



CONSUMER ATTITUDES TOWARDS FAST FASHION

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ABSTRACT: *Fast fashion, which encourages the constant change of trends and constantly drives the production of clothes that have a short lifespan and quickly become obsolete, creates the need for constant wardrobe renewal, which leads to the creation of enormous amounts of waste and a negative impact on the environment. On the other hand, more and more consumers are opting for slow and sustainable fashion clothes. The slow fashion movement is having a positive impact on the fashion industry. More and more people are aware of climate change and environmental pollution. As a result, the demand for sustainable, ethical fashion has grown since the beginning of the 21st century. The basic purpose of our research was to determine how fast fashion is driving changes in consumer shopping habits and identifying key factors that influence consumers' purchasing decisions when buying clothes.*

Keywords: *Fast fashion, slow fashion, fashion, consumer behaviour.*

STAVOVI POTROŠAČA PREMA BRZOJ MODI

APSTRAKT: *Brza moda, koja podstiče stalnu promenu trendova i stalno pokreće proizvodnju odeće koja ima kratak vek trajanja i brzo zastareva, stvara potrebu za stalnim obnavljanjem garderobe, što dovodi do stvaranja ogromnih količina otpada i negativnog uticaja na životnu sredinu. S druge strane, potrošači se odlučuju za odeću spore i održive mode. Pokret spore mode pozitivno utiče na modnu industriju. Sve više ljudi je svesno klimatskih promena i zagađenja životne sredine. Kao rezultat toga, potražnja za održivom, etičkom modom je porasla od početka 21. veka. Osnovni cilj našeg istraživanja bio je da utvrdimo koliko brza moda pokreće promene u navikama kupovine potrošača i da identifikujemo ključne faktore koji utiču na kupovne odluke potrošača pri kupovini odeće.*

Ključne reči: *Brza moda, spora moda, moda, ponašanje potrošača.*



1. INTRODUCTION

Fast fashion's impact on garment workers and the environment often leads to polarization because it raises questions about personal responsibility, ethical consumerism, and the industry's role in shaping our values and priorities. Some argue that it is the responsibility of individuals to make informed and ethical purchasing decisions and that choosing to support sustainable fashion brands is a way to promote better labour practices and reduce environmental harm [1].

The rise and success of fast fashion can be largely attributed to supply chain innovation. Highly agile, rapid response supply chains allow fast fashion retailers to respond to consumer demand and rapidly changing trends. Modern fashion consumption and the rise of 'fast fashion' has shifted consumer purchasing behaviour towards items of little perceived value with small economic and psychological investment required [2].

In this paper, we analysed the shopping behaviour consumers of fast fashion clothing, their attitudes towards the use of these clothes, and their opinions towards slow fashion clothing. Through our research, we found that consumers are increasingly environmentally aware and are buying more sustainable fashion clothing, even though it is slightly more expensive.

2. FAST FASHION AND CONSUMER BEHAVIOR

Fast fashion is a term used to describe the rapid production of cheap, low-quality clothing that often imitates popular styles from fashion labels, well-known brands, and independent designers. By constantly offering new trends at low prices, fast fashion brands such as Shein, Zara, and H&M encourage consumers to constantly buy more clothes. As a result, previous purchases, perhaps worn only a few times, are soon discarded. The rise of the fast fashion industry in the late 20th and early 21st centuries has had enormous consequences, from numerous environmental impacts to the exploitation of workers in the textile industry [3].

At first glance, fast fashion seems to be a democratization of style. Anyone can afford to be in fashion and the latest trends without spending a lot of money. However, this accessibility masks a deeper, more troubling reality. The low price of these clothes hides the high environmental and ethical cost of their production. From the overuse of natural resources to the exploitation of labour, the true cost of fast fashion is high, with the greatest toll on our planet [4].

In the modern world, it has become critical and essential for many people to constantly follow the trends that are prevalent in our society and media, especially in the world of fashion. Due to the greater number of trends emerging faster than before, the fast fashion industry has experienced a huge shift in advertising, especially with the rise of social media and influencers [5].

Adapting to emerging trends is crucial for brands in fashion industry to stay relevant and meet the evolving demands of their customers.

Consumers are more empowered to choose products that resonate with their own personal values, making brands more accountable for their business decisions. The fashion brands that can adapt most effectively to an ever-changing environment will be best positioned to maintain a great brand image [6].

Fashion trends come and go and fast-fashion giants are eager to capitalise on them. Unfortunately, there is a downside. The fashion industry is one of the most polluting industries in the world. As a result, the environmental impact of fashion is massive. Thankfully, another movement is gaining momentum: slow fashion [7].

Realistically, slow fashion and sustainable or ethical fashion have a lot of similarities. They are sister movements and follow the same general guidelines. The main difference with slow fashion is that it homes in on reducing consumption and production more specifically, harkening back to the pre-fast fashion era of our grandparents when clothing was a long-term investment rather than a throwaway hobby.

Slow fashion is an awareness and approach to fashion that carefully considers the processes and resources required to make clothing, and focusses on timeless, high-quality designs over trend-driven pieces destined for the landfill after a few wears.

Slow fashion opposes the fast fashion model that emerged around 30 years ago, in which clothes became cheaper, and trend cycles sped up. And despite ongoing sustainability efforts to close the loop in fashion, ultra-fast fashion brands like SHEIN are pumping out an alarming amount of poorly-made new styles every day. It's clear that this philosophy is a necessary part of the movement.

Slow fashion has seen increasing support in the last few years as consumers demand higher sustainability and ethical standards. As research shows, 19% of the top fast fashion-related searches are linked to the environment, ethics, and sustainability. As awareness and popularity increases, the planet and all its inhabitants are set to benefit from this slower and more considered approach to fashion [8].

3. EMPIRICAL FINDINGS

We prepared a completely anonymous and short survey questionnaire on the web portal www.1ka.si. The link to the online questionnaire was shared via online social platforms Facebook, Instagram and TikTok. and. The total number of respondents for carrying out a market survey was 92 of this, 51 were men and 41 were women.

First, we wanted to know the age of the respondents.

Table 1: Age of the respondents

Age (years)	Frequency	Percent
Up to 18	1	2%
18-30	39	58 %
31-40	18	25 %
41-50	14	8%
51 and more	10	7%
Total	92	100%

In terms of age, most respondents were between 18 and 30 years old, representing 58% of all respondents. The age group between 31 and 40 years old comprised 25% of respondents. The groups between 41 and 50 years old and 51 years and over are equally represented, each with 7% of respondents (Table 1). The smallest group were respondents under 18 years old, representing only 2% of all respondents. This age distribution shows that the survey primarily covered a younger population, which allows us to gain insight into the shopping habits and attitudes towards fast fashion from the perspective of younger generations.

Then we were interested in how often respondents buy clothes.

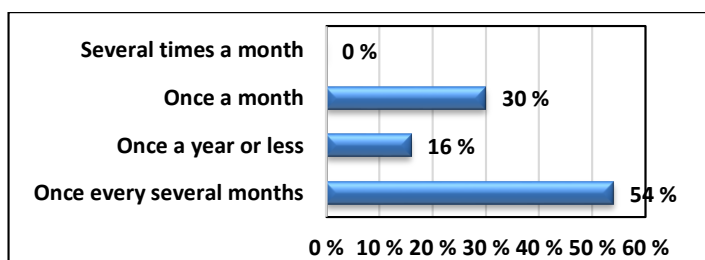


Figure 1: Frequency of purchasing clothes

To this question, most respondents (54%) (Figure 1) said they buy clothes once every few months. The second most common choice was once a month, which was indicated by 30% of participants. 16% of respondents shop less frequently, once a year or less. Interestingly, none of the respondents chose the option "several times a month." This distribution of answers suggests that most people buy clothes at slightly longer intervals, which may indicate more thoughtful shopping habits or a lesser need to intensively refresh their wardrobe.

We were also interested in what importance the respondents give to the negative impact of clothing on the environment

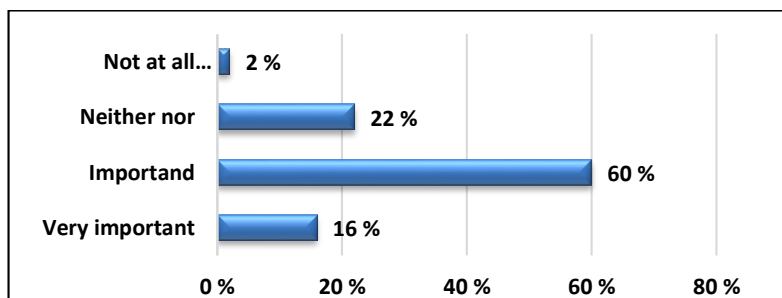


Figure 2: The importance of the negative impact of clothing on the environment

Most respondents (60%) consider that the absence of a negative impact on the environment is quite important in their purchasing decisions (Figure 2). This suggests that most consumers are aware of the environmental consequences of their purchases and try to avoid products that have a negative impact on the environment, although sustainability may not yet be the main factor in their decisions. However, it is surprising that 22% of respondents consider that the environmental aspect is not very important to them. This group of consumers may give priority to other factors such as price, design or brand, which indicates that sustainability is still not fully integrated into the general consumer mindset. In contrast, 16% of respondents stated that sustainability is very important to them, reflecting a group that is highly aware and probably more proactive in choosing sustainable products. However, 2% of respondents stated that the absence of a negative impact on the environment when buying clothes is not important to them at all. This small proportion suggests that there are individuals who completely ignore environmental aspects, which could be related to different personal priorities or a lack of knowledge about the consequences of fast fashion.

We were also interested in how long respondents wear or keep clothes before throwing them away.

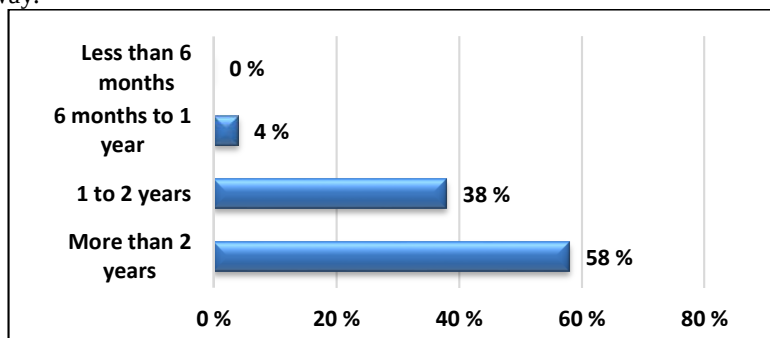


Figure 3: Time of use of clothing

As many as 58% of respondents said they keep clothes for more than two years. This may indicate a longer period of use for their clothes, but it is possible that many people keep clothes for this long because they simply forget about them due to the arrival of newer pieces (Figure 3). However, longer use contributes to reducing the need to constantly buy new clothes, which directly reduces the pressure on production and the associated environmental impacts.

Next is the group that keeps clothes for between one and two years, which represents 38% of respondents. This is still a relatively short period of time compared to longer periods, but it nevertheless indicates that clothes are not thrown away immediately after purchase. This group of consumers may not yet be fully committed to sustainable practices, but their use of clothes indicates a certain level of thoughtfulness. Their decision to replace clothes

within this timeframe is related to the desire to follow fashion trends, changes in personal style, or due to wear and tear.

Only 4% of respondents replace their clothes between six months and a year, indicating a practice of rapid clothing replacement. This figure is worrying, as it shows that this small proportion of consumers replace their clothes too quickly, which is typical of a faster consumption pattern and increases pressure on the environment.

The next question was about knowledge of the concept of fast fashion.

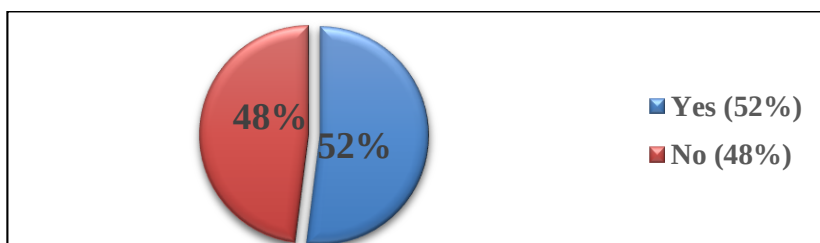


Figure 4: Understanding the concept of fast fashion

The responses show that most respondents (52%) are familiar with the term fast fashion, while 48% of respondents admitted that they are not familiar with the term (Figure 4). These results suggest that awareness of fast fashion is slowly increasing but is still not widespread enough to be considered a common topic among the public.

This lack of awareness means that many consumers may not understand the consequences of their purchasing decisions and the impact that fast fashion has on the environment and working conditions in the textile industry.

We also wanted to find out whether respondents were willing to pay more for environmentally friendly and more durable clothing.

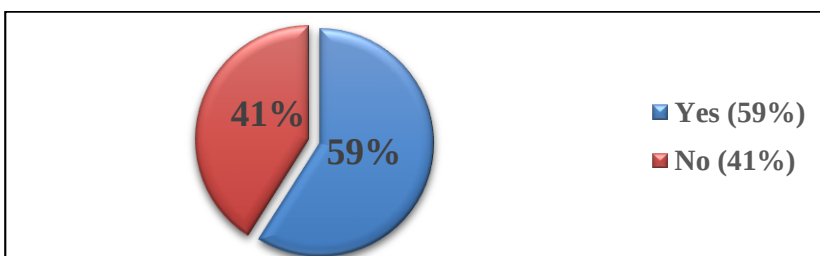


Figure 5: Respondents' willingness to pay more for environmentally friendly clothing

Almost 60% of respondents (59%) said they were willing to invest more in sustainable clothing, while 41% of respondents were not willing to pay higher prices for such products (Figure 5).

This means that almost two-thirds of respondents recognize the value of sustainable clothing and are willing to make a financial trade-off to contribute to a lower environmental impact. This willingness to pay more for sustainable products reflects a

growing awareness of the importance of sustainability and environmental care. The increased willingness to invest in environmentally friendly clothing may also indicate a change in consumer habits, where sustainability is valued as an important factor in purchasing decisions.

On the other hand, the 41% of respondents who are not willing to pay more point to a continued resistance to higher prices. This may indicate that for some consumers, price remains a key factor when purchasing clothing, regardless of the environmental benefits. It is possible that these consumers would need additional incentives, such as more affordable prices for sustainable products or additional information about long-term savings and environmental impacts, to change their attitude.

We wanted to find out from the respondents which factors are most important to them when buying clothes. They could choose from several factors.

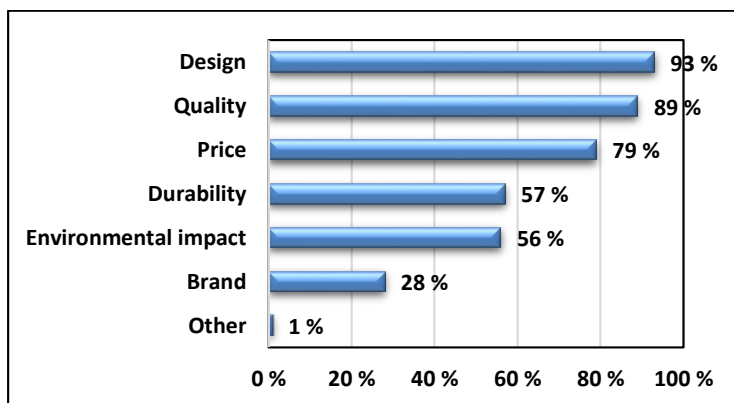


Figure 6: Important factors when buying clothes

The results showed (Figure 6) that the most important factor when buying clothes is design, chosen by 93% of respondents. Quality followed with 89% of choices, indicating that the durability and sustainability of the clothes is an important factor in the decision-making process. Price was important for 79% of respondents, meaning that despite being prepared to pay more for sustainable clothes, price still plays a key role in purchasing decisions.

CONCLUSION

An exploration of the phenomenon of fast fashion, which has become a globally dominant industry in recent decades with a tremendous impact on consumer behavior and the environment. Fast fashion has evolved in response to changing market demands, driven by consumers eager for the latest fashion trends at low prices. This business model, based on the rapid production and distribution of clothing, has enabled brands such as H&M and



Zara to bring new collections to the market in an extremely short time, often inspired by fashion shows or pop culture.

This shift in manufacturing allowed for a drastic reduction in costs, allowing for the mass production of clothing at extremely low prices. However, this model led to problematic practices such as labor exploitation, poor working conditions, and unethical practices. Along with the growth of the fast fashion industry, consumer habits also changed dramatically. Consumers began to quickly adapt their shopping habits to fast fashion, resulting in a constant demand for new and inexpensive products.

Our survey results showed that most respondents shop online and express a desire to buy more sustainable clothing, even if it means a slightly higher price. Respondents were willing to invest in sustainable clothing, even though half of the participants were not familiar with the term fast fashion. When choosing clothes, the most important factors for them are often design, quality and price, which shows that despite the growing awareness of sustainability issues, aesthetic and economic factors are still key in their decisions

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