



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Buying Habit and Trends of Consumer in Fast Fashion

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ABSTRACT

This study looks at the shopping habits, consumer behaviour, and awareness of sustainability among young, fashion-oriented people at NIFT Daman campus, especially in the context of the fast fashion industry. Fast fashion brands like Zara, H & M, Zudio and Forever 21 have become quite popular among students because they offer trendy clothes quickly and at affordable prices. Despite growing awareness about the environmental and ethical issues linked to fast fashion, many students still buy these products to keep up with rapidly changing trends influenced by social media. The aim of this research is to understand the financial impact of fast fashion consumers, analyse their shopping habits and brand preferences, and learn about their attitude toward sustainability.

A descriptive research design was adopted, and data was collected from 93 students through a google questionnaire that was distributed based on convenience. The numerical data was analysed using descriptive statistical Excel, while the quantitative responses were examined to understand patterns in students' behaviour and perceptions. The literature review and findings from the primary survey indicate that although students are aware of the environmental impacts of fast fashion, their purchasing decisions are mostly influenced by price, fashion trends and social factors. This study provides insights into young consumers' motivations, post purchase behaviour, and awareness of sustainability, and shows how challenging yet opportunistic it can be for fashion brands to adapt to changing consumer expectations. Overall, this research contributes to a better understanding of consumer behaviour, trend adoption and sustainability awareness in the fast fashion sector among Indian youth.

Key words: *Fast Fashion, Consumer Buying Behaviour, Sustainability Awareness, Gen Z Fashion Trends, Environmental Impact, Shopping Habits*

Introduction

Fast fashion has become very common among young people these days. It brings new fashion trends into stores quickly and at cheap prices. Many Brands such as Forever 21, Zara, and H&M offer the latest styles every a few days, and students often purchase clothing to keep up with trends found on social media platforms, such as Instagram, WhatsApp, etc., which make these trends go viral, leading people to feel the need to always wear something new. Since clothes are inexpensive, many students buy them even if they do not need them. However, fast fashion has negative effects. It harms the environment, generates a lot of waste, and the people who make these clothes often earn very little. Even though many young people say they care about the planet, they continue to buy fast fashion. This research investigates why this happens and what NIFT Daman students think about fast fashion and sustainability, as well as what actions they take.

The fast fashion has very experienced and very rapid growth in recent year, determined by developing the consumer preferences, globalization, and technological and enhancements. This study aims to investigated consumer behaviour in the fast fashion sector, exploring the factors that influence purchasing decision, brand loyalty and shopping forms. Fast fashion brands make quick revenue by offering trendy and affordable clothes, attracting consumers who are looking for both style and savings. Because of this, the trend toward sustainability, ethical production, and digital shopping experiences is changing what consumers expect and how they behave. Understanding these changes is super important for brands that want to adapt to shifting market trends and stay competitive.

With the study, we hope more about how consumer attract trends new style of clothes, and how Zen G adopt fast fashion. Consumer also prefer reasonable price of clothes, because trend come for not long time stay in market.

Objectives

- To understand the financial impact of fast fashion on consumers
- To analyse consumer trends and buying behaviour in the fast fashion industry
- To explore consumer awareness and attitudes toward sustainability in fast fashion

Literature Review

As part of our research process, we started reading and reviewing several academic articles related to our topic, mostly found through Google Scholar. This helped us understand what studies have been done before and what methods were used. This literature review gave us a clear snapshot of the current state of research and helped us determine the direction of our own study. In this section, we'll talk about the main points, summary & objective, sample size, and findings of the studies we looked at.

The Economic Impact of Consumer Purchases in Fast Fashion Stores

Authors: Lubica Knoskova& Petra Garasova

This research investigates how consumers buying habits in fast fashion stores affected the economy. Fast fashion which makes cheap, trend-focused clothing available quickly – has changed the way people think about shopping and fashion. The goal here is to understand its economic impact in the broader global market. To do this, the authors relied on their own survey results, real sales data, industry reports, and comparisons to trace the influence of shopping trends on the fashion industry and beyond.

They asked by analysing the industry reports and conducting a online survey with 93 people. Secondary data was collected from company reports, articles and statistics from well-known fashion brands and global sources. The mostly of respondents were female, and the biggest age group was 21-30 years old. About half of them were highly educated, and many were students or employees, as well as some entrepreneurs, parents and others. This sample offered a useful picture of how young and educated consumers think about and relate to fast fashion.

Fast-fashion consumers' post-purchase behaviours

Authors: Hyun-Mee Joung

The purpose of this paper is to explore fast-fashion consumers' post-purchase behaviours and examine relationships among fast-fashion purchase, disposing, hoarding, participation in recycling, and environmental attitudes.

This paper provides important contributions to the literature about fashion retailing/marketing and post-purchase behaviours. Although young fashion-oriented consumers easily purchase and dispose of trendy and cheap fast-fashions, little is known about their post-purchase behaviours. Findings of this study showed that fast-fashion consumers had positive attitudes towards the environment, yet they did not participate in recycling. The finding implies that fast-fashion suppliers need to develop a culture to support sustainability of consumption.

Investigating fashion disposition with young consumers

Authors: Ji Young Lee, Holly Halter, Kim K. P. Johnson and Haewon Ju

The purpose of this paper is first, to investigate young consumers' fashion disposition behaviour, second, to identify motivations for their fashion disposition, and third, to identify emotional responses experienced during and after the fashion disposition process. The paper also aims to investigate young consumers' ideas about their future fashion disposition practices and to what extent did participants link being socially responsible to their fashion disposition decisions and behaviours.

Participants engaged in multiple fashion disposition behaviours including donation, selling, repurposing, and swapping unwanted clothing. Participants mentioned fashion ability, physical condition of an item, and social responsibility as factors that prompted their fashion disposition. Participants experienced primarily positive emotions when disposing of unwanted apparel items. In the future, participants indicated a desire to make additional efforts to donate unwanted clothing, repurpose clothing, and to attempt to reduce the amount of clothing they acquired.

Exploring the level of sustainability awareness among consumers within the fast fashion clothing industry: a dual business and consumer perspective

Aythors: Ioanna Papasolomou

Adding to competitive dynamics and sustainability literature, this paper aims to examine the implementation of environmental protection and sustainability initiatives within the European fast-fashion clothing industry from the perspectives of Generation X and Y consumers. The study primarily investigates whether consumers' level of environmental consciousness impacts their purchase decisions and consumption behaviour and the consequent strategic competitiveness effects on businesses.

Although European fashion manufacturers invest in sustainability and engage in environmental protection, their marketing efforts need to be more effectively managed and targeted towards their target consumer markets. The level of engagement and sensitivity of each generational group towards sustainability issues varies. Each group's environmental consciousness, motivation and response is shaped by distinct characteristics, which, in turn, create implications for the effectiveness of sustainability efforts towards differentiation and competitiveness. Overall, consumers engage in environmental initiatives but ignore the corporate initiatives pursued by the two fashion firms and did not view them as sustainable brands.

Research Methodology

Quantitative research method has been used for this study. Google form used for collecting the data. A structure questionnaire will be prepared and shared with students at NIFT Daman. The survey has been chosen because it helps us collect responses from a larger group in not much more than time and it also approve us to identify pattern in how students think about fast fashion, consumer's buying behaviour and awareness with trend. The questionnaire will include mostly closed – ended questions to get measurable data, along with a few open –ended once to capture opinion and ideas and make data analysis chart through SPSS.

Research Design

Since the aim of the study to understood how include consumers perceive fast fashion and consumer's habit and awareness of trend, a descriptive research design will be used. Student at NIFT Daman will provide a historical perspective for the topic.

Sampling Plan

There are about 120 students at NIFT Daman. The necessary sample size for this study based on sample size calculator with a 95% confidence level and a margin of error with 50% is 93. Students from various semesters and courses will be asked to participate in a convenience sampling method, which will make the process practice. This will maintain the learn flexibility while guaranteeing a range of viewpoints.

Data Analysis

Google form will be used to gather responses, which will help with organization of information and collection. Excel- generates charts and descriptive statistics like percentages and averages will be used in the primary goal data of the analysis. Themes will be derived from qualities responses to identify perception pattern.

Scope of the study

This study aims to search and analyse the buying habits and consumer behaviour of young, fashion-oriented individuals within the NIFT Daman campus. While the sample is geographically and demographically specific, it offers valuable insights into emerging consumer trends among Gen Z and young Millennium in India.

Data Analysis:

Demographics:

Statistics

	1. Gender	2. Age group	3. Occupation	4. Locality	5. Annual Income
N	93	93	93	93	93
Valid	93	93	93	93	93
Missing	0	0	0	0	0
Mean	1.68	1.52	1.68	3.05	1.61
Median	2.00	1.00	1.00	4.00	1.00
Mode	2	1	1	4	1
Std. Deviation	.470	.669	1.105	1.183	.978
Skewness	-.772	1.162	1.316	-.871	1.491
Std. Error of Skewness	.250	.250	.250	.250	.250

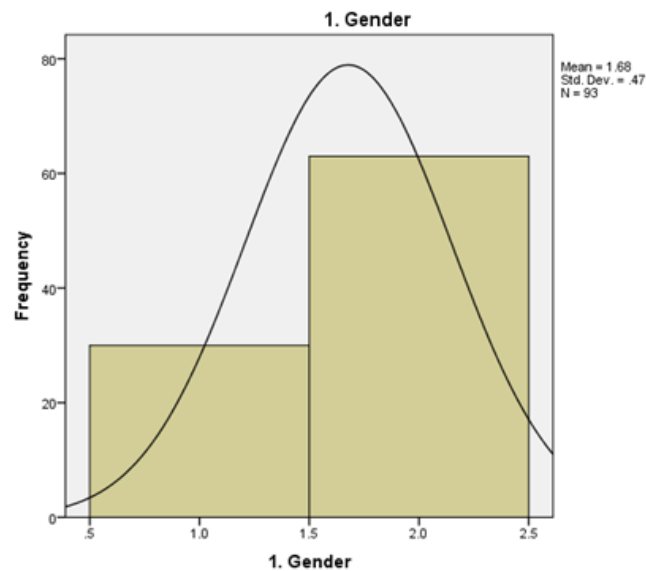
Table 1

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	30	32.3	32.3	32.3
Valid Female	63	67.7	67.7	100.0
Total	93	100.0	100.0	

Table 2

The table shows that out of a total of 93 respondents, 30 were male, denoting 32.3% of the sample, while 63 were female, accounting for 67.7%. This shows that the sample is female, with more than double as many females as males. Since there are no missing values, the percentages and valid percentages are identical, and the collective percentage reaches 100% after including both categories. Overall, the data highlights a clear gender imbalance in favour of females within the group studied.



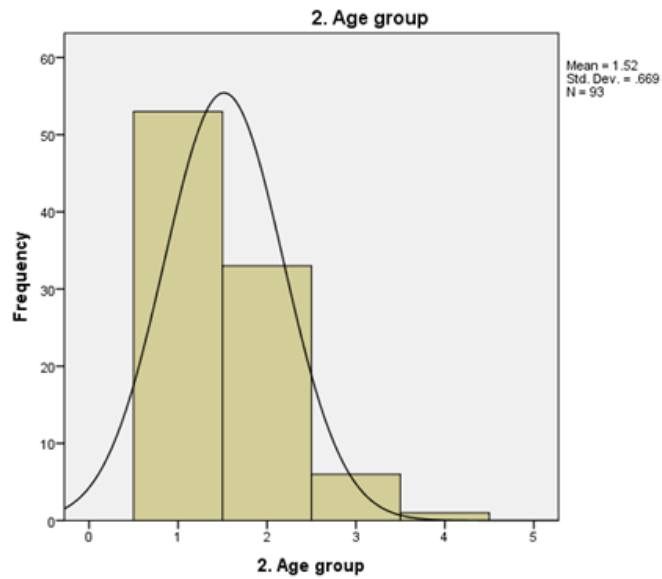
Graph 1

Age group

	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	53	57.0	57.0	57.0
26-35	33	35.5	35.5	92.5
Valid 36-45	6	6.5	6.5	98.9
46-60	1	1.1	1.1	100.0
Total	93	100.0	100.0	

Table 3

The table shows that most respondents are young adults. The largest age group is 15-25 years old, making up 57% of the total sample. The next biggest group is 26-35 years old, at 35.5%. Only a few people are 36-45 years old, 6.5%, and just 1.1% are 46-60 years old.



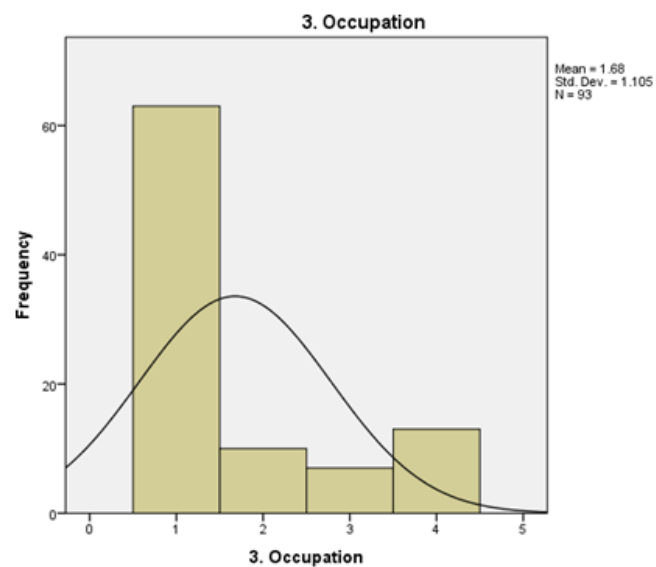
Graph 2

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid students	63	67.7	67.7	67.7
homemaker	10	10.8	10.8	78.5
self- employed	7	7.5	7.5	86.0
private sector employee	13	14.0	14.0	100.0
Total	93	100.0	100.0	

Table 4

The largest group is "Valid students," making up the majority with 63 people, which is 67.7% of the total. The next largest group is "private sector employee," with 13 people (14.0%). "Homemakers" account for 10 people (10.8%), and the smallest group is "self-employed" individuals, with 7 people (7.5%). Cumulatively, all these groups add up to the total sample of 93 people.



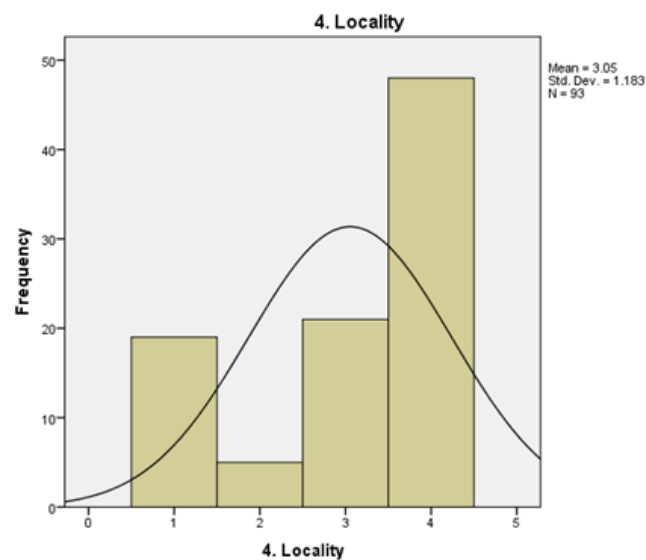
Graph 3

Locality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid metro city	19	20.4	20.4	20.4
remote area	5	5.4	5.4	25.8
rural	21	22.6	22.6	48.4
Urban	48	51.6	51.6	100.0
Total	93	100.0	100.0	

Table 5

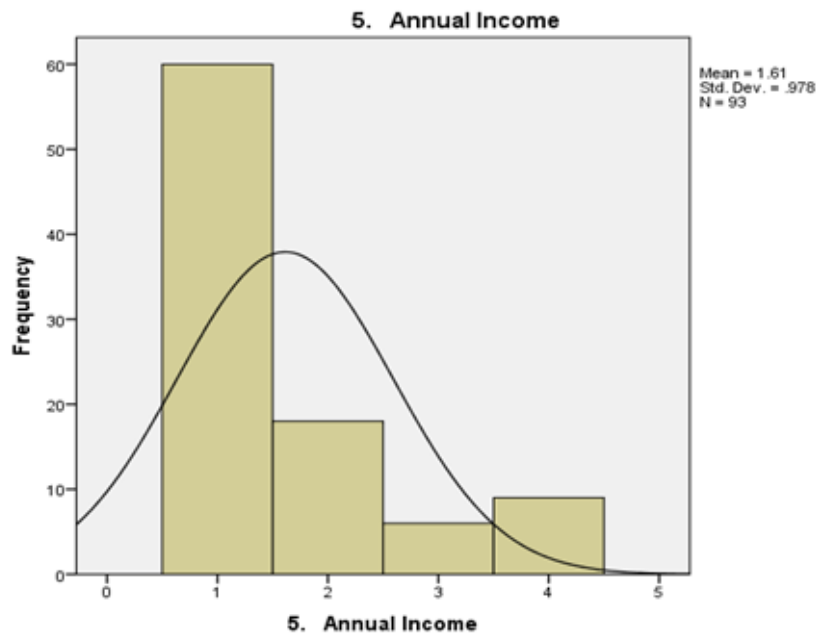
This frequency table summarizes a dataset of 93 responses grouped by area type. The largest segment of the population lives in Urban areas, accounting for a majority (51.6%) of all responses. Rural areas represent the next largest group at 22.6%, followed by metro cities at 20.4%. The smallest group resides in remote areas, making up only 5.4% of the total respondents. Overall, the data indicates a strong urban concentration among the population.

**Graph 4****Annual Income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 50000	60	64.5	64.5	64.5
50001 to 100000	18	19.4	19.4	83.9
100001 to 250000	6	6.5	6.5	90.3
more than 250000	9	9.7	9.7	100.0
Total	93	100.0	100.0	

Table 6

Most respondents fall into the lowest income bracket, with 64.5% earning below 50,000. Another 19.4% earn between 50,001 and 100,000, bringing the total under 100,000 to 84%. Higher income groups are much smaller, with 6.5% earning 100,001–250,000 and only 9.7% earning more than 250,000. This shows the sample is dominated by lower-income participants.



Graph 5

Psychographics:

- Cross tabulation of gender w.r.t fashion influencer or celebrities for shopping inspiration.

		3. Do you usually follow fashion influencers or celebrities for shopping inspiration?				Total
		Yes, always	Sometime	Rarely	often	
1. Gender	Male	6	13	7	4	30
	Female	11	28	24	0	63
Total		17	41	31	4	93

Table 7

This crosstab shows how men and women differ in following fashion influencers or celebrities for shopping motivation. Overall, women follow more than men. For example, many women responded 'Yes, always' or 'sometimes,' whereas men responded it 'Rarely.' Most of 43% females follow influencers sometimes, with fewer saying Rarely or Always.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.806a	3	.020
Likelihood Ratio	10.544	3	.014
Linear-by-Linear Association	.279	1	.597
N of Valid Cases	93		

Table 8

Showing at the chi-square test the P value is 0.020 which is less than 0.05 means that the difference between gender and shopping inspiration is statistically significant that gender is associated with following fashion influencer. So, based on this data, women are more engaged with fashion influencer for shopping ideas compared to men.

- Cross tabulation of gender w.r.t know about the environmental problems.

		4. How much do you know about the environmental problems caused by fast fashion (e.g., waste, pollution, overproduction)?				Total
		I know a lot about it	I know a little	I have heard about it but don't know much	I don't know anything about it	
1. Gender	Male	7	9	12	2	30
	Female	23	33	5	2	63
Total		30	42	17	4	93

Table 9

This crosstab shows that women are more aware of the environmental problems by fast fashion compared to men. Overall, many women responded, 'I know a little' or 'I know a lot', whereas men responded it 'I have heard about it but don't know much.' Among females, awareness is much higher more than one third (36%).

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.353a	3	.002
Likelihood Ratio	14.573	3	.002
Linear-by-Linear Association	8.128	1	.004
N of Valid Cases	93		

Table 10

Showing at the chi-square test the P value is 0.002 which is less than 0.05 means that gender and awareness are strongly related. So, based on this data, women show better understanding of these environmental problems than men.

• Cross tabulation of age group w.r.t the main reason buys fast fashion items.

		5. What is the main reason you buy fast fashion items?				Total
		They are affordable	They are trendy and stylish	They are easy to find online or in stores	Friends/social media influence me	
2. Age group	15-25	19	22	10	2	53
	26-35	11	16	4	2	33
	36-45	1	2	3	0	6
	46-60	0	0	0	1	1
Total		31	40	17	5	93

Table 11

This crosstab shows different age groups reason to buy fast fashion items. Overall, most people age (15-25 and 26-35) responded, 'They are affordable', and 'Trendy and stylish' and other age groups are saying it 'Easy to find online or in store'. Overall, the data shows that fast fashion mainly runs on trendy looks and cheap prices, especially among young buyers, and convenience also plays a role for some age groups. 43% people making it the top motivation across all age groups.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.191a	9	.006
Likelihood Ratio	10.923	9	.281
Linear-by-Linear Association	2.703	1	.100
N of Valid Cases	93		

Table 12

Showing at the chi-square test the P value is 0.006 which is more less than 0.05 which means there is a meaningful relationship between age group and their reasons for buying fast fashion items. So, based on this data younger people usually focus more on trends and affordability older age groups show different and lower level of engagement.

- **Cross tabulation of age group w.r.t usually where buy fast fashion items.**

	6. Where do you usually buy fast fashion items?				Total
	Online websites/apps (Myntra, Shein, Ajio,etc)	Shopping malls or brand stores	Local markets selling branded copies	Second-hand/thrift stores	
15-25	20	26	7	0	53
26-35	21	10	1	1	33
36-45	4	1	1	0	6
46-60	0	0	1	0	1
Total	45	37	10	1	93

Table 13

This crosstab shows mostly age group 15-25 and 26- 35 is main buyers of fast fashion, and they mostly shop through Online websites or apps and Malls or brand stores. Other age groups are few peoples shop through Local markets and Thrift stores. Most respondents 48% people choosing online platform like Myntra, Shein or Ajio etc.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.370a	9	.031
Likelihood Ratio	15.588	9	.076
Linear-by-Linear Association	.743	1	.389
N of Valid Cases	93		

Table 14

Showing at the chi-square test the P value is 0.031 which means different age groups prefer different place for shopping, especially young buyers who rely a lot on online platform. Gender has an impact on whether and how often people follow fashion influencers.

- **Cross tabulation of occupation w.r.t prefer brand.**

		4. Which brand you are preferring?					Total
		Zara	Zudio	Forever 21	H & M	Myntra	
3. Occupation	students	9	24	7	11	12	63
	homemaker	0	4	5	0	1	10
	self- employed	0	2	0	1	4	7
	private sector employee	1	3	0	2	7	13
	Total	10	33	12	14	24	93

Table 15

This crosstab shows the fast-fashion brands preferred in different occupation. Students mostly chosen Zudio (35%), H & M (15%) and shop by Myntra (26%). Homemakers choose Forever 21(13%) from few numbers. Self-employed and Private sector employee choose Myntra. Overall, people choose across their occupation Zudio and Myntra are the most popular brands compare with Zara, H & M and Forever 21.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.371a	12	.007
Likelihood Ratio	27.532	12	.006
Linear-by-Linear Association	6.806	1	.009
N of Valid Cases	93		

Table 16

The Chi-square test show significant relationship between people occupation and preferred fast fashion brand. The Pearson value is 0.007 which means different occupations really affects which fast-fashion brand people prefer.

• **Cross tabulation of occupation w.r.t know about environmental problem caused by fast fashion.**

		4. How much do you know about the environmental problems caused by fast fashion (e.g., waste, pollution, overproduction)?				Total
		I know a lot about it	I know a little	I have heard about it but don't know much	I don't know anything about it	
3. Occupation	students	23	30	8	2	63
	homemaker	4	5	0	1	10
	self- employed	0	4	2	1	7
	Private employee	3	3	7	0	13
	Total	30	42	17	4	93

Table 17

This table shows mostly people regards of their occupation is have at least some knowledge about the environmental problems caused by fast fashion. Students are high aware to know a lot about it and know a little, Homemaker and private sector employee are also aware know a little about this.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.325a	9	.016
Likelihood Ratio	21.412	9	.011
Linear-by-Linear Association	5.972	1	.015
N of Valid Cases	93		

Table 18

Showing at the chi-square test the Pearson value is 0.016 which means that awareness is not same across all occupation, people knowledge levels depend on their job category. Overall, about 45% the type of work people does have a significant impact on how much they know about the environmental problems related with fast fashion. Another 32% said they know a lot, while 18% have only heard about it and 4% do not know anything.

- **Cross tabulation of locality w.r.t spend on buying fast fashion.**

	1. When buying fast fashion, do you often spend more than you originally planned?					Total
	mostly	oftently	sometime	rarely	cannot say	
metro city	3	8	7	1	0	19
remote area	1	0	3	1	0	5
rural	7	2	6	5	1	21
Urban	9	9	20	6	4	48
Total	20	19	36	13	5	93

Table 19

This table shows most people spend buying fast fashion clothes more than their planned. There is most resident urban (39%) reply that 'sometime' and other localities reply that 'mostly' (48%) and 'oftently' (12%) also and many people believe they have occasionally overspent. Overall, overspending on fast fashion is quite common, especially in urban and rural areas.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.553a	12	.267
Likelihood Ratio	15.890	12	.196
Linear-by-Linear Association	1.537	1	.215
N of Valid Cases	93		

Table 20

Showing at the chi-square test shows no significant relationship between locality and tendency to spend more when buying fast fashion, because the Pearson value is 0.267 which is higher than 0.05. This means that the area where people live does not significantly affect their spending on fast fashion. In other words, according to the plan, spending more seems almost the same across all areas.

- **Cross tabulation of locality w.r.t spend on buying fast fashion.**

	4. If the fast fashion prices increased, how would it affect your shopping habits?				Total
	I Would buy less	I would still buy the same	I would switch to cheaper local options	I would stop buying fast fashion	
metro city	10	3	4	2	19
remote area	0	2	3	0	5
4. Locality rural	10	8	1	2	21
Urban	22	15	9	2	48
Total	42	28	17	6	93

Table 21

This crosstab shows how people from different area would react if fast fashion prices increased. Mostly peoples (about 45%) across all areas said that they would buy less, especially from urban and rural locations. Some people from urban and rural areas said they would still buy the same amount even with higher prices and some respondents, especially from metro cities and urban areas said they would switch cheaper local options. Only small numbers of people across all localities said they would completely stop buying fast fashion clothes.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.901a	9	.167
Likelihood Ratio	14.713	9	.099
Linear-by-Linear Association	.469	1	.493
N of Valid Cases	93		

Table 22

Showing at the chi-square test shows no significant relationship between locality and people's shopping habits would change if fast fashion price increased, because the Pearson value is 0.167 which is higher than 0.05. This means that the different responses from different areas are not statistically meaningful. In other words, people's reactions to a price increase are generally similar regardless of where they live.

- **Cross tabulation of annual income w.r.t people how much spend on fast fashion clothing in a month.**

	3. Around how much do you normally spend on fast fashion clothing in a month?				Total
	less thanrs.1000	rs.1000-3000	Rs3000 to 5000	more than 5000	
below 50000	29	19	8	4	60
5. Annual Income 50001 to 100000	6	9	3	0	18
100001 to 250000	2	2	0	2	6
more than 250000	2	5	1	1	9
Total	39	35	12	7	93

Table 23

This crosstab shows mostly People with lower incomes (under ₹50,000) usually spend less than ₹1000 a month on fast fashion, though some go up to ₹3000 or more. Those earning ₹50,001–₹100,000 mostly fall in the ₹1000–₹3000 range, with very few spending higher. In the ₹100,001–₹250,000 bracket, spending is split — some spend very little while others spend over ₹5000, skipping the middle ground. High earners above ₹250,000 generally stick to ₹1000–₹3000, though a few spend either very little or a lot more. Overall, (42%) spending tends to rise with income, but habits vary widely across all groups.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.819a	9	.224
Likelihood Ratio	11.506	9	.243
Linear-by-Linear Association	1.939	1	.164
N of Valid Cases	93		

Table 24

Showing at the chi-square test shows not significant relationship between annual income and people how much spend on clothing in a month, because the Pearson value is 0.224 which is higher than 0.05. This means that any differences seen in the answers are not statistically significant, and overall, the patterns in the groups are pretty much the same. In other words, the variable being studied does not have a major impact on the result.

- **Cross tabulation of annual income w.r.t people buying if sustainable clothing was made more affordable.**

		2. If sustainable clothing was made more affordable, would you choose it over fast fashion?				Total
		Yes, always	Sometimes	Rarely	Never	
5. Annual Income	below 50000	27	31	1	1	60
	50001 to 100000	8	9	1	0	18
	100001 to 250000	4	1	1	0	6
	more than 250000	5	2	0	2	9
	Total	44	43	3	3	93

Table 25

This crosstab shows it's clear that people genuinely want to choose sustainable clothing if it's affordable. Out of 93 (47%) participants, almost everyone said they would either "always" or "sometimes" pick it over fast fashion, while only a handful said (46%) "rarely" or "never." Even across different income levels, the same pattern shows up—most lean toward sustainable choices when price isn't a barrier. In simple terms, affordability is the key that unlocks people's willingness to go green with their attire.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.098a	9	.024
Likelihood Ratio	13.416	9	.145
Linear-by-Linear Association	.677	1	.410
N of Valid Cases	93		

Table 26

The chi-square test shows significant relationship between the variables, with a Pearson value is 0.024 which less than 0.05. This means that the differences seen in the answers are statistically significant. In other words, the variable being studied has a significant effect on the outcome.

Findings:

In this survey, 93 people participated, mostly young women, and 68% of the participants were women. Most were aged between 15-25 years (57%), followed by those aged 26-35 years (36%), so it mainly reflects the opinions of young people. In terms of occupation, most were students (68%), while the rest were private sector employees, homemakers, and self-employed people. More than half of the participants lived in cities (52%), fewer came from rural areas (23%), 20% from metro areas, and 5% from remote areas, so urban representation is strong.

When it comes to income, most people (65%) earned less than 50,000 per year, with only a few in the high-income category. Overall, this sample is mostly skewed towards young, low-income, urban women, so it seems these results mostly reflect the views of this group and not necessarily those of

older people, men, high-income individuals, or residents of rural areas. Following fashion influencers for shopping inspiration is more common among men than women, with about 67% of men doing so, and this difference is statistically significant.

- Around 68% of people say they know at least a little about the environmental problems caused by fast fashion, and women are more aware of this than men.
- About 45% of people said they would buy less fast fashion if prices increased, and young people are showing the biggest changes in their shopping habits.
- About 48 % of people usually buy from fast fashion online website or apps, and the younger crowd trusts online platforms the most.
- About 35% of people liked Zudio, making it the most popular fast fashion brand across different professions, especially among students.
- About 77% of people are aware, at least to some extent, of the environmental problems caused by fast fashion, and students seem to be the most aware group.
- About 77% of people said they sometimes or often spend more than planned on fast fashion, and overspending is common across all categories.
- About 45% of people said that if fast fashion prices increased, they would buy less, and this trend is pretty much the same across almost all areas.
- About 42% of people respondents spend less than ₹1,000 a month on fashion, and generally, spending goes up with income, but there quite a bit of variation across all income groups.
- About 94% of participants said that they would choose sustainable clothes if they were more affordable, showing a strong desire across all income groups.

Conclusion:

Surveys show that fast fashion is popular among young people and urban women, most of whom are students with low incomes. People buy fast fashion because it's cheap, trendy, and convenient, especially with it being available online. Young people are mostly influencers, and spending more on fashion is common.

While many respondents are aware of the environmental issues caused by fast fashion, this knowledge doesn't always change their shopping habits. However, if sustainable clothes became cheaper, people are ready to buy them, which shows that price is the biggest barrier to more eco-friendly shopping.

Overall, the people mainly go for fast fashion because it's affordable and easily available, while sustainability matters but is limited due to the cost. Promoting affordable sustainable option and raising awareness about environmental impacts can help guide young consumers toward more responsible fashion choices.

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