

Ashwini Shrestha: Determining the Awareness Levels of and Actions Taken Against Fast Fashion in Young Adults Compared to Older Age Groups in Colorado

Fast fashion and consumerism are detrimental to the natural world and are a causing factor of global warming. Previous studies have found differences between age groups and their perception and awareness of environmental issues, such as resource scarcity, environmental policies, conservation behaviors, and more. This discovery from the pre-existing research helped catapult the goal of this research study: to determine the awareness levels of and actions taken against fast fashion and its implications on the environment in young adults (14-20) compared to older age groups. To examine these behaviors among 391 Colorado residents, a survey methodology was used. It was concluded that the youngest age group (14-20) has taken the most action against fast fashion, has the same amount of awareness as the older age groups, and are less cognizant of their daily consumption behaviors than the older age groups. In addition, the age group consisting of 36-50 year olds was the least aware of and has taken the least action against fast fashion. The last conclusion made was that the 51-80 year old age group were the most aware of and responsible for where their clothing comes from and where it will go.