ASSESSING CONSUMER PERCEPTIONS AND BEHAVIOUR TOWARDS FAST FASHION AND ITS ENVIRONMENTAL IMPACT: A STUDY IN THE INDIAN CONTEXT

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Abstract: - *With growing concern for sustainability in the world the term "Fast Fashion" is popular amongst consumers who enjoy shopping at cheaper rates purchase and trendy styles. This study investigated 200 consumers of fast fashion clothes in India (Punjab region) to understand their perspective, awareness level, and factors influencing their decision-making. The data collected from Consumers of India (Punjab) was analyzed using correlation, and multiple regression to find whether awareness and attitude affect their purchasing behavior. Next, we focused on alternatives available for consumers and what consumers feel about thrifting, renting, and buying from secondhand shops. Based on the results we found out most of the consumers were aware of fast fashion and its environment, yet they chose to buy from those fast fashion brands. Moreover, it was found despite being a consumer of fast fashion consumers were open to trying or purchasing from secondhand shops or would love to rent their clothes to promote sustainability and there is a relationship between awareness and purchasing behavior.*

Keywords: Awareness, attitude, sustainable alternatives, renting, thrifting, regression, correlation

Chapter 1: INTRODUCTION

Fast fashion's rise has prompted a global fashion industry shift, offering consumers access to affordable clothing with trendy designs. Yet, this convenience comes at a hidden environmental expense. This research article will delve into the environmental effects of fast fashion to understand its implications. The fast fashion model involves rapid production and consumption cycles, dictated by swiftly changing fashion trends. This quest for affordable, disposable clothing has detrimental effects on our planet.

Fast fashion's substantial greenhouse gas emissions significantly contribute to climate change. Garment manufacturing processes, from raw material extraction to disposal, release significant carbon dioxide and other harmful gases, impacting ecosystems, climate, and humans. Furthermore, fast fashion practices exacerbate water scarcity and pollution. Textile manufacturing consumes vast amounts of water, leading to shortages in many regions and the release of untreated wastewater.

Fast fashion's pursuit of affordability frequently results in exploitative labor conditions and inadequate working environments in outsourcing nations. Their practices violate workers' rights, promote social disparities, and involve low salaries, extended hours, and risky situations. Additionally, fast fashion has encouraged excessive spending due to its low prices and quick turnover of poor-quality goods.

1.1   History

In the mid-1970s, many fashion companies began copying runway trends in a short time frame, producing low-cost clothing, and quickly delivering them to retailers, which fostered this unsustainable trend.

Fast fashion is an increasingly popular trend in the global clothing industry. It involves producing new clothing items rapidly and at a low cost to cater to changing consumer demands. This model has become prevalent since the 1970s, driven by fashion brands that create affordable versions of runway designs. Fast fashion has gained traction due to its convenience, affordability, and constant influx of new styles, encouraging people to purchase more clothing. One prime example is Shein, a prominent fast-fashion company that operates factories in China, enabling rapid production and distribution of trendy garments.

In the 1990s, fast fashion evolved and became mainstream. Major brands like Zara, H&M, and Forever 21 became prominent in the global fashion scene. This growth was further fueled in 2005 when the World Trade Organization removed restrictions on outsourcing abroad. Fast fashion brands, as well as luxury fashion houses, increased their collections from two per year to six or more, leveraging cheap labor and materials from countries like Bangladesh, China, and India. This boosted the fashion industry and helped turn it into a global enterprise.

Industrial activities significantly contribute to environmental issues, resource scarcity, and waste generation. - Fast fashion brands generate a substantial amount of garbage and significantly burden the environment. - Inadequate utilization and recycling result in a loss of over $500 billion annually worldwide.

As the fast-fashion industry grows, its environmental impact becomes a major concern. Fast fashion often introduces new trends to boost sales, leading to overconsumption and fashion waste. Faced with unsold clothing, the industry often resorts to burning it. Recognizing the importance of ethical practices and sustainability, the fashion sector aims to influence people positively while minimizing environmental harm. Despite this, Generation Z, known for its eco-consciousness, still engages in fast-fashion purchases.

Concerns about the fashion industry's impact on pollution are rightfully heightened among the public. A 2017 evaluation by the Waste and Resources Action Programme (WRAP) established that procedures for treating and dyeing textiles account for a fifth of the industry's water pollution. In China, the situation is particularly alarming, as fashion manufacturing generates approximately

2.5 billion tonnes of contaminated wastewater yearly. Thus, the fashion industry must actively implement green initiatives and adopt cleaner practices for producing sustainable products.

Addressing the problems caused by fast fashion requires investigating sustainable options and increasing consumer awareness about conscientious clothing choices. Understanding the intricate environmental impact of fast fashion allows policymakers, businesses, and consumers to collaborate in creating a sustainable and ethical fashion industry.

Numerous businesses are engaging in sustainable practices to fulfill sustainability demands. To satisfy these demands, fashion companies are vying to produce eco-friendly products through eco- friendly materials and sustainable production methods. Product greenness is a fusion of environmental performance and social acceptability when a business is solely concerned with financial gain. In the fashion industry, rivalry centered on eco-friendly products is fierce. Numerous clothing stores, including ZARA, mango, Zudio, forever21, Urbanic and H&M, have since followed suit.

In the following sections of this research paper, we will delve into the specific aspects of fast fashion's environmental impact, examining the magnitude of its consequences and exploring potential solutions to mitigate its harm to the environment. With this comprehensive analysis, we want to provide a basis for informed decisions and promote sustainable fashion practices.

- This figure is projected to increase to 25% by 2050 if current trends continue.
- Industry has a significantly higher carbon footprint than traditionally polluting sectors like aviation and shipping.
- Air and sea freight used to transport materials and garments around the world further contribute to the industry's emissions.

- The use of freight transport in the fashion industry is expected to triple by 2040.

1.2　Objectives

1.　To Determine the extent of awareness among Indian consumers about the environmental consequences of fast fashion.

2.　To Investigate consumer attitudes, behaviors, and buying patterns about fast fashion products.

3.　To Study the factors that influence consumers' decisions when buying fast fashion items.

4.　To Explore how various sustainable practices such as renting, thrifting, and recycling can be employed to achieve sustainability in the fashion industry.

CHAPTER 2. LITERATURE REVIEW

Hageman, Kumar, Duong, Kumari, and McAuliffe, (2024) The work in this paper focuses on female consumers' attitudes and their purchasing behavior based on sustainable business strategies used by fast fashion companies. The paper includes a sample size of 155 valid respondents out of 500 and six interviews with female participants. The study concluded that female consumer care about the sustainable approach taken by fast fashion companies and it does influence their buying behavior.

Qayyum, Wattar, and Aljalab, (2024) conducted a study on how user-generated content such as TikTok and Instagram affects the buying behavior of millennials in the fast fashion industry. The method in the paper includes qualitative research. They conducted interviews with millennials to understand how it triggers their mind after seeing posts, videos, and ads online. The methods in this paper include the segments of awareness of UGC, purchasing decisions with UGC, engagement with UGS trust and credibility in UGC, and many others.

Ruiz-Navarro, Hintzmann, and Corrons, (2024) Conducted a study on the sharing economy and fast fashion to understand consumer behavior toward selling, exchanging, and buying second-hand clothing that contributes to environmental sustainability. The method in this paper includes two phases of the study exploratory investigation and extensive guided search. Content analysis techniques were used to identify 59 articles that contained 7 categories behavior, internet, fashion, sustainability, e-commerce, sharing, and COVID-19.

Samudra (2024) The study focuses on consumption patterns in mediating self-congruity and brand image in the purchasing decisions of fast fashion brands. The method in this paper is quantitative descriptive research using a questionnaire with a sample size of 100 respondents, aged group 17-37 years It shows that self-congruity and brand image influence the purchasing decision of fast fashion products with better brand image, the more it triggers consumer patterns for fast fashion products.

Neha, Pradeep Joshi, and Kumar (2024) the study focus on sustainability, consumers' brand loyalty, and their purchasing behavior using structure equation modeling. The method in this paper includes the screening of the population from the Delhi-North Indian capital Region of India with a sample size of 371 respondents. The authors discovered that when brands use sustainable marketing practices it does impact the brand image and loyalty that encourages consumers to buy from fast fashion brands.

Cayaban, Prasetyo, Persada, Borres, Gumasing, and Nadlifatin (2023) conducted a study to understand Filipino consumers who love to buy fast fashion using the combined theory of planned behavior, and elaboration likelihood model of persuasion. With the sample size of 407 participants to understand the increased level of awareness. The method in this paper includes hypothesis, theoretical implications, and practical implications. It

was discovered that with full knowledge of fast fashion it changes a positive attitude towards sustainability and the environment.

Narisu (2023) A study on fast fashion and its impact on marine plastic pollution by studying the social behavior of consumers. It collected data from Japan and discovered that it is evident that fast fashion is having a huge impact on marine. This paper concludes that if there is regulation to the manufacturing process and if the consumer lowers their demand or shifts towards sustainable fashion it would have less impact on marine plastic pollution.

Fan and Chang (2023) This paper studies 365 Taiwanese consumers who love to spend money on fast fashion and 10 experts in clothing by using an analytical network process it discovered that 4 and 12 factors that used in designing sustainable clothing. This study found that consumers love to cherish clothes for longer periods and understand it is crucial for sustainability.

Garcia-Ortega, Galan-Cubillo, Llorens-Montes, and de-Miguel-Molina (2023) This paper wants to make aware of the issues and provide more sustainable ways to produce clothes and to promote sustainability in fast fashion instead of pushing for more sales a three-pillar framework includes design for durability, alternative products, important information by analyzing top 10 companies it found out that 2030 agenda is still not strict enough to sop companies to produce unsustainable clothes.

Pop, Hlédik, and Dabija (2023) conducted a study to identify the usage of mobile apps affects people shopping attitude in fast fashion industry. The method in this paper uses SOR framework Stimulus-Organism-Response to understand people's intentions an attitude to buy using mobile apps also it found out during COVID-19 affected the relationships of buying behavior and different shopping channels provides fast fashion clothing.

Papasolomou, Melanthiou, and Tsamouridis (2023) explored the complex relationship between consumer behavior, sustainability, and fast fashion. In their research, they highlighted the rising awareness of environmental and social consequences caused by the fast fashion industry. The authors reviewed the key themes and findings in previous studies focusing on consumers' understanding, perspectives, and actions within the realm of ethical practices in fast fashion.

Alptekinoglu, Stadler Blank, Meloy, and Guide (2023) explored the tension between fast fashion's speedy delivery of trends and its negative environmental impacts, including pollution and waste. Their work expands upon existing knowledge in this area by experimentally examining the relationship among mass customization, sustainability, and company outcomes.

Ren (2023) studied the modern media's in-depth look at both the advantages and negative effects of the fast fashion industry. While the rapid growth of new media has contributed to the expansion of the fast fashion industry,

this growth has also led to harmful effects. The author highlights the improbability of anticipating a slowdown or stop in the fast fashion industry's growth because it is inextricably linked to the fast evolution of new media.

Pérez-Bou and Cantista (2023) studied how international initiatives like the Fashion Pact, the UN Fashion Industry Charter for Climate Action, and the 2030 Sustainable Development Goals (SDGs) have influenced fashion corporations' policies and practices. Their comprehensive literature review revealed significant themes relevant to the industry's sustainable development goals.

Wu, Tseng, Yang, Ali, and Chen (2023) study conducted in 2023 explored the implications of supply chain disruptions caused by the pandemic on the sustainable value chain strategy in the fast fashion industry. A redesigned strategy to ensure sustainability in the face of challenges. The study put forth a hybrid methodology to assess the sustainable value chain, involving an exploratory factor analysis, conversion of information from social media. The analysis uncovered significant interdependencies among structural elements, highlighting the critical role of digital technology in driving the transformation toward a more sustainable value chain model in fast fashion industry.

Marko, and Kusá, (2023) study was conducted to determine the influence of the examined sample of knowledgeable and uneducated Gen Z and Y customers on consumer loyalty to fast fashion businesses' marketing communications through neuromarketing research.

Salsabila Andi Jani (2023) conducted study on the environmental impact, fast fashion also has a social impact on the population of Bangladesh. Furthermore, this study shows that the role of the United Nations Alliance for Sustainable Fashion is inseparable from the goal of its creation.

Centobelli, Abbate, Nadeem, and Garza-Reyes (2022) focus on slowing the fast fashion industry by recycling and re-use in European countries. The study focuses on the circular business model or slow fashion business model that focuses on educating young generations about sustainability in slow fashion. It successfully influenced Generation Z to support sustainable slow fashion or circular economy.

Bailey, Basu, and Sharma (2022). The study in this paper focuses on the fast fashion industry and its impact on water quality, water degradation, and environmental impact. The methods of this paper include screening published papers majority from China and Europe with the size of 65 papers. The methods in this paper included segments of Bibliometric Analysis, Text Analysis, lifecycle Assessment, Alternate business models, and many others. The authors observed the strongest connection of footprint with environmental impact.

de Oliveira, Miranda, and de Paula Dias (2022) This paper focuses on sustainable practices used y both slow fashion and fast fashion. The paper talks about the perception of consumers for both

the companies which are slow and fast fashion. The method in this paper includes the screening of datasets from the capital of Brazil with a sample size of 118 customers for slow fashion and 400 customers for fast fashion. Authors discovered that customers are conscious of consumption still customers are not ready to pay more for sustainable practices clothing.

Mason, Pauluzzo, and Umar (2022) Conducted study on millennials to understand their attitudes towards sustainable fashion. The method in this paper includes the screening of datasets from Italian Generation Y with sample size of 943. Researchers discovered that millennials have positive attitudes and intentions towards sustainable fashion, especially those who care about the environment or participate in some recycling programs.

Lu, Sheng, Zhou, Shen, and Fang (2022). Conducted study to understand the perception of greenwashing in fast fashion companies as well as how it affects the most to customers who are involved in impulsive buying. It studied the consumer from China with the sample size of 433 valid respondents. It discovered people are avoiding the companies that use greenwashing to hide the truth, it discovered that people find it riskier in terms of financial and environmental if the buy from greenwashing companies and lastly, they discovered that impulsive buyer does find it more risker and do not know feel like buying from those companies.

Nguyen (2021) conducted a study about how importance of businesses to focus on sustainability and take care of the environment. It also talks about how companies in the fast fashion industry in developing countries can improve their sustainability efforts. This study is the first to show how important it is for leaders to promote sustainability in these countries. It gives a lot of information on how companies around the world can do better at being environmentally friendly.

Grazzini, Acuti, and Aiello (2021). This study investigates consumer preferences for clothing made from recycled materials and its impact on their willingness to pay for expensive or inexpensive clothing. Drawing from the social judgment theory, we hypothesize that a product's sustainability increases its perceived warmth, leading to greater demand. Three studies provide empirical support for this hypothesis. Study 1 demonstrates that when a product is framed as being made from recycled materials, consumers express a stronger desire to purchase it.

Greg Peters (2021) conducted a study on energy use which suggests that most of the improvement in apparel emissions is due to increased efficiency in the fashion sector, with lower carbon intensity from energy suppliers playing a role. The methods in this paper included the segments of data sources, impacts rise, The extent of fashion industrial affects in the globe, trends in resource efficiency against fashion consumption, and many other factors change the phrases. It was discovered that the fast fashion industry contributes to the negative environmental effects.

Rukhaya, Yadav, Rose, Grover, and Bisht (2021). It discusses the process of making clothes that have harmful effects on the environment. Moreover, it was seen as an urgent need for change in the production process to achieve more sustainable practices. They discovered more people noticed and wanted changes in fast fashion into more environmentally friendly.

P. Garg (2020) studied fast fashion's introduction, highlighting environmental concerns and sustainability metrics. Essential aspects like food, clothing, and shelter contribute to human survival, and our goal is to maintain their continued availability. Teenagers' interest in fashion shows and events stems from their desire to emulate what they see. However, the fashion industry's production and sales practices pose environmental problems. Fast fashion, a novel approach, has transformed the fashion industry and may contribute to waste generation. The study aimed to comprehend fast fashion's mechanism and its impact on the environment. The research illuminated fast fashion's influence on the ecosystem and its contribution to waste. Therefore, the study's recommendations on sustainable practices can inspire fashion companies and consumers to act more responsibly, reducing environmental degradation and waste generation.

Binet (2019) study on how fast fashion has been a globalization trend that has caused disasters and unsustainable demand. It has also led to a shift in consumer behavior, raising the debate around sustainability in the apparel industry.

Shirpa Gupta (2018) conducted study on a general overview of the fast fashion industry and looks at it from both a micro and macro perspective. In recent years, fast fashion companies like Zara, H&M, and Forever 21 have completely revolutionised the fashion sector. Kaikobad (2015)

conducted study on the disposable nature of fashion products and the recycling process in terms of sustainability have a positive impact on the global environment.

Kim H (2013) study conducted on the conceptual framework of fast fashion negative beliefs and its behavioral intentions to avoid fast fashion is the subject of empirical studies.

2.1   Research Gap

1.   The limitation of this paper is it focuses on a few factors that influence online consumer behavior. It can explore more factors and provide a holistic understanding.

2.   The limitation of this research paper is that it focuses on only female consumers' behavior further research can be done including both genders (Male and Female) to understand male consumers' attitudes as well towards sustainable business strategies initiated by fast fashion companies.

3.   The limitation of this research paper is that it focuses only on millennials whereas GenZ is also one of the populations that makes purchasing decisions while seeing User-generated content. Further research can be done by GenZ.

4.   Limitations- It only focuses on educated young people from Delhi and uses just cross-sectional research design to explore the buying behavior of people. Further studies can be done on various cities in India to discover a more holistic behavior.

5.   The limitation in this paper not it has studied only in mainland in China to understand the perception for greenwashing further research can be done in other countries like developed and developing countries as they are more like to buy clothes in frequently or impulsive buying.

6.   The research had been done only in Bangladesh to understand fast fashion and its impact. Also, only qualitative research had been conducted and focused on the observation method when the quantitative method could have been done to understand the impact moreover targeting only one country does not justify the result. This research has considered only two impacts which are social and environmental and ignored the economic impact. Studies can be conducted by focusing on different countries like China, and India which are also labor-intensive countries.

7.   Intended sampling was done which used only 100 respondents when it could have targeted more respondents and targeted only H&M and ZARA when there are other companies like forever-21, Zudio, Mango, and Urbanic

CHAPTER 3. RESEARCH METHODOLOGY

This research paper has descriptive research which includes primary and secondary research that includes surveys and interviews of these methods. And to explore the impact of fast fashion on the environment from the perspective of customers in India.

It gives a complete exploration of the topic by collecting numerous data points, that help to understand a thorough analysis of the issues.

It helps to collect both qualitative and quantitative data. Survey data gives statistical insights, including how often customers purchase clothes from fast fashion, how much they are aware of the term fast fashion, and its environmental impact. At the same time, it helps to gain detailed insights such as what influences the buying

patterns, beliefs, and experience of customers with fast fashion.

Primary research provides fresh data and up-to-date information from customers' perspectives, additionally, secondary research provides access to a lot of information and data that already exists. Using both research helps to do research efficiently and make use of information and the resources that are already available.

3.1 Data Sources

Primary survey

Data has been collected in person, digital online surveys, and academic journals through questionnaires, interviews, and surveys conducted online or in-person.

Data gathering techniques. Primary research techniques

3.2 Population

1. For this study, we surveyed individuals between 18-55, primarily from Punjab (Lovely Professional University) and other states, for fast fashion and its impact on the environment from the perspective of customers was made based on several factors. We included consumers who are likely to buy fast fashion products. That includes younger people, mostly GenZ (18-25) are often the main target market for fast fashion brands, it gives a wider range of affordable, trendy clothes

and they are obsessed with fashion. Consumers aged 30-55+ are also important consumers with purchasing power and are aware of environmental issues.

2. By using online surveys, helps us to easily reach a large and diverse group of customers in India. It is cost-effective, convenient, and helps avoid the logistical difficulties of traditional surveys. With this data gathering becomes more efficient and accessible. This paper designs a questionnaire consisting of different parts. In the first part, we capture the demographic, for second part we explore the awareness of term fast fashion.

3.3 Sample technique:

A survey questionnaire was sent to 580 fast-fashion consumers. The questionnaire was distributed through personal contacts and social media. A total of 200 valid responses were collected, resulting in a 34% response rate. The data was analyzed using SPSS statistical, excel. With age group of (18-55+) and geographic regions to get a sample of more focused and representative. We made sure that the findings were reliable and showed the characteristics of the target customers. It helped to get more valid and universal. This paper designs a questionnaire consisting of different parts. In the first part, we captured the demographic, for the second part we explored the awareness of the term fast fashion, its environmental effects, and slow fashion to understand respondent awareness and attitude toward fast fashion these questions were made about Emmen Quirós (2019) questionnaire from the perspective of consumers in Ireland. The third part of the questionnaire consists of

Purchasing patterns and Behaviors and measures consumer intentions do they have control over their buying behavior and their preference for fast fashion brand. The fourth part of the questionnaire is to measure whether consumers will be willing to adopt the alternatives of fast fashion such as renting, thrifting, or second-hand. The fifth part of the questionnaire is to explore the factors influencing their decision making such as social factors, financial factors, and environmental factors. The last part of this questionnaire involves general questions to understand the awareness level of environmental impact appearing on the social media website, to measure the regulation in the industry.

3.4   DataCollection & Choice of Data Analysis

The questionnaire is mainly used to Explore consumer attitudes, behaviors, and purchasing patterns concerning fast fashion products, factors in favor and against it, and factors sustainability can be achieved by using different methods like renting, thrifting, and recycling. Choosing to use an online questionnaire was influenced by various reasons. First, it eliminated geographic barriers, allowing it to reach participants regardless of their location. Second, it allowed respondents to complete the survey at their own pace, maximizing efficiency. Third, the online platform automated data entry, ensuring that only complete responses were submitted, leading to a smoother process, improved data quality, and fewer errors. The survey commenced on Feb 2024 Daiyan Zhang, Tian Xin (2023).

In this study, we analyzed collected data from 200 respondents using SPSS software and Excel.

1.   We chose descriptive statistics to analyze respondent characteristics.

2.   To find the relationship between variable correlation analysis has been tested.

3.   Multiple regression to examine the relationship between dependent and independent variables.

5.   Correlation to understand and to find relationships between factors influencing customers' buying decisions.

6.   Cronach' Alpha to check reliability of the data

CHAPTER 4. RESULT AND ANALYSIS

This chapter mainly does statistical evaluation and hypothesis evaluation for the put forth hypotheses, building on the analysis provided in the preceding chapters. Initially, the collection of data   performed   descriptive   statistical   analysis The sample's demographics and the descriptive statistics for every variable. The reliability of the scale was then assessed using the statistical program SPSS 26.0, mainly by looking at the scale's internal consistency as determined by Cronbach's alpha value. The validity of the measure was then examined using exploratory factor analysis. In addition, a study of correlation will be performed to depict the extent of relationship between the variables. Regression analysis was used to finally

arrive at a conclusion on the relationship between a number of young customers from India(Punjab) region.

4.1. Reliability Analysis

Figure 1. Measure of Internal Consistency

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.798	25

Daiyan Zhang, Tian Xin, Yaoyao Li (2023) A Cronbach's alpha coefficient of above 0.8 generally denotes strong reliability, whereas one between 0.7 and 0.8 usually denotes passable reliability.

The reliability of this questionnaire is measured using Cronbach's Alpha and it is .798 which means it is Acceptable.

4.2. Demographic Information and Analysis Figure 2: Age
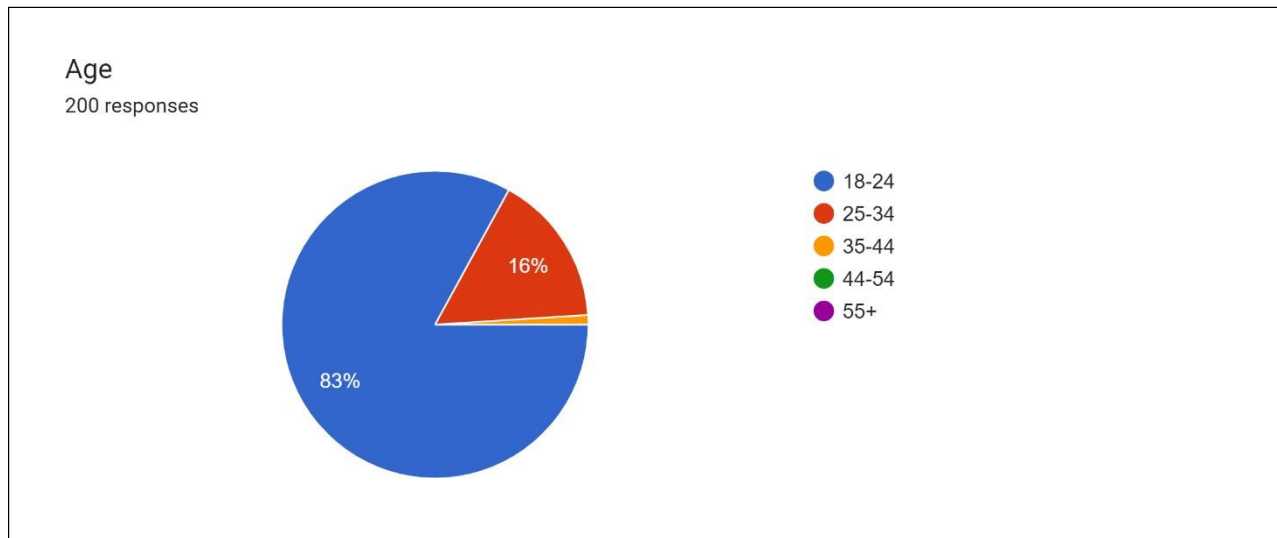
Interpretation

From an age range of 18-55+ and 200 participants who answered the questions. With most people were from the age range of 18-24 which 83%, 16% of participants were from 25-34 and rest were from above age 35. Mostly Gen Z are the ones who were interested and filled the form with full dedication.
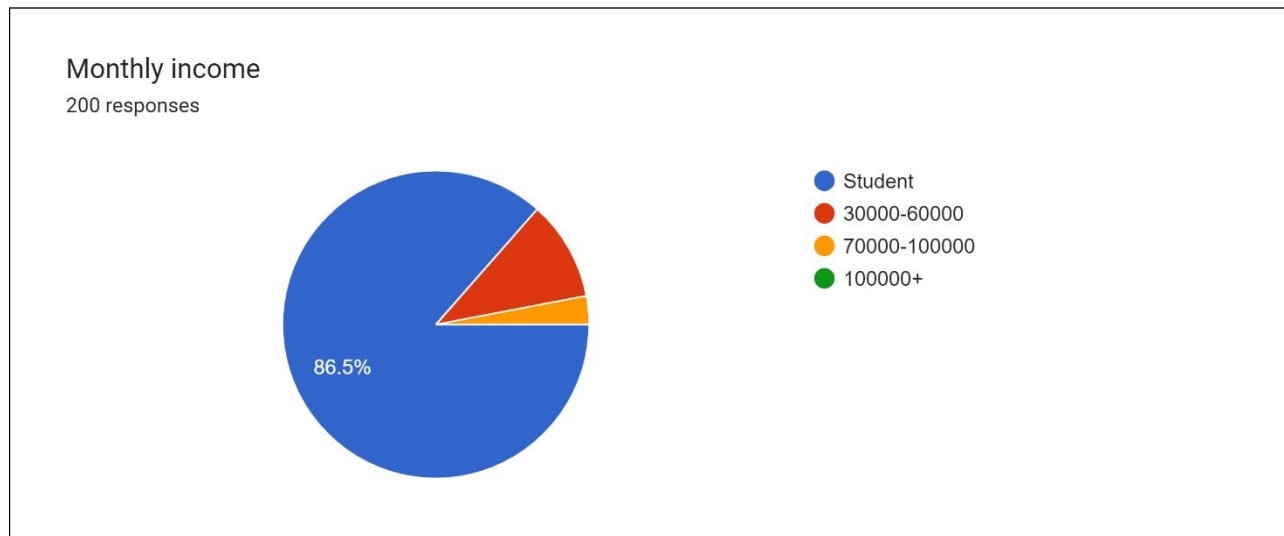
Figure 3: Occupation

Interpretation

Out of 200 respondents 165 of the respondents are students, which is 82.5% of the respondents are employees or working professionals.
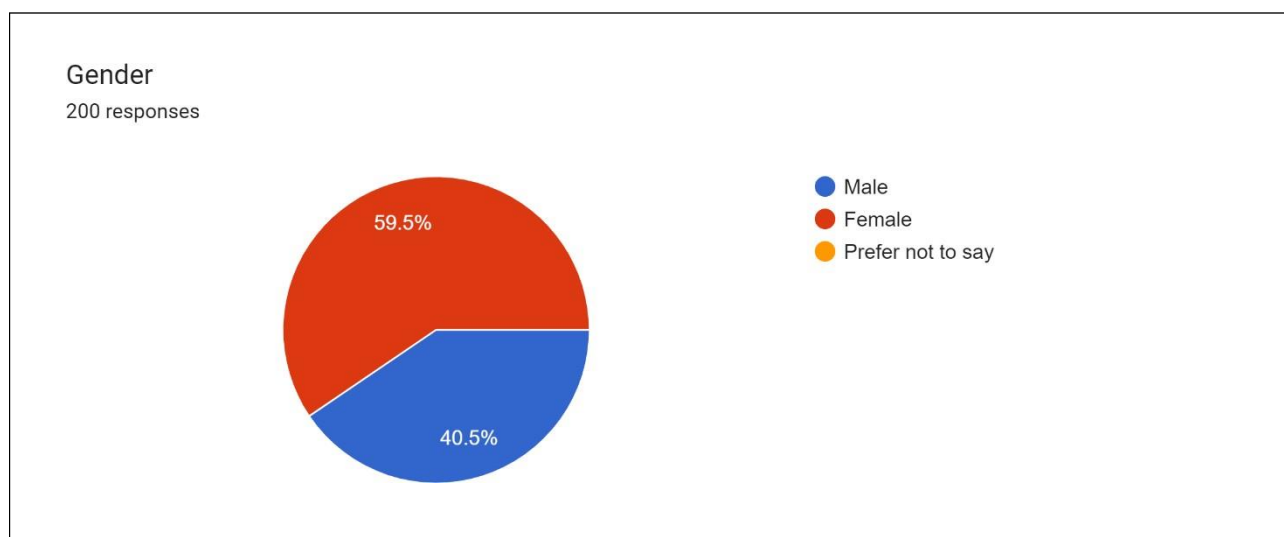
Figure 4 . Monthly Income

Interpretation

This illustrative graph above shows that most of the respondents are not having any income, or they are students, which counts as 86.5%, out of which 10.5% respondents are having monthly income of 30000-60000 and 3 % of them are having monthly income of 70000-100000.

Figure 5 .Gender

Interpretation

The above graph shows that 119 are female respondents which is 59.5% and 81% are male respondents

which is 40.5%. We can say that more female respondents have participated than male.

4.3 Descriptive Analysis

Table .1

	N	Minimum	Maximum	Mean	Std. Deviation
V1	0				
"On a scale of 1 to 5, how aware are you with the term of fast fashion "(1 = Not Aware at All, 5 = Very Aware)	200	1	5	3.46	.981
"On a scale of 1 to 5, how aware are you of the environmental impact of fast fashion?" (1 = Not Aware at All, 5 = Very Aware)	200	1	5	3.43	.980
"On a scale of 1 to 5, how aware are you with the concept of slow fashion?" (1 = Not Aware at All, 5 = Very Aware)	200	1	5	3.13	.966
"On a scale of 1 to 5, how are you aware of environmental problems associated with the fast fashion industry including plastics, toxic dyes, chemicals polluting oceans and fresh water"(1 = Not Aware at All, 5 = Very Aware)	200	1	5	3.22	.941
"On a scale of 1 to 5, how aware are you of the potential health risks for individuals involved in the manufacturing of fast fashion clothing items? " (1 = Not Aware at All, 5 = Very Aware)	200		1	53.13	.924

(Table title: Descriptive Statistics)

"On a scale of 1 to 5, how much have your purchasing behaviors changed due to concerns about the environmental effects of fast fashion?" 1 - Not at all 2 - Slightly 3 - Moderately 4 - Very much 5 - Completely	200	1	52.62	.768
"On a scale of 1 to 5, how often do you buy from fast fashion brands in a given month?" 1 - Never 2 - Rarely 3 - Occasionally 4 - Frequently 5 - Always	200	1	53.64	.738
"On a scale of 1 to 5, Which factors influence your decision to purchase clothing from fast-fashion retailers? " 1. Price (Affordability) 2. Brand Reputation 3. Trends and Style 4.Environmental Sustainability 5. Social Media Influencers/Advertisemen ts 6. Convenience and Accessibilty	200	1	62.30	1.716
"On a scale of 1 to 5, how often do you choose fast fashion brands because their clothes are durable and long-lasting?"" 1 - Never 2 - Rarely 3 - Occasionally 4 - Frequently 5 - Always"	200	1	52.43	.888
"I prefer to buy clothes."1. H&M 2. Zara 3. Zudio 4. Urbanic 5. Forever 21	200	1	51.87	1.127

"On a scale of 1 to 5, how important is sustainability to you when choosing clothing items?" 1 - Not important at all 2 - Somewhat important 3 - Moderately important 4 - Very important 5 - Extremely important)	200	1	52.91	.703
On a scale of 1 to 5, how much have you considered renting clothes instead of buying new ones?" 1 - Not at all 2 - Slightly 3 - Moderately 4 - Very much 5 - Extremely	200	1	53.49	.935
"On a scale of 1 to 5, how likely are you to purchase second-hand or thrifted clothing items?" 1 - Very Unlikely 2 - Unlikely 3 - Neutral 4 - Likely 5 - Very Likely	200	1	53.51	.924
"On a scale of 1 to 5, how aware are you that buying clothes from thrift or second-hand shops is better for the environment compared to buying from fast fashion stores?" 1 - Not aware at all 2 - Slightly aware 3 - Moderately aware 4 - Very aware 5 - Extremely aware	200	1	53.02	.924

"On a scale of 1 to 5, how aware are you of clothing recycling programs or initiatives in your area?" 1 - Not aware at all 2 - Slightly aware 3 - Moderately aware 4 - Very aware 5 - Extremely aware	200	1	52.30	1.022
"On a scale of 1 to 5, please indicate your interest in taking part in clothing recycling programs or initiatives that aim to responsibly manage and reuse clothing waste": 1 - Not interested at all 2 - Slightly interested 3 - Moderately interested 4 - Very interested 5 - Extremely interested	200	1	53.24	.778

"On a scale of 1 to 5, would you be willing to spend more money on clothing that is made in an environmentally friendly and ethical manner?" 1 - Not willing at all 2 - Slightly willing 3 - Moderately willing 4 - Very willing 5 - Extremely willing	200	1	53.31	.720
"On a scale of 1 to 5, To what extent do social factors (e.g., peer influence, societal norms) impact your decision to purchase fast fashion items?" 1 - Not at all 2 - Slightly 3 - Moderately 4 - Significantly 5 - Completely	200	2	54.08	.675
"On a scale of 1 to 5, How much do financial considerations (e.g., affordability, discounts) influence your decision to purchase fast fashion items?" 1 - Not at all 2 - Slightly 3 - Moderately 4 - Significantly 5 - Completely	200	2	54.10	.673

"On a scale of 1 to 5, How concerned are you about the environmental impact of the fashion industry when making purchasing decisions?" 1 - Not concerned at all 2 - Somewhat concerned 3 - Moderately concerned 4 - Very concerned 5 - Extremely concerned	200	2	52.93	.814
"On a scale of 1 to 5, how often do you come across information about the environmental impact of fast fashion on social media?" 1 - Never 2 - Rarely 3 - Sometimes 4 - Often 5 - Always	200	1	52.55	1.036
"In your opinion, should there be stricter regulations on the fashion industry to reduce its environmental impact?" 1 - No 2 - Maybe 3 - Yes	200	1	32.88	.341
Do you think excessive buying of clothes contributes to environmental issues? 1 - No 2 - Maybe 3 - Yes	200	1	32.52	.584

"How long do you usually utilize clothes such as t-shirts, jeans, dresses, and others before disposal?" 1 - Less than a month 2 - Less than 6 months 3 - One year 4 - Two to four years 5 - More than five years	200	1	52.81	.888
"How do you typically dispose of clothing you no longer need?" 1 - Donate to charity or thrift store 2 - Sell or exchange 3 - Throw away or disposal 4 - Other	200	1	42.86	.815
Valid N (listwise)	0			

4.3.1　Awareness and Attitude Towards Fast Fashion

The descriptive statistics of all the statements are shown in Table.2 that includes mean(M), and Standard Deviation (SD). It shows that Most people have a relatively high level of awareness of fast fashion and its environmental impact with M= 3.46, M=3.43 and SD=980) with 51% of respondents agree to be moderately aware. Respondents have a moderate level of awareness of slow fashion with a mean score of 3.13. It indicates most of the respondents are aware of the term slow fashion. 34% which is moderately aware of the whereas some of them are slightly aware of slow fashion which is 26.5%. Most of the respondents are moderately aware of environmental problems associated with fast fashion, which is 51%, however, some people are still not aware of the negative side of fast fashion including 19.5% with slightly aware and 18.5% with somewhat aware. The mean score indicates the level of awareness M 3.22 and SD =.941. Lastly it indicates the level of awareness of workers' potential risk involves in Fast Fashion is 37.5% with M=3.13 and SD=.924 indicates consumers are somewhat aware of workers' risk. This mean not just environment but workers who are involved in manufacturing are having negative impact on their health.

4.3.2   Purchasing Patterns and Behavior

It includes mean(M) and Standard Deviation. Respondents more than 50% changed their purchasing behavior due to the concern about the environmental issues cause by fast fashion with M=2.62 and SD=.760. Around 56% respondents buy frequently buy from fast fashion with and 29.5% buy occasionally from fast fashion brands with M=3.64 and SD=.738 that influence the respondents with various factors such as price, affordability, trend and styles, brand reputation with M= 2.3 and SD=1.716.

4.3.3   Sustainability Alternatives

Figure 6.

On a scale of 1 to 5, how important is sustainability to you when choosing clothing items? 1 - Not important at all 2 - Somewhat important 3 - Moderat...rtant 4 - Very important 5 - Extremely important)
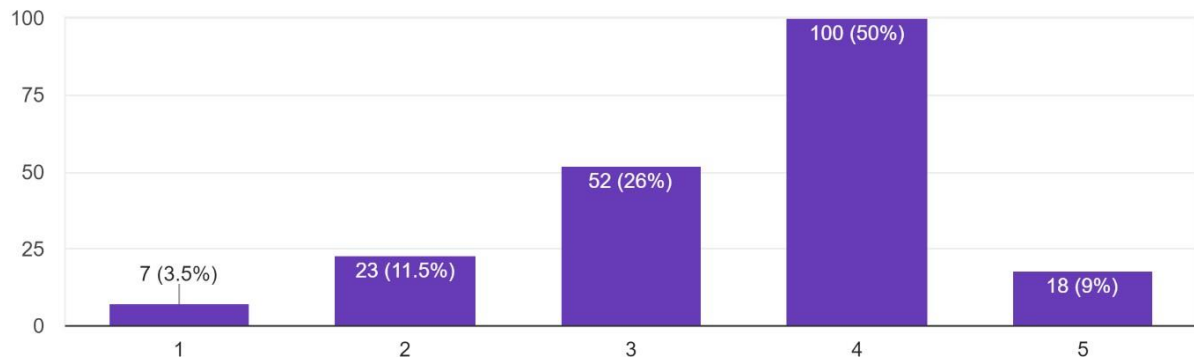200 responses
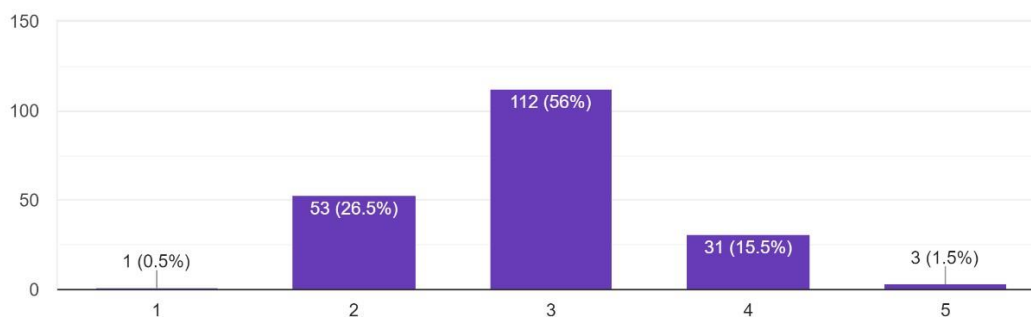
It indicates that around 56% feels sustainability is moderately important when it comes to purchasing clothing from fats fashion with mean score of M=2.91 and SD=.703.

Figure 7.

On a scale of 1 to 5, how much have you considered renting clothes instead of buying new ones? 1 - Not at all 2 - Slightly 3 - Moderately 4 - Very much 5 - Extremely
200 responses

Around 50% respondents considered renting clothes instead of buying new ones with M= 3.49 and SD=.935 having moderately high level of consideration. However, 11.5% and 3.5% are still skeptical about renting clothes.

Figure 8.

On a scale of 1 to 5, how likely are you to purchase second-hand or thrifted clothing items? 1 - Very Unlikely 2 - Unlikely 3 - Neutral 4 - Likely 5 - Very Likely
200 responses
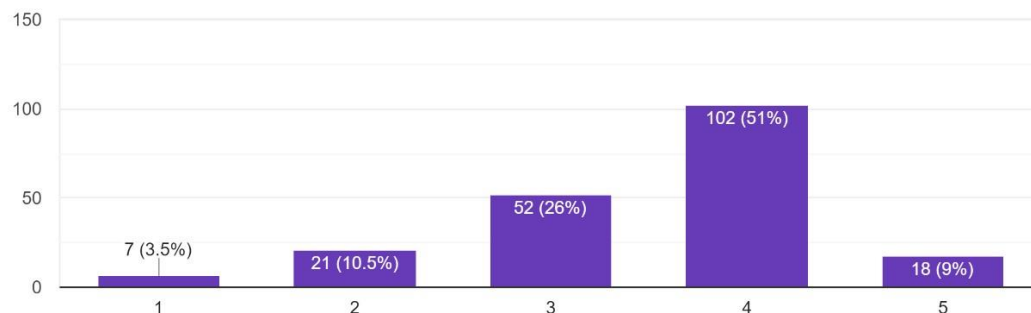
Around 51% are likely to purchase second clothes instead of buying new ones from fast fashion with M= 3.51 and SD=.924 however still people around 21% and 3.5% are skeptical about thrifting and secondhand clothes.

With mean awareness level 3.02 indicates respondents feel buying or thrift from secondhand shops are more environmentally friendly compared to purchasing from fast fashion stores. However, respondents have relatively low level of awareness of secondhand shops or clothing recycling program int their area. With M= 2.30 and SD 1.127. Respondent indicates their moderate level of interest in those clothing cycling program that reuse or mange

clothing waste with Mean value =

3.24 and SD =.778 along with their moderate level of willingness to spend more for clothes that made in more environmentally friendly and ethical manner with M= 3.31 and SD=.720.

4.3.4 Factors influence decision making.

The respondents generally agree that social factors that influence their decision making while purchasing from fast fashion brands (M=4.08 and SD=.675 significantly impact their purchasing decision. Respondents agree that influences their decision making based on discounts and affordability of fast fashion brands (M=4.10 and SD=.673) indicates discounts given by fast fashion brands do persuade consumers to buy from fast fashion brands. With moderate level or low level of concern towards environmental impact while making purchasing decision from fast fashion brands. Sustainable issues do not affect their decision making while purchasing from fast fashion as much as discount and social pressure do. General discussion on usages of clothes, excessive buying behavior

Figure 9.

On a scale of 1 to 5, how often do you come across information about the environmental impact of fast fashion on social media? 1 - Never 2 - Rarely 3 - Sometimes 4 - Often 5 - Always
200 responses
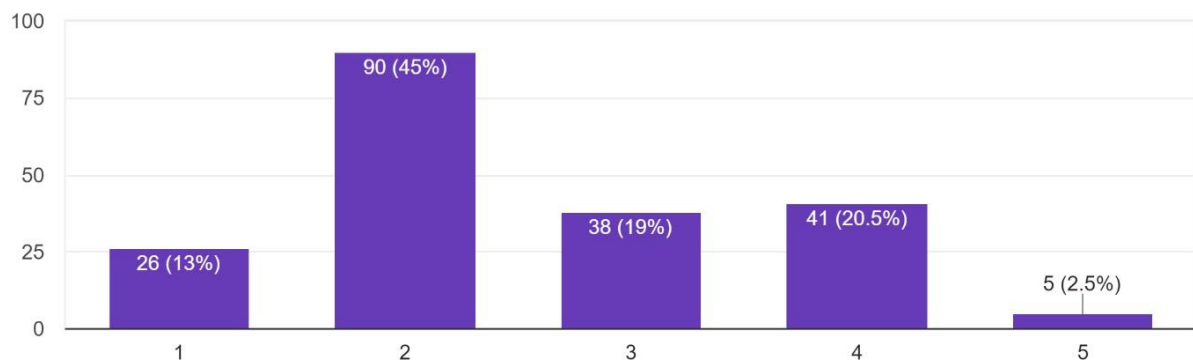
Based on the above graph it depicts around 45% respondents rarely see information about environmental impact of fast fashion on social media (M=2.55 and SD=1.036). It is the second biggest industry that uses water and is responsible for various environmental issues (UN environmental Program) 2024. Still information related to fast fashion is not available on social media platforms which is one of the sources of GEN Z and Millennials to check about some facts. Respondents are sure that stricter regulations in the fashion industry would help decrease its environmental impact (M=2.88), Respondents feel that excessive buying increases the environmental issues with M= 2.52). On average, respondent uses clothing bought from fast fashion brands for at least 6 months to one year

with mean value 2.81 means utilize for a moderate duration. With a mean value of 2.86 indicates instead of selling, donating to charity or thrift store most of the respondents basically dispose clothes they no longer needed however some of the respondents donate their clothes rather than disposing or throwing them away.

4.4 Correlation Analysis

Daiyan Zhang, Tian Xin, Yaoyao Li (2023) Correlation analysis can be used to assess the correlation and significant levels between Attitude awareness and purchasing behavior to identify the correlation analysis to preliminary verify the study's premise. To represent correlation, this study uses the Pearson coefficient in conjunction with two-tailed hypothesis testing.

Table 2. Correlations

		AA1	Pur1	Sus1	Fac1	Gen1
AA1	Pearson Correlation	1	.232**	.522**	-.060	.042
	Sig. (2-tailed)		<.001	<.001	.398	.551
	N	200	200	200	200	200
Pur1	Pearson Correlation	.232**	1	.185**	.077	.079
	Sig. (2-tailed)	<.001		.009	.280	.264
	N	200	200	200	200	200
Sus1	Pearson Correlation	.522**	.185**	1	.158*	.122
	Sig. (2-tailed)	<.001	.009		.025	.085
	N	200	200	200	200	200
Fac1	Pearson Correlation	-.060	.077	.158*	1	-.081
	Sig. (2-tailed)	.398	.280	.025		.256
	N	200	200	200	200	200
Gen1	Pearson Correlation	.042	.079	.122	-.081	1
	Sig. (2-tailed)	.551	.264	.085	.256	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Abbreviations:

AA1, Awareness and Attitude

Pur1, Purchasing Patterns and Behavior Sus1, Attitude Sustainability Alternatives Fact1, Factors influencing

decision making. Gen1, General Questions

There is a significant positive correlation between awareness and attitude and purchasing behavior. As well as a strong correlation between awareness and attitude towards sustainability alternatives. There is a weak correlation between awareness attitude and consumer buying behavior as well as a weak correlation between awareness attitude and general questions to understand the usage of clothes and durability of fast fashion clothes.

4.5   Regression Analysis

In this research, we used Multiple Linear Regression Analysis to investigate the connection between dependent variable, which is Indian consumers awareness and attitude towards fast fashion and their buying patterns, sustainability and factors that influence their decision making that includes 4 independent variable AA1, Awareness and Attitude, Pur1, Purchasing Patterns and Behavior,Sus1, Attitude Sustainability Alternatives, Fact1, Factors influencing decision making, Gen1, General Questions to understand their usage, utilization of clothes bought from fast fashion brands.

Tabel.3. Results of Multiple Regression Analysis

Linear regression analysis results n=200

		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.495	3.151		3.013	.003
	Pur1	.269	.108	.151	2.492	.014
	Sus1	.627	.073	.525	8.547	<.001
	Fac1	-.487	.186	-.158	-2.623	.009
	Gen1	-.112	.145	-.046	-.773	.440

a. Dependent Variable: AA1

R Square	Adjusted R Square	F	Sig.
.316	.302	22.546	<.001[b]

Interpretation

According to table the coefficient of determination (R-squared is 31.6) which indicates the model effectively explains the relationship between the dependent and independent variables that influence each other. Generally, the t-test shows that significance value of Pur1, Sus1, Fac1, is less than 0.05 depicts these three independent values have significant effects on dependent variables. However, the significance value of Gen 1 is greater than 0.05. Therefore, it is not effectively backed up.

The p-value for the F-test is less than 0.001, showing that the regression model is very significant. This implies that when considered together, the independent variables have a significant impact on the dependent variable (AA1).

The F-value is a statistical measurement used to determine the overall significance of the regression model. In this study, the F-value is calculated as 22.546, which suggests that the regression model is indeed statistically significant.

The Adjusted R Square considers the number of predictors in the model and accounts for overfitting. It is a bit lower than R Square, indicating that the model may have slightly overestimated its explanatory power because of including multiple predictors.

The coefficient for Gen1 (General Questions) is not statistically significant, indicating that it does not have a significant influence on AA1 (Awareness and Attitude) in this model with sig value = 0.440

CHAPTER 5. DISCUSSION, LIMITATION AND SUGGESTION FOR FUTURE RESEARCH

Figure 10.

I prefer to buy clothes? 1. H&M 2. Zara 3. Zudio 4. Urbanic 5. Forever 21
200 responses
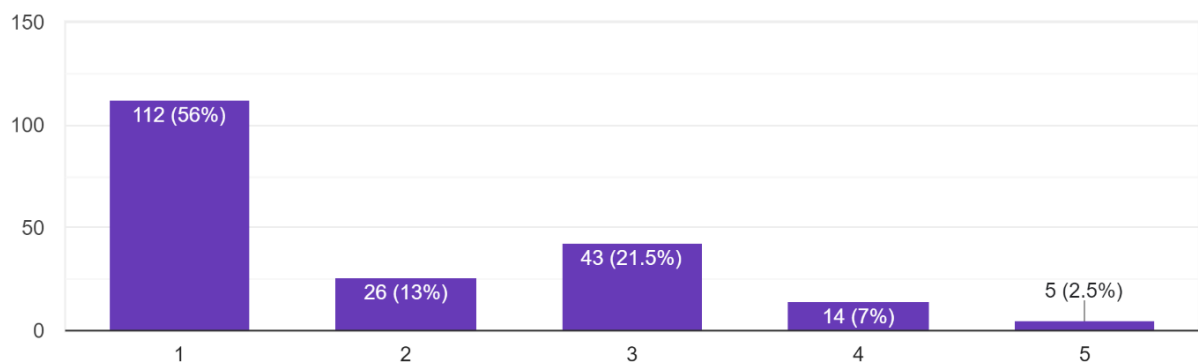
Interpretation

On the basis of above bar chart majority of the respondents prefer to buy from H&M which is 56%, 112 respondents out of 200, Zudio brand received the second highest number of preference with 21.5% following with Zara 13% and Urbanic by 7% and 2.5% respectively by forever 21.

Figure 11.

On a scale of 1 to 5, Which factors influence your decision to purchase clothing from fast-fashion retailers? 1.Price (Affordability) 2.Brand Reputat...rs/Advertisements 6. Convenience and Accessibilty

200 responses
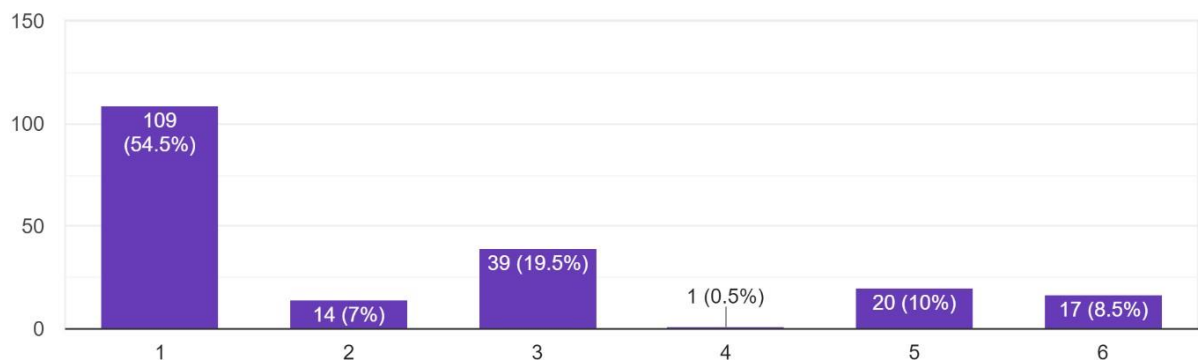
Interpretation

A.   From the above bar chart, it can conclude that most people opted for price that influences the most when it comes to buying from fast fashion brand. Most of the fast fashion companies give clothes for cheaper price and that is why it is most preferable especially in India which is known for price sensitive consumer. Compared to other clothing brands fast fashion clothing is more affordable.

B.   Trends and style is the second reason respondents buy from fast fashion brands. When fast fashion brands were launched, they were known for launching trendy clothes with cheaper rates in the market. In the above bar chart, it can be seen that 19.5% which is 39 out of 200 respondents buy from fast fashion brands because it provides trendy clothes. Today's generation is known for following the trend or fear of missing out, so they like to purchase which is in trend and fast fashion brands know how to keep up with the trends to persuade consumers.

C.   Followed by social media which is 10% 20 out of 200 respondents buy clothes from fast fashion because of companies advertising and social media influencers who daily promotes clothes from H&M, Urbanic, it plays significant role when it comes to influencing GEN Z and Millennials.

Companies know the algorithm of social media and uses its platform also they spend huge amount on advertising to increase the awareness of consumer.

D. Convenience and Accessibility fast fashion brands are easily accessible through online and physical stores making it convenient for consumers. Fast fashion is so convenient because there are many different sizes and styles to choose from. This makes it easier for people to find clothes that fit them perfectly and match their preferences. But sustainable clothing brands often have limited size options, which can make it hard for people with unique body sizes to find clothes that fit them well. The accessibility and convenience of fast fashion make it a popular choice for those looking to quickly update their wardrobe without spending a lot of money. In the above chart it is evident 8.5 % are buy from fast fashion because of the convenience and accessibility.

E. Brands reputation factors influence as well to 7% of the respondents many fast fashion brands have huge image Infront of consumer eyes including H&M, Zara, Urbanic and many others.

F. Most importantly only 0.5% of purchases are from fast-fashion brands because of the environmental sustainability. That means we can conclude that most of the people are aware of fast fashion and its negative environmental impact, yet they choose to purchase from fast fashion brands.

5.1 LIMITATIONS

1. Most of the respondents were from Phagwara Punjab (mostly from lovely professional University, result may not be representing another region. Other nationalities should also explore to identify different perspective for individual in fast fashion and its environmental impact.

2. This study uses correlation and regression to identify the relation between variables, Future research can be done using combined theory to analyze consumer behavior intention. Different statistical analyses can be done.

3. Due to limited time despite my efforts to obtain more respondents I was only able to collect 200 respondents, which is less than 10% of the lovely professional university. A greater number of respondents may change the result.

4.   This research, we examined the general population of the Indians. Future research could explore different factors such as gender, age, income, monthly expenses, and occupation.

5.   Survey was circulated through online so most the people who took survey All survey participants answered for themselves anonymously, behind a screen. The responses may not have been entirely accurate or well-thought out, compared to a formal interview. They did not include any quantitative data and did not have evidence to support their claims about which brands they shop at and how often. Therefore, the responses cannot definitively prove any causality. However, I have done a reliability test (Cronbach alpha) of my data which was .798 which means it is acceptable.

5.2   Suggestion For Future Research:

1.   Most of the researchers have done research outside India very few studies have done in India so it may be better to research to understand consumer perception of fast fashion.

2.   Collect the data from many other regions rather than focusing on one region which will reduce the biasness of the data.

3.   I would like to use Likert scale questions like Strongly Disagree-Strongly Agree which helps to compute data in SPSS software easily otherwise it takes time to code data in SPSS.

4.   I would suggest that rather than taking a consumer perspective, a survey of retailers who are involved in fast fashion or both consumers and retailers would give broader prospects about fast fashion.

5.   Government should take initiatives to showcase the benefits of slow fashion which is more sustainable and environmentally friendly.

6.   Should increase the sample size of the data to make the questionnaire more reliable.

CHAPTER 6. CONCLUSION

We can infer from the questionnaire that most of the respondents despite the awareness of fast fashion and its negative impact on the environment consumer still purchase from fast fashion brands the factor that influences price indicates affordability since the company uses cheap materials with low wages workers to manufacture clothes that way, they can target huge markets.

Although consumers are buying from fast fashion brands, they are still most likely to buy secondhand and thrifting or would love to rent, which is more environmentally friendly than fast fashion. Consumers showed a positive attitude towards sustainable alternatives. Based on the analysis, females are most likely to rent or try out secondhand clothes and are influenced by style, whereas in the case of males, this is not that relevant. Moreover, based on our analysis, we can conclude that boys have less awareness of sustainability, the hazards involved in fast fashion, and how it harms workers and deteriorates their health; most males purchase fast fashion because of price(affordability), whereas females are considerably more sensitive to sustainability and environmental effects.

Finally, based on the correlation analysis, there is a significant positive correlation between awareness, attitude, and purchasing behavior. In addition, there is a strong correlation between awareness and attitude towards sustainability alternatives.

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