FACTORS AFFECTING GREEN CONSUMPTION INTENTIONS IN VIETNAM'S FASHION SECTOR

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Abstract

This research employs the TPB and VBN frameworks to determine the main variables impacting consumers' intention to adopt green fashion. The analysis centers on motivational drivers that encourage sustainable consumption within Vietnam's fashion sector. By promoting the use of eco-friendly fabrics such as organic cotton, linen, and bamboo, this initiative aims to mitigate environmental pollution. Despite these benefits, public awareness of sustainable consumption in Vietnam remains limited, and governmental policies to support green practices are still insufficient. Therefore, TPB and VBN models are utilized to explore the most influential factors, including biospheric values, social media, subjective norms, attitudes, awareness of consequences, perceived behavioral control, personal norms, and ascription of responsibility.. The findings indicate that ATGC exerts the strongest impact on consumers' green purchasing intention. Overall, the study's findings hold considerable relevance for fashion enterprises in shaping strategies that align with the growing emphasis on sustainability.

Research purpose:
The central objective of research is to analyze the determinants shaping green consumption intention in Vietnam's fashion industry. More specifically, it investigates how different factors drive consumers' willingness to make conscious and sustainable choices in clothing consumption. These insights are expected to equip companies with a more practical basis for addressing strategic and sustainability-related challenges.

Research motivation:
Amid increasing environmental concerns and rising consumer awareness, this research investigates the psychological drivers of sustainable fashion consumption in Vietnam, which is an emerging market with limited prior research. It explores how moral values, behavioural beliefs, and social influences interact to shape consumer intentions toward green fashion, addressing a critical gap in understanding sustainable behaviour in developing economies.

Research design, approach, and method:
This study utilizes the Theory of Planned Behavior (TPB) framework alongside the Value-Belief-Norm (VBN) to establish a model that addresses challenges in developing sustainable fashion business strategies. By doing so, it clarifies how consumer perception influences intentions toward green consumption. A total of 388 individuals (aged 18 and over) participated in the study through through web-based questionnaire platform. To ensure consistency and accuracy, the dataset was assessed using EFA (Exploratory Factor Analysis) and Cronbach's α with SPSS software. Subsequently, Smart PLS was used to conduct construct reliability and validity assessments through CFA(Confirmatory Factor Analysis) and PLS-SEM.

Main findings:
The results show that variables from both the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) theory significantly affect consumers' intention to purchase sustainable fashion products in Vietnam. Among these, personal norms, shaped by awareness of consequences, biospheric values, and moral considerations, were found to be the strongest predictors. Attitudes and perceived behavioral control also showed notable effects, while subjective norms and the role of social media exhibited weaker effects. Overall, the findings highlight the significance of moral duty, self-efficacy, and value-driven attitudes in fostering sustainable fashion practices.

Practical/managerial implications:
This study advances theoretical understanding by integrating the Value-Belief-Norm (VBN) theory with the Theory of

Planned Behavior (TPB) to explain green fashion consumption in Vietnam. It confirms that moral values, personal norms, perceived behavioral control, and both traditional and digital social influences jointly shape sustainable consumer intentions. The research emphasizes that internal moral obligations and external factors, such as market forces, play critical roles in driving sustainable fashion consumption.

Keywords: *Green consumption, Sustainable fashion, Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, Consumer behavior*

1. INTRODUCTION

Sustainability is a dominant global trend and a vital strategy for ensuring long-term brand survival. In the field of fashion, the rise of "green fashion" - garments with low environmental impact - reflects growing advocacy from both brands and consumers. Eco-fabrics are increasingly important to consumers, as seen in Adidas's use of sustainable materials in sportswear. This reflects a broader concern for the environment among fashion-conscious buyers.

In contrast, "fast fashion" remains a leading cause of environmental degradation. Driven by low-cost, high-turnover production, it heavily contributes to pollution. According to the UN Environment Programme, fashion ranks as the second-largest consumer of water, responsible for roughly 2–8% of the world's carbon dioxide output. (UNEP, 2024; Sadowski et al., 2021). Polyester production alone emits over 706 million tons of CO_2 annually and breaks down into microplastics, polluting water sources for centuries. Moreover, unsustainable labor practices persist: around 94 million garment workers globally - 80% women - often face unsafe, exploitative working conditions with little regulation (ILO, 2023).

However, green fashion is challenging these norms. Leading brands like H&M and Adidas are adopting eco-friendly practices. H&M reports that 57% of its 2020 product materials - including 100% of its cotton - were sustainably sourced, with a goal of reaching 100% by 2030 (Thinh, 2022). Adidas's collaboration with ocean conservation organizations to create shoes from marine waste and Ferragamo's innovation using citrus-based textiles illustrate the sector's sustainable shift.

Vietnam's textile and apparel industry is vital to its national economy, ranking fifth globally in exports (ILO, 2021). With skilled labor and tailoring expertise, the country has become a key manufacturing hub. Fast fashion brands like Zara and H&M are aspirational for Vietnamese Gen Z consumers due to their affordable quality and design (Duy & Quang, 2024). However, Vietnam also faces severe environmental challenges. Industrial wastewater management remains weak; 60% of effluent is discharged untreated, and three-quarters of industrial zones lack centralized treatment facilities (Loan, 2012; Dao & Ofori, 2010). This unchecked pollution inflicts an annual economic loss equivalent to 12% of the national GDP (Tran & Nguyen, 2014).

Despite these challenges, Vietnam shows promise in sustainable consumption. A 2019 study by Nielsen revealed that consumers in Vietnam demonstrated the highest level of eco-consciousness across Southeast Asia. Between 2021–2023, demand for green products rose 15% annually, with 72% of consumers indicating their readiness to pay higher prices for environmentally sustainable products (Anh, 2024). However, research on green consumption in fashion is still limited, often confined to specific regions (Hoang, 2016; Hoang et al., 2018). To bridge this gap, it is important to adopt theoretical perspectives that illuminate how values, beliefs, and social influences interact to shape consumer intention. The value-belief-norm (VBN) framework provides a useful starting point by explaining how ecological values translate into moral obligations that motivate sustainable choices (Stern, 1999). However, VBN emphasizes internal moral drivers while paying less attention to rational evaluation and perceived behavioral control. By contrast, the Theory of Planned Behavior (TPB) accounts for attitudes, subjective norms, and perceived behavioral control in shaping behavioral intention (Ajzen, 1991). Although effective in capturing rational decision-making, TPB does not fully address the moral obligations that often underpin pro-environmental behavior (Han & Hyun, 2018).

In this context, it is essential for fashion brands aiming to transition toward sustainability to better understand consumer intentions. Addressing the key research questions related to attitudes toward green consumption, personal norms, ascription of responsibility, social media, subjective norms, awareness of consequences, biospheric values, and perceived behavioral control provides valuable insights into the drivers of green consumption intentions in Vietnam's fashion sector. This research seeks to address these aspects through the analysis of the gathered data and empirical investigation, thereby supporting fashion businesses in making well-informed and sustainable strategic decisions

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Key Concepts

Green Consumption

Green consumption is understood as purchasing and using products that minimize environmental harm, contributing to sustainability and well-being (Kumar & Yadav, 2021). It involves eco-friendly products that reduce pollution throughout their lifecycle (Nguyen et al., 2018; Vazifehdoust et al., 2013). Psychologically, it reflects individuals' intention to choose products based on their environmental impact, considering factors like production methods and ingredients (Jaiswal et al., 2021). This behavior aligns with broader values of sustainability and ethical responsibility (ElHaffar et al., 2020; Otterbring et al., 2023). Green purchase, a subset of green consumption, emphasizes eco-conscious buying as an ethical decision (Joshi & Rahman, 2015). The growing global emphasis on sustainability, supported by agreements like the Paris Climate Accord, reflects consumers' increasing willingness to support green products (Severo et al., 2021).

Green Consumption Intention

Green consumption intention reflects one's personal commitment to enact environmentally supportive behaviors (Joshi & Rahman, 2015). It represents a critical precursor to actual green consumption, even though intention does not always align with behavior (Ajzen & Fishbein, 2004). These intentions are influenced by expected outcomes, social pressures, and individual motivations (Kumar & Smith, 2018; Zafar et al., 2021), and have been shown to predict actual consumption behavior (Tong et al., 2023). Some recent worldwide events, like the outbreak of COVID-19, have heightened awareness of sustainability and health, strengthening consumers' intentions, particularly among Generation Z (Yang et al., 2017; Taufque & Vaithianathan, 2018). Additionally, the increased use of digital and social media platforms has boosted environmental consciousness, further shaping sustainable purchasing behaviors (Mutum et al., 2021; Joo et al., 2020). In Vietnam, despite rising environmental awareness, there is limited research on green consumption intention, especially in the fashion sector, making it crucial to identify the social, psychological, and media variables influencing consumers' green purchase intentions.

2.2. Theoretical Framework

The Value-Belief-Norm (VBN) theory

Proposed by Stern et al. (1999), the VBN theory suggests that individuals develop a moral obligation to undertake environmentally sustainable behaviors when they align with the values of an environmental movement, recognize threats, and believe their actions can address these threats. Schwartz (1977, 1994) identifies three components of personal norms: adopting values, recognizing threats to these values, and believing one's actions can protect them. Values are categorized into egoistic, biospheric, altruistic types, with biospheric values being the most influential in promoting environmental attitudes (Dietz et al., 1998; Stern et al., 1995).

The Theory of Planned Behavior (TPB)

Ajzen's TPB model (1991) explains human actions through the link between behavioral intentions and actual behavior. It highlights three key factors: attitudes (personal evaluations of a behavior), perceived behavioral control (PBC), and subjective norms (social expectations), which reflect an individual's ability and resources to enact the behavior. The TPB has been widely used to study sustainable consumption (Han & Kim, 2010). It shows how subjective norms and attitudes interact, emphasizing that social approval can strengthen pro-environmental behavior (Barth et al., 2016). The theory also underscores the role of both psychological and social influences on intentions, illustrating how behavior adapts to environmental and situational contexts (Moon et al., 2018).

2.3. Hypothesis Development

Biospheric Values (BV)

Biospheric values are key in shaping individuals' environmental attitudes by prioritizing ecological well-being over human-centered benefits (Hong et al., 2024). These values guide decisions to protect the environment, focusing on non-human aspects (Stern et al., 1995). Individuals who hold strong biospheric values tend to adopt sustainable behaviors, as they consider the well-being of the entire ecosystem (De Groot & Steg, 2008).

H1: Biospheric Values positively influence awareness of consequences.

Awareness of Consequences (AC)

AC refers to one's understanding of the potential impacts of their actions on the environment, recognizing the effect their behavior has on nature and ecosystems (Hong et al., 2024).

H2: Awareness of Consequences positively influences Ascription of Responsibility.

Ascription of Responsibility (AR)

AR involves attributing accountability for actions to individuals or groups. It's influenced by personal responsibility and societal expectations of ethical behavior (Han, 2020; Kiatkawsin & Han, 2017).

H3: Ascription of Responsibility positively influences Personal Norms.

Personal Norms (PN)

PN can be understood as an individual's internalized moral values and self-determined expectations that guide what they consider acceptable conduct in particular circumstances (Hong et al., 2024). In contrast to subjective norms, which arise from social influence and external expectations, personal norms operate as internal self-regulatory mechanisms grounded in one's ethical beliefs, core values, and perceived moral duties (Sia et al., 2019; Han & Hyun, 2018).

These internalized standards play a crucial role in shaping human behaviour by generating a personal sense of moral responsibility to act, even when external rewards or pressures are absent (Hong et al., 2024). Within the Value-Belief-Norm (VBN) framework, PN emerge from an individual's environmental values, their awareness of the potential outcomes of their actions, and their perceived connection to nature (Choi et al., 2015). When people become more conscious of environmental risks, their moral obligations toward pro-environmental behaviour are strengthened, leading them to acknowledge their personal responsibility and engage in environmentally beneficial actions (Choi et al., 2015). Ultimately, PN serves as an internalized moral compass that directs individuals to behave consistently with their ethical convictions and value systems (Kiatkawsin & Han, 2017).

H4: Personal Norms positively influence Green Consumption Intention.

Attitudes Toward Green Consumption (ATGC)

Attitudes refer to individuals' evaluations of behaviors as favorable or unfavorable, and they strongly influence purchasing decisions, particularly for eco-friendly products (Altmann, 2008).

H5: Attitudes Toward Green Consumption positively affect Green Consumption Intention.

Perceived Behavioral Control (PBC)

Perceived Behavioral Control reflects one's confidence in their capacity to execute a behaviour, shaped by perceived skills and available resources. A higher sense of control increases motivation to take part in pro-environmental products (Yeh et al., 2021).

H6: Perceived Behavioral Control positively affects Green Consumption Intention.

Subjective Norms

SN describes social pressures that impact behavior, often driven by expectations from significant others or society (Ajzen, 1991). Social influence can strongly shape sustainable purchasing decisions (Zahan et al., 2020).

H7: Subjective Norms positively impact Green Consumption Intention.

Social Media

Social media platforms enable users to share information and experiences, fostering communities centered on shared interests, like sustainability. It plays a major role in shaping consumer behavior by promoting eco-friendly products (Singh & Sonnenburg, 2012).

H8: Social Media positively impacts Green Consumption Intention.

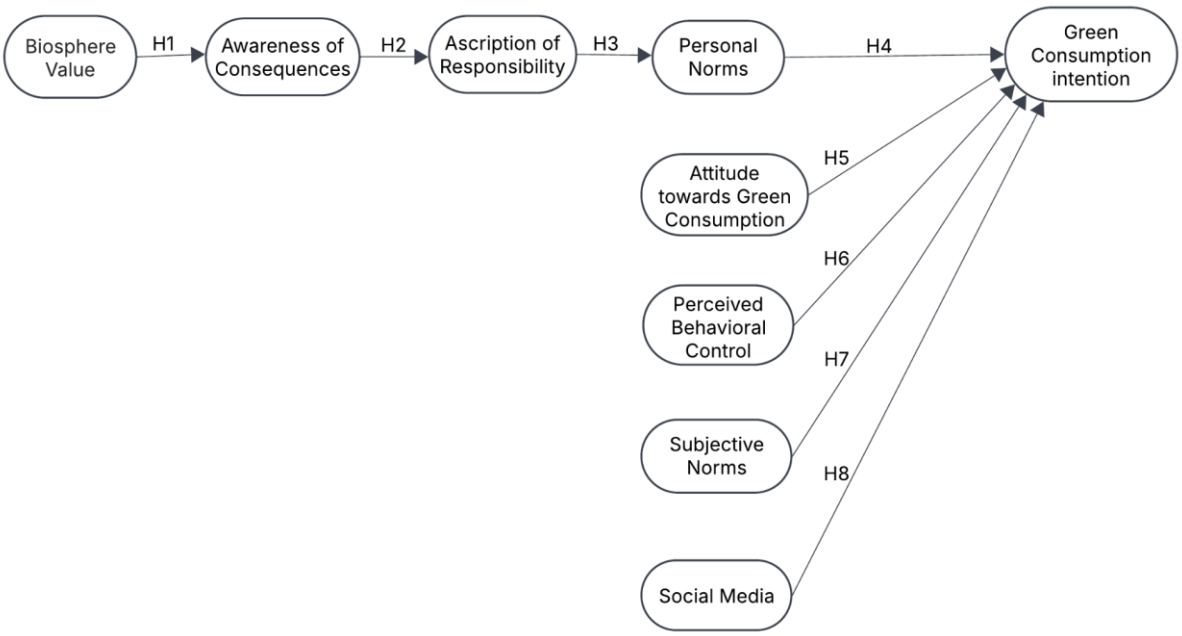


Figure 1 Conceptual framework by author

3. METHODOLOGY

The aim of descriptive research is to analyze and systematize the characteristics of a phenomenon or population according to Saunders et al. (2023). The nature of this method is descriptive based on observation, not focusing on establishing causal relationships. Therefore, this method is considered the most suitable to explore and clarify the nature of green consumption intentions in the Vietnamese fashion market. The descriptive method allows us to delve into the main influencing factors, including subjective norms, personal norms, attitudes, perceptions of behavioral control, and the role of social networks.

3.1. Data Collection and Research Method

Sampling Population

The study targets individuals aged 18 and older across all three regions of Vietnam, specifically those who have either expressed interest in or engaged with green fashion consumption. By incorporating participants from different educational and financial contexts, this population offers a comprehensive view of consumer attitudes, encompassing varied levels of knowledge and engagement in sustainable consumption. A minimum sample size of 50 is suggested for exploratory factor analysis (EFA), with a recommended observation-to-variable ratio of 5:1 or 10:1 (Hair et al., 2014). In this study, a 10:1 ratio is applied, which necessitates a sample size of at least 270 respondents for 27 variables. With 388 responses collected, the study maintains strong reliability and validity.

Data Collection

This study uses stratified random sampling to accurately reflect the target population. This method categorizes participants based on characteristics such as occupation, gender, age, and education, and selects participants from each group randomly to minimize selection bias. The sample frame is created based on the demographic characteristics of Vietnamese individuals aged 18 and older, ensuring balanced representation and the potential to extend the findings to a wider population. To reach a diverse audience, the study collected data using an online survey distributed on major social networking platforms, namely Facebook, Instagram, and Zalo.

Research Method

The research adopts a quantitative methodology, as described by Bryman (2016), entails collecting and examining numerical information in an organised manner to make statistical inferences. The survey, created using Google Forms for ease of use and accessibility, will collect responses from a large participant pool, enabling statistical comparisons among different demographic groups. The survey instrument is organised into two main components: the initial section gathers demographic and background details of respondents (including gender, age, location, income, education, marital status, occupation, and frequency of green fashion purchases), while the second includes 48 items across nine categories: Green Consumption Intention (GCI), Subjective Norms (SN), Ascription of Responsibility (AR), Attitude Toward Green Consumption (ATGC), Awareness of Consequences (AC), Social Media (SM), Perceived Behavioral Control (PBC), Biospheric Values (BV). These questions will evaluate respondents' consumption behaviors, environmental consciousness, and sentiments towards eco-friendly fashion.

Table 1: Measurement items

Constructs	Measurement items	Scale	Source
Biospheric Values (BV)	BV1: Protecting the environment means actively preserving nature and ensuring its sustainability.	Likert 1-5	Liang et al. (2022)
	BV2: Preventing pollution involves protecting natural resources and reducing harmful impacts on the ecosystem.	Likert 1-5	
	BV3: Respecting the earth requires maintaining harmony with other species and recognizing their intrinsic value.	Likert 1-5	
	BV4: Unity with nature means adapting to and coexisting with the natural world in a balanced way.	Likert 1-5	
Awareness of Consequences (AC)	AC1: Global warming poses a challenge to society.	Likert 1-5	Choi et al. (2015)
	AC2: The depletion of fossil fuels is a concerning issue.	Likert 1-5	
	AC3: The scarcity of energy resources presents a significant problem.	Likert 1-5	
	AC4: Reducing energy consumption can enhance environmental quality.	Likert 1-5	
	AC5: The reality of global warming as a problem remains uncertain.	Likert 1-5	
Ascription of Responsibility (AR)	AR1: I share responsibility for energy-related issues.	Likert 1-5	Choi et al. (2015)
	AR2: I acknowledge my role in the depletion of energy resources.	Likert 1-5	
	AR3: I feel accountable for the impacts of global warming.	Likert 1-5	
	AR4: My impact on the energy problem is insignificant.	Likert 1-5	
Personal Norms (PN)	PN1: I believe choosing eco-friendly fashion makes me a better person.	Likert 1-5	Choi et al. (2015)
	PN2: I feel responsible for considering environmental impact when making fashion choices.	Likert 1-5	
	PN3: Individuals like me should make every effort to protect the environment.	Likert 1-5	
	PN4: I feel a moral duty to choose green fashion, no matter what others decide.	Likert 1-5	
	PN5: I feel personally responsible for minimizing my fashion-related energy consumption as much as possible.	Likert 1-5	
Attitude Toward Green Consumption (ATGC)	ATGC1: I believe that choosing green fashion products helps improve the environment.	Likert 1-5	Michel et al. (2022)
	ATGC2: I believe that purchasing sustainable fashion products contributes to reducing natural resource waste.	Likert 1-5	
	ATGC3: I think buying green fashion products supports the conservation of natural resources.	Likert 1-5	
	ATGC4: I feel a sense of fulfillment when I choose green fashion products.	Likert 1-5	
Subjective Norms (SN)	SN1: I believe that buying green fashion products is a suitable choice.	Likert 1-5	Xie, S.; Madni, G.R. (2023) Wu, S., & Chen, J. (2014).
	SN2: I recognize a connection between social progress and green fashion products.	Likert 1-5	
	SN3: I understand that national policies are linked to the promotion of green fashion products.	Likert 1-5	
	SN4: I consider purchasing green fashion products to be essential.	Likert 1-5	
	SN5: I believe that choosing green fashion products brings benefits to both individuals and society.	Likert 1-5	
Social Media (SM)	SM1: I engage with others on social media to discuss green fashion products.	Likert 1-5	Xie, S.; Madni, G.R. (2023)
	SM2: Social media content influences my decision to purchase green fashion products.	Likert 1-5	
	SM3: I rely on environmental information from social media to gather feedback on green fashion products.	Likert 1-5	
	SM4: I trust the information about green fashion products shared on social media.	Likert 1-5	
Perceived Behavioral Control (PBC)	PBC1: I am confident in my ability to purchase green fashion products.	Likert 1-5	Ayar, I., & Gürbüz, A. (2021)
	PBC2: Purchasing green fashion products does not demand additional effort.	Likert 1-5	
	PBC3: Green fashion products are readily available in the stores where I shop.	Likert 1-5	
	PBC4: If I choose to, I can opt for sustainable fashion products instead of non-eco-friendly ones.	Likert 1-5	
	PBC5: I have many opportunities to incorporate green fashion products into my sustainable lifestyle.	Likert 1-5	
Green Consumption Intention (GCI)	GRI1: I intend to purchase green fashion products within the next month.	Likert 1-5	Wang, J., Shen, M., & Chu, M. (2021).
	GRI2: I am open to changing fashion brands for eco-friendly and sustainable reasons.	Likert 1-5	
	GRI3: I am willing to pay more for green fashion products that are sustainable and environmentally friendly.	Likert 1-5	
	GRI4: I will consider purchasing green fashion products due to their reduced environmental footprint.	Likert 1-5	

Table 2: Likert scale of agreement extent

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

4. RESULTS AND DISCUSSION

4.1. Participant Analysis

The analysis results in Table 3 show diversity with respect to occupation, income, and education level. However, the customers participating in the survey are mainly female, single, aged 18-24, with university degrees, and low income. The above results reflect a familiar social picture in large cities of Vietnam, where students and intellectual workers account for a significant proportion of the consumer goods market.

Table 3: Demography of survey participants

Characteristic		Hanoi	Hai Phong	Da Nang	Ho Chi Minh City	Can Tho	Other	Total	
		N	N	N	N	N	N	N	Ratio(%)
Total		263	11	13	30	1	70	388	100
Gender	Male	94	6	5	10	0	16	131	33.8
	Female	169	5	8	20	1	54	257	66.2
Age	18–24	237	11	12	25	1	61	347	89.4
	25–34	18	0	1	4	0	5	28	7.2
	35–44	3	0	0	1	0	3	7	1.8
	45–54	3	0	0	0	0	1	4	1.0
	55-64	1	0	0	0	0	0	1	0.3
	Above 64	1	0	0	0	0	0	1	0.3
Marriage	Single	239	8	10	26	1	60	344	88.7
	Married	24	0	3	4	0	7	38	9.8
	Divorced/Separated	0	3	0	0	0	3	6	1.5
Academic level	High School	16	3	0	1	0	6	26	6.7
	College/University	243	8	13	28	1	63	356	91.8
	Master	3	0	0	0	0	1	4	1.0
	PhD	1	0	0	1	0	0	2	0.5
Occupation	Student	199	9	10	19	1	45	283	72.9
	Unemployed	45	1	2	8	0	17	73	18.8
	Manual worker	7	1	1	2	0	4	15	3.9
	Office worker	7	0	0	1	0	2	10	2.6
	Self-employed	3	0	0	0	0	2	5	1.3
	Retired	1	0	0	0	0	0	1	0.3
	Other	1	0	0	0	0	0	1	0.3
Income	Under 7,000,000 VND	213	10	8	12	1	55	299	77.1
	From 7,000,000 to 15,000,000 VND	31	1	5	13	0	11	61	15.7
	From 15,000,000 to 30,000,000 VND	13	0	0	5	0	4	22	5.7
	Over 30,000,000 VND	6	0	0	0	0	0	6	1.5

4.2. Descriptive statistics

Table 4: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Biospheric Values (BV)					
BV1: Protecting the environment means actively preserving nature and ensuring its sustainability.	388	1	5	3.94	1,141
BV2: Preventing pollution involves protecting natural resources and reducing harmful impacts on the e	388	1	5	3.98	1,153
BV3: Respecting the earth requires maintaining harmony with other species and recognizing their intri	388	1	5	3.92	1,123
BV4: Unity with nature means adapting to and coexisting with the natural world in a balanced way	388	1	5	3.90	1,111
Awareness of Consequences (AC)					
AC1: Global warming poses a challenge to society.	388	1	5	3.96	1,186
AC2: The depletion of fossil fuels is a concerning issue.	388	1	5	3.90	1,161
AC3: The scarcity of energy resources presents a significant problem.	388	1	5	3.90	1,129
AC4: Reducing energy consumption can enhance environmental quality.	388	1	5	3.88	1,136
AC5: The reality of global warming as a problem remains uncertain	388	1	5	2.82	1,466
Ascription of Responsibility (AR)					
AR1: I share responsibility for energy-related issues.	388	1	5	3.79	1,123
AR2: I acknowledge my role in the depletion of energy resources.	388	1	5	3.79	1,083
AR3: I feel accountable for the impacts of global warming.	388	1	5	3.75	1,169
AR4: My impact on the energy problem is insignificant.	388	1	5	2.99	1,363
Personal Norms (PN)					
PN1: I believe choosing eco-friendly fashion makes me a better person.	388	1	5	3.73	1,162
PN2: I feel responsible for considering environmental impact when making fashion choices.	388	1	5	3.77	1,107
PN3: Individuals like me should make every effort to protect the environment.	388	1	5	3.88	1,123
PN4: I feel a moral duty to choose green fashion, no matter what others decide.	388	1	5	3.80	1,167
PN5: I feel personally responsible for minimizing my fashion-related energy consumption as much as	388	1	5	3.85	1,064
Attitude Toward Green Consumption (ATGC)					
ATGC1: I believe that choosing green fashion products helps improve the environment.	388	1	5	3.81	1,153
ATGC2: I believe that purchasing sustainable fashion products contributes to reducing natural resourc	388	1	5	3.87	1,094
ATGC3: I think buying green fashion products supports the conservation of natural resources.	388	1	5	3.79	1,108
ATGC4: I feel a sense of fulfillment when I choose green fashion products.	388	1	5	3.84	1,143
Subjective Norms (SN)					
SN1: I believe that buying green fashion products is a suitable choice.	388	1	5	3.82	1,081
SN2: I recognize a connection between social progress and green fashion products.	388	1	5	3.88	1,108
SN3: I understand that national policies are linked to the promotion of green fashion products.	388	1	5	3.86	1,118
SN4: I consider purchasing green fashion products to be essential.	388	1	5	3.82	1,127
SN5: I believe that choosing green fashion products brings benefits to both individuals and society.	388	1	5	3.92	1,056
Social Media (SM)					
SM1: I engage with others on social media to discuss green fashion products.	388	1	5	3.73	1,138
SM2: Social media content influences my decision to purchase green fashion products.	388	1	5	3.79	1,090
SM3: I rely on environmental information from social media to gather feedback on green fashion produ	388	1	5	3.80	1,065
SM4: I trust the information about green fashion products shared on social media.	388	1	5	3.76	1,120
Perceived Behavioral Control (PBC)					
PBC1: I am confident in my ability to purchase green fashion products.	388	1	5	3.72	1,101
PBC2: Purchasing green fashion products does not demand additional effort.	388	1	5	3.70	1,131
PBC3: Green fashion products are readily available in the stores where I shop.	388	1	5	3.58	1,169
PBC4: If I choose to, I can opt for sustainable fashion products instead of non-eco-friendly ones.	388	1	5	3.85	1,155
PBC5: I have many opportunities to incorporate green fashion products into my sustainable lifestyle.	388	1	5	3.80	1,138
Green Consumption Intention (GCI)					
GCI1: I intend to purchase green fashion products within the next month.	388	1	5	3.72	1,097
GCI2: I am open to changing fashion brands for eco-friendly and sustainable reasons.	388	1	5	3.80	1,040
GCI3: I am willing to pay more for green fashion products that are sustainable and environmentally fri	388	1	5	3.72	1,079
GCI4: I will consider purchasing green fashion products due to their reduced environmental footprint.	388	1	5	3.81	1,017

4.3. Data Analysis

Table 5: Results of Outer Loadings Analysis (PLS-SEM)

	AC	AR	ATGC	BV	GCI	PBC	PN	SM	SN
AC1	0.837								
AC2	0.859								
AC3	0.847								
AC4	0.836								
AC5	0.419								
AR1		0.829							
AR2		0.844							
AR3		0.851							
AR4		0.485							
ATGC1			0.847						
ATGC2			0.839						
ATGC3			0.834						
ATGC4			0.839						
BV1				0.863					
BV2				0.861					
BV3				0.825					
BV4				0.863					
GCI1					0.831				
GCI2					0.828				
GCI3					0.841				
GCI4					0.841				
PBC1						0.833			
PBC2						0.804			
PBC3						0.834			
PBC4						0.797			
PBC5						0.834			
PN1							0.840		
PN2							0.831		
PN3							0.837		
PN4							0.844		
PN5							0.814		
SM1								0.832	
SM2								0.810	
SM3								0.850	
SM4								0.814	
SN1									0.812
SN2									0.859
SN3									0.834
SN4									0.827
SN5									0.841

The outer loading coefficient is calculated by implementing the PLS-SEM technique to measure the importance of the observed constructs. The importance of variables was determined through the external factor loading, with a minimum acceptance threshold of 0.7 (Hair Jr et al., 2021).
The Outer Loading table shows AC5, which has a value of 0.419, and AR4, which has a value of 0.485, and items with values lower than 0.7. It indicates that AC5 and AR4 do not adequately fulfill the requirements of the measurement model. To improve clarity and precision, the variable in question and all previously identified invalid ones will be discarded. After that, the remaining measurement model will be reanalyzed.

After being reanalyzed, Table 6 shows that all factor loadings were above 0.7. This result met the minimum standards of significance, thereby ensuring higher reliability and validity for further interpretation and analysis.

Table 6: Results of Outer Loadings Analysis (PLS-SEM) after removing AC5 and AR4

	AC	AR	ATGC	BV	GCI	PBC	PN	SM	SN
AC1	0.849								
AC2	0.868								
AC3	0.853								
AC4	0.843								
AR1		0.856							
AR2		0.850							
AR3		0.871							
ATGC1			0.847						
ATGC2			0.839						
ATGC3			0.834						
ATGC4			0.839						
BV1				0.863					
BV2				0.861					
BV3				0.824					
BV4				0.864					
GCI1					0.831				
GCI2					0.828				
GCI3					0.841				
GCI4					0.841				
PBC1						0.833			
PBC2						0.804			
PBC3						0.834			
PBC4						0.797			
PBC5						0.834			
PN1							0.841		
PN2							0.831		
PN3							0.836		
PN4							0.845		
PN5							0.813		
SM1								0.832	
SM2								0.810	
SM3								0.850	
SM4								0.814	
SN1									0.812
SN2									0.859
SN3									0.834
SN4									0.827
SN5									0.841

4.4. Reliability test

Prior to conducting validity tests, the dataset was first evaluated for measurement reliability. Yusoff (2012) suggests that an acceptable level of internal consistency is assumed when the Cronbach's alpha value ranges from 0.5 to 0.7, with values above 0.7 indicating high consistency.

Table 7 indicates that Cronbach's alpha for BV is 0.875, surpassing the recommended threshold of 0.7, which confirms that the items measuring this construct are highly reliable. Similarly, the alpha value for AC is 0.805, indicating strong reliability for items assessing perceptions of consequences. The alpha for AR is 0.735, which meets the minimum

requirement for internal consistency. Constructs such as PN (0.890), ATGC (0.861), and SN (0.891) all recorded Cronbach's alpha coefficients above 0.8, suggesting excellent reliability for constructs related to personal and social norms. Additionally, SM (0.845), PBC (0.879), and GCI (0.855) also reported values above 0.7, further confirming their measurement reliability. In conclusion, all constructs have achieved Cronbach's alpha values exceeding the acceptable threshold, validating their reliability and internal consistency.

Table 7: Summary of reliability scale

Construct	Cronbach's Alpha	Number of Items
BV	0.875	4
AC	0.805	5
AR	0.735	4
PN	0.89	5
ATGC	0.861	4
SN	0.891	5
SM	0.845	4
PBC	0.879	5
GCI	0.855	4

4.5. Exploratory Factor Analysis (EFA)

Table 8 displays the factor loadings of observed variables on their corresponding latent constructs, based on principal component analysis. All variables demonstrate substantial loadings on their respective latent components, indicating strong alignment with the latent variables. For instance, items related to "PBC" (Perceived Behavioral Control) show loadings between 0.726 and 0.797, while "PN" (Perceived Norm) items range from 0.664 to 0.774. Likewise, "BV" (Behavioral Belief) items exhibit loadings between 0.703 and 0.785, and "AC" (Action Control) items show loadings from 0.703 to 0.785.

The results of Bartlett's Test of Sphericity (Chi-Square = 8255.85, df = 630, $p < 0.001$) and a high KMO value of 0.947 further validate the adequacy of the factor model. In conclusion, the table confirms that the observed variables are strongly associated with their corresponding latent factors, affirming the robustness of the measurement model.

Table 8: Rotated component matrix

	Components								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
PBC3	0.797								
PBC2	0.738								
PBC5	0.733								
PBC4	0.732								
PBC1	0.726								
GCI	0.431								
GCI3									
PN4		0.772							
PN3		0.740							
PN1		0.738							
PN2		0.703							
PN5		0.696							
SN2			0.774						
SN4			0.714						
SN3			0.714						
SN1			0.691						
SN5			0.664						
BV2				0.792					
BV1				0.759					
BV4				0.750					
BV3				0.738					
ATGC2					0.722				
ATGC4					0.702				
ATGC1					0.690				
ATGC3					0.661				
GCI4									
GCI2									
AC1						0.785			
AC4						0.743			
AC3						0.708			
AC2						0.703			
SM4							0.746		
SM2							0.721		
SM1							0.709		
SM3							0.675		
AR3								0.754	
AR2								0.708	
AR1								0.706	
AC5									0.835
AR4									0.829
KMO = 0.947									
Bartlett's Test of Sphericity	Approx. Chi-Square				8255.85				
	df				630				
	Sig.				0				

4.6. Discriminant Validity

Discriminant validity was examined using the Fornell criterion and the HTMT ratio, as detailed by Hair et al. (2022) and Henseler et al. (2015). According to the Fornell and Larcker (1981) criterion, the validity is established when each construct's AVE square root exceeds its inter-construct correlation coefficients.

Table 9: Discriminant Validity

	Fornell & Larker criterion									Heterotrait-monotrait ratio								
	AC	**AR**	**ATGC**	**BV**	**GCI**	**PBC**	**PN**	**SM**	**SN**	**AC**	**AR**	**ATGC**	**BV**	**GCI**	**PBC**	**PN**	**SM**	**SN**
AC	0.853																	
AR	0.453	0.859								0.531								
ATGC	0.591	0.542	0.84							0.679	0.644							
BV	0.518	0.476	0.541	0.853						0.589	0.563	0.623						
GCI	0.551	0.603	0.673	0.601	0.835					0.634	0.719	0.783	0.693					
PBC	0.453	0.446	0.468	0.384	0.636	0.821				0.518	0.524	0.537	0.436	0.731				
PN	0.535	0.516	0.575	0.479	0.638	0.461	0.833			0.604	0.603	0.657	0.541	0.728	0.52			
SM	0.438	0.482	0.463	0.432	0.622	0.552	0.549	0.827		0.505	0.576	0.542	0.501	0.729	0.637	0.632		
SN	0.505	0.581	0.597	0.545	0.67	0.511	0.544	0.548	0.835	0.57	0.678	0.681	0.617	0.767	0.576	0.611	0.63	

According to the Fornell–Larcker criterion, the diagonal elements - representing the square roots of the Average Variance Extracted (AVE) for each construct - are greater than the corresponding off-diagonal correlation coefficients. For instance, the AVE square root for AC is 0.853, which surpasses its strongest correlation with any other construct (0.679 with AR). Likewise, the ATGC construct has an AVE square root of 0.840, exceeding its highest inter-construct correlation (0.673 with GCI). This consistent pattern, where each diagonal value is larger than all off-diagonal correlations, provides clear evidence of discriminant validity and demonstrates that the constructs are empirically distinct.

Furthermore, the Heterotrait-Monotrait (HTMT) ratio results reinforce this conclusion, as all observed values remain below the recommended threshold of 0.85. The highest HTMT coefficient is found between SN and GCI (0.767), still within acceptable limits. Similarly, the PBC–GCI pair exhibits a value of 0.731, which, although comparatively higher, continues to satisfy the criterion for discriminant validity.

4.7. Collinearity statistics (VIF)

The Variance inflation factor (VIF) serves as an essential metric for evaluating multicollinearity within regression models.. According to Hair et al. (2017), the utility of the VIF lies in its capacity to identify and mitigate multicollinearity concerns, which is essential for ensuring robust model validity and reliability. By applying the VIF, researchers can eliminate superfluous predictor variables, thereby enhancing both the efficiency and predictive power of the final model.

Table 10 presents the Variance Inflation Factor (VIF) values calculated for each observed variable in the model. The VIF is employed to evaluate the extent of multicollinearity among predictor variables, where values exceeding 5 typically indicate potential multicollinearity problems. As shown in the table, all VIF values fall below this threshold, with the highest recorded value being 2.506 for SN2. These results suggest that multicollinearity does not pose an issue in the current model, as all predictors exhibit acceptable VIF levels, demonstrating that they are not excessively correlated with one another.

Table 10: VIF

	VIF
AC1	2,175
AC2	2,276
AC3	2,117
AC4	2,109
AR1	1,868
AR2	1.76
AR3	1,948
ATGC1	2,048
ATGC2	1,979
ATGC3	1,967
ATGC4	2,001
BV1	2,237
BV2	2,315
BV3	1,957
BV4	2,221
GCI1	1,918
GCI2	1,954
GCI3	2,004
GCI4	1,987
PBC1	2,104
PBC2	1,875
PBC3	2,135
PBC4	1,967
PBC5	2,189
PN1	2,274
PN2	2,154
PN3	2,258
PN4	2,326
PN5	1,957
SM1	1,891
SM2	1,786
SM3	1,989
SM4	1,845
SN1	2,001
SN2	2,506
SN3	2,185
SN4	2,113
SN5	2,272

4.8. Confirmatory Factor Analysis (CFA)

The table shows the R-square (R^2) and adjusted R-square values for each construct as part of the Confirmatory Factor Analysis (CFA). R^2 represents the proportion of variance in the dependent variables explained by the independent variables, while adjusted R^2 takes into account the number of predictors to avoid overfitting. "GCI" (Green Consumption Intention) has the highest R^2 value of 0.679, meaning that 67.9% of its variance is explained by the model, with an adjusted

R^2 of 0.675. Other constructs, like "SN" (Subjective Norm) and "AC" (Attitude Control), show more modest R^2 values of 0.300 and 0.268, respectively, and their adjusted R^2 values are slightly lower (0.298 and 0.266), suggesting that the model accounts for a moderate amount of variance in these constructs.

Table 11: Confirmatory Factor Analysis

	R-square	R-square adjusted
AC	0.268	0.266
AR	0.205	0.203
GCI	0.679	0.675
PN	0.267	0.265
SN	0.300	0.298

The diagram illustrates the structural model from the CFA, showing the relationships between latent variables and their observed indicators, as well as the path coefficients between these variables. The latent variables are depicted as large blue circles, while their indicators are represented by yellow rectangles. The model suggests that "GCI" is strongly influenced by "PN" (Perceived Norm), with a path coefficient of 0.679, which explains 61% of the variance. "AC" (Attitude Control) and "AR" (Attitude Responsibility) also have significant relationships with other variables, with path coefficients of 0.268 and 0.205, respectively. The structural model confirms the strength of these relationships through the provided coefficients.

Additionally, the diagram demonstrates the interrelationships between various constructs such as "PBC" (Perceived Behavioral Control), "ATGC" (Attitude Toward Green Consumption), and "SM" (Social Media). For example, "PBC" has a relatively strong influence on "SM" with a path coefficient of 0.238, while "ATGC" has strong loadings on its indicators, such as "ATGC1" (0.847). The path coefficients also reflect the directional relationships between constructs, illustrating how "ATGC" and "PBC" contribute to "GCI." Overall, the model effectively illustrates the complex relationships among the constructs, providing insights into how the latent variables influence one another.

4.9 Hypothesis Testing

Table 12 presents the structural model analysis results, showing that all hypothesized paths from H1 to H8 are supported by statistically significant relationships ($p < 0.05$). This provides strong empirical backing for the proposed theoretical framework. Specifically, the link between AC and AR was found to be significant ($\beta = 0.056$, $t = 8.148$, $p < 0.001$), confirming Hypothesis H1. Furthermore, the study validated Hypothesis H2, showing that AR significantly predicted PN ($\beta = 0.054$, $t = 9.479$, $p < 0.001$), suggesting a direct link from environmental awareness to the internalization of moral responsibility through personal norms.

Table 12: Results of the Hypothesis

Path	Coefficients	t-value	p-values	Hypothesis	Supported
AC -> AR	0.056	8.148	0	H1	Yes
AR -> PN	0.054	9.479	0	H2	Yes
ATGC -> GCI	0.049	5.325	0	H3	Yes
BV -> AC	0.05	10.331	0	H4	Yes
PBC -> GCI	0.048	4.919	0	H5	Yes
PN -> GCI	0.048	3.716	0	H6	Yes
SM -> GCI	0.054	2.905	0.004	H7	Yes
SN -> GCI	0.054	3.871	0	H8	Yes

In addition, Biophere Values (BV) was shown to have impact on AC ($\beta = 0.050$, $t = 10.331$, $p < 0.001$), supporting Hypothesis H4, and emphasizing the foundational role of biological values in shaping environmental concern. Five antecedent factors were found to significantly influence green consumption intention (GCI). Attitudes toward green consumption (ATGC) had a noteworthy effect ($\beta = 0.049$, $t = 5.325$, $p < 0.001$), confirming Hypothesis H3. Perceived behavioral control (PBC) also positively influenced GCI ($\beta = 0.063$, $t = 4.919$, $p < 0.001$), supporting Hypothesis H5. Personal norms (PN) remained a significant predictor of GCI ($\beta = 0.048$, $t = 3.716$, $p < 0.001$), supporting Hypothesis H6.

Finally, subjective norms (SN) significantly influenced GCI ($\beta = 0.054$, $t = 3.871$, $p < 0.001$), confirming Hypothesis H8. Social media (SM) also positively affected GCI ($\beta = 0.054$, $t = 2.905$, $p = 0.004$), supporting Hypothesis H7. Among these factors, subjective norms and attitudes components showed relatively stronger effects, suggesting that individual values and perceived social expectations play a critical key in driving green consumption intention. Although the relationship between SM and GCI was statistically significant, its effect size was weaker, indicating that social media may serve more as an indirect influencer through subjective norms rather than a direct determinant of green consumption behavior.

5. CONCLUSION

This research offers notable theoretical insights by combining the Theory of Planned Behavior (TPB) with the Value-Belief-Norm (VBN) theory to explore green fashion consumption in Vietnam. By combining moral, cognitive, and social-psychological aspects into one comprehensive model, a more holistic understanding of pro-environmental consumer behavior is provided in the study. This is particularly relevant in an emerging collectivist society like Vietnam, where concerns about the environment are increasing, and the fashion industry is expanding. The study empirically tests the causal sequence proposed by the Value-Belief-Norm theory, showing how biospheric values lead to awareness of consequences, ascription of responsibility, and personal norms, with a focus on fashion consumption. This research broadens the VBN theory, traditionally applied to actions like energy conservation or recycling, to include trend-oriented consumption behaviors such as fashion.

The research also enriches the TPB by incorporating personal norms (PN) as an additional predictor. While TPB traditionally focuses on subjective norms (SN), perceived behavioral control (PBC), attitudes, and the findings show that internalized moral responsibility-formed through the VBN chain-significantly predicts behavioral intention. This highlights that, in the context of ethical behaviors such as sustainable fashion, TPB can be strengthened by incorporating moral constructs. The study thus supports the development of a value-infused TPB model, where personal norms complement the traditional TPB predictors, offering a more complete explanation of the moral motivations behind sustainable choices.

Additionally, the research finds that PBC plays an essential part in shaping green consumption intention with specific reference to the Vietnamese context, where sustainable clothing is often hard to access due to price and availability. PBC, in this setting, captures not only psychological confidence but also structural barriers, such as market readiness and the lack of clear eco-labels. This broadens the theoretical understanding of PBC, suggesting that models in developing countries should differentiate between internal psychological efficacy and external market barriers. The study also introduces social media (SM) as a modern form of normative influence, separate from traditional subjective norms (SN). While both have significant effects, SM reflects an indirect, digitally mediated influence, whereas SN is based on direct interpersonal expectations. This distinction adds depth to the understanding of social influence in the digital age and highlights the need for future behavioral models to account for both traditional and networked sources of influence, particularly among younger, tech-savvy consumers.

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