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## VIETNAMESE CONSUMERS' BEHAVIOR TOWARDS SUSTAINABLE FASHION

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### ABSTRACT

The fashion industry stands as one of the largest and oldest sectors worldwide, boasting a rich history and significant influence on global trends and consumer behavior. However, its exponential growth has led to environmental degradation and social inequalities, prompting a paradigm shift towards sustainable practices. Vietnam, a rapidly emerging market in Southeast Asia, reflects this global trend, with its youthful population and increasing consumer demand. This paper investigates Vietnamese consumer behavior towards sustainable fashion through a survey of more than 200 participants aged 18-45. In recent years, sustainable fashion has gained prominence globally, prompting increased attention to environmental and ethical considerations within the fashion industry. With Vietnam experiencing rapid economic growth and societal changes, understanding consumer attitudes towards sustainable fashion is crucial. By focusing on adults, this study aims to uncover insights into their perceptions, motivations, and purchasing behaviors related to sustainable fashion. The survey utilized a structured questionnaire to collect data on awareness levels, brand preferences, and engagement with eco-friendly practices. Our analysis of the survey findings reveals key drivers and barriers influencing Vietnamese consumers' decision-making processes regarding sustainable fashion. By elucidating these factors, our research contributes to the understanding of sustainable consumption patterns in emerging economies like Vietnam.

**KEYWORDS:** Vietnamese consumers, behavior, sustainable fashion.

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### INTRODUCTION

In recent years, sustainable fashion has emerged as a pivotal area of interest within the global fashion industry, with increasing attention directed towards its environmental and ethical implications. This burgeoning trend is particularly pronounced in Vietnam, a country experiencing rapid economic development and social transformation. With growing awareness of environmental

issues and changing consumer preferences, understanding Vietnamese consumer behavior towards sustainable fashion has become imperative for both industry stakeholders and policymakers.

To delve deeper into this phenomenon, we conducted a comprehensive survey targeting more than 200 Vietnamese participants aged between 18 and 45. By focusing on this demographic segment, we aimed to capture insights into the attitudes, perceptions, and purchasing behaviors of young to middle-aged Vietnamese consumers towards sustainable fashion. The choice of age group is strategic, considering the important role that young adults play in driving societal trends and shaping consumer preferences. Moreover, individuals within this age bracket are often more attuned to global environmental challenges and are more likely to adopt sustainable practices in their daily lives. By exploring the perspectives of this demographic, we can gain valuable insights into the future trajectory of sustainable fashion in Vietnam.

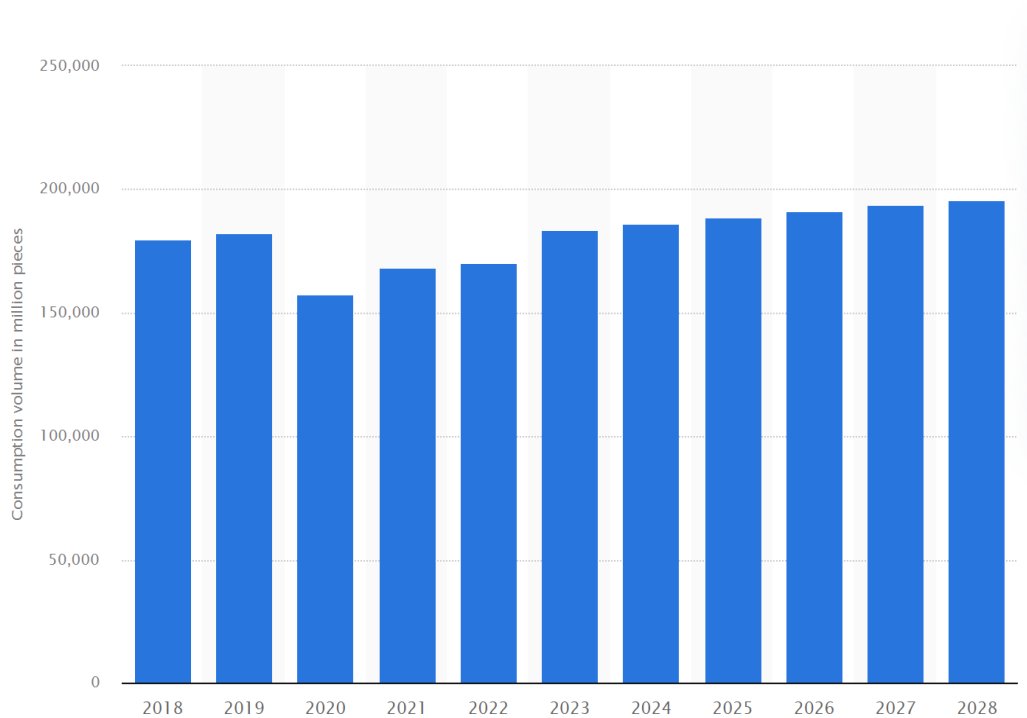
The survey methodology employed a structured questionnaire designed to elicit responses on various aspects of sustainable fashion, including awareness levels, purchasing motivations, preferred brands, and engagement with eco-friendly practices. Through this approach, we sought to uncover the underlying factors influencing Vietnamese consumers' decision-making processes in relation to sustainable fashion.

## **MAIN CONTENT**

### **1. Background of sustainable fashion**

The fashion industry stands as one of the largest and oldest sectors worldwide, boasting a rich history and significant influence on global trends and consumer behavior. In recent decades, the industry has experienced unprecedented growth, with clothing production doubling between 2000 and 2014. This surge in production has been paralleled by a dramatic increase in consumer consumption, as individuals purchased 60% more garments in 2014 compared to 2000 (McKinsey & Company, 2016). During the period from 2024 to 2028, the total volume of the apparel market is projected to undergo a steady upward trajectory, expanding by a total of 9.6 billion pieces, representing a growth rate of 5.17 percent. Following eight consecutive years of growth, the indicator is anticipated to reach a new peak of 196.1 billion pieces by 2028.

*Chart 1: Volume of the apparel market worldwide from 2018 to 2028 (in millions)*

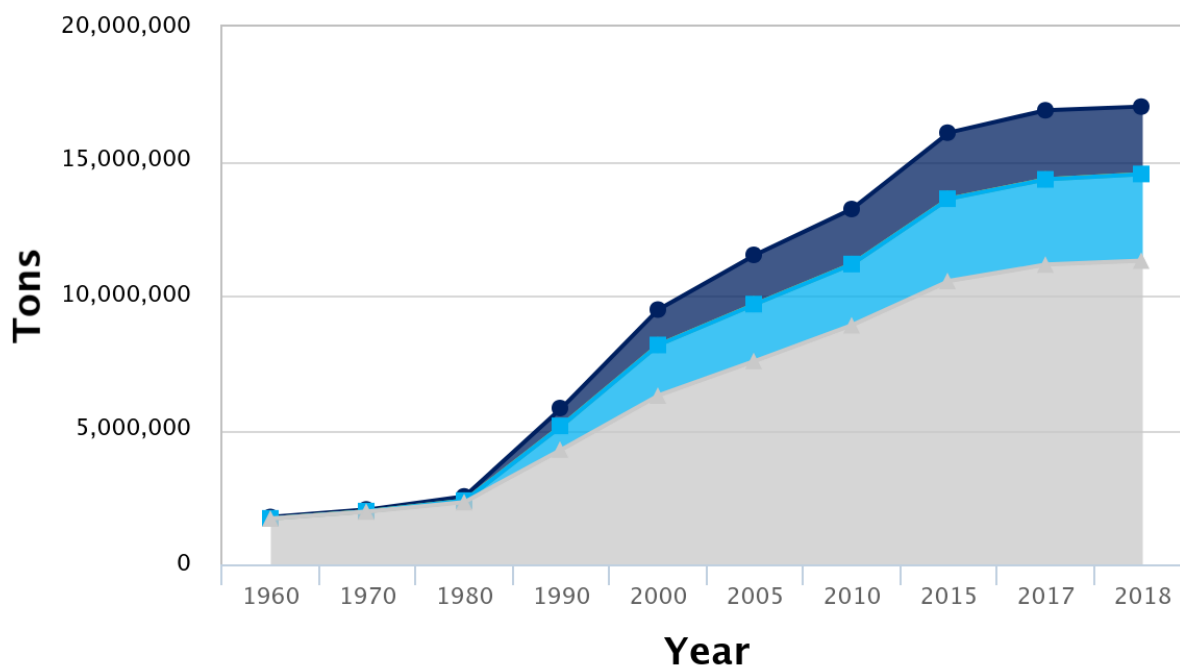


*Source: Statista 2024*

Central to this exponential growth has been the emergence and proliferation of "fast fashion" brands, including household names such as Zara, H&M, and the notorious Shein. These brands revolutionized the fashion landscape by offering affordable, trend-driven clothing collections that swiftly mirrored the latest styles from luxury brands, haute couture runways, and street fashion scenes. With their rapid production cycles and agile supply chains, fast fashion brands have successfully democratized fashion, making high-end trends accessible and adaptable for daily wear at significantly lower price points.

The dwindling lifespan of clothing items reflects a pervasive "throwaway" culture within the fashion industry, where garments are treated as disposable commodities rather than enduring wardrobe staples. McKinsey & Company's 2016 research highlights this trend, revealing a significant increase in garment purchases between 2000 and 2014, yet a halving of the duration for which consumers retain these items. The ramifications extend beyond consumer behavior to profound environmental impact. In the United States alone, the Environmental Protection Agency (EPA) reported 11.3 million tons of textile waste deposited in landfills annually as of 2018. Globally, this issue is even more staggering, with Earth's statistics revealing a colossal 92 million tonnes of textile waste generated yearly (Earth, 2023). Projections suggest this figure could soar to 134 million tons annually by the decade's end if consumption patterns persist.

Chart 2: Textiles waste management in the USA: 1960 - 2018



Click on legend items below to customize items displayed in the chart

■ Recycled ■ Composted ■ Combustion with Energy Recovery ■ Landfilled

Source: EPA

As a result, the textile industry ranks among the most environmentally damaging sectors, consuming vast resources and generating immense waste. A single cotton t-shirt, for instance, demands 2,700 liters of freshwater, equivalent to an individual's drinking needs for 2.5 years. Textile production emerged as the third-largest source of water degradation and land use in 2020, with an estimated 20% contribution to global water pollution from dyeing and finishing processes. Additionally, a single laundry load of polyester clothes can discharge 700,000 micro plastic fibers, infiltrating the food chain (European Parliament, 2023). These figures underscore both the short-term and long-term environmental devastation wrought by the industry.

Consequently, societies, particularly those in developed nations, are increasingly prioritizing sustainability in fashion to address pressing social and environmental challenges. Initially conceptualized at a 1972 UN conference, sustainability highlighted the interdependence between humans and the natural environment, the nexus of economic and social development with environmental protection, and the necessity of a global vision. While the concept of sustainability first gained traction in the 1980s and 1990s, its prominence has only recently surged, spurred in part by United Nations initiatives. Governments, retailers, and producers have since embraced sustainability principles, with stricter environmental regulations and procedures becoming commonplace. In the fashion industry, sustainability entails fair production and retail practices that

safeguard the environment, uphold ethical labor conditions, and prioritize the use of environmentally friendly and recycled materials. Eco-friendly fashion products boast longer life spans, minimize resource consumption, limit environmental pollution, and adhere to ethical and social justice principles.

There are several factors determining the sustainability of fashion, which can be explained as following:

**Materials and raw ingredients:** Sustainable fashion hinges on environmentally friendly materials, notably those that biodegrade naturally. These include cotton, hemp, linen, jute, silk, bamboo, and wool, sourced from natural origins. Alternatives like pineapple leaves, banana leaves, and viscose from sugarcane pulp are gaining traction among environmental advocates. Conversely, petroleum-based materials like nylon, polyester, and acrylic persist indefinitely in landfills, contributing to environmental pollution. Synthetic fibers also infiltrate fashion accessories such as sequins and buttons. Limiting their use aligns with sustainable fashion goals. Priority should be given to fabrics with minimal water consumption during production, like hemp, linen, ramie, and lotus fibers. Tencel fabric, derived from fast-growing trees processed in a closed-loop system, is celebrated for its sustainable attributes. Recycled fibers, especially cotton, offer promise but are debated for their durability compared to virgin cotton. Despite some advocacy for recycled petroleum-based fibers, concerns linger regarding their environmental impact and health risks associated with micro plastics.

**Production methods:** Brands prioritizing high-quality textiles produce goods with longer life spans, aligning with sustainable fashion principles. These products withstand wear and tear better, minimizing premature disposal. Adopting made-to-order methods mitigates overproduction, reducing resource waste and environmental impact. This approach ensures production only when demand exists, a stark contrast to mass production models.

**Transportation:** Transportation processes, reliant on fuel consumption, pose significant environmental challenges. Prioritizing locally made products minimizes transportation distances, thereby reducing natural resource consumption and greenhouse gas emissions. Some brands embrace reforestation initiatives, offsetting carbon emissions associated with transportation. Additionally, replacing plastic packaging with eco-friendly alternatives, such as cardboard or seaweed-based materials, further reduces environmental impact.

**Waste management:** Effective waste management is essential for sustainable fashion practices. From treating wastewater in textile factories to reducing packaging waste, every step must align with sustainability goals. Addressing the growing issue of fashion products filling landfills requires innovative solutions and a commitment to circular economy principles.

*Supporting people in the production process:* Ethical treatment of workers throughout the production process is integral to sustainable fashion. Fair wages, safe working conditions, and adherence to labor laws are fundamental. Brands must prioritize the well-being of employees to uphold ethical standards and promote social responsibility within the industry.

## **2. Consumers' behavior towards sustainable fashion in Vietnam**

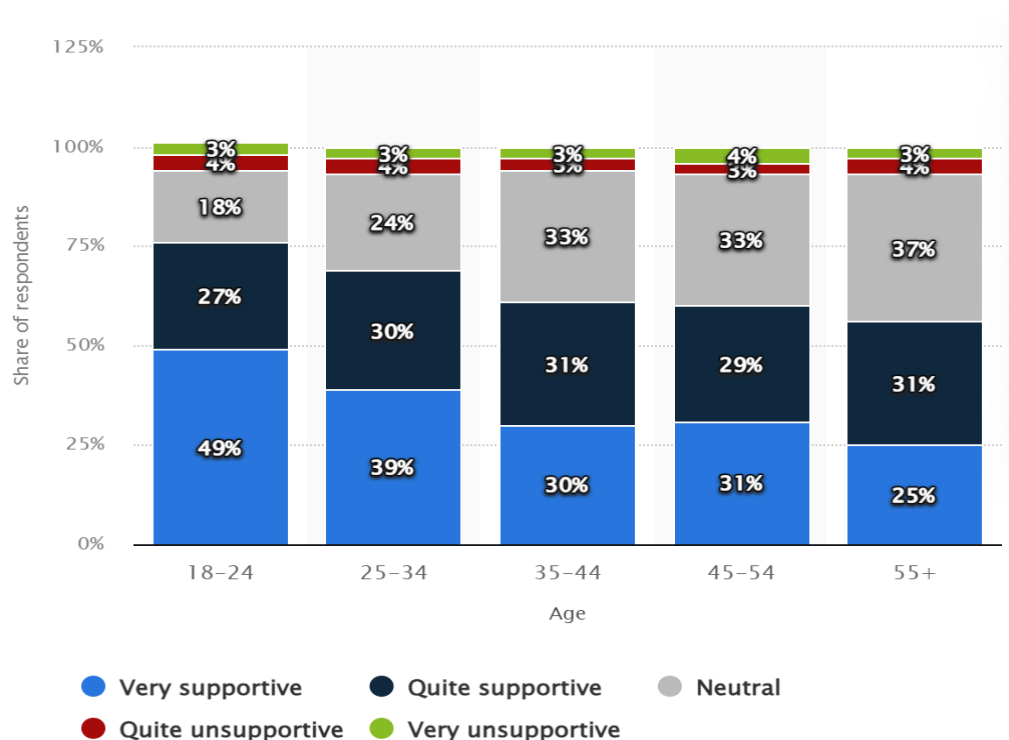
### **Sustainable fashion movement in Vietnam**

The textile and footwear industries play an essential role in Vietnam's economy, contributing significantly to its economic structure and labor transition from agriculture to industry. These sectors have provided employment opportunities and leveraged the country's labor advantage. Moreover, they serve as key export industries, driving Vietnam's export revenue to reach \$40.3 billion in 2023 (VITAS, 2023), playing a crucial role in economic growth and contributing to the global value chain. As one of the world's leading garment manufacturing countries, particularly in the apparel sector, Vietnam is no stranger to the production and the consequential impacts of the fashion industry. Vietnam's textile industry emits approximately 5 million tons of CO<sub>2</sub> annually. Wet processing stages in the textile industry, including washing, bleaching, pre-treatment, dyeing, and finishing, consume substantial amounts of water resources. This is also the same industry which spends about \$3 billion annually on energy consumption and accounts for about 8% of all nationwide industries' energy demand.

Recognizing the environmental impacts of their operations, Vietnamese businesses in these sectors are increasingly embracing green practices to align with global standards and consumer demands. In response to the imperative of "greening" the textile industry, the Vietnam Textile and Apparel Association (VITAS) has outlined plans to transition the sector toward sustainability by 2030, aiming to establish 30 internationally recognized brands. As Vietnam actively participates in various Free Trade Agreements (FTAs) and seeks to expand its export markets, businesses are compelled to adopt environmentally friendly approaches to maintain competitiveness and meet the stringent requirements of international importers. Statistics from VITAS indicate that aside from major enterprises like May Viet Tien, May 10, May Bao Minh, Dong Tien, and Thanh Cong, numerous medium-scale businesses are also following this trend and beginning to reap certain successes.

Globally speaking, there has been a notable increase in consumer demand for sustainable clothing (Orminski, Tandoc, and Detenber, 2020). Research consistently shows that young people are particularly attracted to sustainable fashion (Statista Citation 2021), with 49% of 18–24-year-olds being very supportive of sustainable fashion. Sustainable clothing is projected to represent 6.1% of the global apparel market in 2026, up from 3.9% in 2021 (Forbes, 2023).

**Chart 3: Share of global consumers supportive of sustainability in the clothing industry 2018**



Source: Statista 2024

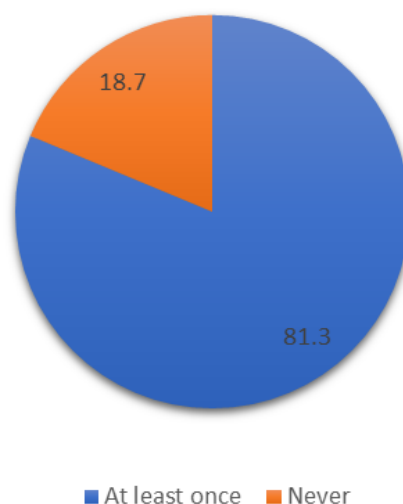
The emergence of sustainable fashion in Vietnam began to gain traction around mid-2016, marking a significant turning point in the country's fashion landscape. Since then, this paradigm shift has garnered increasing attention from both emerging designers and discerning consumers alike. This trend has been further catalyzed by the global pandemic, which heightened consumer awareness regarding environmental and health-related issues. Consequently, numerous brands have pivoted towards eco-friendly and sustainable practices, adopting green manufacturing processes and embracing environmentally conscious marketing strategies.

Vietnam boasts several exemplary sustainable fashion brands, each making significant strides towards environmentally friendly practices. CANIFA, for instance, has implemented international quality standards throughout its production processes, including sourcing materials from sustainable suppliers like Cotton USA. The company is committed to green operations, as evidenced by its LEED certification for energy efficiency. Similarly, BOO Trading Co., established in 2009, has been proactive in promoting sustainable consumption. From encouraging customers to participate in environmental initiatives like clothing donation and recycling to utilizing eco-friendly materials such as recycled paper for product tags, BOO exemplifies a holistic approach to sustainability. Furthermore, the company fosters a green office environment, organizing regular green talk sessions and promoting practices like wearing white shirts on Fridays to raise awareness about the environmental impact of fabric dyeing and printing. Kilomet 109, founded by designer Vu Thao, emphasizes eco-friendly materials and processes throughout its production chain, ensuring sustainability from farming to design. In addition to clothing brands, Vietnam also hosts sustainable

fashion brands specializing in footwear and accessories. One notable example is ShoeX, a footwear brand that creates stylish shoes for men using 100% recycled coffee grounds. By repurposing coffee waste, ShoeX not only reduces environmental impact but also offers a unique and eco-friendly product to consumers. Another innovative brand is Dồng Dong, which focuses on creating fashion-forward bags and backpacks using recycled materials such as used tarpaulins from tents and truck covers. These brands demonstrate a commitment to ethical and environmentally responsible fashion, setting a positive example for the Vietnamese fashion industry.

A comprehensive survey conducted among more than 200 respondents aged 16 to 45 in Vietnam revealed a remarkable 81.3% acknowledgment of purchasing or utilizing sustainable fashion products. These products, crafted from recycled materials or deemed environmentally friendly, signify a growing consumer inclination towards sustainable fashion. Moreover, a significant portion of respondents expressed engagement with second-hand or up cycled items, underscoring the evolving consumer behavior, particularly among the younger generations like Gen X and Gen Y. This burgeoning interest in sustainable fashion among Vietnamese youth aligns with a broader societal shift towards addressing environmental concerns and promoting sustainability. Notably, the proliferation of "second-hand" or "thrift" stores, both in physical locations and online platforms, reflects the increasing accessibility and popularity of sustainable fashion options. While thrift stores were previously associated with traditional markets like Kim Lien Market, Hang Da Market, and Dong Tac Market, the contemporary shopping experience for second-hand goods has become significantly streamlined and convenient. A simple Google search for "thrift stores in Hanoi" yields an impressive 34.7 million results, highlighting the growing availability and acceptance of sustainable fashion alternatives in Vietnam's retail landscape.

*Chart 5: Percentage of young people using/purchasing sustainable fashion in Vietnam*



*Source: The authors' survey result*

### **Factors influencing sustainable choices**

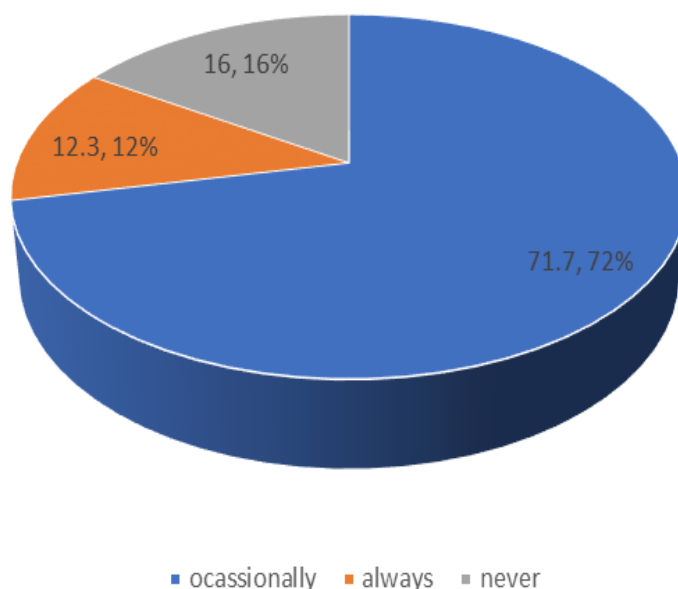
The purchasing decisions of Vietnamese consumers regarding sustainable fashion are influenced by a multitude of factors, as evidenced by previous studies and our own research findings. Our study,



in alignment with previous research conducted by Ho, Vu, Vu (2020), Vt Pham, NHM Anh, DTN Huy (2021), VT Xuan, NM Trang (2021), and NHM Anh, KVL Chi, HTP Thao (2021), surveyed more than 200 respondents, providing valuable insights into the determinants of sustainable fashion choices among Vietnamese consumers.

**Environmental consciousness** emerges as a significant catalyst propelling Vietnamese consumer towards embracing sustainable fashion, garnering 108 votes in support. The survey outcomes underscore this trend, with a striking 84% of respondents indicating a habitual consideration of the adverse environmental repercussions associated with their purchasing decisions. This heightened awareness stems from a deep-seated acknowledgment of the substantial carbon footprint and resource depletion inherent in conventional apparel manufacturing processes. Consumers increasingly perceive sustainable garments, crafted from durable and eco-friendly materials, as fundamental in mitigating waste generation and curbing environmental degradation. These sustainable materials, cultivated without the use of harmful pesticides or fertilizers, symbolize a proactive step towards fostering environmental sustainability within the fashion industry. By opting for sustainable fashion, Vietnamese consumers aim to align their consumer behavior with their environmental values, recognizing the imperative of minimizing ecological harm and promoting responsible consumption practices. As such, the preference for sustainable fashion not only reflects a growing environmental consciousness among consumers but also signifies a fundamental shift towards more conscientious and environmentally-friendly consumption patterns in Vietnam.

**Chart 6: The influence of environmental factor on apparel purchases' decision**



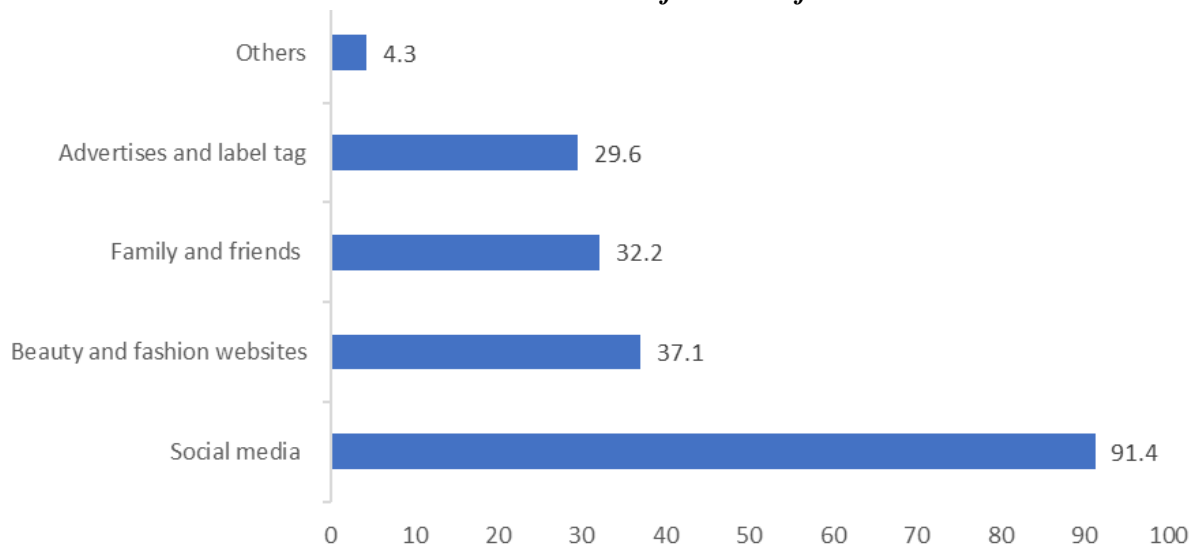
Source: The authors' survey result

**Ethical considerations** hold considerable sway over the decision-making process when it comes to sustainable fashion, reflecting a growing awareness and concern among consumers regarding fair labor practices and ethical production. The survey data highlights this trend, with approximately 35% of respondents citing ethical considerations as a top priority in their purchasing decisions. This

emphasis on ethical practices is particularly pronounced among Vietnamese youth, who are keenly aware of the impact their choices have on workers' welfare and the environment. Consumers actively seek out brands that prioritize fair treatment and compensation for employees, along with maintaining safe working conditions throughout the production process. The preference for ethically produced fashion items is indicative of a broader shift towards conscientious consumerism, where individuals seek to align their purchasing habits with their values and beliefs. Moreover, the acknowledgment that a portion of the price paid for fashion items goes towards compensating labor underscores the importance of ethical considerations in shaping consumer behavior. By supporting brands that uphold ethical standards, consumers demonstrate their commitment to social responsibility and environmental sustainability, thereby exerting influence on industry practices and fostering positive change within the fashion sector.

**Trends and styles:** In the realm of sustainable fashion, stereotypes often arise regarding the lack of vibrant colors, diversity, and alignment with current fashion trends. However, many designers recognize sustainable fashion as an undeniable future trend in the "billion-dollar" industry. Major fashion brands, both local and international, continually develop diverse styles and color palettes, introducing unique and eye-catching sustainable collections. Brands like Zara, H&M, Adidas, as well as luxury fashion houses like Balenciaga and Dior, have launched "Green" or environmentally friendly collections, incorporating ideas of recycling and reusing materials. Moreover, celebrities, key opinion leaders (KOLs), and influencers actively promote sustainable fashion and recycling projects on their personal platforms and even on red carpets, spreading awareness among consumers about the recyclability and longevity of clothing. Notably, 91% of respondents in our survey acknowledged social media as their primary source for learning about sustainable fashion products, indicating its critical role in disseminating information and shaping consumer preferences. Platforms like Instagram and TikTok serve as hubs for fashion enthusiasts to stay abreast of the latest trends, fostering broader awareness and adoption of sustainable fashion practices. The up cycling trend, hailed as a fashion favorite in 2021 and continuing its momentum into 2024, remains relatively unfamiliar in Vietnam, despite its widespread use elsewhere. Up cycling involves repurposing clothing items with slight modifications or additions to enhance their value. While often confused with recycling, up cycling distinguishes itself by transforming the appearance of products, contributing to both environmental conservation and fashion consciousness. Evidence of Vietnamese consumers' engagement in both up cycling and thrift shopping demonstrates a longstanding awareness and application of sustainable fashion practices, exemplified by bustling markets like Dong Tac in Hanoi, where young people enthusiastically purchase "vintage" clothing.

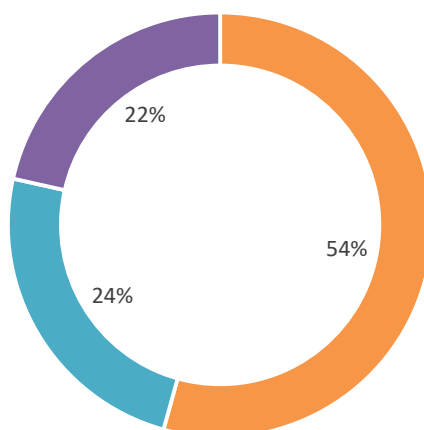
*Chart 7: Source sustainable fashion information*



*Source: The authors' survey result*

*Price sensitivity* is a critical factor influencing consumer choices in sustainable fashion, as indicated by 54.3% of respondents who acknowledge the typically higher price tags associated with sustainable products. This higher cost often presents a dilemma for consumers, especially when compared to fast fashion alternatives, which tend to be more affordable. The prevalence of low-cost clothing options has accustomed consumers to prioritize price over other factors, making them hesitant to invest in higher-priced sustainable alternatives. However, it's essential to recognize that sustainable fashion embodies a different value proposition beyond immediate cost savings. While the upfront cost may be higher, sustainable clothing often offers superior quality, durability, and ethical production practices, aligning with the principles of conscious consumerism. Moreover, shifting consumer mindsets towards prioritizing quality over quantity is crucial in fostering a more sustainable fashion industry. By investing in fewer but higher-quality garments, consumers can reduce their overall environmental footprint and contribute to a more sustainable fashion ecosystem.

*Chart 8: Comparison of sustainable and traditional fashion products*



*Source: The authors' survey result*

However, for a significant portion of respondents, sustainable fashion items are perceived as competitively priced or even cheaper than traditional fashion items, underscoring the diverse perceptions of value among consumers. Nearly half of those surveyed attributed this perception to the relative affordability of sustainable fashion in Vietnam, where the concept is still relatively ambiguous and often conflated with the use of second-hand or thrifted items. The rise of sustainable fashion as a prominent trend in 2022, as highlighted by various media outlets such as Vietnam net and Dan Tri, has contributed to this perception. There are several reasons why young consumers are increasingly drawn to these products: the unique style that avoids mass duplication, the desire to minimize resource waste, active participation in environmental conservation efforts, and notably, the affordability factor. This indicates a growing appreciation for sustainable fashion not only as a means of reducing environmental impact but also as a financially viable option for consumers.

### **IMPLICATIONS FOR SUSTAINABLE FASHION IN VN**

The majority of respondents see significant potential for future growth and development in Vietnam's sustainable fashion market. However, consumers encounter challenges, particularly the higher prices of sustainable fashion items compared to conventional products. Despite recognizing the long-term benefits such as durability and environmental friendliness, the initial cost remains a barrier for many. To address this issue, manufacturers should explore local sourcing and production to reduce transportation costs and decrease reliance on imported materials. Additionally, Vietnam's textile industry can leverage the diversity of natural resources to seek out and recycle environmentally friendly fabrics or materials. Globally, innovative and eco-friendly materials such as fruit-based fabrics, shrimp shell leather, recycled fabrics, and used coffee powder are being utilized, providing sustainable alternatives. Leading brands like Frumat, SAMARA, Vegea, and Pinetex are at the forefront of producing diverse vegan leather options. Furthermore, companies like Tôm Tex, founded by Vietnamese entrepreneur Thu Uyen, are pioneering sustainable leather production from shrimp shells and mushroom waste. Vietnam currently has successful applications of pineapple fiber in the garment industry, and can consider learning from advanced technologies abroad to transform materials such as apple skins, banana fibers, and coffee grounds.

Chemical dyes used in textile production have long been associated with significant environmental concerns due to their harmful effects on water bodies, soil, and overall ecosystem health. The discharge of untreated dye wastewater into rivers and streams has led to pollution and ecosystem degradation in many regions where textile manufacturing is prevalent. In contrast, plant-based natural dyes offer a sustainable alternative with reduced environmental impact. These dyes are derived from various plant sources such as roots, leaves, flowers, and barks, and they possess the advantage of being biodegradable and non-toxic. Furthermore, natural dyes can produce a wide range of vibrant colors, offering designers and manufacturers ample creative possibilities. In Vietnam, the use of natural dyes has a rich history dating back centuries, with traditional techniques passed down through generations. Plant sources such as indigo, turmeric, madder root, and lac insects have been utilized to create beautiful hues in Vietnamese textiles. However, with the advent of synthetic dyes in the modern era, traditional natural dyeing practices gradually declined in favor of cheaper and more accessible chemical alternatives. To reintroduce natural dyes into the

contemporary Vietnamese textile industry, several steps can be taken such as research and development to explore local plant resources suitable for dye production; provide training and support for artisan and textile manufacturers; and raise awareness among consumers and industry stakeholders about the benefits of natural dyes.

Raising awareness among young consumers about the environmental impact of their consumption habits is critical. Encouraging practices such as reducing fashion waste and embracing recycling can cultivate sustainable fashion habits among the youth, shaping a more environmentally conscious future generation. To positively influence consumer buying intentions, firms should prioritize strategies that enhance customer attitudes toward sustainable fashion. Education and communication play vital roles in increasing consumer awareness of environmental issues and the benefits of sustainable products. Public education, peer influence, and corporate marketing efforts are essential channels for disseminating information and shaping sustainable buying intentions.

Government intervention is crucial in promoting sustainable fashion consumption behaviors. Policies supporting financial assistance and regulatory frameworks for businesses transitioning to sustainable practices are necessary. Furthermore, supporting international collaboration and knowledge exchange can accelerate the development of sustainable fashion initiatives.

For fashion businesses, embracing green production practices and prioritizing quality over price are essential strategies. Tackling issues such as textile waste through recycling and promoting circular fashion models can further drive sustainability efforts.

In Vietnam, several brands have effectively propagated green culture among consumers, exemplified by Boo's impactful green campaigns. Boo, a notable brand in the Vietnamese fashion landscape, has undertaken various initiatives to promote sustainability and environmental consciousness. Through innovative marketing strategies and creative messaging, Boo has successfully engaged consumers in environmentally friendly practices. One prominent aspect of Boo's initiatives involves the collection of old clothing items, aimed at reducing textile waste and promoting circular fashion. Additionally, Boo advocates for the avoidance of single-use plastics, encouraging consumers to adopt eco-friendly alternatives. Furthermore, Boo's commitment to sustainability extends beyond its marketing efforts to its product offerings. The brand incorporates sustainable materials and ethical production practices into its designs, aligning with the growing consumer demand for eco-conscious fashion. By prioritizing sustainability throughout its operations, Boo has positioned itself as a leader in promoting green culture within the Vietnamese fashion industry.

Among the respondents of the survey, comprising 187 individuals, it is noteworthy that 39 participants indicated a preference for discarding old clothes into the trash rather than pursuing recycling or donation options. This underscores the necessity for comprehensive public programs, akin to Boo's initiatives, that foster greater awareness and action towards responsible clothing disposal practices among the Vietnamese populace.

## METHODOLOGY

**Literature review:** An extensive review of pertinent literature and scholarly articles was conducted to contextualize the research, providing insights into sustainable fashion, consumer behavior, environmental impacts, and prevailing market trends.

**Data analysis:** Collected survey data underwent rigorous analysis to discern patterns, trends, and correlations relevant to consumer perceptions, challenges, and preferences concerning sustainable fashion in Vietnam.

**Survey methodology:** Data collection was conducted through structured questionnaires administered to respondents, aimed at eliciting their opinions and insights on sustainable fashion within the Vietnamese context.

**Case study analysis:** The study included an in-depth examination of select sustainable fashion brands and initiatives, both domestic and international, to elucidate best practices, challenges, and opportunities within the industry.

**Environmental impact assessment:** Evaluation of the environmental ramifications associated with various fashion production processes, materials, and dyeing techniques was undertaken to underscore the imperative of sustainability in the fashion sector.

**Comparative method:** This approach involves comparing different aspects of sustainable fashion practices, consumer behavior, and market dynamics between Vietnam and other relevant geographical contexts or industry benchmarks, with the aim to identify similarities, differences, best practice, and areas for improvement for Vietnam.

## CONCLUSION

In conclusion, while the textile industry remains a vital economic pillar for Vietnam, it must not come at the expense of environmental degradation. With a growing awareness, particularly among the younger generation, of the environmental impacts associated with traditional fashion practices, there is a notable shift towards mitigating these effects by embracing sustainable fashion alternatives. The survey, comprising more than 200 respondents aged between 18 and 45, provides valuable insights into the attitudes and behaviors of a significant demographic segment in Vietnam. While this cohort demonstrates a propensity for consuming and understanding sustainable fashion, it is crucial to acknowledge that the survey's scope does not encompass all age groups within the country. It is essential to recognize that there remains a portion of the Vietnamese youth who are not yet acquainted with sustainable fashion practices. Moving forward, it is imperative for both governmental bodies and textile manufacturers to amplify efforts in spreading awareness and educating the populace about sustainable fashion. By disseminating knowledge and promoting the benefits of sustainable fashion initiatives, stakeholders can foster a culture of environmental consciousness and responsible consumption habits across all demographics in Vietnam. Through collaborative endeavors and proactive measures, Vietnam can continue to progress towards a more sustainable and environmentally-conscious fashion industry, ensuring a harmonious balance between economic prosperity and environmental preservation.

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