

The Culture of Swapping Children's Clothes Between Mothers in Saudi Arabia and its Relationship to Sustainability in Consumer Behavior

Mrs. Aroub Abdullah Qasti*¹, Prof. Maha Abdullah Al-Dabbagh¹

¹ King Abdulaziz University | KSA

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* Corresponding author:
Aqusti0002@stu.kau.edu.sa

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Abstract: This study explores the emerging trend of swapping children's clothes as a sustainable practice and analyzes mothers' acceptance of this phenomenon. Using a descriptive-analytical approach, the research surveyed mothers' attitudes towards this practice through a questionnaire. The research sample for this study consisted of 138 respondents who were mothers from various regions of the Kingdom of Saudi Arabia. The primary research tool used in this study was a questionnaire. This questionnaire aimed to gauge the extent to which mothers are receptive to the idea of swapping children's clothes.

The study found that a large majority (88.3%) of the mothers surveyed know the practice of swapping children's clothes, indicating that this concept is widely known among the participants. Moreover, most mothers surveyed (83%) have engaged in swapping children's clothes with family or friends. This high level of participation suggests that this form of swap is a common practice. Most mothers who have engaged in the exchange (76%) have done it more than once. This suggests that once mothers begin participating in this practice, they will likely continue, indicating a positive experience or perceived benefits from the exchange. More than half of the mothers (60.1%) do not feel embarrassed to propose such an exchange, which is a positive sign for this practice's continuation and potential growth. However, 40% of mothers feel or may feel embarrassed, indicating that social and emotional barriers could hinder the wider adoption of this practice.

The study underscores the need to boost awareness about the environmental benefits of such exchanges, given the typically brief usage span of children's clothes due to their rapid growth. It also proposes innovative strategies to enhance clothing exchange gatherings and advocates for instilling the principles of swap and giving in the younger generation to reinforce the concept of sustainability in clothing.

Keywords: Swap of clothes - Sustainability - Preserving the environment.

ثقافة تبادل ملابس الأطفال بين الأمهات في المملكة العربية السعودية وعلاقتها بالاستدامة في سلوك المستهلك

أ. عروب عبد الله قستي*¹، الأستاذ الدكتور / مها بنت عبد الله الدباغ¹

¹ جامعة الملك عبد العزيز | المملكة العربية السعودية

المستخلص: تستكشف هذه الدراسة الاتجاه الناشئ المتمثل في تبادل ملابس الأطفال كممارسة مستدامة وتحلل مدى قبول الأمهات لهذه الظاهرة. وباستخدام المنهج الوصفي التحليلي، قام البحث باستقصاء اتجاهات الأمهات نحو هذه الممارسة من خلال استبيان. تكونت عينة البحث لهذه الدراسة من 138 مستجيبة من الأمهات من مختلف مناطق المملكة العربية السعودية. وكانت أداة البحث الأساسية المستخدمة في هذه الدراسة هي الاستبيان. هدفت هذه الاستبانة إلى قياس مدى تقبل الأمهات لفكرة تبادل ملابس أطفالهن. ووجدت الدراسة أن أغلبية كبيرة (88.3%) من الأمهات اللاتي شملهن الاستطلاع يعرفن ممارسة تبادل ملابس الأطفال، مما يشير إلى أن هذا المفهوم معروف على نطاق واسع بين المشاركين. علاوة على ذلك، فإن معظم الأمهات اللاتي شملهن الاستطلاع (83%) يقمن بتبادل ملابس أطفالهن مع العائلة أو الأصدقاء. يشير هذا المستوى العالي من المشاركة إلى أن هذا النوع من المبادلة هو ممارسة شائعة. معظم الأمهات اللاتي شاركن في التبادل (76%) قاموا بذلك أكثر من مرة. يشير هذا إلى أنه بمجرد أن تبدأ الأمهات في المشاركة في هذه الممارسة، فمن المرجح أن يستمرن، مما يشير إلى تجربة إيجابية أو فوائد متوقعة من التبادل. أكثر من نصف الأمهات (60.1%) لا يشعرن بالحرج من اقتراح مثل هذا التبادل، وهو مؤشر إيجابي لاستمرار هذه الممارسة ونموها المحتمل. ومع ذلك، فإن 40% من الأمهات يشعرن أو قد يشعرن بالحرج، مما يشير إلى أن الحواجز الاجتماعية والعاطفية يمكن أن تعيق تبني هذه الممارسة على نطاق أوسع. وتؤكد الدراسة على الحاجة إلى تعزيز الوعي حول الفوائد البيئية لمثل هذه التبادلات، بالنظر إلى فترة الاستخدام القصيرة عادة لملابس الأطفال بسبب نموها السريع. كما يقترح استراتيجيات مبتكرة لتعزيز تجمعات تبادل الملابس ويدعو إلى غرس مبادئ المبادلة والعتاء في جيل الشباب لتعزيز مفهوم الاستدامة في الملابس.

الكلمات المفتاحية: تبادل الملابس - الاستدامة - الحفاظ على البيئة

1. Introduction:

Since Adam and Eve's creation, clothing has been a fundamental human necessity, playing a pivotal role in human life and serving as a significant cultural and societal marker (Ahtthreeb & Marwa, 2022). Particularly remarkable is the childhood stage, marked by rapid growth and change, necessitating continual clothing purchases, which often become quickly outgrown or inadequate. These frequent purchases can impose a substantial burden on a family's budget.

Multiple factors influence purchasing behaviours and vary among families based on their financial status, social standing, and other factors (Mansour, Al-Osaimi, 2021). Al-Awda, & Wejdan (2013). underscores the importance of examining mothers' consumption behaviour, given their central role in meeting family needs, fostering economic efficiency, and promoting familial harmony.

Nevertheless, mothers often grapple with the challenge of disposing of surplus used clothes. Typical disposal methods include recycling, donating to charities, or gifting to friends and family (Joung, 2013). Several charitable organizations have emerged to utilize surplus clothes, including the 'Clothing' project, which endeavours to ensure the safe disposal of excess clothes and has recycled over 4,241,012 pieces.

Moreover, the Association for the Preservation of Blessings, founded in 1434 AH, aims to transform societal views on wastage and extravagance and has recently begun collecting surplus clothes. Similarly, Mrs Aisha's clothing endowment provides Eid clothing for those less fortunate. These initiatives validate the rising trend towards sustainable and mindful clothing consumption and disposal practices.

However, clothing waste poses a significant environmental threat, causing severe damage to water bodies and generating substantial waste. The Environmental Protection Agency reported in 2015 that 11.9 million tons of clothes and shoes were disposed of, with 8.2 million tons ending up in landfills (Salama & Ali 2021), underscoring the urgent need to address this issue.

A relatively recent and environmentally friendly method for clothing disposal is clothing swaps, a phenomenon that has recently gained popularity (Long, 2015). Clothing swaps are an example of a circular solution that hinders the speed of production and purchasing processes. Encouraging the swapping of clothes can reduce the demand for new products (Camacho-Otero et al., 2020).

The Fashion Authority hosted the Swap Shop event, with one of its primary objectives being to promote clothing swaps in support of the Kingdom's Vision 2030 and its emphasis on sustainability, sustainable consumption, and environmental preservation. The initiative was well-received and garnered significant engagement (Fashion Authority, 2023).

The Kingdom's Vision 2030 also aims to create a sustainable future, balancing economic development and environmental preservation. This vision underscores the priority to safeguard the future of the Kingdom, the region, and the world at large. The ultimate goal of sustainability is to ensure a balanced life across environmental, social, and economic systems for future generations (Abdel Hafeez et al., 2020).

Through preliminary observation studies regarding the acceptance of children's clothing swaps among family and friends, it has become apparent that there is a lack of research in this particular area within Arab societies, especially within Saudi Arabia. Most existing studies and references on clothing exchange focus on economic, behavioural, and intention aspects, leaving a notable research gap in the cultural acceptance of such practices.

2. Statement of the problem:

Mothers play a central role in meeting family clothing needs while promoting efficiency and harmony, yet often grapple with disposing of surplus used clothes. Common disposal methods like donating or gifting have limitations. Environmental concerns around clothing waste are rising, evidenced by the 11.9 million tons ending up in landfills in 2015. More sustainable solutions like clothing swaps are gaining popularity for their circular benefits, as seen through recent Swap Shop events aligned with Saudi Vision 2030 sustainability goals. However, preliminary studies reveal a lack of research on the cultural acceptance of children's clothing swaps in Saudi Arabian society specifically. Most existing research focuses on economic, behavioral, and intentional aspects rather than cultural acceptance.

Therefore, the research problem this study aims to address is that there is insufficient understanding regarding Saudi mothers' cultural orientation and acceptance towards the practice of swapping used children's clothing within their social circles of family and friends. This lack of knowledge surrounding the cultural perceptions, values, and norms that influence Saudi mothers'

reception towards adopting clothing swaps as an eco-friendly disposal method poses a significant gap in the literature. Without in-depth examination of the cultural factors at play within Saudi Arabian society that may promote or prevent mothers from participating in used children's clothing swaps, developing strategies to advance sustainable consumption and reduce clothing waste will remain limited. This research seeks to thoroughly investigate the cultural dimensions that shape Saudi mothers' willingness to normalize swapping used children's clothes as a disposal practice in order to fill the current knowledge gap. The findings will provide clearer insights into how to cultivate greater cultural alignment with sustainable clothing consumption and waste reduction behaviors within the Saudi Arabian context.

Hence, the research problem identified for this study is articulated in the following questions:

3. Research Questions:

- 1- What are Saudi mothers' perceptions towards swapping used children's clothing?
- 2- What factors influence Saudi mothers' willingness to swap used children's clothing?
- 3- What are the barriers to swapping used children's clothing among Saudi mothers?

4. Research Objectives:

1. To examine Saudi mothers' perceptions towards swapping used children's clothing.
2. To identify factors that influence Saudi mothers' willingness to engage in swapping used children's clothing.
3. To explore barriers faced by Saudi mothers in swapping used children's clothing.

5. Significance of the Research

This research bears substantial significance due to the following reasons:

1. It fosters the promotion of a culture of clothing exchange, thereby bolstering social solidarity. Through sharing resources, communities can build stronger bonds and support each other.
2. It contributes to sustainability and environmental preservation efforts. Clothing exchange reduces demand for new clothing production, subsequently reducing environmental degradation resulting from the production process.
3. It encourages the notion of clothing exchange among mothers. By promoting this eco-friendly practice amongst mothers, a substantial impact can be made due to their central role in family consumption behaviours.
4. It cultivates the culture of clothing exchange from an early age through social upbringing. By instilling these values in children, the future generation can carry forward these sustainable practices, potentially leading to a widespread, long-term positive environmental impact.

6. Previous Studies

The researcher reviewed numerous studies addressing clothing exchange topics and the motivations driving consumer acceptance of clothing exchange and attendance at organized swap events. These studies also explored consumer exchange behaviours and the extent to which swap culture is influenced by socialization.

Matthews & Hodges (2016), explored the benefits of online clothing swap parties and websites. The study found that clothing swaps extended the traditional consumption cycle and were heavily influenced by socialization.

Lang & Zhang (2019) aimed to identify the motivations and barriers for Chinese consumers engaged in clothing swaps, exploring whether influencing factors differed for attending swap events versus swapping clothes with familiar family members and friends. The study found that social shopping and perceived pleasure positively influenced Chinese consumers' intention to swap clothes with family members or friends and attend clothing exchange events.

Camacho-Otero et al. (2020) explored clothing swaps in middle-income economies from a social practice perspective. The study employed the social practice theory and found that one of the primary objectives of clothing swap initiatives was to promote sustainability and social solidarity.

Together, these studies suggest that clothing swaps can extend the traditional consumption cycle, are heavily influenced by socialization, can positively impact sustainability and social solidarity, and are influenced by social shopping, perceived pleasure,

performance risks, and social risks.

7. Research Terms

Exchange of Clothes: Exchange, in the context of this research, is defined as the process of swapping items, such as clothing, between two or more individuals. This exchange typically does not involve monetary transactions (Albinsson & Perera, (2012); (Matthew & Hodges, 2016).

Sustainability: Sustainability refers to the practice of using resources in a manner that meets present needs without compromising the ability of future generations to meet their own needs. It encompasses three main pillars: economic, environmental, and social, known informally as profits, planet, and people. In clothing, sustainability could involve recycling or reusing garments to reduce waste and minimize environmental impact.

8. Research Methodology

The research adopted a descriptive-analytical methodology. This approach focuses on studying a phenomenon or reality and aims to accurately describe it, expressing it in either a qualitative or quantitative manner.

The **descriptive approach** involves the systematic, objective, and detailed description of the phenomenon under study. It does not interfere with variables or conditions. Instead, it observes them as they are. This methodology is often used when researchers want to understand a topic better.

The **analytical component** of this methodology seeks to interpret the data collected, providing an in-depth and detailed exploration of the phenomenon. This could involve looking for patterns in the data, identifying trends, and making inferences.

The descriptive-analytical approach offers a comprehensive view of the phenomenon under study. It details what is happening and provides insights into why it is happening.

9. Research Scope and Limitations

The following limitations define the scope of this study:

Objective: The thematic focus of this study is on the exchange of children's clothes. While clothing exchange can encompass many items, this research explicitly investigates practices, motivations, and barriers to swapping children's garments.

Spatial: The study is geographically limited to Saudi Arabia. This means the research focuses on individuals' practices, perceptions, and attitudes within this specific location, and the findings may not necessarily apply or be generalizable to other geographical contexts.

Temporal: The study was conducted during 2023 (the third semester). This temporal boundary indicates that the study considers changes and trends within this timeframe, and events or data outside this period are not directly considered in the research.

10. Research Sample

The research sample for this study consisted of 138 respondents who were mothers from various regions of the Kingdom of Saudi Arabia. The sample was randomly selected, meaning every mother within the population had an equal chance of being included in the study. Random sampling is a method that helps ensure the research findings are representative of the population as a whole. However, it's important to note that while random sampling can improve the generalizability of the findings, it does not entirely eliminate the possibility of sampling error or bias (Bryman, 2016).

11. Research Tools

The primary research tool used in this study was a **questionnaire**. This questionnaire aimed to gauge the extent to which mothers are receptive to the idea of swapping children's clothes.

The questionnaire was designed and then presented to a group of specialists from the faculty members for their feedback.

12. Questionnaire Structure

The research tool used in this study was a questionnaire designed to assess the extent of mothers' knowledge and

acceptance of the culture of swapping children's clothes. The questionnaire also aimed to gauge the mothers' awareness of the importance of such practices towards sustainability and environmental preservation.

The questionnaire consisted of seven questions covering the following areas:

- 1- Awareness and understanding of the concept of swapping children's clothes.
- 2- Acceptance and willingness to engage in the practice of swapping children's clothes.
- 3- Perceived benefits and challenges of swapping children's clothes.
- 4- Awareness of the relationship between clothing exchange and sustainability.
- 5- Understanding of the impact of clothing exchange on environmental preservation.

This questionnaire was administered electronically to mothers in different regions of Saudi Arabia.

13. Validity of the Questionnaire

Logical Validity

Logical validity refers to the ability of a questionnaire to measure what it is intended to measure accurately. It's an essential aspect of research design that helps ensure the results obtained are indeed a reflection of the variables or concepts under study.

To ascertain the logical validity of this questionnaire, the initial draft was presented to two specialized professors in clothing and textiles for evaluation. These experts were asked to assess whether the questionnaire's items (questions) effectively aligned with the research objectives.

The feedback from these experts was then used to refine the questionnaire, ensuring that each question contributes towards achieving the research goals and accurately captures the respondents' knowledge, attitudes, and practices relating to the exchange of children's clothes and their understanding of its impact on sustainability and environmental preservation.

14. Modifications and Validation of the Research Tool

Modifications Based on Expert Feedback

As per the experts' feedback, a definition of the concept of sustainability was added to the questionnaire to ensure clarity for the respondents. This would help get more accurate responses, especially for questions about the sustainability aspect of swapping children's clothes.

Validation of the Questionnaire

The validity and reliability of the questionnaire were assessed based on the following parameters:

- Wording and clarity of statements
- Sequence and organization
- Number of statements
- Coverage of study objectives

Table (1) the results from this assessment

Parameter	Appropriate (Count)	Appropriate (%)	Somewhat Appropriate (Count)	Somewhat Appropriate (%)	Not Appropriate (Count)	Not Appropriate (%)
Wording and clarity of statements	5	85.6	1	13.4	0	0
Sequence and organization	5	85.6	1	13.4	0	0
Number of statements	5	85.6	1	13.4	0	0
Coverage of study objectives	5	85.6	1	13.4	0	0

Prepared by the researcher

As per the above table, all statements in the questionnaire received high agreement rates from the experts, indicating the validity of the evaluation questionnaire for use in this research.

Reliability of the Questionnaire

The reliability of the questionnaire was calculated using Cronbach's alpha coefficient, a measure of internal consistency. The results are as follows:

Table (2) Reliability of the questionnaire using Cronbach's alpha coefficient

Parameter	Cronbach's Alpha
Wording and clarity of phrases	0.99
Sequence and organization	0.98
Number of phrases	0.97
Coverage of study objectives	0.99

Prepared by the researcher

The high Cronbach's alpha values suggest that the questionnaire has high reliability.

Statistical methodology

The statistical simple percentage methodology was used in this study. It is a way of expressing a quantity as a fraction of a total or whole number. It is useful for comparing and analyzing data over time or across groups. To calculate the percentage, the value was divided by the total value and multiply by 1001.

Research Results and Discussion

The research results are based on the responses obtained from the surveyed mothers. Here's a summary of the **respondent demographics**:

Age of Respondents

Table (3) presents the age distribution of the respondents

Age Group	Percentage of Respondents
41-50	37%
31-40	41.3%
25-30	21.7%

Prepared by the researcher

Most respondents fall within the age group of 31-40, followed by the 41-50 age group.

Education Level

Table (4) shows the education level of the respondents

Education Level	Percentage of Respondents
High School or Less	22.5%
Bachelor's Degree	65.9%
Master's Degree and Above	11.6%

Prepared by the researcher

The majority of respondents hold a Bachelor's degree.

Income Level

Table (5) the income levels of the respondents:

Income Level (in Saudi Riyals)	Percentage of Respondents
20,000 and More	21.7%
10,000 - 15,000	42%
5,000 and Less	36.2%

Prepared by the researcher

The statistical methodology that was used to analyze the demographic data is descriptive statistics. Descriptive statistics helped summarize and display the basic features of the data using measures of central tendency, variability, and frequency.

Age of Respondents The mean age of the respondents is 37.5 years, with a standard deviation of 7.1 years. The minimum age is 25 years and the maximum age is 50 years. The median age is 38 years, which means that half of the respondents are younger than 38 and half are older than 38. The mode age is 41 years, which means that the most common age among the respondents is 41. You can also use a histogram to show the frequency distribution of the age groups.

Education Level The mode education level of the respondents is Bachelor's degree, which means that the most common education level among the respondents is Bachelor's degree.

Income Level The mean income level of the respondents is 11,725 Saudi Riyals, with a standard deviation of 6,283 Saudi Riyals. The minimum income level is 5,000 Saudi Riyals and the maximum income level is 20,000 Saudi Riyals. The median income level is 10,000 Saudi Riyals, which means that half of the respondents earn less than 10,000 Saudi Riyals and half earn more than 10,000 Saudi Riyals. The mode income level is 10,000-15,000 Saudi Riyals, which means that the most common income level among the respondents is 10,000-15,000 Saudi Riyals. The majority of respondents have an income level between 10,000 and 15,000 Riyals.

These demographic details provide essential context to the research, allowing for a deeper and more nuanced understanding of the questionnaire responses.

15. Results and discussion:

Based on the data, the following observations can be made:

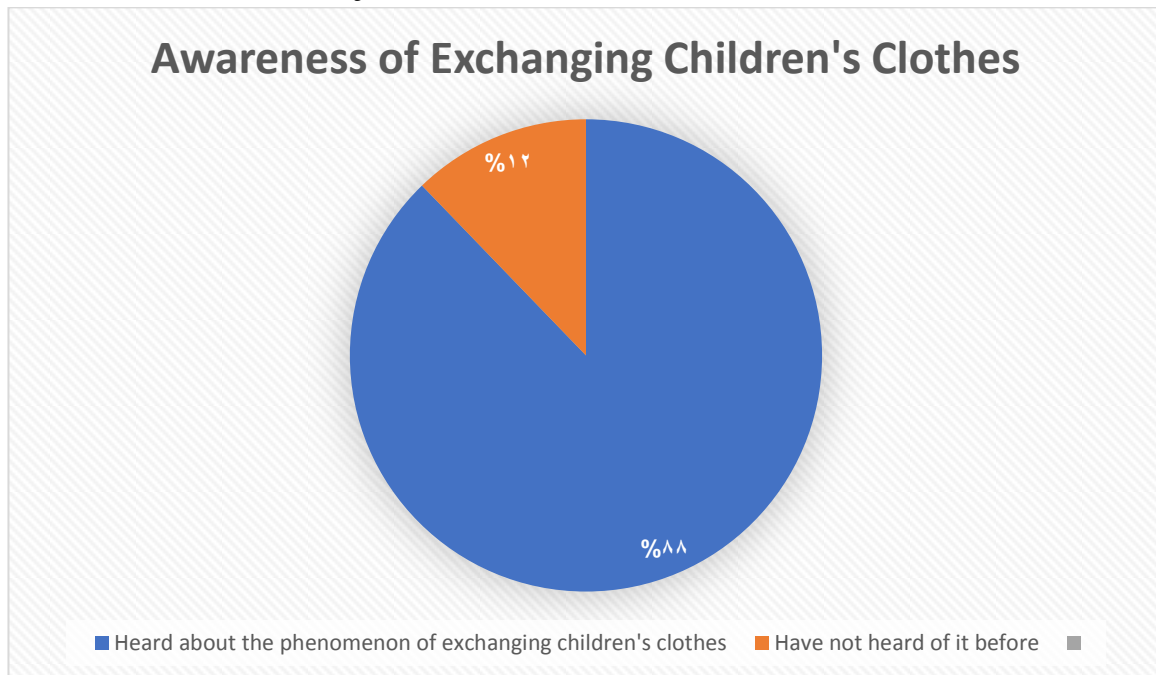


Fig (1) Awareness of Swapping Children's Clothes

88.3% of the mothers have heard about the phenomenon of swapping children's clothes, and 11% have not heard of it before.

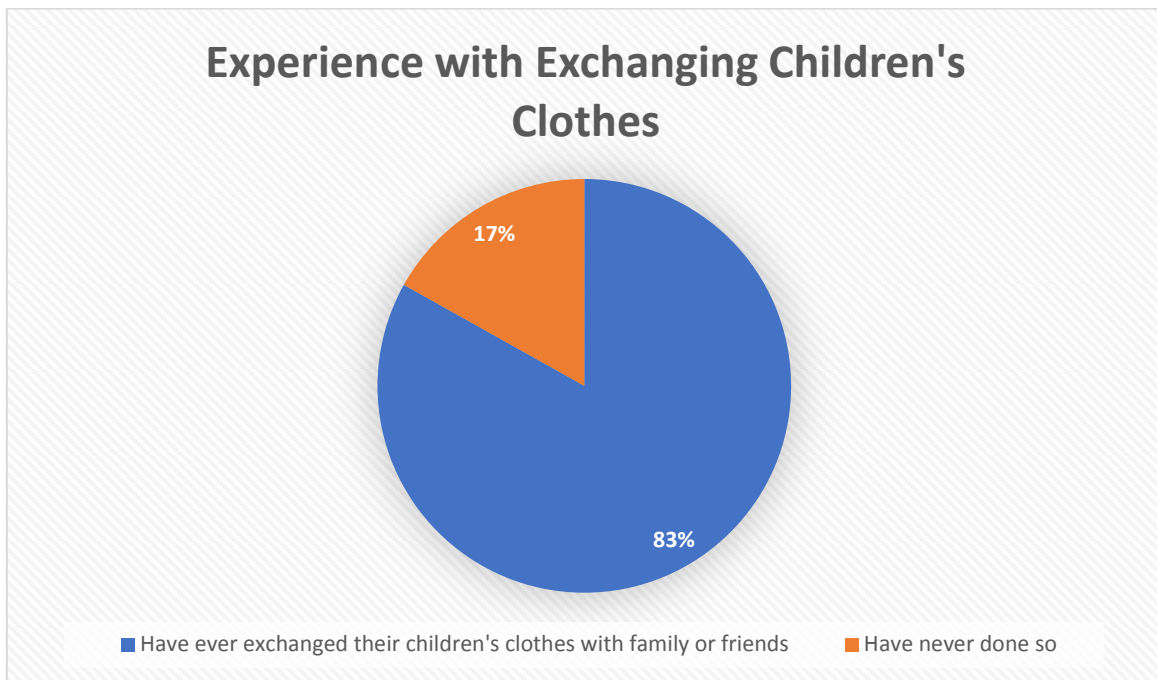


Fig (2) Experience with Swapping Children's Clothes

83% of mothers have ever exchanged their children's clothes with family or friends, while 17% have never done so.

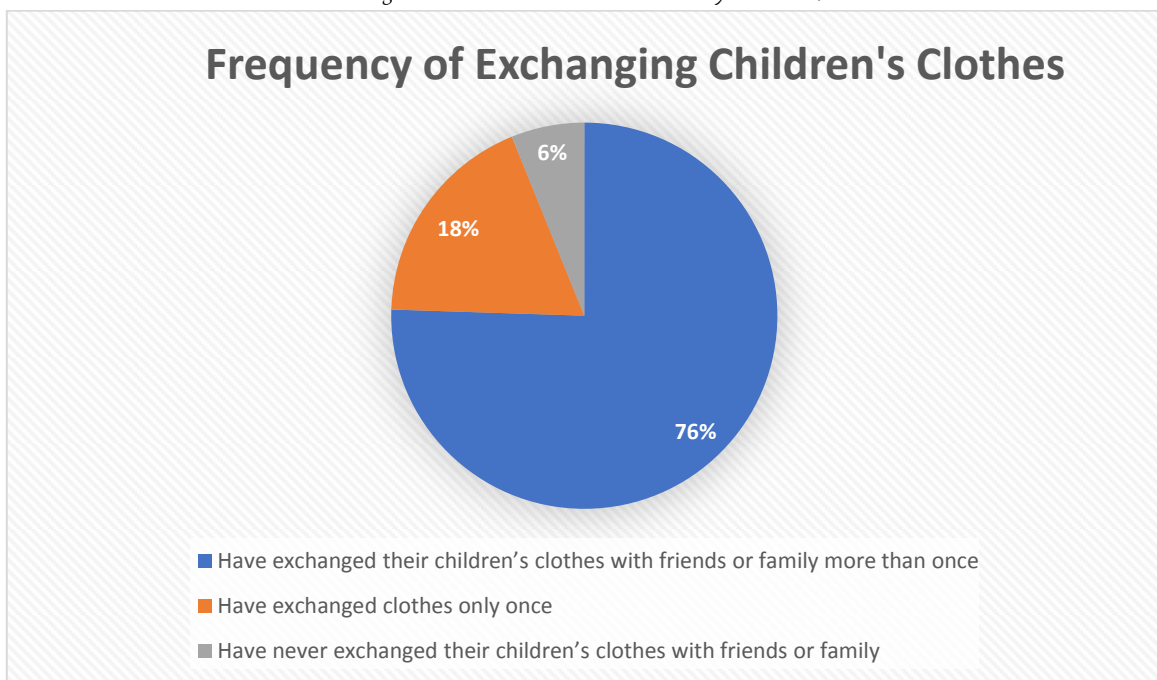


Fig (3) Frequency of Swapping Children's Clothes

76% of the mothers have exchanged their children's clothes with friends or family more than once, 6% have exchanged clothes only once, and 18% have never exchanged their children's clothes with friends or family.

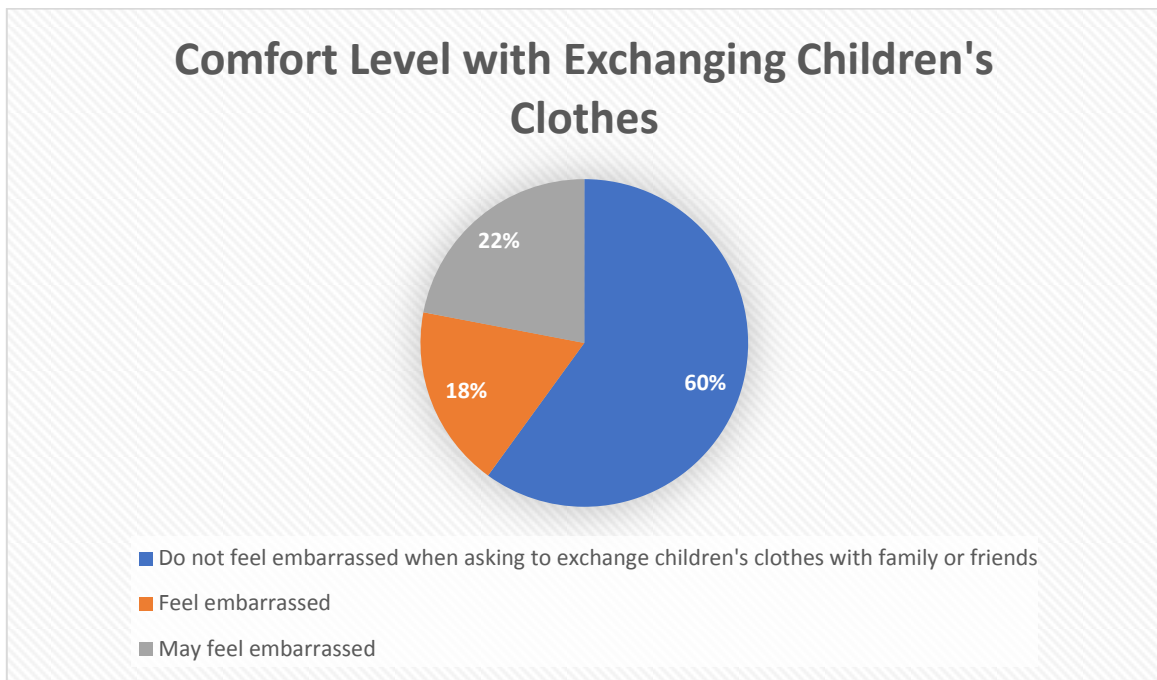


Fig (4) Comfort Level with Swapping Children's Clothes

60.1% of mothers do not feel ashamed when asked to exchange children's clothes with family or friends, 18% feel ashamed, and 22% may feel ashamed.



Fig (5) Disposal of Surplus Children's Clothes

Mothers get rid of surplus children's clothes by donating them to charities (43%), recycling (11%), swapping them with family or friends (36%), and storing them (10%).

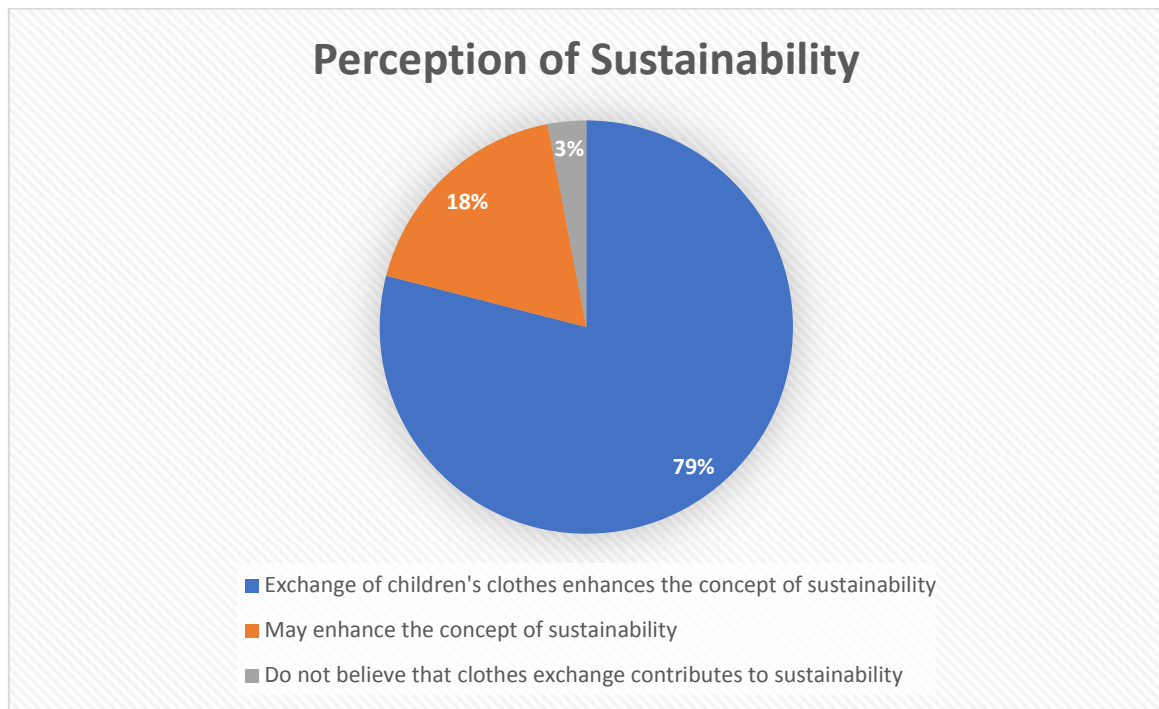


Fig (6) Perception of Sustainability

79% of the mothers stated that swapping children's clothes enhances sustainability, 18. % think it may enhance sustainability, while 3% do not believe that clothes exchange contributes to sustainability.

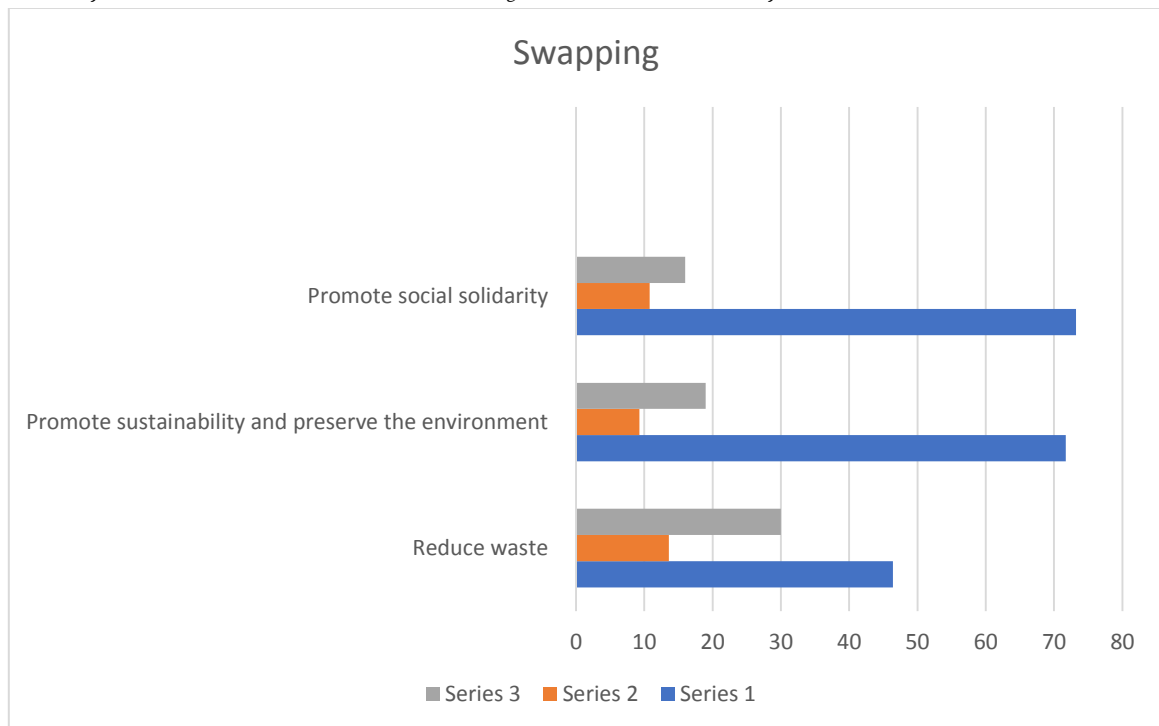


Fig (7) Purpose of Swapping Clothes

Mothers believe that the purpose of swapping clothes is to reduce waste (46.4%), promote sustainability and preserve the environment (71.7%), and promote social solidarity (73.2%).

The survey results provide a comprehensive view of mothers' awareness, attitudes, and behaviours concerning the exchange of children's clothes. Here's a summary and discussion of the findings:

1. **Awareness:** A large majority (88.3%) of the mothers surveyed know the practice of swapping children's clothes, indicating that this concept is widely known among the participants.

2. **Participation:** Most mothers surveyed (83%) have engaged in swapping children's clothes with family or friends. This high level of involvement suggests that this swap is a common practice.
3. **Frequency:** Most mothers who have engaged in the exchange (76%) have done it more than once. This suggests that once mothers begin participating in this practice, they will likely continue, indicating a positive experience or perceived benefits from the exchange.
4. **Comfort Level:** More than half of the mothers (60.1%) do not feel embarrassed to propose such an exchange, which is a positive sign for this practice's continuation and potential growth. However, 40% of mothers feel or may feel embarrassed, indicating that social and emotional barriers could hinder the wider adoption of this practice.
5. **Disposal of Surplus Clothes:** Donating to charities is the most common method (43%) of getting rid of surplus children's clothes, but swapping with family or friends is also a popular method (36%). This shows that while traditional ways of dealing with surplus clothes are still prevalent, clothes exchange is a significant part of the disposal behaviour.
6. **Sustainability:** An overwhelming majority of mothers (79%) believe that swapping children's clothes enhances sustainability, with a significant portion (18%) thinking it may contribute. This finding suggests a strong perceived link between clothes swap and sustainability, which could be leveraged to promote environmentally friendly behaviours.
7. **Purpose:** The mothers perceive multiple benefits from swapping clothes, including waste reduction (46.4%), promotion of sustainability and environmental preservation (71.7%), and fostering social solidarity (73.2%). This indicates that the practice is associated with both environmental and social benefits.

These results suggest that swapping children's clothes is a widely accepted and practised behaviour among mothers, who recognize its potential to promote sustainability, reduce waste, and foster social solidarity. However, emotional barriers, such as embarrassment, must be addressed to encourage wider adoption of this practice. Future efforts could focus on enhancing the social acceptability of clothes exchange and further emphasizing its environmental and social benefits.

The results of the survey are consistent with some previous studies on swapping children's clothes, but also reveal some new insights. Here are some possible comparisons and references:

The high level of awareness and participation in swapping children's clothes among the mothers surveyed is similar to the findings of Armstrong et al. (2015), who reported that 87% of their respondents were aware of clothes swapping and 81% had participated in it. The high frequency of swapping children's clothes among the mothers surveyed is also in line with the findings of Armstrong et al. (2015), who found that 75% of their respondents had swapped clothes more than once. The positive attitude towards sustainability among the mothers surveyed is comparable to the findings of Kim et al. (2018), who found that 77% of their respondents agreed that swapping clothes enhances sustainability.

The main purpose of swapping clothes among the mothers surveyed is to reduce waste, promote sustainability and preserve the environment, and promote social solidarity. This is similar to the motivations identified by Kim et al. (2018), who found that environmental, social, and economic factors influenced the decision to swap clothes.

The most common method of disposing surplus children's clothes among the mothers surveyed is donating to charities, followed by swapping with family or friends. This is different from the findings of Kim et al. (2018), who found that throwing away was the most common method, followed by donating to charities². This suggests that the mothers surveyed are more environmentally conscious and socially responsible than the respondents of Kim et al. (2018).

The main barrier to proposing an exchange among the mothers surveyed is feeling embarrassed, which is consistent with the findings of Armstrong et al. (2015), who reported that social stigma and emotional attachment were the main barriers to swapping clothes.

16. Results Summary

The research points to the existence of a culture of swapping children's clothes in society. However, this practice could be further promoted to emphasize its importance for sustainability, environmental preservation, and social solidarity. The practice of swapping clothes fosters a sense of giving and generosity among children from a young age. As one respondent noted, "Exchange is not unilateral, meaning I give and accept that it is a second person who gives me so that it does not become a charity (it must be a culture within the large family) or society, regardless of whether you are poor or rich."

Another respondent highlighted the practice's practicality, particularly considering children's growth stages: "I encourage the exchange of children's clothes, especially since they are in a stage of growth, and I hope that this culture will spread among the new generation at present."

However, some mothers reported feeling shy or embarrassed when asking for an exchange. This suggests that while there is widespread awareness and acceptance of the practice, there may also be social and emotional barriers to its full adoption.

From an environmental and sustainability perspective, swapping children's clothes is an environmentally-friendly solution that contributes to a sustainable future, an educated generation, and a balanced ecosystem. The practice reduces waste and promotes sustainability, social solidarity, and a culture of giving.

Based on the research findings, the following recommendations can be made:

17. Recommendations

1. **Raise Awareness:** Increase awareness about the importance of swapping children's clothes, especially among mothers. This practice plays a significant role in promoting sustainability and should be more widely recognized and encouraged.
2. **Engage Charities:** Encourage charities to establish initiatives around clothing exchange. These organizations often have extensive networks and resources that can be utilized to promote and facilitate the exchange of children's clothes.
3. **Innovate Exchange Events:** Introduce innovative approaches and activities in clothing exchange gatherings to further consolidate the concept of sustainability. This could include presentations on the environmental impact of clothing production, workshops on mending and altering clothes, or fashion shows featuring swapped clothes.
4. **Educate Children:** Instill the principles and concepts of exchange and giving in children from a young age. This will help to normalize the practice as they grow up and ensure that future generations do not feel embarrassment associated with clothes exchange. This can be done through family practices, school programs, and community events.

Future Research Recommendations

Based on the findings and insights from this study, several areas of future research can be suggested:

1. **Exploring the Barriers:** A deeper exploration of the social and emotional barriers to adopting children's clothes exchange. This could include research on the feelings of embarrassment reported by some mothers and the development of strategies to overcome these barriers.
2. **Effects on Children:** Research on the impact of the practice on children's understanding of sustainability, sharing, and generosity. This could involve longitudinal studies that track children's attitudes and behaviours over time.
3. **Role of Fathers and Other Caregivers:** While this study focused on mothers, future research could investigate the perspectives and practices of other caregivers, such as fathers, grandparents, or other relatives.
4. **Influence of Culture and Social Norms:** Examining how cultural norms and social class affect the practice of swapping children's clothes. This could provide insights into how to promote the practice in different cultural or social contexts.
5. **Development of Exchange Platforms:** Research the development and effectiveness of formal platforms or events for clothes exchange, such as online platforms or community swap meets. This could provide insights into how to make the process more accessible and efficient.

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