

Qualitative and Quantitative Study and Report

Gabriella Jones- 2404975

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Part one: Qualitative Research

Introduction

Part one of this report aims to research, analysis and collection data on the following question; *What are the Ethical Concerns Associated with Fast Fashion?* This will be carried out using interviews as a qualitative research method, the results will be presented as themes and an interpretation of the results will be drawn.

Three 10-minute interviews alongside participation forms (see appendix A through C) will be undertaken to address the research question. The participants will be those who have an understanding of fast fashion and/or those who shop from fast fashion organisations.

Using interviews as a qualitative research method allows detailed and rich responses to be collected which includes participants emotions and body language to be reviewed to gain a deeper understanding (Disparities, 2020). Interviews are also a familiar process for many people making them more comfortable to participate (Xu et al., 2025).

However, interviews can be biased and dishonest when interviewees and interviewers personally know each other and can also be time consuming and limit participant reach (Bolderston, 2012) (Satter, 2025).

Thematic stages will be used within the qualitative research; these stages are based off Virginia Braun and Victoria Clarke's 6 step framework (Clarke, 2024) broken down into 4 stages for the purpose of this report. The interviews will follow 4 stages of thematic analysis; recorded (raw interviews); transcribed; identify themes; interpretation and justification. Following these stages of thematic analysis will allow patterns and themes to emerge to develop concise and reflective research that is relevant to the question and research aim (Ahmed et al., 2025) (Clarke, 2006).

When analysing data bias and assumptions can occur so it is important to ensure that this is carried out subjectively. Bias can happen due to strong personal opinions, misleading subjects, sample sizes being too small making it harder to draw strong conclusions (Noble, 2025) (Haque, 2024). These factors will be considered throughout this research to strengthen interpretations and analysis.

Analysing Interview Data

Transcribed interviews see appendix D through F.

Key: Interviewee 1, Interviewee 2, Interviewee 3

Colour coding has been used to help keep participants anonymous but also allow data to be visually organised and distinguish different views and mindsets to identify themes easier (Insight7, 2024) (Orlaith, 2013).

Voice of the Participant	Interpretation (researcher)	Concepts/Themes identified
1. Do you understand what fast fashion means? mass produced. low quality materials and sell for a cheap price. trendy clothes that move on fast. cheap; price wise and quality wise. sell lots Lots of options Shien Quality isn't usually good 2. Can you name any fast fashion brands? Shien is an obvious one, Temu, Primark, cider, boohoo. AliExpress H&M, ASOS, Nike, urban outfitters and the obvious Shein	Negative perception Poor production Understanding that it is not positive Emphasise on Shien No answer saying that most brands are fast fashion All have an understanding	(1) Familiarisation with the negatives of fast fashion
3. Do you shop at any of these brands? I stay away from Shien and temu, however I have shopped from Shien before. Shop from Primark and boohoo. Looked at cider but haven't ordered anything, solely because I don't know if its reliable Especially for holidays. don't usually wear them again after	Shop even after understanding on the meaning fast fashion Reliability and cost concerns over ethical concerns	

look nice for holiday and holiday photos Yes from all of them Shein occasionally when I need a big order. urban and Nike only when there are sales	'Disposable culture'	
4. Why do you think these brands are popular? cheap and trendy. wide variety of clothes can buy so many things buy anything on there give out lots of discounts or push you to buy more go down a rabbit hole, it's a bit overwhelming. Trendy Biggest brands 5. Can you name any ethical concerns you believe to be associated with fast fashion? child labor, working too many hours, poor working conditions. usually come from places such as China creating a large carbon footprint material waste. lots of children working someone online found bugs in a pretty little thing parcel.	Identified the mass production Influence to buy due to trends. Identified the price marketing Emphasise on the labour issues Again, understand the issues but still shopping from these companies Mention of hygiene issues but no correlation to what factory or supply worker must experience in relation to hygiene.	(2) lack of consideration for ethical concerns

they make so many products that must not get sold poor labor in factories.	Pushing physical problems but not identifying the lives, animals and feelings involved.	
6. Do you think about any of these when making a purchase? don't shop at Shein or Temu because I believe these to be more extreme fast fashion brands discourse on social media about Shien and its labor practices and I think many people changed their shopping habits unless I've recently seen something on the news or social media No 7. Do you take any action to avoid shopping from these brands? I wish I did but may ethical brands are expensive with limited options. occasionally shop from charity shops and vinted unless delivery is too expensive or long or if I haven't ordered from the brand before I don't want to risk them stealing my information or the parcel not coming or the wrong things coming. No 8. Do you try to keep up to date with emerging concerns or statistics? follow Instagram accounts that produce statistics and concerns not too invested or up to date. unless I see it on social media or the news No	Seen consumer behaviours shift in others after public debate Is not very important to them unless someone has said otherwise Again, Shein is seen as the worst Limitations to making chances Consideration for other barriers like 'delivery or price' but not ethical concerns	(3) motivational shift due to social media influence

9. Do you think consumers are aware of the ethical concerns and impact of these brands?

most are aware, but maybe aren't aware of the severity and how many brands are actually classed as fast fashion

if I haven't seen it firsthand it usually makes me blind sighted

sounds bad but there's not a lot to be done

People around me are still shopping there, so it's not going to make a difference if I stop.

Most yes, but don't realize how big the problem is.

want the products or deals more.

Or lack empathy

10. Do you think brand transparency would help you be more aware of where it is ethical to shop?

many businesses leave out the bad stuff

covers up unethical practices by only talking about and sugar-coating positive practices

make people double think before buying

lose out on a large number of customers

Cancel culture is huge today and brands would go bust

We can't live in a perfect world

I don't think brands would to begin with.

people already know and they still shop from these places

**(4) consumerisms
effect over
empathy and
compassion**

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Part two: Quantitative Research

Introduction

Part two of this report aims to collect and analysis data on the following question; *Do Ethical Concerns Associated with Fast Fashion Influence Consumers Behaviours?* This will be carried out by a small-scale questionnaire as a quantitative research method. The results will be presented using graphs, statistics and analysis and an interpretation of the results and conclusion will be drawn.

The questionnaire will be carried out using Microsoft Forms, asking 10 questions, with an aim of 20 participants. Participants will range from 18-54 years old and do not have to have a great understanding of fast fashion. The questionnaire aims to identify ethical concerns within the fast fashion industry, the scale and impact of these concerns, as well as the impact they have on consumer behaviour. (Questions were developed with reference from; (BBC, 2022), (Kelleher, 2025), (Helm, 2024)).

Using a questionnaire as a quantitative research method is a less time-consuming method for both the researcher and participants. Being less time-consuming increases the likeliness of induvial partaking and therefore increasing the number of responses

for better data analysis (Caduff, 2023). Quantitative research provides more concise numerical results that are more simple to understand and does not require a thematic analysis to be conducted (University, 2024), Microsoft forms is also free making this no cost method as well as the software automatically creates graphs making the process more efficient. Allowing respondents to stay anonymous could make them more likely to partake and answer honestly, resulting in stronger and accurate data collection (Cleave, 2023). However, questionnaires can easily be misinterpreted, vague or disengaged and limit depth in responses (DeFranzo, 2012) (Lindemann, 2023).

Analysing Questionnaire Data

The questionnaire gathered 21 respondents.

1. What is your age?

18-24: (9)

25-34: (4)

35-44: (2)

45-54: (6)

2. Are you familiar with the term 'fast fashion'?

Yes: (15)

No: (6)

(provided definition if respondents said no)

3. What influences you most to buy a clothing product? (rank from most influential to least)

Most common answer ranked;

1st most influential was *price*: (12)

2nd most influential was *quality*: (8)

3rd most influential was *trends*: (6)

Least influential was brand *ethics*: (10)

(Each respondents ranking shown below)

ID	1st	2nd	3rd	4th	5th	6th
1	Price	Quality	Brand	Trends	Accessibility	Brands ethics

2	Price	Quality	Trends	Brand	Accessibility	Brands ethics
3	Price	Brand	Quality	Trends	Brands ethics	Accessibility
4	Trends	Quality	Price	Brands ethics	Brand	Accessibility
5	Brand	Price	Accessibility	Trends	Quality	Brands ethics
6	Trends	Price	Brand	Quality	Accessibility	Brands ethics
7	Quality	Brand	Price	Trends	Brands ethics	Accessibility
8	Price	Accessibility	Quality	Trends	Brand	Brands ethics
9	Price	Accessibility	Quality	Brand	Brands ethics	Trends
10	Price	Brand	Trends	Quality	Accessibility	Brands ethics
11	Brand	Price	Quality	Trends	Accessibility	Brands ethics
12	Quality	Price	Accessibility	Trends	Brands ethics	Brand
13	Quality	Price	Brand	Trends	Accessibility	Brands ethics
14	Price	Brand	Quality	Brands ethics	Trends	Accessibility
15	Price	Quality	Trends	Brand	Accessibility	Brands ethics
16	Price	Quality	Trends	Brand	Brands ethics	Accessibility
17	Brands ethics	Quality	Price	Accessibility	Trends	Brand
18	Price	Brands ethics	Quality	Accessibility	Trends	Brand
19	Price	Quality	Brand	Brands ethics	Accessibility	Trends
20	Quality	Price	Trends	Brand	Accessibility	Brands ethics
21	Price	Quality	Trends	Brands ethics	Brand	Accessibility

4. Do you shop from any of the following brands? (tick all that apply)

Nike: (16)

ASOS: (14)

Primark: (13)

H&M: (12)

Shien: (10)

Zara: (10)

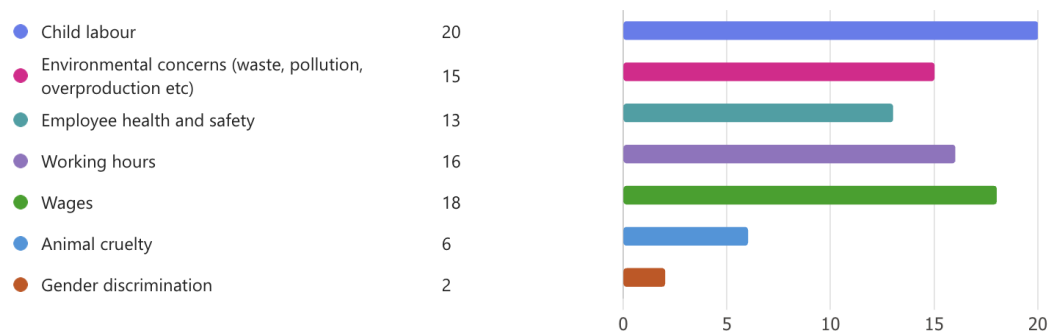
Peacocks: (6)

5. Do you purchase clothing for a singular occasion, with the intention not or rarely wearing again?

Yes: (9)

No: (12)

6. What ethical concerns are you aware of that are associated with fast fashion? (tick all that apply)



7. Do you consider any of these concerns above when shopping?

Yes: (8)

No: (13)

8. Would you pay extra for a brand that is ethical?

Yes: (8)

No: (13)

9. Do you intentionally seek ethical brands?

Yes: (3)

No: (18)

10. Do you think it is ethical clothing brands are easy to find?

Yes: (3)

No: (17)

(8)

Interpretation and Conclusion

71% of respondents said that they are familiar with the term fast fashion and every respondent was aware of at least 1 concern with fast fashion with 20 out of 21 respondents identifying child labour as a concern, and only 2 identifying gender discrimination.

Although they are aware of the term and concerns, majority (90.48%) of respondent shop at an average of 4 fast fashion companies, leaving only 2 respondents not shopping at any.

This implies that the respondents have an understanding of the issue, but are choosing to not take action and are influenced more by other factors when shopping such as price, quality and trends, which were ranked (from this questionnaire) the top 3 most influential factors when purchasing a product. Brand ethics was selected by only 1 respondent as the most influential factor. These results show that ethical concerns associated with fast fashion do not influence most consumers behaviours, whereas other factors do.

Consumer behaviours such as paying more for an ethical product, seeking ethical brands and thinking of concerns when making a purchase are not influenced despite knowing the issue. As well as 9 respondents claiming they purchase clothing for singular occasions, with the intention of not or rarely wearing again, even though 15 respondents identified that waste, pollution and over production is a fast fashion issue.

85% of respondents claim it is hard to find ethical brands. However, a quick google search shows a list of brands and websites full of ethical brands such as Lucy & Yak, Outsider and accessible charity shops and Vinted (Consumer, 2022). It could be said that respondents are claiming this a justification to not change their consumer habits or they are uninterested to look because it is not important and does not affect them first hand.

Linking back to the question this research aimed to answer, it is suggested that ethical concerns associated with fast fashion does not influence consumers behaviours due to multiple factors, such as lack of research, lack of personal importances and stronger purchasing influences.

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Appendix A



Participant Name Ryan Evans

Interviewer Name Gabriella Jones

Interviewer Programme of Study Business Management

Research Learning Lecturer Helen Evans, UWTSO

Participation Agreement to be interviewed:

I agree to participate in the research concerning "your study title here". I understand that the purpose of this study is to examine my experiences of "e.g. the nature of the experience that they have had or the thoughts that they have". I understand that this will involve me in a short 20-30-minute interview.

I understand that this interview will be recorded and transcribed for use only in interviewer's (Student's) full name undergraduate research methods course and dissertation at the University of Wales Trinity Saint David.

I understand that my name or any reference to my identity will be kept anonymous in this study and for any subsequent publications I will be asked again for my consent. I understand that use storage of the recordings and transcriptions relating to this interview will be anonymous; not be used for any other purpose than this study and will be subsequently destroyed after the use intended here.

I understand that I may withdraw from the study at any point with all records of my contribution removed without having to provide a reason.

Interviewee Signature: 

Interviewer Signature: G. Jones

Date of Interview:
10/04/2026

Appendix B



Participant Name *Seren Grace*

Interviewer Name *Gabriella Jones*

Interviewer Programme of Study *Business and Management*

Research Learning Lecturer *Helen Evans* , UWTSD _____

Participation Agreement to be interviewed:

I agree to participate in the research concerning "*your study title here*". I understand that the purpose of this study is to examine my experiences of "*e.g. the nature of the experience that they have had or the thoughts that they have*". I understand that this will involve me in a short 20–30-minute interview.

I understand that this interview will be recorded and transcribed for use only in *interviewer's (Student's) full name* undergraduate research methods course and dissertation at the University of Wales Trinity Saint David.

I understand that my name or any reference to my identity will be kept anonymous in this study and for any subsequent publications I will be asked again for my consent. I understand that use storage of the recordings and transcriptions relating to this interview will be anonymous; not be used for any other purpose than this study and will be subsequently destroyed after the use intended here.

I understand that I may withdraw from the study at any point with all records of my contribution removed without having to provide a reason.

Interviewee Signature: 

Interviewer Signature: *G.Jones*

Date of Interview:
10/04/2026

Appendix C



Participant Nam *Emma Jones*

Interviewer Name: *Gabriella Jones*

Interviewer Programme of Study: *Business and Management*

Research Learning Lecturer *Helen Evans* , UWTSD _____

Participation Agreement to be interviewed:

I agree to participate in the research concerning "*your study title here*". I understand that the purpose of this study is to examine my experiences of "*e.g. the nature of the experience that they have had or the thoughts that they have*". I understand that this will involve me in a short 20–30-minute interview.

I understand that this interview will be recorded and transcribed for use only in *interviewer's (Student's) full name* undergraduate research methods course and dissertation at the University of Wales Trinity Saint David.

I understand that my name or any reference to my identity will be kept anonymous in this study and for any subsequent publications I will be asked again for my consent. I understand that use storage of the recordings and transcriptions relating to this interview will be anonymous; not be used for any other purpose than this study and will be subsequently destroyed after the use intended here.

I understand that I may withdraw from the study at any point with all records of my contribution removed without having to provide a reason.

Interviewee Signature: 

Interviewer Signature: *G.Jones*

Date of Interview:
10/04/2026

Appendix D

1. Do you understand what fast fashion means?	7. If so, why do you think they <u>continue</u> shopping there? Are people blind sighted? Not enough avocation?
Yes, I think so. Fast fashion are the types of clothes and brands that mass produce clothes, using low quality materials and sell for a cheap price. They are usually trendy clothes and <u>move on</u> fast.	Due to the lack of availability in ethical brands and the attractive pricing, variety and accessibility of fast fashions brands.
2. Can you name any fast fashion brands?	8. Do you think brand transparency would help you be more aware of where it is ethical to shop?
Shien is an obvious one, Temu, Primark, cider, boohoo.	Yes, I think many businesses try to look as good as possible and leave out the bad stuff, or focus more on things like sustainability and inclusivity, while this is still important it covers up unethical practices by only talking about and sugar-coating positive practices
3. Do you shop <u>at</u> any of these brands?	9. Do you think consumers are aware of the ethical concerns and impact of these brands?
I stay away from Shien and temu, however I have shopped from Shien before. I do shop from Primark and boohoo. Looked at cider but haven't ordered anything, solely because I don't know if its reliable because its relatively new	Yes, I think most are aware, but maybe aren't aware of the severity and how many brands are actually classed as fast fashion
4. Why do you think these brands are popular?	10.If so, why do you think they continue shopping there? Are people blind sighted? Not enough avocation?
As said before, they are cheap and trendy. They also have a wide variety of clothes, especially brands like Shien and temu	Due to the lack of availability in ethical brands and the attractive pricing, variety and accessibility of fast fashions brands.
5. Can you name any ethical concerns you believe to be associated with fast fashion?	11.Do you think brand transparency would help you be more aware of where it is ethical to shop?
Labor problems like child labor, working too many hours, poor working conditions. Also, they usually come from places such as China creating a large carbon footprint which is bad for the environment, as well as they material waste. You hear news stories about this sort of thing.	Yes, I think many businesses try to look as good as possible and leave out the bad stuff, or focus more on things like sustainability and inclusivity, while this is still important it covers up unethical practices by only talking about and sugar-coating positive practices
6. Do you think about any of these concerns when making a purchase?	
Like I said, I don't shop at Shein or temu because I believe these to be more extreme fast fashion brands, however I don't know this is fact but a while ago there was discourse on social media about Shien and its labor practices and I think may people changed their shopping habits towards Shien back then.	

Appendix E

1. Do you understand what fast fashion means?	7. Do you take any action to avoid shopping from these brands?
Fast fashion are clothes that are cheap; price wise and quality wise. They sell lots of different clothes and are usually from places like Asia.	No. I shop from wherever I find things I want to buy, unless delivery is too expensive or long or I haven't ordered from the brand before and I don't know anyone else who has because I don't want to risk them stealing my information or the parcel not coming or the wrong things coming.
2. Can you name any fast fashion brands?	8. Do you try to keep up to date with emerging concerns or statistics?
Shien, Temu, AliExpress	No. Like I said before, unless I see it on social media or the news, or it comes up in conversation, I don't keep track.
3. Do you shop at any of these brands?	9. Do you think consumers are aware of the ethical concerns and impact of these brands?
Yes, I often buy from Shien, especially for holidays.	Yes, but I don't think it impacts everyone the same way. Like for me if I haven't seen it firsthand it usually makes me blind sighted, I know that sounds bad but there's not a lot to be done about it since the laws are so weak in many of the areas. People around me are still shopping there, so it's not going to make a difference if I stop. I suppose it's the same with things like the meat industry, there's always going to be people that continue to eat meat, so even if I don't like animal cutlery, if I stopped eating meat, they would still be killed.
Why especially for holidays?	10. Do you think brand transparency would help you be more aware of where it is ethical to shop?
Because I want to look nice for holiday and holiday photos and this way I can buy lots of new summery clothes cheaply because I don't usually wear them again after.	It would probably make people double think before buying, but I don't think brands would do this as they would lose out on a large number of customers and make themselves look bad. Cancel culture is huge <u>today</u> and brands would go bust if they were 100% honest as all brands probably have some sort of unethical practices. We can't live in a perfect <u>world</u> you know?
4. Why do you think these brands are popular?	
You can buy so many things on them, like accessories, clothes, decor, shoes, gadgets, work supplies, you can literally buy anything on there. They also give out lots of discounts or push you to buy more that the end of your shop and then you go down a rabbit hole, sometimes it's a bit overwhelming.	
5. Can you name any ethical concerns you believe to be associated with fast fashion?	
They apparently have lots of children working there and dodgy things arriving in packages, I remember someone online found bugs in a <u>pretty little</u> thing parcel.	
6. Do you think about any of these concerns when making a purchase?	
Not really, unless I've recently seen something on the news or social media, then it doesn't affect my purchasing decisions.	

Appendix F

Do you understand what fast fashion means?	
Cheap brands with lots of options like Shien. Quality isn't usually that good	
Can you name any fast fashion brands?	
Most brands are fast fashion like H&M, ASOS, Nike, urban outfitters, and the obvious which I said before, Shein	
Do you shop at any of these brands?	
Yes, I shop from all of them, only Shein occasionally when I need a big order. And urban and Nike only when there are sales	
Why do you think these brands are popular?	
Popular and trendy.	
Can you name any ethical concerns you believe to be associated with fast fashion?	Do you think consumers are aware of the ethical concerns and impact of these brands?
The fact they make so many products that they must not get sold. Also, poor labor in factories.	Most consumers yes.
Do you think about any of these concerns when making a purchase?	Don't realize how big the problem is. Or want the products or deals more. Or lack empathy. I don't really think about it when purchasing so.
No not really.	Do you think brand transparency would help you be more aware of where it is ethical to shop?
Do you take any action to avoid shopping from these brands?	I <u>don't</u> think brands would to begin with. I also <u>dobt</u> think it would help because people already know and they still shop from these places
No.	
Do you try to keep up to date with emerging concerns or statistics?	
No.	