Introduction
1. Fast fashion refers to, “low-cost clothing collections that mimic current luxury fashion trends”
2. Sustainably has become an exceedingly important value in companies and for consumers

Research Question
Do consumers care about sustainability in fast fashion or if they will continue to ignore lack of sustainable practices for low prices?

Objectives
1) To compare between high fast fashion group and low fast fashion group in consumer behavior
2) To compare between high fast fashion group and low fast fashion group in sustainable behavior
3) “” in clothing attributes when purchasing
4) “” in consumer knowledge
5) “” in consumption patterns

Background and Literature
2012→ 14.3 million tons or 5.7% of the total municipal solid waste was textile

Behavior Gap
- Globalization has “distanced the consumer from the social and environmental consequences of the goods consumed”
- Unaware or lack knowledge of problems in sustainability
- Economic rationalization overrides ethical beliefs (H&M sells clothing for as low as $4.95)
- Volume purchasing, impulse buying, and short-term thinking are difficult behaviors to change

Methods

Fast fashion consumers: compulsive buying, fashion orientation, price consciousness, value consciousness
Sustainable behavior: social responsibility, ecological consciousness, social consciousness

Low group (1): 1→1, 2→ 1, 3→ 1
High group (2): 4→2, 5→2, 6→2

References