

IDENTIFYING CONSUMER DIVESTMENT ATTITUDES AND BEHAVIOURS REGARDING DISCARDED CLOTHES AND TEXTILES

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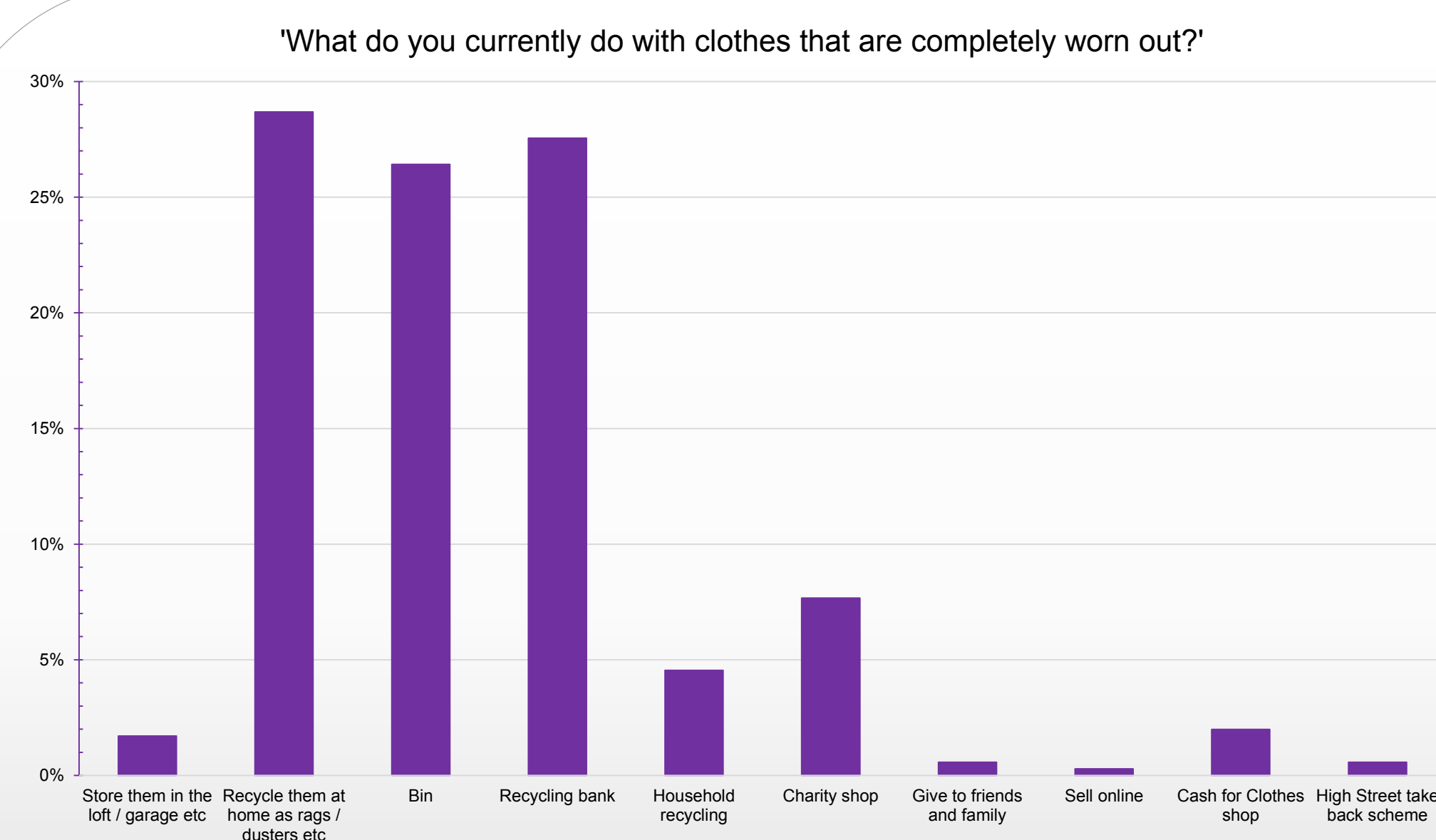
Current design thinking focuses on incremental improvements to a linear system in which products are designed, produced and eventually disposed of (Ellen MacArthur Foundation, 2013).

Ellen MacArthur Foundation (2013) *Towards the Circular Economy 2: Opportunities for the consumer goods sector*



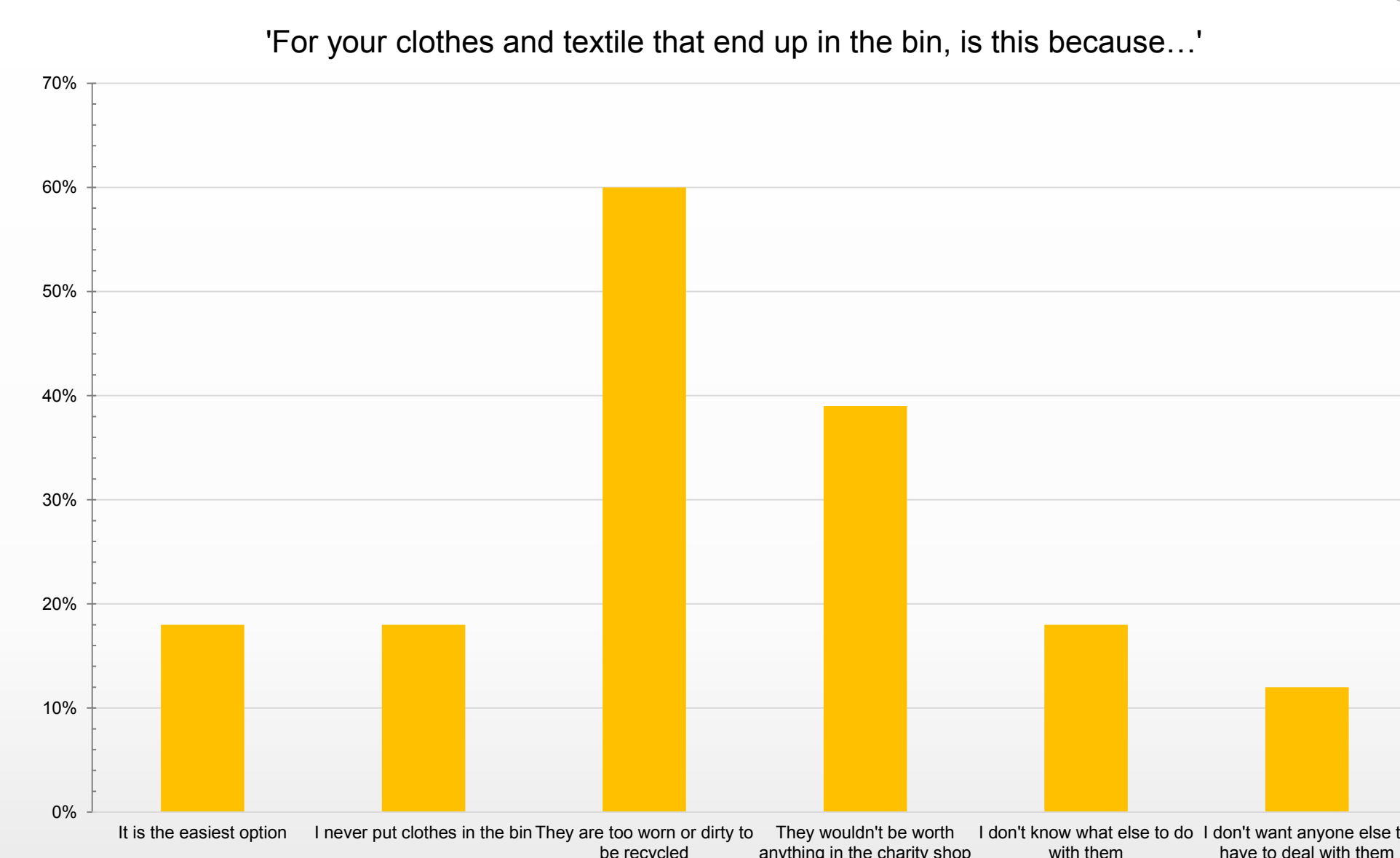
The aim of this study was to identify consumer divestment attitudes and behaviours for clothing and textiles, using an online consumer survey to establish guiding insights for more effective circular economy fashion and textiles strategies.

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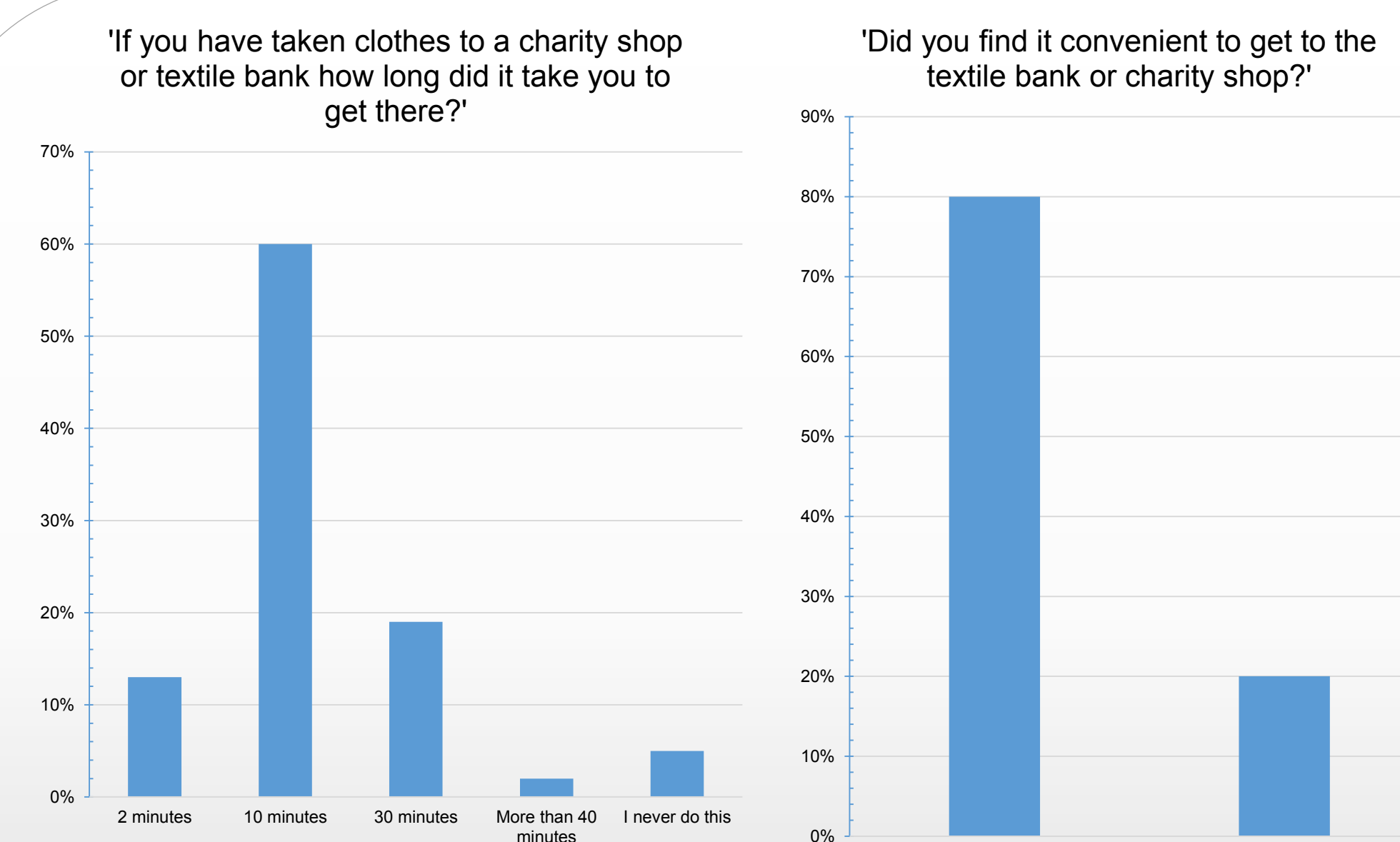


Over ¼ (26%, n=93) of all survey respondents placed worn out clothing in the bin.

Rags and cleaning cloths will also eventually make their way into municipal waste streams.



Respondents often bin items as they are unable to see the end-use value in worn, soiled or damaged items.



Respondents were surveyed on the convenience and time taken while donating clothes responsibly, either to a charity shop or by taking them to a textile bank.

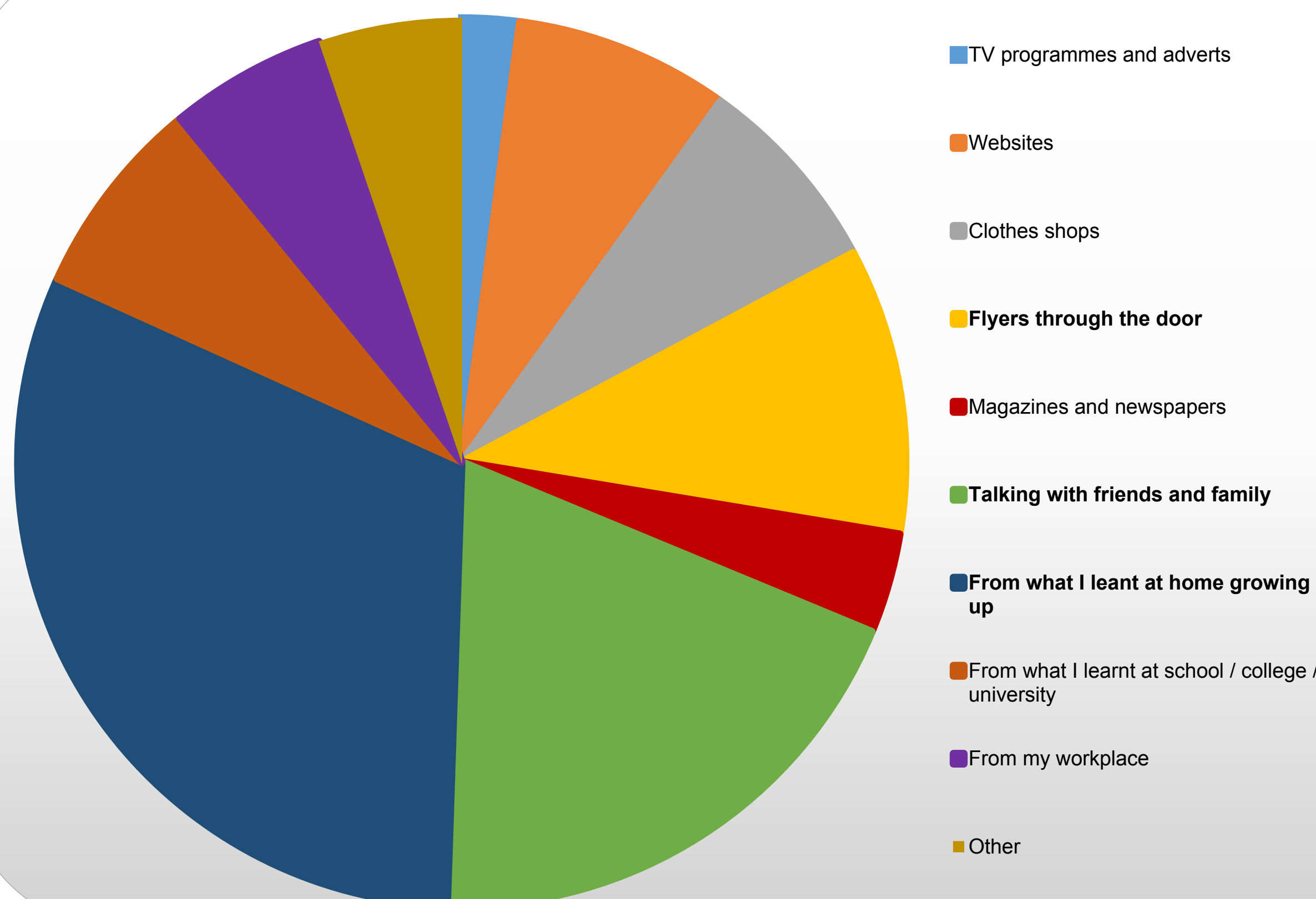
Did you find it convenient to get to the textile bank or charity shop?

		2 minutes	10 minutes	30 minutes	More than 40 minutes	I never do this
Yes	Number	46	193	36	3	4
	Row	16.3%	68.4%	12.8%	1.1%	1.4%
Column		97.9%	91.0%	52.9%	42.9%	21.1%
No	Number	1	19	32	4	15
	Row	1.4%	26.8%	45.1%	5.6%	21.1%
Column		2.1%	9.0%	47.1%	57.1%	78.9%
χ^2	103.5	df	4	Sig.	0.000***	

If you have taken clothes to a charity shop or textile bank how long did it take you to get there?

Crosstabulation shows that the percentage of those finding donating convenient is higher the less time was taken to donate items.

'Where do you find information on what to do with your old clothes?'

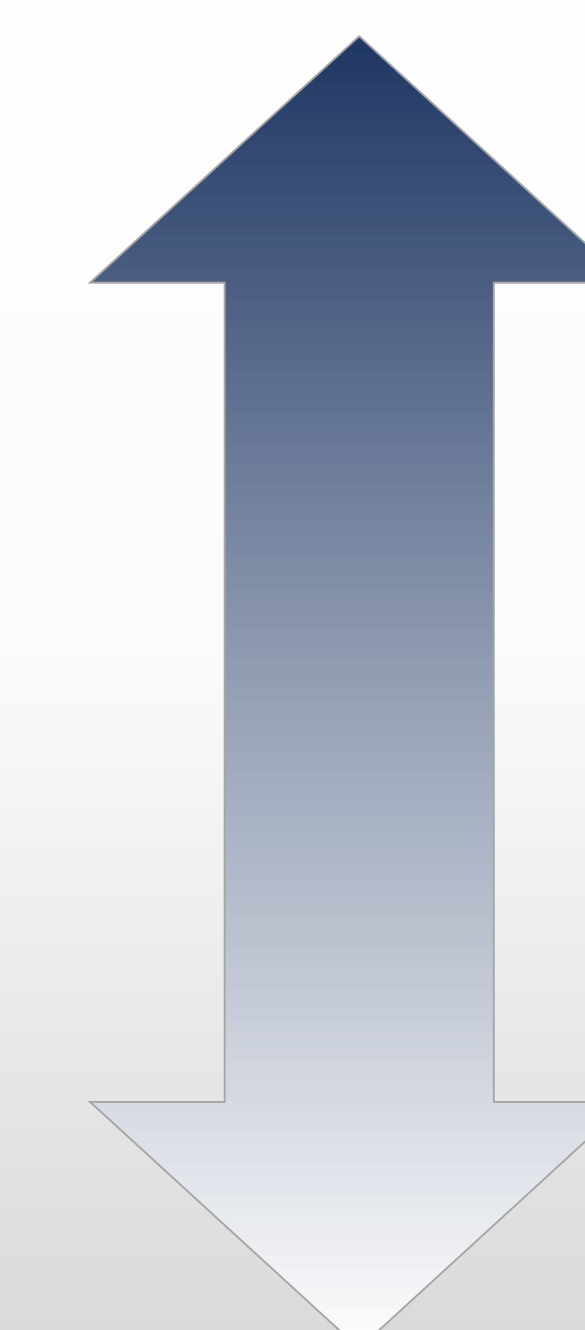


Barriers to scaling up circular economy fashion and textile strategies include a lack of market knowledge relating to consumers and the most effective strategies to connect with them.

Regarding influences and information, around 60% of all respondents learnt what to do with old clothes and textiles while growing up at home, 37% while talking with friends and family and 20% from flyers through the door.

Rank	Mean score	Stakeholder group
1	3.78	Fashion Designers, Retailers, Brands and Shops
2	3.05	Factories and Employers
3	3.00	The Government
4	2.63	The Media
5	2.54	Customers

MOST RESPONSIBLE



LEAST RESPONSIBLE

When asked to rank fashion industry stakeholders in terms of responsibility for ethical and environmental choices, respondents viewed retailers and brands as having the most power to effect change.

Consumers expect to have ethical and environmental considerations taken care of by those selling them their clothes, and feel little responsibility for making ethical choices themselves.