangements were made with the Owners and Supporting workers regarding the visits. The date and time for the visits were scheduled conveniently with the Owners and

the Supportive workers. The interview schedules were also fixed to suit the preference of the respondents.

Copies of introductory letters were first sent to the enterprises personally by the researcher with follow up calls. Personal follow-ups and visits to the enterprises were made prior to the actual interview scheduled time to remind the authorities about the visits. This was also to make personal introduction and built a rapport with the respondents to know the terrain as to where to start and end the interview. Copies of the interview guides were given to the respective respondents to go through before the actual interview section. This was to help them give an informed response to the items.

Interviews Procedure

The researcher toured the respective remodelling enterprises located in the Kantamanto market together with three research assistants to collect relevant data. The data collection lasted for three days. On the first day, interaction with respondents lasted for eight hours and four hours for the second and third day.

The enterprise owners were interviewed on "one-on-one" basis while they were working. However, the supporting workers were first interviewed on "one-on-one" basis to collect biographical data. This was done due to private and ethical issues. Data on the other research questions for supporting workers were collected through focused group discussion from the supporting workers.

On the first day of the interview, two sections of interviews were conducted, thus enterprise owners and supporting workers were interviewed. The interview for the enterprise owners lasted for eight hours as it took

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between forty to forty-five minutes to end interaction with one owner. The owners were still busy with their usual schedules during the interview section. The researcher personally conducted the interview for the owners. Concurrently the research assistants helped with the "one-on-one" interview of the supporting workers to collect their biographic data. The interview was audio recorded with the permission of the interviewees. The recording was done with the motive of speeding up the process and for back-up purpose.

The next interview section was on the second day, which was for supporting workers grouped as 'seam rippers' and 'tailors/seamstresses' from the various remodelling enterprise for a focus group discussion. A two-member team made up of two research assistants interviewed one focused group 'seam rippers' while the other research assistant paired with the researcher to interview 'tailors/seamstresses'. The focus group interview continued on the third day, thus with the 'neatening personnel' and the 'cloth pressers' (ironers). Again, two research assistants interviewed one focused group 'neatening personnel' and the researcher paired with the third research assistant to interview 'cloth pressers' (ironers). The interview was tape recorded with the permission of the interviewees during the interview sections.

Observation Procedure

Observable data was also collected before, during and after the interview sections with the guide of the checklist (Reference Appendix C). Thus, the researcher with the research assistance visited the Kantamanto market earlier in the morning before the traders arrived. This enabled observable data on acquisition/source of raw materials, arrangement of stall/working place to be collected. Some observable data were also collected during the interview

sections with the owners of the enterprises. This was possible because owners were interviewed while they were still working.

After the interview sections, the researcher, with the assistants, spends about an hour to go round the work places of supporting workers to see and take records of what actually goes on when they are working. And again, how remodelled products are sold was also observed and records taken by the guide of the checklist. Where there is the need for photographs to be taken, for ethical reasons, the concert of the respondent is sorted.

As stated earlier, the participant observational study specifically the observer as participant approach was adopted for the observation to describe the enterprise settings, production and sales processes. This helped to confirm data collected through interviews. With this approach, the researcher was able to participate in some of the remodelling activities. However, for the purpose of ethical concerns and the initial confidentiality agreements between researcher and respondents, the respondents were informed of the observation process. This helped the researcher to have some interaction with the participants to an extent. This in a way permitted the researcher to take photographs when necessary. However, in most cases the researcher with the research assistants played a neutral role as much as possible in the course of the observation. This allowed the researcher to have firsthand experience and to directly see what respondents do when remodelling without having to solely rely only on what they said during the interview.

Data Processing and Analysis

The audio data from the field, were played and then transcribed, presented, discussed and analysed under the various research questions. The

transcription was done separately for each focus group of the supporting workers and the enterprise owners. In order to make sure the transcribed data was consistent and to ascertain its authenticity it was cross checked with the field notes that were taken during the interviews, the ticked observational check list and photographs taken.

For easy presentation of results and analysis, pre-fix was developed and used to represent the enterprise owners and supporting workers, owners were labelled **KMRO** (Kantamanto Market Remodelling Owner) while the supporting workers were labelled **KMRSW** (Kantamanto Market Remodelling Supporting workers). Respondents were also coded with numbers from 1 to 50. Owners were coded with numbers from 1 to 10 (KMRO 1 up to 10). The various categories of supporting workers were also coded as follows; seam-rippers (KMRSW 11 up to 20), seamstresses/tailors (KMRSW 21 up to 30), neatening personnel (KMRSW 31 up to 40), and ironing personnel (KMRSW 41 up to 50).

In answering research question one, data on respondent's demographic characteristics (thus gender and age) and occupational history were presented and analyzed in frequency and percentage tables as well as descriptive narrative form. The frequency and percentage tables were used because according to Taherdoost (2016), Frequency tables are generally produced on individual categorical variables. However, data on the educational background of the respondents was presented in pie-chart and descriptive narrative form. Data on research question two, three, four and five were presented and analyzed in the descriptive narrative form.

Using the checklist, the observational data collected were edited and digital photographs from the research site were downloaded onto computer and relevant ones selected, and used to support/confirm or reject the data collected through interview. Presentation of results and discussion were done by using descriptions, tables, figures and plates in the fourth chapter of the research.

Ethical Concerns

All participants were given prior information on what the study was about (research topic). The respondents were not allowed to mention their names during the interview but rather codes were assigned to each respondent and used, this was to avoid the disclosure of their identity. The respondents were assured of confidentiality in a written document. Again for privacy and personal ethical issues, demographic data of supporting workers was collected through one-on-one interview.

The interview questions/various items to be discussed during the interview were read and made known to respondents a week prior to the actual interview. Again, respondents were given the option to refuse a response to questions they were not comfortable with or to withdraw from the interview process anytime they feel so.

The concerns of the interviewees were sought to record their voices during the interview section before recordings were done. Again, for the purpose of ethical concerns and the initial confidentiality agreements between researcher and respondents, the respondents' concert were seek before observable data was collected from them, and their permission was sorted

before photographs were taken of their settings. Again, the researcher did not attempt in any way to influence the responses from the respondents.

Chapter Summary

The study adopted qualitative research design and employed case study research method for the study. Purposive and snowball sampling techniques were adopted in selecting respondents for the study. A sample size of fifty (50) respondents was used for the study. Interview guide and observational check list were the main tools used for data collection from the field. The collected data were transcribe and analysis to come out with the result for the study. Ethical consideration played a major role before, during and after the data collection so as not to plagiarized and divulge the respondents' private issues in the public domain.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter deals with the presentation and discussion of results gathered from the field. The summarised data from respondents were presented in tables, chart, and descriptive narrative forms. Frequencies and percentages, pie chart and descriptive narrative forms were used to present the biographical data of respondents while the results on factors leading to remodelling, production and sales operations of remodelled secondhand men trousers and shirts as well as job opportunities in the remodelling business in Kantamanto market were solely presented in descriptive narrative form. The results were later discussed under the various research questions.

Presentation of results

Research question 1: How do the demographic characteristics influence the decision of traders to engage in remodelling of secondhand men trousers and shirts business in the Kantamanto market?

This objective was to find out whether the gender of respondents, is the case of single sex or mixed gender (males and females) and again to determine whether the gender, age, and educational/occupational history of the respondents had influence on respondents' decision to enter/engage in the remodelling of secondhand men trousers and shirts business. Tables 1 and 2 presented the results on gender/position and age of respondents respectively, while Fig. 4 presented results on educational level of respondents and Table 3 presented occupational history of respondents.

Table 1: Distribution of respondents by their gender /Position

Variable	KMRO (F/%)	KMRSW (F/%)	Total Percentage
Male	4 (8.0%)	17 (34.0%)	21 (42.0)
Female	6 (12.0%)	23 (46.05)	29 (58.0)
Total	10 (20.0%)	40 (80.0%)	50 (100.0)

Source: Field Data, Afenyo (2018)

Table 1 presents information about the gender/position of the respondents (owners and supporting workers). It was indicated that female respondents dominated the sample with 58.0% against 42.0% for the male respondents. In terms of position it was shown that there were four (4) male owners (8.0%) under the label KMRO while the female respondents as owners were (6) which is (12.0%) under the KMRO and this made owner composite of (20.0%) for the sample. Again, supporting workers had the males of 34.0% under the KMRSW label while the female supporting workers had 46.0% and all had a composite of 80.0% for the sample.

In the attempt of answering the question with your gender, why not any other business but remodelling of second hand men trousers and shirts? Most of the female respondents thus about 23 of them (79% of the female respondents) stated that;

> "*As a mother doing this job helps me to close from work early. And at any time I feel like closing, I do, and go home to attend to my children and other house chores, without anybody restricting me. And again I get some money to support the house."*

The male respondents (76% of the male respondents) on the other hand stated that;

"I'm the man of my house, and I have to work and get

money for the house. With regards to this job, it does not

matter whether one is a male or female once it brings

money into the pocket, this is a ready cash job no one tells

you to go and come later for your money. So on getting to

work am sure by close of the day I'll by all means get

something home for housekeeping and what my children

will go to school with. So I think it's better to engage in this

business rather than walking round looking for job which

suit males that at the end of the day I may not get."

Table 2: Distribution of respondents by Age

Age	Frequency	Percentage
20 – 29	4	8.0
30 – 39	18	36.0
40 – 49	19	38.0
50 and above	9	18.0
Total	50	100.0

Source: Field data, Afenyo (2018)

Table 2 presents results on the ages of respondents. It was indicated that respondents within the age range of 30-39 and 40-49 formed the majority, thus 36.0% and 38% respectively. To find out how the age of respondents influence their decision to engage in the remodelling business;

A seamstress aged 58 coded KMRSW-30 noted this,

With my age, I find it difficult to go round seeking for

job, so I'm ok sitting at one place to work, instead of

moving round."

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Another seamstress aged 23 Coded KMRSW-29 indicated that;

> *"At the age of 23, one can't still be dependent on his or*
> *her parents hence I've to hustle to make ends meet. And*
> *in the search of job, this is where I've found myself.*
> *Aside that I have the energy at this age to sew more*
> *dress in a day for money so for now am ok."*
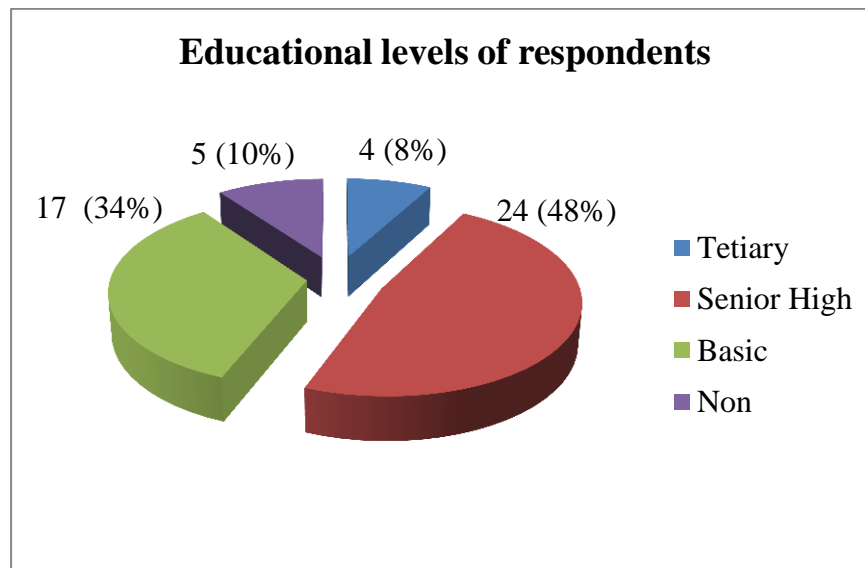
Figure 4: Distribution of respondents by educational qualification

Source: Field data, Afenyo (2018)

Results on the educational level/background of respondents had shown that almost all the respondents here had formal education. However, majority of the respondents (48%) were senior high school graduates. It has also been noted from the educational history of selected number of the respondents (i.e. about 8 (16%) of senior high school graduates) that, they were engaged in the business to earn money to further their education. However, 42 (84%) of the senior high school graduates and almost all the basic school graduates indicated that they decided to engage in the business to make a living, as they were not able to further their education due to financial constraints.

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The narration from a seamstress supported the findings above; Aged 26 coded KMRSW-23,

> *"After my WASSCE, I've the interest to further my education, but the resources of my parents could not finance the cost of the tertiary education, so I joined this business to raise money to support my education".*

Table 3: Results on respondents' occupational history

Variable	KMRO (F/%)	KMRSW (F/%)	Total Percentage
Former occupation	7(14.0)	24(48.0)	31(62.0)
No Former Occupation	3(6.0)	16 (32.0)	19(38.0)
Total	10 (20.0)	40 (80.0)	50 (100.0)

Source: Field data, Afenyo (2018)

Responses on occupational history of respondents revealed that, 62% of respondents (i.e.14% owners and 48% supporting workers) were formerly employed in different carriers and occupations before later joining the remodelling business. This is to say that some of respondents were retrenched workers from government and private sectors and some of them were also formerly engaged in shop keeping, farming, fishing, patching of tattered clothes, etc. But stopped for reasons such as retrenchment, low wages and salaries, poor working conditions, collapse of business etc. and now decided to engage in the remodelling of secondhand men trousers and shirts business. Narrations from two respondents confirmed this.

A tailor aged 46 coded KMRSW-22 said;

> *"I was into farming and stopped and entered into trading of spare parts in Abusumkai at Kaneshi in Accra, after some years the business collapsed. There was the need to search for a job to make a living, so in the course of searching for job this is where I found myself for the past ten years".*

One owner aged 32 coded RMWO-6 also has this to say;

> *"I have worked with a number of companies, example is Volta Star Textiles Company in Juapong and Spintex, before the problem of certificate came in and I was not having the requirement, so I was laid off and went into selling of provisions for some years when the unfortunate happened and my house and shop got burnt. In order to provide for myself and family I started selling secondhand clothes then a friend introduced me to this remodelling business which I'm managing now."*

Research question 2: Why are the secondhand men trousers and shirts remodelled?

Under this research question, four (4) items on the interview guide were used to collect data from the respondents. These items focused on, why respondents enter into the business of remodelling the secondhand trousers and shirts, how they got to know about the business and why they change the trousers and shirt into other clothes as well as their interest in remaining in the business or quitting. Upon interaction with respondents, 38 (76%) of them

indicated that unavailability of paid jobs, the quest to find daily bread and the factor such as easy/flexibility to start a remodelling business with the smallest amount of money compelled them to venture into the remodelling business.

Again, most of the respondents were introduced to the remodelling business by relatives and friends and most of them have no intention to quit the job until something lucrative than what they were doing presents itself. It was also revealed that the trousers and shirts were remodelled or changed into other clothing in order to meet the prevailing styles and fashion of the season. It was again explained that, the styles the second clothes came with were out of fashion yet the fabrics used were still strong, thus the fabrics were of good quality and they were in good shape and attractive to be re-used. Aside all these, it came to light from the responses and observations that, there is a ready market and high patronage of the remodelled clothing. This was confirmed by pictures taken during observation when customers were busy bargaining and buying the remodelled clothes, (Reference Picture no. 21 & 22 Appendix F).

To accentuate what were heard during the interview, responses from owners and supporting workers is presented as follow:

Responses from one owner 40 years old coded KMRO-1 had this to say;

In responding to the question why she entered into the business of remodelling? She said this;

> *"I chose this business because I needed to work to support myself and my family financially and the remodelling business happened to be the easier/less costly job to engage in."*

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She responded to the question why the trousers and shirts were remodelled by saying;

> *The fabrics used for the "fos"(secondhand trousers and shirts) which we use for the work are nice/beautiful and strong but most at times, the style is not attractive and if you want to sell them as they are imported customers will not buy, especially now that everybody is conscious of what is trending or in vogue. Due to this, one has to study the interest of customers and change the trousers and shirt to suit them in order to stay in business."*

In another instance, respondent aged 43 coded KMRO-8 had this to share:

> *"Most at times, the styles with which the trousers and shirts came with are outmoded, yet the fabrics used for them are still strong and nice looking. Again, the fabrics used for the secondhand clothes cannot be found in Ghana. The secondhand men trousers and shirts can easily be reshaped into skirts, blouses and some kid's clothes which sell rather fast. Moreover, most females are interested in buying what we make than men."*

Below is a narration from majority of supporting workers (thus about 88%) when answering the question why they entered the remodelling business;

> *"Friends and relatives introduced us to this business. We were formerly in other occupations (tie-dye artisans, fishermen, shop*

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keepers, building construction labours etc)   but stopped and joined this business because (1) those businesses were no longer lucrative (2) some were having effect on our health (3) there was no immediate job to engage in apart from these one, (4) this business is a ready cash job, immediately you finish your work you are paid, (5) Again it is easy to start this business with any little amount as low as GH50.00. (6) And there is high demand for the dresses made here, as you can see for yourself."

Research question 3: How are the secondhand men trousers and shirts remodelled?

Results on the above research question were presented in two groups, thus responses from KMRO and KMRSW.

KMRO: Eight (8) items were considered and used to collect responses from KMRO to answer the above research question. The results however, were presented under the following headings. Thus;

a) Business financing, cost and source of raw materials,

b) mode of production, designs and tools used for the remodelling and

c) clothes remodelled out of secondhand men trousers and shirts, targeted customers, and the number of clothing worked on in a day or week.

a)   Business financing, cost and source of raw materials,

The study revealed that there were three (3) ways that remodelling business was financed by the producers. Namely, personal savings/loans, taking raw materials (trousers and shirts) on credit basis as well as getting

support from friends and relatives. The average minimum amount required to set one's remodelling business is GHS 100 as reported by most respondents. This included cost of raw material, machinery, space, and bills. Again, it was indicated that respondents source of raw materials were from secondhand clothes retailers and sometimes from whole sellers. Most of the producers do not buy the trousers and shirts in bales, they select or collect rejected clothes from retailers. The cost of the raw material is determined by the size and quality of the fabric, which ranges from 10 pieces for GHS 3.00 to 10 pieces for GHS 5.00. It was again noted from the interview that, most of the respondents who serve as supporting workers, finance their own business (thus they pay for the equipment, tools and bills they use by themselves), they are independent. However, their work was solely dependent on those who own the remodelling enterprises in the market.

To affirm this, a female owner aged 56 coded KMRO-5 had this to say

> *"I finance the business myself from personal savings. I started with a seed capital of GH₵ 150.00 and sometimes take my raw materials on credit basis. I do not buy in bales. I select from retailers. The price or cost of the raw material is not fixed, the size and quality of the fabric determines the cost. Roughly the cost of the trousers and shirts is between, GH₵ 3.00-5.00 for 10 pieces."*

A male owner aged 40 coded KMRO-I added this

> *"Sometimes I buy my raw materials from those who sell secondhand clothes with cash and other times too I take on credit and pay after selling the remodelled clothes. In fact,*

each producer among us has his or her customers that supply the used clothes for remodelling. Currently my capital for this job is roughly GH₵ 500.00, but I started the business with GH₵ 100.00. There is a range in the market for selling and buying of the raw material that is, GH₵ 3.00-5.00 per 10 pieces depending on the size and quality of the fabric."

b) Mode of production, designs and tools used for the remodelling

Producers (owners) indicated averagely that they could work on about 200-300 pieces of the secondhand trousers and shirts in a day. Most of the producers outlined the following steps they involved in the remodelling process: (1) check and examine clothing, (2) rip seams, (3) take measurement of product to be remodelled, (4) re-shape and cut out garment peace, (5) sewing and neatening, (6) iron and bag or display for sale, thus (Examine-Rip-Shape-Cut-Sew-Neaten and Iron). It was unanimously said that there were no specific drawn designs or patterns used to guide the cutting of the remodelled products. However to arrive at the end product, a lot of factors were considered and key among them were the 'taste' or interest of their customers (i.e. dress fitness, trendy style and attractiveness of fabric), shape and style of trouser and shirt as well as the strength of the fabric. The common tools used for the production were tape measures, scissors, manual/industrial sewing machine, neatening machines and manual metal irons.

One owner aged 45coded KMRO-2 and KMRO-10 Aged 47 shared this on how the trousers and shirts are remodelled;

"The processes in remodelling are about taking the right measuremenst of the product you want to remodel, e.g. the

sizes of the skirts I make, ranging from waist size of 15-38 inches and above depending on the age am producing for. There are days I work on trousers and days I work on shirts. With the trousers, the length of the skirt to be made is first measured then cut. The seams are ripped then it is shaped into the style of skirt it will be made into, after that, it is sewn, neatened and ironed. As for the shirts, the seams are not ripped rather the style of the dress to be made is cut directly from it. The sleeves of the shirt are also made into knickers for baby girls. What determines the styles I produce mostly, are customers' interest (i.e. is how they want the dress to look like when they come here to buy), you can see and hear for yourself the things they are asking for while flipping through the clothing. So I do note all these down and when am producing the next batch of wares I add them. Another thing that matters when cutting the clothes is the nature (style/shape) of the trousers and shirts."

However, KMRO-10 added this.

The lower part of the trousers which I have cut off is not discarded but I shape and make them into knickers (shorts) for adolescents and kids of both sexes. I do not have nor used, any pattern or design in cutting my wares, rather, the style of the trousers and shirt determines what type of skirt or dress I can remodel them into."

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The tick on the checklist and photographs from the observation had also confirmed the production procedure described by the owners of the remodelling enterprises.

c) Clothes remodelled out of secondhand men trousers and shirts, targeted customers and number of raw materials worked on in a day or week

Basically, the finished remodelled clothing was skirts and shorts (knickers) from the trousers and blouses and baby dresses from the shirts after passing through a well-crafted process. Talking of the number of raw materials remodelled in a week, owners indicated that, averagely they could work (cut and shape) on about 200-300 used clothes in a day. Seam rippers 400 clothes, Seamstresses/tailors 200 pieces, neatening personnel 600 pieces and ironing personnel 1000 pieces in a day. Their targeted customers were mostly females of all ages as well as boys within the ages of zero to twelve (0-12).

To affirm the result above, a female owner aged 56 coded KMRO-5 had this to say:

> *"I remodel the trousers and shirt into knickers (shorts), blouse*
> *and some baby dresses. I usually make three styles of skirts*
> *thus fitted, pleats and flare. I use the lower part of the trousers*
> *in making shorts. If there are enough raw materials to work*
> *on, am able to cut 500-700 in a week."*

Another male owner aged 45 coded KMRO-2 had this to add;

> *"I work on about 1000 pieces of trousers and shirt in a week*
> *based on the quantity of raw materials I have. Again, it's not*
> *every day that I have trousers to work on, because when I finish*

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with the raw materials, I have to wait and finish selling them

before going for another raw material."

The observation has shown that, skirts, shorts (knickers), blouses and baby dresses were the main clothing articles made out of the trousers and shirts. The shape/size of these wares had indicated that they were mainly produced for females of all ages and boys between the ages of 0-12 years old. Reference; picture no. 16, 17, 18, & 19 appendixes F under clothing remodelled out of secondhand trousers and shirts.

Response on services rendered by supporting workers

In presenting the responses from **KMRSW**, on research question 3; six (6) items were considered concerning the processes involved in the remodelling. In this domain, responses from supporting workers were a bit different from owners as their jobs were different. The focus was on their services (schedule) in the production process, tools they use and the number of clothes they work on in a day or week.

Seam rippers: It was indicated that seam ripping is mainly done manually with the aid of seam ripper, razor blade and scissors/hand depending on the type of seam. Respondents reported that they do not work solely for a particular owner rather they were at the service of anyone who needed their services. Mostly they were able to rip 400 to 500 clothes in a day. Trousers were what were mostly ripped. They indicated three approaches to how the seams were ripped. In the use of seam ripper, it is used to gradually un-pick the seam off the clothes which is usually slow but it works for clothes with delicate fabrics. With razor blade; the seam which held the two faces of the

fabric is cut opened with the blade and the blade is gently used to cut out the thread on the seam. In using the scissors/hand technique; the thread on the two faces of the fabric held by the seam was cut open to a reasonable length with the scissors, then the fabric is pulled apart with the hand to rip the seam on the trousers. Respondents indicated that the hand ripping is the most commonly used method as it is the fastest method. However this must be done with care if not it can lead to getting the fabric torn.

In supporting the above, the following narration was given by seam rippers;

> *"The step by step employed in seam ripping is, when the cut trousers and shirts are brought, we first sort and group them according to sizes for easy pricing, we usually use the hand and blade, in ripping the seams however in some real cases depends on the type of seam we use seam rippers and pins. (Watch this, how she doing it), (1) cut part of the thread off, (2) then with the hand hold the two sides of the fabric held by the seam and pull them apart to rip the seam on the fabric. We use these two methods mostly because they are fast. With regards to the number of trousers ripped a day, it depends on what one has for the day; however, averagely we are able to rip 600-800 trousers in a day."*

It was shown in the observation that seam ripping is mainly done manually especially with the bare hand and in few instances tools such as seam ripper, and razor blade were used. (Reference picture no. 5 & 6

appendixes F) It was again observed that, different owners bring their wares to seam-rippers to work on.

Seamstress/tailors: The hand/motor operated sewing machine and industrial sewing machines were the commonly used machine by the seamstresses/tailors in sewing the remodelled clothes, the other important tools they work with were tape measure and scissors. Thread and other ornamenting accessories were also used in some instances. Majority of those who sew were able to work on about 200 to 300 pieces of clothes in a day. They were directed on how the wares should be sewn by those who engaged them. Most of the respondents who sew provide their own tools and sewing machineries. Some of these tools as noted by the workers were either bought or hired.

In relation to the above, tailors/seamstress shared this;

> *"Our main work here is sewing of remodelling of clothes. When wares are received they are sorted into sizes and count for easy pricing. And they are sewn base on the directions of the owners. The tools used mostly were electric/manual sewing machine, pair of scissor, and a tape measure. The edges of the dress pieces that are to be assembled are joined together, then placed on the machine and sewn to form a new dress. With the nature of the work, one person is able to work on about 300-500 clothes in a day, thus if there is enough to work on."*

Results from the observation indicated that, manual/motor operated sewing machine, pair of scissors, and a tape measure were the main tools used by seamstresses/tailors. The scissors was used for cutting and shaping the

garment pieces and the tape measures was used for measuring the size on the garment pieces. And there was some sort of bargaining between the owner and the seamstress/tailor before the wares were sewn. Again directives were given to the seamstress/tailor on how to sew the wares.

Neatening personnel: Industrial neatening machine was the main machine/tool used in neatening the remodelled clothes with the help of scissors to cut off unwanted fabrics and threads. The wares were individually picked and the cut edges were neatened on the machine. This was to give a clean and presentable finishing to the clothes. Personnel who do the neatening were able to work on 600 to 1000 pieces of clothing in a day. They neaten the rough edges of the clothes as a form of finishing to avoiding fraying of the fabric. The neatening machine is either bought or hired by the personnel themselves and not by those who engage them.

Neatening personnel have this to share;

> *"When the clothes are brought, they are priced then we use an electrical neatening machine to neaten the cut edges of the clothes, this to prevent the yarns in the fabric from coming off. Averagely, one is able to work on 800-100 clothes in a day."*

In observing the neatening personnel's activities, it was noted that upon receiving the wares, they were grouped and bargained for price with the owner they check the cut edges of the wares and then neaten the edges on the machine. It was however noted that the machines used for the neatening were mainly electrical operated industrial neatening machines. (Reference pictures no. 13 Appendix F).

Ironing personnel: It was revealed that, the major tool used by the ironing personnel was bulked metal iron heated in fire made of charcoal. The other equipment used includes padded table, wet pressing cloth, rods for picking iron from fire, and rag. Respondents indicated they could work on as many as 1000- 1500 pieces of clothes in a day provided the wares were available.

In the course of interacting with ironing personnel they shared this:

"When they bring the dresses we fold and iron them. This is done by using padded table, wet cloth, heavy metallic iron, metal-rod (use for picking iron from the fire) and padded rag to hold the iron. Fire is made in a specially made coal-pot, the iron is put in the fire to heat-up, about 4-5 dresses are folded and placed on the padded table then a wet cloth is laid on the dresses, the metal-rod is used to pick-up the iron from the fire after it is well heated, padded rag is used to hold the iron to press the dresses under the wet cloth, after these, the ironed dresses are aired and folded for bagging. This process is continued until the iron cools down, then you heat it again. Each material has the way it is ironed in order not to get them spoilt. Some days there are plenty dresses to work on whiles other days small or nothing. If there is work, one could at least work on 1200 a day."

A close observation of the activities of the ironers revealed the following; Fire was made in a specially made coal-pot, the iron was put in the fire to heat-up, about 4-5 dresses were folded and place on padded table then a wet cloth was laid on the dresses, an iron-rod is used to pick-up the metal iron

from the fire when it is well heated, a padded rag is used to hold the iron then it is used to press the dresses under the wet cloth, after these, the ironed dresses were aired and folded. Reference pictures no. 14 & 15 Appendixes F.

Research question 4: How are the remodelled clothes sold and distributed?

Responses on the above research question was collected from owners (KMRO) only, this was due to the fact that they were responsible for and were in charge of the sales and distribution of the remodelled products. In presenting the responses under this domain, about six (6) items from the instrument were used and the focus was on the pricing, sales, quantity sold, sales duration, profit margin and places where remodelled products were sold apart from Kantamanto.

From the interaction, it was revealed that prices of remodelled clothes range between GHS 2.00 to GHS 5.00, and the sales processes involved both retail to individuals and wholesale to retailers. Majority of the respondents indicated that, they were able to sell at least 900 to 1200 remodelled clothes in a week and 3600 to 4800 in a month. However, generally, the income received from the sale of the remodelled clothes was irregular as sales were determined by market situation and the capital invested. But averagely, income levels including profit margin was around GHS 2000.00 to 2400.00 per month for an individual owner.

On the part of customers' interest and satisfaction, it was unanimously revealed that customers were most at times satisfied with the wares, because most of the products were remodelled base on their directives, especially retailers whom they produce for. With regards to places where the remodelled

clothes were sold, Kantamanto market, Bolgatanga, Kete-Krachi, Kumasi, Nsawam, Bibiani, Cape Coast, Takoradi etc. and neighbouring countries (Togo, La-Cot-devoir and Burkina-Faso) were mentioned. Customers' interest and focus, pricing and cost reduction, location, interactive marketing, market penetration, and branding and product differentiation were identified by most owners to be the strategies employed by them to sell their products.

To corroborate what is presented, in line with pricing and places where products are sold, two owners have these to share;

Code KMRO-10 aged 47 said;

> *"I sell the fitted, pleated and the flared skirts at a price of 5.00cedis, 3.00cedis and 2.00cedis respectively whereas I sell the knickers three for 2.00cedis for the retailers. But I sell it at a price of 2.00 cedis per one for individual customers. With the blouse I sell about four different styles which also range between 2.00cedis to 5.00cedis. The retailers usually buy it a lot so I assemble the goods early in the morning so that when they come they just pay for it and take it away but the individuals only buy it when they need it, thus during occasions like festivals, Christmas and when students re-open school. My customers are mostly interested in and are satisfied with my remodelled products. I don't sell anywhere except in this market. Rather it is the customers, mostly the retailers who come from afar e.g. Cape Coast, Kumasi, Takoradi, Togo, Burkina-Faso etc. I have a customer in Hohoe who does not come to Accra again, she just calls and describes what she*

> *wants then sends the money to me through MTN mobile money and I produce and send through Metro Bus to her. In term of marketing strategies, due to the competition in the market with regards to sales, I beat my price down to attract more customers, I have places I display and sell my wares apart from here and I'm nice with my customers."*

Code KMRO-9 aged 56 added that;

> *"I produce here, but on Wednesday I move to Cocoa Marketing Board (CMB) area and Tema station to sell for higher prices as the price in the market here is fixed. As for here in Kantamanto the prices range from 1.50p to 5.00 sales on wholesale basis. In fact, my customers are always happy with my products and are always interested in buying from me. I sell to individuals, mostly to students as well as in bulk to wholesalers, most individual customers were from Accra and its surrounding while majority of the retailers come from afar e.g. Takoradi, Kumasi, even people from North, neighbouring countries etc.".*

In relation to quantity of remodelled clothes sold and profit made, two owners shared this;

Code KMRO-2 aged 45;

> *"I cannot tell the actual quantity I sell in a day because there are days in the week that I don't make any sales I'm able to sell about 900 to 1200 pieces in a week. When I go for a new consignment and produce, it takes about one and half month*

for me to finish selling the remodelled products. In a week I do make roughly GHS 450.00 and at most GHS 600. As for my profit I could only calculate it after selling one consignment. However, roughly I do get GHS 1800.00 to 2400.00 after selling one consignment, thus after taking out my capital, other expenses and bills. Am not sure this will be the same for everybody, as the capital and mode of sales determines what you get".

Code KMRO-1 aged 40

"I sell my stock anytime they are needed, some customers place orders about 100 to 200 pieces and I produce and send. As to how much I make is unpredictable because my sales are determined by market situations. However, I make sales between 60 to 100 Cedis a day. I make roughly around 400-500 Cedis a week. For quantity sold on daily or weekly basis depends on the market situation because it does happen that certain days I don't make any sales at all. However usually, my customers, that is the retailers call to place order before they come. Even though my daily sales depend on the market situations, I don't make losses anyway. As for this place you have to be tolerant and respect customers' views and interest, call out for customers and sometimes reduce your price to be able to sell your products".

Observation had shown that, there is some sort of interaction and bargaining between owners and customers during sales. And prices of

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remodelled clothes mostly range between GHC 2.00 and GHC 5.00 to retailers, and GHC 2.00 and GHC 12.00 to individual customers. The mode of purchasing of the remodelled products was in wholesales (buying in bulk) and individual sales basis. Those selling usually were heard shouting, singing, cracking jokes to attract and call out for retailing/individual customers. Most of the remodelled clothes were also hanged and displayed for sales.

Research question 5: How does the remodelling of secondhand men trousers and shirts business create job opportunities?

In presenting responses from **KMRO**, about nine (9) items on the instrument were used with emphasis on employment related issues, criteria for engaging the services of supporting workers, areas where people were employed or engaged in the production and the number of people engaged by one producer at a time. It came to light that, there were some criteria such as (craftsmanship, willingness, seriousness, attitude towards work and respect) which were considered before engaging the services of people but not academic qualifications. However, when people were newly engaged in the business they were taken through some training. Usually, areas where enterprise owners engage people for were seam ripping, sewing, neatening, ironing and sometimes sales personnel, security personnel, drivers and porters. At least 14 to 16 supporting workers were engaged at a time by one owner.

Enterprise owners mostly pay the supporting workers on piece basis. Owners unanimously mentioned that there were fixed price ranges in the market for paying the supporting workers for their services rendered. The price range per a piece of dress depends on the type of service rendered, e.g. one trousers goes for 0.10p for seam-ripping, one fitting skirt goes for 0.30p-

0.50p for sewing, 0.10p-0.20p for neatening, and 0.10p-0.20p for ironing. Few of the owners expressed the interest of engaging more hands to work with, if the personnel will be available because of pressure on the few hands working for them and pressure from customers.

To confirm the result presented above, responses from three owners were noted;

Code KMRO-3 aged 48 shared this;

> *"Some people do come to me seeking for work; sometimes I go round and search for people to work with. In other cases I do train friends and relatives to work for me. I engage people based on how the person does his or her work. After working with a supporting worker for a while I get to know whether he or she will be of help to my business, then I continue to engage that person. I don't engage people based on educational qualification but skilfulness, because this job is not about certificates, it is about commitment. I shape and cut the trousers myself and engage people for ripping, sewing, neatening, ironing and selling. For now, in terms of sales, I only engage one sales personnel who is here with me attending to customers when am busy".*

In responding to the item, how do you pay your supporting workers?

Code KMRO-6 aged 32 shared this;

> *"I've about 10 supporting workers working for me. I pay my workers based on the quantity of work done and general market rate determines the price, for instance, with tailors the range is*

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> *30p to 0.50, neatening is 10p to 20p, ironing is also 10p to 20p,*
>
> *the sales personal I pay on commission bases". I wish to*
>
> *engage more hands as there is pressure on the few hands*
>
> *working for me and pressure on me from my customers too, but*
>
> *it's not easy to get people to work for me".*

From another respondent aged 47 coded KMRO-7, this was her side of the story:

> *"As for me I employ the services of seam rippers, tailors,*
>
> *neatening and ironing personnel, but I do the styling, cutting*
>
> *and selling myself and I have about 3 people who sew for me.*
>
> *There are many jobs in this business some are drivers, porters*
>
> *(kaya-yee), security personnel, sales personnel, accountants,*
>
> *seam-rippers, seamstress/tailors, etc. Currently I'm working*
>
> *with 14 supportive workers I pay those who work for me based*
>
> *on the number of clothes they work on. The tailors work on*
>
> *roughly 300-400 wares a day and I pay 0.30 Ghana Pesewa to*
>
> *0.50 Ghana Pesewa per a piece of dress sewn depending on the*
>
> *size of the dress".*

Responses from supporting workers (KMRSW) on how the remodelling business creates jobs

The following items were considered, how were the supporting workers engaged based their qualification, work schedule, mode of payment, amount paid for work done, job avenues in the business and willingness to have others join them to work. It was indicated that, ones engagement in the remodelling business was not based on any special qualification. As noted earlier by the

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owners, it was again mentioned by most of the supporting workers that they were paid base on the number of clothes they worked on. And they were fixed price ranges in the market for paying for their services rendered. The price range per a piece of dress depends on the type of service rendered, e.g. one trousers goes for 0.10p for seam-ripping, one fitting skirt goes for 0.30p-0.50p for sewing, 0.10p-0.20p for neatening, and 0.10p-0.20p for ironing.

Most of the supporting workers expressed satisfactions with what they earn from the business as most of them were able to get amounts ranging between GHC 300.00 to GHC 400.00 in a week, after paying bills and market tolls. In terms of job avenues, drivers, porters (kaya-yee), security personnel, sales personnel, account clacks, seam-rippers, seamstress/tailors, neatening personnel, ironing personnel were noted to be jobs available in the remodelling business. Most respondents shared positive sentiments of inviting others to join them in the business.

A group of KMRSW shared this in relation to research question 5:

"No academic qualification was demanded of me, what one needs to work here is craftsmanship, willingness, seriousness, and respect. Talking of the jobs available in this business, drivers, porters (kaya-yee), security personnel, sales personnel, accountants, seam-rippers, seamstress/tailors, neatening personnel, clothes ironers etc. are available in the remodelling business. In term of the number of those of us doing minor jobs under remodelling in this market we can't tell, however, we seam rippers we may be more than 300 and above. We the tailors/seamstresses may also be roughly, 400 or so. The

market is big we can't give the numbers. Yes in a way we are satisfied with the work because one is able to earn something at the end of the day into the pocket. We'll encourage others to engage in this job if they don't have any business to do as they'll be able to earn something at the end of the day."

Mode of payment, amount earned in a day.

'Generally, we are paid based on the quantity of work done.'

Seam rippers: *"In a day one could make GHC 60.00 to GHC 80.00 when there are enough to work on and sometimes when it is hard one could get GHC 25.00 to GHC 30.00."*

Tailors/seamstresses: *"Some of us hired the machines we are working with so after taking that amount and other expenditures out, one could roughly get GH₵ 55.00 a day and at times GH₵ 40.00 a day."*

Neatening personnel: *"Within a week, if business goes on well, one could earn about 400cedis, when business is not all that good, then 300cedis. That is after paying electricity bills, shed fee table fee, market tolls etc."*

Ironing personnel: *After paying all bills one is likely to get 100cedis-150 cedis in a day.*

Observation has shown that, there are quite a number of sectional jobs available in the remodelling business into which individuals are engaged for. Some these are; sweeping, emptying of dustbin, potters, middle men, credit union personnel, drivers, sales personnel, security personnel, clothes bagging personnel, seam rippers,

seamstresses/tailors, neatening personnel, ironing personnel, electricians, carpenters and masons. However, sections where people are usually engaged for are seam ripping; tailoring, neatening, ironing and selling.

It was again observed from majority of the enterprises visited that, most of the supporting workers were provided with working space by the owners as the shedes were mostly owned by the enterprise owners, even though the supporting workers were independent. One other thing that was noted was, each owner engaged the services of about 14 to 16 supporting workers at a time in the course of the production.

Discussion of Results

The discussion followed the order in which the results have been presented under the research questions for easy comprehension.

Research question 1: How do the demographic characteristics influence the decision of traders to engage in remodelling of secondhand men trousers and shirts business in the Kantamanto market?

The result to be discussed under this research question focused on whether the demographics characteristics of respondents had influence on their decision to engage in the remodelling of secondhand men trousers and shirts business in terms of gender, age, educational background and occupational history.

Considering the gender of respondents, the results had shown that the remodelling of secondhand trousers and shirts business in the Kantamanto Market is a mixed gender affair. However, the female gender dominated the

sample by (58%) as against the male gender of (42%). This finding has a link in the study of Fields (2003), who explained that due to the open nature of the secondhand clothing trade, all persons are welcomed into the trade as at when one feels like venturing into the trade. Moreover, out of the (29) female respondents in the sample, it was noted that (79%) decided to engaged in the remodelling business in order to support family income and at the same time to get time to attend to their children and other house chores. On the other hand it was noted (76%) of the males, were engaged in the business to get money to finance their livelihood as men, earn money for housekeeping and as well provide for their wards education.

The result therefore indicated that the gender of respondents had influence on their decision to engage in the remodelling business. These findings therefore had a support from a study made by Myers (2014) which stated that, the second hand clothes trade has increased opportunities for women to earn a living. It was again evidenced in Myers study that, women comprise a larger proportion of informal traders, especially in most of the secondhand clothing markets.

Myers, explained further that, the dominance of the female gender in the informal trade for that matter the secondhand clothing trade can be related to the fact that, women can be in trade (i.e. sell secondhand clothing) and at the same time attend to many of their domestic responsibilities something which is not always possible to balance in formal employment. These factors, coupled with the quests of women to earn money to support the family's income could also be one of the factors which account for the dominance of the female gender in the remodelling business hence the decision of majority

the female gender to engage in the business. However, factors such as being in a paid job, easy access to the market, the remodelling business being easy to venture into and the small capital needed to start the business were also attributed to the mix gender affair of the business. As Imo & Maiyo (2012) recounted that, faced by the increase cost of living, falling wages, and rise in unemployment, many individuals in Sub-Saharan African countries including Ghana see the sales of secondhand clothing as the easiest and an alternative solution to their employment problems.

The result had again, revealed that 90% (i.e. 48% Senior High, 34% basic and 8% tertiary) of the respondents had formal education while 10% had no formal education. Among which majority of them were secondary school graduates, it was however noted by 8 Senior High School graduates (33%) that they were in search for money from the remodelling business to further their education, whiles 20 of them (77%) mentioned that they were in the business to earn money in order to establish a new business. This was possible because Field explained in (2003) that, the secondhand clothes trade is relatively accessible to anyone regardless of formal training. These reasons noted by the Senior High School graduates among others contributed to the decision of most respondents to engage in the remodelling business to make a living, as they were not able to finance their education due to financial constraints.

The result had again shown that the age of respondents has an influence on respondents decision to engage in the remodelling business, thus it was indicated that, even though respondents from the age 20 through to 50 and above were involved in the remodelling business, respondents within the age range of 30-39 and 40-49 formed the majority of (74%), thus 36.0% and 38%

respectively. In the course of the interview, it had been pointed out by most of the respondents that, at their age they must be self-reliance and be able to care for themselves and their families, hence the decision to engage in the remodelling business.

Agra *et al.* (2015) argued in that, in most cases the youth strife to find means of raising fund to earn a living and to provide basic needs for their family. These responsibilities as pointed by Agra et al, (2015) will push people especially the youth into jobs that are easy to come by, hence the decision of most of the respondents to venture into the business of remodelling as it was the easiest job to come by as mentioned by majority of the respondents.

In paraphrasing Fields (2003), he stated that, aside the fact that, the secondhand clothing trade is liberal and easy to venture in, the capital to invest into it is also less and such is the remodelling business. Hence individuals with any little amount of money can venture into it and establish the business. And again the remodelling business also opens-up way for the demand of skilled hands hence generating more jobs, which are available to all groups of persons within the working age.

Checking from the result, responses on occupational history of respondents revealed that, 62% of respondents (i.e.14% owners and 48% supportive workers) were formerly employed in different carriers and occupations. This is to say that some of the respondents were retrenched workers from government and private sectors and some of them were also formerly engaged in shop keeping, farming, fishing, patching of tattered clothes, etc. But stopped for reasons such as retrenchment, low wages and

salaries, poor working conditions, collapse of business etc. and now decided to engage in the remodelling of secondhand clothing business.

The findings in the current study are rooted in the findings of Fields (2003), who noted from his survey that, over half of the secondhand clothing traders have previously been unemployed or recently retrenched whiles the rest have been in temporary or seasonal jobs (like construction) or were working in low paid service sectors. In considering the results and Fields assertion, it could be established that, for one reason or the other, for which the respondents had left their previous jobs, secondhand clothes have provided an alternative solution for them, by offering them the opportunity to start their own self-employed venture. This was supported in a finding noted by Agra et al, (2015) who mentioned that, as retrenched workers from factories, who are in search of job for their livelihood, most of them find their way into the secondhand clothing trade.

Research question 2: Why are the secondhand men trousers and shirts remodelled?

The results from the interview gave reasons to point out those major factors such as financial constraints, unemployment issues, easy to venture into the remodelling business and high patronage of the remodelled clothing lured most of the respondents into the business. However, it was again noted from the results that, the quests of meeting prevailing fashion, good quality/attractiveness of the fabrics used for the secondhand trousers and shirts and easy to alternate the trousers and shirts into other clothing were some of the reasons and factors for which the trousers and shirts were being remodelled.

In another disposition, respondents linked the high patronage of the remodelled clothing, to their style of calling customers to their wares, low cost of the wares and trendiness of the remodelled clothing. This is in line with the findings of Sheth, Sethia and Srinivas who noted in (2011), that manufacturers go into remodelling of clothes and consumers accept it into their lifestyle, because remodelled and upcycled clothes or fashion offer relative advantage in terms of economics, social prestige, convenience and satisfaction.

Farrer and Finn (2008) asserted that, most consumers who are average income earners have value for trendy garment but thinks of its high price, and if possible they go for the low cost of the same copy of garment. This Farrer & Finn said, some garment industries have taken advantage of the situation and are producing similar copies of the high cost trendy garments. That is, if not the same style, then its equivalence at lower cost, as there is a ready market for these low cost garments. This in a way had resulted in the secondhand clothes traders recycling or remodelling out-dated fashions into currently invoked fashion and upcycling them to satisfy the fashion hungry consumers. Hence the love and high patronage of remodelled secondhand clothes, as the remodelling adds value to the second hand clothing thus making them more attractive and easier to sell.

Reading from another school of thought, in a feature article of Chronicle (2008), the source submits that the rate at which prices of commodities are galloping in the country is compelling the "economic poor" to choose the easier path towards acquiring certain material comforts in life. According to this source, the present economic hardship in the world has made getting

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'three square meals' in a day, in some developing countries extremely difficult, how much more acquiring expensive already-made clothes to wear.

Considering the arguments in the Chronicle in line with the finding on the patronage of secondhand remodelled clothes, it could be stated that, in the quest to be part of trending fashion and the right-thinking members of society, in terms of putting on decent clothes; remodelled secondhand clothing is in vogue. This has made the low-income earners to depend on remodelled shirts and trousers, as the remodelled clothes are thus cheaper and affordable. This submission is similar to the findings of Anyango (2009) who stated that, in order to satisfy the clothing needs for the "economic poor" and in respond to the increasing demand for clothing products, secondhand clothes being one of the common types of clothing on the market, is not only retailed directly but also redesigned and sewn into current accepted fashion styles.

The findings on the quality/attractiveness of the fabrics of the secondhand clothes had a link in a study made by Taylor (2001), who established that, the quest for newness, suitability, comfortability and quality in textile and clothing applications by modern man has emanated in the development of innovative and production of high performance fibres and fabrics. Claudio (2007) puts it clearer that these fabrics are used for clothing by the garment industries but after some time end up in the land fields or secondhand clothes markets. These findings confirmed the reasons given by those remodelling in the Kantamanto market that the fabrics used for the imported secondhand trousers and shirts were of good quality and attractive enough to attract customers to buy the remodelled goods. Hence, it can be used to start another life of clothing and it would last for some time.

Research question 3: how are the secondhand men trousers and shirts remodelled?

One of the prime objectives of this study was to explore the production processes that were involved in the remodelling of secondhand trousers and shirts. The results were however presented and discussed under the following headings below, thus;

    a) Business financing, cost and source of raw materials,

    b) mode of production, targeted customers, designs and tools used and

    c) clothing remodelled out of the trousers and shirts and the number of clothing worked on in a day or week.

a) Business financing, cost and source of raw materials

In view of business financing, cost and source of raw materials, the study revealed that there were three (3) ways in which the remodelling business was financed by the producers. Namely, personal savings/loans, taking raw materials (trousers and shirts) on credit basis as well as getting support from friends and relatives. The average minimum amount required to set one's remodelling business was GHS 100 as reported by most respondents (this included cost of raw material, machinery, space, and bills). These findings lend a link to the findings of Aus (2011) who stated that, in as much as it is a business venture, entrepreneurial skills are needed and the following should be considered when establishing a remodelling business; Capital, labour, space (land), business registration, energy, machinery and raw material.

In another submission, Aus, identified secondhand clothes as one of the most common sources of fabrics used for remodelled clothes. This confirmed

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the report of respondents which indicated that, secondhand clothes were the main raw materials used for the remodelling in the Kantamanto market and the remodelled clothes producers usually acquire their raw materials from secondhand clothes retailers in the market. And the cost of the raw material was determined by the size and quality of the fabric, which ranges from 10 pieces for GHS 3.00 to 10 pieces for GHS 5.00. It was however noted from the interviews that, almost all the supportive workers, finance their own business (thus they pay for their equipment, tools, space and bills), they were independent. However, their work was solely dependent on those remodelling in the market.

b) mode of production, targeted customers, designs and tools used

The production procedures provided by most of the producers in Kantamanto market has clearly shown that, they follow some steps or process in their production, when cutting and making the garments from the trousers and shirts. The production processes as described by most of the producers in Kantamanto market were "Examine-Rip-Shape-Cut-Sew-Neaten and Iron". This was grounded and rooted in the steps of Myers (2014) who identified that, to get an already sewn cloth or garment remodelled one must do the following, examine the fabric of the old garment, rip the old garment, clean and press ripped fabric, get a design and pattern, lay-out and cut and follow the usual sewing and garment construction procedures. Myers simply puts this in three steps, which represents the process of reusing a textile product. Thus collect and sort, reprocess/remodel or reconstruct, add value in the process and resell. Myers' assertion explained the practice of the traders who are into remodelling in Kantamanto, thus when they get the secondhand clothes they,

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examine the fabric of the garment, rip the seams on the garment, re-design the fabric and cut then they follow the usual sewing and garment construction procedures.

It was again, unanimously said by the producers that, they have no specific drawn designs or patterns used to guide the cutting of the remodelled products. However it was indicated that, to arrive at the end product, some factors were considered and key among them were the 'taste' or interest of their consumers (i.e. fitness, trendiness and attractiveness of fabric), shape and style of the trouser and shirt as well as the strength of the fabric. The commonest tools used for the production were tape measures, scissors, and manual/industrial sewing machine, knitting machines and locally made metal irons. These findings were in line with the submission of Aus (2011) who stated that, the fabric of the garment to be remodelled must have the potentials to be worn or re-used the second time for considerable longer time. This Aus said will go a long way to provide consumer satisfaction, as put by Sheth, Sethia, and Srinivas (2011), that manufacturers go into remodelling of clothes and consumers accept it into their lifestyle, because a well remodelled and upcycled clothes or fashion offer relative advantage in terms of economics, social prestige, convenience and satisfaction.

In the course of interacting with the producers it was obviously identified that, even though the traders observe and follow some steps and factors in their production, they do not adopt to any particular theory of garment production, as found in the garment producing factories. According to the Early Theories of Production (2010), most factories into production, use either descriptive or normative theories of production to guide their

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manufacturing process. Thus where the descriptive theory helps in modifying the production to correspond better to latest requirements, the normative theory of production on the other hand contains generally applicable knowledge and tools that can be used in the management of production.

According to the Early Theories of Production is towards optimizing existing production and planning new production line. If they could be a way for these traders to adapt to any of these theories or established manufacturing procedures, the remodelling business and its patronage would have been maximized. As said the Early Theories of Production that, adapting one of the theories of production, is in line with the production of tangible products as in clothing production to optimize productivity and develop competitive products to meet current needs.

c) **Clothing remodelled out of the trousers and shirts and the number of clothing worked on in a day or week.**

The result had indicated that, skirts and shorts (knickers) were remodelled out of the trousers and blouses and baby dresses were made from the shirts after passing through a well-crafted process. This finding has a link in one of the findings of Myers (2014) where it was noted that used or discarded garment could be recycled into any type of clothing right from personal garments, domestic to office and even industrial uses. It could therefore be deduced that, the shape of the upper part of the trousers lends itself very well to be changed into skirts easily. Whiles with a very little change and minimum sewing the lower part is changed into smaller trousers and knickers. The restyling of the shirts is also in similar vein. Talking on the

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number of raw materials remodelled in a week, owners indicated that, averagely they could work on about 300 used clothes in a day.

Owners indicated averagely they could work on about 300 used clothes in a day. Seam rippers 400 clothes, Seamstresses/tailors 200 pieces, neatening personnel 600 pieces and ironers 1000 pieces in a day. Their targeted consumers were mostly females of all ages as well as boys within the ages of zero to twelve (0-12). A study made by Farrer and Finn (2008) gave evidence to support the findings on the quantum of clothing worked on in a day by the respondents. Where Farrer and Finn submitted that, the garment recycling and up-cycling industry produce and process goods more quickly and cost-effectively. This, they said was because their raw materials is readily available to them. They further added that in the recycling production process, the industry is dominated by consumption, fast changing trends, and low prices that make consumers buy more, hence brings quick returns for more production.

Research question 4: How are the remodelled clothes sold and distributed?

In the hunt of accomplishing the purpose of the study, establishing processes involved in the sale and distribution of remodelled secondhand clothing was worth investigating. After the investigation, it came to light from the responses that the prices of remodelled clothes range between GHS 2.00 to GHS 5.00, and the sales processes involved both retail to individuals and wholesale to retailers. Majority of the respondents indicated that they were able to sell at least 900 to 1200 remodelled clothes in a week and 3600 to 4800 in a month. This may possible because Wendy (2008) noted that, most

secondhand clothing traders subject themselves to vigorous sale process by calling upon customers. This is a marketing strategy that aids in identifying customers using competitive strategy by offerings prices that can draw customers to the wares being sold through promotional efforts and services towards customers. In a similar account, Schiffman and Kanuk (1992); Cohen (2000); Fifield (1992) in their studies also averred that a sound marketing strategy enables an enterprise to develop long-range plans which ensure survival, profitability, growth and perpetuity.

On the part of customers' interest and satisfaction, it was unanimously revealed that customers were most at times satisfied with the wares, because most of the products were remodelled base on their directives, especially retailers whom they produce for. This has a link in a submission made by Kinuthia, Mburugu and MilcahMulu-Mutuku (2014), where it was noted that factors such as interactive marketing, market penetration, pricing, branding and cost reduction, product differentiation; customer focus and product quality are strategies associated with marketing with the efforts in promoting sales. Kinuthia *et al.*, again noted that another strategy employed by secondhand clothing traders to entice customers was building personal image in the clothing market through advertising and employing various ways of reducing or minimizing products costs. The assertions of Kinuthia *et al.*, confirmed the practice employed by the traders in Kantamanto market during the sales on their remodelled clothing, thus by adopting customers' interest and focus, pricing and cost reduction, location, interactive marketing, market penetration, and branding and product differentiation were identified by most owners to be the strategies employed by them to sell their products. These factors, in a way,

could contribute to the fast sales and distribution of the remodelled clothes in the Kantamato market, hence the growth and the high patronage of the remodelling business.

Research question 5: How does the remodelling of second hand men trousers and shirts business creates job opportunities?

The last research question was centred on the job opportunities available in the business of remodelling of secondhand clothes. After several interactions with the traders, it was revealed from the interview and observation that even though there were some criteria put in engaging the services of people, academic qualifications was not considered. However, it was noted that when people were newly introduced into the business they were taken through some form of training. The accrued findings however lend structure supports to the account of Fields (2003), where he submitted that the introduction of remodelling of secondhand clothing has opens-up way for the demand for skilled hand hence generating more employment.

Considering the findings and the account of Fields (2003) above, it could be said that, the introduction of the remodelling business in the secondhand clothes trade was toward the best practices for job creation. And this is in line with self-employment as well as raising standard of living for individuals in the business. This gave the opportunity to the secondhand clothes traders to engage themselves and at least 14 to 16 supportive workers in sectional jobs such as seam ripping, sewing, neatening, ironing and sometimes sales personnel, security personnel, drivers and porters with the remodelling production.

Further explanations on the sectional jobs available in the remodelling business, has a support from the claims of Myers (2014), who recounted that, aside the profits enjoyed in the secondhand clothes trade, some researchers have shown that the trade creates other employment avenues for example, ironing, transporting, cleaning, repairing, restyling clothes, etc. Myers further pointed out that, individuals who engaged in secondhand clothes industry benefit directly or indirectly from the trade in Sub-Saharan African countries of which Ghana is not an exception.

Moreover, there are studies which are not in support of the secondhand clothing trade, for one or two reasons. An example is the study made by Agra, et al, (2015), who argued that the secondhand clothes trade in Ghana was a major factor which has a negative toll on local textile and garment industries in Ghana. Hence, it is part of the problems of unemployment in Ghana. However, in 2013, Haward disputed these arguments by stating that the primary and core factors affecting textile industries in Ghana were unavailability of raw materials and high import duties on textile industrial essentials. These factors, he stated, lead to the retrenchment of most factory workers. These retrenched workers have found livelihood in the remodelling of secondhand clothes business, due to the sectional jobs available in the business.

Haward's account in (2013) gave backing to what was unanimously mentioned by owners and supportive workers that they were satisfied with their jobs, even though they were paid base on the number of wares they worked on. In line with this, few of the owners expressed the interest of engaging more hands to work with if the personnel will be available because

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of the pressure on the few hands working for them and pressure from customers.

In another disposition, Myers (2014) submitted that as retailers, the remodelling trade was also considered as a good training ground for business in terms of learning marketing skills, direct sales and providing financial assistance for their families. Myers claims back the present situation in Kantamanto market that the remodelling business has also increased opportunities for workers in the business to earn a living from the sales of the remodelled products.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter presents summary of the study as well as the key findings, conclusions, recommendations and suggestions for further research. Thus, the chapter focuses on the implications of the findings made from the study for policy formulation and further research. The recommendations are made based on the key findings and major conclusions arising from the study.

Summary of the Study

The main purpose of this study was to investigate and examine the production and sales operations of remodelled clothes made from secondhand men trousers and shirts in Kantamanto market, Accra. Explicitly, the study was guided by five basic research questions. To be able to gather relevant data and information for quality analyses, the qualitative research approach was employed with case study methods to answer the research questions.

The study targeted owners (enterprise managers) and 'supporting workers' (sectional workers) of remodelling enterprises which were into remodelling of secondhand men trousers and shirts in the Kantamanto market of Accra, Ghana. Respondents selected for the study were fifty (50) which fairly represent the population. With respect to instrument for data collection, interview guide, check list, audio-visual recorders and cameras were employed as the main instruments for the data collection.

Ethical consideration was also ensured before, during and after data collection. The obtained data were transcribed, analysed and discussed

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qualitatively. The findings were discussed in line with previous studies under the various research questions.

Key Findings

The following key findings were established from the study:

Research question one sought to find how the demographic characteristics influenced the traders to engage in the remodelling of secondhand men trousers and shirts business. The results had shown that the demographics of respondents had influence on respondents' decision to engage in the remodelling business. The gender of respondents in the business was mixed gender affair. However, the female gender dominated by 58.0% as against 46% of the male gender. The result indicated that, (79%) of the female gender of the sample decided to engage in the remodelling of secondhand trousers and shirts business to support family income and to attend to domestic responsibilities (76%) of the males gender of the sample, were engaged in the business to get money to solve personal and domestic financial challenges.

The data on the educational background had revealed that 90% (i.e. 48% Senior High, 34% basic and 8% tertiary) of the respondents had formal education, forming the majority while 10% had no formal education. In terms of age, respondents within the age range of 30-39 and 40-49 formed the majority of (74%), thus 36.0% and 38% respectively. Finally, the occupational history of respondents revealed that 62% of respondents, that is 14% owners and 48% supportive workers were formerly employed in different carriers and occupations before later joining the remodelling business.

Research question two which primarily aimed at ascertaining the factors accounting for remodelling of secondhand clothes brought up the finding

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which shows that factors such as financial constraints, unemployment, remodelling business being easy to venture into and high patronage of the remodelled clothing lured most of the respondents into the business. Moreover, the quests for meeting prevailing fashion, good quality or attractiveness of the fabrics of the secondhand clothes and easy to alter were some of the reasons and factors for which the trousers and shirts were being remodelled.

Research question three which explored the production processes involved in the remodelling of secondhand trousers and shirts revealed that personal savings and loans, taking raw materials (trousers and shirts) on credit basis as well as getting support from friends and relatives were the means producers used to source funds for their business. The average minimum amount required to set one's remodelling business was GH₵ 100 (this included cost of raw material, machinery, space, and bills). Raw materials were bought from secondhand clothes retailers. The cost of the raw materials ranged from 10 pieces for GH₵ 3.00 to 10 pieces for GH₵ 5.00. It was again noted that supporting workers finance their own business. However, their work was solely dependent on the producers who were remodelling in the market.

It was unanimously stated and evidently observed that the producers follow some steps or processes in their production. These steps were simply put as (1) check and examine clothing, (2) rip seams, (3) take measurements, (4) re-shape and cut out patterns, (5) sewing and neatening, (6) iron and bag or display for sales, thus (Examine-Rip-Measure-Shape-Cut-Sew-neaten and Iron). However, factors considered when working on the ripped fabrics were

the 'taste' or interest of consumers (i.e. fitness, trendy style and attractiveness of fabric), shape/style of trousers/shirts and quality of the fabric. The commonest tools used for the production were tape measures, scissors, manual/industrial sewing machine, neatening machines and metal irons.

Basically, the finished remodelled clothing was skirts and shorts from the trousers and ladies blouses and baby dresses from the shirts. Owners who were the producers could work (cut) on about 300 used clothes in a day. Seam rippers work on 400 clothes, Seamstresses/tailors work on 200 pieces, neatening personnel work on 600 pieces and ironers iron 1000 pieces in a day. Their targeted consumers were mostly females of all ages as well as boys within the ages of zero to twelve (0-12).

The fourth research question was to establish processes involved in the sale and distribution of the remodelling products. It was made clear by the producers in Kantamanto market that the prices of remodelled clothes range between GH₵ 2.00 to GH₵ 5.00.   The sales processes involved both wholesale and retailing to individuals. At least 900 to 1200 remodelled clothes were sold in a week and 3600 to 4800 were sold in a month. Averagely, GH₵ 2000.00 to 2400.00 sales was made in a month by an individual owner, after taking out the business capital and paying for their bills and market tolls. With the concern of places where the remodelled clothes were sold apart from Kantamanto market, Bolgatanga, Kete-Krachi, Kumasi, Nsawam, Bibiani, Cape Coast, Takoradi and neighbouring countries such as Togo, Cote d'Ivoire and Burkina Faso were mentioned.

The last research question was centred on the job opportunities in the business of remodelling of secondhand clothes. After several interactions with

the respondents, it came to light that, even though there were job related criteria put in place in engaging the services of people into the business, academic qualifications was not considered. It was however noted that, when people were newly introduced into the business they were taken through some form of training. Areas where enterprise owners engage people for (job areas available in the remodelling business) were seam ripping, sewing, neatening, ironing and sometimes sales personnel, security personnel, drivers and porters. Again, it was noted that, at least 14 to 16 supporting workers were engaged at a time by one owner.

Enterprise owners mostly pay the supporting workers based on the number of wares they worked on. It was unanimously mentioned by owners and confirmed by supporting workers that there were fixed price ranges in the market for paying the supporting workers for their services rendered. The price range per a piece of dress depends on the type of service rendered, e.g. one trousers goes for 0.10p for seam-ripping, one fitting skirt goes for 0.30p-0.50p for sewing, 0.10p-0.20p for neatening, and 0.10p-0.20p for ironing.

Most of supporting workers expressed satisfactions with what they earn from the business as most of them are able to get amounts ranging between GHC 300.00 to GHC 400.00 in a week, after paying bills and market tolls. Few of the owners expressed the interest of engaging more hands to work with, if the personnel will be available because of pressure on the few hands working for them and pressure from customers.

Conclusions

Based on the findings from the study, it can be concluded that, low standard of living, unemployment coupled with some demographics

characteristics of traders as well as the open nature of the remodelling business lured most of the respondents into the business.

The results pointed to the fact that, the fabrics of the secondhand trousers and shirts are of good quality and attractive and again, the trousers and shirts are easy to alter. This leads to the conclusion that the secondhand trousers and shirts imported into Ghana are of good quality, even though the style they come with was noted to be out dated hence the need and the quest to remodel them to meet prevailing fashion.

Again, it can be concluded that one does not need too big a capital (money) to be able to venture into the remodelling of secondhand trousers and shirts business. This was evident in the results that, with GH₵ 100 a remodelling of secondhand clothing business can be established. There is evidence from the interviews and observations that, the traders have an established process in the market they follow, as well as equipments and machines they use in the production of the remodelled clothes. However, conclusion can be drawn to the fact that, the equipments, machines and the production procedure employed by the traders are not of standard as those in the garment production factories/industries.

Considering the quantity of secondhand trousers and shirts remodelled and sold in a week and how wide spread the sales points are, as noted in the results. A conclusion is drawn to the fact that the remodelling of secondhand trousers and shirts business is lucrative, hence should be given a serious look and consideration by government and stake holders.

Finally, the interviews and observations gave evidence to conclude that the remodelling of secondhand men trousers and shirts business is a venture

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which is creating lucrative job avenues such as seam ripping, sewing, knitting, ironing, sales personnel, security personnel, drivers, porters just to mention a few, for the youth to engage in.

Recommendations

Based on the findings and conclusions of the study, the following recommendations were made:

1. **Government intervention and support**. The government should come to the aid of traders who are into remodelling of secondhand men trousers and shirts business in the Kantamanto market of the Accra Metropolis, through less taxation and subsidization of import duties on secondhand clothing in order to make the business more attractive to the employment hungry youths to venture into. This will help solve unemployment problems of the country to some extent and also raise the standard of living of the individuals who ventured into the business.

2. **Public education and advertisement:** It is again recommended that the Public Education units in collaboration with Secondhand Clothes Trade Unions in Kantamanto and the media, should educate the public on the benefits of the remodelling business and advertise the remodelled clothes for individuals to accept the use of such clothes and again, this will attract Non-Governmental Organisations and local garment industries to support the business. This will in turn prevent the stigmatization associated with the use of the use secondhand clothing hence increase the demand of the remodelled clothes.

3. **Adoption and incorporation of the remodelling business into NGOs, garment industries, institutions, colleges and schools:** Even though the traders have equipments/machineries and procedures used for their production, they were not of standard as those in used in the garment production factories/industries. It is, therefore, recommended that, NGOs, (Non-Governmental Organizations, local garment industries, clothing and textiles institutions, colleges and schools in Ghana should be entreated and encouraged to adopt the secondhand clothes remodelling business. So that they will introduce modern/current technology and machineries used for clothes production processes in the remodelling business. This will go a long way to improve the quality and trendiness of the remodelled clothing. And again, fast track the production and acceptance of the remodelled products by the fashion hungry youth

4. **Entrepreneurs/business men and youth encouragement:** Considering the varied range of jobs available in the remodelling of secondhand trousers and shirts business as well as the lucrativeness of the business, it is recommended that, entrepreneurs/business men and the youth should be encouraged to invest/venture into the secondhand clothes remodelling business. As it could be a source of gold in disguise to the individual and the country at large.

Suggestions for Further Studies

Aside the general recommendations which have been clearly stated in this research report, it is suggested that other academic research exercises

could be conducted around the present topic to give widespread findings. The following are some suggested areas that can be considered for further studies:

1. The current study basically concentrated on the production and sales operations of remodelled clothes made out of secondhand men trousers and shirts, it is, therefore, suggested that further studies could expand the study to look at other secondhand clothing which are remodelled.

2. Again, further study could be conducted to compare the remodelling production line used by the secondhand clothing traders with the garments production line of the garment industries in Ghana. This will help establish the standardization of the remodelled secondhand clothing.

3. This study used only qualitative approach in its analysis and employed interview guide and check list as the sole instrument for data collection therefore further studies could be mixed method approach where questionnaire would be included to collect quantitative data to give more statistical sevidence to the study.

4. Again further studies should therefore be conducted on the serviceability and performance of the fabrics used for the secondhand clothes which are remodelled.

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APPENDICES

APPENDIX A

UNIVERSITY OF CAPE COAST

Interview Guide for Owners

The purpose of this study is to examine the remodelling of second hand clothes for men trousers and shirts at the Kantamanto market in Accra**.** Your candid expression of opinion in this interview would be helpful in analyzing the issue. Meanwhile, be assured that all information you provide is strictly for academic purpose and will be handled with utmost confidentiality and your identity would not be revealed in anyway. Thank you for your cooperation.

Section A: Demographic characteristics of Respondents

1. Age.

2. Gender

3. With you age and gender, why not any other business but remodelling of second hand men trousers and shirts?

4. Occupation history?

5. History of educational background.

6. How many years have you being in the remodelling business?

Section B: Factors Accounting For Remodelling of Second Hand Men Trousers and Shirts

7. Why have you entered the remodelling business?

8. Why do you remodel the second hand men trousers and shirt before selling?

9. How did you get to know of the remodelling business?

10. If you are to quit this job, what job will you go for? And why?

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Section C: Production processes involved in remodelling Second Hand Men Trousers and Shirts

11.   How much capital did you use to start this business?

12.   How do you get the second hand men trousers and shirts (raw materials) to work with?

13.   Who are your targeted consumers or whom do you produce the remodelled clothes for? And why?

14.   Describe the step by step processes involved in remodelling;

   a. Trousers?

   b. Shirt?

15.   What products do you remodel the trousers and shirts into?

16.   How do you get designs for the products you remodel?

17.   What factors do you consider when changing the trousers and shirts into other clothing?

18.   What tools, machines and equipment do you use for your production?

19.   How many trousers and shirts do you remodel in a week?

Section D: Sale and distribution of remodelled second hand products

20.   How do you price your products? What is the price range of the remodelled products?

21.   How do you sell your products?

22.   How fast do the remodelled products sell? How many days or weeks does it take to sell the remodelled products you produced?

23.   How many bales of remodelled clothes do you sell per week, month or annum?

24.   What is your profit margin per week/month?

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25.   Apart from Kantamanto market, which other market do you sell your products?

26.   What strategies do you employ to get your wares sell fast?

Section E: Job opportunities in the business of remodelling of second hand men trousers and shirts

27.   How do you get people to assist you in your production?

28.   What qualification or criteria do you look out for when employing the services of a supporting worker?

29.   Which sections (aspects) of the remodelling do you employ the services of supporting workers?

30.   Apart from sections/schedule what other jobs or schedules are there in relation to trouser and shirt remodelling business?

31.   How many supporting workers assist you in the production?

32.   How do you pay your supporting workers?

33.   What is the range of the amount/pay for the supporting workers?

34.   Will you like to engage more hands in your production, why?

35.   If yes, which areas of the production will you engage people for?

APPENDIX B

UNIVESITY OF CAPE COAST

Interview Guide for Supporting Workers

The purpose of this study is to examine the remodelling of second hand clothes for men trousers and shirts at the Kantamanto market in Accra. Your candid expression of opinion in this interview would be helpful in analyzing the issue. Meanwhile, be assured that all information you provide is strictly for academic purpose and will be handled with utmost confidentiality and your identity would not be revealed in anyway. Thank you for your cooperation

Section A: Demographic characteristics of respondents

1. Age.

2. Gender.

3. With you age and gender, why not any other business but remodelling of second hand men trousers and shirts?

4. Educational history.

5. Occupational history.

6. How many years have you being in the remodelling business?

Section B: Factors accounting for remodelling of second hand men trousers and shirt

7. Why have you entered the remodelling business?

8. Why ripping, sewing, knitting or pressing (ironing) of remodelled second hand trousers and shirts? And not any other business?

9. How did you get to know of the remodelling business?

10. If you are to quit this job, what job will you go for? And why?

Section C: Production processes involved in remodelling second hand men trousers and shirts

11. Describe step by step is involved in your daily work.

12. Are you employed by anyone or you are on your own?

13. What tools, machines and equipment do you use for your production?

14. Are you able to satisfy all those who bring their wares to you?

15. Do you work on only remodelled clothes?

16. How many clothes are you able to work on in a day or a week?

Section D: Job opportunities in the business of remodelling of second hand men trousers and shirts

17. What qualification was demanded from you before you were employed?

18. Apart from your schedule, what other jobs or schedules are there in relation to trouser and shirt remodelling business?

19. How many of you work on the same schedule in the market here?

20. How are you paid?

21. What is the range of your pay?

22. How much do you make in a day, or week?

23. Is there any time you feel there is pressure on you in terms of work? Why

24. Will you like to engage helping hands in your schedule, why?

25. Will you advice anybody to join the business? why?

APPENDIX C

Observational guide/check list

Observe, tick, and take notes, photographs or video tape of the following;

Production processes involved in remodelling second hand men trousers and shirts.

1. Enterprise setting/ environment.

2. Type of second hand men trousers and shirts remodelled (raw material).

   Store rejects   [   ]   Partially used [   ]

   Over used   [   ]

3. Access to the second hand men trousers and shirt (how the raw material is gotten)

   Direct import   [   ]   Buy bales from wholesalers   [   ]

    Select from retailers   [   ]

4. Type of remodelled products or clothes.(clothes made out of the trousers and shirts)

   Adult wares   Male [   ]   Female [   ]

   Adolescent wares   Male [   ]   Female [   ]

   Baby wares   Male   [   ]   Female [   ]

5. Type of tools, machines and equipments used for production.

   Industrial motor operated machine [   ]

   Manual operated machines [   ]

6. Stages (processes) involved in to remodelling the second hand men trousers and shirt.

   Owners schedule

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Steps	Activity
1	
2	
3	
4	
5	
6	
7	

Supporting workers schedule

	Activity			
Steps	Seam rippers	Seamstresses/Tailors	Neatening Personnel	Ironers
1				
2				
3				
4				
5				
6				
7				

7. Products remodelled out of trousers and shirts.

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8. How designs are gotten for the remodelled product.

Self generated [ ]

Copy existing designs on the market [ ]

No designs [   ]

Sale and distribution of remodelled second hand products

9.   Mode of sales.

Wholesales [   ]   Individual retailing   [   ]

10. Price range of remodelled products.

----

11. Mode of purchasing of the remodelled products?

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Job opportunities in the remodelling business

12. Divisions and sections supporting workers are employed for.

Sections supporting workers are employed for	Observation
Seam ripping	
Sewing	
Neatening	
Ironing	
Selling	
Driving	
Security	

Others --

----

13. The total number of supporting workers under each owner.

supporting workers	Number Observed
Seam ripping	
Sewing	
Neatening	
Ironing	
Selling	
Driving	
Security	
Total	

Others ---

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APPENDIX D

INTRODUCTORY LETTER FROM VOTEC DEPARTMENT, UCC

UNIVERSITY OF CAPE COAST
COLLEGE OF EDUCATION STUDIES
FACULTY OF SCIENCE AND TECHNOLOGY EDUCATION
DEPARTMENT OF VOCATIONAL AND TECHNICAL EDUCATION

Direct: 03320-91097
Telex 2552, UCC, GH
Telegrams & Cables: University, Cape Coast

University of Cape Coast
Cape Coast

Our Ref: VTE/IAL/V.2/253

27th February, 2018

C/o Joseph Ofosu
Peki Snr. High School
P. O. Box 36
Peki.

Dear Sir,

INTRODUCTORY LETTER

We have the pleasure of introducing to you Vivian Afenyo who is an M.Phil student of this Department.

We would be very grateful if you could grant her ethical clearances to enable her to obtain the necessary information for her thesis on the topic **"Remodeling of Second Hand Clothes; The Case of Men Trousers and Shirts in Kantamanto Market.**

We are counting on your cooperation.

Thank you.

Yours faithfully,

Dr. Augustina Araba Amissah
HEAD OF DEPARTMENT

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APPENDIX E

ACCEPTANCE/PERMISSION LETTER FROM KANTAMANTO

REMODELLERS' ASSOCIATION

Telephone: +233 334133400

Email: kantatradres.@gmail.com

KANTAMANTO TRADERS AND DRESS MAKERS UNION

KANTAMATO TRADERS AND DRESS MAKERS UNION

P. O. BOX AMDX 358, ACCRA

9TH May, 2018.

MISS VIVIAN AFUA AFENYO

UNIVERSITY OF CAPE COAST

VOCATIONAL AND TECHNICAL DEPARTMENT

CAPE COAST.

Dear Ms Vivian Afenyo,

PERMITION AND ACCPETANCE TO GRANT INTERVIEW

REF: MS VIVIAN AFUA AFENYO OF UNIVERSITY OF CAPE COAST

With reference to your application and introductory letter, on the issue of conducting interview on the topic, "Remodelling of Second Hand Clothes in Kantamanto Market: The Case of Men Trousers and Shirts". I write to inform you that, the Union has accepted to grant you interview on the said topic and to give you all the necessary information needed.

Yours sincerely

(Simon P.K. Nii-Quatey)

PRESENDENT

Kantamanto Traders and Dress Makers Union.
P. O. Box AMDX 358

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APPENDIX F

PICTURES TAKEN DURING OBSERVATION

Picture 1

Kantamanto secondhand cloths market

Picture 2

Kantamanto Secondhand clothes market

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Picture 3

Picture 4

Raw materials used for remodelling (second hand men trousers and shirts)

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Picture 5

Tools use for seam ripping

Picture 6

Use of scissors   Use of cutter   Use of blade
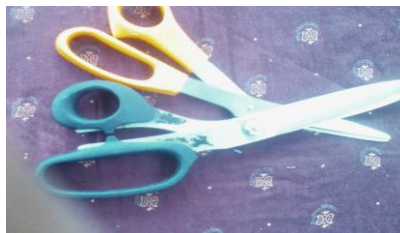

Use of seam ripper   Use of hand   Use of pins

Methods used for seam ripping

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Picture 7

Tape measure   Scissors

Tools used for shaping and cutting trousers and shirts

Picture 8

Picture 9

Shaping and cutting lower part of trousers into and knickers (shorts)
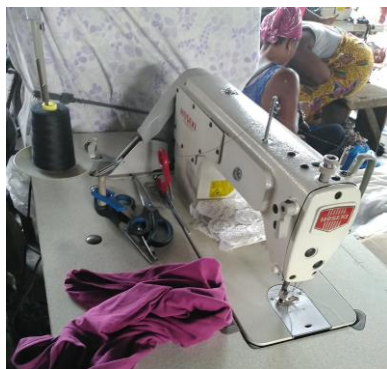
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Picture 10

Shaping and cutting shirt into blouse and baby dresses

Picture 11

Tape measure   Scissors

Electric machine   Manual machine

Tools, machines and equipments use for Sewing

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Picture 12

Seamstress/tailor sewing remodeled clothes

Picture 13

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Picture 14

Iron   Rag

Coal pot   Iron rod

Padded table   Wet cloth and water

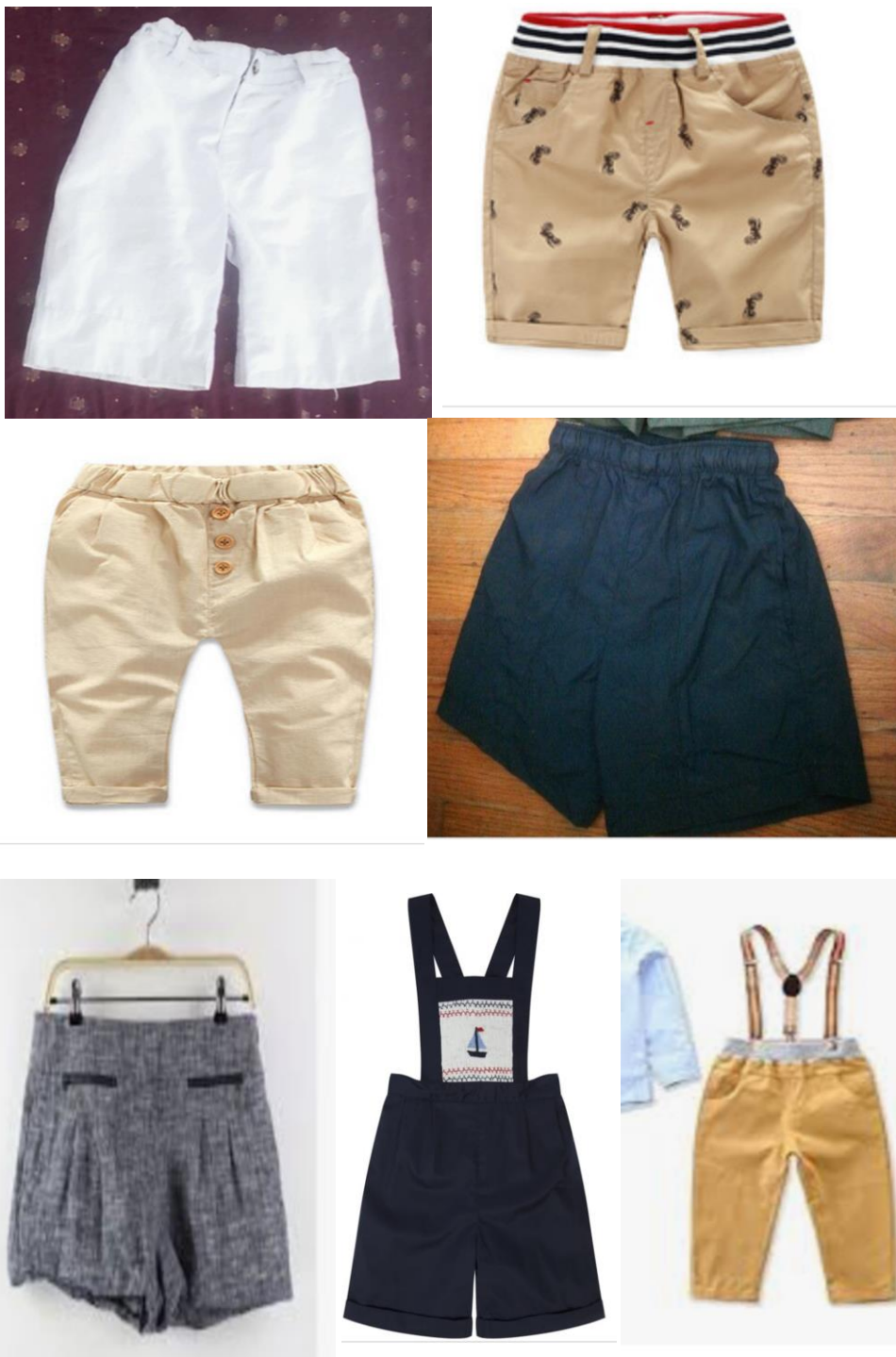**Tools and equipments use for ironing remodelled clothes**

Picture 15

Ironing of remodelled clothes

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Picture 16

Skirts remodelled out of trousers

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Picture 17

Knickers remodeled out of trousers

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Picture 18

Lady dresses remodeled out of shirts

Picture 19

Some baby dresses remodeled out of shirts

Picture 20

Remodeled baby wares bagged for sales

Picture 21

Customers bargaining and buying remodelled clothes

Picture 22