

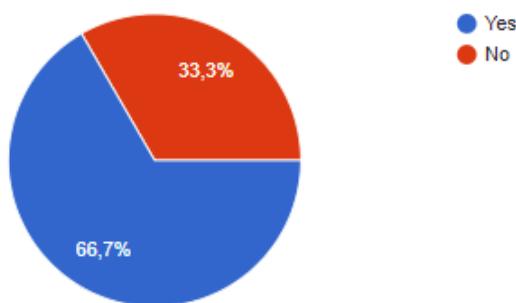
FAST FASHION – CONSUMER HABITS OF SENIOR STUDENTS IN SECONDARY SCHOOL OF ECONOMICS (EKONOMSKO-BIOTEHNIČKA ŠKOLA)

A SURVEY

We conducted a short survey to see what are the habits of our students when they buy clothes, how long they wear them and what they do with them once they get tired of them.

Do you follow fashion trends?

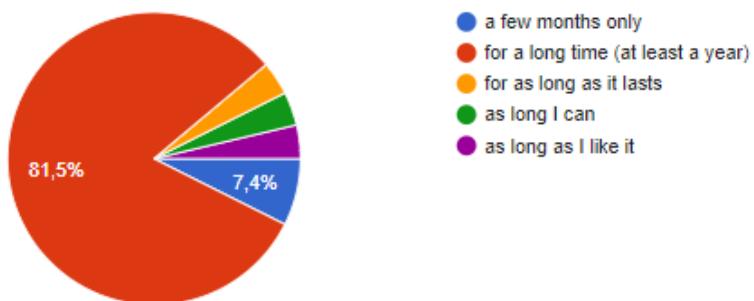
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This pie chart shows that two thirds of respondents follow fashion trends, while the other third does not.

On average, how long do you wear clothes that you buy?

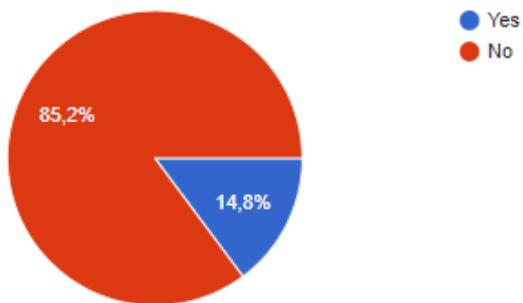
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When asked how long they wear their clothes, 81.5% of the students said they wear them for a long time (at least a year). Around 7% only wore them for a few months. The answers for the remaining three options were about the same.

Is it important to you that the clothes you buy are famous brands/designer clothes?

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Interestingly, 85% of the applicants said they do not prefer to buy famous designer clothes. However, around 15% said that is an important factor.

What's the most expensive piece of clothing you have ever bought? Do you still have it?

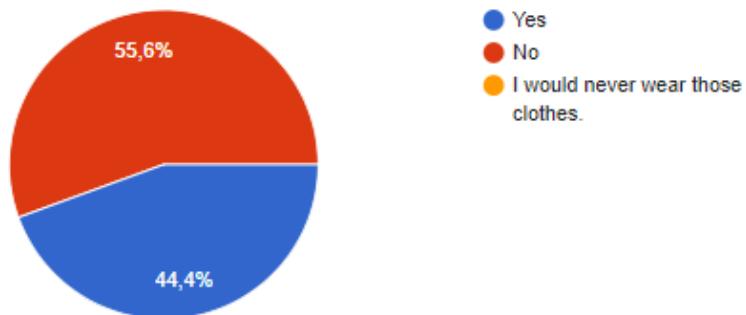
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Surprisingly, in this pie chart, all of the 27 respondents answered they still own the most expensive piece of clothing they have ever purchased.

Do you have any hand-me-down clothes you got from your friends or relatives?

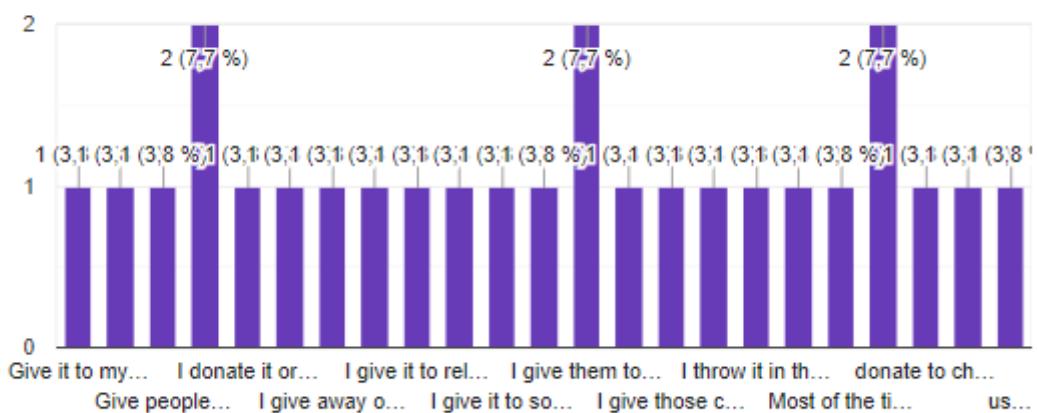
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The results from this pie chart were split almost evenly. 56% of the students said they don't own hand-me-down clothes and about 44% said they do. No one chose the third option, "I would never wear those clothes".

What do you do with the clothes you don't need anymore?

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The last graph shows what the applicants do with the clothes they do not need anymore. There were many options but the three most popular were: "Give them away to neighbors" (7.7%), "I give them to my cousin or sister" (7.7%) and "My mom gave some kids which need clothes" (7.7%). Intriguingly, all three options had the same percentage.

CONCLUSION

If we look at the results from this survey, it clearly shows that the students who participated like to buy new clothes; however they are responsible and don't dispose of them. This is in line with sustainable development (Sustainable Development Goal 15) and reducing the harmful impact of consumer habits and production process on the environment.

Still, there are some students who should change their habits – they should not buy so large quantities of clothes, or, at least, they should wear them for a longer time.