

Analysis of Critical Factors Affecting Consumer Participation Intention in Textile Waste Reverse Logistics: A Case Study of Thailand

Xinxu Wei^{1,2}, Pornwasin Sirisawat^{2*}

¹ School of Management, Mae Fah Luang University, Chiang Rai, Thailand, 57100

²Sustainable and Applied Logistics Lab, School of Management,
Mae Fah Luang University, Chiang Rai, Thailand, 57100

*Corresponding author E-mail: pornwasin.sir@mfu.ac.th

Abstract

This research aims to examine the key factors influencing consumer participation intention in textile waste reverse logistics in Thailand. Specifically, it investigates the effects of recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation on participation intention. This study adopted a quantitative research design. The research instrument was a structured questionnaire, and data were collected from 422 Thai residents using convenience sampling. The data were analyzed using descriptive statistics, reliability analysis, exploratory factor analysis, correlation analysis, and multiple regression analysis. The results of the research found that all five factors had significant positive effects on participation intention in textile waste reverse logistics. Recycling awareness had the strongest effect, followed by institutional support, social influence, economic motivation, and recycling infrastructure. These findings indicate that consumer participation in textile waste reverse logistics is influenced by both behavioral and structural factors. Therefore, improving public awareness, strengthening institutional support, expanding convenient recycling infrastructure, and providing appropriate economic incentives can help encourage consumer participation. The study provides practical implications for policymakers, local authorities, recycling organizations, and industry stakeholders in developing more effective textile waste collection, reuse, and recycling systems in Thailand

Keywords: Textile Waste, Reverse Logistics, Participation Intention, Recycling Awareness, Thailand

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1. INTRODUCTION

The rapid growth of textile production and fast fashion consumption has intensified environmental concerns related to textile waste. Globally, approximately 100 billion garments are produced annually, while a large proportion of post-consumer textile waste continues to be disposed of through landfilling or incineration rather than recycling or reuse (International Finance Corporation, 2023; Moorhouse, 2020; Rotimi et al., 2023). Recent studies have emphasized the importance of circular textile systems and reverse logistics in improving textile waste collection, reuse, and recycling (Charnley et al., 2024; Sumo et al., 2023). However, existing research has largely focused on supply-side actors, such as manufacturers, retailers, logistics providers, and recycling organizations, while consumer participation in textile waste reverse logistics remains underexplored, particularly in developing-country contexts.

Thailand, as an important textile and apparel manufacturing hub, faces increasing challenges in managing textile waste effectively. Although textile recycling and reuse practices have received growing attention, consumer participation remains limited due to insufficient awareness, limited institutional support, inadequate recycling infrastructure, and weak motivation to participate. In reverse logistics systems, consumers represent the starting point of the reverse flow of materials because their willingness to sort, return, donate, resell, or recycle unwanted textile products directly affects the efficiency of collection and recovery processes. Therefore, understanding the factors that influence consumer participation intention is essential for improving textile waste reverse logistics in Thailand.

This study aims to examine the key factors influencing consumer participation intention in textile waste reverse logistics in Thailand. Specifically, the study investigates the effects of recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation on participation intention using a quantitative survey approach. The study contributes to literature by extending reverse logistics research from a supply-side perspective to a consumer-oriented perspective and by integrating behavioral and contextual factors within the textile waste recycling context. In practical terms, the findings are expected to provide useful insights for policymakers, local authorities, and industry stakeholders to improve textile waste collection, enhance public participation, and strengthen sustainable reverse logistics practices in Thailand.

2. LITERATURE REVIEW

Textile waste recycling has become an increasingly important topic within sustainable supply chain management, particularly in the context of circular economy development. In terms of recycling processes, textile waste can be managed through secondary utilization and material recycling. Secondary utilization involves the direct reuse of garments through cleaning, including donation, export, resale, and redistribution. In contrast, material recycling refers to transforming textile waste into new materials or products through physical or chemical processes (Jäämaa & Kaipia, 2022). These practices contribute to environmental and economic benefits, including resource conservation, landfill reduction, and carbon emission reduction (Rodríguez-Hernández & Padilla-Rivera, 2025).

Existing studies have classified textile recycling systems into several models, including Internet-based recycling, brand-led initiatives, and government-led approaches. Internet-based platforms can enhance accessibility and operational efficiency, although their adoption may be affected by users' digital literacy, trust, and willingness to participate. Brand-led programs, such as garment collection schemes, reflect corporate responsibility in managing post-consumer textile waste, while government-led approaches emphasize regulatory frameworks, public campaigns, and policy interventions to promote recycling and reduce environmental impacts (Zaidi & Chandra, 2025; Charnley et al., 2024). These models suggest that

textile recycling is not only a technical or operational issue, but also a behavioral and institutional issue that requires active participation from consumers.

Reverse logistics (RL) plays a central role in enabling textile waste recycling by facilitating the collection, sorting, reuse, recycling, and redistribution of textile waste within a closed-loop supply chain. Textile reverse logistics integrates multiple stakeholders, including manufacturers, retailers, recyclers, government agencies, and consumers, thereby supporting circular economy objectives (Sumo et al., 2023). Among these stakeholders, consumers are particularly important because they represent the starting point of the reverse flow of post-consumer textile waste. Without consumers' willingness to separate, return, donate, resell, or recycle unwanted textiles, reverse logistics systems may not receive sufficient material input to operate effectively.

Despite its importance, the implementation of textile waste reverse logistics faces significant challenges, particularly in developing countries. Inefficient collection systems, high operational costs, limited recycling infrastructure, weak institutional support, and low public awareness may reduce the effectiveness of textile waste recycling initiatives (Garcia et al., 2019; Zaidi & Chandra, 2025). Previous studies have often focused on supply-side issues, such as logistics operations, recycling technologies, collection networks, and organizational practices. However, consumer participation remains relatively underexplored, especially in the context of textile waste reverse logistics in Thailand.

Previous research has identified several factors that may influence consumer participation in recycling and reverse logistics activities. Recycling awareness reflects individuals' understanding of environmental problems, textile waste consequences, and the benefits of recycling. Consumers with higher recycling awareness are more likely to recognize the importance of participating in sustainable waste management. Social influence refers to the effect of family members, friends, peers, communities, and social norms on individual behavior. In collectivist social contexts, social expectations and peer behavior may encourage consumers to participate in recycling activities. Institutional support includes government policies, public campaigns, regulations, and organizational initiatives that create favorable external conditions for participation. Recycling infrastructure refers to the availability, accessibility, and convenience of collection points, recycling bins, drop-off locations, and related services. Economic motivation includes financial incentives, discounts, rewards, or other tangible benefits that may encourage consumers to return or recycle textile waste (Fiori et al., 2022; McKee et al., 2025).

Although these factors have been discussed in previous recycling studies, several limitations remain. First, many studies rely primarily on behavioral theories such as the Theory of Planned Behavior (TPB), focusing on attitudes, subjective norms, and perceived behavioral control, while giving less attention to institutional, infrastructural, and economic conditions. Second, some studies examine individual determinants separately rather than integrating multiple factors into one framework. Third, empirical research on consumer participation in textile waste reverse logistics remains limited in developing country contexts, including Thailand. Therefore, a more integrated framework is needed to explain how behavioral, social, institutional, infrastructural, and economic factors jointly influence consumer participation intention.

Based on the above discussion, this study develops an integrated framework to examine the effects of five key determinants—recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation—on consumer participation intention in textile waste reverse logistics in Thailand. Recycling awareness represents the individual cognitive dimension, social influence represents the social-normative dimension, institutional support represents the policy and organizational dimension, recycling infrastructure represents the facilitating condition dimension, and economic motivation represents the

incentive-based dimension. Together, these five factors provide a comprehensive explanation of consumer participation intention in textile waste reverse logistics.

3. METHODOLOGY

3.1 Research Design

This study adopts a quantitative research design to examine the factors influencing consumer participation intention in textile waste reverse logistics in Thailand. Based on the literature review and the conceptual framework of consumer participation in recycling and reverse logistics, five key determinants were identified: recycling awareness (RA), social influence (SI), institutional support (IS), recycling infrastructure (RI), and economic motivation (EM). These variables were conceptualized as independent variables, while participation intention in textile waste reverse logistics was treated as the dependent variable.

Accordingly, the following hypotheses were proposed:

H1: Recycling awareness has a positive effect on participation intention.

H2: Social influence has a positive effect on participation intention.

H3: Institutional support has a positive effect on participation intention.

H4: Recycling infrastructure has a positive effect on participation intention.

H5: Economic motivation has a positive effect on participation intention.

The conceptual framework of the study is presented in Figure 1.

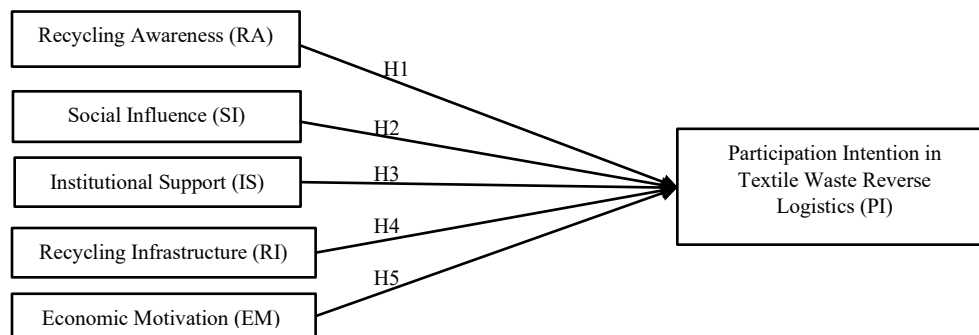


Figure 1 Conceptual Framework of the Study

3.2 Questionnaire Development

A structured questionnaire was developed as the primary data collection instrument. The questionnaire consisted of two sections. The first section collected demographic information, including gender, age, educational level, and monthly income. The second section measured the study constructs using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Each construct was measured using three items adapted from previous studies and modified to fit the context of textile waste reverse logistics in Thailand. Recycling awareness, social influence, institutional support, recycling infrastructure, economic motivation, and participation intention were measured based on items commonly used in prior recycling behavior, environmental behavior, and reverse logistics studies. Content validity was assessed through expert review and alignment with literature to ensure that the questionnaire items were appropriate for the research context. Before the main data collection, a pilot test was conducted with 10 respondents to evaluate the clarity, wording, and initial reliability of the questionnaire. Minor adjustments were made based on the feedback received. Although the pilot sample size was limited, the pilot test served as a preliminary assessment to improve the readability and comprehensibility of the questionnaire before full-scale data collection.

3.3 Sampling and Data Collection

The target population comprised individuals aged 18 years and above residing in Thailand. A non-probability convenience sampling technique was employed due to the lack of a comprehensive sampling frame, the wide geographic distribution of the target population, and the exploratory nature of the study. The questionnaire was distributed online via social media platforms, including Facebook and LINE, between December 2025 and January 2026. A total of 422 valid responses were collected. This sample size exceeded the minimum recommended sample size based on Yamane's formula and was also consistent with Cochran's (1977) guideline for large populations. Before participating in the survey, respondents were informed about the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. No personally identifiable information was collected, and the data were used only for academic research purposes.

3.4 Data Analysis Procedures

The data were analyzed using SPSS software. Descriptive statistics were used to summarize the demographic characteristics of the respondents. Reliability was assessed using Cronbach's alpha, with a threshold value of 0.70 indicating acceptable internal consistency. Exploratory factor analysis (EFA) was conducted to assess construct validity. The adequacy of the data for factor analysis was evaluated using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity. A KMO value greater than 0.50 and a statistically significant Bartlett's test result at $p < 0.05$ were considered acceptable. Correlation analysis was conducted to examine the relationships among the study variables. Multiple regression analysis was then employed to test the proposed hypotheses and examine the effects of the independent variables on participation intention in textile waste reverse logistics.

3.5 Regression Model Specification

Multiple regression analysis was employed to examine the effects of recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation on participation intention in textile waste reverse logistics. The regression model is specified as follows:

$$\text{Participation Intention} = \beta_0 + \beta_1 RA + \beta_2 SI + \beta_3 IS + \beta_4 RI + \beta_5 EM + \varepsilon$$

where RA, SI, IS, RI, and EM represent recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation, respectively. β_0 represents the constant term, β_1 – β_5 represent the regression coefficients, and ε represents the error term. The level of statistical significance was set at 0.05. Diagnostic tests, including multicollinearity using the variance inflation factor (VIF), normality, and homoscedasticity, were conducted to ensure the robustness and validity of the regression results.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

Descriptive statistics were used to summarize the demographic characteristics of the respondents, including gender, age, education level, and monthly income. Frequency and percentage distributions were calculated and are presented in Table 4.1.

Table 4.1 Summary of Descriptive Statistics for Survey Respondents.

Criteria	Category	Frequency	Percentage (%)
Gender	Male	192	45.5
	Female	230	54.5
Age	18-25 years	17	4
	26-35 years	185	43.8
	36-45 years	130	30.8
	46 years and above	90	21.3
Educational Level	Primary School	4	0.9
	Secondary School	13	3.1

Criteria	Category	Frequency	Percentage (%)
Monthly Income (THB)	Bachelor's Degree	256	60.7
	Postgraduate and above	149	35.3
	Below 10,000	103	24.4
	10,000-20,000	96	22.7
	20,001-30,000	94	22.3
	Above 30,000	129	30.6

4.2 Reliability and Validity

Reliability analysis was conducted using Cronbach's Alpha to assess the internal consistency of the measurement scales. The Cronbach's Alpha values for all six constructs ranged from 0.834 to 0.861, exceeding the commonly accepted threshold of 0.70. The results are presented in Table 4.2.

Table 4.2 Reliability Analysis Results

No.	Factor	Number of Variables	Cronbach's Alpha Coefficient
1	Recycling Awareness	3	0.844
2	Social Influence	3	0.849
3	Institutional Support	3	0.846
4	Recycling Infrastructure	3	0.857
5	Economic Motivation	3	0.861
6	Participation Intention	3	0.834

For validity assessment, exploratory factor analysis (EFA) was conducted to examine the construct validity of the measurement scales. The Kaiser-Meyer-Olkin (KMO) value was 0.901, and Bartlett's Test of Sphericity was statistically significant ($p < 0.001$), indicating the suitability of the data for factor analysis. All factor loadings ranged from 0.781 to 0.842, and the five extracted factors explained 77.447% of the total variance. The results of the validity analysis are presented in Tables 4.3 and 4.4.

Table 4.3 KMO and Bartlett's Test

Test	Value
KMO	0.901
Bartlett's X2	3408.144
df	105
Sig.	< .001

Table 4.4 Rotated Factor Matrix

Items	RA	SI	IS	RI	EM
RA1	0.835				
RA2	0.829				
RA3	0.79				
SI1		0.823			
SI2		0.807			
SI3		0.795			
IS1			0.818		
IS2			0.81		
IS3			0.781		
RI1				0.822	
RI2				0.81	
RI3				0.788	
EM1					0.842
EM2					0.814
EM3					0.808

4.3 Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships between the independent variables (recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation) and the dependent variable, participation intention (PI). All independent variables showed positive correlations with PI at the 0.01 significance level. Recycling awareness demonstrated the strongest correlation with PI ($r = 0.594$), followed by recycling infrastructure ($r = 0.576$), economic motivation ($r =$

0.543), social influence ($r = 0.538$), and institutional support ($r = 0.508$). In addition, the correlations among the independent variables ranged from 0.434 to 0.516, which were below the threshold of 0.80, indicating no multicollinearity concerns. The results of the correlation analysis are presented in Table 4.5.

Table 4.5 Correlation Matrix for Independent Variables and Participation Intention

Variables	RA	SI	IS	RI	EM	PI
RA	1					
SI	.477**	1				
IS	.461**	.501**	1			
RI	.451**	.450**	.480**	1		
EM	.516**	.434**	.487**	.439**	1	
PI	.594**	.538**	.576**	.508**	.543**	1

Note $p < 0.01$

4.4 Common Method Bias Test

Because all data were collected from a single questionnaire and self-reported by respondents, Harman's single-factor test was conducted to assess the potential risk of common method bias. The results showed that the first factor accounted for 44.416% of the total variance, which is below the recommended threshold of 50%. Therefore, common method bias was not considered a serious concern in this study.

4.5 Multiple Regression Analysis

Multiple regression analysis was conducted using the Enter method. The regression model explained 53.4% of the variance in participation intention ($R^2 = 0.534$, adjusted $R^2 = 0.529$). The results are presented in Table 4.6.

Table 4.6 Model Summary for Multiple Regression

Model	R	R ²	Adjusted R ²	Std. Error
1	0.731	0.534	0.529	0.764

The ANOVA results confirmed that the model was statistically significant ($F = 95.45$, $p < 0.001$). Presented in Table 4.7.

Table 4.7 ANOVA for the Regression Model

Source	SS	df	MS	F	Sig.
Regression	278.88	5	55.776	95.45	<.001
Residual	243.088	416	0.584		
Total	521.968	421			

All five independent variables demonstrated statistically significant positive effects on participation intention ($p < 0.01$). Recycling awareness had the strongest effect ($\beta = 0.265$), followed by institutional support ($\beta = 0.226$), social influence ($\beta = 0.166$), economic motivation ($\beta = 0.165$), and recycling infrastructure ($\beta = 0.132$). Variance inflation factor (VIF) values ranged from 1.518 to 1.649, all below 5, confirming no multicollinearity. The diagnostic tests also confirmed that the assumptions of normality and homoscedasticity were satisfied, indicating that the data were appropriate for multiple regression analysis. The results are presented in Table 4.8.

Table 4.8 Regression Coefficients Predicting Participation Intention

Variable	B	Std. Error	Beta	t	Sig.	VIF
Constant	0.137	0.149	—	0.918	0.359	—
RA	0.267	0.043	0.265	6.214	***	1.627
SI	0.169	0.043	0.166	3.969	***	1.572
IS	0.23	0.044	0.226	5.263	***	1.649
RI	0.134	0.042	0.132	3.21	**	1.518
EM	0.164	0.042	0.165	3.909	***	1.599

Note Regression coefficients are reported. ** indicates $p < 0.01$ and *** indicates $p < 0.001$. The regression equation is as follows:

$Participation\ Intention = 0.137 + 0.267RA + 0.169SI + 0.230IS + 0.134RI + 0.164EM$
Based on the regression results, all five hypotheses were supported, as shown in Table 4.9.

Table 4.9 Summary of Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Result
H1	Recycling awareness has a significant positive effect on participation intention in textile waste reverse logistics.	Accepted
H2	Social influence has a significant positive effect on participation intention in textile waste reverse logistics.	Accepted
H3	Institutional support has a significant positive effect on participation intention in textile waste reverse logistics.	Accepted
H4	Recycling infrastructure has a significant positive effect on participation intention in textile waste reverse logistics.	Accepted
H5	Economic motivation has a significant positive effect on participation intention in textile waste reverse logistics.	Accepted

5. DISCUSSION

Based on the first research objective, which aimed to identify the key factors influencing consumer participation intention in textile waste reverse logistics in Thailand, the findings confirm that recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation are important determinants. These five factors reflect both internal behavioral conditions and external structural conditions that shape consumer willingness to participate in textile waste reverse logistics. This finding suggests that consumer participation is not influenced by a single factor, but by a combination of awareness, social pressure, policy support, infrastructure availability, and economic incentives.

Based on the second research objective, which aimed to examine the effects of these factors on participation intention, the regression results show that all five factors have significant positive effects. Recycling awareness emerged as the strongest predictor, indicating that consumers with greater environmental knowledge and awareness are more likely to participate in textile waste recycling. This may be because awareness helps consumers understand the environmental consequences of improper textile waste disposal and the benefits of recycling. This finding supports previous studies by Sun et al. (2023) and Lou et al. (2025) which emphasized the importance of awareness as a key driver of sustainable behavior.

Institutional support was identified as the second most influential factor in the regression model. This indicates that government policies, regulations, public campaigns, and organizational support play an important role in facilitating consumer participation. This may be because clear institutional support can reduce uncertainty and increase public confidence in recycling systems. The finding is consistent with Fiori et al. (2022) and Zaidi and Chandra (2025), who highlighted the importance of external support mechanisms in strengthening circular systems and reverse logistics practices.

Social influence also had a significant positive effect on participation intention. This suggests that consumers may be influenced by family members, peers, communities, and social norms when deciding whether to participate in textile waste recycling. This finding is consistent with Zhu et al. (2025), who found that social norms can shape textile recycling practices. However, it differs from Jahura and Sadachar (2024), who reported weaker or insignificant effects of social influence, suggesting that cultural and contextual differences may moderate this relationship.

Economic motivation and recycling infrastructure were also found to have significant positive effects, although their effects were relatively smaller than those of recycling awareness and institutional support.

Financial incentives may encourage participation by providing tangible benefits, while convenient infrastructure can make recycling behavior easier to perform. However, these factors may not be sufficient on their own if consumers lack awareness or if institutional support is weak. Therefore, economic incentives and infrastructure development should be combined with awareness campaigns and supportive policies.

In addition, the difference between the correlation and regression rankings should be considered. The correlation results showed that recycling infrastructure had a relatively strong bivariate relationship with participation intention, whereas the regression results indicated that institutional support had a stronger unique effect after controlling for the other independent variables. This difference may be explained by shared variance among the independent variables. In other words, recycling infrastructure may be associated with participation intention, but part of its influence overlaps with institutional support, recycling awareness, and economic motivation. Therefore, the regression results provide a clearer indication of the unique contribution of each factor.

Overall, the findings indicate that consumer participation intention in textile waste reverse logistics in Thailand is shaped by both behavioral and structural factors. The results suggest that policies focusing only on infrastructure development may be insufficient. Greater emphasis should be placed on improving recycling awareness, strengthening institutional support, enhancing infrastructure accessibility, and designing appropriate incentive mechanisms. These findings provide practical implications for policymakers, local authorities, recycling organizations, and industry stakeholders seeking to improve textile waste collection, reuse, and recycling systems in Thailand.

6. CONCLUSION

This study investigates the key factors influencing consumer participation intention in textile waste reverse logistics in Thailand. The findings confirm that five determinants—recycling awareness, social influence, institutional support, recycling infrastructure, and economic motivation—have statistically significant positive effects on participation intention. Among these factors, recycling awareness exerts the strongest influence, followed by institutional support, while recycling infrastructure shows a comparatively smaller effect.

From a theoretical perspective, this study contributes to literature by developing and empirically validating an integrated framework that combines both behavioral and structural determinants of participation in reverse logistics systems. Unlike prior studies that often examine individual factors in isolation or focus primarily on behavioral intention models, this study demonstrates the joint effects of multiple determinants within the context of textile waste reverse logistics in a developing country.

From a practical perspective, the findings highlight the importance of adopting a comprehensive approach to enhance participation in textile waste recycling. Policies should prioritize increasing recycling awareness through education and public campaigns, strengthening institutional support through regulations and incentives, and improving the accessibility of recycling infrastructure. In addition, economic incentives and social influence mechanisms can further encourage consumer engagement. Coordinated efforts among government agencies, industry stakeholders, and communities are essential to improve the effectiveness of reverse logistics systems.

Despite its contributions, this study has several limitations. The data were collected solely from Thailand, which may limit the generalizability of the findings to other contexts. Cross-sectional research design captures behavior at a single point in time, and the use of self-reported data may introduce response bias. Future research should extend this study to different countries and cultural contexts to enhance external validity. Longitudinal designs could be employed to examine behavioral changes over time. In addition, qualitative approaches, such as interviews or focus groups, may provide deeper insights into consumer motivations and barriers. Further studies may also incorporate additional variables, such as environmental concern, perceived convenience, and trust in recycling systems, to enrich the understanding of participation behavior.

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