

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN KNOWLEDGE
OF FAST FASHION AND PRACTICES OF
SUSTAINABLE FASHION AMONGST
UNIVERSITY STUDENTS**

BATRISYIA BINTI MUHAMMAD

Project submitted in fulfillment of the requirements for
the degree of
**Bachelor in Environmental Health and Safety
(Hons.)**

Faculty of Health Sciences

January 2023

ACKNOWLEDGEMENT

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

Assalamualaikum and Alhamdulillah, all praise to Allah S.W.T The Supreme Lord of the Universe. Peace and blessing to Nabi Muhammad S.A.W., all prophets and their families. I praise Allah S.W.T. for the strength and His blessings in completing my study.

Thousands of thanks and love to my parents Mr. Muhammad Bin A. Rahim and Mrs. for their support and encouragement through thick and thin of my study. My deepest gratitude and appreciation to my dearest supervisor, Dr. Abdul Mujid Bin Abdullah who spent her time and efforts in guiding and advising from the beginning till the end of my research journey. Not to forget, I would like to thank all the lecturers in the Department of Environmental Health and Safety, Faculty of Health Sciences who always share their thoughts, knowledge and advice throughout my study in UiTM Puncak Alam. Only God can reward all of you with goodness.

My sincere thanks and appreciation go to all the staff from the department and laboratory who gave their full cooperation and assisted me in many ways throughout my study. A special thanks to my friends from HS243 who always give me support and motivation while completing my study. May our friendship last forever. Lastly, I would like to thank everyone who was involved directly and indirectly in this study. Thank You.

TABLE OF CONTENTS

TITLE PAGE	
DECLARATION BY STUDENT	ii
INTELLECTUAL PROPERTIES	iii
APPROVAL BY SUPERVISOR	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF PLATES	xii
LIST OF ABBREVIATIONS	xiii
ABSTRACT	xiv
ABSTRAK	xv
CHAPTER 1: INTRODUCTION	1
1.1 Background	1
1.2 Problem statement	3
1.3 Objectives	4
1.3.1 General objective	4
1.3.2 Specific objectives	4
1.4 Research questions	5
1.5 Hypothesis	5
1.6 Significance of study	5
CHAPTER 2: LITERATURE REVIEW	7
2.1 Background	7
2.2 Fast Fashion	7
2.2.1 Fast fashion issues	8
2.3 Sustainable Fashion	9

ABSTRACT

Fast fashion businesses usually target young customers since they have a great desire to adopt current trends. Many people, meanwhile, are oblivious to the consequence they have when they buy cheap, rapidly produced, and poor-quality clothes. Slow fashion or sustainable fashion practices are an alternative where customers may shift their lifestyles or purchases to benefit the environment. Due to a lack of awareness, there are not many university students that have the idea to practice sustainability. This study aim to assessed the relationship between knowledge of fast fashion and practices of sustainability in fashion in aiming for a better understanding of environmental and social issues. A total of 150 university students responded to a self-administered questionnaire through Google Forms. The mean score for knowledge of fast fashion was 31.21, while the mean score for practices of sustainable fashion was 25.27. In addition, this study found that there was no significant association between knowledge of fast fashion and practices of sustainable fashion ($r = 0.347$, $p < 0.001$). It can be said that there is a need for improvement in knowledge of fast fashion and practices of sustainable fashion amongst university students.

Keywords: Fast fashion, sustainable fashion practices, university students, correlation analysis.

CHAPTER 1

INTRODUCTION

1.1 Background

Fashion in this century is commonly fast fashion (Hall, 2017), which is described as producing a massive amount of clothes with a high yield for short-term use. According to a 2017 survey commissioned by the London sustainability firm Hubbub, 41% of 18 to 25 years old feel pressured to wear a different outfit every time they go out. The behaviour shows how fast fashion has a great influence on consumers, especially university students.

The fast fashion industry is becoming popular among students, especially since they produce products following the latest trends and sell them at affordable prices. Examples of fast fashion retailers that can be found in Malaysia are H&M, Zara, and Padini. With online shopping accessible to everyone, consumers are prone to impulse purchases. Social media mainly dictates mainstream culture and has the power to affect people's lives and behaviours. A study mentioned that social media acts as a source of inspiration that can influence people to shop online (Aragoncillo & Orús, 2018).

Through visual platforms like Instagram and TikTok, anyone's styling choices can be scrutinized. To the point where viewers have a mindset when wearing the same outfit twice starts to seem taboo. Fast fashion then appears to be the simple solution to appease their desires for novelty. It is much easier to avoid outfit repetition when clothes are sold cheap. Recently, Shein, an online fast fashion store, is continuing to grow in sales and popularity, which can be observed from the 2.3 billion videos of people buying their clothes on TikTok under the hashtag #SheinHaul. The disconnection between what young consumers say they want and what they buy comes