

Consumer and Retailer Perception on Circular Fashion Approach of Clothing in Dhaka City

Rubaiat Binta Mustafiz Muna¹, Shabrina Kabir², Abdullah Ahmed³,
Sadia Hashem⁴

^{1,3,4}Student, Textile Engineering Management, Bangladesh University of Textiles, Dhaka, Bangladesh

²Student, Textile Machine Design & Maintenance, Bangladesh University of Textiles, Dhaka, Bangladesh

Abstract

The massive expansion in garment consumption over the previous few decades have had a significant environmental impact. There is a significant amount of waste in this apparel as a result of fast fashion and the increasing manufacture of low-quality clothing. The project's purpose is to explore the feasibility of enhancing the practice of circular fashion in Dhaka and making it more successful toward the goal of sustainable consumption and circular economies. Survey questionnaires and comments from customers and retailers help to better understand people's attitudes toward this sort of behaviour. The development and refinement of both market strategy and the growth of new markets are advantages of this study for retailers. Additionally, customers have the option to defend the circular fashion strategy. Consumers may also rationalize the circular fashion strategy by using terms such as reuse or recycling, second-life retailing, cloth renting and swapping, and short-term renting.

Keywords: Circular Fashion, Retailer, Consumer, Fast Fashion, Survey, Questionnaires, Textile, Sample Size, SPSS, Framework.

1. Introduction

The consumption of textile products has been growing over time. The world, per capita, textile consumption grew from 3.7 kg in 1950 to 11.1 kg in 2007. Adopting and encouraging more circular economies is a part of the European commission's (EC) strategy. Developing a collective platform for used clothes owners could contribute tremendously in increasing the amount and quality of collected used clothes. The gap of expanding the infrastructure of used clothes collection through multiple channels could be bridged by developing an online store for people to dispose of their old clothes. [1]There is a need for more studies on the market of recovered or used products in terms of, marketing issues, consumer's attitudes and acceptance for used products, according to a study by Rubio, S. & Jiménez-Parra from the Federal University of Puerto Rico. [2]Do not give after or before margins to paragraphs; instead, add empty paragraph between two paragraphs to make them separate.

2. Related Work

Fast fashion trend in the market means that a lot of clothes are discarded while they could be wearable for much longer time. The collected used clothes in countries are of relatively high quality and can be reused

for the same purpose, named as clothing recycling [3]. The classic recycling of material, which is possible in the manufacturing sector, is less feasible and economical for apparel and fashion. [4] Much of the market for used clothing is located in developing countries, where annual wages are often much lower than those in developed nations [5]. 2nd life retail is a new business model that reflects the benefits of 2nd hand clothing business in retail shop. Revenue stream will come from dependent (discount based) and independent (regular based) customers. Savings, second hand life, decrease of value, second life retail, trendy and trendy are the value proposition [6]. For this we need to assess customer and retailer perception before implementing the business model. Several brands, including MUD Jeans, Houdini, Nudie Jeans, H&M, C&A, Filippa K, Patagonia, and Worn Again, are already collaborating and putting this approach into practice both professionally and in pilot runs [7]. There are ways to convince consumers of providing less used material for collection – perhaps at the cost of shorter first-hand use. Increased prime quality in incoming material will raise the income level of sold fractions. Another possibility is a sharing agreement with the charities, which carry out the first-tier sorting [8]. The one-month rental subscription model is valuable for the customers who prefer to change their clothes frequently or based on the fast-changing fashion. This also provides a viable business option for retailers who want to attract and retain customers over the long-stay period of time [9]. Trade of second hand clothes for commercial profit is being done through three main channels, namely; commercial second-hand stores, charity organizations second hand stores and internet website. When the purpose of sorting process of used clothes is to select the reusable items that can be resold in the market, familiarity with market demands is an important factor [10]. Before you begin to format your paper, first write and save the content as a separate text file.

3. Scope of Research:

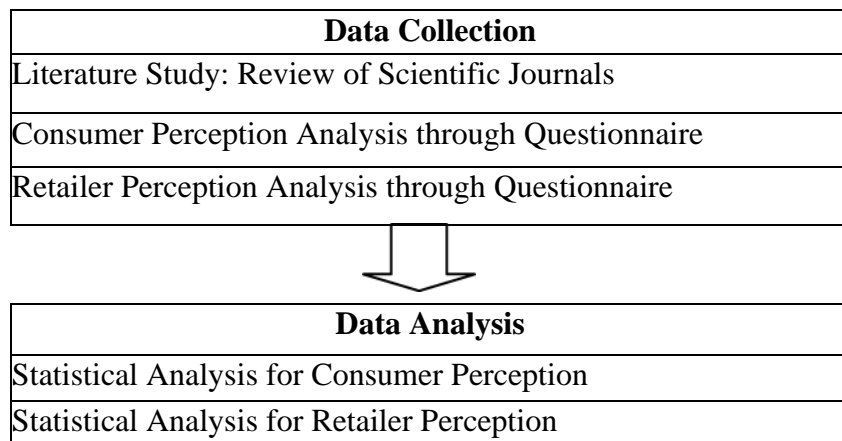
The specific objectives of the project are as follows: To identify the positive and negative perceptions of consumers and retailers about the circular fashion approach and the developed framework.

What are the challenges and possibilities for improvement of market strategy in circular fashion of clothing in Dhaka?

4. Methodology & Discussion:

4.1. Outline of Methodology:

The study was based on quantitative method. Process chart of project and applied methods are shown below.



4.2. Sampling for Analyzing Consumer's Perception:

- **Study Place:** Data of the target population was obtained from retail stores located within Dhaka zonal area. Online survey is made for getting perception.
- **Study Period:** This study was conducted for the period of 10 days.
- **Study Population:** The target population were males and females of 18 years of age or above who visited in the shopping malls.
- **Study Sample Size:** The sample for this research included the 150 consumers of different group. Since it is a non-probability sampling the sample size for the study was taken as 150 samples.
- **Data Collection Tools:** Questionnaires were used to collect primary data. Likert scale was used. Pie & Bar charts are used to evaluate the results.
- **Data Management and Analysis:** The data for this study was analyzed by Google form.

4.3. Sampling for Analysing Retailer Perception:

- **Study Place:** Data of the target population was obtained from retail stores located within Dhaka zonal area. Local brands were under this survey like Sailor, Menz club, Easy, Club House etc. located in Bashundhara Shopping Complex
- **Study Period:** The study was conducted for the period of 10 days
- **Study Population:** The target population was all the managerial persons of renowned retail brands in Dhaka.
- **Study Sample Size:** The sample for this research included the 20 retailers of obtaining different managerial post of different age. Since it is a non-probability sampling the sample size for the study was taken as 20 samples.
- **Data Collection Tools:** Questionnaires were used to collect primary data. Likert scale was used. Pie & Bar charts are used to evaluate the results.
- **SPSS Data Management and Analysis Process:** Open SPSS > Variable view > Name box (Give variable name) > Select variable type (string for alphabet & numeric for number) > Label box (Detail variable description) > Select values (1- Strongly agree; 2- Agree; 3- Neither; 4- Disagree; 5- Strongly disagree) > Data view (Input retailers name with opinion) > Analysis (Select descriptive statistics & frequencies) > After determine Mean, Median, Mode, Std. deviation, Variance > Select Chart option (Create bar chart) > Finally the expected result has found.
- **Information of Respondent (Consumer and Retailer):** Targeted consumers were Graduate Students (Different Discipline), Graduate Students (Textile), Employees (Textile Sector), Employees (Different Sector) who shop regularly.

Graduate Students (Diff. Discipline) = 67

Graduate Students (Textile) = 51

Employees (Textile Sector) = 19

Employees (Different Sector) = 13

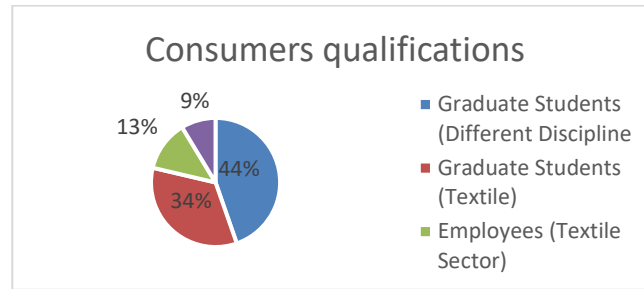


Chart 4.2.1- Consumer Qualifications

Targeted retailer market was Bashundhara City Shopping Complex in order to reach for taking the opinions of more or less all the brands.

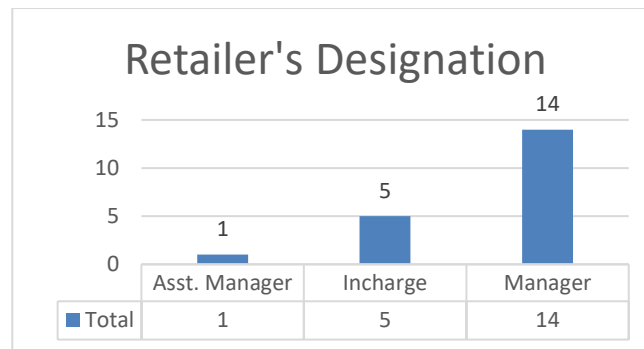


Chart 4.2.2. Retailer's Designation

4.4. Research Method

This project concerns to establish a circular fashion framework about the risk, acceptance and feedback. The study was based on mixed method i.e. qualitative and quantitative method. Relative questions and therefore to quantify the outcome based on those answers is the quantitative method.

4.5. Sampling

Non-probability sampling relies on the subjective judgment of the researcher and is very cost and time-effective. It can also be used when it's impossible to conduct probability sampling. Purposive sampling involves choosing people whose views are relevant to an issue because one makes judgment, and/or persuaded by collaborators or researchers.

4.6. Tools for analysis:

In this study, a quantitative analysis was done by SPSS and Excel based on qualitative judgment of consumer & retailer. The reference used in the research was recorded with the help of Mendeley Desktop software.

4.7. Data Collection and Analysis

The study aimed to know the possibilities of improving the practice of circular fashion of clothing in Dhaka and collecting customer and retailer perception on this practice. Questionnaires were used to collect primary data. Likert scale was used. Pie & Bar charts are used to evaluate the results.

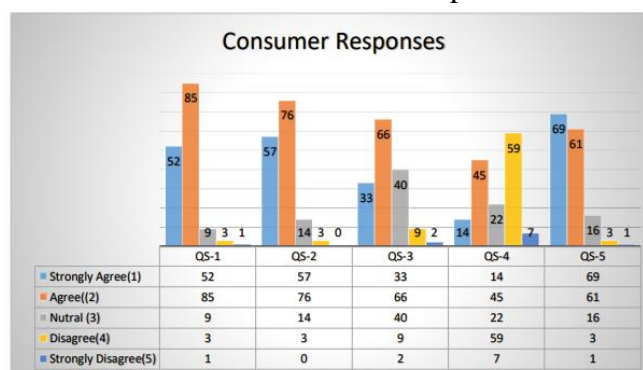
4.8. Research Question

1. As per circular fashion approach of clothing: Second life retailing system reduces wastage and enhances the economic sustainability. It will be economical for both consumer and retailer. According to your opinion do you think this system should be introduced by apparel retailers in Dhaka?

2. As per circular fashion approach of clothing: Reuse and recycling of clothing resulting in economic benefit of consumer. According to your opinion do you think this system should be introduced by apparel retailers in Dhaka?
3. As per circular fashion approach of clothing: Cloth renting and swapping resulting in achievement of collaborative consumption. According to your opinion do you think this system should be introduced by apparel retailers in Dhaka?
4. Did you get this kind of clothing renting service from retailer in Dhaka? (consumer)Clothing renting is a way to change our country (retailer)
5. As per circular fashion approach of clothing: 4R`s (Reduce, Repair, Reuse, Recycling) resulting in achievement of environment and economic sustainability. According to your opinion do you think this system should be introduced by apparel retailers in Dhaka?
6. As per circular fashion approach of clothing: Short term renting system resulting in sustainable consumption. According to your opinion do you think this system should be introduced by apparel retailers in Dhaka?
7. Second hand clothes that have been given a new life through some sort of customization. What`s your opinion in this regard?
8. A garment is made of non-toxic recycled biodegradable materials. This supports circular fashion approach. According to your opinion do you think this type of product should be introduced by apparel retailers in Dhaka.
9. Do you think clothing renting is a way to change our country?
10. Do you think second hand clothing can impact on waste reduction by avoiding excess inventory cost?
11. Do you think recycled clothing have an impact on environmental sustainability?
12. Product renting system will be more cost effective. What do you think?
13. Do you think that circular fashion approach will be beneficial for customer, retailer and environment?
14. What do you think the 2nd hand cloths renting system is perfect for consumer of Dhaka?

4. Result:

Chart 5.1. Consumer Responses



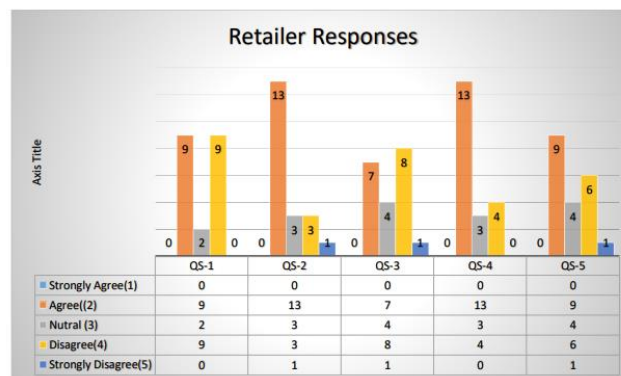
After survey analysis, 91% consumers are agreeing for variable 1; reuse and recycling, 89% consumers are agreeing for variable 2; second life retailing system, 66% consumers are agreeing for variable 3; cloth renting and swapping, 39% consumers are agreeing for variable 4; 4R`s, 87% consumers are agreeing for variable 5; short term renting system according to the framework. There are another several questions i.e.

from question no. 6 to question no. 14 for better understanding of consumers about circular fashion approach. After analyzing the survey, the feedback is 64% (Ques-6); 73% (Ques-7); 85% (Ques-8); 55% (Ques-9); 81% (Ques-10); 81% (Ques-11); 71% (Ques-12); 80% (Ques-13); 66% (Ques-14).

Table 5.1-Consumer Perception on Questionnaires

SL No	Strongly Agree(1)	Agree((2)	Neutral (3)	Disagree(4)	Strongly Disagree(5)	Satisfaction%	Total Sample	Total Weightage	Mean Score	Mean Average Score	Variance	Standard Deviation	CV%
QS-1	52	85	9	3	1	65%	150	266	1.77				
QS-2	57	76	14	3	0	65%	150	263	1.75				
QS-3	33	66	40	9	2	56%	150	331	2.21				
QS-4	14	46	23	60	7	40%	150	449	3.00				
QS-5	69	61	16	3	1	66%	150	256	1.71				
QS-6	34	63	38	15	0	55%	150	335	2.23				
QS-7	49	60	29	9	2	59%	150	304	2.03	2.08	0.1	0.3	0
QS-8	61	66	18	5	0	64%	150	267	1.78				
QS-9	36	46	43	23	2	52%	150	359	2.39				
QS-10	49	72	22	6	1	62%	150	288	1.92				
QS-11	55	67	21	5	2	62%	150	282	1.88				
QS-12	37	70	29	10	4	57%	150	324	2.16				
QS-13	48	72	26	3	1	62%	150	287	1.91				
QS-14	28	71	25	19	7	52%	150	356	2.37				

Chart 5.2. Retailer Responses



After survey analysis, 45% retailers are agreeing for variable 1; reuse and recycling, 65% retailers are agreeing for variable 2; second life retailing system, 35% retailers are agreeing for variable 3; cloth renting and swapping, 65% retailers are agreeing for variable 4; 4R's, 45% retailers are agreeing for variable 5;

short term renting system according to the framework. There are another several questions i.e. from question no. 6 to question no. 14 for better understanding of retailers about circular fashion approach. After analysing the survey, the feedback is 70% (Ques-6); 85% (Ques-7); 65% (Ques-8); 65% (Ques-9); 75% (Ques-10); 70% (Ques-11); 80% (Ques-12); 50% (Ques-13); 35% (Ques-14).

Table 5.2-Retailer Perception on Questionnaires

SL No	Strongly Agree(1)	Agree((2)	Neutral (3)	Disagree(4)	Strongly Disagree(5)	Satisfaction%	Total Sample	Total Weightage	Mean Score	Mean Average Score	Variance	Std deviation	CV%
QS-1	0	9	2	9	0	45	20	60	3				
QS-2	0	13	3	3	1	65	20	52	2.6				
QS-3	0	7	4	8	1	35	20	63	3.15				
QS-4	0	13	3	4	0	65	20	51	2.55				
QS-5	0	9	4	6	1	45	20	59	2.95				
QS-6	0	14	0	6	0	45	20	52	2.6				
QS-7	1	16	2	1	0	85	20	43	2.15				
QS-8	0	13	3	3	1	65	20	52	2.6	2.54	0.75	0.87	34.12
QS-9	1	12	4	3	0	65	20	49	2.45				
QS-10	1	14	3	2	0	75	20	46	2.3				
QS-11	0	14	3	3	0	70	20	49	2.45				
QS-12	0	16	2	2	0	80	20	46	2.3				
QS-13	0	10	3	7	0	50	20	57	2.85				
QS-14	7	13	0	0	0	100	20	33	1.65				

After survey analysis, 45% retailers are agreeing for variable 1; reuse and recycling, 65% retailers are agreeing for variable 2; second life retailing system, 35% retailers are agreeing for variable 3; cloth renting and swapping, 65% retailers are agreeing for variable 4; 4R's, 45%

6. Conclusion:

In this project, the outcome is, satisfaction level of percentage of consumers and retailers in Dhaka city. Overall 74% consumers and 51% retailers have agreed with this approach. So implementation of circular fashion can add a new revolution in fashion and clothing marketing industry policy.

7. Acknowledgement:

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AUTHORS' BIOGRAPHIES



Rubaiat Binta Mustafiz Muna received B.Sc. in Textile Engineering from Bangladesh University of Textiles (BUTEX) in 2021. She is currently working as a domain expert in **Infocrat Solutions Ltd** which is a textile software developing company. She has experience of working in several textile industries. Her interest includes textile recycling and reusing to ensure a sustainable future of textile industry.



Shabrina Kabir received B.S.C Degree in Textile Machine Design & Maintenance from Bangladesh University of Textiles. She works as Domain Expert in Infocrate Solutions Ltd. She already has some research paper on microcontroller and textile related topics. Now her research interest includes textile recycling and reusing to ensure a sustainable future of textile industry.



Abdullah Ahmed received B.Sc. in Textile Engineering from Bangladesh University of Textiles (BUTEX) in 2021. He is currently working as a officer - Foreign Procurement and Development dept at Ha- Meem group. His interest includes sustainable process and circular Fashion



Sadia Hashem received B.Sc. in Textile Engineering from Bangladesh University of Textiles. She is currently working in Supply Chain department at Ha-Meem Group, which is one of the largest Bangladeshi conglomerates in textile and garments sector. Her interest includes wastage and energy consumption reduction in textile industry to ensure better sustainability.

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