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Determinants Influencing Consumers Purchasing Intention for Sustainable Fashion: Evidence from Ho Chi Minh City

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Abstract

This paper investigates factors impacting on sustainable fashion buying intention of consumers by reviewing studies about the topic and conducting a survey with consumers in Ho Chi Minh City. In detail, firstly, an interview with 15 respondents was conducted to check the understanding of concepts and questions and, secondly, the study used the convenient sampling method, with 172 samples collected and analyzed, of which young respondents accounted for the majority of the sample. The respondents tend to go shopping many times in a year, with the number of people buying fashion products from every week to every two months accounting for 65.2% totally. The findings suggest that the firms should prioritize strategies that can improve customer attitude toward sustainable fashion, making them feel good, pleasant, satisfied and favorable when engaging in sustainable fashion consumption. This study concludes that consumers need more information to enable them to make better ethical decisions. This study proposes that the major channels that consumers use to seek sustainable product information include public education, peer influence, and corporate marketing information about the products. This study concludes that public education and corporate marketing information on green consumption education is effective for improving consumer sustainable buying intention.

Keywords: Buying Intention, Sustainable Development, Sustainable Fashion, Ho Chi Minh City, Vietnam

JEL Classification Code: M10, Q01, O10

1. Introduction

The United Nations Conference on Trade and Development (UNCTAD) in 2019 noted that apparel production is the second most polluting industry in the world by generated amount of wastewater and emissions (United Nations, 2019). This is a result of 'fast fashion' growth leading to high environmental costs stemming from high demand for water (McKinsey, 2017). The characteristics of

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the fast fashion business mentioned include inexpensive and low-quality garments, short-time production and sale, and high-volume consumption, and then fashion products, which are produced under this model often end up in the landfill (Flynn, 2014). In textile manufacturing, pollution comes from chemical treatment used in dyeing and dye preparation, and the scale of landfill formed during treatment (Global Fashion Agenda, 2017;).

Vietnam is facing urgent pollution problems in relation to water resources of which the garment industry is one of the contributors (Anh, 2019). As of 2017, Vietnam had approximately 7,000 textile enterprises, of which 5,101 enterprises processed garments (accounting for 85%); 780 enterprises manufacture cloth and dyed cloth (accounting for 13%); and 119 enterprises produce cotton and fiber (accounting for 2%) (Hung, 2019). Therefore, the amount of chemicals used in textile enterprises is about 500-2,000 kg/ton of product (Hung, 2019). Because of the negative effects of "fast fashion" on the environment, "sustainable fashion" was born as a commitment to the sustainable development of the future fashion industry, linking the fashion industry with green technology and environment friendliness. Many