

SUSTAINABLE CLOTHING DISPOSAL BEHAVIOR, FACTOR INFLUENCING CONSUMER INTENTION TOWARD CLOTHING DONATION

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Abstract: This study aims to explain the consumer sustainable clothing disposal behavior. We examined the factor that influences clothing donation intention behavior. This empirical study used data from 109 respondents in Indonesia. Data were collected through self-reported survey questionnaire using convenience sampling methods. Regression analysis was conducted to statistically analyze the data and tests the hypothesis. The findings show that attitude toward environment and attitude toward clothing donation positively influence clothing donation intention. Environmental attitude has a higher coefficient. Environment concerns have a positive influence clothing donation intention through environmental attitude, besides, environment concern also positively influence clothing donation intention through attitude toward clothing donation. Emotional value has a positive influence environmental attitude whereas it does not influence attitude toward clothing donation. Further, religiosity does not have any influence environment attitude and attitude toward clothing donation. This study contributes to the theory of clothing disposal behavior and has a further implication to related study. Few limitation are acknowledge in this study, finding is limited to clothing donation, although clothing disposal method forms in a different way. We suggested further study to implement our model with a different clothing disposal method such as recycling.

Keywords: Clothing disposal behavior, donation, sustainable behavior, environment concern, attitude, knowledge, religiosity, Indonesia.

1 INTRODUCTION

Clothing industries is one of the fastest-growing markets that significantly contribute to the economy. Although, over the past few decades the growth in clothing industry has brought a significant contribution to the economy, issues occurred when it comes to the disposal stage of the products. Disposal is the final stage of consumption when customers decided not to use a certain product [1]. Disposal of clothing brings about a negative impact on the environment as well as the social [2]. EDGE statistically reported that fashion industry contribute 10% of the global greenhouse gas emission. Common objective website in 2017 reported that 57% of the clothes purchase is dumped in the landfilled and 25% go to incineration and only 10% are recycled and 8% reused. Furthermore, its undeniable developing countries like Indonesia face a severe problem due to the clothing disposal, a survey conducted by New YouGov in regard to quantify the clothing disposal in Indonesia in 2017 reported that 3 out of 10 Indonesian trashed clothes after wearing it just once. Marketing scholars become more concerned about the environment [3-5].

Clothing disposal behavior is needed to be studied, as understanding the consumer consumption pattern in context of clothing would help to tackle these issues in micro and macro-environmental factors in a different way. It would help bringing positive consequences to the society, environment and economy [1].

Firstly, donating clothing would prevent excessive waste flow that goes to the land field. Second, clothing disposal namely clothing donation is a way that helps the society to help others and promote the religious practices, sympathy and altruism [6]. Finally, it will enhance and encourage value creation to promote the circular economy [7, 8, 59] and fashion [9]. It is salient to comprehend the consumer behavior toward clothing disposal for environment and marketing reasons [10].

Prior research on clothing consumption have been focused on product acquisition phase and seem overlooked the post-purchase [11]. The interest on disposal has increased the interest of economist, policymaker, waste management and as well as marketing scholars [12-15]. Research in field of marketing was relatedly concerned with environmental issues and sustainable marketing,

although several scholars have attempted to investigate the factor influencing clothing disposal behavior [16, 17, 61, 62]. There is no doubt to mention that there is a lack of attention to investigating the role emotional value, religiosity environmental concern on clothing disposal behavior particularly clothing disposal behavior. Prior study studies suggested that the clothing disposal behavior needed to be studied separately [1].

Several researchers conceptualized their study various way of how consumer dispose clothing namely; keeping the product, a consumer may keep the unwanted or unused product as memories and maybe continue to use it in the future for example, reuse [7, 18, 19], recycle [20, 63]. Permanently dispose of the product, this category is when consumers want to get rid of the product permanently by selling it or throw it away and so on for example, through away, swap and sell, give it to donation, family or friends [5, 17, 21]. Temporarily disposing of the product, consumer disposes the product in a way that not losing in form of loaning the product or renting it to someone else [61, 62]. This present study is focused on clothing donation which refers to giving clothing to those who needed to help them [5, 16, 18, 22, 23].

Few consideration that not been adequately addressed in previous studies. Prior studies mainly conducted in developed countries so conducting this research in developing countries would help to fill this gap. Most of the previous studies focused on a specific gender. Study by Ha-Brookshire [24] and Lee [25] demonstrated the domination of female respondents. Existing inconsistency findings motivates the author to develop an alternative framework related to fill the gap in the literature. Our central goal is determined the factor influencing clothing donation intention behavior. In doing so, we integrated emotional value, religion and environmental concern to our model. We examined and distinguished the most relevant factors between environmental attitude and attitude toward clothing disposal in explaining clothing donation intention based on the theory of planned behavior [26]. Our findings are expected to answer the question on which factor influences clothing donation intention behaviour. Does attitude (toward environmental and clothing donation) mediate the relationship between these factors and clothing donation intention? This study is to investigate the consumer behavior toward clothing donation in Indonesia.

2 LITERATURE REVIEW

2.1 Clothing disposal behavior

Disposal is the process of the phase when consumers decide to stop using an unwanted or still usable product [1]. It refers to the stage when consumer decided to get over and stop using and

wearing the clothing either its still-usable or not usable. What consumer do or how consumer dispose their clothing after using it has become a challenge for the marketing, policymaker as it have a negative impact on for the society and environment. Due to the mass production at a low price, fast fashion industry, and the flow of natural resources cause an excessive waste generation. Cruz-Cárdenas [27] revealed that younger consumers are more likely to dispose of their clothing in a more un-environmental friendly way. Besides, studies found that consumers tend to dispose of their clothing when they want to purchase new fashion clothing [21], free space for their wardrobe or they got bored with the clothing [28].

Clothing disposal behavior has become a separate topic for marketing research specifically in post-consumption behavior. This field has gained much intention from marketing scholars and academics since the first exploration by Jacoby [29] in the new knowledge on disposal in "What about disposition?". This topic has grown attention and expanded through the past few decades. Scholars conceptualized the clothing disposal behavior as reuse [7, 18, 19], recycle [20, 63], a donation [5], give away to family and friends [22], through away, swap and sell [21]. In this study, we centralized our focus on clothing disposal behavior in terms of donating [16, 23]. Bianchi and Birtwistle [5] referred donating apparel as offering unwanted clothing to family and friends, or to one's who need. Clothing donation behavior has been linked with social responsibility consumption, consumers 'environment concern [22, 16]. Further, clothing donation is tied with individual characteristics and beliefs [1]. An individual have higher concerned about the environment are more likely to donate their clothing. However, Bubna and Norum [30] argued in their study on male disposal apparel that apparel donation is more self-oriented and utilitarian function. We proposed that several factors positively influence the clothing donation intention namely, environmental concern, personal religiosity, emotional value, attitude.

2.2 Clothing disposal intention behavior

This study conceptualized based on the theory of planned behavior [26]. The theory suggested that behavior is explained by intention to perform a certain behavior which is called intention behavior. Behavior intention is define by Ajzen [26] to an individual tendency to act in certain way. This theory fundamentally implemented to understand the link among an individual's beliefs, motives such as attitude, intentions and behavior. Environmental attitudes influence the clothing disposal behavior [27]. In contrast, Stephenson [31] emphasized that there is a weak positive link between attitude toward donation and intention to donate.

Similarly to Lee [25] suggested that religions have no relationship to donation intention behavior. Higher attitude toward (environmental and clothing disposal) leads to higher intention toward clothing disposal. Therefore, this study suggested that the higher the positive attitude toward clothing donation, the higher their intention toward clothing donation. Higher the environmental attitude fosters clothing donation intention.

H1: Attitude toward environment positively influence the intention toward clothing donation

H2: Attitude toward clothing donation positively influence the intention toward clothing donation

2.3 Clothing donation behavior and environmental concern

Environmental concern is defined as the level of which individual is being concerned about environmental issues. Environmental concern is one psychological factor that influences the disposal behavior and the decision-making process [1]. Fraj [32] stated that when an individual is concerned in certain issues they must process motivation, skills and little knowledge which might push them to take some action. Thus suggested that the more individual concerned about the environment the more their attitude toward clothing donation and also the more their positive attitude toward environment. This study suggested that when individuals the degree of environmental concern of individuals increase the more positive attitude they reflect toward environment and clothing donation.

H3: Environmental concern positively influence the attitude toward clothing donation

H4: Environmental concern positively influence the attitude toward environment

2.4 Religiosity

Religiosity defined by Egbert [33] as “society based beliefs and practices relating to God or a higher power commonly associated with a church or organized group”. Dube and Wingfield [34] argued that religiosity is degree of an individual's devotion and faith to their beliefs, doctrines and practice toward their religion. It characterized and classified by Schneiders [35] the way “understanding and living in the presence of the numinous”. Religiosity correlated with consumer psychology and behavior in several aspects of life [36] and considered by Chapman [37] as a factor related to donation.

Religiosity and environmental attitude

There are few studies investigated the link between religiosity and environmental: Wardekker [38] found that there is a slight link between religiosity and environmental concern. Pepper [39] revealed a positive relationship among religiosity and environmental friendly. Dilmaghani [40] explored the important relationship among religiosity and

environmental concern and found a positive relationship among religiosity and environmental concern. In line with Arli [41], investigated the impact of religion and green marketing and found that environment behavior is positively influenced by intrinsic religiosity. The findings highlighted the link between religiosity and environment behavior specifically environmental attitude [41]. Therefore, this suggested that when the degree of religiosity of an individual increases, the environmental attitude of individual incline.

H5: Religiosity positively influence the attitude toward environment

Religiosity and donation attitude

Prior studies have established the influence of religiosity on consumer behavior. Previous empirical findings showed that attitude to donate are directly influenced by religiosity [42] and intention to donate [43]. Diop [44] investigated the effects of religiosity and social capital on civic engagement in Muslim consumer in Qatar. His study found that religiosity plays a major role in donation behavior. Dogan [45] emphasized that donation intention behavior is determined by the individuals' relative degree of religiosity. These evidences are supported by recent study of Kasri [46], they demonstrated that donation intention behavior is determined by the individuals' relative degree of religiosity. A significant positive influence of religiosity on attitude toward donation was mentioned. On the other hand, Stephenson [31] asserted that religiosity does not determine the willingness to donate. These two variables are not associated with one another. Therefore, we argued that the higher the degree of religiosity of individuals the higher the positive attitude toward clothing donation.

H6: Religiosity positively influence the attitude toward clothing donation

2.5 Emotional value

Emotional value is among the factors considered to be associated with consumer behavior. Danish [47] refers to emotional value as “the ability to arouse feelings and affective states by alternative product capacity” which recognized as the combination of feelings and emotions with the consumption of products [48]. For example, Bubna and Norum [30] described that there is an emotional link between a person and the object, the strength of the emotional tied between consumer and product which might determine the way how they dispose of the product. Prior study found that emotional value has a significantly positive effect on consumer behavior [49]. Wei [60] examined the effect of perceived value (emotional, functional, functional value) on intention behavior toward sustainable fashion products and the empirical result indicated that emotional value

explains the intention behavior. These findings are supported by the recent study of Yu [49].

H7: Emotional value positively influence the attitude toward environment

H8: Emotional value positively influence the attitude toward clothing donation

3 METHODOLOGY

3.1 Materials and procedures

This study was conducted in Indonesia to provide an empirical understanding of clothing disposal behavior. Convenience sampling method was used when collecting the data to ensure the accuracy of the information. Data were collected from individual through a self-reported survey questionnaires. The questionnaire consisted from a several multi-items constructed measurements, using 5-Likert scale. All scale items were assed with five Likert scale range from 1 to 5: 1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, 5 - strongly agree.

3.2 Variable measurement

This measure was adopted to allow us to quantitatively evaluate the respondent responses and assess the respondent behavior, and to analyze the data in statistical methods [50]. The items used in the questionnaires were adapted from the synthesis of previous from [5, 7, 22, 23, 28, 36, 44, 47, 49, 51]. Emotional value operated with four items adapted from [47, 49]: 1) "Donating unwanted clothing would feel like making a good personal contribution to something better", 2) "Donating clothing would feel like the morally right thing", 3) "Donating clothing would make me feel like a better person" and 4) "Donating clothing would give me pleasure". Religiosity operated with four items adapted from [36, 44]: 1) "I make financial contributions to my religious organizations", 2) "I pray every time I am supposed to", 3) "It is important for me to spend periods in private religious thought and prayer" and 4) "I always do most of the ritual practices in my religion". Environment concerns operated with four items adapted from [7, 51]: 1) "I am concerned about wasting the resources of our planet", 2) "Human beings must maintain the balance with nature to survive", 3) "Human beings are severely abusing the environment" and 4) "I would describe myself as environmentally responsible, potential environmental impact of my actions when making many of my decisions." Attitude toward environment operated with three items adapted from [28]: 1) "Everyone is responsible for protecting the environment in their everyday life", 2) "Preserving and protecting the environment should be one of our priorities" and 3) "If all of us, individually, made an environmentally responsible decision; it would have a significant effect". Attitude toward clothing donation operated with two items

adopted from [5, 23]: 1) "Donate clothes to charity to do my part in decreasing the environmental problem", and 2) "It makes me feel good to donate unwanted clothing". To determine the consumer intention toward clothing donation, three items were adapted from [28, 44]: 1) "I will donate my unwanted clothing in the future", 2) "I intend to make a donation soon" and 3) "I will probably donate my unwanted clothing in the future".

3.3 Participants

Data from 109 individuals collected through survey questionnaires were used in this study. Table 1 described the characteristics of the respondents of this study, among the 109 individuals, 68.8% of the sample were female and 31.2% male. The sample aged ranged from 18-25 years old represent 50%, 26-35 represent the 35.8% of the sample, 36-45 represent the 13.8%. The sample education background; 41.3% of the sample have a bachelor's degree, 33.0% have a master, 14.7% have a diploma and 11.0% finished secondary school.

Table 1 Sample characteristics

Characteristic of respondents	n	%	% Cum
Gender			
Female	75	68.8	68
Male	34	31.2	100
Age (years)			
18-25	55	50.5	50.5
26-35	39	35.8	86.2
36-45	15	13.8	100.0
Education			
Secondary	12	11.0	11.0
Diploma	16	14.7	25.7
Bachelor	45	41.3	67.0
Master	36	33.0	100.0
Status			
Single	76	69.71	69.7
In relationship	33	30.3	100
Occupation			
Government	16	14.7	65.1
Self-employed	13	11.9	94.5
Private sector	19	17.4	82.6
Student	55	50.5	50.5
Other	6	5.5	100
Religion			
Other	6	5.5	5.5
Buddhism	7	6.4	11.9
Islam	67	61.5	73.4
Christian	29	26.6	100.0
Total	109	100	

3.4 Validity and reliability

In this study, CFA was conducted to assess validity and reliability of the indicator, and items measurements consist of 19 items from 5 variables. KMO and Bartlett's test was conducted, the KMO score 0.846 with a significant level of 0.000. Moreover, Chronbach's Alpha score is 0.909 with a number of items 19 which indicated the consistency of the measure used in this study.

Thus, the measurement was reliable as the Chronbach's Alpha is above 0.7 [50]. Furthermore, confirmatory factory test shows that the factor loading of the 19 items is ranged from 0.420 to 0.798; it shows that the 19 items used in this study are accurate [52] which is factor loading meets above 0.40.

Table 2 KMO and Bartlett's test

KMO of sampling adequacy.		0.846
Bartlett's test of sphericity	Approx. chi-square	1282.083
	df	171
	Sig.	0.000

3.5 Assumption classic test

We assessed Breusch-Godfrey serial correlation LM test to identify the autocorrelation. The probability chi-square value is 0.315 which is greater than 0.05, thus we concluded that there is no autocorrelation found.

Table 3 Autocorrelation test: Breusch-Godfrey serial correlation LM

F-statistic	1.092165	Prob. F(2,101)	0.3394
Obs*R-squared	2.307442	Prob. chi-square(2)	0.3155

Variance Inflation Factors (VIF) was conducted to detect the multicollinearity, the VIF test shows attitude toward clothing donation = 2.136, attitude toward environment = 1.702, religiosity = 1.272, emotional value= 1.973, environment concern = 1.778. Table 4 shows that VIF of the variables are smaller than 10 and greater than 0.1 indicated that there is no multicollinearity problem.

Table 4 Variance inflation factors

Variable	Tolerance	VIF
C		NA
Attitude toward clothing donation	0.468	2.136
Environmental attitude	0.588	1.702
Religiosity	0.786	1.272
Emotional value	0.507	1.973
Environmental concern	0.562	1.778

Heteroscedasticity test ARCH was conducted to identify the variance differences from residual in observation with other observations.

Table 6 Regression analysis

	Variable	Coef. β	S.E	t	p
H1	Environmental attitude \rightarrow Clothing donation intention	0.352	0.082	4.277	0.000***
H2	Attitude toward clothing donation \rightarrow Clothing donation intention	0.554	0.062	8.909	0.000***
H3	Environment concern \rightarrow Attitude toward clothing donation	0.225	0.090	2.484	0.014*
H4	Environment concern \rightarrow Environmental attitude	0.524	0.073	7.162	0.000***
H5	Religiosity \rightarrow Environmental attitude	0.099	0.056	1.761	0.081
H6	Religiosity \rightarrow Attitude toward clothing donation	-0.029	0.069	-0.418	0.676
H7	Emotional value \rightarrow Environmental attitude	0.108	0.063	1.705	0.091
H8	Emotional value \rightarrow Attitude toward clothing donation	0.640	0.078	8.109	0.000***

Note: significant level * <0.05 , ** <0.01 , *** <0.001

The probability chi-square 0.1 which is greater than statistical significant level of 0.05 indicated that there is no heteroscedasticity.

Table 5 Heteroscedasticity test: Breusch-Pagan-Godfrey

F-statistic	1.906	Prob. F(1,211)	0.099
Obs*R-squared	9.235	Prob. chi-square(1)	0.100

4 RESULTS AND DISCUSSION

The hypothesis testing is based on the probability level <0.001 , <0.01 and <0.05 [52]. The intention behavior can be explained by the dependent variable with R-square = 0.561 F = 67.77. The 56% of the variance in intention behavior is explained by dependent variables.

The H1 tested the relationship between environmental attitude and intention toward clothing donation. Particularly, it examined the positive influence of environmental attitude on intention behavior toward clothing donation. The result showed that attitude has a positive influence on intention behavior toward clothing donation with (β : 0.352, S.E: 0.082; t-statistic: 4.277), and p-value 0.000 which is < 0.001 significant level. This explains statistically that environmental attitude positively influences the intention behavior toward clothing disposal behavior. Thus, the result accepted H1, this is in the same line with Park [53]. The respondents of this study are considered to have a positive attitude toward the environment. Their tendency to donate clothing was strengthen by their perception on toward the environmental protection and preservation in their daily life. However, this finding was in contradictory to Stephenson [31] and Lee [25].

The second hypothesis tested the link between attitude toward clothing donation and intention toward clothing donation. Particularly, we determined the positive influence of attitude toward clothing donation on intention toward clothing donation. Table 6 indicated a positive association between attitude toward clothing donation and intention toward clothing donation with (β : 0.554, S.E: 0.060; t-statistic: 8.900) and p-level of 0.000 which is < 0.001 . Thus, the result supported the H2. This finding supported the proposition of Ha-Brookshire [24].

Based on the data clothing donation behavior is determined by consumer attitude toward clothing donation. The more they are favorable and feel positive about clothing donation the more likely there are intend to donate their clothing. This is due to the fact that their act would contribution to reduce the environmental issue. Although, this finding suggested that environmental attitude and attitude toward clothing disposal are best predict behavior intention toward clothing donation. Attitude toward clothing donation highly predicts of intention toward clothing donation. This means that Indonesian consumers have a positive attitude toward clothing donation rather than environmental attitude. The present result supported the finding by Cruz-Cárdenas [27] demonstrated environmental attitude influence the clothing disposal behavior

The third hypothesis examines the relationship between environmental concern and attitude toward clothing donation. Particularly, this study examined the positive influence of environmental concern on intention toward clothing donation. The results show that environmental concern has a positive influence on attitude toward clothing donation with (β : 0.225, S.E: 0.090; t-statistic: 2.484) and p-level of 0.014 which is <0.005 . Thus, the result supported the H3. This finding supported the findings from the previous study in clothing disposal. Consumers are concern about the impact of their activity on the environment which gives a positive attitude toward donation behavior. This study supported by Joung and Park-Poaps [54] indicated that clothing donation behavior is related to environment concern.

H4 examines the link between environmental concern and environment attitude. Particularly, this study examined the positive influence of environment concern and attitude toward environment. The result statically shows (β : 0.524, S.E: 0.073; t-statistic: 7.162) and p-level of 0.000 which is <0.05 . Thus, the result supported H4. This finding is in line with Sung [55]. It can be explained that when consumers acknowledge of environment concerns tends to have a positive attitude toward environment than might leads them to act in a more sustainable way of disposing of their clothes. This supported the previous study by Pan [56] asserted that environment attitude highly associated with disposal method.

The H5 examines the relationship between religiosity and attitude toward environment. Particularly, this study examined the positive influence of religiosity on attitude toward environment. The result statically shows that religiosity positively influences the attitude toward environment with (β : 0.099, S.E: 0.056; t-statistic: 1.761) and p-value of 0.080 which is >0.05 . Thus, our result rejected the H5, hence religiosity does not influence attitude toward environment. Based on the statistic result, the finding did not

support the finding of prior studies [39-41]. This inconsistency of findings might be since the respondents did not associate environment issues with religiosity.

Hypothesis 6 examines the relationship between religiosity and attitude toward clothing donation. Particularly, this study examined the positive influence of religiosity on attitude toward clothing donation. The result statically shows that religiosity positively influences the attitude toward clothing donation with (β : -0.029, S.E: 0.0699; t-statistic: -0.418) and p-value of 0.676 which is >0.05 . Thus, the result is not supported H5. By means that religiosity does not have an influence attitude toward clothing donation. This present study revealed that religiosity does not influence individual attitude to donate clothing. However, this result did not support the finding of Kasri [46] stated that religiosity has positive influence on donation attitude. Previous study hypotheses that our intended action might shaped by our religiosity level or the reverse [45].

Hypothesis 7 examines the relationship between emotional values on attitude toward environment. Specifically, we determined to identify a positive influence of emotional value on attitude toward environment. The result statically shows (β : 0.010, S.E: 0.0063; t-statistic: 1.705) and p-value of 0.091 which is >0.005 indicated that the H6 is not supported. Emotional value refers "as an ability to arouse feelings and affective states by alternative product capacity" [47]. However, this study found that emotional value does not influence attitude toward environment. However, a previous study indicated a positive influence between emotional value and consumer behavior [49]. The finding did not predict a significant relationship between emotional value and attitude toward environment.

H8 examines the relationship between emotional value and attitude toward clothing donation. Particularly, this study examined the positive influence of emotional value on attitude toward clothing donation. The result statically shows that emotional value positively influences the attitude toward clothing donation with (β : 0.640, S.E: 0.078; t-statistic: 8.109) and p-value of 0.000 which is <0.05 . Thus, the result supported H8. This study suggested that emotional value positively influence that attitude toward clothing donation. The result shows that there is a significant positive influence of emotional value on clothing disposal behavior [49].

5 CONCLUSION

This study has a theoretical and practical contribution, notwithstanding a few limitations are acknowledged. The first consideration is the sample, female respondents were dominated. In terms of age, 86.3% of the sample is young generation 18-35 years. This represents that our finding might be

limited to the younger generation. Cruz-Cardenas [57] emphasized that women are more active and participate in the disposal by gifting and donating. Also, Cruz-Cardenas [57] showed that younger individuals, women are more likely to dispose of clothing in more sustainably manner. Thus, further study recommended broadening the sample to elder people and conducting the study with the male respondents.

Moreover, the majority of the respondents were Muslim which represented 61.5% of the sample. Cleveland [58] distinguished perception and behavior between both Muslims and Christian in the study related to religion, value and globalization. Moreover, this study was conducted in Indonesia, an emerging country in Southeast Asia. Thus, the finding is limited to Indonesian consumers. Therefore, author suggested the future study to extend to comparative cross-cultural studies and culture and religion background. Further, since our study did not considered religion as a determinant of environmental and clothing donation. We would like to encourage and recommend future study to integrate a psychological factor such values, empathy as this current Covid-19 situation has encouraged people to go for cloth donation to help other who are in difficulties.

To conclude, this research aims to provide an additional understanding of the existing literature on clothing disposal behavior. This study contributes to the literature of clothing disposal behavior specifically in clothing donation intention behavior. We identified the factors influencing attitude toward environment as well as an attitude toward clothing donation. The main finding emphasized that attitude toward clothing donation and attitude toward environmental better explain intention behavior toward clothing disposal. Further, attitude toward environment is a higher predictor to explain intention behavior toward clothing donation. The findings contribute an insightful understanding of sustainable clothing disposal behavior. The result suggested that environment concern, emotion positively influence attitude toward environment. Environment concern and emotional values have a positive significant influence on attitude toward clothing donation. While, emotional value did not influence the attitude toward environment. Moreover, religiosity neither influences attitude toward environment nor attitude toward clothing donation, as a result based on the evidence in Indonesia.

Clothing donation does not relate to religiosity rather than environment concern. A consumer who is concern about the environment is more likely to have a positive attitude toward donation and attitude toward environment that leads to clothing donation behavior. To promote clothing donation, practitioners including marketer, environmental policymaker, charities should take an environmental approach to motivate consumers to be more

engaged in sustainable clothing disposal methods such as a donation. Our findings could give assets for shape a strategy to promote sustainable clothing disposal.

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