



Impact of Thrifting on Fashion, Teenagers and the Environment

Sara Elias¹, Sunil Hedge², Prakriti Yadav³, Prajval Jain⁴, Palak Jain⁵, Parth Singhvi⁶

¹Assistant Professor Center for Management Studies (Jain - Deemed to be University)

²Assistant professor Center for Management Studies (Jain - Deemed to be University),

³BBA student Center for Management Studies (Jain - Deemed to be University),

⁴BBA student Center for Management Studies (Jain - Deemed to be University),

⁵BBA student Center for Management Studies (Jain - Deemed to be University),

⁶BBA student Center for Management Studies (Jain - Deemed to be University).

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ABSTRACT

Teenagers are increasingly adopting the thrifting trend, which has caused a shift in the fashion sector towards ethical and sustainable shopping. Fast fashion's harmful effects on the environment have decreased as a result of this. Individuals can now show their individuality through distinctive and reasonably priced fashion choices thanks to thrifting.

Keywords: Thrifting, Teenagers, Environment, Sustainable, Fashion.

Introduction

Thrift stores are shops that sell gently used clothing, furniture and other household items. Where your average fast fashion brand like H&M sells designs for Rs.2000 and above, thrift stores come in with re-selling clothes, accessories and shoes in great condition from brands like Louis Vuitton, Sabyasachi, etc.

As the current influencers and social media centered people get fashion conscious, this is the best way to acquire fashionable yet affordable and sustainable clothing.

Thrifting has impacted people's views on having an eco-friendly wardrobe collection and that the idea of "Less is More" can be made possible. With the reselling of excess and rejected orders from companies at the infamous Sarojini Market to online stores being opened by fashion influencers to sell their clothes. There are various ways this formula has impacted the younger generation as being fashion conscious is the norm now.

Thrifting has also impacted the fashion industry by making the runway collection designs more accessible, or even when celebrities are styled in vintage fashion either kept in the archives of that brand or collected from a renowned thrift clothes collector.

To acquire a select number of clothes in the style that one follows is a trend that is here to stay, which is why thrifting helps to make it environmentally safe. With the trends changing every month, there is a race to collect and own the best selling piece or to keep up with the fashion diaries as being fashionable is now attached to one's personality.

In conclusion, we wanted to learn the impact of thrifting on fashion, teenagers and the environment and why it is the better alternative. Would people opt for second hand clothing if given the chance and if they would choose to become more conscious of their shopping habits.

Our main motive is to study its relevance in India and how we could encourage thrift shopping. We should be able to prevent wasting textiles and adding on to environmental waste and increasing the trend of buying from such companies like H&M and Zara that actually under pay their tailors.

Relation of Thrifting and Fashion:

Thrifting offers a sustainable and ethical alternative to quick fashion, therefore fashion and thrifting go hand in hand. Buying used clothing helps the circular economy and reduces waste. Moreover, thrifting promotes individual style expression and experimentation without encouraging excessive consumption. Thrift shops also frequently help out local organizations and give marginalized groups job opportunities, establishing a sense of community and social connectedness. Ultimately, the connection between fashion and thrifting encourages affordability, creativity, and social responsibility while providing a good and sustainable alternative to the negative effects of the fast fashion industry.

Influencers can benefit from thrifting by using it to find one-of-a-kind, reasonably priced clothing items, differentiate their particular style, and spread awareness of ethical and sustainable design among their audience.

Relation of Thrifting and Teenagers:

The internet has made it possible for everyone to explore various types of content, which in turn has developed our skill set. A prominent type of content that circulates vastly of the fashion styling type. It includes reels or tik tok of how to mix and match certain outfits and to inherently express your personality through the art of fashion. Teenagers have grabbed onto this as fashion is accessible but the obstruction that they first faced was to get certain designs or patterns of clothing from either sketchy websites or the original pieces that would be too costly to get. Thrifting opened a new window for the teens in America as they bought vintage or trendy clothes from thrift stores such as Goodwill or Salvation Army and started their own pages or blogs about fashion content creation.

Relation of Thrifting and the Environment:

Thrifting lessens the harmful effects of the rapid fashion industry in a variety of ways. We'll look at how saving money encourages sustainability, cuts waste, and helps the circular economy in the points that follow:

Thrifting lessens the need for new garment production, which lessens the impact of textile production on the environment.

The production of used clothes uses less water and energy than that of new apparel.

People can lessen their carbon footprint and help to minimize greenhouse gas emissions by buying used clothing.

Clothing and other textiles that could otherwise end up in landfills can be recycled at thrift stores.

The circular economy, which encourages resource reuse and recycling, is supported by thrifting.

It lessens the need for brand-new materials, minimizing the harm done to the environment.

It lessens emissions from the textile industry, such as hazardous waste and chemicals.

Thrifting encourages people to be more conscious of their consumption patterns by promoting a culture of reuse and recycling.

Thrifting can result in a decrease in overall consumption of products and help people live more sustainably.

Being brand conscious, or choosing to purchase from businesses that value sustainability and ethical business practices, enables people to positively impact the environment. People may lessen the negative effects of the fashion industry on the environment, advance sustainable production techniques, and cut down on waste by investigating and supporting ecologically friendly products.

Also, making the decision to purchase long-lasting, high-quality goods can lower total consumption of commodities and promote a more sustainable way of living.

How the pandemic gave light to Thrifting:

The COVID-19 pandemic has changed how people purchase clothing, emphasizing the benefits of thrifting as a cheap and sustainable alternative. We'll look at how the pandemic has affected the thrifting sector in the sections that follow.

When consumers searched for more economical clothing alternatives during the epidemic, thrift shops saw an increase in popularity.

As people cleaned out their homes during the epidemic, donations to many thrift stores increased.

The epidemic emphasized the value of sustainability and waste reduction, sparking a rise in interest in frugal living.

When more individuals started buying online, the popularity of online venues for thrifting increased.

In response to the epidemic, consumer values also changed, with more individuals placing a higher priority on ethical and environmentally friendly fashion choices.

Thrifting is a form of activism that encourages ethical and sustainable consumption.

The epidemic highlighted the necessity of supporting local businesses, including thrift stores that sustain local communities.

Thrifting allows for creative expression and experimenting with clothes, which can be especially useful during times of stress.

Overall, the pandemic has brought attention to the advantages of thrifting as a sustainable, cost-effective, and moral way to purchase apparel.

The future of Thrifting:

Since consumers are becoming more and more concerned about sustainability and ethical behavior, the future of thrifting is bright. Thrifting is viewed as a means to lessen the fast fashion industry's harmful effects on the environment and to foster a circular economy.

Thrifting is becoming more and more popular thanks to the growth of online platforms and social media influencers who promote used clothing. Technology may contribute even more in the future to the expansion of the thrifting sector.

People may find it simpler to shop for used clothing online if there are virtual try-on options and augmented reality capabilities. The environmental impact of textile waste may also be lessened by technological advancements in textile recycling.

With government measures to encourage thrifting and lessen textile waste, certain nations are seeing an increase in its popularity. Nevertheless, thrifting has a bright future as more individuals explore sustainable and economical clothing solutions.

Review of Literature

Jennifer Le Zotte (2013) talks about the stolen and misunderstood idea of thrift stores and how the wealth gap transformed yet another need to a commodity.

Jennifer starts with a story posted in 'the saturday evening' post about how a woman buys a dress from a thrift store, gets infected with the pox and loses her social status and beauty to do the scarring.

Yurchisin, J. & Woo, H. & Watchravesringkan, K., (2014) tells us about how the female audience knows about the ways and shoppers experience at a thrift store compared to a man, and that by running model experiments on the customers, thrift stores can better their shopping experiences for the customers, specifically female customers.

The research was done in 2014 and things have pretty much changed from back then, as now we have more gender neutral clothing and the male customers are spending time and paying attention to their style.

Wodon, Divya and Wodon, Naina and Wodon, Quentin (2013) This paper's objective is to quantify and evaluate the factors that influence customer happiness. In order to determine what motivates the high level of satisfaction seen among the clients, the paper draws on a client survey conducted among the patrons of Maratha's Outfits, a highly successful nonprofit thrift store located in Washington, DC. This assessment is made using basic statistics, regression analysis, as well as responses to open-ended questions. The findings imply that the level of customer care provided by the shop is the main factor contributing to high customer satisfaction. Cheap pricing, product variety, product quality, and location convenience are all factors, but they are less significant than low prices and product quality.

Saxena, Tarannum (2021) This paper talks about the overall increase of instagram thrift stores during the pandemic and how the motivations are economical, personal or recreational needs on the basis of fashion. With the rise of online shopping, online thrifting had its spotlight during the pandemic and how it benefited from the green washing of businesses.

Julie.A. Raulli (2011) talks about how the thrift stores in America had the perception of associating retail stores with middle class and poor families, but commercialisation had changed this idea. The only downfall of this would be that America still depend on the donations of lower and middle class families which is why an inflation would be a problematic deal for this type of business.

Kathryne E. Gravestock (2016) talks about the essential charitable activities and programmes that non-profit organizations offer are funded by the proceeds from the sale of donated clothing. Non-profit organizations play a crucial role in preventing vast volumes of clothing from ending up in landfills. Does the myth that garment contributions "do good"—as promoted by charities and consignment shops—contribute to rising apparel consumption patterns? The consideration of methods for consuming and discarding clothing if thrift stores are not the main destination for donated items in Canada.

Nanditha Nair (2019) Thrifting, or purchasing used products and clothing, has gained popularity as a way to combat the damaging environmental effects of the fast fashion industry. Although saving money does contribute to a smaller environmental impact and less waste, it also raises questions about gentrification and the exploitation of communities of colour. The cost of used items increases as thrifting gains popularity, making them less affordable for people who depend on them.

Jensolin Abitha Kumari J, Dr Preeti R Gotmare, Dr Geetha M (2020) talks about the possible advantages of mindfulness in fostering ethical and sustainable purchase. Being mindful is a practice that entails being in the present and impartially monitoring one's thoughts and sensations. According to a recent study, mindfulness can encourage sustainable purchasing by raising self-awareness and lowering impulsive and materialistic tendencies.

Mackenzie. A. Cummings (2021) reveals the advantageous effects of upcycling on the fashion sector. Upcycling is the process of turning waste materials into brand-new, useful items. Upcycling accomplishes both of these goals by reducing trash and promoting sustainable consumption.

Anup Tripathi, Hanshita Rongali (2019) presents a compelling argument for the importance of thrifting as a sustainable and ethical alternative to traditional fast fashion. The authors provide a comprehensive overview of the environmental and social impacts of the fast fashion industry, including issues of waste, pollution, labor exploitation, and cultural appropriation. In contrast, they highlight the potential benefits of thrifting, including reducing waste and carbon emissions, supporting local economies, and promoting individual style and creativity.

Sílvia Borges Corrêa, Veranise Dubeux (2015) the consumption of used clothing by young people in Rio de Janeiro is fascinatingly analyzed. The essay discusses the social and environmental effects of this trend and looks at why young people are increasingly shopping at thrift stores for their clothing needs. The study is detailed and offers insightful information about the desires and encounters of young customers. The post is understandable to a broad

audience thanks to the interesting and clear wording. For anyone interested in sustainable fashion or the cultural dynamics of fashion consumption in Rio de Janeiro, "Buying Clothes from Thrift Stores" is a great resource.

Patricia Mooney Nickel (2016) provides an overview of the literature on the role of thrift shops in philanthropy. The paper highlights the diverse ways in which thrift shops contribute to charitable causes, including generating revenue for nonprofits, providing affordable goods to low-income communities, and reducing waste through the reuse of secondhand items. The study also sheds light on the challenges faced by thrift shops, such as the competition with online marketplaces and the need to balance their social and environmental goals with financial sustainability. Overall, the paper emphasizes the potential of thrift shops as a form of grassroots philanthropy and calls for further research on their impact and best practices. The paper's insights can be useful for both researchers and practitioners in the fields of philanthropy and sustainable consumption.

Samantha Hall, Anna-Becca Chester (2021) offers a thorough and provocative examination of the issue of thrift stores. They dive into the many motivations for saving money, such as monetary factors and environmental concerns. The writers also consider the drawbacks of thrifting, including the danger of fostering a culture of "quick fashion" and the maintenance of certain stereotypes. Overall, the article offers a comprehensive and fair assessment of thrifting, evaluating its advantages and disadvantages. This post is worth reading whether you're a seasoned frugal consumer or are first beginning to look at sustainable fashion options.

Savannah Sicurella (2021) provides an interesting examination of the growing appeal of thrifting among younger generations. Sicurella looks at how the demand for vintage and used clothing has risen as a result of Gen Z's interest in sustainability and originality. Many young entrepreneurs have taken advantage of this trend by opening their own thrift shops and online marketplaces

Objectives

To analyze how Thrifting would impact Fashion, Teenagers and the Environment:

To understand the advantages of Thrifting for the future:

Limitations of the study:

While there are many benefits to saving money, there are some drawbacks as well. First off, because charity shops frequently have a lower assortment of sizes and styles than major merchants, the availability of desirable things may be constrained. Also, thrifting can take more time and effort than regular shopping, which may not be an option for everyone.

Second, the popularity of thrifting among young people and fashionistas has increased demand, which may cause thrift store prices to increase. For people whose finances depend on secondhand shopping, this may make thrifting less feasible.

Last but not least, while thrifting helps lessen textile waste, it does not fully address the environmental problems connected to the fashion industry. It's crucial to keep pushing for more environmentally friendly practices in the sector, such lowering the usage of virgin materials and implementing circular models for manufacturing and consumption.

Research Methodology

For our questionnaire, we have used a set of 10 questions that mainly focus on the aspects of knowledge about thrifting, conscious consumerism and the comfortability of owning second hand clothing.

Here are the following questions:

1. Do you prefer online or offline shopping?
2. Are you brand conscious?
3. Do you prefer to bulk buy your clothes from one particular brand?
4. Do you consider the sustainability of the clothes you buy?
5. Do you think buying 2nd hand clothing helps the environment?
6. Do you know what 'Thrifting' means?
7. Have you heard of thrifting from your friends or peers before?
8. Would you consider buying clothes from a thrift store?
9. Do you think thrifting is a good business?
10. Do you know any online thrift stores?

Link to the form:

<https://forms.gle/aoJ7citP6Y3ZMwFH7>

Type of research

The goal of descriptive research is to describe or record a certain phenomena, event, or scenario. Here are 5 things to know about descriptive research and how it may be used to study how thrifting affects the environment, teens, and the fashion industry:

In this situation, descriptive research offers a thorough and in-depth understanding of thrifting and its effects on fashion, teens, and the environment. It enables researchers to monitor and record thrift-related actions, attitudes, and trends.

It aids in spotting patterns and trends that might not be immediately obvious, such as what factors affect teenagers' propensity for thrifting or the kinds of apparel that are frequently found there.

Descriptive research can also be used to establish correlations and linkages between different variables, such as the link between teens' environmental consciousness and thrift store popularity.

It can shed light on the reasons behind and attitudes regarding thrifting held by various stakeholders, including thrift store operators, shoppers, and legislators.

The development of strategies and interventions aimed at promoting ethical and sustainable practices within the fashion industry, such as lowering the amount of textile waste, expanding access to reasonably priced sustainable clothing, and encouraging circular models of production and consumption, can benefit from descriptive research.

Type of Sampling

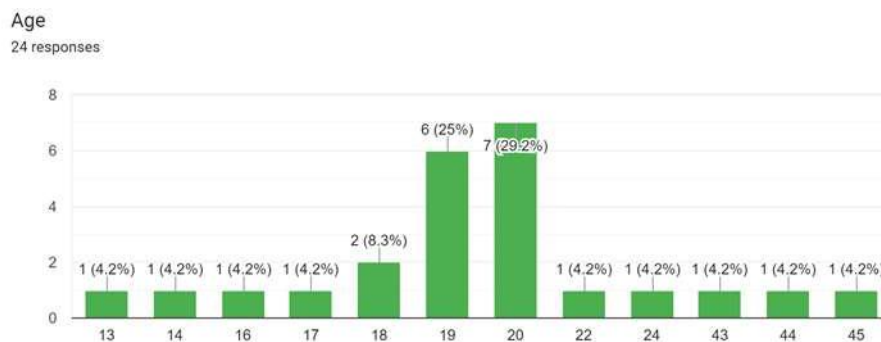
Convenience sampling was used to obtain the data for the form as the method includes choosing your respondents to be easily accessible. By offering a quick and simple approach to gather data, which is helpful in exploratory or preliminary investigations, it aids in getting results for a research project. The aim was to find out how thrifting will impact fashion, teenagers and the environment. Which is why college students were taken into consideration as they can relate to the topic as it may be familiar to them. This study provides important information to understand where the standing of thrifting is in today's youth consumerism. Professionals may use such information to understand their customers and how to market their targeted advertisement to them.

Population sampling was also taken into consideration as it is of the urban population of Bangalore. The practice of choosing a representative sample of people from a broader population is known as population sampling. To make sure the sample is representative of the population being studied, it entails locating and choosing individuals based on particular criteria, such as age, gender, and geography.

Data collection method:

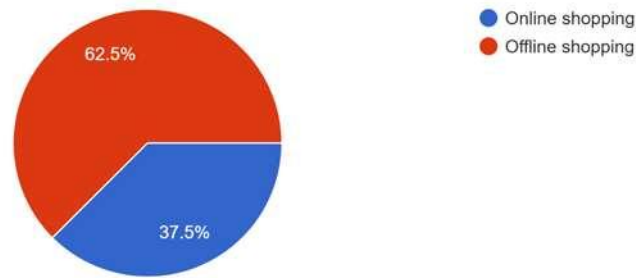
Our data collection method was Primary data collection. The practice of gathering authentic data directly from the source, using techniques like surveys, interviews, tests, or observations, is referred to as primary data collection. To collect precise data pertinent to the research questions or aims, it entails devising and putting into use data gathering methods and techniques. Although it can be time- and resource-consuming, primary data collecting enables researchers to gather high-quality data that is suited to their research goals and is not available from other sources. Additionally, it gives users more control over the nature and process of the research.

Analysis and Findings



1. Do you prefer online or offline shopping?

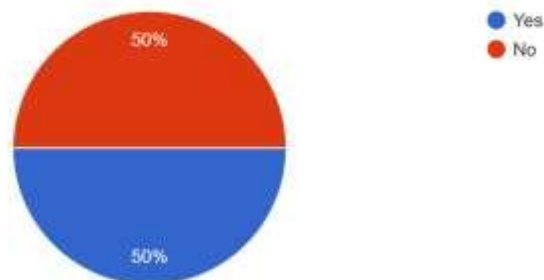
24 responses



As per the results the respondent have chosen "Offline shopping"

2. Are you brand conscious?

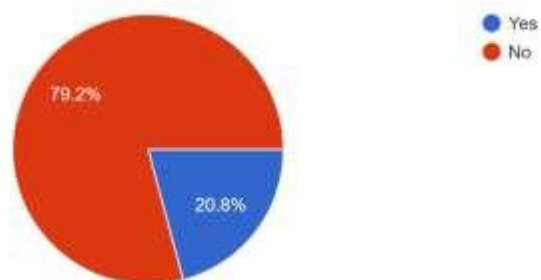
24 responses



As per the results the respondents have chosen both yes and no

3. Do you prefer to bulk buy your clothes from one particular brand?

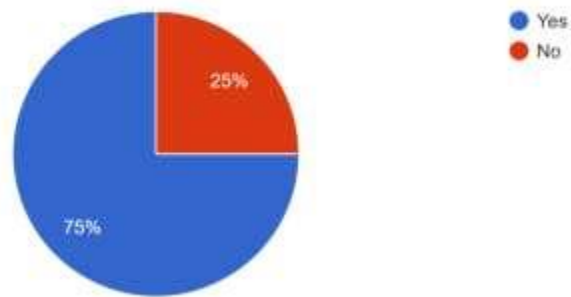
24 responses



As per the results the respondents have chosen "no"

4. Do you consider the sustainability of the clothes you buy?

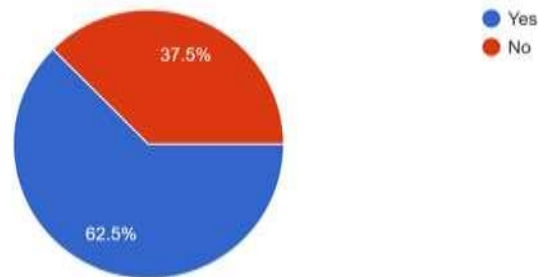
24 responses



As per the results the respondents have chosen- "yes"

5. Do you think buying 2nd hand clothing helps the environment?

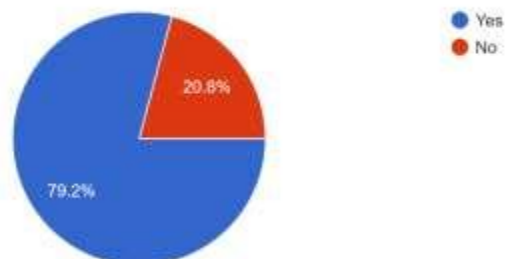
24 responses



As per the results the respondents have chosen "yes"

6. Do you know what 'Thrifting' means?

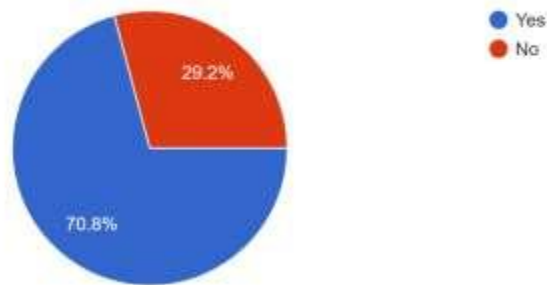
24 responses



As per the results the respondents have chosen "yes"

7. Have you heard of thrifting from your friends or peers before?

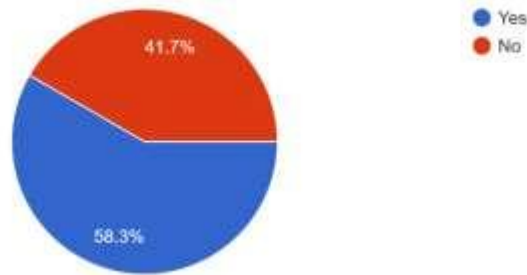
24 responses



As per the results the respondents have chosen 'yes'

8. Would you consider buying clothes from a thrift store?

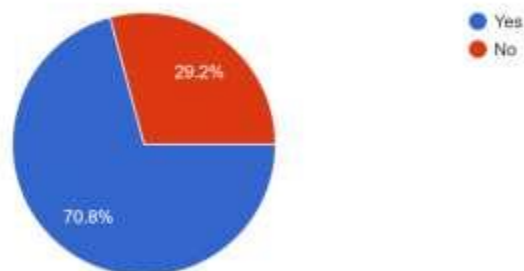
24 responses



As per the results the respondents have chosen "yes"

9. Do you think thrifting is a good business?

24 responses



As for the 10th question - the respondents had answered with the name of their known thrift stores.

Conclusion

Our main objective was to understand what our respondents knew about the interrelation of thrifting fashion and the environment. Throughout this study we have grasped that with these 10 questions we can understand their perspective about this topic. Our main findings that answer our objectives are:

Our respondents were well aware about the thrifting culture.

Our respondents were unsure of how thrifting helps the environment.

The impact of thrifting that has lasted through several years around the world is now being experienced in India.

Fashion, teens, and the environment have all been significantly impacted by thrifting, or second-hand buying. Thrifting has gained popularity among shoppers looking for distinctive and reasonably priced clothing options due to the growth of sustainable and ethical fashion. Thrifting has gained popularity among teenagers especially as a means to exhibit their uniqueness and stand out from the pack. Thrifting also benefits the environment by lowering the demand for new clothes manufacture and the amount of textile waste that ends up in landfills. Thrifting is a crucial step towards a more sustainable future since it promotes the circular economy and lessens the environmental impact of fashion.

The practice of upcycling worn or vintage clothing into fresh, current items is one way that thrifting is used in the fashion industry. This entails taking used clothing and reworking it into distinctive and current pieces, such as turning a vintage t-shirt into a patchwork vest or an old denim jacket into a contemporary cropped vest. By repurposing existing fabrics, this not only breathes new life into worn-out garments but also adds a unique touch, cuts waste, and adds a personal touch.

The popularity of "thrifting hauls" on social media sites like YouTube and Instagram is an illustration of how teens use thrifting. Teenagers are featured in these videos and blog posts showcasing the unusual items they found in thrift stores and offering advice on how to do the same. Thrifting allows youngsters to exhibit their uniqueness and sense of style because they can find vintage and unique products that aren't sold in chain stores.

The "clothes swap" craze is one instance of thrifting being used for the environment. This entails setting up gatherings or online communities where individuals may trade or donate their used clothing as opposed to tossing it away. As a result, less textile waste and the carbon footprint related to the manufacture and disposal of garments are produced.

Thrifting is a great option for the future because it's economical, offers unique things, and promotes sustainability in addition to reducing textile waste. Moreover, thrifting helps regional companies and promotes artistic expression. We may build a future where we are more environmentally and socially conscientious by incorporating thrifting into our daily lives.

We also exclaim on the point that our respondents prove the fact that the impact of thrifting has influenced them to gain knowledge about the topic as the majority of them had heard about thrifting from their peers and that they would not mind owning second hand clothes.

A limitation we found in our research was that the question could have more elaborate options in order to get a more detailed understanding about the responses. Our responses too were limited as it is difficult to find people that are eager to take part in a study.

Refernces

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