



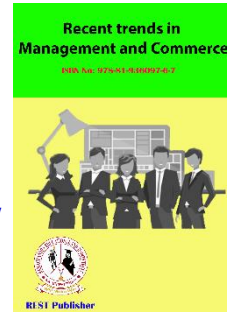
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The Environmental and Social Impacts of Fast Fashion on Youth: A Statistical Analysis

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Abstract: This abstract presents a concise overview of the research conducted on the impact it has gained significant popularity among young consumers due to its affordability and accessibility. However, this abstract highlights the adverse effects of fast fashion on youth in various aspects, including environmental sustainability, labor rights, and psychological well-being. The first section explores the environmental consequences of fast fashion. It discusses the excessive consumption and disposal of clothing, leading to significant resource depletion, pollution, and landfill waste. The detrimental effects of textile production, such as water pollution and greenhouse gas emissions, are also examined. Moreover, the concept of planned obsolescence and its contribution to a throwaway culture are discussed, emphasizing the need for sustainable alternatives. Fast fashion is being recognized as a prominent force in today's swiftly expanding fashion business, revolutionizing the way young people consume and engage with apparel. Manufacturing and consumption of stylish, inexpensive clothing that are frequently inspired by runway trends and popular culture. While fast fashion is currently rising in popularity among young people throughout the world, its influence reaches far beyond passing fashion fads. Implications of rapid fashion on teenage behavior, environment, and general well-being. Fast fashion is linked to unsustainable manufacturing and consumption practices, which cause severe environmental destruction. Fast fashion's environmental repercussions and lingering impacts on the earth, including as depletion of resources, and trash creation, can be illuminated through research. Fast fashion is based on low-cost production, which is frequently done in underdeveloped nations where workers endure terrible working conditions and low salaries. Learning about the social and economic repercussions on teenagers in these places can help improve working conditions and promote fair trade practices. In this research we will be using Statistical Package for Social Sciences (SPSS). As per the SPSS Analysis we get to know that in Reliability Statistics Cronbach's Alpha is 0.784, Cronbach's Alpha Based on Standardized Items is 0.790 and Number of Items is 7. From the above results I conclude that in Reliability Statistics Cronbach's Alpha is 0.784, Cronbach's Alpha Based on Standardized Items is 0.790 and Number of Items is 7.

Keywords: Fast Fashion, Youth, Clothing Industry, Consumerism, Environmental Impact.

1. INTRODUCTION

Global potential has been redefined by business activity. Because of the tremendous expansion of emerging economies, this viewpoint is no longer valid; business now flows simultaneously in both directions, increasingly regarding one developing nation to another. For the previous 50 years, corporate globalization has been defined principally as the spread of commerce from industrialized in order to newly industrialized nations (Kluyver et al, 2012) [1]. The globalization of the globe is rising, and the borders between countries have resulted in many enterprises cooperating in one enormous global market. As a result, there are more multinational enterprises operating in a global context (Stiglitz, 2007). Doing business globally, on the other hand, provides several advantages. However, there are some downsides [2]. Young people will be the generation most affected as a result of the effects of global warming (Ojala 2012) and will be faced with tackling the repercussions caused by environmental change (Corner et al. 2015), however they are typically overlooked regarding environmental conditions change formulation and policy [7]. Making. Young people leaving kindergarten in the United Kingdom (age 11) in the summer of 2023 will be 18 years old - with the opportunity to vote - by 2030, when the Sustainable Development Goals will be established (2015) and various government and international initiatives relating to climate change are expected to had been satisfied (United Nations 2022a). However, even before they become political individuals, youthful individuals are becoming increasingly vocal in their determination to take action in

response to the climate disaster [8]. Fashion is a societal phenomenon in its most basic form. Fashion has developed to adapt to the milieu in which it is promoted throughout each generation. Since the turn of the twentieth century, fashion has emerged as one of the world's most important creative industries. With the growth of nationwide capitalism, the spread of retail marketplaces, and new manufacturing methods, the fashion industry has become a significant output, with yearly sales in the United States exceeding \$200 billion per year (Hemphill and Suk 1148) [9]. Companies would be unable to fulfil consumer demand while performing profitably unless they understood their customers' wants and predicted fashion trends. As a result, consumer behavior research is required for marketers to build strategic marketing approaches in order to understand their target customer group and market [10]. In recent years, the fashion business has been connected with resource and human exploitation, owing primarily to the advent pioneered the notion of fast fashion, which is based on innovative technology, speedy production, and supply-chain management (Birtwistle, Siddiqui, & Fiorito, 2003) [11]. The race to socioeconomic advancement blinds countries with low and middle incomes (LMICs) towards the consequences of massive volumes of apparel manufacturing and consumption. The ever-expanding scale of the clothing sector is not disguised; according to Fashion United (2020), the industry is worth three trillion dollars as well as is predicted to develop at a steady rate to become an among the world's largest [12]. The great majority concerning educational systems are unsuited for meeting current demands, and their progress is a gradual and laborious process. We suggest discussion as a form of teaching, with an emphasis on courses that examine environmental concerns, and especially on its application in tertiary education in this work. We propose that it would increase both awareness raising in addition solution seeking by providing a deeper grasp of the difficulties that the world is experiencing and enhancing the quality of conversation about pertinent subjects [14]. Fashion has become a societal phenomenon. The rise of cutting-edge fashion media, for instance fashion blogs, has had a significant impact on how we dispose of fashion items in our day. At the moment, societal Consumption habits in the fashion industry have shifted. It is worth noting the advent of new trends. Especially for young people, who remain one of the most fashion-conscious age groups [15]. and developed swiftly in recent years, intensifying market rivalry and putting some fashion commodities firms in Kazakhstan under severe strain. At the same time, consumers have become the focus regarding modern marketing as the primary source of corporate competitiveness commodities firms has been a source of worry for the country [16].

2. MATERIALS AND METHODS

It provides a comprehensive set of tools and techniques for data management, data manipulation, and data analysis. SPSS allows users to perform supports both basic and advanced statistical analyses, making it suitable for researchers, data analysts, and social scientists.

How much do you familiar with the environmental consequences of the fast fashion industry on young people's future?

which is frequently characterised by fast turnover together with low-quality materials. While the business has multiple repercussions, I can give you some insight into its environmental implications and their possible ramifications on the future of young people.

Do you think fast fashion impact the buying habits of young consumers? How much do you rate on this? Fast fashion has unquestionably had a huge influence on the purchasing behavior of young customers. frequently with low-quality materials accompanied by brief production cycles in order to swiftly copy the newest fashion trends.

Do you think fast fashion contribute to exploitation of young workers? How much do you rate on this?

Fast fashion businesses were chastised for contributing the systematic exploitation of young employees. Many fast fashion businesses outsource production to lower-cost nations, where employees may suffer bad working conditions, low salaries, long hours, and restricted lab our rights. In certain situations, this may include hiring minor labour.

Do you think social media play in promoting fast fashion and influencing youth? How much do you rate on this?

Social media, particularly among younger generations, has played a crucial role in the marketing and impact of fast fashion. It's essential to highlight, however, that not all social media material supports fast fashion, in addition to many individuals and organizations are utilising these channels to advocate for more sustainable fashion options. Individual viewpoints and experiences influence the consequence associated with social media on marketing fast fashion in addition influencing youngsters.

Do you think fast fashion influence the perception of clothing as disposable among youth people? How much do you rate on this?

Fast fashion has played a big part in moulding young people's perceptions of clothes as disposable. Fast fashion is the manufacture and consumption of low-cost clothing goods meant to catch current fashion trends fast. These clothing are

frequently manufactured with low-quality materials in addition to labor-intensive procedures, allowing for fast and low-cost production.

How much do you familiar with the rapid turnover of fashion trends in fast fashion affect the values and priorities of youth consumers?

The fast fashion industry's rapid turnover concerning fashion trends can have an effect on the principles and requirements of young customers. It is crucial to highlight that not all young people are impacted in the same manner, and their priorities and core beliefs may differ. Furthermore, there is a rising awareness and movement among young customers towards ethical and environmentally sustainable fashion practises, indicating a shift in attitudes and priorities.

Do you think fast fashion affect the self-esteem and body image of young people? How much do you rate on this?

Fast fashion often promotes unrealistic beauty standards by showcasing models with a specific body type and appearance. These idealized images can lead young people to compare themselves to these standards and feel inadequate if they don't match up.

3. RESULT AND DISCUSSION

TABLE 1. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.790	7

[This table shows Reliability Statistics. From the analysis we get to know that Cronbach's Alpha is 0.784, Cronbach's Alpha Based on Standardized Items is 0.790 and Number of Items is 7.

TABLE 2. Inter-Item Correlation Matrix

Inter-Item Correlation Matrix							
	x1	x2	x3	x4	x5	x6	x7
x1	1.000	.393	.334	.262	.378	.421	.377
x2	.393	1.000	.405	.311	.386	.426	.400
x3	.334	.405	1.000	.321	.284	.346	.216
x4	.262	.311	.321	1.000	.426	.243	.120
x5	.378	.386	.284	.426	1.000	.491	.387
x6	.421	.426	.346	.243	.491	1.000	.412
x7	.377	.400	.216	.120	.387	.412	1.000

This table shows Inter-Item Correlation Matrix of x1, x2, x3, x4, x5, x6, x7.

TABLE 3. Descriptive Statistics

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
x1	100	1	5	3.31	.748	-.283	.241
x2	100	1	5	3.51	.798	-.703	.241
x3	100	1	5	3.58	.890	-.466	.241
x4	100	2	5	3.67	.888	-.089	.241
x5	100	1	5	3.67	1.045	-.654	.241
x6	100	1	5	3.62	1.052	-.616	.241
x7	100	1	5	3.64	1.150	-.676	.241
Valid N (listwise)	100						

This table shows Descriptive Statistics of x1, x2, x3, x4, x5, x6, x7. How much do you familiar with the environmental consequences of the fast fashion industry on young people's future?

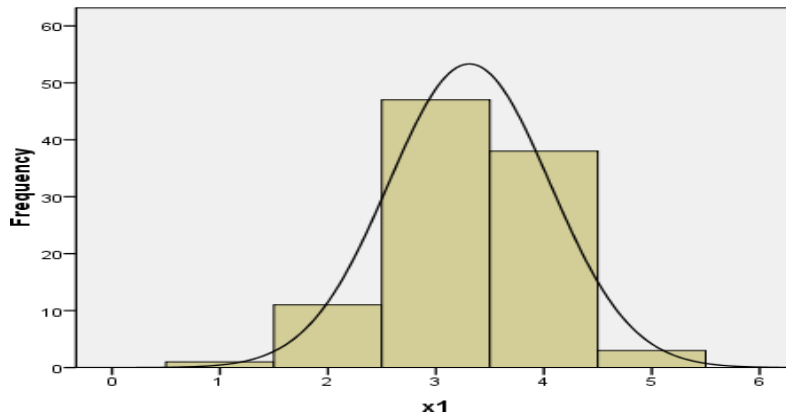


FIGURE 1.

In this Figure the frequency of x1 is normal Do you think fast fashion impact the buying habits of young consumers? How much do you rate on this?

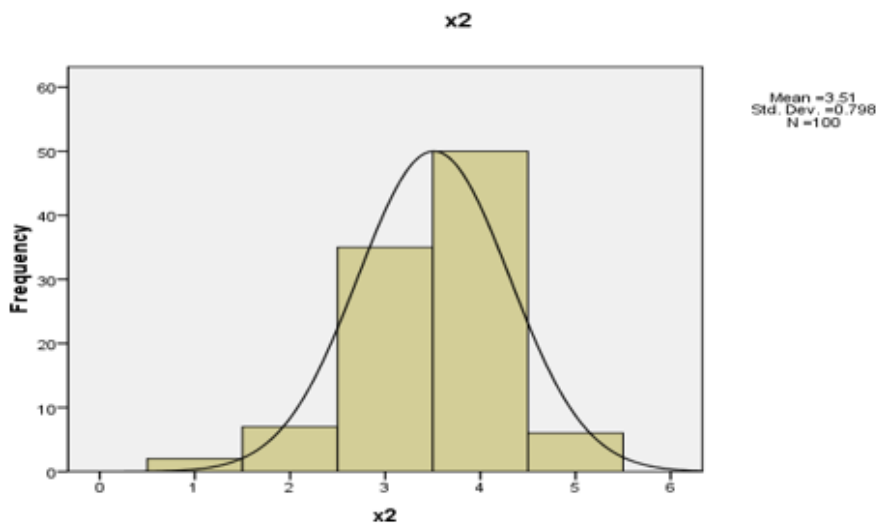


FIGURE 2.

In this Figure the frequency of x2 is normal. Do you think fast fashion contribute to exploitation of young workers? How much do you rate on this?

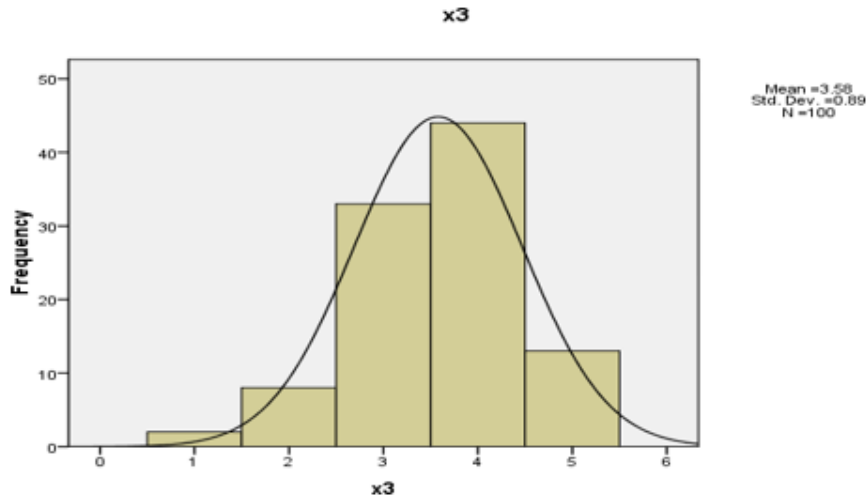


FIGURE 3.

In this Figure the frequency of x3 is normal. Do you think social media play in promoting fast fashion and influencing youth ? How much do you rate on this ?

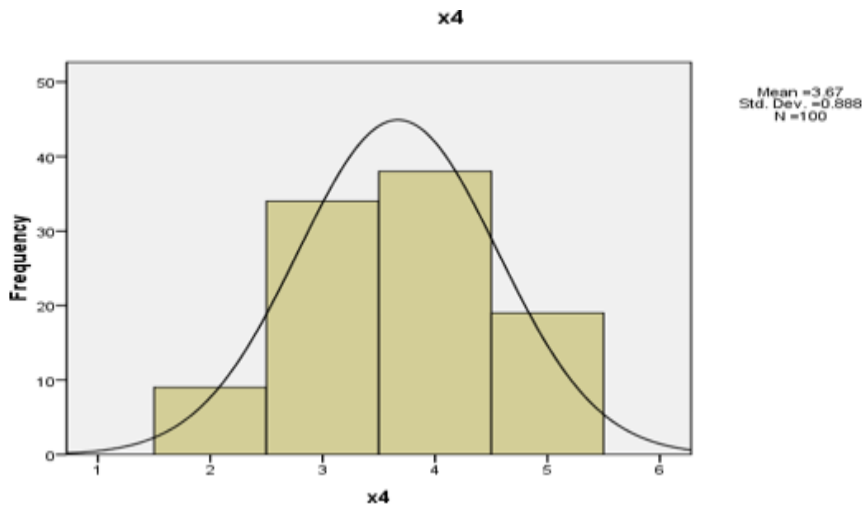


FIGURE 4.

In this Figure the frequency of x4 is normal. Do you think fast fashion influence the perception of clothing as disposable among youth people? How much do you rate on this?

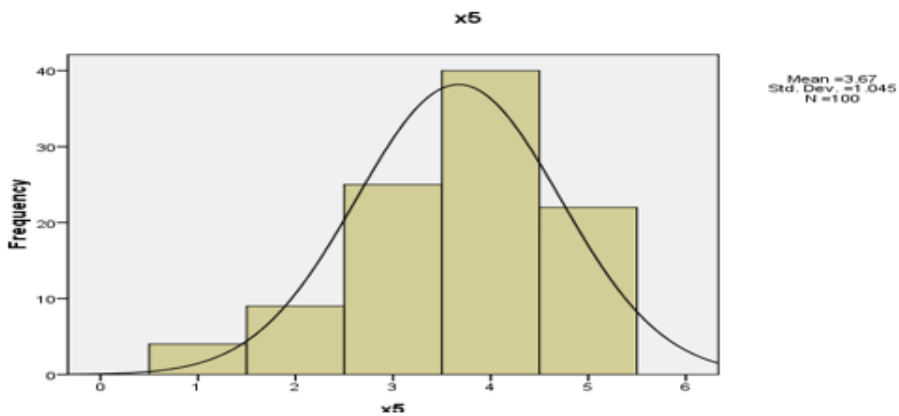


FIGURE 5.

In this Figure the frequency of x5 is normal but there is a small right curve. How much do you familiar with the rapid turnover of fashion trends in fast fashion affect the values and priorities of youth consumers?

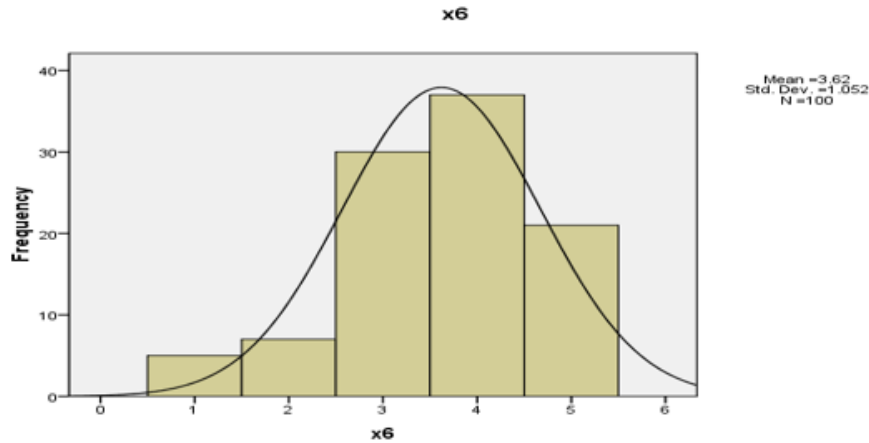


FIGURE 6.

In this Figure the frequency of x6 is normal but there is a small right curve. Do you think fast fashion affect the self-esteem and body image of young people? How much do you rate on this?

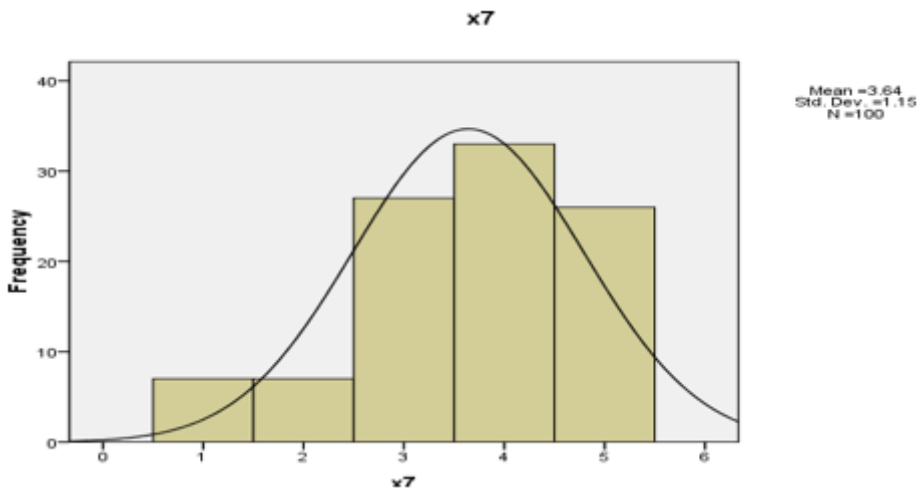


FIGURE 7.

In this Figure the frequency of x7 is normal but there is a small right curve.

4. CONCLUSION

Differences emerge when it becomes necessary to balance environmental protection with development aimed at enhancing living standards. World Summits in Rio and Kyoto represent significant efforts to address the needs of both developed and developing nations. These summits emphasize the responsibility of industrialized countries to reduce environmental pollution and manage their consumption of global resources, including the energy required by developing nations, prevent repeating past mistakes. Materials derived from organic matter that are rich in cellulose are especially prone to fungal development. This issue affects both green and inorganic materials in addition to conventional building materials. Considerable fungal growth was seen following natural exposure to endogenous fungus, particularly on cellulose-rich items like paper-free materials. Conversely, drywall and mineral ceiling tiles exhibited minimal to no fungal growth. Even though the materials were just exposed to high humidity, the materials rapidly began to grow mold. direct immersion. Perlite-based ceiling tiles exhibited the highest reactivity to ozone among the test materials, with natural cork wall shielding following closely. These ceiling tiles had an ozone deposition rate of 0.05 cm/s, which is approximately fifty times higher than UV-coated bamboo, ten times higher than ceramic and bamboo boards, and twice as high as wheat and sunflower boards. We have investigated the characteristics of building materials that improve the building sector on a social and financial level as well as the health of people. Green construction materials contribute to a decrease in negative environmental impacts, contributing to the creation of efficient, sustainable structures. These

products also reduce contamination of the environment, such as greenhouse gas emissions, depletion of resources, soil pollution, health risks, and ozone depletion. In the GBM assessment, embodied energy was placed as the third most significant factor to consider when assessing energy efficiency. Indoor air quality is also improved by using non-toxic materials with low volatile organic compounds (VOCs), which is a key aspect of the GBM evaluation process. The final ranking criteria emphasize the importance of IAQ categories, considering the social implications when selecting GBM, particularly in addressing health concerns. This includes a focus on natural and renewable resources, as well as energy-efficient products throughout their lifecycle.

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