



# FAST FASHION

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# CONCEPTUAL MODEL

Consumer attitudes towards Sustainability  
Q 1-6

Consumer behaviors regarding Disposal Habits  
Q 7-12

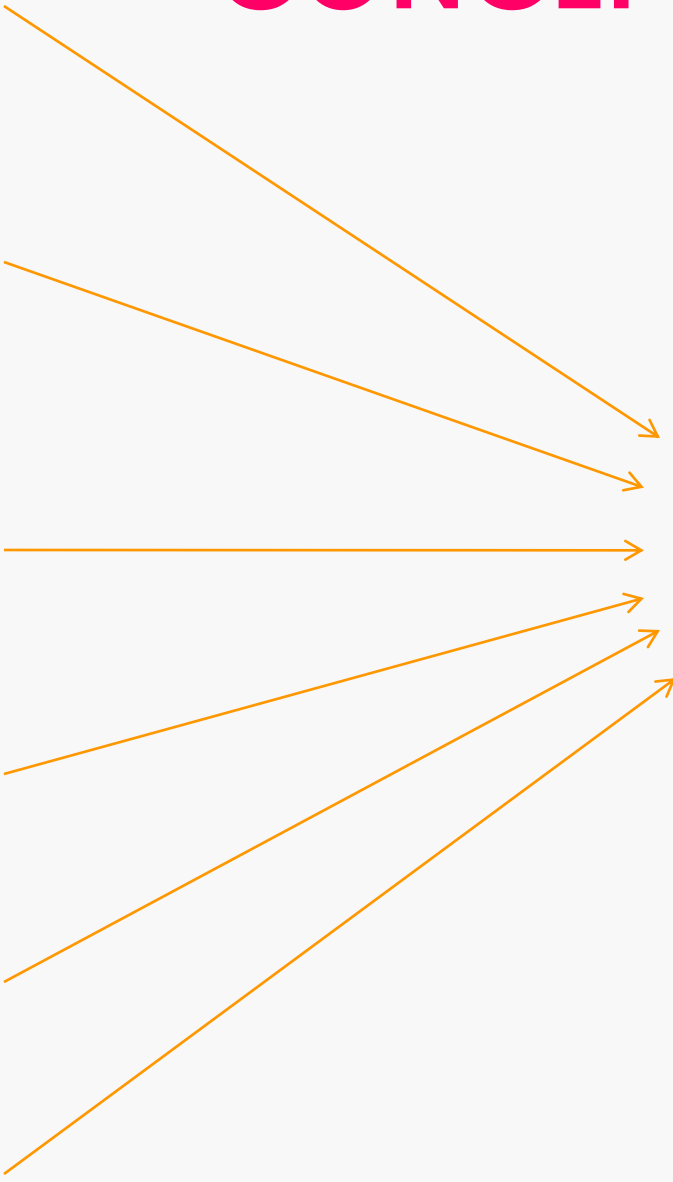
Consumer attitudes towards working conditions  
Q 13-18

Male shopping habits  
Q 25- 26

Gender  
Q 36

Income  
Q 38

Consumer Behaviors towards Fast Fashion  
Q 27-35



# FAST FASHION IS....

- Retailers like Forever 21, H&M, Zara, and Top Shop, who design and produce clothing quickly and cheaply to allow the mainstream consumer to take advantage of current clothing styles at lower prices.

FOREVER21

ZARA

H&M

TOPSHOP



# DEMOGRAPHICS

- 301 Respondents in Total
  - 141 Males
  - 160 Females
- AGE:
  - 18-24= 132
  - 25-30=106
  - 31-40=35
  - 41-50=16
  - 51-60=6
  - 61+=6
- INCOME:
  - \$0-20,000= 95
  - \$21-30,000= 82
  - \$31-49,000= 58
  - \$50-59,000= 23
  - \$60,000+= 43

# MORE DEMOGRAPHICS

- EDUCATION:

- High School= 41
- Some College= 103
- AA/AS= 51
- BA/BS= 86
- Masters and Higher= 20

- MARITAL STATUS:

- Single= 239
- Married= 62





# Behaviors towards Fast Fashion

- Measured by 9 questions on questionnaire.
- Highest ranking= “I purchase apparel based on price” (m=3.65).
- Lowest ranking was: “I prefer to purchase clothing from fast fashion retailers, rather than high end clothing (m=2.93).



# Means and Rank

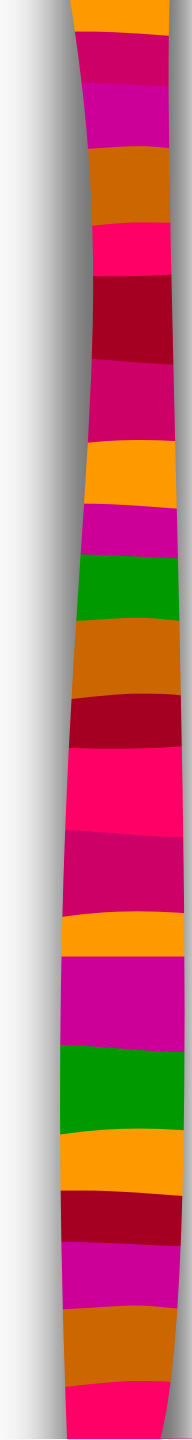
Variable	Mean	Rank
<b>Q31. I purchase apparel based on price.</b>	3.65	1
<b>Q 30. I purchase apparel based on quality.</b>	3.54	2
<b>Q 27. I am interested in the latest trends.</b>	3.49	3
<b>Q34. I expect to find something new when I shop at fast fashion retailers.</b>	3.43	4
<b>Q 29. I purchase new pieces of clothing for specific occasions (such as going out with friends).</b>	3.36	5
<b>Q32. I consider quality over price when purchasing apparel.</b>	3.27	6
<b>Q33. I regularly shop at fast fashion retailers.</b>	3.20	7
<b>Q28. I shop for clothes more than 3 times a month.</b>	3.05	8
<b>Q35. I prefer to purchase clothing from fast fashion retailers, rather than high end clothing stores.</b>	2.93	9

Notes: Mean of 1= Strongly Disagree 5= Strongly Agree

# Fast Fashion & Sustainability





- 
- Measured by questions 1-6 on questionnaire.
  - Highest ranking= “I am concerned with the impact of clothing production on the environment” (m= 3.50).
    - Close second= “I feel I have an obligation to live more eco-friendly” (m=3.40).
  - Lowest Ranking= “If a clothing brand does not offer eco-friendly products, I will not buy from that brand” (m=2.24).



# Means and Rank

Variable	Mean	Rank
<b>Q2. I am concerned with the impact of clothing production on the environment.</b>	3.50	1
<b>Q 6. I feel I have an obligation to live more eco-friendly.</b>	3.40	2
<b>Q 1. I am aware of the environmental issues relating to clothing production.</b>	3.37	3
<b>Q 3. I consider the environmental impact of the clothing I buy.</b>	3.03	4
<b>Q 4. I go out of my way to buy eco-friendly clothing.</b>	2.47	5
<b>Q5. If a clothing brand does not offer eco-friendly products, I will not buy from that brand.</b>	2.24	6

Notes: Mean of 1= Strongly Disagree 5= Strongly Agree

# CORRELATION: attitudes towards sustainability and behaviors towards fast fashion

	(Q33)	(Q28)	(Q35)	(Q32)	(Q29)
<b>Q1. Environmental Issues</b>	.073	.123*	-.041	.030	.062
<b>Q2. Impacts of Production</b>	.008	.116*	.039	.043	.065
<b>Q 3 Consider Environment</b>	-.033	.062	-.044	.099	-.021
<b>Q 4 Out of my way</b>	-.007	.087	.042	.044	-.062
<b>Q 5 Does not offer</b>	-.094	-.087	-.051	-.076	-.113
<b>Q 6 Obligation</b>	-.048	-.009	-.025	.156**	.083

Notes:

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

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

Significance was shown in 3 relationships:

Q1 and Q28\*

Q2 and Q28\*

Q6 and Q32\*\*

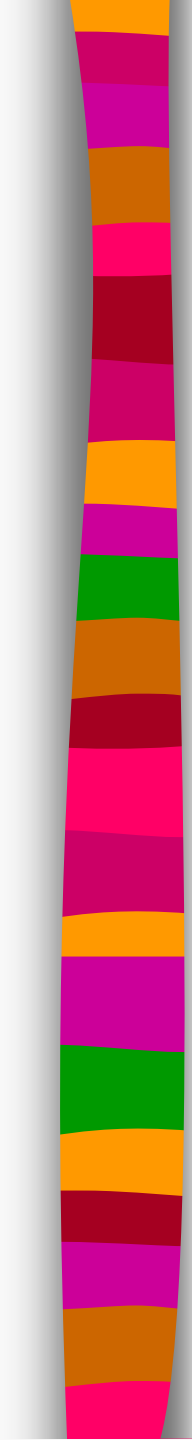


# RESULTS

- Overall Consumers had sustainable attitudes, but do not behave in sustainable ways.
- Respondents stated that they were concerned about the environment and felt like they had an obligation to live more eco-friendly. However, they also stated that they base purchases on price and over half of the respondents shopped regularly at fast fashion retailers.

# Fast Fashion & Disposal Habits



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- Measured by 6 questions.
  - Highest ranked: Question 7, “I donate my used clothing to charity” (m=3.89).
  - Lowest ranked: Question 11, “I throw away my unwanted clothing into the trash” (m=2.55).



# Means and Rank

Variables	Mean	Rank
<b>Q7. I donate my used clothing to charity (Salvation Army, Goodwill, etc).</b>	3.89	1
<b>Q10.I pass my clothing to family and friends.</b>	3.74	2
<b>Q12. I only throw my clothing away if it is unwearable (damaged).</b>	3.47	3
<b>Q8. I sell my clothing back to second-hand shops (Crossroads, Buffalo Exchange).</b>	3.12	4
<b>Q9. I have garage sales to sell my clothing.</b>	2.74	5
<b>Q11. I throw my unwanted clothing away in the trash.</b>	2.55	6

# CORRELATION: behaviors towards fast fashion and disposal habits.

	(Q33)	(Q28)	(Q35)	(Q32)	(Q29)
<b>Q7. Donate used clothing</b>	-.039	-.085	.088	.060	.141*
<b>Q8. Sell used clothing</b>	.119*	.244**	.158**	.007	.117*
<b>Q9. Garage sale</b>	-.013	-.016	.038	.050	-.039
<b>Q10. Pass on to family/ friends</b>	.181**	.006	.220**	.008	.082
<b>Q11. Throw away</b>	.130*	.120*	.076	.076	.069
<b>Q12. Throw away only if damaged</b>	.000	-.045	.092	.059	.047

Notes:

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

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

Significance was shown in 9 relationships:

Q8 and Q33\*    Q10 and Q33\*\*    Q11 and Q33\*    Q8 and Q28\*\*  
 Q11 and Q28\*\*    Q8 and Q35\*\*    Q10 and Q35\*\*    Q7 and Q29\*  
 Q8 and Q29\*





# RESULTS

- Overall the majority of respondents in this survey who purchase fast fashion also showed that they properly dispose of their unwanted/damaged clothing

# Fast Fashion & Working Conditions





# Means & Ranking

- Measured by questions 13-18 on questionnaire.
- Highest ranking= “I believe manufacturers & retailers are responsible for finding alternatives to sweatshop production.” (m= 3.58).
  - Close second= “Clothing labels should read, “no sweat” &/or “no child labor.” (m=3.57).
- Lowest Ranking= “When shopping, I can tell the difference between clothes made in sweatshops & clothes that are not.” (m=2.68).

# Mean & Ranking

Variable	Mean	Rank
Q15. I believe manufacturers & retailers are responsible for finding alternatives to sweatshop production.	3.58	1
Q17. Clothing labels should read “no sweat” &/or “no child labor.”	3.57	2
Q13. I am concerned with human rights violations in clothing manufacturing businesses (national & international).	3.34	3
Q18. If I knew a brand used sweatshop &/or child labor, I would not buy from that brand.	3.27	4
Q16. I am informed about working Conditions in clothing manufacturing Businesses (national & international).	3.12	5
Q14. When shopping, I can tell the Difference between clothes made in Sweatshops & clothes that are not.	2.68	6

Notes: Mean of 1= Strongly Disagree 5= Strongly Agree



# CORRELATION: attitudes towards working conditions & behaviors towards fast fashion

	(Q33)	(Q28)	(Q35)	(Q32)	(Q29)
<b>Q13. Concerned about rights</b>	-.039	.059	.049	.027	.100
<b>Q14. Tell the difference</b>	.038	.055	-.063	.030	.052
<b>Q15. Alternatives to sweatshops</b>	-.091	-.092	.075	.048	.123*
<b>Q16. Informed about working conditions</b>	.001	-.005	-.054	.137*	.069
<b>Q17. Labels should read</b>	-.058	-.060	.051	.064	.068
<b>Q18. Will not buy</b>	.000	-.062	.087	.203**	.033

Notes:

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

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

Significance was shown in 3 relationships:

Q15 and Q29\*

Q16 and Q32\*

Q18 and Q32\*\*

# RESULTS

- Results indicate that consumers were concerned about:
  - Human rights violations in clothing manufacturing businesses (national & international)
  - Felt there is an obligation of retailers & manufacturers to find alternatives to sweatshops
  - Believed clothing labels should read “no sweat” & “no child labor”
- However, consumers stated:
  - They were not informed about working conditions
  - Were neutral with the statement, “If they knew a brand used sweatshops &/or child labor, I would not buy from that brand.”

# Fast Fashion & Gender





# Gender and Behaviors towards Fast Fashion

- Females had more agreeable attitudes towards sustainability than men in nearly all questions.
  - Q3 and Q5 showed Males having higher mean scores.
- One question showed significance:
  - “I am concerned with the impact of clothing production on the environment” ( $p=.026$ ).

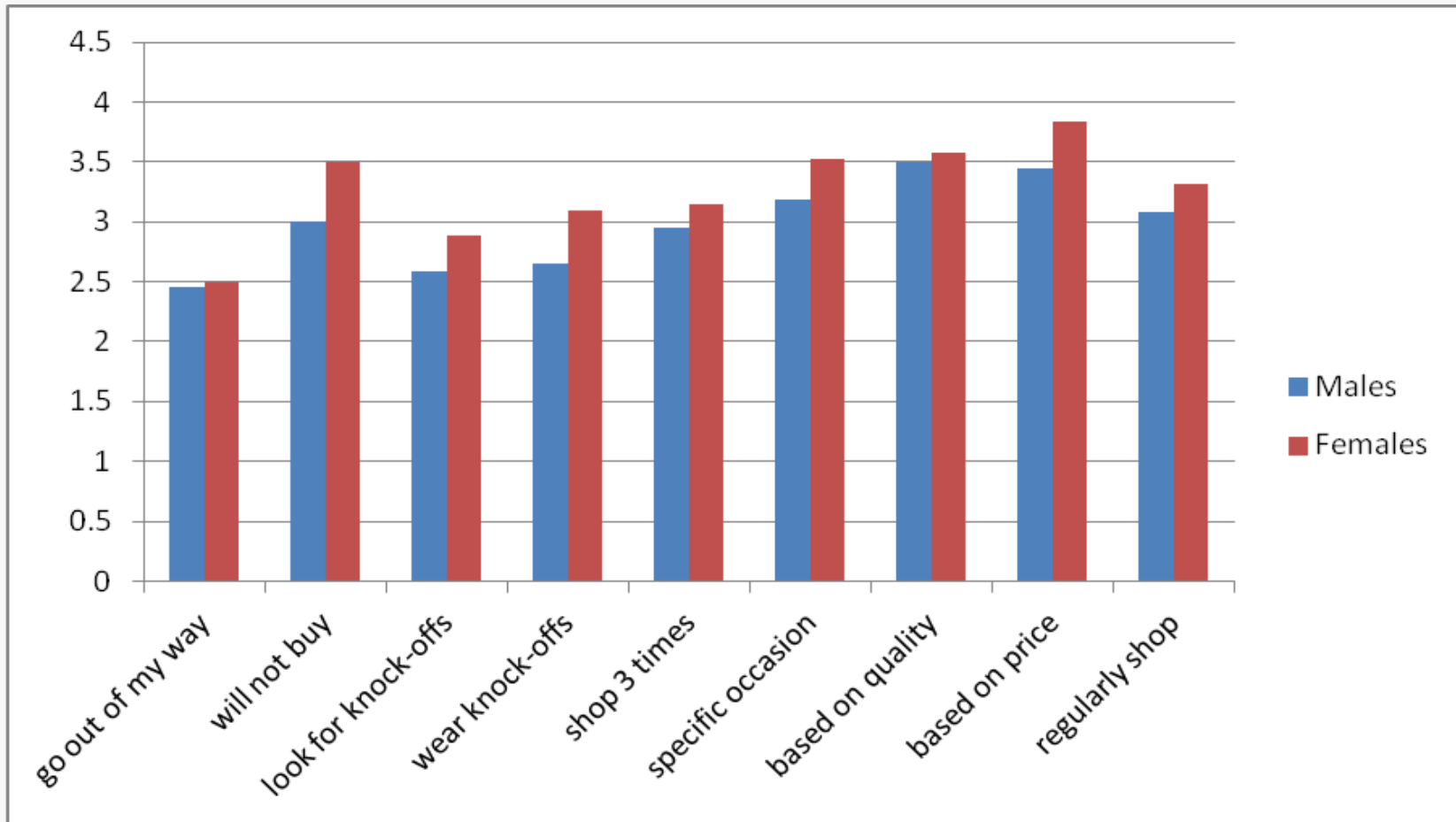


# Independent samples t-test: Gender Attitudes towards Fast Fashion

Variable	Male Mean	Female Mean	t	p
Q 27. I am interested in the latest fashion trends.	3.23	3.72	-4.192	.000*
Q 28. I shop for clothes more than 3 times a month.	2.95	3.14	-1.367	.173
Q 29. I purchase new pieces of clothing for specific occasions (such as going out with friends).	3.18	3.53	-2.881	.004*
Q 30. I purchase apparel based on quality.	3.50	3.58	-.713	.476
Q 31. I purchase apparel based on price.	3.44	3.84	-3.518	.001*
Q 32. I consider quality over price when purchasing apparel. I live more eco-friendly.	3.26	3.28	-.172	.863
Q 33. I regularly shop at fast fashion retailers.	3.08	3.31	-1.891	.060
Q 34. I expect to find something new when I shop at fast fashion retailers.	3.25	3.59	-3.202	.002*
Q 35. I prefer to purchase clothing from fast fashion retailers, rather than high end clothing stores.	2.70	3.13	-3.406	.001*

Notes: Mean of 1= Strongly Disagree 5= Strongly Agree --- Significant when  $p \leq .050$

# Differences between males and females.





# Male's Attitudes Toward Fast Fashion

- Question 25-27 and 33-34 for consumer attitude
- Question 25 “males shop at fast fashion” had the highest ( $m=3.6$ ) and ranked number one, and question 33 “I regular shop at fast fashion retailers had ( $m=3.2$ ) and ranked the lowest
- Question 30 to 32 with 35 for purchase intention
- Question 31 “I purchase apparel based on price” had the highest ( $m=3.65$ ) and ranked number one, and question 35 “I prefer to purchase clothing from fast fashion retailer, rather than high end clothing stores” had the lowest ( $m=2.93$ ) and ranked the bottom.

# Independent samples t-test: Gender Attitudes towards Fast Fashion

Variable	Male Mean	Female Mean	t	p
<b>Q 25. Male shop at fast fashion retailer</b>	3.61	3.60	0.092	.927
<b>Q 26. I have male friends who shop at fast fashion retailer</b>	3.48	3.54	-0.540	.589
<b>Q 27. I am interested in the latest fashion</b>	3.23	3.72	-4.192	.000*
<b>Q 30. I purchase apparel based on quality.</b>	3.50	3.58	-.713	.476
<b>Q 31. I purchase apparel based on price.</b>	3.44	3.84	-3.518	.001*
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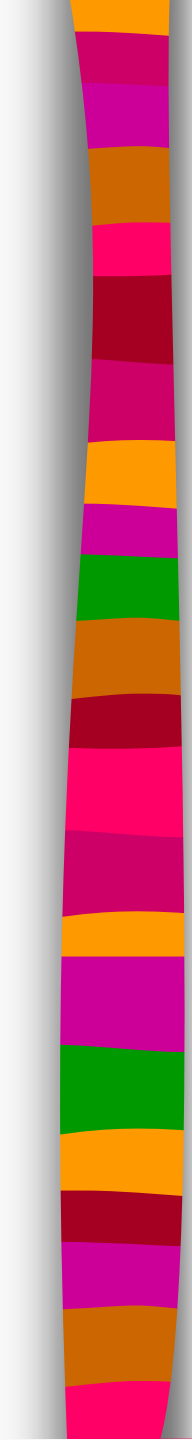


# RESULTS

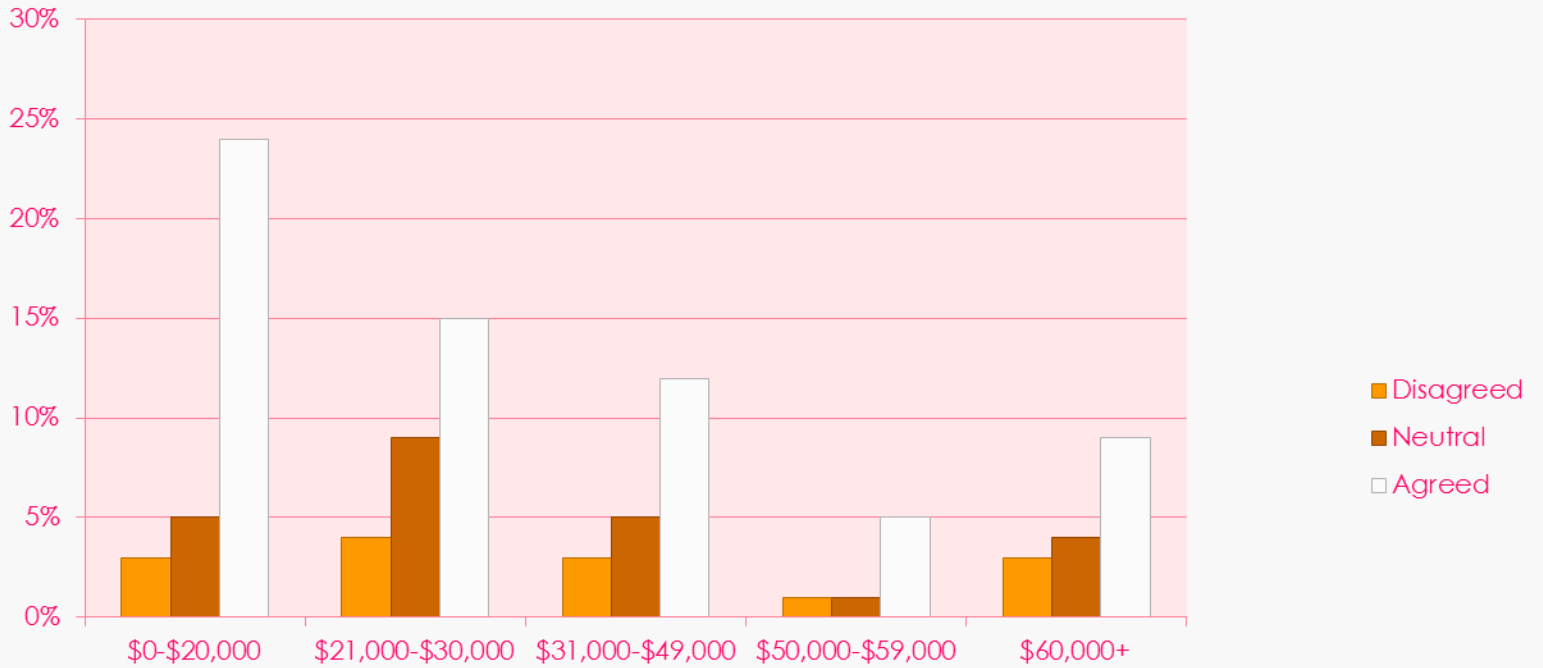
- Overall females had more agreeable attitudes and behaviors over male respondents.
- Male shop at fast fashion store but male are not as interested in fashion as female
- They are not looking for new things that coming out of fast fashion retailer
- Males still look for clothing that has better quality

# Fast Fashion & Income



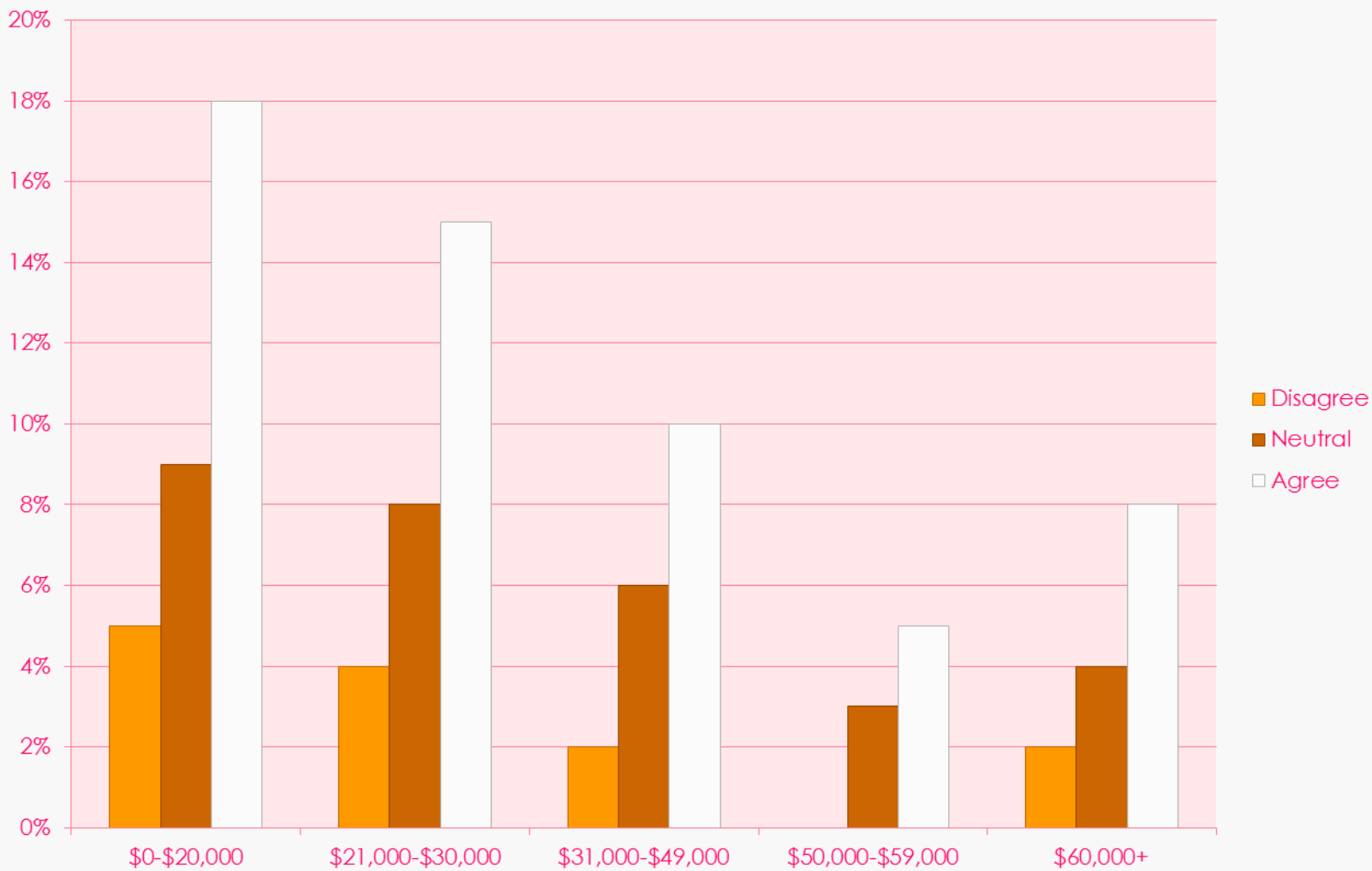
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- 64% of respondents purchase apparel based on price.
  - 58% of respondents purchase apparel based on quality.
  - 47% of respondents regularly shop at fast fashion retailers.

## Purchase Apparel Based On Price





## Purchase Apparel Based on Quality



# Chi Square Analysis: Consumer Behavior & Income

Variable	\$0-\$20,000		\$21-\$30,000		\$31-\$49,000		\$50-\$59,000		\$60,000+		p
	f	%	f	%	f	%	f	%	f	%	
I am interested in the latest fashion trends.	17	17.9	13	15.9	11	18.9	5	21.7	6	14.0	0.318
I shop for clothes more than 3 times a month.	39	41.1	25	30.5	17	29.3	9	39.1	22	51.0	0.269
I purchase new pieces of clothing for specific occasions.	28	29.5	15	18.3	17	29.3	2	8.7	8	18.7	0.299
I purchase apparel based on quality.	14	14.8	11	13.4	6	10.4	0	0	7	16.3	0.563
I purchase apparel based on price.	8	10.5	11	13.4	9	15.5	3	13	6	14.0	0.46
I consider quality over price.	26	27.4	13	15.9	8	13.8	3	13	13	30.3	0.18
I regularly shop at fast fashion retailers.	26	27.4	15	18.3	13	22.4	7	30.4	19	44.2	0.054
I expect to find new things when I shop at fast fashion retailers.	11	11.6	11	13.4	8	13.8	4	17.4	14	32.6	0.006
I prefer to purchase clothing from fast fashion retailers, rather than high end clothing stores.	33	34.7	22	26.8	23	39.7	11 47.8		20	46.6	0.41



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