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The impact of second-hand clothing on the garment industry

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ABSTRACT

The environmental problems start after the post-consumer textile waste. The waste includes garments which are discarded by the owner which is a very unsustainable. Unsustainable way of working has become the other name for fashion industry because of the over production and overconsumption. Being sustainable is the only solution of this, collaborative consumption and increasing the life of the garments. Environmental activist hugely emphasizes on consumption of second-hand garments. Therefore, it is important to pay attention to the factors that affect the purchase of second-hand clothing since it is not a simple form of mercantilism. The purpose of this study is to create new knowledge by identifying factors that influence the customer in consuming second-hand apparel in the area of second-hand products consumption and customer intentions. In order to fulfil the research purpose, a quantitative research approach and cross-sectional research design were adopted. Questionnaires were designed using Google survey tool and through this method 100 questionnaires were collected from respondents. 5 factors namely, functionality, convenience, perceived hygiene, personal attitude and social factor were derived from 24 variables. The five factors explained a variance of 78% to the concept of purchase intension of second-hand clothing. Finding out an overall understanding about the second-hand product consumption will be interesting for the marketers, customers and socio environmental activists working towards sustainability in the fashion industry.

Keywords: Indian consumer, Reuse, Second hand apparel, Sustainable fashion, second hand market,

INTRODUCTION

The demand to purchase used apparel has significantly increased over time, particularly among young individuals. Purchasing secondhand clothing has become more feasible and accessible thanks to consignment businesses and thrift stores. Numerous factors need to be taken into account in order to comprehend popularity growth. Cost effectiveness is the first and most significant variable taken into account in this study. When observing people in the present world, it becomes clear that money is the main issue that occupies their thoughts. Being ecologically friendly is another issue of concern, albeit on a much smaller scale. Last but not least, finding

vintage and distinctive clothing is another motivation for people to shop secondhand. Students are increasingly knowledgeable about sustainability as sustainable apparel gains popularity, allowing them to be more concerned with their In order to do so, this study looked into second-hand clothing and sustainability from both a business and a consumer perspective by conducting semi-structured interviews with three managers from consignment shops and thrift stores (Ecologies Vintage, Uptown Cheapskate, and The Society of St. Vincent de Paul) and surveys of 134 college students. To find out what KSU is doing to support the sustainable clothing movement, two geography professors from the university were also questioned. The amount of used clothing flooding the Ghanaian market for fashion has peaked. In Ghana, secondhand clothing makes up about 90% of the total supply. This scenario unavoidably has a detrimental impact on Ghana's garment and textile industries to the point that some of the sectors are gradually closing down as a result of weak demand for their goods. This study was done to find out how much harm buying used clothing had caused and is still causing Ghana's garment and textile industries, as well as what may be done to fix it. The different phases of the investigation were described using the descriptive (qualitative) research methodology. Data for the study were gathered using the following research tools: interviews, observations, and questionnaires. The Purpose The Target Population for the study was made up of second-hand clothing dealers and users from the general public. The Random Sampling technique was used to arrive at a Sample size of which represents 30% of the Target Population. This was made up of second-hand clothing dealers and users from the general public. The main findings of the study were that most Ghanaians patronize second hand clothing because of its low price, the use of second-hand clothing has health implications to the wearer and the over-dependence on second hand clothing negatively affects the revenue of Garment and Textile Industries in Ghana. It is therefore recommended that adequate steps be taken by the government to ban the importation of those second-hand clothing which are likely to have health implications to the wearer. Examples of such category of clothing include: under wears, under pants and brassieres. Additionally, made-in-Ghana clothing and Textiles must be re-branded and priced moderately to attract potential buyers. The government of Ghana should pump more money into the Garment and Textiles Industries to resuscitate them from collapse.

fashion leads to increased textile generation and clothing consumption which eventually leads to more textile waste generation. Most of the textile manufacturing companies are heading towards zero-waste generation but post-consumer waste is still a problem to be addressed for a sustainable environment. There are many factors influencing clothing disposal behavior such as lack of knowledge regarding environmental concerns. It is necessary to manage clothing waste in a better way to avoid land fillings and hazardous gas emissions from the waste. Textile reuse and recycling are good approaches for reducing environmental waste. This study is about consumer

perception for reused clothes as reusing is more beneficial than recycling as later involves more effort and cost sometimes. Climate change effects such as global warming and the greenhouse

METHODOLOGY

Considering the issue of second-hand clothes and its importance in present age, this paper has attempted to understand the perception of local people of Jaipur, Rajasthan towards the sale and purchase of second-hand clothes. Although studies related to second-hand clothes are available largely in a global context, it is relatively weak in Indian context and specifically to Jaipur. Therefore, the data required to fulfil the objectives of the study was not readily available from the secondary sources, pertaining to understand the perception, awareness, attitudes and opinions etc. Both primary and secondary sources of information have been used in this study. Data pertaining to second-hand clothes and consumers attitude, various published research articles from secondary sources purposefully have been discussed as per the requirement. The primary data collection was done through online mode using structured questionnaires. The sample respondents consist of residents of Jaipur city student working people, housewives and respondents. For this, we have adopted the simple random sampling method and the total sample size is restricted to 100 due to non-cooperation of the respondents and lack of time. To assess the perceptions of potential respondents on various parameters appropriate assessment including frequency and percentage. The major questions asked to respondents were related to frequency of their purchase of fresh clothes, second-hand clothes, their disposal tendencies and price range offered, comfort level for purchasing second-hand clothes and their willingness towards to it. Further, a qualitative approach was adopted to gain a deeper understanding of the residents regarding second-hand clothing. They were asked regarding their perception of second-hand clothes, positive and negative attributes associated with them and also regarding the reaction of their peers on purchasing second-hand clothes.

RESULTS & DISCUSSION

The importance of assessing knowledge of the researches on second-hand clothing from the perspective of consumer was also explored by many researchers to access their attitude, awareness & knowledge about the second-hand clothing. A second-hand clothing is undoubtedly pocket friendly and is, undoubtedly the money savings is the number one reason you'd lean toward a second-hand clothing in the first place. Hence, there was a need to explore, knowledge & awareness of second-hand clothing.

Demographic profile of the respondents

Section 1: Knowledge of respondents towards second-hand clothing.

To assess the knowledge of second-hand clothing and its design an interview schedule was used. Questions on age, occupation, pre-loved clothing & other factors related to same were included

in the questionnaire. Questions where of yes/ no type responses. Responses of all questions have represented in form of frequency & percentage.

Demographic profile of the respondents

Table 1.1 Distribution of the respondents on the basis of Age

LEVEL OF AGE	FREQUENCY	PERCENTAGE
18-25	87	82.1
26-30	8	7.5
31-45	6	6.6
46-50	4	4.5

Table 1.2 Distribution of the respondents on the basis of their profession

PROFESSION	FREQUENCY	PERCENTAGE
STUDENT	87	64.8
WORKING	8	26.7
HOUSEWIFE	7	6.6
BUSINESS MAN	4	3.8

Table: 1.2 shows the distribution of respondents on the basis of their profession. The result reveals that majority of respondents (64.8%) are students after that the working people.

Table 1.3 Distribution of the respondents on the basis of the clothes they no longer wear ?

	FREQUENCY	PERCENTAGE
THROW AWAY	8	7.8
GIVE TO THE NEEDY	75	72.8
SELL	0	0
GIVE TO YOUR SIBLINGS	44	42.7

Table:1.3 reveals that 42.7% of the respondents give their old clothes to the needy people and 42.7% people to their siblings and rest throw away but no one sell their clothes.

Table 1.4 Distribution of the respondents on the basis of shopping they do

	FREQUENCY	PERCENTAGE
EVERY WEEK	6	5.7
MONTHLY	47	44.8
YEARLY	14	13.3
SPECIAL OCCASSION	27	25.7
RANDOM	11	12.1

Table: 1.4 reveals that 44.8% of the respondents shop monthly and rest 65% and 25.7% shop on special occasions 5.7% shop weekly.

Table 1.5 Distribution of the respondents on the basis of awareness of the term fast fashion.

	FREQUENCY	PERCENTAGE
YES	61	58.7
NO	42	40.4

Table: 1.5 reveals that 58.7% of the respondents are aware of the term fast fashion rest 40.4% of respondents were unaware of the term.

Table 1.6 Distribution of the respondents on the basis of their behaviour while shopping?

	FREQUENCY	PERCENTAGE
NEVER	34	4.8
SOMETIMES	49	46.7
UNDECIDED	15	14.3
ALWAYS	34	32.4

Table 1.7 Distribution of the respondents on the basis of the awareness of the term pre-loved clothing.

	FREQUENCY	PERCENTAGE
YES	48	46.2
NO	56	53.8

Table: 1.7 reveals that 53.8% of the respondents don't know about the term pre-loved clothing is used for the term second-hand clothing rest 46.8% of the respondents are aware of the term.

Table 1.8 Distribution of the respondents on the basis of their thoughts on how second-hand clothing is sustainable.

	FREQUENCY	PERCENTAGE
AGREE	58	55.2
STRONGLY AGREE	20	19
DISAGREE	7	6.7
STRONGLY DISAGREE	4	3.8
UNDEICDED	16	15.2

Table: 1.8 reveals that 55.2%of the respondents agree that second-hand clothing is sustainab

Table 1.9 Distribution of the respondents on the basis of places from where they buy second-hand clothing.

	FREQUENCY	PERCENTAGE
THRIFT STORES	23	25.6
SOCIAL MEDIA	16	17.8
LOACAL MARKETS	53	58.9
ONLINE PORTALS	26	28.9
CHARITY SHOPS	2	2.2
OTHERS	12	13.1

Table: 1.9 reveals that 58.9% of the respondents buy second-hand clothing from the local markets and 28.9% buy from online portals and 25.6 from thrift stores.

Table 1.10 Distribution of the respondents on the basis of how randomly they purchase second-hand clothing.

	FREQUENCY	PERCENTAGE
ONCE IN A WHILE	37	41.1
MONTHLY	12	13.3
YEARLY	26	28.9
SPECIAL OCCASION	14	15.6

Table: 1.11 reveals that 41.1% of the respondent purchase second-hand clothing once in a while.

Table 1.11 Distribution of the respondents on the basis of whose second-hand clothes they wish to buy?

	FREQUENCY	PERCENTAGE
CELEBRITIES	28	29.2
INFLUENCERS	18	18.8
LOVED ONES	56	58.3
ANYBODY	24	25

Table: 1.12 reveals that all 58.3% of the respondents can buy second-hand clothes from the loved ones.

Table 1.12 Distribution of the respondents on the basis of perception towards purchasing second-hand clothing at higher price

	FREQUENCY	PERCENTAGE
YES	14	13.9
NO	87	86.1

Table: 1.12 reveals that 86.1% of the respondents don't want to buy second-hand clothes at higher price.

Table 1.13 Distribution of the respondents on the basis of their perception towards gifting second-hand clothing

	FREQUENCY	PERCENTAGE
YES	19	18.6
NO	45	44.1
MAY BE	38	37.3

Table 1.13 reveals that 18.6% of people can gift second-hand clothing 37.3% of people are confused and rest can gift their second-hand clothing

Table 1.14 Distribution of the respondents on the basis of the amount they can spend on second-hand clothing.

	FREQUENCY	PERCENTAGE
BELOW 500	61	60.4
BELOW 2000	32	31.7
BELOW 5000	3	3
ABOVE 5000	4	4

Table: 1.14 reveals that 60.4% of the respondents can buy second-hand clothing below 500 31.7% of respondents can buy second-hand clothing below 2000.

SUMMARY AND CONCLUSION

The rapid increase of clothing or fast fashion consumption over the past decades has contributed significantly increasing the burden on environment and as a result of the high consumption of natural resources and land on increasing amounts of carbon emissions use of excessive toxic chemicals polluting the air, land and water filling the landfills with good amount of textile waste. Adopting Second-hand clothes have a big positive social and environmental impact. They reduce carbon emissions, save lots of resources, water, and energy. They also prevent old clothing from ending up in landfills or incinerators. Buying second-hand clothing is great for wallet and the environment.

The second-hand clothing industry is independent of the traditional clothing market and has been gaining a lot of traction recently, having exponential growth all around the world. Buying and selling second-hand clothing is an environmentally friendly practice. It is one way to make fashion more sustainable.

The fashion industry is responsible for the huge consumption of water, energy, and natural resources. It also creates large quantities of pollution, hazardous chemicals, micro-plastics, textile waste, and greenhouse gas emissions. It is very costly to the environment when no renewable resources are used. The purpose of this Research was to study the possibilities for improving the practice of second-hand clothes consumption. In order to achieve the purpose of the study, relevant literatures have been studied in order to build conceptual framework and learn the results of previous studies. The main conclusion in this study is that dealing with the challenges that the second-hand market requires collective actions from and cooperation between all involved parties in this value chain, including businesses of second-hand clothes, contributors

and consumers of used clothes also by incorporating the emotional impulse to the sector can increase the amount of people using second-hand clothing. One of the biggest reasons as why consumers use to shop for second-hand clothing is due to its low cost not how sustainable it is to buy second-hand clothing but by awaking people about the sustainability factor that second-hand clothing has and by changing perspective of the consumers about what they consider the most like cost, hygiene factors might change the mindset of today's consumer and make them understand that second- hand purchasing is worthy for further

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