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Factors Influencing the Intention to Purchase Sustainable Fashion Products among Young Consumers (Gen Z): An Empirical Analysis in Hanoi, Vietnam

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Abstract

Few studies have examined the comprehensive factors affecting consumers' behaviors toward sustainable fashion, especially in developing countries. This study identified the factors affecting intention to purchase sustainable fashion among Generation Z in Vietnam, a demographic segment playing a pivotal role in shaping modern consumer trends. Data were collected from 216 respondents through an online survey and analyzed using multiple linear regression. The findings revealed that environmental concern plays a crucial role in motivating the young generation to purchase sustainable fashion. Also, awareness of sustainable fashion significantly and positively affects the tendency to engage in sustainable purchasing. In contrast, price sensitivity negatively impacts purchase decisions, indicating that financial barriers remain a major obstacle to sustainable consumption. Gender and education were also associated with purchasing behaviors toward sustainable fashion. Moreover, the high shopping frequency reflects a gap between current consumer behaviors and sustainability goals. Based on these results, this study recommends targeted policies to enhance public awareness and facilitate consumer intention to purchase sustainable fashion. These include educational campaigns, financial support initiatives, and eco-labeling strategies to promote responsible consumption habits among the youth in the future.

Keywords

Responsible consumption, green behavior, consumer awareness, environmental concern, price sensitivity

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Introduction

The rapid development of the fashion industry, particularly fast fashion, in recent years has caused increasingly serious environmental problems. It has been estimated that the world generates 92 million tons of textile waste annually, with the leading

contributors being China (20 million tons), the United States (17 million tons), and India (8 million tons) (Businesswaste, 2025). Furthermore, the global fashion industry accounts for approximately 8-10% of carbon emissions and nearly 20% of industrial wastewater (Li *et al.*, 2023). This situation underscores the urgent need to transform the fashion industry toward sustainable production and consumption models.

Sustainable fashion is defined as fashion products created in an environmentally friendly and socially responsible manner (Palm, 2023). It refers to approaches that seek to reduce environmental harm while enhancing social accountability across the full life cycle of apparel products, which involves managing the sourcing of materials, manufacturing, distribution, use, and end-of-life treatment of garments in ways that are ethical, eco-friendly, and socially responsible (Henninger *et al.*, 2016). Closely linked to the principles of slow fashion, this concept emphasizes values such as fair labor conditions and pollution reduction. Core elements include the use of environmentally benign materials, limiting pesticide inputs, encouraging recycling and upcycling, and ensuring transparency and traceability throughout the supply chain (Henninger *et al.*, 2016). Sustainable fashion is not only an ethical choice but also an inevitable strategy to ensure the long-term development of both businesses and society.

In this transformation context, young people, particularly Generation Z (those born between approximately 1995 and 2010), play a crucial role as an emerging consumer group with heightened awareness of the environmental and social impacts of consumption behaviors (Francis & Hoefel, 2018). Gen Z is not only a driving force behind global consumption trends but also a key target in shaping responsible consumption behaviors. However, many studies have indicated that although this group tends to express positive attitudes toward sustainable products, their actual purchasing behaviors do not always align with such attitudes (Rausch & Kopplin, 2021; Nguyen Thi Hong *et al.*, 2024). According to McNeill and Moore (2015), common barriers include high prices, lack of information, distrust of brands, and the influence of fast fashion trends.

Sustainable fashion consumption can be effectively explained by some grounding theories such as the theory of planned behavior (TPB) and the value–belief–norm (VBN) theory. TPB explains purchase intention through attitudes, subjective norms, and perceived behavioral control, which have been shown to predict consumers' intentions to buy sustainable apparel (Ajzen, 1991; Dangelico *et al*., 2022). In contrast, VBN focuses on environmental concern and personal norms as moral drivers of pro-environmental behaviors, such as adopting second-hand or circular clothing practices (Gomes *et al*., 2022).

In Vietnam, Gen Z makes up nearly 20% of the population and is a key target for fashion brands (Nguyen, 2023). However, research on their sustainable fashion behaviors remains limited. Existing studies have shown that despite high environmental awareness, Gen Z consumers are strongly influenced by price, design, peer effects, and skepticism toward "green" claims (Ngo *et al*., 2024; Do *et al*., 2025). Prior work has mainly emphasized psychosocial factors such as environmental awareness, perceived behavioral control, personal relevance, and perceived financial risk (Tran Thi Tu Uyen *et al*., 2021; Nguyen Thi Hong *et al*., 2024), while giving less attention to demographic characteristics and shopping habits.

Therefore, investigating the sustainable fashion consumption behaviors of Generation Z in Vietnam is expected to contribute significant theoretical and practical implications. The objectives of this study were to: (i) analyze young consumers' fashion shopping habits; (ii) examine their perceptions of sustainable fashion; and (iii) identify the factors influencing their intention to purchase sustainable fashion products. This research aimed to contribute additional insights into factors affecting sustainable fashion purchasing behaviors among young consumers in Vietnam, including demographic factors, shopping habits, consumer preferences toward price and fashion design, knowledge of sustainable fashion, and awareness of the environmental impacts of fast fashion. The

findings will not only clarify the psychological characteristics and consumption behaviors of a generation that significantly influences the market but will also provide a scientific basis for businesses to design appropriate marketing strategies, while supporting policymakers in promoting sustainable consumption in the future.

Materials and Methods

Development of research framework

Demographic characteristics

Although consumer demographic factors (e.g., gender, education, employment status, geographic location) are often considered in studies about purchasing behaviors, they have not been thoroughly examined in research on sustainable fashion consumption. A limited number of studies have explored the effects of gender and education on purchasing decisions for sustainable fashion products (McNeill & Moore, 2015), while others have only investigated the influence of education on awareness of sustainability in the fashion industry (e.g., Hill & Lee, 2012). Pranta *et al*. (2024) reported that consumers' preferences and purchasing behaviors toward sustainable fashion were affected by social status and educational background.

Factors such as age, place of residence, and occupation remain underexplored in prior studies.

Fashion shopping habits

Shopping habits reflect the frequency and intensity of fashion product purchases. Spending levels on fashion may be associated either with interest in trend-driven products such as fast fashion or with concern for sustainability and environmental impacts, as in sustainable fashion. Some studies, such as Birtwistle & Moore (2007), have indicated that frequent purchasing tends to be linked to short-term consumption needs, market trend-chasing, and limited concern for environmental issues.

Price and design considerations in fashion products

Price is a common barrier to sustainable fashion consumption, particularly among students or early-career individuals. Young consumers often perceive high costs as the primary reason for not purchasing sustainable products, despite holding positive attitudes toward them (McNeill & Moore, 2015; Do *et al.*, 2025). Willingness to pay a premium depends on perceived value and trust in a brand's sustainability claims.

Young consumers also tend to place strong emphasis on style and design. The tendency to keep up with emerging fashion styles is especially prevalent among Generation Z and exerts a significant influence on fast fashion consumption (Ha Quynh Hoa *et al.*, 2025). However, few studies have examined the impact of style preferences on sustainable fashion purchasing decisions.

Environmental awareness and concern

Environmental awareness is widely recognized as an important driver of sustainable fashion behaviors among young consumers (Joung & Jin, 2014; McNeill & Moore, 2015). Individuals with a greater understanding of the environmental impacts of the fashion industry are more likely to express strong intentions to purchase sustainable products (Nguyen, 2023; Ngo *et al.*, 2024).

Knowledge of sustainable fashion

Consumers' awareness or knowledge of fashion sustainability plays a crucial role in promoting sustainable fashion purchasing behaviors. Han *et al.* (2024) found that consumers with accurate knowledge about sustainable fashion tend to have higher intentions to buy sustainable products. Similarly, Okur & Saricam (2019) confirmed that understanding sustainability in fashion has a positive influence on the likelihood of purchasing sustainable fashion items. Understanding eco-friendly materials such as recycled polyester and organic cotton enables consumers to make more environmentally responsible purchasing decisions (Rahaman *et al*., 2024).

Based on the above review of potential factors influencing sustainable fashion consumption, this study proposed a research framework incorporating these variables, as illustrated in **Figure 1**.

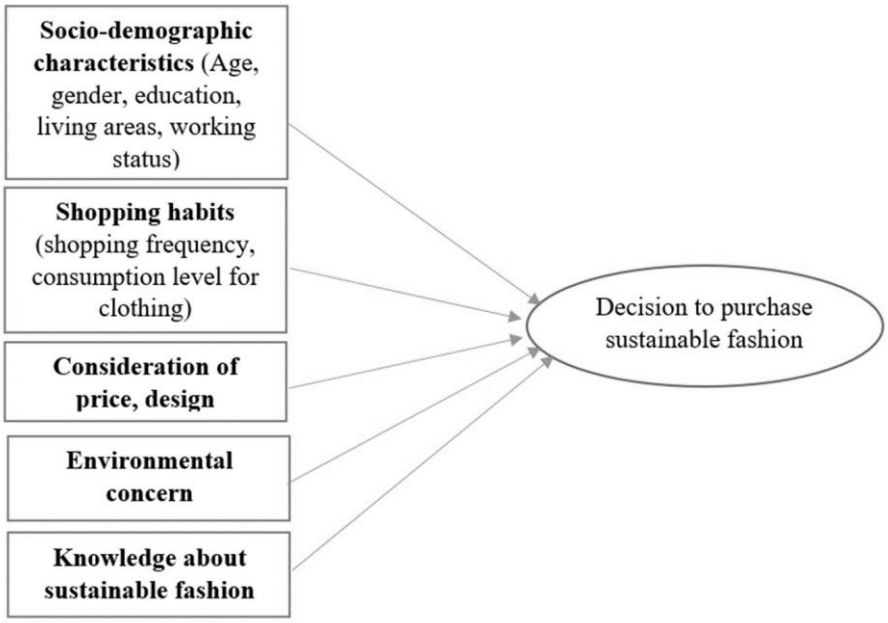


Figure 1. Research framework

Data collection

This study was conducted in March 2025 in Hanoi, Vietnam. The research site was selected for the following reasons: (i) Hanoi is a densely populated and economically developed city (8.6 million inhabitants) with a high proportion of young urban residents (GSO, 2025); (ii) the fashion industry is well-developed, supported by a network of modern distribution channels; and (iii) Generation Z has easy access to fashion trends and is relatively aware of environmental issues.

Data were collected using an online questionnaire on Google Forms designed to investigate sustainable fashion consumption behaviors among Generation Z in Hanoi. A non-probability sampling method combining purposive and snowball sampling was applied. The survey link was disseminated through social media platforms, particularly Facebook and Zalo, and posted in relevant online groups such as university forums, student communities, and youth networks across different areas of Hanoi. Initial participants were recruited through the research team's academic and personal networks and were encouraged to share the survey link with peers who met the study criteria, forming a snowball effect. To improve the representativeness of the sample, the distribution covered multiple universities, colleges, and youth communities in Hanoi. This distribution method allowed for quick and effective access to the target population—Gen Z consumers (born between 1995 and 2010) currently living or studying in Hanoi.

The questionnaire included sections on the respondents' demographic characteristics (gender, age, educational attainment), fashion shopping habits and frequency, the extent of fast fashion consumption, awareness of environmental issues related to the fashion industry, and knowledge and perceptions of sustainable fashion. The collected data served as the basis for analyzing the factors influencing sustainable fashion consumption behaviors among the target group.

Based on the multivariate analysis model with an anticipated 12 influencing variables, and following the principle that each variable in the study should be supported by 5-10 observations (Hair *et al.*, 2010), the research team determined that approximately 200 samples would be required to ensure the reliability of the estimation results. Prior to conducting the official survey, a pilot survey involving 15 samples was carried out to refine the appropriateness of the questionnaire content. Based on the revised questionnaire, the official survey was then implemented, yielding 245 responses. After

removing incomplete or blank questionnaires, a final dataset of 216 consumers was retained for analysis in this study.

Measurements

In addition to the socio-demographic characteristics of the respondents, this study measured factors regarding the young generation's priority to buy fashion products, their concern about the environment, and their understanding of sustainable fashion based on a 5-point Likert scale. Particularly, the fashion shopping frequency was measured from 1 (rarely) to 5 (very frequent), while the proportion of expenditures for fashion purchases was scaled from 1 (below 5%) to 5 (above 50%). Whether the consumers' cared about the price and design of fashion production was coded as 1 for yes and 0 for no. Environmental concern was measured using a 5-point Likert scale from 1 (totally unconcerned) to 5 (totally concerned). The respondents' perception of waste from the fashion industry, which causes significant harm to the environment, was scaled from 1 (totally disagree) to 5 (totally agree). Also, their understanding about sustainable fashion was measured as totally unknown (coding as 1) to totally known (coding as 5).

Analytical methods

In addition to descriptive statistical analysis—used to depict the current state of fashion consumption and perceptions of sustainable fashion—this study employed a multiple linear regression model to identify the factors influencing young consumers' sustainable fashion consumption behaviors. The dependent variable, intention to purchase sustainable fashion products, was measured using a five-point Likert scale and was treated as a continuous variable for the purpose of linear regression analysis, consistent with the methodological recommendations of prior studies (Norman, 2010; Huh & Gim, 2015).

The multiple regression model is specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + e$$

Where:

Y: Dependent variable, representing the intention to purchase sustainable fashion products, measured on a Likert scale from 1 (strongly disagree) to 5 (strongly agree),

$X_1, X_{2....}, X_n$: Independent variables, namely demographic characteristics (gender, age, education, place of residence, employment status), fashion shopping preferences (expenditure level and purchase frequency), awareness of sustainable fashion, and environmental concern,

$\beta_0, \beta_1, \beta_2, \beta_n$: Regression coefficients, and

e: Error term.

Results and Discussion

Demographic characteristics of Gen Z and their fashion purchasing habits

Demographic characteristics of the respondents

Table 1 presents the demographic characteristics of the 216 Generation Z respondents who participated in the survey on sustainable purchasing behavior in Hanoi. In terms of gender, women accounted for the majority (75.93%). This disparity suggests that the level of interest in, or willingness to participate in, a survey on sustainable fashion may be higher among females. Regarding age, the largest proportion belonged to the 20-25 age group (53.24%), followed by the 25-30 age group (30.09%). In addition, most respondents held at least a university degree, representing 74.07% of the sample. Meanwhile, those with less than a high school education and those with only a high school education accounted for 11.11% and 14.82%, respectively. This indicates that the sample was skewed toward a highly educated group, who may possess greater awareness of environmental and sustainable fashion issues.

The proportion of employed respondents was 62.50%. Finally, the distribution between residents living in the inner city (52.78%) and those in suburban areas (47.22%) was relatively balanced. This provided a basis for analyzing differences in consumption behavior by geographic location within Hanoi's urban and

Table 1. Socio-demographic characteristics of Gen Z in Hanoi

Critetia	Sample size (n = 216)	Percent (%)
Gender		
Men	52	24.07
Women	164	75.93
Age		
Younger than 20 years old	36	16.67
20-25 years old	115	53.24
25-30 years old	65	30.09
Education		
Below high school	24	11.11
High school	32	14.82
Above high school	160	74.07
Working status		
Job	135	62.50
No job	81	37.50
Living areas		
Urban	114	52.78
Sub-urban	102	47.22

peripheral areas. Overall, the survey sample structure reflected a reasonable diversity in the basic demographic characteristics of Generation Z, while also capturing common traits of young people who are highly educated, increasingly active in the labor force, and living in a major metropolitan area such as Hanoi.

Frequency of fashion purchasing among Gen Z

Figure 2 illustrates significant differences in the fashion purchasing habits of Generation Z consumers. Specifically, the proportion of individuals who shop very frequently (more than three times per month) accounted for as much as 33.30%, indicating that a substantial segment of young consumers maintains high consumption habits and are more susceptible to the influence of fast-fashion trends and the continual demand for new products. The group shopping with a frequency of 2-3 times per month represented 16.70%; together with the previous group, they comprised nearly 50% of the consumers who shop at least twice per month. This proportion highlights the considerable consumption potential of the fast-fashion market while also posing challenges for efforts to reduce emissions from the apparel supply chain. Conversely, a notable share of respondents reported lower purchasing frequencies: 11.10% shopped only once per month, and 38.90% made purchases only once every few months. This latter group demonstrates more restrained shopping habits, which are more likely associated with frugal lifestyles or greater concern for sustainability.

Average annual quantity of fashion products purchased

The results on the average annual quantity of fashion products purchased by young consumers are presented in **Figure 3**, revealing considerable variation in yearly consumption levels. Specifically, the group with the lowest purchase volume—fewer than five items per year—accounted for 27.80%. This proportion reflects a segment of consumers with restrained shopping habits, potentially influenced by factors such as income level, a savings-oriented mindset, or a heightened awareness of sustainable consumption. The group purchasing 5-10 items annually represented the largest share, at 33.30%, indicating this as the most common level of consumption. This can be considered a

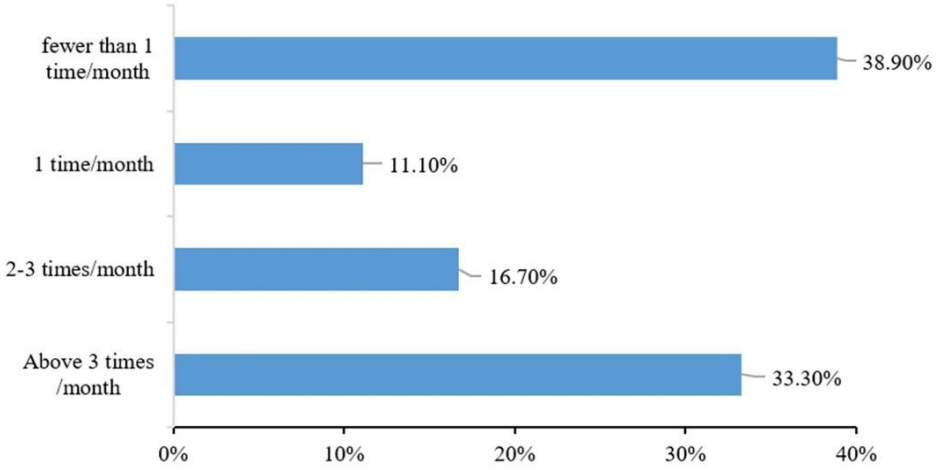


Figure 2. Frequency of fashion shopping

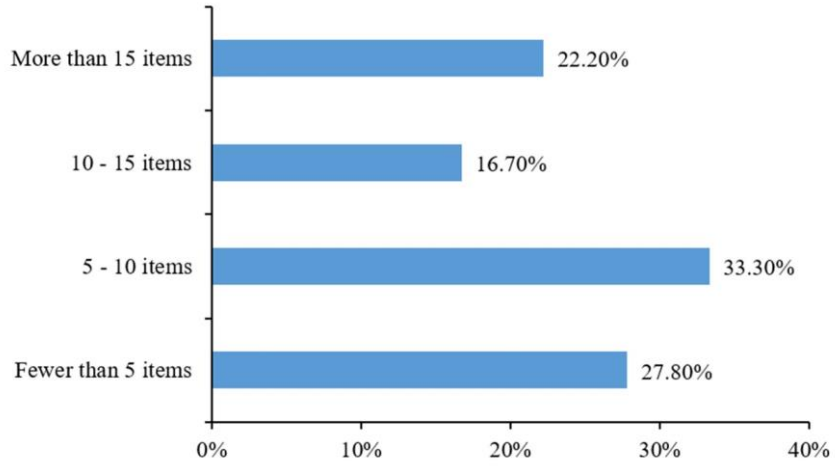


Figure 3. Quantity of fashion items purchased annually

moderate consumption level, reflecting periodic wardrobe renewal without excessive frequency. For the group purchasing 10-15 items per year, the share reached 16.70%, while the group purchasing more than 15 items annually comprised 22.20%. In total, approximately 38.90% of consumers purchased ten or more items annually, suggesting that a significant proportion of young people engage in large-scale fashion consumption. This is a noteworthy characteristic, as high consumption volumes are directly linked to fast-fashion trends, increased textile waste generation, and adverse environmental impacts (Niinimäki *et al.*, 2020).

Duration of using fashion products among young consumers

The duration of fashion product use among young consumers is presented in **Figure 4**. The results revealed notable variation in the product life cycles within this group. Specifically, the segment who reported an extremely short usage duration, who wear an item only once before discontinuing use, accounted for 5.56%, while an identical proportion (5.56%) used items for less than one month. These two groups may reflect "fast fashion" and wasteful consumption behaviors, characterized by extremely short product lifespans that exert considerable environmental pressure through increased textile waste generation (Niinimäki *et al.*, 2020). The group using products for 1-3 months represented a substantial share (29.62%), indicating that relatively rapid product replacement remains common among a considerable portion of young consumers. Meanwhile, the group using products for 3-6 months accounted for 9.26%, reflecting a slower replacement cycle that may somewhat mitigate environmental impacts.

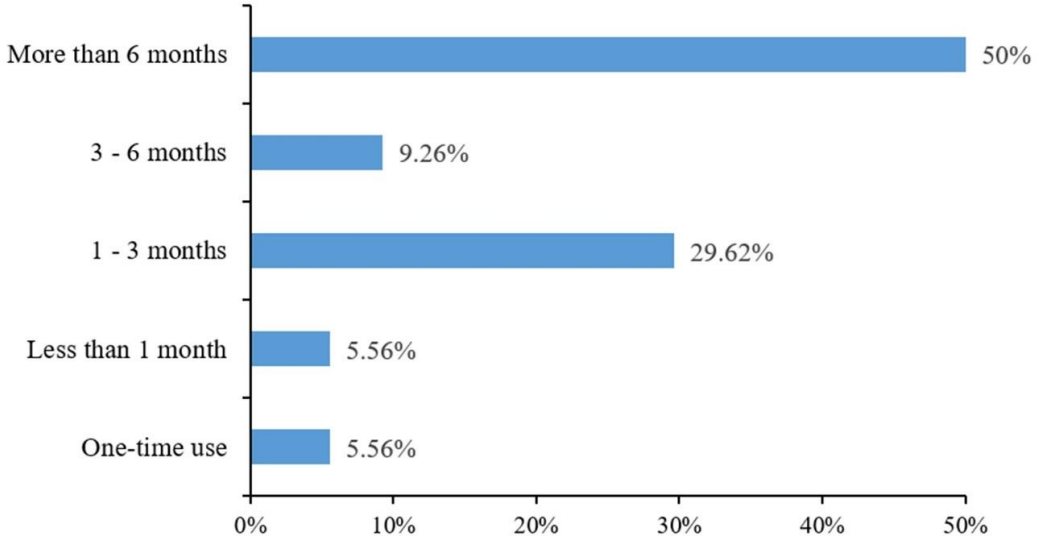


Figure 4. Duration of using fashion products among Gen Z

Notably, the group with a usage duration of more than six months comprised the largest proportion (50%). This is a positive indicator, suggesting that half of young consumers maintain more sustainable consumption habits by extending the lifespan of their clothing. Such behavior aligns with the trend toward responsible consumption and growing environmental awareness among Generation Z (Han *et al.*, 2017).

Generally, the findings indicate that a significant proportion of young consumers (approximately 40%) still maintain short product life cycles (less than three months), underscoring the urgent need for sustainable consumption education, awareness-raising communication campaigns, and policies that encourage extending product usage (e.g., redesigning products for easier repair or reuse). At the same time, the finding that a substantial share of consumers reported prolonging product lifespans also highlights the positive potential for developing the sustainable fashion market in Vietnam.

Understanding of sustainable fashion

The understanding of sustainable fashion among young people in this study is presented in **Table 2**. Accordingly, as many as 47.22% of the Gen Z respondents did not clearly understand what sustainable fashion entails. This finding reflects a significant awareness gap in responsible fashion consumption and represents a potential barrier to promoting sustainable consumer behaviors within the Gen Z cohort.

Among those who demonstrated an understanding of sustainable fashion, 40.35% of Gen Z associated it with production processes that exert minimal environmental impacts. This indicates a level of concern for environmental aspects within the product supply chain. Furthermore, 32.46% understood sustainable fashion as referring to products made from natural materials such as cotton or bamboo fiber, while 22.81% mentioned activities such as collecting, reusing, or recycling. These perceptions highlight the connection between sustainable fashion and the concept of a circular economy, a link that has been emphasized in recent studies (Niinimäki *et al.*, 2020).

However, only 15.79% recognized that manufacturing facilities should have waste treatment systems, and a mere 10.53% associated sustainable fashion with the principle of "buying only what is necessary." These low proportions suggest that young consumers still lack a comprehensive understanding of the full production–consumption value chain, particularly regarding the role of consumers themselves in advancing sustainability through restrained and rational purchasing habits. This aligns with the conclusion of Birtwistle and Moore (2007) that, although young people express environmental concern, they are often

Table 2. Youth's understanding of sustainable fashion

Levels of understanding of sustainable fashion	Sample size (n = 216)	Percent (%)
No understanding/No awareness	102	47.22
Understanding:	114	52.78
Production processes with minimal environmental impacts	46	40.35
Made from natural materials such as cotton or bamboo fibers	37	32.46
Collecting and reusing or recycling	26	22.81
Manufacturing facilities equipped with waste treatment systems	18	15.79
Consumers purchasing only to meet actual needs	12	10.53

influenced by trends and the rapid consumption pace characteristic of fast fashion.

Factors influencing the decision to consume sustainable fashion

The regression analysis results in **Table 3** indicate that certain demographic variables and personal environmental perceptions significantly influence sustainable fashion consumption decisions among Generation Z in Hanoi. In a multiple linear regression, it is required to ensure residual normality, homoscedasticity, and no multicollinearity. The residual normality was tested by the skewness and kurtosis tests for normality with P >0.05, suggesting normally distributed residuals. The Breusch-Pagan test for homoscedasticity was conducted with P >0.05, ensuring homoscedasticity. It is also noteworthy that multicollinearity among the explanatory variables was examined using the variance inflation factor (VIF). The results showed that all the explanatory variables had VIF values below 5 (Hair *et al*., 2010; Chatterjee & Simonoff, 2013), reflecting a low correlation among the independent variables; therefore, multicollinearity was not a concern in this regression model. The explanatory power of the independent variables (R-square) for the intention to purchase sustainable fashion reached 70.5%.

Gender had a positive and statistically significant influence at the 5% level ($\beta = 0.368$, P <0.05), indicating that females tend to choose sustainable fashion more than males. This finding aligns with previous studies (Stankevičiūtė & Jarmalavičiūtė, 2025), which suggest that women generally show greater concern for environmental and ethical issues in fashion consumption (McNeill & Moore, 2015). Women are often socialized to be more attentive to care-oriented and ethical dimensions of consumption, which translates into greater receptiveness to sustainability claims in fashion (Li *et al*., 2022).

Educational level also exerted a positive effect on sustainable fashion purchase decisions ($\beta = 0.329$, P <0.05), which is supported by Diamantopoulos *et al*. (2003) and Pranta *et al*. (2024). This may stem from the fact that individuals with higher education levels often have better access to information and are more attentive to environmental sustainability. In contrast, the variables of age and employment status, although having positive coefficients, were not statistically significant (P >0.05), suggesting insufficient evidence to confirm their influence on sustainable fashion consumption in the surveyed sample. However, Rahaman (2025) found differences in sustainable fashion among age groups within Gen Z. Similarly, the place of residence (urban or suburban) and shopping frequency did not significantly affect sustainable consumption behavior. Some studies in sustainable consumption research have reported that demographic characteristics such as age, employment, and place of residence often show weak or inconsistent associations with sustainable behavior as reviewed by Ganglmair-Wooliscroft *et al*. (2025). Notably, while shopping frequency had a negative coefficient, it was not statistically significant, hinting that frequent shopping might be associated with less sustainable consumption patterns.

Table 3. Factors influencing decisions to consume sustainable fashion

Variables	Coding	Coefficients (β)	Standard error	Variance Inflation Factor (VIF)
Dependent variable				
Will purchase sustainable fashion products		5-point Likert scale: 1: Totally disagree 5: Totally agree		
Independent variables				
Gender	0: Men 1: Women	0.368**	0.160	4.52
Age	Years	0.022	0.027	3.64
Education	1: Below high school 2: High school 3: Above high school	0.329**	0.117	4.03
Working status	1: Job 0: No job	0.238	0.209	4.18
Living areas	1: Urban 0: Sub-urban	0.206	0.297	2.15
Fashion shopping frequency	5-point Likert: 1: Rarely 5: Very frequent	-0.064	0.058	3.81
Proportion of expenditures for fashion	5 levels: 1: Below 5% 2: 5-10% 3: 10-25% 4: 25-50% 5: Above 50%	-0.161**	0.062	2.44
Price is important	1: Yes 0: No	-0.276**	0.089	3.15
Design is important	1: Yes 0: No	0.186	0.125	2.06
Environmental concern	5-point Likert scale: 1: Totally unconcerned 5: Totally concerned	0.462***	0.158	3.54
Waste from fashion industry causes significant harm to the environment	5-point Likert scale: 1: Totally disagree 5: Totally agree	0.705***	0.123	4.54
Understanding about sustainable fashion	5-point Likert scale 1: Totally unknown 5: Totally known	0.568***	0.109	3.68
Model fit				
R-square			0.705	
Adj R-square			0.674	

A notable finding was that the proportion of expenditures on fashion had a negative and statistically significant influence at the 5% level ($\beta = -0.161$, $P < 0.05$). This indicates that individuals who spend more on fashion tend to choose sustainable fashion products less

frequently, possibly due to a preference for fast fashion or trend-driven purchases rather than environmental considerations. This result is consistent with Birtwistle & Moore (2007), who found that consumers with a higher purchase frequency are often associated with short-term consumption and have less concern for product sustainability.

Price sensitivity was negatively associated with sustainable fashion purchasing decisions (β = -0.276, P <0.05). This implies that the higher the price sensitivity among young consumers, the lower their likelihood of choosing sustainable fashion products. In other words, when consumers place greater emphasis on price considerations, they are less inclined to pay extra to prioritize environmental or social responsibility in their purchase decisions. This finding is consistent with McNeill & Moore (2015), who showed that high prices remain a significant barrier to the popularity of sustainable fashion among young consumers. Conversely, contrary to our expectations, concern for product appearance when purchasing fashion items was not statistically significant in influencing sustainable fashion purchasing trends. This suggests that while young consumers may value product design and aesthetics, these factors alone are insufficient to either promote or hinder the choice of environmentally friendly fashion products. Although fashion is typically driven by aesthetics, prior studies have shown that style alone does not motivate consumers to choose sustainable options. Joung (2014) found that while design and attractiveness affect general apparel purchases, they are not decisive when sustainability attributes are evaluated. Similarly, McNeill & Moore (2015) reported that young consumers often prioritize price and convenience over ethical considerations, even when they value fashionable design. Price, however, plays a more crucial role in purchasing decisions, particularly in the context of fast fashion among today's youth (Ha Quynh Hoa *et al.*, 2025).

Most notably, three variables related to personal awareness and knowledge all had strong positive and highly significant effects. Specifically, environmental concern (β = 0.462, P <0.01), awareness of the environmental harm caused by fashion waste (β = 0.705, P <0.01), and knowledge of sustainable fashion (β = 0.568, P <0.01) were all powerful drivers of sustainable fashion consumption behaviors. These results are consistent with previous studies on the impact of environmental awareness and knowledge of sustainable fashion on sustainable fashion consumption intentions (Ngo *et al.*, 2024; Rahaman *et al.*, 2024). Schiaroli *et al.* (2024) also emphasized the importance of enhancing awareness and environmental concern in promoting sustainable fashion consumption. Thus, our findings highlight the central role of environmental consciousness and sustainability knowledge in shaping the responsible consumption behaviors of young generations.

Although this study has contributed to clarifying the factors influencing the sustainable fashion consumption intentions of young people in Hanoi, it has several limitations. First, the research was conducted through an online survey using convenience sampling (via personal networks and social media); therefore, generalizing the findings requires careful consideration. A sample of urban young consumers with female dominance and high educational attainment limits the generalizability of the findings to the broader population. Future studies should extend data collection to more diverse demographic groups, including male consumers and individuals with varying education and income levels. Using single-item indicators to measure psychological variables such as environmental concern or understanding of sustainable fashion presents methodological limitations, which include construct validity and reliability. Thus, future research should include the use of validated multi-item scales drawn from prior literature and then conduct reliability and validity testing (Cronbach's alpha, factor analysis) to ensure measurement quality. In addition, the study did not examine other potential drivers or barriers to sustainable fashion consumption, such as the influence of family/community or the convenience of access to sustainable fashion products. This presents opportunities for future research to further explore under-investigated factors that may play a role in promoting sustainable fashion consumption among today's youth.

Conclusions and Policy Recommendations

The findings of this study contribute to the sustainable consumption literature by clarifying the relative importance of cognitive, attitudinal, and demographic determinants of sustainable fashion behaviors among Generation Z in an emerging market context. Specifically, the study demonstrates that sustainability-related awareness, environmental concern, and knowledge of sustainable fashion exert stronger explanatory power than most demographic and lifestyle variables. This reinforces value-based and cognition-driven perspectives in sustainable consumption research, suggesting that internalized environmental beliefs and knowledge function as the primary drivers of sustainable fashion intention. At the same time, the negative effects of price sensitivity and high fashion expenditure highlight the persistent intention–behavior gap, contributing empirical evidence to debates on the tension between ethical intention and economic or trend-driven consumption. By examining these factors simultaneously within the Vietnamese context, the study extends the existing literature and provides context-specific insights into sustainable consumption behaviors in a rapidly developing economy. However, the findings should be interpreted in light of methodological limitations, particularly the urban, highly educated, and female-dominant sample. Future research should extend this study by employing more representative and diverse samples, including rural populations, lower-income groups, and a more gender-balanced distribution, to enhance the generalizability of the findings across the broader population. In addition, future studies should incorporate objective behavioral measures, such as purchase tracking or field experiments, rather than relying solely on self-reported intentions.

Based on these findings, the study proposes several key policy recommendations to promote sustainable fashion consumption among young people. It is crucial to strengthen education and communication on sustainable fashion (Rahaman & Khan, 2025), particularly within secondary schools and universities, to foster comprehensive awareness of product life cycles, responsible consumption, and sustainable alternatives (e.g., reusing, second-hand purchases, environmentally friendly materials). Additionally, social media campaigns targeting Gen Z should be intensified, leveraging digital platforms such as TikTok, Instagram, and Facebook to disseminate sustainable fashion messages in creative, relatable forms, with strong influences from celebrities or the fashion community. Market regulators and sustainable fashion businesses should establish a transparent labeling system for sustainable fashion products, enabling consumers to easily identify and select items with clear origins and minimal environmental impacts. Sustainable fashion brands should also consider product pricing and marketing strategies that encourage consumers to purchase and experience sustainable products. Finally, responsible consumption behaviors should be incentivized through reward mechanisms, such as cashback points for second-hand purchases or "old-for-new" exchange programs offered by eco-friendly fashion brands. If these policies are tailored to the specific behavioral and psychological characteristics of Gen Z consumers, they will make significant contributions to fostering a more responsible and sustainable fashion consumption environment in Vietnam in the near future.

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