

Consumer Responses to Fast Fashion Alternatives

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Introduction

The term "fast fashion" refers to the act of rapidly producing large volumes of inexpensive garments to keep up with fast-moving trends (Stanton, 2021). The majority of large retail companies we have today are participating in fast fashion.

Some concerning effects of fast fashion are:

- Low-quality garments
- Significant water pollution harming human and aquatic life
- Human rights issues such as dangerous working conditions, extremely low wages, and physical abuse

(Young, 2020)

These are just a few of the happenings in fast fashion. We designed our research to determine what response consumers would have when presented with alternatives to shopping fast fashion.



Courtesy of Jolie Zenna (2020).

Methods

We sent out a survey and collected results from 12 respondents between the ages of 14 and 79. Each respondent was asked to:

- Give his/her definition of fast fashion
- Label which alternatives he/she had heard of
- Label which alternatives he/she would most likely engage in
- Rank how likely he/she is to engage in each alternative

Results

Most survey respondents, when defining fast fashion, used words such as:

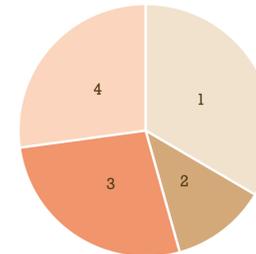
- Quick
- Cheap
- Low quality
- Fleeting
- Trendy

A few responses also included the terms "mass production" and "manual labor" to describe the fast fashion process.

When surveyed, most respondents had heard of the alternative of shopping secondhand. Very few respondents were familiar with the term "slow fashion".

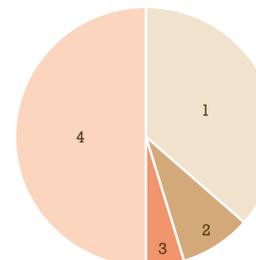
In addition, most survey respondents stated that they were most likely to engage in shopping at local businesses than any other alternative. The alternative that respondents seemed to be least likely to engage in is making their own clothes.

Which alternative(s) to fast fashion have you heard of before?



- Secondhand/thrift stores (1)
- Slow fashion (2)
- Making your own clothes (3)
- Shopping at local businesses (4)

Which alternative(s) to fast fashion are you most likely to engage in?



- Secondhand/thrift stores (1)
- Slow fashion (2)
- Making your own clothes (3)
- Shopping at local businesses (4)

Conclusion

Our research has led us to conclude that the average consumer is not well educated on the happenings in the fast fashion industry. Without this knowledge, how can we expect consumers to choose the alternatives?

The individuals surveyed showed interest in the alternatives presented and were eager to learn more on the subject. Moving forward, we have a few tips for consumers who want to make a change:

- Research where the clothing you are purchasing came from and how it was made
- Find companies with sustainable values for you to love and support
- Spread awareness of fast fashion alternatives



Courtesy of Unsplash.com (2021).

References

- Stanton, A. (2021, March 10). *What is fast fashion anyway?* <https://www.thegoodtrade.com/features/what-is-fast-fashion>
- Young, P. (2020, August 11). *What's wrong with fast fashion?* <https://pebblemag.com/magazine/living/whats-wrong-with-fast-fashion>