



Original Article

Influence of channel communication on purchasing sustainable fashion in the Vietnamese market

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Abstract: The fashion industry has been widely recognized as a significant contributor to the ongoing ecological and climate crises, leading to more and more firms realizing the necessity to promote responsible fashion growth. This study builds upon the research outcomes of earlier researchers by combining suitable factors relevant to the Vietnamese market and eliminating inappropriate factors, to investigate the impact of the communication model on choosing and the consumer's decision on sustainable fashion products in Vietnam. With 330 survey samples combined with the SEM regression method, this study shows that 4 factors have an impact on the attitude of Vietnamese consumers toward sustainable fashion - in order: Receiver Motivation (RM), Receiver Perception (RP), Communication Message (M), and Channel Suitability (C). Therefore, Attitude has a direct impact on the Purchase Intention of Vietnamese consumers towards sustainable fashion products. From these results, the authors have proposed solutions and recommendations to promote factors affecting consumers' intention to purchase sustainable fashion in Vietnam.

Keywords: Purchase Intention, communication channel, customer attitude, sustainable fashion.

1. Introduction

The fashion industry has been perceived as a primary contributor to ecological and climate catastrophes. It relies on natural resources, contaminates at every stage of its supply chain, and generates substantial waste. Projected to maintain a consistent annual growth rate of 5.5%, the fashion sector is expected to expand

further, resulting in significant consequences for society, the environment, and the sustainability of economic growth.

Vietnam is seen as a prospective market for the sector. The value of the fashion market in Vietnam is estimated to be 5.6 billion USD, expected to grow annually by 8.8% between 2019 and 2023 (UNEP & UN Climate change, 2023), which has heightened the significance of

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its impact on the environment. Noteworthy, Vietnamese fashion consumers are still not well-informed regarding recycling, reuse, eco-friendly manufacture, or environmentally friendly packaging. Consequently, a significant portion of the outdated and rejected clothing finds its way into landfills, which poses a substantial environmental risk to Vietnam. However, though Vietnam's sustainable fashion industry is still in its infancy, this developing country is gradually recognizing the need to bridge the gap between mass-produced fashion accessories and textiles as more and more firms realize the necessity to promote responsible fashion growth.

Regarding the impact of sustainable apparel on consumers' purchase intention, authors Rausch & Kopplin (2021) highlighted its significance in their research. To understand consumers' environmental knowledge and concerns, businesses should gain insights into their perspectives. The study conducted by Kusá and Urmínová (2020), which highlighted the impact of long-term information dissemination and government pressure on consumer attitudes towards environmental concerns, reveals that implementing measures such as recycling requirements and the gradual elimination of plastic packaging and products have a substantial impact on consumer engagement with environmental concerns. Multiple studies have consistently demonstrated that communication campaigns aimed at promoting green fashion influence customer behavior (Dalen, 2021).

This research aims to investigate the impact of the communication model on the consumer's decision on sustainable fashion products in Vietnam. Firstly, it aims to determine the communication elements affecting Vietnamese consumers' intention to select sustainable fashion items and, thus, their shopping decisions. It aims secondly to collect, examine, quantify, and evaluate the influence of communication elements on choice intention to make informed purchase decisions. Lastly, the study comments on and makes several suggestions and actions to support the development of communication methods in company and brand plans, refining that approach in light of the data the group gathered. The results are expected to assist

managers, businesses, and regulators in Vietnam to prepare or sell sustainable fashion in Vietnam, hence, improving attitudes and purchase intentions. Also, the paper seeks to function as a beneficial reference for forthcoming research endeavors.

2. Literature review

2.1. Theoretical background

Until the 18th century, scholars and researchers paid little attention to the concept of sustainability; one of them (World Ocean Review, 2015), marked a turning point as he introduced the notion of "Nachhaltigkeit" or "sustainable yield" as a means of achieving perpetual forest management. Sustainability is assumed to "meet the needs of the present without compromising the ability of future generations to meet their own needs." (Thomsen, 2013).

A similar transformation has unfolded in the fashion industry. Clothing, once solely serving the utilitarian purpose of protection, has powerfully represented self-expression and social identity (Ray & Nayak, 2023). Our attire communicates volumes about our backgrounds and personalities, acting as a silent language (Cornelia Bohn, 2004). However, the fashion industry's traditional practices, characterized by the fast fashion model's "take-make-waste" cycle (UNEP & UN Climate Change, 2023), have raised serious environmental and social concerns. With these growing concerns, sustainable fashion has emerged as a conscious and responsible approach to fashion. More than just a passing trend, it promotes eco-friendly materials, fair labor, waste reduction, and mindful consumption across the fashion cycle (Ray & Nayak, 2023).

The fashion industry's communication strategies are undergoing a paradigm shift as well. Previously focused on simply disseminating information about a brand's eco-friendly initiatives, communication has evolved into a persuasive force known as sustainable fashion communication. This approach advocates for a holistic perspective, integrating sustainability principles into every facet of consumer interaction within the fashion sector (UNEP & UN Climate Change, 2023). This vast

communication ecosystem – designers, brands, retailers, media outlets, influencers, and social media platforms – plays a crucial role in shaping consumer purchase intention toward sustainable fashion products (Cayaban et al., 2023).

Sustainable fashion communication utilizes a multifaceted arsenal of tools to influence consumer behavior. Aspirational content showcases sustainable fashion in a desirable light, demonstrating that eco-conscious choices need not compromise style. Finally, educational initiatives empower consumers with the knowledge to make informed decisions that align with their values (Lin & Chen, 2022). By disseminating this information through diverse communication channels, consumers are no longer passive recipients of marketing messages. They are transformed into empowered actors, equipped to make informed choices that reflect their growing environmental and social conscience (Arora et al., 2023). Ultimately, this strategic shift in communication aims to encourage sustainable consumption patterns, with the ultimate goal of influencing purchase intention towards sustainable fashion products.

2.2. Research models

Receiver motivation (customer side)

Customer motivation refers to forces that encourage people to purchase and consume commodities. However, it distinguishes itself from stimuli by denoting individual needs or wants as sources of motivators for purchasing activities (Champniss, 2015). It accounts for the psychic and socio-emotional foundations behind customer behavior, determining a set pattern of actions such as buying goods or services (Champniss, 2015). Maslow's Hierarchy of Needs suggests that individuals have a hierarchy of needs that drives their behavior and motivations (McLeod, 2024). Lower-level needs like physiological and safety needs drive price and functionality considerations, while higher-level needs are more responsive to values, identity, and social impact. Herzberg's theory targets hygiene and motivator factors, with hygiene factors preventing dissatisfaction but not generating positive feelings (Nickerson, 2023). Motivators drive customer experience and satisfaction, encouraging active interaction with a brand.

Receiver Perception (customer side)

Consumer perception describes how customers and potential customers view a company and its products and services (Vetrivel et al., 2023). These media transmit information about objects and have built-in variations based on factors such as numerous objects reflecting in one medium. Customer perception implies that customers link the information they receive through their senses to stimuli in their external environment. Although awareness of sustainability is increasing, there is still a problem of consumer knowledge not fully understanding sustainable fashion to make informed decisions (Jacobson & Harrison, 2021). Confirmation bias refers to customers seeking information that supports their initial beliefs about a brand, leading to trust and loyalty (Nickerson, 1998). However, trust can be a barrier for consumers in sustainable fashion, as it creates skepticism and negative attitudes (Henninger et al., 2016). For example, companies like H&M should focus on clear communication about product origin, production process, and social impact to build trust and encourage sustainable fashion purchases. Different customer risk attitudes and perceptions can affect consumer shopping behavior.

Communication message (business side)

Messages can encompass a range of components, including text, pictures, and feelings, all of which influence how customers view the company. Karlsson (2015) states that advertising messages establish a relationship between senders and receivers, and this connection enables the process of message processing. Marketers should provide messages that arouse feelings in customers and fulfill their needs. In addition, visual elements in advertising promote consumer behavior, particularly when product packaging incorporates signals that effectively capture the attention of buyers. In a message, signs, documents, and pictures serve as symbols in communication, providing information conspicuously shown (Noble & Bestley, 2011).

Message framing is a marketing tactic that manipulates people's perceptions by presenting facts. Positive framing focuses on the benefits of a product or service, while negative framing emphasizes the losses associated with not using

the product. Studies have shown that positive framing arouses more desirable emotions than negative framing, promoting sustainability (Chen et al., 2022; Grappi et al., 2024). However, negative framing is more successful in getting people to purchase products promoting recycling (Li et al., 2020). Customers explain personal ethical decisions and moral judgments and subjective beliefs combine to shape consumer behavior (Li et al., 2020). Additionally, consumers are more likely to have moral attitudes if they consider them related to values, identity, and emotions, especially when evaluated negatively.

Channel Suitability (business side)

Channels are a means of communicating businesses' value and message to their intended audience. Specifically, varying channels provide varying degrees of customization and engagement. Following studies by Vladimirova et al. (2023), social media is an online space for businesses to market via interaction and entertainment. In the study by Li et al. (2020), social media enables information sharing and consumer engagement, thus promoting brand loyalty with relevant popular content. When information is readily available and aligned with their values, consumers are more likely to think about and follow through on their purchase intentions. Fashion brands are employing social media influencers to reach hard-to-reach consumers, notably Generation Z (Vladimirova et al., 2023). Research reveals that influencer advertisements are more reliable than those from studios or celebrities. Key Opinion Leaders (KOLs) or influencers are customers' main sources of advice, which affects their habits because they have more options, and KOLs also build their brands (Jacobson & Harrison, 2021; Vladimirova et al., 2023). Lastly, Jacobson and Harrison (2021) demonstrated that sustainable blogging may change consumer behaviors by providing a space for reflection and communication with content creators and followers.

Customer attitudes

Understanding consumer attitudes is fundamental to comprehending purchasing behavior in a sustainable fashion. In a broad sense, an attitude can be defined as an individual's general view or appraisal of a

certain target (Schleicher and Watt, 2013). These attitudes are not isolated opinions, but rather a complex interplay of beliefs, perceptions, and external influences (Guan, 2022). One key factor is consumers' environmental awareness and participation in sustainable practices. Individuals actively engaging in sustainability are more likely to hold positive attitudes toward sustainable fashion choices (Guan, 2022). Furthermore, a sense of "perceived behavioral control" strengthens these attitudes. Consumers who believe their choices can make a difference are more likely to adopt sustainable fashion practices (Guan, 2022). Building trust with brands and eco-labels is essential for fostering positive consumer attitudes towards sustainable fashion products (Abrar et al., 2021). A significant knowledge gap exists regarding sustainable practices, and misleading marketing tactics can create consumer doubt about the true environmental impact of products (Silva, 2022). Finally, peer pressure can lead young people to prioritize trendy styles over sustainable choices, making it difficult to adopt sustainable fashion practices (Guan, 2022).

Purchase intention.

Purchase intention is described as a consumer's preference to buy a particular product or service. Simply stated, purchase intention refers to a consumer's decision to buy a product after evaluating it (Younus, Rasheed., 2015). An advantageous shift in consumer views and behavior is reflected in purchase intention in the sustainable fashion sector. This transition is becoming more significant considering the need for social and environmental protection. In simple terms, a customer's consideration while purchasing, based on their tastes and preferences, is known as their buying intention. Barriers still exist, though, since most individuals are ignorant about the product (Wijaya & Paramita, 2021). The study of Abrar et al. (2021) introduced the concept that Environmental Apparel knowledge (EAK) positively impacts perceived behavioral control (PBC) and purchase intention, in which attitude mediates the relationship between self-perception and purchase intention. Numerous researches have shown a positive correlation between attitude and purchasing intention. In line with Paul et al.'s (2016) research, attitude is a significant mediator between purchase intention and other variables. People's intentions have different aspects or properties that

influence the prediction of the likelihood of intention to actual action. The gap between intention and purchasing behavior is larger because consumers intend to support sustainability but do not take actual action (Rausch & Kopplin, 2021).

2.3. Hypothesis development

The research is built upon previous studies investigating the discrepancy between positive attitudes toward sustainable fashion and actual buying behavior. Despite consumers showing interest (Zhang & Wang, 2021), there is still a disconnect (McNeill & Moore, 2015). Understanding the reasons behind consumers' decisions to purchase sustainable fashion items is the focus of important research models. One of the key theories in this field is the Theory of Reasoned Action (TRA) put forward by Ajzen and Fishbein back in 1975. This idea recognizes that despite having a positive attitude and societal pressure, a consumer's ability to follow through on their intentions may be impeded by factors such as the availability or affordability of sustainable options. While the Technology Acceptance Model (TAM) developed by Davis

(1989) isn't directly focused on sustainable fashion, it sheds light on important factors. The TAM underlines the significance of perceived benefits, like sustainability, and perceived ease of use connected to discovering and using sustainable choices. These aspects indirectly impact a consumer's intention to buy sustainable clothing.

H1: Channel suitability positively affects purchase intention.

H2: Channel suitability positively affects attitude.

H3: Communication message positively affects purchase intention.

H4: Communication message positively affects attitude.

H5: Receiver perception positively affects purchase intention.

H6: Receiver perception positively affects attitude.

H7: Receiver motivation positively affects purchase intention.

H8: Receiver motivation positively affects attitude.

H9: Attitude positively affects purchase intention.

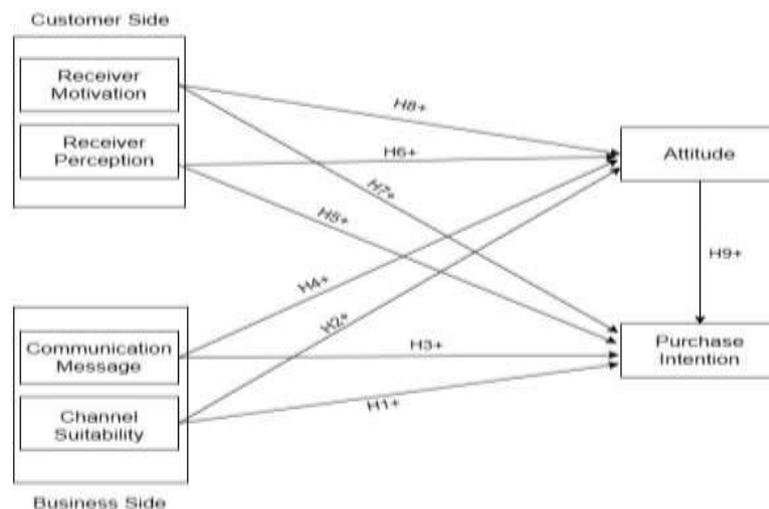


Figure 1. Research model proposed

Source: Authors.

3. Methodology

3.1. Measurement instrument

According to Chang & Watchravesringkan (2018) and Khan et al. (2024), even though consumers might want to buy sustainable products, their price can be a barrier. The research paper by Harjadi & Gunardi (2022) noted that while there are barriers to sustainable fashion choices, consumer awareness, and

positive attitudes can influence eco-friendly purchasing. Moreover, following García-Santiago (2022), guilt and interpersonal feelings, alongside positive messages, can promote sustainable behavior more effectively. Also, Johnstone (2022) and Kopot & Cude (2021) argued that social media influencers and integrated channels are seen as effective ways to raise awareness and preference for sustainable fashion. Meanwhile, Hur & Cassidy's (2019), Harjadi & Gunardi's (2022), and Rausch &

Kopplin's (2021) scales all assumed strong existing knowledge about sustainable practices as importance, expectations, safety, and liking. According to Chang & Watchravesringkan (2018), environmental knowledge among consumers is a key predictor of their propensity to purchase sustainable products.

3.2. Research sample data analysis

The Preliminary Research stage uses group discussion techniques to propose questionnaires, assess the reliability of the scales, and eliminate inappropriate observed variables. The data collected in this stage evaluates the intention of customers to buy sustainable fashion in the Vietnamese market and includes demographic questions. Through the survey, within 3 months, Google Forms will be the survey application used to collect data. We use a Likert scale ranging from "Totally Disagree" (1) to "Totally Agree" (5) to measure the variables used in this study. Responses were collected from all ages who know sustainable fashion and communication factors to capture diverse viewpoints and behaviors across different backgrounds, incomes, and suitable channels.

The Formal Research stage is mainly conducted in Hanoi and involves randomly targeting consumers in the area who know about sustainable fashion. The sample was chosen via convenience sampling. The survey model in this thesis included six factors with 32 variables. Therefore, the required number of samples was $32 \times 5 = 160$ or more. Meanwhile, according to Hair et al. (2014), the minimum sample size to use EFA is 50, preferably 100 or more. The ratio of observations to an analyzed variable is 5:1 or 10:1. In reality, the sample size for this study is 330, which meets the criteria for validity. Firstly, research methods are used to analyze Cronbach's Alpha coefficient, Exploratory Factor Analysis (EFA), Pearson correlation, and Confirmatory Factor Analysis (CFA) to assess scale validity, reliability, and relationships between variables. Then, Structural Equation Modeling (SEM) and mediation analysis are used to rigorously assess the variables, and confirm the validity of the research model. Finally, we re-examine the relationship of demographic data with purchase intention through ANOVA and T-test methods. These

methods implemented SPSS 23, and AMOS 25 software to analyze the data.

4. Results and findings

4.1. Descriptive analysis

A survey distributed 355 questionnaires from January to February 2024, with 330 returned (97%) and 25 questionnaires invalid due to redundant information. The survey revealed that women make up 56.1% of sustainable fashion consumers, while men account for 43.9%. Most respondents aged 18-25 have under 5 million VND monthly income. 52.1% have a stable income, followed by students and those without stable income at 28.8% and 9.7%, respectively. In Vietnam, social media is the most widely used medium for learning about sustainable fashion, as reported by 87.9% of respondents, followed by the YouTube platform with 199 responses (73.2%). The variables with the lowest mean value - 3.72 - are those that promote the desire to purchase eco-friendly fashion: recipient motivation, recipient perception, communication message, and channel suitability.

4.2. Exploratory Factor Analysis and Confirmatory Factor Analysis

Cronbach's Alpha coefficient and Exploratory Factor Analysis require SPSS 23 software for analysis to eliminate variables with small correlation coefficients. Then, EFA statistically analyzes to condense numerous interdependent observed variables into a smaller set of variables. Next, Confirmatory Factor Analysis (CFA) tests the measurement model to see if it is a good scale or not. The structural model is confirmed to be appropriate when $CMIN/DF < 5$, $TLI, CFI, GFI > 0.9$, and $RMSEA < 0.08$ is considered to be good (Hu & Bentler, 1999; Tucker & Lewis, 1973).

The study's scales' Cronbach's Alpha coefficient, which ranges from 0.848 to 0.925, indicates that the variable scale is thoughtfully constructed, exceeding the recommended threshold (>0.6) (Nunnally & Burnstein, 1994). The correlation coefficient of the total variables is greater than 0.3 to ensure the requirements of the

scale. All factors were retained for further study, and no observable variables were eliminated.

According to Trong and Ngoc (2008), the value Sig. of Bartlett's Test is less than 0.05 allowing us to reject the hypothesis H0 and the value $0.5 < KMO < 1$ means that factor analysis is appropriate. KMO coefficient = $0.826 > 0.5$ and Bartlett's test (Sig. < 0.05) confirmed a strong variable correlation, so EFA is suitable for the data and the Chi-square statistic of the Bartlett test reaches a significance level of 0.000. The value of the total variance extracted is $69.332\% > 50\%$: satisfactory, whereas all with

Eigenvalues > 1 , explaining 69.33% of the variance. EFA analysis results as in the following table:

According to Hair et al. (2016), the Composite Reliability (CR) coefficient must be greater than or equal to 0.7 to achieve composite reliability and the model ensures internal consistency. Also, they suggest that all Average Variance Extracted (AVE) values of 0.5 or higher show that the scale achieves good convergence. All Maximum Shared Variance (MSV) $<$ AVE qualify. The AVE factor's requirements are met.

Table 2. Exploratory factor analysis and confirmatory factor analysis

	Receiver perception (RP1 - RP4)	Receiver motivation (RM1 - RM5)	Communication message (M1 - M5)	Channel suitability (C1 - C4)	Attitude (A1 - A5)	Purchase intention (PI1 - PI3)
Cronbach's Alpha	0.848	0.881	0.887	0.855	0.890	0.925
KMO	0.789	0.877	0.872	0.810	0.860	0.763
Bartlett	0.000	0.000	0.000	0.000	0.000	0.000
EFA explain	69.064%	67.933%	69.173%	70.266%	69.744%	87.028%
Chi-square	569.371	811.447	886.451	606.211	922.580	760.226

Source: Authors.

4.3. Structural model by CFA and Structural Equations Modeling (SEM)

After EFA factor analysis, the study continues to evaluate the discriminant value of the 6 conceptual scales in the research model because it is a matter of freely linking concepts to see if they are truly distinct from each other. The CFA results of this model are presented in the following figure: Chi-square = 421.390 with 276 degrees of freedom; Chi-square/df = $1.007 < 3$ is good; RMSEA index = 0.027 is good with p-

value = 0.000 and other indicators GFI = 0.905; CFI = 0.969 and TLI = 0.963.

Similarly, the SEM model analysis method through AMOS 25 software is used to test the suitability of the research model. The model's estimation results are shown in the figure, including Chi-square = 427.190; df = 284; Chi-square/df = 1.505; CFI = 0.913; TLI = 0.967; GFI = 0.971; and RMSEA = 0.039. As a result, the proposed research model achieves compatibility with market data.

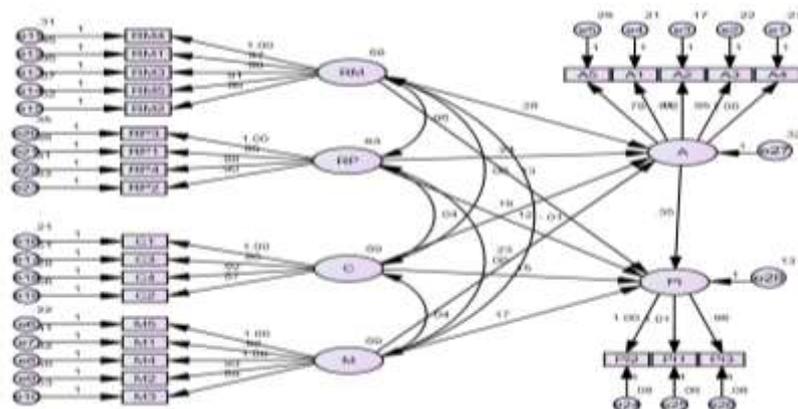


Figure 3: The structural equation model

Source: Authors.

Through the table of results of testing the cause-and-effect relationship between research concepts and the reliability of statistical estimates, most of the relationships in the research model are statistically significant at 5% ($p < 0.05$). Thus, the standardized results of the

SEM model show that the model's hypotheses all have $p < 5\%$, meaning these hypotheses are all supported. The regression weights of the supporting hypotheses are all positive, confirming that all factors have a positive influence as Table 5.

Table 4. Model Fit Indices

Model				CMIN/Df	GFI	CFI	TLI	RMSEA
	N	CMIN	Df	< 5	(> .90)	(> .90)	(> .90)	< 0.08
CFA	330	421	276	1.007	.905	.969	.963	.027
SEM	330	427	284	1.505	.913	.971	.967	.039

Table 5: Results from the SEM model

Hypothesis	Relation	Estimate		P-value (*** < 0.1%)	Result
		Unstandardized	Standardized		
H1	Channel suitability → Purchase Intention	0.149	0.217	0.001	Approve
H2	Channel suitability → Attitude	0.193	0.229	***	Approve
H3	Communication Message → Purchase Intention	0.166	0.243	***	Approve
H4	Communication Message → Attitude	0.228	0.272	***	Approve
H5	Receiver Perception → Purchase Intention	0.117	0.163	***	Approve
H6	Receiver Perception → Attitude	0.241	0.274	0.068	Disapprove
H7	Receiver Motivation → Purchase Intention	0.133	0.192	***	Approve
H8	Receiver Motivation → Attitude	0.280	0.329	***	Approve
H9	Attitude → Purchase Intention	0.355	0.436	***	Approve

Source: Authors.

5. Conclusion, implications, and recommendations

5.1. Discussions

Within the group of factors that shape attitude, Receiver Motivation emerges as the most influential factor, with a Beta value of 0.329. This finding suggests that Vietnamese customers are more receptive to communication initiatives when they possess a strong innate desire to purchase sustainable fashion items. Marketers can leverage this fundamental motivation by creating messages that align with customers' beliefs and aspirations for more sustainable future. By highlighting the social and environmental benefits of sustainable fashion choices, marketers can strike a deep chord with motivated customers and enhance their

willingness to make a purchase. This result is similar to those of Jägel et al. (2012), Kozinets and Handelman (2004), Cherrier (2009), Niinimäki (2010), and Cervellon et al. (2010)

However, our testing indicates that Receiver Perception (Beta = 0.274) does not significantly impact attitude. A customer's perception does not necessarily guarantee a positive attitude toward fashionable products. Attitude formation involves various factors such as knowledge, experience, beliefs, and personal values, as well as influences from family, friends, society, and media. Perception only represents a portion of the attitude formation process (Soyer & Dittrich, 2021), (Chen & Chang, 2013; McNeill & Moore, 2015).

The two remaining factors in the attitude group, Communication Message (Beta = 0.272)

and Channel Suitability (Beta = 0.229) have a relatively lesser impact on consumer attitudes. Nonetheless, it is crucial for the message concerning sustainable fashion to be effectively delivered and possess substance as it leads to a higher likelihood of action (Grappi et al., 2024). Positive emotions, like pride in contributing to a good cause, can motivate sustainable choices (Jin & Atkinson, 2021). Our study suggests that Vietnamese customers respond best to powerful and unambiguous communication. To resonate with Vietnamese consumers interested in sustainable fashion, brands should craft clear messages accompanied with emotionally compelling storytelling that aligns with their values (Busser & Shulga, 2019). Additionally, understanding the channels preferred by Vietnamese consumers and identifying the influencers they trust (those who are environmentally conscious) is essential for tailoring targeted messages that resonate with their desire for sustainable fashion. These efforts ultimately shape positive perceptions and drive purchases, contributing to a more sustainable industry.

Moving on to the second group, of the factors influencing purchase intention, Attitude emerges as the most significant factor, with a strong impact (Beta = 0.436). Attitude is the primary driver that motivates consumers to translate their intentions into actual purchases. Communication Message (Beta = 0.243) and Channel Suitability (Beta = 0.217) are the subsequent factors that directly influence purchase intention, while Perception has the lowest impact (Beta = 0.163).

5.2. Implications

Recommendations for business

This study's findings offer actionable insights for businesses to trigger positive consumer attitudes and purchase behavior toward sustainable fashion. Transparency is paramount, with clear communication about environmental impact, ethical sourcing, and sustainability efforts channels. Highlighting product value through eco-friendly materials, durability, and end-of-life solutions is also crucial. Businesses can further cultivate a positive customer experience by offering recycling programs, loyalty rewards for eco-conscious choices, and personalized communication regarding sustainable products. Motivating eco-friendly behavior goes beyond mere messaging. Businesses can leverage loyalty programs, gamification elements, and collaborations with environmental organizations

to empower informed decisions through clear information, educational materials, and social proof via customer testimonials and sustainability-focused influencers. By implementing these communication strategies, businesses can effectively translate their sustainability commitment into positive consumer perception and ultimately drive purchase behavior towards sustainable fashion products.

Recommendations for the regulatory agency

For the government, a sustainable fashion revolution requires a multi-pronged approach. First, educating consumers is key, achieved through national awareness campaigns, partnerships with schools to integrate sustainable fashion education and clear, standardized labeling on clothing. This empowers consumers to identify truly sustainable products. Second, combating greenwashing is equally important. Regulatory bodies can implement policies requiring brands to validate sustainability claims and report on social and environmental impact. A central information platform with verified data will further empower informed consumer decisions. Finally, incentivizing sustainable practices within the industry can create a positive shift. Tax breaks or cash incentives could be offered to businesses utilizing eco-friendly materials, promoting waste reduction, and implementing sustainable manufacturing techniques. Additionally, developing industry-specific best practices and encouraging collaboration between stakeholders throughout the fashion value chain will further support responsible practices at every level. This comprehensive approach, addressing both consumer awareness and industry incentives, can pave the way for a more sustainable fashion future.

5.3. Limitations and recommendation for further study

This study investigates factors influencing Vietnamese consumer attitudes towards sustainable fashion. However, the research focuses solely on Hanoi city, potentially limiting generalizability to the entire Vietnamese market, particularly rural areas. Additionally, it only considers consumer demand, neglecting the supply side (suppliers). Future studies could explore a broader range of psychological factors and website trust's impact on purchase decisions, providing a more comprehensive understanding of consumer behavior.

The study addresses current factors influencing Vietnamese consumer attitudes toward sustainable fashion. However, these factors likely evolve, and future research should incorporate broader theoretical frameworks, expand geographically, and explore additional influencing factors to create a more generalizable consumer model. Additionally, future studies could benefit from a larger sample size and consider other barriers to sustainable fashion purchases.

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