

UNIVERSITI TEKNOLOGI MARA

**CONSUMER'S PERCEPTION TOWARDS
SUSTAINABILITY OF FAST FASHION
PRODUCTS IN MID VALLEY MEGAMALL,
KUALA LUMPUR**

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In the name of Allah, The Most Gracious, The Most Merciful.

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ABSTRACT

Fast fashion is known to be unsustainable due to its mass production, which contributes to environmental pollution. The global fashion industry is generating a lot of greenhouse gases due to the energy used during its production, manufacturing, and transportation of the clothes. Aside from air pollution, the fashion industry also contributes to water pollution through the waste of textile dye. Therefore, the fashion industry has recently heeded the call for sustainability and ethically sound production. Considering the high demand for fast fashion and the environmental impact of fast fashion, understanding the attitudes of younger generation (Generation Y and Z) consumers toward the sustainability of fast fashion products is critical to producing sustainable clothing in accordance with the 17 Sustainable Development Goals (SDGs). A semi-structured interview was the primary method of data collection for this study. This research was done in a two-step approach in where initially, a short survey was undertaken to determine whether or not participants are familiar with the term "sustainable fashion". Only those respondents who are willing to participate in the second stage of the study were interviewed. The finding of nine interviewees shows that the younger generation is concerned about environmental and ethical issues in fast fashion, which leads to their preference for sustainable fashion. From the interviewees' perspective, sustainable fashion includes the second-hand or thrift-store market, as well as recycling old clothes into new ones by the fashion industry. The findings shows that participants highly support the idea of sustainable fashion; however, the economic aspect of sustainable fashion and hygiene issues cause hesitation in fully implementing sustainable fashion. Therefore, this study can be used to develop strategies to address the issues.

Keywords: Fast fashion, environmental pollution, sustainable fashion, perception, generation Y and Z.

CHAPTER 1

INTRODUCTION

1.1 Background of study

Fashion industry is rapidly growing in both developed and developing countries. According to Ong et al. (2021), the global clothing and apparel market has achieved \$758.4 billion with a Compound Annual Growth Rate (CAGR) of 7.5% from 2014, and it is projected to increase up to 11% with \$1182.9 billion by 2022. This shows the fashion sector has seen great success over the years. The continuing growth of the global fashion business and brands is related with consumer spending, and multiple studies have explored consumer buying behaviour toward clothes (Ong et al., 2021). Therefore, due to consumers' impulsive purchasing habits, the fashion industry seizes the opportunity to constantly produce clothing at affordable prices (Mcneill & Moore, 2015). The evolution of fashion today has created "fast fashion," describes today's readily available, low-cost fashion. The term "fast" refers to how quickly retailers can move designs from the runway to the store to keep up with the constant demand for more and different styles (Bick et al., 2018).

In the late 1990s, retailers such as Zara led many European and American companies to seize the opportunity to outsource production to low-wage Asian countries, enabling the fast-fashion (FF) model (Peters et al., 2021). However, conventional marketing strategies seek to maximise profits by meeting rising demand while ignoring the environmental consequences of their actions (Rausch & Kopplin, 2021). Its economic significance discourages most companies from implementing