Chapter 3
Impacts of Social Media Mediated Electronic Words of Mouth on Young Consumers' Disposal of Fashion Apparel: A Review and Proposed Model

Nadine Ka-Yan Ng, Pui-Sze Chow and Tsan-Ming Choi

Abstract In recent decades, sustainability has been a very popular research topic in the fashion apparel industry. There is no doubt that sustainability is a serious issue for people living anywhere in the world. As fashion is one of the most essential facets in everybody's life, sustainable consumption is one of the methods to assist the development of sustainability. Yet, prior studies have paid little attention to investigate consumers' disposal behaviors of fashion clothing. Nowadays, on the other hand, young consumers are seriously committed to their "virtual life" on social media and are being influenced tremendously by the associated electronic words of mouth (E-WOM) in their behaviors. Motivated by the importance of environmental sustainability in fashion and the importance of social media mediated E-WOM, this chapter reviews the literature and proposes a conceptual empirical research model to explore the impacts of social media mediated E-WOM on young consumers' disposal behaviors of fashion apparel. Some specific propositions have also been developed.

3.1 Introduction

Sustainability is a critical issue in the fashion apparel industry. The concept of sustainability concerns the balance between the needs of people and the capacity of natural resources. In the fashion apparel industry, fashion designers might select organic fabrics to design clothing items in order to reduce pollution and be more environmentally friendly. Yet, the aspect of consumers' disposal behaviors is a novel field for researchers to investigate (De Coverly et al. 2008). Thanks to fast fashion, fashion garments are cheaper than before, and customers are purchasing more and more than their real needs. The term "disposable fashion" (Birtwistle and Moore 2007; Morgan and Birtwistle 2009) describes the scenario where many customers dispose of their unwanted clothing to landfills just because they consider them out

P.-S. Chow (✉) · N. K.-Y. Ng · T.-M. Choi
Business Division, Institute of Textiles and Clothing, The Hong Kong
Polytechnic University, Hung Hom, Kowloon, Hong Kong
e-mail: lpschow@outlook.com

of fashion. This kind of disposal behavior definitely harms the environment and deserves further exploration.

With advance in computing technologies, social media and associated platforms are commonly used by consumers everywhere. There is little doubt that many consumers are heavily influenced by the social media mediated electronic words of mouth (E-WOM); hence, the importance of using social media platforms in influencing consumer behavior has been rather popularly explored in recent years. However, to the best of our knowledge, so far there is no empirical study that specifically links social media mediated E-WOM with consumers' disposal behaviors of fashion clothing. Therefore, this chapter attempts to review the literature, develop a conceptual empirical research model, and propose propositions for researchers to further investigate the relationship between social media mediated E-WOM and young consumers' disposal behaviors.

3.2 Literature Review

3.2.1 Consumer Disposal Behaviors of Apparel

The fashion industry is listed as one of the most unsustainable industries due to the huge consumption of precious resources leading to unsustainable development for the earth. Greenpeace International (2012) describes fashion as one of the most polluting businesses because members within the fashion supply chain create intolerably huge negative impacts on the environment. Textile waste is a complex issue for all countries. Due to the lack of regulations and infrastructure, there are huge amounts of textile wastes being sent to landfills every year. The average weight of clothing that is discarded by a typical American every year is around 30 kg (Ha–Brookshire and Hodges 2009). In the UK, the textile waste made by the households and commercial activities that ends up in landfill reaches one million tonnes (Bianchi and Birtwistle 2010). In the USA, 14.3 million tonnes of textile solid wastes were generated in 2012 (U.S. Environmental Protection Agency 2012). In Hong Kong, which is very small compared to the USA and UK, over 92,000 tonnes of textile wastes were sent to landfills in 2009 and over 71 % of wastes were caused by households alone (Chua 2011). Waste and pollution caused by the fashion industry have caused great ecological harm and negative impact on the environment.

The most common way to process textile garbage is by landfilling. However, this method leads to environment problems, which eventually harm human life since they negatively impact soil and even air. For example, a fashion item that is made of wool may generate a certain amount of toxic emissions (such as ammonia, methane, etc.) during the processes of decomposition in landfills. A larger number of this kind of items being landfilled will imply a large amount of pollutants being released (Caufield 2009). To reduce the disposal of fashion clothing, consumers can help by making responsible decisions in a sustainable way at the time of disposing clothing.

In terms of consumers' disposal behaviors, Jocoby et al.'s (1977) disposition decision taxonomy is a classic model. This taxonomy suggests that consumers can choose the way of disposing products via three approaches, which are (1) keeping the products, (2) getting rid of the products permanently, and (3) getting rid of the products temporarily. Besides, consumers' decisions can be summarized into three categories that might influence their choices, namely the psychological characteristics of decision makers, intrinsic factors of the product, and the situational extrinsic factors of the product. This taxonomy has influenced many later studies on consumer disposals. After that, Hanson (1980) develops the paradigm of consumer product disposition processes (PCPDP) which is a further development of disposition decision taxonomy. It is designed to classify the stages of disposition processes. All processes in PCPDP are based on the psychological, extrinsic, and intrinsic factors categorized by Jocoby et al. (1977). There are four stages within the disposition processes, which are problem recognition, search evaluation, disposition decisions, and post-disposition outcomes. In the PCPDP framework, there are two factors influencing the disposition processes, namely consumers and external stimuli.

Despite the above, relatively limited number of studies have been devoted to exploring the problems of fashion product's disposal (Birtwistle and Moore 2007; Saunders 2010). Until now, regarding consumers' fashion clothing disposal behaviors, prior studies have mainly investigated the motivation for disposing of unwanted clothing and the factors that influence their choices in specific regions and age segments (Birtwistle and Moore 2007; Fisher et al. 2008; Ha–Brookshire and Hodges 2009; Morgan and Birtwistle 2009; Bianchi and Birtwistle 2010; Koukouvinos 2012). We review some of them as follows. Birtwistle and Moore (2007) focus on identifying the difference between how consumers dispose of luxury and cheap clothing. They also highlight the reasons behind improper disposal habits and propose that they are related to fast fashion phenomena and the lack of knowledge of disposing outdated purchases in an environmentally friendly way. Fisher et al. (2008) identify three motives for consumers to dispose their surplus clothing, namely the condition of clothes, fitness, and the degree of fashionability of the garments. Ha–Brookshire and Hodges (2009) create a conceptual model and argue that the reasons behind consumer donation (as a way to dispose clothes) are related to the available storage space and the threat of feelings of guilt throughout the process, especially in the decisions associated with whether to discard or donate the used clothing. Morgan and Birtwistle (2009) discover seven factors which may influence young adults' textile disposal behaviors. The seven factors are "fashion innovativeness," "general recycling behavior," "awareness of the environment," "attitude to textile re-use and recycling," "demographic," "influence by celebrity and media," and "fashion purchasing behavior." All of these factors weigh heavily in influencing consumers' habits and behaviors. After that, Bianchi and Birtwistle (2010) conduct a comparative research in Australia and Scotland which is based on disposition decision taxonomy in order to investigate the factors that affect consumers' choices of clothing disposal methods. They narrow down the choices of clothing disposal as one of the following: selling it, giving it away, and donating it.

3.2.2 Social Media

Well-developed Internet technologies, social media, such as Facebook, twitter, etc., have been commonly used in all walks of life and are very influential. Note that there are different definitions for social media. For example, Kaplan and Haenlein (2009) view social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0." Dann and Dann (2011) think social media is formed by three elements, which are social interaction, content, and communication media. Another characteristic of social media is that it generates an inner circle that enhances sharing with others on a global scale (Bough et al. 2010) and allows users to communicate via smartphones and other technological devices in their everyday life (Kietzmann et al. 2011). Safko (2010) describes the functions of social media as "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media." Various types of social media are commonly seen, e.g., social networking sites, blogs and micro–blogging, virtual social world, collaborative community sites, and content community sites. Each of them provides distinctive features and experiences to individual users, e.g., marketers and consumers, in the social media sphere.

In the fashion industry, a growing number of luxury fashion retailers and small business owners have given significant attention to social media marketing in recent years in order to find the most cost–effective way to reach their target consumers on a larger or even a global scale. To have an effective and efficient interaction with customers, fashion brands have put their efforts into different social networking sites, such as Facebook, Twitter, and Youtube, since social networking sites have the ability to deliver content to a specific interest-based segment in the networks. Content can be hyper-targeted to users based on key words from their profiles, pages they are fans of, and so on. Nowadays, fashion retailers understand the ability and the power of social media, and the use of social media for famous brands started to emerge in 2009. Many prestigious fashion houses and brands have begun to use social media to introduce their latest collections and news since that time. For instance, Louis Vuitton, one of the most traditional luxury fashion brands in the world, has adopted social media as one of the channels to deploy their integrated marketing communication strategy. It started Facebook and Weibo accounts to publicize its latest design collection and provided live fashion shows on its official website and Youtube to allow customers to view shows online and immediately leave comments from anywhere in the world. The profits of another luxury fashion brand Burberry increased by 21 % in 2011–2012. Burberry's CEO Angela Ahredts credited the success to investments in flagship markets and digital technology, as both of them enabled their team to drive customer engagement and continuously improve their operational effectiveness. She also believed that social media would help the brand to extend its leading position (Burberry annual report 2012).

Apart from social network marketing, social media also plays a vital role in delivering correct values to younger populations and affecting users' decision-making

styles (Bolton et al. 2013). It is commonly observed that youngsters nowadays actively participate in contributing and sharing contexts and information through social media. They also tend to search information from other people's posts on social media. Moreover, they utilize social media in multiple ways acting as creators, conversationalists, critics, collectors, joiners, and spectators. Some studies (e.g., Tuten 2013) show that people's values, behaviors, and identities would be affected through the use of social media. Users' behaviors and identities would also be changed.

3.3 Consumer Behaviors and Social Media Mediated E-WOM

According to The American Marketing Association (Tyagi and Kumar 2004), consumer behavior is stated as "the dynamic interaction of affect and cognition, behavior, and environment events by which human beings conduct the exchange aspects of their live." Blackwell et al. (2006) define consumer behavior as "the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires." Solomon (2006) also mentions that consumer behavior is a study of how consumers make decisions to spend their available capital, such as money, time, and effort on consumption-related items. From Blackwell's definition (and others', e.g., Schiffman et al. 2005), the process of disposing of products or services can be treated as part of consumer behavior.

Berman and Evans (2013) think the consumer decision-making process consists of six steps, which are stimulus, problem awareness, information search, evaluation of alternatives, purchase, and post-purchase behavior. Blackwell et al. (2006) state that the process can be classified into seven stages which are recognition, search for information, pre-purchase evaluation of alternatives, purchase, consumption, post-consumption evaluation, and disposal. Despite differing views, we can see that the consumer decision-making process is affected by both external and internal factors and usually includes five stages: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. We now review how social media may affect these five stages.

First, problem recognition is the beginning of the consumer decision-making process. It occurs when consumers recognize a problem or a need due to dissatisfaction. It is initiated by external or internal stimuli. Digital natives might not be aware of their needs and desires until they interact with social marketing activities and notice the information that triggers their recognition of problems. Information can be a post from a friend, or a family member about a new product or service, suggested pages from social networking sites, a message from companies, and so on (Tuten 2013). At this stage, the motive of social media is to stimulate consumers' needs and wants of specific items. Online marketing activities are important and needed at this stage in order to reach potential consumers and stimulate their needs and wants.

Information search is the second stage of the buying decision-making process. It provides the content for individuals or organizations to have the first understanding

of products and services offered. It can be classified into internal and external search. Internal search is memory. External search includes WOM, sources provided by companies, peer conversations, and so on. At this stage, technology savvy, Generation Y young consumers can use social media to gather information by simply asking other Internet users for help and view reviews and ratings (Tuten 2013). According to the survey conducted by Market Force (2012), 80 % of digital natives will try new items based on friends' suggestions and over 70 % of respondents encourage friends to try new merchandise through social media. The motive of social media at this stage is to serve as a medium for consumers to learn about the particular products or services. According to the study conducted by Barrenechea (2013), over 38 % of social media users point to other consumers as the most reliable source of information about a brand or a product. Thus, E-WOM plays an influential role at this stage.

The third stage of the decision-making process is the evaluation of alternatives. Consumers have already compared different items and have comprehensive knowledge of items. At this stage, they are required to establish criteria for evaluation of each item to help them narrow down their choices. Since not many consumers are able to weigh the products in a rational way, social media can help them to rate the products in determining substitutions. Information and comments provided by companies and online consumers are useful at this stage (Tuten 2013).

Purchase decision is the fourth stage of action. It is the point at which consumers decide what product or service to purchase. They decide whether to buy, when to buy, what to buy, where to buy, and how to buy the product and service. Consumers can purchase a product or service with a specific company they chose (Blackwell et al. 2006). Generation Y can make the purchase by using social media directly, for instance, a Facebook page organized by a small business (Tuten 2013). According to research conducted by Market Force (2014), over 70 % of consumers think that the posts from companies on social media influence their purchase decisions as social media websites provide an opportunity to organizations to engage and communicate with potential and present consumers, to encourage an increased sense of intimacy in the customer relationship, and then build up meaningful relationships with consumers (Mersey et al. 2010). According to a survey conducted by Forbes and Vespoli (2013), Internet users purchase a product recommended by someone even if they do not know those people on review boards and social networking sites personally.

Post-purchase behavior is the last step in the decision-making process. It is a step for consumers to measure the level of satisfaction they experience since feelings towards the product might be generated by consumers after consuming the products or services. People can use social media to talk about their decisions and they might share with others if they have a positive purchase experience. On the other hand, they can use social media to share their comments about their negative purchase experiences or to complain to the companies through the use of social media. Normally, the comments are subjective as reviews are generated by personal experiences (Tuten 2013). The process of disposing of goods or services is classified into this step. Consumers can choose to buy a new product or an upgraded version of it, or they can throw it away, give it to a friend, or sell it on the Internet. Again, consumers

can share their thoughts through social networking sites to influence the actions of others.

In the area of how social media influences consumer behaviors, one critical dimension is E-WOM. In fact, WOM is the communication and dissemination of information between parties concerning evaluation of products and services. The WOM may be positive, negative, or neutral. Essentially, positive WOM include brilliant, novel experiences, or recommendations to others. Negative WOM can be broadly defined as undesirable behaviors, such as unpleasant shopping experiences, complaints, or product or service disparagement. In this sense, E-WOM is an online version of WOM. For traditional WOM, prior studies have found that WOM is known to be twice as influential as radio advertising, four times as influential as salespeople, and seven times as influential as newspaper and magazine advertising (Brown and Reingen 1987). According to several recent studies, WOM has substantially longer carryover effects than many traditional commercial promotion schemes (Fong and Burton 2006; Trusov et al. 2009). Moreover, for E-WOM, Kim et al. (2013) assert that there is a strong relationship between stimuli for positive or negative comments and the degree of E-WOM involvement. The higher the degree of involvement by online users, the more swift is the dissemination of information. Thus, the effect of E-WOM will be larger as well. Based on the conceptual model developed by Kim et al. (2013), "involvement" and "effect" are connected and influence one another. The higher the degree of involvement by digital natives, the higher is the effect on their intention, attitude change, and intention to retransmit messages. Constantinides and Fountain (2008) found that inputs provided by social networking site members, including friends, family, or complete strangers, are the foundations for influencing consumer preferences and decisions. In fact, all social media users have the ability to influence other consumers even in an "indirect contact" with them as social media is establishing a new kind of trust and enhancing the credibility of information amongst digital natives nowadays. Ramnarain and Govender (2013) show in their study that 80 % of social media users trust the comments and suggestions posted on social media by a friend or other anonymous people more than information from many other sources, such as advertisements on the Web. Besides, they also reveal that 50 % of consumers read other consumers' reviews, whilst 16 % have been affected by those comments while making purchases.

One of the most popular product categories influenced by E-WOM deeply is fashion apparel since fashion products not only reflect the consumers' values, but also their social status. Individuals always interact with their peers to confirm social acceptance by referring to their suggestions. As a consequence, E-WOM is the most effective method to interact and receive peers' opinion from the perspective of consumers. Hence, people are more likely to engage in E-WOM transmissions of information about fashion apparel products that have a high level of social visibility (Kim et al. 2013).

3.4   Conceptual Empirical Research Model

The above literature review reflects the environmental significance of exploring the disposal behaviors of apparel consumers. Besides, the impacts of social media on consumer behaviors have also been asserted. However, how the use of social media could help with this sustainability issue remains unknown. Some studies have shown that youngsters have a lack of knowledge of how clothes and accessories should be disposed of and pay less attention to the environment (Birtwistle and Moore 2007; Morgan and Birtwistle 2009). Recently, Koukouvinos (2012) investigates how the Triandis' theory of interpersonal behavior would affect young adults' disposal behaviors concerning clothing in Greece. The author focuses on studying how different factors, such as social factors, intention, and attitude, may affect consumers' disposal behaviors by adopting the Triandis' theory. Since the E-WOM through social media would influence the decision-making process of young consumers, it is important and practical to explore how E-WOM could affect their disposition decision and behaviors.

Based on the review of the disposition decision taxonomy, the PCPDP, and other related studies, a proposed disposition decision model connected with the use of social media mediated E-WOM is developed in Fig. 3.1. This proposed conceptual empirical research model encompasses three major components.

The first component is the psychological characteristics of consumers. These characteristics mainly relate to the ones proposed in and examined by Morgan and Birtwistle (2009), which are "awareness of the environment," "attitude towards textile recycling," and "general recycling behavior." These characteristics are selected because of their high relevance to the proposed research topic (which aims at exploring young consumers' attitudes and behaviors towards product disposal in fashion). Note that not all factors considered in Morgan and Birtwistle (2009) will be employed. For instance, the "influence by celebrity and mass media" are not included as they may dilute the focal point of the study which relates specifically to social media.

The second component is the extrinsic factors from social media mediated E-WOM which is an important variable of the framework. Undoubtedly, social media is versatile and has the power of connecting people. It is commonly believed that the extrinsic factors from social media are formed by E-WOM involvement and effect. There should be strong affiliation between E-WOM involvement and effect. To illustrate this point, imagine an individual who spends a lot of time and effort on social networking sites; that person would tend to be affected by other Internet users substantially and his attitudes, intentions, and behaviors would change. In the proposed conceptual research framework, the relationship between E-WOM involvement and young consumers' disposal behaviors will be investigated.

The last component of the conceptual model is disposal behavior. The model limits the options for the disposition of fashion clothing in order to fit the situation in fashion apparel we commonly observe in the market. For example, Jocoby et al. (1977) recommend that people can rent their unwanted items to others. However,
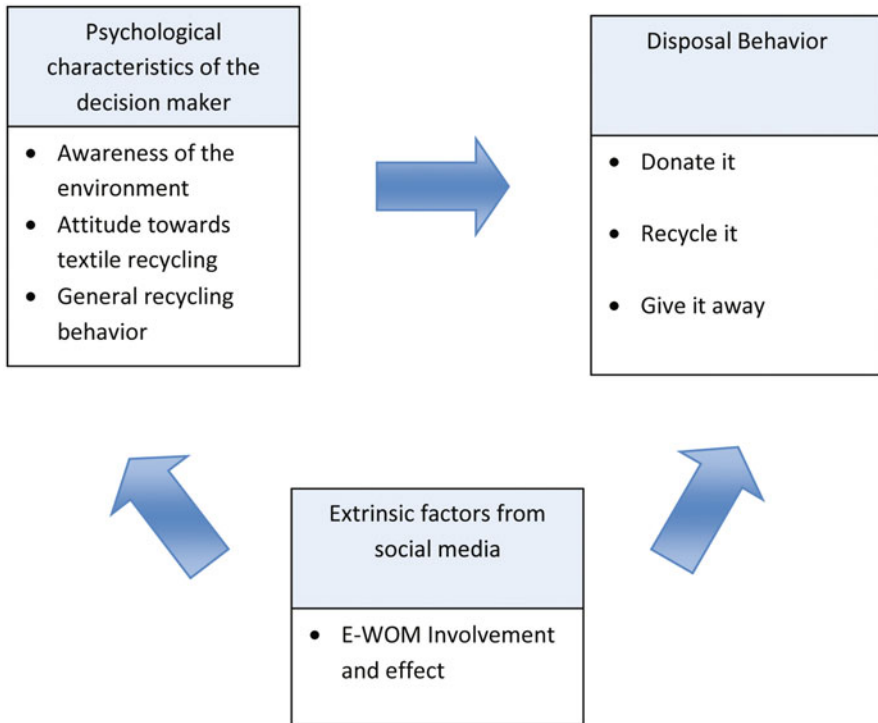
Fig. 3.1 The proposed conceptual empirical research model

this disposal method is not widely seen in many markets (especially in places such as Hong Kong and Singapore). Also, if there are too many possible disposal methods for the respondents (i.e., consumers) to choose, it may cause confusion. Therefore, donating surplus clothing to charities, recycling out of fashion clothes, and giving unwanted garments to friends or others are the adopted options for this proposed research model.

3.5 Concluding Remarks

Motivated by the importance of environmental sustainability associated with fashion apparel products and the popularity of social media, this chapter reviews the literature, examines the practice, and develops a conceptual research model. The proposed model provides a clear reference to future research on how social media affects young consumers' behaviors regarding disposal of fashion apparel. Based on the proposed conceptual research framework, propositions can be developed on each "arrow" as follows:

Proposition 1 The psychological characteristics of young consumers significantly affect their disposing behaviors.

Proposition 2 The social media mediated E-WOM significantly affects young consumers' disposing behaviors.

Proposition 3 The social media mediated E-WOM significantly affects the psychological characteristics of young consumers.

For future research, it will be promising to design questionnaires (based on the model and the related literature), and conduct consumer survey to collect data. The proposed propositions can be verified and other important findings and insights can be generated via standard statistical analysis.

References

Berman, B., & Evans, J. R. (2013). *Retail management: A strategic approach*. New Jersey: Prentical Hall.

Bianchi, C., & Birtwistle, G. (2010). Sell, give away, or donate: An exploratory study of fashion clothing disposal behavior in two countries. *The International Review of Retail, Distribution and Consumer Research, 20*(3), 353–368.

Birtwistle, G., & Moore, C. M. (2007). Fashion clothing—Where does it all end up? *International Journal of Retail & Distribution Management, 35*(3), 210–216.

Blackwell, R. D., Miniard, P. W., & Engel, J. E. (2006). *Consumer behavior*. Mason: Thomson South-Western.

Bolton, R. N., Parasuraman, A., & Hoefnagels, A. (2013). Understanding generation Y and their use of social media: A review and research agenda. *Journal of Service Management, 24*(3), 245–267.

Bough, B. B., Agresta, S., & Milersky, J. I. (2010). *Perspectives on social media marketing*. Boston: Course Technology.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication, 13*(1), 210–230.

Brown, J. J., & Reingen, P. H. (1987). Social ties and word of mouth referral behavior. *The Journal of Consumer Research, 14*(3), 350–362.

Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice, 9,* 231–244.

Dann, S., & Dann. S. (2011). *E-Marketing: Theory and application*. London: Palgrave Macmillan.

De Coverly, E., McDonagh, P., O'Malley, L. & Patterson, M. (2008). Hidden mountain: The social avoidance of waste. *Journal of Macromarketing, 28*(3), 289–303.

Fisher, T., Cooper, T., Woodward, S., Hiller, A., & Goworek, H. (2008). Public understanding of sustainable clothing: Report to the department for environment, food and rural affair.

Fong, J., & Burton, S. (2006). Electronic word-of-mouth: A comparison of stated and revealed behavior on electronic discussion boards. *Journal of Interactive Advertising, 6*(2), 61–70.

Forbes, L. P., & Vespoli, E. M. (2013). Does social media influence consumer buying behavior? An investigation of recommendations and purchases. *Journal of Business and Economics Research, 11*(2), 107–111.

Greenpeace International. (2012). *Toxic threads: Putting pollution on parade*. Netherlands: Greenpeace International.

Ha-Brookshire, J., & Nancy, N. H. (2009). Socially responsible consumer behavior? Exploring used clothing donation behavior. *Clothing and Textiles Research Journal, 27*(3), 179–196.

Hanson, J. W. (1980). A proposed paradigm for consumer product disposition processes. *The Journal of Consumer Affairs, 14*(1), 49–67.

Jacoby, J., Berning, C. E., & Dietvorts, T. F. (1977). What about disposition? *Journal of Marketing, 41,* 22–28.

Kaplan, A. M., & Haenlein, M. (2009). The fairyland of second life: About virtual social worlds and how to use them. *Business Horizons, 52*(6), 563–572.

Kietzmann, J. H., Hermkens, K., Mccarthy, I. P., & Silverstre. B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons, 54*(3), 241–251.

Kim, S. H., Park, J. Y., & Lee, Y. R. (2013). The E-word-of-mouth effect on consumers' Internet shopping behavior: Focus on apparel products. *International Journal of Fashion Design, Technology and Education, 6*(3), 160–172.

Koukouvinos, D. (2012). *Psychosocial factors influencing young consumers' clothing disposal behavior in Greece—An application of Triandis' theory of interpersonal behavior*. Dissertation. The Swedish School of Textiles. Report No. 12012.13.17.

Mersey, R. D., Malthouse, E. C., & Calder, B. J. (2010). Engagement with online media. *Journal of Media Business Studies, 7*(2), 39–56.

Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers' disposal habits. *International Journal of Consumer Studies, 33,* 190–198.

Ramnarain, Y., & Govender, K. K. (2013). Social media browsing and consumer behaviour: Exploring the youth market. *African Journal of Business Management, 7*(18), 1885–1893.

Safko, L. (2010). *The social media bible. Tactics, tools and strategies for business Success*. New Jersey: Wiley.

Saunders, S. (2010). An exploratory study into the disposition behaviour of poor bottom-of-the-pyramid urban consumers. In M. C. Campbell, J. Inman, & R. Pieters (Eds.), *NA—Advances in consumer research* (vol. 37, pp. 440–446). Duluth: Association for Consumer Research.

Saunders, M., Leiws, P., & Thornhill, A. (2009). *Research methods for business students*. New York: Financial Times Prentice Hall.

Schiffman, L., Bednall, D., O'Cass, A., Paladino, A., Ward, S., & Kanuk, L. (2005). *Consumer behavior*. Frenchs Forest: Pearson Education.

Solomon, M. R. (2006). *Consumer behavior: A European perspective*. Pearson Education.

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site. *Journal of Marketing, 73,* 90–102.

Tyagi, C. L., & Kumar, A. (2004). *Consumer behavior*. Atlantic Publishers & Distributor.

Barrenechea, F. (2013). The power of e-Word of mouth: Adding social media to the marketing mix. http://www.slideshare.net/fbarrenecheaf/the-power-of-eword-of-mouth-adding-socialmedia-to-the-marketing-mix. Accessed 14 Feb 2014.

Burberry. (2012). Annual report. http://www.burberryplc.com/investor_relations/annual_reports/financial_review. Accessed 2 Jan 2014.

Caulfield, K. (2009). Sources of textile waste in Australia. Technical Textiles & Nonwoven Association. http://www.ttna.com.au/TEXTILE%20WASTE%20PAPER%20March%202009.pdf. Accessed 1 March 2014.

Chua, J. M. (2011). 16-Foot clothing Mountain Illustrates Hong Kong's Daily Textile Waste. http://www.ecouterre.com/16-foot-mountain-of-clothing-illustrates-hong-kongs-daily-textilewaste/. Accessed 22 Nov 2014.

Market Force. (2012). Market Force Study Shows Companies Wield Comparable Social Media Influence to Friends. Press Release on 1 May 2012. http://www.marketforce.com/pressreleases/item/research-social-media-influence/. Accessed 14 Feb 2014.

Market Force. (2014). Market Force unveils social media monitoring and analytics tool. http://www.marketforce.com/press-releases/item/market-force-unveils-social-media-monitoring-and-analytics-tool. Accessed 14 Feb 2014.

Monitoring of solid waste in Hong Kong (2011). Environment Protection Department Web site: https://www.wastereduction.gov.hk/en/materials/info/msw2011.pdfEPS. Accessed 18 Jan.

Tuten, T. L. (2013). Social media and consumer behavior. The Hong Kong Polytechnic University, Hong Kong. http://hstalks.com.ezproxy.lb.polyu.edu.hk/main/view_talk.php?t=2623&r=703&c=250. Accessed 2 Nov 2013.

U.S. Environmental Protection Agency. (2012). Wastes – Resource Conservation – Common Wastes and Materials: Textiles. http://www.epa.gov/osw/conserve/materials/textiles.htm Accessed 1 Jan 2014.