

FROM FAST TO SLOW FASHION

Raising students' interest in sustainable fashion through education to foster sustainable behaviour

01. INTRODUCTION

- The fashion industry is the second most polluting industry in the world, benefitting from young consumers' high willingness to buy many clothing items in a short time frame, making it a low-involvement product
- It's necessary to make fashion a high-involvement product again, which is consciously decided upon --> turning fast fashion into slow fashion
- One way to foster this change is over education, raising awareness for the industries defects
- This study focusses on *how* education can be used exactly to foster this change

02. LITERATURE REVIEW

- Behaviour can be explained with the *Theory of Planned Behaviour*, whereas *attitude* leads to *intention* that leads to *behaviour* (Ajzen, 1991)
- While many consumers have a sustainable attitude, green behaviour is lacking, which is recognized as the *attitude-behaviour-gap* (Terlau et al., 2015)
- Reason for this gap: Consumers make quick & unconscious decisions, while sustainable behaviour needs slow & conscious decisions (Khaneman, 2012)
- Important tool: formal, non-formal, informal education to raise awareness
- How exactly this can happen is yet an immature research field (Choi et al., 2010)

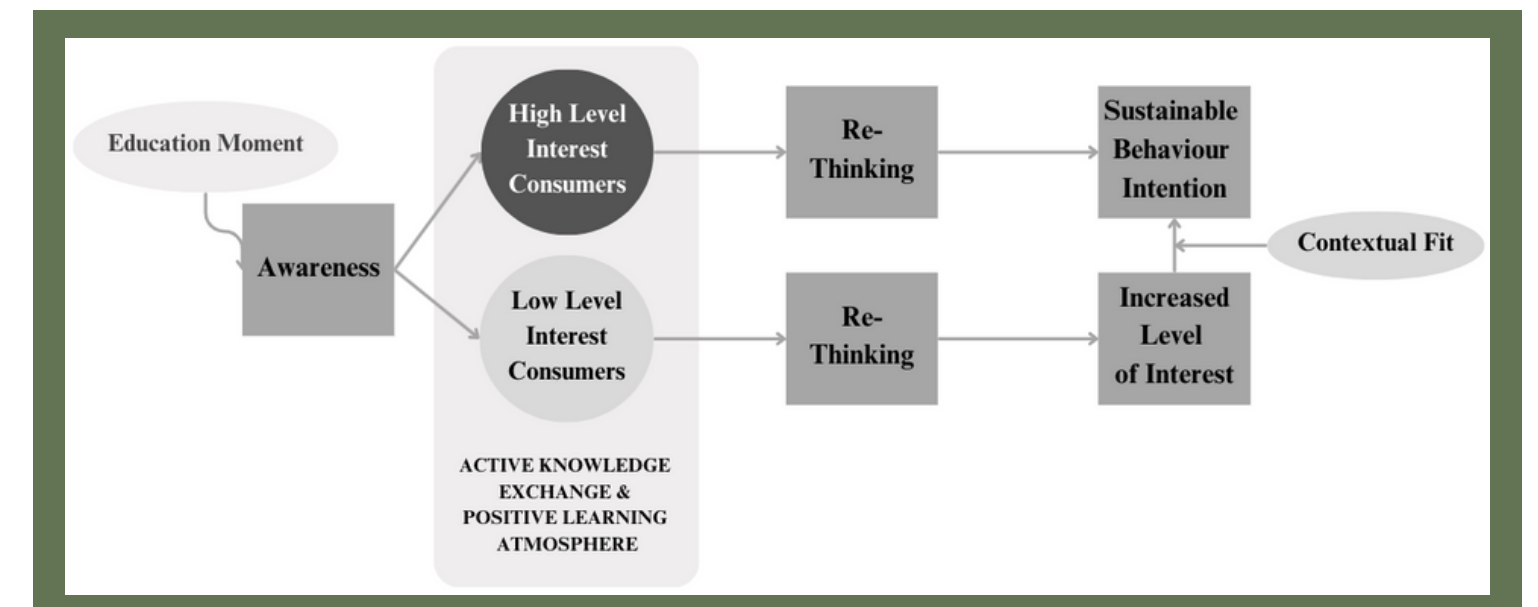
03. METHODOLOGY

- Comparative, qualitative research design
- Pre-Assessment Survey (15 min), Educational Workshop (1,5 hours), Post-Assessment Interviews (30-40 min; semi-structured)
- Purposeful sampling: 8 students familiar with the researcher to create positive learning atmosphere & fitting to Generation Y age
- Voice recorded, transcribed, coded
- Study checked by CF Ethics Committee

04. RESULTS

- 8 axial coding groups fitting to 3 main topics: Awareness, Re-Thinking, Sustainable Behaviour Intention
- Overarching topic: *Level of Interest*
- Low-interest participants use sustainable alternatives only if situation fits (time, accessibility, budget, positive surrounding)
- The higher the interest in sustainable fashion, the less important the contextual fit is

05. DISCUSSION



06. CONCLUSION

Through matching high and low-interest consumers, active knowledge exchange can happen, that leads to individual re-thinking and a higher intention to behave sustainably. Behaviour change is a lengthy and complex process. Thus, further longitudinal field experiments are recommended to find out when this interest level rise leads to a behaviour change.

FROM FAST TO SLOW FASHION

Raising students' interest in sustainable fashion through education to foster sustainable behaviour

07. REFERENCES

Ajzen, I., 1991. The theory of planned behavior. *Organ. Behav. Hum. Decis. Process., Theories of Cognitive Self-Regulation* 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Choi, M.Y., Didham, R.J., Strategies, I. for G.E., 2010. Pathways for Promoting Sustainable Consumption: How governments can initiate effective Education for Sustainable Consumption, Sustainable Consumption and Production in the Asia-Pacific Region. Institute for Global Environmental Strategies.

Kahneman, D., 2012. Schnelles Denken, langsames Denken. Siedler Verlag.

Terlau, W., Hirsch, D., 2015. Sustainable Consumption and the Attitude-Behaviour-Gap Phenomenon - Causes and Measurements towards a Sustainable Development. *Int. J. Food Syst. Dyn.* 6, 159–174. <https://doi.org/10.18461/ijfsd.v6i3.634>