

## Fashion Consumption and Post-Use Disposal Behaviour Among Adolescent Girls

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### **Abstract**

Adolescent girls residing in educational institution hostels constitute a distinctive consumer group whose fashion behaviour is shaped by peer influence, social media exposure, constrained budgets, and limited living space. This primary study investigates fashion consumption patterns and post-use clothing disposal behaviour among 80 adolescent girls residing at Savitri Phule Girls Hostel, University of Rajasthan, Jaipur. Employing a descriptive survey design, data were collected through a structured, self-administered questionnaire encompassing socio-demographic characteristics, clothing purchase frequency and motivations, sources of fashion influence, post-use disposal methods, awareness of sustainable fashion, and perceived barriers to responsible disposal. Findings revealed that social media, particularly Instagram, is the dominant influence on fashion choices (72.5%), while the majority of respondents purchase clothing every two to three months. Hoarding was identified as the most prevalent post-use disposal behaviour (67.5%), with donation and repurposing practised by fewer than half the respondents. Awareness of sustainable fashion concepts was moderate, though willingness to adopt eco-friendly disposal practices was notably high (63.8%). Significant barriers included the absence of institutional disposal infrastructure, emotional attachment to garments, and limited knowledge of resale or recycling options. The study underscores the urgent need for sustainability-oriented educational interventions, hostel-level collection systems, and policy measures targeting the campus consumer context. Findings contribute to the growing body of literature on sustainable fashion behaviour among youth in urban India.

**Keywords:** fashion consumption, post-use disposal, adolescent girls, hostel, sustainable fashion, clothing behaviour, University of Rajasthan, Jaipur

### **1. Introduction**

The global fashion industry produces approximately 100 billion garments annually, a figure that has doubled over the past two decades due to the proliferation of fast fashion business models that emphasise low cost, high volume, and rapid trend cycles (Ellen MacArthur Foundation, 2017). The environmental consequences of this expansion are well documented: textile production accounts for approximately 10% of global carbon dioxide emissions, 20% of industrial water pollution, and generates around 92 million tonnes of solid waste per year (Niinimaki et al., 2020). Within this broader crisis, consumer behaviour at the post-use stage—how individuals dispose of, store, donate,

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repurpose, or discard clothing after use—has emerged as a critical determinant of textile waste outcomes.

Adolescent girls represent a particularly important and understudied segment of fashion consumers. Developmental characteristics such as identity formation, heightened peer sensitivity, susceptibility to social influence, and active engagement with digital media make adolescents especially receptive to fashion trends and susceptible to overconsumption (Piacentini & Mailer, 2004). In the Indian context, young women residing in university hostels occupy a unique socio-ecological position: they manage their own clothing independently, often for the first time, within confined shared living spaces and on limited financial allowances, yet are simultaneously exposed to powerful trend influences through social media and campus peer networks.

Jaipur, the capital of Rajasthan, is a significant centre of both traditional textile heritage and contemporary fashion retail activity. The University of Rajasthan, one of the oldest and most prominent universities in the region, houses a substantial population of girl students from diverse geographic and socioeconomic backgrounds at its Savitri Phule Girls Hostel. This residential setting, where clothing is both a medium of personal expression and a logistical challenge, offers a distinctive and contextually rich site for examining fashion consumption and disposal behaviour.

Despite growing scholarly interest in sustainable fashion behaviour among youth populations globally, primary empirical studies focusing specifically on hostel-dwelling adolescent girls in India remain sparse. Most existing studies are confined to Western consumer contexts or treat youth fashion behaviour at a general level without engaging the specific material constraints and social dynamics of residential campus life (Joy et al., 2012; Kumar & Ghodeswar, 2015). This study addresses this gap by generating original primary data on fashion consumption patterns and post-use disposal behaviours among 80 adolescent girls at Savitri Phule Girls Hostel, University of Rajasthan, Jaipur.

### **1.1 Objectives of the Study**

The present study was guided by the following specific objectives: to assess the fashion consumption patterns of adolescent girls residing in Savitri Phule Girls Hostel; to identify the sources of fashion influence operative among the sample population; to examine the post-use clothing disposal behaviours practised by respondents; to evaluate respondents' awareness of sustainable fashion concepts and willingness to adopt eco-friendly disposal practices; and to identify the perceived barriers to sustainable clothing disposal within the hostel context.

### **1.2 Hypotheses**

The study tested the following null hypotheses: (H01) there is no significant association between social media use and fashion consumption frequency among respondents; (H02) there is no significant difference in sustainable fashion awareness between urban and rural background respondents; and (H03) there is no significant relationship between clothing allowance and post-use disposal behaviour.

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## 2. Review of Related Literature

The behavioural dimensions of fashion consumption among young people have attracted sustained scholarly inquiry over the past two decades. Phau and Lo (2004) established that adolescent fashion consumption is driven by a complex interplay of identity signalling, peer conformity, and novelty-seeking, with social comparison playing a particularly strong role in clothing choice among young women. Bakewell and Mitchell (2003) categorised young female shoppers according to decision-making styles and found that fashion-consciousness and brand loyalty were significantly higher in this demographic than in older consumer groups.

The advent of social media has substantially transformed adolescent fashion consumption dynamics. Influencer marketing on platforms such as Instagram and YouTube has been shown to accelerate purchase intentions and shorten fashion cycle perceptions among young women (Lee & Watkins, 2016). In the Indian context, Nanda et al. (2019) documented the increasing role of platforms such as Myntra, Meesho, and Flipkart Fashion in shaping purchase behaviour among urban college-going women, finding that ease of access and peer visibility of online purchases significantly predicted consumption frequency.

Post-use disposal behaviour has received comparatively less attention than the consumption side of the fashion lifecycle, despite its direct implications for textile waste generation. Birtwistle and Moore (2007) conducted a landmark study on fashion clothing disposal and identified storage, donation, and discarding as the three primary disposal routes, with donation being the most socially endorsed but not necessarily the most commonly practised behaviour. Lang et al. (2013) found that attachment to garments, uncertainty about donation options, and lack of convenient infrastructure were the most frequently cited barriers to responsible disposal among young consumers.

In the Indian residential college context, Verma and Kaur (2020) examined clothing behaviour among university students and found that hostel-dwelling students demonstrated significantly higher levels of impulse purchasing and clothing accumulation than day scholars, attributing this to peer visibility within shared living environments and the social performance functions of clothing in residential settings. Sharma and Bansal (2021) explored sustainable fashion awareness among Rajasthan university students and found that while conceptual awareness was moderate, translating awareness into sustainable purchase or disposal practices remained limited due to affordability concerns and lack of institutional support.

The circular economy framework, with its emphasis on keeping materials in use through reuse, repair, and recycling, has increasingly been applied to the fashion sector. Laitala and Klepp (2015) argued that consumer behaviour changes at the post-use stage are as important as upstream design and production reforms in achieving textile circularity. Studies from the Global South have highlighted the particular importance of informal reuse and exchange networks—such as peer-to-peer clothing exchange and donation to domestic workers—as culturally embedded forms of circular practice that deserve recognition alongside formal recycling systems (Brooks, 2019).

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### 3. Research Methodology

#### 3.1 Study Design

The present study adopted a descriptive cross-sectional survey design. Primary data were collected through a structured, self-administered questionnaire developed specifically for this investigation. The study was conducted over a period of six weeks during the academic year 2021–2022 at Savitri Phule Girls Hostel, University of Rajasthan, Jaipur.

#### 3.2 Population and Sample

The target population comprised all girl students residing at Savitri Phule Girls Hostel, University of Rajasthan, Jaipur, at the time of data collection. A sample of 80 respondents was selected using purposive sampling, targeting students in the age group of 15 to 23 years who had been resident in the hostel for a minimum of three months. Students who had been residing in the hostel for fewer than three months or were temporarily resident for examination purposes were excluded to ensure that responses reflected habituated clothing consumption and disposal patterns. The sample size of 80 was determined as adequate for a descriptive study of this type and scope, consistent with conventions in behavioural research within Home Science and Textile disciplines (Best & Kahn, 2006).

#### 3.3 Tool Development and Data Collection

The data collection instrument was a structured questionnaire comprising five sections: (I) Socio-demographic profile; (II) Fashion consumption behaviour and purchase patterns; (III) Sources of fashion influence; (IV) Post-use clothing disposal behaviour; and (V) Awareness of sustainable fashion and perceived barriers to responsible disposal. Items in Sections II, IV, and V employed five-point Likert-type scales, while Sections III used rank-order and multiple-response formats. The questionnaire was initially drafted in English and reviewed by three subject matter experts from the Department of Home Science for content validity. A pilot study was conducted with 15 girl students from a comparable hostel within the university campus; their responses were not included in the final analysis. Reliability of the scale was assessed using Cronbach's alpha, yielding coefficients of 0.78 for the consumption behaviour scale and 0.74 for the disposal behaviour scale, both indicating acceptable internal consistency. Data were collected through direct administration during a mutually convenient hostel meeting time, with researcher presence to clarify doubts. Participation was entirely voluntary, and informed verbal consent was obtained from all respondents. Anonymity was maintained throughout.

#### 3.4 Statistical Analysis

Collected data were coded and entered into IBM SPSS Statistics version 25.0. Descriptive statistics including frequency counts, percentages, and mean scores were computed for all variables. Chi-square tests of association were used to examine relationships between categorical variables corresponding to the study hypotheses. For rank-order data, weighted scores were calculated to

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determine the relative importance of fashion influence sources. The level of significance was set at  $p < 0.05$  for all inferential analyses.

#### 4. Results and Discussion

##### 4.1 Socio-Demographic Profile of Respondents

Table 1 presents the socio-demographic characteristics of the 80 respondents. The majority of participants (51.3%) were in the 18–20 year age group, with 27.5% aged 15–17 years and 21.3% aged 21–23 years, confirming the adolescent and young adult focus of the study. With respect to monthly clothing allowance, the largest proportion (36.3%) received between INR 500 and 1,000 per month for clothing-related expenditure, while 15.0% reported an allowance above INR 2,000, reflecting variation in family economic backgrounds. Urban-origin students constituted 58.8% of the sample, with the remaining 41.3% from semi-urban and rural backgrounds, providing an adequate range of residential backgrounds for comparative analysis.

**Table 1: Socio-Demographic Profile of Respondents (N = 80)**

Characteristic	Category	Frequency (n)	Percentage (%)
Age Group	15–17 years	22	27.5
	18–20 years	41	51.3
	21–23 years	17	21.3
Monthly Clothing Allowance (INR)	Below 500	14	17.5
	500–1,000	29	36.3
	1,001–2,000	25	31.3
	Above 2,000	12	15.0
Year of Study	First Year	26	32.5
	Second Year	28	35.0
	Third Year and above	26	32.5
Geographic Background	Urban	47	58.8
	Semi-Urban	20	25.0
	Rural	13	16.3

##### 4.2 Fashion Consumption Behaviour

Table 2 presents the fashion consumption behaviour of respondents as measured across eight attitudinal and behavioural statements. The findings reveal that social media constitutes a dominant driver of clothing choices: 28.8% of respondents reported always being influenced by social media in their clothing decisions, with a further 37.5% indicating frequent influence, yielding a combined rate of 66.3%—the highest positive response rate across all consumption behaviour indicators. This finding aligns with the work of Lee and Watkins (2016) and reflects the increasingly algorithmically curated fashion content encountered by young women on platforms such as Instagram and Pinterest. Impulse purchasing was reported as a frequent behaviour by a combined 45.1% of respondents

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(always and often combined), suggesting a significant degree of unplanned acquisition within the sample. Shopping primarily during sale seasons was the most consistently practised consumption behaviour, with 61.3% reporting doing so always or frequently, reflecting a rational cost-minimisation strategy within budget constraints typical of hostel students. Positively, 63.8% of respondents reported always or frequently considering quality over quantity while purchasing, indicating the coexistence of value-conscious and trend-driven purchase motivations.

**Table 2: Fashion Consumption Behaviour of Respondents (N = 80)**

Statement	Always (%)	Often (%)	Sometimes (%)	Rarely (%)	Never (%)
I buy clothes because they are trendy	21.3	36.3	27.5	10.0	5.0
I purchase clothes on impulse without planning	16.3	28.8	30.0	18.8	6.3
Social media influences my clothing choices	28.8	37.5	22.5	7.5	3.8
I buy new clothes when peers get new ones	10.0	22.5	33.8	21.3	12.5
I prefer branded/labelled clothing	15.0	26.3	31.3	18.8	8.8
I shop during sale seasons primarily	32.5	28.8	25.0	8.8	5.0
I buy clothes even when existing ones are wearable	12.5	23.8	35.0	20.0	8.8
I consider quality over quantity while purchasing	30.0	33.8	23.8	8.8	3.8

#### 4.3 Frequency of Clothing Purchase

As shown in Table 3, the majority of respondents (42.5%) purchased clothing every two to three months, while 22.5% did so monthly, yielding a combined rate of 65.0% who purchased clothing at intervals of three months or less. Only 11.3% purchased clothing once or twice a year. This pattern is consistent with moderate fast fashion consumption behaviour and suggests that clothing turnover among hostel-resident adolescents is relatively high relative to what might be expected given their constrained monthly allowances, a finding potentially attributable to the low price points of online fast fashion platforms such as Meesho and Shein that have penetrated the student market.

**Table 3: Frequency of Clothing Purchase (N = 80)**

Purchase Frequency	Frequency (n)	Percentage (%)
Every month	18	22.5
Every 2-3 months	34	42.5
Every 4-6 months	19	23.8
Once or twice a year	9	11.3
Total	80	100.0

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#### 4.4 Sources of Fashion Influence

Table 4 presents the sources of fashion influence ranked by the proportion of respondents citing each source. Instagram and social media influencers emerged as the single most influential source, cited by 72.5% of respondents and ranked first. Friends and hostel peers were identified as an important influence by 65.0%, reinforcing the documented role of residential peer groups in shaping clothing-related social norms (Verma & Kaur, 2020). Online shopping platforms, particularly Meesho and Myntra, were cited by 58.8% as an influential source, reflecting the growing penetration of algorithmic fashion recommendation systems into student consumption. Bollywood and OTT platform celebrities were cited by 55.0% of respondents, consistent with the well-established cultural centrality of film and digital entertainment in shaping aspirational consumption in India (Nanda et al., 2019).

Notably, family and relatives ranked fifth (38.8%), suggesting a relative diminution of family influence compared to digital and peer influences within the hostel context—a finding that may reflect the social independence afforded by residential living. Academic institutions and faculty were the least frequently cited source of fashion influence (11.3%), indicating a significant gap in campus-level sustainability communication regarding clothing choices.

**Table 4: Sources of Fashion Influence among Respondents (N = 80)**

Source of Influence	Frequency (n)	Percentage (%)	Rank
Instagram and social media influencers	58	72.5	1
Friends and hostel peers	52	65.0	2
Online shopping platforms (Meesho, Myntra, Amazon)	47	58.8	3
Bollywood and OTT celebrities	44	55.0	4
Family and relatives	31	38.8	5
Fashion magazines and print media	17	21.3	6
College faculty and academic environment	9	11.3	7

#### 4.5 Post-Use Clothing Disposal Behaviour

Table 5 reveals the post-use disposal practices of respondents, constituting the central behavioural finding of the study. Wardrobe hoarding—retaining unused garments without active disposal—was the most prevalent disposal practice, with 67.5% reporting frequent hoarding behaviour. This finding is consistent with Birtwistle and Moore (2007), who identified storage as the dominant post-use behaviour among young female consumers, and with Lang et al. (2013), who attributed garment hoarding among youth to emotional attachment, optimistic retention intentions, and spatial availability.

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Donation to household help or needy individuals was practised frequently by 45.0% of respondents—a culturally embedded informal redistribution practice common in Indian domestic and campus settings. Giving clothes to family members was reported by 41.3% as a frequent behaviour. Discarding garments in the regular hostel waste bin was cited as a frequent practice by 38.8%, indicating a non-trivial volume of textile waste entering the general waste stream from the hostel.

More formal circular disposal routes demonstrated very low uptake. Selling via online resale platforms was reported as a frequent behaviour by only 11.3% of respondents, and donation to charity or NGO drives by only 8.8%. Repurposing of worn garments was frequently practised by 22.5%—a modest but noteworthy proportion. A concerning finding was that 27.5% of respondents reported frequently leaving clothes behind at the hostel when departing at the end of term, contributing to institutional waste accumulation. Peer exchange of clothing was practised sometimes by 31.3%, suggesting that informal circular economy behaviours exist within the hostel community but have not been formalised or systematically supported.

**Table 5: Post-Use Clothing Disposal Behaviour of Respondents (N = 80)**

Post-Use Disposal Method	Frequently Used (%)	Sometimes Used (%)	Never Used (%)
Stored in wardrobe (hoarding)	67.5	22.5	10.0
Donated to household help or needy persons	45.0	33.8	21.3
Discarded in regular household/hostel waste bin	38.8	36.3	25.0
Given to family members or relatives	41.3	30.0	28.8
Sold through online platforms (OLX, Facebook)	11.3	18.8	70.0
Given to charity or NGO collection drives	8.8	17.5	73.8
Used for repurposing (cleaning cloth, craft)	22.5	28.8	48.8
Exchanged with hostel peers	15.0	31.3	53.8
Left behind at hostel on departure	27.5	21.3	51.3

#### 4.6 Awareness of Sustainable Fashion and Willingness to Change

Table 6 summarises respondents' awareness of sustainable fashion concepts and their expressed

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willingness to adopt more responsible practices. A majority of respondents (56.3%) indicated awareness of the term 'sustainable fashion,' though awareness of specific operational concepts was considerably lower: only 42.5% were aware of fast fashion's environmental impact, and only 21.3% had heard of the circular economy in the context of clothing. The most significant awareness gap was in knowledge of textile recycling options available locally in Jaipur, with only 18.8% reporting awareness—a finding with direct practical implications for disposal behaviour, given that lack of knowledge about available infrastructure is a recognised barrier to responsible disposal (Lang et al., 2013).

Encouragingly, the study found high expressed willingness to adopt sustainable fashion practices, with 63.8% of respondents indicating readiness to do so. This gap between awareness and intention on the one hand, and actual disposal behaviour on the other, reflects the well-documented attitude-behaviour gap in sustainable consumption research (Carrington et al., 2014) and suggests that translating positive intentions into practice requires structural enablers beyond individual motivation.

**Table 6: Sustainable Fashion Awareness and Willingness (N = 80)**

Awareness Indicator	Yes (%)	No (%)	Not Sure (%)
Aware of the term 'sustainable fashion'	56.3	26.3	17.5
Aware of fast fashion's environmental impact	42.5	36.3	21.3
Know about textile recycling options in Jaipur	18.8	62.5	18.8
Have heard of 'circular economy' in clothing context	21.3	57.5	21.3
Willing to adopt sustainable fashion practices	63.8	11.3	25.0
Believe hostel environment limits sustainable choices	47.5	28.8	23.8

#### 4.7 Barriers to Sustainable Disposal

Table 7 documents the perceived barriers to sustainable clothing disposal reported by respondents. The most strongly endorsed barrier was the absence of disposal guidance from hostel management, with 67.5% of respondents agreeing or strongly agreeing with this statement—an institutional deficit that suggests a clear and actionable intervention point for university administration. The second most endorsed barrier was the lack of nearby textile collection or donation centres (68.8% agreeing or strongly agreeing), reflecting an infrastructure gap that is particularly acute in the hostel context, where students lack personal mobility and depend on proximate facilities.

Emotional attachment to garments was endorsed by 67.5% of respondents as a barrier, consistent with literature documenting the psychological dimensions of clothing hoarding among young women

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(Laitala & Klepp, 2015). Peer culture encouraging accumulation over disposal was identified as a barrier by 55.1% of respondents, confirming that social norms within the hostel community may inhibit responsible disposal even among students who are personally aware of and open to sustainable practices. Difficulty in using online resale platforms was cited by 53.8%, suggesting that digital literacy around resale commerce—as distinct from purchase—remains an area requiring capacity building.

**Table 7: Perceived Barriers to Sustainable Clothing Disposal (N = 80)**

Barrier	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Lack of nearby textile collection/donation centres	33.8	35.0	18.8	8.8	3.8
Emotional attachment makes disposal difficult	27.5	40.0	22.5	7.5	2.5
Uncertain about which clothes can be donated	21.3	33.8	26.3	13.8	5.0
No specific disposal guidance from hostel management	37.5	30.0	21.3	8.8	2.5
Peer culture encourages accumulation over disposal	18.8	36.3	27.5	12.5	5.0
Online resale platforms are complicated to use	22.5	31.3	30.0	12.5	3.8

#### 4.8 Hypothesis Testing Results

Chi-square analysis was conducted to test the three study hypotheses. For H01 (no significant association between social media use and fashion consumption frequency), the test yielded chi-square = 18.42, df = 4, p = 0.001, leading to rejection of the null hypothesis. A significant positive association was found between frequency of social media fashion content engagement and frequency of clothing purchase, supporting findings from Lee and Watkins (2016) and Nanda et al. (2019).

For H02 (no significant difference in sustainable fashion awareness between urban and rural background respondents), the chi-square statistic was 9.76, df = 2, p = 0.008, indicating rejection of the null hypothesis. Urban-origin respondents demonstrated significantly higher awareness of sustainable fashion concepts (63.8% awareness among urban respondents versus 38.5% among rural respondents), consistent with differential access to sustainability discourse through urban media and social environments.

For H03 (no significant relationship between clothing allowance and post-use disposal behaviour),

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the analysis yielded chi-square = 14.23, df = 6, p = 0.027, resulting in rejection of the null hypothesis. Respondents with higher clothing allowances were more likely to report frequent discarding of garments in regular waste bins, while those with lower allowances more frequently reported reuse, exchange, and donation behaviours—a finding that suggests financial constraint may function as an inadvertent driver of more circular clothing behaviour.

## 5. Discussion

The findings of this study paint a nuanced portrait of fashion consumption and disposal behaviour among hostel-dwelling adolescent girls at a prominent Indian university. Several themes merit extended discussion.

The centrality of social media influence—particularly Instagram—in driving clothing purchase behaviour among this sample confirms and extends findings from Western literature to the North Indian university context. The hostel environment appears to create a self-reinforcing cycle of social media exposure, peer visibility of new garments, and purchase motivation, with students representing both audience and content producer within the fashion influence ecosystem. This dynamic has implications for the velocity of consumption and the frequency of post-use disposal challenges.

The predominance of hoarding as the primary post-use disposal behaviour represents a complex finding. On one hand, wardrobe retention delays the immediate environmental burden of textile waste and preserves the option for future reuse. On the other hand, it may reflect decision avoidance rather than intentional clothing stewardship, with garments eventually entering the waste stream after prolonged storage without active reuse. The high rate of garment abandonment at hostel departure (27.5% frequently leaving clothes behind) is a particularly telling indicator of the downstream waste consequences of this hoarding tendency.

The significant attitude-behaviour gap identified in this study—high willingness to adopt sustainable practices against low engagement with formal circular disposal routes—aligns with Carrington et al. (2014), who argued that the translation of sustainable consumption intentions into practice depends critically on contextual enablers including infrastructure availability, social norms, and institutional support. In the hostel context, all three of these enablers are currently weak or absent, providing a strong rationale for targeted institutional intervention.

The finding that financial constraint may inadvertently promote more circular disposal behaviour among lower-allowance respondents offers an interesting counterpoint to prevailing assumptions about the relationship between economic resources and sustainability. This suggests that interventions targeting sustainable disposal behaviour need not focus exclusively on awareness and motivation but should take seriously the structural and economic conditions that shape disposal choices.

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## 6. Recommendations

Based on the findings of this study, the following recommendations are proposed for multiple stakeholder groups.

For hostel and university administration, the establishment of a designated textile collection point within the hostel premises—clearly labelled and regularly serviced—would directly address the most strongly endorsed barrier identified by respondents. An annual or semester-end clothing exchange or donation drive, facilitated by hostel management in partnership with local NGOs or charitable organisations in Jaipur, would provide a structured and socially endorsed outlet for responsible disposal. Digital bulletin boards or WhatsApp groups dedicated to peer clothing exchange within the hostel community could formalise and scale the informal exchange practices already present within the sample.

For academic departments, the integration of sustainable fashion and textile lifecycle content into existing curricula in Home Science, Environmental Studies, and related disciplines would build cognitive foundations for behavioural change. Workshops and awareness campaigns specifically addressing local textile recycling and donation infrastructure in Jaipur—such as the outlets available through Goonj, Kabadiwala networks, and local charitable organisations—would address the documented awareness gap around local resource availability.

For policy makers at the state and municipal level, incentive frameworks for educational institutions that establish certified textile collection and recycling programmes could catalyse institutional action at scale. Municipal solid waste management policies in Jaipur should consider the specific waste generation profile of student residential areas and provide targeted collection services and awareness communication.

For fashion brands and retailers operating in the student market, take-back programmes specifically targeted at campus communities and communicated through the digital channels dominant in this demographic (Instagram, shopping apps) offer a commercially viable and environmentally meaningful engagement strategy that could simultaneously build brand loyalty and address post-use disposal challenges.

## 7. Conclusion

This primary study has generated original empirical evidence on fashion consumption and post-use clothing disposal behaviour among 80 adolescent girls residing at Savitri Phule Girls Hostel, University of Rajasthan, Jaipur. The findings confirm that this population exhibits moderate-to-high levels of fashion consumption driven primarily by social media and peer influence, with wardrobe hoarding as the dominant post-use disposal strategy and low engagement with formal circular disposal routes such as resale, recycling, or NGO donation. Awareness of sustainable fashion is moderate and willingness to change is high, but translation into practice is constrained by significant

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institutional, infrastructural, and normative barriers.

The hostel residential context, characterised by peer visibility, confined living space, high social media engagement, and constrained budgets, creates both distinctive challenges and distinctive opportunities for sustainable fashion behaviour change. The concentration of a peer community within a managed institutional setting means that well-designed structural interventions—collection infrastructure, peer exchange platforms, administrative signposting—could have an outsized impact relative to individual-level awareness campaigns alone.

This study contributes original primary data to a literature that remains predominantly Western and quantitatively underdeveloped in the Indian campus context. Future research should expand the sample to include multiple hostels and universities across Rajasthan, incorporate longitudinal designs to capture seasonal variation in consumption and disposal, and employ qualitative methods to explore the emotional and social dimensions of garment attachment and disposal decision-making among this population. Collaborative research between Home Science, Environmental Studies, and Sociology departments offers the interdisciplinary framing most appropriate to the complexity of fashion behaviour as a socio-environmental phenomenon.

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