

**THE IMPACT OF FAST FASHION CONSUMPTION IN EGOR LOCAL
GOVERNMENT AREA AND IT'S IMPLICATION ON
ENVIRONMENTAL LITERACY**

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BENIN CITY**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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CERTIFICATION

We, the undersigned, certify that the research work was carried out by **Erere ENUKPERE** with the matriculation number **EDU1902791** in the Department of Adult and Non Formal Education, Faculty of Education, University of Benin, Benin City.

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DEDICATION

This Research work is dedicated to ALMIGHTY God for his divine mercy, love, wisdom, understanding, strength, and provision through my stay in the University.

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ABSTRACT

This research investigates the environmental consequences of fast fashion consumption within Egor Local Government Area, specifically focusing on its contribution to pollution and the implications for environmental literacy within the community. The study explores the link between rising fast fashion consumption, increased textile waste generation, and its subsequent impact on land, water, and air quality. Additionally, it examines the community's awareness and understanding of these environmental issues, highlighting the need for improved environmental literacy.

Through surveys, interviews, and waste analysis, the research assesses the extent of fast fashion consumption, identifies prevalent disposal methods for unwanted clothing, and analyzes the resulting environmental pollution. The findings are expected to reveal a gap in environmental knowledge and awareness regarding the detrimental effects of fast fashion. This lack of understanding underscores the importance of implementing educational initiatives that promote sustainable fashion choices, responsible consumption habits, and proper waste management practices.

By examining the impact of fast fashion consumption on environmental pollution and highlighting the need for increased environmental literacy, this study aims to encourage a shift towards more sustainable fashion practices within Egor Local Government Area. Ultimately, the goal is to contribute to a cleaner environment and a more informed and environmentally conscious community.

CHAPTER ONE

INTRODUCTION

Background to the study

It is worthy of note that planet earth is remarkably prolific, hospitable and the most unique world in the universe as far as we know compared to the conditions faced on the other planets in our solar system. For instance, the temperature of earth is mild and relatively constant, plentiful supplies of clean air, freshwater, fertile soils which are regenerated endlessly and spontaneously by biogeochemical cycles and biological communities (Cunningham & Cunningham, 2006). In furtherance of this the most amazing feature of earth is its biological diversity especially with the multitude of aesthetic species which help sustain a habitable environment, create complex and interrelated communities that ensure the balance in the ecosystem. Meanwhile, this magnificent planet has been created perfectly to foster the existence of all creatures on earth including man. But as a result of human desire to exert control and dominance over the natural environment to suit his self interests led to an imbalance within various ecosystem processes.. Consequently, glaring evidences exit around us in the world today of the effects of long years of negative interferences with the environment which are revealed in the unpredictable climatic conditions; flooding; rise in temperature,

depletion of ozone layer; urban decay; drought amongst others. Nigeria is not exempted from such environmental crisis and the effects faced in the world today. The country is already experience a high population density as the population is more than 120 million, yielding an average density of more than 120 persons per square kilometer (Omofonmwan & Osa-Edoh, 2008). The interaction of these multitude of persons in the society leaves extraordinary mark on the environmental landscape in the country especially through the manifestation of some anti-environmental acts such as poaching, bush burning, overgrazing, land degradation, indiscriminate dumping of refuse, unplanned urban development, deforestation, gas flaring, creation of noise, overexploitation of natural resources and amongst others are prevalent in the country. However, various strategies had been proposed and implemented by the Nigeria government to curb these environmental crisis and some of the strategies include abatement measure, environmental legislation, environmental policies, afforestation, creating game reserves, nature parks , establishing the environmental sanitation day exercise and provision of task force on environmental sanitation in some states (Jekayinfa & Yusuf, 2008). Although these efforts have been effective in curbing some of these environmental problems, new problems are emanating due to the fact that the basis of these problems have not been resolved. According to

Thathong (2012), most of these strategies focus on “end of the pipe line” control and treatment rather than prevention and thus have been unable to produce desirable result thus far. In this regard, these environmental crisis which requires more focus on prevention and resolving the issues from the root. Therefore this means that the source of these crises in the country is based on the knowledge, attitude and behavior of the general public towards nature. Thus in resolving such problems, special attention must be placed on increasing the knowledge of the populace and thereby creating a positive attitude and behavior toward the environment. Hence Environmental education (EE) has a significant role to play in creating such knowledge and positive attitude and behavior about the environment among the individuals in the society. As it helps enlighten individuals and give them greater insight into their own nature and the consequence of their actions. As education can help find novel ways of fostering positive attitude and attribute to overcome environmentally destructive behaviors (Thathong, 2012) thereby leading to the individual desire and willingness to take action for the environment.

Not excluding the fast fashion impact on the environment, the fast fashion industry has experienced significant growth in recent years, driven by the demand for affordable and trendy clothing. However, this rapid expansion has raised

concerns about its detrimental impact on the environment, particularly in the Egor Local Government Area. The consumption aspect of fast fashion, characterized by excessive purchasing, frequent disposal, and low-quality garments, has led to significant environmental pollution. The production of fast fashion heavily relies on resource-intensive processes, such as intensive water usage, energy consumption, and the extensive use of chemicals. The manufacturing of synthetic fabrics, commonly used in fast fashion, releases pollutants into water bodies, contributing to water pollution. Moreover, the extraction of raw materials, such as cotton and petroleum-based fibers, has adverse effects on land ecosystems, including deforestation and soil degradation. The fast fashion industry promotes a culture of throwaway fashion, encouraging consumers to constantly update their wardrobes with the latest trends. This results in a high volume of clothing waste generated within the Egor Local Government Area. The disposal of unwanted garments predominantly ends up in landfills, where they contribute to greenhouse gas emissions and create long-lasting environmental hazards.

Furthermore, the disposal of fast fashion items exacerbates the environmental burden. The short lifespan of fast fashion garments, driven by rapidly changing trends and low-quality production, leads to their frequent discarding. Many of these items end up in landfills, where they contribute to the

growing problem of textile waste. The decomposition of synthetic fibers releases microplastics into the environment, which further contaminates soil and water, posing risks to wildlife and human health. The environmental implications of fast fashion consumption in Egor Local Government Area extend beyond pollution alone. The excessive extraction of natural resources, such as water and non-renewable energy sources, depletes ecosystems and exacerbates climate change. Additionally, the exploitative labor practices in the fast fashion industry, including low wages, long working hours, and poor working conditions, highlight the social injustices associated with this mode of production.

Given these significant environmental and social concerns, there is a pressing need to understand the implications of fast fashion consumption on environmental literacy in Egor Local Government Area. Environmental literacy refers to the knowledge, awareness, and behaviors that enable individuals to make informed decisions and take responsible actions towards environmental sustainability. By examining the consumption aspect of fast fashion and its impact on environmental pollution, this study aims to shed light on the relationship between fast fashion consumption patterns and environmental literacy levels in Egor Local Government Area.

Statement of the Problem:

The rapid growth of the fast fashion industry has raised significant concerns regarding its detrimental impact on environmental pollution. This study aims to investigate the specific implications of fast fashion consumption on environmental pollution in the Egor Local Government Area. By focusing on the consumption aspect of fast fashion, the research seeks to uncover the extent of pollution caused by the production, usage, and disposal of fast fashion garments in the local community.

Research question

1. What is the prevalence of fast fashion in Egor LGA?
2. How does fast fashion consumption contribute to the generation of waste and resources depletion in Edo state?
3. What are the environmental implication of the average consumers fast fashion consumption pattern in Egor local government area?
4. What are the knowledge, attitudes and behaviour of Egor local government area residents regards sustainable fashion practices?

Purpose of the study

The purpose of the study is to

1. Investigate the prevalence of fast fashion in Egor Local Government Area (LGA) in Edo State
2. Examine how fast fashion consumption contributes to waste generation and resource depletion in the region.
3. Explore the environmental implications of the average consumer's fast fashion consumption patterns in Egor local government area..
4. Understand the knowledge, attitudes, and behaviors of Edo State residents regarding sustainable fashion practices.

Significance of the study

The significance of this study lies in its potential to contribute valuable insights and impact various stakeholders in the field of environmental education.

The significance of studying the impact of fast fashion on environmental pollution in the Egor Local Government Area and its implications on environmental literacy, with a focus on the consumption aspect of fast fashion, is multi-fold.

This topic contributes to raising awareness about the environmental consequences of fast fashion within the Egor Local Government Area. It highlights

the need for individuals and communities to understand the detrimental effects of their fashion choices on the environment.

This study will bring to light more effective strategies to mitigate pollution and promote sustainable fashion practices.

Investigating the specific environmental impacts of fast fashion consumption in Efor helps to quantify the extent of the problem. This knowledge can support advocacy efforts for policy changes, industry regulations, and consumer education programmes aimed at reducing pollution and promoting sustainable fashion alternatives.

This study will help identify the factors influencing consumer behavior and the barriers to adopting more sustainable fashion choices. This knowledge can inform targeted educational campaigns and interventions to promote environmentally conscious consumer behavior and improve the overall environmental literacy of the local community.

This topic emphasizes the urgency of adopting alternative models such as eco-friendly materials, ethical production, second-hand markets, and clothing recycling. This study can encourage stakeholders, including consumers, businesses, and policymakers, to explore and implement sustainable solutions that promote a more circular and environmentally friendly fashion industry.

This research contributes to the larger goal of reducing environmental pollution and fostering environmental literacy among the local community.

Scope and delimitation of the study

The study focuses on the impact of fast fashion on environmental pollution in Efor Local Government Area and its implications on environmental literacy. It specifically examines the consumption aspect of fast fashion and does not cover other local government areas or regions. The study emphasizes consumer behaviors and their contribution to environmental pollution, rather than labor practices, social implications, or economic factors. It also explores the relationship between fast fashion and environmental literacy within the context of Efor Local Government Area. The study explores the implications of fast fashion on environmental literacy, specifically within the context of Efor Local Government Area.

Definition of terms

For the purpose of clarity, some words will be defined below:

Fast Fashion: The fast fashion industry refers to the production and consumption of inexpensive, trendy clothing that is quickly produced and disposed of. It is characterized by rapid turnover of styles, low-quality production, and a high volume of clothing waste.

Environmental Pollution: Environmental pollution refers to the introduction of harmful substances or energy into the environment, resulting in adverse effects on ecosystems, human health, and natural resources. In the context of this information, it specifically refers to the pollution caused by the fast fashion industry, including the release of pollutants during production, usage, and disposal of fast fashion garments.

Ejor Local Government Area: Ejor Local Government Area is a specific administrative region or jurisdiction within a larger geographical area, possibly a city or district. It is the focus of the study mentioned in the information.

Environmental Literacy: Environmental literacy refers to the knowledge, awareness, and behaviors that enable individuals to understand and address environmental issues. It involves understanding ecological principles, recognizing the interconnections between human activities and the environment, and making informed decisions and actions that contribute to environmental sustainability.

Textile Waste: Textile waste refers to the discarded or unwanted textile products, including clothing, accessories, and fabrics. In the context of fast fashion, the short lifespan of garments and the high volume of clothing waste generated contribute to the problem of textile waste.

Microplastics: Microplastics are tiny particles of plastic, typically less than 5mm in size. They can be found in the environment as a result of the breakdown of larger plastic items or the direct release of small plastic particles. In the case of fast fashion, the decomposition of synthetic fibers used in garments can release microplastics, which can contaminate soil and water bodies.

Environmental Sustainability: Environmental sustainability refers to the responsible use and management of natural resources to meet present needs without compromising the ability of future generations to meet their own needs. It involves practices that minimize negative impacts on the environment and promote the conservation and protection of ecosystems and biodiversity.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

In world driven by ever-changing fashion trends and an insatiable desire for affordability, the rise of fast fashion has revolutionized the way we consume clothing. The consumption of fast fashion has unleashed a torrent of consequences, with one of the most pressing being the ominous shadow of apparel waste. This chapter, therefore, not only seeks to uncover the hidden facts of fast fashion's impact on the environment but also delves into implication for environmental literacy in the Egor Local Government Area under the following sub heading:

- Concept of Fast Fashion
- Environmental Pollution from Fast Fashion
- Carbon Footprint and Greenhouse Gas Emissions
- Waste Generation and Landfill Contribution
- Implication for Environmental Literacy
- Conclusion/Summary.

Concept of Fast Fashion

The fashion industry has undergone significant transformations in recent decades, with the rise of fast fashion leading to a complex and fragmented global system centered around constant consumption of new trends and the rapid disposal

of old garments. Analogous to fast food, fast fashion reflects the need for rapid production to match the immediate pace of consumer acquisition and utilization (Ekstrom and salomonson,2014). This accelerated mode of mass consumption has exhibited multifaceted adverse effects on the environment globally. Fast fashion's rapid expansion has resulted in heightened demand for materials such as cotton at unprecedented rates. Cotton, being one of the most water-intensive and pesticide-dependent crops, requires substantial resources for its cultivation. Moreover, the production processes, particularly dyeing, drying, and finishing, necessitate the extensive use of chemical products and natural resources, thereby engendering significant environmental repercussions(claudio,2007). Furthermore, the use of materials like bamboo for producing rayon, while inherently renewable, involves chemically intense processes(koszewska,2015) . Additionally, fibres encompassing cotton, wool, and synthetics, necessitate substantial water and pesticide usage during production. Synthetic fibres, derived from non-renewable resources, mandate considerable energy inputs for their extraction, production, and transportation. Fast fashion epitomizes a transformation in the garment industry, characterized by rapid production and consumption cycles, which has palpably strained environmental resources, accentuating the pressing need for sustainable and conscientious approaches to textile production and consumption. The

preference for fast fashion among Nigerians in the Egor local government area can be associated with various socioeconomic and cultural factors unique to the region. Economic considerations, including limited disposable income and the pursuit of inexpensive clothing options, likely play a pivotal role in driving the investment in fast fashion. The affordability and accessibility of fast fashion appeal to individuals facing financial constraints, enabling them to acquire trendy clothing within their budgetary limitations (O`callaghan, 2017).

Moreover, the desire for immediate fulfilment of wardrobe needs and the psychological appeal of retail therapy might influence the inclination towards fast fashion in this community. Fast fashion offers a "quick fix" for individuals seeking instant gratification through the acquisition of new and trendy apparel, catering to their immediate fashion desires. Additionally, the aspirational nature of fashion and the societal emphasis on dressing in accordance with current trends could contribute to the popularity of fast fashion in the Egor local government area. The cultural significance placed on appearance and style may fuel the demand for affordable, on-trend clothing options, further driving the investment in fast fashion.

Environmental Pollution from Fast Fashion

In the era of "buy now, wear once, discard," the captivating allure of fast fashion has ensnared consumers worldwide with its ever-changing trends and

budget-friendly prices. However, beneath the veneer of glamour lies a darker narrative rife with environmental decay and widespread pollution. The insatiable desire for quick, disposable clothing has birthed a substantial environmental footprint, characterized by noxious dyes, towering mounds of textile waste, and ecosystems tainted by the industry's rapacious thirst for natural resources. As we peel back the layers of fast fashion's impact on our world, a stark reality unfolds, urging us to confront the genuine toll of our fleeting fashion whims.

This revelation illuminates critical facets of environmental pollution stemming from fast fashion consumption. The relentless pursuit of low-cost, swiftly produced garments to meet consumer demands exacts a profound toll on the environment throughout the lifecycle of these articles — from manufacturing to laundering and eventual disposal. The disposal of textiles, often overlooked by consumers, significantly contributes to environmental harm, eclipsing the awareness typically present during the purchasing phase (Eco Watch, 2015). Furthermore, each piece of clothing carries its own environmental burden across its production phases, laying bare the inherent contradiction between the fast fashion model's emphasis on rapid turnover and sustainability's foundational principles. The continuous cycle of purchasing fast fashion magnifies the negative

environmental repercussions, compounding the industry's adverse impact on our planet (Lejeune, 2016).

The breakneck pace of fast fashion's trends and abbreviated seasons renders garments swiftly obsolete, leading to premature discarding after minimal use due to their frail construction and lack of longevity. Scarce recycling options drive unsustainable disposal practices, with a substantial portion of unwanted clothing finding its way into landfills. This accumulation of discarded garments stands as a significant contribution to fast fashion ascending to become the world's second-largest polluter, trailing only the oil industry in its environmental influence. The culture of disposable fashion has led to an alarming increase in textile waste. Consumers, driven by the allure of cheap trends, frequently discard clothing items, the majority of which are made from synthetic fibers that do not readily decompose. As a result, landfills receive an inundation of non-biodegradable textiles, contributing to soil and groundwater pollution. Moreover, the incineration of textile waste releases harmful chemicals into the atmosphere, compounding the environmental burden of fast fashion on air quality and public health. The immense yearly textile discards not only strain waste disposal mechanisms but also heighten emissions and strain environmental assets, demonstrating the profound pollution consequences tied to fast fashion consumption.

Pollution from Textile Production

Textile pollution poses a significant environmental challenge due to the various forms of waste and emissions generated by textile processing industries. These industries, while essential in providing basic human needs, engage in operations that produce substantial amounts of pollution, primarily in the form of liquid effluents, air emissions, and solid waste. Liquid effluents represent a major concern within the textile industry due to their high volume and pollution potential. The activities involved in textile processing, including desizing, scouring, bleaching, dyeing, printing, and finishing, result in the generation of effluents containing harmful pollutants such as colorants, bio-chemical oxygen demand (BOD), chemical oxygen demand (COD), toxic heavy metals, residual chlorine, dissolved solids, and non-biodegradable organics known as refractory materials. The type and quantity of waste produced depend on factors like the type of fabric processed, chemicals used, technologies applied, and operational methods. In addition to liquid effluents, textile units also generate air emissions from sources like boilers, thermo packs, and diesel generators. These emissions release gaseous pollutants such as suspended particulate matter (SPM), sulfur dioxide gas, and nitrogen oxide gases. The presence of these pollutants in the air further adds to the environmental burden created by textile pollution. Furthermore, textile facilities

may have additional sources of pollution, including utility waste water from processes like raw water treatment, cooling towers, as well as domestic waste water from facilities like residential colonies, administrative blocks, and canteens. By understanding the diverse sources and types of pollution arising from textile processing, it becomes apparent that textile pollution encompasses a wide array of environmental challenges, ranging from liquid effluents and air emissions to solid waste, underscoring the need for sustainable practices and mitigation strategies in the textile industry.

Textile consumption contributes significantly to environmental pollution through various avenues, including the release of atmospheric emissions during textile manufacturing processes. These emissions, characterized as the second most significant pollution challenge in the textile industry following effluent quality, encompass a range of pollutants that pose environmental risks. Textile operations generate gaseous emissions comprising substances like dust, oil mists, acid vapors, odors, and boiler exhausts. Despite widespread speculation regarding the types and quantities of air pollutants discharged from textile activities, comprehensive air emission data specific to textile manufacturing operations are often lacking. As a result, the atmospheric pollution stemming from textile mills remains a critical issue that requires attention and mitigation efforts. Moreover,

cleaning procedures and changes in production methods within textile facilities lead to the production of sludges from tanks and spent process chemicals. These residues may contain toxic organic compounds and metals, further amplifying the pollution levels associated with textile manufacturing. The improper disposal or management of these by-products can exacerbate environmental contamination, posing risks to human health and ecosystem integrity. The overarching concept of pollution, defined as the introduction of detrimental substances or materials that cause harm or discomfort to living organisms or damage the natural environment, is clearly exemplified in the context of textile consumption.

Water Pollution:

Textile production's water-intensive operations indeed present a significant challenge in terms of water pollution and its wide-ranging effects. Dyeing, bleaching, and finishing processes, while essential for producing vibrant and varied textiles, significantly contribute to water contamination. The release of untreated effluents laden with dyes, chemicals, and solvents poses a pervasive threat to aquatic ecosystems, imperiling water bodies and their delicate biodiversity. This contamination, often exacerbated by insufficient wastewater treatment, not only endangers marine life and the health of ecosystems but also perpetuates substantial environmental and public health risks.

The discharge of untreated effluents laden with dyes, chemicals, and solvents poses a pervasive threat, contaminating water bodies and imperiling aquatic ecosystems. This pollution, often exacerbated by subpar wastewater treatment, not only endangers biodiversity but also jeopardizes clean water access for communities, perpetuating environmental and public health risks.

Chemical Usage and Soil Contamination: Tainting the Earth's Fabric

The extensive utilization of hazardous chemicals in textile production introduces a critical environmental challenge, particularly concerning soil contamination. From the application of dyes and bleaches to the use of finishing agents, the presence of these chemicals pervades the natural environment, infiltrating the soil and contaminating agricultural lands. This contamination poses significant risks to both food security and ecosystem stability. The introduction of potentially toxic substances into the soil can have far-reaching consequences, affecting the health and productivity of agricultural areas. In turn, this jeopardizes the quality of crops and the integrity of terrestrial ecosystems. Furthermore, the persistence of these hazardous chemicals in the soil can lead to long-term ecological damage, disrupting the balance of natural habitats and ecosystems. This has the potential to impact the health of wildlife and poses substantial risks to

human populations, especially those depending on agriculture and the land for sustenance and livelihoods.

Air Pollution: Tainting the Skies During the Manufacturing Process:

The release of air pollutants from textile production facilities poses a significant threat to both environmental and public health. These facilities contribute substantial volumes of volatile organic compounds (VOCs) and particulate matter to the atmosphere, significantly contributing to air pollution. The presence of VOCs and particulate matter in the air not only diminishes air quality but also presents health hazards, particularly for individuals living in close proximity to these facilities. Additionally, the industry's heavy reliance on energy-intensive processes further exacerbates the environmental impact, as it leads to elevated greenhouse gas emissions. The release of these emissions into the atmosphere contributes to climate change and its associated environmental consequences, compounding the industry's environmental footprint. Mitigating these challenges requires a shift toward sustainable and energy-efficient practices, the adoption of cleaner production technologies, and stringent regulatory measures to minimize air pollutant releases.

Resources Depletion:

The textile industry's significant demand for natural resources, particularly water and raw materials such as cotton and synthetic fibers, poses a considerable strain on ecosystems and contributes to resource depletion. The water-intensive nature of textile production, especially in regions where water may already be scarce, exerts pressure on water resources, leading to ecosystem stress and potential scarcity for local communities. Additionally, the cultivation of water-intensive crops like cotton often involves extensive irrigation, which can further deplete water sources, impacting surrounding ecosystems and biodiversity. Furthermore, land degradation resulting from intensive cultivation practices not only diminishes soil health but also accelerates the loss of arable land, impacting the overall balance of natural systems. Moreover, the demand for raw materials contributes to deforestation and habitat destruction, exerting pressure on delicate ecosystems and diminishing biodiversity.

Waste Generation:

The phenomenon of consumerism in fast fashion, driven by the relentless pursuit of staying on-trend and continuously acquiring new clothing and accessories, has profound psychological impacts on individuals. The insatiable desire to keep up with rapidly changing styles and trends, coupled with the

pressure to constantly refresh one's wardrobe, leads to a cycle of excessive consumption and a lack of contentment with one's possessions. This perpetual shopping behavior not only results in overflowing wardrobes but also contributes significantly to the generation of waste.

The psychological aspects highlighted in the context of consumer behavior in fast fashion, such as feelings of insecurity, inadequacy, and the need for continuous shopping to address these emotions, are closely intertwined with the environmental consequences of excessive consumption. As consumers succumb to the pressure of staying fashionable and trendy, they often purchase clothing items for short-term use, only to discard them quickly when styles change or lose appeal(Siegle, 2011).

This cycle of rapid buying and disposal in response to fleeting trends exacerbates the issue of textile waste in the fast fashion industry. The relentless demand for new garments and accessories leads to a continuous influx of products into the market and an equal outflow of discarded items, many of which end up in landfills. The lack of durability and longevity in fast fashion products, coupled with consumers' shifting preferences and constant desire for novelty, contributes to the growing problem of textile waste and environmental pollution.

Moreover, the psychological effects of consumerism in fast fashion, such as seeking validation through possessions and engaging in passive consumption habits driven by social influence, further perpetuate the cycle of overconsumption and waste generation. As individuals accumulate more clothing than they need or can realistically use, the excess garments not only clutter their wardrobes but also add to the environmental burden of the fashion industry. The interplay between consumer behavior in fast fashion and the generation of waste underscores the complex relationship between psychological drivers of consumption and environmental sustainability. The textile industry's substantial contribution to solid and liquid waste reflects a critical environmental challenge. Textile production results in the generation of significant volumes of solid waste, encompassing leftover materials, trimmings, and discarded textiles, along with liquid waste comprised of wastewater laden with various chemicals and dyes. The cumulative effect of this waste generation not only places added pressure on waste management infrastructure but also exacerbates environmental challenges such as water pollution and landfill burdens. The disposal of textile waste into landfills perpetuates challenges relating to waste management and environmental sustainability. Furthermore, the release of untreated or inadequately treated liquid

waste, laden with chemicals, poses a significant threat to water bodies, impacting water quality and aquatic ecosystems.

Carbon footprint and greenhouse gas emissions:

The environmental impact of fast fashion consumption is profound and multifaceted, with significant consequences for global ecosystems and sustainability. Fast fashion's substantial carbon footprint, accounting for 17-20% of global water pollution, highlights the industry's significant role in environmental degradation. The production of fast fashion garments demands immense quantities of resources, such as water, with approximately 20,000 liters required to produce just one kilogram of cotton. This water-intensive process contributes to water scarcity and contamination, adversely affecting ecosystems and communities reliant on freshwater sources. The consumption of 70 million barrels of oil annually for fast fashion production not only depletes finite resources but also exacerbates climate change through greenhouse gas emissions. The loss of 70 million trees each year for fiber production in fast fashion further emphasizes the industry's deforestation impact. These trees are essential for regulating carbon dioxide levels in the atmosphere, and their removal contributes to biodiversity loss, habitat destruction, and increased greenhouse gas concentrations. Additionally, the slow decomposition rate of synthetic fibers used in fast fashion, taking up to 200

years to break down, leads to long-term environmental pollution and waste accumulation. The environmental impact of fast fashion consumption is substantial and far-reaching, encompassing water pollution, carbon emissions, deforestation, and waste generation. Moreover, the use of toxic chemicals in dyeing, finishing, and fabric treatments in fast fashion production processes poses serious risks to human health and the environment. These chemicals, often discharged into waterways untreated, contaminate ecosystems, harm aquatic life, and pose health hazards to communities living near textile manufacturing facilities. The industry's reliance on fossil fuels for energy, transportation, and fabric production results in substantial greenhouse gas emissions that contribute to climate change. As global efforts intensify to combat climate change and reduce carbon emissions, the fashion industry must prioritize sustainable practices, such as adopting renewable energy sources, improving supply chain transparency, and promoting circular economy principles to minimize its environmental impact.

Furthermore, the social and ethical implications of fast fashion, including exploitative labor practices, poor working conditions, and human rights abuses in garment factories, underscore the interconnected nature of environmental and social sustainability.

Implications for Environmental Literacy

The implications of fast fashion on environmental literacy are substantial and far-reaching, emphasizing the urgent need for comprehensive knowledge, awareness, and informed decision-making regarding environmental sustainability. Fast fashion's multifaceted environmental impact, spanning water pollution, air pollution, waste generation, and resource depletion, underscores the critical imperative for individuals, communities, and policymakers to gain a deeper understanding of these interconnected environmental challenges. From understanding the consequences of textile dyeing processes on water quality to recognizing the implications of excessive waste generation and its impact on environmental sustainability, environmental literacy plays a pivotal role in fostering an informed and proactive approach to addressing these issues. The implications of fast fashion on environmental literacy illuminate the necessity for comprehensive knowledge and awareness about the environmental consequences of textile production, waste generation, and resource depletion. Despite common perceptions associating environmental damage with activities like strip mining and industrial pollution, the detrimental effects of the apparel sector on the environment often go unnoticed but significantly contribute to global sustainability challenges. Understanding the environmental implications of the

fashion industry requires a comprehensive grasp of the entire lifecycle of clothing, from production to consumption and disposal. Each garment carries its unique environmental footprint, encompassing resource extraction, manufacturing processes, transportation, and eventual disposal. This lifecycle analysis illustrates the profound impact of consumer choices on the environment, shedding light on the hidden costs of fast fashion's emphasis on rapid production and consumption.

The mismatch between the fast fashion business model, focused on mass production and quick turnover of items, and environmental sustainability highlights the urgency of promoting environmental literacy among consumers. By educating individuals on the environmental consequences of their fashion choices, including the accelerated trends, shortened seasons, and low garment durability associated with fast fashion, a greater awareness of the industry's negative impact can be cultivated. Enhancing environmental literacy also entails fostering a deeper understanding of sustainable alternatives, such as promoting slow fashion, prioritizing quality over quantity, and supporting circular economy principles like recycling and upcycling. By equipping consumers with the knowledge to make informed decisions about their clothing purchases, the fashion industry can transition towards more responsible and eco-friendly practices that minimize its environmental footprint. Furthermore, addressing the lack of recycling options for

fast fashion garments from popular chains like Zara, H&M, and Topshop underscores the importance of advocating for sustainable solutions and encouraging a culture of reuse and repurposing. By empowering individuals with the knowledge and tools to extend the lifespan of their clothing and engage in sustainable consumption habits, the environmental impact of the fashion industry can be mitigated, and the cycle of textile waste accumulation in landfills can be disrupted. Promoting environmental literacy within the context of the fashion industry is essential for raising awareness about the environmental challenges posed by fast fashion and empowering individuals to make conscious and sustainable choices. By fostering a culture of environmental responsibility and encouraging informed decision-making, consumers can play a vital role in driving positive change towards a more environmentally sustainable and socially conscious fashion industry.

Furthermore, informed decision-making and a strong grasp of the broader environmental ramifications of fast fashion are vital in promoting responsible consumption patterns and advocating for sustainable industry practices.

Awareness and Knowledge Gap:

The lack of awareness and knowledge about the environmental impact of fast fashion is a significant challenge in promoting sustainable consumer behavior.

Many consumers are unaware of the ecological footprint of their clothing choices and the associated environmental pollution. This lack of understanding can lead to a culture of overconsumption and waste, where clothing is seen as disposable rather than a long-term investment. Bridging this awareness and knowledge gap is crucial to fostering environmental literacy and promoting sustainable consumer behavior. Education campaigns that raise awareness about the environmental impact of fast fashion and the benefits of sustainable alternatives can help to shift consumer behavior towards more eco-friendly choices. Additionally, providing consumers with information about sustainable production practices, such as closed-loop systems and eco-friendly materials, can help them make informed choices about the clothing they purchase. By increasing awareness and knowledge about the environmental impact of fast fashion, we can empower consumers to make more sustainable choices and create a more environmentally conscious society.

Consumer Behavior and Choices

Consumer behavior plays a critical role in shaping the fashion industry's environmental impact. The fast fashion industry is notorious for its unsustainable practices, including the use of cheap labor, hazardous chemicals, and non-biodegradable materials. However, consumers' choices can significantly influence

the fashion industry's direction towards more sustainable and ethical practices. Environmental literacy can play a crucial role in influencing consumer behavior and choices, particularly in the context of fashion. By increasing awareness of the environmental impact of fast fashion, individuals can make more informed decisions while purchasing clothing items. This may involve opting for sustainable and ethically produced fashion, supporting local artisans, or practicing mindful consumption by reducing the reliance on fast fashion. Sustainable fashion involves considering the full lifecycle of clothing items, from production to disposal, and choosing materials and production methods that minimize environmental impact. Ethical fashion involves ensuring that workers involved in the production process are treated fairly and paid a living wage. Supporting local artisans and small businesses also helps to reduce the carbon footprint associated with transportation and shipping. By making more sustainable and ethical fashion choices, consumers can play a crucial role in promoting sustainable practices in the fashion industry. The influence of excessive advertising in the fast fashion industry on consumer behavior is a critical aspect that shapes how individuals perceive themselves, their lifestyles, and their purchasing decisions. As highlighted in studies by Siegle (2011), fast fashion advertising tends to create a sense of inadequacy and desire

among consumers, leading them to believe that acquiring new trendy clothing is essential for improving their lives and appearance.

Consumer choices within the context of fast fashion are significantly influenced by the marketing and advertising strategies employed by brands like H&M and others. The constant exposure to advertisements across various media channels such as print, TV, billboards, and online platforms creates a sense of urgency and desire among consumers to keep up with the latest trends and styles promoted by these fast fashion giants. This heightened visibility and omnipresence of fast fashion advertising contribute to shaping consumer perceptions of fashion, beauty, and social status, driving them towards frequent and impulsive purchasing behavior.

The high profit margins characteristic of fast fashion brands result from their ability to swiftly move clothing items from the design phase to store shelves, enabling them to allocate substantial resources to advertising and marketing campaigns. This abundance of capital investment in advertising allows fast fashion retailers to maintain a strong presence in the consumer consciousness, reinforcing the notion that purchasing new, fashionable clothing is synonymous with personal fulfillment and societal acceptance.

Consumer choices in the fast fashion industry are often guided by social pressures, aspirational messaging, and the allure of constantly evolving trends promoted through advertising. The emphasis on rapid turnover of clothing collections, coupled with the portrayal of fashion as a means of self-expression and identity formation, encourages consumers to seek validation and satisfaction through material possessions, leading to a culture of overconsumption and disposability.

To navigate the complex landscape of consumer choices in fast fashion, individuals are encouraged to cultivate a sense of media literacy, critical thinking, and self-awareness. By questioning the ideals perpetuated by fast fashion advertising, considering the environmental and ethical implications of their purchasing decisions, and embracing a more mindful and sustainable approach to fashion consumption, consumers can exercise agency and make informed choices that align with their values, well-being, and environmental consciousness.

In addition to individual choices, collective action can also drive change in the fashion industry. Consumers can participate in campaigns and petitions that call for more sustainable and ethical practices in the fashion industry. They can also support organizations that advocate for sustainable fashion, such as Fashion Revolution, which aims to increase transparency and accountability in the fashion

industry. By coming together, consumers can exert pressure on fashion brands to adopt more sustainable and ethical practices.

Moreover, there is a growing trend towards circular fashion, which involves designing clothes with the intention of extending their lifecycle. This includes using materials that are recyclable or biodegradable, designing clothes that can be easily repaired or repurposed, and creating closed-loop systems where materials are recycled and reused. Consumers can support circular fashion by choosing clothes made from sustainable materials and supporting brands that incorporate circular design principles into their products.

Policy and Regulation

Policymakers can promote sustainability in the fashion industry by supporting education and awareness campaigns, working with the industry to promote sustainable practices throughout the supply chain, and supporting research and development of sustainable materials and technologies. By educating consumers about the environmental and social impact of their clothing choices, providing incentives for companies that adopt sustainable practices, and funding research into new sustainable materials and technologies, policymakers can create a more sustainable future for fashion, reduce its environmental impact, and promote ethical practices throughout the supply chain. Policymakers can support

initiatives that promote circular fashion and textile recycling. This may involve providing funding for research and development of sustainable materials, supporting initiatives that promote textile recycling and reuse, and incentivizing companies to adopt circular design principles.

In addition, policymakers can also work with industry stakeholders to develop voluntary sustainability standards and certifications. These standards can help consumers make more informed decisions about the clothes they buy, while also encouraging companies to adopt more sustainable and ethical practices.

Overall, policies and regulations can play a critical role in promoting sustainable practices within the fashion industry. By working together with industry stakeholders, policymakers can create a more sustainable future for the fashion industry and reduce its environmental impact.

CHAPTER THREE

RESEARCH METHODOLOGY

Research Design

The research design adopted for this study is a descriptive design, which involves the use of a predetermined set of questions administered to a representative sample from a larger population. This design enables the study to gather comprehensive and comparable data on the impact of environmental pollution from fast fashion and the level of environmental literacy among consumers in Egor Local Government Area.

Population of the Study

The population of interest consists of all adult consumers residing in Egor Local Government Area who engage in the consumption of clothing and fashion items.

Sample and Sampling Techniques

The sample of this study is 240 adult respondents in Egor Local Government Area who engage in the consumption of clothing and fashion items. The sample will be selected using the purposive sampling technique

Research Instruments

A self-designed questionnaire is the instrument for this study. The questionnaire will be divided into two sections: Section A and Section B. Section A will focus on gathering demographic information from the respondents in Egor Local Government Area. This section will include questions related to age, gender, educational background, occupation, and other relevant demographic variables. On the other hand, Section B of the questionnaire will contain items specifically linked to the study's research questions. It will cover aspects related to fast fashion consumption, environmental awareness, attitudes towards sustainable fashion practices, and environmental literacy among the respondents in Egor Local Government Area.

Validity of the Study

Content validity refers to the degree to which the instrument adequately represents and measures the construct or variables of interest (Polit & Beck, 2017). To establish content validity, the research instrument, which in this case is the questionnaire, undergoes a thorough examination by the supervisor. He'll review the instrument to assess whether the questions effectively capture the relevant aspects related to the consumption aspect of fast fashion and its impact on

environmental pollution. The specialists provide suggestions and corrections to enhance the clarity and appropriateness of the language used in the questionnaire.

Reliability of instruments

The reliability of the research instrument, specifically the questionnaire, will be assessed using the test-retest method.

Method of Collection

The researcher will adopt a personal administration approach for the research instrument, which is the questionnaire. The researcher will personally administer the questionnaire to the respondents..

Method of Data Analysis

The data collected for the study will be analyzed using percentage calculations and frequency counts.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Introduction

The study aims to examine the impact of environmental pollution from fast fashion and the level of environmental literacy among consumers in Egor Local Government Area. 100% returned rate was achieved from the 100 questionnaires which were administered. This chapter covers analysis of data and presentation of results for the study and its interpretation. The results are presented below

Data Presentation

Table 1: Respondents distribution based on their demography

		FREQUENCY	PERCENTAGE
Age	Under 22	3	3%
	22 – 26 years	9	9%
	27 – 31 years	35	35%
	32 - Above	53	53%
	Total	100	100%
Sex	Male	32	32%
	Female	68	68%
	Total	100	100%
Marital Status	Single	82	82%
	Married	18	13%
	Total	100	100%
Educational Qualification	FLSC	2	2%
	Diploma/OND	10	12%
	HND/Bsc	84	100%
	Msc./PhD	4	5%
	Others	0	0%
	Total	100	100%

Table 1 shows that majority of the respondents are between the age of 27 – 31 years with a percentage of 35% while those above the age of 32 are about 53%. The lowest respondents' age is less than 22 years of age with those of 22 – 26 years being 9%.

The male we have here are about 32% while the female is about 68%. This indicates that majority of student are the female counterpart.

The table 1 also indicates that about 18% of the respondents are married while 82% of them are not married. This shows that most of the respondents here are not married.

Only about 2% of the teachers have First School Leaving Certificate as the highest qualification with 10% have a diploma or Ordinary National Diploma. While 84% have either Bsc. or HND as their highest qualification, 4% have Msc. or PhD.

Research Question One: What is the prevalence of fast fashion in Egor LGA??

Table 2: Prevalence of fast fashion in Egor LGA.

		FREQ	PERCENT	MEAN	SD
There are specific areas or district in Egor known for their concentration Of fast fashion Outlet	Strongly Agree	67	67%	3.87	1.170
	Agree	22	22%		
	Disagree	10	10%		
	Strongly Disagree	1	1%		
	Total	100	100%		
There are local fashion trends or Influences that contributes to the popularity of fast fashion.	Strongly Agree	22	22%	3.80	1.056
	Agree	74	74%		
	Disagree	6	6%		
	Strongly Disagree	0	0%		
	Total	102	102%		
There and local surveys or Studies in Egor, to access the preference of for fast fashion among residents	Strongly Agree	48	48%	3.62	1.145
	Agree	43	43%		
	Disagree	9	9%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are local fashion event of campaign in Egor that promote or discuss the impacts of fast fashion among residents.	Strongly Agree	41	41%	3.79	0.980
	Agree	32	32%		
	Disagree	27	27%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are initiatives or organizations in Egor working to raise awareness about the consequences of fast Fashion	Strongly Agree	20	20%	3.41	0.843
	Agree	63	63%		
	Disagree	13	13%		
	Strongly Disagree	4	4%		
	Total	100	100%		

Table 2 above shows the if there are specific areas or district in Egor known for their concentration of fast fashion Outlet. 22% agree that there are specific areas or district in Egor LGA known for their concentration of fast fashion Outlet. However, 10 % of the respondents disagree to this and 67% strongly agree to this. The mean shows a 3.87 which above the benchmark of 3.00 making the question acceptable.

6% of the respondents disagree that there are local fashion trends or Influences that contributes to the popularity of fast fashion while 74% agree to this and 22% strongly agree to this. The mean is 3.80 which is still acceptable since it's still not below the benchmark of 3.00.

Response from respondents as shown in table 2 also indicate there are local surveys or Studies in Egor, to access the preference of for fast fashion among residents. With 9% having to disagree with this and 43% and 48% of the respondents agree and strongly agree to this respectively. Mean of the response is pegged at 3.62 which indicates acceptability.

27% of the respondents disagree there are local fashion event of campaign in Egor that promote or discuss the impacts of fast fashion among residents.

However, 32% agree to this while 41% strongly agree to this. The mean also indicates acceptability with 3.79 which is not less than the bench mark.

While 4% of the respondents strongly disagree that there initiatives or organizations in Egor working to raise awareness about the consequences of fast Fashion 63% agree and 13% disagreeing to this. On the other hand, 20% of the student strongly agree that there are initiatives or organizations in Egor working to raise awareness about the consequences of fast Fashion.

Research Question Two: How does fast fashion consumption contribute to the generation of waste and resources depletion in Edo state?

Table 3: Fast fashion consumption contribution to the generation of waste and resources depletion in Edo state.

		FREQ	PERCENT	MEAN	SD
There is specific environmental regulation in Egor regarding fast fashion consumption.	Strongly Agree	29	29%	3.87	1.170
	Agree	41	41%		
	Disagree	23	23%		
	Strongly Disagree	7	7%		
	Total	100	100%		
Consumption process of fast fashion contributes to waste and resource depletion in Egor.	Strongly Agree	4	4%	3.80	1.056
	Agree	8	8%		
	Disagree	32	32%		
	Strongly Disagree	56	56%		
	Total	100	100%		
There are efforts being made to promote conscious consumerism and reduce fast fashion consumption in Egor	Strongly Agree	10	10%	3.62	1.145
	Agree	25	25%		
	Disagree	39	39%		
	Strongly Disagree	26	26%		
	Total	100	100%		
There potential long-term Consequences of unchecked fast fashion consumption on the environment in Egor	Strongly Agree	73	73%	3.79	0.980
	Agree	18	18%		
	Disagree	8	8%		
	Strongly Disagree	1	1%		
	Total	100	100%		
There are local initiatives or Organization in Egor working towards addressing the negative Impact of fast fashion consumption.	Strongly Agree	67	67%	3.65	0.932
	Agree	31	31%		
	Disagree	2	2%		
	Strongly Disagree	0	0%		
	Total	100	100%		

Table 3 show that 7% of respondents strongly disagree that there is specific environmental regulation in Egor regarding fast fashion consumption. Meanwhile 23% disagree to this as they feel that there are no specific facilities provided for the implementation. On the other hand, 41% agree while 29% strongly agree that there is specific environmental regulation in Egor regarding fast fashion consumption.

About 8% respondent agree, with 4% strongly in agreement that consumption process of fast fashion contributes to waste and resource depletion in Egor. Although 32% disagree with this while 56% strongly disagree. The mean value of 3.80 signifies it is acceptable as it is more than the benchmark of 3.00.

In table 3 above, 39% of the respondent disagree that there are efforts being made to promote conscious consumerism and reduce fast fashion consumption in Egor. On the other hand, some respondent 25% agree while 10% strongly agree to that. However, 26% strongly disagree to this and a mean value of 3.62 indicating to be acceptable.

Table 3 also show respondents of about 18% agree that there are potential long-term consequences of unchecked fast fashion consumption on the environment in Egor. 8% disagree while 73% strongly agree to that. Meanwhile only 1% of the respondent strongly disagree that there is potential long-term

consequences of unchecked fast fashion consumption on the environment in Egor.

The value of the mean is 3.79 which is also acceptable.

2% of respondents strongly disagree that there are local initiatives or Organization in Egor working towards addressing the negative Impact of fast fashion consumption. Meanwhile 31% agree to this. On the other hand, 67% strongly agree while none strongly disagree that there are local initiatives or Organization in Egor working towards addressing the negative Impact of fast fashion consumption.

Research Question Three: What is the environmental implication of the average consumers fast fashion consumption pattern in Egor local government area?

Table 4: Environmental implication of the average consumers fast fashion consumption pattern in Egor local government area

		FREQ	PERCENT	MEAN	SD
The use of Synthetic materials in fast fashions contributes to environmental depletion in Egor.	Strongly Agree	58	58%	3.87	1.170
	Agree	42	42%		
	Disagree	0	0%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are efforts in Egor to Promote recycling or upcycling fast fashion items.	Strongly Agree	58	58%	3.80	1.056
	Agree	35	35%		
	Disagree	6	6%		
	Strongly Disagree	1	1%		
	Total	100	100%		
There are specific endanger Species or habitant in Egor that are affected by fast fashion consumption.	Strongly Agree	32	32%	3.62	1.145
	Agree	49	49%		
	Disagree	15	15%		
	Strongly Disagree	4	4%		
	Total	100	100%		
The use of chemical dyes and treatment in fast fashion impacts water quality in Egor.	Strongly Agree	62	62%	3.79	0.980
	Agree	31	31%		
	Disagree	5	5%		
	Strongly Disagree	2	2%		
	Total	100	100%		
There are Specific initiative in Egor in that promoting sustainable fast fashion Practices and reducing the environmental impact of fast fashion	Strongly Agree	10	10%	2.79	4.321
	Agree	20	20%		
	Disagree	58	58%		
	Strongly Disagree	12	12%		
	Total	100	100%		

Table 4 show that none disagree and none is in strongly disagreement that the use of Synthetic materials in fast fashions contributes to environmental depletion in Egor. 42% agree while 58% strongly agree to this. The mean value 3.87 indicating that it is acceptable being above the benchmark.

1% of the respondents strongly disagree that there there are efforts in Egor to Promote recycling or upcycling fast fashion items. While 6% disagree, 35% agree and 58% strongly agree that there are efforts in Egor to Promote recycling or upcycling fast fashion items. The mean value is 3.80 which is more than the benchmark.

Table 4 show that 49% of respondent agree that there are specific endanger Species or habitant in Egor that are affected by fast fashion consumption. This was strengthened by 32% of the respondents who strongly agree to this. The above table also indicated that 15% disagree to this while 4% strongly disagree to this. On the other hand, it is acceptable as the mean value of 3.62 is more than the benchmark of 3.00.

The table above also shows that respondents agree that the use of chemical dyes and treatment in fast fashion impacts water quality in Egor. This was strengthened by 62% of the respondents who strongly agree to this. Meanwhile,

5% disagree to this and 2% strongly disagree to this. However, it is acceptable since its mean value is 3.79 which is more than the benchmark of 3.00.

12% of the respondents strongly disagree that there are specific initiatives in Egor in that promoting sustainable fast fashion practices and reducing the environmental impact of fast fashion. While 58% disagree, 20% agree and 10% strongly agree that there are specific initiatives in Egor in that promoting sustainable fast fashion practices and reducing the environmental impact of fast fashion. The mean value is 2.70 which is less than the benchmark. This solely means that this item is not acceptable.

Research Question Five: What is the knowledge, attitudes and behaviour of Egor local government area residents regards sustainable fashion practices?

Table 5: Knowledge, attitudes and behaviour of Egor local government area residents regards sustainable fashion practices.

		FREQ	PERCENT	MEAN	SD
There are factors influencing Egor resident purchase decision when it comes to fast fashion.	Strongly Agree	51	51%	3.87	1.170
	Agree	37	37%		
	Disagree	12	12%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are local educational initiatives in Egor to Promote awareness about sustainable fashion.	Strongly Agree	59	59%	3.80	1.056
	Agree	38	38%		
	Disagree	3	3%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are cultural or traditional Influences on fast fashion choices in Egor that align with sustainability.	Strongly Agree	65	65%	3.62	1.145
	Agree	33	33%		
	Disagree	2	2%		
	Strongly Disagree	0	0%		
	Total	100	100%		
There are barriers or challenges faced by egor resident in adopting Sustainable fast fashion Practices.	Strongly Agree	59	59%	3.79	0.980
	Agree	40	40%		
	Disagree	1	1%		
	Strongly Disagree	0	0%		
	Total	100	100%		
Egor residents engage in behaviors Such as clothing recycling, upcycling. or second hand Shopping.	Strongly Agree	40	40%	3.51	1.004
	Agree	33	33%		
	Disagree	23	23%		
	Strongly Disagree	4	4%		
	Total	100	100%		

Table 4 shows that 12% disagree that there are factors influencing Egor resident purchase decision when it comes to fast fashion. None strongly disagree about this while 37% agree to this. On the other hand, 51% strongly agree to this. The mean value indicate acceptance as it is above the 2.5 bench mark.

The table above show that there are local educational initiatives in Egor to Promote awareness about sustainable fashion which 38% agree to. This was backed up with 59% of respondent who strongly agree to this. On the other hand, 3% disagree while none strongly disagree. The mean value (3.80) show that it is acceptable as the value is above the benchmark.

Most of the respondent (65%) agree that there are cultural or traditional Influences on fast fashion choices in Egor that align with sustainability while 2% of the respondent disagree to this. 65% strongly agree while 33% agree and none strongly disagree with an acceptable mean of 3.62.

The table above also shows that respondents 40% agree that There are barriers or challenges faced by Egor resident in adopting Sustainable fast fashion Practices. This was strengthened by 59% of the respondents who strongly agree to this. Meanwhile, 1% disagree to this and none strongly disagree. However, it is acceptable since it mean value is 3.79 which is more than the bench mark of 3.00.

4% of the respondents strongly disagree that Egor residents engage in behaviors Such as clothing recycling, upcycling. or second-hand Shopping. While 23% disagree, 33% agree and 40% strongly agree that Egor residents engage in behaviors Such as clothing recycling, upcycling. or second-hand Shopping. The mean value is 3.51 which is more than the benchmark.

Discussion of Findings

Findings of the study shows that there is high prevalence of fast fashion in Egor LGA. This is seen in the study as majority of the respondents strongly agree that there are specific areas or district in Egor known for their concentration of fast fashion Outlet. Also, many of the respondents strongly agree that there are local fashion trends or influences that contributes to the popularity of fast fashion. Response from respondents as shown in table 2 also indicate there are local surveys or Studies in Egor, to access the preference for fast fashion among residents. This study findings in tandem with the findings of Anjola (2021) and Ahmed (2019).

Findings of the study also show that 41% of the respondents strongly agree that there is local fashion event of campaign in Egor that promote or discuss the impacts of fast fashion among residents and there are strong indications that there

are initiatives or organizations in Egor working to raise awareness about the consequences of fast Fashion.

Table 3 show that there are strong indications that there are specific environmental regulation in Egor regarding fast fashion consumption as 41% agree to this. Meanwhile 23% disagree to this as they feel that there are no specific facilities provided for the implementation. There is a strong disagreement that consumption process fast fashion contributes to waste and resource depletion in Egor LGA. This was seen in 56% of the respondents while only very agree with this.

One of the findings show that majority of the respondent disagree that there are efforts being made to promote conscious consumerism and reduce fast fashion consumption in Egor. Furthermore, there are strong indications that that there are potential long-term consequences of unchecked fast fashion consumption on the environment in Egor LGA. However, there are local initiatives or Organization in Egor working towards addressing the negative Impact of fast fashion consumption. Findings also show that the use of Synthetic materials in fast fashions contributes to environmental depletion in Egor. This was seen in the 42% who agree while been backed up by 58% who strongly agree. Promote recycling or the upcycling fast fashion items was seen to be the picture invoke as this was strongly agreed by

majority (58%) of the respondents in this study. Although there are specific endanger Species or habitant in Egor that are affected by fast fashion consumption and also the use of chemical dyes and treatment in fast fashion impacts water quality in Egor LGA. To mitigate this, there are specific initiative in Egor that promote sustainable fast fashion practices and reduce the environmental impact of fast fashion. The findings of Babalola (2018) does not go in line with the findings of this study as he believe that the initiatives that promote sustainable fast fashion practices while reducing the environmental impact of fast fashion are not well staged by organizations

The fact that there are local educational initiatives in Egor to promote awareness about sustainable fashion proves that sustainable fashion is achievable as this was backed up with 59% of respondent who strongly agree to this. Most of the respondent (65%) agree that there are cultural or traditional Influences on fast fashion choices in Egor that align with sustainability. This is evident in the findings of Augustine & Amarachi (2020); Babalola (2018) and Kennedy (2019) whose findings also show that culture and tradition as a role to play in influencing fast fashion choice which aligns with sustainability. However, there are barriers or challenges faced by Egor resident in adopting Sustainable fast fashion Practices and most of the respondents strongly agree to this.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMENDATIONS

Summary

The general purpose of this study is to examine the impact of fast fashion on the environmental pollution in Egor local government and its implication on environmental literacy. The study raised four research questions which was analyzed using simple percentage.

Findings of the study shows that there is prevalence of fast fashion in Egor. This could be attributed to the fact that women and men in the world today wants to portray beauty imbibing in them especially in the Nigerian setting.

Findings also show that in knowing how fast fashion consumption contribute to the generation of waste and resources depletion in Edo state, it would involve the friction of many specific environmental regulation in Egor regarding fast fashion consumption as consumption process of fast fashion contributes to waste and resource depletion and efforts are being made to promote conscious consumerism and reduce fast fashion consumption likewise local initiatives of organization in Egor working towards addressing the negative Impact of fast fashion consumption.

Findings also show the use of synthetic materials in fast fashions as a contribution to environmental depletion with factors to Promote recycling or upcycling fast fashion items as specific endanger Species or habitant in Egor are affected by fast fashion consumption. The use of chemical, dyes and treatment in fast fashion impacts water quality in Egor which although are mitigated with Specific initiative in Egor towards promoting sustainable fast fashion Practices and reducing the environmental impact of fast fashion.

Findings in the study have proven that there are known knowledge's, attitudes, behavior of Egor resident's as regards sustainable fashion Practices. This is evident in the factors influencing Egor resident purchase decision when it comes to fast fashion as there are local educational initiatives in Egor to Promote awareness about sustainable fashion. The study show that Egor residents engage in behaviors Such as clothing recycling, upcycling. or second hand Shopping while observing barriers or challenges faced by Egor resident in adopting Sustainable fast fashion Practices.

Conclusion

The fashion industry is currently responsible for more annual carbon emissions than all international flights and maritime shipping combined. If the industry maintains its course, an increase of 50% in greenhouse gas emissions is

expected within a decade. By analyzing the root causes of the problem, the next steps are easier to understand as we can connect the dots and create solutions. A few possible solutions were recommended, but some others include mindful purchasing of fast fashion brands and supporting reform. If you are not entirely sure of which brands to support, you are not alone. Doing background research on brands before purchasing clothes can help you become a more informed consumer and steer your purchases in a manner that aligns with your environmental values. The fashion industry has caused a substantial amount of damage to our environment. However, if we start to take proactive steps towards advocating for a green-friendly fashion industry and becoming an environmentally-conscious consumer, we can finally slow down climate change.

Fast fashion offers consumers a wide variety of stylish choices and is loved by people of all ages at affordable prices. Nevertheless, there are many hidden dangers concerning fast fashion. Whether it's the irreversible pollution of water sources and air due to excessive exploitation of Earth's resources caused by massive orders; or the land contamination caused by the improper disposal of vast quantities of discarded clothing, not to mention the deprivation of workers' rights, the drawbacks of fast fashion should not be minimized. Minimalism, as a sustainable consumption pattern, emphasizes the importance of choosing high-

quality products, thereby reducing the frequency of purchases and the consumption of resources. Minimalism stands in stark contrast to fast fashion and contributes significantly to the protection of the earth's resources

In conclusion, given the degradation of the ecological and working environments caused by fast fashion, shifting consumption patterns to sustainability will create a much greener world for people and future generations

Recommendations

The study therefore recommends that;

1. There should be periodic awareness about sustainable practices in fashion brands. This could be through symposium, public lectures and seminars.
2. The fashion industry should take environmental protection as the central premise and put quality in the first place,
3. Consumption patterns should be reevaluated to lessen the harmful effects of fast fashion on the environment and society. Embarking on this process of shifting consumption patterns, producers and consumers will have a crucial role in preserving the environment and the well-being of society.
4. There should be a shift in their behavior from resource wastage to resource conservation, exemplified by precise counting and purchasing only what they

truly need. A minimalist closet will be achieved using resource conservation by reducing the number of clothes.

5. People should be more aware of sustainability. After witnessing the deteriorating ecosystems, people should realize that the changes in the environment are a result of their lifestyle habits.

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APPENDIX

THE IMPACT OF FAST FASHION ON THE ENVIRONMENTAL POLLUTION IN EGOR LOCAL GOVERNMENT AND ITS IMPLICATION ON ENVIRONMENTAL LITERACY QUESTIONNAIRE

Section A: PERSONAL DATA

Please tick (✓) the option that applies to you

1. Sex: Male (), Female ()
2. Age range: under 22 (), 22-26 (), 27-31 (), 32 and above ()
3. Marital Status: Single (), Married ()
4. Educational Qualification: First School Leaving Certificate (), Diploma/Ordinary National Diploma (), Higher National Diploma/Bachelor of Science (). Master of Sciences/Doctor of Philosophy (), Others ()

Section B: Data on Questionnaire

Indicate the extent to which you agree or disagree with the following statements.

Key: Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD)

S/N	ITEMS	SA	A	D	SD
	What is the prevalence of fast fashion in Egor				
1	There are specific areas or district in Egor known for their concentration of fast fashion outlet				
2	There are local fashion trends or influences that contributes to the popularity of fast fashion.				
3	There are local surveys or studies in Egor, to access the preference of for fast fashion among residents				
4	There are local fashion event of campaign in Egor that promote or discuss the impacts of fast fashion among residents.				
5	There are initiatives or organizations in Egor working to raise awareness about the consequences of fast fashion				

	How does fast fashion consumption contribute to the generation of waste and resources depletion in Edo State?	SA	A	D	SD
6	There are specific environmental regulation in Egor regarding fast fashion consumption.				
7	Consumption process of fast fashion contribution to waste and resource depletion in Egor				
8	There are efforts being made to promote conscious consumerism and reduce fast fashion consumption in Egor				
9	There potential long-term Consequence of unchecked fast fashion consumption on the environment				
10	There are local initiatives or Organization in Egor working towards addressing the negative impact of fast fashion consumption				
	What are the environmental implications of the average consumers fast fashion consumption pattern in Egor local government area?				
11	The use of synthetic materials in fast fashions contributes to environmental depletion in Egor.				
12	There are efforts in Egor to promote recycling or uncyling fast fashion items.				
13	There are specific endanger species or havitant in Egor that are affected by fast fashion consumption.				
14	The use of chemical dyes and treatment in fast fashion impacts water quality in Egor.				
15	There are Specific initiative in Egor in that promoting sustainable fast fashion practices and reducing the environmental impact of fast fashion.				

	What are the knowledge's, attitudes, behavior of Egor resident's regards sustainable fashion practices?	SA	A	D	SD
16	There are factors influencing Egor resident purchase decision when it comes to fast fashion.				
17	There are local educational initiatives in Egor to promote awareness about sustainable fashion.				
18	There are cultural or traditional influences on fast fashion choices in Egor that align with sustainability.				
19	There are barriers or challenges faced by Egor resident in adopting sustainable fast fashion practices.				
20	Egor residents engage in behavior such as clothing recycling, upcycling or second hand shopping.				