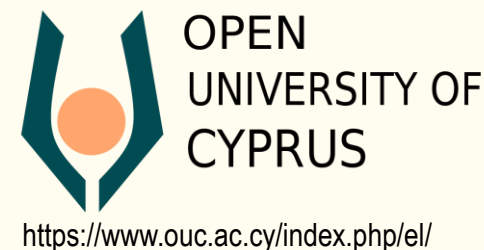


An analysis of consumer behavior in relation to circular fashion: A Cyprus case study

I. Papamichael, I. Voukkali, P. Loizia, M. Stylianou, A.A. Zorpas

Laboratory of Chemical Engineering and Engineering Sustainability, Faculty of Pure and Applied Sciences, Open University of Cyprus



Why is fast fashion the problem?



STATISTICS



8.8% of global CO₂
Emissions



35% of microplastics in 79 million cubic meters
marine
environments



of water/year



Energy consumption
98 tons of crude oil/year

- **52%** of the materials processed for clothing worldwide are **polyester**.
- **Cotton** accounts for the second-largest share of greenhouse gas emissions at **24.2%**.

- Kenya: **over 140000 tons = 37 million items** of 'junk plastic clothing' every year from the EU, US and Canada
- **20 million kg** of clothing to be **landfilled** annually.
- On November of 2021, **60000 tons** of clothing/textile ended up at Alto Hospicio in northern **Chile**
- from the US and EU
- **39000 tons** of wasted textiles get shipped to the driest desserts of the world each year.



The case of Cyprus



(a) Failing approach



(b) Success approach

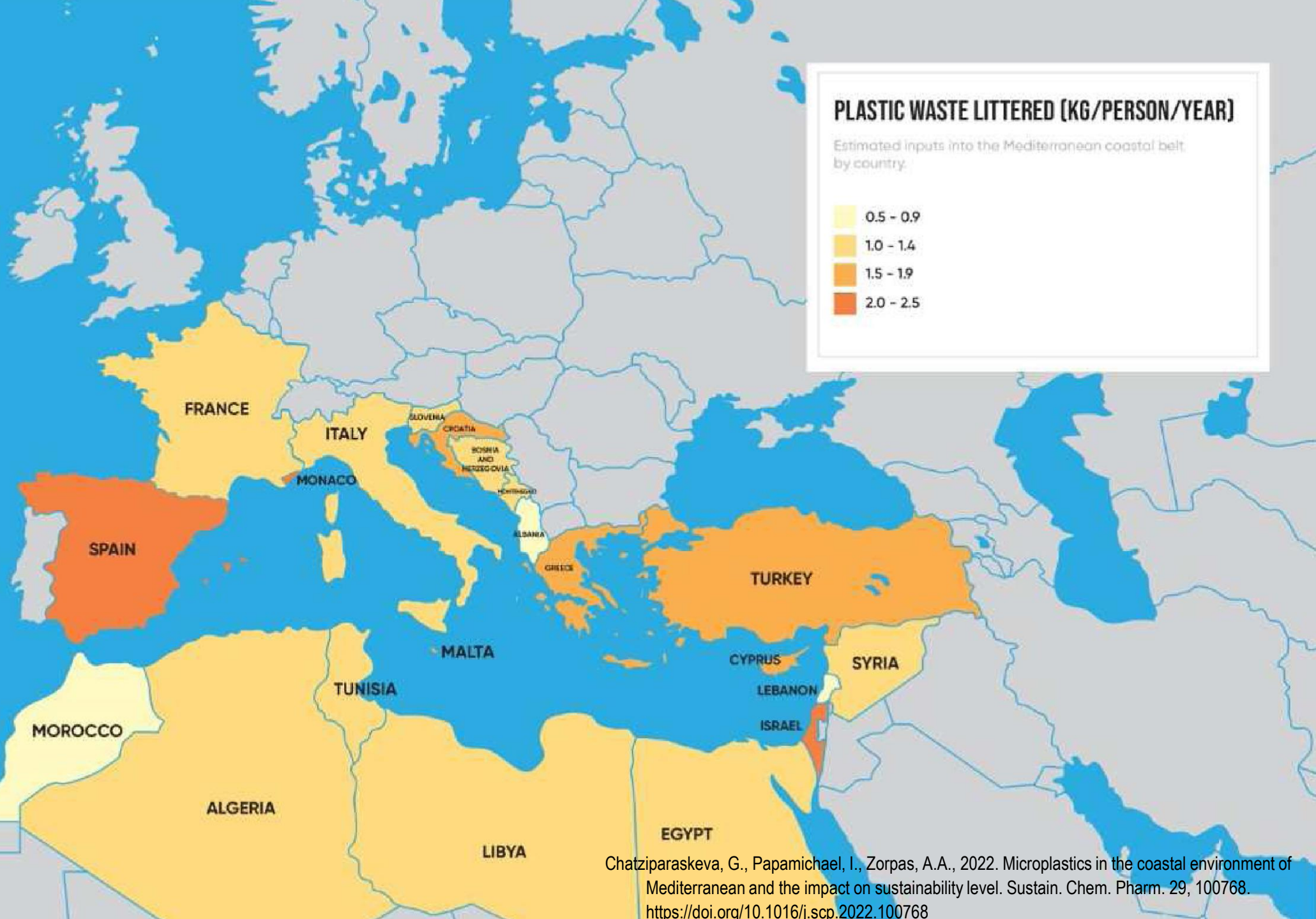
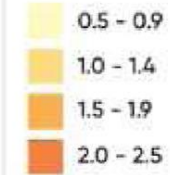


(c) Social impact from immigrants



PLASTIC WASTE LITTERED (KG/PERSON/YEAR)

Estimated inputs into the Mediterranean coastal belt
by country.

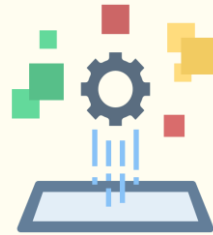


Barriers for circular economy



Regulatory

(i.e. laws and regulation, lack of global collaboration etc.)



Technological (i.e. design, complex supply chain etc.)



Market

(i.e. high investment costs, high risks of investments etc.)



Social

(i.e. consumer awareness, business culture etc.)

Consumer behavior

- Lack of consumer awareness
- Lack of social responsibility
- Lack of education and knowledge
- Lack of regulatory relief measures/tax cuts etc.



Methodology

Aim: Investigation of social behavior, attitude and characteristics related to circular fashion and how these characteristics correlate to the level of establishment of circularity in the fashion industry.

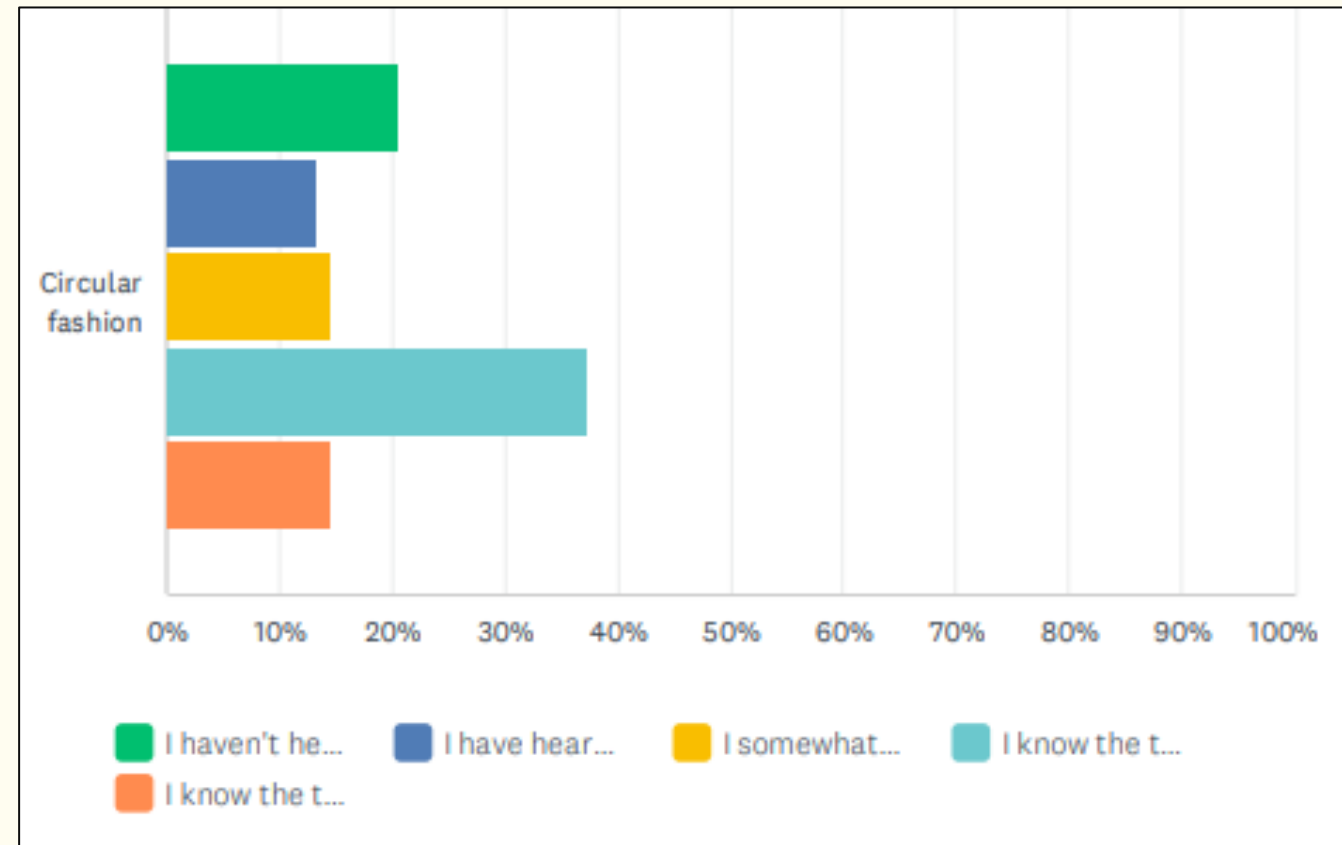
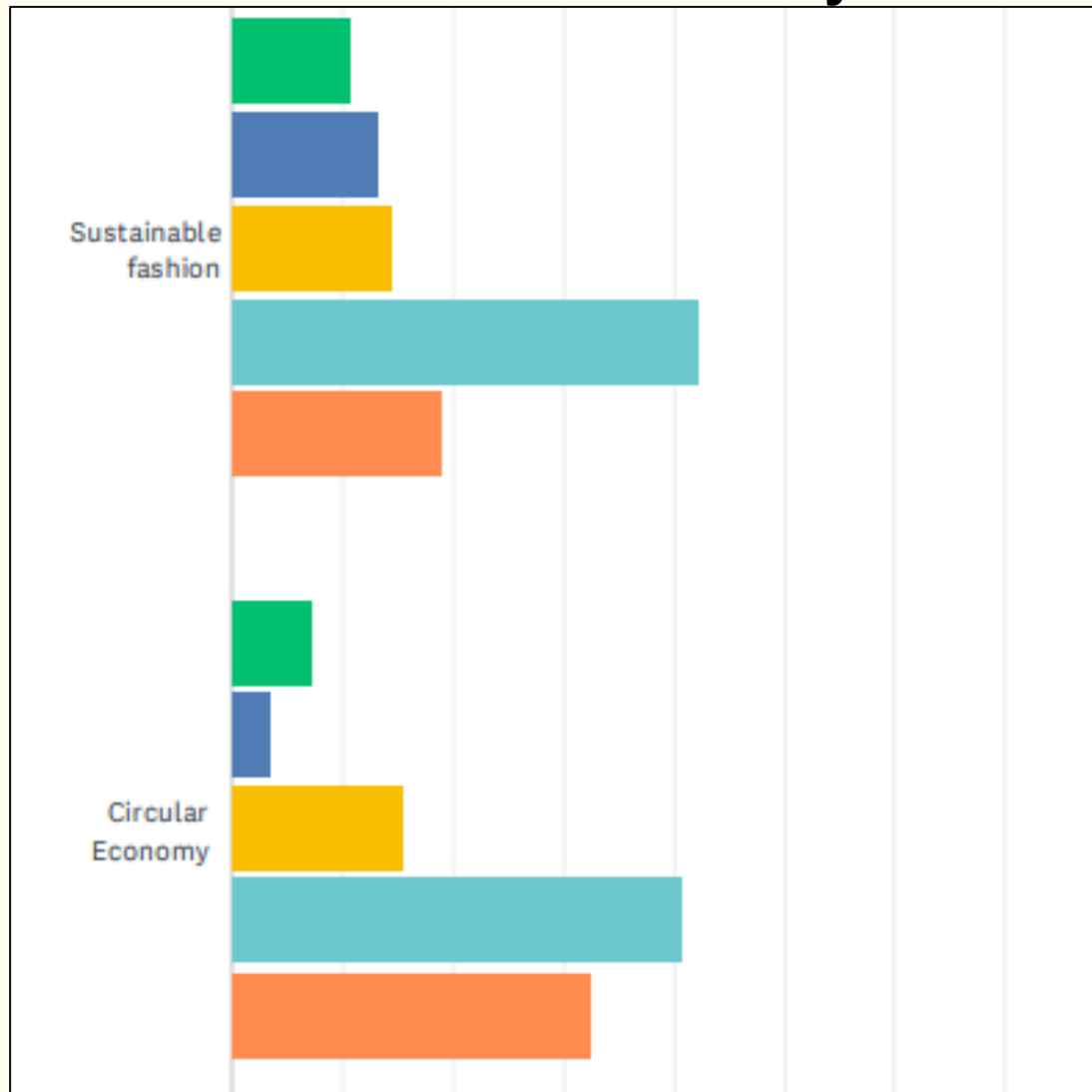
For this purpose, a questionnaire was employed in the island of Cyprus, targeting the study of the Cypriot state of mind and culture regarding circular fashion (Survey Monkey).

Concerning:

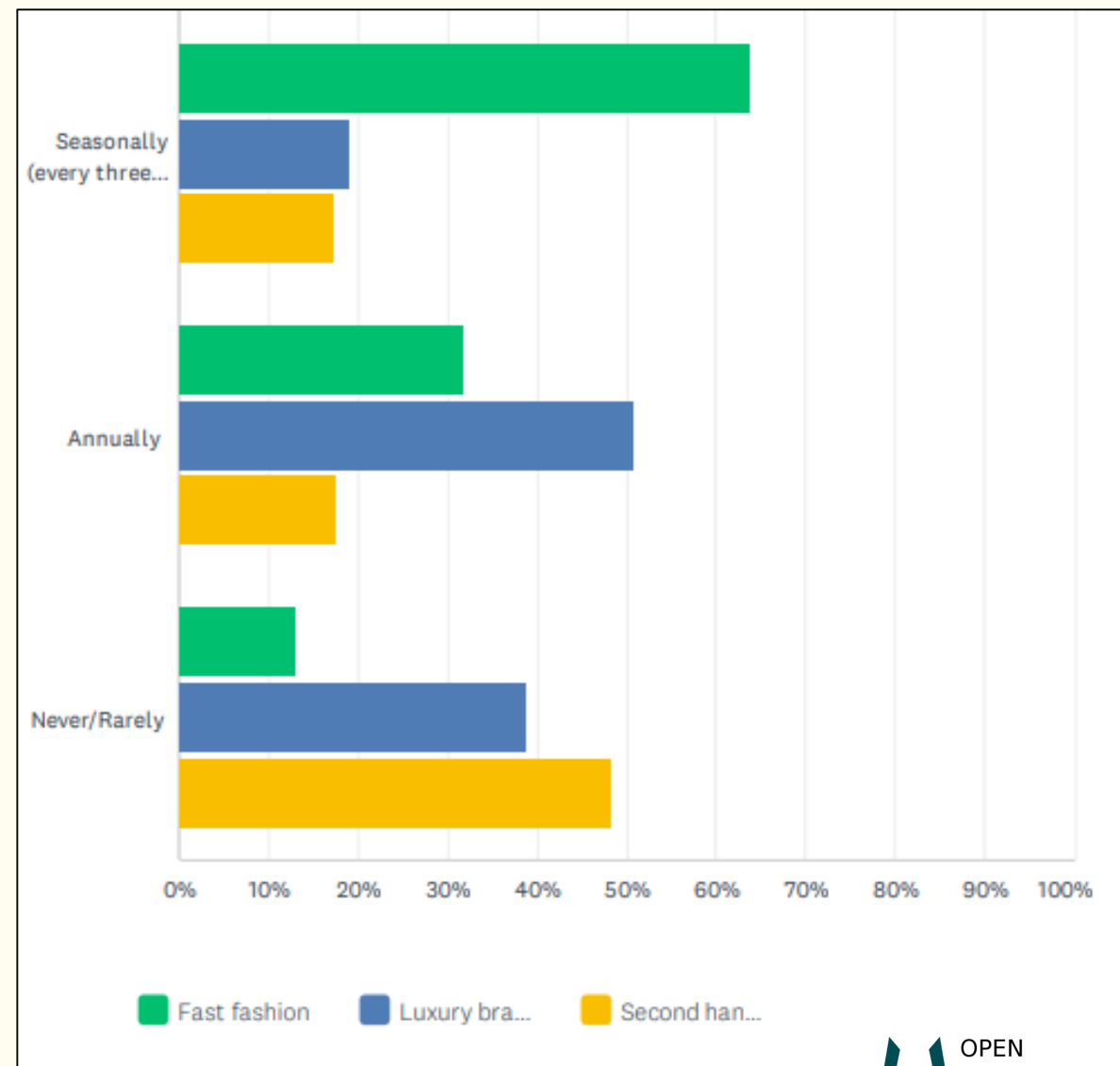
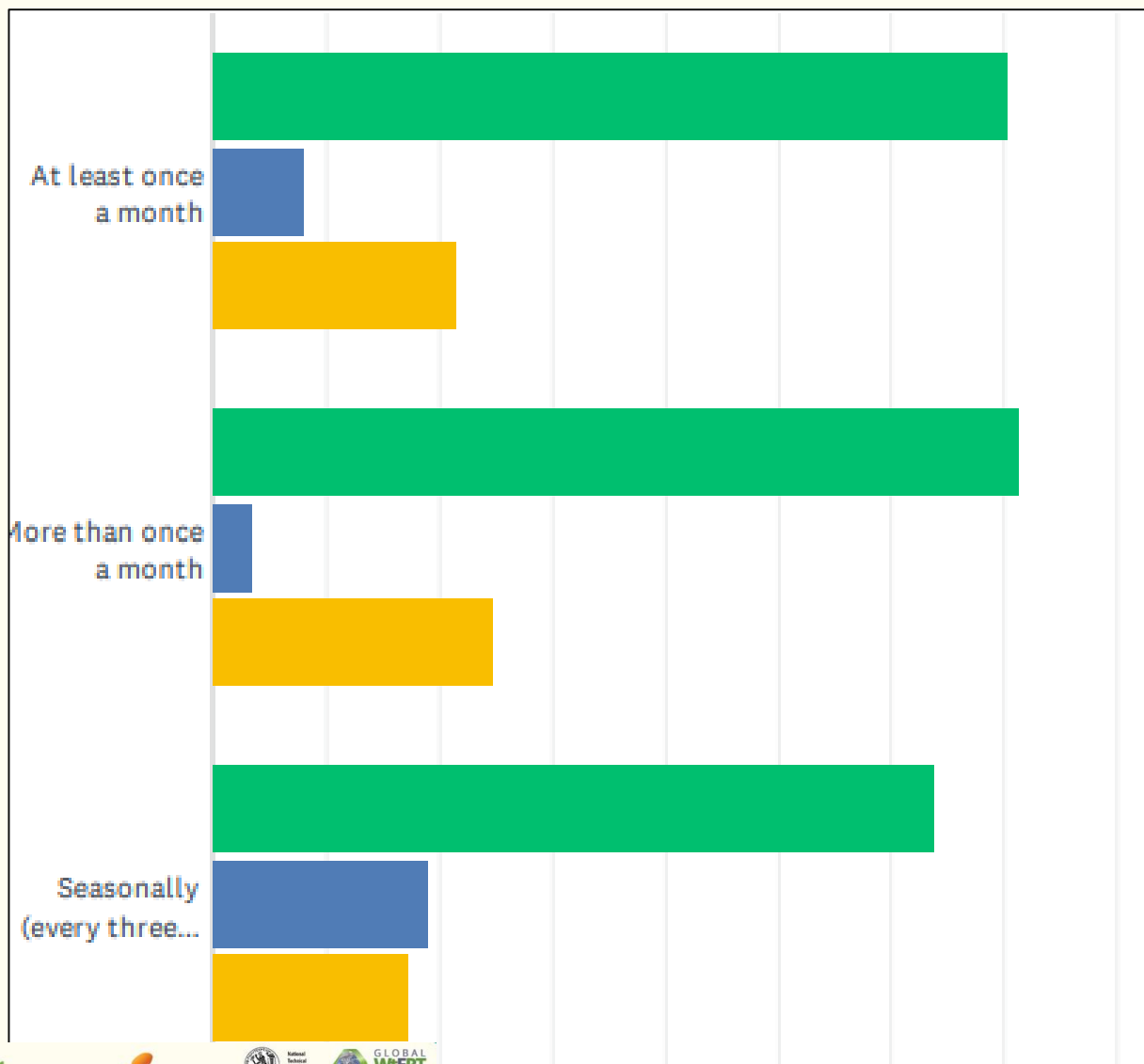
- Level of knowledge (circular economy, circular fashion)
- Willingness to pay and ability to pay for circular fashion products
- Interconnection of the above with individual characteristics (i.e. income level, level of education, gender etc.)

Main Results

Q: How much do you know of the following areas of interest?



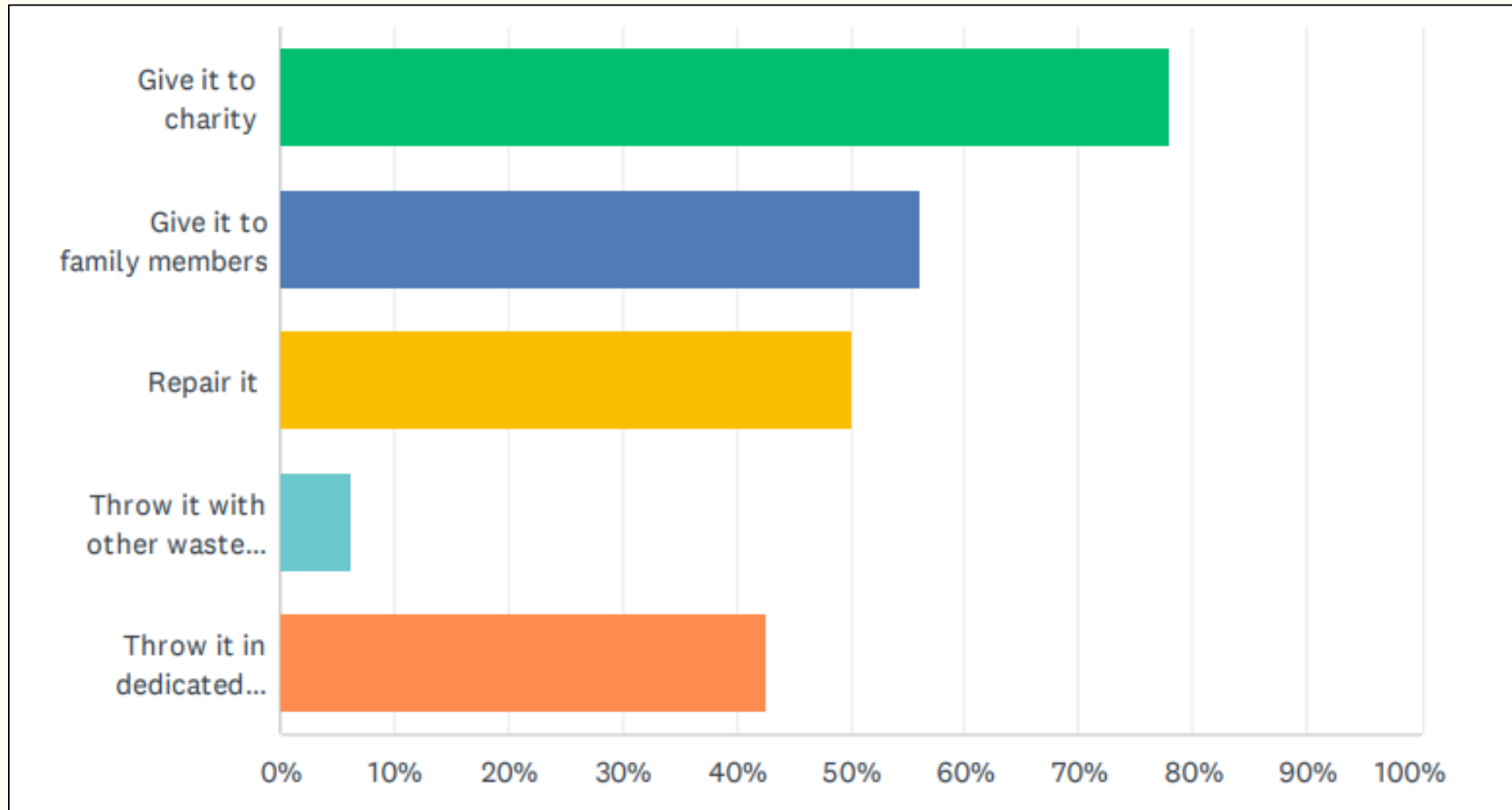
Q: How often do you purchase fashion items on average? Please answer considering the following three categories: Fast fashion, Luxury Brands and second hand/vintage.



Q: How much do the following statements apply to you when purchasing fashion items (i.e. clothes, shoes, accessories)?

	COMPLETELY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	COMPLETELY DISAGREE
I am willing to buy recycled clothing (made from clothing that has been recycled)	46.99%	42.17%	8.43%	1.20%	1.20%
I am willing to buy recycle clothing regardless of the price	9.76%	23.17%	30.49%	29.27%	7.32%
I am willing to buy clothing made from waste (i.e. plastic bottles, rubber etc.)	31.33%	30.12%	28.92%	4.82%	4.82%
I am willing to buy clothing from second hand/ rental clothing markets	32.53%	30.12%	21.69%	9.64%	6.02%
I want to know the environmental impact of my clothing	27.71%	49.40%	16.87%	3.61%	2.41%
I have the ability to shop from luxury brands rather than from fast fashion brands	4.82%	16.87%	33.73%	26.51%	18.07%

Q: When fashion items (i.e. clothes, shoes accessories) become damaged/no longer needed, you choose to:

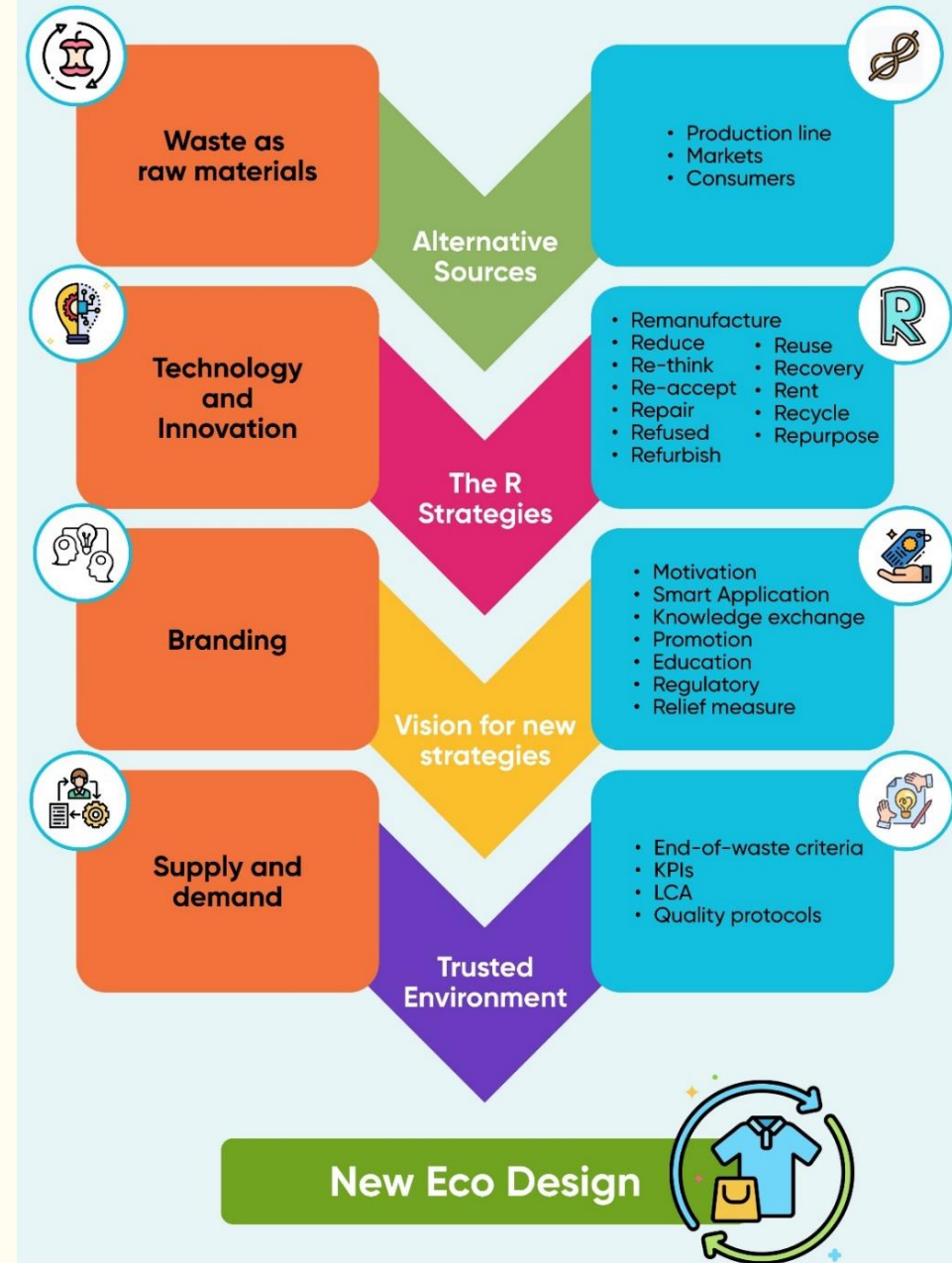


Discussion

Iliana Papamichael, Georgia Chatziparaskeva, Irene Voukkali, Jose Navarro Pedreno, Mejdi Jeguirim, Antonis A. Zorpas (2023) "The perception of Circular Economy in the framework of Fashion Industry" Waste Management and Research,

Iliana Papamichael, Georgia Chatziparaskeva, Jose Navarro Pedreno, Antonis A. Zorpas (2022) «Building a new mind set in tomorrow's fashion development through circular strategy models in the framework of waste management» Current Opinion in Green and Sustainable Chemistry, 100638.
<https://doi.org/https://doi.org/10.1016/j.cogsc.2022.100638>

New Mindset in the Fashion Industry





Corfu, Greece



Athens, Greece



Thessaloniki, Greece



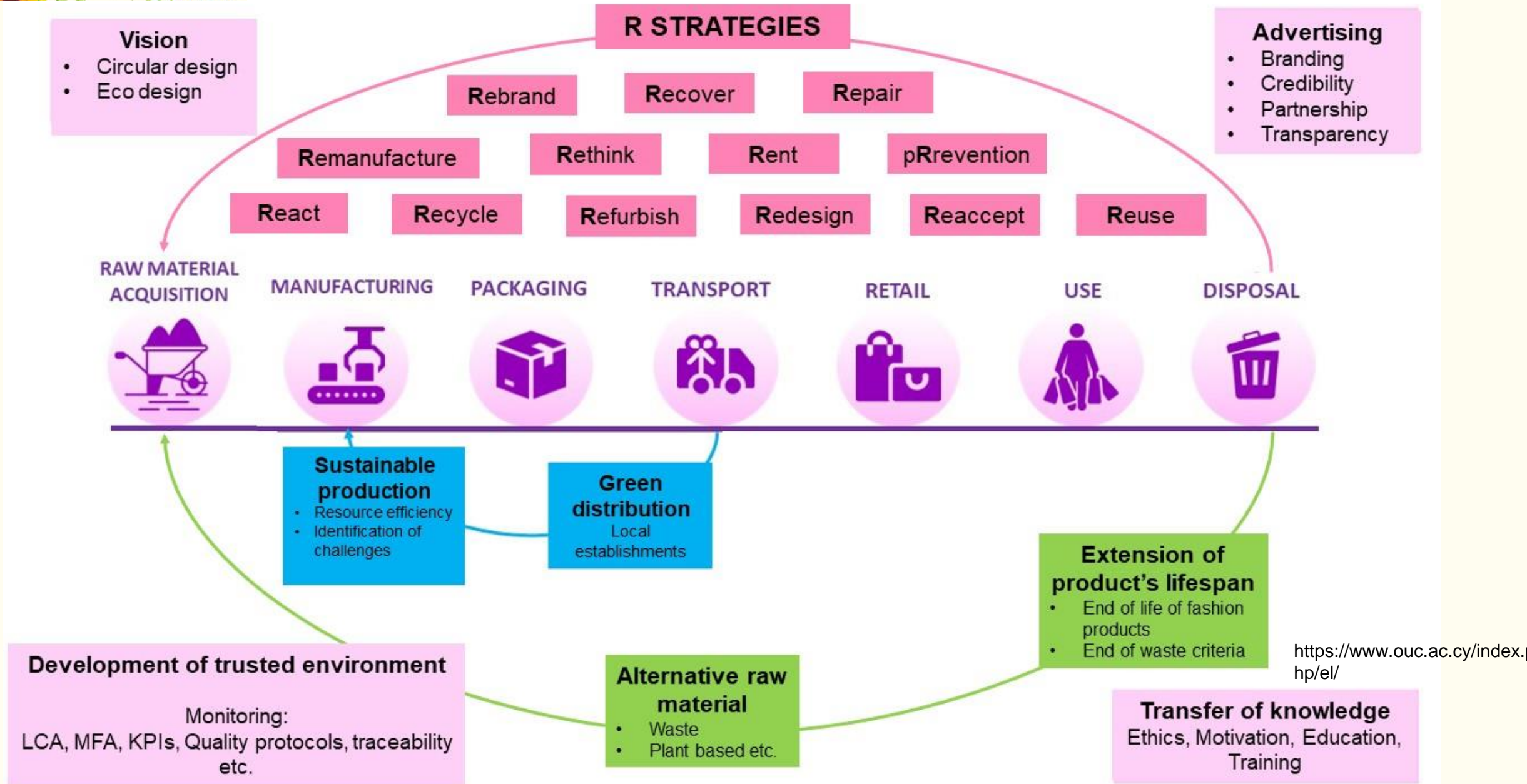


Mulhouse, France



Elche, Spain

Conclusion



Thank you for your attention

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Iliana Papamichael
Chemical Engineer (Mse)
Researcher & PhD Candidate
Laboratory of Chemical Engineering and Engineering Sustainability
Open University of Cyprus
iliana.papamichael@gmail.com