

# A Study on the Impact of Fast Fashion on the Environment and Analysis of Consumer Behaviour

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**Abstract:** *The fast fashion industry has emerged as a major contributor to environmental degradation, driven largely by evolving consumer behaviour and the rapid rise of social media influence. This study explores the environmental consequences of fast fashion, highlighting issues such as water pollution, textile waste, carbon emissions, and biodiversity loss. While affordability, style variety, and trend responsiveness make fast fashion appealing to consumers, these benefits come at a high environmental cost. Based on secondary data from academic literature, fashion business reports, and brand websites, and supported by a primary survey of 100 individuals aged 18 to 35, the study reveals a significant gap between consumer awareness and action. Although many consumers acknowledge the harmful impacts of their fashion choices, they continue to prioritize low prices and trend conformity over sustainability. The research underscores the urgent need for increased consumer education, brand accountability, and policy regulations. Recommendations include promoting durable clothing, encouraging reuse and donation, and spreading awareness through educational institutions and digital platforms to mitigate fast fashion's ecological footprint.*

**Keywords:** Fast Fashion, Environmental Impact, Consumer Behaviour, Sustainability, Textile Waste, Social Media Influence, Water Pollution, Carbon Emissions, Trend Culture, Clothing Consumption

