The impact of personal factors on Vietnamese consumers' attitudes towards sustainable fashion and their purchase decisions

El impacto de los factores personales en las actitudes de los consumidores vietnamitas hacia la moda sostenible y sus decisiones de compra

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ABSTRACT

Introduction: the fashion industry is increasingly recognized as a significant contributor to the ongoing ecological and climate crises. As a result, more companies are acknowledging the importance of promoting responsible growth in fashion. This study analyzes different personal factors influencing Vietnamese consumer behaviors, including customer perceptions, customer motivations, financial situations, and environmental concerns; examines how these factors affect customer attitudes and behaviors toward sustainable fashion consumption.
Method: based on a survey of 363 respondents and using Structural Equation Modeling (SEM), the study demonstrates that customer motivation has the most significant impact on attitudes toward sustainable fashion.
Results: environmental concerns significantly impact customers' purchasing decisions; however, consumer perception does not affect the choice to use sustainable fashion products. While consumers show a positive attitude toward sustainable fashion, there remains a gap between this attitude and actual purchasing behavior.
Conclusions: based on these findings, the authors propose relevant and meaningful solutions for sustainable fashion businesses and Vietnamese authorities.

Keywords: Purchase Decision; Personal Factors; Consumer Attitude; Sustainable Fashion; Customer Motivation.

RESUMEN

Introducción: cada vez se reconoce más que la industria de la moda contribuye de forma significativa a la actual crisis ecológica y climática. Como consecuencia, cada vez más empresas reconocen la importancia de promover un crecimiento responsable en la moda. Este estudio analiza diferentes factores personales que influyen en los comportamientos de los consumidores vietnamitas, como las percepciones de los clientes, las motivaciones de los clientes, las situaciones financieras y las preocupaciones medioambientales; examina cómo afectan estos factores a las actitudes y los comportamientos de los clientes hacia el consumo de moda sostenible.
Método: basándose en una encuesta realizada a 363 encuestados y utilizando el Modelo de Ecuaciones Estructurales (SEM), el estudio demuestra que la motivación del cliente tiene el impacto más significativo en

las actitudes hacia la moda sostenible.

Resultados: la preocupación por el medio ambiente influye significativamente en las decisiones de compra de los clientes; sin embargo, la percepción de los consumidores no afecta a la elección de utilizar productos de moda sostenible. Aunque los consumidores muestran una actitud positiva hacia la moda sostenible, sigue existiendo una brecha entre esta actitud y el comportamiento de compra real.

Conclusiones: a partir de estos resultados, los autores proponen soluciones pertinentes y significativas para las empresas de moda sostenible y las autoridades vietnamitas.

Palabras clave: Decisión de Compra; Factores Personales; Actitud del Consumidor; Moda Sostenible; Motivación del Cliente.

INTRODUCTION

Economic development leads to an increase in the consumption of fashion products. According to predictions by GFA and BCG,[1] global clothing consumption is expected to rise by 63 % from 2015 to 2030. However, the global production of 100 billion garments annually contributes to 92 billion landfill trips, as these items are non-recyclable and lack durability, often remaining in landfills for centuries.[2] The fashion industry also accounts for 10 % of global carbon emissions, with projections of a 26 % increase by 2050.[3] Furthermore, the fashion industry is the second-largest global consumer of water, with cotton and polyester production contributing to pesticide use and textile dyeing, making cotton production the second-largest water polluter. Textile production is a significant contributor due to its water-intensive nature, requiring around 20,000 liters of water to produce just one kilogram of cotton.[4] Furthermore, the fashion industry generates an alarming 12,8 million tons of clothing waste annually,[5] perpetuating a culture of fast fashion that prioritizes disposability over sustainability.

The Vietnamese fashion market, valued at $5,34 billion in 2020, has doubled over the past five years, with e-commerce accounting for 26 % of total sales.[6] As the market begins to recover from the impacts of the COVID-19 pandemic, there is a noticeable shift toward online shopping. Unbranded products and locally made imitations make up 76 % of the retail value, while branded fashion remains relatively limited.[6] Although Vietnam's sustainable fashion industry is still in its early stages, the country gradually recognizes the need to bridge the gap between mass-produced fashion accessories and textiles. More firms are beginning to understand the importance of promoting responsible growth within the fashion sector.

Consumers increasingly favor brands that prioritize transparency and possess eco-friendly certifications, perceiving their purchasing decisions as a means of advancing environmental sustainability.[7] Within sustainable fashion, neutral and earthy tones are particularly esteemed due to their adaptability, durability, and alignment with environmentally responsible production practices.[8] Furthermore, high-utility garments, such as outerwear and foundational wardrobe items, are preferred for their cross-seasonal versatility, contributing to sustainability through extended product lifespans.[9] This shift also reflects a broader consumer inclination toward quality over quantity, as durable and multifunctional garments are increasingly selected to curtail frequent consumption and mitigate the ecological footprint of the fashion industry.[10]

Personal factors, encompassing elements such as demographics, motivation, perception, environmental concerns, and financial situation, have been widely recognized in studies as influential determinants of consumer behavior. Consumers with favorable views on sustainability, particularly regarding ethical production practices and eco-friendly materials, are more inclined to prioritize such products.[11] Nevertheless, financial status often hinders the regular purchase of sustainable goods, despite consumers' recognition of their value.[12] Furthermore, those motivated to reduce their environmental impact seek sustainable fashion to express their values and show greater brand loyalty to ethical companies.[13] Environmental concern also fosters a sense of responsibility, motivating consumers to adopt behaviors to minimize their ecological footprint.[14] According to a study for the Vietnamese market by Ho et al.[15], consumers who are younger and have greater earnings are more inclined to give sustainability top priority when buying fashion. Furthermore, sustainable fashion practices were more likely to be adopted by customers who identified as environmentally conscious. Customers' purchase decisions are also greatly influenced by their values and views, especially when it comes to sustainable fashion. This study suggests that four factors including: consumer perception, consumer motivation, financial status, and environmental concern influence consumers' attitudes and decisions to buy sustainable fashion products.

This research aims to investigate the impact of personal factors on the consumer's purchase decision on sustainable fashion products in Vietnam. Firstly, the objective is to identify the personal factors influencing Vietnamese consumers' attitudes about choosing sustainable fashion items and, consequently,

their purchasing decisions. Its secondary goal is to gather, analyze, measure, and assess each factor's impact on the consumer's attitude so they may make well-informed purchasing decisions. Additionally, the study will provide feedback, recommendations, and steps to assist in formulating effective business and branding strategies, based on the insights gathered by the research team. The findings are intended to help Vietnamese managers, companies, and authorities develop or market sustainable fashion, ultimately improving consumers' attitudes and purchase decisions. Furthermore, this paper aims to serve as a valuable reference for future research endeavors.

METHOD

Consumer perception: Consumer perception describes how customers and potential customers view a company and its products and services.[16] Consumer perception implies that customers link the information they receive through their senses to stimuli in their external environment. While sustainability perception is on the rise, consumer understanding of sustainable fashion remains inadequate for making informed choices.[17] Customer perception of sustainable fashion business models that businesses convey through marketing programs affects attitudes and product choice behavior.[18] Customer-perceived value assists the design of dynamic sustainable value propositions to respond to market changes and builds an understanding of the expected sustainability impacts. Thus, this study examines how customer perceptions of sustainable fashion influence their attitudes and product selection behavior. The proposed research hypotheses are:

H1: *Consumer perception positively affects attitude.*
H2: *Consumer perception positively affects purchase decision.*

Consumer motivation: Consumer motivation refers to forces that encourage people to purchase and consume commodities. However, it distinguishes itself from stimuli by denoting individual needs or wants as sources of motivators for purchasing activities.[19] It accounts for the psychic and socio-emotional foundations behind customer behavior, determining a set pattern of actions such as buying goods or services.[19] Customer motivation encourages individuals to seek new experiences, including sustainable options, which can enhance both satisfaction and brand loyalty. Thus, this study will examine how customer motivation affects their attitudes toward sustainable fashion and influences their purchasing decisions. The proposed hypotheses are:

H3: *Consumer motivation positively affects attitude.*
H4: *Consumer motivation positively affects purchase decision.*

Financial status: Financial status significantly influences consumer behavior in a sustainable fashion. Individuals with higher financial resources face fewer obstacles regarding the increased costs of eco-friendly clothing, allowing them to prioritize value and ethical considerations over price.[20,21,22,23] In contrast, for consumers with limited financial resources, the high cost of sustainable fashion often presents a significant obstacle. Studies have shown that lower prices can positively influence the purchase of green products among this group,[24, 25,26] while a strong sensitivity to price can have the opposite effect, deterring them from making sustainable choices.[27] Therefore, the author proposed hypotheses about the impact of personal financial status including:

H5: *Financial status positively affects attitude.*
H6: *Financial status positively affects purchase decision.*

Environmental concern: Customers informed about ecological issues often choose to act in alignment with their environmental principles, leading to more sustainable actions such as conserving energy, opting for public transport, recycling, and buying products that are friendly to the environment.[15,28] Moreover, being environmentally informed is associated with more favorable views towards ecological preservation. Studies indicate that people who are knowledgeable about environmental challenges are more inclined to feel a deep environmental duty and are ready to alter their lifestyles to lessen their ecological footprint.[29,30] The greater one's knowledge about environmental issues, the higher the likelihood of them choosing sustainable products.[31,32,33] Therefore, the proposed hypotheses are:

 H7: *Environmental concern positively affects attitude.*
H8: *Environmental concern positively affects purchase decision.*

Attitude and purchase decision: An attitude is an individual's overall view or assessment of a specific target.[34] These attitudes are not isolated opinions; but a complex interplay of beliefs, perceptions, and external influences.[35] Consumers who believe that their choices can make a difference are more likely to adopt sustainable fashion practices.[36] Establishing trust with brands and eco-labels is crucial for fostering positive consumer attitudes toward sustainable fashion products.[37] There exists a significant knowledge gap

regarding sustainable practices, and misleading marketing tactics can create consumer doubt about the true environmental impact of products, thereby influencing their attitudes and behaviour.[38] In this study, the author will analyze how customers' attitudes towards sustainable fashion influence their purchasing decisions. The proposed hypothesis is:

H9: Attitude positively affects purchase decision.

Conceptual framework

This research aims to design a model of individual consumer factors that influence the attitudes and purchasing decisions of Vietnamese customers regarding sustainable fashion products. The study references the Theory of Planned Behavior (TPB) put forward by Ajzen[39] and the Value-Belief-Norm (VBN) developed by Stern et al.[40] The TPB recognizes that even when consumers hold favorable attitudes and face societal pressure regarding sustainable fashion, their ability to translate these intentions into concrete actions may be constrained by factors such as product availability or affordability. The VBN underlines how consumers' values, environmental beliefs, and sense of moral obligation influence their sustainable fashion purchase decisions. The proposed research model is presented in figure 1.
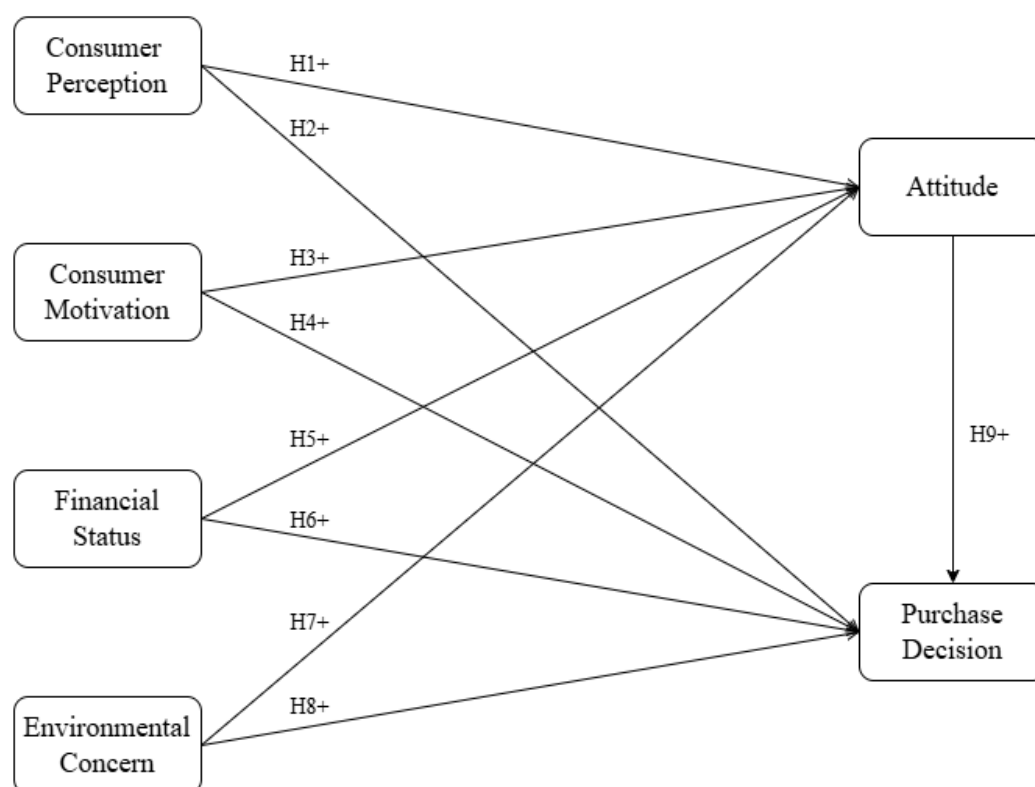

Figure 1. Research model proposed

Measurement instrument

The research paper by Harjadi & Gunardi[41] highlights barriers to making sustainable fashion choices. The authors argue that consumers' altruistic values contribute to an increase in their environmental consciousness. Additionally, a study by Ho et al.[15] indicates that individuals with greater knowledge about sustainable practices are more likely to purchase products made from organic cotton. Therefore, the measurement scales for Consumer Perception include 4 items derived from the works of Harjadi & Gunardi[41] and Ho et al.[15]

Purchase Decision was measured using 3 items, adapted from Chang & Watchravesringkan[42] and Harjadi & Gunardi.[41] The customer motivation scale was adapted from research by Johnstone & Lindh [43] with 5 items. The Financial Status scale includes 4 items modified from the research of Chang & Watchravesringkan[42] and Khan et al.[44] Hur & Cassidy's[45] and Rausch & Kopplin's[46] scales all assumed strong existing attitudes about sustainable practices as importance, expectations, safety, and liking, measuring 5 items of the Customer Attitude scale. Environmental concern was measured using 4 items.[41,47]

Table 1. Measurement scale	
Variable	**Source**
Consumer Perception 1. I am familiar with the term sustainable fashion. 2. I know about the environmental impacts of sustainable fashion apparel. 3. Sustainable fashion products are available at my place. 4. When I purchase garments, I try to consider how their usage will impact the ecology.	Modified from Ho et al.[15], Harjadi & Gunardi[41]
Consumer Motivation 1. Fashion garments that protect against the elements (i.e. rain, sun, snow) are appropriate for me. 2. Most of the people who are important to me believe it is right to buy sustainable clothing. 3. My colleagues' opinions (i.e. school, work) of my fashion choices are important to me. 4. The quality of green fashion garments is important to me. 5. The fashion garments I buy are important for my image.	Modified from Johnstone & Lindh[43]
Financial status 1. For the advantages obtained from sustainable apparel, I would be willing to pay a higher price. 2. I feel I can afford to make any sustainable fashion purchases if I want. 3. I would like to continue buying sustainable clothing, even if the unsustainable brands will reduce the price. 4. The price is unimportant to me as I buy what I like.	Modified from Chang & Watchravesringkan,[42] Khan et al.[44]
Environmental concern 1. I can take on responsibility for my purchase of sustainable clothes to protect the environment. 2. I could preserve the environment by purchasing environmentally friendly clothes. 3. When choosing between two similar goods, I pick the least damaging to other humans and the environment. 4. I make extra efforts to buy sustainable clothes.	Modified from Harjadi & Gunardi,[41] Carfora et al.[47]
Attitude 1. I am relatively keen on sustainable garments. 2. I expect sustainable fashions in the future. 3. Sustainable clothes will be significant. 4. Eco-friendly clothes are safer and healthier as they benefit everyone. 5. I have a favorable attitude toward sustainable clothes.	Modified from Hur & Cassidy,[45] Rausch & Kopplin[46]
Purchase decision 1. I intend to purchase sustainable clothes in the near future. 2. I like to spend more than the usual amount on sustainable fashion. 3. Whenever possible, I buy clothing I consider sustainable fashion.	Modified from Harjadi & Gunardi,[41] Chang & Watchravesringkan[42]

Research sample data analysis

The Preliminary Research stage involves group discussion techniques to develop questionnaires, assess the reliability of scales, and eliminate inappropriate observed variables. After creating a comprehensive scale, the authors conducted an official survey from September 2024 to October 2024. The final questionnaire included demographic questions as well as inquiries about personal factors influencing customers' attitudes and decisions regarding sustainable fashion products.

To measure the variables in this study, the authors utilized a Likert scale ranging from "Totally Disagree" (1) to "Totally Agree" (5). Data was collected using a Google Form from individuals interested in sustainable fashion. Participants were informed about the purpose of the research and assured that their personal information would remain confidential. They were also guaranteed that the information provided would be used solely for this research and not for any other purposes.

The survey model in this thesis includes six factors with a total of 25 variables, which means that the required sample size should be at least 125, calculated as 25 × 5. According to Hair et al. (2014), the minimum sample size for conducting Exploratory Factor Analysis (EFA) is 50, with a preference for 100 or more. In this study, the actual sample size is 363, which meets the criteria for validity.

The research utilized several analytical methods, including Cronbach's Alpha coefficient, Exploratory Factor Analysis (EFA), Pearson correlation, and Confirmatory Factor Analysis (CFA) to assess the validity and reliability of the scales, as well as the relationships between variables. Additionally, Structural Equation Modeling (SEM)

and mediation analysis were employed to rigorously evaluate the variables and confirm the research model's validity. Data analysis was conducted using SPSS 23 and AMOS 25 software.

RESULTS

Descriptive analysis

A total of 375 questionnaires were distributed from July to August of 2024, of which 363 were valid (96,8 %) and used for the study. The survey revealed that women make up 52,9 % of sustainable fashion consumers, equivalent to 192 people, while men account for 47,1 %, equivalent to 171 people. The largest portion of respondents aged 18-25 representing 29,8 %, followed by 31-35 years old (25,3 %), 26-30 year old consumers (21,5 %), respondents aged more than 35 (14 %), and people under 18 years old (9,4 %).

In occupation, 54,5 % of respondents have a stable income job, equivalent to 198 people, followed by freelancers and students at 27,8 %, or 101 people, and 17,7 %, or 64 people, respectively. Regarding income, 103 people have incomes between 401 USD and 600 USD monthly at 28,4 %, followed by 23,6 % of people with incomes between under 200 USD monthly (86 people). The number of people with income from 601 USD/month to 800 USD/month accounted for 20,8 %, or 76 respondents, and those with income monthly from 201 USD to 400 USD accounted for 14,9 %, or 54 respondents. Also, the smallest percentage (12,3 %) is made up of 44 people whose monthly income exceeds 801 USD. This makes sense given the age and occupation structures of the survey sample.

Exploratory Factor Analysis and Confirmatory Factor Analysis

The study's scales' Cronbach's Alpha coefficient, which ranges from 0,741 to 0,907, indicates that the variable scale is thoughtfully constructed, exceeding the recommended threshold (>0,6). The correlation coefficient of the total variables is greater than 0,3 to ensure the requirements of the scale. All factors were retained for further study, and no observable variables were eliminated.

KMO coefficient = 0,868 > 0,5 and Bartlett's test (Sig. < 0,05) confirmed a strong variable correlation, so EFA is suitable for the data and the Chi-square statistic of the Bartlett test reaches a significance level of 0,000. The value of the total variance extracted is 71,986 % > 50 %, which is satisfactory, whereas all with Eigenvalues > 1, explain 71,98 % of the variance. EFA analysis results are in the following table:

Table 2. Exploratory factor analysis and confirmatory factor analysis					
	Consumer perception (CP1 - CP4)	Consumer motivation (CM1 - CM5)	Financial status (F1 - F5)	Environmental concern (EC1 - EC4)	Attitudes (A1 - A5)	Purchase decision (PI1 - PI3)
Cronbach's Alpha	0,741	0,886	0,889	0,861	0,896	0,907
KMO	0,787	0,879	0,873	0,821	0,864	0,757
Bartlett	0,000	0,000	0,000	0,000	0,000	0,000
EFA explain	67,824 %	68,825 %	69,734 %	71,033 %	70,809 %	84,369 %
Chi-square	590,767	933,436	934,355	676,050	962,265	710,324

Also, they suggest that all Average Variance Extracted (AVE) values of 0,5 or higher show that the scale achieves good convergence. All Maximum Shared Variance (MSV) < AVE qualify. The AVE factor's requirements are met.

Structural model by CFA and Structural Equations Modeling (SEM)

After EFA factor analysis, the study continues to evaluate the discriminant value of the 6 conceptual scales in the research model because it is a matter of freely linking concepts to see if they are truly distinct from each other, The CFA results of this model are presented in the following figure: Chi-square = 532,390 with 276 degrees of freedom; Chi-square/df = 1,587 < 3 is good; RMSEA index = 0,051 is good with p-value = 0,000 and other indicators GFI = 0,905; CFI = 0,969 and TLI = 0,941.

Table 3. Model Fit Indices								
Model				CMIN/Df	GFI	CFI	TLI	RMSEA
	N	CMIN	Df	< 5	(> ,90)	(> ,90)	(> ,90)	< 0,08
CFA	363	532	276	1,587	,905	,969	,941	,051
SEM	363	537	284	1,894	,916	,950	,943	,035

Similarly, the SEM model analysis method through AMOS 25 software is used to test the suitability of the research model, the model's estimation results are shown in the figure, including Chi-square = 537,840; df = 284; Chi-square/df = 1,894; CFI = 0,950; TLI = 0,943; GFI = 0,916; and RMSEA = 0,035. As a result, the proposed research model achieves compatibility with market data, research model are statistically significant at 5 % (p < 0,05). Thus, the standardized results of the SEM model show that the model's hypotheses all have p < 5 %, meaning these hypotheses are all supported, the regression weights of the supporting hypotheses are all positive, confirming that all factors have a positive influence as table 3.
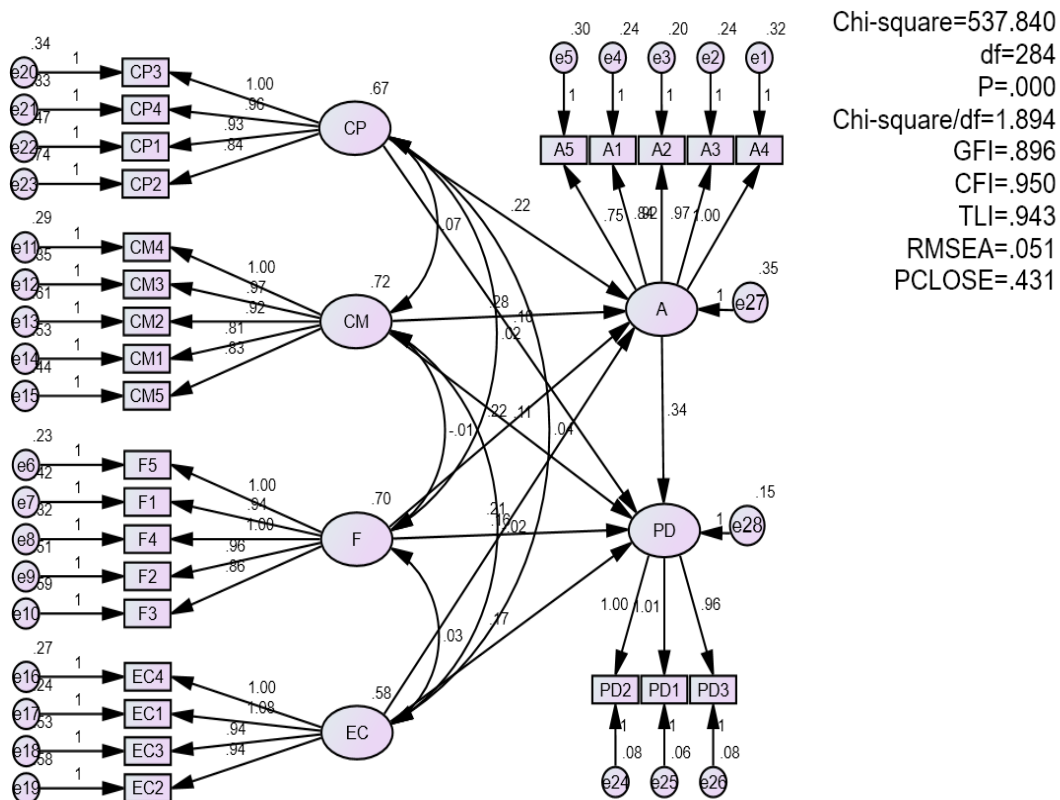

Figure 2. The structural equation model

Through the table of results of testing the cause-and-effect relationship between research concepts and the reliability of statistical estimates, most of the relationships in the research model are statistically significant at 5 % (p < 0,05). Thus, the standardized results of the SEM model show that the model's hypotheses all have p < 5 %, meaning these hypothesesare all supported. The regression weights of the supporting hypotheses are all positive, confirming that all factors have a positive influence as table 4.

Table 4. Results from the SEM model

Hypothesis	Relation	Estimate		P-value	Result
		Unstandardized	Standardized	(*** < 0,1 %)	
H1	Consumer Perception → Attitude	0,219	0,250	***	Approve
H2	Consumer Perception → Purchase Decision	0,098	0,140	0,063	Disapprove
H3	Consumer Motivation → Attitude	0,285	0,337	***	Approve
H4	Consumer Motivation → Purchase Decision	0,114	0,168	***	Approve
H5	Financial Status → Attitude	0,219	0,256	***	Approve
H6	Financial Status → Purchase Decision	0,157	0,230	***	Approve
H7	Environmental Concern → Attitude	0,209	0,223	***	Approve
H8	Environmental Concern → Purchase Decision	0,173	0,231	***	Approve
H9	Attitude → Purchase Decision	0,339	0,424	***	Approve

DISCUSSION

Motivation significantly influences customer attitudes toward sustainable fashion, this finding suggests that

individuals driven by a desire to make ethical and responsible choices are more likely to hold positive attitudes toward sustainable fashion. By highlighting the social and environmental benefits of sustainable fashion choices, businesses can strike a deep chord with motivated customers and enhance their willingness to make a purchase. This result is similar to those of Ellen et al.[29], Singh & Gupta[30], and Mandarić et al.[48]

Customer awareness and financial status both have a similar level of influence, while concern for environmental issues is the least impactful factor on attitudes. In the context of Vietnam, where consumers may be particularly price-conscious and where sustainable fashion options may still be relatively limited, these factors could be particularly salient.[49] Positive emotions, like pride in contributing to a good cause, can motivate sustainable choices.[50] While positive perceptions of sustainable fashion do exist within the Vietnamese market, these perceptions alone are not a significant driving force behind actual purchase decisions. This disconnect between attitude and action presents a compelling area for further exploration and highlights the complexities involved in fostering sustainable consumption patterns.[51] These efforts ultimately shape positive perceptions and drive purchases, contributing to a more sustainable industry.

Customers' attitudes significantly influence their decisions to purchase sustainable fashion products. Among the personal factors affecting customers, concern for environmental issues has the strongest impact on purchasing decisions, followed by financial status and customer motivation. This highlights a growing awareness among Vietnamese consumers regarding environmental concerns. Information about the harmful effects of fast fashion on the ecosystem can lead them to change their purchasing habits away from fast fashion.

Customer perception influences customer attitudes, but it alone is insufficient to alter the purchasing decisions regarding fast fashion products. This finding contradicts the intuitive assumption that positive perceptions would directly translate into increased sales. While consumers may hold favorable views of sustainable fashion, this alone appears insufficient to motivate purchases. This highlights a critical challenge for companies seeking to promote sustainable consumption in Vietnam.[52] As previous studies[53,54] suggest, effectively influencing purchasing behavior requires a more nuanced approach that addresses the multifaceted barriers to sustainable consumption, going beyond simply fostering positive perceptions.

It's recognized that personal customer factors significantly influence attitudes more than purchasing decisions, and it becomes evident that a gap still exists between customer attitudes and their behavior. Vietnamese customers may hold positive attitudes toward sustainable fashion, but not all of them translate these attitudes into actual purchasing behavior. Environmental concern influences attitudes and purchasing behavior sustainably. Interestingly, while environmental concern is the least impactful factor on attitudes, it is the most significant factor affecting purchasing behavior among personal factors. This indicates that businesses focusing on environmental communication will achieve a high rate of conversion to sustainable consumption behaviors among Vietnamese customers who are environmentally conscious. This observation offers a fresh perspective on the topic compared to previous studies conducted in other markets.

This study's findings provide actionable insights for businesses looking to foster positive consumer attitudes and encourage purchasing decisions related to sustainable fashion. To succeed, it is essential to consider various factors related to consumers' perception processes as well as their demographic characteristics. Transparency is essential for fashion businesses aiming to implement sustainable strategies. Clear communication about environmental impact, ethical sourcing, and sustainability efforts is crucial. Highlighting the value of products through eco-friendly materials, durability, and end-of-life solutions is also important. Businesses can enhance the customer experience by providing recycling programs, offering loyalty rewards for eco-conscious choices, and personalizing communication about sustainable products. Furthermore, companies can utilize loyalty programs, gamification elements, and partnerships with environmental organizations to promote informed decisions. This can be achieved through clear information, educational materials, and social proof from customer testimonials and sustainability-focused influencers. By adopting these communication strategies, businesses can effectively translate their commitment to sustainability into positive consumer perception, ultimately driving purchase decisions toward sustainable fashion products.

A sustainable fashion revolution necessitates a multidimensional approach, as the efforts of sustainable fashion businesses alone are insufficient; coordination with the government is also essential. Educating consumers is essential for promoting sustainable fashion. This can be achieved through national awareness campaigns, partnerships with schools to incorporate sustainable fashion education, and the introduction of clear, standardized labeling on clothing. Regulatory bodies should implement policies requiring brands to substantiate their sustainability claims and report on their social and environmental impact. A central information platform that provides verified data will further enable informed consumer decisions. Tax breaks or cash incentives could be offered to businesses that use eco-friendly materials, reduce waste, and adopt sustainable manufacturing techniques. This comprehensive approach, which addresses both consumer awareness and industry incentives, can pave the way for a more sustainable fashion future.

CONCLUSIONS

This study analyzes the personal factors that influence Vietnamese consumers' attitudes and decisions

regarding sustainable fashion products. The results indicate a significant gap between consumers' attitudes and their actual consumption of sustainable fashion. Several additional factors may need to be examined in understanding the transition from attitude to purchasing behavior. To clarify the reasons behind this gap, factors such as customer satisfaction with sustainable fashion products,[55,56] consumer intention,[46,57,15] and previous purchasing experience[58] can be considered.

Additionally, examining the four personal factors—perceptions, motivations, financial situations, and environmental concerns—may not sufficiently highlight the differences among Vietnamese consumers regarding sustainable fashion products. Other factors, such as cultural characteristics,[59] educational background,[60] and customer personality,[61,62] should also be taken into account for further analysis in future studies. Future research can explore more detail the decision-making processes of customers when purchasing sustainable fashion products. Additionally, incorporating various factors related to customers' personal characteristics will enhance our understanding of the consumption behaviors of different customer groups in various countries, as well as among diverse personality types and education levels.

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CONFLICT OF INTEREST
No potential conflict of interest was reported by the author(s).

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