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“ROLE OF THRIFT STORES IN PROMOTING GREEN CONSUMERISM, A STUDY ON CONSUMER PURCHASE INTENTION IN DIMAPUR, NAGALAND”

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Abstract: A responsible strategy to fulfil, recognise, meet and anticipate the needs of maintaining the stakeholders and environment gave birth to the concept of green consumerism. The beginning of this necessity to act in an environmentally friendly way goes back to the 60's and 70's and since then there has been a steady increase in global initiatives dedicated to sustainability. Overtime sustainability has developed from a buzz word to an attitude that has led to the consumption to change. Nagaland being one of the premiere and first states to start understanding the requirement of practices of green consumerism, started thrift stores (use of second-hand clothing) in the very informal manner which has now turned out to be one of the biggest markets of the North-east India. The present study is an exploratory and descriptive study regarding how Thrift stores promote Green consumerism specifically in Dimapur, Nagaland and also to assess the prospect of thrift practices in the study area.

Keywords: *Thrift stores, Second-hand clothes, Green consumerism, sustainability.*

Introduction: Green Consumerism is the concept that revolves around the consumer demand for goods and services that were produced in an environmentally responsible manner, including one that involves recycling and protecting the planet's resources. The goal of green consumerism is to preserve a safe and healthy lifestyle without impacting the sustainability of the planet or the future of humanity. The world itself has been experiencing a number of environmental issues, including a rise in sea levels, an increase in temperature, and deforestation, among others. All of these elements remind the end user how important it is to make sustainable choices and raise awareness among various stakeholders of the society.

The beginning of this necessity to act in an environmentally friendly way goes back to the 60's and 70's. Since then there has been a steady increase in global initiatives dedicated to sustainability. Overtime sustainability has developed from a buzz word to an attitude that has led to the consumption to change. The accessible environmental data points to an urgent need for collective action to reduce the harm that has been to the environment. Therefore the green consumers are making consumption choices by purchasing green products.

Second-hand clothing has substantial social and environmental advantages. They reduce carbon emissions while conserving a great deal of resources, water, and energy. They also prevent the burning of used clothes and the disposal of it in landfills. The purchasing of old clothing has significant positive effects on the wallets and the environment.

The market for used clothing, which is distinct from the conventional garment business, has recently gained substantial impetus and is growing exponentially on a global scale. These days, one may buy reasonably priced and stylish products in thrift stores, second-hand shops, and online marketplaces.

Review of Literature:

Table 1.Review of Literature

S.no	Name of the Author	Year	Findings
1	Akenji, L.	2014	Health and environment affected the purchase intention of consumers in Nigeria, whereas social awareness and values were the factors affecting purchasing behaviour of customers in Kenya
2	Sunhilde, C., & Simona, T.	2014	In this study it has been found that Romania is the largest European importer of second hand clothes.
3	Lakshmi, D.	2014	The researcher determined four vital points on how green marketing goes beyond societal marketing. They are: · It is open ended rather than long term perspective · It focuses more strongly on natural environment · Its treats the empowerment as something which has an intrinsic value over and above its usefulness to society. · It focuses on global concerns rather than those of particular societies
4	Correa, S. B., & Dubeux, V. J.	2015	Two motivational factors for purchasing thrift clothes, the first factor is the intention to save money, and the second factor is the search for unique pieces that complements their attire.
5	Kananukul, C., Watchravesringkan, K., Hodges, N	2015	Second-hand shopping motivation is a multifaceted construct, consisting of economic, critical, and hedonic/recreational motivations.
6	Nagaland among first in second-hand clothing love	2016	People like to buy second hand clothes for thrill of hunting for designer products for cheap price, for fashion needs, good quality products for cheap price, antiques etc
7	Shamsi, M. S., & Siddiqui, Z	2017	Through this study it has been found that apart from educational qualification other demographic variables such as age, gender etc has no effect on the decision to purchase green products.
8	Hassan, H. A., Abbas, S. K., Zainab, F., Waqar, N., & Hashmi, Z. M	2018	Price and quality, information, knowledge and awareness have positive effect over purchase of green products in Pakistan.
9	Onset of second hand festive season	2018	People buying second hand clothes prefer to buy clothes that are from Korea. The thrift market is not visited only by the common people but also the rich people.
10	Kiehn, K., & Vojkovic, A. W	2018	Millennial tend to replace undesirable clothing's, mainly those that are not frequently used. They display various habits of consumption. While some asserts methods on how to control their consumption while maintaining their economic situation as well as their level of needs. T
11	Mishra, D. U	2019	consumers mostly purchase green products for household products.
12	Kapoor, A., & khare, A. K.	2019	convenience and perceived hygiene were identified as factors that affect consumer perception . They have found that multiple resale stores have come up due to the consumers increase in the customers interest on resale goods.
13	Saxena, T	2019	Thrift shopping is mostly done by youths and urban population and thus Instagram seems to be the most convenient platform to cater to their needs.
14	Tarai, S., & Shailaja, K	2020	Customers consciousness concerning implications of textile waste on the environment is very low. Consumers buying behaviour of thrift clothes is greatly affected by the opinions others. It is also affected by proper hygiene and quality of products.
15	Machová, R., Ambrus, R., Zsigmond, T., & Bakó, F.	2022	The result of the study showed that customers opted to buy palm oil free products over products that contain palm oil. The study also showed that 58.7% of the respondents are willing to pay more for products if the production process does not that harm the environment.

Significance of the study: Thrift stores have been on the rise amongst the youth who are looking for fashionable, antique yet a product which does not burn their pockets. There are many people who don't want to carry the enormous amount of clothing's or valuables in their possession. Hence, there requires a market which allows the system of thrift.

Although, thrift stores are on the rise, the physical condition of the stores and the market as a whole has not been advancing much. Hence this study is conducted to find out the reason as to why thrift market/stores has not advanced properly and standardised and to find out future business prospect.

Objectives of the study: The study has been conducted with the following objectives:

- To study the various factors promoting the use of thrift store products.
- To assess the role of thrift stores in promotion of green / sustainable consumerism in Dimapur Nagaland.
- To Study the business prospect of thrift stores in Dimapur.

Research Methodology for the Study

Table 2. Research Methodology for the Study

S.No	Particulars	Methodology
1	Area of study	Dimapur, Nagaland
2	Nature of Data	Both Primary and Secondary Data
3	Type of Research	Both Exploratory and Descriptive Research
4	Sampling Technique	Judgement Sampling
5	Tool of Data collection	Structured Questionnaire from Consumer .
6	Tool of Data Analysis	Charts, Bar Graphs, Tables

Limitations of the Study

- Lack of responses due to time and resource constraints
- Geographical inconvenience
- The study relied on the information provided by the respondents and so although the researcher has taken care while collecting the data there is still chances of error.

Results and Discussion

Table 3: Demographic profile of the respondents

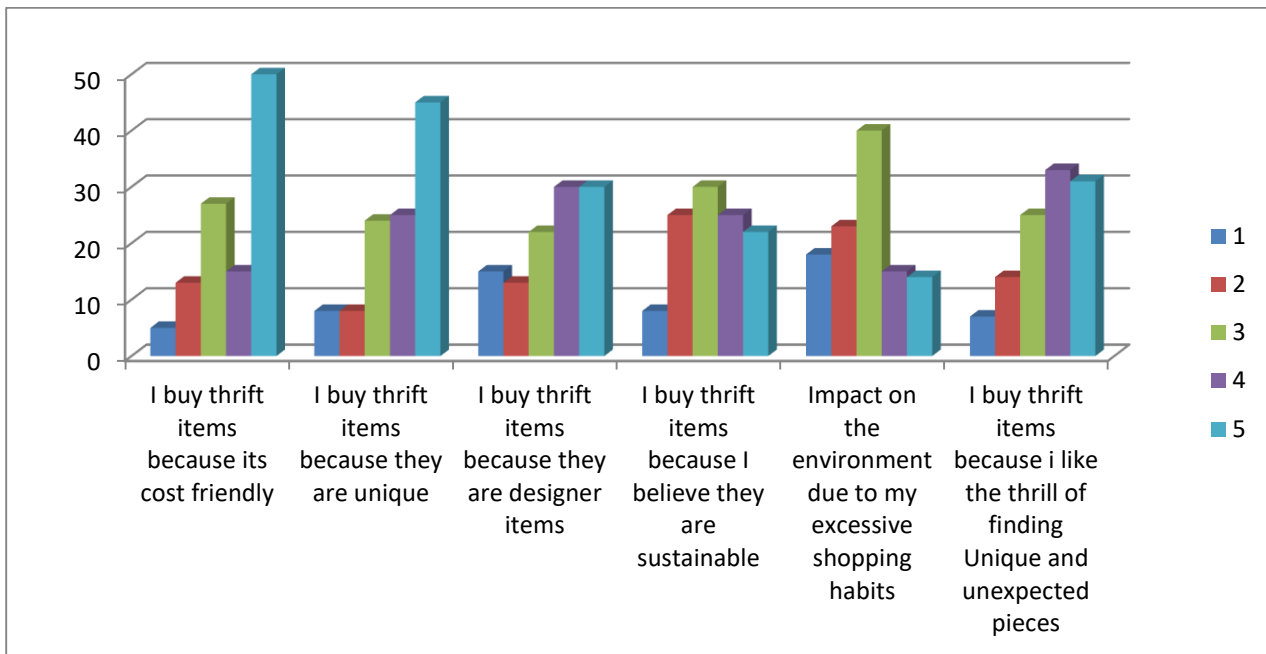
Sl. No	Characteristics	Profile	Frequency	Percentage
1	Age	15-25 years	86	78%
		26-35 years	20	18%
		36 and above	4	4%
2	Gender	Male	41	37%
		Female	69	63%

Interpretation: From the above table it can be seen that 63% of the respondents is female and 37% is male. From this we can see that most of the respondents who filled the questionnaire are females. The majority of respondents fall under the age group 15-25 year's i.e. 78%.

Analysis of Objective 1: To study the various factors promoting the use of thrift stores.

Table 4: Table showing the number of respondents regarding the following statements:

Category	On a scale of 1-5(1 being the lowest and 5 being the highest)					Total
	1	2	3	4	5	
I buy thrift items because its cost friendly	5	13	27	15	50	110
I buy thrift items because they are unique	8	8	24	25	45	110
I buy thrift items because they are designer items	15	13	22	30	30	110
I buy thrift items because I believe they are sustainable	8	25	30	25	22	110
I buy Thrift items because i believe there is an Impact on the environment due to my excessive shopping habits	18	23	40	15	14	110
I buy thrift items because i like the thrill of finding Unique and unexpected pieces	7	14	25	33	31	110



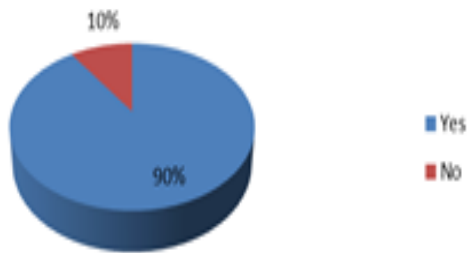
Interpretation: From the above table we can see that cost, unique pieces, designer items, and the thrill of finding unique and unexpected pieces are the factors that promote the use of thrift stores.

Analysis of Objective 2: To assess the role of thrift stores in promotion of Green/ Sustainable Consumerism in Dimapur, Nagaland.

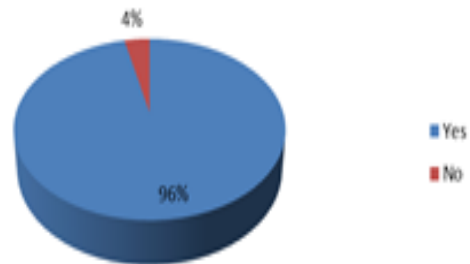
Table 5: Table showing the number of respondents regarding the following questions and statements.

SL. No	Questions & Statements		Frequency	Percentage
1	Have you heard about Green consumerism?	Yes	100	91%
		No	10	9%
2	Do you Think being conscious and buying environmental friendly products is important for sustainability?	Yes	102	93%
		No	0	0%
		Maybe	8	7%
3	Have you ever purchased green products?	Yes	106	96%
		No	4	4%
4	Have you heard about thrift stores?	Yes	108	98%
		No	2	2%
5	I buy thrift items because i believe they are sustainable .(On a scale 1-5. 1 being the lowest and 5 being the highest)	1-3	63	57%
		4-5	47	43%
6	I buy Thrift items because i believe there is an Impact on the environment due to my excessive shopping habits	1-3	81	74%
		4-5	29	26%

Have You heard about Green Consumerism?



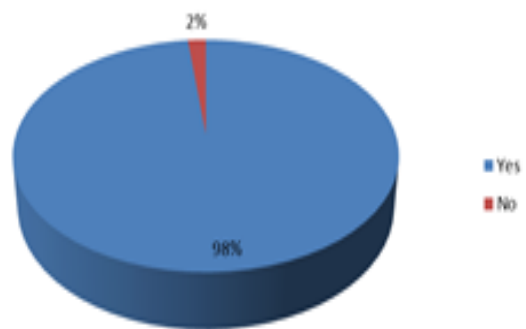
Whether respondents purchase green products?



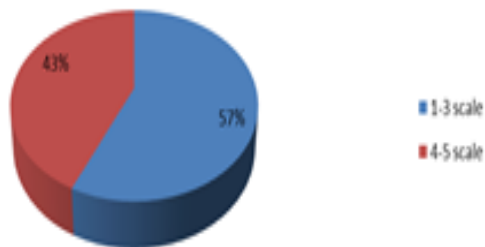
Respondents thought on being conscious and buying environmental friendly products is important for sustainability



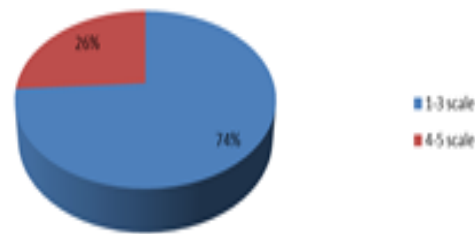
Respondents aware of thrift stores?



Respondents purchase thrift items because they believe it is sustainable



Respondents believe on whether there is an impact on the environment due to excessive shopping habits.

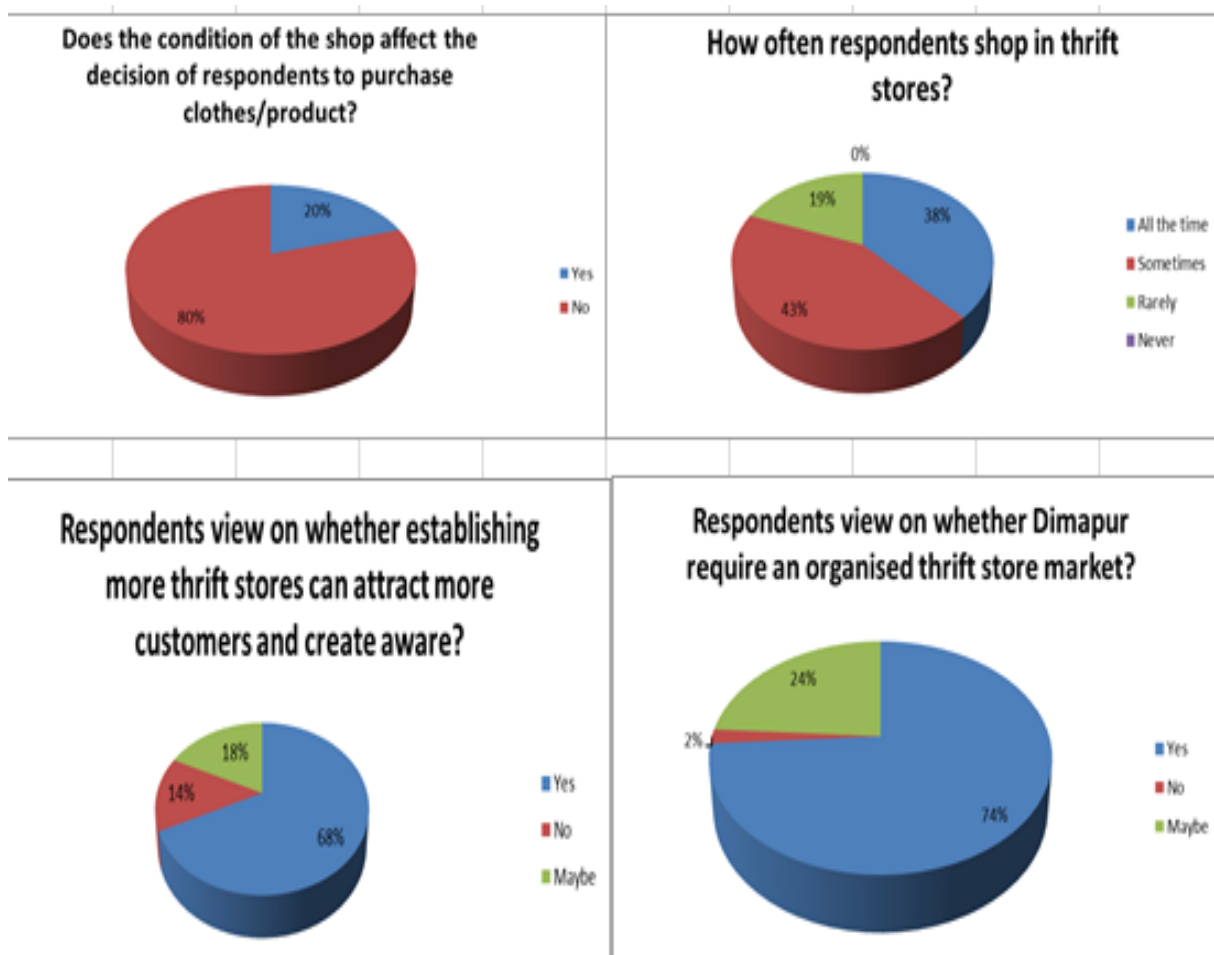


Interpretation: From the above table we can see that most of the respondents i.e. 91% are aware of Green Consumerism. 93% think that being conscious and buying environmental friendly products is important for sustainability. It can also be seen that 96% of the respondents purchase Green products. The table also shows that 98% of the respondents know about thrift stores. It can be seen that although the respondents know about thrift stores and Green consumerism most of them do not know about how they are related and how thrift stores help in promoting Green consumerism.

Analysis of Objective 3: To study the business prospect of thrift stores in Dimapur.

Table 6: Table showing the number of respondents regarding the following questions.

S.No	Question	Responses	Frequency	Percentage
1	Does the condition of the shop affect your decision to purchase clothes/product?	Yes	88	80%
		No	22	20%
2	How often do you shop for thrift clothes?	All the time	42	38%
		Sometimes	47	43%
		Rarely	21	19%
		Never	0	0
3	Do you believe that establishing more thrift stores can attract more customers and make them aware?	Yes	75	68%
		No	15	14%
		Maybe	20	18%
4	Do you believe that Dimapur requires an organised thrift store market to provide unique goods to the customers all across the country and outside and can help creating a bigger and better economy?	Yes	81	74%
		No	2	2%
		Maybe	27	24%



Interpretation: From the above table we can see that the condition of the store affects the respondents' decision to purchase clothes/products from that store. It can be seen that all the respondents purchase thrift products. The table also shows that 74% respondents are positive that establishing more thrift stores can attract more customers and make them aware about thrift stores. It can also be seen 74% respondents also believe that Dimapur requires an organised thrift store market to provide unique goods to the customers all across the country and outside and can help creating a bigger and better economy. From this we can see that Dimapur has good prospect for business.

Findings

- The study revealed that people buy thrift items mostly because of budget friendly price and uniqueness. The uniqueness and the price is some of the major factors that attract the people of Dimapur to purchase thrift items.
- Through this study it has been found that the sellers have lack of funds for expansion and upgrading the stores.
- From the study it has been found that most of customers of thrift stores are between the age group 15-25 years.
- The study showed that the thrift stores are not maintained properly. The analysis of the question 'what turns you off from shopping in thrift stores' showed that 85 out of 110 respondents gave a rating of 5 for smell and 56 respondents gave a rating of 5 for hygiene and 52 respondents gave a rating of 5 for condition of the stores.
- The study also shows that the consumers in Dimapur want the stores to be maintained properly. The analysis of the question 'what do you want the thrift stores to improve' showed that 51 respondents out of 110 gave a rating of 5 out of 5 for the ambience, 49 gave a rating of 5 for more choice.
- The study also showed that 90% of the respondents have heard about Green consumerism and Green Product
- The study also showed that clothing is the most popular thrift product in Dimapur. Out of 110 respondents 69 gave a rating of 5 out of 5 for the question 'what do you buy from thrift stores'.
- The study also showed that there is gap between the consumers of thrift products in Dimapur and thrift markets in Dimapur regarding the infrastructure and services provided.
- The study showed that most of the seller has no definite future plans.
- The study revealed that most of the thrift sellers started thrift stores for income
- The study revealed that sales of thrift products have gone up after the pandemic.
- Through this Study it has been found that Thrift stores help in promoting Green Consumerism by reducing the waste produced by clothes due to fast fashion.

Suggestions

- Initiatives can be taken to provide specific loans to thrift sellers so that they can fulfil the consumers' requirements. By providing loans to the thrift sellers the sellers will be able to offer more products to the buyers.
- More online stores can be set up to reach people in different geographical areas. Online store is a great way to reach to wide area of potential buyers. People who are from places where there is no thrift stores can also buy thrift products online at their convenience.
- Some initiatives can also be done to organise the thrift markets in Dimapur. At present there is no specific organisation for thrift markets. By setting up organisations for thrift markets it will be more convenient to address the problems and challenges faced by the thrift sellers.
- Campaigns or advertisements can be done to tell the public about the importance of Green consumerism and how thrift stores promote green consumerism. The youth organisation or any other organisations can take up initiatives to do campaigns or set up advertisements to tell the public about Green consumerism and how purchasing thrift products help the environment.
- Education should be given to students to tell them the harmful effects of fashion on the environment. There should be basic course for students to educate them about how the fashion industry is harming the environment and how they can contribute to the environment by using green products and thrift items.
- Benefits of thrift products on the environment should be advertised to make the people aware about it. People know about pollution but most of them don't know how much clothing waste is polluting the environment. More advertisements promoting use of thrift products should be done. People should also encourage each others to purchase thrift products and to sell their clothes or products which they do not use anymore instead of throwing them or hoarding them in storerooms.

Conclusion: The above study shows that although thrift stores are very popular in Dimapur, the thrift market is not yet developed. The thrift market is still in nascent stage with unlimited potentialities in itself. A market to grow, it requires certain basic facilities and knowledge, such as infrastructure like pakka stores, electricity, water and sanitation facility as well as certain amount of training to the sellers which are important for a market to flourish. The thrift market of Nagaland is a 50 year old legacy and yet not developed to its true potential. If the sellers, consumers as well as the government provide a mechanism to systematise the whole market, it can reach beyond the geographical limits of Dimapur, yet can expose itself to the entire South-East Asian Market.

An awareness regarding the ill effects of the fashion industry and by promotion of the concept of Green Consumerism and its benefits to the public will make thrift stores more popular and to reduce the effect of fast fashion on the environment. Initiatives should be taken to make the market more structured. The study also reveals the need for more promotion of thrift stores regarding how thrift stores contribute to the environment by reducing pollution caused by disposal of used clothing's and the industrial waste produced by the clothing industry. The study also revealed that the thrift industry has great prospect since the thrift market is bound to improve and become bigger with time with more and more people become aware of its benefits. Thrift products not only contribute towards environment but it also provides the customers with a variety of products, vintage lovers can find vintage products at a more affordable price as compared to auctions. Thrift market is a one stop place for a variety of products.

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