

## **Sustainable Innovation 2021**

*Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories*

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-21<sup>st</sup> March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK

## **Sustainable Newness Through Swap Meets An Exploratory Study Examining Benefits and Barriers in Thailand**

**A Puri, Soza Clothing, India**

Asia is the fastest growing consumer market in general, and a growing market for fast fashion in a burgeoning middle class. Asians are adopting more western wear which is trend driven with its inherent psychological obsolescence, with Asia set to surpass the UK and the US in its clothing wastage and environmental footprint. To shift Asians' consumption behaviors towards reuse and extending product life, collaborative consumption provides many alternatives to unsustainable consumption, including through the emerging phenomena of fashion swap meets. Many sustainable consumption initiatives are struggling to reach enough consumers and create a critical mass. Knowledge about consumer motivations may help collaborative initiatives and marketing communication to strengthen the services and messaging to enhance participation in these activities. Academic literature on collaborative fashion consumption to date has primarily focused on high-income and industrialized countries, and there has been little examination of consumer motives to participate in such practices in developing economies. To promote collaborative consumption, it is critical to understand the motivations of consumers adopting these consumption practices. A study of motivators, facilitators, and constraints for changing consumer habits in Thailand was conducted to determine consumers' intention to acquire clothing from swap meets and clothing exchanges. The research identified the benefits and value that individuals attain from participating in the unique culture of clothing exchanges that traditional retail experiences may not be meeting. These include a sense of community, socialization, a desire for change and newness, and an opportunity to dispose of clothing sustainably. Actual and perceived social, hygiene, and financial risks were also identified. These benefits and barriers will inform social entrepreneurs and behavior change specialists on key aspects of business models for swap meets.