The Clothing Disposal Behavior in Pakistan: A Study of Young Consumers

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Abstract

The Purpose of this study is to examine the behavior young consumer clothing disposal behavior, how young consumer disposed of their unwanted or used clothes in Pakistan. Historically, extensive research has explored the dimensions of young consumer behavior in the context of buying behavior. Therefore, little research is conducted on clothing disposal behavior, while examining the relationship between young consumers' clothing disposal behavior towards donation to charities, give away to friends and family, social motivation and social responsibility. Quantitative study design was conducted among young respondent responded total of 440 (aged 18-34). They were selected by using convenience sampling technique. Data has been collected through an online survey and analyzed through SPSS. Results indicated that there is positive significant relationship between young consumers' clothing disposal behavior towards donation to charities, give away to friends and family, social motivation and social responsibility. The findings are comprehensively evaluated and implications in terms of theory and practice are effectively drawn.

Key Words: Young Consumers, Clothing Disposal, Social Responsibility, Friends and Family

Introduction

This paper was concerned with gaining inclusive insight into young consumer clothing disposal behaviors; the purpose of the paper is to dire need to contemplate on how the youth segment consume their undesired clothes. Disposal Behavior found to be the strongest predicator for donating clothes to charity and give away to friends and family. Young consumer attitude on clothing disposal behavior is important, as they have effect on the lifespan of clothes. They likely to donate or give away to their friends and family. The issue of young consumers clothing disposal behavior is a moderately new topic of attention among scholars (Birtwistle & Moore, 2007). The paper on disposal is specifically important in context of clothing; where things are not sustainable products like house or car, they don't benefit consumer over long period of time. In clothing, the word disposal refers to simply give away, reused or donation to charity. In the study by Koch and Domina (1997), the most usually associated reason for the discard behavior of clothes is that it not only meets up individual want but also strength up the relationship between givers and receivers. Consumers get rid of clothes to create space in the

closet. In a study on used clothing donation behavior found that consumers have discarded used clothing through donations create space in the closet and alleviate feelings of guilt that came from buying clothes that were rarely used and had previous purchase errors (Ha-Brookshire and Hodges, 2009). Participants in this study indicated that they donate to charities or giving to friends and the family were the most common disposal practices conducted a survey by mail requesting the use of existing disposal methods and reasons for clothing disposal (Koch and Domina, 1999). Social motivation is a positive attitude in perspective to young consumer's behavior and influences society behavior. Young consumers are inclined to support and improve the society values. Giving to others to feel better about oneself or because the donor collects benefits in terms of status, reputation, and incentives (Van and Wiepking, 2013). Other studies have also found that social motivation have an impact on consumer disposal methods (Daneshvary et al., 1998; Domina and Koch, 1999). Socially responsible is being self-sacrificing or self-serving. Studies have shown that the desire to give to or help (donating manners) is often seen as a social obligation or social responsibility that fulfills a people desire to help others (White and Peloza, 2009; Knutsson et al, 2013). According to Morgan and Birtwistle (2009), it was observed that consumer awareness in terms of societal responsibilities is significantly positive in relation to the clothing disposal behavior. The outcomes give detail that customers who feel worried about social issues, would eventually make an endeavor for disposing of their unwanted clothes through donating to charities and supporting the less privileged.

The objective of this study is to investigate the young consumer clothing disposal behavior it will enable us to see how young consumers utilize their unwanted clothes, Serval pervious researchers encountered limitations to their studies about clothing disposal behavior because most of the scholar's paid more attention to consumer clothing purchasing behavior. Research on consumer social responsibility, social motivation, donation to charity and give away to friends and family behind clothing disposal behavior is limited.

Secondly, this study provides the evidence on Pakistani context where study on young consumer clothing disposal behavior in inadequate. There is very little research on young consumer clothing disposal behavior, but there is no comprehensive overview or assessment of these studies in Pakistan. Therefore, this research aims to evaluate a series of factors that impact clothing disposal behavior among the young society of Pakistan. The Rest of this paper is divided into four sections. Section one explains literature review, while section two focused to provide deeper understanding of mythology process and steps involved in young consumer clothing disposal behavior. Section three presents the finding, while last section discusses findings and draw conclusion

Literature Review

Attitude of Young Consumer Clothing Disposal Behavior

Disposal in this paper highlights the act of discarding clothes, i.e. the last of stage of the clothing with the present owner, regardless of whether the clothing is dispose of as waste, give to donation or giveaway to friends and family . Consumers' clothing disposal behavior is important as society point of view. They decide when and where the used clothing is delivered and, therefore, determine the lifespan of clothes. Some research on consumers' clothing disposal activities survive, expect there is no study on the attitude of young consumer clothing disposal behavior made in Pakistan. The research suggests that are many different features of what motivated the young consumers clothing disposal behavior. There are four ways that seek to explain consumer disposal behavior in Pakistan that are in the form of donations to charity, give away to the close circle involving; friends, family and acquaintances, social responsibility and social motivation. The first investigation to analyze the disposal clothing behavior as part of the clothes used process the researcher explained that the consumption of clothes consists of acquiring clothes, putting it in the list and discarding outfit (Winakor, 1969). It is stated that 'Fashion can root to a person discard a clothes that would otherwise be useful and buy a new one" (page 633). The issue of young consumers clothing disposal behavior is a moderately new topic of attention among scholars (Birtwistle & Moore 2007). Morgan and Birtwistle (2009) found that young consumers, who had disposing habits, were more likely to donate discarded or used clothes to charity. Shim (1995) conclude an investigating study on clothing disposal behavior. The authors discovered that, in conclude with the purpose behavior of young consumer disposal behavior, the social attitude had a stronger impact on consumers. Koch and Domina (1997) examined consumer use of accessible clothing disposal options. The researchers suggest that the gender and society responsibility influenced the choice of method of disposal (Domina & Koch, (1998). Although there is no research accessible on how extensive a young consumer considers his clothing behavior, many of them do not wear cheap clothes due to low quality or new fashion or because the clothes were bought for a unique event (Morgan & Birtwistle, 2009). Therefore, this study aims to shed some light on some factors that affect clothing behavior among young consumer in Pakistan.

Donation to Charity

The term donate is often used something that is given to a charity. In cloth disposal literature it portrays as a person gives his or her clothes to needy and deserving people (Ha-Brookshire and Hodges, 2009; Shim, 1995; Stephens, 1985). This supports the attitude toward clothing disposal, and, hence, influences the clothing disposal behavior. In this study, respondents agreed that the donation of clothing gives pleasure to people and that is important donate unwanted clothes to help those in need. Clothing donation is made using a range of rearranging channels. The simplest form, donation involves passing clothing items to needy and helping them will make the consumers feel better and satisfied. Most of these consumers donate their dresses twice a year (Koch and Domina, 1999). Consumers feel guilty when they selects the clothes to be donated for cleaning because they think it is so useless or unwanted (Ha-Brookshire and Hodges, 2009). The scholars found that consumer clothing disposal attitudes strongly associated with the intentions of donation (Fishbein and Ajzen, 1980). This paper details that the more a person's attitude is favorable to a specific behavior, the more likely he or she has intentions to perform the behavior .The more a person's attitude is positive towards the, the

donation or give away of the dress, the more likely he or she intends to engage in these methods of disposing clothes. On the other side, a consumer with a more pessimistic attitude towards disposal of clothing is less inclined to discard clothing without contemplation. The donation concerned the attention because it is likely to the method of primary disposal in developed societies (Bianchi and Birtwistle, 2010; Harrell and McConachie, 1992; Morgan &Birtwistle, 2009).

Giving Away to Family and Friends

Give away is another way to dispose. In giveaway clothes are passed to friends, family members, neighbors and other known people. Clothing is exchanged for clothing, usually in formal and informal meetings and events between friends, siblings, cousins, neighbors or other known acquaintance. Giving away to family, friend's sibling, cousins are considered by consumers the most common methods of clothing disposal (Birtwistle and Moore, 2006). Giveaway can also be seen as a morally driven form of behavior, particularly when young consumers have existing concern for the society (Lord, 1994). Giveaway behaviors are led by different factors, including the affiliation state of a person, the sense of belonging and how they appeal for giveaway is framed (Aquino and Reed, 2002; Lee and Shrum, 2012; Blanco, MacDonnell and Ellard, 2012). Where the way to give can be closely related to advantage, how to know the receiver or prove empathy with the receiver, give the motivation have increased (White et al, 2012). However, the desire to help needy is not the same in all people (Cialdini et al, 1987; Lastovicka et al, 1999; Sousa et al, 2010).

Social Motivation

Social motivation communicates to the person need to interact with other person and be accepted by them. These communications are considered social behaviors that directly or indirectly are directed to other consumer to request a response. Social motivated consumers are socially pure and selfless in giving donation to charity Social motivation can affect the behavior; more socially desirable person tends to dispose in a manner to keep up with the social image while a person whose social desirability is very low tends to dispose differently (Kacen & Lee, 2002). The research suggests that there are various different ways to motivate consumer charitable behavior (Osili et al.2011; Van Leeuwen & Wiepking 2013). According to Social exchange theory; Humans (1958) and Emerson (1976) suggests that ''we give in order to receive''. However, what one is looking to receive. The idea of feeling good about giving others (Prendergast and Maggi, 2003) that is, the joy experienced by giving it due significance. Clothing fashion item can be disposed from the wardrobe of an individual because they represent outdated styles or because the consumer is no longer interested in keeping them (Shim, 1995). Moreover, Koch and Domina (1999) noted that young consumer clothing can be motivated being an outdated style, the boredom of those who wear it with the object, or because of it the object is consumed. In this regard, Birtwistle and Moore (2006) found that the reasons for the consumer arrangement fashion items included its low quality, the arrival of a new fashion or its event specific nature (i.e. clothing purchased for a single event). Socially motivation factors push consumers to perform a particular activity for pleasure or satisfaction of participation instead of its advantages. Social motivation has the impact in the society. Social motivation directly influences consumers' clothing disposal behavior. However, it has influence in the society and concern of the consumer that affects the clothing disposal behavior (Brosdahl & Carpenter, 2010). Socially motivation is an

important factor that determines the intrinsic motivation, and it acquired from a cultural perspective within personal life and inclined to support and improve the society values (Kollmuss & Agyeman, 2002).

Social Responsibility

Social responsibility is an act for helping others and enhancing individual's social standing. It is a moral framework and suggests that, it is an organization or an individual, responsibility to act for the advantage of society or people in general. The journalism on the social responsibility for young consumer disposal behaviors, develop regarding the specific charitable and give away motivations account for association between the consumers' mannerism towards donation and give away behavior and intentions. Socially responsible is being self-sacrificing or self-serving. Studies have shown that the desire to give to or help (donating manner) is often seen as a social obligation or social responsibility, incredible that fulfill a people desire and help others (White and Peloza, 2009; Knutsson et al, (2013). This study describes as the behavior of a consumer which is based to maximize beneficial impact in the society through clothing disposal behavior. A socially responsible consumer help society through clothing donation as it's our responsibility to help needy people. Furthermore, a socially responsible consumer believes both the society and people is important (Briggset al., (2010). Social responsibility is a social pressure to act or to behave and it involved external and internal factors (Ajzen, 1991, p.188). Both standards are more important in influencing certain moral behaviors. The external norm is that people expect their family, friends, neighbor and known people behave the same way they do. Internal factors are as important as external. Internal factor involved being self-sacrificed, pleased and satisfied when you give charity to deserving people. Subsequently, Bianchi and Birtwistle (2010) studied the influence of three characteristics of the consumer (e.g. fashion innovation, community values, experience) in clothing disposal method (i.e. give away, donate to charity) selected by young consumers. They have discovered that it is the innovation of fashion, which it represents a self-oriented reason and society awareness, which is a reason oriented towards others has positively influenced the donating clothes to charity and give away clothes to acquaintances. This collection of research point indicates the fact that young consumer seems to donate for personal reasons. The general attitudes related to motivation and responsibility to donate clothes are helping others, helping the community and improving one's own social position can influences attitude on where to donate clothes to charity. Subsequently, these attitudes are probability of predicting involvement in behaviors related to these attitudes (Park et al & Chaiken, 1993). Young consumers' responsibility increases to establish towards socially responsible behavior. Social Responsibility has strongly positive influences in the willingness to donate clothes (Kollmuss and Agyeman, 2002).

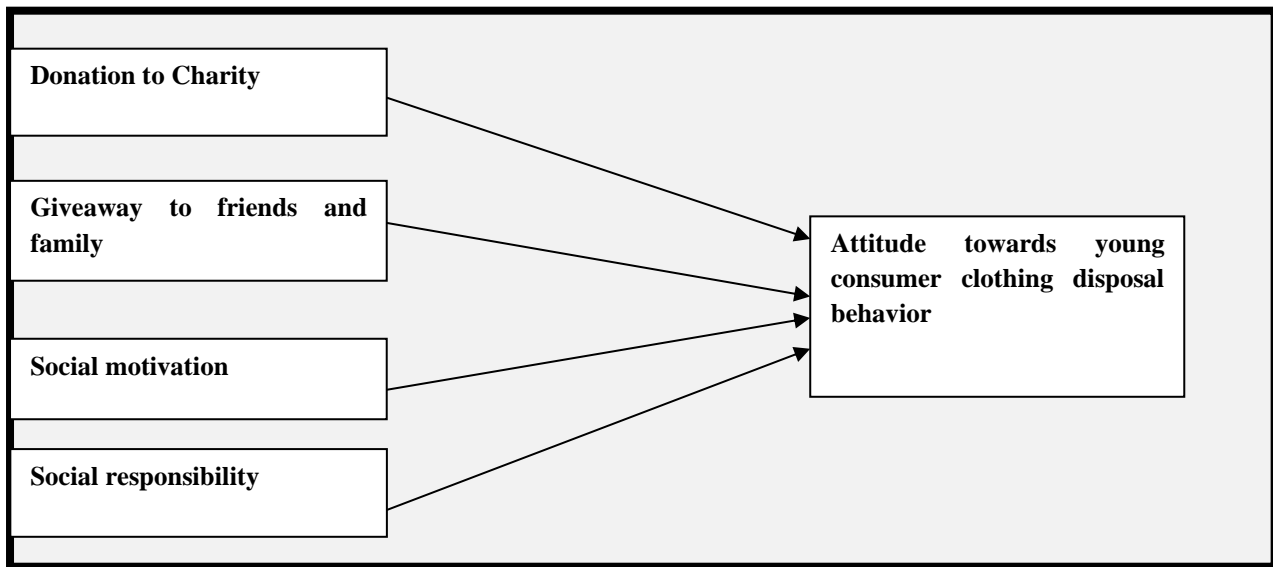**Conceptual Framework of Young Consumer Clothing Disposal Behavior**

Figure: 1

Hypotheses of Study

H1: There is a positive significant relationship exists among donation to charity and young consumer's clothing disposal behavior.

H2: There is a positive significant relationship exists among giveaway to friends and family and young consumer's clothing disposal behavior.

H3: There is a positive significant relationship exists among social motivation and young consumer's clothing disposal behavior

H4: There is a positive significant relationship exists among social responsibility and young consumer's clothing disposal behavior.

Research Desgin and Methodology

Quantitative research design was used in this research, data was conveniently conducted through online questionnaires surveys. These questions were designed according to the variables of the study in hand for observing the attitude of young consumer clothing disposal behavior. There were 440 online young participants between the ages 18-34. This information include age Gender, Occupations, Family income, Family size, No of housekeepers , Qualification , Marital status, awareness to clothing disposal behavior and willingness to donating clothes. The percentage contribution of male group was 44% and female was 58%. An online questionnaire was designed using SPSS software to undertake the reliability test. For examining the hypothesized associations among the variables, person correlation analysis has been conducted. A regression analysis has also been conducted for evaluating

the attitude of young consumer clothing disposal behavior. The independent variables of the study were four in numbers (Donation to Charity, Give away to friends and family, social motivation and social responsibility) and young consumer clothing disposal behavior is a dependent variable. The research instruments used in this study were adapted from Domina and Koch (1999); Shim (1995); File and Prince (1998); Clary et al. (1998); Winakor, (1969), Briggset al. (2010); Winakor, (1969) and few additional adjustments were made to questionnaire. All factors except the demographics variables in the questioners will be measured using five point Likert Scale ranging from Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree=4, Strongly Agree =5

Descriptive Statistics

The table depicts that the total number of females were 225 out of 440 making it 58% of the total sample and the number of males were 185 out of 440, making it 42% of overall sample size.

Table 1: **Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	185	42.0	42.0	42.0
Female	255	58.0	58.0	100.0
Total	440	100.0	100.0	

As the Target group of the study is generation-Y so for data analysis purpose the sample was divided in four age groups. The rang of first age group was 18-20 Y, range of second group was 21-25 Y rang of third group was 26-30 Y and the last group was 31-34 Y. The contribution of each group was 6%, 53%, 36% and 5% respectively.

*Table 2:***Age**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-20	25	5.7	5.7	5.7
21-25	233	53.0	53.0	58.6
26-30	162	36.8	36.8	95.5
31-34	20	4.5	4.5	100.0
Total	440	100.0	100.0	

Demonstration of the respondent's age from the range of first age group was 18-20 Y, range of second group was 21-25 Y rang of third group was 26-30 Y and the last group was rang 31-34 Y. The contribution of each age group was 5.7%, 53%, 36.8% and 4.5% respectively.

Table 3: **Qualification**

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Fsc	20	4.5	4.5	4.5
Bachelor	168	38.2	38.2	42.7
Master	186	42.3	42.3	85.0
M.Phil	51	11.6	11.6	96.6
Others	15	3.4	3.4	100.0
Total	440	100.0	100.0	

For the purpose fact analysis the respondent were divided into groups of their education. The groups were, Fsc, Bachelors Masters, M.phil and others. The frequencies were 20,168, 186, 50 and 18. The percentage contributed of the groups were 4.5 %, 38.2 %42.3 %, 11.6% and 3.4 %

Table 4: **Family Income**

Family Income	Frequency	Percent	Valid Percent	Cumulative Percent
0-10,000	7	1.6	1.6	1.6
10,000-20,000	10	2.3	2.3	3.9
20,000-30,000	58	13.2	13.2	17.0
30,000-40,000	92	20.9	20.9	38.0
40,000-50,000	70	15.9	15.9	53.9
more than all above	203	46.1	46.1	100.0
Total	440	100.0	100.0	

The statistics Analysis of family income respondents were segregate into six different categories that include the range from 0-10,000, 10,000-20,000, 20,000-30,000, 40,000-50,000 and more than all above. The percentage of the family income range from 1.6%, 2.3%, 13.2%, and 20.9% 15.9% and 46.1%.

*Table 5:*Occupation

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	210	47.7	47.7	47.7
Teacher	98	22.3	22.3	70.0
Businessman	60	13.6	13.6	83.6
Armed Service	19	4.3	4.3	88.0
Government Service	9	2.0	2.0	90.0
Doctor	19	4.3	4.3	94.3
Others	25	5.7	5.7	100.0
Total	440	100.0	100.0	

For the purpose on analysis occupation of the respondents were categorized in seven different occupation, Student, Teacher, Businessman, Armed Services, Government services, Doctors, and others. The percentage of the above occupations were 4.7%,22.3%,13,6%,4.3%,2.0%, 4.3%, 5.7%

*Table 6:*Family Size

Family size	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	2.0	2.0	2.0
3	110	25.0	25.0	27.0
4	93	21.1	21.1	48.2
5	49	11.1	11.1	59.3
6	122	27.7	27.7	87.0
6+	57	13.0	13.0	100.0
Total	440	100.0	100.0	

The above table shows the interpretation respondent's family size. The participants were categorized in six different categories that are range from 2, 3, 4, 5, 6 and 6+. The percentage of the family size was 2%, 25%, 21.1%, 11.1%, 27.7% and 13%.

Table 7: **No Of Housekeepers**

No Of Housekeepers	Frequency	Percent	Valid Percent	Cumulative Percent
0	133	30.2	30.2	30.2
1	220	50.0	50.0	80.2
2	69	15.7	15.7	95.9
3	11	2.5	2.5	98.4
4+	7	1.6	1.6	100.0
Total	440	100.0	100.0	

The breakdown of No of Housekeepers consisted of five groups that include none, 1 2, 3, and 4+.The percentage of No of house Keepers are 30.2%, 50.0%, 15.7%, 2.5%, and 1.6%.

Table 8: **Marital Status**

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	302	68.6	68.6	68.6
Married	135	30.7	30.7	99.3
Divorced	3	.7	.7	100.0
Total	440	100.0	100.0	

The information statistics of Martial status among the respondents of the questionnaire is divided in three groups that include Single, Married and divorced. The percentage of the marital status of participants was 68.6%, 30.7% and 7%.

Table 9: **Awareness**

Awareness	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	392	89.1	89.1	89.1
No	48	10.9	10.9	100.0
Total	440	100.0	100.0	

The descriptive facts of awareness on Clothing disposal behavior among young Consumer is divided in two different group that are yes and No, The percentage of awareness in clothing disposal behavior among young consumers was 89.1% and 10.9%.

Table 10: **Willingness**

Willingness	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	422	95.9	95.9	95.9
No	18	4.1	4.1	100.0
Total	440	100.0	100.0	

The breakdown statistics interpretation of the people willingness to donate clothes to charity among young consumers is divided in to two groups yes or no. The percentage of the young consumer willing to donate to charity is 95.9% and the people that don't donate their clothes to charity are 4.1%.

Reliability Analysis

The Cronbach coefficient is widely accepted to compute the reliability. The range of alpha values is from 0 to 1. Reliability considered in low level when Cronbach is <0.3 and it's not in accepted range. Reliability considers as high when cronbach value are greater > than 0.7 it indicated the high level of reliability and it can be highly accepted (Yang and Ou, 2008; Wong and Cheungu, 2005; Li and Wang, 2007). The values of ranging from 0.6 to 0.7 are also acceptable (Wong and Cheung, 2005; Meeampol and Ogunlana, 2006).

Table 11: **Reliability Statistics**

Construct	Cronbach's Alpha	No of Items
CCDB	0.962	12
DTC	0.939	11
GAFF	0.962	12
SM	0.932	11
SR	0.916	6

From the results reliability, the composite validity for young consumers clothing disposal behavior, (0.962) donation to charity (0.939), give away to friends and family (0.962), social motivation (0.932) and social responsibility (0.916) are above the benchmark of 0.7. Hence, it is concluded that due consistency is present between the measurement of our variables.

Correlation Analysis

Pearson correlation matrix is used to measure the strength and direction of the two variables. Coefficient values can range from -1for a perfect negative relationship to +1 for the perfect positive relationship. A value of (zero) 0 indicate no relationship between two variables (Firestone, 1987)

*Table 12:*Correlations

		GAFF	DTC	SM	SR	CCDB
GAFF	Pearson Correlation	1	.708**	.696**	.618**	.780**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	440	440	440	440	440
DTC	Pearson Correlation	.708**	1	.877**	.748**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	440	440	440	440	440
SM	Pearson Correlation	.696**	.877**	1	.802**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	440	440	440	440	440
SR	Pearson Correlation	.618**	.748**	.802**	1	.641**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	440	440	440	440	440
CCDB	Pearson Correlation	.780**	.796**	.801**	.641**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	440	440	440	440	440

**. Correlation is significant at the 0.01 level (2-tailed).

Referring to the table 12 the correlation between (independent variables) giveaway to friends and family and donation to charity (independent variables) is 0.708 which shows the strongly positive relation. Giveaway to friends and family and social motivation (independent variables) 0.696 explain the positive medium strong relationship. Correlation between (independent variables), giveaway to friends and family and social responsibility is0.618, demonstrate the positive medium relationship. The association between the (independent variables) giveaway to friends and family and (dependent variable) young consumer clothing disposal behavior is 0.780. The association between (independent variables) Donations to charity to social motivation is 0.877which exhibits the strong positive relationship. The Relationship between donation to charity and social responsibility (independent variables) is 0.748, illustrates positive relationship. The correspondence between (independent variable) Donation to charity and (dependent variable) Young consumer clothing disposal behavior is 0.796 which shows positive relationship. The connection between (independents variable) social motivation and social responsibility is 0.802, which shows strong positive relationship. The correlation

between (independent variable) social motivation and (dependent variable) Young consumer disposal behavior is 0.801 which shows strongly positive relationship. Association between the (independent variable) social responsibility and (dependent variable). Young consumer disposal behavior is 0.641 which demonstrates the positive medium.

Regression Analysis

In the statistical modeling, the regression is measureable procedure for analyzing and evaluating connection among the dependent variable and the independent variables. In incorporate a variety of methods for displaying and dissecting a few variables, when the attention is on the relationship between the dependent variable with independent variables and the relation between one or more self-directing variables (Carig, 2008)

*Table 13:***Regression Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.869[a]	.755	.752	.44614

a. Predictors: (Constant), SR, GAFF, DTC, SM

b. Dependent Variable: CCDB

*Table 14:***ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	266.429	4	66.607	334.639	.000[b]
Residual	86.583	435	.199		
Total	353.012	439			

a. Dependent Variable: CCDB

b. Predictors: (Constant), SR, GAFF, DTC, SM

In the above table Value of R simply shows deviations in our value of R is 0.869 which is 86% and it indicate high degree of association with our dependent factor due to our independent variables that are donation to charity, social responsibility , giveaway to friends and family and social responsibility. Similarly, R square indicates the extent to which our dependent variable can be explained by independent variables. The value of R square is 0.755 and it is around 75% and it means all of our independent variables that donation to charity, giveaway to friends and family members, social motivation and social responsibility have 75% impact on Young consumer disposal behavior and adjusted R square indicate how much our model is fit and the adjusted R square of our model is 0.752 which is fit and good indication.

This table likewise is demonstrating the value is .000 that is less than .05 which shows high significance and the both variables that are dependent variable and independent variable have high significance on each other

Table 15: **Coefficients**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.542	.156		-3.461	.001
GAFF	.381	.033	.427	11.492	.000
DTC	.255	.069	.198	3.715	.000
SM	.284	.075	.226	3.784	.000
SR	.175	.059	.129	2.975	.003
a. Dependent Variable: CCDB					

The above table shows that there is positive and highly significant relationship between our dependent variable attitudes towards young consumer clothing disposal behavior with our independent variables that are giveaway to friends and family donation to charity, social motivation and social responsibility. The beta of these variables are β.427, β.198, β.226, and β.129 and the value of significance are p=.000, p=.000, p=.000, and p=.003 therefore the hypothesis of H1, H2, H3 and H4 are accepted

Discussion and Conclusion

The chapter suggest for further studies related to young consumer clothing disposal behavior. The subject of clothing disposal behavior gained the attention in recent years. The study was conducted on the clothing disposal behavior of young consumer in Pakistan as there is no research done on clothing disposal behavior of young consumers. The main purpose of this research is to examine the present level of donation to charity, giveaway to friends and family, the social motivation and the social responsibility relationship with the attitude of young consumer clothing disposal behavior. The Young consumer were primarily chosen as the respondents for this study due to the fact that these young consumers are more fashion conscious and have led to dispose their outdated clothes. During the study or research it is clear that young consumers have knowledge and are aware of clothing disposal process and they are willing to donate their clothes to charity. Due to finding keen information regarding this topic all means were bushed to get in depth and comprehensive information from the literature available about the selected study. The research attempted in this particular area of interest was carefully studied from the part to collect and later select important and applicable factors. Based on study results; consumers are more likely to dispose of their clothes to donation to need people. This research also focuses on encouraging other people to support deserving people through clothing donation.

Limitations of Research

It is not possible to conduct a research without limitation present. One can strive to have the maximum output yielded for the efforts placed but in reality perfect situation doesn't exist. The limitations of the study are stated as follow. Time was the major constraint in this study. The time allocated to collect the data was short, because collected data needs to be screened, analyzed and then reported, all of which takes time. It was the intent of the research to collect more data and includes more respondents in the research

The respondent for this study were young consumers, who hesitated and show unwillingness to fill out the questionnaire. The data is only gathered through online questionnaire survey on Google form. The study has limitation as the participants of current study were only Young consumer between the age group of 18-34 therefore it can't generalized though whole Pakistan . Today clothing disposal practices are different   from those of over 30 years ago. The numbers of male and female participants were not equal or balanced because the majority of were female. The use of a convenience sample and online questionnaire taken from limited Young consumers could not represent all generations of Pakistan. So, this study could represent only 440 Young consumers clothing disposal behaviors

Future Implications and Suggestions

For any research it is of utmost importance that recommendations of any research are given on the scientific findings of the study. The implications can be examined to form an effective and efficient strategy that catalyzes the rate of clothing disposal in young consumers of Pakistan. The disposal of unwanted clothes can be disposed in an enhanced manner in addition to the efforts proceeded with the assistance of the government and the companies that are involved in social responsibilities, like Coca Cola's bottle for change claims to donate their bottles filled with coins till the top and endorsing influential celebrities to influence the public of Pakistan to join hands and involve them in the betterment of the community. This same strategy can be used for disposal of clothes to charities by endorsing celebrities to show how they help the community by disposing their own clothes and the feeling of peace they get from doing so. The public who fills coins in bottles can do that as clothes of change and highlight who gets them as a simple act of kindness.

There are the numbers of organizations involved in problems and crises reliefs in Pakistan who are working tireless for the betterment of the community by contacting these organizations are the surest way to give clothing and other donations to them. Their reliability can be portrayed and audits open for public for them to see their donations are given to the worthy and deserving. An individual can trace back where the disposed of clothes are given too and a family can be selected for this as per their own family sizes as every family has different ages and different clothes per age. A perfect fit family can be listed down and whichever matches in sizes they can be the sheer donors of the deserving family.

In case of monsoon floods, land sliding or any floods that are frequent in Pakistan International Airlines also known as PIA can be contacted to respond to the flood victims who are helpless and entirely dependent on charities.

Donation to SOS children's Village of Pakistan and other orphanages, Street Schools, Edhi foundation, Akhuwat clothes bank, Wall of kindness and old home centers in Pakistan giving them donation can socially motivate people to passionately go and do good things for the society. We can encourage the public to donate more through creating an online portal if they want to keep their kindness private and they can submit their cash for clothes through that portal with complete privacy of amount and name. To inspire people more through online blogging, social media pages and by stories making and videos on Facebook, twitter, and Instagram etc. can help increase awareness of the difference it makes by donating clothes in a deserving person's life.

We can run the promotional campaign through advertisements, Bill boards, and pamphlets in the educational Institutions that highlight the spirit of sharing, compassion to provide deprived people with clothing.

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