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A REVIEW OF CONSUMER BEHAVIOUR IN TEXTILE REVERSE LOGISTICS PRACTICES

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Abstract: *This paper reviews the literature on consumer behaviour in textile reverse logistics, examining what drives participation in textile recycling, reuse, donation, and other sustainable waste-management activities, and how the Theory of Planned Behaviour (TPB) and the Value-Belief-Norm (VBN) theory can be combined to explain this behaviour. A narrative literature review was conducted on studies of textile waste management, reverse logistics, consumer behaviour, recycling, and sustainability, drawing on literature published between 2020 and 2026 from Scopus (32 records), Google Scholar (103 records), and ScienceDirect (248 records), screened against predefined criteria regarding publication period, relevance, article type, open-access status, and language. The review finds that attitude, subjective norm, perceived behavioural control, awareness of consequences, and personal norm are the strongest predictors of consumer involvement in textile reverse logistics: TPB explains intention-based behaviour, while VBN incorporates environmental awareness and moral obligation, offering a more comprehensive account of sustainable consumer behaviour when combined. Recurrent barriers, including insufficient recycling infrastructure, inaccessibility, and poor public awareness, help explain the intention-behaviour gap in textile recycling; despite growing global attention to textile waste, little research has examined consumer involvement in textile reverse logistics in Malaysia, particularly studies combining behavioural and moral factors. As a narrative review, the study does not draw on primary data and should be followed by empirical work to confirm the determinants identified; nevertheless, the findings suggest that policymakers, local governments, and industry professionals should enhance recycling facilities, expand collection and take-back schemes, and design campaigns that simultaneously address the behavioural, social, and moral drivers of participation. This review contributes to the literature by integrating TPB and VBN to explain consumer involvement in textile reverse logistics through behavioural, social, and moral perspectives, and by outlining research gaps that future empirical work in the Malaysian context should address.*

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Keywords: *Textile Waste, Reverse Logistics, Consumer Behaviour, Theory of Planned Behaviour (TPB), Value-Belief-Norm (VBN) Theory*

Introduction

The global consumption of textiles continues to rise rapidly, generating substantial volumes of post-consumer waste that impose significant environmental and sustainability burdens. Accelerated fashion cycles, reduced clothing lifespans, and shifting consumer preferences have collectively driven faster consumption and disposal rates (Niinimäki et al., 2020). Much of this waste is diverted to landfills, aggravating resource depletion, environmental pollution, and greenhouse gas emissions. Indeed, the textile industry is recognised by the United Nations Environment Programme as a major driver of global environmental degradation (UNEP, 2024), underscoring the urgent need for sustainable waste-management strategies.

A similar pattern is evident in Malaysia, where rising apparel consumption contrasts with low consumer engagement in recycling. Despite public campaigns and donation initiatives organised by government agencies and non-governmental bodies over the years, structured textile recycling and reverse logistics remain underutilised (SWCorp Malaysia, 2024). Most consumers continue to discard unwanted textiles alongside general household waste rather than donating, reusing, or recycling them, thereby overburdening landfills and squandering opportunities for resource recovery.

Reverse logistics offers a critical framework for addressing textile waste through sustainable recovery. As defined by Rogers and Tibben-Lembke (1999), reverse logistics encompasses the movement of used or unwanted products from the point of consumption back to manufacturers, retailers, or recovery centres for reuse, recycling, remanufacturing, or proper disposal. Within the textile sector, this includes garment donations, resale, repair services, recycling initiatives, and retailer take-back programs, all of which advance circular economy principles by extending product lifespans, conserving valuable materials, and minimising landfill waste (Govindan & Soleimani, 2017).

However, the operational success of reverse logistics relies heavily on active consumer participation. Decades of research demonstrate that consumer decision-making fundamentally shapes engagement in recycling and pro-environmental actions (Ajzen, 1991; Han et al., 2010). Two theoretical frameworks dominate the literature in explaining these choices. The Theory of Planned Behaviour (TPB) models behavioural intentions through attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991), making it directly applicable to reverse logistics, which begins with a consumer's deliberate decision to return, donate, reuse, or recycle an item. Conversely, the Value-Belief-Norm (VBN) theory emphasises moral responsibility, awareness of environmental consequences, and personal norms as primary catalysts for environmentally responsible action (Stern, 2000).

Although research on general recycling and sustainability has expanded considerably, studies focusing specifically on consumer involvement in textile reverse logistics remain scarce. This empirical gap is particularly pronounced in Malaysia, where existing literature overwhelmingly concentrates on general municipal waste or specific streams such as plastics and electronic waste. Furthermore, traditional reverse logistics research has primarily emphasised technical and supply-chain dimensions, including operational efficiency, inventory recovery, and transportation logistics, while paying far less attention to the consumer choices that initiate

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these recovery channels. In a systematic review, Sumo et al. (2023) highlighted that consumer attitudes toward sorting and returning post-consumer textiles remain markedly under-researched compared to technical infrastructure. Additionally, few scholarly attempts have been made to integrate the TPB and VBN models into a unified framework for examining consumer participation in textile recovery.

To address these gaps, this paper provides a comprehensive review of the existing literature on consumer behaviour in textile reverse logistics. By synthesizing theoretical insights from both the TPB and VBN models, it clarifies the behavioural, social, and moral determinants of participation. Ultimately, the review identifies critical knowledge gaps and proposes directions for future research, with a focus on advancing sustainable waste-management strategies within the Malaysian context.

Literature Review

Textile Waste and Reverse Logistics

The rapid growth of the global fashion and textile industry has made textile waste a major international environmental challenge. Discarded garments, household textiles, and scrap materials are accumulating at unprecedented rates, driven by fast-fashion business models, shortened garment lifespans, and shifting consumer consumption patterns (Niinimäki et al., 2020). Although a substantial portion of post-consumer textiles could be reused, repaired, or recycled, vast quantities are routinely routed to landfills or incinerators.

Textile production is intrinsically resource-intensive, requiring massive inputs of water, energy, and chemical raw materials while generating substantial carbon emissions and toxic effluents (UNEP, 2024). The widespread reliance on synthetic fibres such as polyester compounds these impacts, as these non-biodegradable materials persist in ecosystems for decades. Consequently, governments, industry stakeholders, and environmental organisations are prioritising sustainable waste-management strategies to mitigate ecological degradation and enhance resource efficiency.

Reverse logistics represents a foundational mechanism for managing textile waste sustainably. It entails planning, implementing, and controlling the efficient flow of raw materials, in-process inventory, and finished goods from the point of consumption back to collection, recycling, or recovery channels (Rogers & Tibben-Lembke, 1999). While early definitions focused narrowly on a rudimentary "reduce-recycle-reuse" triad (Kopicki et al., 1993), modern definitions adopt a broader, process-based view of product recovery. In the textile sector, this encompasses donation networks, mechanical and chemical recycling, repair services, secondhand resale, and retailer-led take-back programs.

As a key component of circular-economy frameworks, reverse logistics extends product lifespans and reduces overall waste generation (Govindan & Soleimani, 2017). Effective reverse logistics systems prevent material disposal, conserve pristine natural resources, and maintain product value within closed-loop systems. In detailing these processes, Blackburn et al. (2004) highlighted inspection and sorting as critical operational phases, while Kannan et al. (2023) emphasised that reverse logistics serves as a core enabler of broader organisational and environmental sustainability outcomes.

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Despite its growing importance, the practical implementation of textile reverse logistics encounters persistent operational barriers. These include inadequate recycling infrastructure, low consumer awareness, inconvenient collection points, and poor public engagement (Ramayah et al., 2012; Mohamad et al., 2022). In Malaysia, textile reverse logistics remains in an embryonic stage, with consumer participation lagging behind that of other waste streams. Bakri et al. (2022) identified fragmented collection systems and insufficient processing facilities as primary constraints, while Humaidi and Prabowo (2024) noted that weak infrastructure, low public engagement, and poor inter-agency coordination hinder circular economy practices in the sector. Understanding consumer decision-making is therefore essential to resolving these systemic bottlenecks.

Insights from broader manufacturing sectors in Malaysia reinforce the importance of systematic recovery design. Khor and Udin (2013) demonstrated that successful reverse logistics implementation relies heavily on green product design and organisational resource commitments, which dictate downstream recovery viability. Comparable trends are observed across developing economies; for instance, Hyder et al. (2023) found that reverse logistics mediates the relationship between sustainable resource management and organisational performance in Pakistan's automotive industry. These findings indicate that efficient reverse logistics systems can yield both environmental and economic dividends in emerging markets.

Consumer Behaviour in Textile Reverse Logistics

Consumer behaviour is fundamentally decisive to the operational viability of textile reverse logistics. Regardless of the sophistication of recycling infrastructure, donation campaigns, or corporate take-back schemes, program success ultimately depends on individual decisions to participate. Such participation spans several actions, including donating used garments, sorting textile waste, reusing textile products, returning items through take-back channels, and engaging in local recycling initiatives. Consequently, identifying the drivers and inhibitors of consumer participation is vital.

Behavioural intention serves as the proximate predictor of actual participation in sustainable practices (Ajzen, 1991). In Ajzen's framework, attitude reflects an individual's favourable or unfavourable evaluation of performing a specific behaviour. In this context, consumers who believe that textile recycling effectively mitigates environmental degradation and diverts landfill waste exhibit stronger positive attitudes, making them significantly more inclined to participate in reverse logistics initiatives.

Subjective norms also exert a powerful influence on participation. Representing perceived social pressure from family, peers, and community networks (Ajzen, 1991), subjective norms shape individual willingness to act. When influential social circles actively promote or normalise sustainable waste practices, consumers demonstrate a higher propensity to donate, reuse, or recycle unwanted textiles (Ramayah et al., 2012).

Perceived behavioural control (PBC), the perceived ease or difficulty of performing a behaviour (Ajzen, 1991), is equally critical. When consumers possess clear information, adequate time, and convenient access to recycling facilities, their participation increases markedly; conversely, scarce collection points and logistical inconvenience severely hinder engagement (Mohamad et al., 2022). Consequently, positive intentions often fail to translate into action when structural barriers exist. This intention–behaviour gap was empirically confirmed in Malaysia by Mansor and Che Mat (2021), who observed that recycling intentions among residents in semi-dense

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regions were frequently constrained by unequal access to collection infrastructure, particularly on urban peripheries.

In addition to rational evaluation and social pressure, moral dimensions play a central role in pro-environmental action. The Value-Belief-Norm (VBN) theory asserts that individuals engage in pro-environmental behaviour when activated by moral obligations and environmental values (Stern, 2000). Key components include awareness of consequences (AOC), the recognition of environmental harm resulting from improper waste disposal, and personal norms, which reflect an internalised moral duty to protect the environment. Consumers with heightened environmental awareness and strong personal norms demonstrate significantly higher rates of engagement in textile recycling and recovery.

Despite growing public interest in sustainability, consumer behaviour within textile reverse logistics remains relatively under-researched, particularly in Malaysia. Most regional studies focus on general municipal recycling or specific streams such as plastics and e-waste. Few empirical investigations address textile-specific reverse logistics, and fewer still integrate the TPB and VBN models to examine consumer participation. Empirical evidence in related local contexts remains limited; for instance, Jamaludin et al. (2020) reported that despite the presence of clothing donation programs in Malaysia, public awareness and participation rates remained low. Targeted behavioural research is therefore needed to address these empirical gaps.

TPB Perspective in Textile Reverse Logistics

One of the most popular theories of behaviour that have been used to explain recycling intention and pro-environmental behaviour is the Theory of Planned Behaviour (TPB), developed by Ajzen (1991). Its good predictive ability has seen it become a popular framework in research on recycling behaviour, sustainable consumption, waste management and environmental participation, in general. TPP has three constructs that influence behavioural intention: attitude, subjective norm, and perceived behavioural control.

Favourable attitudes towards textile recycling make consumers more inclined to engage in reverse logistics since they are aware of its positive environmental and social impact (Han et al., 2010; Ramayah et al., 2012). In TPB, attitude is a positive or negative appraisal of an individual to engage in a certain behaviour (Ajzen, 1991). Here, the evaluation of activities such as textile recycling, clothing donation, reuse or take-back programmes by the consumers. Individuals who perceive recycling of textiles to be safe to the environment and reduction of waste are more likely to participate when they realise the advantages. This attitude-behaviour relationship is directly supported by Bianchi and Birtwistle (2012) as they discovered that consumers who held more positive sustainability attitudes were more likely to donate clothing or to extend the life of garments by reuse, one of only a few studies to explicitly test the relationship within the textile waste stream.

Another significant factor that determines recycling behaviour is social influence, particularly when family, friends, colleagues, and the community at large encourage recycling (Ramayah et al., 2012). Subjective norm is the social pressure that individuals experience through people or groups who are important to them regarding whether to act or not in TPB (Ajzen, 1991). When the social circle encourages it, consumers recycle textiles more, and the impact is likely to be stronger in collectivist cultures like Malaysia, where the values and group norms of the community are given special importance. This channel can go beyond descriptive norms to moral obligation: Botetzagias et al. (2015) discovered that the inclusion of moral norms into

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the typical TPB models enhanced the capacity of the model to explain recycling behaviour as a precursor of the moral dimension VBN theory that is more directly tackled.

When recycling facilities are convenient, accessible, and supported by sufficient information, consumers will be more willing to engage in textile recycling (Mohamad et al., 2022). In TPB, perceived behavioural control (PBC) is the perceived ability, opportunity and convenience of a consumer to carry out a particular behaviour (Ajzen, 1991), and that is why easy access to recycling centres, donation centres and collection systems is likely to promote more action. Increasing access and infrastructure, then, can have a significant positive impact on participation. Knussen et al. (2004) discovered very similar results: the perceived absence of recycling facilities was one of the most powerful discouraging factors to recycling intention, a lesson that infrastructure and access are equally important as psychological preparedness.

A recent international meta-analysis of e-waste recycling research provides additional evidence: Puzzo and Prati (2024) found very large effect sizes between attitude and recycling intention and intention to actual behaviour, as well as between policy effectiveness and convenience. It is another stream of waste, yet the outcome reinforces the argument of the relevance of TPB to textile reverse logistics.

Combined, TPB provides a powerful model to understand consumer involvement in textile reverse logistics, integrating psychological, social, and situational determinants of behavioural intention. There is one limitation to it, however: TPB does not tell us much about moral obligation and environmental values, and Value-Belief-Norm (VBN) theory helps to fill the gap.

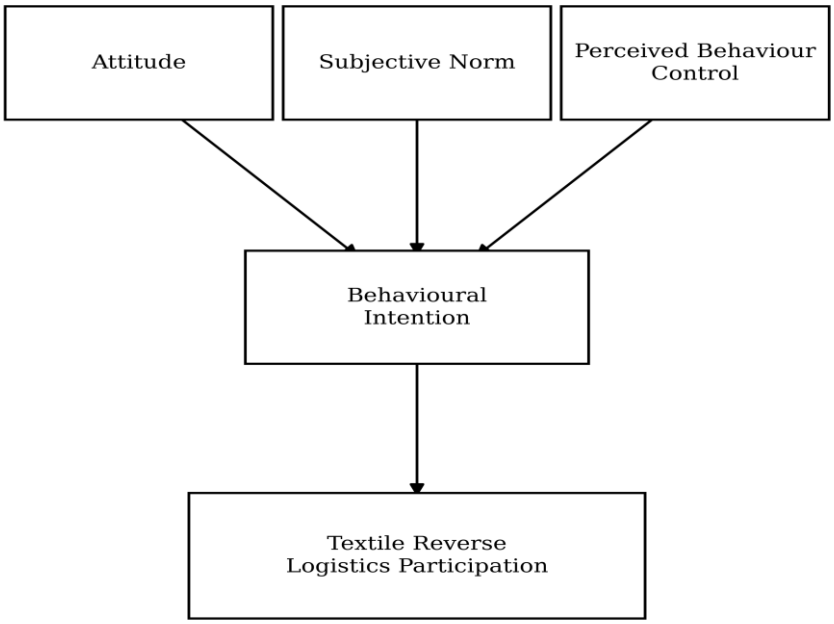


Figure 1: TPB Perspective in Textile Reverse Logistics Practices

VBN Perspective in Textile Reverse Logistics

The Value-Belief-Norm (VBN) theory, developed by Stern (2000), provides a prominent framework for explaining pro-environmental action and moral decision-making. While the TPB emphasises rational utility and social influence, the VBN theory focuses on environmental

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values, moral beliefs, and personal responsibility. It posits that individuals are driven to act sustainably when they recognise the negative consequences of environmental degradation and feel a personal obligation to mitigate them. Rooted in Schwartz's (1977) Norm-Activation Model, VBN theory traces how personal norms are activated when individuals become aware of adverse consequences and attribute responsibility to themselves, a process Stern (2000) formalised into a sequential causal chain.

A central construct within the VBN model is awareness of consequences (AOC), which denotes an individual's understanding of the environmental harm caused by unsustainable practices. Consumers who are aware of the ecological damage associated with textile waste, such as resource depletion, chemical pollution, and landfill overflow, exhibit greater willingness to adopt sustainable disposal habits (Hansla et al., 2008). This awareness acts as a broad catalyst for pro-environmental action; for example, Nordlund and Garvill (2002) observed that higher awareness of the environmental impacts of automobile use directly correlated with reduced driving frequency, demonstrating the universal role of AOC in driving sustainable choices.

Personal norms, defined as internalised moral obligations to act in an environmentally responsible manner (Stern, 2000), serve as direct predictors of recycling and waste-reduction behaviours. Consumers guided by strong personal norms are more inclined to donate garments, reuse materials, and participate in textile recycling, as these actions align with their core ethical values and environmental commitment. In an empirical study integrating TPB and VBN elements, Godinho Filho et al. (2024) demonstrated that intrinsic motivators, such as personal values, moral beliefs, and positive environmental evaluations, exerted a stronger influence on sustainable behaviour than external factors such as legal mandates or corporate policies. Similarly, Onel and Mukherjee (2017) found that moral considerations interact with emotional responses and self-interest to drive recycling actions, while Trinh and Sakurai (2025) confirmed that personal norms consistently predict recycling intentions across culturally diverse cohorts. The VBN perspective is particularly well-suited to textile reverse logistics because consumer participation in garment recovery is frequently driven by moral considerations and environmental ethics rather than mere convenience or social compliance. Many consumers donate or recycle textiles primarily because they perceive it as an ethical responsibility, underscoring the necessity of incorporating moral variables into research on consumer engagement in reverse logistics.

Although the VBN theory has been extensively applied in general environmental research, its application to textile reverse logistics remains limited in developing economies like Malaysia. Existing regional research predominantly examines general environmental concern, household waste recycling, energy conservation, or green purchasing, leaving textile recovery underexplored. Applying the VBN model to textile reverse logistics provides valuable insights into how environmental values, personal norms, and moral responsibility drive consumer participation in garment recovery networks.

In conclusion, while the TPB accounts for rational evaluations and planning, the VBN theory illuminates the moral obligations and ethical values underlying sustainable actions. Neither framework in isolation captures the full complexity of consumer decision-making; however, integrating TPB and VBN yields a holistic framework for understanding consumer engagement in textile reverse logistics.

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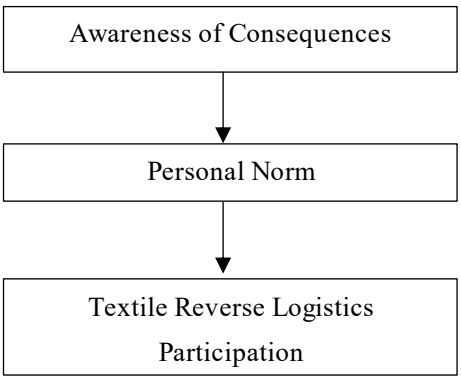


Figure 2: VBN Perspective in Textile Reverse Logistics Practices

Method

This paper used a narrative literature review to synthesise and critically evaluate existing research on consumer behaviour in textile reverse logistics. A narrative design was selected because it facilitates the integration and thematic synthesis of findings from diverse empirical and theoretical literature, thereby providing a comprehensive overview of behavioural determinants, theoretical frameworks, and research gaps in sustainable textile waste management. The search strategy encompassed literature on textile waste management, reverse logistics, recycling behaviour, consumer participation, and relevant socio-psychological theories, specifically the Theory of Planned Behaviour (TPB) and Value-Belief-Norm (VBN) theory. Table 1 outlines the general literature search strategy.

Table 1. Literature Search Strategy

Search Component	Description
Review method	Narrative literature review
Review objective	To synthesise existing literature on consumer behaviour in textile reverse logistics practices
Publication period	2020–2026
Databases	Scopus, Google Scholar, ScienceDirect
Keywords	Textile waste; Reverse logistics; Textile recycling; Consumer behaviour; Theory of Planned Behaviour (TPB); Value-Belief-Norm (VBN) theory
Language	English
Article type	Journal articles
Access type	Open-access publications
Selection criteria	Publication period, subject relevance, article type, language, and accessibility
Analysis approach	Thematic analysis and narrative synthesis

Relevant literature published between 2020 and 2026 was retrieved from three academic databases, Scopus, Google Scholar, and ScienceDirect, using keywords including textile waste, reverse logistics, textile recycling, consumer behaviour, Theory of Planned Behaviour, and Value-Belief-Norm theory. Table 2 summarises the final articles selected from each database after the predefined search and selection criteria were applied.

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Table 2. Summary of Articles Included in the Review

Database	Final Articles Selected	Coverage	Purpose
Scopus	32	Peer-reviewed, indexed journal articles	To provide high-quality and internationally recognized literature
Google Scholar	103	Broad scholarly publications	To capture additional relevant studies and theoretical perspectives
ScienceDirect	248	Environmental and sustainability research	To provide comprehensive coverage of textile waste management literature
Total	**383**		Articles included in the thematic synthesis after applying the predefined selection criteria

Utilising multiple multidisciplinary, environmental, and sustainability-focused databases ensured a thorough retrieval of relevant literature. Explicit inclusion and exclusion criteria were established to maintain analytical rigour and thematic focus: only English-language, peer-reviewed journal articles published between 2020 and 2026 that provided empirical or theoretical insights into consumer participation were included. Non-peer-reviewed items, articles outside the target publication window, and studies lacking focus on consumer decision-making in reverse logistics were excluded.

The retrieved studies were screened, systematically evaluated, and synthesised to identify recurring thematic clusters, key behavioural determinants, theoretical applications, and prominent research gaps. The findings are structured around major thematic domains: textile waste and reverse logistics, consumer participation dynamics, and the complementary contributions of the TPB and VBN frameworks, culminating in the identification of priority avenues for future research.

Findings

The reviewed literature indicates that consumer involvement in textile reverse logistics is shaped by a complex interplay of behavioural, social, situational, and moral factors. Behavioural intention emerges as the primary driver of actions such as textile recycling, garment donation, reuse, and sustainable disposal (Ajzen, 1991; Han et al., 2010). Consumers who hold favourable attitudes toward environmental protection and resource conservation exhibit significantly higher inclinations to participate in textile recovery programs. In essence, individuals are far more likely to engage in reverse logistics when they perceive their actions as effective in mitigating environmental harm. This attitude–behaviour link is directly corroborated in the textile sector by Bianchi and Birtwistle (2012), who found that strong sustainability attitudes increased consumer willingness to donate or reuse apparel rather than discard it.

Social influence plays an equally pivotal role. Subjective norms strongly affect recycling intentions by transmitting expectations from family, peers, and broader community networks (Ramayah et al., 2012). Individuals are notably more willing to participate in sustainable practices when these actions are normalised and encouraged by their immediate social environment. This normative influence is especially pronounced in collectivist cultures, where

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social cohesion and shared community values exert a powerful impact on individual decision-making.

Perceived behavioural control acts as another key determinant: participation rates rise when donation points, collection infrastructure, and recycling channels are accessible, convenient, and easy to navigate (Ajzen, 1991). Conversely, the literature consistently highlights structural barriers, such as inadequate infrastructure, poor communication, and logistical inconvenience, as major impediments to consumer engagement (Mohamad et al., 2022). In the Malaysian context, empirical studies by Mansor and Che Mat (2021) and Bakri et al. (2022) revealed that fragmented collection networks and restricted facility access frequently undermine recycling participation, even among individuals with positive environmental intentions.

Furthermore, moral responsibility and environmental awareness strongly condition consumer actions. Individuals who possess a heightened awareness of the ecological damages wrought by textile waste, combined with a strong sense of personal obligation, participate more actively in sustainable disposal practices (Stern, 2000; Hansla et al., 2008). Awareness of consequences and personal norms serve as crucial drivers of pro-environmental action, a finding confirmed across diverse international and cultural contexts by Dursun et al. (2017) and Trinh and Sakurai (2025).

Despite growing academic focus on sustainability, empirical research examining consumer participation in textile-specific reverse logistics remains scarce, particularly in developing economies such as Malaysia. Most regional studies prioritise general household recycling, plastics, or electronic waste, leaving textile recovery relatively underexplored. Moreover, remarkably few studies integrate both the TPB and VBN models to explain consumer participation in this domain. Consequently, further research investigating the combined behavioural, situational, and moral antecedents of textile recovery is urgently needed.

Collectively, the literature demonstrates that consumer engagement in textile reverse logistics is driven by the dynamic interaction of psychological, social, situational, and moral forces. Integrating the TPB and VBN models provides a superior explanatory framework compared to using either model in isolation. This synthesised theoretical approach offers a robust foundation for future empirical research aimed at fostering sustainable consumer participation in textile waste management.

Discussion and Conclusion

The findings of this review affirm that consumer participation is fundamental to the operational success of textile reverse logistics. Across the literature, key determinants of recycling intention and sustainable disposal include attitude, subjective norms, perceived behavioural control, awareness of consequences, and personal norms (Ajzen, 1991; Stern, 2000). Active participation in garment recovery reflects a combined effect of environmental consciousness, social expectations, moral obligation, and logistical accessibility.

In this context, the TPB and VBN frameworks operate synergistically. The TPB accounts for the rational, planned, and social determinants of behavioural intention, whereas the VBN theory captures the moral, ethical, and value-based drivers of pro-environmental action (Ajzen, 1991; Stern, 2000). Combining these models yields a comprehensive framework that captures the full spectrum of psychological, social, and moral mechanisms governing consumer engagement in textile reverse logistics.

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Deficiencies in recycling infrastructure and poor accessibility represent primary obstacles to participation. Although many consumers express favourable intentions toward sustainability, these intentions often fail to translate into action when collection points are scarce, infrastructure is lacking, or recovery processes are inconvenient (Ramayah et al., 2012; Mohamad et al., 2022). This intention–behaviour gap was similarly observed by Chen and Tung (2010), who noted that a perceived lack of facilities weakens the translation of recycling intentions into actual behaviour. Consequently, positive intentions require structural enablement. Addressing these bottlenecks necessitates expanding collection networks, improving facility access, launching targeted public education campaigns, and fostering multi-stakeholder coordination among government agencies, retailers, and environmental organisations.

This review also highlights prominent gaps in the current body of knowledge. While research on general sustainability and municipal recycling has expanded, consumer participation in textile reverse logistics remains under-researched relative to other waste streams such as plastics and e-waste. In Malaysia specifically, empirical studies applying an integrated TPB–VBN framework to textile recovery are virtually non-existent. Humaidi and Prabowo (2024) reached a similar conclusion, noting that circular economy research in the textile sector lags behind other industries, particularly regarding consumer-level behavioural determinants. Future empirical research examining the psychological, social, situational, and moral factors influencing consumer participation will be essential for closing these gaps and designing effective waste-management strategies.

Future research should examine consumer engagement in textile reverse logistics across diverse regions and demographic groups. By validating integrated frameworks that incorporate behavioural, social, structural, and moral variables, future studies can inform evidence-based policy formulation and industry practice.

In conclusion, textile reverse logistics serves as a vital pathway for sustainable waste management and circular economy transition (Govindan & Soleimani, 2017). However, the success of recycling, donation, reuse, and take-back programs ultimately depends on widespread consumer participation. This review demonstrates that consumer participation is driven by an integrated matrix of behavioural, social, situational, and moral determinants. By combining the TPB and VBN perspectives, researchers and practitioners gain a robust framework for understanding and encouraging sustainable consumer behaviour, providing a strong foundation for future empirical investigation and policy development.

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