

Analysis on the Development of Fast Fashion- Based on the Influence of New Media

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Abstract. Modern media is progressively inundating people's lives as the times and society change. Modern media help meet the needs of an increasing number of customers while also boosting the economy since people's aspirations are increasingly becoming more varied. Fast fashion is thus moving into a stage of growth with more commercial potential. However, the industry's rapid expansion has also had some very negative effects, including resource waste, overproduction, and environmental deterioration. But even though the fast fashion industry has such serious problems to solve, it is unrealistic to force the fast fashion industry to slow down or stop its development in the present day when both new media and the fast fashion industry are growing rapidly. As a result, people need to pay more attention to environmental protection, clothing recycling, effective internal company management, and the propagation of ethical consumer attitudes in order to make the fast fashion industry sustainable and beneficial.

Keywords: Fast fashion; new media; purchase; future development; communication.

1. Introduction

One of the major retail success stories of the last ten years has been fast fashion, which has taken the fashion industry by storm. It's a fashion trend brought on by the quick turnover of trends and the accessibility of budget-friendly manufacturers [1]. Fast and fashion are the defining traits of fast fashion, which aims to satisfy consumer demand for affordable access to clothing by capturing trends promptly, introducing new fashion designs quickly, and updating products swiftly. Fast fashion industry growth "seems to be phenomenal". The fast fashion sector is becoming increasingly well-known as a result of the Internet's explosive growth in popularity. The fast fashion industry, which is still developing, strives to produce and discard items quickly. Fast fashion has a constantly expanding market because it meets consumers' demands for quality and style while also keeping costs low and shortening the time between production and consumption [2].

Fashion industry products often have a linear lifespan and are disposed of in landfills rather than being recycled or used again [3]. Due to their cheaper costs, the fast-fashion retail culture encourages customers to keep clothing for very little time, shortening the product life-cycle [4]. Although fast fashion has low prices, quick customer satisfaction, higher business profits, and the democratization of fashionable clothing, it also has benefits. It has a bad rep for causing waste, pollution, the spread of the "disposable" mentality, low pay, and hazardous working conditions. According to the fact, there is a massive amount of clothing waste was produced by such disposable fashion [4,5], which makes the fashion industry now the second biggest contributor to environmental pollution. Even though the fast fashion industry has made an effort to consider how design and manufacturing may satisfy customer preferences and sustainability is feasible, there is still a significant amount of waste that is harmful in many ways.

In light of this, the textile industry is one of the ones producing trash globally at the quickest rate of growth. Particularly fast fashion has a significant negative impact on the garment industry, with negative effects on the sociocultural, economic, and environmental levels [6].

Despite growing interest in the topic, current research has focused on the impact when new media was underdeveloped and established fast-fashion companies relied primarily on offline marketing. In addition, during the covid-19 pandemic, consumers' willingness to do online shopping has exceeded

that of offline shopping, and the frequency of online shopping far exceeds that of offline shopping. Therefore, it is necessary to conduct a further in-depth analysis of the influence and development of the fast fashion industry model under the influence of new media. This research is a review paper. Its novelty lies in that it aims to clarify the various influences brought by the development of the fast fashion industry under the influence and promotion of the new media environment (discussed from three aspects: environment, economy, and social culture). In this context, this paper explores the following research questions (RQs):

RQ1: What opportunities do the development and promotion of new media bring to the fast fashion industry?

RQ2: What are the negative impacts of the fast fashion industry?

RQ3: What are the major future challenges, trends, and opportunities for the fast fashion industry under the influence of new media?

2. Opportunities Brought by Social Media

2.1 The popularity of social media and e-commerce

According to data provided by Kepios, there will be 4.74 billion social media users globally in October 2022 or 59.3 percent of the world's population. Since this time last year, 190 million new people have joined various social media networks. It is also evident that the number of social media users has been continuously increasing over the last few years. That amounts to a yearly growth rate of 4.2 percent at a rate of 6 new users added on average per second [7].

Numerous facets of people's everyday lives have changed as a result of social networks and social media, including how they spend and earn money. Social commerce is created when e-commerce and social media converge, opening up a vast market for purchasing items in the fashion sector. In a number of other nations, such as the United States, where the number of social purchasers surged from over 60 million in 2019 to a predicted 97 million by 2022, the coronavirus epidemic sped up this trend [8].

In 2022, it was predicted that social media platforms would generate 992 billion dollars in global sales. Future trends indicate that this online purchase method will grow in popularity. By 2026, estimates indicate that social commerce sales will be valued at close to \$2.9 trillion [9].

2.2 Online shopping marketing and fast fashion clothing

The most popular product category among social purchasers in the US in 2021 was garments & apparel. Nearly a quarter (22%) of people who responded to a poll indicated these products were the most often purchased ones on social media. Following closely behind 15% of responders were personal care and beauty [10].

While social networks offer a chance for marketers to create a community, online marketplaces and shopping sites are designed exclusively as places to shop. Influencers are setting the example in this area as internet celebrities who interact with their online networks. As a result, e-commerce businesses are working with them more frequently to sell their brands. During the coronavirus pandemic lockdown in 2020, influencers discovered live streaming as a way to communicate with brand's audience in real-time. A study carried out that same year claims 83% of internet users in India were likely to make a purchase from someone they followed, and up to 45% of them regularly watched influencer live streams [11].

One of the favored and effective forms of social media marketing is influencer marketing. Brands can take advantage of their enormous audience reach and market their goods and services to a large pool of prospective clients by collaborating with well-known internet personalities. Consider the data for the United States as an example. It was predicted that influencer marketing there will cost about 3.7 billion dollars in 2021. With more growth predicted, this amount would represent a 33 percent rise from 2020 [12].

2.3 The influence and opportunities of social media

Social media makes it incredibly simple to connect people from all over the world, allowing for the rapid distribution of information. It affects the fashion industry by accelerating how quickly trends come and go. Before, it would take style months or even years to transition from one state to another. Social media, on the other hand, accelerates the process, and trends now spread quickly. Because of this, fashion trends are no longer determined by a specific location or time period, and consumers are freer to learn about and purchase various types of apparel as they like. Trends are emerging and disappearing more quickly than ever thanks to the growth in information diversity and selectivity. A given item will go out of style more quickly the sooner it enters fashion.

The majority of individuals purchase and discard clothing rapidly in order to stay up with trends due to the quick selection of fashion items. Clothes are discarded twice as quickly now as they were decades before. The lifespan of clothing is drastically decreasing, which is advantageous for fast-fashion retailers because consumers will repeat the purchase of their products. As a result, buyers repurchase a wardrobe of clothes each season in order to stay fashionable. Consumers won't be negatively impacted, but the environment will suffer due to the increased fast-fashion clothing garbage.

One social media trend that affects rapid fashion is fashion hauls. This inclination affects the majority of customers' purchasing habits. Videos of hauls may be uploaded to YouTube or TikTok which are the most common format for them. They offer one simple method for manufacturers to try on, assess, and present to customers a wide range of clothing. Almost all of these videos entice viewers by touting the money they used to buy the garments, and they consistently seek to highlight fast fashion's hallmarks, such as affordable, on-trend clothing from fast fashion brands. Viewers are also given the impression that quantity is much more important than quality during this process, leading them to ignore the risks associated with rapid fashion.

3. Negative effects of fast fashion

Even though the fast fashion industry has changed the way people buy clothes and has a significant pulling effect on the economy and e-commerce, this worldwide phenomenon is bound with some adverse effects.

3.1 Water use

The industry estimates that just a small portion of the industrial water required to run facilities and clean goods is used by the fashion industry. In order to put this into perspective, about 3,000 liters of water are required to make one cotton shirt and 10,000 liters of water are required to produce one kilogram of cotton, and the manufacture of one ton of textile requires 200 tons of water on average [13].

The majority of the world's water utilized by the fashion industry comes from wet processes used in the production of textiles and cotton cultivation (bleaching, dyeing, printing, and finishing). The production of textiles currently uses 44 trillion liters of water consumed yearly, with cotton growing using 95% of it, and accounting for around 3% of the world's irrigation water.

The results of cotton growing are a result of global demand. For example, it was determined through trade connections that the consumption of cotton in the EU was in part to blame for the 20% water loss the Aral Sea experienced. Recent research has revealed that the textile and clothing sector globally take the responsibility for 7% of local groundwater and drinking water losses, notably in the water-stressed industrial regions of China and India [13].

3.2 Atmospheric pollution and carbon emissions

Different types of materials are used to make a garment; therefore, they do in fact, play a crucial part in the fast fashion business. The enormous demand for textiles and the quick expansion of the fast fashion industry bring with them a large carbon footprint for the fashion sector. Despite the fact

that the scope and methodology of this study are debatable, the Intergovernmental Panel on Climate Change asserts that the textile sector is predicted to be accountable for 10% of worldwide greenhouse gas emissions.

The initial extraction of fibers takes the most energy and produces the most CO₂ over the garment life cycle. Polyamide manufacture, for instance, uses 160 kWh per kilogram of fiber. Meanwhile, the numerous ways cotton is produced demonstrate how, in addition to fiber type, the manufacturing process impacts energy usage and the environment. For instance, organic cotton production, which is doubled in India compared to organic cotton production in the USA, can reduce CO₂ emissions by up to 3.5 times compared to conventional cotton production.

If the fashion industry is to reduce its greenhouse gas emissions, manufacturing volumes and the manufacture of polyester must be replaced with renewable plant-based textiles, non-renewable energy use must be reduced, and sustainable clothing and shipping practices must be considered.

3.3 Chemical pollution

The garment sector affects local water resources by creating wastewater, which goes beyond aggravating water scarcity. Untreated wastewater that enters the local groundwater might wipe out the whole ecosystem since some of the chemicals used in manufacturing are poisonous, and the wastewater generated is often so toxic that it cannot be cleaned to make it safe again. For instance, 60% of the water pollution and 34% of the chemical pollution in Cambodia are attributed to the fashion industry, which as of 2008 accounted for 88% of all industrial production [13].

In order to solve the problem of chemical pollution, more stringent control and supervision of the use and measurement of chemical dyes by authoritative bodies are needed. At the same time, there is a need to raise the safety and environmental awareness of the public. Furthermore, because, according to the above, the negative effects of chemicals are difficult to remove, it must be considered production and use of the fast fashion industry want to get to the root of the problem.

3.4 Textile waste

The rapid expansion of the production and consumption of fast fashion has led to a rise in textile waste.

Pre-consumer waste, commonly referred to as production garbage in the fashion business, is created during the textile and apparel production process. One research found that 15% of the fabric used to make clothes was waste; in other studies, the number was 10% or more for blouses, jackets, and undergarments and some estimates even put the amount of textile waste during the production of clothes at 25–30%.

Post-production waste includes post-consumer textiles, sometimes referred to as consumer-abandoned apparel, which makes up around 60% of the 150 billion garments produced globally in 2012 but discarded after a few years of manufacture. T-shirts, woven pants, and knitted shirts with collars only had an average useful lifespan of 3.1 to 3.5 years in six different nations, illustrating how rapidly consumption converts into post-production waste [13].

Even though there is a lot of garbage, only a small percentage of it gets recycled, with just Less than 1% (0.5 million tons) of total manufacturing was recycled in closed loops in 2015, with 15% of post-consumer textile waste being collected separately for recycling (recycled into the same or similar quality applications). 6.4 million tons of recycled textiles were utilized for other, lower-value purposes including insulation, cleaning supplies, and mattress stuffing, while 1.1 million tons of recovered textiles were wasted in the process of collecting and processing.

The largest carbon emissions are produced during the use phase and during the textile production processes, while carbon emissions related to clothing incineration are extremely low when compared to the entire garment life cycle. The environmental effects of the energy, materials, water, chemicals, and other resources utilized in the production of unsold apparel, which constitutes major resource waste, are of increased concern.

Therefore, in addition to increasing the adoption of garment recycling, The manufacturing and consumption of clothes must be minimized in order to close the material loop and establish an effective recycling system for all textile waste [14].

4. Current Situation/Trend/Future of the fast fashion industry

Although the revelation of the bankruptcy of popular fast fashion retailer Forever 21 in 2019 had many people fearing the demise and end of fast fashion, the reality is that the industry is expanding quickly and even tripling or reaching the greatest level of earnings in a decade [15]. This is due to the fast fashion sector steadily moving its attention away from seeking style variation blindly and toward adapting and marketing, which makes these businesses successful for as long as the day lasts. Near the close of the 20th century, the majority of them were constructed in order to fulfill the needs of consumers who wished to purchase the newest trends at a discount. Customers are also requesting more fashion as a result of the growth of social media. At the same time, millions of generation Z, People born around or around the year 2000, in particular, have never lived in a world without quick fashion and new media [16]. However, studies and marketing research have shown that the majority of young customers are concerned about sustainability. This has fed the myth that Gen Z's environmental practices have "killed" or materially slowed down the worldwide spread of fast fashion.

The Fast Fashion Paradox is a study that was released in May by Nikolas Ronholt and Malthe Overgaard, two researchers from Denmark. They want to comprehend why participants continued to buy quick clothes while wanting to make more sustainable choices [17]. Although shoppers in generation Z are concerned about sustainability, their concern has not translated into their real purchasing habits. Overgaard said that there was a sizable gap there. It's in vogue to be A sustainable consumer is one thing, but showing that you are one by your behaviors is quite another. Ronholt contends that young people's "I like it, then I have it" mentality has no effect on lowering their shopping frequency. Obviously, this is made worse by how social media influences fashion trends and seasonality: Major retailers and fast fashion brands no longer rely on the conventional fashion calendar in order to enhance sales via novelty, contrary to the belief that "faster is better" would do so [18].

The aforementioned facts and numbers show that the fashion industry is still in rapid growth. On the contrary, the fast fashion industry has a brighter future thanks to the convergence of new media, the Internet, and e-commerce. In addition, the middle class and Generation Z's growing purchasing power will lead to a new development in the fast fashion sector.

5. Conclusion

The "fast fashion" idea will continue to have an impact on the fashion apparel industry over the next ten years, and it has grown into a global phenomenon. In addition, COVID-19 has had an impact on its development of an online sales model paired with new media, which has a promising future. Nevertheless, overproduction and environmental contamination caused by the fast fashion industry remain significant issues. Even though some consumers have started to express growing concern about environmental issues and the ethical issues surrounding the fast fashion industry, their actions frequently do not match their attitudes, and human purchasing behavior cannot be prescribed or controlled. As a result, businesses need to take more responsibility and concentrate on sustainability: creating garments that can be readily recycled or reused. establishing guidelines and standards, funding the creation of novel fibers, minimizing the negative effects of production and clothing manufacture on the environment, urging customers to care for their clothing in an environmentally friendly way, etc. A future study might concentrate more on sustainability measures for the fast fashion business in order to make it more sustainable and healthier, even if it is necessary to focus on consumer preferences and demands.

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