ABSTRACT
We studied the environmental impact that apparel has throughout the life cycle as well as what step, specifically during the apparel life cycle, is the biggest contributor to the damages it creates on the environment. We used a combination of exploring content, coding consumer comments amongst categories and creating a survey to earn more in-depth understanding of the opinions of consumers regarding the sustainability in the apparel life cycle. Through our research, we learned that consumers have a very slim understanding of what exactly is hurting the environment when it comes to the apparel life cycle. Consumers like to point their fingers and blame others for the waste while they don’t realize the effects that they are making themselves.

METHODS
The study we completed focused mainly on consumer opinion and knowledge. We used Twitter, articles, but mainly YouTube, to pinpoint discussions about sustainable apparel practices, specifically through disposal of clothing as well as the care habits of the consumer. We conducted our content analysis with 200 comments, either positive, negative or neutral. We then found main categories that were brought up multiple times and sorted the comments amongst these categories. The categories were consumer apparel waste, textile manufacturing water pollution, textile manufacturing energy use, household water consumption, household energy waste, sustainability and quality. For our survey, we targeted women and men, ages 18+ to complete the survey. We focused on what consumers are interested in when it comes to the sustainability of fashion. We also asked the consumers their opinions on what step of the apparel life cycle really contributes the most to the environmental toll. We used snowball sampling by posting the survey on our social media, which then resulted to our families and friends sharing our points to grow the sample that had the ability to fill out our survey and we completed it with about 50 participants.

RESULTS
The chart below shows the overwhelming negative comments when it comes to the apparel life cycle segments relevant to textile and apparel manufacturing and research. However, it switched to mostly positive comments when it comes to the category of sustainability. The top three discussed categories are consumer apparel waste, sustainability, and textile manufacturing water pollution.

**Category of concern**

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Apparel Waste</td>
<td>50%</td>
</tr>
<tr>
<td>Apparel Manufacture</td>
<td>20%</td>
</tr>
<tr>
<td>Textile Manufacture</td>
<td>10%</td>
</tr>
<tr>
<td>Apparel Household Waste</td>
<td>9%</td>
</tr>
<tr>
<td>Household Energy Waste</td>
<td>8%</td>
</tr>
<tr>
<td>Household Water Consumption</td>
<td>5%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Graph:**

- Positive
- Neutral
- Negative

For our research, we found lots of comments who blamed other consumers for how they dispose of their clothing. However, household water consumption was one of the lowest categories when it comes to negative comments. This proves that while consumers are very aware of how unsustainable wasting clothing is, they don’t think about their laundering habits and how that affects the environment through water and energy waste. So, though this research, it is safe to say that consumers are not fully aware of the impact they have and the changes they all personally need to make.

DISCUSSION
Through our research, we found the consumers to either have really strong opinions about sustainability in the apparel life cycle, or just really not care at all. Those who had strong opinions tended to blame the waste and usage on others. Whether it was blaming the manufacturers for excessive water waste, or simply other consumers for not donating their clothing after they outgrow them. However, the amount of water and energy that consumers use while laundering their clothing, isn’t a very common topic when it comes to discussing ways of being more sustainable. Consumers don’t really have much of the knowledge that they, themselves, are a huge contribution to the waste in the apparel life cycle. The main topics that the consumers liked to discuss were consumer apparel waste and textile manufacturing water pollution.

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