

The Influence of Fast Fashion Awareness On Clothing Disposal and Management Habits

Sarah Patumona Manalu^{1}, Dewi Sartika Br. Ginting², Ronald Leonardo Siregar¹, Yasmine Anggia Sari¹, Maicel Ria Debora Sinaga¹, and Ade Citra Nadhira¹*

¹Department of Environmental Engineering, Universitas Sumatera Utara, Medan, Indonesia

²Department of Computer Science and Technology Information, Universitas Sumatera Utara, Medan, Indonesia

Abstract. The rapid advancement of modern times has accelerated the development of clothing trends, leading to the emergence of fast fashion. The rise of fast fashion can lead to overproduction and excessive consumption, resulting in massive amounts of textile waste and hazardous emissions into the air, water, and soil. Concrete actions are required to mitigate clothing waste generated by fast fashion. This study aims to analyse the clothing habits of people in four major cities in Indonesia. The type of research used is quantitative and qualitative descriptive research. The subjects of this study were residents of Cianjur Regency, Medan City, Bandung City, and Jakarta City, aged 18-50 years, who had purchased clothes for their own use. The data collection technique used was by distributing questionnaires. The data analysis techniques employed were descriptive statistical analysis, correlation analysis, and thematic analysis. Results showed that 40% of respondents often threw away unused clothes, while 45% never recycled damaged ones. Statistical analysis revealed a significant positive relationship between fast fashion knowledge and clothing management habits (Spearman's $r = 0.556$, $p < 0.01$), and fast fashion awareness had a significant influence on clothing disposal behaviour ($\beta = 0.338$, $p < 0.001$). These findings indicate that higher awareness leads to more responsible practices, such as donating and reusing clothes rather than discarding them.

1 Introduction

Clothing is one of the primary human needs, as essential as food and shelter. In the modern era, the convenience of online shopping and the swift cycle of fashion trends have fueled the rise of fast fashion, a system that emphasizes speed and affordability to respond quickly to consumer demand. Fast fashion refers to a practice in the textile industry known as ready-to-wear, designed to generate trends rapidly and extensively. Considering the industry's environmental impact, change is necessary. The growth of fast fashion may trigger overproduction and uncontrolled consumption, resulting in massive textile waste and harmful emissions into the air, water, and soil..

* Corresponding author: sarahpatumona@usu.ac.id

According to the results of the Copenhagen Fashion Summit (2015), the apparel sector generates approximately 92 million tonnes of waste annually, which ultimately accumulates in landfills. This amount is equivalent to approximately 0.92–1.32% of the total annual global waste generation reported by the World Waste Management Conference (2021), which is approximately 7–10 billion tonnes. In Indonesia, textile waste accounts for 866,000 tonnes per year, equivalent to 2.6% of the total annual waste of 33 million tonnes..

According to Technical Textile Markets, the demand for polyester fibre has increased by 100% compared to the levels recorded fifteen years earlier, largely due to consumers' desire for fashion that changes frequently. Due to this situation, the fashion sector currently ranks as the second-most polluting industry on the planet, with the oil industry being the only one that pollutes more. In the UK alone, approximately 300,000 tons of previously owned clothing were sent to landfills during 2016. When clothing items made from natural fibres – such as cotton – are disposed of in a landfill, they behave similarly to food waste: as the material decomposes in an oxygen-deprived environment, it emits methane, a potent greenhouse gas. Synthetic fibre materials, such as nylon and polyester, consist primarily of plastic and are known for being exceptionally challenging to break down. During the manufacturing process of both varieties of clothing, they undergo chemical treatments involving bleaching, dyeing, and printing. Once discarded in landfills, these chemicals seep into the earth and the underground water..

The apparel sector holds the unfortunate distinction of being the second most prominent contributor to river contamination. Significant environmental harm has resulted from the sector due to the use of noxious substances in textile colouring and whitening, coupled with the release of resulting effluent into waterways. The colouring agents used contain harmful elements such as zinc, formaldehyde, and Chromium IV. The introduction of these substances into aquatic environments initiates widespread degradation.

The apparel sector is likewise the greatest polluter globally. This is supported by data from the Energy Institute, which indicates that Indonesia is the sixth-largest emitter of carbon emissions, with 691.97 million tons of CO₂ in 2022. Another fact also states that the fast fashion industry contributes more emissions than the aviation or flight industry..

Although the environmental impact of fast fashion has been widely documented at the global level, studies linking fast fashion awareness to actual consumer clothing management behaviours—particularly in Indonesia—remain limited. Previous research has mostly focused on consumerism patterns or industry-wide sustainability issues, but has not sufficiently explored how individual awareness and knowledge influence everyday practices, such as discarding, recycling, or donating clothes. This gap is particularly significant given the growing influence of Generation Z on shaping consumption trends, alongside the limited infrastructure and social practices for sustainable clothing management in Indonesia.

Thus, the purpose of this research is to examine how knowledge of fast fashion corresponds with garment care practices within communities located in four Indonesian urban areas: Cianjur, Medan, Bandung, and Jakarta. To tackle this current issue, an up-to-date approach is necessary, such as implementing a circular economic model. The concept of a circular economy also aligns with Sustainable Development Goal (SDG) 12, which aims to promote responsible consumption and production patterns. The SDGs represent a worldwide strategy endorsed by global leaders, including those from Indonesia, to eradicate poverty, reduce disparities, and conserve the natural world [1]. Employing the circular economy model is an actionable strategy for addressing the issue of mounting waste produced by the rapid turnover in the fashion industry, while simultaneously enhancing the efficiency of production processes within the broader economic system.

2 Materials and Method

The research was conducted in four locations in Indonesia, namely Cianjur Regency, Medan City, Bandung City, and Jakarta City. These locations were selected to represent a diversity of urban and semi-urban communities with varying levels of exposure to fashion trends and consumption behavior. Jakarta, as the capital city, represents the center of fashion consumption and cultural influence. Bandung and Medan are large metropolitan cities with strong youth populations and active online shopping cultures. Cianjur Regency, in contrast, was chosen to represent a semi-urban area where consumption habits may differ due to socio-economic and cultural contexts.

The study subjects were residents of Cianjur Regency, Medan, Bandung, and Jakarta, aged 18–50 years, who had purchased clothes for personal use. This age range was selected to represent the productive group (15–64 years) defined by the Indonesian Central Statistics Agency, while excluding individuals under 18 in accordance with Manpower Law No. 13 of 2003. In addition to the retirement age of various professions, including private employees, where the average retirement age is 55 years [2]. The upper limit of 50 years was set considering the average retirement age of private sector employees, while also focusing on groups most actively engaged in clothing consumption. Thus, the sample captures young adults (Generation Z and millennials) to older adults, enabling comparison across age cohorts.

A random sampling technique was applied, and the number of samples was calculated employing the Lemeshow formula, producing a lowest necessity of 97 participants. In order to guarantee equal representation, around 24–25 individuals were aimed from each municipality. In reality, an aggregate of 622 participants took part in the research. The Lemeshow equation for estimating the sample is as follows:

$$n = \frac{Z^2 \times p(1 - p)}{d^2}$$

In this context, 'n' signifies the count of samples taken, 'Z' stands for the standard constant of 1.96, 'p' indicates the highest estimated proportion of 0.5, and 'd' denotes the alpha level, which is set at 0.10 or 10%.

Data were collected primarily by means of a digital survey circulated using Google Forms. The questionnaire was structured into three sections: (1) socio-demographic characteristics (age, gender, occupation, income, domicile), (2) knowledge and awareness of fast fashion (e.g., understanding of fast vs slow fashion, environmental impact, perceived benefits of branded products), and (3) clothing management habits (e.g., purchasing patterns, disposal practices, recycling, and donation behavior). Questions were designed using both multiple-choice and Likert-scale items (five-point scale ranging from “never” to “always” for habits, and from “yes” to “no” or “agree” to “disagree” for awareness).

Before full distribution, the questionnaire underwent content validation by two academic experts in environmental engineering and consumer behavior to ensure clarity and relevance. A pilot test was conducted with 30 respondents, and the results were analyzed for construct validity and reliability. Item validity was examined through Pearson’s product-moment correlation, and entries with low association were adjusted or eliminated. Reliability assessment was conducted utilizing Cronbach’s Alpha, where coefficients exceeding 0.7 were regarded as satisfactory. Only verified entries were included in the final questionnaire.

The data analysis techniques used in this study were descriptive statistical analysis, correlation analysis, and thematic analysis. Descriptive statistics were applied to summarize socio-demographic data and response distributions. Pearson correlation and Spearman’s rho tests were used to assess the relationship between fast fashion knowledge/awareness and

clothing management habits. Thematic analysis was conducted on interview data to gain deeper insights into challenges and motivations behind clothing disposal and management practices.

3 Results and Discussion

3.1 Respondents' socio-demographic characteristics

Respondent characteristic data are presented in Table 1. The details in Table 1 indicate that most of the people who answered the survey are between 18 and 25 years old (82%), are women (73%), live in Jakarta (26%), are students (63%), and have a monthly income of less than Rp. 2,000,000 (59%).

Table 1. Socio-demographic characteristics of respondents.

Age Range	F	%
18 – 25	507	82%
26 – 33	60	10%
34 – 41	22	4%
42 – 50	33	4%
Total	622	100%
Gender	F	%
Male	167	27%
Female	455	73%
Total	622	100%
Domicile	F	%
Jakarta	163	26%
Bandung	153	25%
Medan	151	24%
Cianjur	155	25%
Total	622	100%
Occupation	F	%
Student	390	63%
Private sector employee	98	16%
Government employee	27	4%
Freelancer	45	7%
Housewife	23	4%
Businessman	7	1%
Not yet working	5	1%
Others	27	4%
Total	622	100%
Income	F	%
< Rp 2,000,000	368	59%
Rp 2,000,000 – Rp 4,000,000	129	21%
Rp 4,000,000 – Rp 6,000,000	64	10%
Rp 6,000,000 – Rp 8,000,000	31	5%

Rp 8,000,000 – Rp 10,000,000	16	3%
>Rp 10,000,000	14	2%
Total	622	100%

3.2 Distribution of respondents' answers

The outcomes of the participant responses to the survey questions are presented in Tables 2 through 4.

Table 2. Distribution of respondents' answers regarding clothing management habits.

Questions	Always		Often		Sometimes		Rarely		Never	
	n	%	n	%	n	%	n	%	n	%
Do you buy clothes only when you need a specific item or something new?	174	28%	229	37%	97	16%	116	19%	6	1%
Do you buy clothes whenever a new trend comes out?	50	8%	69	11%	159	26%	148	24%	196	32%
Do you buy clothes whenever there is a sale?	81	13%	163	26%	149	24%	168	27%	61	10%
Does the brand influence your decision to buy clothes?	163	26%	186	30%	105	17%	108	17%	60	10%
Do you enjoy buying secondhand clothes (also known as thrifting)?	78	13%	130	21%	132	21%	131	21%	151	24%
Do you wear your clothes repeatedly until they are damaged or worn out?	267	43%	212	34%	41	7%	71	11%	31	5%
Do you throw away clothes that you no longer wear?	119	19%	250	40%	106	17%	111	18%	36	6%
Do you recycle your damaged clothes?	42	7%	87	14%	116	19%	94	15%	283	45%

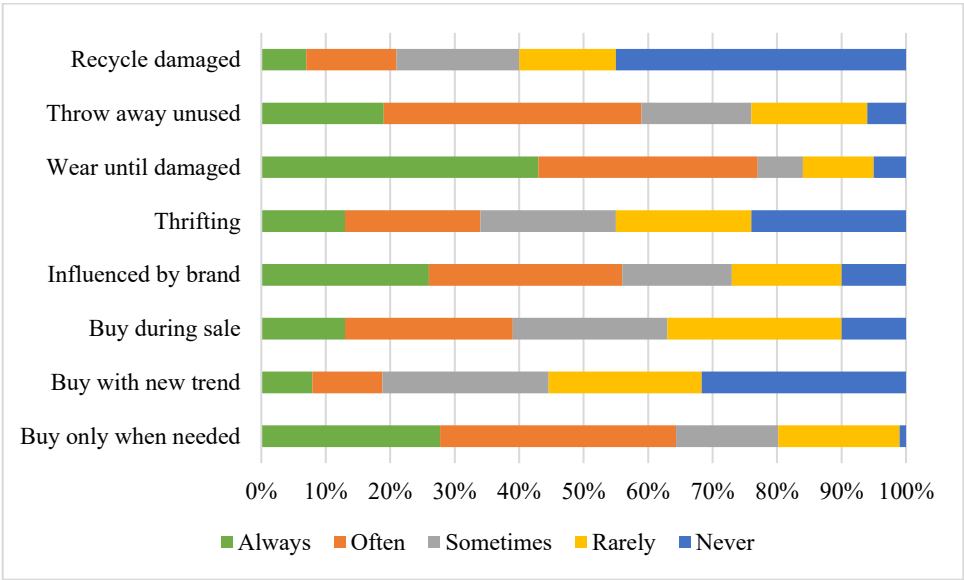


Fig. 1. Clothing management habits of respondents.

Table 2 and Figure 1 show the majority of respondents often buy clothes only when they need new clothes (37%), respondents never buy clothes every time a new trend appears (32%), respondents rarely buy clothes every time there is a discount (27%), respondents are often influenced by brands when buying clothes (30%), never buy used clothes (24%), respondents always wear clothes repeatedly until they are damaged (43%), respondents often throw away clothes that are no longer used (40%), and respondents never recycle damaged clothes (45%).

According to the research results, it is evident that the majority of participants frequently discard garments that are no longer worn. The most recent survey from YouGov Omnibus in 2017 indicated that two-thirds of adults (66%) in Indonesia disposed of clothing within the previous year, and one-fourth (25%) had discarded more than ten pieces of apparel during the same period [3]. According to the Environmental Protection Agency (2023), each individual disposes of 31.5 kg of secondhand clothing annually. YouGov International's Internet-Based Market and Data Analysis report explained that in 2017, at least 3 out of 10 Indonesians discarded one article of clothing after wearing it only once [4],[5],[6]. From these findings, it encourages people to purchase numerous new outfits that are used for a brief duration. Ultimately, a large number of clothes accumulate in the wardrobe, becoming unused and turning into waste.

The majority of respondents in this study were aged 18-25 years (Gen Z). Online shopping is one of the activities carried out by Generation Z. For clothing, many Generation Z members prefer to shop online rather than having to come to outlets or malls. The habit of Generation Z shopping for clothes online is increasingly supported by the rise of e-commerce and marketplaces in Indonesia. This is also supported by the presence of influencers who can attract Gen Z's attention to follow fashion trends that continue to develop, resulting in Gen Z becoming the most consumptive group in society. According to a survey by the Alvira Research Centre, clothing is the item most frequently purchased online by Generation Z and millennials. As many as 56% of Generation Z and 43.3% of millennials admitted to routinely shopping for clothes rather than other items. The influence of affordable clothing prices and fleeting trends makes Gen Z increasingly consumptive and prone to discarding their clothes when bored. Unfortunately, Generation Z often chooses to discard clothes rather than explore

ways to reuse them, and many are unaware that these used items can be recycled into items with benefits and economic value [6].

The fact that people never recycle damaged clothing reflects the low level of awareness or minimal access to sustainable clothing management practices among the community. The lack of habit in recycling clothing may result from various reasons, including insufficient awareness regarding ways to recycle clothing, the unavailability of special recycling facilities for textiles, and the perception that damaged clothing has no further use value. This condition supports the findings of research by Joung & Park-Poaps (2013) in South Korea, which revealed that many consumers discard damaged clothing directly because they find it difficult to repair or recycle it, and due to a lack of information and motivation to seek sustainable alternatives [7].

Table 3. Distribution of respondents' answers regarding awareness of fast fashion.

Questions	Yes		Maybe		No	
	n	%	n	%	n	%
Do you know or have you ever heard of fast fashion?	475	76%	101	16%	46	7%
Do you know the difference between fast fashion and traditional fashion?	366	59%	169	27%	87	14%
Do you know the difference between fast fashion and slow fashion?	274	44%	200	32%	148	24%
Do you think the price of a well-known brand product is comparable to the quality provided?	325	52%	235	38%	62	10%
Do you get functional benefits when using products from well-known brands?	386	62%	184	30%	52	8%
Do you get social benefits when using products from well-known brands?	157	25%	204	33%	261	42%
Do you get economic benefits when buying products from well-known brands?	127	20%	237	38%	258	41%
Are you aware of the negative impacts of fast fashion on the environment?	290	47%	163	26%	169	27%

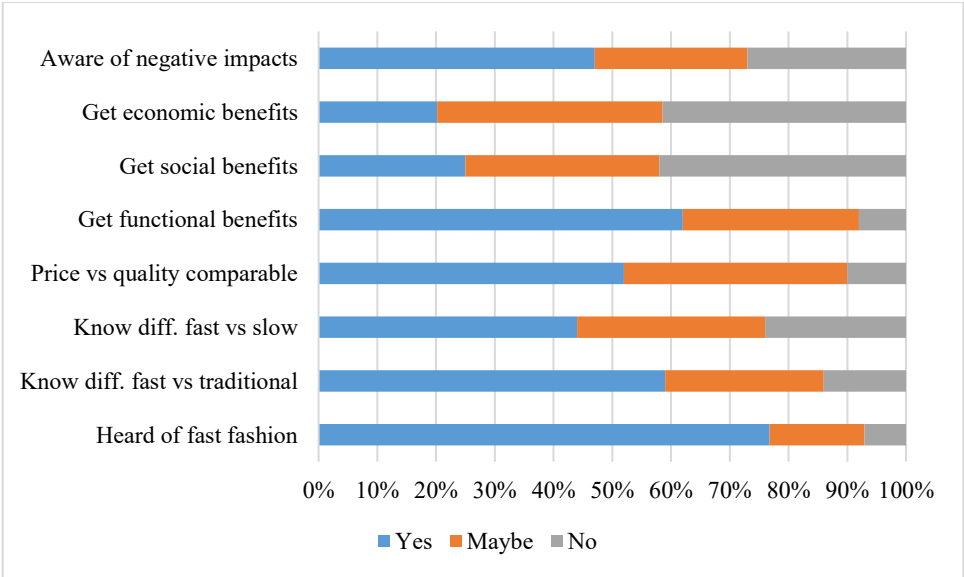


Fig. 2. Awareness of Fast Fashion Among Respondents.

Referring to Table 3 and Figure 2, it is observable that most of the respondents are aware of or have heard about fast fashion (76%), respondents recognize the distinction between fast fashion and conventional fashion (59%), respondents understand the contrast between fast fashion and slow fashion (44%), according to respondents, the price of products with renowned brands is proportional to the quality offered (52%), respondents obtain practical advantages when using products from renowned brands (62%), respondents do not experience social advantages when using products from renowned brands (42%), respondents do not receive financial advantages when purchasing products from renowned brands (41%), and respondents are aware of the adverse effects of fast fashion on the environment (47%).

The study's results showed that most respondents were aware of the adverse environmental effects of fast fashion. They understood that clothing production within fast fashion is highly demanding in terms of resource utilisation and generates chemical waste that pollutes the environment [8]. Moreover, research conducted by Bick et al. (2018) also indicated that consumers are beginning to recognise the textile industry's contribution to environmental degradation, including water pollution caused by synthetic dyes and microplastics from synthetic materials [9]. This level of awareness indicates that public knowledge about sustainability issues is beginning to take shape, although it has not yet been fully reflected in significant changes in consumption behaviour. Therefore, ongoing education and promotion of sustainable lifestyles must be continuously strengthened so that this awareness can be translated into real action towards minimising the ecological footprint of the fashion sector.

Table 4. Distribution of respondents' answers regarding difficulty in managing clothes.

Question	Yes		No	
	n	%	n	%
Do you have problems managing clothes?	327	51%	310	49%

Based on Table 4, out of 622 respondents, 327 respondents reported having problems managing their clothes, indicating that approximately 52% of respondents experienced difficulties with this aspect. Based on the respondents' explanations regarding problems managing their clothes, it was identified that the challenges they faced were very diverse, including limited storage space, difficulty maintaining the quality of clothes so that they remain wearable, and confusion in managing old clothes and determining the right donation destination. This problem highlights the gap between the awareness of the importance of sustainable clothing management and the actual practices carried out by the community. Research conducted by Laitala (2014) in Norway supports this finding, stating that many consumers encounter obstacles in storing clothes that are no longer used and often do not know what to do with them, resulting in the clothes piling up or being thrown away [10].

Additionally, the difficulty in determining the appropriate location for donations is also an inhibiting factor in managing old clothes. Consumer decisions to donate clothes are influenced by the availability of information about donation channels, trust in the distribution institution, and the emotional value attached to the clothes. The unclear purpose of the donation makes some people hesitant to part with clothes that are still wearable. This problem shows the need for increased access to information and facilities that support more systematic and sustainable clothing management within the framework of a circular economy.

3.3 The relationship between fast fashion awareness and clothing throwaway habits

Table 5. Results of the linearity ANOVA test between fast fashion awareness and clothes throwing habit.

			Sum of Squares	df	Mean Square	F	Sig.
The Habit of Throwing Away Clothes * Fast Fashion Awareness	Between Groups	(Combined)	26777.190	72	371.905	2.624	0.000
		Linearity	15224.542	1	15224.542	107.422	0.000
		Deviation from Linearity	11552.648	71	162.713	1.148	0.202
	Within Groups		77808.006	549	141.727		
	Total		104585.196	621			

According to the data presented in Table 5 and the ANOVA linearity test results, which examined the connection between understanding fast fashion and the tendency to discard clothing, the linearity component significance value was 0.000, indicating its inferiority to the 0.05 threshold. This outcome suggests a noteworthy linear correlation exists between these two elements. Essentially, heightened awareness of fast fashion has a substantial impact on an individual's inclination or behavior regarding clothing disposal. Conversely, the significance value of the deviation from linearity component is 0.202, surpassing the 0.05 threshold. This implies the absence of a considerable departure from linearity, thereby validating the linear nature of the relationship pattern and making it suitable for linear regression analysis. This outcome bolsters the validity of the relationship underlying the constructed model, affirming its utility as a foundation for inferring the effect of understanding fast fashion on clothing discard behaviour.

The increase in fast fashion awareness significantly affects a person's pattern or habit of throwing away clothes. This is indicated by the outcomes of the regression test, which demonstrates that fast fashion awareness has a positive and meaningful association with the tendency to discard clothing, with a probability value (p-value) of 0.000 (<0.05) and a regression coefficient of 0.338. This implies that the greater an individual's consciousness of the adverse effects of the fast fashion industry, the higher the likelihood that they will adjust their clothing consumption and disposal practices, either by decreasing the rate of discarding garments, donating pre-owned apparel, or seeking eco-friendly alternatives such as recycling and upcycling.

This outcome aligns with earlier investigations carried out by Bick et al. (2018), noting that heightening consciousness regarding environmental and social problems within the fashion sector motivates shoppers to exercise greater prudence when handling garments they no longer wear. Shoppers who recognize the ecological consequences of fast fashion typically steer clear of excessive purchasing and instead adopt habits that are kinder to the environment [9]. In addition, research by McNeill & Moore (2015) also shows that consumers with a high level of environmental awareness tend to choose not to immediately discard old clothes, but instead look for options such as donating or repairing them as a form of responsible consumption [11].

3.4 The relationship between fast fashion knowledge and clothing management

Table 6. Results of the spearman correlation test of fast fashion knowledge on clothing management.

			Clothes Management Habits	Fast Fashion Knowledge
Spearman's rho	Clothes Management Habits	Correlation Coefficient	1.000	.556**
		Sig. (2-tailed)		0.000
		N	622	622
	Fast Fashion Knowledge	Correlation Coefficient	.556**	1.000
		Sig. (2-tailed)	0.000	
		N	622	622
**. Correlation is significant at the 0.01 level (2-tailed).				

The Spearman correlation test outcomes presented in the table highlight a noteworthy positive correlation existing between familiarity with fast fashion and routines for handling garments. A Spearman correlation coefficient of 0.556 suggests a moderate and affirmative correlation, implying that a heightened understanding of fast fashion corresponds with improved practices in garment care. A two-tailed significance value (Sig.) of 0.000 confirms the statistical significance of this correlation, with a significance threshold of 1% ($p < 0.01$). Therefore, we can confidently say that a considerable and meaningful correlation exists between grasping the complexities of fast fashion and exhibiting more astute behaviours in managing one's wardrobe.

The significant positive relationship between fast fashion knowledge and clothing management habits suggests that the higher an individual's level of understanding of issues related to fast fashion, such as environmental impacts, labour exploitation, and overconsumption, the more likely they are to adopt more responsible clothing management habits. Individuals with good knowledge tend to be more careful in their clothing purchases, take better care of their clothing so that it lasts longer, and choose to recycle, donate, or attempt to reuse old clothing.

Kang et al. (2013) in the United States found that buyer awareness, assumed customer impact, and the significance of ecological matters significantly affected long-term clothing usage [12]. Likewise, Niinimäki (2010) in Finland revealed that purchasers with higher evaluative consciousness of fashion manufacturing frameworks tend to prolong the lifespan of their apparel through mending, repurposing, and reprocessing [13]. The similarity of these findings across different cultural and economic contexts underscores the universality of the link between knowledge and sustainable clothing practices.

However, consistent with studies in Europe and the United States (e.g., [14],[15]), this study also confirms the existence of an “attitude–behaviour gap.” While many respondents recognized the negative impacts of fast fashion (47%), their actual practices remained inconsistent, with a high proportion still discarding clothes rather than recycling or donating them. This suggests that awareness campaigns must be complemented with structural support, such as accessible recycling facilities, reliable donation systems, and consumer incentives, to bridge the gap between understanding and action. In general, through connecting regional findings in Indonesia with global studies, this research reinforces the conclusion that sustainable fashion behavior is shaped not only by individual awareness but also by socio-cultural norms, infrastructure availability, and systemic support. The similarities across contexts underscore the need for both behavioural change and supportive policies to create an environment that fosters sustainable clothing management.

The behavior of throwing away clothes shows a tendency towards low awareness of sustainable clothing management. Throwing clothes directly into the trash can harm the environment, especially if done without recycling or donation. This also reflects that many individuals still do not understand the importance of extending the life cycle of clothing through practices such as recycling, donating, or reselling used clothes. Due to the rising popularity of fast fashion, the practice of discarding clothes has become an issue that warrants consideration to reduce textile waste and promote responsible consumption behaviour.

4 Conclusion

This study confirms that awareness and knowledge of fast fashion have a significant influence on clothing management behaviour. Respondents with higher levels of awareness demonstrated more responsible actions, including contributing, reprocessing, and extending the lifespan of apparel, whereas limited awareness was associated with a tendency to discard clothes without considering their sustainability. Despite this positive association, challenges persist, including inadequate recycling facilities, limited information on donation channels, and entrenched consumer habits influenced by trends and convenience. Based on these findings, several actionable recommendations can be proposed. Policymakers should design regulations to reduce textile waste through extended producer responsibility schemes and provide incentives for the development of recycling facilities and donation centers. Fashion brands and retailers need to adopt circular economy principles by offering take-back programs, resale or upcycling initiatives, while at the same time educating consumers and increasing transparency regarding sustainability in their supply chains. Academic institutions and community-based organisations also play a crucial role in promoting awareness campaigns, particularly targeting Generation Z and millennials, with the support of influencers and digital platforms to amplify sustainability messages. Additionally, communities and NGOs can support grassroots initiatives, such as clothing swaps, thrift markets, and repair workshops, to promote sustainable clothing practices at the local level. By encouraging these multi-stakeholder efforts, the findings of this research may contribute to broader approaches for reducing fabric disposal in Indonesia and support the achievement of Sustainable Development Goal (SDG) 12, which focuses on responsible production and consumption.

References

1. O. Aulia, B. Hartanto, C. M. Puteri, and L. Latifah, "Sicloo : Aplikasi pengelolaan limbah fashion berbasis circular economy sebagai upaya mendorong 12 sdgs responisble, consumption, production di Kota Tasikmalaya," *J. Indones. Manaj. Inform. dan Komun.*, vol. 4, no. 1, pp. 335–342, 2023, doi: 10.35870/jimik.v4i1.189.
2. N. S. Wahyuni, "Mendefinisikan ulang usia pensiun bagi pekerja Indonesia," *J. Jamsostek*, vol. 2, no. 1, pp. 1–22, 2024, doi: 10.61626/jamsostek.v2i1.56.
3. A. F. R. Maulid, "Penerapan upcycling dengan teknik sulam hias pada busana ready-to-wear deluxe," *Politeknik STTT Bandung*, 2023. [Online]. Available: <http://localhost:8080/jspui/handle/123456789/1196>
4. A. Rizqiyah, "Sampah pakaian makin banyak, saatnya sudahi konsumsi fast fashion," *GoodStats*.
5. J. D. B. Pohan, Marliyah, and M. L. I. Nasution, "Penerapan circular fashion pada perilaku hedonisme generasi z dalam perspektif ekonomi islam," *Jambura Econ. Educ. J.*, vol. 6, no. 1, pp. 217–231, 2024, doi: 10.37479/jeej.v6i1.26772.

6. A. Pratama, H. Iswandi, and K. Dion, “Kampanye sosial pemanfaatan pakaian lama dengan metode upcycle kepada generasi z di Kota Palembang,” *Besaung J. Seni Desain dan Budaya*, vol. 9, no. 1, pp. 129–141, 2024, doi: 10.36982/jsdb.v9i1.3782.
7. H. M. Joung and H. Park-Poaps, “Factors motivating and influencing clothing disposal behaviours,” *Int. J. Consum. Stud.*, vol. 37, no. 1, pp. 105–111, 2013, doi: 10.1111/j.1470-6431.2011.01048.x.
8. L. Claudio, “Waste couture: Environmental impact of the clothing industry,” *Environ. Health Perspect.*, vol. 115, no. 9, pp. A449–A454, 2007.
9. R. Bick, E. Halsey, and C. C. Ekenga, “The global environmental injustice of fast fashion,” *Environ. Heal. A Glob. Access Sci. Source*, vol. 17, no. 1, pp. 1–4, 2018, doi: 10.1186/s12940-018-0433-7.
10. K. Laitala, “Consumers’ clothing disposal behaviour - a synthesis of research results,” *Int. J. Consum. Stud.*, vol. 38, no. 5, pp. 444–457, 2014, doi: 10.1111/ijcs.12088.
11. L. Mcneill and R. Moore, “Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice,” *Int. J. Consum. Stud.*, vol. 39, no. 3, pp. 212–222, 2015, doi: 10.1111/ijcs.12169.
12. J. Kang, C. Liu, and S. H. Kim, “Environmentally sustainable textile and apparel consumption: The role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance,” *Int. J. Consum. Stud.*, vol. 37, no. 4, pp. 442–452, 2013, doi: 10.1111/ijcs.12013.
13. K. Niinimäki, “Eco-Clothing, consumer identity and ideology,” *Sustain. Dev.*, vol. 18, no. 3, pp. 150–162, 2010, doi: 10.1002/sd.455.
14. M. Wiederhold and L. F. Martinez, “Ethical consumer behaviour in Germany: The attitude-behaviour gap in the green apparel industry,” *Int. J. Consum. Stud.*, vol. 42, no. 4, pp. 419–429, 2018, doi: 10.1111/ijcs.12435.
15. F. Testa, G. Pretner, R. Iovino, G. Bianchi, S. Tessitore, and F. Iraldo, “Drivers to green consumption: a systematic review,” *Environ. Dev. Sustain.*, vol. 23, no. 4, pp. 4826–4880, 2021, doi: 10.1007/s10668-020-00844-5.