

FACTORS INFLUENCING YOUNG CONSUMERS' PURCHASE INTENTION TOWARD SUSTAINABLE FASHION IN HO CHI MINH CITY

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ABSTRACT

This study examines the factors influencing young consumers' purchase intention toward sustainable fashion in Ho Chi Minh City. Drawing on the Theory of Planned Behavior (TPB) and the Value–Belief–Norm (VBN) theory, the research investigates the effects of attitude, subjective norms, perceived behavioral control, environmental concern, and product quality. A quantitative approach was employed, with data collected from 294 respondents aged 18-30 using structured questionnaires. The data were analyzed using Cronbach's Alpha, Exploratory Factor Analysis (EFA), and multiple regression analysis. The results indicate that all proposed factors significantly and positively influence purchase intention, with perceived behavioral control having the strongest effect, followed by product quality and subjective norms. The findings contribute to the literature on sustainable consumption in emerging markets and provide practical implications for businesses seeking to promote sustainable fashion adoption among young consumers.

Keywords: Sustainable fashion, purchase intention, young consumers, circular economy, environmental concern, consumer behavior.

1. INTRODUCTION

Sustainable development has become a global priority in the context of climate change and environmental degradation. The fashion industry is considered one of the most resource-intensive and polluting sectors, contributing significantly to greenhouse gas emissions, water consumption, and textile waste. According to Ellen MacArthur Foundation [1], the fashion industry produces over 92 million tons of textile waste each year, posing significant environmental challenges.

In response to these issues, sustainable fashion has emerged as a growing trend. Sustainable fashion focuses not only on environmentally friendly materials but also on responsible consumption practices, such as reducing waste, reusing products, and extending product life cycles [2]. In this context, the concept of the circular economy has gained increasing attention as a broader approach to support sustainable development. The circular economy emphasizes minimizing waste and keeping resources in use for as long as possible through reuse, recycling, and regeneration [3, 4].

In the fashion industry, the principles of the circular economy can be reflected through consumer behaviors such as choosing durable products, reusing clothing, supporting sustainable brands, and reducing fast fashion consumption. Therefore, sustainable fashion

consumption can be viewed as a micro-level expression of the circular economy, where individual purchasing decisions contribute to broader sustainability goals.

Young consumers play a crucial role in shaping consumption trends, especially in urban areas like Ho Chi Minh City. According to McKinsey & Company [5], young consumers are becoming more aware of environmental and social issues and are more likely to favor sustainable products. However, although awareness of environmental issues is increasing, the actual adoption of sustainable fashion remains limited. This suggests that there is still a gap between positive attitudes and purchasing intention.

Previous studies have identified several factors influencing sustainable consumption behavior, particularly from behavioral theories such as the Theory of Planned Behavior (TPB) and the Value–Belief–Norm (VBN) theory. However, there is still limited empirical research in emerging markets such as Viet Nam, particularly in understanding the key determinants of young consumers' purchase intention. Moreover, previous studies often focus on either rational or moral perspectives, without integrating both approaches.

Therefore, this study aims to identify the key factors influencing young consumers' purchase intention toward sustainable fashion, examine the relative importance of these factors through the integration of TPB and VBN, and provide practical implications for promoting sustainable consumption in the fashion industry. By addressing these objectives, the study contributes to both theory and practice in the field of sustainable consumer behavior.

2. LITERATURE REVIEW

2.1. Conceptual Foundations

Sustainable fashion consumption has emerged as an important research topic due to the increasing environmental and social impacts of the fashion industry. The industry is characterized by high resource consumption, significant waste generation, and environmental degradation, which has led to growing interest in promoting more sustainable consumption patterns.

Sustainable consumption refers to the use of goods and services that meet present needs while minimizing negative impacts on the environment and ensuring the ability of future generations to meet their own needs [6]. In this context, sustainable fashion can be understood as the design, production, and consumption of fashion products in ways that reduce environmental harm and promote social responsibility. This includes the use of eco-friendly materials, ethical production processes, and consumer practices such as reusing clothing and extending product life cycles [7, 8].

From a broader perspective, sustainable fashion is often associated with the principles of the circular economy, which emphasizes resource efficiency, waste reduction, and the continuous use of materials through reuse and recycling [3, 4].

In the context of this study, the circular economy is not treated as a direct analytical variable but rather as a conceptual perspective that underpins sustainable fashion consumption. Specifically, sustainable fashion can be viewed as a micro-level manifestation of circular economy principles, where consumers contribute to resource efficiency and waste reduction through their purchasing decisions. By adopting this perspective, the study does not aim to directly measure circular economy practices but instead uses it as a broader framework to interpret consumer behavior and highlight the role of sustainable consumption in supporting a more resource-efficient system.

Purchase intention is a key concept in consumer behavior research and is widely used to predict actual purchasing behavior. According to Ajzen [8], behavioral intention reflects an

individual's readiness to perform a specific behavior and is considered a direct antecedent of actual behavior. In the context of marketing, purchase intention refers to the likelihood that a consumer will buy a particular product in the future [9]. Previous studies have consistently shown that stronger purchase intention increases the probability of actual purchase behavior [10].

Young consumers represent a particularly important segment in sustainable fashion research. Typically defined as individuals aged between 18 and 30, this group is more likely to be exposed to sustainability-related information and is more responsive to emerging consumption trends [11]. Prior studies indicate that young consumers tend to show higher levels of environmental awareness and are more inclined to support sustainable products. However, despite this awareness, actual purchasing behavior remains limited, indicating the presence of an intention–behavior gap [5].

Overall, these concepts provide the foundation for understanding sustainable fashion consumption and highlight the importance of examining the factors that influence young consumers' purchase intention in this context.

2.2. Theoretical Background

Understanding sustainable fashion consumption requires combining different theoretical perspectives that explain both rational decision-making and pro-environmental motivation. In this study, the research framework is built based on the Theory of Planned Behavior (TPB), the Value–Belief–Norm (VBN) theory, and the perspective of the circular economy.

The Theory of Planned Behavior (TPB), proposed by Ajzen [8], explains that an individual's behavioral intention is determined by three main factors: attitude, subjective norms, and perceived behavioral control. Attitude reflects the individual's evaluation of a behavior, subjective norms refer to social pressure from important others, and perceived behavioral control indicates the perceived ease or difficulty of performing the behavior. This theory is widely applied in consumer behavior research to explain purchase intention. In the context of sustainable fashion, TPB helps to analyze how individual perceptions and social influences shape young consumers' intention to purchase environmentally friendly products.

However, TPB mainly focuses on rational evaluation and social influence, while pro-environmental behavior is also driven by moral and emotional factors. To address this limitation, the Value–Belief–Norm (VBN) theory developed by Stern [12] is incorporated. VBN suggests that environmental behavior is influenced by a chain of psychological factors, including values, beliefs, and personal norms. This theory emphasizes the role of environmental concern and moral responsibility in shaping consumer behavior. In sustainable fashion research, VBN theory is often used to explain how environmental awareness influences purchase intention. Compared to TPB, VBN provides a deeper explanation of internal motivation.

The combination of TPB and VBN allows for a more comprehensive understanding of sustainable consumption. TPB explains how individuals form intentions based on evaluation and perceived control, while VBN complements this by explaining why individuals care about environmental outcomes. Therefore, environmental concern is integrated into the model as an important psychological factor influencing purchase intention.

In addition, factors related to product also play a significant role in consumer decision-making. According to Perceived Quality Theory proposed by Zeithaml [13], perceived quality reflects the consumer's overall judgment of a product's excellence. In the context of sustainable fashion, consumers not only consider environmental benefits but also evaluate product attributes such as durability, comfort, and design. Therefore, perceived product quality is included as an additional factor influencing purchase intention.

From a broader perspective, the circular economy provides a conceptual foundation for sustainable consumption. The circular economy aims to reduce waste and maximize the use of resources through reuse, recycling, and extending product life cycles [3, 4]. In the fashion industry, these principles are reflected through consumer behaviors such as choosing long-lasting products, reducing fast fashion consumption, and supporting sustainable brands.

In this study, the circular economy is not treated as a direct variable but as a theoretical perspective used to interpret consumer behavior. Sustainable fashion consumption is therefore considered a micro-level expression of circular economy principles, where individual purchasing decisions contribute to reducing environmental impact and promoting resource efficiency.

In summary, this study integrates multiple theoretical perspectives to explain sustainable fashion consumption. The Theory of Planned Behavior (TPB) provides a framework to understand how attitudes, social influences, and perceived behavioral control shape purchase intention, while the Value–Belief–Norm (VBN) theory highlights the role of environmental concern as an internal motivation. In addition, product quality reflects the practical considerations in consumer decision-making. From a broader perspective, the circular economy serves as a conceptual lens to interpret sustainable consumption as part of a resource-efficient and waste-reducing system. Together, these perspectives form the theoretical foundation for the proposed research model.

2.3. Hypothesis Development

Previous studies have identified various factors influencing sustainable consumption behavior, especially in the context of fashion. Based on the theoretical framework, this study focuses on five main factors: attitude, subjective norms, perceived behavioral control, environmental concern, and product quality.

Attitude is considered a central factor in explaining behavioral intention in the Theory of Planned Behavior (TPB) [9]. It reflects how positively or negatively individuals evaluate a particular behavior. In the broad context of sustainable consumption, many empirical studies have confirmed that a favorable attitude toward environmentally friendly products significantly increases purchase intention [14, 15]. This relationship is consistently observed in the sustainable fashion sector; for instance, Rausch et al. [16] demonstrate that positive attitudes toward sustainable clothing significantly enhance consumers' willingness to buy, a finding further supported by specialized research on eco-friendly apparel [17]. In a Vietnamese context closely related to the present study, Dang et al. [18] confirm that attitude toward green fashion products significantly and positively predicts Generation Z consumers' green purchase intention, although its effect is comparatively weaker than that of perceived behavioral control - a pattern consistent with the intention–behavior gap observed among young sustainable-fashion consumers more broadly [19]. Therefore, attitude is expected to have a positive relationship with the purchase intention toward sustainable fashion among young consumers.

+ Hypothesis H1: Attitude has a positive relationship with young consumers' purchase intention toward sustainable fashion.

Subjective norms refer to the perceived social pressure to perform or not perform a behavior [9]. Prior studies indicate that when individuals perceive social support for sustainable consumption, they are more likely to adopt such behaviors. Empirical evidence confirms that subjective norms positively affect purchase intention in green and sustainable consumption contexts (e.g., [20], [15]). A systematic review synthesizing 217 studies on sustainable fashion consumption similarly concludes that perceived social pressure from family, peers, and reference groups is a consistent positive driver of sustainable purchase behavior across multiple national contexts [21]. Nam et al. [22] likewise argue that social

influence from family, friends, and the broader community meaningfully shapes consumers' intention to purchase green products. In a study conducted specifically among Vietnamese Generation Z fashion consumers, Dang et al. [18] find that subjective norms significantly and positively predict green purchase intention, underscoring the relevance of peer and societal influence within the domestic market context examined in this study. In the fashion industry specifically, peer influence and social trends play an important role in shaping young consumers' purchasing decisions. Therefore, subjective norms are expected to have a positive relationship with the purchase intention toward sustainable fashion among the younger generation.

+ Hypothesis H2: Subjective norms have a positive relationship with purchase intention toward sustainable fashion.

Perceived behavioral control reflects the degree to which individuals feel capable of performing a behavior and has been identified as an important predictor of behavioral intention [8]. In the context of sustainable consumption, previous studies have demonstrated that perceived behavioral control has a significant positive effect on purchase intention (e.g., [20], [23]). This factor is especially crucial in the sustainable fashion domain, as these products are often perceived as more expensive or less accessible than conventional fashion. According to Ajzen [8], when consumers feel they have sufficient resources and opportunities, such as adequate income and product availability, they are more likely to form a strong purchase intention. Consistent with this, Dang et al. [18] report that among Vietnamese Gen Z fashion consumers, perceived behavioral control is the strongest predictor of green purchase intention among all TPB constructs, reflecting the importance of confidence and access to sustainable fashion products. Therefore, perceived behavioral control is expected to have a positive relationship with the purchase intention toward sustainable fashion among young consumers.

+ Hypothesis H3: Perceived behavioral control has a positive relationship with purchase intention toward sustainable fashion.

Environmental concern represents the level of awareness and responsibility toward environmental issues and has been widely recognized as a key driver of pro-environmental behavior. According to Stern [12], individuals who exhibit a stronger concern for the environment are more inclined to engage in environmentally responsible behaviors. Empirical research confirms that environmental concern significantly influences consumers' attitudes and purchase intentions toward sustainable products (e.g., [24], [25]). In the specific context of the fashion industry, previous studies indicate that consumers who are more concerned about environmental issues, such as textile waste and resource depletion, tend to show a higher preference for sustainable and eco-friendly fashion products (e.g., [26]). However, a recent systematic review of the sustainable fashion literature notes that environmental concern often plays a comparatively secondary role relative to product-related factors such as quality and price in shaping actual purchase decisions [21], suggesting a positive but comparatively modest effect. Therefore, environmental concern is expected to positively influence the purchase intention toward sustainable fashion among young consumers.

+ Hypothesis H4: Environmental concern has a positive relationship with purchase intention toward sustainable fashion.

Although sustainability is an important factor, consumers often prioritize product quality when making purchasing decisions. According to Zeithaml [13], perceived quality represents a consumer's overall evaluation of a product's excellence or superiority. In the context of sustainable fashion, perceived quality is a multidimensional construct that encompasses not only durability and design but also environmental attributes. Empirical studies indicate that higher perceived quality increases consumers' trust and significantly influences purchase intention, particularly by reducing the perceived risks associated with sustainable products (e.g., [13], [27]). Chi [28] similarly finds that Chinese consumers' perceived value of

environmentally friendly apparel — encompassing functional quality alongside environmental benefit — significantly predicts purchase intention, reinforcing the role of product-related evaluations alongside sustainability considerations. This is corroborated at a broader level by systematic evidence showing that high-quality, comfortable, and stylish garments consistently contribute to sustainable fashion consumption across the literature [21]. From a circular consumption perspective, when consumers perceive a sustainable garment as durable and providing long-term value, they are more likely to form a positive purchase intention. Therefore, perceived quality is expected to have a positive relationship with the purchase intention toward sustainable fashion among young consumers.

+ Hypothesis H5: Product quality has a positive relationship with purchase intention toward sustainable fashion.

Although previous studies have examined sustainable consumption behavior using TPB or VBN, there is still limited research that integrates these theories in the context of sustainable fashion in emerging markets such as Viet Nam. In addition, few studies have approached sustainable fashion consumption from the perspective of the circular economy. Therefore, this study contributes by integrating behavioral theories and applying a circular economy perspective to better understand the factors influencing young consumers' purchase intention toward sustainable fashion in Ho Chi Minh City.

2.4. Research Model

Based on the theoretical background and literature review, this study proposes a research model to examine the factors influencing young consumers' purchase intention toward sustainable fashion. The model is developed by integrating constructs from the Theory of Planned Behavior (TPB), the Value–Belief–Norm (VBN) theory, and product-related factors.

The proposed model includes five independent variables: attitude, subjective norms, perceived behavioral control, environmental concern, and product quality, which are hypothesized to influence purchase intention. These variables are analyzed in the context of sustainable fashion consumption and interpreted from a circular economy perspective.

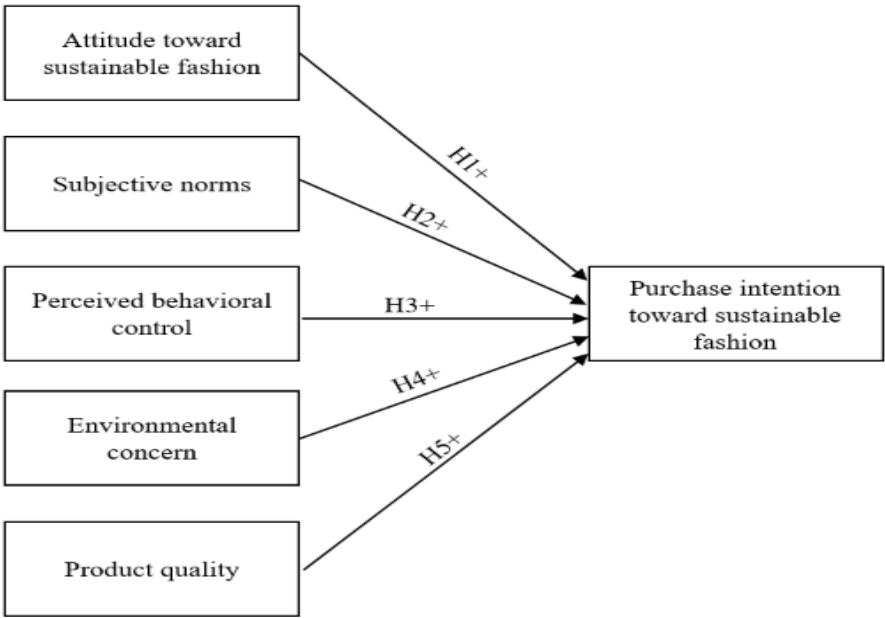


Figure 1. Research model

Source: Authors' compilation, 2026

3. RESEARCH METHODOLOGY

3.1. Research Design

This study adopts a quantitative research approach to examine the factors influencing young consumers' purchase intention toward sustainable fashion in Ho Chi Minh City. The research is based on a deductive approach, where hypotheses are developed from existing theories, including the Theory of Planned Behavior (TPB) and the Value–Belief–Norm (VBN) theory.

Before conducting the main survey, a qualitative step was carried out through literature review and informal discussions to refine the research constructs and measurement items. This step helps ensure that the questionnaire is suitable for the research context in Viet Nam.

3.2. Measurement Scale

The measurement scales used in this study were adapted from prior research to ensure content validity. Attitude (THDO) was measured using items adapted from Ajzen [8], Rausch et al. [16], reflecting consumers' overall positive or negative evaluation toward sustainable fashion. Subjective norms (CCQU) were adapted from Ajzen [8] and Rausch et al. [16], capturing the perceived social pressure from important others to engage in sustainable fashion consumption.

Perceived behavioral control (KSHV) was measured based on Ajzen [8] and Martinho et al. [21], reflecting the extent to which consumers perceive that they have sufficient resources and opportunities to purchase sustainable fashion products, which are often considered more expensive or less accessible than conventional alternatives.

Environmental concern (QTMT) was adapted from Rausch et al. [16] capturing consumers' level of awareness and responsibility toward environmental issues. Product quality (CLSP) was measured based on Martinho et al. [21] and Zeithaml [13] reflecting consumers' evaluation of product performance, durability, and reliability. Finally, purchase intention (YDMU) was adapted from Ajzen [8] and Rausch et al. [16], representing the likelihood that consumers will purchase sustainable fashion products.

3.3. Data Collection and Sample

Primary data were collected through a structured questionnaire distributed to young consumers living, studying, or working in Ho Chi Minh City. In this study, young consumers are defined as individuals aged between 18 and 30 years old, a group commonly examined in consumer behavior research due to their increasing purchasing independence and responsiveness to emerging consumption trends.

To ensure the relevance of the research sample, respondents were required to meet the following criteria: (1) being between 18 and 30 years old, (2) having awareness of sustainable fashion products, and (3) having prior experience in purchasing or considering the purchase of fashion products. These criteria were applied to ensure that participants were capable of providing meaningful responses related to sustainable fashion consumption.

A non-probability sampling method, specifically convenience sampling, was employed due to time and resource constraints. The questionnaire was distributed both online (via social media platforms and online communities) and offline (at universities and public locations) to increase accessibility and response rates. This approach is considered appropriate for studies focusing on specific consumer segments, particularly young consumers who are highly active on digital platforms.

To enhance the validity of the sample, efforts were made to ensure diversity among respondents in terms of gender, occupation (students and working individuals), and income

levels. Although convenience sampling may limit the generalizability of the findings, it is widely used in exploratory research and is appropriate for this study, which aims to examine behavioral relationships rather than to generalize findings to the entire population.

After the data cleaning process, a total of 294 valid responses were retained for analysis.

3.4. Sample Size Justification

According to Hair et al. [29], the minimum sample size required for Exploratory Factor Analysis (EFA) should be at least five observations per measurement item, with a recommended ratio of 10:1. In this study, the model includes 25 observed variables, therefore, the minimum required sample size is:

$$n \geq 5 \times 25 = 125 \text{ observations.}$$

To ensure the reliability of linear regression analysis and to minimize the risk of invalid responses during the data cleaning process, this study initially aimed to collect at least 250 questionnaires. In practice, a total of 294 valid responses were obtained after data screening, exceeding the minimum requirement. This sample size not only satisfies the conditions for conducting EFA but also enhances the stability and reliability of the subsequent statistical analyses.

4. RESULTS

4.1. Reliability and Validity

The reliability of each construct was assessed separately using Cronbach's Alpha, with a threshold value of 0.7 indicating acceptable internal consistency [29]. As shown in Table 1, all six constructs demonstrated good to excellent reliability, with Cronbach's Alpha values ranging from 0.806 (Attitude) to 0.923 (Purchase Intention). For each construct, all corrected item-total correlations exceeded the threshold of 0.3, and no item's removal would have meaningfully increased its construct's alpha. Therefore, all 25 items were retained for further analysis.

Table 1. Reliability Test of Scales (Cronbach's Alpha)

Construct	Observed Variable	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Attitude (THDO)	THDO1	0.525	0.802	0.806
	THDO2	0.633	0.753	
	THDO3	0.665	0.736	
	THDO4	0.670	0.734	
Subjective Norms (CCQU)	CCQU1	0.680	0.844	0.866
	CCQU2	0.714	0.830	
	CCQU3	0.720	0.828	
	CCQU4	0.753	0.815	
Perceived Behavioral Control (KSHV)	KSHV1	0.517	0.817	0.820
	KSHV2	0.541	0.804	
	KSHV3	0.688	0.761	
	KSHV4	0.588	0.792	
	KSHV5	0.759	0.745	
	QTMT1	0.588	0.819	0.831

Environmental Concern (QTMT)	QTMT2	0.690	0.774	
	QTMT3	0.688	0.774	
	QTMT4	0.679	0.779	
Product Quality (CLSP)	CLSP1	0.667	0.800	0.840
	CLSP2	0.653	0.806	
	CLSP3	0.695	0.788	
	CLSP4	0.679	0.795	
Purchase Intention (YDMU)	YDMU1	0.770	0.917	0.923
	YDMU2	0.881	0.879	
	YDMU3	0.773	0.916	
	YDMU4	0.866	0.885	

Source: Author's compilation, 2026

Although each construct demonstrated strong individual reliability, all five predictor constructs relate to a common domain of consumer sustainability orientation. However, the Theory of Planned Behavior [8] and the Value–Belief–Norm theory [12] conceptually distinguish attitude, subjective norms, perceived behavioral control, environmental concern, and product quality as separate antecedents with distinct theoretical roles in predicting purchase intention. To verify this conceptual distinction empirically, an Exploratory Factor Analysis was conducted.

Exploratory Factor Analysis (EFA) was conducted following the guidelines suggested by Hair et al. [29], where factor loadings greater than 0.5, KMO values above 0.5, and a significant Bartlett's test indicate the suitability of the data for factor analysis. The KMO value was 0.851, indicating sampling adequacy, while Bartlett's Test was significant (Sig. = 0.000), confirming that the data were suitable for factor analysis (Table 2).

Table 2. KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin (KMO)	0.851
Bartlett's Test (Chi-Square)	2890.898
df	210
Sig.	0.000

Source: Author's compilation, 2026

As shown in Table 3, five factors were extracted with eigenvalues greater than 1, jointly explaining 66.117% of the total variance. The Rotated Component Matrix (Table 4) shows that all 21 items of the five independent constructs loaded clearly onto their corresponding factors, with all factor loadings exceeding 0.6 and no significant cross-loadings observed, confirming both convergent and discriminant validity.

Table 3. Total Variance Explained

Factor	Eigenvalue	Variance (%)	Cumulative (%)
1	5.951	28.339	28.339
2	3.169	15.089	43.428
3	1.829	8.711	52.139
4	1.513	7.207	59.346
5	1.422	6.772	66.117

Source: Author's compilation, 2026

Table 4. Rotated Component Matrix

No.	Factor	Item	Factor Loadings				
			1	2	3	4	5
1	Perceived Behavioral Control	KSHV5	0.867				
2		KSHV3	0.829				
3		KSHV2	0.685				
4		KSHV4	0.685				
5		KSHV1	0.615				
6	Subjective Norms	CCQU4		0.836			
7		CCQU1		0.828			
8		CCQU3		0.809			
9		CCQU2		0.804			
10	Environmental Concern	QTMT4			0.813		
11		QTMT2			0.803		
12		QTMT3			0.791		
13		QTMT1			0.739		
14	Product Quality	CLSP4				0.804	
15		CLSP3				0.780	
16		CLSP1				0.769	
17		CLSP2				0.694	
18	Attitude Toward Sustainable Fashion	THDO3					0.826
19		THDO4					0.794
20		THDO2					0.770
21		THDO1					0.634

Source: Author's compilation, 2026

4.2. Regression Analysis

Multiple regression analysis was employed to test the proposed hypotheses. The evaluation of the model followed standard criteria, including significance levels ($p < 0.05$), coefficient values, and the absence of multicollinearity [25]. The results indicate that the model is statistically significant, and no multicollinearity issue is detected, as all VIF values are below 2.

Table 5. Regression Model Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.497	0.170		-2.925	0.004		
	THDO	0.109	0.034	0.124	3.171	0.002	0.742	1.348
	CCQU	0.233	0.033	0.266	7.110	0.000	0.814	1.228
	KSHV	0.350	0.037	0.369	9.489	0.000	0.757	1.320
	QTMT	0.131	0.034	0.149	3.883	0.000	0.780	1.282
	CLSP	0.241	0.034	0.292	7.028	0.000	0.663	1.508
a. Dependent variable: YDMU								

Source: Author's compilation, 2026

As shown in Table 5, all independent variables have a positive and statistically significant effect on purchase intention (Sig. < 0.05). The standardized coefficients show that perceived behavioral control has the strongest impact ($\beta = 0.369$), followed by product quality ($\beta = 0.292$), subjective norms ($\beta = 0.266$), environmental concern ($\beta = 0.149$), and attitude ($\beta = 0.124$).

The regression equation is expressed as follows:

$$YDMU = 0.124*THDO + 0.266*CCQU + 0.369*KSHV + 0.149*QTMT + 0.292*CLSP$$

These results indicate that all proposed hypotheses are supported.

5. DISCUSSION AND MANAGERIAL IMPLICATIONS

5.1. Discussion of research findings

This study contributes to the existing literature by extending the application of the Theory of Planned Behavior (TPB) and the Value–Belief–Norm (VBN) theory in the context of sustainable fashion consumption. The findings confirm that key TPB constructs, including attitude, subjective norms, and perceived behavioral control, significantly influence purchase intention, which is consistent with prior research [8], [25]. This suggests that rational and social factors remain important in explaining sustainable consumption behavior.

In addition, the significant effect of environmental concern supports the relevance of the VBN framework, highlighting the role of moral and environmental values in shaping consumer decisions [12]. This finding reinforces previous studies emphasizing the importance of pro-environmental values in sustainable consumption contexts.

Furthermore, this study extends existing models by incorporating product-related attributes, particularly perceived quality, into the analysis. The results indicate that product quality significantly influences purchase intention, suggesting that sustainable consumption is not driven solely by values and attitudes but also by functional considerations. This finding aligns with prior research on consumer behavior, which highlights the importance of perceived value and product performance [13], [27].

Overall, the integration of TPB, VBN, and product-related factors provides a more comprehensive understanding of sustainable fashion consumption, particularly among young consumers in emerging markets. This contributes to the literature by offering a more

holistic framework that captures cognitive, moral, and practical dimensions of consumer decision-making.

The regression results indicate that five factors significantly influence young consumers' purchase intention toward sustainable fashion in Ho Chi Minh City, including perceived behavioral control, product quality, subjective norms, environmental concern, and attitude. All relationships are positive and statistically significant ($\text{Sig.} < 0.05$), supporting the proposed hypotheses.

Among these factors, perceived behavioral control ($\beta = 0.369$) has the strongest effect. This finding suggests that practical conditions such as affordability, accessibility, and availability play a critical role in shaping purchase intention. This result is consistent with the Theory of Planned Behavior proposed by Ajzen [8], which suggests that perceived behavioral control plays an important role in shaping behavioral intention. Individuals who perceive greater control and fewer constraints over performing a behavior are more likely to develop stronger behavioral intentions. In the context of a circular economy, improving accessibility and reducing barriers are essential to enable consumers to participate in more sustainable consumption practices.

Product quality ($\beta = 0.292$) is the second most influential factor, indicating that consumers still prioritize functional and aesthetic attributes. This finding is consistent with Zeithaml [13], who argues that perceived quality strongly influences consumer decision-making. Similarly, Yoo et al. [30] found that consumers are more willing to adopt sustainable fashion when product performance meets their expectations. This result suggests that sustainability alone is not sufficient; products must deliver real value to consumers. From a circular economy perspective, high product quality contributes to extending product life cycles and reducing waste.

Subjective norms ($\beta = 0.266$) also have a significant impact, reflecting the role of social influence. This finding supports Ajzen [8] and is consistent with Nam et al. [22], who emphasize the importance of social pressure in shaping consumption behavior. In addition, recent studies show that social media and peer influence play a critical role in promoting sustainable consumption among young consumers. This suggests that sustainable fashion is not only an individual choice but also a socially influenced behavior.

Environmental concern ($\beta = 0.149$) has a positive but relatively weaker effect. This result is consistent with Stern [12], who highlights the role of environmental concern in motivating pro-environmental behavior. However, the relatively low impact in this study supports the findings of Diddi et al. [19], which indicate that environmental concern alone is often insufficient to drive actual purchasing behavior. This reflects the well-known attitude-behavior gap in sustainable consumption, where awareness does not always translate into action.

Finally, attitude toward sustainable fashion ($\beta = 0.124$) shows the weakest influence. This finding is somewhat consistent with TPB, where attitude is expected to influence intention, but it also suggests that attitude may play a less dominant role in contexts where external barriers exist. Similar observations have been reported in previous studies, where positive attitudes toward sustainable products do not necessarily lead to strong purchase intention due to practical constraints.

Overall, the findings indicate that purchase intention toward sustainable fashion is shaped by a combination of cognitive, social, and product-related factors. Notably, practical and product-related factors appear to have a stronger influence than purely psychological factors. From a circular economy perspective, this implies that promoting sustainable consumption requires not only raising environmental awareness but also improving product quality and

accessibility. These conditions are essential to support consumers in adopting more sustainable consumption behaviors and contributing to resource efficiency and waste reduction.

5.2. Managerial implications

The findings of this study provide several practical implications for businesses and policymakers aiming to promote sustainable fashion consumption among young consumers.

First, given that perceived behavioral control has the strongest impact on purchase intention, businesses should focus on improving product accessibility and affordability. This can be achieved by expanding distribution channels, particularly through e-commerce platforms, offering flexible pricing strategies, and providing transparent and detailed product information. Such efforts help reduce perceived barriers and enable consumers to more easily access sustainable fashion products.

Second, product quality emerges as a key determinant, suggesting that sustainability alone is not sufficient to attract consumers. Firms should invest in enhancing product durability, material quality, and design to increase perceived value. In addition, developing long-lasting products and clearly communicating product performance can strengthen consumer trust and encourage repeat purchases. These improvements also contribute to extending product life cycles, which is consistent with circular economy principles.

Third, the significant role of subjective norms indicates that social influence can be leveraged to promote sustainable consumption. Companies should invest in targeted digital marketing strategies, including collaborations with influencers, social media campaigns, and online communities, to shape positive consumption trends. Leveraging peer influence and social visibility can effectively encourage young consumers to adopt sustainable fashion.

Fourth, although environmental concern has a positive effect, its relatively weaker impact suggests that awareness alone is not sufficient to drive purchasing behavior. Therefore, communication strategies should combine environmental messaging with tangible product benefits, such as quality, durability, and usability, to make sustainable fashion more appealing and relevant to consumers' daily needs.

Finally, policymakers can support the development of sustainable fashion by implementing clear eco-labeling systems, promoting transparency in supply chains, and providing incentives for businesses that adopt sustainable production practices. These measures can enhance consumer trust and facilitate the transition toward more sustainable consumption patterns.

Overall, these findings highlight that promoting sustainable fashion consumption requires not only influencing consumer attitudes and social norms but also implementing concrete strategies that improve product value, accessibility, and market transparency in line with circular economy principles.

6. CONCLUSION

This study examined the factors influencing young consumers' purchase intention toward sustainable fashion in Ho Chi Minh City from a circular economy perspective. The findings show that perceived behavioral control, product quality, and subjective norms are the most important determinants, while environmental concern and attitude have weaker effects.

A key insight from this study is that practical and product-related factors play a more significant role than purely attitudinal or environmental factors. Although young consumers generally express positive attitudes toward sustainability, these attitudes do not strongly translate into purchase intention. This finding highlights the gap between awareness and actual behavior, especially in an emerging market context.

From a theoretical perspective, the study supports the applicability of the Theory of Planned Behavior while also integrating elements of environmental concern and product-related attributes. From a practical perspective, the results suggest that promoting sustainable fashion requires not only raising awareness but also improving accessibility, product quality, and market availability in line with circular economy principles.

Despite these contributions, the study has several limitations. The sample is limited to young consumers in Ho Chi Minh City, which may reduce the generalizability of the findings. Future research could expand to other regions, compare different consumer groups, or apply more advanced analytical methods such as structural equation modeling to further validate the relationships.

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