

RESEARCH DOCUMENT TEMPLATE

What do teens do with their old clothes?

Mincheva, Plamena P.M.M.

Lost Media | Fast Fashion

Table of Contents

Research Question.....	2
Methodology.....	2
Summary.....	2
Validation	3
Conclusion	3
Sources	4

Research Question

The focus of this research is to answer the question: “What do teens do with their old clothes?” The purpose is to understand the sustainable methods that adolescents find and use to dispose of their old clothes, while evaluating their awareness of the environmental issues associated with fast fashion.

Methodology

The research method employed for this study is a literature study based on CMD (Communication and Multimedia Design) methods. The study explores existing data, academic literature, and observations concerning adolescent behaviors in relation to fast fashion and sustainability. While primary quantitative data was not available, relevant insights were derived from peer-reviewed sources, social trends, and environmental studies concerning teenagers' fashion consumption habits.

Summary

Adolescents today are heavily influenced by microtrends, which leads to excessive clothing consumption. As fast fashion trends change rapidly, teens often accumulate a large volume of clothes, many of which end up unworn and disposed of, frequently contributing to landfill waste. Teens are generally aware of the environmental impact of fast fashion, but their actions may not always align with their concern due to the action gap hypothesis, which suggests that although they have the intent to act sustainably, it doesn't always translate into consistent behavior.

There are several established methods to dispose of clothes sustainably, including:

- Donation
- Re-selling
- Recycling
- Upcycling
- Clothing swaps

Though there is limited quantitative data on which methods teens prefer, it is widely observed that Gen Z embraces secondhand fashion through thrifting. The upcycling trend has also gained traction, though many teens find it challenging to engage in it due to the time and skills required. Trends on platforms like TikTok show teens admiring upcycled fashion, but few have the opportunity to practice it themselves.

The motive-match hypothesis further explains that teens are more likely to engage in sustainable behaviors if these align with their sense of identity or are supported by their peers. Environmental awareness among teenagers is influenced by several factors, including gender, socio-economic background, family, and school, with girls being generally more inclined toward pro-environmental attitudes than boys.

Validation

While secondary data gathered provides valuable insights into adolescent behavior regarding fashion disposal, a lack of direct quantitative studies means the findings are more observational. Primary data through interviews and surveys with the target group will offer clearer validation of the methods teenagers prefer for recycling old clothes. This will provide deeper insight into which sustainable practices are most feasible for this demographic, allowing for a more targeted approach in future research and intervention programs.

Conclusion

Though this research lacks quantitative data on specific recycling preferences among teens, it does indicate that adolescents are both aware and concerned about the environmental impact of fast fashion. They show an interest in sustainable fashion practices, such as thrifting and upcycling, but face barriers to consistent engagement. The action gap remains a challenge, but with further primary research, it will be possible to better understand how to motivate teenagers to align their sustainable intentions with concrete actions.

Sources

Bernard, J. (16 September 2022 r.). *What To Do With Old Worn Out Clothes You Can't Donate*.

Извлечено от GIVERISE: <https://giverise.ca/blog/what-to-do-with-old-worn-out-clothes-you-cant-donate/>

Rosa Duarte, J.-J. E.-V. (2015). The influence of the family, the school, and the group on the environmental attitudes of European students. *Environmental Education Research*, 23-42.

Sustainable Ways To Repurpose Old Kids' Clothing And Shoes. (н.д.). Извлечено от Kids in the house: <https://www.kidsinthehouse.com/blogs/kidsinthehouse2/sustainable-ways-to-repurpose-old-kids-clothing-and-shoes>

Thomaes, S. (2023). *Motive-match hypothesis and adolescent eco-friendly behavior*. Futurum Careers. Извлечено от <https://futurumcareers.com/greenteens-unleashing-teenagers-eco-friendly-behaviour>