The Consumer Perspective on Consumption and Discarding Apparel

Author 1: Alejandra Fishman
Author 2: Tessah Scott
Mentor: Dr. Mourad Krifa

Brief:
As the fashion industry has revved up production times, apparel and goods are being consumed at an alarming rate. In turn this is harming the environment and creating a large sum of waste that is not being distributed properly. Through research and analysis, the goal is to understand consumer buying routines and methods of discarding their apparel to figure out areas of improvement; while keeping cotton as a main focus on ways to improve the consumer’s habits. By researching how the consumers are affected by this chain and where they see their role in the cycle, we can better understand how the cycle ultimately works and how consumers affect it. Different consumers may have differing perceptions or roles in the apparel life cycle, and it is important to understand each consumer. The final goal is to understand all consumers and their perception and ultimate role in the apparel life cycle, especially in regards to garments with cotton.

Abstract:
The apparel life cycle is going into overdrive as production times have sped up monumentally, with clothes being bought and in turn thrown away constantly, all while harming the environment and causing waste. The task at hand is to analyze consumers current awareness of this cycle and where they fit into the big picture. Furthermore, the goal is to research how all fashion consumers’ buying and discarding habits and how they may affect this life cycle and the environmental impact it may have, especially with common materials such as cotton. Many consumers may not be aware of this cycle and how they are affecting it, and the goal is to fully understand their awareness levels and knowledge. Additionally, the goal is to see what consumers think they know, and what common knowledge is readily available by research and observation. The expected outcomes are a full understanding of current apparel life cycle affects with a focus on cotton, and how much consumers know in regards to their own environmental impact when they consume and discard goods. By researching patterns of increasing shopping habits and discard habits, we can understand how consumers participate in this cycle. Observation of resale and secondhand stores and their popularity would show if consumers are aware of their impact as they buy used goods instead of brand new. Conversation and overall research of customer's opinions and thoughts on the subject will provide insight on how the subject is seen and discussed.