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# Fast Fashion vs Lasting Values: Consumer Behaviour and Sustainable Fashion Advocacy – A Study

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### ABSTRACT

The fast fashion industry has changed the way people engage with and view apparel in the world. In today's world, brands are launching new collections one after another far outpacing the older, seasonal patterns. This helps them cater to the shoppers who need fashion and view it as a key part of their identity. People who are introduced to the world of fast fashion at an early age are the first to celebrate the endless availability of new, cheap clothes, not knowing the grim truth that lies behind. As stated by McKinsey (2018), Gen Z follows brands like Forever 21, Zara, and H&M. This study is conducted on today's youth to understand their inclination towards fast fashion through a mixed method approach. The objective is to highlight the pervasive impact of fashion and prompt the readers to think about their own buying behaviours.

**Keywords:** *Fast Fashion, Slow Fashion, Consumer Behaviour, Buying Habits, Sustainability*

### Introduction

The fashion industry has noticeably changed in the last 20 years. Fast fashion has taken over the world market and today provides clothing at low prices. This comes with its share of environmental and ethical issues. Slow fashion, on the other hand, focuses on environmental slow artisanship and heritage and has its share of slow fashion. However, the motivation behind consumer's choices and attitudes remains largely unexplored.

The global fashion industry has been permanently changed with the emergence of fast fashion brands like Forever 21, Zara, and H&M. The constant change in fashion seasons and the need for constant ready supply of the latest trends has created fast clothing turnover. Retailers are now competing to lure in customers with trend-based and budget-friendly clothing, and this is fuelling consumerism in a big way. People now prefer to shop and buy clothing often and in quantities, unlike before. The McKinsey Report (2018) emphasizes this fact with the Fast Fashion sector four times growth since 2014, which is a great depiction of the change in fashion and shopping trends.

The fast fashion industry has escalated over the past few years and now changes our perception and experience of clothing. Unlike the people who wear clothing as a form of art, tradition outshines expression with its own set of demands and a need to be fulfilled. To people who are immersed in fast fashion from childhood, the ceaseless supply of uncomplicated, inexpensive clothing is a delight unlike any other.

The picture that arises, one of trendy trinkets on the store racks combined with grim realities, does not sit well. Employees in these factories face terrible working conditions, and we devour a lot of resources and mangle the environment. Coming hotfooting into the scene is still a massive hurdle for many, as the main deterrents are steep price tags and the thought of not being able to keep up with the latest fads, but people are starting to wake up to the issues.

A shift in the right direction for the issues in the fashion industry is the sustainable fashion movement, which pushes for thoughtful practices, quality materials, and responsible manufacturing. This movement is also encouraging people to look at the purchasing ethics, opt for durable finishing, and use fair wages and eco-friendly materials. Even though the swings of the movement are commendable, the fight against sustainable fashion is far stronger. People are unwilling to change their established shopping patterns and higher prices, reduced selections, and social acceptance of indulgent shopping make it even worse.

Nowhere near everyone knows that sustainability matters, yet a huge chasm exists between knowing something is a problem and changing your actions, in fashion, we see this especially. Well-known as we are the downsides of fast fashion, we are still not sure why it keeps winning out, and by taking a deeper look, we can get a better understanding of what is needed to make sustainable fashion a practical reality for more people.

## Objective

- To study buying habits of fast fashion consumers.
- To identify barriers preventing adaption of sustainable fashion practices.
- To evaluate how consumers approach building ethical and lasting wardrobe.

## Literature Review

Fashion and The Consumer by Jennifer Yurchisin and Kim K.P. Johnson highlights the significance of fashion in every person's life as it is an integral part of our daily attire and use of clothing. It points out the lack of attention given to consumption practices in fashion research, despite their importance. Aims to analyse consumer decision-making in the context of fashion and its wider impact on the individual, society, and the planet, along with conventional and unconventional purchasing practices. The objective is to highlight the pervasive impact of fashion and prompt the readers to think about their own buying behaviours.

According to Assessing Consumer Perceptions and Behaviour Towards Fast Fashion and its Environmental Impact: A Study in the Indian Context by Kumari and Singh (2024) focuses on the fast fashion consumers of Punjab, the young population. People are aware of the harmful impacts of fast fashion on the environment. Does this awareness make them stop purchasing cheap and trendy clothes? It does not. Moreover, a good proportion declared that they would look into the possibilities of skipping the fast fashion choice and go for second-hand clothes or even the rental option. Although the data shows that of people changing their future fashion choices, the tendency is exceptionally low.

As mentioned in Comparative analysis: sustainable fashion vs. fast fashion by Núñez Martínez et al (2024) it indicates that their study takes a qualitative comparative approach, which is examining fast fashion literature and sustainable fashion literature through academic databases and reflecting the results in comparative tables. The primary goal was to compare differences, challenges, and improvements between both approaches, and develop a conceptual framework to communicate the complexity of the industry and path to become more responsible with consumption. Since it is a literature-based work there was no sample size. The authors highlight that fast fashion embodies such areas as, speed, cost, access, and variation or trend cycle, while contributing to environmental damage, the overshooting of natural resources, and exploiting vulnerable populations. Sustainable fashion calls upon quality, durability, and ethical practices, but has barriers to production including higher cost and speed. The authors further indicate that sustainability is an increasing focus for the industry and the issues of balancing profitability, development and innovation, against ethical obligations to influence industry change.

Predicting sustainable fashion consumption intentions and practices by Hong and Mamun et.al (2024) conducted research in China, where they surveyed 350 individuals to identify the factors that profoundly influence their selection of eco-friendly apparel. The results dispelled the myth of social media performative activism. The most influential factors were personal sense of responsibility and true concern for the environment. The presence of friends who encouraged it, and trust in the recycling system, helped in a minor way. To be precise, just assuming that recycling systems are legit did not increase the likelihood of people adopting the right behaviours. Therefore, it is driven by inner reflection as opposed to simple faith in the system.

Comparative Analysis of Fast Fashion and Slow Fashion on Consumer Purchase Behaviour by Suxia, Tajuddin, Shariff, and Yingyi (2025) highlight the stark contrast between fast fashion and slow fashion, akin to the difference between night and day, particularly in consumer shopping behaviour. Fast fashion capitalises on low prices and rapidly changing trends, borrowing the 'buy now, think later' mindset prevalent on social media to fuel its expansion. Consumers mindlessly indulge in whatever is in vogue, with no concerns about durability or environmental impact. Slow fashion, on the other hand, is the exact opposite. It concerns people who truly consider the origins of their attire — the eco-conscious and the informed shoppers who do more than glance at product labels. These consumers linger to browse, willingly spend more for higher quality, and really want to feel good in what they purchase.

Consumer behaviour towards Fast Fashion by Edisona Abazi and Valmire Sahiti (2018) explain that consumer behaviour towards fast fashion is influenced by factors such as price, style, quality, and convenience. They mention that many consumers are attracted to fast fashion because it is affordable and always trendy, even though the quality and durability of garments are often lower. Other researchers like Joy et al. (2012) and Vermeir & Verbeke (2006) also highlight that fast fashion appeals to consumers by offering quick responses to latest trends and easy availability through both online and physical stores.

The growth of fast fashion cannot be attributed solely to lower prices and trend adoption in Consumer behaviour towards fast fashion by Stringer, Tara, Mortimer, and Payne's (2020) research points out that the choices customers make are influenced by their understanding of the social and environmental problems surrounding them. Considering the effects of their purchases, consumers may well reconsider buying. McKinsey's 2018 report claiming that industry leaders such as Forever 21, Zara, and H&M had fast fashion exploding to four times the size it had in 2014 paints the picture clearly. Fast fashion continues to draw people in with its tempting offers. However, purchasing decisions are increasingly being influenced by sustainability and ethics. The conflict between making money and doing what's right has never been more challenging for the industry.

## Research Methodology

The research adopts a mixed-method approach, combining surveys as primary data and academic journals, reports, and databases as secondary data. The focus is on today's youth to understand the fast-fashion buying habits, barriers to sustainable practices, and approaches to ethical wardrobe management.

## Research Design

To contribute towards a better understanding of consumer behaviour towards fast and sustainable fashion, this study incorporates a mixed-method research design, using primary and secondary data. The study attempts to provide depth as well as dependability in its results by utilizing participant responses and existing literature.

### Primary Data

Structured surveys were conducted on 105 student from National Institute of Fashion Technology to collect the primary data. For the sake of ease and wider reach, surveys were deployed online using Google Forms. The surveys had consisted of both closed and open-ended questions aiming to decipher patterns in purchasing behaviour, obstacles in sustainable fashion adoption, and methods in ethical wardrobe creation. This methodology allows the researcher to not only understand the supporting data but also the genuine experiences behind fashion consumerism trends.

### Secondary Data

The previously unpublished data emerge from literature as well as industry studies, the research articles, and the case studies of fast fashion, sustainable fashion, and consumer behaviour. The examination of such materials ensures a solid framework as well as the theoretical understudy and aids in juxtaposing the findings of the study with those that have been established as a fact whereby comparing and contrasting may be done to locate new ice in the sphere. The credibility of the research is enhanced, and the study may position itself in the larger arena of the issue at hand due to the usage of the secondary data.

### Area of Study

The concern of study surrounds the students at National Institute of Fashion Technology (Daman, Gandhinagar, Mumbai) with population of approximately 1500 who enrolled in their respective course in the year of 2025. The sample size is 105 with 85% confidence level and  $\pm 6.8\%$  margin of error. The young adults who are not only the most vigorous purchasers of fast fashion but also the clients of fast fashion strive to convert to its sustainable alternatives. The matter is of concern because what this demographic chooses to indulge in influences the demanded products, the trends on the social media, and fast fashion in particular the way the entire industry moves. As the concern is the youth, the objective of this study is to understand the viewpoint of the people who are the reason for the fast fashion's accelerated expansion, as well as the ones who, with a great social call, need to change its direction to sustainability.

## Data Analysis

### Statistics

The results of the data analysis given in **table 1** indicate that there is no complete data set since no variable has any informative value. The average values indicate that the majority of the survey participants are males (Gender:  $M=1.25$ ), and the age group 18-25 contained the largest number of participants (Age Group:  $M=2.35$ ), while Course A was chosen by most students (Course:  $M= 1.74$ ). The Locality variable shows a great variety of where people live ( $SD=0.834$ ), the most frequent number being 4, which implies that a large part of the respondents is living in the same area as categories of residential classification suggest. In short, the data portray a young homogeneous group that is specific to a particular course with very similar demographic characteristics.

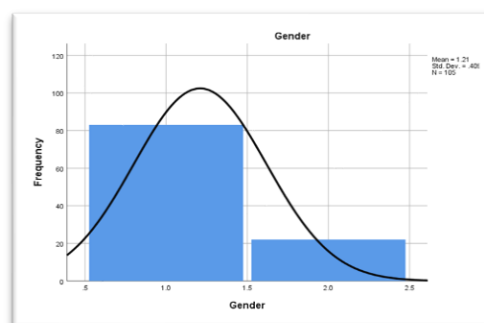
	Gender	Age Group	What course are you pursuing?	Locality
Valid	105	105	105	105
Missing	0	0	0	0
Mean	1.21	2.26	1.59	3.27
Median	1.00	2.00	1.00	3.00
Mode	1	2	1	4
Std. Deviation	.409	.721	.703	.869

**Table**

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	83	79.0	79.0	79.0
Male	22	21.0	21.0	100.0
Total	105	100.0	100.0	

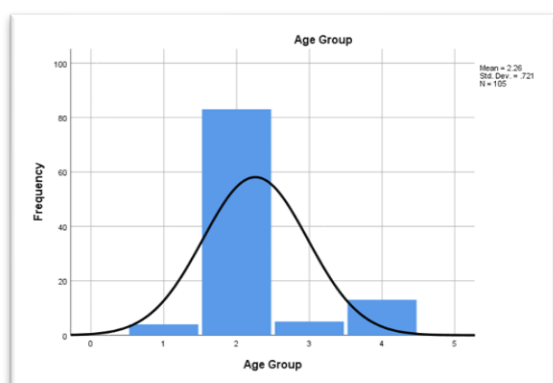
Table 2



Graph 1

According to **table 2**, out of the 105 participants, 83 were females which represented 79% and 22 were males which constituted 21%, this signifies a clear imbalance favouring the female as the respondents. This imbalance might influence the inferences computed as gender-related within the study. The figures were total and included all respondents, thereby assuring completeness and reliability.

### Age Group



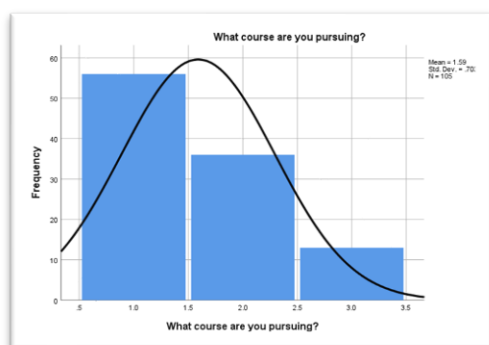
Graph 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 18	4	3.8	3.8	3.8
18-25	83	79.0	79.0	82.9
26-35	5	4.8	4.8	87.6
Above 36	13	12.4	12.4	100.0
Total	105	100.0	100.0	

Table 3

As mentioned in **table 3**, the sample for the research primarily consisted of young persons since most of the (76.6%) participants were within the 18–25 age range. The rest of the participants were segmented into the following groups: above 35 years (16.9%), aged between 26 and 35 (3.9%), and below 18 years (2.6%). The age distribution reflects a young group of respondents who might influence the applicability and understanding of the study result.

### What course are you pursuing?



Graph 3

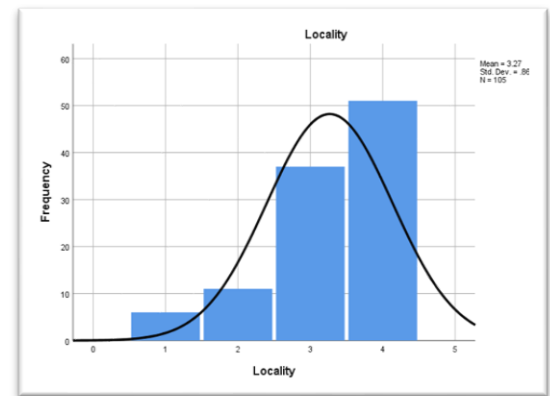
	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's	56	53.3	53.3	53.3
Master's	36	34.3	34.3	87.6
PHD	13	12.4	12.4	100.0
Total	105	100.0	100.0	

Table 4

In **table 4**, among the participants, the largest group was made up of individuals are pursuing bachelor's course (53%), while 34% were pursuing master's course. The remainder of the respondents are pursuing PHD course (13%), which suggests that the sample was mainly bachelor's and master's course pursuing-oriented with very little PHD scholars.

**Locality**

	Frequency	Percent	Valid Percent	Cumulative Percent
Rural	3	3.9	3.9	3.9
Town	10	13.0	13.0	16.9
Urban	28	36.4	36.4	53.2
Metropolitan City	36	46.8	46.8	100.0
Total	77	100.0	100.0	

**Table 5****Graph 4**

Most of the participants in this **table 5** lives in metropolitan areas (46%) and urban areas (36%). A lower proportion of the participants comes from towns (13%) and rural areas (3.9%). The distribution shows that the sample is mainly focused on areas with a large population.

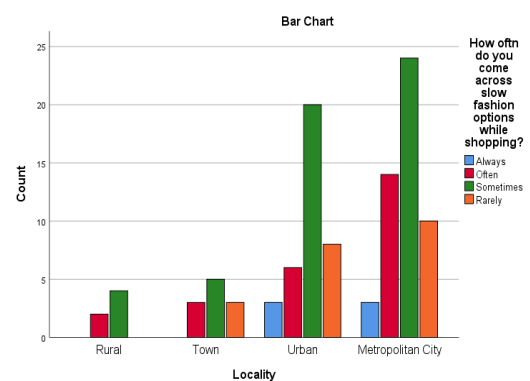
**Locality \* How often do you come across slow fashion options while shopping?**

		How often do you come across slow fashion options while shopping?				Total
		Always	Often	Sometimes	Rarely	
Locality	Rural	0	2	4	0	6
	Town	0	3	5	3	11
	Urban	3	6	20	8	37
	Metropolitan City	3	14	24	10	51
Total		6	25	53	21	105

**Table 6**

As per **table 6 & 6.1**, slow fashion was available in all places as the majority of the people surveyed stated that they “sometimes” (50%) or “rarely” (20%) and found slow fashion choices, indicating a lack of visibility overall. The chi-square ( $p = 0.840$ ) results indicate that locality does not play a significant role in the instances of slow-fashion options in this specific case.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.931 <sup>a</sup>	9	.840
Likelihood Ratio	7.074	9	.629
Linear-by-Linear Association	.059	1	.808
N of Valid Cases	105		

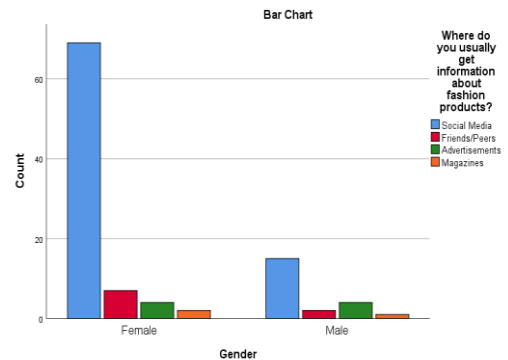
**Table 6.1****Graph 5****Gender \* Where do you usually get information about fashion products?**

		Where do you usually get information about fashion products?				Total
		Social media	Friends/Peers	Advertisements	Magazines	
Gender	Female	69	8	4	2	83
	Male	15	2	4	1	22
Total		84	10	8	3	105

**Table 7**

The **table 7 & 7.1** shows social media is the main source of fashion information for most of the respondents (80%). Women use social media more 83%, while men are found with 68% using social media and 18% relying on advertisements. Although the outcome of the chi-square test indicates no significant association ( $p = 0.186$ ), the data points out that the gender factor does not profoundly influence the fashion news customers.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.811 <sup>a</sup>	3	.186
Likelihood Ratio	4.052	3	.256
Linear-by-Linear Association	3.521	1	.061
N of Valid Cases	105		

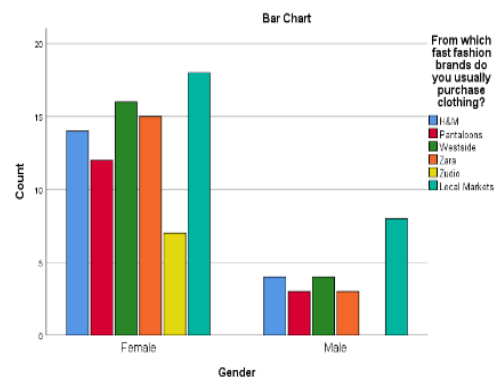
**Table 7.1****Graph 6**

#### Gender \* From which fast fashion brands do you usually purchase clothing?

		From which fast fashion brands do you usually purchase clothing?						Total
		H&M	Pantaloons	Westside	Zara	Zudio	Local Markets	
Gender	Female	14	12	16	16	7	18	83
	Male	4	3	4	3	0	8	22
Total		18	15	20	18	7	26	105

**Table 8**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.577 <sup>a</sup>	5	.612
Likelihood Ratio	4.911	5	.427
Linear-by-Linear Association	.220	1	.639
N of Valid Cases	105		

**Table 8.1****Graph 7**

From **table 8 & 8.1**, most fast fashion consumers (25%) prefer local markets. H&M, Westside, and Zara each pull in approximately 17–19% of those surveyed, with women making up about 78% of total brand buyers. The chi-square test is not significant ( $p = 0.612$ ); thus, it indicates no significant difference in brand choice between genders, and they also suggest that buying is evenly distributed among various brands.

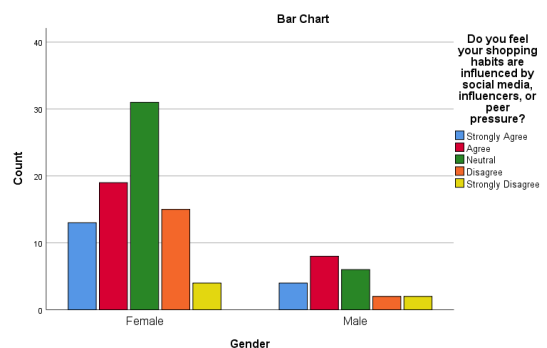
**Gender \* Do you feel your shopping habits are influenced by social media, influencers, or peer pressure?**

		Do you feel your shopping habits are influenced by social media, influencers, or peer pressure?					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Female	13	19	32	15	4	83
	Male	4	8	6	2	2	22
Total		17	27	37	17	6	105

**Table 9**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.193 <sup>a</sup>	4	.526
Likelihood Ratio	3.207	4	.524
Linear-by-Linear Association	.491	1	.483
N of Valid Cases	105		

**Table 9.1**



**Graph 8**

According to **table 9 & 9.1**, the majority of the people who took part in the survey were either neutral (35%) or in agreement (26%) that social media, influencers, or peer pressure have an effect on their shopping habits; 16% of them were in strong agreement, whereas only approximately 16% were in disagreement or strong disagreement. The chi-square test, however, is not significant ( $p = 0.526$ ), showing that there is no relationship between gender and perceived influence.

**Gender \* Have you ever purchased second-hand, thrifted, or rented clothing as part of building a lasting wardrobe?**

**Table 10**

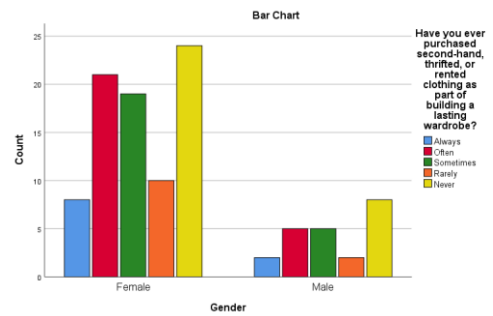
The **table 10 & 10.1**, shows approximately 25% of the people who participated in the survey have “often” bought clothes that are second-hand, thrifted, or rented, while 23% have done this “sometimes”. Nearly 31% have never considered these alternatives. The chi-square test returns a non-significant result ( $p = 0.974$ ), which indicates a lack of connection between gender and buying habits. Only a few cells have expected counts that are low, yet the overall pattern suggests similar types of behaviors in both genders.

		Have you ever purchased second-hand, thrifted, or rented clothing as part of building a lasting wardrobe?					Total
		Always	Often	Sometimes	Rarely	Never	
Gender	Female	8	22	19	10	24	83
	Male	2	5	5	2	8	22
Total		10	26	24	12	32	105

Table 10.1

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.496 <sup>a</sup>	4	.974
Likelihood Ratio	.494	4	.974
Linear-by-Linear Association	.212	1	.645
N of Valid Cases	105		

Graph 9



## Age Group \* How often do you purchase from these brands?

		How often do you purchase from these brands?				Total
		Weekly	Monthly	Every Few Months	Rarely	
Age Group	Below 18	1	1	1	1	4
	18 – 25	3	22	45	13	83
	26 – 35	0	1	3	1	5
	Above 35	1	3	7	2	13
Total		5	27	56	17	105

Table 11

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.175 <sup>a</sup>	9	.819
Likelihood Ratio	3.777	9	.925
Linear-by-Linear Association	.042	1	.838
N of Valid Cases	105		

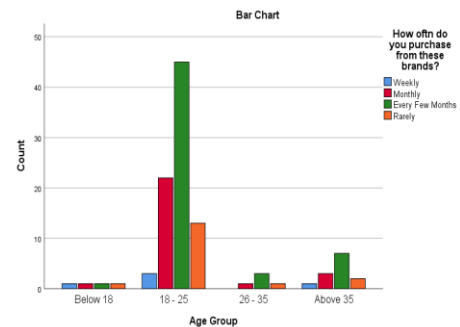


Table 11.1

Graph 10

As per **table 11 & 11.1**, 53% of consumers from all age groups buy these brands every few months and 26% buy them every month, yet just 5% buy them weekly. Very similar, 18–25-year-olds show with 54% buying every few months and 27% monthly. The chi-square result ( $p = 0.819$ ) indicates that age and buying frequency are not at all linked, but it is still possible that older people, especially those over 25, are less willing to buy, as the trends point out.

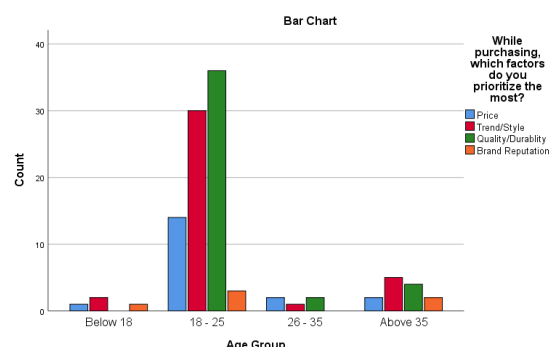
## Age Group \* While purchasing, which factors do you prioritize the most?

		While purchasing, which factors do you prioritize the most?				Total
		Price	Trend/Style	Quality/Durability	Brand Reputation	
Age Group	Below 18	1	2	0	1	4
	18 - 25	14	30	36	3	83
	26 - 35	2	1	2	0	5
	Above 35	2	5	4	2	13
Total		19	38	42	6	105



Table 12

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.915 <sup>a</sup>	9	.357
Likelihood Ratio	9.738	9	.372
Linear-by-Linear Association	.105	1	.746
N of Valid Cases	105		



Graph 11

Table 12.1

In **table 12 & 12.1**, all age groups have the same tendency, with 40% considering quality or durability as their main concern, then 36% prioritizing trend or style. Likewise, for 18–25-year-olds price is the main factor, as 17% choose it first. The statistical analysis ( $p=0.537$ ) reveals that there is no significant correlation between age group and the factor that is prioritized, which implies that age does not greatly affect the purchasing priorities.

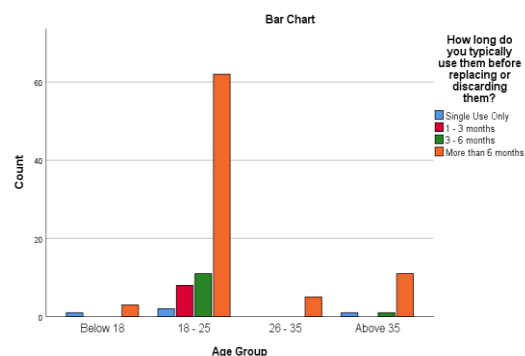
#### Age Group \* How long do you typically use them before replacing or discarding them?

According to **table 13 & 13.1**, a total of 77% people from all age groups generally keep their clothes for over six months, and just 4% say they use them only once. In the group of 18–25-year-olds, 75% retain their garments for more than six months, thus showing the use patterns to be fairly sustainable. The Chi-square ( $p=0.359$ ) results show that age does not play a major role in replacement habits in this sample.

		How long do you typically use them before replacing or discarding them?				Total
		Single Use Only	1 - 3 months	3 - 6 months	More than 6 months	
Age Group	Below 18	1	0	0	3	4
	18 - 25	2	8	11	62	83
	26 - 35	0	0	0	5	5
	Above 35	1	0	1	11	13
Total		4	8	12	81	105

Table 13

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.896 <sup>a</sup>	9	.359
Likelihood Ratio	10.033	9	.348
Linear-by-Linear Association	.830	1	.362
N of Valid Cases	105		



Graph 12

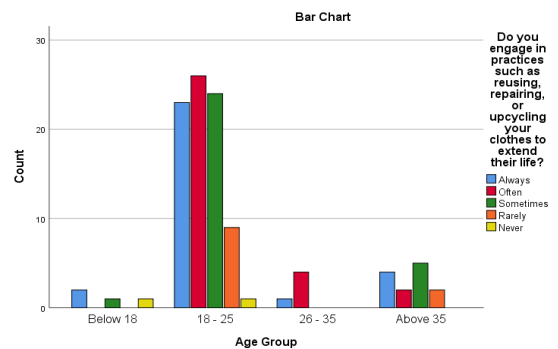
Table 13.1

**Age Group \* Do you engage in practices such as reusing, repairing, or upcycling your clothes to extend their life?****Table 14**

		Do you engage in practices such as reusing, repairing, or upcycling your clothes to extend their life?					Total
		Always	Often	Sometimes	Rarely	Never	
Age Group	Below 18	2	0	1	0	1	4
	18 - 25	23	26	24	9	1	83
	26 - 35	1	4	0	0	0	5
	Above 35	4	2	5	2	0	13
Total		30	32	30	11	2	105

As mentioned in **table 14 & 14.1**, 29% of the respondents practice reusing, repairing, or upcycling clothes, and 30% do it often, which means that almost none of them (only 2%) do not practice these longevity methods at all. The result of the chi-square test ( $p=0.038$ ) is significant, confirming that the age group has an impact on the sustainable behaviours with the young adults at the forefront of these environmentally friendly actions.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.954 <sup>a</sup>	12	.038
Likelihood Ratio	16.797	12	.157
Linear-by-Linear Association	.001	1	.979
N of Valid Cases	105		

**Graph 15****Table 14.1****What course are you pursuing? \* What factors influence your decision to buy from these brands?**

		What factors influence your decision to buy from these brands?				Total
		Affordable prices	Trendy styles	Social influence	Variety of choices	
What course are you pursuing?	Bachelor's	16	18	5	17	56
	Master's	11	17	1	7	36
	PHD	5	2	0	6	13
Total		32	37	6	30	105

**Table 15**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.230 <sup>a</sup>	6	.222
Likelihood Ratio	9.096	6	.168
Linear-by-Linear Association	.059	1	.808
N of Valid Cases	105		

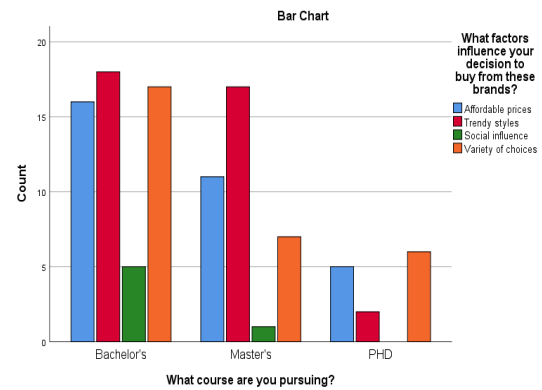


Table 15.1

Graph 14

It is observed in **table 15 & 15.1**, that trendy styles influence 35% of the customers, and affordable prices do this 30%, whereas variety of choices is preferred by 29% of the customers; however, social influence is mentioned as the main factor by only 6% of the customers. The chi-square test ( $p=0.222$ ) shows no significant association between course pursued and decision factors, meaning preferences are similar across education levels.

#### What course are you pursuing? \* Do you believe slow fashion can replace fast fashion in your wardrobe?

		Do you believe slow fashion can replace fast fashion in your wardrobe?					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
What course are you pursuing?	Bachelor's	7	18	25	3	3	56
	Master's	9	13	10	3	1	36
	PHD	0	6	7	0	0	13
Total		16	37	42	6	4	105

Table 16

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.512 <sup>a</sup>	8	.301
Likelihood Ratio	12.353	8	.136
Linear-by-Linear Association	.656	1	.418
N of Valid Cases	105		

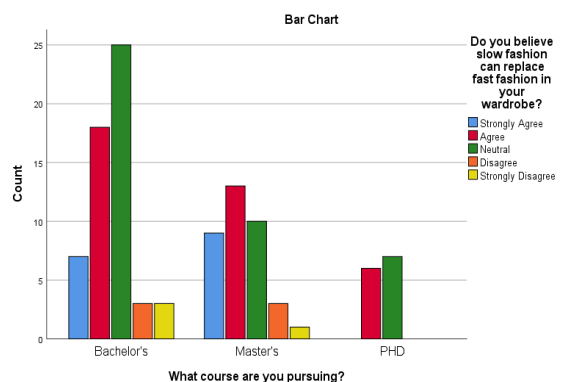


Table 16.1

Graph 15

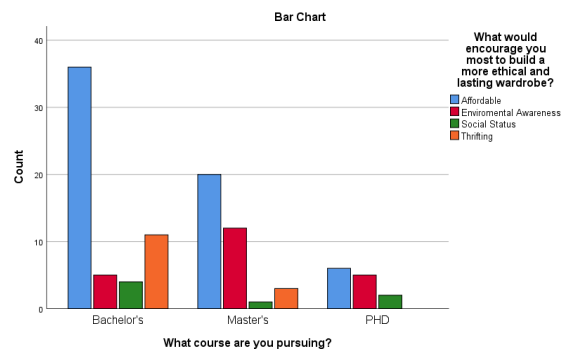
As observed in **table 16 & 16.1**, total 35% of respondents are in favor, and 15% of them are very much in support of slow fashion over fast fashion, whereas 40% are on the fence and only 10% are against or very much against, which alludes to careful optimism. According to the chi-square test ( $p = .301$ ), the different education levels do not cause significant differences in the attitudes towards slow fashion.

**What course are you pursuing? \* What would encourage you most to build a more ethical and lasting wardrobe?**

		What would encourage you most to build a more ethical and lasting wardrobe?				Total
		Affordable	Environmental Awareness	Social Status	Thrifting	
What course are you pursuing?	Bachelor's	36	5	4	11	56
	Master's	20	12	1	3	36
	PHD	6	5	2	0	13
Total		62	22	7	14	105

**Table 17**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.499 <sup>a</sup>	6	.017
Likelihood Ratio	17.262	6	.008
Linear-by-Linear Association	.438	1	.508
N of Valid Cases	105		

**Table 17.1****Graph 16**

The **table 17 & 17.1** shows the majority of respondents, namely 59%, is the availability of cheap alternatives. Environment concern encourages 21% while second-hand shopping draws 13% and social position attracts a mere 7%, thus showing the domination of value-based morals. The Chi-square test produced a statistically significant result ( $p = 0.017$ ), indicating that the reason behind this sample can be differentiated based on educational level.

**Findings**

1. Out of the 105 participants, 83 were females which represented 79% and 22 were males which constituted 21%, this signifies a clear imbalance favouring the females as the most respondents.
2. The sample for the research primarily consisted of young persons since most of the (76.6%) participants were within the 18–25 age range. The age distribution reflects a young group of respondents who might influence the applicability and understanding of the study result.
3. Most of the sample consisted of individuals enrolled in taught programs, 53% of whom were bachelor's students, 34% master's, and just 13% doctorate scholars, thus reflecting a very low presence of PHD scholars.
4. Most of the participants living in metropolitan areas (46%) and urban areas (36%). The distribution shows that the sample is mainly focused on areas with a large population.
5. Social media is the main source of fashion information for most of the respondents (80%). Women use social media more 83%, while men are found with 68% using social media and 18% relying on advertisements.
6. Most fast fashion consumers (25%) prefer local markets. H&M, Westside, and Zara each pull in approximately 17–19% of those surveyed, with women making up about 78% of total brand buyers.
7. Most of the people who took part in the survey were either neutral (35%) or in agreement (26%) that social media, influencers, or peer pressure influencing their shopping habits.
8. The people consisting of 53% for purchasing these brands every few months and 26% for monthly purchases can be observed across all age groups. It shows they do conscious buying.

9. all age groups have the same tendency, with 40% considering quality or durability as their main concern, then 36% prioritizing trend or style. Likewise, for 18–25-year-olds may consider price as the main factor but quality durability remains main factor.
10. Most respondents (77%) retain their garments for more than six months, thus showing the use patterns to be sustainable.
11. 29% of the respondents practice reusing, repairing, or upcycling clothes, and 30% do it often. confirming that the age group has an impact on the sustainable behaviours with the young adults at the forefront of these environmentally friendly actions.
12. Namely 59%, is the availability of cheap alternatives. Environment concern encourages 21% while second-hand shopping draws 13%, showing the domination of value-based morals.

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## Limitations

The research confronted numerous limitations. The initial limitation was that the received responses were less than anticipated, which diminished the potency of the data. Also, time restrictions limited the outreach and participation follow-up. Because the sample size was small, some discoveries were not clear and could not be applied to a wider context. As a result, the outcomes should be interpreted with great care.

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## Conclusion

The results of the research show that fast fashion is very much a part of the young consumers' lifestyles but at the same time, they are starting to be aware of the sustainability issues. The sample was mostly composed of women living in the city who were between 18 and 25 years old, which is the age group most affected by and interested in cheap and trendy clothing. Social media was the main channel for getting information about products and was also a subtle influencer of one's behavior while the choice of brands included both international and local ones which means that people still prefer to have many options and easy access to products rather than being influenced by the ethical aspect of it.

Simultaneously, the study's participants declared to have rather moderate buying habits and always put quality and durability next to style, which means that fast fashion is not completely thoughtless consumption. Several respondents wear their clothes for over six months and frequently participate in mending, reusing, or upcycling, which indicates that eco-friendly practices are already integrated into their lives, albeit sometimes not recognized as such. On the other hand, the results also reveal that the value-price dilemma is still very sharp: inexpensive options still represent the most powerful reason to buy and the knowledge of the negative impact of the fashion industry on the environment does not necessarily lead to quitting or reducing the buying of fast fashion.

In general, the findings of the study indicate that the young fashion consumers are in a "middle ground" where the traits of fast fashion meet their demands for identity, novelty and low price, while the influence of the increasing ethical awareness pushes them towards longer use and selective sustainable practices. For slow and sustainable fashion to actually get a significant market share, it is necessary that the consumers' gap is closed by the interventions making the ethical options more affordable, visible, and aspirational. It will be essentials for the contemporary youth to go from passive awareness to active change by turning such existing practices as repairing, thrifting, and conscious purchasing frequency into deliberate, identity-driven sustainable choices.

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