



Second Hand Clothing: A Step towards Frugality and Sustainable Future

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Abstract- This paper portrays the approach of how we can diminish fabric and environmental waste by selling pre-owned clothes. Pre-owned clothes, referred to reusing any cloth that has been worn by someone else before. The goal is to bring down the stats of fabric waste and make extra money out of it. Our sustainable fashion website provides a medium where people can buy, sell and donate pre-owned clothes. Instead of throwing clothes in the garbage, they can donate. This way, we can help poor people find their comfort. If we look into figures, globally we produce 13 to 17 million tons of fabric waste each year which is leading us to an environmental crisis. The study says 95% of that waste can be recycled or reused. We will build a platform that can become a savior of that fabric waste.

Index Terms- Sustainability, clothes, re-selling, website, second-hand

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I. INTRODUCTION

In the real world, People need to be aware of increasing prices of cotton, yarn and fabric. Let us tell you, the average inflation rate in India is 5.97 percent. In the coming years, we can see an 8-10 percent hike in clothes. Some are saying Inflation is coming for your closet. And try not to forget the fabric waste too. Textiles can take up to 200+ years to decompose in landfills. According to the World Resource Institute, it takes 2700L of water to make one cotton shirt. So, if we talk in numbers, we are wasting too much. This paper attempts to overcome the above problem by selling, buying and donating pre-owned clothes. Also, a medium for small designers to earn their income. In this big world, it's very difficult for small talents to get recognition, we can give them an opportunity to be recognized.

II. BACKGROUND

Fashion waste is a problem not just in India but also all over the world. According to a Bloomberg article written in February 23, 2022 (<https://www.bloomberg.com/graphics/2022-fashion-industry-environmental->

impact/), fashion contributes to 10% of global carbon dioxide, 60 million tonnes of plastic every year and 87% of the total fiber input used for clothing is ultimately incinerated or sent to a landfill.

In India, more than 1 million tonnes of textiles are thrown away every year, with most of this coming from household sources, according to the Indian Textile Journal. Textiles make up about 3% by weight of a household bin. Textile waste is also the third-largest source of municipal solid waste in India according to a Scroll article (<https://scroll.in/article/1013398/by-creating-a-false-demand-for-fresh-looks-fast-fashion-is-hurting-the-environment#:~:text=As%20we%20said%2C%20in%20India,municipal%20solid%20waste%20in%20India>).

To solve these issues we came up with the idea of re-selling used clothes and creating a community that is conscious of what they buy and how they can contribute in solving these issues mentioned above.

We referred to some papers in the process regarding the research done in this area and how we can leverage the same or our use. The papers and their inferences are mentioned below:

1. Online Apparel Buying Behavior - This paper provides different aspects of online apparel shopping behavior and constructs. It takes into account various demographics and provides good insights to researchers.
 2. Understanding the Influencers of Second-Hand Apparel Shopping Behavior - The main purpose of this research was to summarize the influencers of second-hand retail. Different archetypes of consumers will have different priorities on what they evaluate to reach a purchase decision. These considerations can range from price conscious, brand conscious, high-quality to impulsive. It is key to recognize that they are still influenced by similar factors, though the priorities differ.
 3. A Study on Waste Management and Minimization in Ready-Made-garments (RMG) Industry - It deals with the Systematic approach to breakdown of different components in fashion and the best practices for waste management. It talks about the urgent need for fabric management and the importance of zero waste.
 4. Understanding E-Commerce: Study With Reference To Competitive Economy - It talks about companies that are doing well in the e-commerce industry and delves into some of the reasons for their success. Reasons mentioned were: digital payments, internet awareness, etc.
 5. Evolution of fashion marketing and communication - The most valuable social networks for capturing leads for Business to Customer (B2C) type businesses are Facebook and Twitter since they share content in a non-intrusive way with advertising campaigns that provide information and content of interest to the user
 6. Digital Fashion: A systematic literature review. A perspective on marketing and communication - ICTs are used to design and produce fashion products, while also the industry organization leverages onto digital technologies.
- Digital fashion is increasingly attracting the interest of both academics and practitioners, in particular when referring to the category Communication and Marketing
7. Online Shopping-A Literature Review - Deals with the Analysis of trust and usability of customer (The study on people's trust and using emotional elements).
 8. Towards Building Sustainable Consumption: A Study of Second- Hand Buying Intentions - The aim of this study is to examine the consumers' intention to buy used products and to visit a second-hand shop using the extended Theory of Planned Behavior (TPB).
The study concluded that Due to the threat of the climate disaster, it is vital to understand any aspect of customers' behaviors related to sustainable consumption in order to promote the desirable patterns of behavior. Second-hand buying is a kind of activity supporting that type of consumption.
 9. The Effect of Second-Hand Clothes(SHC) Purchases - This study found that Second Hand Clothes buying behavior was significantly and positively affected by a proactive acculturation attitude as well as the intention to buy Second Hand Clothes
 10. Integrating Personal and Pro- Environmental Motives to Explain Italian Women's Purchase of Sustainable Clothing - findings suggested that female consumers' intention is also driven by personal norms, attitude, subjective norms, and past behavior ,which appeared as important drivers in increasing the intention to purchase sustainable clothing.

III. METHODOLOGY

In order to better understand the knowledge of people about secondhand clothing we conducted a survey, from which we observed that many people are not much aware about secondhand clothing, but enough awareness is created secondhand clothing can become a new trend in society. A lot of efforts are needed to make it possible.

Here is the detailed analysis of the survey we conducted. (Dataset size n=200)

The survey covered people from all age groups. Most of them were between the age group 16-22(50%), around 21% were between 23-35, 13% between 36-55 age group and 16% between 56-70 (fig.1).

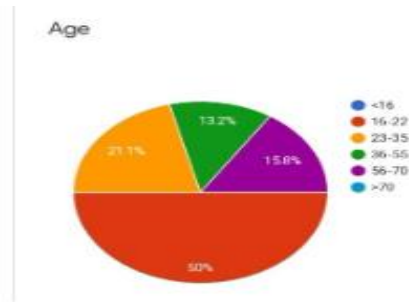


Fig. 1

The first question asked in the survey was “have you heard of the term sustainable fashion”, we received a good response for this question as 62.8% responded with yes (fig. 2).

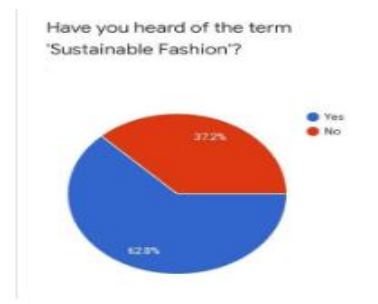


Fig. 2

Most of the people who participated in the survey were female (55.8%), analyzing our survey and many other previous surveys we concluded that women are more interested in buying secondhand clothes, since they can get more variety by spending less (fig.3).

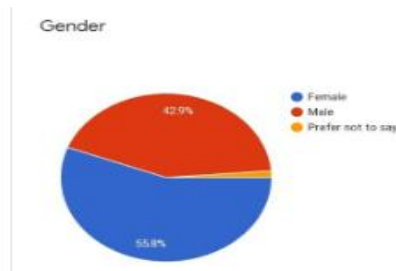
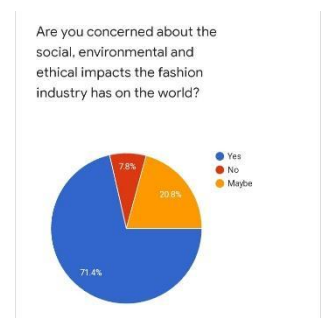
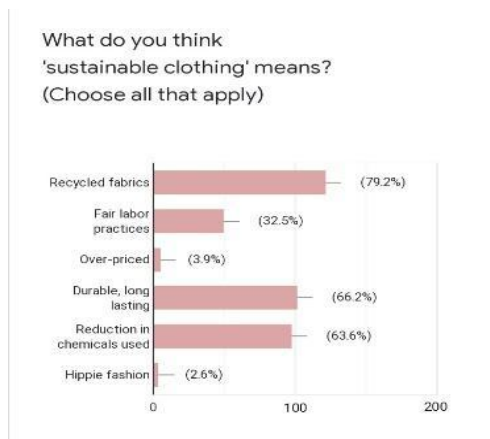


Fig.3



We asked them about their knowledge about sustainable clothing to understand how much they know about it. The answer with the highest 79.2% votes for recycled fabrics, second came Durable long lasting with 66.2% votes and third was reduction in chemicals used. (fig. 4)

When asked “Are you concerned about the social, environmental and ethical impacts the fashion industry has on the world” most people responded with yes which means the idea of secondhand clothing actually stands a choice if proper ways for selling and buying them is provided (fig. 5).

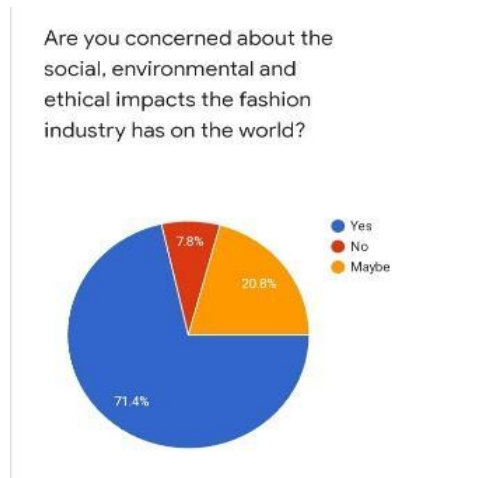


Fig. 5

85.7% of people who participated in the survey replied with yes when we asked if they will buy sustainable, eco-friendly apparel (fig. 6).

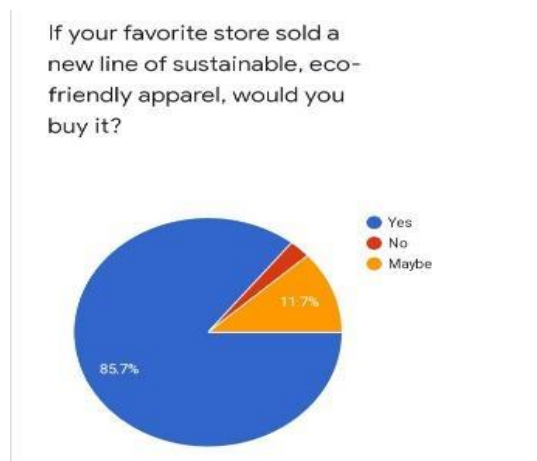


Fig. 6

Around 66% people were deterred by buying secondhand or recycled fashion products while around 34% responded with No to this question (fig. 7).

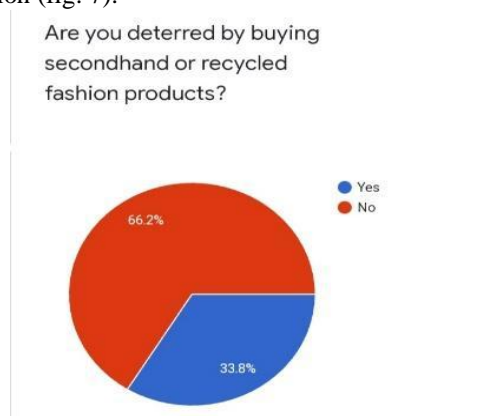


Fig. 7

IV. RESULT

Consumer's level of awareness regarding the implications of textile wastes on the environment is quite low. The Opinion of others on a customer purchasing second hand clothes mattered a lot. Since the opinion on second hand clothes is negative due to the quality and hygiene. Surprisingly, they didn't mind paying a good amount if the fabric is worth the quality and hygienic. Which is the positive approach on buying second hand clothes. By this the large number of sellers and buyers are attracted as this can save their money and also this website can help in reducing generation of large amounts of fabric waste.

V. CONCLUSION

This paper mainly concentrated on two views. Firstly, Rather than dumping your clothes in landfills, you can make extra money out of it. Secondly, Small designers can find a way to earn their livelihood. People who are talented can. The literature shows people are getting aware of second hand clothing and the trend of second hand clothing is also evolving day by day. This approach deserves a full investigation worldwide. People can adopt this approach and be the helping hand for generations to come.

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