# Article information:

Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice - McNeill - 2015 - International Journal of Consumer Studies - Wiley Online Library  
<https://onlinelibrary-wiley-com.nottingham.idm.oclc.org/doi/full/10.1111/ijcs.12169>

# Article summary:

1. Fashion consumers are reluctant to adopt sustainable changes in their consumption choices, despite a global interest in sustainability and ethics. This presents a challenge for marketers in the fashion industry, as consumers' attitudes towards unethical behavior do not always translate into behavior when it comes to fashion items.

2. Clothing consumption is driven by the desire to create an individual identity within social norms. The desire to be fashionable often outweighs the desire to be ethical or sustainable, highlighting the clash between the desire to consume and efforts to limit consumption. Lack of knowledge about the negative effects of the fashion industry on the environment and other factors such as price, value, trends, and brand image also play a role in determining purchase behavior.

3. The fast fashion phenomenon has revolutionized the clothing industry, leading to a culture of impulse buying and constant turnover of clothing styles. This phenomenon is particularly salient among young female consumers who may have little awareness of the social impact of their fashion choices. Sustainably produced fashion offers an ethical purchasing choice for fashion-conscious consumers while meeting their need for identity construction through consumption.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章探讨了可持续时尚消费和快速时尚困境之间的关系，以及时尚消费者对可持续性在服装选择中的态度。然而，文章存在一些潜在的偏见和不足之处。

首先，文章提到了时尚行业为了满足需求和增加利润率而采用了不可持续的生产技术。然而，它没有提供足够的证据来支持这个观点。文章没有具体说明哪些部分的时尚行业采用了不可持续的生产技术，也没有提供相关数据或研究结果来支持这一观点。

其次，文章声称消费者对可持续变化的消费选择持怀疑态度，并将此现象与其他行业类似情况进行比较。然而，文章没有提供充分的证据来支撑这一观点。它只引用了两个参考文献，并未详细讨论相关研究结果或调查数据。

此外，文章还声称消费者更关心非道德行为，但这种态度并不总是转化为行为。然而，它没有提供任何具体例子或实证研究来支持这一观点。同样地，文章没有探讨其他可能影响消费者购买行为的因素，如价格、价值、趋势和品牌形象。

文章还提到了快速时尚现象对时尚产业产生的压力，并指出可持续生产的时尚有潜力缓解当前社会和环境福利的压力。然而，文章没有提供足够的证据来支持这一观点。它只是简单地陈述了这个观点，而没有提供相关研究或数据来支持它。

最后，文章没有平等地呈现双方观点。它主要关注消费者对可持续时尚的态度，而忽略了时尚行业本身对可持续性的努力和挑战。文章也没有探讨可能存在的风险或负面影响。

总之，这篇文章在讨论可持续时尚消费和快速时尚困境之间的关系时存在一些潜在偏见和不足之处。它缺乏充分的证据来支持其观点，并未平等地呈现双方观点。进一步研究和更全面的分析是必要的，以更好地理解这个问题。

# Topics for further research:

* 时尚行业的不可持续生产技术
* 消费者对可持续变化的态度
* 消费者的道德关注与购买行为之间的关系
* 可持续时尚对社会和环境福利的潜在影响
* 时尚行业对可持续性的努力和挑战
* 可持续时尚消费的风险和负面影响

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