

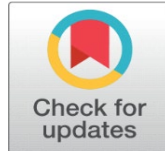
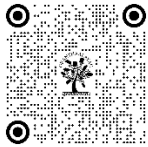
CLOTHING CONSUMPTION AND DISPOSAL PATTERN AMONGST COLLEGE GOING GIRLS: AN EXPOLORATRY STUDY

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ABSTRACT

For the textile industry to be considered sustainable its environmental impact needs to be reduced by 30-100% by using multiple measures like reusing and recycling. This study sought to determine how conscious college girls between the age of 18 and 22 are of the environmental effects of mindless clothing consumption and disposal. This study examined a number of distinct constructs such as environmental concern, environmental influence on clothing consumption and disposal, consumer behavior in relation to clothing, reasons for buying clothes, clothing disposal pattern, and barriers to clothing disposal for college-going girls.

Both qualitative and quantitative analyses were employed to accomplish the goals. Six focus groups with ten to twelve college-age girls each were held as part of the qualitative study. The results of the focus group conversations were used to build a structured questionnaire with a 5-point Likert scale. The questionnaire was administered to 201 college going girls aged 18 to 22. Thus, gathered data was analyzed descriptively as well as statistically using SPSS.

Reliability of each scale was checked using Cronbach's alpha method. To identify the factors in each variable, Principal Component Analysis was used. The survey discovered that while respondents were aware of environmental issues, they were unaware of how the production and disposal of garments affected the environment. The respondents were aware of a variety of recycling and reusing practices; however, they do not engage in these practices. This can be the case because another family member handles these tasks. They frequently buy new clothes in order to keep up with fashion trends and gain psychological comfort. People are unaware of the environmental impact of their clothing disposal, consumption, and purchasing.

Keywords: Disposal Pattern, Consumer Behavior, Clothing



1. INTRODUCTION

1.1. CONSUMPTION AND DISPOSAL

In today's fast-paced fashion industry, the way we approach clothing consumption and its subsequent disposal holds immense significance. The proliferation of fast fashion has led to an alarming rate of clothing consumption, triggering a cascade of environmental and social issues (Hamari et al., 2016). Consequently, it is imperative that we approach our clothing choices with mindfulness, prioritizing sustainable and eco-conscious options whenever feasible (Vesterinen & Syrjälä, 2022).

When it comes to clothing disposal, we must also recognize its pivotal role in minimizing environmental impact. Rather than allowing garments to languish in landfills, where their decomposition can span decades, we should actively explore alternative avenues. One such approach is donating clothing to those in need, providing a second life to garments and reducing their environmental footprint (Sohn et al., 2021). Additionally, recycling clothing materials not only conserves resources but also contributes to a more sustainable fashion ecosystem (Yan et al., 2021).

By adopting responsible practices in both consumption and disposal, we can collectively diminish our carbon footprint and propel the fashion industry towards a future that prioritizes sustainability and ethical practices (McNeill et al., 2020). In doing so, we can strive for a fashion landscape that respects the environment and promotes a more equitable and enduring legacy for generations to come.

1.2. REASONS FOR DISPOSING CLOTHES

There exist a multitude of motivations driving individuals to part with their clothing. Wardrobe turnover often occurs when individuals aspire to align with the latest fashion trends or when their garments fall out of favor stylistically (Kwon et al., 2020). The passage of time can take a toll on clothing, leading to wear and tear, and consequently, a loss of visual appeal or functionality. Changes in body size or shape, stemming from factors like weight loss, can also prompt the disposal of ill-fitting attire (Weber et al., 2017). Technological advancements, such as the introduction of new materials or features enhancing performance and comfort, can render older clothing obsolete. Even sentimental attachment to garments, while significant, may not deter individuals from discarding worn-out or damaged items, as they make space for new additions.

1.3. DISPOSAL PATTERN OF CLOTHING IN INDIA

The disposal practices for clothing in India exhibit a diverse range of approaches, influenced by various factors such as cultural norms, economic circumstances, and levels of environmental consciousness (Tryphena & Aram, 2023). Here are some prevalent methods of clothing disposal in India

- 1) **Charitable Donations:** A common practice in India involves individuals generously offering their used clothing to those in need or contributing to charitable organizations. This compassionate gesture serves as a means to part with clothing that remains in good, usable condition.
- 2) **Resale at Second hand Stores:** Across various regions in India, second hand clothing stores provide an avenue for people to sell their pre-owned garments. These establishments subsequently resell these items at more affordable prices, making quality clothing accessible to those with limited means.
- 3) **Recycling Initiatives:** The recycling potential of certain fabrics, such as cotton and silk, is harnessed in India. Specialized businesses focus on textile recycling, and several municipal governments have initiated recycling programs, promoting sustainability in clothing disposal.
- 4) **Landfill Disposal:** Regrettably, a significant portion of the population still resorts to disposing of clothing in landfills, contributing to environmental pollution and potential health risks.

5) Upcycling Endeavours: A growing number of individuals in India are tapping into their creativity to upcycle used clothing into entirely new products, including bags, pillowcases, and decorative items, offering a sustainable and innovative approach to clothing reuse.

It's crucial to acknowledge that India's rich cultural heritage has ingrained a tradition of recycling and repurposing various items, including clothing. Nevertheless, as urbanization and consumerism rise, there is an escalating urgency to adopt more sustainable and eco-friendly methods of clothing disposal, aligning with evolving global environmental concerns (Norris, 2010).

1.4. DISPOSAL OF CLOTHING AND YOUNG CONSUMER

Existing research has indicated that the youth demographic exhibits a propensity for increased clothing consumption and rapid disposal, thereby exacerbating the fashion industry's considerable environmental impact (Arora & Aggarwal, 2020). Factors such as peer pressure and societal influences play a significant role in motivating teenagers to experiment with their attire choices. To counter this trend, it becomes imperative to instigate a shift in the fashion consumption habits of

young individuals towards practices that are more environmentally responsible (Hassan et al., 2022). Many young consumers may lack awareness regarding the environmental repercussions of textile waste or the significance of proper clothing disposal, often discarding their garments without contemplating the broader consequences. For some, convenience becomes the driving force behind clothing disposal, as they may find it more expedient to discard clothing rather than invest time and resources in donating or recycling (Zhang et al., 2020).

However, an increasing number of young people are expressing concerns about the environment and long-term sustainability. Consequently, they exhibit a preference for donating or recycling their clothing items as a means to mitigate their environmental footprint. For a subset of these individuals, the responsible disposal of clothing becomes a social responsibility, driven by a desire to benefit charitable causes or reduce their carbon footprint (Ziesemer et al., 2021).

Hence, the primary objective of this study is to scrutinize the factors influencing the inclination of young girls to acquire new garments. Additionally, it aims to gauge consumer awareness regarding the adverse consequences associated with unethical clothing disposal practices. Conducting research into the perceptions of clothing disposal among young individuals can yield valuable insights, shedding light on the challenges and prospects for promoting sustainable and ethical fashion consumption within this crucial demographic.

2. METHODOLOGY

The primary objective of this study was to explore the determinants of clothing consumption behaviour, disposal practices, and their environmental repercussions among a specific demographic: college-going girls aged 18-22 years. Young college students were chosen as the target population for data collection, as prior research has consistently demonstrated that this age group engages in extensive clothing experimentation (Pera & Ferrulli, 2024) and they tend to make more impulsive purchases and shop more frequently to stay fashionable (Palomo-Domínguez et al., 2023). Moreover, this age group represents a critical stage in the formation of individual perceptions (Arora & Aggarwal, 2022). The sample for this study

consisted of 201 college-going girls from the Delhi National Capital Region (NCR). The research was conducted in two distinct phases.

During the initial phase, qualitative research methods were employed due to the limited existing knowledge regarding clothing disposal patterns and the recycling and reusing of old garments in the Indian context. Qualitative research methods are particularly adopted when the objective is to delve into the underlying motivations behind a phenomenon (Rahimi & khatooni, 2024). In this phase, focus group discussions served as the primary data collection technique. Six separate groups were formed, each comprising 10-12 college-going girls. Convenience sampling was employed to select individuals or groups that were readily available and willing to participate in the discussions.

In the subsequent phase of the study, quantitative research methods were applied to derive statistically significant insights. Quantitative research methods yield data that can be systematically analysed, statistically interpreted, and are relatively dependable (da Silva, 2024).

A multi-item questionnaire was created using a 5-point Likert scale. The questionnaire's development was guided by the factors influencing clothing consumption and disposal patterns among college-going girls, which had emerged from the focus group discussions. The variables that were frequently cited as the most significant drivers of clothing consumption behaviour were chosen as the foundational elements for constructing the questionnaire. Additionally, a thorough review of the existing literature was done to aid in shaping this questionnaire. All the sources used as inspiration for preparing the questionnaire are listed in table 1.

Table1

Table 1 Questionnaire Design: Measures and Reference Sources		
Measures	No. of items	Source of items
Awareness of environmental concern	20	(Walter, 2008), (Shim, 1995), (Stephens, 1985), (Charbonneau, 2008), (Koukouvinos, 2012)
Environmental Influence on clothing consumption	5	(Stephens, 1985), (Charbonneau, 2008.), (Koukouvinos, 2012)
Consumer behaviour in relation to clothing	5	(Shim, 1995), (Stephens, 1985), (Charbonneau, 2008), (Koukouvinos, 2012)
Reasons for buying clothes	13	Chun, H. (1987)
Disposal pattern of clothing	12	(Shim, 1995), (Koukouvinos, 2012), Chun, H. (1987)
Barriers in disposal of clothing	10	(Walter, 2008), (Shim, 1995)

3. RESULTS AND DISCUSSION

3.1. FINDINGS OF FOCUS GROUP DISCUSSION

The initial segment of the study covers the findings derived from focus group discusses conducted with female students enrolled in undergraduate and postgraduate programmes. The primary goal of the focus group discussions was to investigate the elements that influence people's behavior in terms of clothing consumption and eventual garment disposal. In order to maintain alignment with the study's aims, a skilled moderator adeptly steered the discussions by employing a pre-established set of inquiries. The aforementioned interactions yielded significant perspectives on the various determinants that shape the decision-making process of these students when it comes to selecting garments, as well as their strategies for discarding clothing items. A series of diverse questions were

posed during the discussion phase to delve deeply into various perspectives and gain a comprehensive understanding of the subject matter

1) Disposal of Unwanted or Unused Clothing in Their House

A significant portion of the participants expressed their tendency to retain expensive clothing items over extended periods, even if they remain unused. Moreover, garments holding sentimental value, such as wedding attire, are typically cherished and preserved rather than discarded. Valuable, fashionable, and party-wear outfits often find new homes within their families as they are passed down to relatives. Less costly everyday attire is frequently offered too needy. When clothing remains in good condition but falls out of favor due to shifting fashion trends, many respondents opt for alterations to keep them in line with the latest styles. Furthermore, several old clothing items serve a dual purpose, as they can be exchanged for essential household items, making them both functional and sustainable components of their wardrobe management strategies. This demonstrates the multifaceted approaches individuals take when dealing with their clothing assets

2) The Environmental Impact of Textile Waste

Respondents indicated that they possess a general awareness of the environmental consequences of waste but admitted limited knowledge regarding how textile waste specifically harms the

environment. Some respondents mentioned that they make conscious efforts to minimize pollution through their actions. However, there was a sense among a few participants that their individual efforts might not significantly influence the broader environmental landscape. Additionally, some expressed a genuine concern for the environment but acknowledged that the pressure to stay fashionable and keep up with clothing trends often leads them to continue buying new clothes. It is evident that respondents have varying degrees of awareness and engagement with environmental considerations in their clothing consumption behaviours.

3) Factors Driving Continued Clothing Purchases

Respondents provided a variety of explanations for their consistent acquisition of new clothing pieces. A primary factor mentioned was the desire for change, often stemming from a sense of monotony with their existing attire. Special occasions such as weddings, birthdays, and festivals also served as catalysts for new clothing acquisitions, as respondents aimed to make a memorable statement and mark these events in a stylish manner. Additionally, travel emerged as a compelling reason to invest in new apparel, as individuals valued both comfort and aesthetics during their journeys.

Moreover, the attraction of visually appealing clothing items frequently led to impromptu purchases. The anticipation of end-of-season sales played a significant role in motivating individuals to buy new clothes, with the promise of discounts and cost savings serving as a strong incentive. Finally, changes in body size were recognized as a pragmatic motive for refreshing one's clothing collection, allowing individuals to accommodate their evolving physical dimensions. These diverse motivations underscore the complex and multifaceted nature of ongoing clothing purchases.

4) Instances of Post-Purchase Regret

Responses from some participants indicated occasional feelings of regret after making a purchase. These instances typically occurred when the fabric or colour of the clothing item did not meet their expectations, particularly in the context of online shopping where tactile assessment is limited. Additionally, buying multiple

garments in bulk during sales promotions sometimes resulted in less satisfying choices. Furthermore, respondents expressed regrets when they acquired garments lacking appealing design elements or when they unintentionally purchased items they already owned. These examples illustrate the various circumstances that could lead to post-purchase regrets, shedding light on the complexity of consumer decision-making in the realm of clothing purchases.

5) Duration of Use of Purchased Garments

Respondents indicated that casual wear garments, such as T-shirts, typically have a relatively short lifespan, often lasting only for one or two seasons. These garments are discarded when individuals perceive that they can no longer be utilized due to factors such as their physical condition, shifting fashion trends, or changing personal preferences. Whether it's worn and tear or evolving style preferences, these considerations play a pivotal role in the decision to part ways with these clothing items. This transient nature of casual wear garments reflects the dynamic and evolving nature of fashion and personal choices among respondents.

6) Preferred Garment Styles

When it comes to their college attire, the majority of participants showed a strong preference for the classic combination of t-shirts and jeans. However, it's worth noting that a minority of respondents expressed a penchant for wearing suits, reflecting a more formal and sophisticated style choice within the college environment. For specific occasions, participants indicated a thoughtful approach to their clothing selections, often aligning their choices with the event's theme or purpose. This

highlights their adaptability and willingness to dress in a manner that resonates with the particular occasion, showcasing their fashion versatility and consideration for social contexts.

7) Selection Process for Purchases: How They Make Decisions

They actively explore both the market and various social media platforms to stay informed about the latest trends. In this quest for trendiness, the influence of their peers emerged as a particularly significant factor in shaping their purchasing decisions. Conversations with friends and observing what others in their social circles were wearing played a crucial role in guiding their choices. Additionally, they relied on peer recommendations and endorsements as a valuable source of guidance for their next purchase. The collective input from their social network substantially influenced their decision-making process when it came to buying new clothing items.

During the second phase of the study, quantitative research methods were employed to draw meaningful statistical conclusions. Quantitative research techniques were chosen for their ability to generate data that can be comprehensively understood and subjected to rigorous statistical analysis. This approach allowed for a more in-depth exploration of the data, enabling the researchers to uncover patterns, trends, and correlations among variables. By quantifying the collected data, the study aimed to provide a more precise and quantifiable understanding of the factors influencing clothing consumption behaviour, disposal patterns, and their environmental impact among college-going girls aged 18-22 years.

3.2. TESTING RELIABILITY OF THE CONSTRUCT USED IN THE STUDY

Table 2

Table 2 Reliability and Validity Metrics: Cronbach's Alpha, KMO, and Bartlett's Test of Sphericity				
Measures	No. of items	Cronbach's alpha's	KMO Test	Bartlett's Test of Sphericity
Awareness of environmental concern	20	.654	.643	0.00
Environmental Influence on clothing consumption	5	.443	.548	0.00
Consumer behaviour in relation to clothing	5	.575	.664	0.00
Reasons for buying clothes	13	.605	.627	0.00
Disposal pattern of clothing	12	.580	.614	0.00
Barriers in disposal of clothing	10	.609	.677	0.00

The data in the (table 1) indicate that the Cronbach's alpha values for awareness of environmental concerns, reasons for buying, and barriers in clothing disposal (with values of .654, .605, .609, respectively) surpass the acceptable threshold of .6, indicating their high reliability. Conversely, the Cronbach's alpha values for consumer behaviour related to clothing and disposal patterns (.575 and .580) are slightly below .6 but above .5. The only exception is the environmental influence on clothing consumption, which has a Cronbach's alpha value of .443, falling below .5. This discrepancy may be attributed to a lack of interest among respondents in this specific aspect, signifying their limited concern regarding the environmental impact of their clothing consumption and disposal practices.

As for the results from the KMO and Bartlett's test of sphericity as shown in the table1, they demonstrate that the sample size was adequate, with all values exceeding 0.5 in the KMO test. Additionally, the study was found to be statistically significant, as all values were less than 0.5 in the Bartlett's test of sphericity.

3.3. FACTOR ANALYSIS

Principal component analysis (PCA) is a statistical method employed in research to uncover latent patterns or underlying dimensions within a dataset. This technique aims to summarize numerous variables into a smaller set of components or dimensions capable of explaining the variance present in the original data (Omer, 2024). These components are often interpreted based on the correlations observed between the original variables and can be utilized to gain insight into the inherent structure of the data. PCA finds widespread application in fields such as psychology, sociology, and economics, where it assists in identifying unobservable constructs or latent variables (Dorabiala et al., 2024). It serves as a potent tool for reducing data complexity, reducing dimensionality, and facilitating data visualization, thereby aiding researchers in gaining a deeper understanding of their dataset.

Through principal component analysis, sub dimensions that lead to the variables in present study questionnaire were identified.

Table 3

Table 3 Principal Component Analysis: Identified Sub-Dimensions of the Chosen Constructs	
Measures	Sub Dimensions
Awareness of environment concern	• Consumer concern for environment protection • Impact on environment due to clothing consumption and production • disposal and recycling of clothing • Awareness regarding impact of clothing consumption on environment
Environmental influence on clothing consumption and disposal	• Disposal of clothing: a family affaire
Consumer behaviour in relation of clothing	• Consumer behaviour for clothing
Reason for buying clothes	• Basic reasons for buying clothes • Psychological reasons for buying
Disposal pattern of clothing	• Recycling of preserving of clothes • Psychological reason for buying clothes
Barriers in disposal of clothing	• Barriers in sustainable clothing disposal • Barriers in recycling of clothes

1) Sub scale 1: Awareness of Environmental Concern

The subscale for environmental awareness was derived from a principal component analysis, identifying six factors with Eigen values exceeding 1. After varimax rotation, two sub-dimensions were merged due to shared items and cross-loading. One item was deleted for insufficient loading. The resulting dimensions explained 52% of cumulative variance. Subsequent dimensions focused on garment production's environmental impact, clothing disposal and recycling, and awareness of clothing's environmental impact, including a call for education campaigns.

2) Sub scale 2: Environmental Influence on clothing consumption and disposal

During principal component analysis on environmental influence in clothing consumption, items 21 to 27 comprised a subscale. Two sub-dimensions were identified, each with an eigenvalue exceeding 1. Items 22 and 24 were eliminated during reliability testing, leaving only five items. Since each sub- dimension should contain at least three items, one sub-dimension remained, named "Disposal of Clothing: A Family Affair", consisting of items 21, 25, 26, and 27. This sub-dimension explained 57% of the total cumulative variance, after removing item 23 due to low anti-image.

3) Sub scale-3: Consumer Behavior in relation to clothing

During the principal component analysis for intention and consumer behavior regarding clothing, two sub-dimensions were identified, each with Eigen values exceeding 1. Items 28, 32, and 34 were removed to increase Cronbach's alpha above 0.6, resulting in five remaining items in a single sub- dimension. Due to the need for a minimum of three items per sub-dimension, only one sub-dimension was retained. Additionally, item 35 was eliminated due to low anti-image, leaving items 29, 30, 32, and 33 in the consumer behavior for clothing sub-dimension. All items loaded on the extracted sub- dimension with values exceeding 0.5, explaining 58% of the total cumulative variance.

4) Sub scale- 4: Reasons for buying clothes

During the principal component analysis of reasons for buying clothes, 5 factors with eigenvalues over 1 were identified from items 36 to 48. Subdimensions 2, 3, 4, and 5, sharing similar statements, were merged, resulting in 2 subdimensions. All items loaded on these subdimensions with values above 0.5, explaining 59% of the cumulative variance. The first subdimension, "Basic Reasons for Buying," comprising 7 statements, reflects purchasing new clothes due to wear and changes in size, accounting for 18.7%. The second subdimension, "Psychological Reasons for Buying," with 5 items, highlights buying clothes not out of necessity but for emotional satisfaction and mood enhancement.

5) Sub scale-5: Disposal Pattern of clothing

In the analysis of clothing disposal patterns, five sub-dimensions emerged from 16 items analyzed, each with eigenvalues surpassing 1. After initial reliability testing, four items were removed to improve Cronbach's alpha. Further refinement led to a subscale with two distinct sub-dimensions, explaining 61% of total cumulative variance. The first sub-dimension, "Recycling or Preserving of Clothes," reflected awareness of disposal patterns, with a focus on donating to charity rather than recycling. The second, "Disposal of Clothes to Conventional Garbage Bins," indicated knowledge of disposal methods not always translating into behavior.

6) Sub Scale-6: Barriers in disposal of clothing

During the principal component analysis, items 65 to 74 were analyzed for barriers in clothing disposal. Three sub-dimensions were identified with Eigen values above 1. Sub-dimensions 1 and 3 were combined, resulting in two distinct sub-dimensions. All items loaded on the extracted sub- dimensions had values exceeding 0.5. Together, these sub-dimensions explained 53% of the total cumulative variance. The first sub-dimension, labeled "Barriers in Sustainable Clothing Disposal," comprised four items, focusing on issues such as lack of infrastructure and awareness regarding drop-off centers for clothing disposal. The second sub-dimension, also named "Barriers in Sustainable Clothing Disposal," consisted of six items, highlighting challenges like time constraints in finding recycling alternatives and negative perceptions toward second-hand clothing donation.

In the present study, we conducted a comprehensive examination of various aspects related to clothing consumption and disposal patterns, focusing on environmental awareness, influence, consumer behavior, and reasons for purchasing clothes. Through principal component analysis, we identified multiple sub-dimensions within each subscale, allowing for a nuanced understanding of participants' attitudes and behaviors. Notably, our findings revealed significant variance explained by these sub-dimensions, ranging from 52% to 59%, indicating the robustness of our models in capturing the complexities of clothing-related phenomena.

Environmental awareness emerged as a critical factor influencing clothing consumption and disposal practices. Our analysis highlighted the multifaceted nature of environmental consciousness, encompassing considerations such as garment production's ecological footprint, recycling habits, and the need for educational campaigns. The integration of multiple dimensions within this subscale underscores the interconnectedness of environmental concerns with clothing consumption behaviors, suggesting potential avenues for targeted interventions aimed at promoting sustainable practices within the fashion industry.

Furthermore, our investigation into consumer behavior and motivations for buying clothes revealed distinct sub-dimensions reflecting both practical and psychological factors driving purchasing decisions. While basic needs such as wear and size changes accounted for a significant portion of respondents' buying rationale, emotional satisfaction and mood enhancement also emerged as noteworthy drivers. These findings shed light on the complex interplay between individual preferences, societal norms, and environmental considerations in shaping clothing consumption patterns, emphasizing the importance of holistic approaches to promoting sustainability within the fashion sector.

4. SUMMARY AND CONCLUSION

The research aimed to pinpoint the factors influencing the clothing consumption habits of college-going girls. Through six focus group discussions involving 10-12 girls aged 18-22, qualitative analysis sought to unravel their perspectives on clothing. Following this, a multi-item questionnaire, crafted from the insights of the initial phase and utilizing the Socially Responsible Consumption Behaviour (SRCB) scale, was administered to 201 college-going girls selected based on availability.

The survey illuminated those respondents' harboured concerns for the environment, advocating for clothing recycling and charitable donations. They expressed a perception of inadequate awareness regarding the environmental impact of clothing use and disposal. Furthermore, they asserted the importance of manufacturers incorporating recycled materials and disclosing ecological drawbacks for more informed consumer choices.

Despite a certain level of awareness, respondents were not fully cognizant of the environmental consequences linked to clothing consumption. They did, however, exhibit familiarity with recycling methods such as donating old garments to charity or NGOs. Primary motivations for purchasing clothing included sales promotions, special occasions, and psychological satisfaction. The questionnaire's reliability, assessed through Cronbach's alpha value, indicated satisfactory reliability for the subscales of environmental concern awareness, reasons for clothing purchases, and barriers in clothing disposal. It is worth noting that a general lack of interest in the issue might have contributed to the tool's lower reliability.

In summary, the study discerned that awareness of environmental concerns, reasons for clothing purchases, and barriers in clothing disposal play pivotal roles in shaping the clothing consumption behaviour of college-going girls.

5. LIMITATION OF THE STUDY

In the current study, there exist several limitations that warrant careful consideration due to their potential influence on the research findings. The sample size was relatively modest, primarily due to time constraints. Future studies should aim for a more extensive and diverse sample. The questionnaire employed for the survey is non-standardized.

APPENDIX

APPENDIX A

NO.	STATEMENT
1	I am concerned about the environment

2	Everyone should do their part to preserve the environment.
3	I am aware that used clothing and textiles may be donated to under privileged and needy
4	Recycling clothing is a good idea.
5	Clothing is a resource that is often wasted.
6	A person should urge friends not to use products that pollute or harm the environment
7	Most people buy much more clothing than they need.
8	Throwing my old garments to the conventional garbage bin is an irresponsible behaviour.
9	I am aware that in India there are various designated drop- off centres for used clothing.
10	People should consider resource conservation when they buy clothes.
11	Donating to charity is a good way of recycling old clothes.
12	I believe everybody should try to preserve for future generations.
13	There is a lack of awareness and educational campaigns about how to dispose my old garments responsibly
14	Manufactures should be forced to use recycled materials in their manufacturing and processing operation
15	Commercial advertising should be forced to mention the ecological disadvantages of products.
16	People should not be asked to conserve in clothing consumption because they are already expected to conserve in so many other ways.
17	Much more fuss is being made about air and water pollution by garments industry than is really justified.
18	Too much emphasis is placed on environmental issues.
19	My recycling efforts will probably have very little impact on the environment.
20	I am not aware that used clothing and textiles can be recycled.
21	Most people who are important to me think it is ok to throw my old clothes to the conventional garbage bin.
22	to me would not approve it.
23	I donate clothes to charity as my friends also do so.
24	I do not get affected by what my friend does with their old clothes.
25	I do not throw my clothes in garbage as; in my family we reuse old.
26	My family has no tradition of reusing old clothes.
27	We all in the family throw old clothes in the garbage.
28	Keeping up with fashion is impractical as a lot of waste is created through old clothes.
29	Recycling used clothing is more trouble than it is worth
30	I am very fashion conscious and buy new clothes even if it increases waste in land fill.
31	There isn't much of a relationship between conservation of resources and clothing consumption.
32	It does not bother me to be out of style as far as I can contribute to save resources.
33	It doesn't matter if people buy more clothing than they need because eventually it will be passed on to others.
34	I would be willing to spend time and/or money to recycle my old clothes
35	I donate my cloths to charity to do my part in decreasing the 4.0188 environmental problem
36	I buy clothes because of changes in body size.
37	Because all clothes are worn out.
38	Because I had problems which made me uncomfortable to wear my existing clothes.
39	I buy new clothes because of their uniqueness in colour or style didn't conform to the

	garments that other people wore.
40	I buy clothes often as I get bored easily.
41	Sales attract me a lot for buying new clothes.
42	I buy new clothes whenever old ones are torn or are no longer usable.
43	I have a fixed pattern of buying clothes in every season
44	I do not like to repeat my clothes often
45	I do purchase clothes for a particular social get together.
46	I feel good buying new clothes for myself.
47	I buy new clothes because of shrinking and fading during laundry
48	I buy new clothes every time on my birthday or festivals like Diwali/Rakhi/Durga Puja.
49	I like to give my old garments to the NGOs, or some other charity organization.
50	I prefer to save the clothing for sentimental reasons or to be Worn in years to come
51	I give my old clothes to friends.
52	I throw my old clothes away in the trash.
53	I use my old clothes as rags for other purpose to get the most out of them
54	I prefer to exchange my old clothes with goods and other household items
55	I prefer to put my old clothes to the textile recycle bin.
56	I give my old clothes to a family member.
57	I do not take any action to dispose of old clothes.
58	Somebody else in the family takes care of disposal of my old clothes
59	It is very important to me to donate my old clothes to charity for needy people
60	I always give away my old clothing to help others.
61	I always use worn out garments for rags to save money
62	I do not think twice before throwing my old garments to the conventional garbage bin.
63	Throwing my old garments to the conventional garbage bin is automatic for me.
64	I am aware that used clothing and textiles may be donated to under privileged and needy.
65	There is a lack of infrastructure for responsible clothing disposition
66	I do not have time to search for alternatives about other ways of disposing my old garments except from throwing it to the conventional garbage bin
67	More information about ways to recycle clothes should be made available
68	I would recycle unwanted clothing if the recycling drop- off centre would be available.
69	I would recycle unwanted clothing and textiles if there was a place nearby to drop them off
70	I am not aware of how clothing can be recycled.
71	I do not donate my clothes thinking others may not like to wear them.
72	Now a days nobody wants to use second hand clothing.
73	I do not give my clothes to my household help as they do not fit them
74	I do not like to give my clothes away.

CONFLICT OF INTERESTS

None.

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