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Sustainable consumer behaviour in clothes disposal in the Sri Lankan context

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ABSTRACT

Purpose: *Interest in sustainability has developed in recent decades and individuals are being encouraged to shift toward consumption that is more socially and environmentally sustainable. Sustainable consumption encompasses the acquisition, use, and disposal of goods as a subset of general consumption. The phrase "disposal" in the context of apparel consumption refers to whether a garment is merely discarded, resold, reused, or recycled. This study investigates how consumers can be persuaded to adopt sustainable practices when disposing of clothes.*

Design/methodology/approach: *The study has been conducted by using 366 respondents in Sri Lanka as a quantitative study. This study used the Fogg Behavior Model to investigate what would stimulate consumers to include sustainability criteria. There are three independent variables of the study namely; motivation- sensation anticipation, motivation-social evaluation, and ability which have tested the influence on the dependent variable sustainable clothing disposing behavior while investigating the moderation effect from the trigger.*

Findings: *The results of the study indicated that variables motivation- sensation anticipation, motivation- social evaluation, and ability have a significant positive impact on sustainable clothing disposing behaviour. Furthermore, the trigger has no moderation impact on the relationship between motivation- sensation anticipation, motivation- social evaluation, ability and sustainable clothing disposing behaviour.*

Originality: *Even though clothing disposal has become a significant area for marketing research, especially in post-consumption behaviour, no research has been found on how consumers sustainably dispose of clothing in the Sri Lankan context.*

Implications: This research provides recommendations, suggestions, and insights for marketers and fashion retailers to design their strategies when introducing a novel approach like sustainable clothing disposal.

Keywords: *Clothing Disposal, Fashion, Post Consumption, Sustainable Consumption*

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INTRODUCTION

Increased demand for finite natural resources has been identified as a major driver that has a negative impact on the environment and eventually leads to the overuse of the planet's natural resources. In order to create a sustainable and healthy relationship between the environment and economy, both consumers and businesses must consume natural resources more effectively, reduce pollution, and conserve the global environment and eco-system for future generations.

Textiles and clothing are a significant aspect of the global economy and a fundamental part of daily living. As the industry grows more fast-paced, some areas of the fashion industry have adopted increasingly unsustainable manufacturing practices to keep up with demand and enhance profit margins. The industrial revolution has caused damage to the environment, particularly in the manufacturing and dying processes involved with the clothing industry (Sellappa, et al., 2010). It's found that large amounts of nonrenewable resources are required to produce clothing that is worn for a short time and then discarded, with 73 percent of materials ending up in landfills or incinerated (Ellen MacArthur Foundation, 2017). The clothing industry is recognized as one of the highly polluting industries, generating global annual greenhouse gas emissions of 1.2 billion tons of CO2 equivalent, and across the industry, after clothing consumption, only just 13% of the total material input is recycled in some manner (Ellen MacArthur Foundation, 2017). Clothing usage or the average number of times clothing is used until it is no longer wearable, has decreased by 36% globally during the last 15 years. Similarly, the textile industry's water usage is expected to become increasingly problematic, and the clothing industry has lately been recognized as a key contributor to the problem of plastic entering the ocean (Ellen MacArthur Foundation, 2017).

Understanding consumption patterns at all stages of consumption is vital in promoting sustainable consumption (Soyer & Dittrich, 2021). According to Sophie (2007), an average of 12% of clothes in wardrobes of women are considered inactive. Every year, an estimated 92 million tons of clothing waste is generated globally, with the equivalent of a trash truck full of clothes ending up on landfill sites all across the world every second. Furthermore by 2030, in total, more than 134 million tons of textiles are estimated to be discarded each year (Beall, 2020).

In Colombo, Sri Lanka, there are nine massive landfill sites, each loaded with towering stacks of waste garments and stuff. Although clothing manufacturing is Sri Lanka's single biggest industry, accounting for about half of the country's GDP, it also generates tens of thousands of tons of textile waste each year. Sri Lankan fashion industry's rapid growth would leave a pollution imprint, with each stage of the textile life cycle posing environmental dangers.

Consequently, the fashion industry has faced criticism for its unsustainable practices, including high carbon emissions, poor labour conditions, excessive waste, and chemical usage, all of which adversely impact the environment and human well-being. However, in recent years, sustainable consumption has gained traction as concerns about overconsumption and its consequences on health and the environment have risen. Thus, the fashion industry bears the responsibility of driving sustainability. While consumers have shown increased interest in sustainable clothing decisions, the proportion of customers who prioritize sustainability when shopping remains relatively small (Connell, 2011). This behaviour gap has led to a burgeoning body of literature on sustainable fashion, highlighting various factors hindering the adoption of sustainable clothing choices.

Notably, clothing disposal has emerged as a crucial area of post-consumption behaviour research, yet some aspects remain overlooked. To bridge this gap, examining consumer behaviour in developing countries with rapidly growing clothing industries, like Sri Lanka, could provide valuable insights. Specifically, no prior research has explored how Sri Lankan consumers dispose of clothing sustainably. Despite global advancements and emphasis on sustainability in the fashion industry, Sri Lanka's clothing sector has been slow in adopting such practices. Therefore, it is essential to investigate sustainable clothing disposal behaviour within the Sri Lankan context. Hence, the primary objective of this study is to identify the factors influencing sustainable clothing disposal behaviour in Sri Lanka.

This study aims to achieve the following objectives to address the research problem:

RO 01: Investigate the impact of sensation/anticipation on sustainable clothing disposal behaviour.

RO 02: Examine the impact of social evaluation on sustainable clothing disposal behaviour.

RO 03: Investigate the impact of ability on sustainable clothing disposal behaviour.

RO 04: Explore the impact of triggers on the relationship between motivation/ability and sustainable clothing disposal behaviour.

LITERATURE REVIEW

Sustainability

Sustainability encompasses a broad concept aimed at addressing environmental, economic, and social challenges to meet the needs of the present generation without compromising those of the future (Merchant, 2010). Although

many studies simply focus on environmentalism, sustainability goes beyond environmentalism to include considerations for society, culture, and community harmony, acknowledging social responsibilities (Shim, Kim, & Na, 2018). According to the World-Wide Fund for Nature, the International Union for Conservation of Nature, and the United Nations Environment Program (UNEP), sustainability aims to enhance human life within the capacity of supporting ecosystems, taking into account both social and environmental perspectives (Watling & Zhou, 2011). The pursuit of sustainability requires balanced efforts across these domains to achieve a thriving and resilient future for humanity and the planet.

Consumer behaviour in the fashion industry

Consumer behaviour is the study of how individuals purchase, select, and utilize products and services to fulfill their needs and objectives (Solomon, et al., 2006). Consumers' actions and responses vary across industries, and this is particularly relevant in the fashion industry (Strähle, 2017).

Producers and retailers in fashion must be attentive to the wants and desires of their customers to meet the industry's challenges effectively (Forsman & Madsen, 2017). As motivation plays a crucial role in consumer behaviour, different industries have distinct motives driving consumer actions. In the fashion sector, emotional needs often drive clothing purchases, as individuals seek to satisfy their emotional desires (Strähle, 2017) or express their identity through fashion choices (McNeill & Moore, 2015). Additionally, socializing and relevance to others significantly influence decision-making in fashion, leading to overconsumption, particularly prevalent in the fast fashion segment.

Sustainable fashion consumption

According to Gam (2011), studying environmentally friendly clothes consumption behaviour requires more research in the fashion industry than in other sectors. This is due to the rapidly changing products and the overall fast-paced nature of the fashion world. In terms of demand, clothing worn for just one season is often discarded (Jacometti, 2019). However, a shift in consumer environmental ethics is already noticeable through activism. Consumers are now seeking more "environmentally friendly" products, such as those made from recycled and organic materials, produced through fair-trade practices, recyclable, etc. Additionally, there's a rejection of animal-skin clothing and an increased focus on eco-labels (Sneddon, et al., 2014). Despite the interest in sustainable consumption, convenience, simplicity, and low pricing often outweigh eco-conscious choices in fashion (Joergens, 2006). This may be due to barriers like a lack of understanding of

the environmental impact of apparel consumption and negative attitudes towards sustainable clothing.

Awareness of the environmental consequences of clothing choices has led to demands for industry changes (Jung & Jin, 2014). Sustainable fashion has emerged as a viable alternative to the unsustainable attributes of fast fashion. "Sustainable fashion" is defined in various ways, including social, environmental, reuse, recycling, slow fashion, cruelty-free, and anti-consumption and production practices (Mukendi, et al., 2019).

Despite efforts to produce garments responsibly, the textile industry's social and environmental impacts remain insufficient. Consumers can contribute to reducing the environmental impact through sustainable consumption, which involves acquiring, using, and discarding environmentally friendly clothes to produce less waste and consume fewer resources (Connell, 2010; Geiger, et al., 2018). Adopting practices like vintage shopping, upcycling, second-hand clothing, and slow fashion can extend the life of garments, decrease the need for new production, and focus on personal style over fast fashion trends (Connell, 2010; Harris, et al., 2016).

As Jane Milburn (2017) notes, clothing consumption has drastically increased, leading to significant textile waste and CO2 emissions in landfills. The fashion industry must address the urgent need to reduce CO2 levels by 20% by 2030 to avoid a global crisis (Koch, 2019). The laundry process, accounting for 82 percent of a garment's energy consumption, and textile waste are crucial factors impacting sustainability (Fletcher, 2013; Niinimäki & Hassi, 2011). These components, including laundering, use, re-use, and disposal, should not be overlooked in defining a garment's sustainability (Cervellon, et al., 2010).

Sustainable disposing of the behaviour of clothes

Disposal in the context of clothing refers to the stage where consumers decide to discontinue using a product, either due to it being undesirable or no longer needed (Cruz-Cárdenas & Arévalo-Chávez, 2018). This phase represents the moment when customers choose to stop using and wearing the clothing, irrespective of its usability. Scholars have classified clothing disposal behaviour into various categories, such as reuse, recycle, donate, give away to family and friends, throw away, trade, and sell (Laitala, 2014; Cruz-Cárdenas et al., 2018; Domina & Koch, 2002; Morgan & Birtwistle, 2009; Weber et al., 2017).

Although research on clothing consumption has primarily focused on the product acquisition phase, the post-purchase phase has been largely neglected (Cook & Yurchisin, 2017). This aspect of consumer behaviour attracts the interest of economists, policymakers, waste management professionals, and marketing

academics (Fenitra et al., 2021). Scholars have attempted to explore the factors influencing clothing disposal behaviour, particularly concerning environmental issues and sustainable marketing (Fenitra et al., 2021).

Consumers engage in various methods of disposing of clothing. For instance, some individuals keep unwanted or unused garments for potential future use, representing a form of reuse (Morgan & Birtwistle, 2009; Cruz-Cárdenas et al., 2018; Weber et al., 2017). Others permanently dispose of their clothing by selling, throwing away, swapping, donating, or giving it to family and friends (Bianchi & Birtwistle, 2012; Laitala, 2014). Garments are often discarded due to wear and tear issues, sizing problems, changing fashion trends, or a desire for a new look. Promoting clothing durability and direct reuse can significantly reduce energy consumption and carbon emissions, followed by reuse through charity donation and material recycling (Farrant et al., 2010). Unfortunately, many consumers still discard clothing, leading to a considerable environmental impact when these garments end up in landfills or incinerators, especially because synthetic materials, commonly used in fast fashion, do not decompose easily (Gwozdz et al., 2017). Although some consumers donate clothing to family members or charities, the disposal practice of sending clothing to landfills persists, resulting in missed opportunities for reuse, recycling, or down-cycling.

Consumers tend to prefer quicker and more convenient disposal methods for their used or unwanted garments, often opting for discarding apparel rather than engaging in more environmentally friendly alternatives (Joung & Park-Poaps, 2013). Shim (1995) outlines four key techniques of consumer clothing disposal, including reselling, donating, reusing, and discarding. In conclusion, understanding and promoting sustainable clothing disposal behaviour is crucial for reducing the environmental impact of the fashion industry and encouraging more eco-friendly consumer practices.

Models for changing the behaviour

Ajzen's theory of planned behaviour (TPB) is widely used to analyze behaviour modification. According to this theory, behavioural change is driven by the intention to change, which is predicted by a person's attitude, subjective norms, and perceived behavioural control (Ajzen, 1991). However, TPB has its limitations, including its exclusive focus on planned behaviour, neglecting impulsive tendencies associated with fashion purchases, and inadequate consideration of social influence (Terry et al., 1999).

In contrast, Fogg's behaviour model (FBM) addresses some of TPB's weaknesses by emphasizing three key factors influencing behaviour: motivation, ability, and

triggers (Fogg, 2009). The FBM proposes that for a behaviour to occur, a person must be adequately motivated, possess the ability to undertake the behaviour and be triggered to engage in the activity simultaneously.

Motivation

The FBM defines motivation as a key driver of behaviour and introduces three core motivators: pleasure/pain, hope/fear, and social acceptance/rejection. Pleasure/pain motivates instant reactions, while hope/fear centres on anticipating positive or negative outcomes. Social acceptance/rejection governs much of our social behaviour, driving people to seek approval and avoid rejection (Fogg, 2009).

Ability

Ability is the second crucial element in the FBM, focusing on simplifying behaviours to increase the likelihood of activation. Fogg identifies six aspects that determine simplicity: time, money, physical effort, brain cycles, social deviance, and non-routine activities. Designers aiming to enhance behaviour should address these factors and make the desired action easier to perform (Fogg, 2009).

Triggers

Triggers are the third element in the FBM and prompt individuals to act in a specific way. Fogg distinguishes three types of triggers: sparks, facilitators, and signals. Sparks are used when motivation is lacking, facilitators when abilities are insufficient, and signals as friendly reminders when both motivation and abilities are present (Fogg, 2009).

The FBM provides a systematic framework for understanding behaviour and identifies trade-offs between motivation and ability. It emphasizes the importance of simplicity in achieving desired behaviours, as people are more likely to respond to simplicity than attempts at motivation. By applying the FBM, researchers and designers can gain insights into behaviour and create more effective persuasive systems (Fogg, 2009).

In this study, the FBM is applied to investigate sustainable clothing disposal practices, exploring how motivation, ability, and triggers influence individuals' behaviours in this context.

Accordingly following hypotheses were developed based on the literature review.

Hypothesis 1 (H1). Motivation type sensation/anticipation (SA), has a positive effect on sustainable clothing disposing behavior.

Hypothesis 2 (H2): Motivation-type social evaluation (SE) has a positive effect on sustainable clothing disposing behaviour.

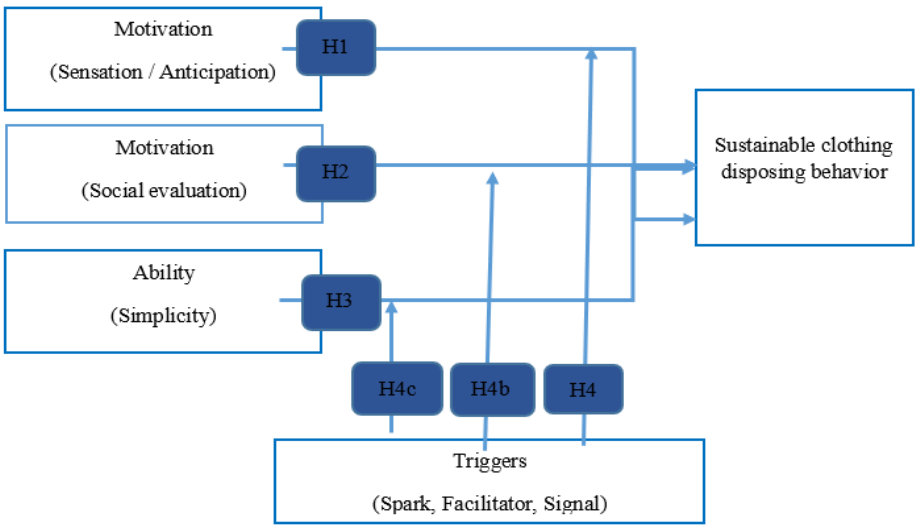
Hypothesis 3 (H3): Ability has a positive effect on sustainable clothing disposing behaviour.

Hypothesis 4 (H4a): A trigger moderates the relationship between motivation SA and sustainable clothing disposing behaviour.

Hypothesis 4 (H4b): A trigger moderates the relationship between motivation SE and sustainable clothing disposing behaviour.

Hypothesis 4 (H4c): A trigger moderates the relationship between ability and sustainable clothing disposing behaviour.

Figure 1: Conceptual Framework



Source: (Soyer & Dittrich, 2021)

RESEARCH METHODOLOGY

This study follows a deductive research approach, beginning with a theory and developing relevant hypotheses for testing through a comprehensive review of academic literature. The chosen research strategy is the survey method, which enables the collection of quantitative data and its analysis using statistical methods. The research philosophy adopted for this study is Positivism, as it aims to test and confirm research questions through the hypotheses. Being a quantitative study with

data collected at a specific time from a single sample, the time horizon is considered single cross-sectional. Both primary and secondary sources are utilized in this study. Primary data, necessary for testing the hypotheses, is mainly collected through self-administered questionnaires distributed online and physically to respondents within the identified sample. Secondary data sources, such as journal articles, books, reports, and websites, are used to support the definitions and discussions of concepts mentioned in the literature review. The target population for this study comprises individuals aged between 18-55 years in Sri Lanka, including both males and females. To gather data, the convenience sampling technique is employed, as a specific list of respondents is not available, and data is collected from those who are conveniently accessible. Out of the 366 distributed questionnaires, all were deemed usable for analysis, as no cases were omitted due to missing values. The data analysis was conducted using the SPSS (21) statistical package.

Operationalization

A seven-point Likert scale was used to assess all of the items that measured sustainable practices and changing consumer behaviour with the following anchors; (Motivator: 1=not at all like me—7=exactly like me; Ability/trigger: 1=not at all important—7=extremely important).

Table 1: Operationalization – Independent Variables

Variable	Item	Item Code	Scale	Source
Motivation-Sensation /Anticipation (Independent Variable)	I worry about the pollution of our environment	SA1	Seven-point Likert scale 1= Not at all like me 2=Slightly not like me 3=Not like me 4=Neutral 5=Like me 6=Slightly like me 7=Exactly like me	(Soyer & Dittrich, 2021)
	I worry about climate change	SA2		
	It is important to know how much proper disposal positively impacts the environment	SA3		
	It is important to know which method is most sustainable for disposing of my clothes	SA4		
	I believe that swapping, selling or donating clothes is better for the environment	SA5		

Motivation-Social Evaluation (Independent Variable)	I feel ashamed of the number of good clothes that I dispose of every year.	SE1	Seven-point Likert scale 1= Not at all like me 2=Slightly not like me 3=Not like me 4=Neutral 5=Like me 6=Slightly like me 7=Exactly like me	(Soyer & Dittrich, 2021)
	People I admire sell or swap their clothes	SE2		
	It is important to pay a fine when unwanted clothes are thrown in a trash bin	SE3		
Ability (Independent Variable)	It is important that it is easy to sell my clothes	A1	Seven-point Likert scale 1= Not at all important 2=Low important 3=Slightly important 4=Neutral 5= Moderately important 6=Very important 7=Extremely important	(Soyer & Dittrich, 2021)
	It is important that I know where I can sell my clothes	A2		
	It is important that it is easy to swap my clothes	A3		
	It is important that I know where I can swap my clothes	A4		
	It is important to know which swapping or selling platform can be trusted	A5		

		It is important that the selling process of clothes is convenient	A6		
		It is important that the process of swapping clothes is convenient	A7		
Trigger (Dependent Variable)		It is important that it takes me little time to discard unwanted clothes	T1	Seven-point Likert scale 1= Not at all important 2=Low important 3=Slightly important 4=Neutral 5=Moderately important 6=Very important 7=Extremely important	(Soyer & Dittrich, 2021)
		It is important that it costs me little or no money	T2		
		It is important that I get money or a voucher for returning clothes	T3		

Table 2: Operationalization – Dependent Variable

Variable	Dimension	Item	Item Code	Scale	Source
Sustainable clothing	Reuse: Reuse in sustainable clothing disposing behavior involves	I give clothes away to friends or family	SCD1	Seven-point Likert scale	(Soyer & Dittrich,

disposing behavior (Dependent Variable)	purchasing second-hand items or finding buyers for products that have been minimally used. The products function "as new" and serve the same purpose without requiring extensive refurbishing or repair. This approach encourages consumers to extend the lifespan of clothing items by passing them on to others after minor adaptations or cleaning (Reikea, et al., 2018).	I donate clothes to a good cause	SCD2	1=Strongly disagree 2=Disagree 3=Somewhat disagree 4=Neither agree or disagree 5=Somewhat agree 6=Agree 7=Strongly agree	2021)
		I bring it back to the store in return for a purchase voucher	SCD3		
		I sell garments via second-hand stores (online and offline)	SCD4		
		I sell garments to friends or family	SCD5		
		I swap clothes via a platform	SCD6		
		I swap clothes with friends or family	SCD7		
	Recycle: Recycling transforms post-consumer or post-producer waste into pure materials through high-tech methods like shredding and melting. The resulting recycled materials, known as secondary materials, can be reused without retaining the original product's characteristics, promoting a circular economy and resource conservation (Reike, et al., 2018).	I donate garments in recycling bins (purpose is recycling)	SCD8		
		I take it back to the store to be recycled without receiving an incentive	SCD9		

	Repurpose: Repurposing involves adapting discarded goods or components for different purposes, akin to terms like 'rethink' or 'fashion upgrading.' Common in industrial design and art, this approach gives new life to materials, both low and high-value, by granting them a renewed cycle of use (Reike, et al., 2018).	Before discarding clothes, I remove items such as labels, buttons and zippers with the intention to use these again	SCD10
		I use it as rags for cleaning purposes	SCD11

FINDINGS & ANALYSIS

Sample Profile

According to the survey, out of 366 respondents, 57.4% (210) were considered environmentally friendly when disposing of clothes, while 66.4% (243) had clothes in their wardrobes that they no longer wear. A significant majority of the respondents (65.85%) stated that they keep their clothes for several years before disposal. Moreover, 81.1% of the respondents reported that they have never purchased second-hand clothes. Furthermore, 51.1% of the respondents mentioned that they repair their damaged clothes and occasionally re-wear them. Additionally, 35.5% of the respondents indicated that they always repair their damaged clothes and re-wear them, while 13.4% never repair their damaged clothes and re-wear them. The findings suggest that a considerable portion of the respondents prioritize extending the lifespan of their clothing through repair and re-wear practices, while a substantial number have not yet embraced purchasing second-hand clothing as part of their sustainable fashion choices.

Table 3: Summary of demographic statistics of respondents

		Frequency	Percentage %
Gender	Female	190	51.9
	Male	176	48.1
Age	18-25 years	128	35.0
	26-35 years	146	39.9
	36-55 years	92	25.1
Education Level	Up to O/L	10	2.7
	Up to A/L	120	32.8
	Undergraduate	138	37.7
	Graduate	85	23.2
	Postgraduate	13	3.6
Monthly income	Rs. 25 000 and below	102	27.9
	Rs. 25 000 - 50 000	106	29.0
	Rs. 50 000 - 75 000	84	23.0
	Rs. 75 000 - 100 000	54	14.8
	Above Rs. 100 000	20	5.5
Living situation	I live with my parents	107	29.2
	I live alone	46	12.6
	I share a house with friends	55	15.0
	With my partner	73	19.9

	With partner and children	85	23.2
Employment status	Full time worker	238	65.0
	Part time worker	6	1.6
	Self employed	47	12.8
	Entrepreneur	16	4.4
	Unemployed	59	16.1

Source: Survey Data

Goodness of Measurement

The research study ensured the validity and reliability of measures by conducting tests. Construct validity assessed how well the obtained results aligned with the underlying theories of the test. Unidimensionality, convergent validity, and discriminant validity were measured to assess construct validity (Sekaran, 2016), and they were found to meet the established standards. Regarding reliability, high internal consistency was achieved when Cronbach's alpha value approached 1. A Cronbach's alpha value greater than 0.7 indicated established reliability (Sekaran, 2016). By conducting these tests, the study ensured the accuracy and consistency of its measures, enhancing the credibility and robustness of the research findings.

Table 4: Convergent Validity and Reliability Test

	Reliability Test		**Convergent Validity**			
Variables	**Cronbach's Alpha**	**Number of Indicators**	**KMO**	**BTS Sig**	**CR**	**AVE**
Sensation Anticipation	0.919	5	0.830	0.000	0.940	0.758
Social Evaluation	0.829	3	0.721	0.000	0.898	0.745
Ability	0.967	7	0.894	0.000	0.972	0.834
Triggers	0.863	3	0.735	0.000	0.917	0.786
Reuse	0.917	4	0.790	0.000	0.942	0.806
Recycle	0.782	2	0.500	0.000	0.902	0.821
Repurpose	0.770	2	0.500	0.000	0.897	0.813

Source: Survey Data

Hypothesis Testing

The impact of sensation anticipation (SA) on sustainable clothing disposal behavior

H1: Motivation-type sensation anticipation (SA), has a positive effect on sustainable clothing disposing behavior.

In order to test the first objective simple regression analysis has been conducted.

Table 5: Model Summary for Sensation/Anticipation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708[a]	.502	.501	.66849
a. Predictors: (Constant), Sensation Anticipation				

According to Table 5, the adjusted R2 value is 0.501 and it indicates approximately 50.1% of the dependent variable which is sustainable clothing disposing behavior is explained by the independent variable sensation/anticipation (SA). Therefore, it can be concluded that there can be other variables of the study that would explain the dependent variable.

Table 6: ANOVA for Sensation/Anticipation

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.884	1	163.884	366.733	.000[b]
	Residual	162.662	364	.447		
	Total	326.546	365			
a. Dependent Variable: Sustainable clothing disposing behavior						
b. Predictors: (Constant), Sensation Anticipation						

According to Table 6, the significance level is less than 0.05 (sig. value = 0.000) at 366.733 of the F statistic. Therefore, it can be concluded that the regression model is significant.

Table 7: Coefficients for Sensation/Anticipation

Coefficients[a]						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.960	.162		12.100	.000
	Sensation Anticipation	.590	.031	.708	19.150	.000
a. Dependent Variable: Sustainable clothing disposing behavior						

According to Table 7, the significance value of sensation/anticipation (SA), is 0.000 which is less than 0.05 and the B value of sensation/anticipation is 0.590 which is a

positive value. Therefore, it can be concluded that sensation/anticipation has a significant positive impact on sustainable clothing disposing behavior. Hence, hypothesis one has been confirmed by the study.

The impact of social evaluation on sustainable clothing disposal behavior

H2: Motivation type social evaluation (SE), has a positive effect on sustainable clothing disposing behavior.

In order to test the second objective simple regression analysis has been conducted.

Table 8: Model summary for social evaluation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.623	.622	.58146
a. Predictors: (Constant), Social Evaluation				

According to Table 8, the adjusted R^2 value is 0.622 and it indicates approximately 62% of the dependent variable which is sustainable clothing disposing behavior is explained by the independent variable social evaluation (SE). Therefore, it can be concluded that there can be other variables of the study that would explain the dependent variable.

Table 9: ANOVA for social evaluation

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.479	1	203.479	601.835	.000[b]
	Residual	123.067	364	.338		
	Total	326.546	365			
a. Dependent Variable: Sustainable clothing disposing behavior						
b. Predictors: (Constant), Social Evaluation						

According to Table 9, the significance level is less than 0.05 (sig. value = 0.000) at 601.835 of the F statistic. Therefore, it can be concluded that the regression model is significant.

Table 10: Coefficients for Social Evaluation

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.129	.120		17.670	.000
	Social Evaluation	.606	.025	.789	24.532	.000
a. Dependent Variable: Sustainable clothing disposing behavior						

According to Table 10, the significance value of social evaluation (SE), is 0.000 which is less than 0.05 and the B value of social evaluation is 0.606 which is a positive value. Therefore, it can be concluded that social evaluation has a significant positive impact on sustainable clothing disposing behavior. Hence, hypothesis two has been confirmed by the study.

The impact of ability on sustainable clothing disposal behavior

H3: Ability (A), has a positive effect on sustainable clothing disposing behavior.

In order to test the third objective simple regression analysis has been conducted.

Table 11: Model Summary for Ability

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617[a]	.380	.379	.74553
a. Predictors: (Constant), Ability				

According to Table 11, the adjusted R^2 value is 0.379 and it indicates approximately 38% of the dependent variable which is sustainable clothing disposing behavior is explained by the independent variable ability (A). Therefore, it can be concluded that there can be other variables of the study that would explain the dependent variable.

Table 12: ANOVA for Ability

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.229	1	124.229	223.507	.000[b]
	Residual	202.317	364	.556		
	Total	326.546	365			
a. Dependent Variable: Sustainable clothing disposing behavior						
b. Predictors: (Constant), Ability						

According to Table 12, the significance level is less than 0.05 (sig. value = 0.000) at 223.507 of the F statistic. Therefore, it can be concluded that the regression model is significant.

Table 13: Coefficients for Ability

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.017	.137		21.944	.000
	Ability	.409	.027	.617	14.950	.000
a. Dependent Variable: Sustainable clothing disposing behavior						

According to Table 13, the significance value of ability (A), is 0.000 which is less than 0.05 and the B value of ability is 0.409 which is a positive value. Therefore, it can be concluded that ability has a significant positive impact on sustainable clothing disposing behavior. Hence, hypothesis three (H3: ability has a positive effect on sustainable clothing disposing behavior) has been confirmed by the study.

A trigger moderates the relationship between motivation SA and sustainable clothing disposing behavior

H4a: A trigger moderates the relationship between motivation SA and sustainable clothing disposing behavior.

In order to test this objective, the first multiple regression analysis has been conducted.

However, the moderator variable, trigger, cannot simply be entered into a multiple regression analysis. It first needs to be converted into a dummy variable. The

interaction variable has been created between the independent and moderator variable and this variable is named interaction SA and T. In order to test this, a hierarchical multiple regression analysis has been conducted.

Table 14: Model summary for interaction SA and T

Model Summary[c]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.729[a]	.532	.529	.64907	.532	206.049	2	363	.000
2	.730[b]	.532	.528	.64949	.001	.539	1	362	.463

a. Predictors: (Constant), Sensation Anticipation, Triggers

b. Predictors: (Constant), Sensation Anticipation, Triggers, Interaction SA and trigger

c. Dependent Variable: Sustainable clothing disposing behavior

According to Table 14, The column, "R Square Change", shows the increase in variation explained by the addition of the interaction variable. The change in R^2 is reported as 0.001, which is reported as the change in R^2 is 0.1%, which is almost equal to 0. It explains the percentage increase in the variation explained by the interaction variable.

Table 15: ANOVA for interaction SA and T

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.615	2	86.808	206.049	.000[b]
	Residual	152.931	363	.421		
	Total	326.546	365			
2	Regression	173.843	3	57.948	137.371	.000[c]
	Residual	152.703	362	.422		
	Total	326.546	365			

a. Dependent Variable: Sustainable clothing disposing behavior

b. Predictors: (Constant), Sensation Anticipation, Triggers

c. Predictors: (Constant), Sensation Anticipation, Triggers, Interaction SA and trigger

Table 16: Coefficients for interaction SA and T

Coefficients[a]									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.615	.173		9.345	.000			
	Triggers	.141	.029	.194	4.806	.000	.475	.245	.173
	Sensation Anticipation	.517	.034	.621	15.408	.000	.708	.629	.553
2	(Constant)	1.856	.370		5.009	.000			
	Triggers	.085	.082	.117	1.049	.295	.475	.055	.038
	Sensation Anticipation	.465	.078	.558	5.941	.000	.708	.298	.214
	Interaction SA and trigger	.012	.016	.121	.734	.463	.668	.039	.026

a. Dependent Variable: Sustainable clothing disposing behavior

According to Table 16, the significance value of the interaction term is 0.463 which is higher than 0.05. Therefore, it can be concluded that the trigger does not moderate the relationship between sensation anticipation and sustainable clothing disposing behavior. Hence, hypothesis four(a) has been rejected by the study.

A trigger moderates the relationship between motivation SE and sustainable clothing disposing behavior

H4b: A trigger moderates the relationship between motivation SE and sustainable clothing disposing behavior.

In order to test this objective, the first hierarchical multiple regression analysis has been conducted.

Table 17: Model summary for SE and T

Model Summary[c]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.813[a]	.662	.660	.55169	.662	354.952	2	363	.000
2	.815[b]	.665	.662	.54970	.003	3.633	1	362	.057
a. Predictors: (Constant), Social Evaluation, Triggers									
b. Predictors: (Constant), Social Evaluation, Triggers, Interaction SE and trigger									
c. Dependent Variable: Sustainable clothing disposing behavior									

According to Table 17, the change in R^2 is reported as 0.003, which is reported as the change in R^2 is 0.3%, which is almost equal to 0. It explains the percentage increase in the variation explained by the interaction variable.

Table 18: Coefficients for SE and T

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.627	.138		11.756	.000			

	Triggers	.154	.024	.211	6.431	.000	.475	.320	.196
	Social Evaluation	.546	.025	.711	21.635	.000	.789	.750	.661
2	(Constant)	1.044	.336		3.109	.002			
	Triggers	.271	.066	.371	4.125	.000	.475	.212	.125
	Social Evaluation	.690	.080	.899	8.659	.000	.789	.414	.263
	Interaction SE and trigger	-.028	.015	-.294	-1.906	.057	.751	-.100	-.058
a. Dependent Variable: Sustainable clothing disposing behavior									

According to Table 18, the significance value of the interaction term is 0.057 which is higher than 0.05 and the B value of cost is -0.028 which is a negative value. Therefore, it can be concluded that the trigger does not moderate the relationship between social evaluation and sustainable clothing disposing behavior. Hence, hypothesis four(b) has been rejected by the study

A trigger moderates the relationship between ability and sustainable clothing-disposing behavior

H4c: A trigger moderates the relationship between ability and sustainable clothing disposing behavior.

In order to test this objective, a hierarchical multiple regression analysis has been conducted.

Table 19: Model summary for A and T

Model Summary[c]									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.640[a]	.410	.407	.72863	.410	126.041	2	363	.000
2	.640	.410	.405	.72940	.000	.233	1	36	.630

b	2
a. Predictors: (Constant), Ability, Triggers	
b. Predictors: (Constant), Ability, Triggers, Interaction A and trigger	
c. Dependent Variable: Sustainable clothing disposing behavior	

According to Table 19, the change in R^2 is reported as 0.000, which is reported as the change in R^2 is 0%, which is equal to 0. It explains the percentage increase in the variation explained by the interaction variable and there's no moderation effect.

Table 20: Coefficients for A and T

Coefficients[a]										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2.610	.165		15.819	.000			
	Triggers	.148	.035	.203	4.253	.000	.475	.218	.171
	Ability	.337	.032	.508	10.651	.000	.617	.488	.429
2	(Constant)	2.442	.385		6.345	.000			
	Triggers	.182	.078	.249	2.337	.020	.475	.122	.094
	Ability	.381	.095	.573	4.008	.000	.617	.206	.162
	Interaction A and trigger	-.008	.017	-.100	-.482	.630	.618	-.025	-.019
a. Dependent Variable: Sustainable clothing disposing behavior									

According to Table 20, the significance value of the interaction term is 0.630 which is higher than 0.05 and the B value of cost is -0.008 which is a negative value. Therefore, it can be concluded that the trigger does not moderate the relationship between ability and sustainable clothing disposing behavior. Hence, hypothesis four(c) (H4c: A trigger moderates the relationship between ability and sustainable clothing disposing behavior) has been rejected by the study.

DISCUSSION OF FINDINGS

The findings of this study have important implications for understanding sustainable clothing disposing behavior and can provide valuable insights for both researchers and practitioners in the fashion industry.

Impact of Sensation Anticipation on Sustainable Clothing Disposing Behavior:

The study's findings confirm that consumers' awareness of climate change and pollution significantly impacts their sustainable clothing disposing behavior. The growing concern among customers about the environmental impact of their actions and the desire to make more sustainable choices reflect a shift towards eco-conscious behaviour (Soyer & Dittrich, 2021). Moreover, Harris et al. (2016) observed that an increasing number of customers are interested in knowing if the products they desire are sourced sustainably and produced by companies that prioritize environmental and ethical guidelines.

As the current study suggests, providing consumers with proper knowledge of the environmental impact of sustainable disposal practices can influence their behaviour positively. Fashion brands and retailers can leverage this environmentally friendly attitude among consumers by promoting their sustainable practices and products. Transparent communication about eco-friendly initiatives can attract environmentally conscious consumers actively seeking sustainable clothing disposal options. Additionally, educational marketing campaigns can raise awareness about the environmental consequences of improper clothing disposal and encourage individuals to adopt more sustainable practices.

Impact of Social Evaluation on Sustainable Clothing Disposing Behavior:

The significant impact of social evaluation on sustainable clothing disposal behavior underscores the power of social influence in shaping consumer decisions. Consumers are more likely to engage in sustainable disposal practices if they perceive that such behaviour is socially acceptable and admired by their peers (Soyer & Dittrich, 2021). Furthermore, Welagedara & Ranaweera (2015) found that social acceptance significantly influences consumer buying behaviour and product purchasing, particularly in the context of upcycled fashion products in Sri Lanka.

Additionally, Polajnar & Vendramin (2021) discovered that personal norms and moral motivations to reduce clothing consumption have a substantial impact on behavioural intentions related to clothing consumption reduction. Moreover, Harris et al. (2016) reported that the intention to purchase environmentally friendly clothes is significantly influenced by social pressure and environmental concern.

Therefore, fashion brands can capitalize on this social influence to promote sustainable clothing disposal by incorporating social acceptance and approval into their marketing strategies. Utilizing social media campaigns, influencer endorsements, and community-driven initiatives can foster a sense of collective responsibility for sustainable fashion consumption. By creating a positive social norm around sustainable disposal, brands can encourage more individuals to adopt eco-friendly practices, leading to a broader shift towards sustainable fashion consumption.

Impact of Ability on Sustainable Clothing Disposing Behavior:

The study's findings underscore the significance of considering consumers' ability when promoting sustainable clothing disposal. Convenience, simplicity, and affordability are key factors influencing consumers' disposal choices, even in the context of sustainable consumption (Joergens, 2006). Thus, encouraging more individuals to engage in sustainable clothing disposal requires addressing barriers related to convenience and accessibility. Retailers and policymakers can play a pivotal role in enhancing consumers' ability to participate in sustainable disposal practices. By creating user-friendly and widely accessible platforms for clothes swapping, selling, and recycling, they can simplify the disposal process for consumers. Additionally, offering incentives or rewards for sustainable disposal, such as discounts on future purchases or loyalty points, can further motivate individuals to adopt eco-friendly behaviours.

Moreover, raising awareness about the long-term benefits of sustainable clothing disposal, both for the environment and personal finance, can also contribute to improving consumers' ability to make sustainable choices. Educational campaigns can inform consumers about the positive impact of their actions on reducing textile waste and conserving resources, which may encourage them to adopt more sustainable disposal practices. To foster a culture of sustainable disposal, collaboration among various stakeholders is crucial. Fashion brands, retailers, government authorities, and non-governmental organizations can work together to create a supportive ecosystem for sustainable clothing disposal. By providing consumers with accessible and rewarding disposal options, the fashion industry can lead the way towards a more sustainable future.

The Moderating Impact of Triggers on Sustainable Clothing Disposing Behavior:

Although the study did not find a significant moderating effect of triggers on the relationship between motivation, ability, and sustainable clothing disposing behavior, the presence of triggers still exerted a significant impact on sustainable disposal practices (Soyer & Dittrich, 2021). This suggests that triggers can play a role in encouraging individuals to engage in sustainable disposal, even without directly influencing the relationship between motivation and behaviour. Brands and policymakers can strategically utilize triggers to prompt sustainable disposal behaviours among consumers. For instance, offering limited-time incentives, such as discounts or rewards, for recycling old clothes can act as a trigger to motivate individuals to participate in eco-friendly disposal practices. Organizing community events focused on sustainable fashion and clothing swaps can create a sense of social engagement and responsibility, serving as triggers to encourage more individuals to adopt sustainable disposal practices.

Effective communication about the environmental benefits of sustainable disposal can also serve as a trigger. By reminding consumers of the positive impact of their actions on the planet, such messaging can reinforce their eco-conscious behaviour and encourage them to continue engaging in sustainable disposal practices. Furthermore, the collaboration between brands, policymakers, and environmental organizations can leverage triggers collectively to promote sustainable clothing disposal on a broader scale. By aligning their efforts and designing impactful trigger-based initiatives, these stakeholders can cultivate a culture of responsible and sustainable fashion consumption. Through the strategic use of triggers, sustainable disposal can become a habitual and integral part of consumers' decision-making process, leading to a more significant positive impact on the environment.

IMPLICATIONS OF THE STUDY

Theoretical Implications

The study makes a valuable contribution to the existing literature on sustainable clothing disposal by focusing on actual consumer behavior instead of solely relying on intended behavior. This approach highlights the significant gap between consumers' intentions and their actual practices, challenging assumptions made based on the Theory of Planned Behavior (Ajzen, 1991). By operationalizing the Fogg Behavior Model to examine motivations, ability factors, and triggers in the context of sustainable disposal, the study provides a comprehensive understanding of consumer behaviour in this domain. However, further research is warranted to thoroughly explore the moderating effects of triggers on sustainable disposal behaviour. Additionally, the study underscores the importance of considering

various dimensions of sustainable clothing disposal, such as reuse, recycling, and repurposing, to gain deeper insights into consumers' eco-friendly practices.

Practical Implications

The findings of this study have practical implications for fashion brands, retailers, policymakers, and consumers. Fashion brands can use these insights to inform their marketing strategies, emphasizing the eco-friendly aspects of their products and practices to attract environmentally conscious consumers. By providing transparent information on sustainable disposal methods and creating user-friendly platforms for clothes swapping and recycling, retailers can make sustainable disposal more accessible and convenient for consumers. Policymakers can play a crucial role in promoting sustainable clothing disposal by implementing supportive policies and initiatives that incentivize eco-friendly behavior. Consumer awareness campaigns and educational programs can further raise awareness about the environmental impact of clothing disposal and encourage more individuals to adopt sustainable practices. Overall, the study emphasizes the need for collective efforts from various stakeholders to drive a broader shift towards sustainable fashion consumption and disposal practices.

In conclusion, the findings of this study provide valuable insights into the factors influencing sustainable clothing disposing behavior. By understanding the impact of sensation anticipation, social evaluation, ability, and triggers, stakeholders in the fashion industry can develop effective strategies to promote sustainable consumption and encourage more eco-friendly disposal practices. As consumers' awareness and concern about the environment continue to grow, it becomes increasingly crucial for fashion brands and policymakers to prioritize sustainability and take proactive steps towards a more sustainable future. By collectively working towards a circular economy and promoting responsible consumption and disposal practices, the fashion industry can make significant contributions to reducing textile waste and mitigating its environmental impact.

LIMITATIONS AND FUTURE RESEARCH

Firstly, it is important to note that this study focused on a single cross-sectional sample of 366 consumers in Sri Lanka. While efforts were made to collect responses from all provinces in Sri Lanka, a significant majority of the respondents were from the western province. Consequently, the findings may not fully represent the perceptions of all Sri Lankan consumers accurately. Additionally, consumer perceptions can change over time due to factors such as cultural shifts, individual experiences, and changes in societal norms. Therefore, a longitudinal study comparing consumers' perceptions over time and across provinces, as well as urban

and rural areas, would provide more robust insights. Moreover, the data collected in Sri Lanka may not fully reflect the values and norms of consumers in other countries.

Secondly, the study's findings may be limited by the age group of the respondents, as a large proportion belonged to the millennial and Generation Z demographics. Future studies should aim to evaluate the model on a more diverse population, including individuals of various ages and income levels, to gain a more comprehensive understanding of sustainable clothing disposal behavior.

Thirdly, further research is warranted to explore how the upstream supply chain can be encouraged to adopt more sustainable production methods, labour practices, and material inputs. The study highlights the significance of considering motivation, ability, and triggers in the clothes disposal phase, which can potentially inform strategies for the fashion industry to transition to a climate-neutral production system. Investigating how the supply chain can effectively address these factors in the context of sustainable disposal can contribute to overall sustainability efforts.

Moreover, while this study was conducted as quantitative research, sustainable behaviour is inherently qualitative. Therefore, future research studies investigating sustainable clothing disposal behaviour may benefit from employing qualitative or mixed-method approaches to capture a more comprehensive understanding of consumer perspectives and experiences.

Additionally, a limitation encountered during the study was the novelty of the concept of sustainable disposal for respondents, which necessitated explaining the concept before obtaining responses. To address this limitation and obtain more meaningful responses, different data collection methods or qualitative research approaches could be considered in future studies.

CONCLUSION

In this study, the researcher sought to explore how consumers can be encouraged to adopt sustainable practices when disposing of clothes. To achieve this, a questionnaire was developed to investigate individuals' current clothing disposal behaviour, the sustainability of their disposal practices, the motivations driving their consumption behaviour, the enabling factors, and the triggers that could promote more sustainable criteria. The empirical study of the combined operation of motivation, ability, and triggers, and their impact on green disposing of behaviour, provides valuable insights into the realm of sustainable consumerism. By shedding light on the factors influencing sustainable clothing disposal, this research contributes to the ongoing conversation about promoting environmentally friendly practices in the fashion industry.

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