



## Sustainability in Fast Fashion: A Study on the Understanding of Youth Consumers

Jea Malig-on<sup>1\*</sup>, Karl Campos<sup>2</sup>  
<sup>1,2</sup> University of Southeastern Philippines, Philippines

Received : February 22, 2024

Revised : July 22, 2024

Accepted : August 4, 2024

Online : August 31, 2024

### Abstract

Fast fashion refers to the practice of imitating high-end designer apparel at a lower cost. The low cost of these apparels is achieved by using inferior and unsustainable materials and exploiting workers for long hours and low wages. This study is about the awareness, buying intentions, and actions of students in Davao City about sustainability issues in the fast fashion sector. It aims to suggest innovative ways to change young consumers' attitudes and behaviors toward sustainability in fast fashion. For the study, 5 participants are interviewed. The participants interviewed were chosen through purposive sampling. The participants are female 18-19 years old from varying socioeconomic backgrounds. Specifying the participants' characteristics allows the researcher to gain an understanding of the relationship between consumer consciousness, purchase intentions, and behavior in the fast-fashion industry. The results show that young consumers have varying degrees of understanding about fast fashion and sustainability. This research shows that governments, fashion labels, and organizations interested in sustainable development can use this information to develop sustainable development plans. Public awareness can be improved to reduce youth unsustainability through effective policies, enabling various stakeholders to provide eco-friendly options when dealing with the problem. The generalizability of the results to a larger population can be improved by employing more diverse sample groups. Furthermore, utilizing different approaches and sampling strategies can increase the study's relevance and validate the findings.

**Keywords:** *Fast Fashion; Fashion Industry; Sustainability; Environmental Harm; Purchase Intention*

### INTRODUCTION

"Fast fashion" refers to clothing brands that imitate the designs of high-end fashion brands. Sold at a cheaper price that will surely attract consumers' interest. While this trend caters to the interests of young consumers who wish to stay up-to-date with the latest fashion trends, it also highlights unsustainable practices in the fashion industry.

Fast fashion is a business strategy in which retailers quickly adapt their product lines to the latest fashion trends. Fast fashion strategy involves frequently modifying and changing clothing items to meet consumers' evolving preferences, particularly women who often update their wardrobes. In their study, [Gupta and Gentry \(2018\)](#) found "that fast fashion retailers frequently introduce new product lines and rotate their assortments to boost sales". They also replicate the latest fashion trends as quickly as possible to stay in the trend line, increase sales, and sell inexpensively, making it possible for consumers to purchase fashionable clothing at lower prices. Many online retailers, such as Shopee, have introduced "buy now, pay later" schemes to maximize their profits. Fast fashion brands also use influencer marketing, collaborating with micro-influencers, and involving consumers in their social media content. However, [Joy et al. \(2012\)](#) highlighted that trends are fleeting. "Today's newest looks quickly surpass those of yesterday, which often are already disposed of or thrown in the garbage." *RQ1: How aware are youth consumers of fast fashion brands and about their practices?*

The rapid growth of fast fashion over time has raised concerns about resource depletion. Labor inequity, and environmental harm. A couple of businesses use inferior raw materials in the process and violate workers' rights to reduce manufacturing costs and satisfy the growing demand

### Copyright Holder:

© Malig-on &amp; Campos. (2024)

Corresponding author's email: [jomaligon00727@usep.edu.ph](mailto:jomaligon00727@usep.edu.ph)

### This Article is Licensed Under:



for fast fashion and inexpensive clothing. A previous study showed that “fast fashion consumption practices—water pollution, chemical pollution, and emissions of greenhouse gasses—produce a large amount of textile waste, the majority of which ends up in landfills or burnt down” (Niinimäki et al., 2020). According to the Ellen MacArthur Foundation (2017), an estimated 92 million tons of textile waste are generated each year globally, much of which ends up in landfills or is incinerated and releases harmful emissions. “Poor working conditions, excessively long work hours, and low pay are commonplace for many workers in the fast fashion industry” (Mukherjee, 2015). An example of this study is that “employees in some large-scale Indian industries—especially those that use child labor—are expected to put in 36 h a day without a break. On top of that, most of these workers are women and are often subjected to physical and verbal abuse; nevertheless, they cannot fight back as this is the only way they can survive in everyday life; as a result, they are powerless to protect themselves in such an unsafe place to work” (Chowdhury, 2020).

However, the growth of fast fashion has also played a significant role in unemployment in a few countries and has helped create jobs in the sector. It may have created jobs for people to live for, but they are being exploited; they have no freedom, and their work is not given enough credit. They are treated as enslaved people who maximize the profits of the higher-ups in the industry. Therefore, although fast fashion may have created jobs, it is essential to consider its overall negative impact on the environment and society.

Despite the aforementioned issues, according to a research study conducted by Cayaban et al. (2023), “young consumers in the Philippines need more awareness of the environmental impact of fast fashion.” This issue is compounded by the influence of social media, where so-called influencers promote products or services that they are paid to promote. As a result, consumers tend to follow these trends unthinkingly. In fact, a study by Taslaud (2023) found that “70% of Filipino digital buyers purchased a product or service based on recommendations from influencers. Another study conducted by Statista (2023) found that 56% of respondents had purchased cosmetics based on such endorsements, while clothing products were popular among approximately 54%.” This behavior can be examined through the Theory of Planned Behavior, which posits that individual behavior is driven by intentions that are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). *RQ2. What are the behavioral patterns and attitudes of young consumers toward sustainability in fast fashion?*

As a result, this study investigates consumer consciousness, purchase intentions, and behavior toward sustainability in the fast fashion industry among youth consumers in Davao City. Additionally, this study aims to develop innovative ideas or shift young consumers’ attitudes and behaviors toward sustainable alternatives in fast fashion. This research paper is significant because it is a developing issue in the world today, and it has the potential to shine a light on and improve students’ attitudes, beliefs, and perceptions as consumers in the market. The study also highlights unsustainable practices of the fast-fashion sector. *RQ3. Do social norms affect young consumers’ sustainability?*

This research aims to investigate consumer consciousness, purchase intentions, and consumption behaviors toward sustainability among the youth of Davao City. To identify the web factors that impact the choices and actions of young consumers in the fast fashion industry. In addition, the research aspires to go beyond merely investigating, aiming to provide innovative ideas for changing young consumers’ attitudes and behaviors, ultimately fostering an alternative and sustainable approach to fast fashion consumption.

## LITERATURE REVIEW

### Consumer knowledge and Fast fashion

The term “fast fashion” is an industry-wide phenomenon that has revolutionized the manner

in which we consume clothing. This refers to the trend of quickly producing and selling inexpensive clothing options to consumers, often in response to the latest fashion trends. Fast fashion businesses replicate the latest fashion trends as quickly as possible to stay in the trend line and increase sales and sell them inexpensively, making it possible for consumers to purchase fashionable clothing at the advantage of paying lower prices. This trend is “fueled by the fashion industry’s ability to quickly turn designs from the runway into garments in high-street stores to meet the constant demand for new and varied styles” (Bick et al., 2018). “The fashion industry has witnessed a rise in the popularity of fast fashion, defined as the quick production and distribution of reasonably priced clothing that follows current trends” (Lindlen, 2016). However, according to Le (2020), “this business strategy model has raised significant concerns about its environmental and societal impact, including its significant carbon footprint”. This phenomenon has attracted much scholarly interest because of its extensive influence on consumer behavior, sustainability, worker rights, animal welfare, and the fashion industry. “Customers more conscious of fast fashion’s adverse effects on the environment and society are more likely to make sustainable and sound decisions” (Lin & Niu, 2018). According to a study by Yusiana et al. (2021), “green consumer knowledge is another successful strategy for facilitating the development of green brand knowledge by strengthening the connection between green perceived value and green purchase intention”. This implies that being knowledgeable about products and their environmental impact strengthens consumers’ choice to purchase green products. Based on the findings of the study by Stringer et al. (2020), it was found that “self-transcendence values and openness to change values positively impact consumers’ ethical concerns about animal welfare, the environment, and worker welfare concerns within the fashion industry. A consumer’s level of concern toward animal welfare and the environment positively influences a consumer’s likelihood to purchase ethically marketed fast fashion.” It states that “consumers can be influenced to make more sustainable choices if they are aware of their purchasing decisions’ environmental and ethical impacts” (Font et al., 2017), which is the researcher’s objective in the study. The fast fashion industry’s environmental and sustainability issues and problems must be addressed by closely examining how consumer knowledge and understanding impact their decision-making and behavior toward fast fashion.

### **Consumer behavioral patterns and attitudes**

Consumer behavioral patterns in the fast-fashion industry have garnered significant attention because of the industry’s rapid growth and global influence. An attitude is defined as a “relatively enduring organization of beliefs, feelings, and behavioral tendencies toward socially significant objects, groups, events, or symbols” (Zhang et al., 2021). A study by Ling et al. (2022) found evidence that environmental concern and attitude have a positive effect on consumers’ purchase behavior toward green packaging products. The study found that product packaging had a great influence on consumers’ purchasing decisions and later stated that environmental concern and social influence had minimal effects on their purchasing behavior. Evaluating a certain entity with a degree of favoritism or disfavor is a manifestation of psychological inclination.

Consumer behavioral patterns are the study of how individuals, groups, or organizations act, select, and secure products and services that satisfy consumers’ needs and the impacts these processes have on consumers and society. Yusiana et al. (2021) had concluded that time had the most effect on consumer buying behavior, and external factors affected the rest. According to the study of (Zhang et al., 2021) “There are four theories that explore the buying behavior of consumers: the economic theory of consumer behavior, the psychological theory, the Anthropological and the marketing theory of consumer behavior.” Consumer behavior in the fast-fashion industry is influenced by these four notions. From an economic theory perspective, the quick-fashion good market conforms to fundamental economic theories. Greater demand is

typically correlated with higher incomes, whereas lower demand is correlated with higher pricing. Psychological theory emphasizes the importance of understanding customer behavior from an internal rather than external perspective. This internal point of view takes the buyer's experiences, emotions, and ideas into account when making a purchase. In contrast, the external, objective viewpoint offered emphasizes price, product features, and market trends.

The theory also highlights the relationship between human requirements as outlined by Maslow's hierarchy of needs and varying product consumption levels. Because it examines how consumer behavior is affected, anthropology offers a lens through which these patterns might be understood. Given that anthropology considers how consumer behavior reflects the steady formation of culture, it offers a lens through which these tendencies can be observed. This is a learned behavior that is frequently influenced by marketing and branding campaigns. Additionally, as consumers become more aware of environmental and sustainability challenges in the fast fashion industry, their choices are changing. This gradual but persistent transformation is likely to be sustained by the growing scarcity of natural resources. Thus, knowledge of these four theories that examine customer behavioral patterns is essential for both effective marketing and forecasting future changes in consumer behavior. In addition, [Melnyk et al. \(2021\)](#) stated, "social norms are the major component of individual behavior and are also important in consumer decision-making" ([Melnyk et al., 2021](#)). These studies collectively emphasize the dynamic nature of consumer behavior in the fast-fashion industry, highlighting the relationship between market trends, consumer choices, and the evolving nature of the industry. Understanding consumer behavioral patterns is essential for comprehending the dynamics of decision-making processes and market trends.

### **Social norms as a factor of green behavior**

The influence of social norms on green behavior in the fast-fashion industry is an essential area of research for understanding sustainable consumer practices. [Schultz \(2014\)](#) found that "social norms significantly impact pro-environmental behavior, impacting individuals' attitudes and behaviors toward pro-environmental practices." "Social norms influence people to behave more environmentally friendly and mediate between social norms and environmentally friendly behavior" ([Ahn et al., 2020](#)). "Social norms influence consumers' environmental attitudes and purchasing behavior toward green products" ([Lin & Niu, 2018](#)). "Environmental, social, and ethical values are carried by us consumers, and consumers' individualistic values toward green behavior positively influence green purchasing behavior" ([Joshi et al., 2015](#)). [Do and Do \(2024\)](#) reveals that "perceived social norms positively predict green consumption behaviors, providing additional evidence for the effectiveness of the social norms." It also finds that perceived "social norms have a more substantial impact on the green consumption behaviors of consumers who value social power and social face."

Furthermore, [Culiberg and Elgaaied-Gambier \(2016\)](#) concluded that "social norms are an essential indicator of environmentally friendly behavior, encouraging consumers to discuss more environmentally friendly products with their friends and family." Understanding the role of social norms in influencing environmentally friendly behavior, especially in the fast fashion sector, can significantly contribute to efforts to promote more sustainable consumption patterns. [White et al. \(2019\)](#) supports these findings, indicating that social norms can drive consumers toward more sustainable behaviors by leveraging peer influence and societal expectations. They argued that when sustainable behavior becomes a norm within a community, individuals are more likely to conform to such behaviors to gain social acceptance. Additionally, [Goldsmith and Goldsmith \(2011\)](#) suggested that social norms can enhance the adoption of green behaviors by making them more visible and desirable within social groups.

**RESEARCH METHOD**

The researcher will implement a qualitative approach centered on the interview method to comprehensively explore consumption behaviors, societal influences, and perspectives on sustainability in the fast fashion industry among Davao youth. The research will implement a similar set of questions as the study by Zhang et al. (2021), which will be changed to fit the approach of the study. This method follows a similar This method aims to provide valuable insights into their shopping behavior, the impact of social norms and trends on their fashion choices, and their perceptions regarding sustainable practices in the fashion industry. The collected data will be thoroughly analyzed.

The researcher will incorporate a purposive sampling method similar to that used in Moresjö and Xin (2020). Through the implementation of this sampling method, the study will attain a variety of viewpoints by selecting five female customers as participants with different levels of awareness and engagement with sustainability issues in the fast fashion industry. This category could include respondents who are highly conscious and knowledgeable about sustainability as well as participants who may have limited knowledge about this topic. By diversifying the participant group, the researcher can gain a better understanding of the relationship between consumer consciousness, purchase intentions, and behavior in the fast fashion industry. This approach can provide valuable insights into the factors that influence consumer behavior and help identify strategies to promote sustainable practices among Davao youth.

**FINDINGS AND DISCUSSION**

**List of participants**

Table 1 provides the demographic information about the participants. The table includes the participants’ designated age and socioeconomic background. Including the socioeconomic background of participants in a study on fast fashion is essential because of its significant influence on consumer behavior and attitudes toward fashion consumption and sustainability. Socioeconomic factors affect individuals’ purchasing power, fashion choices, and awareness of sustainability issues. For instance, individuals with higher incomes can afford more sustainable and ethically produced clothing, whereas those with limited financial resources might prioritize the affordability and accessibility of fast fashion alternatives (Joy et al., 2015). At the same time, Table 2 shows how many pieces of clothing the participants purchased per month, how much of it is categorized as fast fashion, and the overall percentage of fast fashion in their wardrobe.

**Table 1.** Demographics

<b>List of participants</b>	<b>Age</b>	<b>Socioeconomic background</b>
1	18	Middle class
2	18	Middle class
3	19	Middle class
4	19	Low class
5	19	Middle class

Table 2 identified that some respondents are fast fashion consumers. Respondents 1 and 5 had 50% and 30% of fast fashion items in their closets, respectively, while Respondents 2 and 3 had a relatively lower percentage of fast fashion items in their closet. Respondent 4 has the highest percentage of fast fashion items in her closet (70%). By conducting further research, we go deeper by investigating their knowledge of fast-fashion attributes, influences, and behavioral patterns toward sustainability.

**Table 2.** Purchases

<b>Respondent</b>	<b>pieces of clothing purchased per month</b>	<b>pieces of fast fashion items</b>	<b>Overall percentage of fast fashion items in the closet</b>
1	4	2	50%
2	2	1	10%
3	3	1	15%
4	1	1	70%
5	2	1	30%

**Exploring Consumer Consciousness**

The first research question focuses on young consumers’ awareness and awareness of ethical and sustainability issues in fast fashion. It seeks to understand the extent to which young consumers are familiar with fast fashion brands and their practices, as well as to consider sustainability factors when making fashion purchase decisions. Additionally, the question explores how young consumers perceive fast fashion in terms of its impact on the environment, labor practices, and ethical considerations.

The perceptions of fast fashion among young consumers play a significant role in shaping their purchasing behavior. Research by Joy et al. (2012) suggests that young consumers perceive fast fashion as affordable and trendy and express concern about its environmental and social impacts. These conflicting perceptions highlight the complexity of young consumers’ attitudes toward fast fashion and sustainability.

Table 3 shows how familiar the participants were with fast fashion brands and their practices. The data presented below reflect a moderate level of familiarity among respondents, with scores ranging between 4 and 7 out of 10. While a few participants scored on the lower end of the familiarity scale, which indicates less awareness, the majority seemed to have at least some knowledge about fast-fashion brands and their practices.

**Table 3.** Awareness

<b>Scale</b>	<b>Frequency</b>
4	1
6	2
7	2

Table 4 illustrates the importance of participants’ sustainability when making fashion purchase decisions. The results indicate that consumers are concerned about sustainability. The majority of respondents’ scores (ranging from 7 to 9 out of 10) are at the higher end of the scale, implying that many prioritize sustainability when buying.

**Table 4.** Sustainability

<b>Scale</b>	<b>Frequency</b>
5	1
7	1
8	2
9	1

In Table 5, the findings of participants’ perceptions of fashion have favorable and unfavorable associations. The frequency of "cheap stylish clothes" was greater than "low-quality materials," which may indicate that respondents placed higher value on price and style than on material



quality.

**Table 5.** Fast Fashion

Perceptions	Frequency
Cheap stylish clothes	3
Low-quality materials	2

The results stated that although young consumers have a moderate understanding of fast fashion, sustainability is a major factor in their decision-making process. However, despite this concern about sustainability, the view of fast fashion is still heavily influenced by elements like price and style. This suggests that there may be a disconnect between consumer awareness and actual behavior, with preferences for affordability and style potentially taking precedence over sustainability when making judgments about the fast-fashion industry. The data above result from strategies in the fast-fashion sector that often emphasize the affordability and trendiness of their products while downplaying their environmental impact. This fast fashion business strategy can lead consumers to feel compelled to purchase fast fashion despite their awareness of sustainability issues due to social pressures and the desire to stay current with current trends.

**Intentions and Behaviors in Fast Fashion**

The second research question concerns young consumers’ behavioral patterns and attitudes toward sustainability in fast fashion. Young consumers’ purchasing behavior regarding low-cost goods, an important variable influencing purchases of clothing or fashion, and the influence of ethical and sustainable elements on shopping behavior.

Respondents 1, 3, and 4—the majority of participants—affirmed buying inexpensive products that are not necessarily needed or appreciated when asked about this practice. Respondents 2 and 5, the remaining participants, disagree with the behavior.

**Table 6.** Habits

Question	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
Q1. When something is so inexpensive, do you ever purchase something that you do not actually need or like?	Yes	No	Yes	Yes	No
Q2. Have you ever consciously chosen not to buy from a fast fashion brand because of ethical or sustainability concerns?	Yes	Yes	Yes	Yes	Yes
Q3. Have you ever changed your purchasing behavior because of concerns related to sustainability or ethical considerations?	Yes	Yes	Yes	Yes	Yes
Q4. How much does price, brand name, sustainability, and trends affect your purchasing decisions?	Serve as a basis	Serve as a basis	Serve as a basis	Serve as a basis	Serve as a basis

Every respondent who was asked about the main reasons influencing their decisions to purchase clothing or other fashion products agreed that a variety of criteria were important.

Keeping up with current trends, material quality, durability, pricing, brand reputation, comfort, and personal style choices were among these criteria.

In addition, 100% of the participants admitted that they had changed their shopping habits because of ethical and sustainable standards when asked about changes in their purchase behavior brought about by these issues. This change in behavior demonstrated customers' increasing awareness of the need to purchase products from sustainable and ethical sources.

Lastly, in the findings, all respondents indicated that price, brand name, sustainability, and trends had a significant influence on their purchasing decisions when asked how much these factors influenced their choices. These findings suggest that these factors have a connected influence on respondents' shopping preferences.

The findings highlight the intricate interactions among variables influencing consumer behavior when buying low-cost goods, highlighting the complexity of decision-making in the fast fashion retail industry. A changing consumer landscape that prioritizes not only affordability and aesthetics but also ethical and environmental responsibility in fashion consumption is indicated by the participants' conscious shift toward sustainability and ethics.

Ethical and sustainable elements have become increasingly important in young consumers' shopping behaviors. These consumers are motivated by a desire to reduce their environmental footprint and to support brands that are committed to ethical production practices (Gwozdz et al., 2017).

### **Social norms**

The third research question examines the impact of social norms on young consumers' ability to make environmentally conscious decisions within the fast fashion sector. It seeks to understand the various factors influencing individuals' choices toward sustainability, including societal trends, ethical principles, and environmental concerns. Additionally, it investigates the role of awareness and education in shaping consumer behavior, particularly whether increased awareness of fast-fashion's environmental consequences influences purchasing decisions. A crucial aspect of this inquiry is the examination of branding and marketing strategies that effectively communicate the values of sustainable fashion brands to consumers. Studies have shown that effective communication of sustainability initiatives can positively influence consumer perceptions and purchasing behavior (McNeill & Moore, 2015). Understanding how social influences shape consumer behavior is essential for devising strategies to encourage sustainable consumption practices in the fast-fashion industry. Additionally, Pookulangara and Shephard (2013) study underscores prevalent consumer behavior in the fast-fashion sector, where quantity and variety are prioritized over quality and longevity. This finding emphasizes the need to address consumer preferences and perceptions regarding sustainability in fashion. By adopting this approach that considers various psychological, social, and marketing factors, this research question aims to provide a comprehensive understanding of the complex relationships influencing sustainable choices in the fast fashion sector.

Respondent 1 stated, "I think I have become more observant by reading articles and campaigns about issues related to fast fashion."

Respondent 2 explains, "My mother is strict in terms of buying clothes because we rarely buy clothes; therefore, we purchase only high-quality clothes that last a long time."

Respondent 3 highlighted, "I think because my mom only buys from thrift stores, as an



alternative to cheap, low quality".

Respondent 4 stated, "I'm always on screen on social media, and I get to see a lot of issues about fast fashion; that is why."

Respondent 5 answers, "Campaigns about fast fashion"

The collected data show that influencers, campaigns, friends, and family influence their decisions. The impact of influencers, campaigns, social circles, societal acceptance, and emerging senses of social responsibility all contribute to shaping sustainable fashion choices among the youth demographic.

### **Accountability**

This section is not a part of the research question in this study; however, the researcher wants to determine what consumers think about who should be blamed for the issue concerning fast fashion. The results show that 80% blame individuals who are aware but still support fast fashion brands that make them in demand and fast fashion manufacturers, while on the other hand, 20% blame only the manufacturers.

Respondent 1 emphasizes the shared responsibility between fast fashion brands and individuals to consistently uphold ethical practices.

*"This emphasizes the shared responsibility between fast fashion brands and individuals in upholding ethical practices consistently."*

Respondent 2 highlights the dual responsibility of both fast fashion brands and consumers, attributing unsustainable practices to both parties and emphasizing the need for a sense of responsibility in minimizing waste and carbon emissions.

*"Both have a responsibility for ethical practices that must be followed consistently."*

Respondent 3 explains, *"I think both fast fashion brands and individuals are responsible. Fast fashion brands are responsible for unsustainable practices, as are individuals who enjoy fast fashion. A sense of responsibility for minimizing waste and carbon emissions is necessary."*

It acknowledges individual culpability despite awareness of the negative impact of fast fashion, thereby attributing fault to continued consumer behavior in purchasing fast fashion items.

Respondent 4 stated, *"I think it is partly our fault because we still buy fast fashion even though we are aware of its impact." This emphasized that individuals aware of the harm caused by unsustainable fashion practices share a portion of responsibility for perpetuating these practices through their continued purchases.*

Respondent 5 answered similarly to Respondent 4: *"All individuals and aware of the harm are all partly responsible for it."*

These perspectives collectively highlight the importance of recognizing the shared responsibility between industries and consumers and highlight the necessity of conscious,

sustainable choices in the fashion industry. Not being one-sided on this issue implies that young consumers are aware of.

## CONCLUSIONS

This study showed that young consumers have varying levels of knowledge about fast fashion and sustainability. It was found that what people think about fast fashion differs, as some see it as providing cheap, trendy clothes, while others worry about its impact on the environment. The results of the interview show that although the respondents are aware of the majority of concerns, there is still a heavy influence on them by factors such as price and style, which suggests a major disconnect between their awareness and purchasing decisions.

One important discovery was that what friends, family, and society think can affect how young people view sustainability in fashion. This shows how society can influence people in a negative or positive way. The participants' attitude toward fast fashion not only indicates a choice that prioritizes affordability and trends, but also a responsibility in fashion consumption, as indicated by their shifting view of the practices of these fast fashion brands.

Understanding these details is crucial when planning fashion choices that encourage more sustainable choices among young people. It is not just about spreading information, but also about making real changes.

Governments, fashion brands, and organizations that support sustainability should use this information in the future to educate the public, develop better policies, and provide more sustainable solutions that will raise awareness. This will minimize youth unsustainability and encourage them to make environmentally friendly decisions.

Overall, this study emphasizes the importance of addressing the intricate interplay between young consumers' behaviors, attitudes, and societal influences on their fashion choices. By taking this action, we can all contribute to a future that is more sustainable for the next generation.

## LIMITATION & FURTHER RESEARCH

The small sample size in the current study makes it impossible to extend the results to a larger population. Therefore, increasing the sample size in addition to the current convenience sampling method is imperative. Using more representative and diverse samples will improve the generalizability of the results to a larger population. Additionally, employing distinct methodologies or stratified sample approaches can enhance the study's significance and validate the results. Furthermore, a longitudinal approach that continuously monitors or analyzes changes over time to yield more reliable data can be advantageous for research projects. Including control groups may also help remove possible factors that could cause confusion. An even deeper understanding of the phenomenon being studied may be possible by employing mixed approaches that combine quantitative and qualitative data. To verify and corroborate the results, it would be helpful to conduct additional replications of the study in various contexts and demographics. The study's methodology and possible field impact are greatly strengthened by these augmentations.

## REFERENCES

- Ahn, I., Kim, S. H., & Kim, M. (2020). The relative importance of values, social norms, and enjoyment-based motivation in explaining pro-environmental product purchasing behavior in apparel domain. *Sustainability*, 12(17), 6797. <https://doi.org/10.3390/su12176797>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Bick, R., Halsey, E., & Ekenga, C. C. (2018). The global environmental injustice of fast fashion. *Environmental Health*, 17, 1-4. <https://doi.org/10.1186/s12940-018-0433-7>

- Cayaban, C. J. G., Prasetyo, Y. T., Persada, S. F., Borres, R. D., Gumasing, M. J. J., & Nadlifatin, R. (2023). The influence of social media and sustainability advocacy on the purchase intention of filipino consumers in fast fashion. *Sustainability*, 15(11), 8502. <https://doi.org/10.3390/su15118502>
- Culiberg, B., & Elgaaied-Gambier, L. (2016). Going Green to Fit In—Understanding The Impact Of Social Norms On Pro-Environmental Behavior, A Cross-Cultural Approach. *International Journal of Consumer Studies*, 40(2), 179185. <https://doi.org/10.1111/ijcs.12241>
- Chowdhury, Z. H. (2020). *Q&A: Women Workers in Fast Fashion Demand Justice*. Open Society Foundation. <https://www.opensocietyfoundations.org/voices/q-and-a-women-workers-in-fast-fashion-demand-justice>
- Do, V. T. H., & Do, L. T. (2024). The effectiveness of social norms in promoting green consumption. *Social Responsibility Journal*, 20(3), 444-461. <https://doi.org/10.1108/SRJ-10-2022-0466>
- Ellen MacArthur Foundation. (2017). *A New Textiles Economy: Redesigning fashion's future*. Ellen MacArthur Foundation. <https://www.ellenmacarthurfoundation.org/a-new-textiles-economy>
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of sustainable tourism*, 25(7), 869-883. <https://doi.org/10.1080/09669582.2017.1301721>
- Goldsmith, E. B., & Goldsmith, R. E. (2011). Social influence and sustainability in households. *International journal of consumer studies*, 35(2), 117-121. <https://doi.org/10.1111/j.1470-6431.2010.00965.x>
- Gupta, S., & Gentry, J. W. (2018). Evaluating fast fashion: Examining its micro and the macro perspective. *Eco-friendly and Fair*, 15-23. Routledge. <http://dx.doi.org/10.4324/9781351058353-2>
- Gwozdz, W., Steensen Nielsen, K., & Müller, T. (2017). An environmental perspective on clothing consumption: Consumer segments and their behavioral patterns. *Sustainability*, 9(5), 762. <https://doi.org/10.3390/su9050762>
- Joshi, Y., & Rahman, Z. (2015). Factors Affecting Green Purchase Behavior and Future Research Directions. *International Strategic Management Review*, 3(1-2), 128-143. <https://doi.org/10.1016/j.ism.2015.04.001>
- Joy, A., Sherry Jr, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion theory*, 16(3), 273-295. <https://doi.org/10.2752/175174112X13340749707123>
- Le, N. (2020). Fast Fashion's Impact on the Environment. *Science Journal of Business and Management*, 8(1), 1-8.
- Lin, S. T., & Niu, H. J. (2018). Green Consumption: Environmental Knowledge, Environmental Consciousness, Social Norms, and Purchasing Behavior. *Business Strategy and the Environment*, 27(8), 1679-1688. <https://doi.org/10.1002/bse.2233>
- Ling, G. M., Tiep, H. S., Fern, Y. S., & Lun, T. W. (2022). Examining the Determinants of Consumers' Purchase Behaviour: Green Packaging Products. *Inclusive Society and Sustainability Studies*, 2(1), 1-12. <https://doi.org/10.31098/issues.v2i1.800>
- Lindlen, A. (2016). The Impact of Fast Fashion on the Fashion Industry. *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 487-499.
- McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International journal of consumer studies*, 39(3), 212-222. <https://doi.org/10.1111/ijcs.12169>
- Melnyk, V., Carrillat, F. A., & Melnyk, V. (2022). The influence of social norms on consumer behavior:

- A meta-analysis. *Journal of Marketing*, 86(3), 98-120.  
<https://doi.org/10.1177/00222429211029199>
- Moresjö, S., & Xin, Y. (2020). Does CSR really influence Millennials' purchase decisions?: A qualitative study on attitudes toward the fast fashion industry.
- Mukherjee, S. (2015). Environmental and social impact of fashion: Towards an eco-friendly, ethical fashion. *International Journal of Interdisciplinary and Multidisciplinary Studies*, 2(3), 22-35.
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189-200.  
<https://doi.org/10.1038/s43017-020-0054-x>
- Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions—An exploratory study. *Journal of retailing and consumer services*, 20(2), 200-206. <https://doi.org/10.1016/j.jretconser.2012.12.002>
- Schultz, P. W. (2014). Strategies for promoting proenvironmental behavior. *European Psychologist*.  
<https://doi.org/10.1027/1016-9040/a000163>
- Statista. (2023, June 14). Products bought based on influencers' endorsement Philippines 2023.  
<https://www.statista.com/statistics/1202558/philippines-type-of-influencer-endorsed-products-purchased/>
- Stringer, T., Mortimer, G., & Payne, A. R. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing?. *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 99-120.<https://doi.org/10.1108/JFMM-01-2019-0011>
- Taslaud, G. (2023). *Influencer Marketing in The Philippines in 2023 - All Data*. INSG.  
<https://www.insg.co/en/influencer-marketing-philippines/>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of marketing*, 83(3), 22-49.  
<https://doi.org/10.1177/0022242919825649>
- Yusiana, R., Widodo, A., & Hidayat, A. M. (2021). Green Purchase Intention: An Investigation Green Brand Knowledge and Green Perceived Value of Bioplastic Products in Bandung - Indonesia. *Inclusive Society and Sustainability Studies*, 1(2), 24–32.  
<https://doi.org/10.31098/issues.v1i2.709>
- Yusiana, R., Widodo, A., & Sumarsih, U. (2021). Integration Consumer Response during the Pandemic Covid-19 on Advertising: Perception Study on Eco Labeling and Eco Brand Products Eco Care. *Inclusive Society and Sustainability Studies*, 1(2), 45–56.  
<https://doi.org/10.31098/issues.v1i2.708>
- Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer attitude towards sustainability of fast fashion products in the UK. *Sustainability*, 13(4), 1646. <https://doi.org/10.3390/su13041646>