



telavalue

Consumer views on experiences and expectations regarding the lifespan of garments

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Consumer survey



4. LIFETIME OF GARMENTS

Next, we will ask you questions about the lifespan of different garments.

Please estimate how many items of garments you have in your closet in the following garment categories	Average number of pieces
Sports shirt (technical garments)	
Shell jacket, outdoor jacket (seasonal garments)	
College shirt (casual wear)	
T-shirt (casual wear)	
Collared shirt / party shirt (formal wear)	

Screenshot from the consumer survey

- Collaborating with T1.1. Actor & infra ecosystem analysis, consumer survey
- One part dedicated to use phase of the clothing in different categories
- The questions based on the literature review of T2.1. about minimum expected lifetimes
- The aim of the survey was to gain more information on consumer expectations and thoughts on product longevity and the maintenance routines in different clothing categories

Consumer survey



The intended, expected and believed product lifetimes

Gathering knowledge of clothing usage by asking questions about selected garment types in respondent's own wardrobe.



Wardrobe survey

Quantitative material focusing on individual garments and their characteristics.



Four product categories

Functional clothing – a running shirt
Seasonal clothing – a shell jacket
Everyday wear – a college shirt
Everyday wear – a t-shirt
Festive wear – a collar shirt / a blouse



Functional units

Frequency of wears,
Number of years,
Number of cleaning cycles



End-of-use

The habits and reasons for discarding clothes



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Results of data-analysis

Consumer survey of minimum expected lifetimes

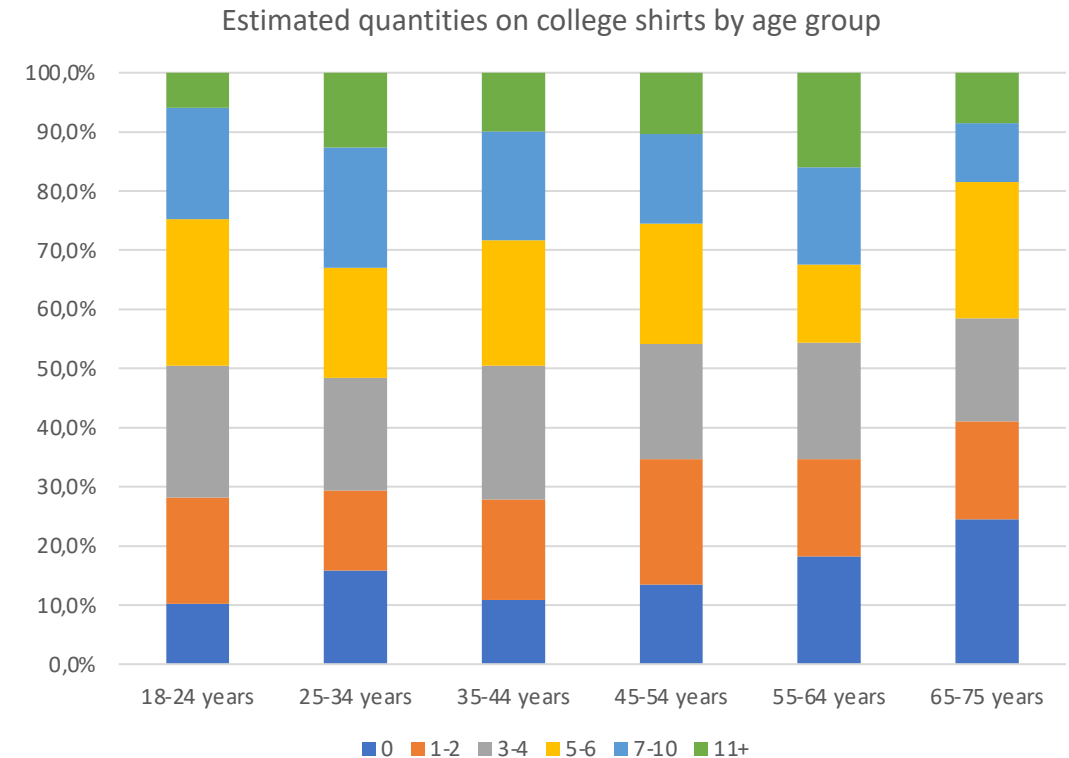
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Estimate how many items of garments you have in your closet in the following garment categories

- The estimated quantities of garments varied among different garment categories.
- The results do not suggest that more clothes are owned in one country than in other countries.
- Gender does not seem to play a role in the estimated amount of garment.
- The estimated quantities of garments varied across age groups.
- Almost a fifth of 65–75-year-olds do not own a collared shirt, a quarter do not own a college shirt.

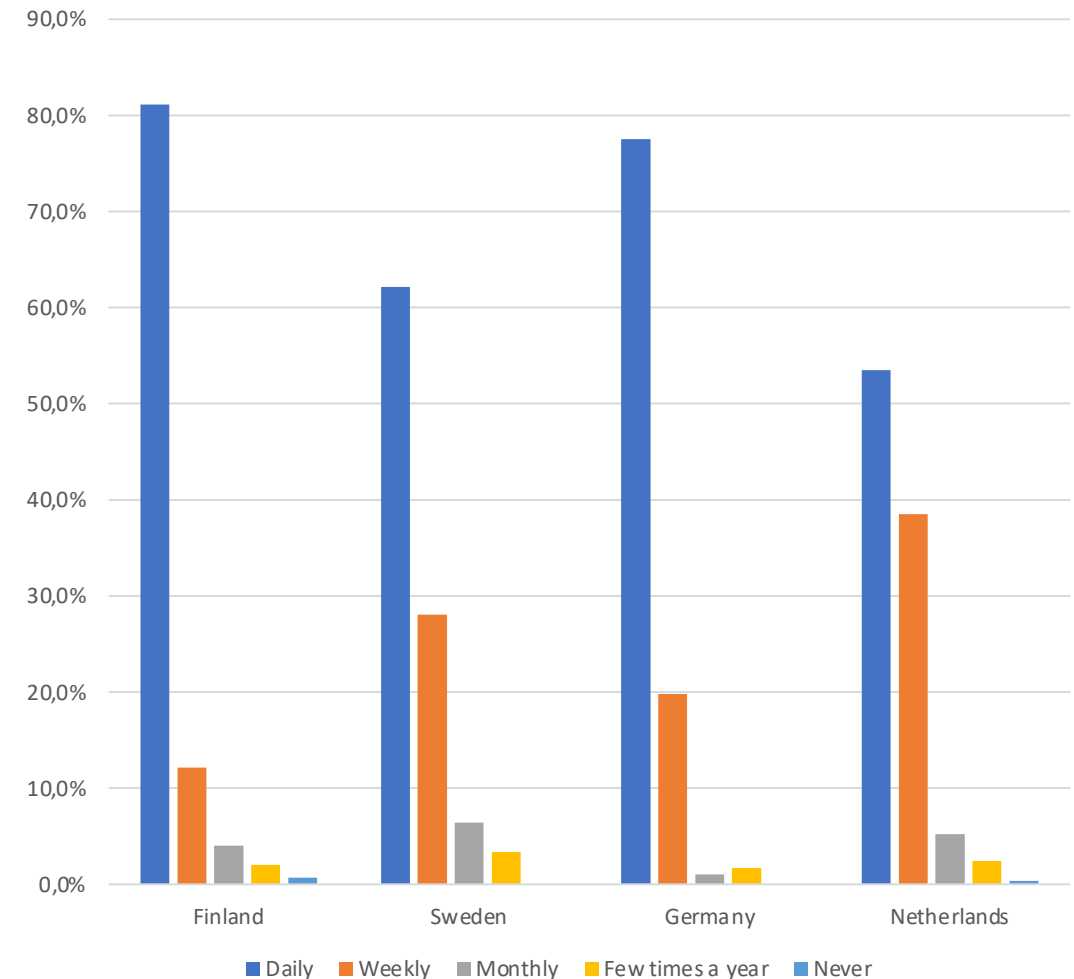




Estimate how often you wear each type of garment

- T-shirt was estimated to be worn most frequently daily.
- Almost 70% of respondents estimated that they wear a T-shirt every day, a quarter of respondents estimated that they wear a T-shirt every week. Only three people out of all respondents say they never wear a T-shirt.
- More than 80% of Finns estimated they wear a t-shirt daily, while just over half of Dutch respondents estimated so.
- The collared shirt is worn less frequently than the other garments in the survey. Almost 35% of respondents estimated that they wear a collared shirt a few times a year. Finnish respondents are less likely to wear a collared shirt than respondents from other countries.
- There weren't significant differences between genders or age groups how often respondents estimate that they wear the garments.

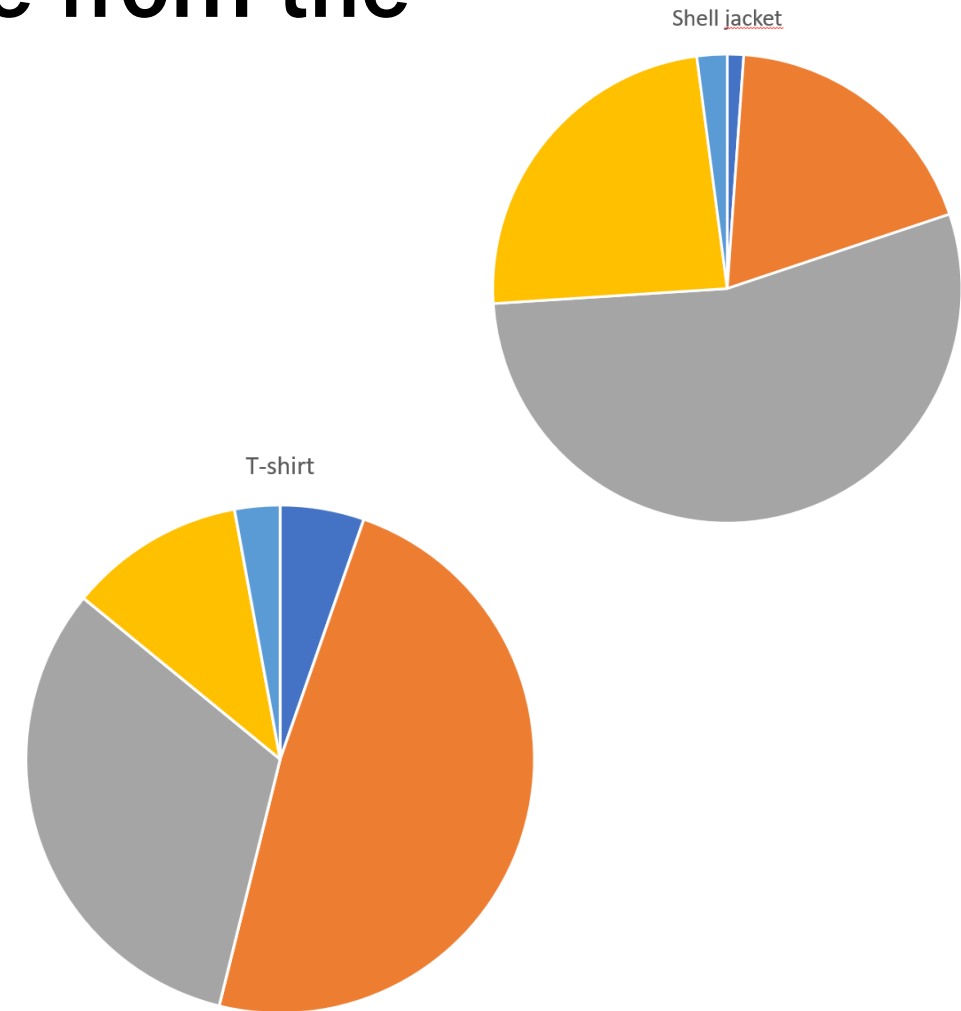
Estimate how often you wear a T-shirt





How long do you hope that the type of garments will last in your use from the moments of purchase?

- The most respondents want their garments to last 4-10 years. The only exception is the t-shirt, since the majority want it to last 1-3 years.
- Significant differences couldn't be found between different age groups. However, 18-24-year-olds are less likely than other age groups to want their garments to last more than ten years.
- Dutch respondents hope their garments last shorter duration than respondents from other countries.



■ Under a year ■ 1-3 years ■ 4-10 years ■ Over 10 years ■ Cannot say

How long do you expect the garments to last in your use from the moment of purchase?



- The type of garment will affect how long it is expected to last.
- T-shirts are expected to last the shortest time. Almost 60% of respondents expect a T-shirt to last three years or less.
- A shell jacket is expected to last the longest in use. Almost 75% expect a shell jacket to last at least four years. A fifth of respondents expect a shell jacket to last more than ten years.
- Dutch respondents expect garments to last less than respondents from other countries.
- For some types of garment, older respondents expect garments to last longer than younger respondents. This is not the case for every type of garment.

My clothes meet my expectations well, as I buy rarely and selectively.



Hopes versus Expectations



- **Respondents want garment types to last longer than they expect them to.**
- **Comparing countries, Finns in particular hope that different types of garments will last longer than they expect them to.**
- **When comparing different age groups, hopes and expectations of how long a garment should last varied.**
- **However, in the case of T-shirts, the expectations of the age groups corresponded well with the hopes of the age group concerned.**



Estimate how often you wash the types of garments

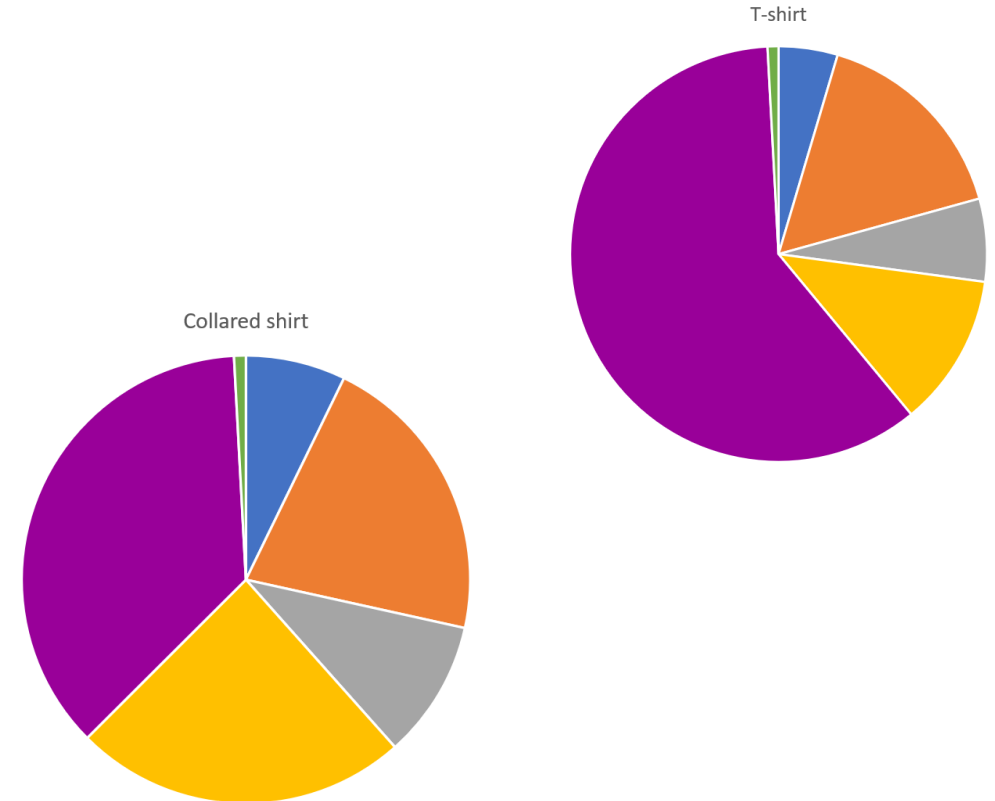
- The frequency of washing depends on the type of garment.
- Most of the garment types in the survey are estimated to be washed after a few uses. The most respondents estimated that they would only wash a shell jacket when it is dirty.
- Almost as many respondents estimated that they would wash a sports shirt after every use as after a few uses.
- Few respondents prefer to air out their garments rather than wash them, except for shell jackets. Just over a quarter of respondents primarily air out their shell jackets.
- The older the respondent, the less likely they are to wash their garments. However, this is not the case for the 18-24-year-olds, who are less likely to wash their garments than those aged 25-44. However, the differences between age groups are not significant.
- German and Dutch respondents estimate they wash their garments more often than Finnish or Swedish respondents.





When you stop wearing the garment type, what is the most probable reason?

- In all garment categories, the main reason to stop wearing a garment is that it wears out.
- The second most common reason is that the garment's size won't fit anymore, except for a collared shirt.
- The second most common reason for stopping wearing a collared shirt is that it is no longer neat enough for its original purpose.
- Around a tenth of respondents say that they stop wearing a garment when they get bored with it.
- T-shirts are more likely wear out at the end of their life, with over 60% of respondents saying that they stop wearing a T-shirt because it wears out.
- Finns are more likely than respondents from other countries to stop wearing a garment when it is no longer neat enough for its original purpose (except for sports shirts).
- Older the respondent, the more likely they stop wearing the garment after it wears out.
- Men were more likely than women in each garment category to answer they would stop wearing the garment once it wears out.



- It is no longer neat enough for its original purpose
- It wears out
- Other reason
- It doesn't fit my style anymore
- The size does not fit me anymore
- I get bored with the model/colour



What are you likely to do with the garments when you no longer need it?

- When garment is no longer needed, it's likely to be donated or taken to the end-of-life textile collection point.
- Finnish and Swedish respondents are more likely to donate garments.
- More than 50% of German and Dutch respondents said they would take their garments to end-of-life textile collection point.
- Finns are more likely to throw garments in a trash bin.
- T-shirts are thrown a trash bin more often than other garments. A fifth of respondents say they are most likely to throw a T-shirt in the trash bin.
- Collared shirts or shell jackets are more likely to be sold than t-shirts or college shirts.
 - The younger the respondent, the more likely they are to sell their garments. Over 36% of respondents aged 18-24 sell their shell jackets.
 - In the 65-75 age group, no respondents said they would sell a sports or college shirt when it is no longer needed.
- Women are more likely to sell their garments than men.
- Men are more likely than women to throw garments in the trash bin.
- In the open-ended responses, all countries responded that another way of disposing of a garment is to use it as a rag when it's no longer needed.

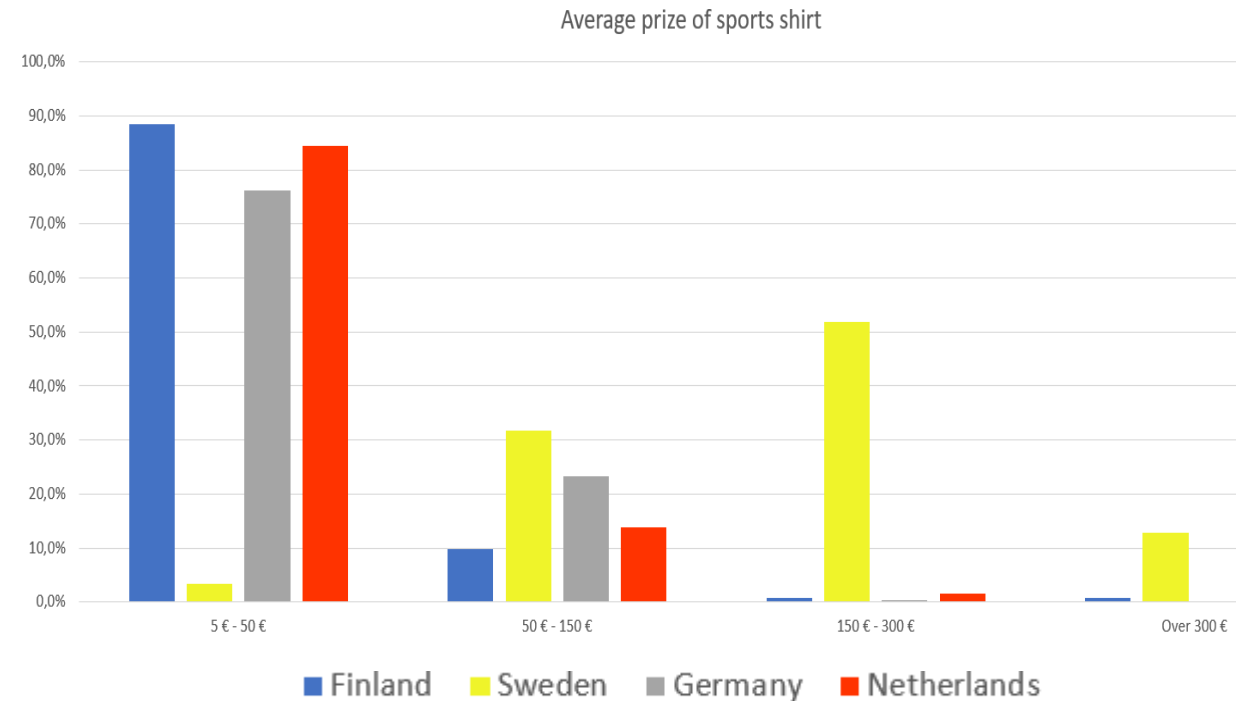
I use old clothes as rags for cleaning or in the garage.





Please estimate the average price of the garments in each garment category

- The average price for a garments is 5 - 50 € except for shell jacket, which are estimated to cost average 50 - 150 €.
- Swedes spend significantly more money for garments than other respondents.
 - For example, the average price of a sports shirt is 5 - 50 €, while the most Swedish respondents estimated the average price at 150-300 €.



Conclusions

- The aim of the survey was to gain more information on consumer expectations and thoughts on product longevity and the maintenance routines in different clothing categories.
- The survey confirmed some expectations, but did not really highlight anything new.
- The survey by clothing category supported the insight that clothing category, material and intended use are essential when studying the use of clothing.
- In future, it would be interesting to study in more detail for example whether the money spent on a garment affects its maintenance routines, etc.
- The results of the survey support existing research on the subject in that, while such a survey is more efficient than a more detailed wardrobe survey (interview), a more detailed understanding of clothing use would be required to study the time of use.
- However, this method could be used, for example, to survey the after-life of clothing in the future, as separate collection and textile recycling increase and consumer awareness of how to discard clothing increases.

