Impact of behavioural factors on sustainable fashion usage intention: Evidence from consumers in Ho Chi Minh City

The Hung Nguyen

School of International Business-Marketing, University of Economics Ho Chi Minh City, Ho Chi Minh City, Vietnam.

Abstract
This study quantifies the impact of behavioral factors on sustainable fashion usage intention using self-reported data of 396 consumers in Ho Chi Minh City 2023. Sustainable fashion usage intention is measured using five factors based on behavioral theory and qualitative research 1) Attitude, 2) Social value, 3) Perceived behavioral control, 4) Subjective norms, and 5) Sustainable clothing disposal. We examine the cognitive processes of sustainable fashion consumers as they made usage decisions, as well as the subsequent implications of their choices. The results suggest that sustainable fashion usage intention is impacted by two characteristics influencing young generation intention in sustainable fashion in HCMC: Attitude and social value.

Keywords. Behavioral factors, usage intention, sustainable fashion.

1. Introduction

Fast fashion costs money. The fashion sector is the only one where adaptations are continually needed to deal with ongoing change. Fast fashion has developed to play a significant role in the industry forcing weekly updating of apparel collections. Due to the overabundance of clothing, the fashion sector is now second only to the oil sector in terms of pollution (Conca, 2015). Consumers are becoming more aware of sustainability and the effects of current consumption trends on the environment Joshi and Rahman (2015). The goal of sustainable fashion is to combine the worlds of fashion and sustainable development. These two ideas together were once considered to be an oxymoron. Making a future pledge to this duo is crucial right now (Clark, 2008). The fashion industry is one of the most resource-intensive industries due to its quick production and consumption cycles and incredibly intricate worldwide supply chain networks. The fashion industry faces a number of difficulties, including the significant natural resources required in the production of textiles and clothing, the use of chemicals in textile dyeing and surface treatments, worker exploitation, and other social issues within the supply chain (Allwood, Laursen, De Rodríguez, & Bocken, 2006; Fletcher, 2008).

Furthermore, the way we now consume clothing is seen to be unsustainable, especially in developing nations. Vietnamese shoppers have the ability to spend $5 billion USD annually on their "search" for new trendy items, this number will keep rising in the future. According to estimates, there are close to 360 million fashion items in people's wardrobes that may be sold for a combined total of close to 4.5 billion US dollars. Our goal is to "liberate" each item in order to lessen the damaging effects that fashion has on the planet. Polyester, a widely popular textile and one of the cheapest materials used in most fast fashion, takes thousands of years to disintegrate and generates 706 million tons of CO_2 per year, harming the environment that we are all fighting to safeguard. In addition to environmental issues brought on by excessive production and consumption, the textile industry also exploits workers. It's critical to pinpoint the underlying causes and impediments to the fashion industry's adoption of sustainability.

It is disheartening and slow how quickly sustainable development is being implemented in the world economy. What about on a smaller scale? Numerous neighborhood and local initiatives can be seen (Sneddon, Howarth, & Norgaard, 2006). Consumers, designers, small-scale producers, and dealers must take whatever action they can when massive global fashion firms continue to promote frequent changes and cheap materials from unreliable sources. "We will jointly build sustainable futures by individual reflection, followed by group

action" (Ulasewicz & Hethorn, 2008). Diverse instances and points of view could result in fresh understandings and concepts that might be used on a bigger scale. Although the goal of sustainability in the fashion industry may be quite obvious, the ways to achieve sustainability are not at all obvious. Sustainable fashion is a difficult endeavor that involves a lot of idealistic thinking, but its numerous components must be taken into account on a practical basis. We want to give a toolbox that would assist in tackling the complexity of the challenges surrounding sustainability, particularly from the point of view of Generation Z, especially in small-scale production, by combining diverse facts, concepts, and requirements into one model.

With the importance of sustainable and environmentally friendly production growing, this study will examine the determinants of sustainable fashion usage among Generation Z in Vietnam, specially in Ho Chi Minh city – the most crowdest and the most developed living environment in Vietnam. The study expects to be able to offer some advice for the best and most suitable strategy for young people who care about the environment, while also helping to increase customer knowledge of green consumption.

This study makes it significant contribution to the process of sustainable achievement in three ways: (1) Identify, measure, and analyze the factors affecting sustainable fashion usage intention; (2) Provide the theoretical basis for future research; (3) Recommend strategies to improve the perception and usage of eco-friendly clothes among the young in Vietnam.

2. Literature review
2.1. The concepts of fashion, sustainability, and sustainable fashion
Even though the term "fashion" only relates to clothing, it carries a number of psychological and societal connotations. Some people use the phrase synonymously with clothing or accessories in fashion discourse, while others make a distinction between a tangible object and a symbolic topic (Kawamura, 2005). This study employs the term in both senses because it helps us (a) conceive clothing that is produced sustainably and (b) shows how fashion and its consumption are more important to people than just clothing their bodies. This fashion perspective clarifies the distinctions between fashion and other consumer goods.

From a sociological perspective, fashion gives social groupings and individuals the chance to take particular roles and set themselves apart from others (Cain, 2002; Rogers, 1999). Psychology views one's sense of style as a reflection of their personality and self. As a result, someone's personality could also be a mask they put on through their clothing to represent a different personality (Orminski, Tandoc Jr, & Detenber, 2021). Fashion used to be a symbol of riches and social standing, giving women one of the few opportunities to experience prominence. The more stylish people wore, the more socially advanced they were. More people were able to access fashion and share aspects of themselves with their environment in the 20th century as a result of overall increases in affluence and advances that made clothing more inexpensive (Kawamura; Simmel, 1957). Since then, people's understanding of fashion and how they use it have evolved. Following the most recent fashion trends can still represent success, which intrigues many individuals.

Sustainable development was deemed to be one of the cornerstones of development during the 1992 by United Nations (UN) Conference on Environment and Development in Rio de Janeiro (Orminski et al., 2021). The definition of sustainability is frequently related to the environment and the preservation of natural resources (e.g. Oxford Dictionaries, 2018). The UN also links social and economic facets of life to sustainability. Any type of development must guarantee the provision of basic needs for both the present population and future generations. According to the United Nations Development Programme (2018), sustainable development places a strong emphasis on long-term accomplishments, the resilience of high-quality products and solutions, and effective interactions between society, politicians, and other institutions.

First, all environmental concerns, resource depletion, and climate change are included in the concept of environmental sustainability. In terms of fashion, this field includes things like environmentally friendly material cultivation and non-toxic manufacturing. Second, social sustainability emphasizes the well-being, health, and general quality of life of communities and individuals. This area of concern in the fashion business pertains to the pay, working conditions, and human rights of everyone involved in the manufacturing process. Third, in order to attain economic sustainability, both the environmental and social spheres must simultaneously improve along with economic success ((Sun et al., 2021).; Thomsen, 2013). Therefore, a

product is sustainable if it helps to (a) ensure that everyone in society has access to fundamental requirements and (b) maintain a healthy environment for a very long time.

Understanding sustainable fashion requires not only connecting it to the above sustainability domains but also making a distinction between the manufacturing and consumption of clothing. Fashion that is made sustainably adheres to the principles of sustainability in its design (neutral appearance, simple colors, and high-quality materials) and production processes. Most of the time, the supply chain only addresses one area of sustainability or only certain portions of it (such as the production of raw materials) are sustainable (e.g. the social domain with fair working conditions for garment workers; (Black, 2013); Green Strategy, n.d.).

Consumption alternatives for Sustainable fashion are numerous. Sustainable consumption includes not just buying fashion goods that fit within one or more domains of sustainability but also consuming less and only what is necessary. People have become somewhat aware of new fashion consumption patterns, such as collaborative consumption models like renting and trading clothing, but little behavior change has occurred. This is known as the attitude-behavior gap ((Henninger, Bürklin, & Niinimäki, 2019; McNeill & Venter, 2019; Park & Lin, 2020)). Sustainable consumption models ask people to reuse and share fashion items with a larger community and to put commonality of ownership before their own interests and identities, in contrast to people's emotional connection to fashion and their perception of the possession of fashion as a part of their identity expression (McNeill & Venter, 2019).

a.   **Theory of Reasoned Action (TRA)**
In order to explain consumer behavioral intentions, Fishbein first established the Theory of Reasoned Action in 1967. Fishbein and Ajzen (1980) then refined and expanded it in 1975. According to Ajzen (1991), humans use available information systems rationally and that purpose is the most essential factor in predicting human action (Nguyễn & Nguyễn, 2009). This model was initially created with the objective of forecasting intentions to conduct sensible actions in everyday situations. The effects of cognitive variables are addressed by TRA (Guo et al., 2007). The Theory of Reasoned Action (TRA) is a theory that has been used to investigate consumer attitudes to better understand how these attitudes develop and how others could change their behavior. TRA is used to assess decisions made without using a procedure, particularly for actions that call for critical thought (Oppermann, 1995). The desire of individuals to engage in specific activities is the main assumption of TRA theory. In this case, "intent" denotes a person's willingness or deliberate participation in the conduct in question (Ajzen, 1985; Han & Kim, 2010).

The TRA model is therefore used to explore how consumer attitudes toward environmental issues can influence their purchasing behavior toward sustainable products (Ajzen, 1985; Han & Kim, 2010). The TRA theory has generally been applied in research to forecast and behavior intention in the field of sustainable marketing, for instance, on recycling and energy-saving behavior Davies, Foxall, and Pallister (2002) and sustainable product consumption behavior (Ha & Janda, 2012; Sparks & Shepherd, 1992).

b.   **Theory of Planned Behavior**
The Theory of Planned Behavior (TPB) is an expansion of the Theory of Reasoned Action (TRA; (Ajzen, 1985, 1991) that aims to address the limitation in TRA that is wholly attributable to reasoned control. According to Ajzen (1991), three factors attitude toward the conduct, subjective norms, and perceived behavioral control will affect the intention to engage in the behavior. Ajzen combines TPB with a third element, perceived behavioral control. The third component that has been included represents how simple or difficult it is to carry out the behavior. Customers believe there will be fewer barriers and more perceived control over behavior as opportunities and resources increase. This determining factor may be internal (willingness, aptitude, etc.) or external.

The purchase intention model for eco-friendly goods is more accurately predicted by the theory of planned behavior (TPB; (Jebarajakirthy & Lobo, 2014). By assessing each construct at similarly precise levels, the model optimizes the latent link between the intention factor and its determinants. Consumer product behavior and various empirical studies have supported the TPB theoretical paradigm (Chen & Tung, 2014; Han, Hsu, Lee, & Sheu, 2011; Tarkiainen & Sundqvist, 2005; Vermeir & Verbeke, 2006). According to Chan (2001),

customers who are concerned about the environment will act sustainably and encourage the use of sustainable fashion usage intention. Although they are interested in the issue and aware of it, consumers are not always going to lead green lifestyles or support and purchase eco-friendly products, according to research by Ohtomo and Hirose (2007) indicates that, despite their best efforts, the consumer's behavior has not changed in reality. It has been established that TPB relies on three predictors of intention: social influence, attitude and perspective toward behavior, and a check on the efficacy of cognitive behavioral intention.

c.   **Theory of Consumption Values**

The theory of consumption values is predicated on three essential claims: (1) consumer choice is a function of numerous consumption values; (2) different consumption values contribute to distinct aspects of any given choice circumstance; and (3) consumption values are independent. More than 200 applications have been used to test the theory, and it constantly shows strong predictive validity (Sheth, Newman, & Gross, 1991). Sheth et al. (1991) applied it to brand decisions, product decisions (filtered or non-filtered cigarettes), and purchasing decisions (smokers or non-smokers) (Marlboro or Virginia Slim). According to their findings, social value has the most bearing on smokers who pick Marlboro, while functional value has the most bearing on smokers who choose filtered cigarettes. Emotional value has the least bearing on smokers and non-smokers.

Long and Schiffman (2000) used the theory to divide consumers into groups based on their relationships with service providers and values to better understand consumer motivation and behavior. In order to gauge consumer perceptions of the worth of a durable good at the brand level, Sweeney and Soutar (2001) embraced functional value, social value, and emotional value. Since the goal was to create a broad value measure, Sweeney and Soutar (2001) did not incorporate epistemic value and conditional value because they may be less significant when thinking about the acquisition of a durable.

Lin and Huang (2012) applied the theory to the topic of green products and looked at the determinants of customer decision behavior in Taiwan. They discovered that psychological benefit, curiosity, the demand for novelty, and conditional value had the greatest influence on consumers' decision-making. Functional values (price and quality) did not, however, significantly affect decision-making.

d.   **Conceptual framework and hypothesis**

The conceptual model depicted in **Figure 1** provides a theoretical direction for ecofashion intention to use. The conceptual model used in this study indicates five major influences on end adoption that have been validated as trustworthy constructs in previous research: Attitude (AT), Social Value (SV), Perceived Behavioral Control (PBC), Subjective Norms (SN), Sustainable Clothing Disposal (SCD).
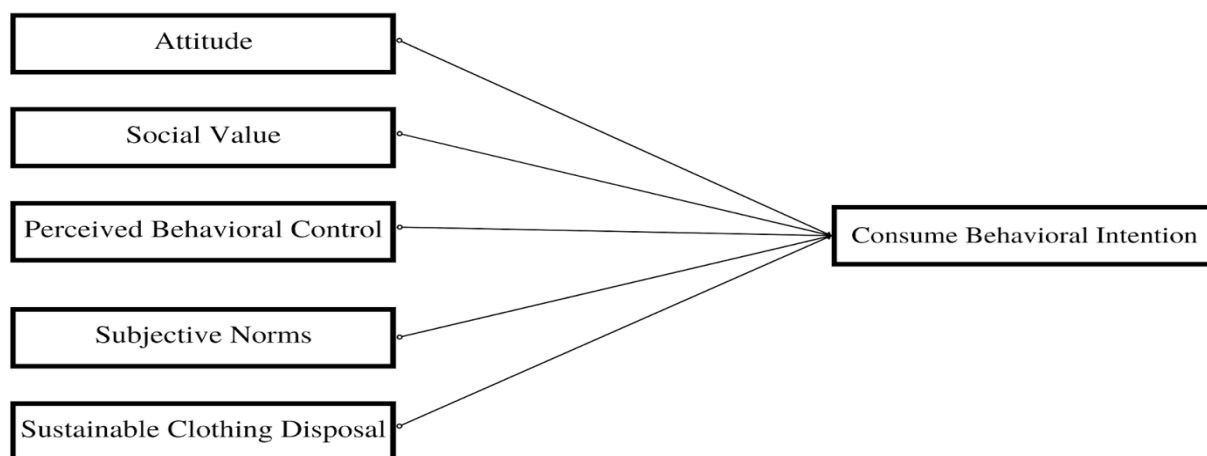

Figure 1. Conceptual Model

i. Attitude

According to Allport (1935), attitude is a condition of mental and psychological preparation that immediately reflects how a person will react to all pertinent events and things. Ajzen (1991); (Newhouse, 1990) and others have described emotions as persistently pleasant or negative sentiments that a person feels toward an item or another person. The term "attitude" refers to a mental state of excitement that influences how one responds to all goals and circumstances Allport (1935) and strengthens the intention to engage in a behavior. The use of eco-materials is the main emphasis of the sustainability idea, but Wagner, Figueiredo, Curteza, Thomassey, and Zeng (2018) argue that there needs to be an improvement in the lack of knowledge regarding the quality and design of Sustainable fashion. Sustainable fashion garments are created from materials that have been reused or repurposed and have not undergone hazardous chemical coloring (Aaijaz & Ibrahim, 2010). Additionally, Saricam and Okur (2019) and Wai Yee, Hassan, and Ramayah (2016) explored that although consumers genuinely have good thoughts and attitudes about Sustainable fashion items, the reasons they choose not to buy them are connected to the mindset that they are of low quality, expensive, and out-of-date. Maloney, Lee, Jackson, and Miller-Spillman (2014) demonstrated that there is a significant correlation between behavioral purchasing intentions and attitudes toward eco-friendly clothing. Reiley and DeLong (2011) discovered that participants who sought and wore clothing from recycled sources perceived their appearance as unique more than those who only bought clothing from new sources, which makes them interested in purchasing these types of clothes. Additionally, having a financial mindset of conserving money is a strong driver of purchasing behavior (Joung & Park-Poaps, 2013). In addition, a recent study (Chang & Watchravesringkan, 2018) to look into the components of Sustainable fashion design suggested that the majority of Sustainable fashion products use price as a gauge of quality. Customers do believe that Sustainable fashion clothing is of lower quality than clothing made of virgin materials (Cervellon, Carey, & Harms, 2012). As a result, customers would only buy them if the cost was on par with or lower than that of virgin items. Similarly to this, how a Sustainable fashion product looks have a big impact on how customers feel (Wagner et al., 2018). The design is the key factor in determining if clothing is worth buying (Kälkäjä, 2016). Thus, having a positive outlook can help you successfully choose eco-friendly clothing (Moon, Lai, Lam, & Chang, 2015; Wagner et al., 2018). The hypothesis developed is:

H1: Attitude has a positive influence on consumers' behavioral intention of Sustainable fashion usage.

ii. Social Value

According to Sheth et al. (1991), social value is the perceived usefulness received from a different relationship with one or more particular social groupings. The concept of a subjective norm relates to the perceived social pressure to endorse and follow a particular conduct style (Ajzen, 1991). Personal norms and moral attitudes are rules or values that inform motivation because of anticipated self-administered rewards or punishments, even though subjective norms reflect external social pressure (personal perceptions of what peers think an individual should do). It is recommended that marketing initiatives focused on the environment relate those efforts directly to positive results. Marketers must therefore demonstrate how consumers who choose to live sustainably contribute to the fight to protect the environment. The relative relevance of altruism means that businesses must demonstrate how individuals other than the businesses benefit as a consequence of their environmental policies in addition to explicitly tying such efforts to positive results (Moon et al., 2015). When faced with social risk, consumers eager to prevent unfavorable outcomes are eager to investigate more information sources. Expert advice appears to be an effective strategy for lowering customer risk perceptions (Aqueveque, 2006). The hypothesis developed is:

H2: Social Value has a positive influence on consumers' behavioral intention of Sustainable fashion usage.

iii. Perceived Behavioral Control

Perceived behavioral control, as defined by Fishbein and Ajzen (1975), is a person's perception of their potential to adopt a behavior. Features related to the availability of resources like money and time for representing behavior, as well as consumer confidence in engaging in the behavior, are included in perceived behavioral control (Fishbein and Ajzen, 1975). If consumers have the capability and the confidence to act in a certain way, they will. Though it is a less significant component, Maloney and Lee (2014) and Zhang, Chen,

Wu, Zhang, and Song (2018) found that perceived behavioral control is positively connected with the desire to buy eco-friendly clothing made of organic materials. Additionally, Paul, Modi, and Patel (2016) discovered that while subjective standards had no impact on purchase intention, attitude and perceived behavioral control do. The hypothesis developed is:

H3: Perceived Behavioral Control has a positive influence on consumers' behavioral intention of Sustainable fashion usage.

iv. Subjective Norm

The perceived social pressure to exhibit a specific behavior is known as a subjective norm (Fishbein and Ajzen, 1975) The subjective norm may be defined as a type of view that people have regarding particular behaviors that are engaged in and carried out. People act out of social pressure, but the subjective norm also provides information about whether their actions are appropriate (Jager, Janssen, De Vries, De Greef, & Vlek, 2000). Wiriyapinit (2007) found that in Thailand, parental instructions about family norms can affect children's intentions to buy products. The literature on this aspect also indicates that subjective norm as a perceived social demand for executing a particular behavior has a positive influence on the behavioral purchase intention of Sustainable fashion products (Kumar, Manrai, & Manrai, 2017; Tu & Hu, 2018). The hypothesis developed is:

H4: Subjective Norm has a positive influence on consumers' behavioral intention of Sustainable fashion usage.

v. Sustainable Clothing Disposal

Sustainable disposal practices are a relatively recent topic in the literature on consumer behavior. This behavior includes using old clothing again, recycling old clothes, donating old clothes to charity, giving old clothes away to secondhand shops, etc. (Bianchi & Birtwistle, 2012). According to Brosdahl and Carpenter (2010), awareness of environmental effects causes concern for the environment, which affects behavior regarding disposal, consumption, and purchase. Additionally, the outcome of effective factors on sustainable fashion apparel Maichum, Parichatnon, and Peng (2016) concluded that environmental activities have an impact on consumers' intentions to buy organic goods. According to Lang, Armstrong, and Brannon (2013), there is a direct correlation between buying clothes and discarding them. Similarly, Lee, Halter, Johnson, and Ju (2013) and Dahlbo, Aalto, Eskelinen, and Salmenperä (2017) have shown how purchasing Sustainable fashion items might result from clothing disposal for sustainability. The hypothesis developed is:

H5: Sustainable Clothing Disposal has a positive influence on consumers' behavioral intention of Sustainable fashion usage.

3. Methodology

This study adopted measurement scales from the current literature. Table 1 shows details of the items.

Table 1. Scales of qualitative preliminary research

Abbreviation	Questionnaires
ATTITUDE	
AT1	I believe that sustainable fashion clothes are made from good quality products.
AT2	I believe that sustainable fashion clothes can help protect the environment.
AT3	I believe that sustainable fashion clothes are easy to use, beautifully designed, and luxurious.
PERCEIVED BEHAVIORAL CONTROL	
PBC1	I have the resources, the time, and the willingness to be able to use sustainable fashion clothes.
PBC2	The consumer behavior of sustainable fashion clothes is a decision entirely up to me.

PBC3	I am confident that I can buy sustainable fashion clothes whenever I want.
PBC4	For me, using sustainable fashion clothes is easy.
SOCIAL VALUE	
SV1	Consumer behavior of sustainable fashion clothes helps me to leave a good impression on people.
SV2	Sustainable fashion clothes consumption helps me to improve my knowledge and awareness.
SV3	The behavior of consuming sustainable fashion clothes helps me to show my care and compassion.
SV4	The behavior of consuming sustainable fashion clothes makes me feel satisfied
SUBJECTIVE NORM	
SN1	My family wishes that I will choose sustainable fashion clothes when I buy clothes.
SN2	People who influence my consumer behavior think that I should use sustainable fashion clothes.
SN3	Most of the people important to me think that buying sustainable fashion clothes is a good thing.
SUSTAINABLE CLOTHING DISPOSAL	
SCD1	I donate clothes that I no longer use to voluntary organizations or to people who need them.
SCD2	I will donate clothes that I no longer use to family and friends.
SCD3	I always try to put clothes that I no longer use in the clothes recycling bin.
SCD4	I always try to renew clothes that I no longer use for some purpose.
CONSUMER BEHAVIOR	
CB1	If I understood the serious environmental damage that unsustainable clothing can do, I wouldn't buy those products.
CB2	I choose to buy sustainable fashion clothes instead of regular products when shopping if the price of sustainable fashion clothes is similar to the normal product.

In this study, a preliminary quantitative analysis was conducted by polling 30 participants in a focus group on their behavioral intentions regarding the use of sustainable fashion. The group gathered 30 survey forms by utilizing the most feasible sampling strategy. The objective is to examine the draft scale's content and form to finish the official scale used in official research. The essential goal of this stage is to determine whether or not the respondents grasp the statements. (Formal evaluation is a stage in ensuring consistency, clarity, and not producing confusion for responders by evaluating the wording and grammar of the claims) and measuring reliability. To eliminate inconsistent variables, use a Likert 5 scale (1- Completely disagree, 2- Disagree, 3- No opinion, 4- Agree, 5- Completely agree) on observed variables.

Official research applying quantitative research methods aims to gather and process statistical data from participants' questionnaire replies before presenting the results on the behavior intention of sustainable fashion consumption in HCMC. The quantitative research method deals with numerical quantities, analyzing them, using arithmetic or statistics, and presenting them in graphs, tables, or diagrams (White & Rayner, 2014). According to Doan (2014), the technique focuses on facts or logic for social occurrences. This quantitative method will enable the writers to discover the elements driving adoption and learn about the present market situation for sustainable fashion usage.

In HCMC, a quantitative method was formally done by surveying 396 people who had previously adopted sustainable fashion. This study employs a questionnaire interview approach created on Google Docs with 396 HCMC citizens. According to the random sampling procedure, the sample comprises 16.77% men and 80.23% women. When the findings are available, the writers will do a statistical synthesis based on the survey data. Using SPSS 20.0 software, process data, examine the reliability of each scale component using Cronbach's

Alpha coefficients, analyze exploratory factor (EFA), test hypotheses using Linear Regression models, and evaluate the applicability of the study model.

Table 2 shows the characteristics of the sample data in this study.

Table 2. Sample characteristics		
Information	Voted	Percentage (%)
Gender		
Male	52	16,77%
Female	258	83,26%
Age		
< 18	65	20,97%
18 - 30	222	71,61%
31 - 40	18	5,8%
41 - 50	3	0,96%
51 - 60	1	0,33%
> 60	1	0,33%

4. Results
4.1. Testing reliability and validity

Table 3 presents the results of reliability of the measurement in this study. The results of Cronbach's Alpha coefficient of all observed variables are quite high (> 0.6). Thus, the remaining components in the scale of the research model are reliable, with components assessed to have good reliability. Besides, the Corrected item-total Correlation coefficient of all observed variables is greater than 0.3. In addition, most of the Cronbach's Alpha If Deleted Item coefficients of the observed variables are smaller than the Cronbach's Alpha coefficient on each scale. Notably, the observed variable "SCD2" has Cronbach's Alpha If Deleted Item coefficient greater than Cronbach's Alpha coefficient. After discussion and deliberation, the team decided to keep the coefficient of this observed variable and continue to consider it in the step of exploratory factor analysis EFA because the Corrected Item Total of these coefficients is greater than 0.3. With the results in the step of evaluating Cronbach's Alpha coefficient, the research team decided to accept the remaining 5 independent variables, specifically as follows: the Attitude scale includes 3 observed variables, the Social Value includes 4 observed variables, the Perceived Behavioral Control scale includes 4 observed variables, the Sustainable Clothing Disposal includes 4 observed variables, the PSubjective Norms includes 3 observed variables, and finally, the Consume Behavioral Intention includes 2 observed variables.

Table 1. Cronbach's Alpha of Components

Component	Code	Corrected Item-Total	Cronbach's Alpha if Deleted Item	Lowest Correlation	Result
Attitude	Cronbach's Alpha = .734			.538 (AT1)	Qualified
	AT1	.538	.671		
	AT2	.571	.643		

	AT3	.586	.632		
Social Value	Cronbach's Alpha = .746			.478 (SV1)	Qualified
	SV1	.478	.724		
	SV2	.548	.689		
	SV3	.634	.649		
	SV4	.533	.692		
Perceived Behavioral Control	Cronbach's Alpha = .745			.547 (PBC3)	Qualified
	PBC1	.550	.683		
	PBC2	.548	.736		
	PBC3	.547	.666		
	PBC4	.592	.659		
Sustainable Clothing Disposal	Cronbach's Alpha = .783			.467 (SCD3)	Qualified
	SCD1	.467	.787		
	SCD2	.600	.724		
	SCD3	.664	.690		
	SCD4	.628	.709		
Subjective Norms	Cronbach's Alpha = .773			.590 (SN3)	Qualified
	SN1	.599	.704		
	SN2	.590	.713		
	SN3	.634	.664		
Consume Behavioral Intention	Cronbach's Alpha = .784				Qualified
	CBI1	.650			
	CBI2	.650			

Table 4 shows the results of validity of the measurement. It is indicated that all factor loadings are greater than 0.50. Thus, validity of the measure is good in this study.

Table 4. Results of confirmatory factor analysis

	Component				
	1	2	3	4	5
SCD3	.824				
SCD4	.810				
SCD2	.793				
SCD1	.663				
PBC3		.811			
PBC4		.670			
PBC2		.588			
PBC1		.579			
AT1			.786		
AT2			.704		
AT3			.695		
SN2				.805	
SN3				.787	
SN1				.740	
SV3					.774
SV2					.760
SV4					.583
SV1					.546

4.2. Result of multiple regression model

The linear regression equation will help us determine the degree of impact of the independent variables on the dependent variable. The linear regression model here is a multivariable regression model with 5 independent variables. The model is built by changing the order of the scales of 5 independent variables accordingly after removing the unsuitable variables in the EFA step, the group decides the linear regression model is built by the following equation:

$$CS = B0 + B1\ AT + B2\ SV + B3\ PBC + B4\ SN + B5\ SCD$$

H1: Attitude has a positive influence on consumers' behavioral intention of sustainable fashion usage in HCMC

H2: Social Value has a positive influence on consumers' behavioral intention of Sustainable fashion usage in HCMC

H3: Perceived Behavioral Control has a positive influence on consumers' behavioral intention of Sustainable fashion usage in HCMC

H4: Subjective Norm has a positive influence on consumers' behavioral intention of Sustainable fashion usage in HCMC

H5: Sustainable Clothing Disposal has a positive influence on consumers' behavioral intention of Sustainable fashion usage in HCMC

Regression results are performed by the Enter method. In the ANOVA analysis table, we see that the sig value of the F test is 0.000 < 0.05, so we reject hypothesis H0. Thus, the linear regression was built by the collected data set.

The results of the regression model table 6 show that only AT and SV were significantly related to CB. Other variables were not significantly related to CB.

Table 5. Analysis of Variance (regression)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.612	5	6.322	13.417	.000[b]
	Residual	143.247	304	.471		
	Total	174.859	309			

Table 6. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.603	.384		4.177	.000		
	AT	.218	.083	.169	2.632	.009	.651	1.537
	PBC	.103	.074	.093	1.389	.166	.596	1.679
	SV	.313	.095	.220	3.283	.001	.600	1.665
	SCD	-.029	.053	-.029	-.541	.589	.970	1.031
	SN	.046	.057	.049	.816	.415	.733	1.363

a. Dependent Variable: CB

5. Discussion and implications
5.1. Discussion of findings
The study, like previous studies' findings, shows that social value and attitude factors positively impact the behavioral intention of using sustainable fashion. It is necessary to consider the extent to which each tool influences consumer behavior. Consumer behavior is strongly influenced by research on sustainable fashion clothing strategy, which can explain why consumers are willing to pay more for an environmentally friendly product. Consumers understand that the meaning and benefits of an environmentally friendly clothing product will be greater than those of a fast fashion product, and they also understand that Behavioral Intention is to help reduce the impact.

First, to encourage consumers to support sustainable fashion products, businesses should provide an action-based curriculum backed up by accurate information. Consumers will be more open to experiencing sustainable fashion if sustainability is combined with education as a knowledge source and corporate marketing information strategies (Kim, 2015). Sustainability should be identified as a logical concept developed through marketing and educational programs.

Second, marketers can create long-term movements and campaigns for their customers' educational information about sustainable fashion, allowing them to receive educational information and participate in these events. Furthermore, marketers must adopt a value-based pricing strategy for sustainable fashion and should set their prices according to the customers' perceived value and environmental awareness. Value-based pricing frequently results in high prices, increasing marketers' profits even further. Furthermore, associating well-known celebrities and fashion designers with recycled clothing brands can boost its perceived value (Chan et al., 2013). Creating a marketing campaign for sustainable clothing akin to the cell phone industry's "family and friends plan," which could help spread the word about sustainable fashion (such as "buy one get one free" deals).

Third, because used clothing is also considered sustainable clothing, used clothing retailers can promote their products by emphasizing the ethical and sustainable nature of used clothing. Furthermore, these retailers can collaborate with local communities to provide local services to promote their sustainable products. Moreover, these retailers can collaborate with local communities to provide local services to promote their sustainable products. Furthermore, because this corporate sustainability has the potential to impact our communities positively, apparel retailers can offer educational sessions on sustainable consumption and green apparel to local communities.

Finally, environmental problem awareness should be linked to the company's brand. We are concentrating not only on the goal of selling the company's products but also on the content and quality of the company's image to enhance the brand and increase consumer awareness of sustainable development trends.

5.2. Implications

Factors influencing the behavioral intention of sustainable fashion usage are regional, so the government should work with businesses to change this consumer behavior. Each country, like businesses, has its brand of environmental protection. Experts worldwide use the Environmental Performance Index (EPI) to assess the effectiveness of a country's environmental protection activities. The EPI scale ranges from 100 (best environmental protection) to 0 (worst environmental protection) and includes 25 different criteria, such as fishing grounds, carbon emissions, forests, water quality, trees, and animals. Iceland (ranked first in 2020), Switzerland (ranked second in 2020), and Costa Rica are examples of countries with adequate environmental protection brands (top 3,2020)... The countries listed above set strict targets to reduce environmental impact and have specific penalties in place for violations. The research team suggests that the government use business-like tools to not only sell sustainable fashion products but also improve the country's environment. This will improve consumer behavior and encourage consumers to adopt sustainable fashion habits, significantly reducing environmental harm.

They should continue completing the legal environment because Vietnam's current system of environmental regulations still needs to be improved, with numerous flaws and inconsistencies. This has created numerous challenges for businesses investing in sustainable fashion production when the process is lengthy and expensive, and production criteria need to be clearly defined. Furthermore, many environmental standards are built on international standards and beyond domestic businesses' capacity. Implement a tax break for businesses that invest in producing sustainable clothing. Grants for businesses, such as low-interest rates and debt extensions...

In addition, mass organizations such as the Vietnam Women's Union, Vietnam Farmers' Union, and others are being encouraged to include educational content on the harmful effects of persistent waste on the environment. The program instructs at all levels using appropriate forms and contents. To increase consumer responsibility, the scheme requires authorities to review, amend, and supplement the fee for treating biodegradable waste.

While all countries worldwide are still facing the potential risk of Covid-19, the Vietnamese government should consider promoting sustainable fashion through signs and mass communication, as well as disease prevention advice. If the sustainable clothing trend is appropriately promoted, it will become ingrained in people's lives. From there, it is more than just a matter of debating whether or not sustainable fashion is more expensive. Nonetheless, they recognize the utility, usefulness, and value it provides to the larger community.

5.3. Limitations of the study

Although the study accomplished the research objectives, the following limitations remain. First, the scope of this study was limited to respondents' attitudes toward the environment and the influence of Social Value, Perceived Behavioral Control, Attitude, Subjective Norms, and sustainable clothing disposal behavior on the behavioral intention of sustainable fashion usage. These behaviors, like purchase behaviors, are influenced by other sources, such as mass media and direct marketing. Celebrity endorsers, for example, have recently emerged as powerful reference groups influencing consumer behavior in general. Future research should look into the additional influence of sustainable fashion usage on behavioral intentions.

Second, due to limited time, the research was limited to survey subjects living in Vietnam who had heard of or used sustainable fashion. The researcher needs to go into better detail about the countries' sustainable fashions. Because the research team surveyed convenience rather than stratification probability, the research findings are insignificant. As a result, future research should employ the probability sampling method to improve representativeness.

Third, the study used 396 observations as its sample size. Despite meeting the research conditions, emotional questionnaires must reflect the results. This reduces the research results' representativeness and accuracy.

Finally, the variation of 02 independent variables only explains 20.8% of the variation in behavior intention of using sustainable clothing. As a result, the study uncovered a few other factors influencing behavioral intention. As a result, more research is needed to identify new factors influencing the behavioral intention of sustainable fashion usage in Vietnam.

5.4. Future research directions

The study aimed to learn about the current state of using sustainable clothing among Vietnamese customers and assess their behavioral intentions. The study's findings support the delivery of shopping value to customers. Through marketing efforts, customers should be informed about the Social Value and Attitude factors.

First, the research can look into cross-cultural studies to compare the level of sustainability education and cultural differences influencing consumers' perceptions of sustainable consumer behavior toward sustainable fashion products. When advanced countries' status on sustainable education is compared to that of a low-income country like Vietnam, more generalizable results and evidence of cultural effects on sustainable consumer behavior toward sustainable fashion products are obtained.

Second, a larger sample size will result in more rigorous model fit and hypotheses testing results. Consumers must broaden their understanding of sustainable clothing based on these various definitions. Furthermore, the authors can include additional variables to test the behavioral intention of sustainable fashion usage. To apply in a study on behavioral intention to use sustainable clothing, differentiating factors such as Emotional Value, Conditional Value, and Environmental Value,... must be included. As a result, future research on the behavioral intention of sustainable fashion usage can be replicated using the same concept but in a different context.

Third, particularly in second-hand stores, clothing that can be worn for a long time or clothing with sustainable labeling may be easy to find and purchase nowadays. Furthermore, people's perceptions frequently need to be corrected. As a result, behavioral control, financial availability, and sustainable fashion store accessibility can be used in future research.

Last but not least, the participants self-reported their purchasing behavior; thus, future studies on actual purchasing behavior (e.g., measuring how much they spent to buy sustainable clothing) will provide more precise results.

Refferences

1. Aaijaz, N., & Ibrahim, M. D. (2010). Green clothing and eco-fashion: a growing sustainable market for SME's.

2. Ajzen, I. (1985). From intentions to actions: A theory of planned behavior *Action control* (pp. 11-39): Springer.

3. Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes, 50*(2), 179-211.

4. Allport, G. W. (1935). Attitudes: A Handbook of Social Psychology, Worcester, Mass. *Clark University Press. Anderson, JC, & Gerbing, DW (1988). Structural equation modeling in practice: A review and recommended two-step approach. Psychological Bulletin, 103*(3), 411.

5. Allwood, J. M., Laursen, S. E., De Rodríguez, C. M., & Bocken, N. M. (2006). Well dressed. *The present and future sustainability of clothing and textiles in the United Kingdom, 1*.

6. Aqueveque, C. (2006). Extrinsic cues and perceived risk: the influence of consumption situation. *Journal of Consumer Marketing*.

7. Bianchi, C., & Birtwistle, G. (2012). Consumer clothing disposal behaviour: A comparative study. *International Journal of Consumer Studies, 36*(3), 335-341.

8. Black, S. (2013). Interrogating fashion: Introduction. *The Sustainable Fashion Handbook. China: Thames & Hudson*, 8-11.

9. Brosdahl, D. J., & Carpenter, J. M. (2010). Consumer knowledge of the environmental impacts of textile and apparel production, concern for the environment, and environmentally friendly consumption behavior. *Journal of textile and apparel, technology and management, 6*(4), 1-9.

10. Cain, P. J. (2002). *Hobson and imperialism: radicalism, new liberalism, and finance 1887-1938*: OUP Oxford.

11. Cervellon, M. C., Carey, L., & Harms, T. (2012). Something old, something used: Determinants of women's purchase of vintage fashion vs second-hand fashion. *International journal of retail & distribution management*.

12. Chan, R. Y. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & marketing, 18*(4), 389-413.

13. Chang, H. J., & Watchravesringkan, K. T. (2018). Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption. *International journal of retail & distribution management*.

14. Chen, M.-F., & Tung, P.-J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International journal of hospitality management, 36*, 221-230.

15. Clark, H. (2008). SLOW+ FASHION—an Oxymoron—or a Promise for the Future…? *Fashion theory, 12*(4), 427-446.

16. Dahlbo, H., Aalto, K., Eskelinen, H., & Salmenperä, H. (2017). Increasing textile circulation—Consequences and requirements. *Sustainable production and consumption, 9*, 44-57.

17. Davies, J., Foxall, G. R., & Pallister, J. (2002). Beyond the intention–behaviour mythology: an integrated model of recycling. *Marketing theory, 2*(1), 29-113.

18. Fishbein, M., & Ajzen, I. (1980). Predicting and understanding consumer behavior: Attitude-behavior correspondence. *Understanding attitudes and predicting social behavior, 1*(1), 148-172.

19. Fletcher, K. (2008). Sustainable fashion and clothing. *Design Journeys, Earthscan, Malta*.

20. Guo, Q., Johnson, C. A., Unger, J. B., Lee, L., Xie, B., Chou, C.-P., . . . Pentz, M. (2007). Utility of the theory of reasoned action and theory of planned behavior for predicting Chinese adolescent smoking. *Addictive behaviors, 32*(5), 1066-1081.

21. Ha, H. Y., & Janda, S. (2012). Predicting consumer intentions to purchase energy-efficient products. *Journal of Consumer Marketing*.

22. Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International journal of hospitality management, 30*(2), 345-355.

23. Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International journal of hospitality management, 29*(4), 659-668.
24. Henninger, C. E., Bürklin, N., & Niinimäki, K. (2019). The clothes swapping phenomenon–when consumers become suppliers. *Journal of Fashion Marketing and Management: An International Journal*.
25. Jager, W., Janssen, M. A., De Vries, H., De Greef, J., & Vlek, C. (2000). Behaviour in commons dilemmas: Homo economicus and Homo psychologicus in an ecological-economic model. *Ecological economics, 35*(3), 357-379.
26. Jebarajakirthy, C., & Lobo, A. C. (2014). War affected youth as consumers of microcredit: An application and extension of the theory of planned behaviour. *Journal of retailing and Consumer Services, 21*(3), 239-248.
27. Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review, 3*(1-2), 128-143.
28. Joung, H. M., & Park-Poaps, H. (2013). Factors motivating and influencing clothing disposal behaviours. *International Journal of Consumer Studies, 37*(1), 105-111.
29. Kälkäjä, R. (2016). *Sustainable design strategies: Examination of aesthetics and function in zero waste and upcycling.* fi= Lapin yliopisto| en= University of Lapland.
30. Kawamura, Y. (2005). Fashion-ology: an introduction to fashion studies. Berg: Oxford.
31. Kim, J. (2015). Sustainability in social brand communities: Influences on customer equity. *Journal of Global Scholars of Marketing Science, 25*(3), 246-258.
32. Kumar, B., Manrai, A. K., & Manrai, L. A. (2017). Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study. *Journal of retailing and Consumer Services, 34*, 1-9.
33. Lang, C., Armstrong, C. M., & Brannon, L. A. (2013). Drivers of clothing disposal in the US: An exploration of the role of personal attributes and behaviours in frequent disposal. *International Journal of Consumer Studies, 37*(6), 706-714.
34. Lee, J. Y., Halter, H., Johnson, K. K., & Ju, H. (2013). Investigating fashion disposition with young consumers. *Young consumers*.
35. Lin, P.-C., & Huang, Y.-H. (2012). The influence factors on choice behavior regarding green products based on the theory of consumption values. *Journal of Cleaner production, 22*(1), 11-18.
36. Long, M. M., & Schiffman, L. G. (2000). Consumption values and relationships: segmenting the market for frequency programs. *Journal of Consumer Marketing*.
37. Maichum, K., Parichatnon, S., & Peng, K.-C. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability, 8*(10), 1077.
38. Maloney, J., Lee, M.-Y., Jackson, V., & Miller-Spillman, K. A. (2014). Consumer willingness to purchase organic products: Application of the theory of planned behavior. *Journal of global fashion marketing, 5*(4), 308-321.
39. McNeill, L., & Venter, B. (2019). Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models. *International Journal of Consumer Studies, 43*(4), 368-378.
40. Moon, K. K.-L., Lai, C. S.-Y., Lam, E. Y.-N., & Chang, J. M. (2015). Popularization of sustainable fashion: barriers and solutions. *The Journal of the Textile Institute, 106*(9), 939-952.
41. Newhouse, N. (1990). Implications of attitude and behavior research for environmental conservation. *The Journal of Environmental Education, 22*(1), 26-32.
42. Nguyễn, Đ. T., & Nguyễn, T. M. T. (2009). *Nghiên cứu khoa học trong quản trị kinh doanh*: Thống kê.
43. Ohtomo, S., & Hirose, Y. (2007). The dual-process of reactive and intentional decision-making involved in eco-friendly behavior. *Journal of environmental psychology, 27*(2), 117-125.
44. Oppermann, M. (1995). Travel life cycle. *Annals of tourism research, 22*(3), 535-552.

45. Orminski, J., Tandoc Jr, E. C., & Detenber, B. H. (2021). # sustainablefashion–a conceptual framework for sustainable fashion discourse on Twitter. *Environmental Communication, 15*(1), 115-132.
46. Park, H. J., & Lin, L. M. (2020). Exploring attitude–behavior gap in sustainable consumption: Comparison of recycled and upcycled fashion products. *Journal of business research, 117*, 623-628.
47. Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and Consumer Services, 29*, 123-134.
48. Reiley, K., & DeLong, M. (2011). A consumer vision for sustainable fashion practice. *Fashion Practice, 3*(1), 63-83.
49. Rogers, E. M. (1999). Georg Simmel's concept of the stranger and intercultural communication research. *Communication Theory, 9*(1), 58-74.
50. Saricam, C., & Okur, N. (2019). Analysing the consumer behavior regarding sustainable fashion using theory of planned behavior *Consumer Behaviour and Sustainable Fashion Consumption* (pp. 1-37): Springer.
51. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research, 22*(2), 159-170.
52. Sneddon, C., Howarth, R. B., & Norgaard, R. B. (2006). Sustainable development in a post-Brundtland world. *Ecological economics, 57*(2), 253-268.
53. Sparks, P., & Shepherd, R. (1992). Self-identity and the theory of planned behavior: Assesing the role of identification with" green consumerism". *Social psychology quarterly*, 388-399.
54. Sun, X., Wang, X., Sun, F., Tian, M., Qu, L., Perry, P., . . . Liu, X. (2021). Textile Waste Fiber Regeneration via a Green Chemistry Approach: A Molecular Strategy for Sustainable Fashion. *Advanced Materials, 33*(48), 2105174.
55. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing, 77*(2), 203-220.
56. Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British food journal*.
57. Tu, J.-C., & Hu, C.-L. (2018). A study on the factors affecting consumers' willingness to accept clothing rentals. *Sustainability, 10*(11), 4139.
58. Ulasewicz, C., & Hethorn, J. (2008). Sustainable Fashion: Why Now. *A conversation about issues*.
59. Vermeir, I., & Verbeke, W. (2006). Sustainable food consumption: Exploring the consumer "attitude–behavioral intention" gap. *Journal of Agricultural and Environmental ethics, 19*(2), 169-194.
60. Wagner, M. M., Figueiredo, S. n., Curteza, A., Thomassey, S., & Zeng, X. (2018). Color The Appearance of Sustainable Fashion Products. *Current Trends in Fashion Technology & Textile Engineering, 2*(5), 95-96.
61. Wai Yee, L., Hassan, S. H., & Ramayah, T. (2016). Sustainability and philanthropic awareness in clothing disposal behavior among young Malaysian consumers. *Sage Open, 6*(1), 2158244015625327.
62. White, B. P., & Rayner, S. (2014). *Dissertation Skills for Business and Management Student*: Cengage Learning.
63. Wiriyapinit, M. (2007). Is thai culture the right culture for knowledge management. *An exploratory case study research. Chulalongkorn Rev, 74*, 80-90.
64. Zhang, L., Chen, L., Wu, Z., Zhang, S., & Song, H. (2018). Investigating young consumers' purchasing intention of green housing in China. *Sustainability, 10*(4), 1044.