The fast fashion market and the (in)sustainability of the sector from the point of view of university students at Unifesspa in Rondon do Pará – PA

O mercado fast fashion e a (in)sustentabilidade do setor sob o ponto de vista de estudantes universitários da Unifesspa de Rondon do Pará – PA

El mercado de la Moda Rápida y la (in)sostenibilidad del sector desde la óptica de los universitarios de la Unifesspa en Rondon do Pará – PA

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Abstract: The fast fashion sector is characterized by mass production, high turnover of clothing items on the market, and low prices, driving unrestrained consumption mainly by young people. Therefore, this research aims to analyze the perception of university students at Unifesspa in Rondon do Pará concerning the consumption of fast fashion and environmental issues. To achieve the results, quantitative procedures and sampling of the survey type were used, with a sample of 46 respondents, enabling descriptive analyses and assertions about the scenario of the population of interest. The results indicate that the 'price' factor is the biggest motivator of consumption in the fast fashion system, followed by the factors 'fashion trends' and 'influence of social networks'. Regarding their perception regarding consumption and sustainability, students understand the environmental problems caused by the fast fashion system and the importance of environmental practices, however they still do not frequently carry out some of them. The importance of discussions about the environmental problems of the textile industry and the implementation of actions to mitigate rampant consumerism and its impacts over the years is concluded.

PALAVRAS-CHAVE
Consumismo. Indústria Têxtil. Gestão Ambiental.

Resumo: O setor de fast fashion é um sistema que tem como características a produção em massa, alta rotatividade de peças de vestuário no mercado e com preços baixos, impulsionando o consumo desenfreado, principalmente pelo público jovem. Portanto, a presente pesquisa tem como objetivo analisar qual a percepção dos estudantes universitários da Unifesspa de Rondon do Pará em relação ao consumo de fast fashion e a problemática ambiental. Para o alcance dos resultados, utilizou-se procedimentos de natureza quantitativa e amostragem, do tipo survey, com uma amostra de 46 respondentes, possibilitando análises descritivas e asserções acerca do cenário da população de interesse. Os resultados apontam que o fator 'preço' é o maior motivador de consumo do sistema fast fashion seguido dos fatores 'tendências de moda' e 'influência das redes sociais'. Quanto a sua percepção em relação ao consumo e a sustentabilidade, os alunos compreendem os problemas ambientas causados pelo sistema fast fashion e a importância das práticas ambientais, no entanto, ainda não realizam com frequência algumas delas. Conclui-se a importância das discussões acerca dos problemas ambientais da indústria têxtil e a realização de ações para a mitigação do consumismo desenfreado e seus impactos ao longo dos anos.

PALABRAS CLAVE
Consumismo. Industria Textil. Gestión Ambiental.

Resumen: El sector de la moda rápida es un sistema caracterizado por la producción en masa, la alta rotación de prendas de vestir en el mercado y los bajos precios, lo que impulsa el consumo desenfrenado principalmente por parte de los jóvenes. Por lo tanto, esta investigación tiene como objetivo analizar la percepción de los estudiantes universitarios de la Unifesspa de Rondon do Pará en relación al consumo de moda rápida y cuestiones ambientales. Para lograr los resultados se utilizaron procedimientos cuantitativos y de muestreo, del tipo encuesta, con una muestra de 46 encuestados, lo que permitió realizar análisis descriptivos y aseveraciones sobre el escenario de la población de interés. Los resultados indican que el factor 'precio' es el mayor motivador del consumo en el sistema de moda rápida, seguido de los factores 'tendencias de la moda' e 'influencia de las redes sociales'. En cuanto a su percepción respecto al consumo y la sostenibilidad, los estudiantes comprenden los problemas ambientales que genera el sistema fast fashion y la importancia de las prácticas ambientales, sin embargo aún no realizan con frecuencia algunas de ellas. Se concluye la importancia de las discusiones sobre los problemas ambientales de la industria textil y la implementación de acciones para mitigar el consumismo rampante y sus impactos a lo largo de los años.

Introduction

Unbridled consumerism and an industry that aims solely at profit through constantly renewed fashion items are among the main agents responsible for the climate emergency that threatens ecosystem balance (Marafon, Miyashiro Junior, & Vasconcelos, 2023). Discussions regarding the topic of environmental sustainability have been becoming more common each year due to the increase in climate variations, scarcity of natural resources, and the environmental impacts caused by our actions through the use of these resources as raw materials for the creation of our consumer goods (Bortolon & Mendes, 2014).

This situation creates a problem for all of humanity, which is to understand what can happen in the future with the planet if environmental crises continue to grow, making rampant and unnecessary consumerism a harmful reality for environmental quality (Nascimento, 2012). Other deeper questions arise about specific topics, such as: People are concerned about the sustainability of the products they consume, especially as consumers of the fast fashion market. What is university students' perception regarding the consumption of fast fashion in the face of environmental sustainability issues? Therefore, these questions are gaps that need to be studied and raised by scientific research.

Consumerism surpasses human desires and is leveraged by technology with algorithms and artificial intelligence (Coutinho, 2021). People start to follow the latest fashion trends, accumulating and disposing items, even before the end of their useful life (Marafon, Miyashiro Junior & Vasconcelos, 2023).

The large-scale consumption of products that undergo industrialization processes leads to the large generation of solid waste. Generally, it does not have a proper disposal logistics, resulting in increased areas for improper disposal, known as dumps, being a negative effect for the ecosystem and human health (Mucelin & Bellini, 2008).

This occurred due to the incompatibility between the lifestyle guided by accumulation and excessive consumption and the way to obtain these resources. It consists of an unsustainable exploitation relationship, where natural resources are extracted in quantity and speed higher than necessary for natural regeneration. Thus, products accumulate in quantities that exceed the survival needs of the human species (Alvarenga & Rocha, 2024).

However, this action has become one of the biggest contributors to environmental damage and brings a discussion to the fashion market. Therefore, the influence of large-scale consumption causes several brands in the textile segment to currently want to be present in the mass consumer market, thus producing products with a shorter lifespan, in exchange for lower prices, in addition to constantly offering new products to consumers (Araújo, Broega, & Ribeiro, 2014).

The textile market is one of the largest contributors to solid waste disposal in landfills or dumps. According to data collected by IBGE (2022), the clothing market saw a 33.9% increase in sales in April 2022, one of the main markets responsible for the increase in retail sales for that month.

The environmental impacts of the textile market are evident from the cultivation of cotton, the raw material for fabric production, to the dyeing and cutting process of the material. All these processes generate waste that will be discarded, causing irreversible long-term damage, such as using pesticides in cotton planting that are harmful to soil and human fertility. Already in the pigmentation stage, different types of effluents are discharged into rivers and seas through the dyes used, which mostly contain acids and other highly toxic components responsible for altering the quality of water resources and marine life (Toniollo, Zancan, & Wüst, 2015).

Given the presented issues, this work is justified by the need for students and society to reflect on the importance of understanding the environmental impacts caused by consumerism so that it becomes a frequent topic among society and forms more sensitized people about sustainability and behavior change.

Given what was presented, it is possible to see that fashion is directly linked to sustainability, and knowing that its target audience is young people, this work seeks to understand the perception of university students in Rondon do Pará regarding the consumption of fast fashion. Furthermore, this research aims to analyze the consumer profile, their

behavior towards clothing consumption and fast fashion, their disposal habits, and consumption motivators, and to verify their perception regarding the relationship between sustainability and fast fashion. The context of environmental degradation triggered by the fashion industry, with students from the administration course in the municipality of Rondon do Pará.

Theoretical elements of research

Fast Fashion – Evolution of the concept

Fashion is everything that is used to express something, whether feelings or power. Fashion follows trends dictated by people's customs and traditions from the beginning of their existence to the present day (Bishnoi and Guru, 2024; Ferreira, 2015).

Fashion should be seen as something beyond just wearing a piece of clothing; it should be understood as a form of expression that explains a certain period and reflects social and political forces. Using prints, textures, and different designs is a way to stand out from the others, which leads to understanding the creation process of that piece. Fashion is culture and art and is increasingly present in our lives, which makes companies in this sector experience significant growth (Frings, 2012).

According to Lipovetsky (1989), unlike the understanding we have today about fashion, it has been present in all eras and generations because, since the birth and development of the Western world, fashion has emerged as an inseparable process. However, there was nothing before the appearance of fashion that promoted its characteristics of novelty, instability, and ephemerality.

As Pollini (2018) states, fashion was only recognized as an independent system at the end of the Middle Ages. After that, a revolution occurred in the market, centralizing fashion in various sectors, but only the clothing market was responsible for expressing the true meaning of fashion.

For many centuries, fashion was a way to represent the wealthier classes, symbolizing status and differentiation, accessible only to those who were part of the nobility. Between the passage of the 16th and 17th centuries, this idea began to change when the bourgeoisie, advancing economically, also began to have access to fashion with its forms, fabrics, and materials that only the nobility could use (Lipovestky, 1989). With this, it is possible to understand that clothing consumption played an important role in the differentiation of social classes so that both fashion and consumption are associated and should be analyzed together, considering impulse buying and necessity buying (Cengiz and Şenel, 2023; Berlin, 2009).

According to Sebrae (2019), fast fashion, a term in Portuguese but commonly known as fast fashion, is a concept of retail clothing marketing that aims for a quicker turnover of items in store windows, meaning the constant exchange of clothing items in retail, seeking high turnover production and lower, more affordable prices. Developed in the European market in the late 1990s, it became common in the Brazilian retail market through large department stores and reaching micro and small businesses in the clothing sector.

This market model is based on flexibility and speed, which may explain its success in the fashion market today, given that we live in an era of immediacy and the constant search for newness. Furthermore, fast fashion can be easily applied in companies open to meeting market trends (Souza et al., 2014).

Based on the information obtained by Sebrae (2019), this segment has been responsible for dictating what can be a trend in the clothing market, with trends that emerge every fifteen days or even weekly. Because of this, retailers need to update themselves whenever a novelty arises to meet the needs of their audience, as they are the ones who define the demands of the fast fashion market model.

The constant and unsatisfactory pursuit of global society to always have something new is what makes the concept of fast fashion one of the most influential in terms of clothing consumption.

However, the mass growth of consumption in short periods increases the accumulation of waste and, consequently, disposal, which causes environmental imbalances and directly affects society (Duarte, 2021).

Growth of the fashion industry of fast fashion

Consumption has become a part of society to the point of becoming a characteristic of current generations, who have come to see consumption as a necessity that intensifies at every moment in the face of brands and advertisements responsible for always presenting new products that awaken the desire to buy and the idea of the need to consume more than necessary, leading to large-scale disposal (Berlin, 2012)

As one of the largest consumer markets, fashion is present in various cultures and is determined by customs, climate, region, and religion (Hao, Do, and Nguyen, 2024). Brazil is an example of dressing according to the region in which one is located due to being a culturally diverse country with varied climates. For this reason, the fashion industry in Brazil stands out for its large production volume and job creation, impacting the national macroeconomy (Ferreira, 2015 & Wallentina, 2017).

Soon, the fast fashion market stands out when it comes to growth, as the significant growth of companies that have adopted this production style is evident, such as the brands Zara, C&A, Renner, Riachuelo, and other major brands in the same segment (Sull & Turconi 2008).

The rapid changes in the market require that large groups of companies in the textile sector focus on more practical measures to ensure efficiency and maximize gains. To do this, they focus on their main processes, such as distribution channels, commercialization, marketing, design, and product development, so intangible activities receive greater attention (Bento et al., 2008). With this, production becomes outsourced, and the choice of region for relocating the company's production activities is made by seeking countries with lower taxes, fees, and labor costs (Ferreira, 2015).

For a better understanding of how the fashion industry is organized, Ferreira (2015) states that it consists of four main actors, respectively: the brand, the holding company to which the brand belongs, then the countries with the lowest entry rates for companies in the fast fashion segment, and finally the outsourced companies responsible for production.

Brands have the function of developing trends together with the design team and stylists to create the best pieces according to trends and attract the attention of the target audience; secondly, there are holdings, which are companies responsible for managing the brand to improve its positioning, enhancing its competitiveness, and increasing bargaining power in the relationship with suppliers due to the high consumption rate of the product being sold (Ferreira, 2015; Alano, Campos, & Souza, 2011).

It is also important to mention the textile industry, which is responsible for supplying the fabric, the main raw material of the clothing industry, in addition to the distributor who, with the help of logistics, manages to deliver the final product to the market in the shortest possible time; and finally, marketing, which with its various strategies is responsible for influencing consumption by exploiting the need for the product (Ferreira, 2015).

Lipovestky (2007, p.25) understands that the idea of the necessity to consume a certain product is characterized as a cycle that repeats every time we manage to meet the need that was created, but that soon begins when we come across something new in the market, thus creating a desire to consume.

However, this consumption cycle, which has been developing throughout the fast fashion market and in other sectors, brings with it both environmental and social consequences, such as the case of unregulated labor concentrated in countries like China, India, and Korea. Thus, companies reduce manufacturing costs to sell these pieces at a lower price by not offering adequate working conditions, with salaries well below expectations

and other factors that constitute slave labor (Silva & Nascimento, 2021).

Consumer behavior of fast fashion

According to the studies of Kotler and Keller (2012), consumer buying behavior can be understood by the influence of some factors, such as:

Cultural: Cultural factors are the ones that have the greatest influence because they are acquired from childhood, building perceptions, values, and preferences throughout the consumer's life;

Social: The social factor concerns consumer behavior concerning family influences, reference groups, status, and social roles.

Personal: Being influenced by values, lifestyle, age, stage of the life cycle, financial issues, and self-image.

Psychological: Psychological stimuli are divided into motivation, perception, learning, and memory, which, along with some consumer characteristics, influence the purchase decision.

In this sense, some of the main reasons for fashion consumer purchases listed by Frigs (2012) can be classified as rational or emotional; they are:

Being attractive, as there arises a need for pieces that have a good fit, enhancing the physique of the wearer;

Being in fashion, buyers feel the need to follow trends, which leads them to get rid of pieces that are still in good condition but are no longer part of the trends;

- Impress others, people can use the pieces as a way to position themselves in a certain class of society and, for that, use more expensive brands as a status symbol;

- Being accepted by friends, colleagues, or groups, thus using fashion as a form of belonging.

Regarding the reasons that lead to the consumer's purchase decision of fast fashion, Nunes and Silveira (2016), through a survey involving fashion experts and respondents from the South and Southeast of Brazil, identify six main factors, namely: the variety of product models; the store environment; the high turnover of new products; price; the lean depth of models in stock and the new current fashion trends that are present in the product mix. All these factors that determine the purchase decision take into account emotional and psychological influences because, as the consumer plays a central role in this market, all efforts to attract the customer's attention seek to provoke their emotional and psychological senses (Kotler and Keller, 2012; Hageman et al., 2024).

Clothing sector, economy and sustainability

One cannot deny the power that the fashion industry has possessed throughout its development worldwide. This market, in addition to being able to attract loyal admirers to its various niches and being recognized for its strong influence on consumer behavior, is also responsible, according to Forbes (2015), for occupying fourth place as one of the most profitable industries in the world.

However, amid the accelerated pace of market domination of fashion in various spheres of society, it is possible to see that production techniques and strength are still based on the mass exploitation of resources, which makes this market still seen as unsustainable (Joshi and Kumar, 2024).

This is the case with the production models executed by almost all fast-fashion industries, which have been generating various environmental effects, such as the use of chemicals and the large volume of water that is used in production (Carvalho, 2017).

Through research on the topic of sustainability, Mikhailova (2014) considers that the integration of three actions is essential for sustainable development, these actions being related to the three pillars developed by the UN:

Growth and Economic Equity – Seeks responsible economic growth and ensures that all nations and communities are considered in this growth;

Social Development – Considers that in addition to the rights already established for everyone, such as housing, employment, and education, it should be included that social diversities and labor rights are ensured and that the

entire society can participate in decisions about its future;

Conservation of Natural Resources – To conserve natural resources, Actions must be taken to reduce pollution and invest in changing society's habits.

The fashion industry must be questioned and evaluated regarding its environmental impacts. This market has been one of the most prominent sectors of the economy each year due to the creation of job opportunities, the creation of new businesses, and its cultural influence and encouragement of the potential of the region where important issues for the development of a country are developed (Carvalho, 2017).

However, this concern becomes greater when talking about the fast fashion market, understanding that its main criterion is encouraging large-scale consumption guided by consumer demand, who are, in this case, responsible for directing how long the pieces will stay on the market. These actions, if carried out uncontrollably, can contribute to the increase in waste disposal, emission of pollutants, and discharge of effluents into the waters, due to the finishing process in textile production dyeing (D'Adamo, Garza-Reyes, and Gastaldi, 2024; Revide, 2014).

Clothing is present in people's lives at all times, making it so intertwined with human activities that it is difficult to understand a piece of clothing as a product and that its production can cause irreversible environmental damage (Bishnoi & Guru, 2024).

It is not only the environmental damage that comes to be seen as a problem but also the social impacts that the textile industry brings with it, in the case of child labor exploitation and slave labor, consequences of the search for cheaper labor by the textile industries and the fashion market (Berlin, 2012).

Methodological elements of research

This section will present the methods and processes used to develop the research application, such as the type of research to be used, its universe and sample, and how the collected data were analyzed. Through the chosen methods, we seek to address the research problem: What is the perception of Unifesspa university students from Rondon do Pará regarding the consumption of fast fashion to environmental sustainability issues?

Characterization Of The Research

How the research type was classified was based on its general objectives since, according to Gil (2002), to classify research, its objectives are usually analyzed as criteria. Thus, the research can be classified into three groups: exploratory, descriptive, and explanatory. A closer approach to the topic is sought when choosing exploratory research due to the lack of knowledge about it. For descriptive research, the objective is to relate the different variables of a study to analyze the various characteristics present in a group, population, or phenomenon. For this reason, the analysis techniques used for descriptive research are generally questionnaires and systematic observation. For this reason, the present research is descriptive, as it describes university students' perception of the consumption of fast fashion and environmental sustainability issues.

For Cresswell (2010, p.26), qualitative research is how the researcher seeks to explore and understand more deeply the various meanings that individuals may attribute to social or human problems according to the context in which they are inserted. He states that quantitative research is a means of testing objective theories and investigating the relationship between the variables. Therefore, for this research, the method used is a quantitative approach, as it conducts the investigation through quantitative data on university students' perceptions related to the consumption of fast fashion and environmental sustainability issues.

Universe and sample

The criteria for choosing the population were established to achieve the specific objectives and

address the present research issues. Thus, Moresi et al. (2003) state that the population or sample of a survey is defined by the sum of all individuals who share common sets of characteristics that one wishes to analyze and understand. Therefore, the chosen universe was the university students of the Administration, Accounting Sciences, and Journalism courses in the municipality of Rondon do Pará, totaling 317 university students. According to research presented by Blooberg (2017), young people between adolescence and the beginning of their adult phase are more interested in consuming fast fashion due to the various trends offered by this system and its more affordable prices. Furthermore, a sample of university students is considered adequate for this study because the theme to be investigated is fashion/market fast fashion, a category considered of interest to this audience (Kalb, 2020).

It is worth remembering that this study's audience was chosen because it has more access to information, sustainable trends, the implications of this type of consumption, and even social ones due to companies' lack of social responsibility towards employees. Therefore, it was sought to verify whether, given the training received in the academic environment, this audience is able to carry out this analysis or demonstrate awareness regarding their consumption.

The survey sampling technique was used for sample selection. A frequently used tool in quantitative research is the survey, which consists of a group of questions applied to a population sample. The instrument enables the explanation and assertions about a given scenario, even without applying the questionnaire to the entire population of interest, but to a sufficient sample size (Babbie, 1999). This measurement process is appropriate for gathering information in a structured interview, in conjunction with quantitative research and descriptive analyses, enabling the inference of conclusions through observations of a small sample of the population (Cooper & Schindler, 2008). Thus, as mentioned above, the population for this research comprises university students from the Administration, Accounting Sciences, and

Journalism courses in the municipality of Rondon do Pará, totaling 317 university students. A confidence level of 85% was adopted, and a margin of error of 10% and thus, the number of respondents needed for the survey was obtained at 45 respondents, according to the survey sampling technique, with the calculation performed by the formula described below:

$$Sample\ size = \frac{\frac{Z^2 \times p(1-p)}{e^2}}{1 + (\frac{Z^2 \times p(1-p)}{e^2 N})}$$

Where:

N: population size; e: margin of error (percentage in decimal format); z: z-score (the number of standard deviations between a given proportion and the mean).

Forty-six questionnaires were analyzed, more than enough according to the sample size calculation.

Data collection and analysis plan

The instrument used for data collection was a structured questionnaire containing 19 multiple-choice questions and a 6-point Likert scale. It aimed at obtaining information about the respondents' profile, consumption behavior, purchase decision factors for fast fashion, sustainable habits, and perception regarding consumption, fast fashion, and sustainability.

Google Forms was the tool chosen for creating the form because it contributes to a greater reach of respondents according to the available time and the type of sample chosen. Thus, the main means of sending the forms was via WhatsApp, where the received link directed the interviewee directly to the form containing the questions. The questionnaire link was available from February 9 to 23, 2023, and 46 forms were received.

The questionnaire was prepared with 19 questions structured in seven sessions (Profile of respondents; Consumption and fast fashion – Behavior; Mechanisms of motivation for the consumption of fast fashion; Practice of sustainable habits in clothing consumption; and Perception

regarding clothing consumption and sustainability. Moreover, for discussion, the authors were used: Bortulizzi (2012); Gentil (2016); Berlim (2012); Araújo et al., (2014); Sapper (2018); Nunes e Silveira (2016); Martins, Martinele, & Bovo (2016); Silva (2016); Lipovetsky (2007); Toni, Larentis, & Mattia (2012); and Berlim (2012).

Presentation and discussion of results

For Marconi and Lakatos (2002), the use of tables for data presentation makes it easier for the reader to view and identify the data better, thus helping them interpret them best, as they include all important details and relationships.

Respondent Profile

Table 1 presents the profile of the respondents and their corresponding percentages.

Table 1
Respondent Profile.

VARIABLE	DEMOGRAPHIC DATA	%
GENDER	**Female**	**72.7**
	Male	27.3
	Other	-
AGE	**17 to 25 years old**	**72.7**
	26 to 35 years old	25
	36 to 45 years old	-
	46 to 55 years old	2.3
COURSE	**Administration**	**52.3**
	Accounting	31.8
	Journalism	15.9
MONTHLY INCOME	**< 1 minimum wage**	**61.4**
	1 minimum wage	27.3
	2 minimum wages	4.5
	3 minimum wages	-
	> 3 minimum wages	6.8

Source: survey data.

The results were about 46 people, 72.7% female and 27.3% male. Regarding the age group of the students, the majority are between '17 to 25 years old' (72.7%), followed by the '26 to 35 years old' group (25%). Regarding the monthly income, the most present in the survey was 'less than 1

minimum wage' with a percentage of 61.4%, followed by '1 minimum wage' (27.3%). Most respondents were from the Business Administration course, with 52.3%.

Regarding the age group data obtained in this survey, 72.7% are between 17 and 25 years old, and 25% are between 26 and 35 years old. The author Bortulizzi (2012) points out that young consumers, unlike older consumers, being more connected with various information media (shopping sites, blogs, magazines, and social networks), end up preferring to acquire the trendiest pieces, leaning towards the fast fashion market, with its more affordable prices and high product turnover.

Consumption and fast fashion – Behavior

The fashion industry in Brazil has an economic impact, being one of the largest companies responsible for job creation, with large production volumes and growing participation in the country's exports and imports. According to updated data from ABIT (Brazilian Textile and Apparel Industry Association), the textile and apparel industry revenue in 2021 reached R$190 billion, which totaled 8.1 billion pieces produced for retail. With this, the research conducted some questions regarding the consumption behavior of the students. Regarding the frequency of students buying items from fast fashion brands, 68.2% stated that they often consume fast fashion items, while 31.8% stated that they do not consume frequently (Table 2).

The growth driven by the desire to buy more and more fast fashion products can also be understood through the idea that Gentil (2016) points out about consumption, stating that the individual's consumption flow demonstrates how satisfied they felt, which will reflect in how marketing professionals will develop strategies aimed at specific consumers, ensuring their frequency in purchasing the product.

Table 2
Consumption behavior

Variable	Variable Levels	%

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Usually frequently consumes fast fashion products (shoes and clothes)	Yes	68.2
	No	31.8
Has already performed immediate disposal of parts	Yes	59.1
	No	40.9
Considered stopping consuming fast fashion for realizing the environmental impacts caused by the system	Yes	38.6
	No	61.4

Source: Research Data.

On the other hand, a society based on consumption is influenced and manipulated by marketing strategies. People consume goods they don't need and experience a false sense of happiness as a condition of inclusion in a consumer society (Bauman, 2008).

Among the impacts involving the production of the textile industry, a worrying factor is disposal, part of the life cycle of the pieces that occurs both in production and after the acquisition of the product by the consumer (Berlin, 2012). Data from Abrelpe (*Associação Brasileira de Empresas de Limpeza Pública e Resíduos Espaciais* - Brazilian Association of Public Cleaning and Space Waste Companies) states that Brazil discards 4 million clothes and textile waste, which is equivalent to 5% of all waste produced in Brazilian territory. Given this, respondents were asked if they had already immediately discarded their pieces, and 59.1% of the students stated that they had already discarded some piece of clothing right after use or even before using them, and 40.9% stated that they had never immediately discarded the pieces (Table 2).

Still on this issue, Araújo et al. (2014) point out that following trends in the fashion industry accelerates the product life cycle and consequently leads to the disposal of items. Thus, whenever a new color, shape, fabric, or material emerges, the consumer is influenced to prematurely discard the piece, as it no longer fits the fashion. What can be noticed is that, in addition to the textile industries, consumers influenced by the consumption behavior introduced by the fashion sector are also largely responsible for the increase in textile waste disposal.

According to Table 2, when asked about changing shopping habits in fast fashion stores due to the environmental problems caused by the

system, as shown in Table 2, about 38.6% have already thought about changing their shopping habits in fast fashion stores. In comparison, 61.4% do not consider changing their habits when shopping in fast fashion stores. Fast fashion consumers have developed in parallel with this system and, over the years, have begun to review their consumption behavior. Sapper (2018) understands that fast fashion consumers are evolving in a society with more conscious consumers concerned with environmental and social issues, known as 'new consumers'. However, the fast fashion system has managed to insert itself into the market, gaining loyal followers that tend to grow constantly.

This growth can be justified through the use of technologies by fast fashion companies due to their sales method using artificial intelligence systems through algorithms in the consumer's decision-making power (Coutinho, 2021).

Motivation mechanisms for the consumption of Fast Fashion

It is known that the fast fashion market has one of its characteristics: always delivering trends to consumers as quickly as possible and having the customer as the central actor to determine the trends they want and the timing. "The genesis of a fast fashion market brought a new way of producing and a new way of consuming" (Oliveira & Ayrosa, 2019, p. 108). With this, the market model fast fashion seeks to work all its strategies to drive purchase desire, stirring the emotional and rational senses of the consumer (Nunes & Silveira, 2016). Due to this, the research sought out from the students what the main mechanisms motivate them to consume fast fashion (Table 3).

Table 3
Purchase motivators of fast fashion

The main reasons that lead you to consume fast fashion	
VARIABLES	**%**
Quality of parts	9.1
Variety of parts	4.5
Influence of social networks	13.6

Fashion trends	15.5	
Price	47.7	
Others	9.1	

Source: Research Data.

As presented in Table 3, about 47.7% of students consider the price factor as one of the main motivators for consuming fast fashion products, followed by fashion trends (15.5%) and social media influence (13.6%). In contrast, factors such as quality and variety of pieces are considered the least relevant motivators for students to consume the fast fashion system. According to Nunes and Silveira (2016), the most attractive prices in the fast fashion market influence consumers to secure new pieces for their wardrobe more frequently, as it allows them to constantly update their purchases with different pieces without radically interfering with their budget.

The results also show that the price factor is one of the main motivators for consuming fast fashion, which can be reinforced when analyzing the profile of the respondents, where the monthly income of less than one minimum wage had a percentage of 61.4%. Thus, young people seek to consume products from this market mainly due to the affordability of prices, which contributes to the goal of the fast fashion system, which is large-scale sales generating a significant increase in consumption.

Practice of sustainable habits in clothing consumption

In the same way that the textile industry developed. The fast fashion system began to gain more and more followers; given the social and environmental impacts of these two sectors, the need also arose to develop new consumption habits based on conscious and sustainable consumption aimed at prolonging the product's life cycle (Martins et al., 2016). Regarding sustainable practices in clothing consumption, respondents were asked about their concern about preserving their garments to extend their usage time, and 88.6% of the students stated that they were concerned about preserving their garments. In

comparison, 11.4% stated that they were not concerned about extending the usage time of their garments, as shown in (Table 4).

Table 4
Sustainable consumption habits.

VARIABLES	VARIABLE LEVELS	%
Concern about the conservation of the piece	**Yes** No	**88.6** 11.4
Changed consumption habits for sustainability reasons	Yes **No**	36.4 **63.6**
Has the habit of donating clothes	Yes, every year, I donate clothes. **Yes, but infrequently.** I never donate clothes.	43.2 **53.3** 4.5
Seeks to consume products or brands that have some type of environmental responsibility	Yes, I always try to buy from sustainable stores or brands. **Yes, but infrequently.** I am not looking.	11.4 **54.5** 34.1

Source: Research Data

Still, regarding sustainable consumption habits, only 36.4% have changed them for sustainable reasons, while 63.3% say they have never changed their consumption habits (Table 4). It is still little noticed that people who care about sustainable issues concerning consumption are still in the process of evolution by looking at their actions and consumption habits (Silva, 2016). From the author's point of view, Lipovetsky (2007), society is becoming more aware over time, starting to worry less about trivial matters that are only focused on the ostentation of products.

For fast fashion product consumers, declared knowledge about sustainability tends to be higher than actual knowledge due to overconfidence, leading to overestimating their attitudes toward sustainability (Zhang, Zhang, & Zhou, 2021).

Respondents were asked about seeking to consume products from brands with some type of environmental responsibility. Among the alternatives, 54.5% said yes, but infrequently, and only 11.4% said yes, I always try to buy from sustainable stores or brands, and 34.1% of

respondents said they do not seek to consume from brands or stores with some type of environmental responsibility (Table 4). To have a better quality of life, society has been undergoing a transition in search of improving its consumption habits and considering this; the consumer is more attentive to acquiring products from brands and companies that care about environmental issues (Toni et al., 2012).

According to Domingos and Lourenço (2019), people recognize the importance of sustainable consumption. However, the lack of accessibility to sustainable products due to their higher prices contributes to society's decision not to consume these products more frequently.

As for the habit of donating clothing items, 53.3% say they donate items but infrequently, 43.2% donate every year, and only 4.5% said they never donate clothes (Table 4). Donating clothing items can prolong their lifespan, preventing them from being discarded improperly, thus helping to reduce environmental impacts. Furthermore, the donation or sale of clothing items can contribute to the growth of thrift stores, according to Sebrae (2015, p. 53). Based on information obtained through Sebrae's national registry, the number of small businesses focused on the trade of used items achieved an annual revenue of up to R$ 3.6 million, with a growth of 210% in Brazil over the past five years. Therefore, this practice can help reduce the negative effects caused by disposal, contribute to the reuse of clothing items by reducing the impacts of improper disposal, and aid in economic and social development.

Perception regarding clothing consumption and sustainability

Questions were organized on a Likert scale to analyze students' perceptions regarding clothing consumption, fast fashion, and environmental sustainability issues. The results presented in Table 5 show that most students agree (45.5%) or totally agree (25%) that worrying about environmental issues when making a purchase is important. This shows that students care about considering sustainable aspects when making their purchases.

As for the influence of sustainable practices on purchasing decisions, 38.6% say they somewhat agree. As for the environmental responsibility of brands, (45.5%) agree, and (31.8%) agree that clothing brands should strive to be environmentally friendly. And about paying a higher price knowing that the product is environmentally correct (38.6%) somewhat agree and only (13.6%) disagree, reinforcing that students know the importance of consuming with environmental sustainability in mind.

Table 5
Perception of sustainability concerning consumption

SCALE ITEMS	1 %	2 %	3 %	4 %	5 %	6 %
Is it important to worry about sustainable practices when buying a piece?	2.3	2.3	4.5	20.5	**45.5**	25
Do sustainable practices influence your purchasing decisions?	9.1	11.4	20.5	**38.6**	13.6	6.8
Should brands seek ecological principles?	2.3	0	4.5	15.9	**45.5**	31.8
Would you pay more knowing that the product has an ecological bias?	13.6	6.8	13.6	**38.6**	20.5	6.8
Does the production and consumption of fast fashion negatively affect the environment?	6.8	2.3	11.4	**31.8**	25	22.7
Are you aware of the textile industry's impacts on the environment?	11.4	15.9	9.1	15.9	**31.8**	15.9
Do you agree that these impacts can be harmful to the environment (CO2 emissions, discharge of effluents into water, and disposal of textile waste)	2.3	0	2.3	11.4	27.3	**56.8**

The other three questions were about the perception of the negative impacts caused by the textile industry and the fast fashion system. About the impacts caused by the fast fashion system, (31.8%) somewhat agree, and (25%) agree that the production and consumption of the fast fashion system have negative effects on the environment. Thus, most students are aware of the impacts of fast fashion. When asked about their knowledge of the impacts caused by the textile industry, (31.8%) agreed to know. In comparison (15.9%) disagreed, demonstrating that a small portion of the students still do not know about these impacts. Finally, regarding the various impacts caused by the textile industry, such as water pollution and CO_2 emissions, the students were asked if they agree that these impacts harm the environment, and 56.8% said they agree.

The most discussed environmental impacts in textile industry production are related to the release of toxic products in the manufacturing process, excessive energy consumption, water consumption, solid waste generation, and CO_2, one of the gases responsible for the impacts of the greenhouse effect in the atmosphere, seen as causing the increase in the planet's temperature over the last 100 years, drawing attention to the impacts of fossil fuel use by industries. However, Berlin (2012) still shows that these impacts cannot be related only to industrialization, as one of the greatest impacts is generated by the consumer every day at the moment of washing with the use of chemicals and ironing of the pieces.

Final Considerations

The objective of analyzing the perception of university students from Rondon do Pará regarding the consumption of fast fashion was achieved. Furthermore, the methods used also made it possible to infer the consumption habits of this target audience.

Given what was analyzed regarding the consumption behavior of students, it is possible to notice that a large part of the interviewees are consumers of the fast fashion market. However, they not only consume frequently but also stated that they have already carried out the immediate disposal of the pieces, which is identified as a worrying aspect, since even in the face of the impacts presented by the uncontrolled consumption and improper disposal of these pieces, 61.4% of the students said that they do not consider changing their fast fashion consumption habits upon realizing the impacts that this market can cause.

Positive indicators can be noticed regarding the adoption of sustainable consumption habits, especially in relation to the conservation of items to prolong their usage time. However, this behavior may still be more related to economic factors than to concerns about sustainability.

For this reason, researching the topic proves to be academically important. In addition to raising awareness about this issue and its environmental impacts, solutions for developing more conscious consumption practices may also emerge.

Regarding students' perception of clothing consumption, fast fashion, and environmental sustainability issues, the research reveals that they understand the importance of practicing sustainability more frequently. However, it is noted that there is still a significant portion that is unaware of the impacts caused by the textile sector and the production and consumption of the fast fashion market; in conclusion, there is a need to emphasize more frequently topics about consumption and its impacts for the formation of more conscious managers.

One limitation of the research was that it was not possible to explore the managerial information of companies and regulatory agencies in addition to consumers to delve deeper into the theme and thus propose sustainable management practices.

Therefore, it is suggested that future studies involve managers and regulatory organizations (government and non-governmental organizations, among others).

Finally, it is hoped that the present study can contribute to the training of more conscious

managers with the reinforcement of teachers in the classroom on the subject, and beyond that, that this knowledge can surpass the barriers of the university, suggesting that a study be conducted on the consumption patterns of the residents of Rondon do Pará, and thus, through the results obtained, if possible, develop some alternatives to improve the awareness of the population. Given this, it is suggested that clothing donation campaigns be carried out in the academic environment and spread among these students the environmental and social impacts and consequences of this theme.

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