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Intention to use green fashion of Generation Z in Vietnam: Approaching the expanded TPB model

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ABSTRACT

The objective of this study is to identify the factors influencing Generation Z's intention to adopt green fashion in Vietnam, employing the expanded Theory of Planned Behavior (TPB) model. Data for the analysis were gathered from 315 young consumers from Generation Z residing in Hanoi and Ho Chi Minh City. The formulated hypotheses were tested utilizing a multivariate linear regression model via SPSS version 26 software. The findings indicated seven factors that exert a positive influence on Generation Z's intention to use green fashion in a developing economy such as Vietnam: attitudes, perceived environmental, fashion style, green communication and promotion, willingness to pay, subjective norms, and perceived behavioral control. In light of the study's findings, several implications are proposed to enhance the intention to adopt green fashion, thereby fostering a circular economy and sustainable development.

Keywords: intended, green fashion, generation Z, Vietnam.

1. INTRODUCTION

In recent decades, environmental issues have emerged as a global concern. Humanity faces grave consequences from climate change, resource depletion, and ecological degradation, primarily due to production, consumption, and daily activities. Concurrently, the population's rapid growth, accelerated industrialization, urbanization, and contemporary consumer lifestyles have intensified pressure on natural ecosystems, causing many nations to experience a disjunction between economic development and environmental protection. In this context, sustainable development has transcended mere theoretical advocacy and has become indispensable across all sectors, professions, and communities, particularly within the fashion industry.

Fashion serves not only as a necessity or a means of expressing a lifestyle; it is also an industry that significantly affects the natural environment. According to data from the United Nations Environment Program, the global fashion industry emits greenhouse gases amounting to approximately 1.2 billion tons of CO_2 annually, which constitutes nearly 10% of the world's total greenhouse gas emissions. It is more than the emissions of the aviation and shipping industry. Additionally, the production of fabrics, dyeing, water consumption, energy, and chemicals, as well as the discharge of non-degradable fashion products, have been causing serious consequences for the environment, from air pollution and water pollution to the increase in plastic and synthetic microfiber waste in the ocean. In response to these urgent issues, green fashion emerged as an inevitable solution. Green fashion aims to minimize environmental negative impacts through responsible production, consumption, and recycling. It emphasizes the use of environmentally friendly materials and safe production processes. It fosters a sense of responsible consumption among users, promoting a sustainable product life cycle that protects the ecosystem and balances the benefits between humans and nature.

In Vietnam, globalization and the surge of modern consumption have significantly impacted the lives of young people. International fashion trends are especially prevalent among generation Z, often referred to as the digital indigenous generation, as they can access information quickly, think modernly, and are highly aware of social and environmental issues. Gen Z represents a potential customer group. They can lead and shape future consumer trends in selecting

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green fashion products. Although they possess a pretty good awareness of the risks posed by environmental pollution and have access to media campaigns that promote “green” lifestyles and sustainable consumption, their shopping behavior, particularly in the fashion sector, is still strongly influenced by price, habits, trends, and convenience, which take precedence over prioritizing environmentally friendly products.

Therefore, exploring the factors that influence generation Z’s intention to use green fashion in Vietnam holds scientific importance for enhancing the theory of sustainable consumer behavior and practical importance for fashion companies aiming to transform their business models into environmentally friendly alternatives. This research forms the foundation for brands to develop product strategies, establish positioning, and implement effective communication campaigns, thus fostering the trend of green consumption in Vietnam towards a circular economy and sustainable development.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Green fashion

Green fashion represents a concept derived from sustainable fashion. Morgan and Birtwistle (2009) define green fashion as products that guarantee durability and are fabricated from sustainable and recyclable materials. In contrast, Shen (2013) describes green fashion as a term utilized to refer to clothing manufactured from environmentally friendly or recycled materials, designed for extended use while minimizing or eliminating environmental pollution. It may also be interpreted as fashion products produced in adherence to public trade principles, thereby contributing to sustainable development. Recently, Niinimäki et al. (2020) define green fashion as fashion products produced with the goal of minimizing negative environmental impacts throughout the entire life cycle, from design and material selection to production, distribution, use, recycling, and disposal. The essence of green fashion lies in using sustainable materials, such as organic cotton, recycled fibers, or textiles derived from natural sources, and in how enterprises structure energy-efficient production processes, minimize greenhouse gas emissions, and uphold social responsibility throughout the entire value chain. Lately, Dangelico et al. (2022) argued that green fashion is defined as fashion products that are safe to use and contribute to environmental protection. Based on the above views, in this study, green fashion is understood as clothing products created in a sustainable cycle, from the use of raw materials to design, production, distribution, use, recycling, and destruction, all of which ensure safety, user-friendliness, and aim to protect the environment.

2.2. Generation Z

Generation Z refers to individuals born between 1997 and 2012 (Dimock, 2019). They follow Millennials (Gen Y) and are steadily emerging as a significant consumer force with considerable influence in the global market. Generation Z has matured amid the explosive development of digital technology, particularly the widespread popularity of the Internet, smartphones, and social networks. This evolution has shaped a generation with quick access to information, a flexible lifestyle, and exceptional creative thinking. According to Williams et al. (2018), Generation Z consumers are characterized by independent, dynamic, and sensitive personalities regarding social trends. They tend to have a greater concern for sustainability values, ethics, cultural diversity, and corporate social responsibility. Generation Z is aware of environmental issues and appreciates brands that demonstrate a green commitment to sustainability, including eco-friendly fashion products. Fromm and Read (2018) argue that Generation Z will likely make purchasing decisions based on emotional experiences, brand factors, and, primarily, the social values the product represents. Thus, Generation Z is gradually becoming a group of potential customers, especially in the fashion industry. In addition to focusing on style, this generation is also interested in factors such as sustainability, production processes, environmentally friendly materials, and the human values that products represent.

2.3. Intention to use

Intention is the central factor, playing the most powerful predictive role in human behavior across many fields, particularly in consumer behavior research (Ajzen, 1991). From the perspective of the Theory of Planned Behavior (TPB), intention reflects an individual’s willingness to perform the behavior and the effort they intend to make to achieve it in the future. The clearer and stronger an individual’s intentions are, the more likely the behavior will be carried out. From a marketing perspective, purchase intent refers to the probability or likelihood that a consumer is

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expected to purchase a product or use a specific service (Sam et al., 2009). Intention is a visualization of an action and represents the psychological commitment and motivation that drives actual consumer behavior (Hawkins & Mothersbaugh, 2010). Ghosh (1990) affirmed that intention is a prerequisite that greatly influences customers' purchasing decisions.

In this study, intention to use refers to consumers' willingness to choose, pay for, and associate with fashion products that fulfill aesthetic needs and contribute to environmental protection. According to Paul et al. (2016), intention serves as a bridge between sustainable consumer awareness, attitudes, and behaviors. When consumers firmly intend to use green products, their ability to practice environmentally friendly consumption behavior significantly increases. Intention reflects personal desires, an essential indicator of the ability to translate these desires into specific behaviors, particularly in promoting ecologically conscious fashion consumption. It is particularly relevant in the context of younger generations, such as Generation Z, where environmental awareness and social responsibility are becoming increasingly integral to their shopping choices.

2.4. Hypothesis development

The study is based on the theory of rational action (TRA) model by Ajzen and Fishbein (1975) and the theory of planned behavior (TPB) by Ajzen (1991), which includes three important factors that influence consumer intentions: attitudes, subjective norms, and perceived behavioral control. Additionally, the author has reviewed domestic and foreign studies related to the topic of green fashion, such as Lambert (2019), Do et al. (2023), Nguyen et al. (2023), combining field surveys and group discussions with several Gen Z consumers who have used green fashion products, as well as fashion store owners, to derive important factors that determine the intention of Generation Z in Vietnam to use green fashion, informed by discussions with experts in the field of sustainable development.

The discussion results show that green communication and promotion are considered a way to change Generation Z's perception and think about services with green characteristics that are safe for the environment and the community. Furthermore, the ability to communicate and promote green also helps enterprises emphasize their general position in terms of environmental responsibility and the level of concern for customers' health. Additionally, the power of green media and promotion creates trends on social networking platforms, making Generation Z pay more attention to choosing green fashion products to build a personal image in the eyes of the online community. Generation Z has deep access to and influence from social media platforms, where consumer trends, sustainable lifestyles, and environmental protection messages are regularly spread strongly. When communication and promotion campaigns are creatively designed to align with the life values of Generation Z, they can foster positive perceptions, shape attitudes, and encourage the intention for this group to consume green fashion. Based on these arguments, the author proposes a behavioral theory model aimed at identifying factors and measuring the intention of Generation Z in Vietnam to adopt green fashion, as illustrated in Figure 1 below:

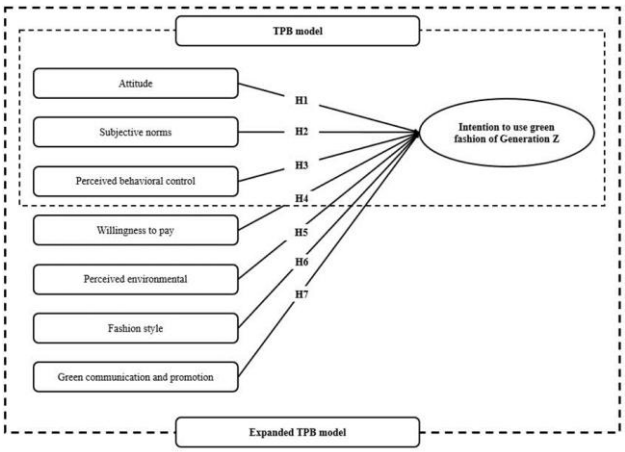

Figure 1. Research model

Source: Author proposed

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Attitude is one of the fundamental factors that strongly influence the formation of consumer intent, particularly regarding environmentally friendly products (Jaiswal & Kant, 2018). According to Ajzen's TPB theory (1991), attitudes toward behavior reflect an individual's positive or negative evaluation of a particular behavior. When individuals tend to view behavior positively, they are more motivated to form the intention to perform that behavior. Studies by Hoang (2016), Chaudhary & Bisai (2018), Emekci (2019), and Wang et al. (2019) have shown that consumers' positive attitudes towards green products contribute to promoting the intention to consume these products. Additionally, Vu (2013) and Paul et al. (2016) argue that attitude is the most influential factor in purchasing green products when consumers perceive the environmental value, sustainability, or community benefits that the product offers. They tend to increase their intention to shop and use green products. In the field of green fashion, Lambert (2019), Brandão and Costa (2021), Saricam and Okur (2019) emphasized that when consumers have a favorable attitude toward sustainable fashion products, they will tend to increase their intention to shop to demonstrate alignment with environmental values, as well as to shape a responsible lifestyle. Based on the above arguments, the proposed research hypothesis is as follows:

H1: Attitude will be positively associated with the intention to use green fashion of Generation Z in Vietnam

Subjective norms reflect an individual's perception of social pressure related to whether or not to perform a particular behavior (Ajzen, 1991). When individuals sense that important influencers in their lives, such as family, friends, colleagues, or the community, expect or support a specific behavior, they tend to increase their intention to perform itThe study of Wang et al. (2021) indicated that subjective standards are the strongest predictor of green product purchase intention. It includes pressure from familiar individuals and objective factors, such as laws, preferential policies, government subsidies, and media campaigns encouraging sustainable consumption. Furthermore, studies on green fashion by Lambert (2019), Brandão and Costa (2021), and Saricam and Okur (2018) also demonstrate that subjective norms have a significant positive impact on the intention to consume environmentally friendly fashion products. Based on the arguments above, the proposed research hypothesis is as follows:

H2: Subjective norms will be positively associated with the intention to use green fashion of Generation Z in Vietnam

According to Ajzen (1991), perceived behavioral control is a factor that expresses an individual's belief in the ability to perform a behavior on their own in terms of both endogenous factors (knowledge, skills, cognition) and exogenous factors (resources, costs, time). Perceived behavioral control refers to the extent to which consumers believe they possess the necessary resources, few barriers, and convenience to engage in shopping for environmentally friendly products (Nguyen et al., 2019). In the context of green consumption, if consumers find products that are accessible and affordable and encounter few barriers during the shopping process, their intention to choose green products increases (Joshi & Rahman, 2015). For green fashion, perceived behavioral control can relate to product searchability, market availability, affordability, and convenience in accessing information. Based on the above arguments, the proposed research hypothesis is as follows:

H3: Perceived behavioral control will be positively associated with the intention to use green fashion of Generation Z in Vietnam

Willingness to pay reflects the extent to which consumers are ready to spend a higher price than usual to own products that provide added value, such as sustainability or environmental friendliness. In the context of green fashion, willingness to pay demonstrates the positive attitude of consumers towards choosing clothing and footwear products made with environmentally friendly materials, despite the fact that the price may be higher than that of conventional fashion products (Khoiriyah & Toro, 2018). Because the green production process often requires selective raw materials, energy-saving technology, and compliance with sustainable development standards, the production cost of green fashion products tends to be higher, leading to higher market selling prices (Ling, 2013). If consumers are environmentally conscious, they will be willing to pay for this value and be less affected by price factors when making purchasing decisions (Cronin et al., 2011). Additionally, the willingness to pay for green products depends on various factors such as income, personal awareness, social impact, and especially the perceived value of the product. Nevertheless, if consumers notice that the price difference between conventional fashion products and green fashion

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is too large, they will be hesitant (Choi & Parsa, 2006). Based on the above arguments, the proposed research hypothesis is as follows:

H4: Willing to pay will be positively associated with the intention to use green fashion of Generation Z in Vietnam

Perceived environmental is the degree to which consumers are aware of issues related to the environment and form appropriate beliefs, values, and behaviors to minimize negative impacts on the natural environment and society. It plays an important role in guiding consumer behavior, especially regarding green products, including eco-friendly fashion. Many studies have shown that environmental concerns are directly related to the intention to purchase ecological products. Kim and Damhorst (1998) asserted that consumers with a high perceived environmental will tend to increase their intention to buy environmentally friendly products. Lee (2010) emphasizes that specific concerns about environmental issues substantially impact green consumption intentions more than theoretical ones. Studies by Brosdahl and Carpenter (2010) and D'Souza et al. (2015) have demonstrated that the perceived environment positively affects eco-fashion shopping intentions. Based on the above arguments, the proposed research hypothesis is as follows:

H5: Perceived environmental will be positively associated with the intention to use green fashion of Generation Z in Vietnam

Fashion style is a key factor in explaining consumer fashion behavior. Style is not merely a choice of clothing; it also reflects your aesthetic taste, personality, and desire to affirm your personal image in the eyes of others. According to Mafini et al. (2014), consumers with a clear fashion style tend to pursue new trends and constantly update trendy designs. Clothing is also viewed as a tool for conveying one's self-image and a means of non-verbal communication in modern society (Kaur & Anand, 2013). Consumers who cultivate their fashion style are often more inclined to shop for clothes than others to maintain their image and confidence. Furthermore, the characteristics of the style-oriented consumer group are frequently associated with the psychology of seeking newness, difference, and uniqueness in each product. It makes them a potential customer group for green fashion products, a segment that ensures aesthetic value while meeting the criteria of sustainability and environmental friendliness. Green fashion helps expand the consumer market and serves as a strategy to build a modern and socially responsible brand image (Choi & Parsa, 2006; Fu & Kim, 2019). Based on these arguments, the research hypothesis is proposed as follows:

H6: Fashion style will be positively associated with the intention to use green fashion of Generation Z in Vietnam

Communication and promotion are not only channels that provide information; they also serve as powerful tools, helping to reinforce positive attitudes, raise awareness, and promote consumers' sustainable consumption intentions. Communication, especially through social media, helps spread information, arouse interest, and encourage consumers to adjust their shopping behavior towards sustainability (Jaiswal & Kant, 2018). Green marketing campaigns enable enterprises to enhance their brand image and positively influence consumers' psychology and purchase intent by highlighting environmental benefits, transparency in the production process, and brand social responsibility (Chen & Chang, 2012). When consumers access educational and inspiring media content about green lifestyles, they form positive perceptions and are more likely to purchase green products (Lambert, 2019). For Generation Z, the generation that is closely tied to social networks and considers them indispensable in life, the influence of the communication process plays a profoundly strong role in shaping their thoughts and perceptions. Creative media campaigns combined with green messages are creating a trend of green living for the environment, as the community and the presence of influencers can quickly spread and easily influence the shopping behavior of Generation Z when consuming products or services with green characteristics in general and promote the intention to use green fashion in particular (Lu et al., 2013; Pham et al., 2021). Based on the above arguments, the research hypothesis is proposed as follows:

H7: Green communication and promotion will be positively associated with the intention to use green fashion of Generation Z in Vietnam

3. METHODOLOGY

3.1. Measurement scales

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The preliminary scale is designed based on the TPB model of Ajzen (1991). It draws from domestic and foreign studies by Lambert (2019), Do et al. (2023), and Nguyen et al. (2023), incorporating seven independent factors and one dependent factor with 29 observed variables. Through the previous discussion and exchange process, the author has proposed a preliminary scale and gathered opinions to evaluate the content of the elements in the research model, considering whether the relationships between the factors are appropriate to retain or need to be eliminated through a comparison between theory and reality. It ensures that the model aligns with the study's objectives, subjects, and context. The results showed that the participants agreed on the factors and the relationship between the factors in the proposed research model. However, the author has adjusted some of the observation variables in the scales to suit the Vietnamese style, clearly showing the content and avoiding confusing duplication based on experts' recommendations. The study used a 5-level Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2. Sample and data collection

The study employed the optimal ratio of 10:1 to ensure integrity during exploratory factor analysis (EFA), as recommended by Hair et al. (2010). The study had 29 observed variables, resulting in a total of 290 samples. However, the author issued 350 questionnaires to avoid unsatisfactory questionnaires during the data cleansing, which affected the results. The study employs a convenient non-probability sampling method. The survey is broadcast live and online to Generation Z customers who have purchased and used green fashion products in physical stores or successfully ordered them on e-commerce platforms in Vietnam's two largest cities: Hanoi and Ho Chi Minh City. The survey period will occur from October 2024 to March 2025. After cleaning the data to remove invalid responses, 315 valid questionnaires were obtained. Table 1 displays the characteristics of the study sample as follows:

Table 1: Demography of survey respondents

Characteristics	Hanoi	Ho Chi Minh	Total		Characteristics	Hanoi	Ho Chi Minh	Total	
	N	N	N	Ratio (%)		N	N	N	Ratio (%)
Total	**210**	**105**	**315**	**100**	**Total**	**210**	**105**	**315**	**100**
Gender					**Education**				
Female	115	75	190	60.32	College	46	25	71	22.54
Male	95	30	125	39.68	University	129	59	188	59.68
					Postgraduate	35	21	56	17.78
Occupation					**Income**				
High school student	21	19	40	12.70	Under 5 million VND	54	26	80	25.40
University student	79	48	127	40.32	5 – 10 million VND	109	59	168	53.33
Labourer	110	38	148	46.98	Over 10 million VND	47	20	67	21.27

Source: Data from authors' survey

The analysis results in Table 1 show a diversity of occupations, education levels, and incomes. However, the customers participating in the survey are mainly female, with a university degree and an average income. The above results reflect a familiar social picture in Vietnam's big cities, where students and knowledge workers account for a significant proportion of the consumer goods market.

3.3. Data analysis

The study uses a variety of analytical techniques including: descriptive statistics (mean), Cronbach's Alpha test, exploratory factor analysis (EFA), correlation analysis, and multivariate linear regression with a statistical significance level of 5 percent to test hypotheses. The regression model is defined as the following equation:

$$ITU = \beta_0 + \beta_1*Att + \beta_2*SN + \beta_3*PBC + \beta_4*WTP + \beta_5*PE + \beta_6*FS + \beta_7*GCP + \varepsilon$$

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Trong đó:

ITU (Dependent factor): Intention to use green fashion of Generation Z

Independent variables include (X_i): Attitude (Att), Subjective norms (SN), Perceived behavioral control (PBC), Willing to pay (WTP), Perceived environmental (PE), Fashion style (FS), Green communication and promotion (GCP).

β_k: Regression coefficients (k = 0. 1, 2,...,7).

4. RESULTS AND DISCUSSIONS

4.1. Descriptive statistics

A descriptive analysis of the factors shown in Table 2 is as follows:

Tabe 2: Descriptive statistics

Scales	Min	Max	Mean	SD
Attitude	1.00	5.00	3.84	0.66
Subjective norms	1.00	5.00	3.73	0.74
Perceived behavioral control	1.00	5.00	3.90	0.61
Willing to pay	1.00	5.00	3.86	0.65
Perceived environmental	1.00	5.00	3.92	0.70
Fashion style	1.00	5.00	3.88	0.78
Green communication and promotion	1.00	5.00	3.91	0.73
Intention to use green fashion of generation Z	1.00	5.00	3.89	0.69

Source: Data from authors' survey

The results in Table 2 indicate that perceived environmental has the highest mean value (Mean = 3.92; SD = 0.70), suggesting that generation Z is increasingly perceived environmental issues and considers ecological responsibility as part of their consumer decisions, particularly when it comes to fashion products. Next, the green communication and promotion factor also reached a high mean (Mean = 3.91; SD = 0.73) shows the strong influence of media and promotional campaigns from enterprises, organizations or KOLs, primarily through social networks where generation Z regularly accesses information about sustainable consumption trends, green living trends and environmental responsibility. Perceived behavioral control and willingness to pay were recorded at mean values of 3.90 (SD = 0.61) and 3.86 (SD = 0.65), respectively, indicating that generation Z consumers trust access to green fashion products and are generally willing to pay higher prices for them, as long as environmental value and product quality are guaranteed. Additionally, the fashion style also achieved a high average (Mean = 3.88; SD = 0.78). The attitude reached a mean value of 3.84 (SD = 0.66), affirming that a positive attitude is one of the important foundations for forming the intention to use green products among generation Z. Meanwhile, the subjective norms have a mean value of 3.73 (SD = 0.74), reflecting the level of social influence, especially from friends, relatives, and the surrounding community, which still plays a significant role in guiding the intention to consume environmentally friendly products. Finally, the intention to use green fashion reached a mean value of 3.89 (SD = 0.69), indicating that generation Z consumers tend to be willing to choose and use green fashion products in the future when the conditions of price, information, and product value are guaranteed to align with expectations.

4.2. Reliability Test

Table 3 shows the reliability test results of the scales

Table 3: Reliability test results

Scales	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's Alpha if item deleted
Attitude	***Cronbach's Alpha = 0.826***			
Att1	10.17	4.578	0.590	0.816

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Att2	9.09	4.162	0.574	0.795
Att3	9.64	3.941	0.568	0.783
Subjective norms	***Cronbach's Alpha = 0.801***			
SN1	8.63	2,503	0.615	0.790
SN2	9.57	3,117	0.638	0.785
SN3	8.48	2,814	0.647	0.767
SN4	8.09	3,529	0.682	0.752
Perceived behavioral control	***Cronbach's Alpha = 0.799***			
PBC1	10.21	3.857	0.583	0.785
PBC2	9.46	4.214	0.529	0.772
PBC3	10.39	3.639	0.561	0.759
PBC4	9.65	3.381	0.544	0.743
PBC5	9.82	4.725	0.507	0.721
Willing to pay	***Cronbach's Alpha = 0.835***			
WTP1	9.15	5,162	0.629	0.822
WTP2	9.36	7,547	0.608	0.819
WTP3	9.79	6,331	0.615	0.807
Perceived environmental	***Cronbach's Alpha = 0.811***			
PE1	10.26	3.572	0.539	0.806
PE2	9.57	3.803	0.562	0.789
PE3	10.39	3.416	0.541	0.753
PE4	9.14	3.224	0.525	0.747
Fashion style	***Cronbach's Alpha = 0.786***			
FS1	8,31	4.359	0.595	0.781
FS2	7,24	3.801	0.618	0.769
FS3	7,66	4.217	0.637	0.754
Green communication and promotion	***Cronbach's Alpha = 0.832***			
GCP1	6.53	3.923	0.561	0.828
GCP2	7.74	3.871	0.572	0.817
GCP3	6.87	4.045	0.560	0.809
Intention to use green fashion	***Cronbach's Alpha = 0.813***			
ITU1	9,07	4,632	0.613	0.804
ITU2	10.05	5,312	0.592	0.791
ITU3	8,31	4,975	0.576	0.778
ITU4	10.64	5,048	0.550	0.765

Source: Data from authors' survey

The results indicate that all elements have a Cronbach's Alpha coefficient greater than 0.5, with a corrected item-total correlation coefficient exceeding 0.3, and a Cronbach's Alpha if item deleted that is lower than the total Cronbach's Alpha coefficient. Therefore, the scales demonstrate sufficient reliability and differentiation value, making them suitable for the EFA (Hair et al., 2010).

4.3. Exploratory factor analysis

Table 4: Results of the 2nd EFA of independent factors

Items	Factor						
	1	2	3	4	5	6	7
PM3	0.798						
PM2	0.780						

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PM1	0.774						
PM4	0.762						
Att1		0.812					
Att3		0.801					
Att2		0.776					
PBC1			0.831				
PBC5			0.820				
PBC4			0.805				
PBC2			0.783				
GCP2				0.811			
GCP1				0.805			
GCP3				0.792			
GCP1					0.826		
GCP4					0.817		
GCP3					0.803		
GCP2					0.794		
WTP1						0.802	
WTP2						0.780	
WTP3						0.776	
FS3							0.791
FS1							0.775
FS2							0.742

KMO = 0.827		
Bartlett's Test	Approx. Chi-Square	8956.327
	df	398
	Sig.	0.000
% of Variance		80.573
Eigenvalue		1.219

Source: Data from authors' survey

The results of the first EFA indicate that the observed variables exhibit factor loadings exceeding 0.5. Nonetheless, the observed variable "PBC3" is encompassed within two-factor groups, with the discrepancy in the load factor being less than 0.2, which suggests that it constitutes a problematic variable. Thus, the authors excluded the observed variable "PC3" and proceeded with a second EFA. The findings from the second analysis revealed that the Kaiser-Meyer-Olkin (KMO) coefficient is 0.827, fulfilling the requirement of being greater than 0.5 and less than 1. The Chi-square statistic obtained from the Bartlett test reached a value of 8956.327 with a significance level of 0.000 (less than 0.05), demonstrating that the observed variables are correlated within the factor, thus affirming the appropriateness of the exploratory factor analysis for the actual dataset.

To assess the level of interpretation of the observed variables for the factor, the principal component analysis method (PCA) combined with Varimax rotation, used as the coefficient extraction method, demonstrated that the study data was extracted into seven factors (with Eigenvalue >1) and explained 80.573% of the significance of the variability of the data. Simultaneously, the factor load coefficients of the observed variables are all greater than 0.5 and cluster together into groups of observed variables with similar properties, differentiated into seven scales to explain the factors. Thus, the EFA results showed satisfaction with the conditions recommended by Hair et al. (2010).

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Table 5: The EFA of dependent factor

Scale		Sign	Factor loading
Intention to use green fashion		YD1	0.815
		YD2	0.800
		YD3	0.787
		YD4	0.764
KMO = 0.810			
Bartlett's Test	Approx. Chi-Square		313.546
	df		4
	Sig.		0.000
% of Variance			79.865
Eigenvalue			1.992

Source: Data from authors' survey

The results in Table 5 show that the KMO coefficient reaches 0.810, satisfying the conditions of being greater than 0.5 and less than 1. The significance of the Bartlett test is 0.000, which is less than 0.05, indicating a statistically significant correlation between the observed variables. Furthermore, at an eigenvalue of 1.992, only one factor is quoted, with a total variance of 79.865% (greater than 50%), and the load coefficient of the observed variables is greater than 0.5. Thus, the data collected are satisfactory according to the recommendation of Hair et al. (2010).

4.4. Pearson correlation

The outcomes of the Pearson correlation analysis revealed a substantial correlation between the independent and dependent variables, with the significance coefficient falling below 0.05 and a correlation coefficient exceeding 0.4. Consequently, the independent variables qualify for incorporation into the model designed to address the dependency variable. Furthermore, there is unequivocal certainty concerning the absence of multi-collinearity among the independent variables, thereby guaranteeing the inclusion of relevant factors in the regression analysis (see Table 6).

Table 6: Correlation analysis

	ITU	Att	SN	PBC	WTP	PE	FS	GCP
ITU	1							
Att	0.719**	1						
SN	0.745**	0.217**	1					
PBC	0.682**	0.203*	0.235*	1				
WTP	0.707**	0.195**	0.214**	0.202**	1			
PE	0.628**	0.246*	0.179*	0.295*	0.218**	1		
FS	0.733**	0.225*	0.206**	0.214**	0.291*	0.175**	1	
GCP	0.658**	0.186**	0.288**	0.189**	0.253**	0.209**	0.232**	1
** significant at p < 0.05; ** significant at p < 0.01*								

Source: Data from authors' survey

4.5. Multiple linear regression analysis

Table 7: Model summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Durbin-Watson
1	0.830[a]	0.821	0.808	0.312	1.815

Source: Data from authors' survey

The analysis results in Table 7 indicate that the coefficient R = 0.830 suggests a relatively close relationship between the factors in the model. R^2 = 0.821 shows that the model's suitability reaches 82.1%. Additionally, the adjusted R^2

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provides a more accurate reflection of the model's fit, with an adjusted R^2 value of 0.808, indicating that the independent factors included in the regression analysis account for 80.8% of the variation in the dependent variable; the remainder is attributed to external factors and random errors. The Durbin-Watson value of 1.815 meets the condition in the domain that accepts the hypothesis that the residuals do not exhibit first-order autocorrelation with each other.

Table 8: ANOVA

Model	Sum of Squares	df	Mean square	F	Sig.
Regression	64.072	7	5.311	98.765	0.000
Residual	21.057	307	0.039		
Total	85.129	314			

Source: Data from authors' survey

The results of the ANOVA analysis indicated that the Sig coefficient of the F statistic was below 0.05, confirming the overall robustness of the research model.

Table 9: Multiple linear regression analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.196	0.021		0.363	0.000		
	Att	0.368	0.015	0.381	2.198	0.006	0.789	1.769
	SN	0.237	0.029	0.259	2.575	0.015	0.761	1.815
	PBC	0.214	0.020	0.236	2.181	0.000	0.654	1.791
	WTP	0.261	0.017	0.285	1.956	0.003	0.775	1.846
	PE	0.343	0.026	0.367	2.049	0.001	0.623	1.708
	FS	0.319	0.018	0.332	1.872	0.000	0.692	1.853
	GCP	0.298	0.023	0.307	2.581	0.000	0.758	1.890
Dependent variable: ITU								

Source: Data from authors' survey

Testing the research hypotheses shows that the significance level of the t-test is less than 0.05, and the VIF variance inflation factor is less than 2, indicating that no multicollinearity occurs. Furthermore, when detecting violations of linear regression assumptions, the scatterplot demonstrates that the residuals do not change in any order concerning the predicted values; they scatter randomly rather than forming a specific shape, indicating that the linearity assumption is not violated. The histogram illustrates the standard distribution of the residuals with a very small mean (Mean = -3.16E - 14) and a standard deviation of 1 (SD = 0.989). The P-P plot graph displays the actual observation points, which closely align with the diagonal of the expected values; i.e., the residual data follow a standard distribution. It indicates that the error hypothesis of the constant regression model is relevant. Hence, the multivariate regression model fully satisfies the evaluation conditions and is accepted for research. The research results indicate that the proposed hypotheses are accepted, and the regression equation according to the Beta coefficient is as follows:

$$ITU = 0.381*Att + 0.367*PE + 0.332*FS + 0.307*GCP + 0.285*WTP + 0.259*SN + 0.236*PBC + \varepsilon$$

Consequently, the seven factors that positively influence Generation Z's intention to adopt green fashion, in descending order of impact, include attitude, perceived environmental, fashion style, green communication and promotion, willingness to pay, subjective norms, and perceived behavioral control. The findings of this study are consistent with those of Do et al. (2019), Do et al. (2023), and Nguyen et al. (2023). However, the factors vary in

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terms of their coefficients and the order of their impact due to differences in circumstances and the research subjects involved. More importantly, the new point in the study is to determine that green communication and promotion have a positive effect on the intention of Generation Z to use green fashion. This result demonstrates that Generation Z is the generation most closely associated with social networks and digital media platforms. Promotional messages about sustainable lifestyles, environmental responsibility, and green fashion can raise awareness of impact, shape positive attitudes, and encourage shopping intentions within this customer group.

Table 9: Hypothesis Testing

Hypothesis	Description	Conclude	Order
H1	Attitude will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	1
H2	Subjective norms will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	6
H3	Perceived behavioral control will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	7
H4	Willing to pay will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	5
H5	Perceived environmental will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	2
H6	Fashion style will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	3
H7	Green communication and promotion will be positively associated with the intention to use green fashion of Generation Z in Vietnam	Supported	4

Source: Data from authors' survey

5. Conclusion and Implications

First, enterprises must seriously invest in developing strategies that raise awareness and foster a positive attitude towards green fashion among consumers. They should also enhance fashion brands associated with environmental responsibility by clearly communicating their green commitment with every product. From design and raw material selection to the production process, these efforts will help shape a positive customer attitude. Enterprises can organize brand "greening" campaigns, apply eco-labels and environmental certifications, and share in-depth brand stories to connect emotionally and strengthen consumer support.

Second, enterprises are required to coordinate brand communication with awareness-raising initiatives, such as environmental seminars or workshops on "green living", or second-hand fashion recycling campaigns. It not only helps customers understand the positive impact of using green fashion, but it also creates opportunities for brands to make a profound impression on consumers. If generation Z consumers recognize that purchasing green fashion encompasses more than merely acquiring clothing, but also contributes to environmental sustainability, their intent to engage in consumption will be more sustainable.

Third, enterprises need to focus on investing in creative design, diversifying their offerings, and updating global fashion trends, even if the products meet sustainability criteria. The reconciliation between fashion and green elements will help brands avoid falling into the prejudice that "sustainable fashion is rigid, few choices." Products that possess both environmental value and align with personal fashion trends will be easily accepted by Generation Z.

Fourth, enterprises must focus on green communication and promotional campaigns on social networking platforms where Generation Z regularly updates its consumption trends. Enterprises should create creative, inspiring, consistent promotional campaigns with a sustainable orientation. The communication content should emphasize

environmental values and the story behind the product, integrating KOLs, influencers, and the Gen Z community to spread the message of green consumption more effectively. Each campaign must design user-friendly, educational, and meaningful content.

Fifth, enterprises need to research the market to establish a reasonable price, complemented by preferential policies, membership vouchers, incentives for exchanging old items for new, and green product combo packages. This approach helps customers feel that the amount paid is "worthy" of the value they receive. When environmental value and aesthetics are ensured, and financial barriers are lowered, the ability to transform intentions into behavior increases markedly.

Sixth, enterprises need to regularly organize media activities, word-of-mouth marketing, actual reviews from real users, and green fashion experience events exclusively for the generation Z community. When many consumers appreciate green fashion, the ability to make shopping decisions will increase.

Seventh, enterprises need to ensure that customers can easily search for, shop for, and access product information through various channels, from online stores and e-commerce to offline distribution systems. Additionally, the transparency of information regarding the production process, product origin, and "green" certificates will help consumers feel at ease, eliminate doubts, and shorten the gap between purchase intent and action.

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