The Effects of Sustainability and Fast Fashion Factors on Apparel Buying Behavior

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ABSTRACT

Nowadays, apparel sector, in which the importance of sustainability concept gradually increases, can directly and indirectly harm the environment and human health with production processes and wastes. Some of the wastes are occurred via the products which have completed their economic lives. In this regard, this research aims to analyze the effects of sustainability and fast fashion factors on apparel buying behavior. In accordance with this aim, a survey was conducted to consumers whose ages are 18 and over and who live in three biggest cities of Türkiye. Thus, it is revealed that how consumers are affected from sustainability and fast fashion factors during their apparel purchase process. Besides, suggestions are made to apparel brands and enterprises on the basis of the findings.

1. INTRODUCTION

The factors like environmental pollution, decrease in sources, easy access to information and increase in consumer awareness; lead the sectors and enterprises to be more sensitive to their environment and to give more importance to sustainability. Apparel sector, whose environmental damage is high, is one of the sectors, in which the importance of sustainability concept increases. Apparel sector can damage the environment both with production processes and with wastes of products that completed their lives. Especially, fast fashion concept, which gradually becomes popular in recent years and which is usually contradictory to sustainability, has caused an increase in damage. Therefore, also with the increasing pressure of consumers, apparel enterprises' sustainability activities increase day by day. Thus, this study aims to investigate the effects of sustainability and fast fashion factors on apparel buying behavior. The research guides the apparel brands and enterprises by revealing how consumers are affected from sustainability and fast fashion factors during their apparel buying processes.

Within the literature there are studies about sustainability, sustainability in apparel sector and fast fashion concept [1 - 17]. However, researches, which analyze the sustainability and fast fashion concepts on the basis of apparel sector and which investigates the effects of these concepts to each other, are limited [18 – 25]. Therefore, there isn't any study, which analyzes the interactions of these concepts on the basis of Turkish apparel sector which is a leading apparel exporter and which is one of the significant apparel markets. In this context, this research alters from other researches within the literature.

2. SUSTAINABILITY CONCEPT AND SUSTAINABILITY IN APPAREL SECTOR

Sustainability is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs by World Commission on Environment and Development [7,11,22, 25,26].

Sustainability involves complicated and variable dynamics, which affects human welfare and living, which is both global

and local and whose ecologic, economic and sociopolitical dimensions intersect [25]. Nowadays, sustainability concept consists of three main factors as social, environmental and economic [7]. Long-term strategies for sustainable development are suggested on the basis of these three main factors. The environmental dimension of sustainability indicates that source use should be long-term by emphasizing source exhaustion and environmental degradation. Economic sustainability states a dynamic economy, which can exist for a long time and which has understood the importance of long-term employment. Social dimension of sustainability specifies the equality issue and the welfare of people and society [19].

In this context, the sustainability issues in apparel sector can be listed as; short and seasonal product life cycles, high product range, low product predictability, demand that is affected from many different factors, impulse buying behaviors of consumers, preference differences of consumers, emotional factors which affect the consumers' buying decisions and institutions' concentration on sustainable development [3].

3. FAST FASHION CONCEPT AND ITS RELATION WITH SUSTAINABILITY

Fast fashion is defined as a positioning strategy, which gives quick response by presenting frequently updated fashion products to current fashion trends [23]. Fast fashion is characterized by the transformation of fashionable design to products, which can be bought by the masses. This concept aims to attract consumers to stores as frequently as possible in order to increase the purchase frequency of fashionable styles [20].

Fast fashion is a quick response system, which presents affordable apparel collections that are based on current luxury fashion trends and which promotes throwing away. The cycle time between podium and consumers was six months. However, nowadays, it is declined to only a few weeks. Fast fashion enterprises improve themselves in fast cycles by presenting ready products with price tags, fast samples, small parties combined with high diversity, productive transportation and delivery. Retailers follow the new trends for ensuring consumers return and they buy products every week in order to present new products and replace inventories. Also, enthusiastic consumers check on fast fashion stores in every three weeks looking for new styles [25].

Fast fashion concept owes its specific properties and structure to requirements such as; shortened delivery times, faster inventory cycle and high order coverage ratios for consumer demands in high seasons. The concept possesses an extremely competitive structure, which presents the possible newest trend to consumers and which causes pressure on costs. Therefore, it requires a specific productivity level together with high responsiveness ability. High responsiveness to demand is obtained by the implementation of strategies such as; just in time source supply, quick response systems and agile supply chain management. However, various ethical, employment and environmental issues are ignored in order to provide and protect this high responsiveness. Thus, an unsustainable structure is occurred [20].

At this point, fashion industry feels more pressure due to these sustainability issues, which are revealed by media and consumers. Therefore, many enterprises in fast fashion industry redesign their supply chains and embrace sustainable strategies in order to provide coordination between stakeholders and balance the economic, environmental and social performance. On the other hand, the enterprises in fast fashion industry lead to consumer behaviors rather than meeting the consumer demands. They succeed this with proper prices, high product range, presenting fashionable clothes for consumers under the age of 40 and supply chain's quick response. This business model improves economic performance by reducing risk and uncertainty of consumers' strategic choices. However, the industry commonly faces with environmental and social issues. These issues show the distinction between maximizing the economic benefits and social responsibility search [22].

The studies within the literature, which analyze the relations between fast fashion and sustainability, are focused on investigating social sustainability reports of fast fashion enterprises, analyzing the strategies of fast fashion enterprises for positioning sustainability, the effects of corporate social responsibility behavior on sustainability performance of fast fashion enterprises, analyzing consumer perception with regard to a specific fast fashion retailer's sustainability and the relations between sustainable fashion consumption and fast fashion [18-25]. When the studies, which analyze the effects of fast fashion and sustainability on apparel buying behavior, are investigated, it is seen that these effects are changed according to demographic factors such as gender, education level, age, income, apparel budget and etc. [1,16-19,24,27-32]. As it is indicated in the literature, young consumers generally do not show sustainable apparel consumption behaviors [1,18,24,27,28,32]. In addition to this, women are more interested in fashionable clothing with regard to men [18,28,31]. However, some studies indicate that, women are more environmentally concerned and give more importance to purchase sustainable clothes [16,17,30]. Moreover, it can be indicated that as the education level is increased, the purchase intention towards sustainable clothes is also increased [16,17]. Finally, it can be specified that income is positively related to sustainable apparel purchase. As the income levels and the apparel budgets of consumers are increased, the purchase intention towards sustainable clothes is also increased [17,19,29]. Thus, the following hypotheses are suggested:

H1: The effects of sustainability and fast fashion factors on apparel buying behavior alter according to women and men consumers.

H2: The effects of sustainability and fast fashion factors on apparel buying behavior alter according to the education level of consumers.

H3: The effects of sustainability and fast fashion factors on apparel buying behavior alter according to consumers' ages.

H4: The effects of sustainability and fast fashion factors on apparel buying behavior alter according to consumers' apparel budgets.

4. METHOD OF THE RESEARCH

This research aims to analyze the effects of sustainability and fast fashion factors on apparel buying behavior. It purposes to reveal how consumers in Türkiye are affected from sustainability and fast fashion factors during their apparel purchase process. Besides, it aims to make suggestions to apparel brands and enterprises on the basis of the findings.

In accordance with this aim, a survey was conducted to consumers whose ages are 18 and over and who live in three biggest cities of Türkiye (İstanbul, Ankara and İzmir) [33]. Consumers whose ages are 18 and over were incorporated in the research because the age of legal majority is 18 in Türkiye. Besides, İstanbul, Ankara and İzmir provinces were selected because they can represent the country-wide due to their cosmopolite structures and population densities.

According to data of Turkish Statistical Institute [34], Türkiye's population was 82.003.882 on 31.12.2018. The population, whose ages were 18 and over, was 59.083.460. Sample size was calculated as 384 at 95% confidence interval with 5% error margin. The individuals, who constitute the sample, were determined according to simple random sampling.

The survey was carried out between March 2020 and August 2020. Face to face interview and online survey techniques were used [33]. Survey form consists of 10 main and 34 sub-questions. Ege University's Ethical Board of Social and Human Sciences Scientific Research and Publication was ethically approved the survey on 29.08.2019 with 353 protocol number. 515 survey forms were incorporated in the research. The findings obtained were analyzed by using SPSS program.

5. FINDINGS OF THE RESEARCH AND THEIR ANALYSIS

Firstly, the questionnaire's reliability was calculated and the reliability co-efficient α was found as 0,904. According to this, the scale of the questionnaire is found to be highly reliable. Secondly the participants' demographic features were evaluated. It is found that they are generally well-educated young consumers who possess middle-income (Table 1).

Table 1. Distribution of participants according to their demographic features

Demographic Features		Frequency	Valid Percent
Age	18-25	118	22,9
	26-33	131	25,4
	33-41	99	19,2
	42-49	114	22,1
	50 and over	53	10,3
Gender	Women	299	58,1
	Men	216	41,9
Education status	High school and below	147	28,5
	University	313	60,8
	Postgraduate	55	10,7
Monthly income	500 $ and below	323	62,7
	501 $ - 875 $	141	27,4
	876 $ and over	51	9,9

Table 2. Distribution of participants according to their evaluation methods for end-of-life clothes

Evaluation methods for end-of-life clothes	Frequency	Valid Percent
I put them to garment collection boxes or donate to charity organizations for the use of needy people.	433	84,1
I throw them to waste.	35	6,8
I give them to enterprises or brands, which recycle garments.	28	5,4
I sell them to second hand garment stores.	19	3,7

Moreover, 33% of the participants live in İstanbul province, whereas 34% lives in Ankara and 33% lives in İzmir. In addition to these, 71% of the participants separate 20% or less from their monthly budgets for apparel expense. Besides, 75% of the participants generally purchase their garments from physical stores. Also, the participants indicate that they mostly give importance to quality (35%) in any apparel product. This factor is followed by; perfect fit to body (30%), price (18%), design (11%), fashionableness (3%) and being unharmful to human health and environment (3%) respectively.

84% of the participants specify that they put their end-of-life clothes to garment collection boxes or donate to charity organizations for the use of needy people (Table 2). In other words, consumers contribute to reuse, which is a part of sustainability implementations. On the other hand, recycling of clothes or selling them as second hand clothes are unlikely options for Turkish consumers.

The survey includes 25 statements, which analyze the effects of sustainability and fast fashion factors on apparel buying behavior by using quinary likert scale. Participants were asked to select their agreement levels for each of these statements. In quinary likert scale I certainly agree was coded as 5, I agree as 4, I have no idea or I'm on the fence as 3, I don't agree as 2 and I certainly don't agree as 1. Firstly, the averages and standard deviations of the statements were calculated. The findings obtained are given in Table 3.

Table 3. The descriptive statistics of the statements and the results of the exploratory factor analysis

Factors	Statements	Rotated Loadings	Average	Standard Deviation	Averages of the Factors
Environmental sustainability factors	I give importance to buying apparel products, which possess ecolabels (organic, ecologic, Oekotex, recycled etc.)	0,809	3,55	1,039	3,75
	I give importance to buying environmentally friendly apparel products.	0,802	3,82	0,976	
	I give importance to buying apparel products, which possess organic raw material.	0,777	3,62	1,049	
	I give importance to buying apparel products, which possess recycled raw material.	0,766	3,38	1,009	
	I give importance to buying apparel products, which do not contain harmful chemicals/dyes.	0,699	3,96	0,991	
	I give importance to buying apparel products that are harmless to human health.	0,679	4,19	0,837	
Social, economic and environmental sustainability factors	The sustainability and environment policies of an apparel brand, from which I bought clothes, are important for me.	0,766	3,83	0,992	3,85
	Social responsibility projects of an apparel brand, from which I bought clothes, are important for me.	0,743	3,75	1,001	
	Ecological design activities of an apparel brand, from which I bought clothes, are important for me.	0,706	3,70	0,994	
	If an apparel brand, from which I bought clothes, shares its sustainability activities with public, it is important for me.	0,752	3,75	1,005	
	If an apparel brand, from which I bought clothes, possesses projects for reducing water and energy consumption, it is important for me.	0,713	3,76	1,041	
	The ethical and moral values of an apparel brand, from which I bought clothes, are important for me.	0,694	4,04	0,968	
	The environmentally friendly package use of an apparel brand, from which I bought clothes, is important for me.	0,601	3,78	1,039	
	If an apparel brand, from which I bought clothes, is harmless to human health and environment during its production, it is important for me.	0,581	4,05	0,960	
	I give importance to buying apparel products, which possess long economic lives.	0,459	4,34	0,789	
	I'm ready to pay more to environmentally friendly apparel products.	0,400	3,50	1,186	
Fast fashion factors	I buy clothes for my pleasure even if I do not need them.	0,850	2,92	1,389	2,94
	I buy clothes only for liking their design even if I do not need them.	0,840	2,97	1,356	
	I buy clothes only for being fashionable even if I do not need them.	0,829	2,48	1,294	
	The amount of clothes that I bought increases each year.	0,732	2,88	1,300	
	I closely follow the fashion trends via magazines and social media.	0,684	2,77	1,412	
	I put more clothes to garment collection boxes each year.	0,529	2,96	1,269	
	The fashionableness of an apparel brand, from which I bought clothes, is important for me.	0,487	3,58	1,198	
Second hand garment factor	I can use second hand garments.	0,923	2,75	1,381	2,65
	I buy second hand garments.	0,901	2,54	1,375	

According to the averages obtained, participants indicate that they give great importance to the economic lives of their bought clothes. They also specify that they give importance to buying clothes that are harmless to human health. Besides, they prefer buying clothes from environmentally friendly apparel brands, which follow ethical and moral values. Therefore, it can be said that consumers prefer to buy sustainable clothes (possessing durability and quality and/or being classical and timeless), because if a garment's economic life is long and it is environmentally friendly, it is accepted to be sustainable. Although, consumers do not indicate that the most important factor during their apparel shopping is sustainability, they demonstrate that they give importance to sustainability by paying attention to factors such as quality, long economic life and being harmless to human health and environment. All these findings are also compatible with the literature [12,18,28,35,37].

On the other hand, consumers are affected from other sustainability factors in intermediate level. These factors can be listed as; apparel products which do not contain harmful chemicals/dyes, apparel brands which possess sustainability and environmental policies, environmentally friendly apparel products, apparel brands which use environmentally friendly packages, apparel brands which possess projects for reducing water and energy consumption, apparel brands which possess social responsibility projects, apparel brands which share their sustainability activities with public, apparel brands which possess ecologic design activities, apparel products which involve organic raw material, fashionable apparel products, apparel products which possess ecolabels, being ready to pay more to environmentally friendly apparel products, apparel products which involve recycled raw material. As it can be understood from all these factors, consumers are affected from environmental, social and economic sustainability factors during their apparel shopping, but this influence level is not very high.

If the statements, which evaluate the sustainability and fast fashion factors together, are analyzed, it can be seen that, the consumers are not highly affected from fast fashion factors. In this context, it can be said that, they give importance to sustainability factors. Accordingly, most of the consumers do not buy clothes only because they like

their design or for their pleasure. Besides, they do not buy more clothes each year and they do not put more clothes to garment collection boxes or donate to charity organizations for the use of needy people. Similarly, most of the consumers do not closely follow the fashion trends. In spite of these, it is determined that most of the consumers do not prefer to buy or use second hand garments.

After the basic evaluation, the statements were analyzed by using exploratory factor analysis and gathered into four groups. Exploratory factor analysis is actualized in order to obtain brief statements instead of 25 statements. It was found that the sample is suitable and reliable for factor analysis (Kaiser-Meyer-Olkin measure of sampling is equal to 0,920 and the significance of Bartlett's Test of Sphericity is equal to 0,000). Principal components extraction was used for extracting factors with eigenvalues over 1 and the rotation of factor loading matrix was chosen as varimax. The standard loading of 22 statements are higher than 0,50 (they differ between 0,501 and 0,825) and the cumulative variance of 4 factors is equal to 63,268%. The loadings (scores) of the statements within Table 3 are taken from rotated component matrix (only three loadings are lower than 0,50). The obtained four factors are renamed (Table 3). Afterwards, hypotheses tests were actualized.

Four main hypotheses involve 16 sub-hypotheses due to the 4 factors and 4 demographic features. All sub-hypotheses were tested at 95% confidence interval. According to the obtained results, 6 hypotheses are accepted, whereas 10 hypotheses are rejected.

1 sub-hypothesis with regard to the first main hypothesis is accepted (Table 4). Women consumers' apparel buying behaviors are more affected from the fast fashion factors with regard to men consumers. Women consumers buy more apparel products with regard to men consumers, although they do not need them. Women consumers can buy apparel products only for their pleasure or liking their design or being fashionable. These findinds are also compatible with the literature [18,28,31].

None of the sub-hypotheses are accepted with regard to the second hypothesis. According to this, the effects of sustainability and fast fashion factors on apparel buying behavior do not alter according to the education levels of consumers.

Table 4. Divergences between the effects of sustainability and fast fashion factors on apparel buying behavior of women and men consumers

Hypothesis 1a: The effects of fast fashion factors on apparel buying behavior alter according to women and men consumers.						
Gender	N	Average	Standard Deviation	t	df	p
Women	299	0,1486260	1,017021	4,078	483,089	0,000
Men	216	-0,2057370	0,940118			

3 sub-hypotheses with regard to the third main hypothesis are accepted (Table 5). As the age increases, the environmental sustainability effects on consumers' apparel buying behaviors are also increased. It can be said that the

increasing experience and awareness due to increasing age affect this result. Besides, fast fashion factors mostly affect the young consumers' buying behaviors (their ages are between 18 and 25). This group is followed by 26-33 age

group, 42-49 age group, 34-41 age group and 50 and over age group respectively. According to these findings it can be said that, as the age decreases, the fast fashion effects on consumers' apparel buying behaviors are also increased. Young consumers generally follow fashion and trends due to their high approval and admiration wishes. Besides, due to their limited incomes, they generally want to acquire fashionable and trendy clothes with affordable prices. Therefore, young consumers usually prefer to buy fast fashion products and support consumption rather than sustainability. Besides, these findigs are compatible with the literature [1,18,24,27,28,32]. On the other hand second hand garment factor mostly affects the apparel buying behaviors of consumers, whose ages are between 26 and 33.

2 sub-hypotheses with regard to the fourth main hypothesis are accepted (Table 6). Fast fashion factors mostly affect the apparel buying behaviors of consumers, whose apparel budgets are between 41% and 50% within their monthly budgets. Also it is determined that, as the ratio of apparel budget within monthly budget is increased, the fast fashion effects on consumers' apparel buying behaviors are also increased. In other words, as the ratio of apparel budget within monthly budget is increased, the consumers' sustainability concerns are decreased. On the other hand, second hand garment factor mostly affects the apparel buying behaviors of consumers, whose apparel budgets are 10% or below within their monthly budgets. In other words, second hand garments are mostly preferred by consumers who possess the lowest apparel budgets.

Table 5. Divergences between the effects of sustainability and fast fashion factors on apparel buying behavior of consumers at different age groups

Hypothesis 3a: The effects of environmental sustainability factors on apparel buying behavior alter according to consumers' ages.							
Age	N	Average	Standard Deviation	F	df_1	df_2	p
18-25	118	-0,337080	1,091744				
26-33	131	-0,161378	0,915282				
34-41	99	0,121557	0,865202	9,198	4	510	0,000
42-49	114	0,218200	1,017577				
50 and over	53	0,452961	0,884586				
Hypothesis 3b: The effects of fast fashion factors on apparel buying behavior alter according to consumers' ages.							
Age	N	Average	Standard Deviation	F	df_1	df_2	p
18-25	118	0,221216	1,013788				
26-33	131	0,056327	1,015537				
34-41	99	-0,143405	0,893853	2,820	4	510	0,025
42-49	114	-0,072323	1,011420				
50 and over	53	-0,208309	1,025290				
Hypothesis 3c: The effects of second hand garment factor on apparel buying behavior alter according to consumers' ages.							
Age	N	Average	Standard Deviation	F	df_1	df_2	p
18-25	118	0,079098	1,011753				
26-33	131	0,197125	0,982062				
34-41	99	-0,140318	0,901209	2,847	4	510	0,024
42-49	114	-0,172715	0,999808				
50 and over	53	-0,0297363	1,118722				

Table 6. Divergences between the effects of sustainability and fast fashion factors on apparel buying behavior of consumers at different apparel budget groups

Hypothesis 4a: The effects of fast fashion factors on apparel buying behavior alter according to consumers' apparel budgets.							
Apparel budget	N	Average	Standard Deviation	F	df_1	df_2	p
%10 and below	198	-0,396464	0,949346				
%11-20	168	0,077316	0,926459				
%21-30	83	0,302731	0,953832	14,593	5	509	0,000
%31-40	34	0,612187	0,922111				
%41-50	23	0,615260	0,867706				
%51 and over	9	0,602083	1,086301				
Hypothesis 4b: The effects of second hand garment factor on apparel buying behavior alter according to consumers' apparel budgets.							
Apparel budget	N	Average	Standard Deviation	F	df_1	df_2	p
%10 and below	198	0,154842	1,083648				
%11-20	168	-0,012133	0,948712				
%21-30	83	-0,178094	0,911374	2,737	5	509	0,019
%31-40	34	-0,004601	0,986470				
%41-50	23	-0,477370	0,830428				
%51 and over	9	-0,300287	0,661761				

6. GENERAL EVALUATION AND SUGGESTIONS

The important research results and the suggestions that can be made on the basis of these results can be summarized as followed. First of all, it is determined that, consumers mostly give importance to quality and perfect fit in any apparel product. Besides, they give great importance to the economic life of their bought clothes. These findings are also compatible with the literature [12,28,35]. Therefore, apparel enterprises and brands, which want to attract consumers' attention and adopt sustainability factors, should design and produce qualified, durable, classic and timeless clothes.

According to another finding of the research, consumers donate their end-of-life clothes for the reuse of needy people. This finding is also compatible with the literature [36]. At this point, if the apparel enterprises and brands collect the used clothes from consumers and convey those to needy people after repairing and cleaning, it will be useful in terms of sustainability. Besides, the apparel enterprises and brands should collect the used clothes for recycling and promote awareness of consumers.

As it is indicated in the literature, consumers give importance to buying sustainable clothes and they prefer to buy clothes from apparel brands which follow ethical and moral values [12,18,37]. Similarly, according to our findings, consumers give importance to buying clothes which are harmless to human health. Besides, they prefer buying clothes from environmentally friendly apparel brands which follow ethical and moral values. Therefore, the apparel enterprises and brands should give importance to produce environmentally friendly garments. Besides, they should follow ethical and moral values and their production processes should be environmentally friendly.

As stated by our research results, consumers are not highly affected from fast fashion factors and they give importance to sustainability factors. Accordingly, most of the consumers do not buy clothes only because they like their design or for their pleasure. Besides, they indicate that they do not buy more clothes each year and they do not put more clothes to garment collection boxes or donate to charity organizations for the use of needy people. These findings are also compatible with the literature [12,18]. Therefore, the apparel enterprises and brands should give more importance to designing and producing qualified, durable, classic and timeless clothes rather than fashionable, unqualified, flimsy and affordable clothes.

According to our research results, although Turkish consumers give importance to sustainability, they do not prefer to use or buy second hand clothes. This finding is also compatible with the literature [12]. At this point, the apparel enterprises and brands should follow marketing strategies which promote second hand garment use.

According to the literature, women are more interested in fashionable clothing with regard to men [18,28,31]. Similarly, according to our findings, women consumers' apparel buying behaviors are more affected from the fast fashion factors with regard to men consumers. In addition to this, women consumers' apparel buying behaviors (especially during buying fast fashion products) are less affected from sustainability factors with regard to men consumers. At this point, apparel enterprises and brands, which produce clothes for women, should design and produce more chic and stylish clothes in order to lead consumers towards sustainability. Moreover, apparel brands and enterprises, which produce clothes for men, should give more importance to sustainability factors and reflect this situation to their consumers.

As it is indicated in the literature, young consumers generally do not show sustainable apparel consumption behaviors [1,18,24,27,28,32]. Similarly, according to our findings, as the consumers' ages are increased, the environmental sustainability effects on consumers' apparel buying behaviors are also increased. Also, as the consumers' ages are decreased, the fast fashion effects on consumers' apparel buying behaviors are increased. Therefore, apparel brands and enterprises should inform young consumers about sustainability and increase the amount of timeless but chic clothes within their collections in order to lead them towards sustainability. Besides, apparel enterprises and brands, whose target groups are at their middle ages or over, should give more importance to sustainability factors and should reflect this importance to them.

According to the findings of our research, consumers are not ready to pay more to environmentally friendly apparel products. This finding is also compatible with the literature [5,28,37]. At this point, the apparel enterprises and brands should actualize their sustainability activities without reflecting an incremental cost to their products or with a slight incremental cost.

To sum up, this research contributes to the literature by revealing the interactions of sustainability and fast fashion concept on the basis of Turkish consumers. Also, it highlights and proves some of the previous findings within literature on the basis of Turkish consumers. However, the research also possesses some limitations. The survey can be conducted in more cities or different countries and thus, more comparisons can be made.

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