

## **APPAREL USAGE AND DISPOSAL BEHAVIOUR OF WOMEN MILLENNILAS AND POST-MILLENNILAS**

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### **Abstract**

The study - Apparel usage and disposal behaviour of women millennial and post-millennial aims at analysing the consumer behaviour in usage and disposing of clothes. The two main generations taken into consideration are Millennial and Gen z (People who born during 1981-1996 belong to millennial generation and women who born during 1997-2012 are categorised as post-millennial generation). The study compares the apparel usage and disposal behaviour of millennials and Gen z and also examine the factors moderating the intention to dispose and disposal behaviours. The base theory considered is Theory of planned Behaviour. Convenience sampling method is used for data collection. The population size was unknown and the sample size is 274 women respondents. A Structured questionnaire has been designed and used to collect the needed primary data. Data collected through questionnaire are analysed using various analysis like cross tabulation, weighted average and chi-square analysis. The comparison secured desired results. It is proved that there is a huge difference between millennial and Generation Z. Millennial are using and disposing their clothes in a proper way comparing to post-millennials. Lack of awareness about proper disposal of clothes is one of the major factors for improper disposal and people doesn't have enough provisions to dispose their clothes properly. Some Women are throwing their clothes in garbage can this leads to landfills and can cause huge damage to environment. Generation z prefers to trade their used clothes in online portal and millennials prefer to resell their garments for money.

**Keywords:** Apparel disposal, Apparel usage, Millennials, Post-millennials, Women, Consumer behaviour

### **Introduction**

Apparel industry is one of the biggest industries providing job opportunities to millions and millions of people around the world. (Nanayakkara, june). Clothing plays a pivotal part and in women's life and plays an important part in erecting the identity of the ladies. It is very important aspect which is used by women to strengthening their confidence. Each girl love to do Garments shopping and which leads to a continuing demand for garments and eventually the growth of clothing industries (IBEF 2019). 27% of the foreign exchange is earned through textile sector by exporting clothes to countries. More than 25 million people are directly employed in clothing manufacturing company (fibre2fashion, 2020). People become voracious consumers when it comes to garments purchase i.e. they are very fast in purchasing clothes and equally fast in discarding them (Constanza Binachi, 2011). It is an alarm for us now because the clothes we dispose are getting into landfills and creating pollution. As per statistics, by 2050 India will have a landfill that's the size of capital, New Delhi. In a linear fashion model, it is estimated that 73% of all our apparel ended up in landfills for various reasons like the lack of collection systems and ineffective redistribution. Because of lot of attention has been given to environmental responsibility towards waste management, the garment industry putting lot of efforts to reducing the disposal of post-purchase waste in landfills (Tanya Domina,

2014). The consumer disposition behaviour can be segregated into three categories (a) Keep the product, (b) Permanent disposal, (c) Temporary disposal in Jacoby disposition decision taxonomy. There are some options for people to dispose they are donating to charity, giving away to family and friends, reselling it or discarding in rubbish bins. This paper compares the *millennial and post-millennial* women consumers' garment usage and disposal behaviour.

### **Review of Literature**

N.O.K.D.S.P. Nanayakka, June (2019) published his article under the title of conceptual review on apparel disposal behaviour of consumers. It mainly focuses on different types of apparel disposal behaviour among consumers. The basic types are reuse, resell, donate and discard. Acquisition, Use and disposal are the phases of apparel consumption process. The motivations behind the apparel disposal behaviours are economic, charitable, awareness, environment and convenience. Donate and reuse behaviour are positive effect on environmental attitude but discard is considered as negative effect. This study concluded that retailers should strive to influence their consumer disposal behaviour through educational marketing program.

Yi young lee, Holly hatter and Kim K.P. Johnson published their article in March (2016), "Investigating fashion disposition with young consumers". This paper aims at achieving three purposes. The first is fashion disposition behaviour of young consumers, their motivation behind their disposition and at last emotional responses experienced by the young consumers.

Ana La Rosa published her paper in (2019), "An evaluation of sustainability in consumption: The behaviour behind purchase, care, disposal of apparel". This paper focused on finding out the habits of consumers behind purchase, care and disposal of apparel. This study also examined association between the level of awareness on proper disposal and sustainability practices. The result obtained is if the people have awareness on proper disposal, the harmful impact on environment is less; one of the major challenges faced by the society is usage of organic material for cloth manufacturing.

Krisi laila (2014) published "Consumers clothing disposal behaviour-a synthesis of research results". This particular study desired the details as many consumers are preferring clothes for reuse rather than disposing them, but their need for convenience is paramount. The paper also discusses the reasons behind disposal are poor fit, wear and tear, changing fashion, boredom and lack of space. The study covers the responses from young consumers and students.

Sabine Weber, Jennifer Lynes and Steven B. Young, published their paper in the year of (2015) under the title "Fashion Interest as a driver for consumers' textile waste management: Reuse, recycle and disposal". This study was conducted in Ontario, Canada with varying demographic characteristics to assess how they are maintaining their waste. From this, results denote that consumer with a high fashion index who are concerned about fashion more manage their textile waste differently from low fashion index. Here fashion consumers are highly interested in alternative methods like take back, swap and resell. The paper describes the three factors that influence a choice of consumers in managing unwanted textile - psychological characteristics, intrinsic characteristics, and situational characteristics. Most of the Canadian people prefer to donate. So the previous studies analysed the disposal pattern, factors influencing the Garment usage and disposal behaviour. Very few studies compared the usage and disposal behaviour of different generations.

Pamela. S. Norm, published her paper under the title of "Towards Sustainable clothing disposition: Exploring the consumer choice to use trash as a disposal option". This paper explains how the post-consumer waste entities and supply chain people are working towards to reduce the consumer disposal in landfills and also explains how consumers use compensatory choice and non-compensatory choice in disposing the clothes.

Ruoh-Nan yan.et.al, (2021) “Predicting clothing disposal: The moderating roles of clothing sustainability knowledge and self enhancement values”. The main aim of this study is to check the clothing sustainability knowledge among consumers and self enhancement, the result portrays that consumer have high level of knowledge and positive perception towards sustainable clothing. Some people are keeping their clothes for a long time and considering it as a personal achievement and success in life. Consumers are buying more because of the fast fashion model.

Siti Hasnah Hasan.et.al, (2022) under the topic “Sustainable fashion consumption: Advocating Philanthropic and economic motives in clothing disposal behaviour”. This article focused on seven areas - personal norms, social norms, environmental norms, sustainable fashion consumption, facilitating conditions, economically clothing disposal behaviour and philanthropic disposal behaviour. This study has been undertaken in Malaysia

Sharifah shafie, Arasinah kami and Muhammed fords Ramli (2021) “sustainability of fashion apparel towards environment well-being and sustainable development”. This paper emphasises the importance of awareness on proper disposal through quality education for responsible consumption and production and also relate the positive attitude towards proper disposal and sustainability.

The present study observed the usage and disposal behaviour of women consumers from different generations.

### **Scope of the Study**

This study fully focuses on women and classified the respondents based on birth year (1984-1995) as millennial and (1996-2012) as post -millennial. It totally ignores the men group. This study implies to check whether there is any difference between millennials and post - millennials in case of usage, maintenance, and disposal of apparel. Majority of the post-millennials are not aware of the proper way to dispose their clothes. This study was conducted in Tamilnadu district. This study is useful for companies because it covers the usage pattern of clothes. Many people are willing to dispose their clothes properly but because of lack of provisions they can't dispose their clothes properly.

### **Objectives of the Study**

- To compare the millennial and post millennial women consumers' apparel usage and disposal behaviour
- To examine the factors moderating the intention to proper disposal of Garments with a reference to theory of planned behaviour.

Proposed framework

The theoretical framework

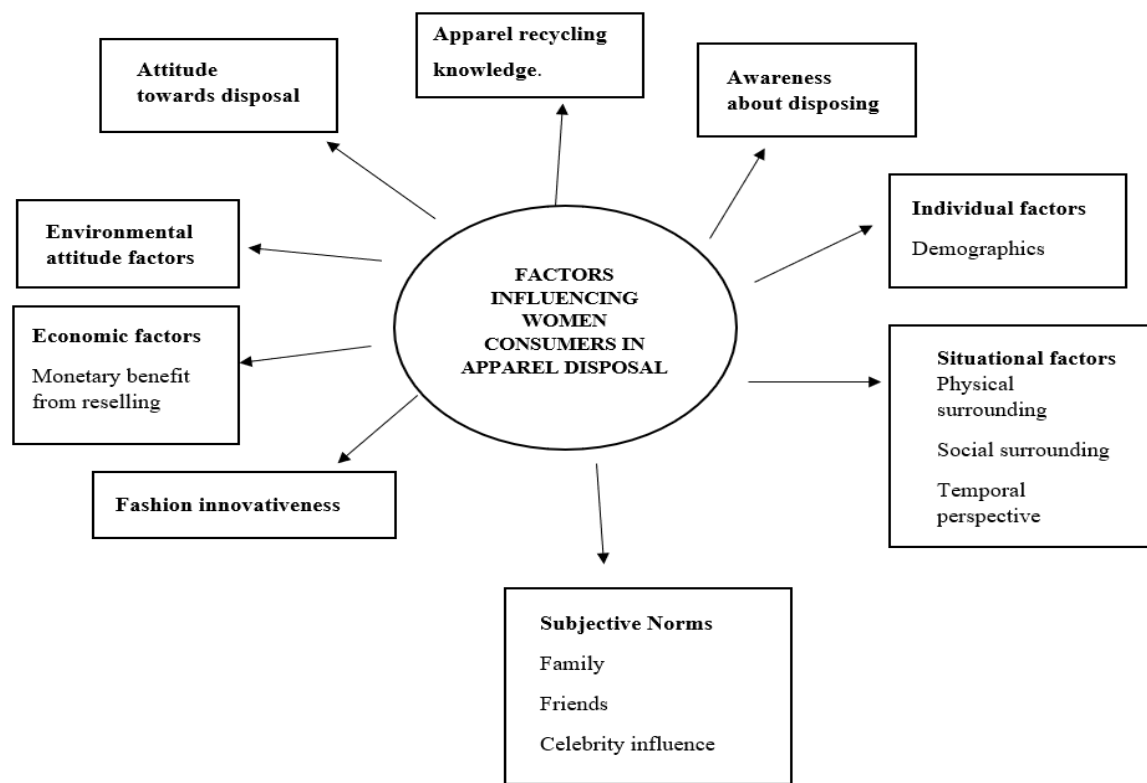


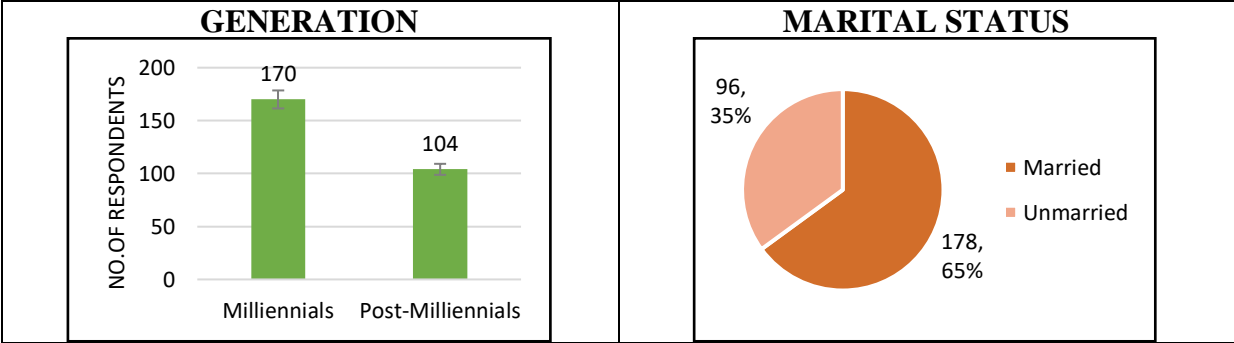
Figure 1 Framework Factors influencing Garment disposal behaviour

Research Methodology

The information required for this research was collected from the women respondents, using a Structured Questionnaire. Secondary data for this research was obtained from the journals, literature and the various website. The research approach used here is survey research. Population size is unknown. Population represents Women consumers. The sample size is 274 and it is collected from Women millennials and post-millennials. Convenience sampling method is used. Data collected are analysed using tools such as frequency table, Cross-tab and chi-square.

Analysis

Demographic profile of respondents



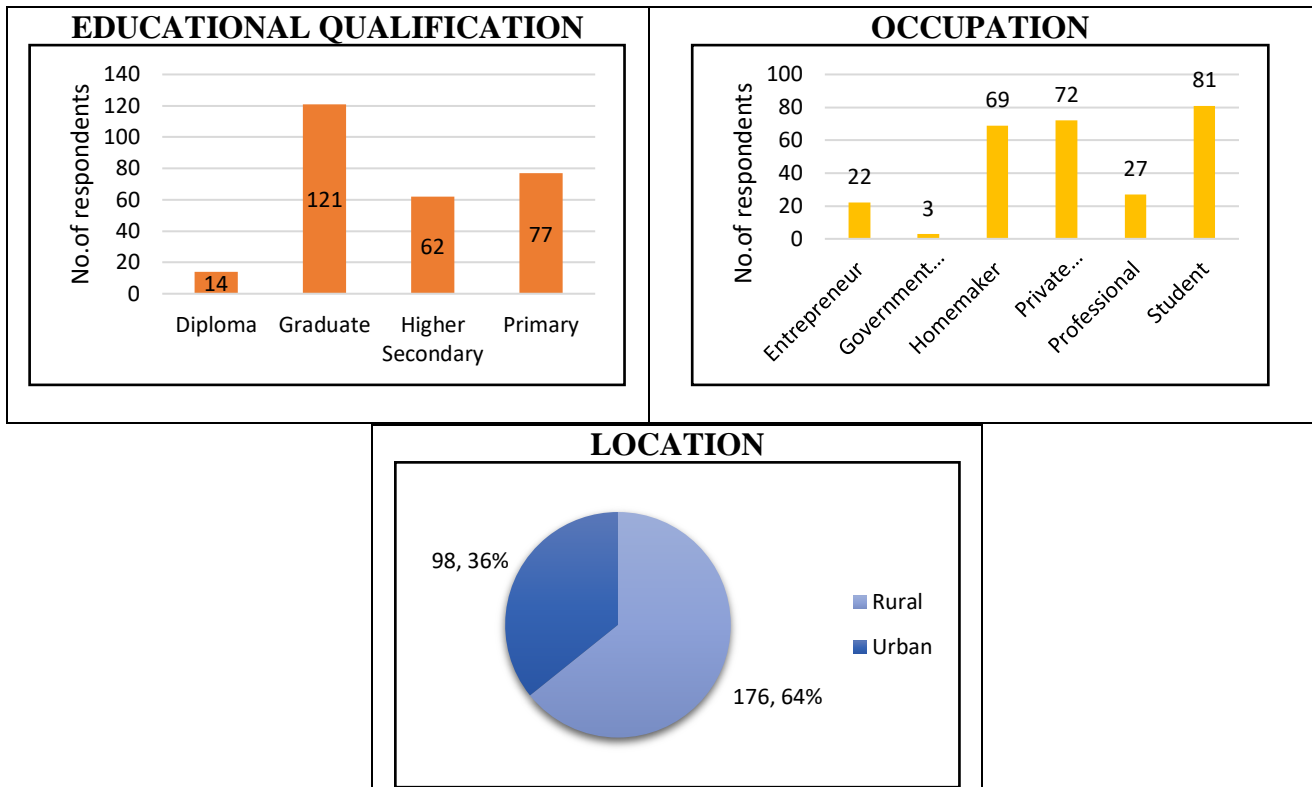


Fig 2 Demographic profile of the respondents

In this study out of 274 respondent majority of the respondents are millennials with the count of 170 then comes the post-millennials (Gen Z) with a frequency 104. Then 65% of the respondents are Married women and remaining 35% are unmarried women. Then in here majority of women are graduates. A sufficient number of respondents are working women.

*Apparel Usage pattern - Type of Daywear and Material*

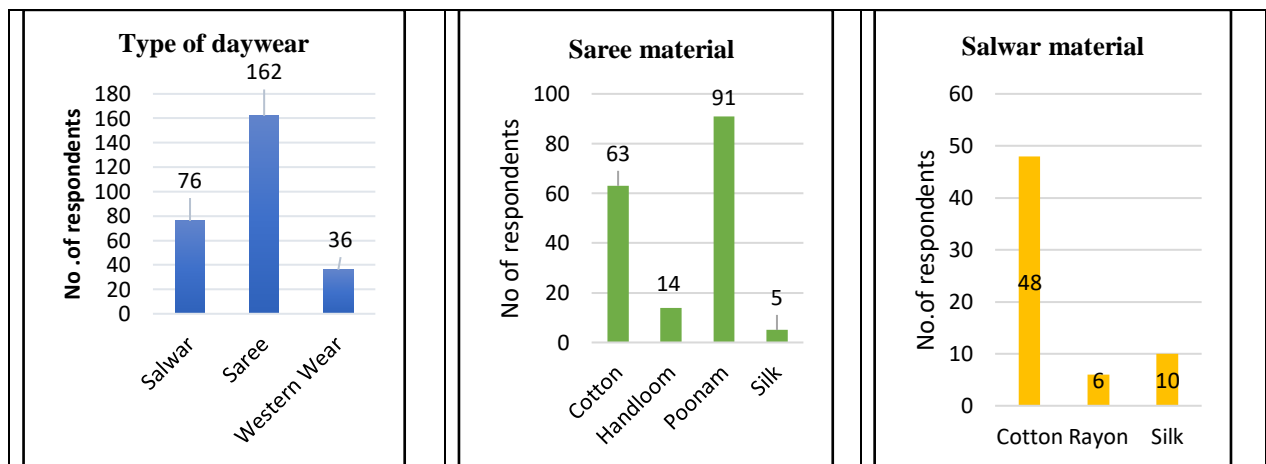


Fig 3 Apparel Usage - Type of Daywear and Material of Daywear preferred

Among 274 respondent's majority of the women respondents prefer to wear saree as their daywear preferring rayon saree and the people who wear salwar preferring cotton as their salwar material.

*Apparel Usage pattern - Type of Daywear and Material*

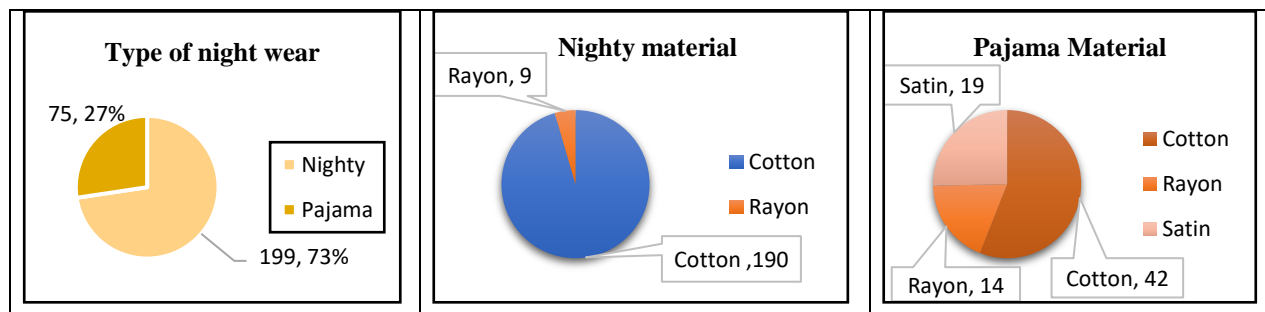


Fig 4 Apparel Usage - Type of Night wear and Material of Nightwear preferred

73% of the women respondents prefer to wear Nighty as sleepwear. Among 199 nighty users, majority of 190 women prefer cotton as their nighty and among 75 pajama users, majority of them preferring cotton as their pajama material.

#### *Type of nightwear and daywear preferred by millennials and post-millennials*

Generation	Type of sleepwear		Type of daywear		
	Nighty	Pajama	Saree	Salwar	Western Wear
Millennials	<b>164</b>	6	<b>143</b>	25	2
Post-Millennials	35	<b>69</b>	19	<b>51</b>	34

Table 2.4.1 Type of nightwear and daywear preferred by millennials and post-millennials

Chi square analysis is done to measure the association between the Generation and Type of day wear and sleep wear preferred

Hypothesis	Asymptotic Significance	Null Hypothesis	Interpretation
There is no association between sleep wear preference and Generation	0.00	Rejected	There exists a relationship
There is no association between day wear preference and Generation	0.00	Rejected	There exists a relationship

This shows that most of the millennial respondents prefer to wear nighty as their nightwear and saree as their daywear but post-millennials prefer to wear pajama in night and salwar as their daywear.

#### *Average amount spent on Sleepwear and daywear*

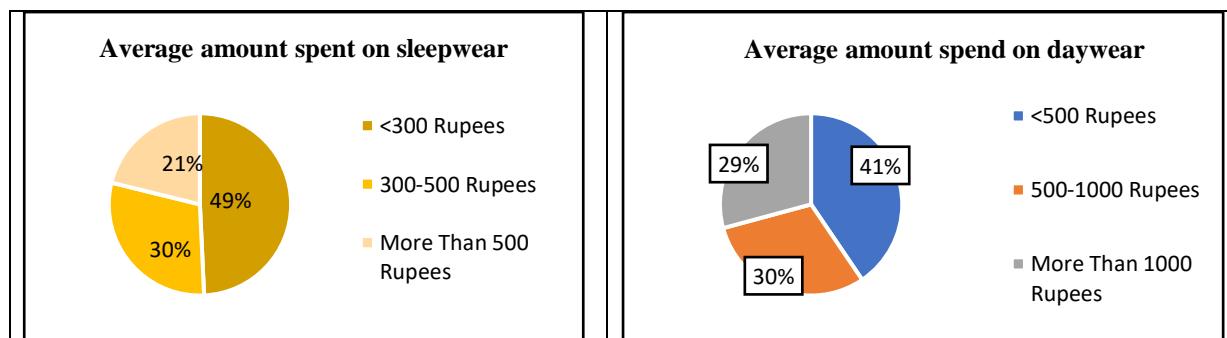


Fig 5 Average amount spent on Sleepwear and daywear

Here, 49% of the women respondents are spending average amount of less than 300 rupees for sleepwear is and 41% of the women respondents spending <500 rupees as average amount spends on daywear.

*Millennials and post-millennials respondents average spending on buying sleepwear and daywear*

	Average amount spent on sleepwear			Average amount spent on daywear		
GENERATION	<300	300-500	More than 500	<500	500-1000	More than 1000
Millennials	<b>102</b>	52	16	<b>91</b>	54	25
Post-Millennials	33	29	<b>42</b>	20	29	<b>55</b>

#### 2.4.2 Millennials and post-millennials average amount spending on buying sleepwear and daywear

Null hypothesis	Asymptotic Significance	Null Hypothesis	Interpretation
There is no association between Amount spent on nightwear and Generation	0.00	Rejected	There exists a relationship
There is no association between Amount spent on nightwear and Generation	0.00	Rejected	There exists a relationship

This Shows Post millennials spent more than millennials in the purchase of night wear and daywear.

#### *Maintenance of Apparel*

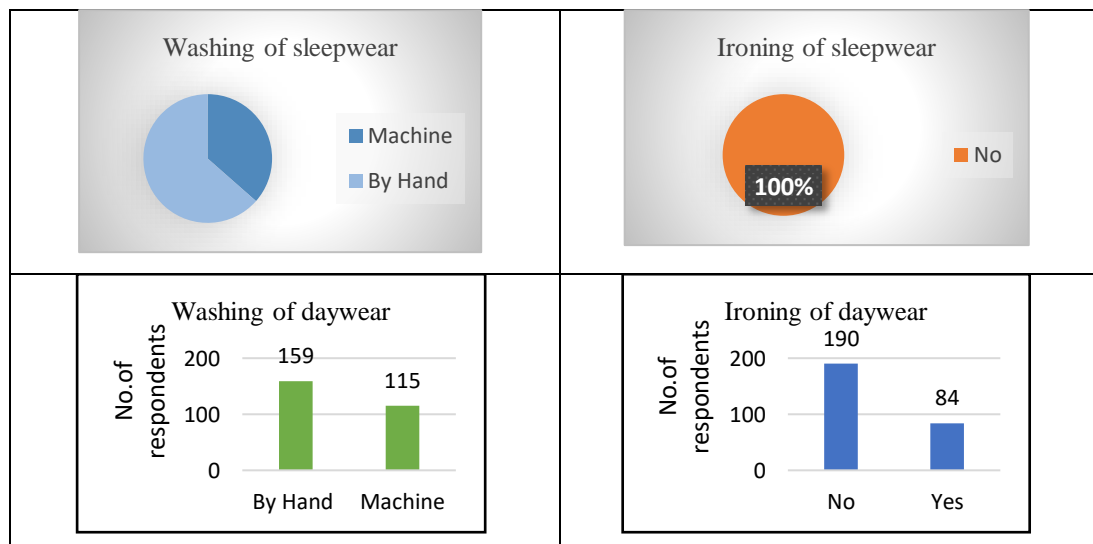


Fig 6 Maintenance of Apparel

Majority of the women respondents prefer to wash their sleepwear by hand and no one opts for ironing sleepwear. Among 274 women respondents 159 women wash their day wear by hand and most of the people opted for not ironing of clothes. Maintenance is rarely done by the respondents.

#### 2.4.3 Maintenance of sleepwear by millennials and post-millennials.

	Type of wash	Pressing
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GENERATION	Machine	By hand	Yes	No
Millennials	44	126	0	169
Post-Millennials	56	48	0	105

This denotes that millennial are washing the clothes by hand and post-millennials are washing the clothes by machine. but hand wash is considered as the proper maintenance of clothes as it requires little amount of detergent while washing. So there is a significant difference between the millennials and post-millennials in washing and pressing of their sleepwear.

#### *Knowledge on Maintenance and care of garments*

#	Maintenance	Millennials	Post-millennials
1.	Type of wash needed for each type of garment and material	4.03	3.46
2.	Awareness on detergent used for each type of garment	3.94	3.23
3.	Drying procedure for each type of garment and material.	3.49	3.13
4.	Temperature to be set for garment and material.	3.37	2.94

#### *Knowledge on maintenance and care of garments*

This shows that major people know the type of wash needed for each type of garment and material and millennials seem to have more knowledge on maintenance and care of garments comparing to post-millennials. Here most of the millennials have much knowledge on maintenance and care of garments.

#### *Apparel disposal behaviour*

##### *Period of disposing of clothes*



**Fig 7** Period of disposing of clothes

Most of the women opted to dispose their clothes once in a year (151) and after that some women respondents opted for disposing their clothes once in six months.

#### *Period of disposing used clothes among Millennials and Post Millennials*

	Period of Disposing used clothes		
GENERATION	Once in a year	Once in Six months	Once in three months



Millennials	<b>97</b>	39	34
Post-Millennials	<b>54</b>	34	16

Period of disposing used clothes

### Inference:

Both the millennials and post-millennials are disposing their clothes once in a year as per my observation majority of the post-millennials said that they don't have any awareness when to dispose their clothes.

### Mode of disposal by Millennials and Post Millennials

#	Mode of Disposal	No. of respondents					
			Current			Preferred	
			Millennials	Post Millennials		Millennials	Post Millennials
1	Selling it to merchant	42	33	9	77	<b>63</b>	14
2	Donating to Charity	68	25	<b>43</b>	80	51	4
3	Throwing it Garbage can	43	32	11	11	11	23
4	reusing it	71	<b>42</b>	29	49	26	30
5	Giving it to relatives and friends	16	14	2	9	8	1
6	Trading it in online portals	6	5	1	40	6	<b>34</b>
7	Throwing in nearby waterbodies	5	2	3	7	6	1
8	Swapping clothing with family and friends	23	17	6	1	-	1

This shows that majority of the women respondents apart from their generation preferring to dispose their clothes to Donating to Charity (80), then their preferred dispose is Selling it to merchant who offers money in return (77), then some women preferring to reusing it for other purpose (49).The majority of the women are currently disposing their clothes as in the in the way of reusing it for other purposes (71),then after that Donating to charity (68),then some people are throwing it to the garbage can (43).

Content	Asymptotic Significance	Null Hypothesis	Interpretation
Preferred disposal of women millennials and post-millennials	0.00	Rejected	There exists a relationship
Current disposal of women millennials and post millennials.	0.00	Rejected	There exists a relationship

### Inference:

Millennials majority of them preferred to dispose their clothes as selling to merchant who offers money in return. And post-millennials are preferring to trading it in online. Millennials current dispose is reusing their clothes for another purpose and post-millennials are currently donating it to charity.

### Reasons for disposal

#	Reasons for disposal	Millennials	Post-millennials
1	Disposing clothes when it is unfit or quality deteriorates.	3.25	<b>3.71</b>
2	Disposing clothes when feel boredom of same clothes	2.92	2.94
3	Disposing garment when it becomes outdated	2.85	3.22
4	Following up the trends regularly and buy garments	2.92	3.20

Table Reasons for disposal

Majority of the respondents preferred to dispose their clothes when they consider it is unfit or quality deteriorates. The both millennials and post-millennials tend to dispose their clothes when they consider as unfit or sometimes quality of the garment deteriorates. Most of the millennials didn't opt for disposing their clothes when it becomes outdated but post-millennials are doing this. So it shows that post-millennials consume more clothes than the millennials.

#### 2.4.8 Reason for disposal of clothes by millennials and post-millennials.

OPTIONS	MILLIENNIALS					POST-MILLIENNIALS				
	SD	D	N	A	SA	SD	D	N	A	SA
Disposing clothes when it is unfit or quality deteriorates.	9	43	40	<b>53</b>	25	6	14	14	<b>40</b>	30
Disposing clothes when feel boredom of same clothes	24	<b>45</b>	40	43	18	19	23	17	<b>35</b>	10
Disposing garment when it becomes outdated	26	<b>46</b>	40	43	15	8	22	24	<b>39</b>	11
Following up the trends regularly and buy garments	22	<b>54</b>	37	31	25	14	21	21	<b>26</b>	22

Table 2.4.8 Reason for disposal of clothes by millennials and post-millennials.

### Inference:

Here, millennials will never dispose the clothes because of boredom and outdated clothes and they also not tend to follow the trends regularly to buy garments but it is quite opposite in post-millennials, they dispose their clothes for these reasons.

#### 2.3.3 Perception on disposal and eco-friendly nature

#	Items (1-strongly disagree,5-strongly agree)	Millennials	Post-millennials
1	Believing proper disposal of used garments is very important.	<b>3.347</b>	<b>3.279</b>
2	Having control over garment disposal behaviour.	<b>2.965</b>	<b>2.731</b>

3	Parents and relatives insisting me to do proper disposal of garments.	<b>3.112</b>	<b>3.548</b>
4	Strictly following parent's suggestion regarding proper disposal of garments.	<b>2.918</b>	<b>3.481</b>
5	<b>Having huge concern towards society and environment.</b>	<b>2.518</b>	<b>2.865</b>
6	Buying sustainable clothes to protect environment from pollution.	<b>2.700</b>	<b>2.644</b>
7	Separating the garment to be disposed in a container & periodically I dispose.	<b>2.641</b>	<b>3.298</b>
8	Not have time for proper disposal of clothes.	<b>2.924</b>	<b>2.808</b>
9	Having enough awareness towards disposal of clothes.	<b>3.371</b>	<b>3.202</b>
10	Wardrobe has more dresses which are not usable and has to be disposed.	<b>2.876</b>	<b>3.231</b>
11	Having enough awareness towards disposal of clothes.	<b>2.982</b>	<b>2.760</b>
12	Discarding clothes.	<b>3.341</b>	<b>2.990</b>
13	Feeling emotional attachment towards clothes so won't get rid of clothes.	<b>3.494</b>	<b>3.269</b>
14	Preferring monetary benefit in return for used clothes.	<b>3.071</b>	<b>2.827</b>

**Table 2.3.3 Perception on disposal and eco-friendly nature**

Towards perception on disposal and eco-friendly nature most of the women respondents prefer monetary benefit in return for used clothes. In that millennial preferred that as most. Some women feel emotional attachment towards some clothes so they find it very hard dispose those clothes so they are just dumping in their wardrobe.

#### **Provisions in the surrounding for disposal**

#	<b>Provisions in the surrounding for disposal</b>	<b>Millennials</b>	<b>Post-millennials</b>
1	Residence is having easy access to Collection points.	3.39	3.20
2	The garment merchant is periodically visiting locality once in a month.	3.11	3.01
3	Locality is having an NGO which receives used garments.	3.18	3.22
4	NGO visits locality to receive the used garments once in two months.	2.97	2.88
5	There are online portals available to redispense used garments.	2.82	2.84
6	There is a public bin nearby residence for disposing the used garments.	2.64	2.63
7	In my doorstep, Having access to the disposal mechanism.	2.71	2.78
8	Receiving regular updates on Proper usage and disposal of garments.	3.22	3.63

**Table 2.3.4 Provisions in the surrounding for disposal**

**Inference:**

Major factor here is the garment merchant is periodically visiting the residence for getting used clothes from people. Both millennials and post-millennials don't have access to the disposal mechanism in their doorstep if that is available then they will be disposing their clothes in there. so not enough provisions are available for disposing the used clothes if that prevails both millennials and post-millennials will do proper disposal. Post-millennials are aware about online portals for disposing of clothes.

**2.3.5 Intention to proper disposal and disposal behavior**

Intention to proper disposal	Mean Average	Millennials	Post-millennials
Having the intention to dispose my clothes in a right way.	3.372	3.206	3.231
Presently disposing clothes in a right way.	3.215	4.029	3.462

**Table 2.3.5 Intention to proper disposal and disposal behaviour****Inference:**

Here, both the millennials and post-millennials always have the intention to dispose their clothes in a right way. But most of the millennials are presently disposing the clothes in a right way comparing to post-millennials. The reason they have is that they don't have any proper awareness towards the disposal of clothes and enough provisions is also not available nearby their residence.

**FINDINGS**

Most of the women respondents are millennials who born between the year of 1981-1996. Majority of the women respondents are graduates. Occupation of the majority of the women respondents are private employee and students. Most of the women respondents are married. Most of the data collected from Rural area.

**Analysing the usage and disposal behaviour of used clothes**

- **Apparel Usage** Majority of the women respondents opted for nighty as sleepwear. Majority of the women respondents opted saree as their daywear. Women respondents who prefer nighty chosen cotton as their preferred nighty material Women respondents who prefer pyjama chosen cotton as their preferred material. Poonam saree is preferred by most women. Cotton is the preferred material in case of salwar. Women tend to spend <300 rupees as an average amount on buying sleepwear. Women tend to spend <500 rupees as an average amount on buying daywear.
- **Apparel Maintenance** Majority of the women respondents are washing their sleepwear by hand and not ironing. Majority of the women respondents are washing their daywear in machine and partially many people are Prefer to iron their clothes.
- **Apparel Disposal** Majority of the respondents dispose their used clothes once in a year. Majority of the women respondents preferred disposal mode in donating to charity. Current disposal mode of women respondents is Reusing it for other purposes.
- **Comparison between millennials and post-millennials** Millennials prefer nighty and post-millennials prefer pyjamas. Millennials prefer saree and post-millennials prefer salwar Both Millennials and Post-millennials spend <300 rupees as an average amount on sleepwear Millennials prefer to spend <500 rupees as an average amount on daywear but post-millennials 500-1000 rupees. Millennials are washing their clothes by hand and post-millennials are washing their clothes by machine. Millennials are preferring to dispose their clothes in the way of selling to merchant who offers money in return. Post-millennials are preferring to dispose their clothes by trading in online portal. Most of the Millennials are currently reusing their clothes and post-millennials are currently donating their clothes to charity.

- **Knowledge on maintenance and care of garments** Majority of the millennial and post-millennial know the type of wash needed for each garment and material and they have awareness on the detergent used. Post-millennials do not know about the temperature to be set for garment material
- **Reasons for disposal.** Millennial used to dispose their clothes when they consider it is unfit or quality deteriorates. Post-millennial is disposing their clothes when it is unfit, boredom of same clothes, outdated clothes and they are following up the trend regularly and buy garments.
- **Intention to proper disposal and disposal behaviour** Millennials have the intention to dispose their clothes in a right way and presently they are disposing the clothes in a right way. Post-millennials have the intention but they disagree the statement that they are not disposing the clothes in a right way
- **Perception on disposal and eco-friendly nature** Millennials have control over proper disposal. Post-millennials are following the suggestion of their parents and relatives in case of disposing of clothes. Both generations have high concern towards the society and environment Millennials prefer monetary benefit in return for their clothes.

## **SUGGESTIONS**

- ✓ If the retail outlet has enough provisions to dispose the clothes, then people won't hesitate to dispose their clothes.
- ✓ If the textile shops advertise about proper maintenance, then it will increase the credibility of the organisation.
- ✓ Here Gen z consumption is far more differ than millennials. If the organisation advertises regarding generation, then it can generate more profit.

## **CONCLUSION**

This study has been undertaken to see the apparel usage and disposal behaviour of women millennials and post-millennials. Here results shows that there is a difference between the millennials and post-millennials in case of usage and disposal behavior of garments. so lot of awareness is needed and provisions should be needed for proper disposal of garments. People must be aware of how to dispose their garments. environment concern also plays a major role in this study, Because of lack of proper disposal provisions and awareness many people are polluting the environment.

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