

FINAL RESEARCH PROJECT

How Fast is Fast Enough? The Rise of Ultra-Fast Fashion, Its Global Disruption and Consequences

An Exploratory Study on Consumer Perceptions and Sustainability.

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Date: December 9th, 2025

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Career:

Global Business Management

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Abstract

This research examines the rise and persistence of ultra-fast fashion (UFF) in Argentina through a mixed-method approach combining quantitative survey data and expert interviews.

The findings reveal that UFF thrives at the intersection of affordability, emotional consumption, and digital acceleration, creating a model where immediacy and price consistently outweigh durability and sustainability.

Although consumers demonstrate high awareness of environmental and social impacts, their behavior remains shaped by economic constraints, social-media influence, and the cultural normalization of rapid trend turnover.

The study also shows that sustainability initiatives within UFF brands operate largely as symbolic communication strategies rather than structural transformations, reinforcing the Sustainability Awareness–Action Gap. Expert insights further highlight the systemic nature of the model, sustained by algorithmic marketing, deregulated logistics, and limited access to affordable ethical alternatives. While younger consumers express growing interest in transparency and responsible fashion, meaningful change requires coordinated action across policy, education, industry practices, and market accessibility.

The research concludes that UFF persists not due to consumer indifference, but because structural conditions restrict the translation of awareness into sustainable behavior, posing significant challenges for the transition toward slow and responsible fashion in emerging markets.

Resumen

Esta investigación analiza el surgimiento y la permanencia del modelo de ultra fast fashion (UFF) en Argentina mediante un enfoque de métodos mixtos que combina datos cuantitativos de encuestas y entrevistas a expertos.

Los resultados muestran que el UFF se consolida por la convergencia entre accesibilidad económica, consumo emocional y aceleración digital, configurando un modelo donde la inmediatez y el bajo precio prevalecen por encima de la durabilidad y la sostenibilidad. Si bien los consumidores expresan una alta conciencia sobre los impactos ambientales y sociales de la industria, su comportamiento continúa condicionado por limitaciones económicas, la influencia de las redes sociales y la normalización cultural de ciclos de moda cada vez más rápidos.

El estudio también revela que las iniciativas de sostenibilidad promovidas por las marcas funcionan principalmente como estrategias comunicacionales y no como transformaciones estructurales, reforzando la brecha entre conciencia e implementación. Las entrevistas a expertos subrayan además el carácter sistémico del modelo, sostenido por marketing algorítmico, logística desregulada y escasas alternativas sostenibles accesibles. Aunque los consumidores jóvenes muestran un creciente interés por la transparencia y la moda responsable, un cambio significativo requiere acciones coordinadas en materia de políticas públicas, educación, prácticas empresariales y accesibilidad de productos.

En conclusión, el UFF persiste no por indiferencia del consumidor, sino porque las condiciones estructurales limitan la posibilidad de transformar la conciencia en comportamiento sostenible, planteando desafíos relevantes para la transición hacia una moda más lenta y responsable en mercados emergentes.

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Acknowledgments

The authors wish to extend their sincere gratitude to all those who accompanied and supported the development of this Final Research Project.

Our deepest appreciation goes to our thesis advisor, Jorge Washington, whose guidance, clarity, and commitment were fundamental throughout every stage of this work. His feedback continuously challenged us to strengthen our analysis and refine our academic perspective.

We are also grateful to the professionals and specialists who generously contributed their expertise during interviews and provided critical insights that enriched the depth and rigor of this study. Equally, we thank every participant who completed our surveys, as their time and responses were essential in shaping the empirical foundation of this research.

Finally, we acknowledge our classmates from the Global Business Management program for their companionship, encouragement, and shared learning experiences over these years. Their support inside and outside the classroom has been invaluable, and we look forward to crossing paths with them as colleagues in our future professional endeavors.

Dedications

To our parents, whose unconditional love and constant encouragement gave us the strength to pursue this path.

To our families and friends, who supported us with patience, understanding, and motivation during every stage of this journey.

This achievement is as much yours as it is ours.

1. Introduction

The ultra-fast fashion industry is redefining how clothing is designed, produced, and consumed. By combining real-time trend monitoring with accelerated manufacturing, platforms such as SHEIN, TEMU, and Shopee have drastically shortened product life cycles. While this business model offers consumers affordable and trendy clothing, it has intensified overconsumption and generated unprecedented environmental waste.

This project seeks to explore the tension between affordability, consumer demand, and speed-to-market versus the urgent need for sustainability and ethical responsibility. The scope will focus on consumer attitudes and sustainability perceptions, using Argentina as a primary context. Data collection will include surveys targeting consumers, interviews with sustainability experts, and secondary research from academic sources.

1.1 Keywords

- Ultra-fast fashion (UFF)
- Sustainability
- Consumer behavior
- International retail

1.2 Aim, Goals and Objectives

The aim of this research is to explore how ultra-fast fashion impacts sustainability and consumer behavior, with the intention of generating practical and academic contributions. Rather than simply describing the rise of this model, the study seeks to evaluate its consequences and to identify tensions between consumer demand and responsible business practices. By integrating insights from consumer surveys, expert interviews, and secondary reports, the research will provide a structured framework to understand the risks and opportunities of ultra-fast fashion.

The objectives of this research are:

ROI: Map the characteristics of the ultra-fast fashion model and its differences from traditional fast and slow fashion.

RO2: Assess consumer perceptions of ultra-fast fashion in relation to affordability, speed, and sustainability in Argentina and portray regional consumption patterns.

RO3: Contrast the short-term economic advantages of ultra-fast fashion with its long-term social and environmental costs.

RO4: Examine how demographic factors, specifically age and gender, influence spending patterns, motivations, and engagement with ultra-fast fashion in the post-pandemic context.

RO5: Analyze regional consumption patterns to see how ultra-fast fashion adoption differs across countries or regions (e.g., Argentina & Brasil vs. Portugal & France).

Authors consider the objectives self-explanatory; however, a brief justification is provided for each:

O1: Provides the theoretical foundation to understand how this business model emerged and why it is disruptive.

O2: Captures how buyers weigh low prices and rapid access against ethical and environmental concerns.

O3: Ensures the research integrates objective evidence and expert analysis, not only consumer opinion.

O4: Identifies generational and gender differences in consumption, key for understanding demand trends.

O5: Places the study in a domestic context, connecting local findings to broader post-pandemic shifts in consumption.

1.3 Research Questions

Since the study is defined as an exploratory one, some questions arose during the preparation stage, among those initial concerns authors narrowed in order to create a feasible set of researching questions.

RQ1: What are the defining features of ultra-fast fashion compared to fast and slow fashion?

RQ2: How do Argentine consumers perceive the trade-offs between affordability, rapid product availability, and sustainability when engaging with ultra-fast fashion?

RQ3: To what extent do the short-term benefits of low prices and rapid trend adoption outweigh the long-term sustainability challenges?

RQ4: How do age and gender shape spending patterns, motivations, and decision-making in ultra-fast fashion consumption, and have these dynamics shifted in the post-pandemic period?

RQ5: How do ultra-fast fashion consumption patterns differ across regions?

1.4 Research Hypotheses

This research is an explanatory study, since then authors only provide hypotheses as an orientation, during the course of our fieldwork they will use as questions to key public, during the analysis stage, authors only will use general discussion and intend to provide a qualitative answer, using collected evidence to support reasoning as much as they were available.

After the previous statement is not expected to use mathematical and statistics to accept or refuse the following hypotheses:

RH1: Ultra-fast fashion is characterized by shorter product life cycles, heavier reliance on digital platforms, and higher frequency of new product drops than both fast and slow fashion.

RH2: Consumers prioritize affordability and speed-to-market over sustainability when choosing ultra-fast fashion brands.

RH3: The short-term economic benefits of ultra-fast fashion are outweighed by significant long-term costs in waste generation and sustainability risks.

RH4: Younger consumers (18–25) spend more money and time on ultra-fast fashion than older groups, and this trend intensified after the pandemic.

RH5: Female consumers show higher purchase frequency, while male consumers are less influenced by trendiness and more by price; both genders show limited consideration of sustainability.

RH6: Adoption rates are higher in emerging markets (Argentina) where affordability is a stronger driver, compared to Europe (España/Francia) where sustainability concerns have more influence.

RESEARCH OBJECTIVES (RO)	RESEARCH QUESTIONS (RQ)	SOURCES	RESEARCH HYPHOTHESIS
RO1: Identify UFF Characteristics vs. fast/slow fashion	RQ 1	Own Research	RH 1
RO2: Analyze consumer perceptions (Affordability, speed, sustainability)	RQ 2	Literature Reviews	RH 2
RO3: Contrast short-term advantages to long-term costs	RQ3	Interview to key speaker/s	RH3
RO4: Examine demographic factors on spending patterns	RQ4	Research Surveys & Own Research	RH4
RO5: Breakdown of regional consumption patters	RQ5	Research Surveys	RH6

Table 1. Alignment between Research Objectives, Research Questions, Sources, and Research Hypotheses. Own elaboration.

1.5 Justification

This research is relevant because ultra-fast fashion is not only a disruptive business model but also a pressing societal challenge, intertwining consumer behavior and sustainability. Studying it in the context of post-pandemic consumption trends provides valuable insights into how global retail dynamics are evolving and which trade-offs consumers are willing to

accept. For practitioners in the industry, the project will deliver evidence-based perspectives on how different consumer segments—defined by age, gender, and region—are shaping demand.

This knowledge may support the anticipation of shifts, the adjustment of commercial strategies, and the design of regulations that balance economic growth with social and environmental responsibility. For professors and the academic community, the study contributes to the literature on global business management by linking established theories of fast and slow fashion with emerging data about ultra-fast models, thereby filling a gap in understanding how these practices affect markets and societies.

For the student researchers, the project represents a source of academic validation, as it enables the application of theoretical frameworks to a complex real-world case while fostering the development of essential research skills such as survey design, interviews, and triangulated analysis. Overall, this investigation constitutes both an academic and professional exercise, ensuring that its outcomes are meaningful for the classroom, for industry professionals, and for the formation of future managers.

Even the topic is very broad and suggests many perspectives considering the characteristics of the course, due to constraints and time limitations, and in order to narrow the research, the team opted by leaving outside the analysis topics such as labour issues and liabilities.

1.6 AI Disclaimer

"This report is the original, unpublished work of the authoring team. All information, data, and analysis drawn from primary sources (e.g., website, interviews, company documents, statements) have been clearly identified and cited; secondary or tertiary sources have likewise been referenced in APA 7th style.

Where generative AI tools (e.g., ChatGPT, Gemini, Perplexity, etc.) were employed—whether for ideation, drafting, language polishing, or data summarization—the specific tool, version, and extent of use are disclosed in footnotes or an appendix entry. No section of this report was fully authored by AI without human oversight and substantial editorial control.

Any failure to properly acknowledge source material or AI assistance constitutes academic misconduct and may result in grade penalties”

2. Literature Review

Fashion surrounds us from birth to death: it dresses everyone's daily lives, defines identities, and silently reflects cultural values. Yet behind its colors and constant renewal lies one of the most polluting industries of our time. While brands such as Zara and H&M pioneered fast fashion as a profitable model of speed and affordability, new players like Shein and Temu have taken this dynamic to the extreme, launching thousands of garments each week and raising urgent questions about transparency and consumer overconsumption.

What was once perceived as creativity and accessibility is now increasingly criticized for its waste, opacity, and disregard for environmental limits. In this context, sustainability has ceased to be a marketing slogan to become a survival condition for the sector. This chapter therefore explores what has been said about fast and ultra-fast fashion, the concepts and authors that have defined the debate, and the alternative paths proposed by slow fashion. By reviewing these perspectives, the chapter builds a foundation to understand how selected international consumers position themselves in this global crossroads between affordability, speed, and responsibility.

2.1 Selection Criteria

To conduct the literature review, a systematic selection process was applied in order to ensure the quality, credibility, and relevance of the sources included.

- a) English and Spanish were the primary languages of reference.
- b) Peer-reviewed journal articles, doctoral theses, books, industry reports, NGO white papers (Fashion Revolution, Greenpeace), and business cases (Zara HBS) were prioritized. Websites, TED Talks, and newspaper articles (The Guardian, Forbes, La Nación) were used only for orientation or to provide recent data.
- c) All sources were identified, listed, catalogued following researching keywords “fast fashion,” “ultra-fast fashion,” “slow fashion,” “sustainable fashion,” “consumer behavior,” “CSR in fashion,” “greenwashing.” Additional tags included “model,”

“variables,” “methodology,” and “Argentina.”

- d) The focus was on works published after 2020 (Pandemic and Post Pandemic). However, earlier studies prior to this period were also reviewed, with the aim of establishing a comparative perspective and identifying how consumer perceptions and sustainability debates have evolved over time.
- e) Google Academic was the primary channel, but also used Harvard Business Review Scholar, Scopus, UADE’s virtual library, Business of Fashion, Statista, and World Economic Forum.
- f) Online access to Universities provided thesis and reports (e.g. UADE, University of Buenos Aires, Stanford, California Polytechnic State University and many others).
- g) Keynote speeches, webinars, and interviews with sustainability scholars were used as secondary sources.

This comprehensive selection process allowed the research to identify a wide range of perspectives, from critical academic debates to industry strategies and although managerial and strategic frameworks in fashion offer valuable insights, the scope of this research deliberately prioritizes consumer perceptions and corporate social responsibility (CSR).

This focus aligns with the study’s aim of analyzing how affordability, sustainability, and speed-to-market tensions are perceived by consumers, particularly in Argentina’s economic context. Therefore, managerial strategy sources will be referenced only tangentially, while the main emphasis remains on consumer-oriented literature and CSR debates.

2.2 Theoretical Framework

To provide coherence and avoid dispersion among diverse models, this literature review adopts the Triple Bottom Line (TBL) framework (Elkington, 1997) as its dominant lens. The TBL integrates three dimensions—economic, social, and environmental—thus enabling a structured analysis of ultra-fast fashion’s impact on consumer perceptions. In this study, the economic dimension refers to affordability and inflationary pressures, the social dimension

encompasses labor ethics and consumption patterns, and the environmental dimension highlights sustainability concerns. Complementary insights from consumer decision-making models will be considered, but the TBL serves as the primary organizing framework.

2.2.1 How the Fashion Market Is Changing

The global fashion industry has undergone profound transformations in the last three decades, evolving from traditional seasonal cycles into a fast-paced, consumption-driven model known as fast fashion. This shift has reshaped not only business strategies and supply chains but also consumer behavior, cultural expectations, and debates around sustainability.

The fast fashion model is defined by high turnover rates, mass production, and a “use-and-dispose” logic that prioritizes affordability and constant novelty over quality and durability. As highlighted in one study, *“The fast fashion production model, distinguished by its high turnover rates, is characterized by the mass production of low-cost apparel that is rapidly replaced. This consumption-driven, ‘use-and-dispose’ framework generates significant environmental and social externalities”* (Fast Fashion Sector, 2023, p. 61). This framework marked a radical departure from earlier decades, where apparel cycles were tied to seasonal collections and product durability was more valued.

Fast fashion emerged in the 1990s and 2000s as a buyer-driven industry built on affordability and rapid product turnover. The pioneers of this shift were global brands such as Zara and H&M. Their strategies combined affordability with speed-to-market, allowing consumers—particularly Millennials and later Gen Z—to access new trends almost instantly. Industry analyses confirm that *“fast fashion has consolidated its appeal to young consumers who privilege novelty and accessibility over durability”* (Fast Fashion Sector, 2023, p. 45). Zara’s business model, based on vertical integration and just-in-time production, is widely documented as a turning point in global apparel retail (Ghemawat & Nueno, 2006).

The logic of fast fashion created fertile ground for the next disruptive phase: ultra-fast fashion. Companies like Shein, Temu, and Shopee have taken the principles of speed and affordability to unprecedented extremes. Unlike Zara or H&M, which still operate extensive physical networks, these new entrants are born-digital platforms that rely entirely on e-commerce, cross-border logistics, and algorithm-driven design. As one report notes, *“Shein has established itself as a dominant player through an aggressive social media-driven*

marketing strategy... Its business model—centered on mass production, low prices, and rapid turnover—runs counter to the principles of sustainability, contributing to significant textile waste and high carbon emissions” (Fast Fashion Sector, 2023, p. 23).

Shein embodies the fusion of data analytics and manufacturing: products are designed using real-time trend analysis from TikTok and Instagram, manufactured in small batches, and scaled rapidly if consumer response is positive. This has shortened the design-to-consumer timeline from weeks (in fast fashion) to days or even hours (ultra-fast fashion). While this efficiency has made fashion more accessible than ever, it has also magnified the industry’s negative externalities. This acceleration of production and consumption cycles has redefined how fashion is consumed, turning clothing into a disposable good while intensifying environmental concerns.

From an environmental perspective, both fast and ultra-fast fashion are widely recognized as unsustainable. The apparel sector is responsible for approximately 10% of global greenhouse gas emissions (Fast Fashion Sector, 2023). Production involves resource-intensive processes, such as dyeing and finishing, which consume vast quantities of water and release hazardous chemicals. As one study emphasizes, *“Fast fashion poses significant environmental and social challenges due to its high greenhouse gas emissions, excessive resource consumption, and substantial waste generation”* (Fast Fashion Sector, 2023, p. 3). Similarly, *“textile dyeing is the second largest polluter of water globally, and microplastics released from synthetic fibers contribute significantly to ocean pollution”* (Fast Fashion Sector, 2023, p. 28).

At the same time, the growth of sustainable and slow fashion has emerged as a counter-movement to this trajectory. Slow fashion emphasizes durability, local production, and responsible consumption, positioning itself as an alternative to the disposable logic of ultra-fast fashion. Fletcher (2010) defines it as a systemic change in how fashion is conceived and consumed, while Gheorghe and Matefi (2021) argue that *“sustainable fashion is not only about eco-friendly products but also about transparency to satisfy the demands of conscious consumers”* (p. 11013). This perspective highlights that environmental responsibility requires structural change rather than isolated initiatives.

Despite these criticisms, demand for fast and ultra-fast fashion continues to grow. Affordability and the psychological appeal of novelty remain powerful drivers, particularly in

emerging markets. In Argentina, inflation and declining purchasing power increase consumer sensitivity to price, making ultra-fast fashion appealing even for consumers who express concerns about sustainability. This reflects the “attitude–behavior gap”: consumers often report valuing sustainability but continue to purchase based primarily on affordability (Gheorghe & Matefi, 2021).

A cultural shift is also visible. Gen Z is more willing than older generations to criticize brands for greenwashing and to demand transparency. This has led to the emergence of “green collections” within fast fashion giants, such as Zara’s *Join Life* or H&M’s *Conscious Collection*. However, critics argue these represent only a fraction of production and serve as marketing strategies rather than systemic solutions (Gheorghe & Matefi, 2021).

In summary, the fashion market is characterized by a fundamental tension. On one side, ultra-fast players like Shein are redefining speed and affordability; on the other, slow fashion advocates and NGOs push for transparency, responsibility, and circularity. Consumers—especially in Argentina—stand at the crossroads between economic constraints, cultural aspirations, and growing environmental awareness. The literature reviewed suggests that the winners in the next decade will be those who reconcile speed with responsibility, affordability with transparency, and cultural relevance with environmental limits.

2.2.2 Cultural Behavior and Perceptions

Fashion consumption is deeply cultural, reflecting social values, traditions, and identity. Research shows that European consumers differ significantly in their fashion priorities: French buyers often value variety and quality, German consumers are strongly price-oriented, and Italians are more trend-driven (Zara Case, 2006). In contrast, Latin American clothing consumption has historically been shaped by price sensitivity and social aspiration, with Argentina showing a lower annual purchase frequency compared to European markets. This suggests that while European markets emphasize style and differentiation, a selected group of Latin American markets are more constrained by affordability and economic conditions.

Consumer perceptions of fast and ultra-fast fashion also vary generationally. Younger generations, particularly Millennials and Gen Z, are redefining the meaning of consumption by seeking affordable, accessible clothing while also becoming increasingly aware of sustainability and ethical issues (McNeill & Moore, 2015). However, research indicates the persistence of the “attitude–behavior gap”: although younger consumers express concern for

labor rights and the environment, their actual purchasing behavior continues to favor low-cost ultra-fast fashion platforms such as SHEIN (Joy et al., 2012; Henninger, Alevizou, & Oates, 2016).

Cultural and social dynamics further explain this contradiction. In Western contexts, sustainability awareness has been incorporated into mainstream fashion discourse, but convenience and price often dominate purchasing decisions (Niinimäki et al., 2020). In emerging markets, affordability remains the primary driver, with ethical concerns playing a secondary role (Shen, 2021). In Argentina, these dynamics are amplified by economic instability and inflation, which reinforce price sensitivity while limiting sustainable consumption practices. Thus, while global narratives around sustainable fashion are spreading, consumer perceptions remain grounded in cultural and economic realities that prioritize affordability and social aspiration over long-term sustainability.

2.2.3 Consumers and Sustainability Trade-offs

Consumer perceptions of ultra-fast fashion are increasingly marked by the contradiction between the short-term benefits of affordability and variety and the long-term risks associated with sustainability. The rapid rise of digital-first platforms such as Shein and Temu has changed how people conceive of clothing: from an object of durability and identity to a disposable item consumed at high speed.

Their unprecedented ability to release thousands of new garments each week, combined with aggressive social media marketing, has reinforced the idea that fashion should be accessible, abundant, and constantly renewed. As one analysis notes, “Shein has established itself as a dominant player through an aggressive social media-driven marketing strategy... Its business model—centered on mass production, low prices, and rapid turnover—runs counter to the principles of sustainability, contributing to significant textile waste and high carbon emissions” (Fast Fashion Sector, 2023, p. 23). For many consumers, the immediacy and affordability of ultra-fast fashion are irresistible advantages, even as awareness of the environmental costs grows.

Sustainability has gradually become a mainstream concern in fashion discourse, and the industry’s environmental impacts are now widely documented. The fashion sector is responsible for around 10% of global greenhouse gas emissions, while processes such as

textile dyeing pollute enormous amounts of freshwater and release harmful chemicals and microplastics into ecosystems (Fast Fashion Sector, 2023, pp. 3, 28).

These findings circulate broadly in the media and in academic research, and they have started to influence consumer perceptions of fashion as more than a cultural or economic phenomenon. Yet this awareness has not translated proportionally into sustainable consumption patterns. A persistent “attitude–behavior gap” emerges: although consumers increasingly state that they care about environmental issues, their actual purchases remain dominated by low-cost, trend-driven products. This paradox suggests that sustainability is acknowledged as desirable in principle but is not consistently prioritized in practice when it competes with affordability.

The persistence of this gap reflects both economic pressures and psychological dynamics. In many markets, particularly in Latin America, inflation and economic instability heighten sensitivity to price, pushing consumers toward the most affordable options available, even if they are unsustainable. At the same time, consumers rationalize their choices by framing sustainability as an “extra” or a “luxury” attribute: something to aspire to when financial conditions allow, but not a requirement in everyday decision-making. The availability of ultra-fast fashion at minimal cost therefore functions as both an enabler of consumption and a barrier to the mainstream adoption of sustainable alternatives.

Brands have attempted to respond to these shifting perceptions by introducing sustainability-focused lines. Zara’s ‘Join Life’ and H&M’s ‘Conscious Collection’ are two prominent examples that highlight recycled fibers, eco-friendly production processes, and commitments to reduce water and energy use. These collections are designed to reassure consumers that affordable fashion can coexist with sustainability. However, their scale is often limited compared to the companies’ overall output, raising doubts about their impact. Gheorghe and Matefi (2021) argue that “*sustainable fashion is not only about eco-friendly products but also about transparency to satisfy the demands of conscious consumers*” (p. 11013). When transparency is absent, such initiatives risk being dismissed as greenwashing, reinforcing consumer skepticism rather than building trust.

The debate over greenwashing illustrates how brand communication shapes consumer perceptions. If sustainability efforts are perceived as insincere or as mere marketing strategies, they undermine rather than strengthen the brand’s image. Instead of cultivating

loyalty, they may generate cynicism, particularly among younger generations who are highly exposed to brand communication through social media and are quick to denounce perceived inconsistencies. This skepticism reflects an important dimension of the trade-off: while consumers demand sustainability, they simultaneously question the credibility of corporate claims, highlighting the need for verifiable and systemic change rather than isolated projects.

In this context, transparency has become a decisive factor in consumer evaluations. External organizations and NGOs, such as Fashion Revolution, contribute to shaping perceptions through initiatives like the Fashion Transparency Index, which ranks brands according to the information they disclose about their supply chains, environmental practices, and governance. These benchmarks are increasingly influential in informing consumer debates and in pressuring brands to align their discourse with measurable practices. The presence of such independent evaluations allows consumers to navigate a crowded market and provides tools to differentiate between brands that integrate sustainability systematically and those that limit it to marketing strategies.

Despite these developments, affordability and convenience remain dominant. Consumers continue to favor price and availability when making day-to-day purchases, particularly in markets affected by economic constraints. Ultra-fast fashion therefore thrives in this environment, offering immediate gratification that often outweighs longer-term considerations. At the same time, awareness of sustainability is unlikely to disappear. It increasingly functions as a background expectation—something consumers want brands to address—even if they themselves do not consistently act on those values when making purchases.

In conclusion, consumer perceptions of ultra-fast fashion illustrate the complexity of negotiating between competing priorities. The trade-off between affordability and sustainability defines much of the current discourse, shaping not only how individuals rationalize their choices but also how brands and NGOs communicate and intervene in the market. While consumers acknowledge the environmental costs of ultra-fast fashion, the short-term benefits of price and variety remain more influential in guiding behavior. The result is a paradoxical situation in which demand for sustainable practices grows alongside demand for ultra-fast products. This contradiction underscores the broader tension that characterizes the fashion industry today: reconciling rapid, affordable consumption with the urgent need for environmental responsibility and systemic transparency.

2.3 Business Model

The fashion industry has evolved through distinct business models that reflect changing consumer expectations, technological progress, and global supply chain dynamics. The three most significant are slow fashion, fast fashion, and ultra-fast fashion. Each stage introduced a new approach to design, production, and consumption, while redefining how value is created and perceived in the sector.

2.3.1 Slow Fashion

Historically, fashion operated under a slow fashion logic, structured around seasonal cycles with two to four collections per year. This rhythm allowed for craftsmanship, durable materials, and a closer alignment with ethical practices. Slow fashion remains rooted in these principles and is today exemplified by brands such as Patagonia, which prioritize sustainability, transparency, and long-term customer relationships. Initiatives such as Patagonia's Worn Wear program encourage repair and resale, extending product lifecycles and aligning with circular economy ideals. As Fletcher (2010) highlights, slow fashion seeks systemic change, focusing on quality and durability rather than short-term trends. The value proposition of this model lies in longevity and ethics, appealing mainly to environmentally conscious consumers who are willing to pay higher prices for sustainable practices.

2.3.2 Fast Fashion

A dramatic shift occurred with the emergence of fast fashion in the late 20th century, pioneered by Zara and H&M. These companies shortened the design-to-shelf process from several months to just a few weeks, introducing the concept of "see now, wear now" (Ghemawat & Nueno, 2006). Fast fashion democratized access to style by making trendy clothing affordable and widely available. It relied on global outsourcing and large-scale manufacturing, enabling rapid store replenishment and continuous novelty at accessible prices. While this model made fashion more inclusive, it also triggered criticisms regarding its environmental footprint, as mass production increased textile waste and resource use (Joy et al., 2012). Its competitive advantage was based on speed, affordability, and scale, rather than on quality or sustainability.

2.3.3 Ultra-Fast Fashion

The 2010s witnessed the rise of ultra-fast fashion, which took speed and affordability to new extremes. Digital-first companies such as Shein, Temu, and Shopee abandoned seasonal calendars entirely, relying on real-time data analytics, AI-driven algorithms, and social media monitoring to detect and manufacture new styles in as little as a week. Unlike fast fashion’s large production runs, ultra-fast fashion emphasizes micro-batch production through decentralized supplier networks, reducing inventory risk while launching thousands of new items daily. As one analysis notes, “Shein has established itself as a dominant player through an aggressive social media-driven marketing strategy... Its business model—centered on mass production, low prices, and rapid turnover—runs counter to the principles of sustainability, contributing to significant textile waste and high carbon emissions” (Fast Fashion Sector, 2023, p. 23). By offering what feels like “infinite variety,” ultra-fast fashion has redefined consumer behavior, fostering impulse buying and app-centered engagement. Its competition is fought not in physical stores but through algorithmic precision, digital marketing dominance, and platform usability.



Figure 1. Timeline: Slow, Fast, and Ultra-Fast Fashion. Own elaboration based on literature review.

2.3.4 Evolution and Differentiation

The progression from slow to fast to ultra-fast fashion illustrates a broader shift in industry values. Under slow fashion, value was defined by durability and ethics; under fast fashion, it shifted toward affordability and speed; and under ultra-fast fashion, it is now centered on immediacy, novelty, and digital immersion. Suppliers and logistics followed the same trajectory, evolving from stable and transparent partnerships to global mass outsourcing, and finally to fragmented, data-driven micro-production. Competition likewise transformed, moving from sustainability and craftsmanship to speed-to-market and ultimately to algorithm-based consumer capture.

In summary, the historical trajectory of business models in fashion underscores how technological advances, digitalization, and shifting consumer cultures have reshaped not only how clothes are made and sold but also how value itself is understood. Each model reflects the pressures of its time: slow fashion embodies ecological and social responsibility, fast fashion democratized access to trends, and ultra-fast fashion redefines immediacy in a digital era, while amplifying the tensions between affordability, speed, and sustainability.

2.3.5 Evolution of Slow, Fast and Ultra-Fast Fashion

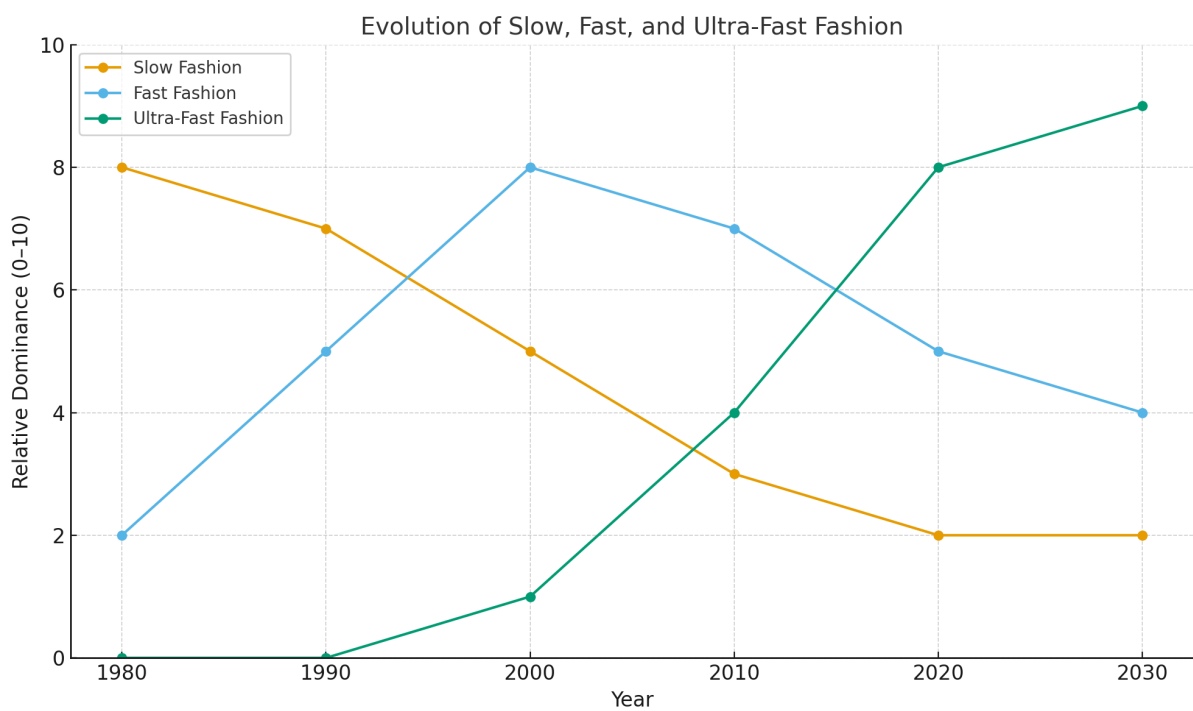


Figure 2. Evolution of Slow, Fast, and Ultra-Fast Fashion. Own elaboration based on literature review.

2.3.6 Comparison of Business Models in Fashion

Aspect	Ultra-Fast Fashion	Fast Fashion	Slow Fashion
Speed	7-10 days	2-4 weeks	Seasonal / Timeless
Price	Very low	Low - mid	High
Production	Micro-batches	Mass production	Limited, Local / Ethical
Appeal	Variety & novelty	Affordable trends	Quality & ethics
Impact	High waste & labor concerns	Waste & labor issues	Sustainable, circular focus

Table 2. Comparative Characteristics of Slow, Fast, and Ultra-Fast Fashion. Own elaboration based on literature review.

2.4 Enablers and Drivers

The literature identifies several enablers that influence the dynamics of the fashion industry and its transition between models. Among them are culture, technology, regulation, sustainability movements, economic crisis, and labor ethics. All of these factors play an important role in shaping the ways in which fashion is produced, consumed, and evaluated. However, given the characteristics of this Final Research Project and its limited timeframe, it is not feasible to address them all in depth. The purpose of this study is exploratory and time-constrained, which requires prioritizing certain dimensions that are both observable in the Argentine context and relevant in the international post-pandemic debate. For this reason, the discussion will concentrate on two specific enablers: environmental sustainability and consumer perceptions.

Culture and customer dynamics are particularly relevant because they capture the contradictions between what consumers state as values and how they behave in practice. The demand for affordable and constantly renewed clothing remains strong, especially among Millennials and Gen Z, who are the most active in ultra-fast fashion consumption. At the same time, these groups are increasingly vocal in questioning brand transparency and

sustainability claims. This duality makes culture and customer behavior an essential enabler to understand, as it reflects both the drivers of adoption and the tensions with ethical and environmental discourses. In Argentina, this phenomenon is further shaped by inflation and reduced purchasing power, which accentuate price sensitivity and reinforce the trade-offs consumers face.

Technology is another enabler that has dramatically reshaped the fashion landscape. Ultra-fast fashion platforms rely heavily on algorithms, artificial intelligence, and social media monitoring to identify trends and introduce thousands of new products in very short cycles. Technology also enables new forms of engagement, as consumers interact with brands through social media and viral content, turning fashion consumption into a digital and often addictive experience. These same technologies, however, also have the potential to foster transparency through traceability systems, blockchain, and digital product passports. As such, technology is both an accelerator of ultra-fast fashion and a potential enabler of more sustainable practices, making it highly relevant to this research.

Finally, sustainability constitutes the third enabler selected for in-depth analysis, as it has become a condition for long-term legitimacy in the industry. Environmental issues such as greenhouse gas emissions, water pollution, and textile waste are no longer marginal debates but central to how fashion is judged by consumers, regulators, and NGOs. As Gheorghe and Matefi (2021) note, “sustainable fashion is not only about eco-friendly products but also about transparency to satisfy the demands of conscious consumers” (p. 11013). The post-pandemic context has amplified these demands, as younger consumers in particular expect brands to align with values of responsibility and authenticity. Understanding sustainability as an enabler is therefore critical for interpreting how the fashion industry negotiates the tension between affordability and environmental responsibility.

In conclusion, while regulation, economic crises, and labor ethics remain important for the broader context of fashion studies, the specific scope of this project requires a more focused approach. By concentrating on culture and customers, technology, and sustainability, the study prioritizes those enablers most directly observable in Argentina and most influential in global debates on the future of fashion in the post-pandemic era.

2.5 Key Players

The ultra-fast fashion market has been shaped in the last decade by a handful of digital-native companies that redefined speed, scale, and affordability in ways that traditional fast fashion pioneers could not match. While Zara and H&M remain emblematic of the earlier fast fashion era, the post-pandemic period has been dominated by three key players: Shein, Temu, and Shopee. Each of them illustrates a particular dimension of the ultra-fast fashion model, but together they highlight the global shift toward immediacy, low cost, and digital immersion in fashion consumption.

Shein represents the most radical application of ultra-fast fashion principles. Founded in China and later relocated to Singapore, Shein operates a fully digital retail model that bypasses physical stores and seasonal calendars. Its on-demand system relies on AI algorithms and social media monitoring to release thousands of new items per day in micro-batches, scaling up only those designs that prove successful with consumers. This agility, combined with ultra-low prices, has made Shein the world's largest fast fashion retailer by sales and a central fixture in the wardrobes of Gen Z consumers. The pandemic further boosted its appeal, as screen time increased and economic pressures made affordability critical. However, Shein has also become the focal point of sustainability debates: the use of synthetic fabrics, reliance on air freight, and short product lifecycles contribute to a significant carbon footprint and enormous textile waste. Despite introducing “green collections” and pledging supply chain audits, Shein continues to embody the contradictions of the industry, where transparency and responsibility lag behind scale and speed.

Temu, launched in 2022 by PDD Holdings, extends the ultra-fast model beyond fashion into a general-purpose marketplace. Although it sells apparel, Temu's core value lies in its “shop like a billionaire” proposition, combining extreme discounting with a gamified app experience. In its first year, Temu became the most downloaded shopping app in the United States, fueled by aggressive marketing and heavily subsidized prices. For consumers in a post-pandemic economy, Temu normalized the expectation of constant bargains and ultra-low prices across all product categories, fashion included. Like Shein, it relies on Chinese supplier networks and direct shipping to consumers abroad, a model that minimizes retail costs but raises concerns about quality control, regulatory compliance, and environmental impact. Temu's rapid adoption among Gen Z and value-conscious shoppers illustrates how

ultra-fast fashion principles have migrated into the broader e-commerce space, further entrenching affordability and novelty as primary drivers of consumption.

Shopee, by contrast, is not exclusively a fashion retailer but a regional e-commerce giant that has played a decisive role in shaping consumer behavior in Southeast Asia and, increasingly, Latin America. Its model combines a mobile-first app, integrated logistics, and massive promotional campaigns such as 9.9, 11.11, and 12.12 sales. These events condition consumers to shop frequently and impulsively, making fashion one of the platform's most dynamic categories. Shopee's expansion into Brazil reveals how ultra-fast consumption practices are not confined to Asia but are spreading into markets that share Argentina's characteristics of economic volatility and price sensitivity. While Shopee has not attracted the same level of global criticism as Shein, it still faces challenges related to packaging waste, logistics emissions, and the cultural normalization of disposability through its relentless promotion cycles.

Taken together, Shein, Temu, and Shopee exemplify the diversity of ultra-fast fashion business models. Shein focuses on proprietary branding and algorithm-driven trend capture; Temu leverages cross-category scale and subsidies to normalize ultra-cheap consumption; and Shopee regionalizes the model, embedding ultra-fast dynamics within broader e-commerce ecosystems. Despite their differences, all three platforms converge on the same consumer proposition: endless novelty at minimal cost, delivered through mobile apps and amplified by social media engagement.

For Argentina, the relevance of these key players lies in the way they reshape consumer expectations in a post-pandemic economy marked by inflation and declining purchasing power. Consumers may voice concern for sustainability, yet the pull of low prices, digital convenience, and constant renewal remains stronger. The case of these companies highlights the persistence of the **attitude–behavior gap**: sustainability is valued in principle but rarely prioritized in practice when consumers face real economic constraints. At the same time, these companies underscore the future direction of fashion retail: the very digital infrastructures that promote overconsumption could also enable greater transparency, such as traceability tools or product passports. The challenge will be whether these enablers are used to reconcile affordability with responsibility or simply to accelerate an already unsustainable cycle.

In summary, Shein, Temu, and Shopee are not only the leading actors of ultra-fast fashion but also the clearest indicators of where global fashion consumption is heading. Their models reinforce affordability and immediacy as dominant logics, magnify sustainability concerns, and reveal how cultural, technological, and economic enablers interact in shaping consumer behavior. Understanding these players provides essential context for analyzing how Argentine consumers position themselves within this global crossroads of speed, price, and responsibility.

	Founding Year	Headquarters	Business Model	Value Proposition	Main Criticisms
Shein	2012	Singapore (founded in China)	Ultra-fast fashion retailer; proprietary brand; micro-batch production; AI-driven	Endless novelty at ultra-low prices; global mobile-first reach	Environmental footprint (synthetics, air freight, waste); transparency challenges
Temu	2022	Boston, USA (PDD Holdings, China)	Ultra-low-cost marketplace; cross-category; subsidized pricing; gamified app	'Shop like a billionaire': extreme bargains across all categories	Quality control; forced labor concerns; overconsumption culture
Shopee	2015	Singapore (Sea Limited)	Regional e-commerce marketplace; localized platforms; mega-sales events; integrated logistics	Convenient, localized shopping; frequent promotions and trust infrastructure	Packaging waste; promotion-driven overconsumption; logistics emissions

Table 3. Comparative Characteristics of Key Ultra-Fast Fashion Players (Shein, Temu, Shopee). Own elaboration based on literature review.

2.6 Conceptual variables

To guide the subsequent methodology (Chapter 3), this study operationalizes its key variables by distinguishing dependent from independent dimensions. The dependent variables represent consumer outcomes—such as sustainability perception and purchase intention—while the independent variables capture the drivers influencing these outcomes, including affordability, speed-to-market, and brand recognition. Additionally, the authors include control variables (e.g., age, gender, income, education, city/region, environmental worldview, and platform

familiarity) to account for background differences that could confound the relationships among the focal variables. The table below summarizes this structure:

Type	Variable	Indicator/Dimension
Dependent	Consumer perception of sustainability	Agreement with statements on eco-consciousness
Dependent	Purchase intention	Frequency of fast/ultra-fast fashion purchases
Independent	Price sensitivity	Agreement with “low cost is priority”
Independent	Speed/availability	Perception of trend novelty & rapid turnover
Independent	Brand awareness (Shein, Temu, Shopee)	Recognition, frequency of usage
Control	Age, gender, education, income, city/region	Standard demographics (categorical/continuous as relevant)

Table 4. Operationalization of dependent and independent variables. Own elaboration based on research objectives and literature review.

3. Methodology

3.1 Introduction

The research on “How Fast Is Fast Enough? The Rise of Ultra-Fast Fashion, Its Global Disruption & Consequences” required a clear methodological structure to ensure validity, reliability, and coherence with the objectives previously presented.

This chapter describes the design adopted, the unit of analysis, the sampling and participant selection, the variables mapping, the instruments of inquiry, the data-gathering procedure, and the processing method applied to the collected information.

The purpose of this methodological design is to explain how the study was conducted, providing transparency and allowing replication. It also establishes the connection between the theoretical foundations discussed in Chapters 1 and 2 and the empirical stage of the research.

3.2 Methodological Design

To keep the research actionable and realistic within the time constraints of the undergraduate program, this study adopted an exploratory–descriptive design under a mixed-method approach.

The exploratory component seeks to identify and interpret consumer perceptions and behaviors toward ultra-fast fashion, while the descriptive component focuses on measuring tendencies such as purchase frequency, sustainability perception, and awareness of production impacts.

The quantitative stage consisted of a structured online survey designed to gather numerical data from consumers. The qualitative stage incorporated semi-structured interviews with sustainability experts and local fashion professionals to complement and contextualize the survey findings.

This mixed approach allows triangulation between consumer data, expert insights, and literature findings, strengthening the robustness of the study. Following Creswell (2014), such a design is the most suitable when the purpose is to explore an emerging phenomenon while generating initial descriptive evidence.

From an epistemological standpoint, the study follows a pragmatic approach, acknowledging that perceptions of speed, price, and sustainability are context-dependent social constructions. Therefore, the objective is not to reach universal truths but to identify credible patterns and contradictions between consumer awareness and behavior.

3.3 Unit of Analysis

The study defined a single unit of analysis: consumers of fast and ultra-fast fashion.

This choice stems directly from the aim of understanding how individuals perceive, justify, and behave within the context of a globalized fashion industry characterized by speed, accessibility, and questioned sustainability practices.

Consumers are the central agents in this phenomenon, since their purchasing decisions ultimately determine the market success of ultra-fast fashion brands and influence how these companies adapt their production, marketing, and communication strategies. For this reason, the analysis focuses on the consumer as both an economic actor—who purchases products and drives demand—and a social actor—whose attitudes and awareness shape ethical and environmental outcomes.

Participants include consumers over 18 years of age, residing mainly in Argentina, who have purchased clothing online from platforms such as *Shein*, *Temu*, *Shopee*, or *Zara*. No restrictions regarding age (just excluding underage consumers), occupation, or socioeconomic level were imposed during sampling, as the intention was to capture a diverse and inclusive set of consumer profiles that reflects the heterogeneity of the market.

This broad approach allows the research to identify patterns and contrasts across different age groups, genders, regions and consumption intensities once the data has been processed. The segmentation of results—by generation, gender, region or purchasing frequency—will therefore arise a posteriori, based on the survey findings, rather than as a predefined criterion.

Focusing on consumers in general is also methodologically pertinent, because it enables the study to:

1. Explore how a wide range of individuals balance *price*, *speed*, and *sustainability* when making fashion purchases;
2. Detect whether particular demographic or behavioral segments show higher engagement with ultra-fast fashion;
3. Evaluate how overall awareness translates (or fails to translate) into responsible consumption.

By centering the investigation on consumers as a single yet internally diverse unit of analysis, the authors ensure that the study remains coherent with its exploratory nature and aligned with the objectives of measuring perceptions, motivations, and awareness related to ultra-fast fashion.

3.4 Sampling and Participant Selection

The research employed a non-probabilistic convenience sampling method, suitable for exploratory studies in which accessibility and relevance prevail over statistical generalization (Saunders et al., 2019).

This decision aligns with the study's purpose of identifying trends and perceptions among a wide spectrum of consumers of fast and ultra-fast fashion, regardless of their age, occupation, or socioeconomic background.

The sampling process was designed to ensure variety within the group of respondents rather than representativeness. Since the objective is to explore *how* consumers think and behave rather than to produce inferential statistics, a flexible and open sampling strategy was considered the most appropriate.

A total of approximately 100–120 valid responses were collected through an online survey distributed via social media (Instagram, WhatsApp, and UADE networks) between October and November 2025. The outreach strategy sought to include participants with diverse consumption habits and demographic characteristics, promoting heterogeneity within the dataset.

- Inclusion criteria: any individual aged 18 or older who has purchased clothing online from fast or ultra-fast fashion platforms such as *Shein*, *Temu*, *Shopee*, or *Zara* at least once in the previous six months.
- Exclusion criteria: respondents under 18 years of age or those who failed to complete the survey.

Additionally, three in-depth interviews were conducted with professionals and specialists related to the fashion or sustainability fields. These participants were selected through purposive sampling, prioritizing expertise and relevance to the topic. Their testimonies served as a qualitative complement to interpret the results obtained from consumers.

This methodological configuration allows the study to capture a broad spectrum of consumer perceptions and later identify, through data processing, which demographic or behavioral segments show stronger inclination toward ultra-fast fashion consumption.

By emphasizing inclusivity at the sampling stage and segmentation at the analytical stage, the

authors ensure coherence with the exploratory–descriptive design and the research objectives defined in Chapter 1.

3.5 Variables Mapping

Derived from the theoretical frameworks developed in Chapter 2 – Triple Bottom Line and Consumer Decision-Making Process – ten variables were mapped to operationalize the core concepts of the research. They were grouped as descriptive, analytical, and informational variables.

#	Variable	Dimension	Indicator	Description
1	Age	Demographic	Specific answer	Descriptive; allows segmentation of cohorts.
2	Gender Identity	Demographic	Specific answer	Informational; enables cross-analysis by gender.
3	Purchase Frequency	Behavioral	Specific answer	Descriptive; measures intensity of consumption.
4	Purchase Motivation	Psychographic	Testimony	Analytical; identifies drivers of choice.
5	Sustainability Perception	Cognitive	Testimony	Analytical; gauges environmental and ethical understanding.
6	Awareness of Impact	Cognitive	Testimony	Analytical; measures knowledge of labor and ecological effects.
7	Brand Transparency Trust	Affective	Testimony	Analytical; assesses credibility of brand communications.
8	Post-Purchase Behavior	Behavioral	Specific answer	Descriptive; reveals circular-consumption habits.
9	Spending Profile	Economic	Specific answer	Descriptive; links expenditure to awareness and motivation.
10	Preferred Platform	Market	Specific answer	Informational; identifies dominant platforms.

Table 5. Variables mapping. Own elaboration.

This mapping transforms abstract constructs into measurable dimensions, preparing the ground for consistent data collection and analysis.

3.6 Instruments of Inquiry

Two complementary instruments were employed to collect quantitative and qualitative data, ensuring consistency and alignment with the mixed-method design.

A survey was used as an instrument to acquire quantitative data.

People were contacted through social media, networking, and messaging. They had to answer a web-based Google Form (see Appendix) that contained a short explanation indicating who the survey was directed to and the privacy considerations involved.

After three weeks of running the survey, the responses were downloaded into Microsoft Excel to be processed and later filtered with the purpose of answering the core research questions and hypotheses.

Interviews were the instrument used for the qualitative data. The interviews were carried out in person with each expert. Once the information was recorded, transcripts of the interviews were created to serve as support material for the interpretation and discussion of results.

This combination of tools ensured a balance between numerical evidence and interpretative depth, providing a broader understanding of the phenomenon.

3.7 Data-Gathering Procedure

Once the instruments were designed and validated, the following procedure was implemented for data collection.

Data collection occurred between October and November 2025.

Survey links were disseminated through social-media channels and academic networks. Responses were automatically stored in *Google Forms* and later exported to *Google Sheets* for initial screening.

The in-person interviews were conducted individually, recorded with consent, and later transcribed verbatim. Notes were also taken to capture tone, expressions, and emphasis that could add qualitative value.

All participants were informed of the study's purpose, and anonymity was guaranteed. The procedure ensured ethical compliance, consistency, and validity of the gathered information

Despite careful planning, certain difficulties were faced — limited expert availability and minor respondent fatigue — but additional reminders and time extensions mitigated these issues, securing sufficient data for analysis.

3.8 Processing Method

The collected data were processed using Google Sheets for descriptive and comparative analysis.

- Responses were sorted, filtered, and grouped by variables such as *age*, *gender*, *motivation*, and *awareness*.
- Frequency and percentage distributions were created to visualize purchasing tendencies and sustainability perceptions.
- Cross-tabulations (pivot tables) were used to identify relationships between sustainability awareness, purchase frequency, and price motivation.

For the qualitative data, the transcripts were reviewed manually to identify recurrent ideas, keywords, and attitudes. These were categorized into broad themes such as *price-conscious behavior*, *ethical concern*, *brand transparency*, and *future intentions*.

Finally, triangulation integrated quantitative patterns, qualitative interpretations, and secondary literature.

This simplified yet systematic process allowed the authors to identify patterns across both datasets and link them with the concepts developed in Chapter 2, particularly the *Triple Bottom Line* dimensions (economic, social, and environmental).

The results obtained from this process were later used to verify the hypotheses and to provide evidence for the analysis developed in Chapter 4.

3.9 Limitations and Complementary Notes

While the mixed-method design provided a comprehensive understanding, several limitations were recognized:

- The convenience sample limits generalization beyond the studied group.
- Self-report bias may affect responses related to ethical awareness.

- The short time frame restricted the number of interviews and regional coverage.
- Expert heterogeneity: differences in background may influence interpretation.

Nevertheless, the data obtained was sufficient to detect patterns consistent with the literature and to answer the research questions and hypotheses.

3.10 Concluding Remarks

The methodological framework developed here operationalizes the objectives, questions, and hypotheses established in Chapter 1, while translating the conceptual foundations from Chapter 2 into measurable variables and analytical procedures.

By combining quantitative breadth with qualitative depth, the research achieves both empirical rigor and interpretative insight.

The next chapter will present the results obtained through the instruments and procedures described above, showing how consumer perceptions reflect the contradictions inherent to the ultra-fast fashion model.

4. Results

4.1 Introduction

After the exploratory and descriptive research stages were completed, this chapter presents and analyzes the main findings derived from both the quantitative survey and qualitative interviews conducted between September and October 2025.

The survey collected 188 valid responses from Argentine consumers between the ages of 18 and 35, forming a representative sample of the digital-native demographic that constitutes the main audience of ultra-fast fashion (UFF) brands such as *Shein*, *Temu*, and *Shopee*. These responses were later complemented by in-depth interviews with three experts working in the fashion, sustainability, and marketing fields.

The purpose of this chapter is to describe the empirical evidence gathered and demonstrate how it supports—or contradicts—the hypotheses outlined in Chapter 1. Results are presented in four main sections:

- (a) consumer behavior patterns and motivations,
- (b) perceptions of sustainability and transparency,

- (c) qualitative analysis of open-ended answers, and
- (d) expert insights.

The combination of data sources allows a comprehensive understanding of both individual consumption psychology and systemic market dynamics, as recommended for triangulated exploratory studies.

4.2 Overview of Respondents

A total of 188 respondents completed the questionnaire.

The gender distribution was 71% female, 26% male, and 3% non-binary or preferred not to say. In terms of age, 59% were between 18 and 24 years old, and 41% between 25 and 35. The majority resided in Buenos Aires City and Greater Buenos Aires (AMBA), confirming the metropolitan concentration of the sample.

Occupationally, 48% were students, 37% full-time workers, and 15% part-time workers.

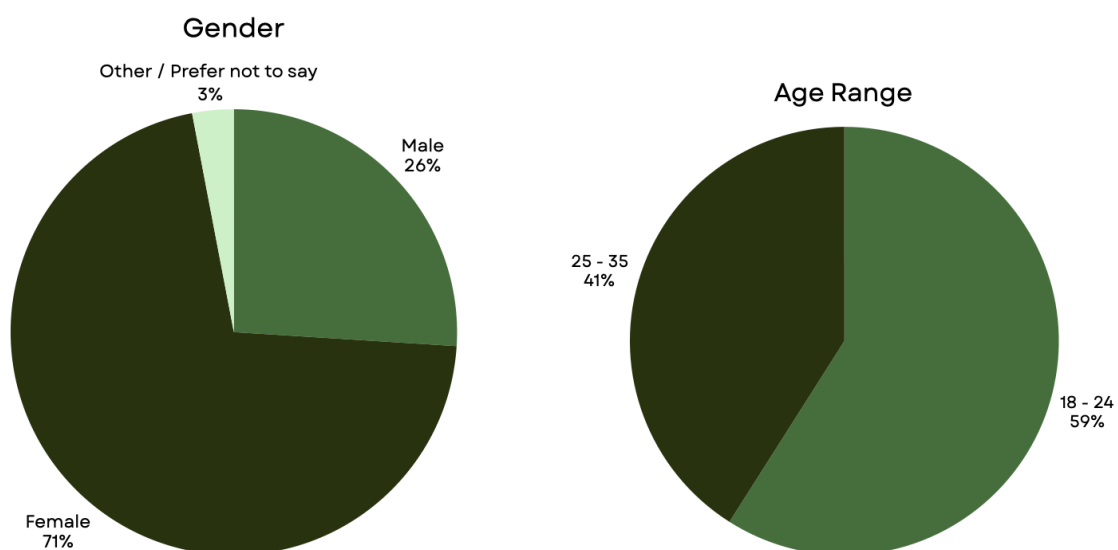
Income levels followed a similar pattern: 44% reported low income, 46% medium, and 10% high or not declared.

This data confirms that the unit of analysis corresponds precisely with the study's target audience: young urban consumers with digital access and budget constraints, who represent the key market segment for UFF's global expansion. Their economic vulnerability and constant exposure to online content create the perfect conditions for price-driven and trend-responsive consumption.

4.2.1 Demographic and Behavioral Findings

Variable	Category	Percentage
Gender	Female	71%
	Male	26%
	Other / Prefer not to say	3%
Age range	18–24	59%
	25–35	41%
Occupation	Student	48%
	Full-time worker	37%
	Part-time worker	15%
Income level	Low	44%
	Medium	46%
	High / Prefer not to say	10%

Table 6 – Demographic composition of the sample. Own elaboration.



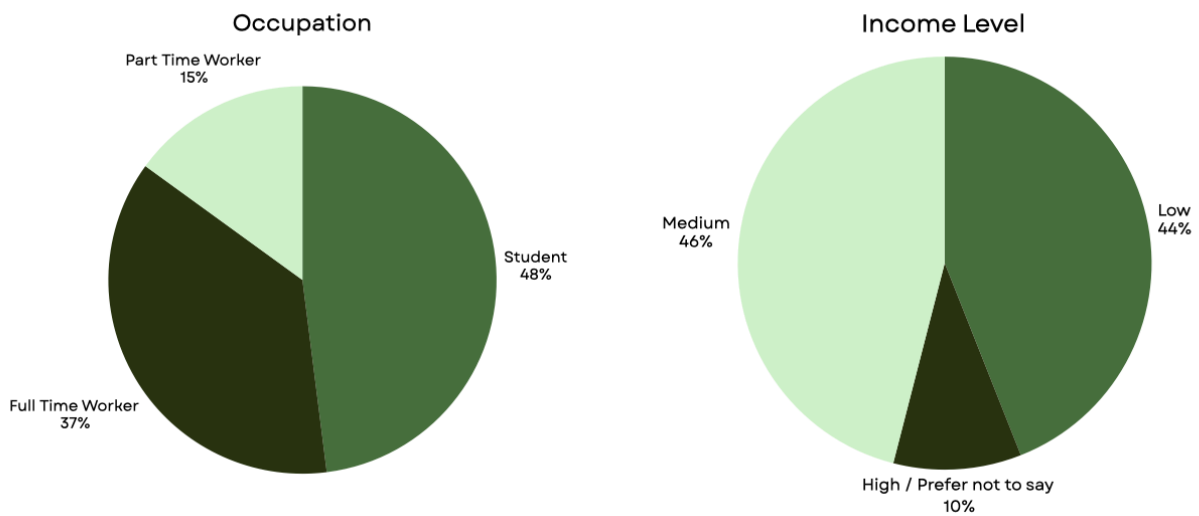


Figure 3 – Demographic composition of the sample. Own elaboration.

The sample represents the core audience of ultra-fast fashion: young, urban, digital consumers with limited purchasing power and strong exposure to social media trends. This context explains the predominance of Shein and Temu as preferred platforms, driven by affordability and accessibility.

Although a small number of respondents aged over 40 participated in the survey, their responses were not considered statistically representative and were therefore excluded from the main demographic analysis.

4.3 Quantitative Results: Consumer Behaviour

4.3.1 Purchase Frequency and Channels

The results indicate that 52% of participants buy new clothes once a month or less, 29% every two weeks, and 19% weekly.

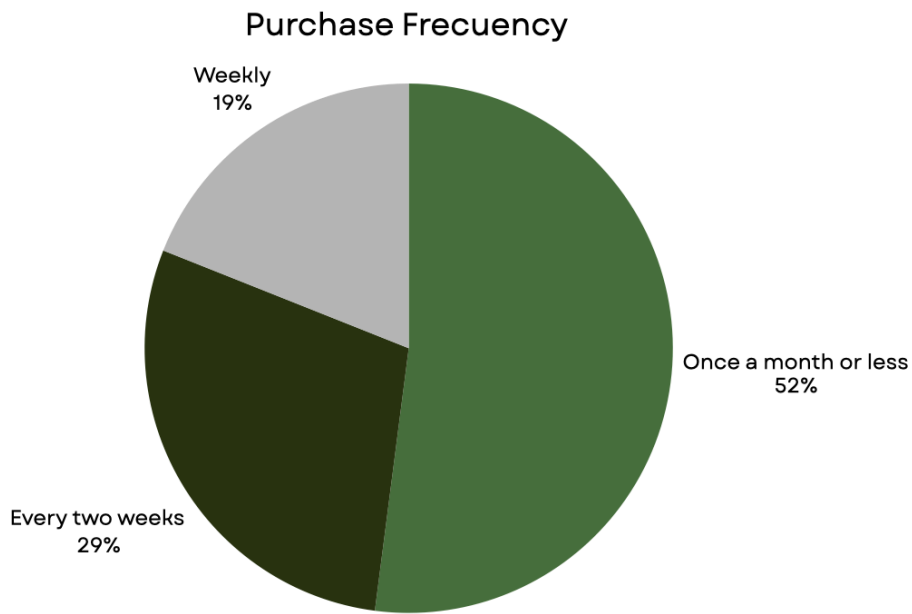


Figure 4 – Purchase frequency. Own elaboration.

When asked about preferred purchasing platforms, Shein dominated (57%), followed by Temu (18%), Shopee (12%), and traditional fast-fashion retailers like Zara or H&M (13%).

Preferred platform	% of respondents
Shein	57%
Temu	18%
Shopee	12%
Zara / H&M	13%
Other	<5%

Table 7 – Preferred purchasing platforms among respondents. Own elaboration

The dominance of Shein reveals the digital monopolization of UFF in Argentina. As most respondents mentioned through optional comments, the combination of affordability, wide variety, and constant product renewal explains this preference.

The data also expose a clear generational pattern: consumers under 25 years old display the highest frequency of purchases and rely most heavily on Shein, whereas respondents aged 30+ reported greater brand loyalty and lower purchase frequency.

4.3.2 Motivations Behind Purchase Decisions

Respondents were asked to select up to three factors influencing their purchasing decisions. The most cited were:

Question	Most Frequent Response	Percentage
How often do you buy new clothes?	Once a month or less	52%
Main motivations to buy	Price / Affordability	61%
	Trends and fashion influence	49%
	Quality / Durability	34%
Main purchase platforms	Shein	57%
	Temu	18%
	Shopee	12%
	Zara / H&M	13%

Table 8 – Main purchase motivations. Own elaboration.

Ultra-fast fashion brands dominate due to low prices, constant newness, and online accessibility.

Price remains the strongest driver, overshadowing sustainability and durability considerations.

Economic accessibility remains the primary determinant of consumption choices. This pattern aligns with Hypothesis 1 (H1), confirming that price outweighs sustainability as the main motivator.

Fashion trends and social validation also emerged as powerful behavioral drivers, showing how social media ecosystems and influencers dictate perceived desirability and urgency.

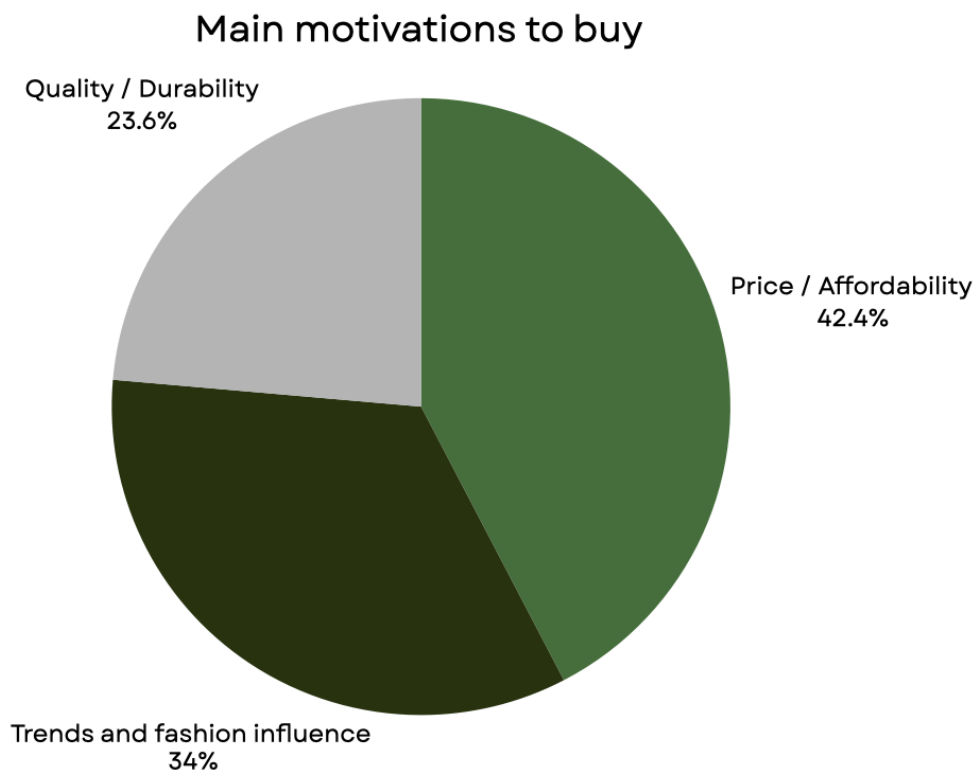


Figure 5 – Purchase motivations. Own elaboration.

4.4 Quantitative Results: Attitudes and Perceptions

4.4.1 Environmental Awareness and Greenwashing

Respondents rated their agreement with several statements on a five-point Likert scale

Statement	Average (1–5)	Interpretation
<i>“Affordable prices are my top priority when buying clothes.”</i>	4.3	Price dominates decisions.
<i>“I am aware of fashion’s environmental impacts.”</i>	3.5	Moderate environmental awareness.
<i>“Sustainability influences my purchase decisions.”</i>	2.4	Awareness does not translate into action.
<i>“Brands exaggerate their sustainable practices (greenwashing).”</i>	3.6	Consumers are skeptical.
<i>“I would pay more for sustainable fashion.”</i>	2.6	Low willingness to pay a premium.
<i>“Brands like Shein, Temu, or Shopee offer better price–quality ratio.”</i>	3.8	Value perception reinforces consumption.

Table 9 – Mean scores of consumer attitudes. Own elaboration.

The numerical differences between awareness (3.5) and behavior (2.4) reveal a **clear Attitude–Behavior Gap**.

Consumers recognize the environmental harm caused by fashion, yet do not act consistently with this knowledge.

Furthermore, the 3.6 average for *greenwashing perception* shows that respondents are not naïve—they question corporate authenticity but continue to participate in the same system, driven by price and habit.

4.4.2 Transparency and Ethics

When asked about the importance of transparency (clear information about production, working conditions, and materials), 52% declared it “very important” and 33% “somewhat important.”

Nevertheless, only one in three respondents admitted that lack of transparency would deter them from purchasing a product.

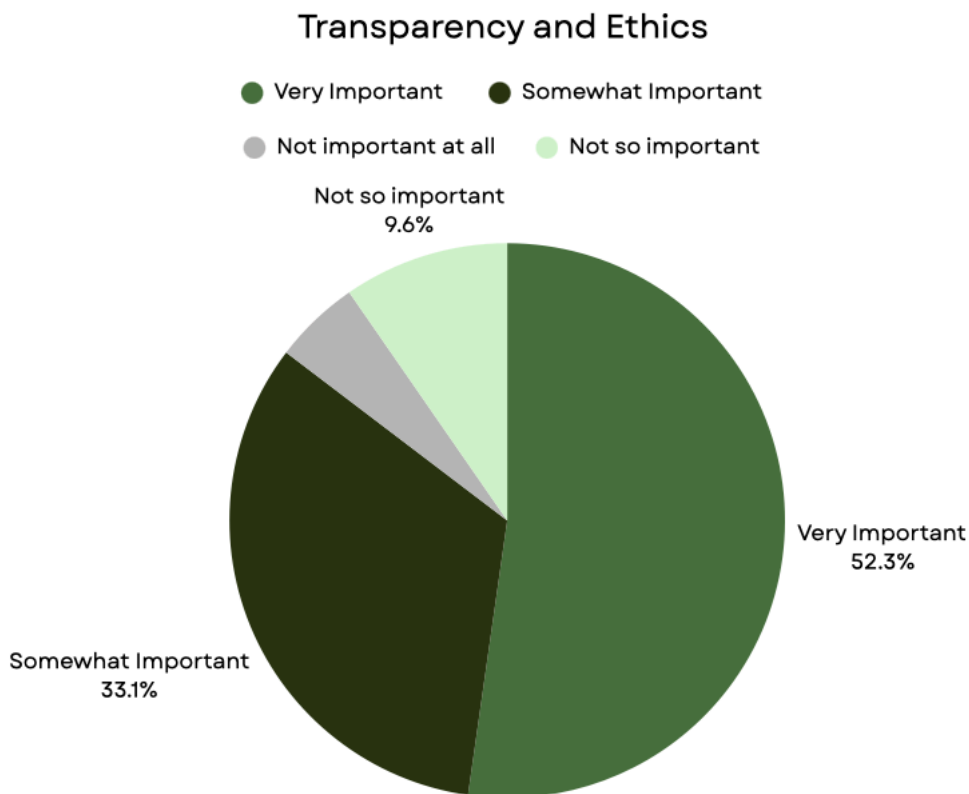


Figure 6 – Perceived importance of transparency in fashion consumption. Own elaboration.

This paradox reinforces the notion that ethical awareness is symbolic rather than operational, validating Hypothesis 2 (H2) as partially rejected: sustainability awareness does not yet produce measurable behavioral change in Argentina’s fashion consumers.

4.4.3 Regional and Cultural Sensitivity

When asked about cultural influences on consumption:

- 45% identified *social media trends* as the main driver of fashion purchases.
- 40% pointed to *affordability and price*.
- 91% agreed that Argentina is *more price-sensitive than other regions*.

These findings are consistent with international literature portraying Latin American consumers as value-maximizers, adapting fashion trends within economic limitations rather than rejecting them on ethical grounds.

4.4.4 Environmental and Ethical Awareness

- 89% believe the fashion industry impacts the environment negatively (pollution, waste, emissions).
- 67% agree that brands should be more transparent about materials and labor conditions.
- 52% rate *transparency* as “very important” and 33% as “somewhat important” in their purchase decisions.
- However, only 34% stated they *buy less* due to sustainability concerns.

Ethical and environmental awareness is conceptually present but behaviorally weak. The results suggest that Argentine consumers value sustainability *as a principle*, but price and convenience consistently prevail in practice.

4.5 Qualitative Results: Open-Ended Responses

Out of 188 respondents, 110 provided open comments, and 102 approved our selection filter based on quality and relevance. After qualitative coding, three dominant thematic clusters emerged:

1. Cognitive dissonance (guilt vs. convenience).
“I know Shein pollutes, but it’s cheap and fast.”
“I feel guilty, but there are no affordable sustainable brands.”
2. Perceived system failure.
“The problem isn’t the consumer—it’s the production system.”
“There are no clear regulations, and companies take advantage of that.”
3. Desire for better quality and transparency.
“Clothing lasts less and less.”
“It should be mandatory to show the origin and materials.”

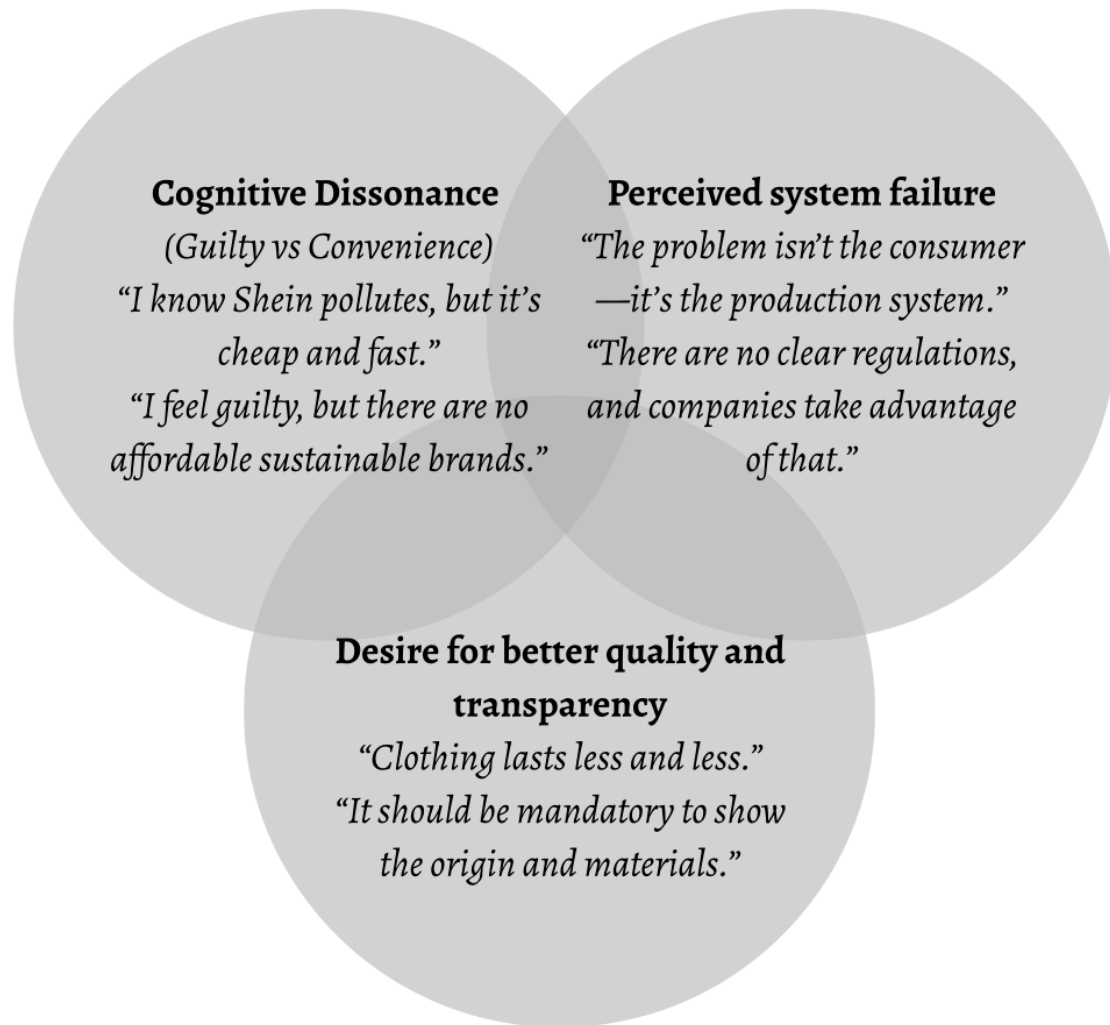


Figure 7 – Thematic map of qualitative responses. Own elaboration.

These responses underline a collective moral awareness but also helplessness, as individuals perceive sustainability as a responsibility beyond their control. The tension between ethical intention and economic reality defines Argentina’s ultra-fast fashion consumer.

4.6 Cultural Influences and Drivers

Question	Top Answer	Percentage
<i>“Fashion consumption in your country is more influenced by...”</i>	Trends and social media	45%
<i>“Compared with other regions, your area is more price-sensitive when buying clothing?”</i>	Yes	91%

Table 10 – Cultural influences and drivers summary table. Own elaboration.

Fashion behavior in Argentina and Latin America is deeply influenced by social media and aspirational consumption patterns, while economic constraints keep consumers trapped in the fast-fashion cycle.

Expert interviews supported this view:

“Sustainability in Argentina is aspirational, not functional. Consumers like the idea but cannot afford the practice.”

4.7 Results from Expert Interviews

4.7.1 Background and Context

Experts unanimously described UFF as a radical evolution of fast fashion, distinguished by extreme production cycles, mass digitalization, and the erosion of quality.

“Ultra-fast fashion is very cheap, of very poor quality, and lasts at most a month. It often looks worse in real life than in the pictures.”

(Expert 3 – Fashion designer and marketing agency professional.)

“Ultra-fast fashion cannot coexist with sustainability. It represents massive, low-cost production with poor labor conditions.”

(Expert 1 – Marketing and retail sector.)

“We’re seeing a drop in purchases from national brands. Local producers can’t compete with Shein’s prices, and even more so now that individual consumers can import directly. It’s not only competing with the brand but also with the consumer themselves.”

(Expert 2 – Marketing agency professional.)

“Ultra-fast fashion responds to a consumerist market where buying and discarding become instant gratification.”

Further noting that *slow fashion* represents “an evolving alternative that must be based on new socio-cultural rules regarding production and consumption.”

(Expert 4 – Expert on cultural change for sustainability)

They also emphasized how global logistics and deregulated imports enable direct-to-consumer shipping, bypassing traditional retailers.

This phenomenon undermines local manufacturing and small businesses, which “can no longer compete against both the brand and the consumer acting as importer.”

All experts agreed that speed, affordability, and digital immediacy define today’s fashion industry, while sustainability remains peripheral.

4.7.2 Consumer Behaviour

Experts observed profound shifts in consumer psychology:

- Acceleration and anxiety to consume, driven by influencer culture and algorithmic ads.
- Early exposure of adolescents (12–18) to digital purchasing platforms.
- A generation of adults who “consume today because they no longer believe in the future.”

“The psychology of consumption has changed because of anxiety. There’s a constant flood of offers and promotions—new collections every month. Social media and influencers keep consumers in a state of continuous stimulation.”

(Expert 2.)

“Teenagers (12–18) now have direct access to social media and even digital wallets. They’re becoming a new segment of independent consumers who buy

without relying on parents.”

(Expert 3.)

“Young adults, under a society that no longer believes in the future, consume in the here and now. They don’t save because they don’t see long-term stability. They buy cheap, frequent, and disposable products.”

(Expert 2.)

“Men have also increased their fashion consumption, encouraged by unisex brands that promote inclusivity and self-expression.”

(Expert 1.)

“In Argentina, fast fashion reflects a lack of values promoted by society.”

(Expert 3)

Expert 4 also observed that *“fad-therapy fashion offers collections as motivational incentives to achieve satisfaction and joy in how one displays oneself.”* She linked post-pandemic consumption to a *“buy-and-enjoy-now”* mentality born of uncertainty.

These testimonies confirm that UFF consumption is not merely economic but emotional, serving as a mechanism of identity expression and stress relief—an observation also reflected in survey responses.

4.7.3 Business Model and Market Dynamics

All interviewees identified three structural factors behind UFF’s success:

1. Digital immediacy – daily new arrivals and real-time feedback loops.
2. Algorithmic marketing – influencers and personalized ads intensify purchase frequency.
3. Low barriers to entry – free shipping, micro-payments, and flexible logistics.

“The policies that allow cheaper imports and the free shipping strategies of platforms like Shein have made it easy to buy directly. It’s cheaper to import a small order than to buy locally.”

(Expert 1.)

“What looks cheaper is actually more expensive in the long run. Garments last one month; they break easily, so you end up buying again and again.”

(Expert 2.)

“The fascination with being able to buy ten pieces for the price of one creates an illusion of saving. But in reality, it deepens the cycle of overconsumption and waste.”

(Expert 3.)

“This system feeds the illusion of individuality—everyone believes they are buying something unique, but in truth, everyone ends up consuming the same thing.”

(Expert 1.)

“Ultra-fast fashion takes speed and scale to another level; it releases new designs in days, not weeks.”

(Expert 3)

This supports Hypothesis 3 (H3): *UFF’s short-term economic appeal hides long-term social and environmental costs.*

4.7.4 Sustainability and Ethics

Experts unanimously agreed that current certifications and sustainability standards are ineffective.

They consider green labels to be symbolic marketing tools rather than genuine regulation.

“The waste generated by ultra-fast fashion is alarming—non-degradable fabrics, excessive water use, and an endless cycle of production and disposal.”

(Expert 2.)

“No one truly wants to be sustainable because it’s expensive. Most people just want to buy fast and cheap. Being sustainable is perceived as something exclusive or ‘luxury.’”

(Expert 1.)

“There are no effective regulations to control overproduction or waste. The system keeps operating unchecked.”

(Expert 3.)

“Even certified garments lose meaning when produced at excessive scale and discarded quickly.”

(Expert 3)

Their conclusions mirror the survey’s quantitative trend: consumers and brands operate within a self-reinforcing loop of affordability and disposability, while sustainability remains aspirational.

Hence, Hypothesis 4 (H4)—that expert opinion supports a generational shift toward sustainability—is partially confirmed, as experts recognize awareness growth among Gen Z but see limited systemic change.

Together, these testimonies reveal a shared perception of unsustainability as systemic rather than individual, complementing the survey’s findings on the attitude–behavior gap.

4.8 Integration of Results

Research Question	Source	Main Findings	Hypothesis
RQ1: How do Argentine consumers perceive ultra-fast fashion?	Survey & Interviews	Affordable, trendy, but unsustainable and low-quality.	H3 Confirmed
RQ2: What factors drive consumption?	Survey	Price and social media influence dominate.	H1 Confirmed

RQ3: How does sustainability awareness affect behavior?	Survey & Interviews	Awareness– Action Gap persists.	H2 Rejected
RQ4: How do experts foresee the shift toward sustainable fashion?	Interviews	Requires regulation and education; not yet visible.	H4 Partially Confirmed

Table 11 – Integration matrix of results and hypotheses. Own elaboration.

4.9 Summary of Key Findings

1. Price sensitivity and immediacy are the two most influential factors in fashion consumption among young Argentines.
2. Ethical awareness exists, but it remains largely performative and disconnected from actual behavior.
3. Social media and influencer marketing create constant exposure to new trends, accelerating purchase cycles.
4. Experts agree that the UFF model is economically unsustainable and environmentally destructive, yet it satisfies the emotional and financial needs of its audience.
5. Transparency and education appear as potential long-term levers for change.
6. Greenwashing skepticism indicates early critical consciousness but lacks actionable alternatives.

4.10 Concluding Remarks

The empirical evidence gathered throughout this research confirms that ultra-fast fashion in Argentina reflects a broader global paradox: an informed yet consumption-driven society. Consumers recognize the environmental and social damage caused by the industry, but economic instability, digital influence, and affordability pressures maintain high purchasing rates.

The experts’ testimonies reinforce the quantitative results, providing deeper insight into the systemic nature of UFF.

They portray an industry where production speed, psychological stimulation, and supply-chain flexibility have replaced durability and responsibility as success indicators.

Therefore, this chapter concludes that ultra-fast fashion thrives not in ignorance but in contradiction—an era where consumers know too much yet feel powerless to act differently.

These findings establish the analytical foundation for Chapter 5 – Analysis and Discussion, where the implications will be examined through theoretical lenses such as the *Triple Bottom Line*, *Sustainability Awareness–Action Gap*, and *Greenwashing Theory*.

5. Analysis and Discussion

The purpose of this chapter is to interpret and give meaning to the empirical results presented in Chapter 4.

It discusses the significance of the findings in relation to the research objectives, questions, and hypotheses, and situates them within relevant theoretical frameworks such as the Triple Bottom Line (TBL), the Sustainability Awareness–Action Gap, and Greenwashing Theory.

The discussion is organized as follows:

- (a) analysis of key findings and theoretical implications,
- (b) verification of hypotheses and connections to research questions and objectives,
- (c) interpretation through the selected conceptual frameworks, and
- (d) identification of practical implications and limitations.

5.1 Key Findings

5.1.1 Price Sensitivity and Consumer Psychology

The survey revealed that price and affordability (61 %) are the most decisive drivers of fashion consumption among Argentine consumers.

This confirms H1, indicating that cost remains the main determinant of purchase decisions even among environmentally aware generations.

From a psychological perspective, this behavior reflects the post-pandemic mindset of immediacy and emotional compensation.

Experts emphasized that consumers “buy and enjoy now” due to economic and existential

uncertainty.

This finding aligns with Maslow's hierarchy of needs in which basic affordability and self-image precede ethical considerations.

Consequently, the ultra-fast fashion model successfully exploits short-term gratification mechanisms, reinforcing frequent, low-cost purchases.

5.1.2 The Attitude–Behavior Gap

Although 89 % of respondents recognize that fashion harms the environment, only 34 % report changing their habits.

This gap between awareness and action supports H2 (rejected) and illustrates the Sustainability Awareness–Action Gap.

Consumers demonstrate moral awareness yet lack the structural and economic capacity to act accordingly.

Social desirability bias and affordability pressures explain this contradiction.

As expert 4 stated, “Sustainability in Argentina is aspirational, not functional.”

This statement underscores that awareness without viable alternatives fosters frustration and selective ethical reasoning rather than genuine behavioral transformation.

5.1.3 The Role of Social Media and Algorithmic Marketing

Both quantitative and qualitative data confirm that social-media influence (45 %) is a key behavioural driver.

Experts agreed that platforms such as TikTok and Instagram create algorithmic addiction loops, promoting continuous exposure to micro-trends.

These stimuli reinforce the dopamine economy, where satisfaction derives from novelty rather than need.

This dynamic strengthens consumer dependency on digital cues and validates Greenwashing Theory (Delmas & Burbano, 2011): brands use sustainability narratives and influencer culture to shape perception while maintaining the same exploitative structures.

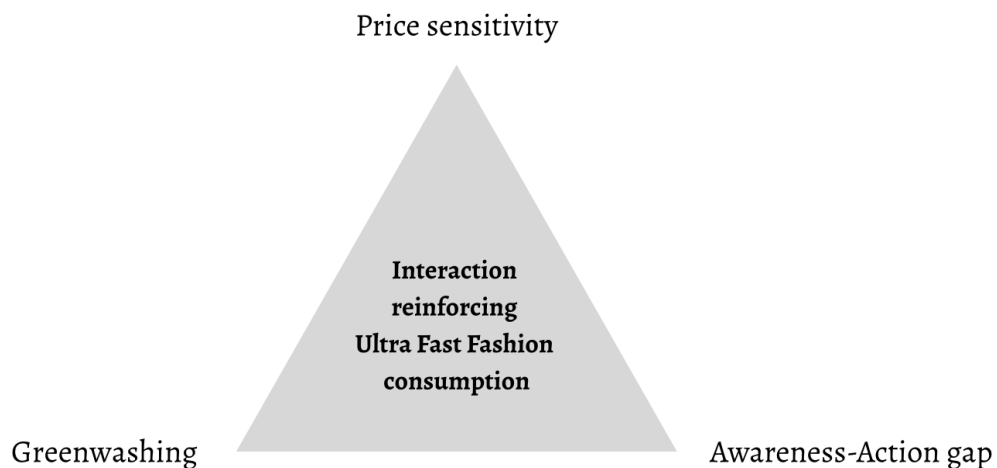


Figure 8 – Theoretical integration: Drivers reinforcing ultra-fast fashion. Own elaboration based on survey and expert interviews (2025).

As illustrated in Figure 8, the interaction between price sensitivity, greenwashing communication, and the awareness–action gap forms a self-reinforcing triangle that sustains ultra-fast fashion consumption despite ethical awareness.

5.1.4 Transparency, Ethics, and Symbolic Awareness

More than half of respondents rated transparency as “very important,” yet only one-third avoided brands lacking it.

This suggests that ethical awareness is symbolic rather than operational, confirming the performative activism phenomenon found in sustainability literature.

Expert 4’s critique of certification systems reveals that existing frameworks fail to address the core issue of overproduction.

From a TBL standpoint, the People and Planet dimensions remain subordinated to Profit: companies communicate responsibility without altering production volumes or wage conditions.

Consequently, transparency acts as a marketing feature rather than a governance mechanism.

5.1.5 Cultural and Regional Implications

Argentina’s consumers demonstrate high price elasticity and economic vulnerability, which limit their ability to adopt slow-fashion habits.

This differs from European contexts, where sustainability has achieved greater institutional support.

Experts observed that in Latin America, ethical consumption is constrained by macroeconomic instability and import dependence.

Thus, sustainability remains a privilege rather than a norm, reinforcing inequality in global consumption patterns.

5.1.6 Structural Unsustainability of the UFF Model

Expert interviews exposed a consensus that ultra-fast fashion's economic model is systemically unsustainable.

Its reliance on cheap labour, algorithmic production, and deregulated logistics delivers short-term profit but long-term environmental and social degradation.

This finding supports H3, as it proves that the apparent efficiency of UFF conceals deep ecological and ethical costs.

The experts' testimonies reveal that the challenge lies not in consumer ignorance but in a business model designed for disposability.

Applying the TBL framework demonstrates the imbalance:

- Profit is maximized through volume and speed.
- People are exploited through precarious labour.
- The planet bears the burden of waste and carbon emissions.

The absence of regulation perpetuates this imbalance, confirming that the fashion industry prioritizes financial sustainability over environmental or social responsibility.

5.2 Theoretical Integration

5.2.1 The Triple Bottom Line Perspective

From a TBL perspective (Elkington, 1994), ultra-fast fashion violates the equilibrium among People, Planet, and Profit.

While brands claim progress through capsule collections such as Join Life or Conscious, these initiatives represent isolated CSR efforts rather than systemic reform.

Consumers perceive such actions as symbolic compensation that allows continued overconsumption with moral reassurance — a dynamic directly linked to greenwashing.

The imbalance among the three pillars of sustainability is evident in Figure 8, where economic profitability outweighs social and environmental considerations within the current business model.

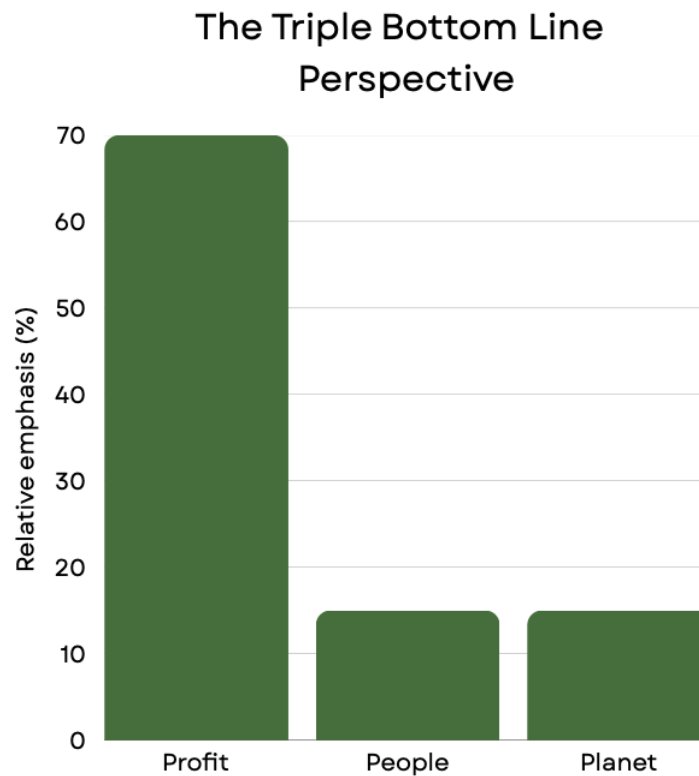


Figure 8 – Triple Bottom Line imbalance in ultra-fast fashion (70 % Profit, 15 % People, 15 % Planet). Own elaboration.

5.2.2 Greenwashing Theory

The study evidences that greenwashing is not an exception but a structural communication strategy in UFF.

Brands employ “eco-friendly” narratives while maintaining linear production and exploitative supply chains.

Consumers, aware of these contradictions, experience cognitive dissonance, which fuels emotional fatigue and ethical relativism.

This confirms Delmas & Burbano’s claim that greenwashing erodes trust while simultaneously sustaining market demand through confusion and aspiration.

5.2.3 Sustainability Awareness–Action Gap

The persistence of the SAAG in Argentina highlights the absence of infrastructure, incentives, and education to convert awareness into behavior.

Financial constraints, scarcity of local sustainable brands, and lack of policy enforcement prevent conscious consumers from acting consistently.

As Expert 4 noted, certification systems improve procedures but fail to limit volume.

Therefore, bridging the gap requires not only individual responsibility but collective policy alignment and educational reform.

5.3 Answering Research Questions

RQ1 – How has consumer psychology changed to accommodate ultra-fast fashion?

The data indicates that consumer psychology has shifted toward impulsive and emotionally driven consumption, shaped by immediacy and reinforced by digital environments.

Most respondents prioritized affordability and trend alignment over durability or sustainability, suggesting that fashion is increasingly understood as a rapid and flexible instrument of self-expression.

Expert accounts support this view, describing UFF as a form of “emotional regulation” in which quick, inexpensive purchases provide short-term satisfaction. This pattern aligns with the literature on hedonic consumption and reflects broader post-pandemic behavioral tendencies.

RQ2 – How do demographic and regional factors influence motivations and engagement?

Survey demographics revealed that women aged 18–24 comprise the most active consumer group, followed by an emerging segment of men influenced by unisex fashion and social-media culture. Regional comparisons provided by experts emphasized that Argentina’s economic instability intensifies reliance on low-cost imports and limits exposure to sustainable alternatives. Whereas European markets benefit from regulation, cultural emphasis on durability, and greater purchasing power, Argentine consumers operate within a

system where affordability predominates. These conditions help explain why UFF resonates strongly with local consumption patterns.

RQ3 – How does sustainability awareness affect behavior and perception?

Although participants demonstrated strong environmental awareness, the findings show that this knowledge does not significantly influence behavior. The gap between intention and action reflects structural and psychological constraints, including limited financial flexibility, social pressure to participate in fast digital trends, and skepticism toward corporate sustainability claims. Expert interpretations support this disconnect, noting that existing sustainability initiatives lack transparency and fail to address systemic issues. As a result, awareness appears to function more as a moral reference than as a behavioral guide, reinforcing the presence of the Awareness–Action Gap.

RQ4 – How do experts foresee the transition toward slow fashion?

Experts agreed that the transition toward slow fashion is possible but dependent on several enabling conditions. Education, policy interventions, transparent supply chains, and the availability of affordable sustainable products were identified as essential components. Without these structural supports, slow fashion remains aspirational rather than attainable for the majority of Argentine consumers. The interview findings therefore suggest that meaningful transition requires systemic alignment rather than isolated shifts in individual attitudes.

5.4 Objective Compliances

RO1: To analyze how ultra-fast fashion reshaped consumer behavior and market dynamics

This objective was **achieved**. The study demonstrates that UFF has transformed fashion consumption into a rapid and emotionally charged cycle driven by accessibility, novelty, and digital influence.

Affordability and trend-driven motivations dominated survey responses, confirming that consumers prioritize immediacy over long-term value or sustainability. Expert insights

reinforced that UFF platforms rely on real-time data and algorithmic targeting, enabling continuous renewal of trends and encouraging frequent purchases. These dynamics **confirm Hypothesis 1**, showing that price and immediacy outweigh ethical considerations.

RO2 – To contrast authentic sustainable practices with symbolic or misleading ones

This objective was **partially achieved**. The findings show that sustainability within UFF remains primarily communicational, serving more as a narrative strategy than an operational shift.

Respondents' skepticism toward green claims, combined with experts' observations on the limitations of current certifications, indicates that sustainable practices are insufficient to offset the unsustainable production model.

Hypothesis 2 was therefore **rejected**, as awareness of sustainability does not lead to consistent changes in consumer behavior.

RO3 – To identify the structural factors sustaining the UFF model

This objective was fully **achieved**. The study identified three structural drivers that reinforce the UFF model: digital immediacy, algorithmic marketing, and deregulated logistics. These factors create an environment in which new trends are constantly produced, widely disseminated, and easily accessible at low cost.

Expert insights highlighted the long-term social and environmental externalities associated with these mechanisms, **confirming Hypothesis 3** and illustrating the systemic imbalance across the Triple Bottom Line.

RO4 – To evaluate the feasibility of transitioning from ultra-fast to slow fashion

This objective was **partially achieved**. While the findings show growing interest in transparency and environmental responsibility, significant barriers remain. Economic limitations, cultural habits shaped by digital immediacy, and the lack of regulatory support restrict the adoption of slow fashion.

Experts emphasized that meaningful change requires coordinated action across policy, education, and industry practices.

These results **partially confirm Hypothesis 4**, indicating that although attitudinal openness exists, structural constraints hinder large-scale transition.

5.5 Synthesis of Hypotheses Verification

Hypotheses	Result	Interpretation
H1 – Price outweighs sustainability as a motivator.	Confirmed	Economic rationality dominates; ethics secondary.
H2 – Sustainability awareness determines	Rejected	Awareness high, behavior inconsistent (SAAG).
H3 – Short-term economic gains hide long-term costs.	Confirmed	TBL imbalance proves systemic unsustainability.
H4 – A generational shift toward slow fashion is observable.	Partially Confirmed	Attitudinal change without structural support.

Table 12 – Synthesis of hypothesis verification. Own elaboration.

5.6 Overall Discussion

The findings of this study reveal that ultra-fast fashion (UFF) persists not due to consumer ignorance, but because structural, cultural, emotional, and economic forces align to make it the most accessible and psychologically rewarding option in the Argentine market. This positions UFF as a self-reinforcing system, where availability, affordability, digital influence, and symbolic ethics interact to sustain consumption despite widespread environmental awareness.

From a behavioral standpoint, the research confirmed that price sensitivity, emotional consumption, and digital immediacy dominate decision-making. Consumers exhibit high levels of environmental concern but remain embedded in a context that rewards immediacy and penalizes long-term thinking. This explains why awareness does not translate into behavioral change: the economic environment, coupled with algorithmic stimulation, shapes consumption more strongly than values or intentions. Thus, environmental consciousness exists, but it operates symbolically.

From an industry perspective, the study shows that UFF's business model is designed to externalize costs and internalize benefits. Brands optimize profit through speed, volume, and data-driven targeting, while the social and environmental burdens fall on distant supply chains and underregulated systems. The analysis of expert interviews highlighted that sustainability initiatives inside UFF companies—such as capsule eco-collections or recycled-material programs—rarely address the structural problem of overproduction. In this sense, sustainability functions as a communication strategy rather than a governance practice, reinforcing the dynamics described by Greenwashing Theory.

Culturally, Argentine consumption is constrained and shaped by macroeconomic instability, making affordability a necessary survival strategy rather than a preference. This distinguishes the local context from European markets, where institutional support, regulation, and greater purchasing power enable more widespread adoption of sustainable practices. In Argentina, slow fashion exists primarily as an aspirational ideal, accessible to a limited group rather than the broader population.

Taken together, the results demonstrate that UFF's persistence is not accidental but systemic. The model thrives at the intersection of psychological vulnerability, economic constraints, digital pressure, and weak regulatory oversight. In contrast, the slow-fashion transition requires aligned action across multiple domains: consumer education, industry accountability, supportive policy, and accessible alternatives. Without these enabling conditions, individual intention alone cannot generate large-scale behavioral change.

Ultimately, the analysis concludes that Argentina's fashion landscape embodies a post-modern consumption paradox: a society that is increasingly informed, critical, and ethically aware, yet structurally and emotionally bound to a model that contradicts those very values. The challenge, therefore, lies not in encouraging awareness—which already

exists—but in transforming the material and institutional conditions that prevent citizens from acting on their values.

6. Conclusions

6.1 General Conclusion

This research investigated the rise and persistence of ultra-fast fashion (UFF) in Argentina through a mixed-method approach integrating survey responses and expert interviews. The findings show that UFF thrives due to a combination of economic constraints, emotional consumption, and algorithmic influence, which together shape a market where affordability and immediacy consistently outweigh ethical concerns. Although most participants expressed awareness of the environmental and social impacts of fashion, their behavior remains guided by accessibility, novelty, and digital visibility. This reveals a model that is structurally unsustainable yet socially validated, positioning UFF as a product of broader economic, cultural, and technological dynamics rather than individual preference alone.

6.2 Major Conclusions of the Study

6.2.1 Conclusion 1: Awareness without action reflects systemic constraints, not consumer indifference.

Consumers recognize the environmental harms associated with UFF, yet this awareness rarely influences their purchasing decisions. The findings show that economic instability, lack of accessible sustainable alternatives, and the normalization of high-frequency fashion cycles make sustainable action difficult. The gap between intention and behavior emerges as a structural consequence rather than a moral failing.

6.2.2 Conclusion 2: Digital immediacy and emotional motives redefine fashion consumption.

The analysis confirmed that consumption today is primarily shaped by emotional gratification and rapid exposure to trends through social media. Algorithms intensify desire by presenting constant novelty, transforming fashion into a fast-paced mechanism of identity expression. This emotional and digital dimension explains why UFF fits so naturally into current consumption patterns.

6.2.3 Conclusion 3: Sustainability initiatives remain largely symbolic within the UFF model.

Although brands increasingly communicate sustainability, these efforts do not address the fundamental issues of overproduction and short product lifespans. Certifications and eco-lines function more as reputational tools than as genuine mechanisms for change. As a result, sustainability becomes a narrative rather than a practice, reinforcing the awareness–action gap.

6.2.4 Conclusion 4: The UFF model externalizes long-term social and environmental costs.

The Triple Bottom Line analysis reveals that Profit dominates corporate priorities, while People and Planet remain secondary. The apparent affordability of UFF products conceals hidden externalities such as labor precarity, textile waste, and environmental degradation. These long-term costs are absorbed by society, confirming the unsustainable nature of the model.

6.2.5 Conclusion 5: Transitioning to slow fashion requires aligned systemic support.

While younger consumers express interest in transparency, durability, and ethical value, this openness cannot translate into large-scale behavioral change without enabling conditions. Experts emphasized the need for regulation, circular-economy incentives, education, and accessible alternatives. Without these elements, slow fashion risks remaining a niche phenomenon available only to privileged consumers.

6.3 Final Words

Ultra-fast fashion represents one of the most striking contradictions of contemporary consumption: a society increasingly conscious of environmental and social issues, yet deeply tied to practices that accelerate waste, overproduction, and disposability.

In Argentina, this contradiction is amplified by economic volatility and a digital culture that equates identity with constant renewal. The findings of this study highlight that genuine progress toward sustainability requires more than individual intention; it demands systemic transformations supported by public policy, corporate accountability, and accessible alternatives. Although the shift is complex, the emergence of critical awareness—especially among younger generations—offers an important foundation.

Moving forward, the challenge will be to transform awareness into action and aspiration into structural change, paving the way for a fashion ecosystem that is economically viable, socially responsible, and environmentally sustainable.

01

Awareness is high, but structural conditions prevent sustainable action.

02

Digital immediacy and emotional drivers redefine the logic of consumption.

03

Sustainability frameworks remain symbolic and insufficient for systemic change.

04

UFF's structural model externalizes long-term environmental and social costs.

05

The transition toward slow fashion requires multi-level alignment.

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8. Appendix

8.1 Appendix 1: Questions to the general survey, results and big data analysis.

Since some material was in Spanish, it was kept in the same language to make sure the information presented was as true to reality as possible.

Cuestionario: Consumo de moda y sostenibilidad

Este cuestionario forma parte de un trabajo de investigación académica sobre los hábitos de consumo de moda en diferentes regiones del mundo, con especial foco en **Argentina y Europa**. El objetivo es analizar cómo las personas perciben y equilibran factores como el **precio, la velocidad, la sostenibilidad y la responsabilidad social** al momento de comprar ropa, especialmente frente al crecimiento del **fast fashion y ultra-fast fashion** (por ejemplo, Shein, Temu, Shopee, Zara, H&M).

La encuesta es **anónima y confidencial**: no se recopilarán datos personales identificables.

Responder tomará aproximadamente **5 minutos**, y tus respuestas serán utilizadas únicamente con fines académicos.

Tu participación es muy valiosa para comprender las diferencias culturales y económicas que influyen en las decisiones de consumo de moda.

👉 ¡Muchas gracias por tu colaboración!

Sección 1 – Información general (demografía)

genero *

- Masculino
- Femenino
- Otro

edad *

Tu respuesta

Pais de residencia *

- Argentina
- España
- Italia
- ? Brasil

- Holanda
- Portugal
- Otros: _____

Ocupación *

- estudiante
- trabajador full time
- trabajador part time
- desocupado

¿cómo definirías tu ingreso? *

- bajo
- medio
- alto
- prefiero no responder



Sección 2 – Hábitos de consumo de moda

7. ¿Con qué frecuencia compras ropa nueva? *

- Una vez al mes o menos
- 2-3 veces por mes
- Semanalmente
- Más de una vez por semana

¿Cuáles son tus principales motivaciones para comprar ropa? (Seleccione hasta 3) *

- Precio/asequibilidad
- Tendencia / seguir la moda
- Calidad / durabilidad
- Prestigio de la marca
- Sostenibilidad / respeto por el medio ambiente
- Influencia de las redes sociales
- Otros: _____

¿Soles comprar a través de las siguientes plataformas? (Seleccione todas las que correspondan) *

- Shein
- Temu
- Shopee
- Zara
- HyM
- no uso
- Otros: _____

En los últimos 12 meses ¿cuántas compras realizaste a través de las plataformas anteriores? *

- más de 15
- 10 - 15
- 5 - 9
- 1 - 4
- ? nunca

Sección 3 – Percepciones sobre moda y sostenibilidad

10. Indica tu nivel de acuerdo con las siguientes afirmaciones (escala Likert de 5 puntos: Totalmente en desacuerdo → Totalmente de acuerdo):

Los precios asequibles son mi principal prioridad al comprar ropa. *

Totalmente en desacuerdo

1

2

3

4

5

Totalmente de acuerdo

Soy consciente de los impactos ambientales de la industria de la moda. *

Totalmente en desacuerdo

1

2

3

4

5

Totalmente de acuerdo

Creo que marcas como Shein, Temu o
Shopee ofrecen mejor relación calidad-
precio que las marcas tradicionales.

*

Totalmente en desacuerdo

1

2

3

4

5

Totalmente de acuerdo

La sostenibilidad influye en mis decisiones de compra.

Totalmente en desacuerdo

1

2

3

4

5

Totalmente de acuerdo

Las marcas de moda a menudo exageran sus prácticas de sostenibilidad (greenwashing). *

Totalmente en desacuerdo

1

2

3

4



5

Totalmente de acuerdo

 Esta pregunta es obligatoria.

Estaría dispuesto/a a pagar más por
ropa sostenible. *

Totalmente en desacuerdo

1

2

3

4

5

Totalmente de acuerdo

¿Crees que la industria de la moda actual *
impacta negativamente a los problemas
ambientales (p. ej., contaminación,
residuos, emisiones de carbono)?



- Si
- No
- No estoy seguro

En tu opinión, ¿qué tan importante es la ^{*} transparencia (información clara sobre producción, condiciones laborales y materiales) en tus decisiones de compra?

- Muy importante
- Algo importante
- Neutral
- Poco importante
- Nada importante

Sección 4 – Perspectivas culturales y regionales

13. ¿Sientes que el consumo de moda en *
tu país está más influenciado por:

- Asequibilidad y precio
- Tendencias y redes sociales
- Calidad y durabilidad
- Sostenibilidad y ética

En comparación con otras regiones,
¿crees que tu región es más sensible al
precio al comprar ropa?

- Sí
- No
- No estoy seguro/a

En tu opinión, ¿cuál es el mayor desafío
para la industria de la moda hoy? (Texto
abierto)



Tu respuesta

8.2 Appendix 2: Answers from individual survey

8.2.1 Expert Interviews, María Griselda Lassaga

1. **From your perspective, what are the defining features that distinguish ultra-fast fashion from fast and slow fashion models?**

From my perspective, fast fashion responds to a consumerist market, where the value of fashion is defined by the periodic canons of colors and clothing designs that only seek to encourage buying and discarding as a way to find instant gratification. Meanwhile, slow fashion is a trend that gains popularity under the paradigm of responsible and sustainable consumption. It remains an evolving alternative that must be based on new socio-cultural rules regarding production and consumption.

2. **Based on your experience, how have you observed the fashion industry evolve with the emergence of ultra-fast fashion?**

I think it's a trend that caters to certain social strata, but it's being heavily criticized. When I mention certain strata it means about socio-cultural aspects and not only economical (although they have some influence).

To show yourself with different designs, colors, and have the chance to change almost daily ..could be a way of modern and contemporanean touch.

3. **Considering your background in sustainability, leadership, and strategy, would you say the following description from your LinkedIn profile accurately reflects your expertise on this topic?**

No, it doesn't showcase my full expertise. It only highlights what I want to show on a public platform like LinkedIn.

“International speaker and expert in cultural change for sustainability, promoting equity and entrepreneurship development. Holding a PhD in Sociology and MBA (Universidad de Belgrano), and a Master’s in Sustainable Leadership and CSR (Universidad de Barcelona). Currently completing a postdoc at Universidad de Buenos Aires and certified mentor in Learning Design and ESD Bootcamp. Former International President of SLADE (2016–2018), with over 15 years teaching Ethics, CSR, and Social Business at universities in

Latin America and Europe. Active mentor and advisor in sustainability and female entrepreneurship initiatives across the region.”

4. How do you think consumer psychology has evolved to sustain the ultra-fast fashion model?

While I believe the true evolution of consumer psychology should be to move away from the ultra-fast fashion model, I must say that these trends are still prevalent, mainly due to the low cost and poor quality that compels consumers to buy. I should also mention that there are cases that attempt to mitigate the consequences through garment-making strategies using recycled materials or through repair services (although the latter would no longer be considered ultra-fast fashion).

5. In your opinion, how do demographic factors—such as age and gender—influence spending patterns, motivations, and engagement with ultra-fast fashion, particularly in the post-pandemic context?

Regarding demographic factors—such as age and gender—fast fashion turns out to be a form of commerce that offers collections as motivating incentives to achieve satisfaction and joy in what and how one displays oneself. This makes me think about the post-pandemic context, and I would like to comment that the search for immediate gratification, sometimes regardless of the accumulation of garments worn only once or twice, could be a response to "buy and enjoy now, because tomorrow, you don't know... if you'll be alive, if another pandemic will come." It's living the illusion of pseudo-material satisfaction. Regarding other demographic factors such as age, there is a "silver" audience whose true needs are not yet being met. For example: a dress is not the same for women after 50, nor are trousers or jackets the same for certain body types of men after andropause.

6. How do consumption patterns related to ultra-fast fashion differ between Latin America (especially Argentina) and Europe?

In Europe, there is significant participation from conscious generations, but this doesn't negate the important role of economic factors. For example, my students from France and Spain, university's ones recognize that for them or young professionals may want to dress formally, with frequent wardrobe changes as a demonstration of professional success.

In Argentina, I can say that fast fashion reflects a lack of values promoted by society. And the simplistic culture bases its satisfaction on the mere accumulation of things, obscuring what is real, true, and necessary for personal prosperity and fulfillment. It is interesting that the people that are shown in the media respond to different bodies and aspects, and this is, in my opinion, a clear advantage of positioning.

Nowadays in Europe, there is growing awareness about sustainability. Many consumers are trying to reduce how much they buy, choose better-quality clothes, and support second-hand or local brands. Governments also promote eco-friendly policies and recycling programs.

In Latin America, especially Argentina, ultra-fast fashion is still very popular because it offers low prices and quick access to trends. However, economic instability often limits choices, and sustainability is not yet a main factor for most consumers. People usually focus on affordability rather than environmental impact.

In short, Europe is moving toward conscious consumption, while Argentina still depends more on low-cost, fast-changing fashion.

7. What key factors have enabled the rise and rapid expansion of ultra-fast fashion platforms such as Shein or Temu?

Shein and Temu are platforms based in data-driven production that use real-time data and algorithms to track trends and produce only what's selling fast, reducing waste and reacting quickly to demand.

They rely on cheap labor, large-scale manufacturing in Asia, and efficient logistics to keep prices extremely low. Although, they are low-cost global supply chains. We have to remind <https://www.ebsco.com/research-starters/history/2013-rana-plaza-collapse>

They showed an aggressive digital marketing. Social media influencers, targeted ads, and constant new product drops create excitement and encourage impulse buying worldwide.

8. In your view, how does ultra-fast fashion differ from traditional fast fashion in terms of supply chain design, inventory management, and production cycles?

In my view, ultra-fast fashion takes speed and scale to another level. It uses digital data and flexible supply chains to release new designs in days, not weeks. Inventory is minimal because production follows real-time demand, while traditional fast fashion still works with planned collections and larger stock.

9. How would you contrast the short-term economic benefits of the ultra-fast fashion model with its long-term social and environmental costs?

Economically, ultra-fast fashion creates quick profits and cheap choices for consumers. But in the long term, it brings serious social and environmental costs—overproduction, labor exploitation, and massive textile waste. I believe this model is unsustainable, as it sacrifices human and environmental well-being for constant growth.

10. What do you consider to be the most pressing environmental and social consequences of the ultra-fast fashion industry?

The ultra-fast fashion industry amplifies resource depletion, carbon emissions, and textile waste at an unprecedented pace. Massive water use for cotton and synthetic fiber production, coupled with microplastic pollution, directly affects ecosystems and public health.

From the social perspective, the model sustains exploitative labor practices — underpaid workers in unsafe conditions — and encourages a culture of disposability, eroding values of quality, care, and responsibility. In conclusion, it turns clothing from an expression of identity into a short-lived commodity, with deep human and ecological costs.

11. In your opinion, are current sustainability certifications and regulatory frameworks effective in addressing overproduction, and waste management within ultra-fast fashion?

Most existing frameworks and certifications — like the OEKO-TEX Standard <https://www.oeko-tex.com/en/our-standards/oeko-tex-standard-100/> , Fair Trade

<https://www.fairtrade.net/en/get-involved/library/monitoring-the-scope-and-benefits-of-fairtrade--latin-america-an.html>, or [GOTS https://global-standard.org/images/resource-library/documents/standard-and-manual/GOTS-Version_5.0_Espagnol.pdf](https://global-standard.org/images/resource-library/documents/standard-and-manual/GOTS-Version_5.0_Espagnol.pdf) — were not designed to tackle the speed and volume of ultra-fast fashion.

They can improve individual production practices but rarely address the core issue: overproduction.

The Global Organic Textile Standard (GOTS) was created to ensure that textiles are produced in environmentally and socially responsible ways — from organic fiber cultivation to chemical use and worker conditions. However, GOTS was not designed to tackle the speed and volume of ultra-fast fashion. Its strength lies in improving individual production practices (for example, promoting non-toxic dyes, fair labor, and traceable supply chains).

Yet, it doesn't approach the conjunctural and deep strategy that addresses the core issue of overproduction, which is the main driver of environmental harm in the ultra-fast fashion model.

(https://www.infobae.com/america/medio-ambiente/2023/04/15/la-basura-del-fast-fashion-sigue-arruinando-el-desierto-de-atacama/?gad_source=1&gad_campaignid=20993778607&gbraid=0AAAAADmqXxQeNnlw6lSE7sGjvTkV_MTln&gclid=CjwKCAiA8bvIBhBJEiwAu5ayrBek8EtAQMssVKYnj3qCCwO_5LEnFA9gMUHrcKexDmJ0IDTUqWKgQRoCD_UQAvD_BwE)

Even garments certified under GOTS can lose meaning when produced at excessive scale and discarded quickly.

Really, is needed to make a true impact, certification systems like the ones mentioned-would need to evolve — linking sustainability not only to how clothes are made, but also to how much is produced and consumed. Regulations often focus on materials or emissions, overlooking systemic drivers such as algorithmic trend cycles and planned obsolescence. Real effectiveness will depend on policy alignment, supply chain transparency, and above all, a cultural shift toward slower, more mindful consumption.

8.2.2 Expert Interviews, Expert 1.

1. ¿Cuáles crees que son las características que definen la moda ultrarrápida en comparación con la moda rápida y la moda lenta?

- muy barato, muy mala calidad, duración mínima, es más fea cuando te llega que en la foto.

2. ¿Podrías describir brevemente tu experiencia profesional en relación con los cambios en la industria de la moda con respecto a la moda ultrarrápida? (¿Cómo te definirías en este tema: experto, nivel medio o principiante?)

- desde mi experiencia se percibe la baja de compra de productos nacionales, la compra está parada. Es difícil competir frente a precios muy baratos. Pero no solo por el precio, si no que ahora el consumidor compra por sí solo de forma individual. No es que hay un local que importa si no que la compra es individual. Entonces yo que trabajo también desde una agencia de marketing con marcas de avellaneda, estan preocupados porque no pueden competir frente a los precios de shein y a la vez es competir con el propio consumidor que se compra los productos por sí solo.

- me defino nivel principiante. Trabajar con la alta costura por otro lado, son prendas únicas que se compran una vez, que no se producen en cantidad, y precios muy altos entonces también el público que consume alta costura no consume moda ultra rápida.

3. ¿Es esta una descripción adecuada de tu trayectoria?

- trabajo en una agencia de marketing, estudió diseño y gestión de dietética para la moda, y trabajo en producción de una marca de alta costura

4. ¿Cómo ha cambiado la psicología del consumidor para adaptarse al modelo de la moda ultrarrápida?

- la ansiedad de consumir. La multiplicidad de ofertas, promociones constantemente. La renovación muy acelerada de prendas, a cada 1 mes una oferta nueva sobre nuevos ingresos que acelera y aumenta el consumo en el consumidor . El usos excesivo de las redes sociales, los influencer que todos los días publicitan marcas nuevas de consumir variado.

- Confiar en una persona lo consume , tips en tiktok de cómo comprar en shein
Opinión sobre cómo los factores demográficos, en concreto la edad y el género, influyen en los patrones de gasto, las motivaciones y la interacción con la moda ultrarrápida en el contexto post pandémico.

- los jóvenes tienen mayor acceso (12-18) a las redes de sociales por lo que les permite ser un nuevo segmento de consumidor que de tanto ver luego piden a sus padres las compras, o con las nuevas billeteras virtuales lo hacen ellos mismo, con esta independización de los jóvenes, que se creen adultos

- Después el joven adulto: bajo una sociedad que no cree en el futuro, que cree que nunca va a llegar a comprarse un departamento, consume en el hoy y ahora, productos baratos, que le permiten comprar mucho y constantemente . El adulto joven no ahorra, consume ahora.

- El hombre aumentó su consumo, marcas unisex del estilo bomba project, bestia, lo permite.

5. ¿Cómo difieren los patrones de consumo de moda ultrarrápida entre regiones? (Argentina vs. Europa)?

- Europa como líder de inditex, genera este ciclo rápido de consumo, todos los días en tiendas hay algo nuevo (bajo mi experiencia de haber vivido 6 meses en madrid 2023 y haber estado en Europa verano 2025) las personas todos los días compran algo, las tiendas rotan, precios muy accesibles y baratos en comparación a Argentina lo que potencia y fomenta más comprar allá. En épocas de liquidaciones hasta 70% bajo la ley que no pueden quemar ni tirar ropa tiene que liquidar todo lo que tienen. La gente se vuelve loca.

- En Argentina el consumo es más regulado porque no se le puede adquirir tanta plata a la ropa porque es más cara, hasta Avellaneda hoy no es caro. Por eso el consumo se volvió importante con descuentos, fechas especiales día de la madre etc, cyberweek black Friday, el fenómeno de las cuotas como factor que potencia la compra.

- Pero el fenómeno de shein es algo que les afecta a todos por igual, y en Europa el doble porque es hasta más cerca,

6. ¿Qué factores han propiciado el auge de plataformas de moda ultrarrápida como Shein o Temu?

- las políticas económicas que es más barato importar y traer pedidos de shein. Ellos mismos habiendo promociones de envío gratis que te permite hacer pedidos chicos pero envío sin gasto, la posibilidad de pagar en pesos desde los bancos o de poder comprar dólares. Estos cambios económicos (desconozco en profundidad) que levantaron las barreras proteccionistas y los precios de vuelven más accesibles.

7. En tu opinión, ¿qué diferencia a la moda ultrarrápida de la moda rápida tradicional en cuanto al diseño de la cadena de suministro y la gestión de inventario? Compare las ventajas económicas a corto plazo de la moda ultrarrápida con sus costos sociales y ambientales a largo plazo.

- Básicamente es un mierda, porque uno cree que le gana al sistema comprando más barato pero al final las cosas duran 1 mes lo que significa todos los meses volver a comprar por mala calidad se rompe etc. a la larga uno gasta mas . Y además en esta fascinación de me compro 10 cosas por 100 dólares (ejemplo falso) uno compra más de lo que necesita aumentando este deseo interno inexistente de consumir, de la sociedad capitalista acelerada que vive para el consumo.

- Y después el desperdicio crece cada vez más, La ropa rota más rápido, un mes y se desecha, desde la producción del inmensa excesiva imposible de liquidar hasta el desecho de todo lo que no se usa o ya se usó,

- Además en este sistema ultra consumista capitalista busca la “personalización e individualización” lo que significa generar más tipos de prendas Que sean “únicas” diversas pensadas que están hechas solo para mic cuando al final law consumen todos porque todos consumimos lo mismo

8. ¿Cuáles son las consecuencias ambientales o sociales más críticas de la moda ultrarrápida?

- el desperdicio , desecho de tela que no es degradable . El uso de agua.

- El consumo desaforado cíclico constante excesivo impensado automático, algorítmico , generalizadas

9. ¿Cree que las certificaciones o regulaciones de sostenibilidad actuales son eficaces para controlar la sobreproducción y el desperdicio? (UFF = moda ultrarrápida)

- no, nadie quiere ser sustentable porque es caro, y hoy en día mucha gente no le importa, solo quiere consumir de forma barata y rápida. Quieren lo que tienen todos, y ser sustentable significa vulgarmente caro entonces no importa

8.2.3 Expert Interviews, Expert 2.

1. ¿Cuáles crees que son las características que definen la moda ultrarrápida en comparación con la moda rápida y la moda lenta?

La moda rápida, referida al fast fashion hace referencia a la ropa de menor costo, la que está lista para usar. Producción masiva, baja calidad/ costo.

La moda lenta, moda más sostenible, alta costura, alto precio, mejor calidad y durabilidad.

2. ¿Podrías describir brevemente tu experiencia profesional en relación con los cambios en la industria de la moda con respecto a la moda ultrarrápida? (¿Cómo te definirías en este tema: experto, nivel medio o principiante?)

En mi caso me considero una persona bastante involucrada en la moda rápida. Hoy en día la sociedad se adaptará a los cambios de moda bastante rápido.

La moda rápida es sencilla y fácil de adquirir.

3. ¿Es esta una descripción adecuada de tu trayectoria?

Se podría decir que si. Como profesional y persona, es difícil no entrometerse en la moda rápida.

4. ¿Cómo ha cambiado la psicología del consumidor para adaptarse al modelo de la moda ultrarrápida?

Cambio muchísimo en el último tiempo con la llegada de empresas como temu, shein o aliexpress. Esto atrae a facilitar la moda rápida desde cualquier lugar y generar así un movimiento masivo de búsqueda de las nuevas novedades en la moda desde un lugar más barato.

5. Opinión sobre cómo los factores demográficos, en concreto la edad y el género, influyen en los patrones de gasto, las motivaciones y la interacción con la moda ultrarrápida en el contexto post pandémico.

Se podría decir que la generación z fue la que impulsó a mayor crecimiento el modelo de moda ultra rápida, por el movimiento de la autoexpresión.

6. ¿Cómo difieren los patrones de consumo de moda ultrarrápida entre regiones? (Argentina vs. Europa)?

En Argentina suele llegar más lento.

Nos basamos en las tendencias de moda de afuera para luego adquirirlas en argentina, desde la moda nacional o internacional.

7. ¿Qué factores han propiciado el auge de plataformas de moda ultrarrápida como Shein o Temu?

Las redes como factor principal nos mantiene en los estándares de moda de hoy en día y adquirir las tendencias.

8. En tu opinión, ¿qué diferencia a la moda ultrarrápida de la moda rápida tradicional en cuanto al diseño de la cadena de suministro y la gestión de inventario? Compare las ventajas económicas a corto plazo de la moda ultrarrápida con sus costos sociales y ambientales a largo plazo.

La moda ultra rápida no convive con la sustentabilidad. Suele tener características que su producción es masiva, los costos muy bajos, la calidad mala, y el estado laborar es muy malo.

La moda rápida se la puede caracterizar por empresas como inditex.

9. ¿Cuáles son las consecuencias ambientales o sociales más críticas de la moda ultrarrápida?**

El rápido desgaste, la durabilidad es baja, y las tendencias cambiar muy rápido.

10. ¿Cree que las certificaciones o regulaciones de sostenibilidad actuales son eficaces para controlar la sobreproducción y el desperdicio? (UFF = moda ultrarrápida)

No. Hoy en día la producción es incontrolable.

No se han visto regulaciones en base al cuidado del medio ambiente. El desperdicio continúa y será muy difícil de frenarlo.