

Is it a Keeper?

- a study of divestment in relation to clothes

ABSTRACT

We live in a pro-consumption society where consumers are constantly encouraged to buy new products and to dispose their old ones even though they are not worn out. Divestment could have major consequences for the society. Despite this, marketers and advertisers are more focused on consumer purchasing behaviour and economists are more engaged in the usage, which leaves the area of divestment to large parts undiscovered. Therefore, the main purpose of this thesis is to achieve insight in the area of divestment in relation to clothes by addressing 14 research questions and analyse these by using statistical tests. By distributing questionnaires to 262 respondents, male and female in ages 18-83 years old, we have conducted a quantitative study.

The 14 research questions addressed areas of previous tested theories as well as areas where no previous studies have been undertaken. Six out of 14 research questions were rejected and the most varying results were found in areas of previous tested theory conducted in direct relation to clothes. An interesting finding in an untested area of theory is that people would save their clothes if they have positive memories connected to them. An interesting finding in a tested area of theory is that men and women do not have equally disposition intentions regarding clothes. Our findings have resulted in a greater insight in the area of divestment in relation to clothes and have contributed in filling a part of the immense knowledge gap on the subject.

Key words: *Clothes, Divestment, Disposition, Sweden*

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1. INTRODUCTION

Last night it was this fabulous party that I had been waiting for to go to and when I opened my closet I just realized that I had nothing to wear. It was not that I did not have any clothes, no on the contrary, the closet was full of clothes. I quickly estimated that I only use around 10% of these clothes on a daily basis even though they fit me and are not worn out. I decided it was time to dispose the clothes that I had not worn for over a year. It became very emotional when I started to fill paper bag after paper bag with clothes to dispose. I was unsure if I really did want to get rid of the clothes. There were many reasons not to get rid of them: *“I cannot get rid of this skirt because I had a hot date when I wore it three years ago...this dress I must keep because it was a gift from mum...my grandmother made me this sweater and even though it is itchy and uncomfortable I cannot throw it away.”* It all ended up with me putting everything back in the closet and I promised myself to think about what to do with the clothes I no longer use at another time. What I now needed was to hit the shopping mall and buy myself something new to wear for the party since I did not have anything in my closet that I could possible wear for this fabulous party.

1.1 BACKGROUND

We live in a pro-consumption “wear-and-tear” society where consumers are constantly encouraged to buy new products even though their old ones are not worn out. Last year, Swedish consumers bought clothes for about 49 billion SEK (Broback, 2009). Consumers are supposed to use their new purchases for a short while, then dispose them and close the circle by buying new products. This process is illustrated by the Consumer Decision Buying Process model (CDBP), which shows how people solve their everyday problems that cause them to buy and use products of all kinds. As the model implies, consumers typically go through seven stages when making decisions, which are: *need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation, and divestment* (Blackwell et al., 2006).

The part of the model concerning divestment shares the same status as its sister parts but has received surprisingly little attention and space in the academical world. Consumer researchers introduced disposal as an important topic in the late 1970s (Jacoby et al., 1977 and Hanson 1980) but research attention appears to have faded, although disposal has grown to be of considerable consequences to society, business and consumer groups. Clearly, in the light of current public concerns about recycling and the worldwide landfill crisis, research in this area is both intellectually relevant and operationally timely. Despite this, as we see it, marketers and advertisers tend to focus attention on consumer purchasing behaviour and economists are more focused on the actual usage or consumption, which leaves the area of divestment still to big parts undiscovered. We find this notable since our “wear-and-

tear” society requires that all parts of the CDBP model functions correctly, otherwise the consumption flow will be interrupted and cause economical and social effects.

1.2 PROBLEM AREA

Divestment could have two major consequences for the society. The first consequence appears when consumers do dispose their possessions, as the CDBP model states, because their choice of disposal alternative will impact the society. The disposal option of throwing belongings in the trash bin could have significant effects on the environment and the disposal options selling, donating and reselling all provide a flow of merchandise to second-hand users that comprise an “underground economy.” Secondary consumption through extended channels can affect the economy to the extent that these exchanges reduce purchase of new merchandise. Additionally, money saved by purchasing used goods in one product category might actually be used by consumers to purchase new goods in other product categories. Evidence of this could be found in increased popularity of sites like Blocket.se and Tradera.se.

The second consequence appears if there is a lack of consistency in consumers’ divestment behaviour, which implies that consumers would dispose fewer products even though they no longer use them. If consumers are behaving like this, it is possible that there are thousands of wardrobes in Sweden that are filled with clothes that are no longer used. A study conducted by Tradera.se concluded that the average Swede has a value of 8 977 SEK in saved clothes that he/she no longer use.¹ This affects the retail industry since the lack of space could prevent consumers to buy new clothes, which could have economical impact on the society as a whole.

1.3 PURPOSE

The main purpose of the study is to try and understand why people save clothes they no longer use instead of divesting them, and if they do divest clothes we would like to understand how they do it. In order to attain this we will analyse the phenomenon in five different areas of theory, which are Divestment, Possessions, Meaning and Attachment, Gift Giving, Loss of Choice and Gender and Clothes. In each area we will address a specific set of research questions which later on will be analysed by using statistical tests. To review the full 14 research questions, please see figure 1 on page 15.

1.4 LIMITATION OF STUDY

We have chosen to focus on people’s disposal habits when it comes to clothes because it is a large and important category to investigate since all people wear clothes and have opinions about them

¹ www.mynewsdesk.com/se (2007-08-29)

(Broback, 2009). Within the term clothing we mean everything you can wear on your body including shoes and hats. It does not include accessories like jewelry, glasses or sunglasses.

The question if people tend to have a harder time to get rid of clothes, then they have to get rid of other belongings will not be answered in this thesis. The thesis will only focus on people's habits of disposal when it comes to clothes. The study concentrates on the Swedish market and on Swedish consumers. The results found in this study cannot be generalized and applied to consumers in other countries.

We have chosen to write this thesis from a broad angle because we do not want to limit the thesis to focus on divestment behavior from a certain implication perspective, because there is limited research about divestment so far and we believe that in each perspective that our findings could contribute with interesting implications, we should present these implications. However, we have chosen to limit the implications of the thesis to mainly focus on the retail industry.

1.5 DEFINITION

The words *divestment* and *disposition* will be used interchangeably throughout the thesis describing the action of getting rid of clothes in some way.

1.6 EXPECTED KNOWLEDGE CONTRIBUTION

We consider our study to be a highly preliminary exploration of relatively unknown terrain. With this said, we wish to contribute to academical research by investigating people's behavior when it comes to divestment, in our case in relation to clothes. Additionally, a large part of the study will contribute in understanding why people save clothes they no longer use instead of disposing them.

Our study will contribute in filling a part of the immense knowledge gap in the area of divestment and hopefully it will inspire to future research. We also hope to stimulate a growing interest for people's divestment behavior of clothes in the retail industry.

2. THEORETICAL FRAMEWORK

In this section theories and studies used as a basis for the thesis are presented. There are a lot of researchers out there, claiming that there is a demand for more proper divestment theories (Hanson, (1980), Holbrook, (1987), Lastovicka & Fernandez, (2005)). Since there is a lack of proper divestment theories scientists have used adjacent theories and adopted them to their purposes. We will also use this approach since we found the same difficulty to find pure divestment theories to use as a stand alone base for our study.

Our theory section is divided into five parts where each part present theories and studies relevant to our thesis. We will not be featuring theories that are not essential for our purpose. Each theory part addresses a set of specific research questions which put together will answer our main purpose. Part one focuses on divestment, part two focuses on possessions meaning and attachment, part three focuses on gift giving, part four focuses on loss of choice and the final part focuses on gender and clothes.

2.1 DIVESTMENT

Focusing on the final stage of the CDBP model, we presume that people would divest their clothes at one point or the other. What are the options of disposal of clothes and how do people make the decision on how to dispose them? We will try and find answers in previous research of divestment.

Jacoby et al (1977) have developed a conceptual taxonomy to accommodate what they believed to be the major disposition behaviours engaged in by individual consumers. The model showed that there are three general choices when it comes to divestment of a product; keep the product, permanently dispose the product and temporarily dispose the product. Using the taxonomy as their guide, they developed an interview schedule designed to probe consumer disposition decisions and behaviour vis-a vis for six commonly owned durable products. Clothes were not included in their study. In the study 134 consumers were interviewed. The first purpose of the study was to determine whether the taxonomy was indeed comprehensive and the study proved the model to be correct. The second purpose was to present factors that influence consumers' disposition choices and these identified factors were grouped into three categories presented below:

1. *Psychological characteristics of the decision maker*, such as emotions and attitude
2. *Factors intrinsic to the product*, such as age and style
3. *Situational factors extrinsic to the product*, such as fashion changes, finance and storage space

The Jacoby et al (1977) study is relevant for our thesis mainly because of their mapping of three categories of factors, which are scientifically proven to influence consumers' divestment decisions. Our scientific contribution will be that we will investigate the tested theory on an untested area of products and see if their identified factors of influencing consumers' disposition choices also hold true in relation to clothes. Since the study of Jacoby et al (1977) was made in relation to for instance toothbrushes and refrigerators and did not include clothes, we are uncertain that these identified categories of factors would have equal impact on how people would divest clothes. Thus, our first research question is:

- 1) *We assume that the three categories of factors are not as equally strong influencers when it comes to the intentions of divesting clothes.*

Harell & McConocha (1992) investigated the rationale consumers' use when selecting prevalent disposition options. Essentially, a field study was conducted with consumers to learn more about how their characteristics relate to the selection of several important disposition options. They conducted a questionnaire, which had 417 respondents. The questionnaire related to rationale/reasons for using disposal options and disposal tendencies/attitudes/types. The respondents could select any product of their own choice with no restrictions. Four disposal options were identified:

1. *Keeping*: save and store the products
2. *Throwing away*: discarding through the garbage system
3. *Selling*: an exchange takes place at a for instance a garage sale and the intent is economic
4. *Giving away*: two disposal options may be in this category; passing along or donating

Furthermore, Harell & McConocha (1992) discussed the consumer behaviour for each disposition option but they did not examine which of the disposition alternatives that was the most common.

The Harell & McConocha (1992) study is relevant for our thesis because they have identified disposition options for consumers. Though, we have in our study chosen to separate the disposition option *giving away* where “donating” and “giving away to family members and friends” form two separate disposition options. This is in line with what Burke et al. (1978) also did in their study. We have chosen to do this because we suspect that in relation to clothes, people make a choice between giving clothes to charity or giving clothes to people they know. We have also chosen to add some options of disposition that we believe are more common in our society today than they were when Harell & McConocha (1992) conducted their study more than 10 years ago. We have added the option of disposal *selling online* since the Swedish second-hand Internet sites Tradera.se and Blocket.se have 2 million members² respectively 3 million unique visitors every week³. We have also added the options of disposal *selling to a second-hand store* and *selling at a flea market* since the interest of second-hand has increased a lot among Swedish consumers and the second-hand retail market share in Sweden had an impressive turnover of 600 million SEK last year⁴. Finally we have added the option of disposal *changing it on a swop-day* because the phenomenon has risen in popularity in Sweden with swop-days all over the country⁵ and several Swedish swop-clubs active on Facebook.⁶

Our scientific contribution will be that we investigate a tested theory and find out which of the disposition options that is the most common way of disposing clothes. We suspect that the most common way of disposing clothes is to give them to charity companies, such as *Myrorna* and *Erikshjälpen*, since these companies received respectively 9000 tons of clothes and textiles and 4000

² www.mynewsdesk.com/ (2009-11-26)

³ www.blocket.se/ (2009)

⁴ www.ttela.se (2009-07-29)

⁵ www.kladbytdag.nu (2008)

⁶ www.facebook.com (2009-12-02)

tons of clothes each year⁷. There are no statistics on how many clothes that were passed on to family and friends but we believe that this category is not as high as giving to charity because we believe that there are fewer but more special garments that people tend to pass on to family and friends. We do not believe that throwing away clothes is higher than giving to charity because environment and sustainability are two issues people in Sweden are very much aware of. Even though second-hand internet companies like Tradera.se and Blocket.se have many members, we believe that it is too much of a struggle to sell your clothes online; therefore we do not think that the category selling is bigger than giving to charity. Finally, we also rule out our added alternatives of disposal because these are still quite new and we believe they appeal to specific groups rather than to the greater mass. Thus, our second research question is:

2) *We assume that the most common way to dispose clothes is donating to charity.*

Curasi et al. (1998) have conducted a study, which explores older consumers' contemplation of and disposition of valued possessions. The study was based on unstructured in-depth interviews with 40 consumers between the ages of 65 and 95 and semi-structured in-depth interviews with a further 80 consumers. The data suggested that older consumers think it is difficult to identify an appropriate target for the transfer of their possessions and therefore disposals are not taken lightly or done quickly by older consumers (Curasi et al., 1998).

Price et al. (2000) have contributed with findings that cherished possessions and their disposals play a significant role in older consumers' reminiscence and life review. Older consumers' concerns about disposition of special possessions involve strong and ambivalent emotions (Price et al., 2000). Their study was based on analyses of semi-structured interviews with 80 older consumers who were between 55-95 years old, complemented by depth interviews with seven informants.

Both Curasi et al. (1998) and Price et al. (2000) found that older consumers attempt to control meanings transferred with beloved possessions. Curasi et al. (1998) stated that older consumers explicitly refer to distributing "pieces" of themselves to their children and grandchildren, thus family members are most often the target of disposition. Price et al. (2000) added that older consumers seek to pass on familiar and personal legacies, achieve immortality, insure a good home for special objects, and influence the future life of others.

Both of the Curasi et al. (1998) and Price et al. (2000) studies are relevant for our thesis because they have identified specific divestment behaviour of older consumers between 55-95 years old. We would like to test if older consumers' desire to pass on their personal belongings to family members holds true in relation to clothes. Our scientific contribution will be that we will investigate these tested

⁷ www.myrorna.se/ (2004) & Phone call to Erikshjälpen (2009-12-02)

theories and see if they hold true when applied to clothing, which is an untested product for these theories. Thus, our third research question is:

3) *We assume that older people intend to give away their clothes to family members or friends.*

2.2 POSSESSIONS, MEANING AND ATTACHMENT

Let us now presume that people do not divest their clothes to a great extent, what happens then with the clothes? We assume that the clothes must be left in the closets or storied somewhere else, but still in possession. So, why do people save clothes that they have not used for a long time instead of disposing them? We will search for an answer starting with theories of possessions, meaning and attachment.

Belk (1988, 1992) discussed the meaning and attachment towards people's possessions based on previous theories and research. He argued that people's possessions are a major contributor to and reflection of their identities; they regard their possessions as parts of themselves (Belk, 1988). The most frequently given explanation for valuing these objects are the memories they evoke of other people, occasions, and relationships (Belk, 1992). If then these possessions are being viewed as part of self, it follows that an unintentional loss or conscious disposition of the possession should be regarded as a loss of self (Belk, 1988).

McCracken (1986) discussed based on previous theories and research why people save certain possessions. He mentioned embracing memories of warmth that possessions can provide and he classified them as feelings of hominess and nostalgia.

Belk's (1988, 1992) studies are relevant for our thesis because they said that personal belongings could be seen as an extension of oneself, which affects consumers to save products rather than to dispose them. McCracken's (1986) study is relevant for our thesis because he concluded that people have feelings of nostalgia towards some saved possessions. Our scientific contribution will be that we will take these untested theories and investigate them in relation to clothes and see if the theories hold true. Thus, our fourth research question is:

4) *We assume that people will save/keep clothes if they have positive memories connected to them.*

Schultz et al. (1989) conducted an exploratory study on attachment by using a questionnaire and obtained 95 answers (63 females, 32 males) from American university students. The respondents were asked to identify possessions with which they have strong attachment to and possessions which they have a weak attachment to. The study showed that degree of attachment is reflected in thoughts, feelings and behaviours toward a particular object and attachment can be relatively strong or weak

(Schultz et al., 1989). Central to the strong attachments were that they are perceived as a part of the extended self, whereas weak attachments do not reflect the self as much or at all. The degree of attachment can change over time and throughout a person's life, he/she will develop new attachments and dispose of old ones as the self develops (Schultz et al., 1989).

Kleine & Baker (2004) performed an integrated review of material possession attachment studies. They stated that most often attachment possessions are ordinary objects that have special meaning formed through experiences involving the object (Kleine & Baker, 2004). The strength of attachment may be indicated by behavioural tendencies such as unwillingness to sell or to discard objects after their functional use is gone. Kleine & Baker (2004) concluded that generally, strong attachment possessions included those regarded as "most difficult to part with, most cherished, attached to and irreplaceable" (Kleine & Baker, 2004).

The studies on attachment of Schultz (1989) and Kleine & Baker (2004) are relevant for our thesis since they stated that strong attachment to a product will make it harder for the consumer to dispose that particular product. It is also relevant for us to know that the degree of attachment can change over time because it implies that a product which a consumer has a current strong attachment to, might lose its degree of attachment and therefore could easier be disposed in the future. Our scientific contribution will be that we will take Schultz (1989) tested theory and Kleine & Baker (2004) untested theory and investigate them in relation to clothes, which is an untested product area for both the theories, and see if they hold true for clothes. Thus, our fifth research question is:

5) We assume that people will save their clothes to a larger extent if they have strong attachments to them.

Roux & Korchia (2006) conducted a study of symbolic meanings associated with second hand clothing. Their method was in-depth interviews with 43 consumers (26 women, 17 men). Their study showed that when individuals view clothes as an intimate part of their self they are unlikely to exchange, sell or buy it, especially from strangers.

Lastovicka & Fernandez (2005) have conducted a study on divestment behaviour regarding products which reflect undesirable-past self. In their study they collected participant-observation data from eleven garage sales in a mid-sized American town, where consumers disposed products by selling them on a second-hand market to other consumers. In-depth interviews were also conducted with sellers and friends. They concluded that when divesting of extensions of a never-me self or an undesirable-past self, consumers are pleased to lose such possessions and forget the negatively charged private meanings associated with the object (Lastovicka & Fernandez, 2005). This proved that in some cases consumers can view divestment of extensions of a person as something positive and liberating.

The study of Roux & Korchia (2006) is relevant to our thesis firstly because their study is conducted in relation to clothes like ours and secondly because they showed that consumers are unlikely to exchange, sell or buy clothes, which they view as an extension of themselves. This implies that there is a limitation on disposition options regarding how consumers choose to dispose these kinds of clothes. The Lastovicka & Fernandez (2005) study is relevant for our thesis because it showed that products which were never-me self or reflects an undesirable-past self are rather a relief for consumers to dispose. Our scientific contribution will be that we take Roux & Korchia (2006) tested theory in relation to clothes and investigate if we get the same results as they did. We will also investigate Lastovicka & Fernandez (2005) tested theory on a new untested area of products and see if the theory holds true in relation to clothes. Thus, our sixth research question is:

- 6) *We assume that people, who have positive memories and/or strong attachment to clothes, will have low intention of disposing them.***

2.3 GIFT GIVING

Although the previous theories were helpful, we will continue to search for an answer to why people save certain clothes they have not used for a long time instead of disposing them. Does how clothes come into people's possessions have an impact? How does the approach towards clothes look like when people have received them as gifts? We will search for an answer in the area of gift giving.

Belk (1996) has done an integrated review of gift giving studies. According to Belk, gift giving is known to be a highly symbolic, highly emotional and interpersonal medium that helps people say things that they find difficult to say in words (Belk 1996). At the same time, it is hard to find the perfect gift and miscommunications, disappointments and failures are frequent. But despite this, it is hard to dispose gifts received since they are so highly emotional (Belk 1996) and often are associated with strong attachments rather than weak attachments. Kleine & Baker (2004) reviewed various attachment studies and they concluded that attachment appears because a gift stands for an important relationship even when the recipient dislikes the gift.

The studies on gift giving by Belk (1996) and Kleine & Baker (2004) are relevant for our thesis because they stated that gift giving is a highly emotional action which charges the gift with emotions. The emotional attachment between the product, the gift giver and the gift receiver makes it harder for consumers to dispose gifts. Our scientific contribution will be that we will investigate these two untested theories and see if they hold true in relation to clothes. Thus, our seventh research question is:

- 7) *We assume that people have strong attachment towards clothes they have received as gifts.***

Rucker et al. (1992) tried to characterize the negative gift exchange experience and determined what actions that were taken when the gift is not a wanted item. In their study they conducted 154

interviews and clothes were classified as one category of possible gifts. A classification of gift failures by product types indicated that clothing was mentioned most often as the worst gift received (Rucker et al., 1992). Clothing was blamed to be too practical to be an appropriate gift. The most frequent complaint was wrong style, followed by colour and fit. Although most of the complaints about gifts of clothing are directed toward specific attributes of the items, there is also an objection to the general concept of clothing as gift. Ways in which gift-receivers dealt with unwanted gifts included placing the item in storage, giving it to someone else, returning it to the retailer, and rejecting/returning it to the giver. But the disposition of a gift is not that easy since this also could communicate disrespect to the giver (Rucker et al., 1992).

The Rucker et al. (1992) study is relevant to our thesis because it focused on gift giving and clothes were one of the classified categories of possible gifts. The study stated that clothes are one of the most inappropriate gifts but despite this it is hard for people to dispose them. Our scientific contribution is that we will investigate this tested theory by testing it only in relation to clothes. Thus, our eighth and ninth research questions are:

- 8) *We assume that people are less satisfied with clothes they have received gifts compared to clothes they have bought themselves at the time they came into their possession.***
- 9) *We assume that people have lower intention of disposing clothes they have received as gifts compared to clothes they have bought themselves.***

2.4 LOSS OF CHOICE THEORY

When people save clothes they no longer use instead of disposing them, maybe they do so because people are uncertain about whether they will use these clothes again or not. Just because they are not wearing it right now, does this mean that they would not use it in the future? We will look into the area of loss of choice and try to find answers.

Brehm (1989) reviewed several of previous studies concerning consumer choices and constructed a theory he called the reactance theory. The fundamental idea of this theory is that people become motivationally aroused by a threat to or by elimination of a behavioural freedom. This motivational state is called psychological reactance and impels people to restore the particular freedom that was threatened or taken away. It does not drive people to acquire just any freedom, only the one threatened or taken away will do. This leads to that a lost choice alternative tends to become more attractive, implying that people want the lost option back.

Schwartz (2004) discussed the paradox of choice and argued that people prefer to have a freedom of choice and that an elimination of choices of any kind creates anxiety. Schwartz assembled his

argument from a variety of fields of modern psychology. He stated that the decision process should exclude sunk costs, meaning if people have taken the decision to buy an expensive sweater, and later on regretted it, they still should *not* keep it in their closets just because they paid a lot of money for it. Keeping it will only make it harder for people to make decisions of buying something new in the future, thus creating a problem of adaption since they would get used to having the sweater, even though it would never be worn again.

Brehm's (1989) discussion on reactance theory is relevant to our thesis because it stated that consumers do not want to restrict their freedom and therefore they could feel uncertain in disposition decisions. Schwartz's (2004) discussion on the paradox of choice is relevant to our study because it stated that elimination of any kind of choice creates feelings of anxiety which implies that disposition behaviour could cause concerns. Both the studies add important insight for our thesis even though we suspect that there is a difference between owning clothes and actually using them. We draw this conclusion since, as written in the introduction, the study conducted by Tradera.se showed that the average Swede has a value of 8 977 SEK in saved clothes that he/she no longer use.⁸ Our scientific contribution will be that we will use the untested theories in relation to clothes in order to investigate if such a difference exists. Thus, our tenth research question is:

10) We assume that there is a difference between the intention of owning and the intention of using clothes.

Birtwistle & Moore (2007) investigated consumers' disposal behaviour of fashion clothes and products. Their method was eight focus groups with female fashion consumers in the ages 18-25 years old, four in-depth interviews with charity shop managers and six consumer interviews with women between 27-57 ages old. Their findings showed that there was a difference in how consumers viewed expensive clothes and cheap clothes. Consumers stopped using cheaper clothes more often than they stopped using expensive clothes and the study identified three main reasons why: lower quality, new fashion trends and because the clothes were bought for one specific event. The study indicated that consumers were more likely to retain expensive clothing, even if they were no longer worn. According to Birtwistle & Moore (2007) there often existed feelings of guilt in disposing of expensive higher quality items worn only few times and these tended to be donated to charities, whereas cheaper clothing used for socializing were quickly un-wearable due to wear and tear, and were often just thrown out.

The Birtwistle & Moore (2007) study is relevant for our thesis firstly, because they have conducted their study in relations to clothes and secondly, because their study indicated that there is a difference

⁸ www.mynewsdesk.com/se (2007-08-29)

in consumer disposition behaviour of expensive clothes versus cheap clothes. Our scientific contribution will be that we will investigate this tested theory, which was also conducted in relation to clothes, and see if our results support this theory. Thus, our eleventh research question is:

11) We assume that people have lower intention of disposing clothes which they interpret to be expensive compared to clothes which they interpret to be cheap.

2.5 GENDER AND CLOTHES

So far we have discussed people's intentions and behaviours of saving or of disposing clothes they no longer use. However, it would be interesting to know if men and women differ in their relations toward clothes which they own but no longer use? Further, do they differ in their divestment intentions regarding such clothes? We will seek answers in theory addressing gender and clothes.

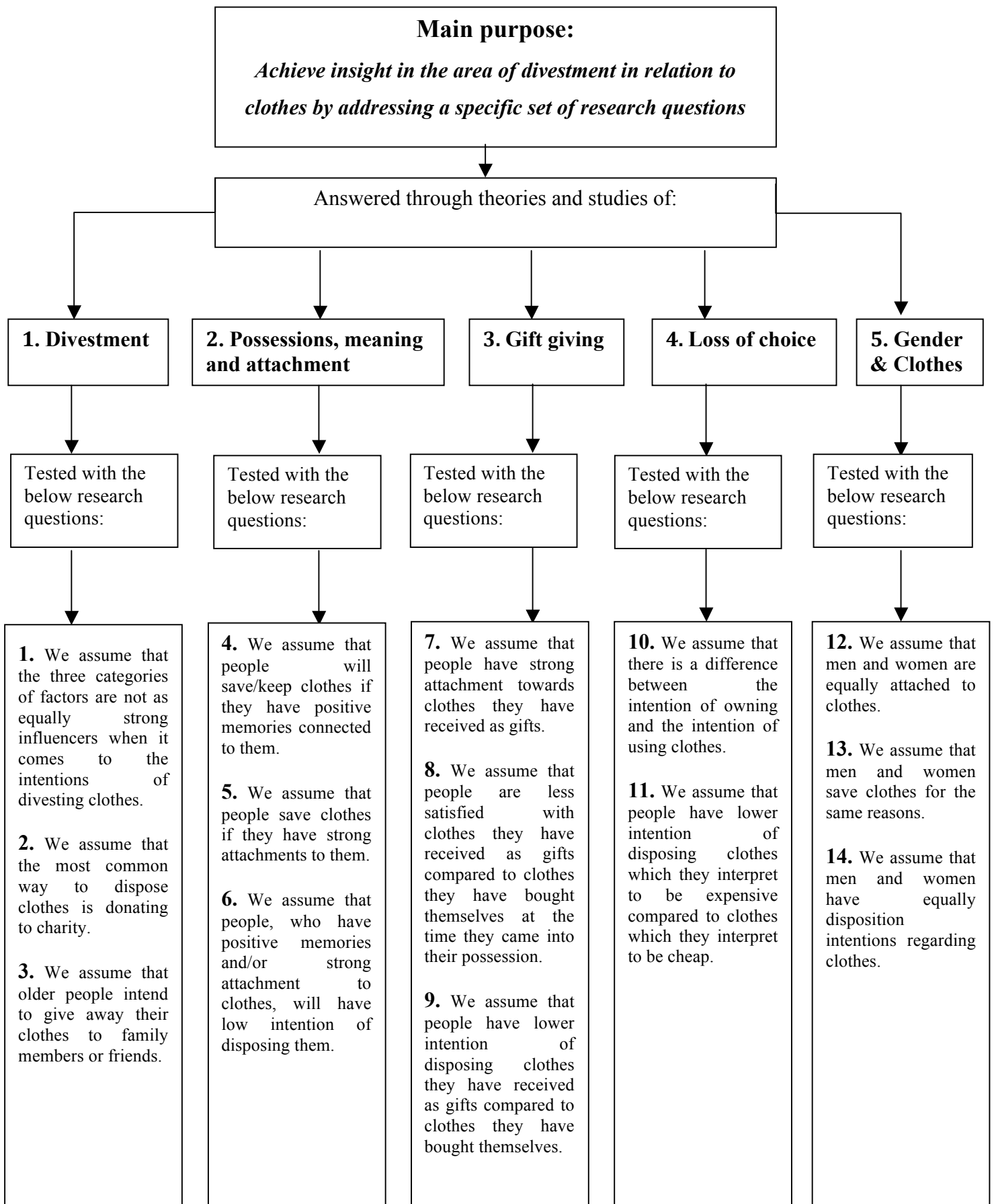
Guy et al. (2001) conducted in-depth interviews with 15 women regarding their relationships with their clothes. Guy et al. (2001) found that no-longer-worn clothes allowed women to maintain a connection with former, important aspects of themselves and their lives. The keeping of the no-longer-worn clothes revealed that the clothes have "lives" that extended beyond the point of being worn and thus those women's relationships with them extended beyond the structural and meaning systems of the fashion industry.

Guy et al. (2001) study is relevant to our thesis because their study is conducted in relation to clothes and found that no-longer-worn clothes allowed women to maintain a connection with former, important aspects of themselves and their lives. Guy et al. (2001) study was conducted on only women but they gave us no reasons to believe that this behaviour could not also apply to men. Our scientific contribution will be that we will investigate this theory only tested on women before, and test it on both men and women in order to see if Guy et al. (2001) findings hold true for both genders regarding clothes. Thus, our twelfth, thirteenth and fourteenth research questions are:

12) We assume that men and women are equally attached to clothes.

13) We assume that men and women save clothes for the same reasons.

14) We assume that men and women have equally disposition intentions regarding clothes.

Figure 1. Overview of our 14 research questions

3. METHODOLOGY

In this section we will present the methodology regarding how the thesis has been constructed and carried out. This consists of a review of the preparatory work, the scientific approach, pre-study and the construction of the survey, samples, measurements, quality of study and analytical tools.

3.1 PREPARATORY WORK

Our interest for the subject of divestment arose after one of the authors discovered that she had nothing to wear, even though her closet was full of clothes, to a fabulous party that she was invited to. Shortly after this occasion we came across the result of a survey conducted by Tradera.se which showed that the average Swede has a value of 8 977 SEK in saved clothes that he/she no longer use.⁹ These two incidents enlightened us on the fact that people tend to save clothes they no longer use rather than disposing them. We got curious to understand the reasons behind this. After an extensive search for previous research concerning the subject and several discussions with our tutor we realized that divestment was to a large part an undiscovered theoretical area. We concluded that this must be an exceptionally relevant and interesting phenomenon to study.

3.2 SCIENTIFIC APPROACH

Since the purpose of this thesis is to achieve insight in the area of divestment in relation to clothes by addressing a specific set of research questions, a quantitative study was decided to be the most appropriate method. Previous studies on divestment of clothes have used qualitative methods (Birtwistle & Moore, 2007, Guy et al., 2001, Roux & Korchia, 2006) therefore we thought it would be of interest to conduct a quantitative study on the subject. A quantitative approach will simplify establishing the reliability of the thesis and clarify the actual analysis (Malhotra & Birks, 2006). Using a quantitative approach will additionally simplify for us to state general conclusions (Malhotra, 2004). Since we are not aware of any previous quantitative studies on divestment of clothes, no secondary data that we could use was available. Therefore we conducted a study in the shape of questionnaires in order to collect primary data. Since general conclusions are made from testing our specific research questions on a population sample our approach is deductive (Malhotra & Birks, 2006). In order to answer our main purpose, we have chosen to perform an experimental study, and with the outcome of this perform statistical tests on our research questions and analyse the results. With this approach we expect to create good conditions to contribute with some new knowledge and general conclusions about how the reality looks like, since this area historically has been rather unexplored.

⁹ www.mynewsdesk.com/se (2007-08-29)

3.3 PRE-STUDY

Before conducting the main questionnaire, we performed a pre-study in order to get some feedback on the content of our questionnaire. We distributed the survey to 20 people (our test-group), which consisted of friends, co-workers and family members (both men and women in various ages). At least one of the authors was present during the time the respondents conducted the questionnaire, in order to note if there was any problem filling it out. In excess of the questionnaire, we also carried out a short interview with the 20 respondents in our test-group. This provided us with feedback on how to improve the questionnaire before rolling out the main study.

3.4 CONSTRUCTION OF THE QUESTIONNAIRE

Each of the respondents was handed an individual paper questionnaire, which they were instructed to complete and return to us. The questionnaire is available in appendix 7.2.

The first part of the questionnaire explained the purpose of us distributing it and that it should not take longer than seven minutes to complete. All of the respondents received identical questionnaires. The first question was an open-ended question. The respondents were asked to think of and describe a personal piece of clothing that they have in their possession, but they have not worn in the past year. Furthermore, the respondents were asked to have this particular garment in mind when answering the rest of the questionnaire. The following questions in this first part were all about creating a picture of this piece of clothing so that a proper starting-point was made, since the survey depended on this particular item.

The second part of the survey concerned the attitude towards the piece of clothing that was chosen. Also questions relating to the respondents' behaviour (based on questions like why they no longer use and why they have saved the garment) and questions intended to identify different types of emotions attached to the selected piece of clothes were presented. For these closed questions we used a 7-point Likert scale, which is a closed question rating from 1 to 7, where 1 is the lowest and 7 is the highest alternative. This means that the respondents were giving low scores when they disagreed with the statement and high scores when they agreed. This part also contained two open-ended questions, asking the respondent if they had a positive and/or a negative memory associated with the selected piece of clothing.

In the third part of the questionnaire, the respondents were asked to imagine that they would dispose their selected piece of clothing in order for us to measure their intentions of different divestment alternatives (using a 7-point Likert scale). This part also included questions regarding the respondents' different divestment behaviours of clothes in the past (answering yes or no to all of the proposed alternatives).

In the final part of the questionnaire, different background questions were asked in order to receive some basic information about the respondents such as their age, gender, and interest in fashion.

3.5 SAMPLE OF RESPONDENTS

The target group of the study was both men and women between the ages of 18-83 years old. We wanted a large variety of ages since we presumed that the divestment behaviour could differ depending on what stage of life the respondents were in.

The questionnaires were distributed in paper format, as we found this to be the most appropriate way for our study since we approached both younger and older respondents. In order to diversify our group of respondents, the distribution of the questionnaires took place in four different places across Sweden. During the month of September, 270 respondents were approached in Malmö, Stockholm, Sundsvall and Luleå. This should contribute to enhance the random sample by obtaining a more representative sample of respondents. In all of the above situations, at least one of the authors was present in order to give a short explanation of how the questionnaire should be properly completed. As a total, 270 questionnaires were distributed, of which we regained 262 that were completed in a correct way (96 men and 166 women), and so eight questionnaires were excluded from the study since they were incorrectly completed.

3.6 SAMPLE OF CLOTHES

In this study we have used two sorts of samples; respondents and clothes. We have approached the respondents, who in their turn have selected a specific piece of clothing of theirs within our set of limitations. As mentioned before, by the term clothing we mean everything you can wear on your body including shoes and hats. We wanted to include all of this above in order to get a more diversified sample of described clothing objects among the respondents. However, the large majority of the respondents mentioned a garment as their chosen product.

3.7 MEASURES

After a thorough search of applicable theories, it was rather easy to identify what would be interesting and useful for us to measure and what analytical tools to use. We created the indexes Attitude1, Attitude2 and Emotions, in the case where we performed a regression analysis in order to simplify the task of pinpointing the most influential independent variable. In the other tests, we have used the same questions that are included in the indexes individually, as we wanted to separate the different variables. Even though we were able to use many of the questions and answers in the study, all of the results were not included in the analysis section since they did not answer our addressed research questions. However, additional results that we find interesting are presented in appendix 7.1.

Attitude

Trying to investigate the attitude the respondents had towards their selected piece of clothing, we used some well-known questions to measure it by (Söderlund, 2005). The respondents were asked to take a stand on what they think about their piece of clothing and the attributes connected to it, using a 7-point Likert scale. Please see the question that measures attitude below.

“What do you think about your piece of clothing?”

Cheap	1	2	3	4	5	6	7	Expensive
Bad	1	2	3	4	5	6	7	Good
Uninteresting	1	2	3	4	5	6	7	Interesting
Ugly	1	2	3	4	5	6	7	Pretty
Unfashionable	1	2	3	4	5	6	7	Fashionable
Low quality	1	2	3	4	5	6	7	High quality
Dislike	1	2	3	4	5	6	7	Like
Non-exclusive	1	2	3	4	5	6	7	Exclusive

In order to create indexes out of these questions (used when performing the linear regression analyses) we first conducted a factor analysis identifying the factors, which made it possible for us to then divide the factors into two indexes. The first index was named Attitude1 and consisted of the questions; *Bad/Good*, *Uninteresting/Interesting*, *Ugly/Pretty*, *Unfashionable/Fashionable*. The second index was named Attitude2 and included the questions regarding price and quality; *Cheap/Expensive*, *Low quality/High quality*, *Non-exclusive/Exclusive*. Both of the indexes could signify a high Cronbach’s Alpha, $\alpha > 0,7$, which is the limit of internal consistency (Malhotra, 2004).

(Attitude1 $\alpha = 0,846$, Attitude2 $\alpha = 0,702$.)

Emotions

In some of our research questions we were interested to investigate if there are any emotions attached to the garment, and how these emotions affect the disposal behaviour; hence we needed to have several closed questions that could identify different types of emotions. See the below questions concerning emotions.

“How much does this piece of clothing mean to you?”

Not much at all	1	2	3	4	5	6	7	Very much
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“What kind of feeling does this piece of clothing evoke thinking of it? “

Negative	1	2	3	4	5	6	7	Positive
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Alpha in these cases, this does not mean that our answers are less reliable because we were using a single-item scale (Rossiter, 2002).

Intention

Regarding the measurement of the respondents' behaviour intentions associated with the selected garment, we used three similar questions in order to identify the intentions of wearing, saving and divesting the piece of clothing; *How likely is it that you will wear / save / divest this piece of clothing?* The respondents were asked to answer these three above questions using a 7- point Likert scale, with not likely versus most likely as alternatives at each end of the scale. As for the intention concerning the divestment behaviour, several questions were asked in order to sort out the most likely divestment alternative. These different intentions of divestment were: *How likely is it that you will give to charity/give to friends and family/throw away/sell to second hand/swop with friends and sell at flea market or internet this particular piece of clothing?*

Again, these questions were not indexed since it was not applicable, so we cannot show any Cronbach's Alpha.

Other questions

A few other questions were also asked at the beginning and at the end of the questionnaire. The purpose of these questions was to get to know the piece of clothing and to get to know the respondent. The questionnaire also included a few open ended questions where the respondents were asked to tell us about: *their memories connected to the piece of clothing, number of times it had been worn and how many times they had cleaned out their closets, how long they have owned the garment.*

3.8 QUALITY OF STUDY

The quality of the study depends mainly on two factors: reliability and validity. The notion of reliability involves the inconsistency found between the observed and the real value that is noted, meaning will we reach the same result during repeated measurements (Söderlund, 2005). Thus, this means that if the reliability of our study is high, anyone who tries to replicate the study, and uses the same approach, should reach the same results as we did. As we did wish to influence the results in the questionnaire in the smallest amount possible, we have started off with some basic questions as well as tried to limit the number of questions. We have done this in order to avoid that the respondents would lose their interest in filling out the questionnaire. If the respondents are not focused while filling out the questionnaire it could affect the respondents' answers on the Likert scale, in the way that the answers tend to end up in the middle, in other words in a neutral state (Malhotra, 2004).

The concept of validity is to see to what extent the study is liberated both from random and systematic errors (Söderlund, 2005). In order to accomplish high validity, the study and the questionnaire have both been designed in a way that the attempted phenomenon of study is indeed the one that is actually being studied. This implies that our measures are covering the content of the variables, which they are

intended to measure. The validity has been considered when we have used a consistent 7-point Likert scale with a “largest possibly stretch” between the response alternatives extremities (Söderlund, 2005). An example of this extremity would be “do not agree at all” versus “agree completely.”

It is desired to create an experimental design, which has both external and internal validity (Malhotra & Birks, 2006). We believe that the internal validity of our study is rather strong since the design of the study has been examined to measure what was intended in the first place as well as the respondents answered the questionnaires when at least one of the authors were present and able to assist if anything was unclear. We believe that the external validity of our study is also rather strong since our respondents have themselves selected a piece of clothing they own themselves and have answered all questions with their selected garment in mind. This means that our study as well as our results are very realistic and real since we did not make the respondents think about a garment we had made up for them. In addition, we think that our fairly large sample of respondents enables the conclusions of the study to be generalized.

3.9 ANALYTICAL TOOLS

The primary data that was collected during the experiment was organised and analysed using SPSS (PASW statistics 18), which is a well-recognized statistics software within the academic world (Söderlund, 2005). The analysis undertaken included compare of means through independent-sample and paired sample t-tests, tests of bivariate correlation and linear regression analyses, where the results have been measured against a 10 % level of significance. However, we will always make sure to claim the p-value so that the reader himself/herself can decide how viable the results are. Each index has been measured using Cronbach’s Alpha to ensure internal consistency.

In order to use the normal distribution as an approximate distribution for the t-value, we needed a random sample of a certain size. Based on the central limit theorem, a sample larger than 30 ($N > 30$) can be approximated to be normally distributed and thus we can use normal distributive tests. This we have considered throughout the study. We have compared two natural groups, and done this by conducting independent samples t-test. In one case we wanted to compare two questions and therefore we performed a paired samples t-test. Where we have not been able to divide the sample into two natural groups, we have instead conducted bivariate correlation tests, in order to see how some variables might correlate with each other. Concerning the regression analyses, the dependent variables have been the different intentions of divestment alternatives. We performed a test for each of the alternatives but with the same independent variables to investigate which ones of these independent variables that were the determinant factors. In order to understand what the results implied, a comparison of the means of the independent variables was conducted to compare it with the results of the regression analysis. Finally, we kept control that the Collinearity diagnostics always were < 10 .

4. ANALYSIS AND RESULTS

In this section the results of our 14 research questions will be presented. Since we consider our study to be a highly preliminary exploration of relatively unknown terrain, we will in addition to presenting the results to our research questions also discuss results we found interesting but which are not directly related to our research questions. These results are presented in appendix 7.1. We have chosen to do this in order to contribute in diminishing the extensive knowledge gap in the field of divestment to as great extent as possible.

In the below analysis section the results of our 14 research questions are presented. The structure of the analysis section follows the same structure as the theory section where the results of the 14 research questions are addressing the five different areas of theories. Part one focuses on results in the area of divestment. Part two focuses on results in the area of possessions, meaning and attachment. Part three focuses on results in the area of gift giving. Part four focuses on results in the area of loss of choice and the final part focuses on results in the area of gender and clothes. The research questions addressed to each part of the theory will be answered systematically and in chronological order.

4.1 DIVESTMENT

For research question 1, we performed linear regression analyses in order to identify the dependent factors. For research questions 2 and 3, we performed tests of bivariate correlation to be able to see if there existed a correlation between different variables.

Research question 1:

We assume that the three categories of factors (1. Psychological characteristics of the decision maker, 2. Factors intrinsic to the product, 3. Situational factors extrinsic to the product) are not as equally strong influencers when it comes to the intentions of divesting clothes.

Before performing a linear regression analysis, three different indexes were made in order to simplify the management of the independent variables. The first index, *Attitude1*, consists of the questions: *Bad/Good, Uninteresting/Interesting, Ugly/Pretty, Unfashionable/Fashionable*. The second index, *Attitude2*, consists of the questions; *Cheap/Expensive, Low quality/High quality, Non-exclusive/Exclusive*. Lastly the third index, *Emotions*, consists of; *What kind of feelings does this piece of clothing evoke, Have you saved the garment for nostalgic reasons, Do you feel a responsibility for this piece of clothing and How important is it for you that this piece of clothing continues to exist?* All of the indexes could signify a high Cronbach's Alpha ($\alpha > 0,7$). In this test we have also included the single-item question, *Why do you no longer wear the piece of clothing?* which could not be indexed

since we needed to keep the variables separated. Four different answers were included as independent variables; *Too worn out*, *Do not fit my body*, *Do not fit my personal style* and *It is unfashionable*.

Since the aim is to answer the research question, the various independent variables represent the three different categories of factors (Jacoby et al, 1977).

1. Psychological characteristics: *Attitude1*, *Attitude2* and *Emotions* (Attitude and emotions).
2. Factors intrinsic to the product: *Too worn out*, *Do not fit my body*, *Do not fit my personal style* (style and age of the product).
3. Situational factors extrinsic to the product: *It is unfashionable* (Fashion changes).

Seven different linear regression analyses were conducted with all of the different intention of divestment behaviours as the dependent variable. The independent variables in each of the test were the indexes *Attitude1*, *Attitude2* and *Emotions*, and the four single variables *Too worn out*, *Do not fit my body*, *Do not fit my personal style* and *It is unfashionable* were used for the single-item question.

Table 4.1 Intention of ever divest the piece of clothing

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	-0,065	-0,621
ATTITUDE2	-0,230	0,042**
EMOTIONS	-0,503	0,000*
WORN OUT	-0,055	0,507***
NOT FIT BODY	0,079	0,171
NOT FIT STYLE	-0,110	0,134
UNFASHIONABLE	0,164	0,024**

Adjusted R²: 0,231, F: 10,835, *p \leq 0,001 **p \leq 0,05 ***p \leq 0,10. N=262

The results confirm that *Emotions* (β =-0,503), *Attitude2* (β =-0,230) and *Worn out* (β =-0,055) affect the *intention of ever disposing the piece of clothing* negatively. This means that the intention decreases when respondents have emotions connected with the garment, when the garment is worn out, when it was expensive or of a good quality. Whereas *unfashionable* (β =0,164) explains the intention of ever disposing the piece of clothing positively. Hence, the intention of ever disposing the garment mostly depends on if there are emotions involved, which means that if a respondent feels emotionally attached to the garment the intention of ever disposing it decreases (see table 4.1).

Table 4.2 Intention of donating the piece of clothing to charity

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	-0,063	0,688
ATTITUDE2	-0,121	0,368
EMOTIONS	-0,382	0,001**
WORN OUT	-0,183	0,062***
NOT FIT BODY	0,073	0,287
NOT FIT STYLE	-0,075	0,390
UNFASHIONABLE	0,173	0,046**

Adjusted R²: 0,130, F: 5,487, *p \leq 0,001 **p \leq 0,05 ***p \leq 0,10, N=262

While testing *intention of donating to charity*, the results showed that *Emotions* ($\beta=-0,382$) is the most influential factor, and affects the intention negatively. Also, if the garment is *Worn out* ($\beta=-0,183$) or *Unfashionable* ($\beta=0,173$) matters when it comes to the intention of donating it to charity. This means, like in the previous case, that if a respondent has strong emotions towards the piece of clothing the intention of donating it to charity decreases. The intention of donating also decreases if the garment is worn out. However, the intention of donating it increases if the piece of clothing is interpreted to be unfashionable but still not worn out (see table 4.2).

Table 4.3 Intention of giving the piece of clothing to family and friends

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	0,236	0,117
ATTITUDE2	-0,208	0,107
EMOTIONS	0,361	0,001*
WORN OUT	-0,239	0,012**
NOT FIT BODY	0,050	0,443
NOT FIT STYLE	0,082	0,327
UNFASHIONABLE	-0,051	0,539

Adjusted R²: 0,060, F: 3,384, * $p \leq 0,001$ ** $p \leq 0,05$ *** $p \leq 0,10$, N=262

When it comes to the *intention of giving to family and friends*, there are only two of the independent variables that do influence this decision. *Emotions* ($\beta=0,361$) is once again the strongest influential variable but this time it explains the intention positively. How *Worn out* ($\beta=-0,239$) the piece of clothing is affects the intention of giving it to family and friends negatively. In the previous analysis, *Emotions* had a negative affect on the intention of donating a garment to charity, but in this analysis *Emotions* has a positive effect on the intention of giving it to family and friends. To conclude, for respondents that are having feelings connected to the garment the intention of giving it to friends and family will increase. But if the piece of clothing is worn out, the intention of giving it to family and friends decreases (see table 4.3).

Table 4.4 Intention of throwing the piece of clothing away

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	-0,151	0,269
ATTITUDE2	-0,028	0,809
EMOTIONS	-0,294	0,003**
WORN OUT	0,388	0,002**
NOT FIT BODY	-0,063	0,288
NOT FIT STYLE	-0,001	0,989
UNFASHIONABLE	0,001	0,993

Adjusted R²: 0,130, F: 5,407, * $p \leq 0,001$ ** $p \leq 0,05$ *** $p \leq 0,10$, N=262

The variables that explain the *intention of throwing the piece of clothing away* are once again, *Emotions* ($\beta=-0,294$) and *Worn out* ($\beta=0,388$). This time *Worn out* is the most influential variable and affects the intention of throwing away positively. So if the garment is worn out, the intention of just

throwing it away will increase. On the other hand, if respondents have strong emotions towards the garment the intention of throwing it away decreases (see table 4.4).

Table 4.5 Intention of selling the piece of clothing to a second-hand store

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	0,078	0,460
ATTITUDE2	0,085	0,352
EMOTIONS	0,160	0,038**
WORN OUT	-0,211	0,001*
NOT FIT BODY	0,017	0,707
NOT FIT STYLE	0,100	0,092***
UNFASHIONABLE	-0,026	0,662

Adjusted R²: 0,081, F: 3,171, *p \leq 0,001 **p \leq 0,05 ***p \leq 0,10, N=262

The results indicate that the *intention of selling to a second-hand store* is dependent on *Emotions* ($\beta=0,160$), *Do not fit style* ($\beta=0,100$) and *Worn out* ($\beta=-0,211$). The most influential variable is that the garment is worn out and this affects the intention of selling to a second-hand store negatively whereas emotions about the garment and that it does not fit style, affect the intention of selling the garment to a second-hand store in a positive way (see table 4.5).

When testing the *intention of selling the piece of clothing at a flea market*, no evidence was found that neither of the independent variables affected the dependent variable of intention of selling it at a flea market, at a significant level.

Table 4.6 Intention of swapping the piece of clothing with a friend or on a swop-day

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	-0,005	0,944
ATTITUDE2	0,056	0,386
EMOTIONS	0,013	0,815
WORN OUT	-0,050	0,283
NOT FIT BODY	-0,001	0,973
NOT FIT STYLE	0,031	0,461
UNFASHIONABLE	-0,072	0,080***

Adjusted R²: 0,028, F: 0,973, *p \leq 0,001 **p \leq 0,05 ***p \leq 0,10, N=262

As for the intention of swapping the piece of clothing with a friend or on a swop-day, only one factor seems to be determinant, which is *Unfashionable* ($\beta=-0,072$) and this affect the intention negatively (see table 4.6). This means that the intention of swapping it with a friend decreases if the respondent finds the garment unfashionable.

Table 4.7 Intention of selling the piece of clothing online

Independent variables	Standardized Beta (β)	Significance (p)
ATTITUDE1	0,034	0,721
ATTITUDE2	0,089	0,269
EMOTIONS	0,224	0,001*
WORN OUT	-0,035	0,549
NOT FIT BODY	-0,029	0,481
NOT FIT STYLE	0,149	0,005
UNFASHIONABLE	-0,135	0,010***

Adjusted R²: 0,085, F: 4,458, *p \leq 0,001 **p \leq 0,05 ***p \leq 0,10, N=262

The results indicate that the *intention of selling the piece of clothing online* is the most and positively dependent on *Emotions* ($\beta=0,224$) and also negatively dependent on the garment being *Unfashionable* ($\beta=-0,135$) (see table 4.7).

To conclude, all of these results indicate that there is a difference in how influential the different factors really are in relation to clothes. The dependent factor that is the most frequent is *Emotions*, which influences the intention of disposal behaviours 6 times out of 8 and is the most dependent factor in 5 out of 7 cases. *Worn out* is the second most frequent dependent factor, evident in 5 out of 8 cases. *Unfashionable* is the third most frequent dependent factor, evident in 4 out of 5 cases. *Do not fit style* and *Attitude2* are only dependent factors in 2 tests out of 8, whereas for *Attitude1* and *Do not fit body* no evidence was found that they are dependent factors when it comes to the different intention of divestment behaviours.

We can further conclude that the three categories that Jacoby et al (1977) mentioned indeed do affect the intention of disposing clothes in various ways. Our results showed that *Emotions* was the most frequent and influential factor when it came to the respondents' different divestment intentions of their piece of clothing. Therefore, we can support our first research question (see figure 2 on page 37).

Research question 2:

We assume that the most common way to dispose clothes is donating to charity

Harell & McConocha (1992) identified four options of disposal for consumers in their study. However, they did not examine which of the divestment options that was the most common. In our study we decided to test which divestment option that is the most common in relation to clothes. We would like to point out again that we in our study have chosen to separate the disposition option *giving away* from the study of Harell & McConocha (1992) where “donating” and “giving away to family members and friends” form two separate divestment options. We have also added four options of disposal that we find relevant and modern in today's society.

Table 4.8 below shows a compilation of the results of how the respondents have divested clothes in the past. The four options of disposal that we have chosen to add are presented at the end of the list.

The respondents were asked to answer yes or no to each of the different alternatives of disposal and this is why the total number of answers exceeds the total number of respondents in the study. By doing this, we controlled the frequencies for each of the alternatives.

Table 4.8 Disposal behaviour

Thrown away:	N=239
Donated to charity:	N=227
Giving away to family and friends:	N=226
Sold to second-hand store:	N=45
Sold on flea-market	N=37
Changed on swop day:	N=35
Sold online (I.e. Tradera.se, Blocket.se)	N=23
N=262 (total number of respondents)	

In our study the most common way of divestment was throwing clothes away (see figure 2 on page 37). Furthermore, we found no correlation between previous ways of disposition and the intention of disposing the piece of clothing chosen in the questionnaire. This means that the respondents' intentions of disposing the particular garment have nothing to do with the ways they have chosen to dispose clothes in the past. An interesting finding was that there is a negative correlation with the intention of disposing the piece of clothing and the intention of selling it online ($r=-0,121$, $p=0,035$). This means that the respondents who have low intention of ever dispose it would to a larger extent sell the garment online. We will examine these results further in the discussion section. Based on these results we can reject our assumption that the most common way of disposing clothes is to give them to charity (see figure 2 on page 37).

Research question 3:

We assume that older people intend to give away their clothes to family members or friends.

After performing a test of bivariate correlation, we found positive correlation between age and to what extent the respondents have given clothes to family and friends in the past ($r=0,232$, $p=0,000$). This means that an increase in age also increased the likelihood of respondents to have passed along clothes to family and friends in the past. Contradicting, we found a negative correlation between age and the intention of giving the garment to friends and family ($r=-0,160$, $p=0,010$). This means that with this specific piece of clothing chosen in the questionnaire, younger respondents have higher intentions of passing it on to family and friends, even though the first test showed that older respondents have given clothes to family and friends more in the past. Furthermore, we found no correlation between how important it is that the piece of clothing continues to exist and the respondents' age. Our findings are

not in line with Curasi et al. (1998) and Price et al. (2000), who concluded that older people pass on personal belongings to family members, since our results showed no support of this specific divestment behaviour regarding the selected piece of clothing for the questionnaire. However, our results support the findings of the previous mentioned researchers, in regard to older people's divestment behaviour of clothes in the past. These findings will be further examined in the discussion section.

Additionally, we found no correlation between age in respect to how exhausting, hard or emotionally hard it is to dispose the piece of clothing. This means that the age does not affect how the respondents feel regarding these questions. Again, our results vary from the findings of Price et al. (2000) and Curasi et al. (1998) who concluded that disposals are not taken lightly by older people. Furthermore, no correlation was found between age and why the respondents have saved their piece of clothing with respect to *nostalgic reasons, feeling responsible for the piece of clothing and how likely it is that they would continue to keep the piece of clothing*. This means that the age does not affect how the respondents have saved their piece of clothing. These results are unexpected and will be further discussed in the discussion section.

To continue, no correlation was found between age and how the respondents have disposed clothes in the past with respect to *giving away to charity, selling online, selling to second-hand store, selling on a flea-market, exchange on a swop-day or throwing away*. Furthermore we found no correlation between the age and the respondents' intentions of disposing their piece of clothing. Some of these results are surprising to us and will therefore be further examined in the discussion section. Based on these results we can reject our assumption that older people intend to pass along their clothes to family members or friends (see figure 2 on page 37).

4.2 POSSESSIONS, MEANING AND ATTACHMENT

For research questions 4, 5 and 6, we performed independent sample t-test in order to compare two groups (respondents with positive memory compared to the respondents with no positive memory) as well as a test of bivariate correlation, to be able to see if there existed a correlation between the variables.

Research question 4:

We assume that people will save/keep clothes if they have positive memories connected to them.

We found that there is a difference between the respondents having a positive memory connected to the piece of clothing and those who have not and the intention of keeping it ($p=0,002$). A difference was also found between respondents having a positive memory or not having a positive memory and feeling of responsibility towards their piece of clothing ($p=0,000$) as well as the willingness for it to

continue to exist ($p=0,000$). This showed that the respondents who have a positive memory connected to the piece of clothing intend to keep it, feel responsible for the garment and think it is important that the garment will continue to exist. Our results are in line with Belk's (1988) way of thinking that the most frequently given explanation for saving certain objects are the memories they evoke.

Furthermore, we found a significant difference between respondents having a positive memory and those not having a positive memory and saving it for nostalgic reasons ($p=0,000$). This means that the respondents who have a positive memory connected to their piece of clothing save it for nostalgic reasons. Our findings support McCracken's (1986) reasoning that people save certain possessions because they evoke memories and feelings of nostalgia. Of importance is that a difference was also found between respondents having a positive memory or not having a positive memory and the intention of not disposing the garment ($p=0,003$). In other words, the respondents who have a positive memory connected to their piece of clothing have high intention of saving it but low intention of disposing it. This implies that the respondents have a high consistency in their answers regarding these two questions (saving the piece of clothing versus disposing the piece of clothing.)

To conclude, our results support the fourth research question that people save/keep a piece of clothing if they have positive memories connected to it (see figure 2 on page 37).

Research question 5:

We assume that people save clothes if they have a strong attachment to them.

Schultz et al. (1989) showed in their study that the degree of attachment is reflected in thoughts, feelings and behaviours towards a particular object. Therefore in our study we aimed to test for signs of attachment reflected in thoughts, feelings and behaviour in relation to clothes.

Regarding attachment reflected in thoughts we found a positive correlation between how important the respondents think their piece of clothing is and how responsible they feel towards it ($r= 0,596$, $p=0,000$) as well as their willingness for it to continue to exist ($r=0,686$, $p=0,000$). This means that if the respondents think their piece of clothing is important they feel a greater responsibility towards it and want it to continue to exist. It implies that they want to keep it. Furthermore we found a positive correlation between how important the respondents think their garment is and how it reflects their identity ($r=0,563$, $p=0,000$). This indicates that the respondents who feel that their piece of clothing is important to them also feel that it reflects their identity. This implies that they want to keep it.

Regarding attachment reflected in feelings we found a positive correlation between positive feelings and the importance of the piece of clothing ($r=0,669$, $p=0,000$). In other words, respondents have positive feelings towards clothes that are important to them. Regarding attachments reflected in behaviour we found a positive correlation between importance of the piece of clothing and to save it

for nostalgic reasons ($r=0,501$, $p=0,000$). This means that the respondents tend to save their piece of clothing for nostalgic reasons when it is important to them.

To conclude, we found proof that signs of attachment reflected in thoughts, feelings and behaviour hold true in relation to clothes. Further, we also found proof for Kleine & Baker (2004) statement that strong attachment possessions include those regarded as “irreplaceable and cherished,” to be true in relation to clothes. Thus, our results support the assumption that people save clothes if they have a strong attachment to them (see figure 2 on page 37).

Research question 6:

We assume that people who have positive memories and/or strong attachment to clothes, will have low intention of disposing them.

The independent sample t-test showed that the respondents who have a positive memory connected to their piece of clothing are less likely to dispose it ($p=0,003$). They also find it emotionally hard to dispose their piece of clothing ($p=0,000$). Further the tests showed a positive correlation that the respondents who had save their piece of clothing for nostalgic reasons also think it is emotionally hard to dispose it ($r=0,457$, $p=0,000$) and have a higher intention of keeping it ($r=0,256$, $p=0,000$). Our findings support the results presented in the study of Roux & Korchia (2006), who concluded that when people view clothes as an intimate part of their self they are unlikely to dispose them.

To conclude, our results support the assumption that people who have positive memories and/or strong attachment to clothes will have low intentions of disposing them (see figure 2 on page 37).

4.3 GIFT GIVING

For part three, we tested how gift giving could affect consumers' divestment process. For research questions 7, 8 and 9 we used an independent sample t-test in order to compare the two groups: respondents who received their piece of clothing as a gift ($N=41$) and respondents who bought the piece of clothing themselves ($N=215$). As these two groups consisted of pretty much our whole sample, except for six persons who had inherited or made their piece of clothing themselves, we excluded these respondents from this part of the study.

Research question 7:

We assume that people who have received clothes as gifts have stronger attachments to them than people who have bought clothes themselves.

We compared the groups of respondents who have bought their piece of clothing themselves (from this point on referred to as buyers) and those who have received their piece of clothing as a gift (from this point on referred to as gift receivers). The independent sample t-test showed that the piece of

clothing means more to gift receivers than to buyers ($p=0,034$). Furthermore, the gift receivers also feel greater responsibility towards their piece of clothing than the buyers feel ($p=0,017$). The independent sample t-test indicated that the only significant difference regarding reasons to saving the piece of clothing is that gift receivers save it more of nostalgic reasons than buyers do ($p=0,016$). There were no significant differences regarding other reasons to why they had saved their piece of clothing, like; *laziness, it was expensive, do not know how to divest it, maybe will be using it in the future, want to give it away in the future, it was hard to get, had to wait a long time and had to search a long time to find it*. Our findings support the conclusion of Belk (1996) and Kleine and Baker (2004) that gifts are often associated with strong attachments.

To conclude, our results support the assumption that people who have received clothes as a gift have stronger attachment to them than people who have bought clothes themselves (see figure 2 on page 37).

Research question 8:

We assume that people are less satisfied with clothes they have received as gifts compared to clothes they have bought themselves, at the time they came into their possession.

The independent sample t-test showed a significant difference that buyers were more satisfied with their piece of clothing than the gift receivers were at the time it came into their possession ($p=0,065$). This is in line with Belk (1996) who claimed that it is hard to find the perfect gift and therefore disappointments are frequent, as well as Rucker et al (1992) who in their study proved that clothes are considered to be one of the worst gifts. However, no differences were found between gift receivers and buyers regarding how satisfied they were with their piece of clothing today. Furthermore, the independent sample t-test showed that there is no significant difference in how gift receivers and buyers like their piece of clothing in general. We will examine these results further in the discussion section.

To conclude, the results support the assumption that people are less satisfied with clothes they have received as a gift compared to clothes they have bought themselves, at the time these clothes came into their possession (see figure 2 on page 37).

Research question 9:

We assume that people have lower intention of disposing clothes they have received as gifts compared to clothes they have bought themselves.

By using an independent sample t-test, we tested gift receivers' compared to buyers' intention of wanting to dispose their piece of clothing. We found that gift receivers have lower intentions of

disposing their piece of clothing than buyers have ($p=0,098$). Furthermore we found that gift receivers find it emotionally harder to dispose their piece of clothing than buyers find it ($p=0,06$). Our findings supported Belk's (1996) discussion that gifts are harder to dispose since they are highly emotional and to Rucker et al (1992) discussion that disposition of gifts is hard since it could communicate disrespect for the giver.

To conclude, we support the assumption that people have lower intentions of disposing clothes they have received as a gift compared to clothes they have bought themselves (see figure 2 on page 37).

4.4 LOSS OF CHOICE

For research question 10 we used paired sample t-test in order to compare two different questions. For both research question 10 and 11 we used tests of bivariate correlation, in order to see if correlation existed between the variables.

Research question 10:

We assume that there is a difference between the intention of owning and the intention of using clothes.

Using a paired sample t-test, the results showed that the respondents believe that there is a difference between using and owning their piece of clothing ($p=0,000$, intention of using mean=3,78, intention of keeping mean=4,98). The intentions were higher to keep the piece of clothing than the intentions of using it again proved to be. Furthermore, we found no correlation between the number of times the piece of clothing had been used and the respondents' intentions of keeping it. This means that the respondents make no difference in owning clothes they have used many times and in owning clothes they have never used. Adding to the topic at hand, no correlation was found between the number of times the piece of clothing had been used and the intention of using it again in the future. This means that the respondents are equally likely to again use the piece of clothing they have used many times before as they are likely to use the piece of clothing they have never used before.

Brehm (1989) mentioned that the fundamental idea of reactance theory is that people become motivationally aroused by elimination of behavioural freedom. Our results showed that motivational arousal seems to be true regarding elimination of freedom to own the piece of clothing but it shows no proof of motivational arousal regarding elimination of freedom to use the piece of clothing in the future. Schwartz (2004) discussed the paradox of choice and argued that an elimination of choice of any kind creates anxiety. Our results proved feelings of anxiety to be true regarding the intention of not being able to own the piece of clothing but it shows no proof of feelings of anxiety regarding the intention of not being able to use the garment again in the future. We will examine these results further in the discussion section.

To conclude, our results support the assumption that there is a difference between the intention of owning and the intention of using clothes (see figure 2 on page 37).

Research question 11:

We assume that people have lower intention of disposing clothes which they interpret to be expensive compared to clothes which they interpret to be cheap.

We found no correlation between an interpreted expensive piece of clothing and the intention of ever disposing it. This means that the interpreted price does not affect the intention of disposition. Furthermore, we found no correlation between a piece of clothing which is interpreted to be expensive and the intention of keeping this particular garment. This implies that the respondents have the same intentions of disposing an expensive piece of clothing as of disposing a cheap piece of clothing.

Our results contradict the result found in the study of Birtwistle & Moore (2007) who also conducted a study on clothes, which indicated that people were more likely to retain expensive clothing partly because feelings of guilt existed in disposing of expensive clothes. Contradicting, our results showed that there was no difference in disposition behaviour between the two types of clothing. Birtwistle & Moore (2007) conducted a qualitative study with interviews while we carried out a quantitative method using questionnaires, so this could partly explain why the results from our studies differ. We think it is important to point out that by using a different method, the findings on clothes that Birtwistle & Moore (2007) concluded proved to be incorrect in our study.

Furthermore, the tests showed a negative correlation between the intention of ever disposing the garment and the intention of selling it online. This means that the respondents, who have low intention of disposing their piece of clothing, have high intention of selling it online. ($r=-0,131$, $p=0,035$). We did not expect this result and we will discuss it further in the discussion section.

To conclude, our results reject the assumption that people have lower intentions of disposing clothes which they interpret to be expensive compare to clothes which they interpret to be cheap. (see figure 2 on page 37).

4.5 GENDER AND CLOTHES

For research questions 12, 13 and 14, we used independent sample t-tests in order to compare men and women.

Research question 12:

We assume that men and women are as equally attached to clothes.

Guy et al. (2001) conducted a study only on women and they found that no-longer worn clothes allow women to maintain a connection with former important aspects of themselves, which make them attached to their clothes. In order to find answers to our research questions in this area, we performed independent sample t-tests based on two natural groups of men (N=96) and women (N=166). When we tested if women and men are equally attached to clothes we found both significant and not significant results. The independent sample t-test showed that the women think their piece of clothing is more important to them than what it is for the men ($p=0,014$). This implied that the women are more attached to their piece of clothing than the men are. Furthermore, the independent t-test showed that the women had more positive feelings towards their piece of clothing than the men have ($p=0,005$) and that the women are significantly more interested in fashion compared to the men ($p=0,000$). However, the independent sample t-test showed no significant result between the men and the women when it came to *feeling responsible for the piece of clothing, if it reflects one's identity and if it is important that it continues to exist*.

The results above indicated that the women are more attached to their piece of clothing compared to the men because they think it is more important, have stronger positive feelings regarding it and the women are also more interested in fashion compared to the men. On the other hand, the results showed that the men and the women did not differ when it came to *feeling responsible for clothes, if clothes reflect their identity and if it is important that certain clothes continue to exist*. We will discuss some of these results further in the discussion section.

To conclude, we reject the assumption that men and women are equally attached to clothes (see figure 2 on page 37).

Research question 13:

We assume that men and women save clothes for the same reasons.

The results of the independent t-tests showed a significant difference in terms of that the women have saved their piece of clothing of nostalgic reasons ($p=0,003$) and the men have saved their piece of clothing because they are lazy ($p=0,003$). Furthermore, the independent sample t-test showed significant results that the women would use their garment in the future ($p=0,000$) but the men would not. The results could be interpreted that the women care more about their clothes than the men do, which leads to the fact that the women save clothes of sentimental reasons or to use them in the future while the men save clothes out of laziness. However, no significant differences could be found between the men and the women regarding saving their piece of clothing regarding the following aspects: *do not know how to dispose it, give it away in the future, expensive, hard to get a hand of, had to search for a long time, had to wait for a long time*.

Guy et al. (2001) found that no-longer-worn clothes allow women to maintain a connection with former, important aspects of themselves and their lives. Our results support this since the women saved their no-longer-worn piece of clothing of nostalgic reasons while the men saved their piece of clothing of less sentimental reasons.

To conclude, our results reject the assumption that men and women save clothes for the same reasons even though there were no significant differences on many of the alternative ways of why they have saved their clothes. The rejection of the assumption partly followed on the fact that there was a significant difference that the women have saved their piece of clothing for nostalgic reasons while the men have saved their piece of clothing because they were lazy (see figure 2 on page 37).

Research question 14:

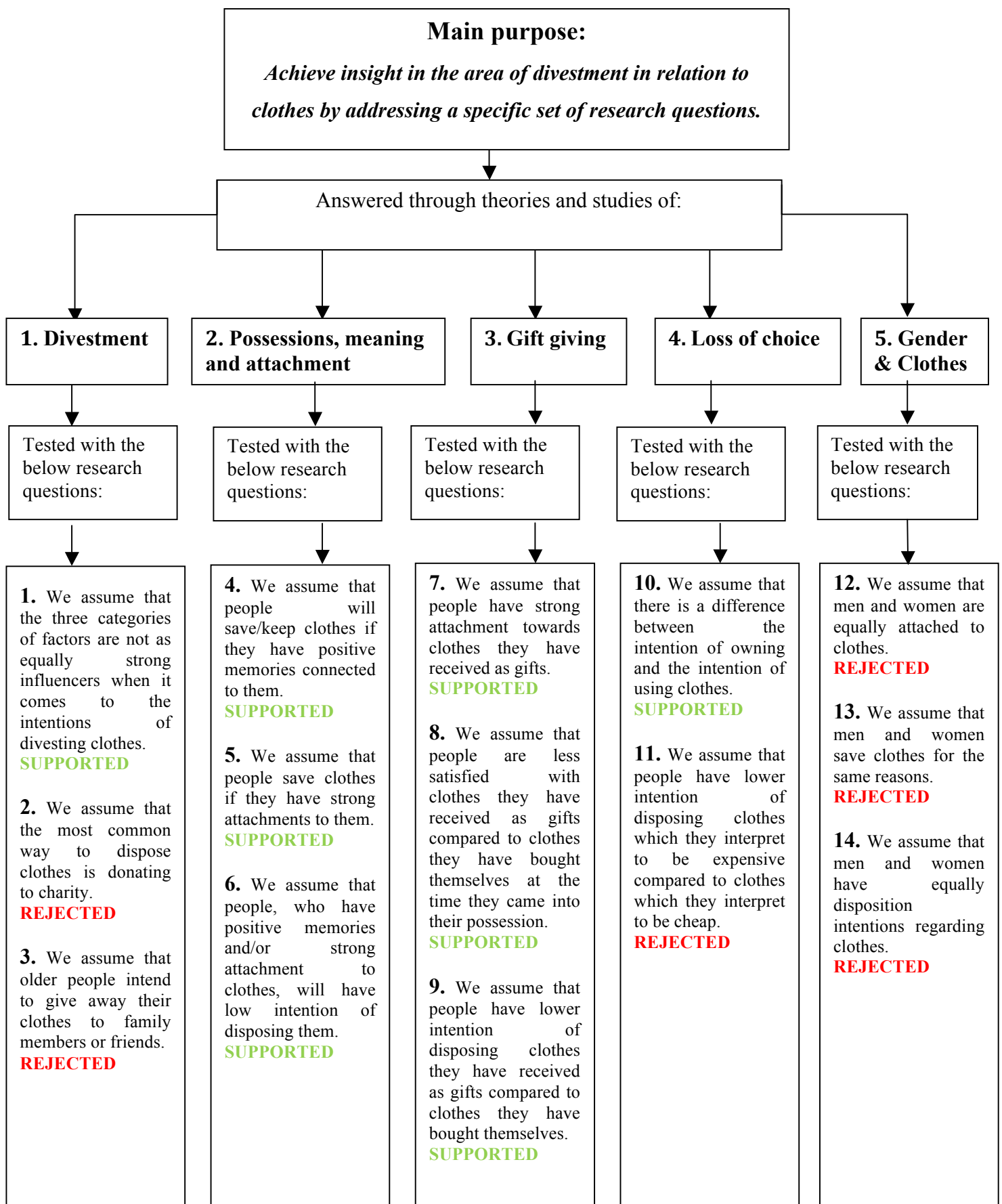
We assume that men and women have equally disposition intentions regarding clothes.

The independent sample t-test showed that the men to a larger extent than the women consider divesting their piece of clothing in the future ($p=0,019$). This means that even though we did not find any significant difference between the men's and the women's intentions of using their piece of clothing again, the women did have a harder time to consider disposing it.

Furthermore, we tested if the men and the women differ in the way they have disposed clothes in the past and we found no difference when it came to throwing clothes away or giving clothes to family members and friends. But the independent sample t-tests showed significant differences between the men and the women regarding *giving clothes to charity* ($p=0,028$), *selling clothes online* ($p=0,024$), *exchange clothes on a swop-day* ($p=0,016$), *sell clothes to a second-hand store* ($p=0,018$) or *sell clothes on a flea-market* ($p=0,027$), where the women have done this to a greater extent than the men. This tells us that the women seemed to be more open to new disposition alternatives while the men cared less on how they dispose their clothes.

To conclude, our results reject the assumption that men and women have equally disposition intentions regarding clothes (see figure 2 on page 37).

Figure 2. Summary of the results from our 14 research questions



5. DISCUSSION AND IMPLICATIONS

In this section the results that were surprising to us and therefore also the most interesting, will be discussed. Even though we have written our thesis from a broad angle, we have chosen to limit the implications of the thesis to mainly focus on the retail industry. Finally, criticism towards some aspects of the study will be presented, as well as implications for further research.

We have investigated and analysed 14 research questions and our results give support to eight of these. Most of our results were at least partly expected but some findings also surprised us. The research questions that we would consider to be “common sense,” such as research question 4 (*We assume that people will save/keep clothes to a larger extent if they have positive memories connected to them*), are all verified by our study, which implies that our sample of respondents are relevant and a good proxy for the larger population. For the research questions to which there were no specific results that we anticipated, the outcomes were in many cases surprising.

We believe that an explanation to why some of our research questions are supported and others are rejected is because we have chosen to test both research questions in areas where existing theories have been scientifically tested before and in areas where no previous study has been undertaken. Surprisingly, our results tend to vary the most for research questions in the areas of previous tested theories, which have been conducted in direct relation to clothes. We believe that the main reason for this is that different methods have been used between previous studies conducted on clothes and the method used in our study. The previous studies (Birtwistle & Moore, 2007, Guy et al., 2001, Roux & Korchia, 2006) have used interviews and focus groups as their main method. We, on the other hand, are the first researchers we are aware of, who have conducted a study on divestment in relation to clothes by using a quantitative method in form of a questionnaire and subsequent statistical tests. Our results also differed to a large extent in the area of previous tested theories of divestment (Harell & McConocha, 1992, Curasi et al (1998) and Price et al. (2000)) which have not been conducted in direct relation to clothes. We believe that the main reason for this is that people think clothes could be very personal and therefore their disposal behaviour regarding clothes differs from their disposal behaviour of other products.

One unexpected result in the area of divestment was the assumption that the most common way of disposal of clothes was to give it to charity, was rejected. Instead our study indicated that throwing away clothes was the most widespread way of disposal alternative, which of course is a potential material environmental problem, especially if people do not consider recycling as a feasible option for clothes. On the other hand, the clothes could have been thrown away because they were dysfunctional, which would indicate that people are environmentally friendly in the sense that they use clothes until they are no longer useable. However, we react with some scepticism as to that people would use

clothes until they are worn out considering that we live in a “throwaway society,” which encourages people to replace and dispose of products before their real life cycle have ended. We believe that there is a possibility that people would modify their clothing consumption and disposal behaviour if they were made more aware of the social and environmental consequences. Therefore, if the environmental impact of clothing disposal was made more widely known, we predict that clothing retailers would have to adapt their sales strategies to also include consumer disposal behaviours. We see this tendency today in two Swedish high-end fashion companies Filippa K¹⁰ and Boomerang.¹¹ Filippa K has opened their own second-hand store on Södermalm where consumers get paid for returning used Filippa K clothes which then are resold, while Boomerang takes it a step further by remaking collected clothes of their brand and use them as new sales.

Another interesting finding is that people’s past disposal behaviour does not seem to impact how they would dispose clothes in the future. We believe that the underlying reason for this is that each disposition choice will be different depending on what kind of garment and what kind of situation people find themselves in. We did not anticipate the result that respondents who have low intentions to dispose their piece of clothing would prefer to sell it online. A reason could be that people who do not want to dispose certain clothes feel a need to get rewarded economically in order to compensate for the alternative cost of keeping their garment. This consumer behaviour has grown in importance during the past years, which has created new business opportunities. A good example is Tradera.se that was founded in 1999 and today has over 2 million members, and since they are a subsidiary to eBay, they are a part of a network with 250 million members worldwide¹².

In the area of gift giving, our assumption of gift receivers being less satisfied than buyers at the time their piece of clothing came into their possession, proved to be true. However, a surprising finding was that no differences were found between gift receivers and buyers regarding how satisfied they were with their piece of clothing *today*. We believe that a reason for this is that the action of gift giving creates a bond between the receiver and giver and this bond is reflected in the gift. This is the reason why gift receivers stay more satisfied over time with their piece of clothing given to them as a gift compared to people who bought their piece of clothing themselves. However, this does not necessarily mean that the gift receiver is satisfied with the gift when it comes in his/her possession, which our result clearly shows.

A remarkable finding is that age does not seem to affect the reasons why people save clothes. Previous research showed that older people tend to pass on their belongings to family and friends (Curasi et al. 1998, Price et al. 2000) but unexpectedly our results show that younger people intend to pass on clothes to family members and friends, and not older people. However, these previous studies have not

¹⁰ www.filippa-k.com/ (2008)

¹¹ www.csripraktiken.se/ (2009-02-18)

¹² www.mynewsdesk.com/ (2009-11-26)

been conducted in relation to clothes, whereas our study has. We therefore draw the conclusion that clothes are more difficult for older people to pass on to family members and friends (than for instance maybe jewellery is) because clothes are very specific in terms of fit and taste. For younger people this seems to be less of a problem.

Interesting results concerning the area of loss of choice was that people would like to have the option of owning a garment in order to be able to use it in the future if they so wish even though the likelihood of actually using the garment in the future is almost none existing. This shows an interesting contradiction in consumer behaviour. We believe that there are underlying psychological factors, which will not be covered into detail in this thesis, which make people feel better as they keep as many options open as possible. Our study indicates that this holds true in relation to clothes. Furthermore, we were surprised that people's intentions to divest clothes were not affected by whether the garment was expensive or cheap. This indicates that price is not an important factor for people when making decision of disposing clothes. We believe that there are other more important factors, such as nostalgia and gifts, that create this special bond between people and clothes, which makes people hesitate to dispose them.

Our three assumptions in the area gender & clothing were rejected but we do not think these results are too surprising since it makes sense that men and women differ in their relations to clothes. Previous study (Guy et al, 2001) was only conducted on women and our study, which was conducted on both women and men, proved that there are differences in how men and women relate to their clothes. What we found most interesting was that women saved clothes of nostalgic reasons whereas men saved them out of laziness. We believe the reason for this finding is that women in general are more attached to their clothes while men are more indifferent to theirs. This could have different implications on men's and women's divestment behaviours and we believe that one key to improve people's, and in particular men's, actions of disposing clothes is to make disposal of clothes simpler and more accessible. We believe that the media may be helpful in changing people's disposal habits by providing the society with more information about simple and environmental-friendly disposal alternatives in the area of clothing.

To conclude, what implications do people's divestment behaviours have for the retail industry? The retail industry should try to facilitate for people to dispose of their unwanted clothes. This could be done by forcing each company of relative size to collect clothes of their own brand in their own stores. The collected clothes could then either be resold or given to charity. If some clothes are improper for further use they could be recycled or remade into another kind of textile product such as a carpet. Retailers would benefit from this from two aspects. The first aspect is that retailers would take their corporate social responsibility and contribute to the sustainability of the world. The second is that retailers would actually benefit from removing old clothes that are no longer used from the market

because then people will have more space in their closets for new purchases. The circle in the Consumer Decision Buying Process (Blackwell et al., 2006) would then be closed and the process would enjoy a smoother flow through the seven different stages.

5.1 CRITIQUE

A valid question is how accurate our study is in terms of representing the real world. Our ambition has been to carry out this study in a way such that it meets a good scientific standard, and this has been done using a quantitative analysis which is the method that most accurately mirrors the real world (Malhotra, 2004). Thus we believe that our chosen method enhances the credibility of this study, but in retrospect we should have had included more questions that intended to measure the same thing in order to increase the internal validity of our study. Another thing we realized during the analysis was that we should have added some additional questions, which would have captured the essentials of our theoretical base, from which we created our research questions. An example of this would be to have a follow-up question for each of the divestment intentions, about the *reason to why they would chose a certain divestment alternative*. This would, in retrospect, have been interesting to find out, and could have added an extra dimension to the results, for example in relation to environmental issues. It would have been interesting if we, apart from our quantitative study, also had performed some in-depth interviews with selected respondents. Such interviews would have most certainly provided us with valuable facts that are hard to capture in a quantitative study.

5.2 SUGGESTIONS FOR FURTHER RESEARCH

The aim of this study was to contribute with further insight in the area of divestment in relation to clothes. However, there are several issues regarding divestment in our five examined areas of theories where we would like to see further research. In the area of divestment we would like to see future research investigating if there are any differences in alternatives of divestment regarding what kinds of garment consumers' intend to dispose. We also see a need for future research investigating and comparing older and younger consumers' divestment behaviours in relation to clothes. Concerning our rejected assumptions within the area of gender we wish to see future studies, preferably both quantitative and qualitative, conducted on both men and women in order to further investigate similarities and differences between genders' relations to clothes. We also see a need for future research in the area of loss of choice, investigating which the underlying psychological factors are, that make people to a larger extent save clothes instead of divesting them even though they know that they will never use them again. As we do live in a "wear-and-tear" society, we think it is of big interest to use our results as a base to get a better understanding of how divestment of clothes is looked upon by consumers. This is certainly an area of increasing relevance and further research has the potential of providing findings which could assist the consumer, the retail industry and the society in making more sound decisions going forward.

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7. APPENDICES

7.1 Interesting findings which do not directly answer our research questions

Findings related to intentions of using clothes

We found no correlation between having a positive memory connected to the piece of clothing and the intentions on using it in the future. This means that having a positive memory connected to the piece of clothing does not make the respondents want to use it more in the future. However, a positive correlation was found between how important the respondents think their piece of clothing is and how likely it is that they would use it in the future ($r=0,347$, $p=0,000$). This means that the respondents who think that a garment is important to them are more likely to use it in the future. Positive correlation was also found between a garment's perceived quality and the intentions of using it in the future ($r=0,172$, $p=0,05$). This indicates that the respondents have saved clothes they perceived to be of good quality with the intention of using them in the future.

Correlation was found between how many times the piece of clothing have been used and reasons why the respondents have stopped using the garment. The results indicated a positive correlation that the respondents who have used the piece of clothing many times have stopped using it because it was too worn ($r=0,314$, $p=0,000$), while there was a negative correlation between how many times the garment had been worn and that it had been an error purchase ($r=-0,198$, $p=0,000$) or an impulse purchase ($r=-0,253$, $p=0,000$). This means that the respondents who have used their piece of clothing few times mainly have stopped using it because it was a wrong- or an impulse buy. There are no significant differences in the intention of using the piece of clothing in the future between the respondents who have received it as a gift and the respondents who have bought it themselves.

Our independent samples t-test tested to compare differences between men and women showed that the men to a larger extent have stopped using the piece of clothing because they think that it does not fit their personal style ($p=0,013$), compared to the women. However, the independent t-test showed no significant differences between the men's and the women's intentions of keeping a garment and their intentions of using it in the future.

Findings related to intentions of disposing clothes

We found correlation between how likely it is to dispose the piece of clothing and alternative ways of disposal. The result showed a positive correlation that the respondents who were very likely to dispose their piece of clothing would give it to charity ($r=0,178$, $p=0,04$), and throw it away ($r=0,238$, $p=0,001$). This means that the respondents who had high intention of disposing their piece of clothing had also higher intentions of giving it to charity or just throw it away. Whereas there was a negative correlation between the intention of giving to family or friends and the intention of ever dispose the garment ($r=-0,122$, $p=0,049$). This means that the respondents who had high intentions of disposing their garment would not give it to family or friends.

Furthermore, a positive correlation was found between how likely it is to dispose the piece of clothing and how exhausting ($r=-0,131$, $p=0,003$), hard ($r=-0,297$, $p=0,000$) and emotionally hard ($r=-0,400$, $p=0,000$) it is to dispose it. This means that the respondents who were very likely to dispose the piece of clothing found it less exhausting, hard and emotionally hard to dispose the garment. It implies that these respondents have no sentimental reasons for not disposing their piece of clothing so there must be another reason to why they do not dispose it. In order to answer this, we tested for correlation and found a positive correlation between the intention to dispose the piece of clothing and saved it because of laziness ($r=0,247$, $p=0,000$). This concludes that the respondents who were very likely to dispose their piece of clothing had not yet disposed it because they have been lazy.



Hej!

Enkätnummer

Tack för att du vill vara med i den här undersökningen!

Undersökningen är del av en oberoende studie som görs på Handelshögskolan i Stockholm.

Det är viktigt att du svarar på *alla* frågor!

Om du känner dig osäker på något, fråga oss gärna!

Enkäten tar ca 7 minuter att besvara. *Tack på förhand!*

Vänligen tänk på ett plagg som du äger och har sparat men inte använt på minst 1 år.

1. Vad är det för typ av klädesplagg?

.....
.....
.....

I fortsättningen av den här enkäten vill vi att du tänker på just det plagg du valde och att du svarar på frågorna med detta plagg som utgångspunkt.

2. Hur kom plagget i din ägo?

- Köpte det själv
- Fick det i present Nämligen av.....
- Har ärvt det
- Har gjort det själv
- Har vunnit det

3. Om du köpte det själv, hur mycket kostade plagget på ett ungefär?

.....

4. Vad skulle plagget användas till?

- Fest
- Högtider
- Sport och fritid
- Jobb
- Vardag
- Annat Nämligen.....

5. Hur länge har du ägt plagget?

Jag har ägt det i ungefär.....år

6. Hur många gånger har du använt plagget sedan det kom i din ägo?

Jag har använt plagget ungefär.....gånger

7. Vad tycker du om plagget?

7.1 Billigt	1	2	3	4	5	6	7	Dyrt
7.2 Dåligt	1	2	3	4	5	6	7	Bra
7.3 Ointressant	1	2	3	4	5	6	7	Intressant
7.4 Fult	1	2	3	4	5	6	7	Fint
7.5 Omodernt	1	2	3	4	5	6	7	Modernt
7.6 Låg kvalitet	1	2	3	4	5	6	7	Hög kvalitet
7.7 Gillar inte	1	2	3	4	5	6	7	Gillar
7.8 Inte exklusivt	1	2	3	4	5	6	7	Exklusivt

8. Vad tycker du om varumärket?

8.1 Okänt	1	2	3	4	5	6	7	Känt
8.2 Svagt	1	2	3	4	5	6	7	Starkt
8.3 Inte exklusivt	1	2	3	4	5	6	7	Exklusivt
8.4 Dåligt	1	2	3	4	5	6	7	Bra
8.5 Låg kvalitet	1	2	3	4	5	6	7	Hög kvalitet
8.6 Gillar inte	1	2	3	4	5	6	7	Gillar

9. Har du något speciellt positivt minne som är förknippat med plagget?

.....

.....

10. Varför har du slutat använda plagget?

10.1 För slitet/trasigt

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.2 Passar inte min kropp

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.3 Passar inte min stil

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.4 Felköp

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.5 Omodernt

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.6 Aldrig använt det

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

10.7 Impulsköp

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11. Varför har du sparat plagget?

11.1 Nostalgiska skäl

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.2 Lathet

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.3 Vet inte hur jag ska göra mig av med det

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.4 Det var dyrt

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.5 Kanske kommer använda det i framtiden

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.6 Jag vill ge bort det i framtiden

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.7 Svårt att få tag i plagget

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.8 Fick leta länge

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

11.9 Fick vänta länge innan det kom i min ägo

Håller inte alls med 1 2 3 4 5 6 7 Håller med helt och hållet

12. Hur mycket betyder det här plagget för dig?

Inte alls mycket 1 2 3 4 5 6 7 Väldigt mycket

13. Vad får du för känsla när du tänker på plagget?

Negativ 1 2 3 4 5 6 7 Positiv

14. Känner du att du har ett ansvar för plagget?

Inte alls 1 2 3 4 5 6 7 Absolut

15. Speglar plagget din identitet?

Inte alls 1 2 3 4 5 6 7 Absolut

16. Hur viktigt är det för dig att plagget lever vidare?

Inte alls 1 2 3 4 5 6 7 Absolut

17. Hur nöjd är du med plagget idag?

Inte alls nöjd 1 2 3 4 5 6 7 Väldigt nöjd

18. Har du något speciellt negativt minne som är förknippat med plagget?

.....

19. Hur nöjd var du med plagget när det kom till din ägo?

Inte alls nöjd 1 2 3 4 5 6 7 Väldigt nöjd

20. Hur troligt är det att du kommer att använda plagget igen?

Mycket otroligt 1 2 3 4 5 6 7 Mycket troligt

21. Hur troligt är det att du kommer att fortsätta behålla plagget?

Mycket otroligt 1 2 3 4 5 6 7 Mycket troligt

22. Hur troligt är det att du någonsin kommer göra dig av med plagget?

Mycket otroligt 1 2 3 4 5 6 7 Mycket troligt

Föreställ dig att du nu faktiskt har bestämt dig för att göra dig av med ditt valda plagg. Hur skulle du gå till väga?

23. Hur troligt är det att du kommer skänka ditt plagg till välgörenhet?

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

23.1 Har du skänkt kläder till välgörenhet tidigare?

Ja

Nej

24. Hur troligt är det att du kommer ge bort ditt plagg till vänner eller familj?

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

24.1 Har du gett bort kläder till vänner eller familj tidigare?

Ja

Nej

25. Hur troligt är det att du kommer slänga ditt plagg?

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

25.1 Har du slängt kläder tidigare?

Ja

Nej

26. Hur troligt är det att du kommer sälja ditt plagg till en second hand butik?

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

26.1 Har du sålt kläder till en second hand butik tidigare?

Ja

Nej

27. Hur troligt är det att du kommer sälja ditt plagg på en loppmarknad?

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

27.1 Har du sålt kläder på en loppmarknad tidigare?Ja Nej **28. Hur troligt är det att du kommer byta det med en vän eller på en kläd-bytar-dag?**

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

28.1 Har du bytt kläder med en vän eller på en "kläd-bytar-dag" tidigare?Ja Nej **29. Hur troligt är det att du kommer sälja det på internet-sidor så som Blocket, Tradera, Ebay?**

Inte sannolikt 1 2 3 4 5 6 7 Mycket sannolikt

29.1 Har du sålt kläder på internet-sidor som Blocket, Tradera, Ebay med flera tidigare?Ja Nej **30. Hur *ansträngande* känns det rent praktiskt att göra sig av med plagget?**

Inte alls ansträngande 1 2 3 4 5 6 7 Mycket ansträngande

31. Hur *svårt* känns det rent praktiskt att göra sig av med plagget?

Inte alls svårt 1 2 3 4 5 6 7 Mycket svårt

32. Hur *känslomässig* känns det rent praktiskt att göra sig av med plagget?

Inte alls känslomässig 1 2 3 4 5 6 7 Mycket känslomässig

33. Hur gammal är du?

.....år

34. Jag är:Man Kvinna **35. Hur mycket handlar du kläder för i månaden i genomsnitt?**

Jag handlar kläder för ungefär.....SEK / månad

36. Under de senaste 5 åren, hur många gånger har du rensat garderoben på kläder?

Jag har rensat garderoben ungefär.....gånger de senaste 5 åren

37. Hur ser du på kläder?

Inte intresserad 1 2 3 4 5 6 7 Intresserad

Engageras inte 1 2 3 4 5 6 7 Engageras

38. Hur ser du på mode?

Inte intresserad 1 2 3 4 5 6 7 Intresserad

Engageras inte 1 2 3 4 5 6 7 Engageras

39. Försöker du följa modetrender?

Stämmer inte alls 1 2 3 4 5 6 7 Stämmer helt och hållet

Tack för din medverkan och att vi fick ta din tid i anspråk!

7.3 CORRELATION MATRIX AND ANALYSIS

		Hur kom i ägo	Hur länge ägt plagg	Hur många ggr använt	ATTITUDE1	ATTITUDE2	Varför slutat använda plagg slitet
Under de senaste fem åren hur många ggr har du rensat garderoben	Pearson Correlation Sig. (2-tailed) N	-,001 ,993 262	-,049 ,433 260	-,044 ,482 261	,098 ,115 262	,068 ,276 262	-,092 ,138 261
Hur troligt är det att fortsätta behålla plagget	Pearson Correlation Sig. (2-tailed) N	,108 ,081 262	,145* ,020 260	,080 ,196 261	,287** ,000 262	,202** ,001 262	,035 ,568 261
Hur troligt är det att du någonsin göra av m plagg	Pearson Correlation Sig. (2-tailed) N	-,092 ,137 262	-,258** ,000 260	-,082 ,185 261	-,313** ,000 262	-,298** ,000 262	-,065 ,299 261

Varför slutat använda plagg passar inte kropp	Varför slutat använda plagg passar ej stil	Varför slutat använda plagg felköp	Varför sluta använda plagg omodernt	Varför slutat använda plagg aldrig använt	Varför slutat använda plagg impuls köp	Varför sparat plagg lathet
-,049 ,429 262	-,086 ,167 262	-,019 ,759 261	-,057 ,358 262	-,013 ,837 262	,109 ,079 262	-,045 ,467 262
-,165** ,008 262	-,236** ,000 262	-,333** ,000 261	-,267** ,000 262	-,061 ,322 262	-,171** ,006 262	-,346** ,000 262
,097 ,116 262	,150* ,015 262	,247** ,000 261	,197** ,001 262	,063 ,312 262	,143* ,020 262	,247** ,000 262

Varför sparat plagg vet ej hur göra s av	Varför sparat plagg det var dyrt	Varför sparat plagg kanske i framtiden	Varför sparat kanske ge bort i framtid	Varför sparat svårt att få tag i	Varför sparat leta länge	Varför sparat plagg vänta länge
-,022	,017	,027	-,032	,028	,007	,092
,723	,783	,659	,607	,656	,905	,136
262	262	262	262	262	262	262
-,201**	-,014	,410**	-,047	,167**	,166**	,189**
,001	,822	,000	,448	,007	,007	,002
262	262	262	262	262	262	262
,141	-,056	-,150	,004	-,304**	-,257**	-,244**
,023	,367	,015	,947	,000	,000	,000
262	262	262	262	262	262	262

Speglar plaggget din identitet	Hur nöjd är du med plagget idag	Hur nöjd var du då plagg kom i din ägo	Hur troligt är det att använda plagget igen	EMOTIONS	Hur troligt är det att du kommer skänka plagget till välgörenhet	Har du skänkt kläder till välgörenhet tidigare
,057	,049	,045	,084	,027	-,026	-,084
,362	,434	,465	,177	,666	,675	,177
262	262	262	262	262	262	262
,319*	,578**	,250**	,572**	,442*	-,191**	,046
,000	,000	,000	,000	,000	,002	,458
262	262	262	262	262	262	262
-,218**	-,355**	-,182**	-,265**	-,428**	,178**	-,057
,000	,000	,003	,000	,000	,004	,356
262	262	262	262	262	262	262

Hur troligt är det att du kommer ge bort till vänner...	Har du gett bort till vänner etc tidigare	Hur troligt är det att du kommer slänga ditt plagg	Har du slängt kläder tidigare	Hur troligt är det att du kommer sälja till second hand	Har du sålt till second hand butik tidigare	Hur troligt är det att du kommer sälja på loppmarknad
,069	-,085	-,007	-,092	,111	-,183**	-,024
,268	,169	,907	,137	,072	,003	,698
262	262	262	262	262	262	262
,116	,009	-,120	,023	,152*	,044	-,096
,060	,886	,052	,705	,014	,481	,121
262	262	262	262	262	262	262
-,122*	-,056	,208**	-,071	-,093	-,076	,153*
,049	,364	,001	,249	,134	,221	,013
262	262	262	262	262	262	262

Har du sålt kläder på loppmarknad tidigare	Har troligt är det att du kommer byta kläder med vän...	Har du bytt kläder med en vän tidigare	Hur troligt är det att du kommer sälja på internet	Har du sålt kläder på internet tidigare	Hur ansträngade känns det rent praktiskt att göra sig av med plagg	Hur svårt känns det rent praktiskt att göra sig av med plagget
-,235**	,029	-,143*	,074	-,183**	-,103	-,142*
,000	,644	,020	,233	,003	,096	,022
262	262	262	262	262	262	262
,094	-,044	,055	,210**	-,143*	,088	,175**
,131	,482	,374	,001	,021	,155	,004
262	262	262	262	262	262	262
-,060	-,007	,025	-,131*	,121*	-,181**	-,297**
,336	,910	,688	,035	,050	,003	,000
262	262	262	262	262	262	262

Hur känslomässigt känns det rent praktiskt att göra sig av med plagget	Hur gammal är du	Jag är man/kvinna	Hur mycket handlar ni kläder för i månaden i genomsnitt	Hur ser du på kläder o/intresserad	Hur ser du på kläder engageras/inte	Hur ser du på mode o/intresserad
-,019	-,111	,264**	,171**	,203**	,205**	,234**
,761	,073	,000	,006	,001	,001	,000
262	262	262	261	262	262	262
,428**	-,111	,109	-,042	,123*	,083	,013
,000	,072	,078	,496	,047	,181	,839
262	262	262	261	262	262	262
-,400**	-,050	-,144*	,015	-,127*	-,128*	-,076
,000	,422	,020	,810	,040	,039	,219
262	262	262	261	262	262	262

Hur ser du på mode engageras/inte	Försöker du följa modetrender
,228**	,113
,000	,068
262	262
,001	-,049
,984	,429
262	262
-,079	-,063
,205	,310
262	262

The table above shows correlation between the three questions: (1. How likely it is that you would keep the garment? 2. How likely is it that you will ever dispose the garment 3. During the past 5 years, how many times have you cleaned out your closet?) and the other variables in the study. We will discuss the significant correlations between the variables we found most interesting.

Since the first two questions are similar to their nature we will discuss the results of these questions simultaneously.

Positive correlation was found between the intention of keeping the garment and how long the respondents have owned it. This means that respondents who have owned their garment for a long time have lower intentions of disposing it. In contrary, negative correlation was found between the intention of disposing the garment and how long the respondents have owned it. This means that the respondents, who have not owned their garment for a long time, have higher intentions of disposing it. These two results enhance our internal validity because the answers to these two very similar questions support each other. The same is true for the next two results found; positive correlation on intention to keep and Attitude1/Attitude2 and negative correlation between intention to dispose and Attitude1/Attitude2. This means that respondents who have positive attitudes towards their garment have higher intentions of keeping it while the respondents who have negative attitudes towards their garment have higher intentions of disposing it.

Negative correlation was found between the intention to keep and how well the garment fit the body. This means that if the garment does not fit the body, the respondents have lower intentions of keeping it. No correlation was found between this question and the intention to dispose the garment. Furthermore, we could see contradicting results between the two questions (intention of keeping and intention of disposing) concerning why the respondents have stopped using their garment, further enhancing the internal validity of the study.

Furthermore, we also see contradicting results between the two questions (intention of keeping and the intention of disposing) concerning why the respondents have saved the garment. An interesting finding was that the respondents who have high intention of disposing their garment have saved it because they do not know how to dispose it. This implies that maybe the retail industry should make it easier for consumers to dispose clothes.

Positive correlation was found between the intention to keep and how well the garment reflects the respondents' identities while negative correlation was found between this question and the intention to dispose the garment. This means that respondents who think that their garment reflects their identities have high intentions of keeping them while respondents who think the garment does not reflect their identities have higher intentions to dispose it. This is in line with previous theories in the theoretical area of possession, meaning and attachment.

Positive correlation was found between the intentions to keep and how satisfied the respondents were with their garment and negative correlation was found between the intention to dispose and this question. This implies that if the respondents are satisfied with their garment they want to keep it, otherwise they consider disposing it. Furthermore, the results on Emotions show as well that the respondents who have positive emotions towards the garment would like to save it while respondents who do not have emotional attachment would consider disposing it.

Regarding results on the respondents' intentions of their future disposition behaviors in relation to clothes, there were some interesting findings. Negative correlation was found between the intention to keep and the intention of giving the garment to charity as well as throwing it away. Positive correlation was found between the intention to dispose and the intention to give the garment to charity as well as throwing it away. This means that respondents who have low intentions of keeping their garment have higher intentions of giving it to charity or throwing it away and respondents who have low intentions of disposing their garment have low intentions of giving it to charity or throwing it away. Positive correlation was found between the intentions to dispose and selling it on a flea-market and no correlation was found on this question and the intention to keep. Finally, positive correlation was found on the intention to keep and selling it online and negative correlation was found between the intention to dispose and selling it online. This means that the respondents who have high intention of keeping their garment have higher intentions of disposing their garment by selling it on the internet while respondents who have high intentions of disposing their garment would not choose to dispose it by selling it online. This could imply that the respondents who want to keep their garment want to have economical compensation if they ever would dispose it.

Negative correlation was found between the intentions to dispose and how emotionally and practically hard the respondents think it is to dispose their garments. This means that respondents who have high intentions of disposing their garment do not find it emotionally or practically hard to do so.

Positive correlation was found between intention to keep and how interested the respondents were in clothes. Negative correlation was found between the intention to dispose and the respondents' interest in clothes. This means that respondents who are interested in clothes have higher intentions of disposing their garment. One reason for this could be that since they are more interested in clothes they also change style of garments more often and therefore they do not become so attached to them.

Now we will discuss the results connected to the last question: during the last 5 years, how many times have you cleaned out your closet?

A positive correlation was found that the piece of clothing was an impulse purchase. This could mean that these respondents buy clothes on impulse quite often and therefore they need to clean their closet more often due to lack of space. There was also a positive correlation found between how many times

the respondents have cleaned out their closets and their intentions of selling the piece of clothing to a second-hand store but a negative correlation with their past experiences with selling to a second-hand store. This Further, there was a negative correlation regarding their past divestment behaviours regarding selling to second-hand stores, exchanging the garment with friends and selling it online. Regarding future divestment intentions on these variables, no significant correlation was found.

Negative correlation was found that the respondents think it is emotionally and practically hard to dispose their garments. This means that people who have cleaned out their closets only a few times think it is both emotionally and practically harder to clean their closets. A likely explanation could be that people tend to think that activities that they seldom perform are harder to do than activities they do more regularly.

Positive correlation was found between cleaning out the closet and the respondents' interested in fashion. This means that respondents who are interested in fashion have cleaned out their closets more often than those respondents who are not interested in fashion. This could imply that they need to clean out their closets more often in order to get space for their new and trendy purchases.