



FACTORS AFFECTING STUDENTS' INTENTION TO CONSUMER GREEN FASHION IN HANOI

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ABSTRACT :

Fashion waste is one of the pressing burdens of society, students are a group that contributes greatly to fashion waste. Therefore, students' intention to consume green fashion in Hanoi is one of the urgent topics for society. The research was conducted on 177 observational samples, the results showed that: Attitude towards green fashion has the strongest impact on Intention to consume green fashion products (0.402), followed by Accessibility & Affordability (0.22), followed by Green Fashion Awareness (0.176). Research contributes to providing solutions to help students and society perceive the problem more easily, aiming to take measures to reduce fashion waste and reduce the burden on society.

Keywords: green fashion consumption intention, students, Hanoi

INTRODUCTION :

Fashion waste has been a serious environmental and social problem. Along with the rapid increase of the fashion industry, the amount of fashion waste has also increased significantly. According to the Global Fashion Agenda, the fashion industry generates about 92 million tons of waste every year. Every year, around 300 million tons of clothing are manufactured, and 85% of this will eventually end up in waste disposal sites. Large fashion waste creates a lot of burden on society and the environment: Production and processing of fashion materials causes water pollution due to chemicals and waste. Besides, producing and transporting clothes causes large amounts of greenhouse gas emissions. Burden of Waste Crisis in Big Cities: Big cities face a growing problem of fashion waste, posing a challenge in treating and recycling waste effectively.

Fashion waste is not only an environmental problem, but also a huge burden on society. Impact on public health: Improper disposal of fashion waste can cause water and air pollution, affecting the health of communities surrounding waste treatment areas. Chemicals in the production and consumption of clothing can be harmful to human health, especially during long-term exposure. Not only does it impact human health, but when manufacturers use materials such as fur, animal skin and animal silk, it causes negative impacts on animals. Poverty and social justice: Fashion factories are often concentrated in developing countries, where workers often work in unsafe conditions and receive low wages. They often do not have good rights and working conditions, contributing to problems of poverty and inequality in society. Impact on local economies: Countries that export fashion may become dependent on the industry, making them vulnerable to world market fluctuations. Lack of recycled materials: Some fashion fabrics and trims cannot be easily recycled or composted, creating challenges in reducing waste. The fashion industry consumes a lot of resources and energy, as well as creating resource-related problems and climate change, affecting the global economy. Creates social and psychological problems: With pressure from advertising and fashion trends, consumers may feel forced to constantly buy new things, leading to overconsumption and creating Social problems related to unnecessary spending of money. Gender unfairness: The fashion industry can create standards of beauty and body image, putting pressure on women and men, especially in professions such as modeling and advertising fashion.

Fashion waste is a huge problem facing the modern fashion industry. Students are high-frequency buyers of clothes and accessories, promoting the mass production of new clothes and accessories. This leads to a significant increase in fashion waste. Because students are susceptible to rapidly changing fashion trends: Fashion changes with seasons and trends, leading to students regularly shopping and getting rid of old clothes to update with trends. new. Students also have no income or low income from part-time jobs, so they are very sensitive to prices. High competition in the fashion industry causes manufacturers to focus on mass production to reduce costs, promoting the production of cheap and frequently changed fashion. Cheap prices also often mean that manufacturers will use materials that are not environmentally friendly: Many fashion materials, such as polyester and nylon, do not biodegrade naturally and create non-biodegradable waste, causing consequences for the environment.

A green economy is an economic system designed to support economic development without negative consequences for the environment and society. The main goal of the green economy is to maximize sustainable economic development by reducing waste, natural resource consumption and emissions, while enhancing social equity and improving quality. quality of people's lives. Green economy often focuses on applying new methods, technologies and policies to minimize negative impacts on the environment, such as using renewable energy sources, increasing resource efficiency,

and promote the principles of sustainable consumption. In addition, the green economy also promotes research and innovation in fields such as agriculture, information technology, and health to create innovative and sustainable solutions to social and environmental challenges. . A green economy not only benefits the environment but also helps enhance economic development and improve the quality of life of communities in the long term. Green fashion is one of the tools to help promote green economy.

Green fashion (sustainable fashion): “eco” fashion, tends to be environmentally friendly. Friendly here is understood in the sense that throughout the life cycle of a piece of clothing from birth to death, there is no negative impact on the environment. Green production: Green production is a production process from input materials to output products that is environmentally friendly and does not cause harm to humans.

Along with that, the author, when researching projects, also found that there are no research projects addressing this issue. For those reasons, the author chose the study "Research on factors affecting students' intention to consume green fashion in Hanoi - opportunities for green economic development". Therefore, the question of this study is:

Question 1: What factors influence students' intention to consume green fashion in Hanoi?

Question 2: What is the level of influence and direction of factors on students' intention to consume green fashion in Hanoi?

2. RESEARCH MODEL AND HYPOTHESIS, RESEARCH SCALE :

There are many theories that explain human behavior in general and consumer buying behavior in particular. In terms of behavioral intention, there is the Theory of Reasoned Behavior (TRA) (Fishbein and Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). In the field of fashion consumption, there are many studies using these two theories to find the relationship between different factors and fashion purchase intention. Through an overview of previous studies on fashion purchase intentions and personal considerations, the author believes that using the Theory of Rational Behavior and the Theory of Planned Behavior as the theoretical basis for this topic. is suitable.

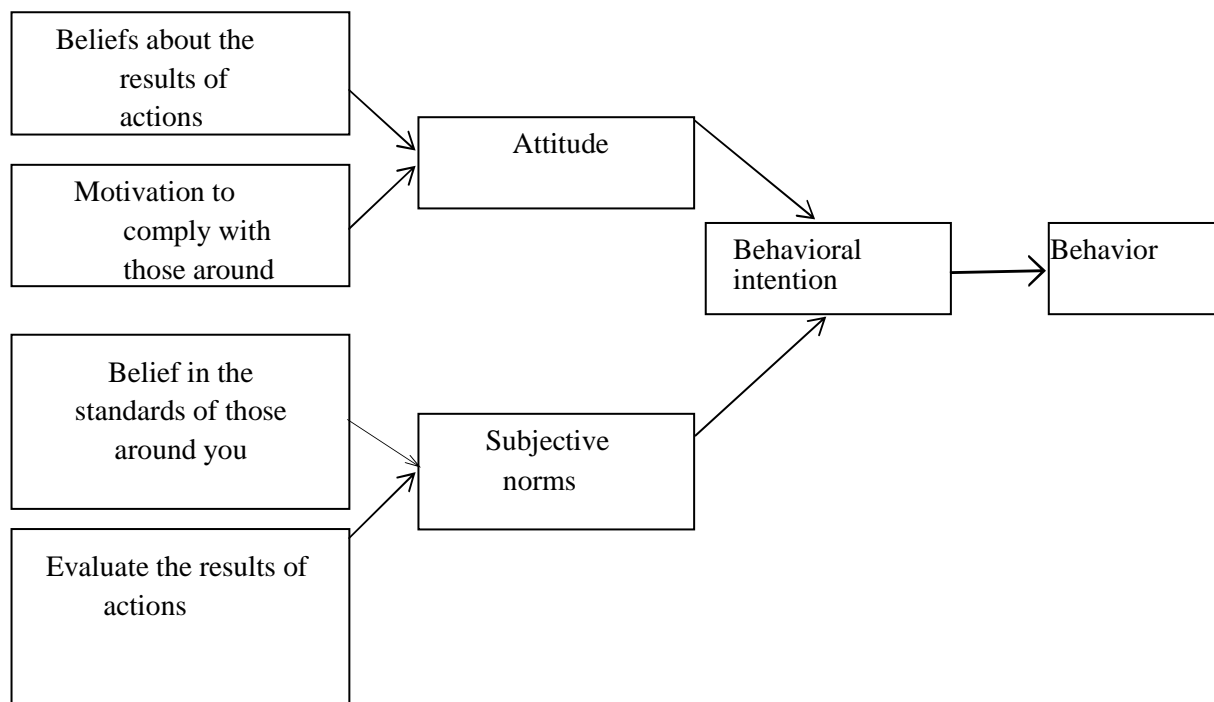


Figure 1. Fishbein and Ajzen's (1975) Theory of Rational Behavior (TRA) model

Source: Ajzen I. and Fishbein M. (1975) "Belief, attitude, intention and behavior. An introduction to theory and research"

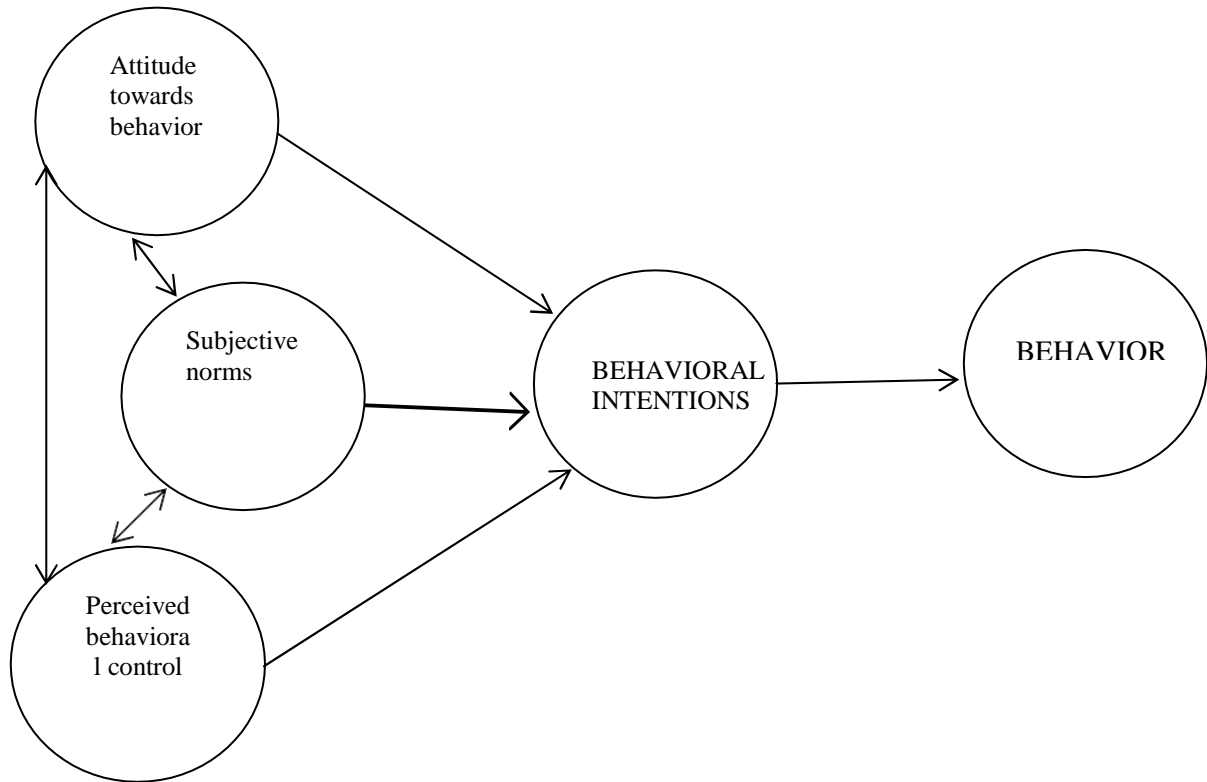


Figure 2. Ajzen's (1991) Theory of Planned Behavior (TPB) model

Source: Ajzen (1991) *The theory of planned behavior. Organizational Behavior and Human Decision Processes*

Proposed research model

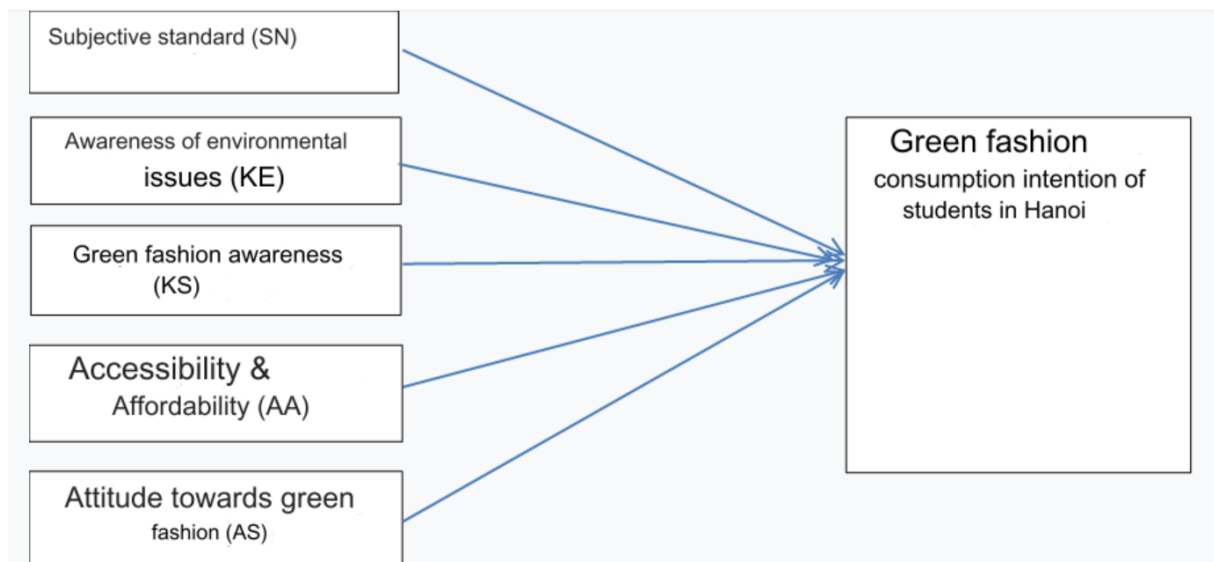


Figure 3. Proposed research model

Source: Suggested by author

Table 1. Scale table and scale coding

The scale	Encoding the scale
Subjective norm	
Most of my friends and relatives share my opinion about green fashion	SN1
My decision to consume TTX is influenced by friends and family	SN2
My decision to consume TTX is influenced by people I respect	SN3
Knowledge of environmental issues	
The weaving and dyeing process can cause air pollution	KE1
The production of synthetic or polyester fibers can create toxic chemicals	KE2
The process of dyeing fabric takes a lot of water	KE3
Supporting green products is an investment that pays off in the long term	KE4
Knowledge of sustainable fashion	
I feel familiar with the term "Green Fashion"	KS1
I know where to buy green fashion	KS2
I understand the positive impact of green fashion on the environment	KS3
I often read articles about green fashion	KS4
Accessibility and Affordability	
I see that green fashion is diverse in color, shape, design, and size	AA1
I check prices before buying even the smallest things	AA2
I can afford to buy green fashion, even if it is a lot more expensive than regular clothes	AA3
Green fashion covers many places in Hanoi city	AA4
Attitude toward sustainable fashion	
I see starting to consume green fashion as a good thing	AS1
I see starting to consume green fashion as a smart choice	AS2
I find it very promising to start consuming green fashion	AS3
Purchasing intention toward sustainable fashion	
If possible, I will look for green fashion products	PI1
I will buy green fashion products to support green production (sustainable production)	PI2
Whenever possible, I buy clothing that I consider green fashion	PI3

Source: Compiled and edited by the author

3. RESEARCH METHODS :

The research was conducted through two stages: qualitative research and official quantitative research.

- In qualitative research, the author uses the expert interview method to discover, adjust, and add new variables and new scales used to measure research concepts based on understanding the connotation of the concept. concept and on the basis of choosing the approach as well as the research context. The interviewees were students consuming green fashion in Hanoi.
- Quantitative research with 177 students consuming green fashion in Hanoi. The goal of quantitative research is to test the reliability of the scale (assess whether the established observed variables are reliable to measure the research concept) and adjust unsatisfactory scales. demand through Cronbach Alpha coefficient analysis method, EFA analysis of SPSS 20 software. Besides, using regression model to evaluate the impact of factors on consumers' intention to consume green fashion. students in Hanoi.

4. RESEARCH RESULTS :

4.1. Sample statistics

Table 2. Sample statistics

Criteria	The components	Amount of people	Ratio (%)
Sex	Female	70	39.5
	Male	107	60.5
Year old	Freshman	27	15.3
	Sophomore	45	25.4
	Third-year student	60	33.9

	Fourth-year students	45	25.4
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Thus, according to the results of running statistical SPSS with 177 samples meeting the requirements, the results are as follows:

Gender: 70 females, 107 males, corresponding to 39.0% male and 61.0% female.

Freshmen: 27 students accounting for 15.3% of the total sample, Sophomores: 45 students accounting for 25.4 % of the total sample, Freshmen: 60 students accounting for 33.9% of the total sample, Students first year: 45 students accounting for 25.4% of the total sample.

4.2 Measurement scale statistics :

Table 3. Scale statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SN1	177	1	5	3.97	.818
SN2	177	2	5	4.10	.769
SN3	177	2	5	3.88	.759
KE1	177	2	5	3.93	.819
KE2	177	1	5	4.09	.821
KE3	177	2	5	4.03	.775
KE4	177	1	5	4.01	.849
KS1	177	1	5	3.81	.858
KS2	177	1	5	3.86	.800
KS3	177	2	5	3.99	.783
KS4	177	2	5	3.85	.739
AA1	177	2	5	3.92	.738
AA2	177	2	5	4.08	.760
AA3	177	2	5	4.02	.742
AA4	177	1	5	3.99	.783
AS1	177	1	5	3.71	.847
AS2	177	1	5	3.79	.823
AS3	177	1	5	3.90	.724
PI1	177	1	5	3.76	.812
PI2	177	2	5	3.86	.752
PI3	177	2	5	3.77	.750
Valid N (listwise)	177				

4.3. Check the reliability of the scale :

Based on analytical standards Hair et al. (1998), Nunnally and Bernstein (1994): Cronbach's Alpha coefficient if < 0.6 : Variable scale is not appropriate; $0.6 - 0.7$: Acceptable with new research; $0.7 - 0.8$: Acceptable; $0.8 - 0.95$: Good; ≥ 0.95 : Acceptable but not good, then the scales do not have too much difference, they can also measure the same content of the research concept (multicollinearity phenomenon), Coefficient Total variable correlation: > 0.3 observed variables contribute to the measurement value of research concepts, less than 0.3 are trash variables and will be eliminated.

Table 4: Reliability test results

Element	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SN	0.722		
SN1		.554	.621
SN2		.614	.547
SN3		.467	.721
KE	0.806		
KE1		.608	.764
KE2		.663	.737
KE3		.606	.765
KE4		.612	.763
KS	0.699		

KS1		.492	.631
KS2		.598	.560
KS3		.495	.628
KS4		.358	.706
AA	0.701		
AA1		.516	.620
AA2		.471	.647
AA3		.511	.622
AA4		.449	.662
AS	0.731		
AS1		.562	.636
AS2		.639	.534
AS3		.471	.735
PI	0.722		
PI1		.549	.627
PI2		.546	.631
PI3		.535	.643

In the above analysis, there are two scales, AS3 and KS4, whose Cronbach's Alpha if Item Deleted value is greater than the scale's Cronbach's Alpha (meaning that when that observed variable is removed, the scale's Cronbach's Alpha coefficient will increase). However, these two scales have Corrected Item-Total Correlation values of 0.471 and 0.358, both greater than 0.3, so the difference between the two Cronbach Alpha coefficients is usually not much. Therefore, it is still possible to continue to test EFA.

According to the analytical standards of Hair et al. (1998), Nunnally and Bernstein (1994): All scales that meet the requirements will be included in EFA exploratory factor analysis.

4.4. Exploratory factor analysis :

Next, after testing the reliability of the scales, the authors will use exploratory factor analysis (EFA) to test the scale value. EFA helps eliminate poor quality scales, forming a set of scales with better explanatory meaning. Testing standards (Anderson and Gerbing, 1988): Factor loading ≥ 0.5 ; KMO coefficient (Kaiser – Meyer – Olkin): $0.5 < KMO < 1$; Bartlett's test: Sig. < 0.05 ; total variance extracted $\geq 50\%$.

The first factor analysis eliminated AA2 and KS4 because they had a factor loading < 0.5 . The second factor analysis was successful.

Table 5. KMO and Bartlett's test
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Approx. Chi-Square		1037.272
Bartlett's Test of Sphericity	df	120
	Sig.	.000

The obtained KMO coefficient = 0.849 satisfies the condition of $0.5 \leq KMO \leq 1$. Research data using factor analysis is appropriate. The Bartlett test is statistically significant (Sig. = 0.000 < 0.05), so the observed variables are correlated with each other in the population.

The results extracted exactly 05 factors (05 independent variables): KE, SN, AS, KS, AA

Rotated Component Matrixa

	Component				
	1	2	3	4	5
KE2	.799				
KE3	.746				
KE4	.679				
KE1	.676				
SN2		.748			
SN1		.735			
AA1		.649			
SN3		.535			
AS2			.846		
AS1			.749		
AS3			.612		
KS2				.841	
KS3				.666	
KS1				.628	
AA4					.805
AA3					.724

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

- The running results show that AA1 has explanatory meaning for Variable SN. AA1: I find green fashion diverse in color, shape, design, size, SN: Subjective standard. In terms of meaning, it can be seen that AA1 is also a consumer's point of view, so the author changed the name of AA1 to SN 4 and continued running.
- Thus KE (KE1-KE4), SN (SN1-SN4, SN4 are changed from AA1), AS (AS1-AS3), KS (KS1-KS3), AA (AA3-AA4)
These 5 groups of factors explain 64.646% of the variation in the data and the eigenvalues of the factors are all greater than 1, so using the factor analysis method is appropriate.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.783	36.144	36.144	5.783	36.144	36.144	2.592	16.198	16.198
2	1.396	8.722	44.866	1.396	8.722	44.866	2.518	15.738	31.936
3	1.233	7.704	52.570	1.233	7.704	52.570	1.988	12.427	44.363
4	1.206	7.536	60.106	1.206	7.536	60.106	1.930	12.063	56.427
5	1.046	6.540	66.646	1.046	6.540	66.646	1.635	10.220	66.646
6	.860	5.375	72.022						
7	.681	4.255	76.276						
8	.600	3.749	80.025						
9	.557	3.483	83.509						
10	.517	3.234	86.742						
11	.437	2.734	89.476						
12	.403	2.518	91.995						
13	.391	2.443	94.438						
14	.354	2.213	96.650						
15	.272	1.700	98.350						
16	.264	1.650	100.000						

Extraction Method: Principal Component Analysis.

4.5. Correlation analysis :

		Correlations					
		SN	KE	KS	AA	AS	PI
SN	Pearson Correlation	1	.582**	.504**	.412**	.459**	.461**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	177	177	177	177	177	177
KE	Pearson Correlation	.582**	1	.465**	.418**	.395**	.417**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	177	177	177	177	177	177
KS	Pearson Correlation	.504**	.465**	1	.363**	.406**	.484**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	177	177	177	177	177	177
AA	Pearson Correlation	.412**	.418**	.363**	1	.362**	.487**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	177	177	177	177	177	177
AS	Pearson Correlation	.459**	.395**	.406**	.362**	1	.619**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	177	177	177	177	177	177
PI	Pearson Correlation	.461**	.417**	.484**	.487**	.619**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	177	177	177	177	177	177

** . Correlation is significant at the 0.01 level (2-tailed).

Thus, the variables in the model are not correlated

4.6. Regression analysis :

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709a	.503	.488	.44266

a. Predictors: (Constant), AS, AA, KS, KE, SN

b. Dependent Variable: PI

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	33.861	5	6.772	34.562	.000
	Residual	33.507	171	.196		
	Total	67.368	176			

a. Dependent Variable: PI

b. Predictors: (Constant), AS, AA, KS, KE, SN

Giá trị sig của kiểm định là : 0.000<0.05. Như vậy mô hình hồi quy tuyến tính xây dựng phù hợp với tổng thể, có thể suy rộng và áp dụng với tổng thể.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.316	.282	1.120	.264		
	SN	.065	.076	.062	.850	.397	1.826
	KE	.033	.067	.035	.495	.621	1.693

KS	.176	.063	.184	2.779	.006	.666	1.502
AA	.220	.060	.229	3.661	.000	.747	1.339
AS	.402	.061	.419	6.587	.000	.718	1.392

a. Dependent Variable: PI

The regression results show:

- All VIFs are < 2, so multicollinearity does not occur
- Sig of KE and SN are both > 0.05, so it can be concluded that these two variables have no impact on the dependent variable. The remaining variables all have Sig < 0.05, so it can be concluded that KS, AA, AS have an impact on PI.
- Regression:
 - $PI = 0.264 + 0.176 KS + 0.22 AA + 0.402 AS$
 - Thus: Attitude towards green fashion has the strongest impact on Intention to consume green fashion products (0.402), followed by Accessibility & affordability (0.22), followed by Acceptance. awareness about green fashion (0.176).

5. CONCLUSION :

Overall, solving the problem of fashion waste requires cooperation between consumers, the fashion industry and governments to promote sustainable fashion production and consumption and increase efforts recycle and reduce waste.

By combining efforts from both consumers and the fashion industry, we can reduce the negative impact of fashion waste on the environment.

5.1. The solution group increases the attitude factor towards green fashion

According to survey results, attitude towards green fashion has the strongest impact on the intention to consume green fashion products (0.402). Under the condition that other variables do not change, if the attitude towards green fashion changes by 1 unit, the intention to consume green fashion products increases by 0.402 units. Therefore, we need strong measures to increase the attitude factor towards green fashion in order to increase the intention to consume green fashion products.

There need to be communication measures to students to realize that consuming green fashion is a good thing, a smart choice, and a promising thing.

5.2. The solution group increases the Accessibility & Affordability factor

According to survey results, accessibility and affordability have the second strongest impact on the intention to consume green fashion products (0.22). In the condition that other variables do not change, accessibility and affordability change by 1 unit, the intention to consume green fashion products increases by 0.22 units. Therefore, we need strong measures to increase the Accessibility & Affordability factor to increase the intention to consume green fashion products.

Green fashion needs diversity in color, shape, design, and size. Even green fashion needs to be clear before buying even the smallest thing. Coverage of green fashion needs to be in many places in Hanoi city, especially near universities. Besides, strongly communicate the above issues to students.

5.3. Solution group increases the Green Fashion Awareness factor

According to survey results, awareness of green fashion has the strongest impact on the intention to consume green fashion products (0.402). Under the condition that other variables do not change, awareness of green fashion changes by 1 unit, the intention to consume green fashion products increases by 0.402 units. Therefore, we need strong measures to increase awareness of green fashion to increase the intention to consume green fashion products.

Strong communication with students so that students are familiar with the term "green fashion", know where to buy green fashion, help students be aware of the good impact of green fashion on the environment through newspapers, online...

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