

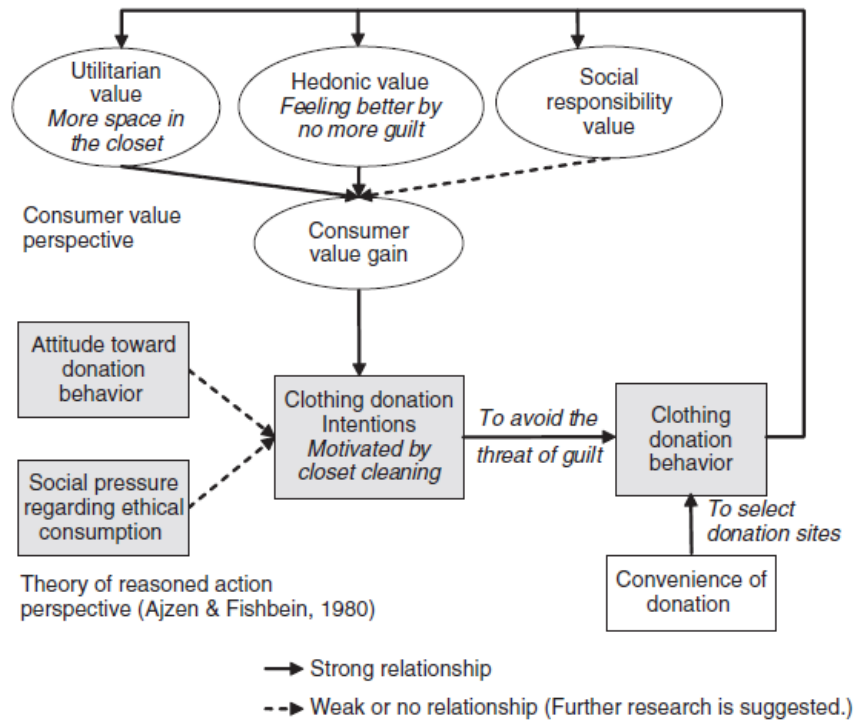
Table of contents - Appendices

Appendix 1 – Models that have inspired our model	71
Appendix 2 and 3 – French version of the questionnaire + Dutch version below each question.....	72
Question 1	74
Question 2	74
Question 3	74
Question 4	75
Question 5	76
Question 6	77
Question 8	77
Question 9	78
Question 10	79
Question 11	79
Question 12	80
Question 13	81
Question 14	82
Question 15	82
Question 16	83
Question 17	83
Question 18	84
Question 19 - 21	84
Appendix 4 – Descriptive statistics: Languages of the respondents	86
Appendix 5 – Descriptive statistics: Genders of our respondents	86
Appendix 6 – Descriptive statistics: Age of the respondents	88
Appendix 7 – Descriptive statistics: General recycling behavior.....	90
Appendix 8 – Descriptive statistics: Apparel consumption	91
Appendix 9 – Descriptive statistics: Awareness toward the take-back program.....	93
Appendix 10 – Descriptive statistics: Intention to make use of a take-back program.....	95
Appendix 11 – Descriptive statistics: Convenience.....	96
Appendix 12 – Descriptive statistics: Reasons of non-intention to make use of a take-back program	101
Appendix 13 – Descriptive statistics: Motivation to make use of a take-back program assessed on a 7-point Likert scale	103

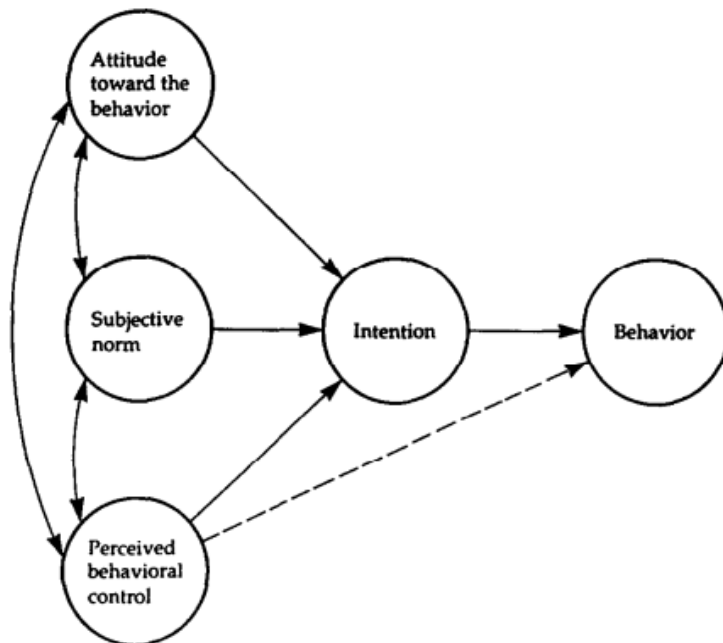
Appendix 14 – Descriptive statistics: Environment.....	103
Appendix 15 – Descriptive statistics: Importance of factors in the selection of a disposal method, rated on a 7-point Likert scale.....	107
Appendix 16 – Descriptive statistics: Intention to participate of ‘eco-conscious’ respondents.....	110
Appendix 17 – Descriptive statistics: ‘Eco-conscious’ respondents with a non-intention to participate	110
Appendix 18 – Descriptive statistics: Compensation requested as reward for the participation ..	111
Appendix 19 – Descriptive statistics: Method used to dispose end-of-used clothes - number of times named.....	112
Appendix 20 – Descriptive statistics: Other reasons of non-intention by respondents who already expressed the non-intention due to the absence of charity-related aspect.	113
Appendix 21 – Descriptive statistics: Choice between charity and brand in equal condition and convenience	113
Appendix 22 – Descriptive statistics: Financial factor	115
Appendix 23 – Descriptive statistics: Respondents who report to resell their end-of-use clothes	116
Appendix 24 – Descriptive statistics: People who would change their mind in exchange for a voucher.....	117
Appendix 25 – Descriptive statistics: Importance of the financial incentive, rated on a 7-point Likert scale.....	119
Appendix 26 – Descriptive statistics: Compensation chosen by the respondents with a positive intention but who choose for charity in equal condition and stay on their position even with the proposition of a financial incentive.....	120
Appendix 27 – Descriptive statistics: Minimum value requested for a voucher	121
Appendix 28 – Picture used at the question 4 as a visual representation of a collection bin	123

Appendix 1 – Models that have inspired our model

“Conceptual model for used clothing donation behavior” - (Ha-Brookshire & Hodges, 2009, p. 191)



“Theory of planned behavior” - (Ajzen, 1991, p. 182)



Appendix 2 and 3 – French version of the questionnaire + Dutch version below each question

Page 1 (Common)

Economie circulaire et marques de vêtements

Ceci est la version française de mon questionnaire. Cliquez sur "suivant" pour continuer.

Voor de nederlandse versie van mijn vragenlijst. Klik op de onderstaande URL link a.u.b.

<https://docs.google.com/forms/d/e/1FAIpQLSdxO1bfRdeBA9orMU0sogsIGfKnjgtpykOQJNfws33Eh7YWw/viewform>

Maxime Pierrot.

SUIVANT



Page 1 sur 13

N'envoyez jamais de mots de passe via Google Forms.

Dit is de nederlandse versie van mijn vragenlijst. Klik op "Suivant" om verder te gaan.

Pour la version française de mon questionnaire, merci de cliquer sur le lien URL suivant:

<https://docs.google.com/forms/d/e/1FAIpQLScewfHgEe2AJG5aHdW3xiVcTZUosSAmEG1ByxbQHL7e7diP9w/viewform>

Maxime Pierrot.

Page 2 (Common)

Economie circulaire et marques de vêtements

Economie circulaire et marques de vêtements

Bonjour,

Je m'appelle Maxime Pierrot et je suis en 2e année de Master en Sciences de gestion à la Louvain School of Management (UCL). Le questionnaire suivant fait partie intégrante de mon travail de mémoire. En y répondant, vous participez à l'aboutissement de mon projet de recherche. Je vous serais extrêmement reconnaissant de bien vouloir accorder quelques minutes à cette enquête. Les réponses sont strictement confidentielles. Merci d'avance pour votre participation. Votre avis m'est extrêmement précieux.

NB: Ne vous laissez pas intimider par le nombre de pages du questionnaires. Certaines ne contiennent que 1 à 2 questions.

Maxime Pierrot.

[RETOUR](#)[SUIVANT](#) Page 2 sur 13

Hallo,

Ik ben Maxime Pierrot en ik zit in de 2e master Managementwetenschappen aan de 'Louvain School of Management' (UCL). Onderstaande vragenlijst maakt deel uit van mijn thesis. Door te antwoorden neemt u deel aan de voltooiing van mijn onderzoeksproject. Ik zou het op prijs stellen indien u enkele minuten wilt vrijmaken. De antwoorden zijn strikt confidntieel. Alvast bedankt voor uw deelname.

Laat u niet intimideren door het aantal pagina's van de vragenlijst. Sommige bevatten slechts één of twee vragen.

Maxime Pierrot.

[RETOUR](#)[SUIVANT](#)**Page 3 (Common)**

Question 1

Triez-vous vos déchets ménagers (plastiques, carton, etc.) ? *

- Oui car c'est obligatoire
- Oui, même si ce n'était pas obligatoire
- Non

Sorteert u uw huisafval (plastic, karton, enz.)? *

Ja, omdat het verplicht is

Ja, zelfs als het niet verplicht zou zijn

Nee

Question 2

A quelle fréquence vous rendez-vous dans un magasin de vêtements ? *

- Au moins une fois tous les 15 jours
- Au moins une fois par mois
- Au moins une fois tous les 3 mois
- Moins d'une fois tous les 3 mois

Hoe vaak bezoekt u een kledingwinkel? *

Minstens 1 keer in 15 dagen

Minstens 1 keer per maand

Minstens 1 keer in 3 maanden

Minder dan 1 keer in 3 maanden

Question 3

Combien dépensez-vous généralement pour un t-shirt ? *

- Plus de 100€
- Entre 50€ et 100€
- Entre 25€ et 50€
- Moins de 25€

Hoeveel geld besteed u gemiddeld aan een t-shirt? *

Meer dan €100

Tussen €50 en €100

Tussen €25 en €50

Minder dan €25

Question 4

Que faites-vous des vêtements que vous ne voulez plus garder ?
(Plusieurs réponses acceptées) *

- Je les jette avec mes déchets ménagers
- Je les donne à un proche (amis-famille)
- Je les revends (internet - magasins de seconde main - etc.)
- Je les rapporte dans un point de collecte en magasin
- Je les dépose dans une benne de collection dans mon voisinage (voir photo ci dessous)
- Je les donne à une association caritative (Les petits riens, la Croix Rouge etc.)
- Autre : _____

Wat doet u met gebruikte kleren dat u niet langer wenst te houden? (Meerdere antwoorden mogelijk) *

Ik gooi deze weg bij het huisafval

Ik geef deze aan een vriend(in) of familielid

Ik verkoop deze (internet - tweedehandswinkels -enz.)

Ik breng deze terug naar een retourpunt in een winkel

Ik breng deze naar een collectiepunt in mijn nabijheid (zie foto hieronder)

Ik geef deze aan een goed doel (Het rode kruis, enz.)

Autre :

Question 5

Quels facteurs sont importants dans le choix de la méthode ? *

Notez les facteurs suivants de 1 à 7 (1="Pas du tout important" - 7="Extrêmement important". Utilisez les valeurs intermédiaires pour nuancer votre jugement)

	1	2	3	4	5	6	7
Cela me prend peu de temps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La distance parcourue est faible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le coût est peu élevé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cela me permet de gagner de l'argent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La méthode est écologique/respectueuse de l'environnement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cela peut aider une bonne cause (ex: aide aux plus démunis)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cela peut faire plaisir à un proche	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mes vêtements connaissent une seconde vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[RETOUR](#)
[SUIVANT](#)

Page 3 sur 13

Welke factoren zijn belangrijk in uw keuze bij het wegdoen van gebruikte kleren? *

Evalueer de onderstaande factoren van 1 tot 7 (1="Helemaal niet belangrijk" - 7= "Extreem belangrijk". Gebruik de middelste waarden om uw mening te nuanceren.

Het neemt niet veel tijd in beslag	
De af te leggen afstand is klein	
De kost is laag	
Ik verdien er geld aan	
De methode is ecologisch/milieuvriendelijk	
Ik help een goed doel (bv: de minderbedeelden)	
Ik maak een vriend(in)/familielid blij	
Mijn kleren krijgen een tweede leven	
Het neemt niet veel tijd in beslag	
De af te leggen afstand is klein	
De kost is laag	
Ik verdien er geld aan	
De methode is ecologisch/milieuvriendelijk	
Ik help een goed doel (bv: de minderbedeelden)	
Ik maak een vriend(in)/familielid blij	
Mijn kleren krijgen een tweede leven	
RETOUR SUIVANT	

Page 4 (Common)

Question 6

Savez-vous que certaines marques de vêtements collectent vos vieux habits en magasin ? *

- Oui
- Non

RETOUR

SUIVANT

Page 4 sur 13

Wist u dat sommige kledingmerken uw oude kleren terugnemen?*

Ja

Nee

Page 5 (If 'Yes' at question 6)

Question 7

Quelles marques - offrant cette possibilité - connaissez vous ? *

Votre réponse

Welke kledingmerken kent u dat deze oplossing aanbieden? *

Question 8

Cette/ces marque(s) offre(nt)-t-elle(s) un bon d'achat en échange de vos vêtements ? *

- Oui
- Non
- Je ne sais pas

Geeft/geven de kledingmerk(en) u een voucher in ruil voor uw oude kleren? *

Ja

Nee

Ik weet het niet

Question 9

Où avez-vous entendu parlé de cette méthode de collecte ?
(Plusieurs réponses acceptées) *

- Site internet de la marque
- Sur Internet (autre que site de la marque)
- A la télévision
- A la radio
- Via un proche ("bouche à oreille")
- En magasin

RETOUR

SUIVANT

Page 5 sur 13

Hoe bent u geïnformeerd geweest over deze collectiemethode? (Meerdere antwoorden mogelijk) *

Via de website van het kledingmerk

Op internet (anders dan the website van het kledingmerk)

Via de televisie

Via de radio

Via mond-aan-mond reclame

In de kledingwinkel zelf

RETOUR

SUIVANT

Page 6 (Common)

Question 10

Comptez-vous participer à ce programme de collecte en magasin ? *

- J'y participe déjà
- Oui je compte participer
- Non je ne compte pas participer

RETOUR

SUIVANT

Page 6 sur 13

Bent u van plan om gebruik te maken van dit collectieprogramma in de winkel? *

Ja, ik maak er reeds gebruik van

Ja, ik ben van plan om hier gebruik van te maken

Nee, Ik ga hier geen gebruik van maken

RETOUR

SUIVANT

Page 7 (If 'negative' response at question 10)

Question 11

Plus que 4 questions avant la fin.

Pour quelles raisons ne participeriez-vous pas ? (Plusieurs réponses acceptées) *

- Je ne me rends pas assez souvent en magasin
- Je n'habite pas à proximité d'un magasin qui collecte des vêtements
- Je préfère ma méthode de disposition actuelle
- Je juge la valeur du bon d'achat offert trop faible
- Cela demande trop d'effort
- Il y a d'autres méthodes plus écologiques selon moi
- Je préfère donner mes vêtements à une organisation caritative

RETOUR

SUIVANT

Page 7 sur 13

U bent al over de helft van de vragenlijst !

Evalueer de volgende criteria op basis van de invloed die ze hebben op uw deelname *

Evalueer de onderstaande factoren van 1 tot 7 (1="Dit beïnvloedt me helemaal niet" - 7="Dit beïnvloedt me heel erg". Gebruik de middelste waarden om uw mening te nuanceren)

Het kledingsmerk biedt een financiële compensatie aan in ruil voor mijn oude kleren.

Ik ga vaak naar de kledingwinkel of niet ver daar vandaan.

Het kledingsmerk kan nieuwe kledingstukken produceren uit gerecycleerd materiaal

Het laat toe om verantwoordelijkheid op te nemen door het kledingsmerk voor het gecreëerde afval

Indien u deze zin leest, klik op « 1 »

Ik apprecieer het kledingsmerk die dit project voorstelt

Ik denk dat het een milieuvriendelijke methode is

Het kledingsmerk biedt een financiële compensatie aan in ruil voor mijn oude kleren.

Ik ga vaak naar de kledingwinkel of niet ver daar vandaan.

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Indien u deze zin leest, klik op « 1 »

Ik apprecieer het kledingsmerk die dit project voorstelt

Ik denk dat het een milieuvriendelijke methode is

Question 13

Quelle compensation attendez-vous de la part de la marque ? *

Aucune, je fais ça pour l'aspect écologique/environnemental

Un bon d'achat

Un don à une association à but environnemental

Un don à une association à but social

Autre : _____

RETOUR

SUIVANT

Page 8 sur 13

Welke compensatie verwacht je van het kledingmerk? *

Niets, ik doe dit uit ecologische redenen

Een voucher

Een donatie voor een milieu organisatie

Een donatie voor een goed doel

Autre :

Page 9 (Common)**Question 14**

Si la marque offrait un bon d'achat, à partir de quelle valeur seriez-vous satisfait ? *

- 5% de réduction
- 10% de réduction
- 15% de réduction
- 20% de réduction
- + de 20 % de réduction

Indien het merk u een voucher aanbiedt, vanaf welke waarde zou u tevreden zijn? *

- 5% korting
- 10% korting
- 15% korting
- 20% korting
- Meer dan 20% korting

Question 15

Quels facteurs pourraient augmenter votre participation ?
(Plusieurs réponses acceptées) *

- Plus de communication de la part de l'entreprise sur le devenir des vêtements donnés
- Plus de communication sur les modalités de participation et sur ce qui peut être collecté
- Des avantages exclusifs pour les participants
- Des événements en magasin dédiés à cette initiative
- Plus de publicité sur ce programme de collecte

Welke van de volgende factoren zou uw kans om deel te nemen vergroten? (Meerdere antwoorden mogelijk) *

- Meer communicatie van het merk in verband met wat er gebeurt met de ingezamelde kleren
- Meer informatie hoe er kan worden deelgenomen en wat er kan teruggebracht worden
- Exclusieve voordelen voor de deelnemers
- Evenementen in de winkel die gewijd zijn aan dit project
- Meer reclame in verband met dit soort collectie programma's

Question 16

Vous avez en face de vous deux boites - une à destination d'une organisation caritative l'autre à destination de votre marque préférée - à qui donneriez-vous votre vieux jeans? *

- Je préfère donner mes vieux habits à une marque de vêtements
- Je préfère donner mes vieux habits à une association

[RETOUR](#)[SUIVANT](#)

Page 9 sur 13

Voor u ziet u 2 dozen - één voor het goede doel en één voor uw lievelingsmerk - in welke deponneert u uw oude jeans? *

Ik verkies om mijn oude kleren te geven aan een kledingmerk

Ik verkies om mijn oude kleren te geven aan het goede doel

Page 10 (Only if choose for 'charity' at the question 16)

Question 17

Avant dernière question !

Un bon d'achat de la part du magasin de vêtements pourrait-il vous faire changer d'avis ? *

- Oui
- Non

[RETOUR](#)[SUIVANT](#)

Page 10 sur 13

Zou een voucher, aangeboden door de winkel, uw mening veranderen? *

Ja

Nee

Page 11 (Common)

Question 18

Complétez cette phrase : « Si la marque gagnait de l'argent avec mes vieux vêtements.. *

- ... je ne participerais plus »
- ... je continuerais à participer en échange d'un bon d'achat »
- ... je continuerais à participer même sans bon d'achat »

RETOUR

SUIVANT

Page 11 sur 13

Vul de zin aan: "Indien het kledingmerk geld zou verdienen aan mijn oude kleren... *
... dan zou ik niet deelnemen aan dit programma"
... dan zou ik akkoord gaan in ruil voor een voucher"
... dan zou ik akkoord gaan, zelfs zonder een voucher"

Page 12 (Common)

Question 19 - 21

Dans quel pays vivez-vous ? *

- Belgique
- Pays-Bas
- Luxembourg
- France
- Autre : _____

En quelle année êtes vous né(e)? *

Votre réponse _____

Êtes-vous un homme ou une femme* ? *

- Homme
- Femme

RETOUR

SUIVANT

Page 12 sur 13

In welk land woont u? *

België

Nederland

Luxemburg

Frankrijk

Autre :

Wat is uw geboortejaar? *

Bent u een man of een vrouw? *

Een man

Een vrouw

RETOUR

SUIVANT

Page 13 (Common)

Economie circulaire et marques de vêtements

Merci !

Un grand merci d'avoir participé à ce questionnaire. Je vous en suis reconnaissant.

Maxime Pierrot.

RETOUR

ENVOYER

Page 13 sur 13

Bedankt!

Heel erg bedankt voor uw deelname.

Maxime Pierrot

RETOUR

ENVOYER

Appendix 4 – Descriptive statistics: Languages of the respondents

1. Whole sample (n=238)

Statistics

Language of the questionnaire

N	Valid	238
	Missing	0

Language of the questionnaire

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	French	202	84,9	84,9	84,9
	Dutch	36	15,1	15,1	100,0
	Total	238	100,0	100,0	

Appendix 5 – Descriptive statistics: Genders of our respondents

1. Whole sample (n=238)

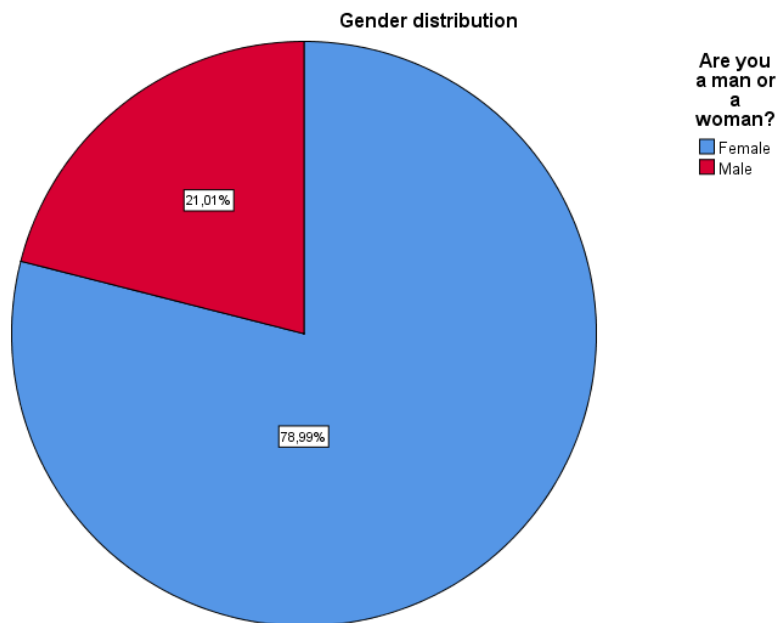
Statistics

Are you a man or a woman?

N	Valid	238
	Missing	0

Are you a man or a woman?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	188	79,0	79,0	79,0
	Male	50	21,0	21,0	100,0
	Total	238	100,0	100,0	



2. Proportion French speaking and Dutch speaking respondents

Statistics

Are you a man or a woman?

French	N	Valid	202
		Missing	0
Dutch	N	Valid	36
		Missing	0

3. Proportion of men and women in the French speaking group and in the Dutch one

Are you a man or a woman?

Language of the questionnaire			Frequency	Percent	Valid Percent	Cumulative Percent
French	Valid	Female	156	77,2	77,2	77,2
		Male	46	22,8	22,8	100,0
		Total	202	100,0	100,0	
Dutch	Valid	Female	32	88,9	88,9	88,9
		Male	4	11,1	11,1	100,0
		Total	36	100,0	100,0	

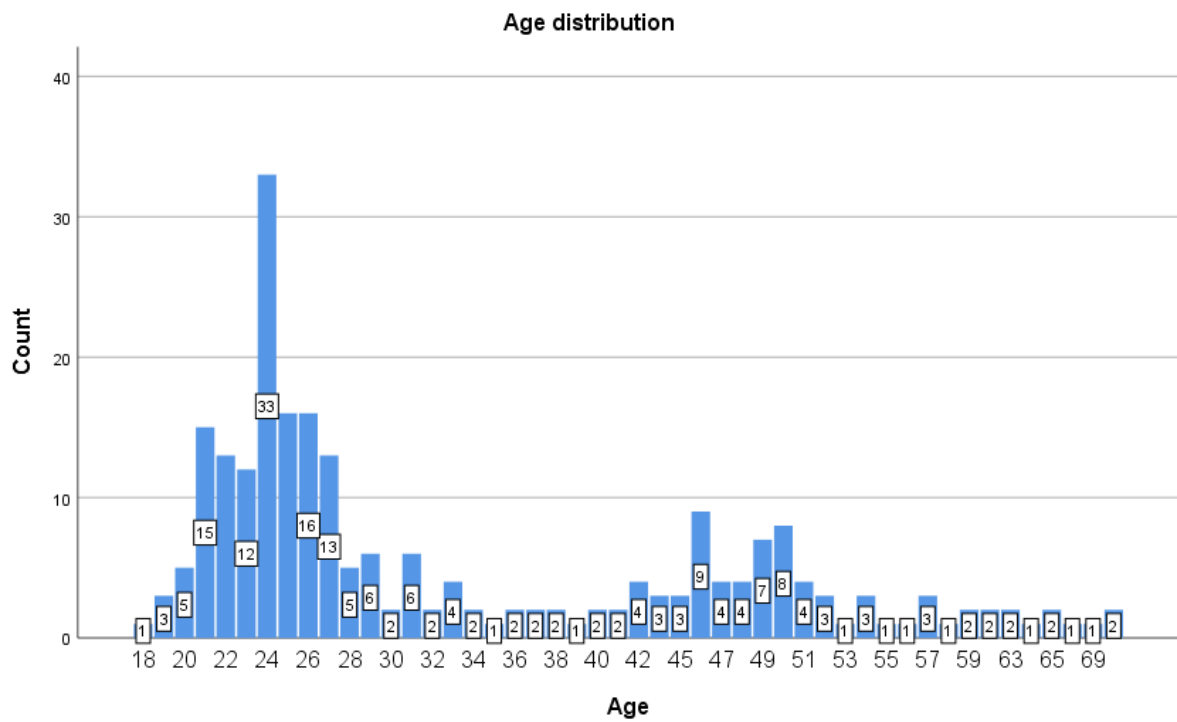
Appendix 6 – Descriptive statistics: Age of the respondents

1. Distribution of the age

Statistics

How old are you?

N	Valid	238
	Missing	0
Mean		33,68
Median		27,00
Mode		24
Minimum		18
Maximum		70



How old are you?

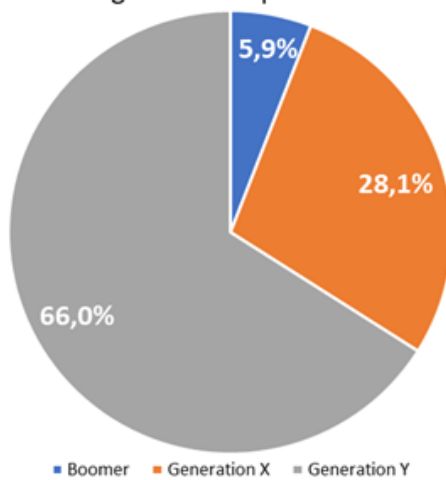
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	1	,4	,4	,4
	19	3	1,3	1,3	1,7
	20	5	2,1	2,1	3,8
	21	15	6,3	6,3	10,1
	22	13	5,5	5,5	15,5
	23	12	5,0	5,0	20,6
	24	33	13,9	13,9	34,5
	25	16	6,7	6,7	41,2
	26	16	6,7	6,7	47,9
	27	13	5,5	5,5	53,4
	28	5	2,1	2,1	55,5
	29	6	2,5	2,5	58,0
	30	2	,8	,8	58,8
	31	6	2,5	2,5	61,3
	32	2	,8	,8	62,2
	33	4	1,7	1,7	63,9
	34	2	,8	,8	64,7
	35	1	,4	,4	65,1
	36	2	,8	,8	66,0
	37	2	,8	,8	66,8
	38	2	,8	,8	67,6
	39	1	,4	,4	68,1
	40	2	,8	,8	68,9
	41	2	,8	,8	69,7
	42	4	1,7	1,7	71,4
	44	3	1,3	1,3	72,7
	45	3	1,3	1,3	73,9
	46	9	3,8	3,8	77,7
	47	4	1,7	1,7	79,4
	48	4	1,7	1,7	81,1
	49	7	2,9	2,9	84,0
	50	8	3,4	3,4	87,4
	51	4	1,7	1,7	89,1
	52	3	1,3	1,3	90,3
	53	1	,4	,4	90,8
	54	3	1,3	1,3	92,0
	55	1	,4	,4	92,4
56	1	,4	,4	92,9	
57	3	1,3	1,3	94,1	
58	1	,4	,4	94,5	
59	2	,8	,8	95,4	
61	2	,8	,8	96,2	
63	2	,8	,8	97,1	
64	1	,4	,4	97,5	
65	2	,8	,8	98,3	
68	1	,4	,4	98,7	
69	1	,4	,4	99,2	
70	2	,8	,8	100,0	
Total		238	100,0	100,0	

2. Distribution of the different generations according to the delimitation from Howe and Strauss (2007)

Generation of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baby Boom	14	5,9	5,9	5,9
	Generation X	67	28,2	28,2	34,0
	Generation Y	157	66,0	66,0	100,0
	Total	238	100,0	100,0	

Shares of the generations present in our sample



Appendix 7 – Descriptive statistics: General recycling behavior

Statistics

Do you sort your household was

N	Valid	238
	Missing	0

Do you sort your household waste (plastic, carton,...)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - voluntary	176	73,9	73,9	73,9
	Yes - Compulsory	56	23,5	23,5	97,5
	No	6	2,5	2,5	100,0
	Total	238	100,0	100,0	

Appendix 8 – Descriptive statistics: Apparel consumption

1. Frequency of visits

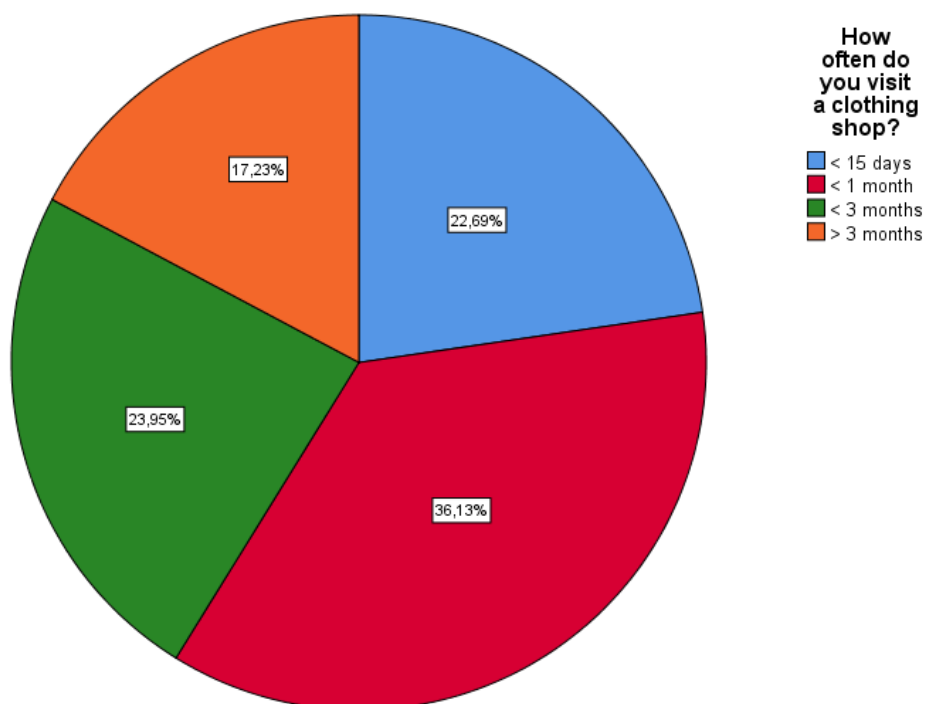
Statistics

How often do you visit a clothing

N	Valid	238
	Missing	0

How often do you visit a clothing shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 15 days	54	22,7	22,7	22,7
	< 1 month	86	36,1	36,1	58,8
	< 3 months	57	23,9	23,9	82,8
	> 3 months	41	17,2	17,2	100,0
	Total	238	100,0	100,0	



2. Range of prices spend for a t-shirt

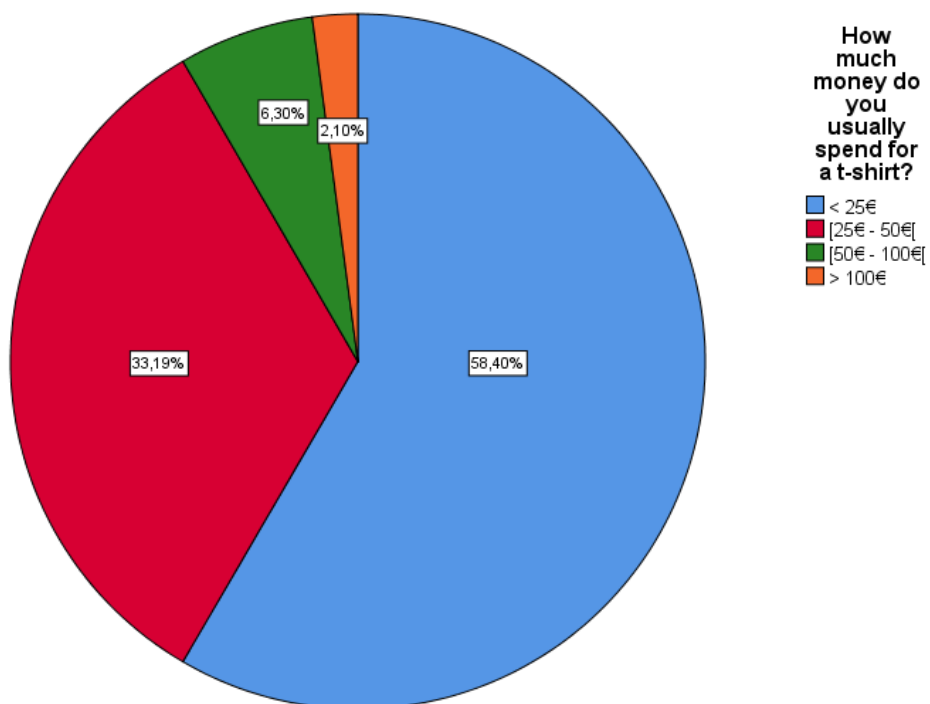
Statistics

How much money do you usually

N	Valid	238
	Missing	0

How much money do you usually spend for a t-shirt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 25€	139	58,4	58,4	58,4
	[25€ - 50€[79	33,2	33,2	91,6
	[50€ - 100€[15	6,3	6,3	97,9
	> 100€	5	2,1	2,1	100,0
	Total	238	100,0	100,0	



Appendix 9 – Descriptive statistics: Awareness toward the take-back program

1. Sample

Statistics

Do you know that some clothing

N	Valid	238
	Missing	0

Do you know that some clothing brands take back your end-of-use clothes in-store?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	38.7	38.7	38.7
	No	146	61.3	61.3	100.0
	Total	238	100.0	100.0	

2. Female sex group

Statistics^a

Do you know that some clothing

N	Valid	188
	Missing	0

a. Are you a man or a woman? = Female

Do you know that some clothing brands take back your end-of-use clothes in-store?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	40,4	40,4	40,4
	No	112	59,6	59,6	100,0
	Total	188	100,0	100,0	

a. Are you a man or a woman? = Female

3. Male sex group

Statistics^a

Do you know that some clothing

N	Valid	50
	Missing	0

a. Are you a man or a woman? = Male

Do you know that some clothing brands take back your end-of-use clothes in-store?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	32,0	32,0	32,0
	No	34	68,0	68,0	100,0
Total		50	100,0	100,0	

a. Are you a man or a woman? = Male

4. Brands named

H&M	44
Brantano	11
C&A	11
Point carré	11
JBC	10
E5 Mode	7
Intimissimi	3
MUD Jeans	3
Patagonia	3
& Other Stories	2
Bel&Bo	2
Celio	2
Cheap Monday	2
Gstar	2
Levis	2
Marie Jo	2
Okaidi	2
Superdry	2
Zara	1

List of the brands and retailers cited (and the number of times cited) by the respondents and offering a take-back solution.

5. Financial incentive

Do these brands offer a voucher as a reward for your participation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	27,3	70,7	70,7
	No	3	1,3	3,3	73,9
	Do not know	24	10,1	26,1	100,0
	Total	92	38,7	100,0	
Missing	System	146	61,3		
Total		238	100,0		

6. Means of information

Where have you heard about the take-back program?

		On the brand website	On internet (other)	On TV	On the radio	Word of mouth	In shop
N	Valid	18	11	5	16	23	68
	Missing	220	227	233	222	215	170

Appendix 10 – Descriptive statistics: Intention to make use of a take-back program

1. Whole sample

Statistics

Do you plan to make use of an ir

N	Valid	238
	Missing	0

Do you plan to make use of an in-store take-back program for your end-of-use clothes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already take part	29	12.2	12.2	12.2
	Yes	93	39.1	39.1	51.3
	No	116	48.7	48.7	100.0
	Total	238	100.0	100.0	

- Intention from the respondents who named the take-back program as a method that they normally use.

Take-back program

Do you plan to make use of an in-store take-back program for your end-of-use clothes?			Frequency	Percent	Valid Percent	Cumulative Percent
Already take part	Valid	4	6	20.7	100.0	100.0
	Missing	System	23	79.3		
	Total		29	100.0		
Yes	Valid	4	6	6.5	100.0	100.0
	Missing	System	87	93.5		
	Total		93	100.0		
No	Valid	4	7	6.0	100.0	100.0
	Missing	System	109	94.0		
	Total		116	100.0		

Appendix 11 – Descriptive statistics: Convenience

- Frequency of visits

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
	Do you intent to make use of an in-store take-back program for your end-of-use clothes? * How often do you visit a clothing shop?	238	100.0%	0	0.0%	238

Do you intent to make use of an in-store take-back program for your end-of-use clothes? * How often do you visit a clothing shop? Crosstabulation

Count

		How often do you visit a clothing shop?				Total
		< 15 days	< 1 month	< 3 months	> 3 months	
Do you intent to make use of an in-store take-back program for your end-of-use clothes?	Yes	30	47	34	11	122
	No	24	39	23	30	116
Total		54	86	57	41	238

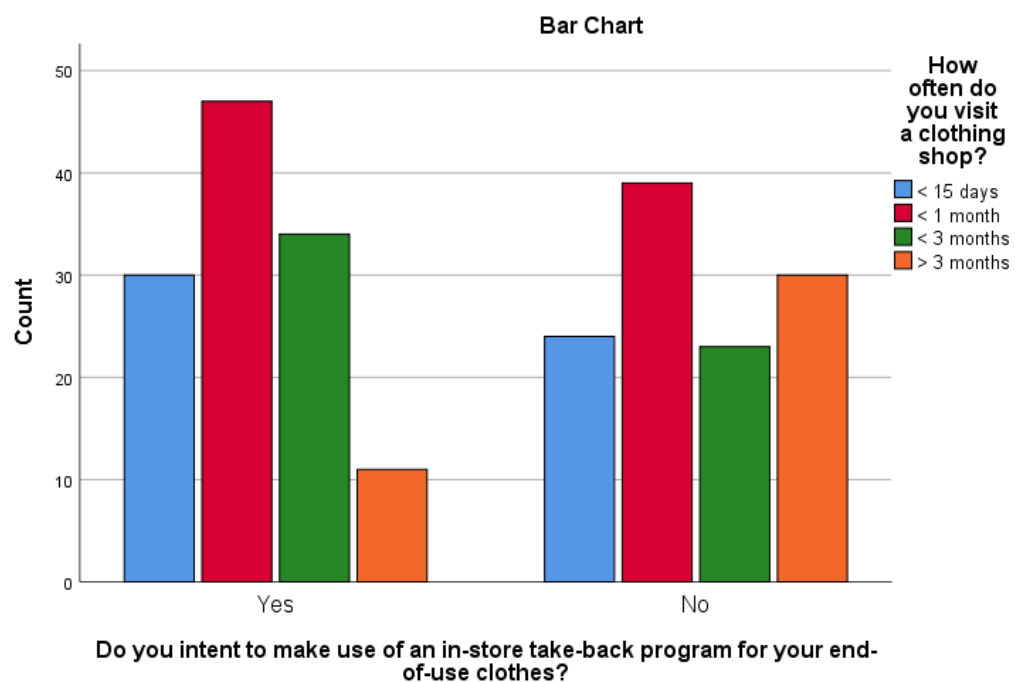
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.195 ^a	3	.007
Likelihood Ratio	12.549	3	.006
Linear-by-Linear Association	5.030	1	.025
N of Valid Cases	238		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.98.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.226	.007
	Cramer's V	.226	.007
N of Valid Cases		238	



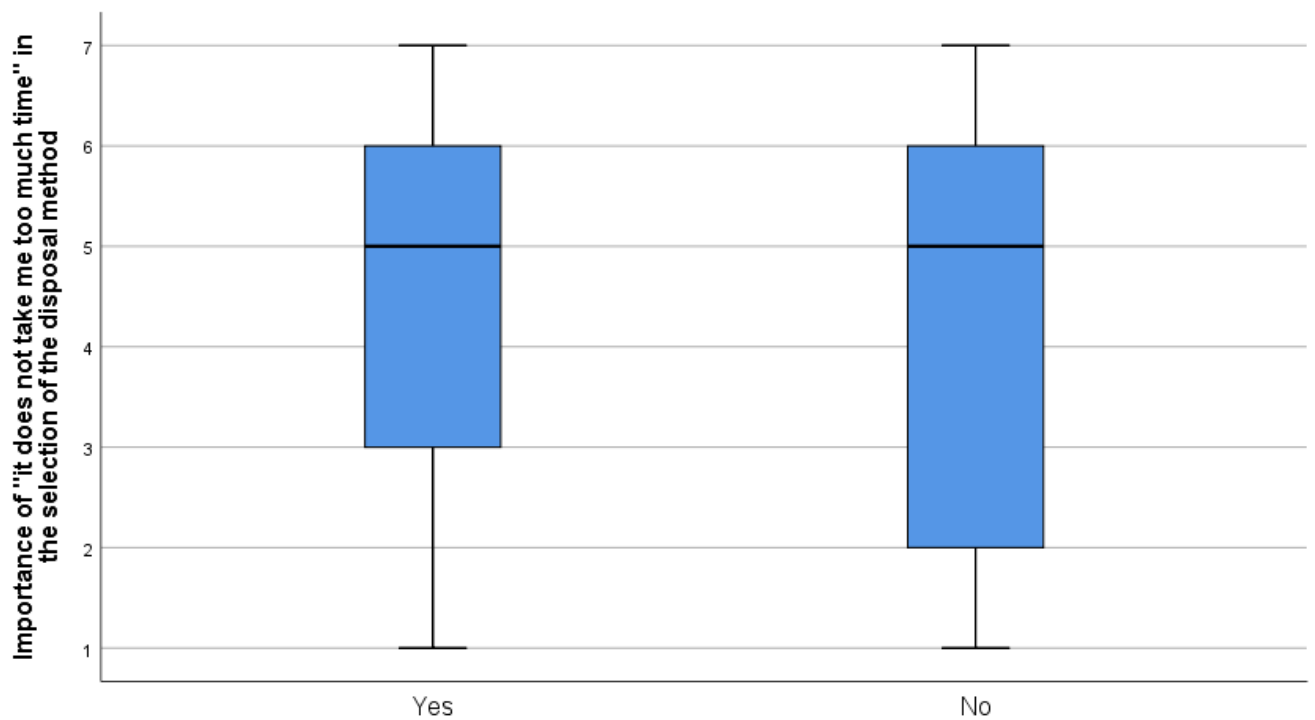
2. Variable 'time'

Group Statistics

Do you intent to make use of an in-store take-back program for your end-of-use clothes?		N	Mean	Std. Deviation	Std. Error Mean
Importance of "it does not take me too much time" in the selection of the disposal method	Yes	122	4.33	2.106	.191
	No	116	4.15	2.274	.211

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Importance of "it does not take me too much time" in the selection of the disposal method	Equal variances assumed	2.251	.135	.639	236	.524	.181	.284	-.378	.741
	Equal variances not assumed			.637	232.269	.525	.181	.284	-.379	.742



Do you intent to make use of an in-store take-back program for your end-of-use clothes?

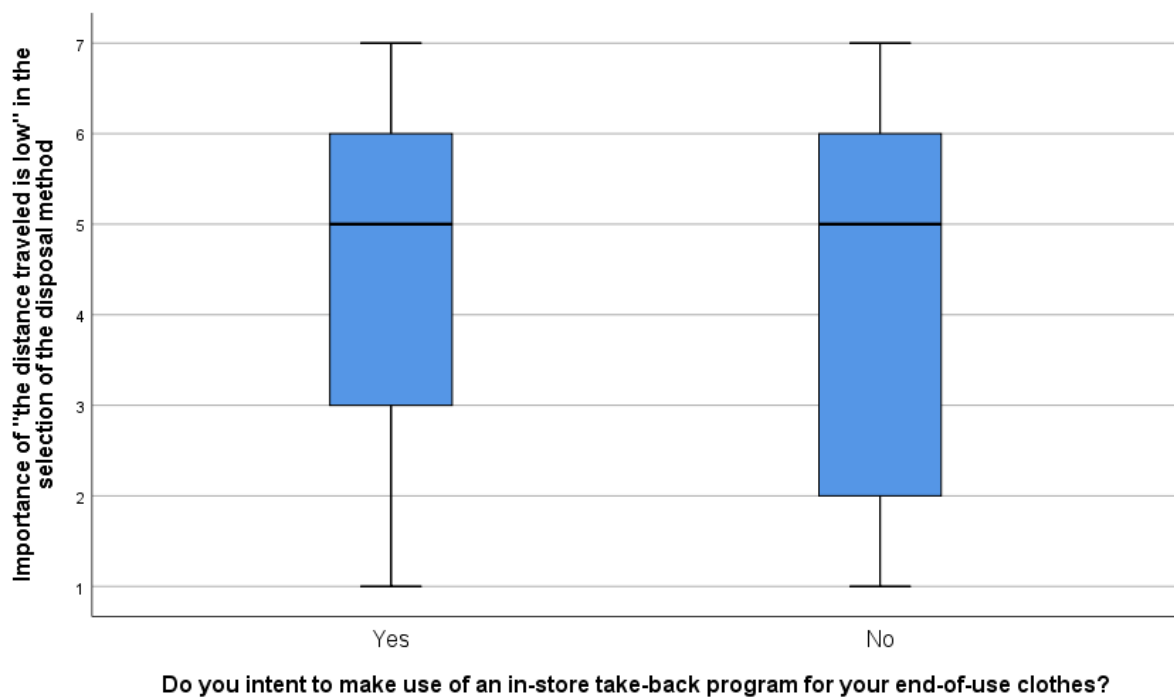
3. Variable 'distance'

Group Statistics

Do you intent to make use of an in-store take-back program for your end-of-use clothes?		N	Mean	Std. Deviation	Std. Error Mean
Importance of "the distance traveled is low" in the selection of the disposal method	Yes	122	4.47	2.046	.185
	No	116	4.22	2.227	.207

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Importance of "the distance traveled is low" in the selection of the disposal method	Equal variances assumed	3.765	.054	.878	236	.381	.243	.277	-.303	.789
		Equal variances not assumed			.876	231.775	.382	.243	.278	-.304



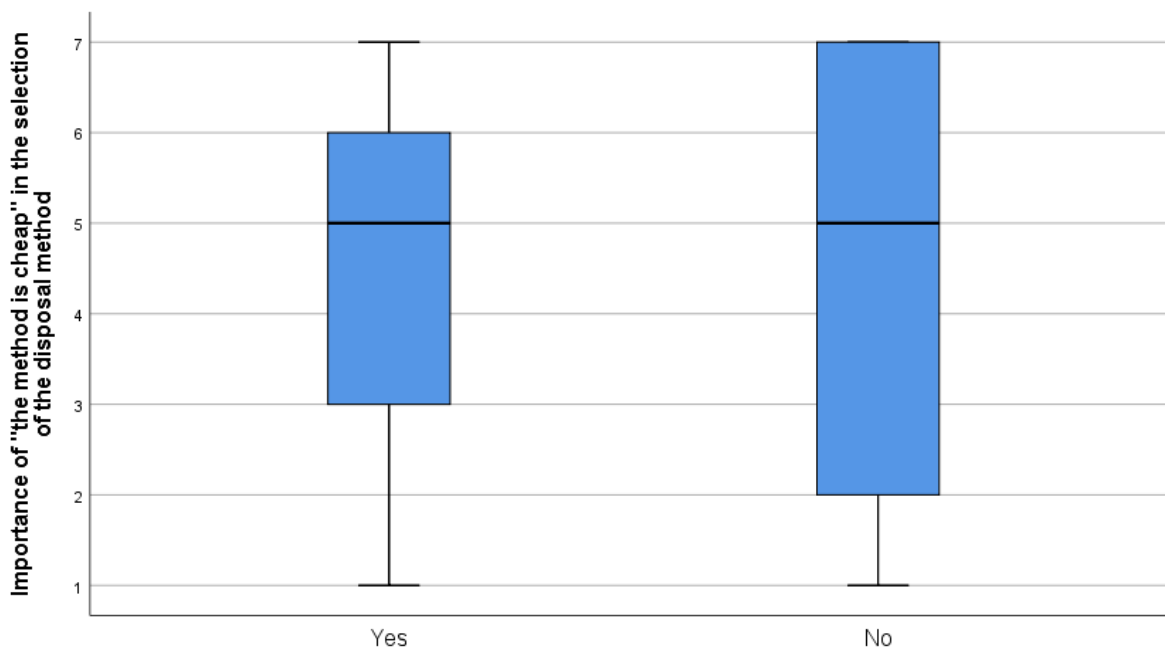
4. Variable 'cost'

Group Statistics

		Do you intent to make use of an in-store take-back program for your end-of-use clothes?	N	Mean	Std. Deviation	Std. Error Mean
Importance of "the method is cheap" in the selection of the disposal method	Yes		122	4.59	2.127	.193
	No		116	4.40	2.417	.224

Independent Samples Test

		Levene's Test for Equality of Variances		t-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Importance of "the method is cheap" in the selection of the disposal method	Equal variances assumed	7.748	.006	.657	236	.512	.194	.295	-.387	.774
	Equal variances not assumed			.655	228.815	.513	.194	.296	-.389	.776



Do you intent to make use of an in-store take-back program for your end-of-use clothes?

Appendix 12 – Descriptive statistics: Reasons of non-intention to make use of a take-back program

		Statistics						
		Do not go to shop enough	Problem of proximity	Prefer other methods	Financial incentive to low	Too much effort	Not environmentally-friendly enough	Prefer charity
N	Valid	49	36	61	10	4	18	56
	Missing	67	80	55	106	112	98	60

1. Respondent who “do not go to shop enough” to participate - Frequency

Statistics^a

How often do you visit a clothing

N	Valid	49
	Missing	0

a. Do not go to shop enough = 1

How often do you visit a clothing shop?^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 15 days	2	4.1	4.1	4.1
	< 1 month	11	22.4	22.4	26.5
	< 3 months	16	32.7	32.7	59.2
	> 3 months	20	40.8	40.8	100.0
	Total	49	100.0	100.0	

a. Do not go to shop enough = 1

2. Respondent who “do not go to shop enough” to participate – Problem of proximity

Statistics

Problem of proximity

N	Valid	49
	Missing	0

Problem of proximity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not reported	30	61,2	61,2	61,2
	Reported	19	38,8	38,8	100,0
	Total	49	100,0	100,0	

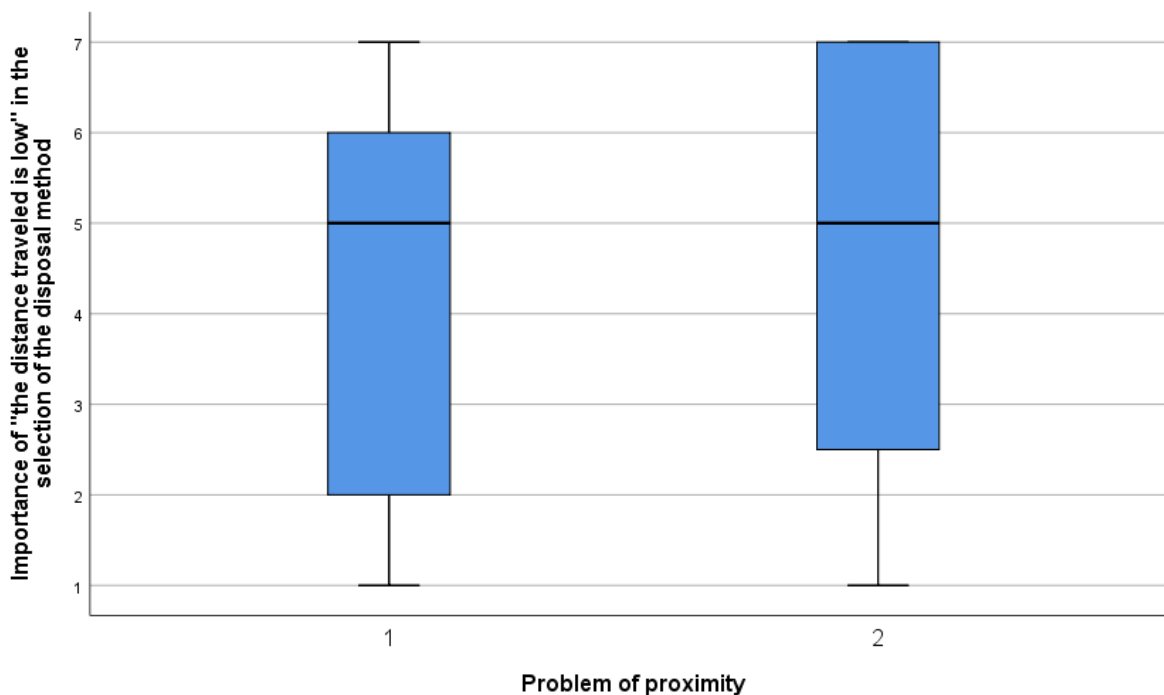
3. Respondent who report a problem of proximity – difference in mean

Group Statistics

	Problem of proximity	N	Mean	Std. Deviation	Std. Error Mean
Importance of "the distance traveled is low" in the selection of the disposal method	1	80	4,03	2,158	,241
	2	36	4,67	2,342	,390

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Importance of "the distance traveled is low" in the selection of the disposal method	Equal variances assumed	,124	,726	-1,443	114	,152	-,642	,445	-1,523	,239
	Equal variances not assumed			-1,398	62,793	,167	-,642	,459	-1,559	,275



Appendix 13 – Descriptive statistics: Motivation to make use of a take-back program assessed on a 7-point Likert scale

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of the financial incentive offered by the brand (voucher, etc.)	122	1	7	4.87	1.876
Importance of the frequency of visit in a clothing shop	122	1	7	4.00	1.885
Importance of the textile-to-textile recycling	122	1	7	5.34	1.515
Importance of the extended producer responsibility	122	1	7	5.30	1.655
Importance of the attachment toward the brand that proposes the program	122	1	7	4.61	1.723
Importance of the environmental aspect of the method	122	1	7	5.61	1.463
Valid N (listwise)	122				

Appendix 14 – Descriptive statistics: Environment

1. General recycling behavior

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you sort your household waste (plastic, carton,...)? * Do you intent to make use of an in-store take-back program for your end-of-use clothes?	238	100.0%	0	0.0%	238	100.0%

Do you sort your household waste (plastic, carton,...)? * Do you intent to make use of an in-store take-back program for your end-of-use clothes?
Crosstabulation

Count

		Do you intent to make use of an in-store take-back program for your end-of-use clothes?		Total
		Yes	No	
Do you sort your household waste (plastic, carton,...)?	Yes - voluntary	98	78	176
	Yes - Compulsory	23	33	56
	No	1	5	6
Total		122	116	238

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Phi	.166			.037
	Cramer's V	.166			.037
Interval by Interval	Pearson's R	.164	.061	2.558	.011 ^c
Ordinal by Ordinal	Spearman Correlation	.155	.063	2.410	.017 ^c
N of Valid Cases		238			

a. Not assuming the null hypothesis.

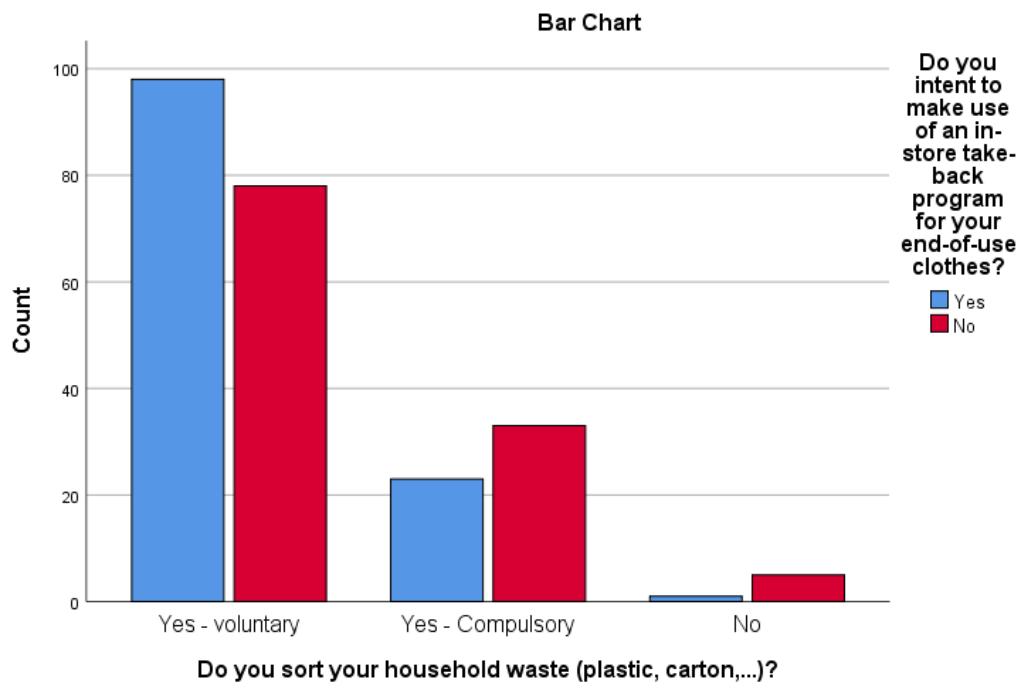
b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.578 ^a	2	.037
Likelihood Ratio	6.833	2	.033
Linear-by-Linear Association	6.394	1	.011
N of Valid Cases	238		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.92.



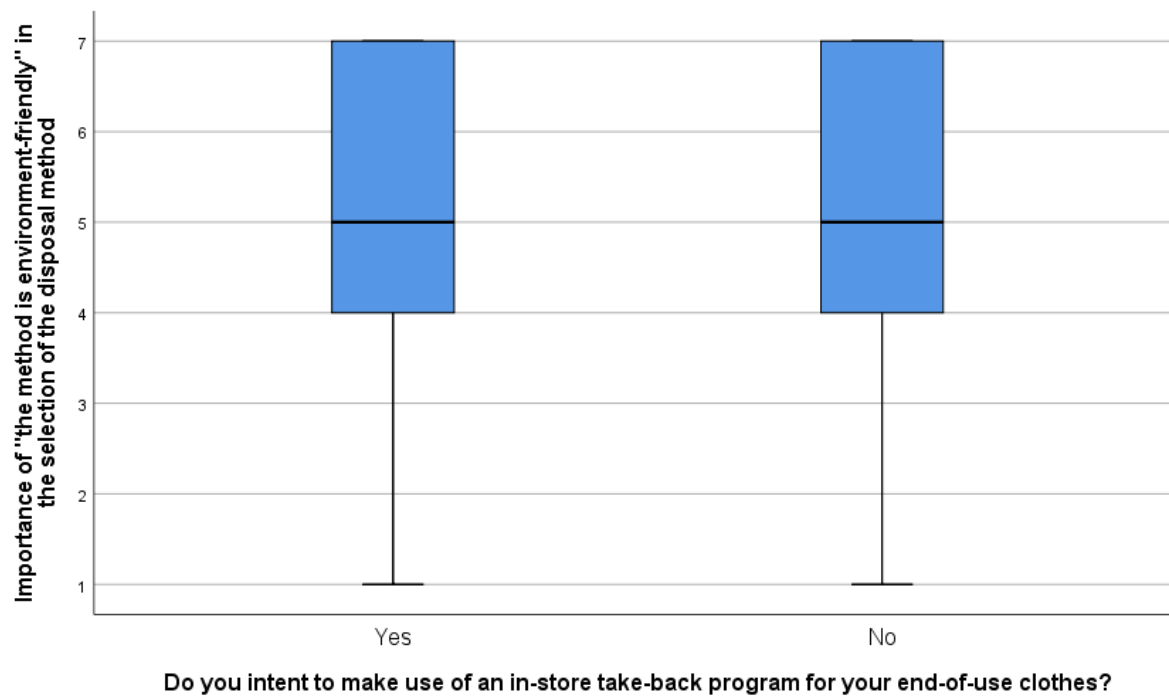
2. Variable 'environment'

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Importance of "the method is environment-friendly" in the selection of the disposal method	Do you intent to make use of an in-store take-back program for your end-of-use clothes? Yes	122	5.10	1.779	.161
	No	116	4.91	1.991	.185

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Importance of "the method is environment-friendly" in the selection of the disposal method	Equal variances assumed	1.481	.225	.790	236	.430	.193	.244	-.288	.675
	Equal variances not assumed			.788	229.916	.432	.193	.245	-.290	.676



Appendix 15 – Descriptive statistics: Importance of factors in the selection of a disposal method, rated on a 7-point Likert scale

1. Whole sample

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Importance of "it does not take me too much time" in the selection of the disposal method	238	1	7	4.24	2.187
Importance of "the distance traveled is low" in the selection of the disposal method	238	1	7	4.35	2.135
Importance of "the method is cheap" in the selection of the disposal method	238	1	7	4.50	2.270
Importance of "it allows me to earn some money" in the selection of the disposal method	238	1	7	2.72	2.004
Importance of "the method is environment-friendly" in the selection of the disposal method	238	1	7	5.00	1.884
Importance of "it helps a good cause" in the selection of the disposal method	238	1	7	5.61	1.719
Importance of "it can make a friend or a relative happy" in the selection of the disposal method	238	1	7	5.09	2.076
Importance of "the clothes know a second life" in the selection of the disposal method	238	1	7	4.90	2.090
Valid N (listwise)	238				

2. Positive intention group

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of "it does not take me too much time" in the selection of the disposal method	122	1	7	4.33	2.106
Importance of "the distance traveled is low" in the selection of the disposal method	122	1	7	4.47	2.046
Importance of "the method is cheap" in the selection of the disposal method	122	1	7	4.59	2.127
Importance of "it allows me to earn some money" in the selection of the disposal method	122	1	7	2.98	2.004
Importance of "the method is environment-friendly" in the selection of the disposal method	122	1	7	5.10	1.779
Importance of "it helps a good cause" in the selection of the disposal method	122	1	7	5.61	1.609
Importance of "it can make a friend or a relative happy" in the selection of the disposal method	122	1	7	5.16	1.926
Importance of "the clothes know a second life" in the selection of the disposal method	122	1	7	4.97	1.962
Valid N (listwise)	122				

3. Non-intention group

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of "it does not take me too much time" in the selection of the disposal method	116	1	7	4.15	2.274
Importance of "the distance traveled is low" in the selection of the disposal method	116	1	7	4.22	2.227
Importance of "the method is cheap" in the selection of the disposal method	116	1	7	4.40	2.417
Importance of "it allows me to earn some money" in the selection of the disposal method	116	1	7	2.44	1.975
Importance of "the method is environment-friendly" in the selection of the disposal method	116	1	7	4.91	1.991
Importance of "it helps a good cause" in the selection of the disposal method	116	1	7	5.61	1.836
Importance of "it can make a friend or a relative happy" in the selection of the disposal method	116	1	7	5.01	2.228
Importance of "the clothes know a second life" in the selection of the disposal method	116	1	7	4.83	2.223
Valid N (listwise)	116				

Appendix 16 – Descriptive statistics: Intention to participate of ‘eco-conscious’ respondents

Statistics

Do you intent to make use of an

N	Valid	91
	Missing	0

Do you intent to make use of an in-store take-back program for your end-of-use clothes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	57.1	57.1	57.1
	No	39	42.9	42.9	100.0
	Total	91	100.0	100.0	

Appendix 17 – Descriptive statistics: ‘Eco-conscious’ respondents with a non-intention to participate

1. Reasons given for their non-intention

Statistics

		Do not go to shop enough	Problem of proximity	Prefer other methods	Financial incentive to low	Too much effort	Not environmentally-friendly enough	Prefer charity
N	Valid	17	18	20	2	0	8	23
	Missing	22	21	19	37	39	31	16

2. Other reasons given by ‘eco-conscious’ consumers who report a problem of proximity

Statistics

		Do not go to shop enough	Problem of proximity	Prefer other methods	Financial incentive to low	Too much effort	Not environmentally-friendly enough	Prefer charity
N	Valid	17	8	8	0	0	4	10
	Missing	0	9	9	17	17	13	7

Appendix 18 – Descriptive statistics: Compensation requested as reward for the participation

1. All the respondents with a positive intention

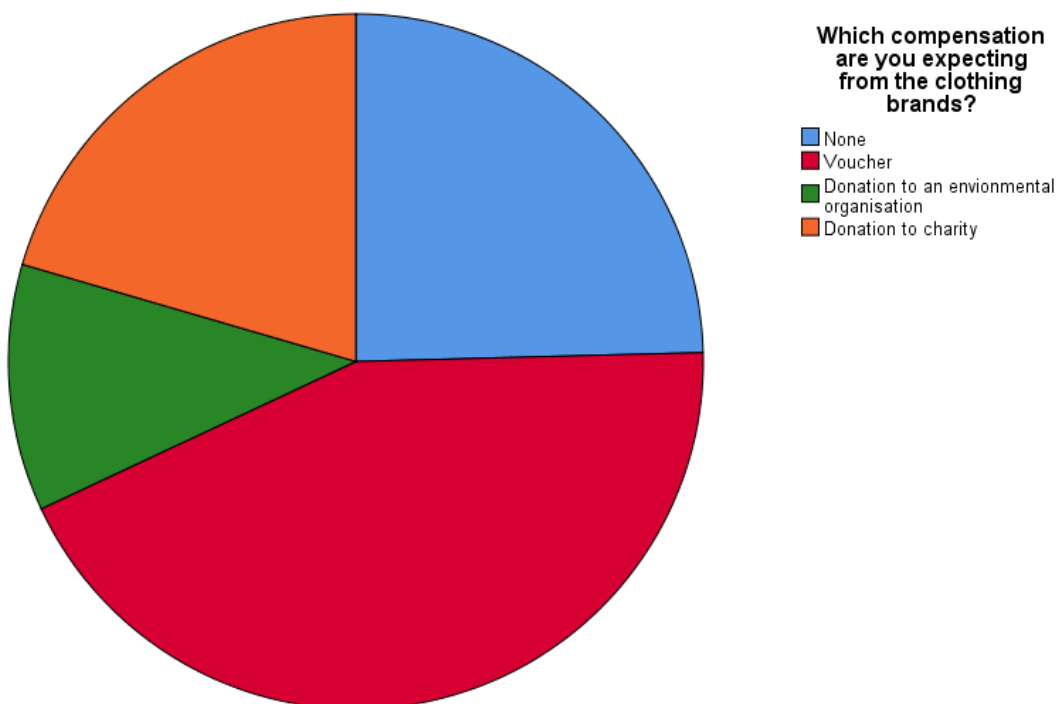
Statistics

Which compensation are you expecting

N	Valid	122
	Missing	0

Which compensation are you expecting from the clothing brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	30	24.6	24.6	24.6
	Voucher	53	43.4	43.4	68.0
	Donation to an environmental organisation	14	11.5	11.5	79.5
	Donation to charity	25	20.5	20.5	100.0
	Total	122	100.0	100.0	



2. Respondents who have already used a take-back program

Statistics

Which compensation are you expecting

N	Valid	29
	Missing	0

Which compensation are you expecting from the clothing brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	11	37.9	37.9	37.9
	Voucher	14	48.3	48.3	86.2
	Donation to an environmental organisation	2	6.9	6.9	93.1
	Donation to charity	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

Appendix 19 – Descriptive statistics: Method used to dispose end-of-used clothes - number of times named

1. Whole sample

How do you dispose clothes that you do not want to keep anymore?

		With my household waste	Giving to friends or family	Resell them	Take-back program	In a collection bin	Giving to charity
N	Valid	8	137	59	19	166	88
	Missing	230	101	179	219	72	150

2. Respondents with a non-intention

Statistics

		With my household waste	Giving to friends or family	Resell them	Take-back program	In a collection bin	Giving to charity
N	Valid	1	63	23	7	75	36
	Missing	115	53	93	109	41	80

Appendix 20 – Descriptive statistics: Other reasons of non-intention by respondents who already expressed the non-intention due to the absence of charity-related aspect.

		Statistics						
		Do not go to shop enough	Problem of proximity	Prefer other methods	Financial incentive to low	Too much effort	Not environmentally-friendly enough	Prefer charity
N	Valid	24	19	31	2	0	8	57
	Missing	33	38	26	55	57	49	0

Appendix 21 – Descriptive statistics: Choice between charity and brand in equal condition and convenience

1. Whole sample

Statistics

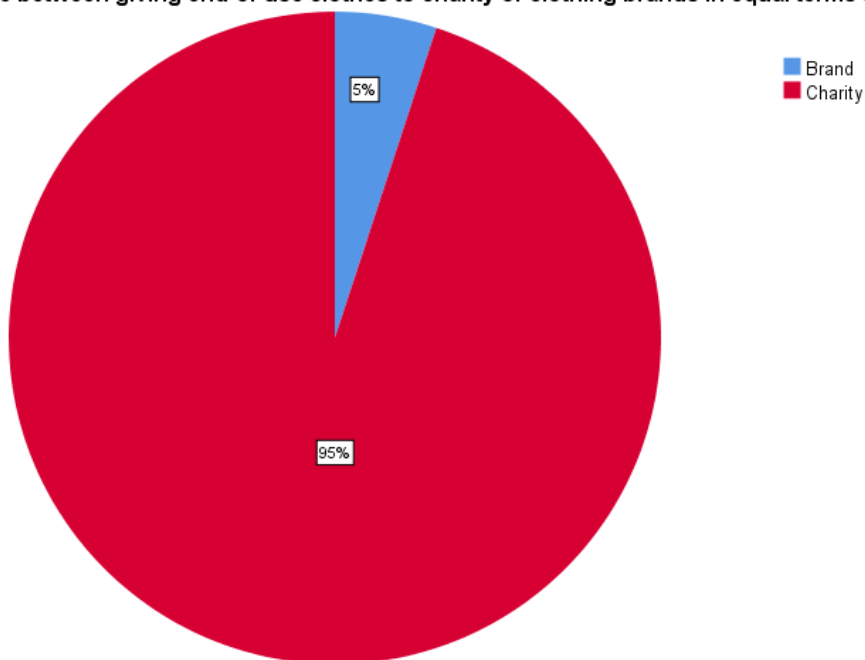
You have in front of you two boxes

N	Valid	238
	Missing	0

You have in front of you two boxes - one for charity and one for your favorite apparel brand - to who would you give your old jeans?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	12	5.0	5.0	5.0
	Charity	226	95.0	95.0	100.0
	Total	238	100.0	100.0	

Choice between giving end-of-use clothes to charity or clothing brands in equal terms and conditions



2. Respondents with a positive intention

You have in front of you two boxes - one for charity and one for your favorite apparel brand - to whom would you give your old jeans?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	8	6.6	6.6	6.6
	Charity	114	93.4	93.4	100.0
	Total	122	100.0	100.0	

3. Respondents with a non-intention

You have in front of you two boxes - one for charity and one for your favorite apparel brand - to whom would you give your old jeans?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	4	3.4	3.4	3.4
	Charity	112	96.6	96.6	100.0
	Total	116	100.0	100.0	

4. Reason of non-intention to participate while choice for brand in equal condition

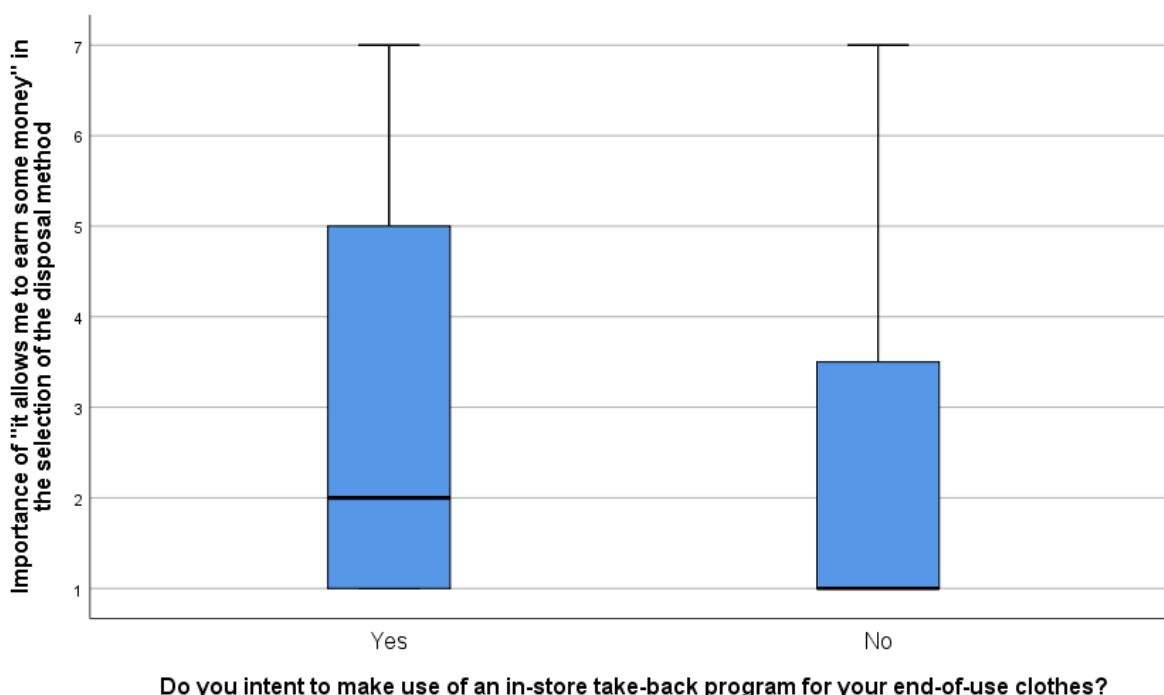
		Statistics						
		Do not go to shop enough	Problem of proximity	Prefer other methods	Financial incentive to low	Too much effort	Not environmentally-friendly enough	Prefer charity
N	Valid	1	1	1	3	0	0	0
	Missing	3	3	3	1	4	4	4

Appendix 22 – Descriptive statistics: Financial factor

1. Variable ‘earning money’

		Group Statistics				
		Do you intent to make use of an in-store take-back program for your end-of-use clothes?	N	Mean	Std. Deviation	Std. Error Mean
Importance of "it allows me to earn some money" in the selection of the disposal method	Yes		122	2.98	2.004	.181
	No		116	2.44	1.975	.183

		Independent Samples Test								
		Levene's Test for Equality of Variances			t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Importance of "it allows me to earn some money" in the selection of the disposal method	Equal variances assumed	.320	.572	2.108	236	.036	.544	.258	.036	1.052
	Equal variances not assumed			2.109	235.694	.036	.544	.258	.036	1.052



Appendix 23 – Descriptive statistics: Respondents who report to resell their end-of-use clothes

1. Importance of factors in the selection of a disposal method, rated on a 7-point Likert scale

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Importance of "it allows me to earn some money" in the selection of the disposal method	59	1	7	4.17	2.052
Importance of "it does not take me too much time" in the selection of the disposal method	59	1	7	4.22	2.166
Importance of "the distance traveled is low" in the selection of the disposal method	59	1	7	4.34	2.114
Importance of "the method is cheap" in the selection of the disposal method	59	1	7	4.56	2.062
Importance of "the method is environment-friendly" in the selection of the disposal method	59	1	7	4.80	1.846
Importance of "it helps a good cause" in the selection of the disposal method	59	1	7	5.44	1.735
Importance of "it can make a friend or a relative happy" in the selection of the disposal method	59	1	7	5.17	1.821
Importance of "the clothes know a second life" in the selection of the disposal method	59	1	7	4.56	2.070
Valid N (listwise)	59				

2. Intention of participation

Statistics

Do you intent to make use of an

N	Valid	59
	Missing	0

Do you intent to make use of an in-store take-back program for your end-of-use clothes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	61.0	61.0	61.0
	No	23	39.0	39.0	100.0
	Total	59	100.0	100.0	

Appendix 24 – Descriptive statistics: People who would change their mind in exchange for a voucher**Statistics**

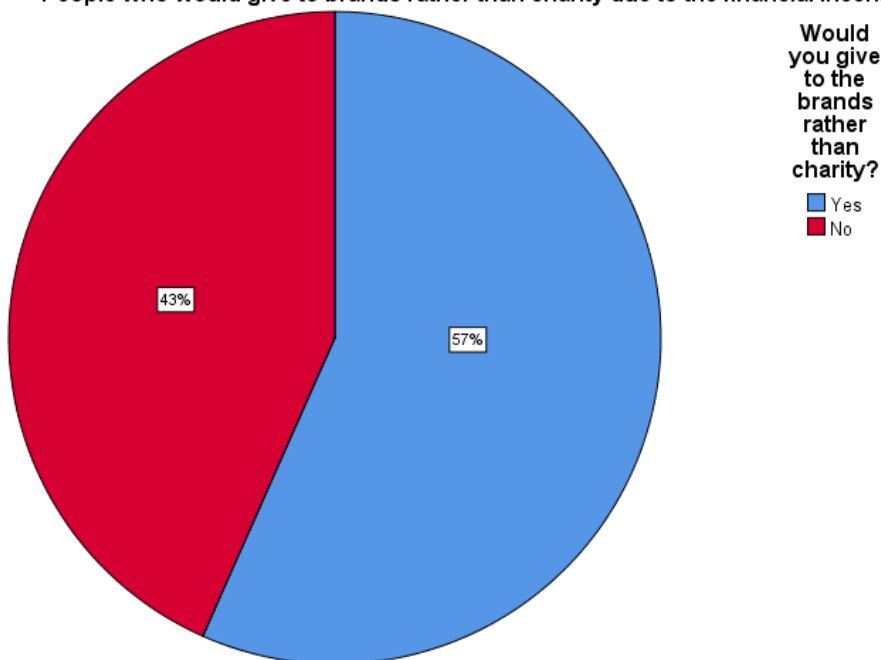
Does a voucher from the clothing

N	Valid	226
	Missing	0

Does a voucher from the clothing shop would make you change your mind?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	128	56.6	56.6	56.6
	No	98	43.4	43.4	100.0
	Total	226	100.0	100.0	

People who would give to brands rather than charity due to the financial incentive



Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Does a voucher from the clothing shop would make you change your mind? * Do you intent to make use of an in-store take-back program for your end-of-use clothes?	226	100.0%	0	0.0%	226	100.0%

Does a voucher from the clothing shop would make you change your mind? * Do you intent to make use of an in-store take-back program for your end-of-use clothes? Crosstabulation

Count

		Do you intent to make use of an in-store take-back program for your end-of-use clothes?		Total
		Yes	No	
Does a voucher from the clothing shop would make you change your mind?	Yes	68	60	128
	No	46	52	98
Total		114	112	226

Appendix 25 – Descriptive statistics: Importance of the financial incentive, rated on a 7-point Likert scale...

1. ... for the respondents with a positive intention who choose for a voucher as a reward

Statistics

Importance of the financial incen

N	Valid	53
	Missing	0

Importance of the financial incentive offered by the brand (voucher, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No influence	2	3,8	3,8	3,8
	2	1	1,9	1,9	5,7
	3	2	3,8	3,8	9,4
	4	5	9,4	9,4	18,9
	5	12	22,6	22,6	41,5
	6	17	32,1	32,1	73,6
	Maximum influence	14	26,4	26,4	100,0
	Total	53	100,0	100,0	

2. ... for the respondents with a positive intention who choose for another compensation than a voucher as a reward

Statistics

Importance of the financial incen

N	Valid	69
	Missing	0

Importance of the financial incentive offered by the brand (voucher, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No influence	9	13,0	13,0	13,0
	2	8	11,6	11,6	24,6
	3	4	5,8	5,8	30,4
	4	9	13,0	13,0	43,5
	5	15	21,7	21,7	65,2
	6	12	17,4	17,4	82,6
	Maximum influence	12	17,4	17,4	100,0
	Total	69	100,0	100,0	

Appendix 26 – Descriptive statistics: Compensation chosen by the respondents with a positive intention but who choose for charity in equal condition and stay on their position even with the proposition of a financial incentive.

Statistics

Which compensation are you exj

N	Valid	46
	Missing	0

Which compensation are you expecting from the clothing brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	15	32.6	32.6	32.6
	Voucher	14	30.4	30.4	63.0
	Donation to an environmental organisation	7	15.2	15.2	78.3
	Donation to charity	10	21.7	21.7	100.0
	Total	46	100.0	100.0	

Appendix 27 – Descriptive statistics: Minimum value requested for a voucher

Statistics

If the brand was offering a vouch

N	Valid	238
	Missing	0

If the brand was offering a voucher, starting from which value would you be satisfied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5% discount	35	14.7	14.7	14.7
	10% discount	65	27.3	27.3	42.0
	15% discount	35	14.7	14.7	56.7
	20% discount	50	21.0	21.0	77.7
	More than 20% discount	53	22.3	22.3	100.0
	Total	238	100.0	100.0	

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
If the brand was offering a voucher, starting from which value would you be satisfied? * Do you intent to make use of an in-store take-back program for your end-of-use clothes?	238	100.0%	0	0.0%	238	100.0%

If the brand was offering a voucher, starting from which value would you be satisfied? * Do you intent to make use of an in-store take-back program for your end-of-use clothes? Crosstabulation

Count

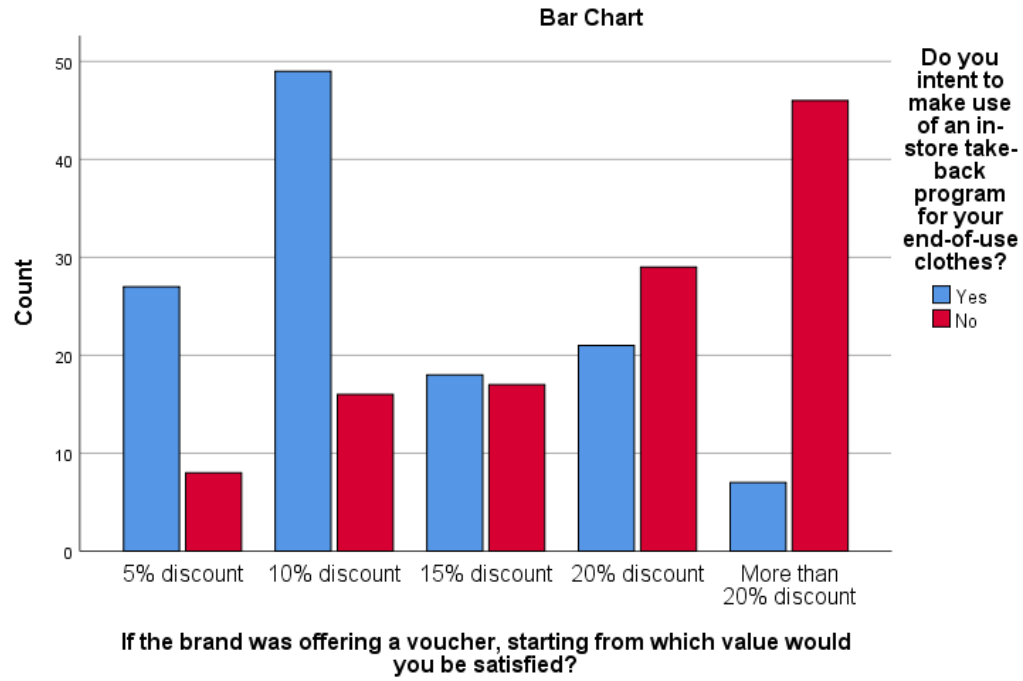
		Do you intent to make use of an in-store take-back program for your end-of-use clothes?		Total
		Yes	No	
If the brand was offering a voucher, starting from which value would you be satisfied?	5% discount	27	8	35
	10% discount	49	16	65
	15% discount	18	17	35
	20% discount	21	29	50
	More than 20% discount	7	46	53
Total		122	116	238

If the brand was offering a voucher, starting from which value would you be satisfied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5% discount	27	22.1	22.1	22.1
	10% discount	49	40.2	40.2	62.3
	15% discount	18	14.8	14.8	77.0
	20% discount	21	17.2	17.2	94.3
	More than 20% discount	7	5.7	5.7	100.0
	Total	122	100.0	100.0	

If the brand was offering a voucher, starting from which value would you be satisfied?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5% discount	8	6.9	6.9	6.9
	10% discount	16	13.8	13.8	20.7
	15% discount	17	14.7	14.7	35.3
	20% discount	29	25.0	25.0	60.3
	More than 20% discount	46	39.7	39.7	100.0
	Total	116	100.0	100.0	



Appendix 28 – Picture used at the question 4 as a visual representation of a collection bin

