Clothing Donation

Group Number: 06

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Contribution of Individuals

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	2. Wrote User research method
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	4. Conducted analysis on survey findings on spss
	5. Wrote the data analysis part
	6. Wrote Enhancing Services subheading in findings
	7. Edited Video interviews
	8. Edited Introduction

1.Problem description

There are many organizations in Pakistan committed to improving the lives of impoverished people. Although organizations collect charity in all forms, more focus is given to food, money and other necessities and less to clothing donation because of challenges associated with the process that organizations have not completely been able to tackle. On the other hand, numerous individuals have clothes in their houses that they no longer require and want to donate to deserving individuals; however, due to certain factors they are unable to pass them on to organizations and instead dispose of the clothes, often times in an inefficient manner. These clothes, if donated to organizations, could find their way to various communities of people that said organizations are connected to who are in severe need. Slums usually have kids who do not even have a single piece of clothing to cover themselves. A massive gap exists between the clothes donor and the relevant organizations. To bridge this gap and help facilitate the procedure we conducted a research study identifying the difficulties faced by the charitable organizations and the donors in our hope to come up with a way forward.

2.Introduction

Clothes are a necessity as important as any and it is very important that there is constant supply in the form of donation for those who are not affording of this necessity. This supply is made possible due to many reasons. The clothes that people buy almost inevitably become obsolete at some point. They might not fit anymore, they might go out of fashion because of rapidly changing trends in the industry, or they might just be replaced by newer clothes, which become the preferred choice for the buyers.

How these clothes end up differs from case to case and a wide variety of disposal practices are adopted by their owners depending on circumstances. Oftentimes these clothes are kept in closets for years. This could be because of excessive attachment with these clothes [14] or a general indifference or lack of knowledge of other ways to discharge them. The act of throwing them away has been looked down upon in recent times due to the

adverse impact on the environment but unawareness in this regard still exists and dumping clothes remains a fairly common habit. Some families prefer the reuse of these clothes in the form of rags or dusting mats to get use out of them. [12] This usually happens when these clothes are not in the right condition to be worn by them or anyone else. Finally, many people indulge in the practice of giving away clothes to the underprivileged and deserving.

When giving away clothes, people have to choose between handing them directly to someone, which could be their helper or even a family member and donating them to organizations that collect these clothes and distribute them on their own. This decision, in itself, is influenced by various factors. While it is true that in some cases people tend to prefer that these clothes end up with someone they are acquainted to, it is also undeniable that a lack of knowhow about organizations and the processes that they offer plays a role. This lack of awareness among people about organizations means people who want to donate have limited access to such organizations. As a result, they prefer the aforementioned other methods of giving away or discharging the same clothes that they would have otherwise given to organizations.

All in all, these problems, while seemingly minor on their own, hinder the process of clothing donation in our country from reaching its true potential. We hope that by finding out more about this gap through our research, we can attempt to bridge it through the weapon of technology that is easily available to us. A combined platform can be a comprehensive way to address this gap; it can help in raising awareness about the various organizations, be a means of communication between the organizations and donors, which could, in turn, help boost people's confidence in these organizations.

3. Literature review/Previous work

A number of research works [4],[10] explore the concept of fast fashion and the increase in unworn and unwanted clothes among people that it has caused. Fast fashion is defined as 'cheap fashion that is not durable and is rapidly disposed by consumers' [1]. The fate of such unwanted clothes as highlighted by Laitala [23] has a grave impact on the environment as well as possible reuse of clothes and has been of great interest to researchers who try to observe and explain the trends in clothing disposal.

Ways of disposal

It is reported that many people do not dispose at all and keep their clothes based on positive experience, memories and family ties associated with those clothes [14],[15]. Disposal behavior differs and if simplified [1],[21],[24], it can be said to consist of: giving away to family and friends, selling online or to stores and throwing away. Alarmingly, the waste from throwing away of these clothes accounts for 13 million tons of solid waste per year [3] and studies have indicated that there is a need for government and related authorities or organizations in developing strategies to encourage consumers to increase clothes recycling rate [8].

Trends in disposal behavior

The relationship between demographics and disposal behavior has been of core importance in a lot of studies that attempt to understand decisions about disposal with statistics showing that females are more likely to give away used clothes than males are and older individuals are more likely than their younger counterparts, owing to greater awareness about environment and recycling habits [5],[11],[8]. Income has also proved to be a significant factor, with individuals with higher income showing greater inclination to donate and those with lower income preferring to reuse the clothes as rags or giving them to family or friends [12].

Scope of donation

Some papers focus on obstacles that still exist as Frazer [7] points out that people abstain from donating because it negatively impacts textile production. Fashion consumers, especially, are more prone to reselling, exchanging and disposing clothing items back to stores because they are more aware of the textile value [28]. However, others are more hopeful and argue that through creating awareness and providing assurance to encourage donation of clothes to charitable organizations, people are prompted to consider the 'usable life' and 'personal nature' of garments and eventually give them away [6]. Rational and emotional methods have been tipped as effective in convincing people to change their minds and donate clothes. Of the two, emotional appeal, especially, has proven to give favorable results in this regard and a good balance between the two has been studied and praised [16]. Furthermore, numerous survey results have agreed on convenience and infrastructure available being strong pulling factors towards donation to organizations [20],[19],[17]. Laitala [23] delves deeply into people's preferences with regards to donation and mentions that people were invariably inclined to choose the organization that made the process most convenient for them. People have also acknowledged in many instances to consider other factors like trust in an organization and the aesthetics of a donation website [2],[13], all of these being areas that invite more research and development.

Key contributions of our paper

While the topic of unwanted clothes and its disposal continues to be a widely studied topic among literature, our paper attempts to focus primarily on void prevalent in the donation process of organizations. It delves particularly into behavioral patterns on part of the donors and level of service and awareness offered by organizations and how these collectively contribute to this void.

4. Existing Products

There are a handful of organizations engaged in redistributing clothes to the needy in Pakistan. The prominent ones include Akhuwat foundation, Edhi, Rising Sun Institute of Special children, and Wall of Kindness.

Akhuwat foundation distributes clothes to the needy, who are in their database of borrowers. They cater to the poorest areas of Pakistan, including interior Sindh, southern Punjab, Gilgit Baltistan and Balochistan [29]. For collection, donors are required to drop their belongings at their nearest office, which are then sent to their head office for further processing. Edhi foundation has offices in the major cities of Pakistan. Their warehouses are open around the clock to provide clothing in case of an emergency and they serve refugees from Kashmir, Sindh, Balochistan and abroad at the sites of calamities, fire, and riots [30]. Donors can go to their orphanages or offices to donate. Wall of Kindness is another such organization based on the notion, 'give if you do not need it and take if you need it' [31]. Initially, they provided food and clothing to homeless people living near MT khan road in Karachi. Now, there are Walls of Kindness in multiple cities of Pakistan and donors can simply hang their clothes on the walls and deserving people can take it from there. Rising sun provide clothing donations to the under privileged kids studying in their schools and others in their database. Rising Sun's schools are now present in various cities of Pakistan. Their offices are situated in their schools, where donors can go and donate their clothes.

Though, such ventures are operating on traditional models of receiving donations, there was one initiative that involved the use of modern technology in procuring donation clothes; Uber partnered with SOS village for a short period of time to support their inbound logistics.
Uber provided its users the option of 'UberGive' in their app by which, people could order rides free of cost on a designated day between 11am to 5pm to pick up the belongings that they want to donate [32]. This was the only facility that would pick clothes from the potential donors and drop them off to the different organizations that would distribute it further.

There are two major issues with the current offerings: convenience and awareness. A major obstacle facing donors is the effort required by the donor in contacting the organization and going to their office to drop off the clothes. It is this effort that hinders donors from donating and clothes continue being stacked up in wardrobes. Secondly, charitable organizations do not spend much in marketing because of limited funds. Therefore, a great proportion of donor segment remains unfamiliar to their processes and activities. Donors need to have their trust in place to donate. Organizations need to inform their potential donors where are they donating the items given and what is the process if someone wants to donate. Both are lacking in the market due to which donors are not very comfortable in donating to charitable organizations.

5. User research method

It is important to study the tendency of target users to donate clothes, awareness of charitable organizations and user's comfort in the procedure. User's tendency could be found through closed-ended, multiple choice. To gauge the awareness and experience of donating clothes, we needed a mix of closed and open-ended questions. Moreover, user's comfort in the procedure could be estimated through Likert scale questions.

We conducted a pilot survey, for which we collected around 40 responses, to check the validity of our questions. We wanted to ensure that the users are perceiving the questions as intended and the questions are measuring exactly what they are supposed to measure. We also left some questions open-ended to get individual responses and then changed them to closed-ended in the questionnaire, forming the choices based on responses we got in the pilot survey.

Additionally, we also conducted interviews with 14 donors and 5 charitable organization representatives, to gain insights about the procedure from both sides. From donors, we wanted to know the different kinds of experiences and issues they face engaging in the donation process and from organizations, we wanted to find out the management issues that could possibly occur in the procurement of clothes.

6. User details

Our application has two target users: Charitable organizations that donate clothes to the end recipient and potential donors who want to donate clothes to the deserving individuals.
From the 142 survey participants 78 were female and the interview participants consisted of 71% females. Most of our participants were young adults of around 18-29 years (88%) and lived in Punjab (76%). From the study it was observed that young females have a greater shopping frequency and are more aware of the environment around them [5],[11],[8]. As a result of this, they donate more clothes, and they refrain from throwing away old ones.

7. Method plan

Our goal in this research phase was to gather data from donors about the details and difficulties they face in donating clothes, and the charitable organizations to understand their system of donation better along with hurdles attached. Our study was approved by the Lahore University of Management Sciences. At the onset of our study, we conducted a pilot survey for the general populace who donate or are willing to donate spare clothes that they have lying around. This was done to gauge our questions and donors' responses and based on this, an online descriptive survey was devised and circulated among our friends and families. It was also shared on active Facebook groups to maintain a variety in the respondent demographics. Because of the sensitive nature of most people we kept their identities anonymous in the questionnaire.

Procedure

In addition to the questionnaire we conducted a mix of semi-structured interviews from both the donors and organizations. Using quantitative, observational and qualitative data, we analyzed the problems faced by both donors and organizations in. Due to lack of mobility and coronavirus, we took most of the interviews through Zoom and video-recorded the interview. Some of the interviews with potential donors, especially those among our acquaintances were held in person. Similarly, we were able to visit one of the organization's head office to conduct their interview after setting an appointment. This was an invaluable experience as we got the opportunity to observe the workplace as well as talk briefly to representatives from multiple programs before conducting the interview with the assistant head of the clothing program. Before we left, they gave us their contact details in case we had further questions. In-person interviews were recorded through voice recorder. We began with an informed consent form that we sent to every person and they had to fill that before we took their interview. We then proceeded with the preliminary questions about demographics, area etc. For donors, our questions were tailored towards asking for details about what they normally do with the spare clothes they have. (How often do you donate clothes? Do you give torn clothes? Do you wash them before donating? If you donate to organizations, which organizations do you donate to? What is your procedure to donate to those organizations and what improvements would you make in that process?) For the organizations we asked them about the work they conduct, the procedure of collecting from donors and giving to the needy and the problems they face throughout the process. In addition, we asked them about recipient anonymity, and the criteria on who classifies as a needy person to their organizations. We relied on an interview guide for a few questions but allowed the participants to guide the flow of the interview. We interviewed 19 people and transcribed the recordings as well. Based on our results, we argue the technological and structural measures that need to be devised in order to facilitate easier collection and distribution of clothes from donors to recipients.

8. Findings

The ethnographical data was collected from the surveys and the interviews that were conducted. Data was then anonymized by assigning a unique ID to both the organizational leads and potential donors. The organizational leads and potential donors are designated a unique ID starting from O-1 and D-1 consequently. The data was analyzed, and a regression model was used to visualize the survey results. The three major findings that emerged from analysis are as follows:

- Attitudes towards donation behavior: Convenience; Personal Views; Values.
- Disparity between the perspectives of the user and organizations: Trust; Anonymity of the donor and the recipients.
- Improving donation patterns: Awareness; Enhancing services.

8.1 Attitudes towards donation behavior

8.1.1 Convenience

Most of the participants in our study donated clothes away directly to individuals who needed them. They want to help individuals that serve them because they feel that these individuals are the ones that deserve it the most as they work in their homes.

"Charity starts at home, so I usually give it to the house help, my Quran teacher, my driver's daughter. These are all the people I know will be comfortable and be happy after receiving" (D-9)

"A lot of people in my area require clothes. Usually our maids and common workers ask for clothes and we give them." (D-6)

"When I was in school, I used to donate my clothes to organizations but now I just donate them to my house servants who really need these clothes." (D-1)

Some respondents found it very hard to take out time from their busy day to day lives to go through the process of donating clothes to organizations. They either donate clothes directly to people who they see along their way or in their residential areas or they do not donate clothes at all.

"I usually give them away to those near me and if I cannot find anyone who wears western clothes then I donate them to some organization. Sometimes, these clothes end up staying in a bag in my house for a long period of time because being a doctor I do not have that much time to go there and donate". (D-3)

The reasons for donating clothes to those individuals that are in their vicinity arises from them observing these individuals in their day to day lives and developing feelings and attachments towards them. This not only promotes a feeling of giving back to the community so the people around them can benefit but also helps them grow as individuals and understand how they fit in the world around them.

"I used to have this caretaker in my area, and he would wear the same shirt every day. I gave my shirt to him because I knew he was deserving and needed it." (D-10)

Other respondents would donate clothes to whoever would come to their door and ask for help. They were hesitant in sending those people empty handed who would come to their doorstep for donation. They would not check if these individuals were really deserving but would solely donate because they believed in what these individuals would say.

"I give clothes to people I know. For example, if someone comes to our house and they say that they are needy individuals, I give them the clothes." (D-8)

In addition, some participants took out time and visited charitable organizations to donate the clothes, but they struggled to find their way and found the process to be complicated. This discourages individuals from donating clothes in the future and continues the cycle of donating to those in the immediate vicinity of the donor.

"[About an organization] It was hard for me to locate their center because its located on the side of the road under a tree in a small room and it wasn't registered on google maps so I had to ask around to reach the place" (D-2)

The problems faced over sending clothes to different charitable organizations has brought about concerns. Packing clothes, providing details about them and following the donation procedure requires a lot of effort and that makes the entire procedure of donation even more complicated.

"At times it gets a bit difficult; telling the driver to come, taking the clothes from home, giving it to the organizations and then having a conversation with them on the phone because at times I don't have time to go and donate the clothes myself. It would be ideal if there is something which can make it easier". (D-13)

However, some of the participants found the donation process of the organizations to be very convenient. This was due to new organizations who facilitated these participants by visiting their house and collecting donations. Since these participants did not have to visit the organization themselves, they were satisfied with the existing process of donation.

"The organization which I recently got introduced to and got a chance to donate was Organization X. The process was convenient as they came to my house to collect my clothes. Most of them were my children's clothes ranging from 0 months to 3-4 years." (D-12)

The charitable organizations were aware of these problems that were experienced by the potential donors. However, some of them experienced concerns which arose from facilitating the user with door to door services specially in the places that were not that accessible to them.

"The obstacles we face are that people have a lot of clothes and they know what they want to do with them. They want us to provide them convenience and want us to collect the clothes from them. We understand that going out is a challenge, but if we go door to door then how many societies can we go to? Specially in faraway areas like City X? In City Y individuals donate easily, they want to donate in their community and so they don't give clothes to organizations." (O-2)

The vice president of one of the organizations that would collect clothes from the different members of the hostel in one of the educational institutes in Pakistan felt that individuals living in the hostels would usually collect all their belongings to take them home and give it to the individuals in their home because they were more attached to them or they would throw away the clothes.

"People leave clothes out of their dorm or throw them away. By the time of donation, they do not have time to donate and end up taking the clothes back and donating to the house help." (O-1)

Most participants in our study found the existing donation procedure of organizations to take a lot of time and effort. As a result, they would donate the clothes that they no longer required to those members of the community that required it. This not only made the process more convenient but also cultivated a feeling of wellbeing in the community. The charitable organizations are aware of the issues that potential donors face, but they also have a few restrictions due to accessibility of different areas. Improvements towards this procedure to help both the potential donors and the existing organizations are highlighted in Section 8.3.2.

8.1.2 Personal Views

A commonality between our participants was that their perceptions depended on their personal views, which were shaped by prior beliefs about the deserving individuals. The participants expressed their concern over whom to trust when donating these clothes and they based their answers on their personal judgements.

"Appearances are deceptive, so we don't know how needy they are but maybe the gross income of the month and how many kids they have and how many vehicles they have or even if there is one". (D-12)

"We can determine those in need through the people staying with them: If they don't have parents or if the family consists of women who are divorced or are not acceptable by the family for various reasons, I think these individuals require the most help"(D-13)

Some individuals expressed sympathy for those in need based on past experiences. Since they knew what it felt like when they were in a few situations, they empathized with those in need and wanted to help them to the best of their abilities.

"When my maid's child was starting his school, I knew he would be needing the clothes during this time because I know how important the first day of school would be, so I gave my shoes and clothes to him" (D-10)

The donation patterns depended on the feelings of attachments the respondents had with their clothes. Their feelings arise from the interests they have in those clothes or their frequency of usage.

"With some clothes I get very attached specially my gym clothes". (D-2)

While other participants were reluctant to give away the clothes, they were comfortable in as they would wear those clothes most of the time. They would still wear the clothes that had worn out occasionally because they preferred comfort over the changing fashion.

"I develop attachments for some shirts and kurtas that I feel very comfortable in or that I have liked, and it becomes difficult to give away". (D-7)

Other participants would buy new clothes and would keep the old ones because they had a strong liking towards them.

"Clothes go out of fashion quickly, so when they change, I go out to change my clothes. However, I keep my old clothes and I like wearing them occasionally because I do like them". (D-4)

Additionally, it is harder to give those clothes away that have been purchased by individuals themselves. Since these individuals know about their style and comfort, they know exactly what they want, and would wear it for longer periods of time. If other individuals had shopped for them, they would either give away the new clothes that they didn't like, or they would occasionally wear them.

"If I buy them myself then I do tend to get attached to the clothes. Whenever I select my clothes, I really like them, and I want to wear them again and again but if someone else buys them then I don't feel any attachment". (D-8)

Sentimental values attached to different articles can influence the donation decision making process as participants do not want to give away those clothes that have memories attached with them. Since these clothes

were given to them by those individuals that are closest to them, they express a higher degree of value for that item. These articles are usually not utilized by the participants however, the idea of giving them away is unbearable because of the memories that have been associated with those clothing items.

"A few pieces have sentimental values for me. For instance, if my grandmother has given it to me, I would hold it very close to me because of the love that has been put into the gift". (D-9)

"I always hold a lot of weightage towards the gifts I receive from the people close to me. If my mother or husband has gifted me something, then I will always keep it close to me" (D-12)

The pandemic has caused several concerns and has influenced the shopping habits of many individuals. Participants now rely on using their old clothes for a longer period as they do not want to waste clothes or buy new ones very often. Since the frequency of them going out has greatly reduced, they do not change clothes that often and as a result their shopping patterns have greatly reduced.

"I try to make my clothes last longer because currently even the cheapest clothes are expensive. Unless the clothes don't fit me, have stains on them and are not presentable I continue wearing them". (D-3)

"I need clothes when I'm going out like before the pandemic, I would need clothes for attending university but these days I am at home and I do not need anything other than comfortable pajamas" (D-11)

Some individuals would store clothes in their wardrobe, hoping that one day they would fit in them. These clothes could be donated to all the individuals in our society who really need them otherwise the clothes become old and eventually go to waste.

"At times one is not using the clothes, but they really like the dress and they always hope that they might wear it later or when they would fit in them. So, they make it a benchmark to reduce the weight so they can wear it. (D-13)

Therefore, individuals rely on personal views to distinguish between the deserving individuals from the non-deserving. Their donation patterns were associated with their interest, comfort, sentimental values and to motivate them to fit into old clothes. To increase the donation of articles, all these attachments need to be surpassed to promote social well-being.

8.1.3 Values

The study reveals that the major motivation behind the donation process is for self-satisfaction. This promotes happiness and the feelings of accomplishments between different individuals. The fulfilling feeling of giving back and contributing to society is unparalleled.

"I am not a big fan of collecting and I believe that the more you give, the more you get and not just get, but also the more peaceful you feel so there is no point in collecting so much". (D-12)

Additionally, religious obligations also drive individuals into reducing the bulk of clothes they have stored in their wardrobe, which they know they will not wear in the future. Since they feel they will be questioned by God if they waste the clothes, they want to keep giving back to the community, so they do not clutter their closets.

"The more you give, the more it drives out the selfish in you. Since its sadqa [giving out to people] not only in terms of clothes but also to give out kind words, compliments or just a smile. I think this is what our society really needs". (D-12)

"I do not want to be responsible in front of God that I wasted so many clothes. For me it is a big thing, so I do not want to waste what I have been blessed with" (D-13)

Through small tasks and efforts, respondents want to help the country towards development.

"I want to help improve the condition in Pakistan: I want to help the people who cannot afford these clothes." (D-14)

Through the daily experiences of potential donors, they come across various videos about the situation of those who deserve these clothing items. Since they know about the miserable condition of those individuals in their society who do not have access to the necessities of life, they empathize with these individuals and they want to help them.

"Some people cannot get basic clothes and we keep buying, stocking our closets with articles we don't even need. I used to intern at an organization, and we would get videos of slums where people won't even have clothes on them. Imagine there were children roaming around topless. If you go visit rural areas, you will see people wearing torn out clothes. Every donation conducted is important, recently we helped a person who lost means to his livelihood get a fruit cart. If you see the pictures you will understand how happy he was". (D-11)

"We can see there are hundreds and thousands of people who do not have clothes and they need them so if I don't require the clothes in my closet then why waste them when I could just donate them". (D-8)

Other participants in the study expressed concerns about throwing the clothes away: they want others to utilize from the clothes rather than causing environmental damage. This not only helps people in need, but it also helps in overcoming environmental waste.

"I don't like to see anything going to waste: Whether it is a food or a decorating piece, I want someone else to utilize it in a better way if I'm not using it and this also gets a smile on the face of the recipients which eventually makes me happy". (D-9)

A few participants have a systematic procedure to prevent their cupboards from cluttering.

"I buy clothes once I have donated the clothes that I no longer require. I like to keep a good ratio of clothes and if anything goes above the ratio, I donate the clothes". (D-2)

The values of the respondents in the study impacted their donation behavior. Donation behavior depended on self-satisfaction, religious obligations, promote development of the country, day to day experience and to prevent waste. These factors influence donors to donate more so they can improve the conditions of their fellow compatriots. Promoting this unique sense of purpose in those individuals of the society that do not donate would encourage them to contribute to their community.

8.2 Disparity between the perspectives of the user and organizations
8.2.1 Trust

Our study revealed that some of participants were hesitant to donate to organizations as they were was a lack of trust between the two parties. The donors have a strong opinion that the clothes they donate to organizations might not be utilized in the right way. Because of this, they resorted to donating only to the people who worked for them or who they directly knew were in dire need of clothes.

"No, I am not sure if my clothes that I give to other organizations goes to the deserving people in our society. So, I usually try to give it to people who I know of or I resale my clothes." (D-3)

Some participants were not aware if the organizations were competent enough to efficiently carry out the donation procedure. To get assurance, they visited the organizations office to see how they operated and how they carried out the donation process. This helped in building trust with these organizations

"I think I really like the process of going to the organization, looking at how they work, knowing what they do so that I am more comfortable with my donations." (D-5)

 Instead of depending on the organizations to carry out the charity work, one of the participants herself collected clothes from her neighborhood and she distributed it in the slums she was already aware of and she knew that community was in dire need of clothing items. On probing, she revealed that she felt more satisfied when she herself did all the work as compared to the organization.

"We do everything ourselves. we don't rely on other (organizations)". (D-11)

Another significant reason for mistrust that was revealed by the study was that people wanted the organizations to help and donate their clothes in their own community. They believed that they neighbors should be helped first. However, sometimes the organizations had to transport the clothes to areas where the people were more deserving than the people of that community. This resulted in people donating it directly to the people who they thought were needy.

"When they give it to us, they ask us where we will give away these clothes and they get surprised when they find out that the clothes are sent far away as everyone wants to help people in their own community" (O-2)

Most participants want to give their clothes to the organizations whom they had seen working and taking part in donation drives. They had built trust with a specific organization overtime and were more comfortable donating to them.

"I think I would trust Edhi more than other organizations just because I have been donating clothes to them for a long." (D-2)

People currently are not aware of the process that the organizations employ while donating. Our survey suggests that majority of the people (125 out of 141 respondents of the survey) strongly agreed with the statement that they wanted to know more about the donation process. There was also a generally feeling among the respondents that they should know more facts about where the clothes are being donated. 129 out of 141 respondents said that organizations should be more transparent about the whole donation procedure.

When giving clothes to organizations, an aspect that many participants highlighted was that they relied on the reviews that the organizations had and the reviews that their close friends had given them. One interviewee even went forward to place blind trust in any organization that his friend had interned in. The reviews of an organization on the internet influenced people's belief about that organization and if a lot of people gave bad reviews, then they were unwilling to donate to that specific organization.

"One of my friends interned at rising sun and I know that we can trust that Organization completely because I know about their entire procedure as my friend had described to me when he would work there" (D-1)

"I think I will trust organizations if I get reviews from family and friends or generally if I see reviews on their websites which would enable me to trust these organizations and I would want to donate to them." (D-5)

Not only were the donors not satisfied and distrusted the organizations, our results revealed that the organization too had trust barriers with the clothes donors. According to the survey result, 61.7 % of the survey respondents and 10 out of 14 clothes donor whom we interviewed told us that they washed all their clothes before donating.

"All my clothes are ironed, dry cleaned. I put them in a bag and then I give them to the maid." (D-11)

"I check if they are torn, have any stains etc. In case they do I throw them away; Otherwise I wash them and pack them into bags so I could distribute them." (D-2)

However, the Vice President of an Organization X told that this is not the case. The clothes the organizations receive are mostly unwashed and just handed to them. The organization themselves must wash and dry clean the clothes.

"It's an assumption that people wash clothes. But they do not." (O-1)

Another interviewee, the Vice president of Organization Y told us of the unmindful behavior of donors. They did not consider the type of clothing items they were donating and whether the clothes they are donating to the lower class would be utilized by them. Concerns were also expressed over the fact that the people were unthoughtful of the condition of the stuff people donated and it created a hassle for them to sort out the relevant clothing items. As the organizations had to collect items from multiple people it created a hassle for them and they had to go through the extra effort of washing the clothes and discarding the items that wasn't in a condition to be worn by anyone.

"The biggest one we faced was that while we were packing clothes we came across clothes such as women's shorts, tank tops and spaghetti straps and we knew that the community that we were trying to cater to had no use for those clothes. People were not that considerate about the other communities' values. Second problem was that people were very careless with the clothes that they were donating. I had to ash around 15 clothes

myself on the spot before donating because they had so many stains and were not capable of being donated. People donated whatever they should had thrown away." (O-4)

By making their procedure transparent and showing the work they do on a social platform the organizations can help establish a confidence in people about their activities and this can persuade more people to take part in this noble cause. A lack of awareness about their activities was the biggest hurdle that prevented the donors to donate to such organizations. On the other hand, the donors could be more conscious about the clothes they are donating and the condition of the clothes, so it reduces the amount of work done by the organization and the clothes reach the required recipient swiftly.

8.2.2 Anonymity of the donor and the recipients

Many of the participants interviewed expressed views that it was extremely crucial that the identities of the donor should be kept private. This would encourage the people who need clothes but are ashamed of asking for any help.

"Speaking for myself I wouldn't want the receiver to know that I sent these clothes. Similarly, I think the receiver also wouldn't want the donor to know because they don't want to show that they are needy individuals and would have to wear their clothes." (D-7)

Even from the organizations point of view, the identity of the recipient should not be revealed as upon knowing that the organization's employees would take pictures of them receiving the clothes, they would become reluctant and would show hesitance while the clothes are being offered to them. One organization stated that the recipients do not like the feeling to be photographed and shown to the whole world.

"It's very important. Some recipients do not even accept clothes even if we want to give them because they feel we are taking things out in pity and they don't like the feeling, so I think it is very important. For the donor it's not as important but I think it could be optional as some donors do not want their identity to be disclosed either" (O-2)

However, some participants had other views. They were adamant that if they were donating clothes to an organization, they should be aware of who their donation went to. This can be attributed to the lack of trust that donors have in these organizations.

"I want to know why they want it and how they want it. The reason. I am an emotional person and that how I connect with people. Want to see how deserving. If you are giving a huge amount, then I would want to know how deserving they are." (D-9)

In order to cater such individuals, the organizations must take pictures and videos so that they have proof that they indeed conducted the clothes donation drive, and it was successful. This evidence is then used to attract further potential donors. However, this clash of interest between the donor and recipient brings a barrier in not only giving the clothes but only receiving them.

"We had to take pictures and we used those pictures to get sponsorships, but we asked for their consent before taking pictures." (O-4)

"We share details of recipient with the donor. The donor wants to know where his donated stuff ends up, so we give it to them. This improves donor satisfaction." (O-5)

A commonality between the participants was that they only wanted to know of the areas where their donations were going as opposed to the exact name and address of the house of the person. This idea was favored both by the organization and the donors.

"People who are giving clothes should know where their clothes are going to. Not their name or identity but which city or which area or wherever they are distributing it should be shared with the donor. So, I think that is very important that the person receiving it should remain anonymous. or else the other person might fell a little bad." (D-14)

One of the participants deemed anonymity so essential that she believed that not even the organizations vehicles should go to the recipient's house but it should be so private that a delivery service could be used to send the clothes so that not even the neighbors are informed that a person in their locality has been offered clothes. The dignity of the person must be kept intact, and it is their right to be anonymous. Helping others without taking pictures and names develops a sense of security in them. It helps establish faith in them that people are in fact helping them due to good will and not because they want to show the world.

"White collar kind of people who are not able to ask for clothes. They can maintain a standard but are unable to spend on clothing and trying to spend on the education of their children. There should be some system that they should get their names registered and the organizations can pick clothes from those people who want to donate and should keep the confidentiality thing and deliver to them through TCS or something. The neighborhood of those people who are needy should not be knowing that someone from Edhi or anybody came in because if the car is going to go then the entire neighborhood is going to know that the foundation car was here and they brought the thing." (D-13)

In the current procedure that the organizations employ, the details are not usually shared with the donors. This is necessary as they organizations must build the recipients trust and ensure that if they are conducting drives in the future the needy people who actually are in need of clothes do in fact come forward and feel no hesitation in taking the clothes.

"The details are not shared with the donor. If there is a drive the details have to be noted down but it is a very long process. If it comes to the dignity of the recipient, then people are very resistant." (O-2)

"We didn't share exact details with the donors but in order to win their trust and to show them that the clothes they donated were actually being used for a good cause" (O-4)

The study showed a mixture of views about how the participants felt regarding the anonymity of the donor and recipients. Some donors wanted the organizations to reveal the names of the recipient however some organizations could not do so because the recipients were not comfortable enough. Some donors were aware how the recipient felt about disclosing their identity and in order to make sure their clothes were being utilized they wanted the organization to only disclose the area where their clothes went.

8.3 Improving donation patterns

8.3.1 Awareness

Our research hints at a lack of awareness on part of the users about organizations that facilitate clothing donation, which acts as a hurdle in the clothing donation process. Upon being asked, some interviewees stated they had never heard about any such organizations.

"I am not aware of organizations" (D-10)

"I have not heard of any organizations" (D-8)

It is important to note that these were people who did claim to have clothes that they no longer required and could be of potential benefit to these organizations. Even those who were able to name organizations only mentioned two or three renowned ones. Furthermore, among people who had heard about organizations, some mentioned that they still did not have sufficient knowledge about the procedure observed by these organizations, which is why they abstain from donating.

"I haven't heard of these organizations in large number. I have heard of only very few and I see their Facebook reviews, or a post of on Facebook about their service. If they are doing it in the right manner, it is fine. if they aren't, I don't go ahead with them. I don't give my clothes in their hands." (D-14)

"I'm aware of these organizations and I know that they exist, but I haven't looked up any dedicated organizations apart from clothing donation drives like for the earthquake victims etc. But I didn't really look up on these organizations." (D-4)

Some of these people did show interest to learn more about the organizations but were unsatisfied with the resources currently available to acquire relevant knowledge.

"I would like to know about their details, what they stand for, who they donate to, how often and where/how they accept donations. I would like to know these basic details before I step out and think about giving my clothes away" (D-4)

Additionally, our study confirms that this gap in awareness is recognized by the organizations as well with more than one representative from these organizations expressing that little or no knowhow among people about their service acted as a hindrance and prevented them from reaching their full potential.

"I think what we can do is make our work clearer and market our donation drives." (O-1)
'We have a problem of awareness in that many people do not know about the work we do. There is not much publicity for it either." (O-5)

Aside from both organizations and donors explicitly mentioning unawareness, this gap was also evident when answers given by both parties to similar questions were inconsistent on some levels. While many potential donors among our interviews stated that they found the procedure of delivering clothes to the head offices of these organizations inconvenient and still went ahead because no other option existed, one representative from organization X did mention that they had a pick-up service in case the donor requested for it.

"The major hindrance in donating clothes is transportation." (D-10)

"I put my clothes in a big bag and asked my driver to go there and give it to them so they could use it. I had to get them dropped off because there isn't any other option. There isn't anything else that can be done. There isn't any system in place at the moment. it would be ideal if there was one. I have donated to multiple organizations and have had to send my driver each time." (D-13)

"First, we must make people aware of what we do here, that there is a clothing bank that donates used clothes to needy people. People can visit our website, or they can call to get in contact with us and we can collect the clothing items directly from their houses." (O-5)

This clearly shows that if fully informed about the service that is available to them, some people would consider changing their opinion about donating clothes and contributing more to the system, which in turn reiterates the need for a platform where people can find this information. Indeed, a representative from organization Y extended her support for such a platform.

"Complete information about our society should be available on such a platform; it should be easily accessible without language barrier and provide information about our society and what it does." (O-1)

All in all, our findings in this regard demonstrate that there is great potential for growth in the clothing donation system if people are made more aware of the existence of organizations and details of their operation. And organizations and potential donors alike have given positive response to the idea of a platform that acts as a bridge and attempts to fill this void.

8.3.2   Enhancing services

As shown in section 8.3.1 some participants are not aware of the clothes bank these charitable organizations have and one of the organizational representatives that we interviewed also admitted that lack of awareness exists about the organizational practices. They need to publicize their activities more so that people know where they donate and what sort of facilities do, they offer in collecting donations. Organization Z has a clothes bank where people can donate their clothes. They also conduct a drive for collecting clothes. Donors can either donate in the the drive or directly contact the office and drop off the clothes at the office or ask them to pick of from their home.

"For donation there is a drive. If you have to contact it themselves then ask for the branch number. Contact and tell them we have clothes. You can drive and drop off. You can also ask them to come and pick up." (O-2)

After receiving clothes, they count them and sort them into different categories. Then, clothes are packed and sent to the needy. They also incentivize donors for excessively donating by gifting them company souvenirs. This helps in strengthening the donor-organization relationship.

"After the items are delivered to us, the items are counted and sorted into different categories such as male, female and children. A receipt is generated for the donor along with a thank you message detailing that "Akhuwat has received your donation". We then pack the clothes in very good condition and then gift them to the poor along with a message "From Akhuwat with Love". We do this so that they do not feel bad about receiving goods from people, so we say that this is a gift from us to you. If a person donates more than 100 clothing items then we send a personalized note of gratitude to them along with a present such as a customized pencil, pouches etc. these are our incentives that foster donor, organization relationship."(O-5)

Organizations conduct drives in different areas of the country and request volunteers to render their services in collecting clothes. They also ask their volunteers to promote their drives through their social media accounts. This is a major source of raising awareness for their clothes drives.

"We also had volunteers from Islamabad and we carried out drives in Islamabad as well so we encouraged volunteers to share posts and share details about drives and donation boxes so we depended on our volunteers and their contacts and so their family members sent clothes to them."(O-4)

Upon interviewing a member of organization X, we found out that they also collect clothes from students. They would ask hostilities to donate their clothes before vacations, since many of them do not want to carry their clothes back home that they are not willing to use anymore. The collected donations are then given away to a university's security staff or other helpers.

"they collected clothes from hostelites mainly because hostelites wanted to get rid of clothes, so they were their target ppl. They set a target of 10kgs. They checked the condition and gave them to guard staff and their children. They Did not contact any external foundation, instead they distributed to the helper staff and security guards."(O-3)

That said, great room for improvement exists. While one organization claimed to offer pick-up service, it was still in minority.

"Door to door pick up has no solution. There is a website but peoples have to reach out. It cannot be the other way around." (O-2)

Most organizations still do not offer door to door pick-up service, an area that needs development. Furthermore, a lot of users believed that it would be great if the process could be shifted online. Then, they could get easily informed about any drive happening in their vicinity and it would also save them from the hassle of going to organization's office. Moreover, since our young generation is so akin to using mobile phones, they are more comfortable in contacting through virtual platforms.

"We can do it online and not just physically, since the pandemic is going on. People are not able to give back. If online, we could have done better. We could have gotten more cases." (D-9)
"I think a pickup service from home because I had to travel all the way from Bahria to Defence. So, if such a service was introduced then it would be of great help."(D-2)

Incorporating technology in their processes would create easy at the organization's end as well. It can help the organizations in expanding their reach. Particularly, it could have helped in collecting donations in these unprecedented times when offices were closed. A programmed way of collecting donations would also help them in keep track of the donations. Sorting can be made easier. They can make customer profiles and group them into categories. So, they do not have to sort the clothes after collecting.

"We can know who is giving what. We can keep a record of everything. If we do it online. If we have an app or website. We can know okay these many cases were registered. A case is register that we want 15 amounts of clothing. We can press and see how many people have donated. If someone has already donated to them then the viewers can see so that it is easier for the managing team" (O-9)

9. Data Analysis

Results were analyzed to find if a relationship existed between our test variables and grouping variables. To conduct analysis, an open-ended question about the obstacles people face in the donation process was coded into 7 popular options. Since, all our questions were categorical, chi-square test was the most relevant to conduct. We examined the relation between our test variables and the grouping variables, gender, age group, education, employment, and residence. As a result, some variables were found to have some association with:

Gender
Chi-square test was run on the variable, 'have excess clothes in wardrobe' against gender. It was found that more than expected females had clothes in their wardrobe that they do not require any more. Whereas boys count was under what was expected, shown in appendix 6 . This could be the case because females generally shop more frequently than boys. This association had an asymptotic significance of 0.00, which means association is statistically significant.
Organizational awareness was almost equal among females and males. Around 70% of respondents, both males and females, did not know of any organization that donates clothes as shown in exhibit 6. So, a lack of awareness exists among people. This is also strengthened by the result of variable, 'How likely are you to know more about such organizations' against gender, whereby members of both gender groups have either Agreed or Strongly Agreed with the statement. Females count being more than expected, which shows that females are more eager to learn.
When asked if they feel the need for the organizations to be more transparent in terms of where they donate clothes, most people responded affirmatively. Particularly, females actual count of 'Strongly agree' option was 10 points more than its expected count (appendix 6). This indicates that females are more particular about the

donation process. Moreover, when asked if they have a preference in choosing organization, a considerably higher number of females had a preference. Whereas, males were not very selective as much they were expected to be.

Education

We have already established that a general lack of awareness exists among people regarding charitable organizations. We tested the same awareness against education to find out if higher education led to more awareness or not. It is tabulated in appendix 7 that respondents in higher secondary school or bachelor's degree program were less aware than expected. Whereas, students of master degree were more aware than expected. When asked if they would be comfortable in informing the organization about the availability of clothes rather than physically going to organization's office, the popular view was in favor of mobile application. Students of higher secondary school and Masters were more inclined towards mobile application than bachelors.

Employment Status

About 50% of the sample population was willing to pay for the delivery charges of the pickup service. (appendix 8) We examined the responses with respect to employment status to find out if only a specific group is not willing to pay delivery charges. The results proved otherwise; people of each employment status were equally unwilling to pay the delivery charges.

10. Needs and desires

User desires are the wishes user feel or express and they hope for its fulfillment. This is normally conscious behavior, and it is easier to influence. User needs on the other hand, are settled behind these desires. They do not focus on abilities rather on emotional factors like appreciation as a human, trust, or competence. This is a subconscious behavior and are unspecific in nature. The following are the user needs and desires that have been highlighted in our findings:

User Needs

Convenience

The participants in our study expressed concerns about the entire donation process and the problems they faced as a result of them. Since they had to visit the organization themselves to donate the clothes, they had to take out time from their busy lives and this resulted in them not donating clothes at all. They wanted to have a pickup service so that the organizations can send members who would visit their house and distribute the clothes the bags that the participants had stored for them so they could be distributed it further.

Anonymity

Anonymity for both the donor and the recipient was very important for the participants in our study. Since they felt that those in need would not want to ask for donations themselves and some of them who want to donate

did not like to point out their contributions to the society. They wanted to preserve their identity because they did not want to hurt the recipient's feelings.

Trust

A sense of assurance was crucial for some of the participants. They believed that if they were donating clothes then they had the right to know if they were being utilized and not discarded by the organization.

Awareness

A lack of awareness about the clothing drives was observed amongst the donors. They did not have an idea when and where the clothing drives were taking place. The donors wanted that the organization advertise on social platforms so that they could take part in the campaigns as well.

Discovery

In our study, some respondents were unaware of the organizations that they could donate clothes to. This was one of the reasons why the donors never approached them and resorted to donating the clothes themselves. They wanted the organization to inform the users about themselves, their donating procedure and the end recipients of the donation.

Reusability

Some organizations expressed concerns over the fact that not all the clothing articles were in wearable condition. They would get clothes that were torn, faded and stained which resulted in items being discarded by the organization's employee. They wanted to encourage donors to inspect the clothes before donating them so that their process was made easier.

Availability

A major obstacle for the participants was the lack of responsiveness from the organizations' side. Although they had spare clothing items that they wanted to donate but they did not have any means to contact the organizations. They were confused with the whole donation process and wanted more clarity. They wanted the organization to have a proper means of contact so they could send their clothes based on their availability.

User Desires:

Process should be less complicated

The respondents did not like the hassle involved of calling the organizations and setting up a time for the collection of these clothes. They preferred to have smaller steps involved so that the whole process of delivery was easier for them.

Donating in nearby areas

Respondents were more interested to donate clothes readily to those members of the society that they would observe in their day to day life. Since these individuals were in their vicinity, they knew that they were deserving

and that it would further help them. This desire which was coupled with a need to ensure more social interactions with those individuals resulting in feelings of mutual trust in the society.

Online Platforms

The presence of information about the organizations played a significant role in how much people donated to that organization. The donors expressed a desire to have an online platform like a website or a mobile application where the donor could inform the organizations in some way that they had spare or used clothes and the organizations could come collect them up.

Ease of use

In addition to having an easy to use interface the organizations and clothes donor had a strong opinion that the online platform should have a visually appealing display that display all the required information in a concise and aesthetic way. They desired that the platform should be easy to use even for first time users.

Delivery charges

The survey showed that delivery charges won't be a problem for the clothes donor as it is usually as insignificant amount for them. They were ready to give this charge without any hesitation if it removes the hassle going to the organizations themselves. Even the organizations agreed that it would be better if the donors financed the delivery because they were had mostly volunteers working with them and their funds were usually not sufficient to account for the delivery charges as well

Preference of an organization

A predilection for a certain organization was observed through the survey and the interviews. People preferred to donate to mostly the organizations they had donated to previously or they had seen them working at some point in their lives. They favored specific organizations that they had trusted already and desired to donate to the same organizations as they had established a relationship with them.

Mode of communication with organizations

Respondents of the interviews made it clear that they had a very busy schedule it gets difficult to keep a track of everything. They desired that if there was a process which involved them to message the organizations for the donation is would be ideal for them as it is less time-consuming. It is convenient to be contacted by the organizations via a message rather than a phone call because messaging encourages a shorter and more efficient exchange of information.

Reviews of the organizations

The study revealed that the respondents were more inclined to donate when they saw social proof. One major observation was that they wanted to know more about the organization, and they desired that if there was such a platform where they could select a particular organization to donate to, they would first look at the reviews that people have already given them. This would help in building trust in that specific organization and would more likely donate in in organization with good reviews.

Usability of the design interface

The participants expressed a desire that they wanted a proper channel where they could contact the organization and communicate them efficiently. They insisted that the channel should have a predictable and intuitive interface so they could easily navigate around. They preferred to have an interface that they were already familiar with.

Donors should be mindful of the donations

Representative of certain organizations disclosed that the donors were not mindful of the type of clothing items they were donating. These included items like women tank tops which the organization could not donate further as they knew the recipients will not need these clothes. The organizations wanted the donors to bear in mind that the cultures of the people would receive the clothes was different from the donors and they should be more careful while donating specific clothing items.

11. New and Final problem statement + Description

91.5% of people filling our survey claimed to possess clothes that they no longer require; yet only 9.2% said they donated them through organizations. While our goal remains the same, which is to address this gap in clothing donation from organizations, our research allows us to view the problems in new light and have a more informed opinion about the situation at hand. A thorough study of the stance that potential donors hold with regards to donating to organizations reveals that many of them see the situation similarly and face the same barriers. Broadly speaking, they can be attributed to their own personal preferences and lack of service on part of organizations. While it is valid that people prefer to donate to acquaintances, their reluctance to donate to an unknown community through a third party, however needy it might be deprives said community of a basic right. These trust issues stem from lack of transparency about the process from the organizations. While people have divided opinion about the degree of anonymity that needs to be preserved between the donors and recipients, a large majority agrees that some more information can be provided to the donors and it would lead to greater willingness on their part to donate. Similarly, the donor's abstinence from donating because they would rather wait for someone they know and their attachment with clothes that they do not use stands in the way of a constant supply to people who are in much greater need and should be addressed through greater emotional appeal because it is undeniable that deep down, most of these people care about helping others out with the resources that are available to them. This was demonstrated when a lot of them mentioned that their reasons for considering distribution of clothes is self-satisfaction, sympathy with the less privileged and the thought of being answerable to God. Besides trust problems and personal preferences, an overwhelming majority of people mentioned that donation was inconvenient for them and no real infrastructure existed for them to donate at ease from their homes. A genuine lack of service coupled with unawareness about the

existing services is preventing a large group of people from benefitting society and it will be the central aim of our project to provide this awareness as well as cater to the demands that people have with regards to level of service that should be provided.

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Appendices

1- Consent form

Interview Consent Form

You are invited to participate in a research project conducted by students from the Lahore University of Management Sciences. In order for us to be allowed to use any of the data you provide, we must have your consent.
*Required

Project Title: Research about Clothes Donation Perspectives

I hereby give consent: *

❏   That my participation in the study is voluntary

❏   That I will not receive any payments for participating in this research study

❏   That the researchers may publish documents that contain quotations by me

❏   To be videotaped/audio-taped during my participation in this study

❏   To use my video recordings/pictures for educational and research purposes

Date: *
mm/dd/yyyy   📅

Name: *

_____

Age: *

_____

Email: *

_____

Signature [You can sign in with your full name]: *

_____

2- Survey Questionnaire

Donation of Clothing Items

This survey looks at the people's perceptions regarding the clothing donation mechanism in Pakistan to help with a research project being conducted at Lahore University of Management Sciences. The data will be used for academic purposes and your identity will not be disclosed.

* Required

Gender *
◯   Female
◯   Male
◯   Prefer not to say

Age *
◯   18-29
◯   30-39
◯   40-49
◯   50-59
◯   60-69
◯   70 or older

Education *
◯   No schooling completed

○   Matriculation or below
○   Higher Secondary School
○   Bachelor's Degree
○   Master's Degree
○   Doctorate Degree

Employment Status *

○   Employed
○   Self-employed
○   Unemployed
○   Retired

Residence *

○   Punjab
○   Sindh
○   Islamabad
○   KPK
○   Balochistan
○   Gilgit-Baltistan
○   Azad Jammu and Kashmir

Clothing Donations

Do you have clothing items in your wardrobe that you no longer require? *

○   Yes
○   No

What do you normally do with such clothing items? *

○   I give the clothes away directly to someone who needs them
○   I donate clothes to charitable organizations that distribute clothes
○   I keep them in my cupboard
○   I throw them away
○   I do not possess any such clothing items
○   Other: _____

How often do you donate clothes? *

○   Weekly
○   Monthly
○   Annually
○   Never

Check all the options below that apply to you: *

❑   I wash all my clothes before giving them away

❑   I check if the clothes are not ripped/torn before giving them away

❑   I check if they do not have any unremovable stains before giving them away

❑   I do not ensure that they are in an appropriate condition

❑   I have never given away any clothes

❑   Other: _____

Charitable Organizations

Do you know of any organizations that distribute clothes to the needy? *

○   Yes
○   No

If your answer to the previous question was 'yes' then please name the organization(s)

Your answer

What is the procedure to donate to the organization(s) you have specified above?

Your answer

What improvements would you suggest in the procedure?

Your answer

What is the biggest obstacle for you in terms of donating clothing items? *

Your answer

Do you have a preference towards a particular organization? *

○ Yes
○ No

Would you be willing to pay for a delivery service that picks clothes from your doorstep? *
○ Yes
○ No

To what extent do you agree/disagree with the following statements: *

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
I would like organizations to tell me more about their donation process	○	○	○	○	○
I feel the need for organizations to be more transparent in terms of where they distribute clothes	○	○	○	○	○
I feel that it is inconvenient to donate through organizations	○	○	○	○	○
I am satisfied with the current method of donation observed by organizations	○	○	○	○	○
I am interested in learning about alternative methods of clothing donations	○	○	○	○	○
I would like organizations to tell me more about their donation process	○	○	○	○	○
I feel the need for organizations to be more transparent in	○	○	○	○	○

terms of where they distribute
clothes

I feel that it is inconvenient
to donate through organizations ◯ ◯ ◯ ◯ ◯

I am satisfied with the current
method of donation observed ◯ ◯ ◯ ◯ ◯
by organizations

I am interested in learning
about alternative methods ◯ ◯ ◯ ◯ ◯
of clothing donations

3- Interview Questions for the Target Users

3.1 Interviews with the Organizational Leads

- What is the purpose of your Organization?
- What role do you play in the Organization?
- Can you please give an overview of the employees working in your Organization?
- Have you conducted any clothes donation drives? If yes, then what was the system of donation?
- What obstacles or issues did you face?
- Were you satisfied with the response to the donation service?
- How did you encourage a higher number of donations in your donation drive?
- What changes do you think can be brought in this system?
- How do you determine the deserving individuals in the community?
- Do you think the recipients will be willing to share their details to the donors?
- How frequently do you collect clothes from the people who wish to donate?
- How important do you think is the anonymity of the donor and the recipient?
- Do you have any questions you would like to ask us?
- Do any of my research partners have any questions that you would like to ask him/her?

3.2 Interviews with Potential Donors

- Can you please give a short introduction about yourself?
- How are you dealing shops were closed during the COVID-19 situation do you think there was a change in your clothes purchasing with the new environment?

- How frequently do you shop for clothes?
- Where do you mostly buy your clothes from?
- Do you develop feelings/attachments with the clothes you wear?
- After how much time do you lose interest in the clothes that you have bought?
- What do you do with the clothes that you no longer require?
- Have you ever thrown away clothes?
- Do you consider the environmental repercussions associated with throwing away clothes?
- What is your motive behind donating?
- What was the process of donation?
- What is the condition of the clothes that you donate?
- Do you wash the clothes before donation?
- Do you know of any organizations who distribute clothes to the deserving?

→ If the participant donates clothes to an organization:

- Can you please give examples of these organizations?
- Do you have any preferences for an organization and why?
- Were you satisfied with the donation process?
- What obstacles or issues do you face when you want to donate a particular clothing item?
- What changes do you think can be brought in this system?
- How do you think organizations determine deserving individuals?
- How important do you think is anonymity for the both the donor and the recipient?
- Do you have any questions that you would like to ask us?
- Do any of my research partners have any questions that you would like to ask him/her?

→ If the participant does not donate clothes to organizations but to those in need in their vicinity:

- What prevented you from donating to organizations?
- What obstacles (if any) do you face in the donation process?
- What would encourage you to donate to charitable organizations?
- If you were donating to an organization or any other third party, how important do you think is anonymity for the both the donor and the recipient?
- Do you have any questions that you would like to ask us?
- Do any of my research partners have any questions that you would like to ask him/her?

4- Interview Participant Demographics

4.1 Potential Donors

Participant Number	Name	Age	Gender	City
1.	Ahmed	22	Male	Lahore
2.	Aleeha	21	Female	Lahore
3.	Dr Najma	55	Female	Karachi
4.	Hafsa	20	Female	Rawalpindi
5.	Nusaiba	18	Female	Karachi
6.	Hammad	22	Male	Karachi
7.	Rafia	24	Female	Karachi
8.	Hamza	22	Male	Lahore
9.	Mahnoor	21	Female	Karachi
10.	Shayan	25	Male	Karachi
11.	Haniya	22	Female	Karachi
12.	Maria	30	Female	Karachi
13.	Amna	45	Female	Karachi
14.	Marium	25	Female	Karachi

4.1 Organizational Participants

Participant number	Name	Position	Organizations
1.	Azka	Vice President (2021)	LUMS Community Service Society
2.	Saad Ahmed Syed	Internee	Akhuwat
3.	Sarmed Iqbal	Vice President (2020)	LUMS Community Service Society

4.	Saleeha	Vice President (2019)	NGP
5.	Bilal	Assistant head of clothing bank	Akhuwat

5. Frequency distributions

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	78	54.9	54.9	54.9
	Male	59	41.5	41.5	96.5
	Prefer not to say	4	2.8	2.8	99.3
	Gender	1	.7	.7	100.0
	Total	142	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	125	88.0	88.0	88.0
	30-39	7	4.9	4.9	93.0
	40-49	3	2.1	2.1	95.1
	50-59	3	2.1	2.1	97.2
	70 or older	3	2.1	2.1	99.3
	Age	1	.7	.7	100.0
	Total	142	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No schooling completed	2	1.4	1.4	1.4
	Matriculation or below	1	.7	.7	2.1

Higher Secondary School	17	12.0	12.0	14.1
Bachelor's Degree	101	71.1	71.1	85.2
Master's Degree	18	12.7	12.7	97.9
Doctorate Degree	2	1.4	1.4	99.3
Education	1	.7	.7	100.0
Total	142	100.0	100.0	

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	21	14.8	14.8	14.8
	Self-employed	13	9.2	9.2	23.9
	Unemployed	104	73.2	73.2	97.2
	Retired	3	2.1	2.1	99.3
	Employment Status	1	.7	.7	100.0
	Total	142	100.0	100.0	

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Punjab	107	75.4	75.4	75.4
	Sindh	21	14.8	14.8	90.1
	Islamabad	8	5.6	5.6	95.8
	KPK	5	3.5	3.5	99.3
	Residence	1	.7	.7	100.0
	Total	142	100.0	100.0	

6. Chi-square results of test variables against Gender

Gender * Do you have clothing items in your wardrobe that you no longer require? Crosstabulation

		Do you have clothing items in your wardrobe that you no longer require?			
		No	Yes	Do you have clothing items in your wardrobe	Total

Gender				that you no longer require?		
Gender	Female	Count	4	74	0	78
		Expected Count	6.6	70.9	.5	78.0
	Male	Count	6	53	0	59
		Expected Count	5.0	53.6	.4	59.0
	Prefer not to say	Count	2	2	0	4
		Expected Count	.3	3.6	.0	4.0
	Gender	Count	0	0	1	1
		Expected Count	.1	.9	.0	1.0
Total		Count	12	129	1	142
		Expected Count	12.0	129.0	1.0	142.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	152.270[a]	6	.000
Likelihood Ratio	18.088	6	.006
N of Valid Cases	142		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures[c]

		Value	Approximate Significance
Nominal by Nominal	Phi	1.036	.000
	Cramer's V	.732	.000
N of Valid Cases		142	

c. Correlation statistics are available for numeric data only.

Gender * Do you know of any organizations that distribute clothes to the needy? Crosstabulation

	Do you know of any organizations that distribute clothes to the needy?			
	No	Yes	Do you know of any organizations that distribute	Total

					clothes to the needy?	
Gender	Female	Count	56	22	0	78
		Expected Count	56.6	20.9	.5	78.0
	Male	Count	43	16	0	59
		Expected Count	42.8	15.8	.4	59.0
	Prefer not to say	Count	4	0	0	4
		Expected Count	2.9	1.1	.0	4.0
	Gender	Count	0	0	1	1
		Expected Count	.7	.3	.0	1.0
Total		Count	103	38	1	142
		Expected Count	103.0	38.0	1.0	142.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	143.550[a]	6	.000
Likelihood Ratio	14.479	6	.025
N of Valid Cases	142		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures[c]

		Value	Approximate Significance
Nominal by Nominal	Phi	1.005	.000
	Cramer's V	.711	.000
N of Valid Cases		142	

c. Correlation statistics are available for numeric data only.

Crosstab

To what extent do you agree/disagree: [I feel the need for organizations to be more transparent in terms of where they distribute clothes]

			1	2	3	4	5	To what extent do you agree/disagree: [I feel the need for organizations to be more transparent in terms of where they distribute clothes]	Total
Gender	Female	Count	2	0	1	21	54	0	78
		Expected Count	2.7	1.6	2.2	26.9	43.9	.5	78.0
	Male	Count	1	3	3	28	24	0	59
		Expected Count	2.1	1.2	1.7	20.4	33.2	.4	59.0
	Prefer not to say	Count	2	0	0	0	2	0	4
		Expected Count	.1	.1	.1	1.4	2.3	.0	4.0
	Gender	Count	0	0	0	0	0	1	1
		Expected Count	.0	.0	.0	.3	.6	.0	1.0
Total		Count	5	3	4	49	80	1	142
		Expected Count	5.0	3.0	4.0	49.0	80.0	1.0	142.0

Gender * Do you have any preference when choosing an organization? Crosstabulation

Do you have any preference when choosing an organization?

			1	2	Do you have any preference when choosing an organization?	Total
Gender	Female	Count	1	6	71	0	78
		Expected Count	.5	9.9	67.0	.5	78.0
	Male	Count	0	10	49	0	59
		Expected Count	.4	7.5	50.7	.4	59.0
	Prefer not to say	Count	0	2	2	0	4
		Expected Count	.0	.5	3.4	.0	4.0
	Gender	Count	0	0	0	1	1
		Expected Count	.0	.1	.9	.0	1.0
Total		Count	1	18	122	1	142
		Expected Count	1.0	18.0	122.0	1.0	142.0

7. Chi-square results of test variables against Education

Crosstab

| | | | Do you know of any organizations that distribute clothes to the needy? | | | |
			No	Yes	Do you know of any organizations that distribute clothes to the needy?	Total
Education	No schooling completed	Count	2	0	0	2
		Expected Count	1.5	.5	.0	2.0
	Matriculation or below	Count	0	1	0	1
		Expected Count	.7	.3	.0	1.0
	Higher Secondary School	Count	14	3	0	17
		Expected Count	12.3	4.5	.1	17.0
	Bachelor's Degree	Count	75	26	0	101
		Expected Count	73.3	27.0	.7	101.0
	Master's Degree	Count	10	8	0	18
		Expected Count	13.1	4.8	.1	18.0
	Doctorate Degree	Count	2	0	0	2
		Expected Count	1.5	.5	.0	2.0
	Education	Count	0	0	1	1
		Expected Count	.7	.3	.0	1.0
Total		Count	103	38	1	142
		Expected Count	103.0	38.0	1.0	142.0

Crosstab

			Would it be convenient if the donor only had to inform about the availability of clothes on the mobile application instead of physically going to an organization's office to donate?						Total
			1	3	4	5	Would it be convenient if the donor only had to inform about the availability of clothes on the mobile application instead of physically going to an organization's office to donate?		
Education	No schooling completed	Count	0	2	0	0	0	0	2
		Expected Count	.0	.0	.2	.4	1.4	.0	2.0
	Matriculation or below	Count	0	0	0	0	1	0	1
		Expected Count	.0	.0	.1	.2	.7	.0	1.0
	Higher Secondary School	Count	0	0	1	4	12	0	17
		Expected Count	.1	.2	1.3	3.6	11.6	.1	17.0
	Bachelor's Degree	Count	0	0	9	23	69	0	101
		Expected Count	.7	1.4	7.8	21.3	69.0	.7	101.0
	Master's Degree	Count	1	0	1	1	15	0	18
		Expected Count	.1	.3	1.4	3.8	12.3	.1	18.0
	Doctorate Degree	Count	0	0	0	2	0	0	2
		Expected Count	.0	.0	.2	.4	1.4	.0	2.0
	Education	Count	0	0	0	0	0	1	1
		Expected Count	.0	.0	.1	.2	.7	.0	1.0
Total		Count	1	2	11	30	97	1	142
		Expected Count	1.0	2.0	11.0	30.0	97.0	1.0	142.0

8. Chi-square results of test variables against Employment Status

Employment Status * Would you be willing to pay delivery charges for a pickup service? Crosstabulation

			Would you be willing to pay delivery charges for a pickup service?				Total
				No	Yes	Would you be willing to pay delivery charges for a pickup service?	
Employment Status	Employed	Count	0	10	11	0	21
		Expected Count	.1	10.2	10.5	.1	21.0
	Self-employed	Count	1	5	7	0	13
		Expected Count	.1	6.3	6.5	.1	13.0
	Unemployed	Count	0	52	52	0	104
		Expected Count	.7	50.5	52.0	.7	104.0
	Retired	Count	0	2	1	0	3
		Expected Count	.0	1.5	1.5	.0	3.0
	Employment Status	Count	0	0	0	1	1
		Expected Count	.0	.5	.5	.0	1.0
Total		Count	1	69	71	1	142
		Expected Count	1.0	69.0	71.0	1.0	142.0