




# Factors influencing the intention to purchase fast fashion among young people in the context of sustainable development in Ho Chi Minh City

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**Abstract.** Today, fast fashion is gradually being seen as the most convenient and budget-saving choice for fashion enthusiasts and shopping lovers. However, fast fashion causes many environmental hazards and also has become a huge challenge to sustainable development today. This research aims to determine factors influencing the intention to purchase fast fashion among young people in the context of sustainable development in Ho Chi Minh City. The study was conducted using both quantitative and qualitative research methods with data collection from 385 respondents in Ho Chi Minh City, Vietnam.

The results were investigated by descriptive statistical techniques, Cronbach's Alpha scale, EFA Exploratory Factor Analysis, and linear regression analysis. It is found that four factors significantly influence young people's intention to buy fast fashion in the context of sustainable development in Ho Chi Minh City, including Social media - Hedonic value, Perceived environmental behavioral control, Perceived quality, and Physical vanity in descending order of importance.

These findings not only help young Vietnamese people raise their awareness of intention to buy fast fashion products, but also help businesses and fashion retailers understand the customers' consumption behavior, and thus improve strategy of producing fast fashion products with environmentally friendly materials suitable for the context of sustainable development.

**Keywords:** Fast fashion, Purchase intention, Sustainable development, Young people

## 1 Introduction

With each passing year, the fashion industry grew steadily larger, especially in this digital day and age, thanks to the rise of fashion brands producing affordable yet trend-following products, also known as "fast fashion".

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According to a McKinsey report (2023), for all the growth it generates, the fast fashion industry is also responsible for considerable waste. Fast fashion consumers are quick to throw clothes away: some estimates suggest that consumers treat the lowest-priced garments as nearly disposable, discarding them after only seven wears. For every five garments produced, the equivalent of three end up in a landfill or are incinerated each year. This phenomenon significantly influences the exponential growth in the purchasing of fast fashion in recent decades, as consumers constantly need to change clothing to keep up with current fashion trends. Products that are considered outdated or of poor quality that cannot be reused will be discarded back into the environment. According to Statista (2023), the apparel industry is considered one of the worst polluting industries, generating huge volumes of greenhouse gas emissions. It was calculated that in 2021, the apparel industry emitted approximately 897 million metric tons of carbon dioxide equivalents into the atmosphere. This is estimated to increase to almost 1.3 billion metric tons by 2030 if no drastic action is taken (Statista, 2023). Following the consequences of environmental decline, people are gradually realizing that the fast fashion explosion is directly related to resource depletion, rising temperatures, and pollution. The market continues its trading activities as usual, but the true costs of fast fashion are coming into focus, especially for Gen Z. Young people are becoming more mindful of sustainability in how they consume. They're also keenly aware that the fashion industry is a major contributor to global warming (McKinsey, 2023). Nowadays, customers' demand for sustainable fashion products has increased, thus manufacturers also have to adapt to meet customers' demands. Therefore, there are many fashion brands as well as designers focusing on producing environmentally friendly clothing, aiming for "sustainable fashion". For example, Adidas has collaborated with Parley for the Oceans to create a range of sneakers and sportswear made from recycled ocean plastic. This initiative not only reduces plastic waste but also raises awareness about ocean conservation (Bucholz, 2023). However, sustainable fashion is still a relatively new trend and has not been widely popularized. For sustainable fashion to become the mainstream trend in the fashion industry, it requires the collaboration of businesses, social organizations, and, especially, consumers. Vietnam, in recent years, has experienced domestic brands, having also caught up with the global trend and introduced "green" products. These ideas are widely supported, with the majority of environmentally conscious consumers concentrated mainly in major cities, such as Ho Chi Minh City.

Therefore, this research aims to determine factors influencing the intention to purchase fast fashion among young people in the context of sustainable development in Ho Chi Minh City. This topic is chosen for research, because, in terms of relationship, fast fashion and sustainable fashion are, without a doubt, mutually exclusive. Fast fashion causes negative impacts on the environment and therefore society as a whole while sustainable fashion is considered by many experts a solution to said impacts. This research not only aims to assess the level of awareness young people in Vietnam have on the impact of fast fashion on the environment but also helps businesses consider business directions and strategies to meet the needs of young people in the context of globally supported sustainable development.

## 2 Literature Review

### 2.1 Fast fashion

The concept of fast fashion originates from the development of Fast Response Method - a streamlined system including rapid design, production, distribution, and marketing (Cohen, 2011). In contrast to the traditional fashion industry's focus on creating new designs, the fast fashion model is driven by trends and consumer behavior (Tokatli, 2007). As a business strategy, fast fashion responds quickly to consumer demand by offering the latest fashion trends and by shortening the time it takes for fashion products to reach shops and the consumer's purchase period (Barnes & Lea-Greenwood, 2010). The strategic business objective of fast fashion is to reduce the time from production to consumption, thereby providing consumers with the benefit of enjoying the latest fashion styles at the lowest possible prices (Joung, 2014). According to the fast fashion business model, retailers update and clear products quickly to keep up with the latest fashion trends (Gupta & Gentry, 2018), even deliberately limiting the quantity of available items and shortening the product lifespan to match trends and stimulate consumption (Byun & Sternquist, 2008).

In recent years, most international fast fashion brands like Zara, Uniqlo, Mango,... have penetrated into potential Asian markets and Vietnam is one of them. By continuously releasing new collections with leading fashion styles and attracting customers to visit, fast fashion has become a phenomenon in Vietnam (Nguyen & Ha, 2020). In this research, fast fashion is defined as: fashion products with prevailing styles, produced and distributed rapidly to consumers. These products have poor durability and overall quality but low prices in order to be accessible to customers with lower income. At the same time, this definition is also used to refer to a streamlined system including rapid design, production, distribution, and marketing. Fast fashion can be clothing products originating from brands that consumers can find in stores like H&M, Zara, Shein, or trendy products available on the market that consumers can buy at markets or retail stores.

### 2.2 Sustainable development

The report "Our Common Future" by the World Commission on Environment and Development (WCED, 1987) defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This document later came to be known as the Brundtland Report.

United Nations (2024) has stated since 2015 that sustainable development "calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet" when the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) were launched. This agenda aligns closely with the original definition from the Brundtland Report and emphasizes the interconnectedness of social, economic, and environmental dimensions in achieving sustaina-

bility. Overall, the concept of "sustainable development" is used in many fields and across various aspects, from the environment to the economic-political-social.

### **2.3 Purchase intention**

Purchase intention refers to consumers' willingness to buy from a brand or take actions related to purchases that are measured by the level of possibility of consumers to make purchases (Belch, 2008). In addition, purchase intention can be understood as the intention to buy a specific product they are keen on after certain evaluations. Previous studies in different contexts have demonstrated a significant positive effect of purchase intention on consumer behavior (Jin and Kang, 2011). This research analyzes consumer behavior by studying consumer purchase intentions.

### **2.4 Attitude towards environmental protection and Purchase intention**

Attitude is the degree to which an individual evaluates performing a specific behavior favorably or unfavorably and is defined as the comprehensive assessment of an individual regarding a specific behavior. Attitude refers to how an individual evaluates a specific behavior as positive or negative (Ajzen, 1991). Cayaban et al. (2023) mentioned that the most significant factor affecting purchase intention is attitude. This was also reaffirmed by Rostiani & Kuron (2020), stating that attitude is considered the most crucial determinant factor in fast fashion purchasing. In the study by Li et al. (2023), it was demonstrated that consumers' attitudes towards environmental protection negatively impact fast fashion purchasing. The operation of the fast fashion industry leads to sustainability issues in the context of global sustainable development, evidenced by the fact that fast fashion brands have generated a significant amount of waste and greenhouse gas emissions in their production and transportation processes. Therefore, consumers with a positive attitude towards environmental protection are more likely to make informed decisions about the environment and demonstrate readiness to reduce fast fashion consumption. Alternatively, according to Bui's (2019) research, consumers today tend to become more concerned about their social and environmental responsibility towards fast fashion brands.

Therefore, the authors propose the following hypothesis:

Hypothesis 1: Attitude towards environmental protection negatively influences the intention to purchase fast fashion.

### **2.5 Perceived environmental behavioral control and Purchase intention**

Perceived behavioral control is defined by Ajzen (1991) as an individual's perception of the ease or difficulty of performing specific behaviors. Perceived behavioral control varies depending on different situations and actions. According to Cayaban et al. (2023), perceived control over behavior refers to the availability and accessibility of fast fashion. Consumers tend to be frequently attracted to fast fashion due to the variety of fashion styles and readily available resources. Therefore, perceived control over behavior positively influences purchase intention. This was also echoed in the study

by Rostiani & Kuron (2020), which successfully demonstrated that perceived control over behavior significantly and positively impacts the intention to purchase fast fashion. However, Li et al. (2023) viewed perceived behavioral control as a factor related to consumers' environmental protection behavior in China. The study successfully demonstrated that perceived behavioral control has a negative impact on the willingness to purchase fast fashion. The research showed that consumers supporting environmental protection with strong behavioral control are more likely to perceive the negative impact of fast fashion consumption behavior, especially regarding sustainable development. The stronger their perceived behavioral control towards environmental protection are, the less inclined young consumers in China are to purchase fast fashion.

Therefore, the authors propose a hypothesis based on consumers' awareness towards environmental protection as follows:

Hypothesis 2: Perceived environmental behavioral control negatively influences the intention to purchase fast fashion.

## **2.6 Perceived quality and Purchase intention**

Product quality as described by Kotler and Keller (2006) is the amount of a product's or service's features and characteristics that are based on its ability to meet needs that are either articulated or implied. According to Zeithaml (1998), perceived quality is the consumer's evaluation of the overall difference or excellence of the product. Babin et al. (1994) state that perceived quality creates worthwhile value and stimulates repeat purchases. Fast fashion also attracts consumers with low prices and a wide variety of styles to choose from. Fast fashion brands such as Zara, H&M, Mango, and Topshop are always proud of their reasonable prices and relatively good perceived quality. According to Bhanver et al. (2023), perceived quality is one of the three most important factors influencing the intention to purchase fast fashion by consumers. This also confirms the findings of Vuong & Nguyen (2018) that perceived quality significantly and positively impacts the purchase intention of Vietnamese consumers.

Therefore, the authors propose the following hypothesis:

Hypothesis 3: Perceived product quality positively influences the intention to purchase fast fashion.

## **2.7 Perceived price and Purchase intention**

Perceived price is considered the subjective clarification of the monetary value of a product, whether it is cheap or expensive. Price is seen as a reflection of costs and in marketing, price plays a pivotal role in attracting customers' attention and is also used as a tool to convey messages to buyers about the product and the brand itself (Vuong & Nguyen, 2018). Overall, price influences consumer decision-making for a product (Erdil, 2015), especially when fast fashion is renowned for producing products en masse at low prices and low quality. Bhanver et al. (2023) identified price as one of the three most important factors when customers consider purchasing fast fashion. Furthermore, the perception of price has also been proven through Vuong & Nguyen's

(2018) research to significantly and positively influence the intention to purchase fast fashion among consumers in Vietnam.

Therefore, the authors propose a hypothesis related to perceived price as follows:

Hypothesis 4: Perceived price positively influences the intention to purchase fast fashion.

## **2.8 Hedonic value and Purchase intention**

Consumer value is categorized into utilitarian and hedonic value, which are seen as important factors in evaluating consumer experiences (Nguyen & Ha, 2021). Utilitarian consumers behave rationally, while hedonic consumers seek pleasure from their shopping experiences (Yu & Bastin, 2010). In this sense, the primary purpose of shopping may not be to own a product (Babin et al., 1994) but to experience the shopping process. Kaczmarek (2017) suggests that hedonic motivation is the willingness to initiate actions to increase positive experiences and reduce negative ones. Geoff & Clive (1998) define hedonic consumerism as the imaginative aspects, emotional responses, and multi-sensory experiences driven by seeking benefits from shopping. Gawior et al.'s (2022) scientific work has shown that hedonic motivation is related to impulse buying behavior in the context of fast fashion consumption. Vuong & Nguyen's (2018) study on factors influencing the intention to purchase fast fashion by Vietnamese users concluded that hedonic value when shopping is one of the seven factors that positively influence the intention to purchase fast fashion. Similarly, Nguyen & Ha (2021) also identified hedonic value as one of the two most important predictive factors for fashion shopping intention among Millennials in Vietnam. Cayaban et al. (2023) found that consumers purchase fast fashion for the joy it brings them when shopping, demonstrating that hedonic value positively influences purchase intentions.

Therefore, the authors propose a hypothesis regarding hedonic value as follows:

Hypothesis 5: Hedonic value positively influences the intention to purchase fast fashion.

## **2.9 Social media and Purchase intention**

Currently, with the widespread use of social media platforms, advertising products on these platforms is a common behavior, including with fast fashion brands. According to Kowalewicz (2022), 80% of consumers rely on and make purchase decisions based on social media posts. The influence of social media includes promotions, reviews, or endorsements from influential figures on social media platforms, all of which significantly affect consumers. Van & Fah (2022) also pointed out that social media increasingly influences Millennial consumers in Vietnam in making purchase decisions. In Murphy's (2021) study conducted on Millennial women in Ireland, the participants admitted to continuing to purchase fast fashion despite being aware of the unethical consequences of fast fashion, influenced by reviews from influencers on social media platforms. Additionally, Cayaban et al. (2023) concluded that social media significantly and positively influences the intention to purchase fast fashion.

Therefore, the authors propose a hypothesis of the correlation between social media and purchase intention as follows:

Hypothesis 6: Social media positively influences the intention to purchase fast fashion.

### 2.10 Physical vanity and Purchase intention

Netemeyer et al. (1995) define physical vanity as an excessive concern for, and/or a positive (and perhaps inflated) view of, one's physical appearance. Physical vanity is the first factor that reflects a person's pride. The trait of vanity has an influence on consumer purchase intentions (Hung et al., 2011). According to Wang & Waller (2006), individuals desire to show off their appearance by purchasing luxury goods. The greater the vanity of a person, the greater their intention to engage in shopping behaviors that fulfill their appearance needs. According to Li et al.(2023), the research subjects are young people in China, whose disposable income does not meet the price range of luxury-designed fashion items. Therefore, fast fashion brands, with lower prices and trendy clothing, are a perfect alternative. Young people achieve "physical vanity" among peers by purchasing fast fashion products. Physical vanity has also been shown to significantly and positively influence the purchase intention of young consumers through the research of Rostiani & Kuron (2020).

Therefore, the authors propose a hypothesis, after examining the similarities between the young people of China and Vietnam, as follows:

Hypothesis 7: Physical vanity positively influences the intention to purchase fast fashion.

## 3 Methodology and Data

The study was carried out in two main phases:

Phase (1): Qualitative research to develop a questionnaire. This part included establishing a theoretical foundation and identifying factors that influenced the formulation of hypotheses and research models through previous research results. At the same time, adjustments were also made in the selection of measurement scales that were appropriate to the characteristics and context of Vietnam, if necessary.

Phase (2): Quantitative research to collect data, analyze data, test hypotheses, and propose research models. The authors targeted young people (aged 18-29) who are living and working in Ho Chi Minh City as the research subjects in this study. The authors created a direct survey form on Google Forms to collect and screen out data that did not meet the requirements. The survey was conducted in Ho Chi Minh City from January 10, 2024 to February 10, 2024. The collected data was then analyzed using SPSS 20 software.

**Table 1.** Measurement instrument

Factors	Source
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Attitude towards environmental protection	Li et al (2023)
Perceived environmental behavioral control	Li et al (2023)
Perceived quality	Cayaban et al (2023)
Perceived price	Cayaban et al (2023)
Social media	Cayaban et al (2023); Haque et al (2023); Sarin & Sharma (2023)
Hedonic value	Vuong & Nguyen (2018); Nguyen & Ha (2021)
Physical vanity	Li et al (2023); Rostiani & Kuron (2020)
Purchase intention	Cayaban et al (2023); Li et al (2023)

The study collected data through a survey on Google Forms, targeting young people in Ho Chi Minh City aged 18 to 29. Responses were rated on a scale of 1 to 5 (1- Strongly disagree, 2- Somewhat disagree, 3- Neutral, 4- Somewhat agree, 5- Strongly agree). The study employed a non-probability convenience sampling method. The sample size was determined based on the experience-based determination table of Adam (2020).

Following the sampling procedure outlined above, the authors collected data from target respondents. The quantitative study was conducted using a survey of 408 respondents. After collecting the data, the responses were reviewed and those that did not meet the criteria were excluded, leaving 385 valid responses. The authors then coded, entered, and cleaned the data for valid responses using SPSS 20 software on Windows.

#### 4 Results and Discussions

Among a total of 385 qualified responses, the results show that the gender percentages of male, female, and other are 39.2%, 53.2%, and 7.5%, respectively. This indicates that women tend to be more interested in and purchase fast fashion than men and other genders. On the other hand, age is also a factor that influences the tendency to buy fast fashion products. The age group from 18 to 22 accounts for 61.6% of the 385 respondents who are interested in fast fashion, followed by the age group from 23 to 25 accounting for 24.7%, and 13.8% of people aged 26 to 29. This is reasonable because of affordable prices, fast fashion will be suitable for the spending of students and young workers. In terms of income, the surveyed subjects with an income of under 3 million VND and from 3 million to 5 million VND account for approximately equal percentages of 31.4% and 32.2%, respectively. With this income range, the majority of customers will prioritize choosing fast fashion items that are cheap, convenient, and fast.

**Table 2.** Descriptive analysis

Variable		Frequency	Percentage (%)
Gender	Male	151	39.2



	Female	205	53.2
	Other	29	7.5
Age	18 - 22	237	61.6
	23 - 25	95	24.7
	26 - 29	53	13.8
Monthly Income	< 3.000.000 VND	127	31.4
	3.000.000 - 5.000.000 VND	124	32.2
	5.000.000 - 10.000.000 VND	94	24.4
	> 10.000.000 VND	46	11.9

**Table 3.** Cronbach's  $\alpha$  coefficient

Factors	Code	Description	N of items	Cronbach's $\alpha$
1. Attitude towards environmental protection	AT	1 I feel uneasy thinking about buying fast fashion.	3	0.736
		2 I don't like buying fast fashion because it has a negative impact on the environment.		
		3 I think the impact of fast fashion on the environment is significant.		
2. Perceived environmental behavioral control	PEBC	1 If I wanted to, I could stop buying fast fashion.	3	0.761
		2 If I wanted to, I can buy environmentally friendly clothes.		
		3 If I wanted to, I could reduce the frequency of my fast fashion purchases.		
3. Perceived quality	PQ	1 The quality of fast fashion products is important to me.	3	0.696
		2 The comfort and fitness of fast fashion products are important to me.		
		3 Fast fashion products are durable enough for me.		
4. Perceived price	PP	1 The price of fast fashion products is important to me.	3	0.671
		2 The price of fast fashion products I can afford.		
		3 I will probably buy fast fashion products because there are many sales and discounts.		
5. Social media	SM	1 I am more likely to buy a fast fashion product if an online celebrity gives the brand a positive review.	3	0.690
		2 I will probably buy fast fashion products advertised on social media.		
		3 Understanding information about fast fashion products on social networks helps me make an intention to buy the product.		
6. Hedonic value	HV	1 I always feel excited and happy when buying	3	0.634

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			fast fashion.		
		2	I tend to spend more money on fast fashion if the store's service satisfies me.		
		3	I might buy the fast fashion products I like without caring about their environmental impact.		
7. Physical vanity	PV	1	I think I feel happy when I own a lot of trendy clothes.	3	0.680
		2	It's important for me to always dress well.		
		3	I would feel embarrassed if I didn't dress well in a crowded place.		
8. Purchase intention	PI	1	I plan to buy fast fashion soon.	3	0.746
		2	I prefer to buy fast fashion clothes over eco-friendly clothes.		
		3	I will recommend other people to buy fast fashion.		

After the Exploratory Factor Analysis (EFA), the authors realized that some factors were disturbed. With a review of the questionnaire, the authors decided to combine PQ1, PQ2, PQ3, and SM3 into PQ. Similarly, PP1, PP2, PP3, and HV2 were combined into PP. Finally, items SM1, SM2, and HV1, HV2 were merged into a factor labeled SM-HV.

Based on the above results, the authors find that all factors have factor loadings larger than 0.45 (Tabachnick & Fidell, 1989), so no factor is eliminated.

**Table 4.** Regression results

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients			Tolerance	VIF
1	(Constant)	1.147	0.234		4.895	0.000		
	AT	0.004	0.043	0.004	0.102	0.919	0.720	1.389
	PEBC	-0.196	0.043	-0.200	-4.567	0.000	0.704	1.420
	PV	0.103	0.044	0.099	2.350	0.019	0.760	1.315
	PQ	0.101	0.049	0.100	2.050	0.041	0.573	1.744
	PP	0.049	0.056	0.043	0.870	0.385	0.542	1.845
	SM_HV	0.540	0.050	0.509	10.827	0.000	0.613	1.632

(where: AT = Attitude towards environmental protection; PEBC = Perceived environmental behavioral control; PV = Physical vanity; PQ = Perceived quality; PP = Perceived price; SM\_HV = Social media - Hedonic value; PI = Purchase intention)

Variables impacting PI include PEBC with sig. = 0.000, PV with sig. = 0.019, PQ with sig. = 0.041, and SM - HV with sig. = 0.000, as their sig. values are all less than

0.05. On the other hand, the variables including AT with  $\text{sig.} = 0.919 > 0.05$  and PP with  $\text{sig.} = 0.385 > 0.05$ , do not have an impact on PI.

Based on the sign of the standardized regression coefficients, it is concluded that PEBC has a negative effect, while PQ, PV, and SM - HV have positive effects on PI.

By examining the absolute values of the standardized regression coefficients, it is noted that SM - HV (Beta = 0.509) has the strongest impact, followed by PEBC (Beta = -0.200), then PQ (Beta = 0.100) and PV (Beta = 0.099) being the variable with the weakest influence on PI.

To sum up, employing descriptive statistical methods, Cronbach's Alpha scale, Exploratory Factor Analysis (EFA), and linear regression analysis revealed that four factors play a significant role in shaping the intention of young consumers to purchase fast fashion within the framework of sustainable development in Ho Chi Minh City. In descending order of importance, these factors comprise Social media - Hedonic value, Perceived environmental behavioral control, Perceived quality and Physical vanity.

In regression analysis, validating key assumptions is essential to ensure the accuracy and reliability of our results.

Assumption #1: The relationship between the independent variables (IVs) and the dependent variable (DV) is linear. Scatterplots indicate that this assumption is satisfied, as the data shows a linear trend.

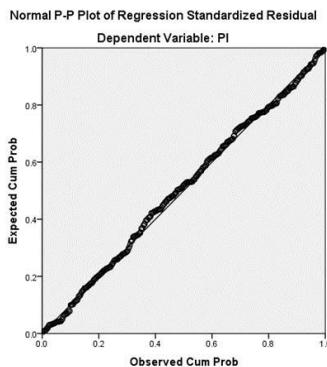
Assumption #2: There is no multicollinearity present in the data. The analysis of collinearity statistics confirms this, VIF scores all remaining below 2.

Assumption #3: The residuals are independent of one another. This assumption is upheld, as evidenced by a Durbin-Watson statistic value of 1.885, which is close to the ideal value of 2.

Assumption #4: The variance of residuals is constant. A plot of standardized residuals against standardized predicted values did not reveal any clear patterns of funneling, indicating that the assumption of homoscedasticity is met.

Assumption #5: The residuals are normally distributed (see Fig. 1)

**Fig. 1.** P-P Plot



Assumption #6: There are no influential data points that unduly affect the model. Cook's Distance values for all cases are below 1, suggesting that no individual cases are disproportionately influencing the results.

In conclusion, our tests confirm that all key assumptions for the regression analysis have been satisfactorily met.

Following the study procedure, the authors examined the theoretical underpinnings and prior research to design a research model comprising seven variables influencing young people's intention to buy fast fashion in the context of sustainable development in Ho Chi Minh City. In actuality, however, 385 of the 407 observations in the survey are valid, and the quantitative research findings indicate that, in the context of sustainable development in Ho Chi Minh City, young buyer's intention to purchase fast fashion is significantly influenced by four factors (including a combined variable): Social media - Hedonic value, Perceived environmental behavioral control, Perceived quality, and Physical vanity.

Among them, Social media - Hedonic value has the most significant influence on young people's intention to buy fast fashion. This result confirms the findings in the study of Cayaban et al. (2023). Perceived environmental behavioral control is the second most significant factor that impacts young people's intention to buy fast fashion in the context of sustainable development. This supports the result of Li et al. (2023). Young people's intention to purchase fast fashion is most influenced by Perceived quality, which comes in third place. This result is remarkably consistent with the research of Bhanver et al. (2023). Finally, Physical vanity is the final and also the fourth most important factor influencing young people's intention to purchase fast fashion. This result confirms the finding in the study of Li et al. (2023).

## **5 Conclusion**

### **5.1 Conclusion and Implications**

In the context of sustainable development, the substantial influence of Social media - Hedonic value, Perceived environmental behavioral control, Perceived quality, and Physical vanity, in descending order of importance, on the youngster's intention to purchase fast fashion carries crucial managerial implications. Businesses operating within the fashion industry must recognize the power of these factors in shaping consumer behavior and adjust their strategies accordingly. By leveraging social media platforms effectively to communicate the hedonistic enjoyment, environmental responsibility, product excellence, and aspirational image associated with their brand, companies can align their offerings with the growing demand for sustainable practices. This entails not only emphasizing the aesthetic appeal but also integrating eco-conscious messaging and promoting high-quality, durable products. By doing so, businesses can cater to the preferences of young consumers who prioritize sustainability, thereby fostering greater engagement and loyalty in the fast fashion market.

## 5.2 Limitations and Future Research

The primary limitation of this research consists of the scope of the research topic. The topic analyzes factors affecting young people's intention to buy fast fashion products in the context of sustainable development in Ho Chi Minh City but there is no comparison between provinces and cities in the same region. Moreover, 385 survey participants are young people (18-29 years old) from Ho Chi Minh City and there is no diversity from other age groups and not highly generalizable so this study is only local and not broadly applicable. Future research can expand the sample size and study area not only in Ho Chi Minh City but also in other neighboring cities. Besides that, this research only focused on young people, specifically Gen Y and Gen Z with ages ranging from 18 to 29 years old, thus ignoring customers younger than 18 years old and older than 29 years old. The authors further submit a call for future research into expanding the scope of research to all ages to have more diverse perspectives.

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