

Introduction

- The increased popularity of the circular economy has resulted in rapid growth in the second-hand clothing (SHC) market (Hassan et al., 2022).
- Misconstrued belief that donating clothes to second-hand markets is a charitable and environmentally friendly alternative
- Lack of understanding of the global impacts of the SHC market.

Research Questions

- What are the motivational factors behind consumers' decisions to donate their clothes to second-hand shops and charities, and how aware are they of the negative impacts of their clothing donations on the Global South?

Negative Impacts of SHC Market

(1) Environmental



- Developing countries often lack adequate waste management systems, they have become responsible for our waste (Hoang, 2015)
- Quality of textiles are diminishing, resulting in SHC being less likely to be sold or upcycled once arrived in Global South (Bukhari et al., 2018).

(2) Economic



- SHC imports resulted in decline of 40% production & 50% decline in employment in the apparel industry in Africa (Frazer, 2008).
- Rapid rise of SHC to the Global South makes it difficult for local businesses to compete with cheap goods sent to their countries, resulting in deflation in their local textile economies (Hoang, 2015)

(3) Cultural



- Traditional clothes is being replaced with western clothes (Abubakar et al., 2018).
- Study found Ghanaian youth view SHC as more aesthetically pleasing
- Influences of colonialism contributing to the loss of social identity (Lorenz, 2020).
- Difficult for individuals and communities to maintain their cultural identity in the face of modernization and globalization (Lorenz, 2020).

Methods

Literature Review

- Painted a picture of the historical events that led to our wasteful society
- Helped understand the disposal habits of consumers, consumers' motivation when donating or disposing of clothes and the various negative impacts of donating clothes to developing nations

Survey

- Open to all individuals in the US or Canada, ages 23-55.

Three parts:

- Background info: Age, frequency of buying clothes & donations, motivations, initial perception of donation impacts
- Awareness of Impacts: Shared article summaries impacts of SHC on Global South, asked respondents what their reaction was, what surprised them the most
- Willingness to Change: Understand how willing respondents are to change their actions moving forward & what solutions they think are to address these issues

Discussion

Role of Consumerism

- Survey findings support literature that consumers who buy clothes frequently also donate clothes frequently, showing the role of consumerism in the high volume of clothing donations.

Misconstrued View of Impact

- Respondents who donated the most believed that their donations had a positive impact globally, indicating a need for more awareness of the potential negative impacts of clothing donations.
 - Supports literature that found people donate for charitable reasons and to meet their goals to transition to sustainability
- Providing information on the impacts of clothing waste may encourage individuals to donate to second-hand shops and charities instead of throwing away or giving to friends and family.
 - Most respondents who originally viewed their impact as positive changed their mind after the article and said they would donate less
- Lack of awareness enables uncontrollable amounts of clothing donations.

Moving Forward

- Future research should investigate awareness campaigns to educate individuals on potential negative impacts of clothing donations.
 - Effective awareness campaigns can help donors make informed decisions on where and how to donate their clothes for positive impacts
- Future research should focus on exploring individuals' motivation to donate clothes
- There needs to be more research in this area, most sources were outdated and there was a lack of literature covering this important topic

References

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Results

- Respondents who donate more frequently (at least once a month) perceived a higher positive impact of their donations on social, environmental, and economic factors.
- Most respondents (87.5%) were not aware of the negative impacts of donating clothes to developing countries before reading the article. After reading, 95.7% believed that others should be made aware of these impacts.
- Respondents were willing to change their behavior by donating clothes to charities and second-hand shops with ethical and sustainable practices (95.8%) and purchasing clothes made from sustainable materials (83.3%).

