

A Study on Sustainable Disposal Behaviour of Used Clothes & Motivational Factors Towards Such Behaviour in Bangladesh

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Abstract

The textile and clothing industries are said to be one of the most polluting industries in Bangladesh. Reckless disposal of textile materials and used clothes in the environment harmed nature, social and human life. Particularly, Fast fashion retailing is a concerning area because it contributes significantly to the annual amount of clothing that needs to be thrown away. Used clothing that ends up in landfills contributes to environmental pollution in numerous ways. To create a sustainable livelihood, consumers must accept eco-friendly disposal behavior. Sustainable disposal of clothing refers to the disposal of clothing focusing mainly on socioeconomic and environmental issues. Thus to protect the environment, it is important to use apparel to its full swing by using one of the eco-friendly disposal ways which include donation, recycle, reuse and reselling. This study aims to find out whether people in Bangladesh use sustainable disposal ways or not in disposing of their used clothes and to examine factors that motivate and influence such behavior. Three dimensions of the motivational factors in this study are determined as economic, environmental and social factors and the research methodology is conducted in a survey participation of 207 respondents from different areas of Bangladesh. The data is analyzed by using descriptive statistics. The results indicate that most of the people in Bangladesh are willing to use sustainable ways and the economic factor has the most significance to motivate and influence sustainable disposal behavior of used clothes whereas social factor and environmental factor have less influence on such behavior. Further, findings indicate that among the sustainable disposal ways (reuse, recycle, reduce) of used clothes, most of the people in Bangladesh prefer to donate their used clothes to other people.

Keywords— Sustainability, clothing disposal, reuse, recycle, reduce, disposal motivation.

1. Introduction

One of the sectors that is contributing the most to the economy is the clothing industry. Although the fact that the expansion of the clothing industry over the past few decades has significantly boosted the economy, issues with product disposal have emerged [1]. Consumption ends with disposal when customers decide not to use a particular product [2]. Clothing disposal has a detrimental effect on both the social and environmental spheres. Bangladesh is the eighth-most populous nation in the world and a developing nation. The Bangladeshi ready-to-wear (RMG) industry has been cited as the country's top foreign exchange earner. The importance of waste management in this area has increased as a result of this company's expansion [3]. Again, the amount of clothing being thrown away is rising as a result of fast fashion selling, which encourages consumers to purchase more items more frequently and keep their clothing for ever-shorter periods [4]. Concerns about the global disposal of textile waste have grown during the past few years. Environmental issues, huge resource and energy losses, increased storage requirements and accumulated expenditures are all brought on by textile waste [5]. Textiles that are left in landfills for a long time produce more carbon dioxide and methane, which are greenhouse gases. According to the Environmental Protection Agency, removing 1.2 million cars from the road and replacing them with 2.25 million tons of recovered textiles from landfills would reduce carbon emissions by the same amount [6]. This information provides evidence that increased textile recovery can significantly impact greenhouse gas reduction. The United Nations Environment Program (UNEP) predicted in its 2011 annual report that by the year 2050, the rate of consumption would increase threefold. This suggests that the problem with waste will only get worse in the future [7]. The most

popular methods for keeping textiles out of household waste are to reuse them by giving them to family or friends or charities [6]. Consumers, particularly young fashion leaders, are increasingly adopting a "throw-away" fashion mentality, which is an unsustainable or standard method of clothing disposal and has a detrimental effect on the environment. The "3R" campaign (Reduce, Reuse and Recycle) was used by the American government to encourage people to recycle and reduce their waste [8] [9]. Sustainable disposal is defined as "disposal that supports current and future generations' ability to meet their material and other needs, without causing irreparable environmental damage or loss of function in natural systems." [10]. People can dispose their used clothes by using sustainable ways like Reuse, Donate, Recycle, Resale and Keep in [6]. Different motivational factors (environmental, economic, charity and convenience concerns and information unavailability) have an impact on disposal behavior of used clothes. Additionally, the effects of environmental attitudes and the social norms of family and friends on clothing disposal practices were looked at. Sometimes reuse and resale behaviors were explained by economic concerns, whereas resale and donation behaviors were explained by environmental concerns. In some instances, convenience-driven discarding and charitable concerns-driven donation behaviors are the driving forces. Again, subjective norms influenced behaviors related to donations and resale that were driven by environmental concerns [8]. Clothing disposal behavior has become a distinct subject for marketing research, particularly in used clothes [11]. In this study, we will try to find out whether people in Bangladesh use sustainable disposal way or not and if they dispose of their used clothes sustainably then which way of sustainable disposal is preferred most. This study also

emphasized in finding the motivational factors which influence them to do so. Thereby, we recognize that three factors (Environmental, Economic, Social factor) have different effects on sustainable disposal behavior of Bangladesh. Research information was gathered from reliable sources with precise citations. The study period was chosen in 2022 to ensure the representativeness, comprehensiveness and reliability of the samples collected. To obtain the most accurate estimate, we used 207 samples. We have analyzed demographics and disposal behaviour. With the aid of specialized software IBM SPSS Statistics 25 X 64, we also created a regression model for analysis and verification. With the help of specialized software SPSS 25.0, we employ quantitative methods to build regression models that illustrate the relationship between variables and sustainable disposal behavior, where sustainable disposal behavior is the dependent variable and economic, environmental and social factors are the independent variables.

2. Background

Textile and clothing industries are considered to be the most polluting and unsustainable industries. Reckless disposal of textile dyes, chemicals, cut wastage and used clothes in the environment caused a negative impact on nature, social and human life [12]. When textiles decompose, dangerous chemical leachates are produced, along with methane and carbon dioxide emissions, which contribute to climate change, water and soil pollution, the destruction of natural habitats, the loss of biodiversity and eventually endanger human health and well-being [13]. Particularly, fast fashion retailing is a concerning area as it contributes a large amount of clothing every year to be disposed of [14]. EPA (U.S. Environment Protection Agency) reported that Americans generated 17 million tons of waste in 2018 [15]. Though this indicates

global waste, the actual figure of apparel waste in Bangladesh is still unspecified [16]. Research has been conducted to see plausible disposal methods of clothing [17]. Lailata [18] reviewed 30 years of research results and discussed the reasons for disposal of clothing as well as disposal channel. Generally, clothing disposal behaviors include swap, donation, reselling, give away, dumping in landfills and other recycling ways [19]. Sustainable disposal of clothing refers to the disposal of clothing focusing mainly on socioeconomic and environmental issues. Therefore, it's crucial to use clothing to the fullest extent possible and dispose of it in an environmentally friendly manner, such as through donation, recycling, reuse, or resale. It is need to understand the factors influencing consumers to dispose of cloth in a sustainable manner and the disposal behavior of consumers because clothing waste has a long-term environmental impact. Joung and Parkipo [20] conducted a research on college going students to see their disposal behaviour and found environmental, charity, economic as the motivational factor. Most research emphasized on the economic, environmental and social factors that influence consumers in disposing of clothing. Several research have already showed clothing disposal behaviors [13], [14], although very few have focused on the sustainable ways of disposal. Several theories have been applied to address sustainable disposal and other pro-environmental behavior to identify the underlying elements that contribute to the motivation and intention of a particular behavior [21]. However, a lack of research found in some form of aspect such as whether Bangladeshi people practice sustainable disposal ways or not in disposing of their used clothes and if they are disposing of sustainably then which way is preferred most and which factor motivates them more to do so. Hence, this study will try to find out whether people in Bangladesh use sustainable ways or

not and if they dispose of their used clothes sustainably then which way is preferred most and which factor motivates them more to do so.

3. Literature review

In order for current and future generations to be able to meet their material and other needs without causing the environment irreparable harm or a loss of function in natural systems, sustainable disposal is necessary [22]. Again used clothes are defined as a textile product, which the owner no longer wants and decides to dispose of it [6].

3.1. Clothing disposal behaviour

Consumers that decide to quit using an undesired or still-usable product are said to be in the disposal phase [26]. No matter whether the clothing was still functional at the time, it describes the moment the consumer decided to stop wearing and using the clothing. What consumers do with or how they dispose of their clothing after using it has become a challenge for marketing and policymakers because it harms society and the environment. The overproduction of trash is a result of fast fashion, low-cost mass production and the use of natural resources. Cruz-Cárdenas claims that younger consumers are more likely to dispose of their clothing in a less environmentally friendly way [27]. Additionally, research has shown that people tend to discard their clothing when they want to buy new fashion items, need to make room in their closets, or are simply tired of the items [23] [24].

3.2. Sustainable disposal behaviour of used clothes

Sustainable disposal aims to keep materials in use for as long as possible and minimize the amount of waste that is disposed of in a landfill or through incineration. It's about focusing on the entire life cycle of products and keeping as many materials as possible in the resource loop [25].

3.2.1. Reuse

To reuse something is to make use of it more than once, or for a subsequent time. This is the action that allows using again the goods or products that were already discarded [26]. According to earlier research by Laitala, Young Lee and others, clothing can be repaired or redesigned to be reused [6].

3.2.2. Recycle

People are willing to place their used clothing in plastic bags without folding them and bring them to a nearby recycling bin. People use H&M's "take-back" program with boxes for recycling, where they are rewarded with a check for a discount [27].

3.2.3. Donate

Giving clothes to charities or giving them to family and friends is an example of an environmentally conscious disposal method. Consumers who are committed to recycling are more likely to donate their unwanted clothes to organizations like those instead of giving them to family or friends [26].

3.2.4. Resell

Only limited research has been done on how consumers resell clothing, but it appears that they do so to save money and use resources like second-hand stores for these purposes [28] [21]. Therefore, while the primary motivations for reselling clothing may be primarily financial, doing so has benefits for the environment because it decreases textile waste. Aside from the research Meyer [3].

3.2.5. Keep in

In a study, most participants engage in the activity of keeping clothes they are happy with and repairing or redesigning them to extend their lifespan. These findings, therefore support earlier research by Laitala, Young Lee and colleagues, who contend that clothing can be fixed or redesigned to be functional once more [29].

3.3. Motivational factors towards sustainable disposal behaviour

Consumer disposal practices are frequently motivated by logical and rational reasons. Disposal behavior may also be influenced by situational or product-related factors [3]. In choosing a disposal method, several motivational factors may be involved. To find the driving forces behind and influencing factors for disposal behaviors of used clothes, consumer disposal behaviors are examined. The development of hypotheses is based on the environmental, economic and social issues that are the main driving forces behind this behavior.

3.3.1. Economic factor

In another survey, which was conducted on college students, it was found that economic factors were used to explain reuse and resale behaviors [30]. Due to the growing environmental issues in many parts of the world, consumers are now more concerned than ever with personal choice, clothing disposal and sustainable consumption. Economic factors that positively impacted sustainable consumption behavior are discussed in this study [31]. So the following hypothesis was thus formulated: **Hypothesis 1: Economic factor positively influences consumers towards the sustainable disposal of used clothes**

3.3.2 Environmental factor

Environmental concern is the level to which an individual is worried about environmental problems. Environmental concern is one psychological factor that influences disposal behavior and decision-making [14]. According to Fraj, people who care more about the environment are more likely to donate clothing and have a more positive outlook on the environment [32]. So the following hypothesis was thus formulated: **Hypothesis 2 : Environmental factor positively influences consumers towards the sustainable disposal of used clothes.**

3.3.3 Social factor

Social norms are thought to be an underlying factor in pro-environmental intention. Social pressure refers to what people go through when their friends or family expect them to act a certain way [20]. Social norms are divided into two groups by Lapinski and Rimal: injunctive norms and descriptive norms. Injunctive norms, which include normative beliefs and the desire to comply refer to the social pressure to perform or refrain from performing. The degree to which a person takes into account the opinions of family and friends before acting in a certain way is referred to as motivation to comply [25]. So the following hypothesis was thus formulated:

Hypothesis 3: Social factor positively influences consumers towards the sustainable disposal of used clothes.

So, after crucial analyzing of the literature, this study aims to answer following questions:

- Do consumers use sustainable disposal ways in disposing of their used clothes in Bangladesh?
- What factor motivates consumer more to discard their used clothes if they are disposing of sustainably?

4. Methodology

This research paid high attention on sustainable disposal behavior of used clothes and motivational factors toward such behavior in Bangladesh. For this study, quantitative data collection methods are used to measure research data precisely to accept or reject research hypotheses and respond to research questions. These methods involve the use of numbers, mathematics, statistics and vice versa. The majority of the survey's questions were developed using a five-point Likert scale, on which respondents rated the statements using a scale of 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," respectively. This research applied the convenience sampling method with 207 respondents from various regions of

Bangladesh. By distributing a Google form to the public online, a closed-end questionnaire was used to collect responses to the research question. The gathered information was organized, calculated and examined using IBM SPSS Statistics 25 X 64.

5. Results

5.1. Personal characteristics of the participants

The demographic characteristics of the 207 respondents are illustrated in Fig.5.1. From the figure, it is evident that there was a male-biased (50.2%), 21–25 years old (71.80%) and Honors/bachelor level (66.7%) respondents. Most of the respondents were students (73%); who are projected to be the major consumers of clothing. Therefore, the research topic will reflect the preferences of this demographic group. Highest number of respondents were from unmarried people (83.3%) followed by married people (11.8%). The largest portion of respondent’s monthly income were less than 20000BDT which also represents majority of the respondents were students.

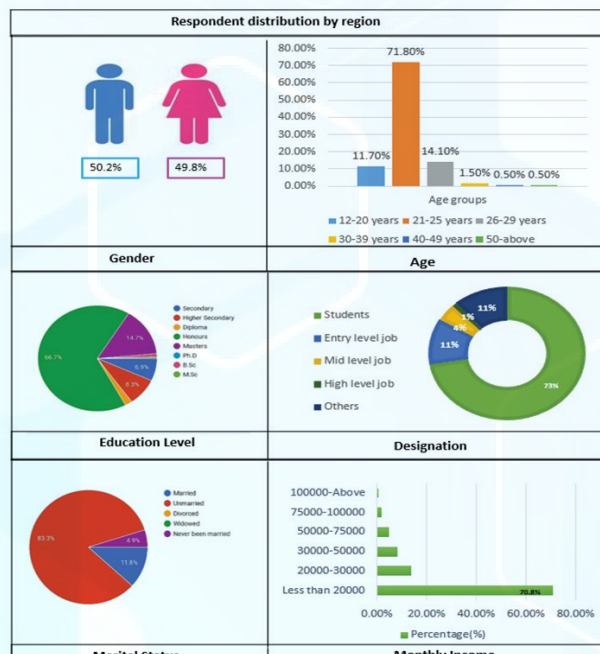


Fig 5.1. Demographic characteristics of respondents

5.2. Descriptive analysis of disposal ways of used clothes

Table 5.1. depicts, 44.4% people donate their clothes as one of the main disposal ways in disposing off their used clothes. Again 14.5% people hand over clothes to family or friends which falls under the reuse method, 10.1% will send clothes for recycling if they get convenience place to dispose and 29% reuse their used clothes for doing household chores. These four ways are mainly representing sustainable disposal behavior of used clothing. Again 1.9% people throw away their used clothes which is normal disposal way. So from knowing this frequency and percentage of disposal way of clothes, it can be said that maximum people in Bangladesh (98%) prefer to choose sustainable disposal ways and only 1.9% people use normal disposal way in disposing of their used clothes.

Table 5.1. Descriptive Analysis of Disposal Ways

	Disposal Way	Frequency	Percent
Sustainable Disposal Ways	Donation (Donate)	92	44.4
	Hand over to family or friends (Reuse or Swap)	30	14.5
	Give it away for recycle (Recycle)	21	10.1
	Reuse in household work (Reuse)	60	29
Normal Disposal Way	Throw away	4	1.9

5.3. Demographics (Division)& disposal behaviors

Table 5.2. Demographics & Disposal Behaviors

Demographics	Preferable Sustainable Disposal Way of Used Clothes				
	Donate	Keep in	Recycle	Resale	Reuse
Chittagong	6 (54.5%)	0 (0%)	3 (27.3%)	1 (9.1%)	1 (9.1%)
Dhaka	62 (41.1%)	4 (2.6%)	47 (31.1%)	8 (5.3%)	30 (19.9%)
Khulna	9 (56.3%)	1 (6.3%)	3 (18.8%)	0(0%)	3 (18.8%)
Mymensingh	7 (38.9%)	0 (0%)	9 (50%)	0 (0%)	2 (11.1%)
Rajshahi	1 (25%)	0 (0%)	2 (50%)	0 (0%)	1 (25%)
Rangpur	0 (0%)	0 (0%)	3 (100%)	0 (0%)	0 (0%)
Sylhet	2 (50%)	0 (0%)	1 (25%)	0 (0%)	1 (25%)

Table 5.2. shows, in Dhaka division, 62% people prefer donation process. Maximum people in Dhaka are more busy and they just want to get rid of those used clothes and just give it away to their house maid or lower level’s people lived nearby so they prefer to donate their used clothes.

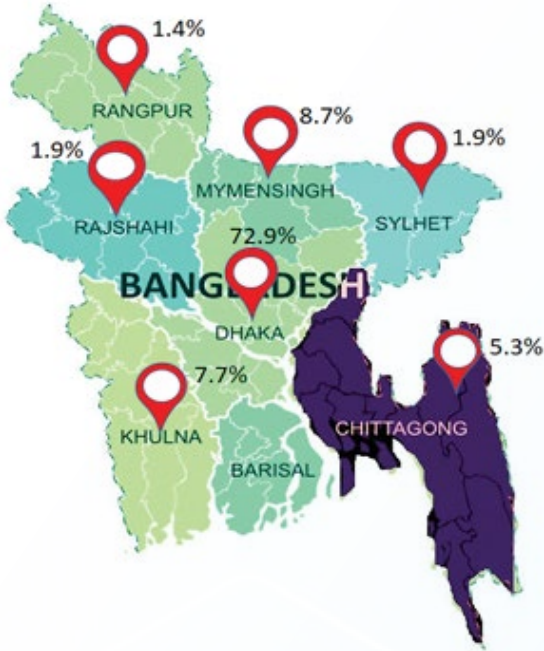


Fig5.2. Respondents from different Divisions of Bangladesh

Again 31.1% people in Dhaka showed their interest in sending their clothes for recycle store if they get the access to do so and 19.9% people prefer to reuse their old clothes. In Mymensingh, Rajshahi, Rangpur, maximum people prefer recycle process in discarding their used clothes.

5.4. Respondent’s motivation towards sustainable disposal of clothing

5.4.1. Exploratory factor analysis (EFA)

Three independent variables and one dependent variable made up the group of variables used in the EFA. There are numerous ways to extract factors; in this study, we used the Principal Components method with perpendicular rotation (varimax). To ascertain how the independent variables affected the dependent variables, multiple regression analysis was used. The results of EFAs showed that Kaiser-Meyer-Olkin measure of sampling adequacy was 0.648 for independent variables, according to study of Tabachnick and Fidell [15] the data

were suitable for analysis. The Bartlett’s test off sphericity, significant = $0.000 < 0.05$ which means the factor analysis was appropriate.

Table 5.3. Result of factor analysis EFAs (KMO and Bartlett’s Test)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.648
Bartlett’s Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	249.655
	45
	.000

The study provides that all components extracted and all eigenvalues are greater than 1. The eigenvalue quantity represents the amount of variability explained by the factor, factors with eigenvalue less than 1 will be excluded from the analysis model because there is no summary effect information better than an original variable. Table 5.4 of model summary shows the value of R-square of factors on sustainable disposal behaviour is 0.695, which means that three factors can explain 69.5% the variation of sustainable disposal behaviour.

Table 5.4. Assess the appropriateness of the model

Model Summary					
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
1	.822	.695	.695	.2287	1.901

a. Predictors: (Constant), Social factor, Economic factor, Environmental factor
b. Dependent Variable: Sustainable Disposal Behaviour

5.4.2 Regression model

The dependent variable is affected by the variables included in the regression model, as shown by the ANOVA analysis result with Sig. value = $0.00 < 0.05$. We can see that the research model is very relevant for explaining the behavior of the dependent variable based on the model suitability standards.

Table 5.5. The results of ANOVA analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.287	3	6.429	8.820	.000
	Residual	147.969	203	.729		
	Total	167.256	206			

a. Dependent Variable: Sustainable Disposal Behaviour

b. Predictors: (Constant), Social factor, Economic factor, Environmental factor

Table 5.6. Regression analysis result (Coefficients)

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1.430	.490		2.917	.004		
	Environmental factor	.209	.096	.151	2.145	.000	.879	1.137
	Economic factor	.307	.097	.212	3.160	.000	.967	1.034
	Social factor	.173	.088	.140	1.960	.000	.852	1.173

a. Dependent Variable: Sustainable Disposal Behaviour

Table 5.7. Test result of hypothesis in the model

Hypothesis	Content	Conclusion
Hypothesis 1	Environmental factor positively influences consumers towards the sustainable disposal of used clothes.	Accepted (b1 =0.151>0 and sig. =0.000<0.05)
Hypothesis 2	Economic factor positively influences consumers towards the sustainable disposal of used clothes.	Accepted (b1 =0.212>0 and sig. =0.000<0.05)
Hypothesis 3	Social factor positively influences consumers towards the sustainable disposal of used clothes.	Accepted (b1 =0.140>0 and sig. =0.000<0.05)

The VIF of the independent variables ranges from 1.034 – 1.173, all less than 10, so there is no multi-collinear phenomenon between the independent variables in the model. The standardized linear regression equation between motivational factors and sustainable behavior is:

Sustainable disposal behavior = 1.430 + 0.151 × Environmental factor + 0.212 × Economic factor + 0.140 × Social factor

In the model, the blocking coefficient of 1.430, the specific regression coefficient between variables are environmental factor, economical factor and social factor are respectively 0.151, 0.212, 0.140. The variable economic factor has the greatest influence on the motivation of sustainable disposal behavior of used clothes and social factor has less impact among these three factors.

6. Discussion

Sustainable disposal of used clothes refers to the disposal of used clothing focusing mainly on socioeconomic and environmental issues. To protect the environment, it is important to use clothes to its full swing by using one of the

eco-friendly disposal ways which includes a donation, recycling, reuse and reselling.

This study included to show disposal behavior of used clothes according to demographic characteristics of gender, age, marital status, division, level of education, designation and income range. Findings indicate that most of the people in Bangladesh (98.1%) use donation, reuse and recycle which are sustainable disposal ways in disposing of their used clothes and only 1.9% of people use normal disposal way to discard their used clothes because our maximum survey's data was collected from Dhaka division (72.8%) and in Dhaka city most of the people find easy way to get rid of their used clothes so donation to their maids or poor people (41.1%) is more preferable for them in this perspective and there is no more available place to throw away their used clothes other than dustbin in Dhaka city. In the case of Reusing clothes, people are active in repurposing any used clothes (29%), this is because women do household chores and they like to use their used clothes in cleaning dishes, sweeping purposes, covering furniture etc and 10.1% of people showed their interest in sending their used clothes for recycle store if they get the access to do so. In Bangladesh, majority of the people who practice sustainability, use it unconsciously because they are not properly educated about the positive effect of sustainability. Findings show that 81.1% of respondents know about sustainable disposal because most of the respondents were students who know about it from educational institution, social media or family. 30% respondents know from social media, 26.1% know from family and 12.8% know from school about sustainable disposal. Results also show that 49.3% of people sometimes discard their used clothes. Again 25.6% rarely discard their used clothes whereas only 17.6% of people often discard their clothes per year and the purposes of their clothing disposal are buying a new cloth (22.5%), does

not fit anymore (31.4%), worn out (27.9%) and make space for closet (18.1%). So it can be said that Bangladeshi people have less tendency to dispose of their used clothes.

By analyzing collected data through SPSS and doing literature review, this paper chose 3 factors which are environment factor, economic factor, social factor. Sustainable disposal behavior is considered here as dependent variable whereas these three factors are considered as independent variables. Findings shows that three factors have maintained statistically effect, in which these factors are significant motivator in sustainable disposal behavior of used clothes as Hypothesis 1, Hypothesis 2 and Hypothesis 3 are accepted. Findings indicate that economic factor has more significance to motivate in practicing sustainable disposal behavior because 44.6% of people are willing to send their clothing to recycle store if they get paid whereas only 4.9% of people strongly disagree to send their clothes. Again 33.7% of people agree to swap their used clothing to their family members because they want to save money and 47% of people agree to maintain sustainable disposal ways if they are fined for throwing away unwanted clothes outside of their house.

Environmental issues are also a motivational factor in practicing sustainable disposal behavior of used clothes because 44.3% of people keep in mind about environment while they donate or reuse clothing and that's why people are not directly dumping their clothes into landfill. But in the context of Bangladesh, most of the people are not so much conscious about the environment for lacking of knowledge about environmental impact or damage by throwing away clothes to landfills or burning etc and so the value of beta coefficient for environment factor is not highest among the three factors. Again among the three factors, social factor has the lowest value of beta coefficient. So it can be said that, In Bangladesh social factor has less

significance to motivate people in practicing sustainable disposal of used clothes.

7. Conclusion

Mass production by fast fashion retailers creates many advantages such as providing more products at low prices, more choices, more employee opportunities, contribution to the nation's economy, etc. So consumers purchase more clothing than ever; thus, they need to dispose of clothing more often even though their moral ethic, economic, environmental concerns have increased. Those factors influenced us to investigate conscious consumer motivations of clothing disposal behaviour.

7.1. Summary of findings

7.1.1. Sustainable disposal ways

Findings describe that a majority of the participants experienced clothing donation experiences. One of the explanations was that their donation behavior was increased by rising of environmental concerns and people eager to donate their used clothes if goodwill stores are located in convenient places. Again people prefer to recycle used clothes if the clothing recycling boxes are placed in convenient locations beside shopping malls, near grocery stores, or on the corners of streets. In the case of reusing clothes, people especially women prefer to keep their used clothes in repurposing, this is because women do household chores and they like to use their post used clothes in cleaning dishes, sweeping purposes, covering furniture etc. In addition, people want to save money through resell or reuse their used garments they no longer need and some people keep their used clothes as memory. So from the above discussion, it can be said that most of the people in Bangladesh dispose their used clothes using sustainable way unconsciously like donate, recycle, resale, reuse or keep in because most of the people don't have enough knowledge about sustainable disposal and findings show that less people throw away

their used clothes which is not a sustainable way. Every citizen of Bangladesh should follow sustainable disposal way to discard their used clothes because it has a positive impact on the environment as well as social and can prevent environment pollution.

7.1.2. Motivations towards sustainable disposal behavior

There are relationships between consumer's disposal behaviors and motivations including environment, economic and social factors. Findings show that economic factor is the most significant factor that motivates to prefer sustainable disposal ways because people are willing to send their used clothes to recycle store if they get paid. Again most of the people will sell their used clothes for reuse because of getting money and findings also show that, in this case they are not so concerned about environmental impact. Moreover, people swap their used clothes to their family members because they want to save money. So it can be said that, in terms of practicing sustainable disposal behavior of used clothes in Bangladesh, people are motivated more by economic factor or issues. Environmental issues has less impact on sustainable disposal behaviour of used clothes than economic factor. Even though the consumers support environmentalism and behave in environmentally friendly ways, a gap exists between environmental knowledge and clothing disposal behavior. Indeed, environmental awareness about generated clothing does not exert a strong effect upon clothing donation behavior due to lack of media coverage.

Survey shows, the social factor has less significance to encourage the participants in practicing sustainable disposal way in disposing off their used clothes because behind this disposal behavior, consumers are not so much concerned about friends or poor people. Indeed, increasing the participation of companies,

nations and communities in supporting the 3Rs (Recycle, Reuse, Reduce) with increased media coverage is also not enough to cover the impacts of overconsumption of fashion clothing [35]. So, the consumers need to be educated in environmentally positive disposal behaviors with consolidated motivation and reasons such that the environmentally good clothing disposal behaviors will take root and not be disturbed by inconvenience or consuming time in the future.

7.2. Limitations and recommendations

The limitations of this research are as follows. Firstly, the disposal behavior of any specific group like young generation or adult people, fashion conscious people or fast fashion buyers etc are not discussed here. In our survey, sustainable disposal behavior of overall people in Bangladesh is discussed, not specific group is discussed here separately. Secondly, findings couldn't give strategy to promote sustainable clothing disposal. Again, this topic could have addressed the urgent problem of how to dispose of used clothing because it requires significant attention and will soon result in a world free of unwanted garbage (2021). In addition, here is not shown separately which factors (Environmental, Economical and Social factors) motivate which specific sustainable disposal way (Donate, Resale, Reuse, Recycle, Keep in) like resale and donation behaviors were explained by environmental concerns and that reuse and resale behaviors were explained by economic concerns. Charity concerns motivated donation behaviors and convenience motivated discarding behaviors family subjective norms influenced environmentally motivated resale and donation behaviors [36]. Moreover, it was not possible to collect more data from other divisions of Bangladesh except Dhaka.

More than \$1 billion is traded in used clothing annually on a global scale. There are many countries which export used garments in cheap-cost after reprocessing collecting,

washing, ironing them, but that is hardly seen in Bangladesh. Though there are some reasons like most of people use less value garments compared to other countries, still if the used garments selling is being feasible, it can contribute to sustainability practice as well as in country's economy. Majority of the people who practices sustainability, practices it unconsciously. If more people can be included under the acknowledgement of sustainability and it's impact, sustainability practices will be increased. It can be done through advertising or others sort of medium.

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Conflict of interest

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