



# Is Cheap Fashion Too Good to be True? Consumer Perceptions of Sustainability in the Fast Fashion Industry

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## Introduction

1. Fast fashion refers to, "low- cost clothing collections that mimic current luxury fashion trends"
2. Sustainability 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 a low as \$4.95)
- Volume purchasing, impulse buying, and short-term thinking are difficult behaviors to change



## Methods Quantitative Research: Surveys

**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

## Conclusions Thus Far

Objective	Significant Outcomes
1	Compulsive buying Fashion orientation
2	Ecological consciousness Social consciousness Social responsibility
3	Shopping as social activity Uniqueness Trendy Style
4	H&M Conscious Collection Zara's Organic Cotton ASOS Africa

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## References

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