



The Impact of Slow Fashion on Consumer Behaviour and Environmental Sustainability

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ABSTRACT :

This article investigates the emerging movement of slow fashion and its dual impact on consumer behavior and environmental sustainability. Slow style, as an alternative to fast fashion, promotes quality, ethical manufacturing, and environmental awareness. This study is an examination of how slow fashion (influencing buying decisions, reducing environmental degradation, and promoting sustainability practices, through an overview of current literature, consumer surveys, and case studies. It investigates customer focus, purchasing selections and the long-term ecological benefits of adopting sluggish style practices. The studies emphasises on how a gradual style bears moral craftsmanship, waste reduction and conscious consumption. The results show that although slow fashion is challenging in terms of accessibility and price, it has significant potential to transform the fashion industry towards a more sustainable future

Keywords: Slow Fashion, Consumer Behavior, Sustainability, Ethical Fashion, Environmental Impact

Introduction :

The fashion world, one of the biggest and most powerful industries in the world, has long been synonymous with mass production, shifting trends and throwaway apparel. Known as rapid style, this phenomenon has transformed the way consumers engage with style, providing low-cost and of-the-moment garments at a pace never before possible. But the environmental and social costs of fast fashion are immense. It is among the many high sources of pollutants, useful resource depletion and waste, with thousands and thousands of tons of textiles ending up in landfills each 12 months. And the grouping of labour in fast style offer chains has raised large moral questions.

In response to those challenges, the concept of slow fashion has emerged as a sustainable alternative. Slow fashion encourages quality over quantity, ethical production methods, and environmentally friendly materials. It promotes paying for distinction not convenience, and with a wisp more high excess consumption it can start to have longer experience with wide interface instead of tasteless, fashion-pushed entice—cheap who starve themselves. Sustainable fashion aims to minimize the environmental impact of the fashion industry while promoting ethical labor practices and creating a more meaningful relationship between consumers and their clothing.

Here we study the impact of slow fashion on consumer behaviour and environmental sustainability. Data upto — October 2023. Purchaser cognizance of environmental and social problems grows, there's a great shift in the direction of greater conscious consumption. Slow fashion vs. fast fashion Slow fashion promotes mindful shopping habits, longevity of garments, and minimal waste. But the sluggish style movement isn't with out difficulties, like better prices, reduced availability and the need for greater client training.

Literature Review :

Gradual style the precept of which does have gained vital traction in modern years as a response to the environmental and ethical tenets of speedy style. This subsection reviews literature on slow fashion, how it affects consumer behavior, and how it may promote environmental sustainability.

Fast fashion, which is described with the aid of fast manufacturing cycles, low costs and disposable apparel, has overrun the style industry for decades. Fletcher (2010) defines fast style as a linear system that puts earnings earlier than sustainability, leading to extreme waste, useful resource depletion, and environmental degradation. According to Clark (2008), slow fashion involves quality, durability, and moral production. Slow fashion is the opposite of fast fashion which reduces waste and strengthens the lifecycle of clothing, according to the principles of the circular economy and conscious design and consumption.

One of the the most important variable in gradual style is client conduct. Studies related to Henninger et al. (2016) note an emerging fashion toward conscious consumerism, especially among younger generations. We're talking about consumers who are becoming more and more aware about the environment, the environmental and social components of their buying choices and are willing to pay more for sustainable and ethically produced garb.

However, Joy et al. (2012) observe that despite this change, fast fashion continues to be hailed for its price and availability. The task of slow style is to address these barriers and provide sustainable substitutes to more people in this target market.

The fashion industry is the second most polluting industry in the world, it is creating huge environmental problems. As stated by McNeill and Moore (2015), it requires lots of water, power, and chemicals to produce the textiles, while the throw away clothes adds to landfill and micro plastic pollution. Slow style solves those issues by encouraging sustainable materials — including organic cotton and produced fibers — and upcycling and remediate practices. According to Fletcher (2014), slow fashion can significantly reduce the carbon footprint of the industry by pursuing local production, less transportation emissions, and less waste.

Sluggish model is a captivating alternative to rapid type, however, there are many challenges on the trail. Cataldi et al. (2010) identify high costs and limited availability as the main barriers to the significant adoption of slow fashion. So shoppers also quite often don't even recognize the benefits of slow fashion but have it rather defined as less classy and high fashion. But opportunities abound for brands and policymakers to neutralize lethargic style via training, incentives and contemporary business fashions. The same, for example, can be said about condo and second-hand fashion platforms, which are rapidly turning into sustainable alternatives to standard retail.

Some brands already completely embody these ideas of slow fashion and are role models for the industry. Take Patagonia, for example, which is known for its commitment to sustainability and ethical labor practices. The brand discourages wasting and motivates customers to restore and recycle their outfit, consistent with the concepts of gradual style (Chouinard & Stanley, 2012). Likewise, Eileen Fisher has implemented a take-back program in which customers can return worn items to be recycled or resold, eliminating waste and increasing circularity (Fisher, 2018). These case research illustrative the promise of gradual trend to convey a extra sustainable and ethical fashion business.

Research Objectives :

The fashion industry is one of the largest contributors to environmental pollution, prompting the rise of slow fashion as a sustainable alternative to fast fashion. This study explores the impact of slow fashion on consumer behaviour and environmental sustainability.

The primary objectives of this research are:

1. To analyse how slow fashion influences consumer purchasing behaviour and attitudes toward fashion.
2. To evaluate the environmental benefits of slow fashion practices, including waste reduction and resource conservation.
3. To identify barriers to the widespread adoption of slow fashion and propose strategies to overcome them.

Methodology :

The study adopts a *mixed-methods approach*, combining qualitative and quantitative research techniques to provide a comprehensive understanding of the topic. The methodology is divided into the following steps:

4.1 Research Design

The research design is *exploratory and descriptive*, aiming to analyze the relationship between slow fashion, consumer behavior, and environmental sustainability. The study uses both primary and secondary data to achieve its objectives.

4.2 Data Collection Methods

a. Primary Data Collection

- *Surveys:* A structured questionnaire was distributed to a sample of 200 consumers to gather data on their awareness, attitudes, and purchasing behavior related to slow fashion. The survey included both closed-ended and open-ended questions to capture quantitative and qualitative insights.
- *Interviews:* Semi-structured interviews were conducted with 10 slow fashion designers, brand representatives, and sustainability experts to gain deeper insights into the challenges and opportunities of slow fashion.
- *Focus Groups:* Two focus group discussions were held with groups of 8-10 participants each to explore consumer perceptions and motivations regarding slow fashion.

b. Secondary Data Collection

- *Literature Review:* A thorough review of existing academic articles, books, and industry reports on slow fashion, consumer behavior, and environmental sustainability was conducted. This helped establish a theoretical foundation for the study.
- *Case Studies:* Analysis of successful slow fashion brands (e.g., Patagonia, Eileen Fisher) to understand their strategies and impact on sustainability and consumer behavior.

4.3 Sampling

- *Target Population:* The study focuses on consumers aged 18-45, as this demographic is most likely to engage with sustainable fashion trends.
- *Sampling Technique:* A combination of *purposive sampling* (for interviews and focus groups) and *random sampling* (for surveys) was used to ensure diverse and representative data.
- *Sample Size:*

- Surveys: 200 respondents.
- Interviews: 10 participants.
- Focus Groups: 16-20 participants in total.

4.4 Data Analysis

- a) *Quantitative Analysis*: Survey data was analysed using statistical tools such as *SPSS* and *Excel* to identify trends, correlations, and patterns.
- b) *Qualitative Analysis*: Interview and focus group data were analyzed using *thematic analysis*. Key themes and patterns were identified and coded to draw meaningful conclusions.

4.5 Limitations

- The study's findings may be limited by the sample size and geographic scope, as the research primarily focuses on urban consumers in specific regions.
- Self-reported data from surveys and interviews may be subject to bias or inaccuracies.

Results :

This section presents the findings of the study on the impact of slow fashion on consumer behaviour and environmental sustainability. The results are organized into three main categories: *consumer behaviour*, *environmental sustainability*, and *challenges and opportunities*.

Table 1: Consumer Behaviour in Relation to Slow Fashion

Category	Findings	Percentage (%)
Awareness	Lack of awareness	28% respondents
	Highest awareness	72% respondents
Attitudes	Positive attitude toward slow fashion	65% respondents
	Motives for positive attitude	
	Environmental concerns	45% respondents
	Ethical labor practices	30% respondents
	Durability/quality	25% respondents
Purchasing Behaviour	Indifferent attitude	35% respondents
	Regular purchase	28% respondents
	Occasional purchase	52% respondents
	Rare or no purchase	20% respondents
	Top reasons for purchasing slow fashion	
Payment	Environmental concern	45% respondents
	Durability/quality	25% respondents
	Ethical labour practices	30% respondents
Barriers to Adoption	Willing to pay	55% respondents
	Unwilling to pay	45% respondents
Customer behavior	High prices	60% respondents
	Low prices	40% respondents
Customer behavior	Repair clothing	40% respondents
	Preference for durable	60% respondents

The table organizes the data into categories such as waste reduction, resource conservation, carbon footprint, and sustainable practices.

Table 2: Environmental Sustainability in Relation to Slow Fashion

Category	Findings	Percentage (%)
Waste reduction	Garment lifespan of slow fashions items	2/3 times longer than fast fashion
	Consumers who repair cloth	40% respondents
Resource conservation	Water consumption in slow fashion production	30-50% less than fast fashion
	Energy consumption in slow fashion production	30-50% less than fast fashion
Carbon footprint	Reduced localized carbon emissions	20-30% lower than fast fashion
	Reduced transportation emissions	10-20% lower than fast fashion
Sustainable practices	Use of eco-friendly dyes and chemicals	Increasing trend day by day
	Emphasis on small-scale, local production	Reduces environmental impact

This table provides a clear and concise overview of the environmental sustainability benefits of slow fashion. It highlights how slow fashion practices contribute to waste reduction, resource conservation, and a lower carbon footprint, making it a more sustainable alternative to fast fashion.

Table 3.1: Challenges in Slow Fashion

Category	Aspect	Findings	Percentage (%)
Challenges	High Costs	Premium pricing of slow fashion products	60% respondents
	Limited availability	Difficulty finding slow fashion options	40% respondents
	Lack of awareness	Limited understanding	28% respondents
	Perception of style	Some consumers view slow fashion	10-200% respondents
	Scalability	Challenges in scaling slow fashion production while maintaining ethics	10-20% respondents

Table 3.2: Opportunities in Slow Fashion

Category	Aspects	Finding	Details
Opportunities	Education and Marketing	Raising awareness	Campaigns and social media
	Innovative Business models	Rental, second hand and subscription based models	Brands like rent the runway
	Policy Support	Government incentives for sustainable brands	Tax breaks, grants and stricter regulations
	Technological advancements	Use of technology to improve sustainability	Development of biodegradable fabrics
	Collaboration	Partnerships between brands, NGOs and governments	Initiatives like the fashion revolution
	Consumer Engagement	Encouraging consumers to repair and recycling	Campaign

This table provides a clear and concise overview of the challenges and opportunities associated with slow fashion. It highlights the barriers that need to be addressed and the potential strategies for promoting the adoption of slow fashion.

6 Discussion :

The results of this study emphasize the enormous potential of slow fashion to transform consumer behavior and the environmental sustainability of the fashion industry.

The have a look at well-known shows that there's a growing awareness of gradual fashion and gradual brands among clients, particularly more youthful demographics. This is in line with global trends towards conscious consumerism, where more people want to buy sustainably and ethically. But while sixty five% of respondents stated they have a great angle towards gradual style, simplest 28% stated they purchase gradual style items regularly. This gap between awareness and action highlights the impact of barriers including high costs and limited availability. Despite 55% of replies being prepared to part with a top rate for gentle style, so sb keg flend k and fit and buweeray; affordability is still a key issue and one that hasn't been accounted for in a sustainable merchandise solution yet. To fill this gap, brands and policymakers need to join forces to make slow fashion even more accessible. Novel service models such as condominium and second-hand systems systems, for example, could provide cost-effective alternatives for traditional retail. In addition, advertising campaigns and lobbying can teach consumers to see the long-term costs of investing in durable, high-quality clothing. The environmental benefits of slow trend are apparent in the report's results. Practices associated with slow styles such as the use of sustainable materials, production within the local area, and longer lifespans for garments lead to massive reductions in waste, water intake, and carbon emissions. For example: garments of slow style will be closed 2-3 times longer than clothes of rapid fashion, diminishing frequency of substitute and the related environmental risk.

Technological developments and policy support are key to tackling this issue. Advances in sustainable materials and production methods can also reduce costs and improve performance, while government incentives can also encourage more brands to adopt slow fashion. The glance at points out a few barriers to the full-size use of sluggish style, which include excessive fees, restricted availability and a lack of information. These constraints are particularly noted in verblow-ability communities, where affordability and accessibility are primary considerations. But the findings also highlight many opportunities to address those challenges.

The resolution obtained from this explore has severe implications for the trend industry. Slow style as an anti-fashion proposal counteracts the negative impacts of fast style, and comes closer to the possibility of environmental sustainability and ethical production. But in order to achieve this capability, it requires a collective effort from all stakeholders, including brands, consumers and policymakers. This study adds to the growing body of literature on slow fashion and also offers pragmatic implications for brands, consumers, and policymakers. Future studies want to awareness on approaches to drop gradual fashion greater reachable and discover the function of technology in fostering sustainability.

7 Conclusion :

The study on "The Impact of Slow Fashion on Consumer Behavior and Environmental Sustainability" underscores the transformative potential of slow fashion in addressing the environmental and ethical challenges posed by the fast fashion industry. A slow style, focused on quality, durability, and responsible sourcing, presents a viable solution that speaks to the principles of mindful consumption and environmental responsibility. The findings

exhibit that though consumer consciousness of gradual fashion is rising, substantial obstacles akin to excessive prices, restricted availability, and a lack of information inhibit its large adoption. However, a large portion of consumers are prepared to pay a premium for sustainable and ethically produced garb, signalling a change in attitudes toward more mindful consumption.

Slow fashion, in an environmental sense, has proven benefits too like less waste, more resource consumption and actions, and decreased carbon footprint. Patagonia and Eileen Fisher are examples of how slow-style ideas can successfully become part of business models that encourage sustainability and build customer loyalty. Yet sluggish model's replicability stays a venture, especially for small-scale brands. A multi-stakeholder approach is essential to overcoming these challenges. Brands need to get inventive to nudge slow trend additional center of attention but additionally extra reasonably priced, whilst policymakers want to put in force incentives and rules that power help sustainable practices. Consumers also have a key role to play by adopting aware consumption practices and supporting alternatives. All in all, slow fashion is a great solution for a more ethical and sustainable fashion industry. This study hopes to leap-start the manner of discussion on the emerging challenges and opportunities in style, and through addressing such challenges and opportunities identified by means of this study, stakeholders can paintings together to pave the trail toward leisure where style isn't always just stylish however also sustainable. Future studies should cognizance on earlier strategies for enhancing accessibility as well as look at the position of era and degree the long-term influence of sluggish fashion on patron conduct and environmental sustainability.

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