



Psycho-Linguistic Communication Strategies Employed by Second-Hand Clothing Vendors to Influence Consumer Buying Behaviour at Gikomba Market, Kenya

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Abstract

Language plays a critical role in communication, shaping and being shaped by cognitive processes and contextual meaning. This study explores the psycho-linguistic communication strategies (PLCS) used by second-hand clothing (SHC) sellers/vendors at Gikomba Market in Nairobi, Kenya to influence buyer behaviour. Despite the growing popularity of SHC, research on language use in this sector remains scarce and inconclusive. This study examines how SHC sellers use language to engage and persuade customers in a competitive marketplace. The study seeks to identify the PLCS used by sellers, evaluate their impact on buyer behaviour, and assess their effectiveness in influencing consumer decisions. Guided by Robert Cialdini's psycho-linguistic theory, the research adopts qualitative methods, including observation and in-depth interviews with 20 SHC vendors and 10 consumers. Data were analysed thematically to identify recurring communication strategies. The findings reveal that vendors employ strategies such as code-switching, deceptive pricing, repetition, narratives, hyperbole, and euphemism to attract buyers. These techniques create a sense of urgency, pride, and cultural connection, which significantly influence purchasing decisions. The study is limited to a specific market (Gikomba) and population, restricting generalisability. Further research is needed to explore PLCS in diverse contexts and their long-term impact on buyer behaviour. The study findings offer valuable insights into consumer behaviour in informal markets, highlighting the role of language in marketing and informing future research. It also provides a basis for vendor training programmes to improve customer engagement and sales in competitive settings.

Introduction

This study investigates the psycho-linguistic communication strategies (PLCS) employed by SHC vendors at Gikomba Market in Nairobi, Kenya, to influence consumer behaviour. PLCS refers to the strategic use of language and communication techniques grounded in psychological principles to shape consumer perceptions, attitudes, and actions. These strategies merge insights from linguistics and psychology to create persuasive messages that engage and influence target audiences. Kahneman (2011) emphasises the importance of understanding the intersection of linguistics and psychology to



comprehend how language interacts with cognitive and emotional factors, thereby enhancing our understanding of the role of language in human behaviour and development.

Language is a vital tool for communication, allowing individuals to express emotions, convey ideas, and share information about their experiences and surroundings (James, 2012). Communication occurs within specific contexts, necessitating an understanding of the reasons behind people's communication methods and how these methods shape interactions. Therefore, language plays a crucial role in developing effective marketing strategies. Finegan (2008:5) emphasises that the primary function of any language system is to connect meaning and expression by providing verbal representations of thoughts and emotions that others can comprehend. Businesses utilise this function in marketing to influence consumer behaviour and encourage product purchases (Fava, 2019).

The use of spoken language in marketing offers numerous opportunities to engage customers and enhance brand visibility (Lu et al., 2019; Liu & Meng, 2021). Deng et al. (2021) introduced the concept of brand linguistics, which examines how language shapes brand identity, including the use of specific words, phrases, and symbols in marketing campaigns, as well as the emotional responses they evoke in consumers (Lavender, 2020). The linguistic elements in these campaigns significantly influence consumer attitudes and behaviours, ultimately affecting purchasing decisions (Goncharova et al., 2019). According to Ajzen (1991), attitudes are an individual's positive or negative evaluation of a behaviour, grounded in behavioural beliefs. When consumers perceive a behaviour to yield favourable outcomes, they tend to form positive attitudes towards it (Garas et al., 2023).

In this study, consumer attitudes are defined as positive or negative feelings shaped by the language employed by sellers in promoting second-hand clothing (SHC). Personal selling, which entails face-to-face communication between sellers and buyers, is a crucial promotional strategy for small and micro-businesses, such as those operating in the SHC market (Weitz & Bradford, 1999; Nick & David, 2010). This method enhances customer satisfaction by offering immediate feedback, flexibility, and personalised interactions (Cohen, 2006). Timothy (2010) observes that personal selling is highly effective because it can be customised to fulfil individual customer needs. In the SHC sector, where communication strategies are not standardised, each seller formulates unique customer engagement methods, significantly impacting consumer behaviour (Duralia, 2018).

The global trade in second-hand clothing (SHC) has flourished for centuries (Damme & Vermoesen, 2009; Fibre2Fashion, 2019), with SHC defined as previously used items that retain their original functionality (WRAP, 2013). Since the 1990s, the SHC market has experienced substantial growth, reaching an annual value of £2.8 billion (Stevenson & Gmitrowicz, 2013). In East Africa, SHC is crucial in fulfilling clothing needs due to its affordability, perceived quality, and variety (Mwangi, 2021). Gikomba Market in Kenya, the largest SHC market in East Africa, has become a significant economic hub, attracting buyers and sellers from Kenya and neighbouring countries (Momanyi, 2023).

Despite the growth of SHC, research on how linguistic factors influence consumer purchasing decisions remains limited. Abbes et al. (2020) and Park & Martinez (2020) assert that understanding consumer behaviour is vital for developing effective marketing strategies, especially in competitive markets. SHC vendors encounter challenges from textile industries, boutiques, and other SHC sellers, alongside concerns regarding product quality, seller reliability, and lack of warranties (Mihaela, 2015). To tackle these challenges, sellers utilise effective marketing communication strategies to attract and retain customers. The strategic use of persuasive language provides a competitive edge, strengthens customer relationships, and assists vendors in meeting market demands (Meesilapavikkai, 2016; Mwangi, 2012).



The theoretical framework guiding this research is Robert Cialdini's (1984) psycho-linguistic theory, which explores the relationship between language, cognition, and emotional responses. This theory identifies principles such as reciprocity, commitment, social proof, authority, liking, and scarcity, all of which vendors can leverage through specific linguistic strategies to influence consumer decisions. For instance, phrases highlighting shortage, such as "Limited time offer," create urgency, whereas language showcasing social proof, like "Thousands have already bought this," employs social influence to enhance consumer confidence and drive sales. This theory stresses the importance of aligning marketing messages with cognitive and emotional responses for optimal impact. This study examines how SHC vendors utilise language to create emotional appeals and persuade customers in a competitive marketplace.

Methodology

Study Area

The study occurred at Gikomba market in Nairobi, a major centre for SHC trade. Known for drawing vendors from Nairobi and beyond, Gikomba provides an excellent backdrop for analysing communication practices within the clothing industry.

Study Design

A qualitative descriptive design was selected to explore complex phenomena and provide detailed insights, thereby enabling a deeper understanding of context, meaning, and linguistic intricacies (Caulfield, 2022).

Target Population

The study focused on SHC vendors and consumers at Gikomba Market selling and buying garments for men, women, and children. The unit of linguistic analysis was the vendors' spoken utterances.

Sample and Sampling Technique

The study employed non-probability sampling, selecting 30 participants using purposive and accidental techniques. Data from 18 participants (15 dealers and three consumers) were analysed. The selection was based on convenience, accessibility, and proximity. Incentives, such as purchasing garments, encouraged participation.

Data Collection

Data collection occurred in two phases. First, the researcher observed and recorded the language used by vendors and noted customer reactions. Second, five to fifteen-minute interviews were conducted with three vendors and three buyers to explore communication strategies and their impact.

The interview guide was prepared in Swahili, a widely spoken language in Kenya's informal sector. The transcripts were later translated into English for analysis.

Data Analysis and Presentation

The study employed Inductive Thematic Analysis, enabling themes to emerge from the data without predefined categories. This adaptable method identifies patterns and derives themes, providing insights into participants' experiences, perspectives, and behaviours (Braun & Clarke, 2006; Nowell et al., 2017).

Psycho-Linguistic Communication Strategies

The study examined the psycho-linguistic strategies employed by Gikomba market vendors to influence buyers, analysing 15 utterances:

Ut. 1: *Mia-soo. Mia-soo. Mia-so* (Hundred-hundred-hundred-hundred)



Ut. 2: *Soo-mia. Soo-mia-So-mia* (Hundred-hundred-hundred-hundred)

Ut. 3: *Moja hamsini. Moja Chwane. Moja hamsini. Moja Chwane.* (One goes at fifty shillings. One goes at fifty shillings. One goes at fifty shillings)

Ut.4: *Moja hamsiini. Moja hamsiini. Moja hamsiini. Vaa kama president...vaa kama president* (One- fifty. One-fifty. One-fifty. Dress like the president. Dress like the president)

Ut. 5: *Fifty.fifty-fifty.fifty ya ndani* (Fifty. fifty-fifty.fifty for the inner one)

Ut.6: *Dresi ya mbao. Mbao* (A dress for twenty.twenty)

Ut.7: *Sokisi kumikumi. Sokisi na mbao. Karibu customer* (Socks for ten ten shillings. Socks for twenty. Welcome customer)

Ut. 8: *Hata ya Man U iko mia hamsini* (Even the one for Manchester United (Man-U) is only going at one hundred and fifty kenyan shilings only.)

Ut. 9: *Ya kuficha potty ya wasichana ni mia peke yake* (The one for hiding potty-bellies for girls is only going at a hundred shillings...)

Ut. 10: *Ya baridi ung'aree..ya baridi ung'aree* (Be smart in the one for shielding you against cold...be smart in the one for shielding against cold weather).

Ut. 11: *Wale wa tano...wale wa tano..karibu karibu* (Those who can only afford five bob..those who can only afford five bob welcome welcome)

Ut. 12 *Camera... camera... camera...Unahitaji ya krismasi mapema* (The one that is still brand new..the one that is still brand new. You need one for Christmas festivities this early)

Ut. 13: *Kung'ara ni buree..kung'ara ni buree* (Being smart is free of charge..being smart is free of charge...)

Ut. 15: *Ya town ni mbao, ya town ni mbao.chelewa uchekwe, chelewa uchekwe.* (The one to wear when going to town is only twenty shillings. Be late and become a laughing stock)

The identified linguistic strategies from Ut1 to Ut15:

Code switching

Code-switching (Hymes, 1974) refers to alternating between two or more languages within a conversation. In (Ut1-Ut 7), the vendor switches between *Swahili*, *English*, and *Sheng*. For example, "mia" (Swahili for "hundred shillings") is shortened, while "soo" represents the *Sheng* equivalent. Similarly, "moja hamsini" (Swahili for "one at fifty") is exchanged for "moja chwane" in *Sheng*. This code-switching enables vendors to target a wider audience and demonstrates how language can be manipulated for persuasive purposes.

Deceptive Pricing Rhetoric

According to Gunter (1998), deceptive pricing is a linguistic strategy in which ambiguous language creates a false impression of discounts or bargains. For example, in Ut1-Ut7, vendors employ false bargain rhetoric to mislead consumers about pricing. In Uts. 1 and 2, any consumer hearing the phrases "*Soo-mia*" (Hundred-hundred) or "*Mia-Soo*" (Hundred-hundred) would imagine that the garment is being sold for a hundred shillings, when in reality it implies two hundred shillings. In Ut.3, "*moja hamsini. Moja Chwane*" (One fifty shillings x 2) suggests the garment costs fifty shillings, but the vendor implies fifty times two, totaling one hundred shillings. Similarly, "*moja.hamsini*" (one-fifty) indicates that one garment is sold for one hundred and fifty shillings. "Fifty.fifty" in Ut. 5 implies a hundred shillings (fifty x 2), while "*dresi ya mbao x 2*" (dress for twenty. twenty) – where "*mbao*"



means twenty shillings in Sheng – in Ut. 6 suggests that the dress is sold for forty shillings (twenty x 2). In Ut. 7, *'sokisi kumikumi. Sokisi na mbao'* (Socks for ten ten shillings. Socks for twenty) indicates that the first part of the utterance *"kumi-kumi"* is misleading, as a customer would think one pair of socks is sold for ten shillings when it is, in fact, twenty shillings. This strategy misleads consumers with false discounts, manipulating language to create a deceptive perception of better deals.

Repetition

Repetition reinforces ideas, creates rhythm, emphasises key points, and enhances persuasion, making language memorable and engaging (Bakhtin, 1975). For instance, Ut. 1: *"Mia-so. Mia-so. Mia-so"* (Hundred x 3); Ut. 2: *"So-mia. So-mia. So-mia"* (Hundred x 3); Ut. 3: *"Moja hamsini. Moja Chwane. Moja hamsini. Moja Chwane."* (One goes at fifty shillings x 2); Ut. 4: *"Moja hamsini. Moja hamsini. Moja hamsini."*

Narratives

In selling, narratives are structured stories used by vendors to engage and persuade customers (Bruner, 1991). Often involving personal experiences, testimonials, or imaginative tales, narratives emphasise a product's value and emotional appeal. In Gikomba Market, SHC vendors utilise storytelling to create emotional connections, enhance perceived value, and influence purchasing decisions, with each utterance aimed at attracting and persuading potential buyers. For instance, Ut. 8: *"Hata ya Man U iko mia hamsini"* (Even the one for Manchester United is sold at one hundred and fifty Kenyan shillings only). The vendor leverages a popular brand affiliation alongside a reasonable price to entice customers.

In the utterance *"Ya kuficha potty ya wasichana ni mia peke yake"* (The one for hiding potty-bellies for girls is only going for a hundred shillings), the vendor emphasises the item's function of hiding "potty-bellies" and its affordable price, making it relevant for concerned customers. In Ut. (10) *"Ya baridi ung'aree x 2"* (Be smart in the one that protects against cold... x 2), it emphasises both functionality (warmth) and style, appealing to multiple customer desires.

Similarly, the utterance *"Wale wa tano... wale wa tano... karibu karibu"* (Those with five shillings... those with five shillings... welcome... welcome) highlights the vendor's emphasis on low pricing, promoting inclusivity and accessibility while attracting budget-conscious buyers.

The narrative of added value is highlighted in the phrase *"Kung'ara ni buree..kung'ara ni buree"* (Be smart, free of charge), where repetition conveys that being very smart incurs no extra cost, presenting the product as one that offers value without additional expense. Similarly, in *"Ya town ni mbao, ya town ni mbao"* (The one to wear when going to town is only priced at twenty shillings x 2), the vendor underscores the product's specific use and affordability, targeting budget-conscious customers while linking the item to a sense of prestige.

Call-to-Action Phrases

Call-to-action (CTA) phrases are specific and compelling directives used in marketing and advertising to prompt immediate action from the audience. These phrases guide consumers towards a desired behaviour or response, such as purchasing. A well-crafted CTA phrase clearly communicates what the consumer should do next and often creates a sense of urgency or provides an incentive to act promptly (Djafarova and Foots, 2022). For instance, Ut. 15, *"chelewa uchekwe"* (be late and become a laughing stock), evokes urgency and social pressure. By warning that those who delay their purchases may face ridicule, the vendor taps into the fear of missing out (FOMO), urging swift action to avoid missing out or experiencing social embarrassment.



Direct Address

Direct address is a marketing and sales strategy in which a seller or marketer directly engages with and speaks to the target audience using personal and specific language with pronouns such as "you" or "your" to create a personalised and engaging experience. In Ut. 12, the phrase "*Unahitaji ya krismasi mapema*" ("You need one for Christmas festivities early") links the product to early Christmas celebrations, creating urgency and emotional appeal. This highlights the product's newness and suitability for the occasion, enhancing its perceived value and importance.

Hyperbole

Hyperbole employs exaggerated claims to emphasise a point, create impact, and evoke an emotional response, not meant to be taken literally (Schmitt, 2012). In Ut. 13: "*Kung'ara ni buree...kung'ara ni buree*" (Being smart is free of charge x 2) exaggerates the value of the clothing, highlighting its worth without added cost. This emotional appeal encourages customers to feel that they are receiving exceptional value, motivating them to purchase.

Simile

A simile compares two things using "like" or "as," enhancing descriptions with vivid imagery and highlighting similarities. In Ut. 4, "*Moja hamsiini. Moja hamsiini. Moja hamsiini. Vaa kama president...vaa kama president*" (One-fifty shillings x 3. Dress like the president. x 3), the vendor likens the garment to a president's attire to elevate one's status. Prestige and sophistication enhance the product's value, associating it with refinement and power, appealing to the customer's desire for social elevation.

Euphemism

Euphemism involves using mild expressions to replace potentially harsh ones. This is often done to soften the impact of the message, avoid discomfort or make something sound more acceptable. In Ut. 5, the vendor employs the euphemism "*fifty ya ndani*" (fifty for the **inner one**) to refer to undergarments or trousers. By opting for "inner one," the vendor circumvents the more explicit and potentially uncomfortable terms "underwear" or "trousers." This softer language fosters a more welcoming environment for customers. This approach proves effective in a public marketplace, where discussing intimate attire might make some customers feel self-conscious. Euphemisms help to maintain a respectful atmosphere while encouraging the purchase of personal items.

The Efficacy of the Psycho-linguistic Communication Strategies

The study examined the effectiveness of psycho-linguistic strategies on buyer behaviour through in-depth interviews with five vendors and three consumers.

Vendor In-depth Interview Responses

When probed about the use of PLCS, all the respondents admitted to using exaggerated language in marketing their clothes. Vendor A admitted, "*Ndiyo, kwa hakika natumia lugha yenye kupita kiasi ninapouza. Kwa mfano, mara nyingi nasema vitu kama: Hii koti itakufanya uonekane maarufu!*" *ingawa ni koti la kawaida tu.*" (Yes, I use exaggerated language when selling. I often say things like: This jacket will make you a celebrity! even though it's just an ordinary jacket). According to him, attention-grabbing language in a competitive market like Gikomba attracts potential buyers.

Vendor B also confirmed the use of hyperbolic claims, stating, "*Mara nyingi mimi huwaambia wateja kwamba shati iko na ofa bora zaidi ambayo hawawezi kupata mahali popote hata kama bei yake ni sawa na shati zingine.*" (I often tell customers that the shirt is the best offer they can never find elsewhere.) She notes that such language creates a sense of urgency and excitement. She continued, "*Nikisema ni ofa bora, inawafanya wateja wahisi wanapata kitu cha kipekee, ambacho kinaweza kuwaharakisha kununua.*" (If I say it's



the best deal, it makes customers feel they're getting something special, which can encourage them to make a quicker purchase).

Vendor C stated, "*Ndio, ninatumia misemo kama: Hii nguo kupata ni mara moja tu maishani!*" (Yes, I use phrases like: You can only find this dress once in a lifetime when marketing my clothes). Thus, utilising such language renders the product appear rare and exclusive, consequently enhancing its value and drawing in buyers. Conversely, Vendor D remarked, "*Maze...mara nyingi mimi husema hii traoo itakufanya kuwa talk ya taooo*" (Wow! Many a time, I say this trouser will make you the talk of the town). According to him, striking language captures attention, prompting customers to stop, examine, and potentially purchase.

Lastly, Vendor E also acknowledged the use of PLCS. "*Bila hii lugha kuuza ni ngoori...*" (Selling is difficult without this language). He continued, "*Kwa mfano, mimi nauza sweater nikisema, 'Sweater mia na soo. Itakufanya uwe na joto zaidi kuliko yoyote nyingine.'*" Hii ni mbinu ya masoko inayotumiwa na wauzaji kubadilisha mawazo na tabia ya wateja." (For example, I sell sweaters and I keep shouting, "Sweater at a hundred shillings. It will keep you warmer than any other" so that I can influence the purchasing behaviour of people, even though such claims may not be true. The vendor admitted the use of deceptive pricing tactics. By suggesting a lower price, the vendor creates an illusion of affordability, attracting more buyers. Informal language and familiar pricing terms make the offer relatable, appealing to customers' desire for a good deal, despite the actual price.

Consumer In-depth Interview Responses

When asked if they had noticed SHC vendors using PLCS and if the language influenced their buying behaviour, the consumers had the following to say:

Consumer 1:

"*Ndio, wauzaji wa mitumba wanatumia lugha ya kupotosha mara nyingi. Kwa mfano, wanaweza kusema hii nguo ni hamsini x 4. Ukishachagua, unasikia wanakuambia ni one hundred and fifty sio fifty. Hata hivyo, lugha kama hii yanaweza kunivutia kuwa na hamu ya kuangalia au kununua bidhaa hiyo.*"

Translation: Yes, I have noticed that SHC vendors often use misleading and exaggerated language. For example, they may claim that a dress costs fifty shillings. However, once you choose the dress, they quickly inform you that the actual price is one hundred and fifty shillings, not fifty. Nevertheless, this type of language consistently captures my attention to check out or purchase the product.

Consumer 2:

True. Sometimes hawa mtumba sellers huexaggerate vitu. Na mara nyingi wanapotosha wateja. Mimi binafsi, huwa wananiivutia mwanzoni, lakini huwa na jihadhari kutonunua bila mpango. Kila wakati ninalinganisha na wauzaji wengine kabla ya kufanya ununuzi. Naeza tembea Gikomba yote nikicompare prices.

Translation: True. Sometimes, SHC Vendors exaggerate to confuse buyers with misleading claims. Although they initially attract me, I am always cautious and compare prices and quality with other vendors in Gikomba before making a purchase.

Consumer 3

"*Nimesikia wauzaji mitumba wakitumia misemo kama 'Hii nguo itakufanya uwe mrembo zaidi.'*" Kwa kweli, huwa navutwa na pia kuwa na wasiwasi kidogo. Mara nyingi ninategemea uzuri wa nguo nikishapima na bei badala ya msisimko."



Translation: I have heard vendors say, 'This dress will make you more beautiful.' Honestly, I feel both fascinated and sceptical. While such claims can enhance a product's appeal, I generally rely on the quality after fitting and the price rather than on the excitement.

Consumer responses suggest that exaggerated claims pique curiosity and capture attention, often leading to closer examination of the product and impulse purchases. However, they also provoke doubt, as consumers critically evaluate the product's actual value and quality. This cautious attitude highlights a balance between intrigue and ensuring the product meets their expectations before making a purchase.

Discussion

The findings of this study correspond with existing research in linguistics, communication, marketing, and consumer behaviour. Vendors' strategic use of code-switching illustrates their ability to engage linguistically diverse customers, reflecting Koshikawa's (2019) assertion that adapting language to local cultures fosters trust and connection. Likewise, Koay, Cheah, and Lom (2023) affirm that personalised and culturally relevant communication enhances consumers' purchasing intentions. Cabre (2008) underscores the importance of local language strategies in international marketing to boost cultural resonance and consumer engagement. This is in accordance with Morais and Lerman (2019), who suggest that colloquial language creates authenticity and emotional connections, distinguishing brands in competitive markets. Schmitt's (2012) consumer psychology theory further supports the role of emotional appeal and strategic terminology in shaping consumer behaviour.

While code-switching strengthens cultural ties and broadens audience reach, Hymes (1974) warns that it may occasionally compromise clarity for persuasive impact. At Gikomba Market, vendors' use of misleading language to create an illusion of bargains reflects Gunter's (1998) concept of deceptive pricing, raising ethical concerns. Djafarova and Fouts (2022) argue that deceptive marketing undermines consumer trust and jeopardises long-term relationships. Carroll (2008) emphasises that marketing language should be innovative yet clear, avoiding confusion while capturing attention. Similarly, Taillard (2012) highlights the importance of balancing persuasion with comprehensibility in marketing communication. Duralia (2018) and Burnett (2011) advocate for clear, engaging, and consistent messaging to resonate effectively with target audiences.

Repetition has emerged as a significant strategy, with vendors employing repeated chants to emphasise affordability and urgency, reinforcing message recall and emotional engagement. This supports Rowley's (1998) assertion that repetition enhances emotional connections and boosts sales. Schmitt (2012) also underscores repetition's role in improving memorability and influencing consumer decisions, particularly in bustling environments. Bakhtin (1975) regards repetition as a rhetorical tool to engage audiences and solidify key points. By creating urgency, this technique encourages swift purchasing decisions, providing vendors with a competitive advantage.

Storytelling is another persuasive technique, as vendors create narratives connecting products to aspirational or practical outcomes. For example, phrases such as "Dress like the president" resonate with consumers' desire for prestige. Kumar, Garg, and Singh (2022) argue that narratives enhance the perceived value of products by aligning with consumer aspirations. Bruner (1991) emphasises the role of storytelling in persuasion, suggesting that it aids in meaning-making and product differentiation within crowded markets.

Vendors also used hyperbole and similes to amplify product appeal. Schmitt (2012) notes that hyperbolic language elicits emotional engagement and encourages purchases by exaggerating product benefits. Alnaser (2021) and Adwan (2019) highlight the effectiveness of incorporating local



terms and symbols in marketing to demonstrate cultural understanding and connect with target audiences.

Call-to-action phrases that invoke urgency or the fear of missing out (FOMO) are used to encourage immediate purchases. Djafarova and Fouts (2022) describe FOMO as a powerful motivator, particularly when paired with personalised appeals. Tactics based on urgency are especially effective in informal markets.

Overall, consumers reacted with a blend of curiosity and scepticism. While exaggerated claims and misleading pricing captured attention, they also incited critical evaluations of value and quality. Carnevale et al. (2017) emphasise that tone, voice, and messaging cultivate emotional connections aligned with consumer values. Dewa Rucika et al. (2021) further highlight that language shapes perceptions and thought, significantly influencing consumer behaviour. These findings underscore the necessity of transparent, ethical, and culturally resonant communication in marketing.

Conclusion

This study illustrates the significance of PLCS in influencing consumer behaviour. Vendors utilise various techniques to engage buyers, generate urgency, and stir emotional connections. These strategies enhance market competitiveness by fostering cultural relevance and aligning with consumer values. The study consequently aids in understanding informal market dynamics, emphasising how linguistic creativity drives economic activity and cultural exchange.

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