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The influence of green innovation on the intention to purchase environmentally friendly products in the fashion industry

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Abstract

*The significant increase in fashion waste is indicative of consumers' dearth of environmental consciousness. This investigation examined the impact of green innovation on green purchase intention by examining three meditation dimensions: customer trust, customer attitude, and green perceived value. The questionnaire survey employed in this study was derived from other reputable, related surveys. The data was arbitrarily collected from approximately 434 responses in Ho Chi Minh City, Vietnam. Subsequently, it was computed using the G*Power appliance and the partial least square structural equation modeling (PLS-SEM) appliance. The demonstration within this study demonstrates that customer trust, attitude, and perceived green value are entirely influenced by product green innovation. Conversely, customer trust is the sole factor that influences green technology innovation, which has a detrimental effect on customer attitude and perceived value. The practical values suggested that the meditation variables of green innovation are entirely positive factors that influence consumers' intentions to make green purchases. These findings demonstrate the importance of these dimensions in shaping green purchasing intention, as well as the distinct impacts of technology and product innovation on consumer trust, attitudes, and perceived value. Furthermore, fashion brands and businesses will acquire a comprehensive understanding of how to sell to the community in a sustainable manner and will be able to devise innovative strategies for the fashion industry as a result of their research on this subject.*

Keywords: *fashion brand; green innovation; customer trust; customer attitude; green perceived value.*

1. Introduction

Innovation is the primary engine of global economic growth and may infuse businesses with fresh energy (L. Chen et al., 2021). The economy has proliferated due to widespread technical innovation, but the natural environment has taken a serious hit (L. Chen et al., 2021). Green marketing is a crucial tool for brand companies to attain sustainable growth since sustainable development has gained significant attention in the context of global climate and environmental challenges (L. Chen et al., 2024). Fashion brands have adopted sustainable development as a fundamental strategy (L. Chen et al., 2024). By implementing green consumption habits and solely purchasing green goods, consumers can lessen their negative influence on the environment and prevent environmental damage (Arvola et al., 2008; Ellen et al., 2006; Liu et al., 2012; Vermeir & Verbeke, 2006).

The sustainable fashion industry has grown steadily, but with it has come pollution issues. Clothing brands are being forced to seek green innovation solutions as soon as possible to address these increasing environmental issues, which include fast fashion-related waste and hoarding of clothing, landfilling or incinerating out-of-season clothing, excessive production emissions from apparel companies, etc. (L. Chen et al., 2021). China, for instance, produces roughly 26 million tons of used clothing waste annually due to the growth of the fast fashion industry; this amount is predicted to rise to 50 million tons by 2030, with over 85% of the used clothing ending up in landfills and taking more than 200 years to decompose slowly. Additionally, those abandoned clothing items will generate a lot of effluent, emit many greenhouse gases, and require a lot of fuel and electricity (Hasanbeigi & Price L, 2015). Nevertheless, fashion companies lack the knowledge necessary to identify and implement green innovation in the fashion industry. Scholars have become more interested in the

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topic of green innovation in recent years (L. Chen et al., 2021). Innovations in green fashion adoption may help to save the environment (Ahmad et al., 2020).

Due to the changes in the environment is more and more terrible. One of the most global polluting causes is fashion waste. People worldwide have abandoned clothing productions that cause greenhouse gases and wastewater (Hasanbeigi & Price L, 2015). Cult fashion brands in the world, previously, launched hundreds and thousands of products within a month (H, M. H., Eds.; S. S. 2020 Wang, 2020). That made it a trend to keep up with fashion trends and made previous fashion models obsolete, even though the clothes were still new, beautiful, and re-wearable (Guo, 2022; Thorisdottir & Johannsdottir, 2020). However, some fashion houses have realized it in time, they have used environmentally safe technological methods and created products derived from plants and trees (Guo, 2022; Thorisdottir & Johannsdottir, 2020). Moreover, for the majority of fashion businesses, there are issues like low awareness and a lack of useful green marketing management solutions (Guo, 2022; Thorisdottir & Johannsdottir, 2020). Furthermore, those businesses' attempts to safeguard the environment are insufficient, and encouraging consumer participation in green marketing initiatives has become a contentious problem (Bray et al., 2011). Despite growing consumer knowledge of environmental issues and green demand patterns, eco-friendly goods and services barely account for 3% of the market (Bray et al., 2011). Just 4% of customers were confirmed to have made any purchases of green goods and services, even though 67% of them had a positive view toward doing so (Hughner et al., 2007). These findings suggest that modern customers continue to overlook the environmental effects of the products they buy, since green factors may not significantly influence purchasing decisions (Mohr et al., 2001).

In premise studies, the scholars just only focus on customers' perception of green innovation in general in a particular country. The others also are attentive fashion industry – whatever thing to wear (L. Chen et al., 2021). Both Sharma (2021) and Zhang & Dong (2020) demonstrated that enterprises are also setting the environmental advantages of green innovations in the minds of consumers to evoke purchasing decisions. Therefore, (Diyah et al., 2024) had told if the brand's green innovation is highly aware in society, the mediating variables will also affect customers' purchase intention and appreciation of their green innovation strongly, especially regarding technologies and green products. Even though several extensive studies have examined consumer green consciousness and awareness (Diamantopoulos et al., 2003; Schwepker & Cornwell, 1991), there is still a lack of clarity and understanding of the elements impacting consumers' intentions to make green purchases. In this research, we concentrate on two factors that are green innovation of technologies and products affects customers' green purchase intention through mediating variables regarding customers' trust, perceived value, and attitude. Because of the awareness of the close relationship between green innovation of fashion brands and customers, we explored how green innovation of brands affects customers' purchase intention (Diamantopoulos et al., 2003; Schwepker & Cornwell, 1991).

This study clarifies the influence of green innovation on green purchase intention. Academic research mainly focuses on the methods and mechanisms of green innovation, including green product innovation and green technology innovation (Song & Yu, 2018). Consumer perception and behavior are rarely used to gauge green innovation in current studies. This might be a result of the fact that the fashion business receives little attention from researchers studying green innovation, who mostly concentrate on the industrial and high-tech sectors. In order to close this research gap, we investigated how consumers view fashion firms' green innovation and how it influences their intention to buy (L. Chen et al., 2021). Three important issues need to be clarified in this current study: (i) Clarifying the impact of green innovation on customer trust; (ii) Clarifying the impact of green innovation on green perceived value; and (iii) Clarifying the impact of green innovation on customer attitudes. Customers' trust in eco-friendly fashion products increases when they are satisfied with green products since this acts as a mediator in the link between perceived value and trust (Lutfie & Marcelino, 2020).

The study builds a hypothesis by examining the prior research to support the new theories. It employs a questionnaire to talk about the data-gathering strategy and builds a research model based on pertinent literature. The main contribution of this study is to enrich the literature review on theoretical consumer behavior. Developing and improving green promotion activities is to increase green customers. This paper addresses four different categories of literature: consumer attitudes toward green apparel, perceived value, consumer trust, and green purchase intention. In addition, it provides practical implications for policymakers and retailers. This study shows the influential relationship between green innovation of clothing brands and green purchase intention, which is conducive to improving green innovation and solving pollution in the garment industry. We can create new and high-quality environmental protection products, use recyclable clothing materials, use low-energy and low-pollution processing equipment, and adopt energy-saving production technologies. Make customers have a better purchase attitude and better trust in the product. In order to increase consumers' perceived value of green products, marketers must highlight the functions of such products, create a positive environmental image, and convey ecological value to customers. Moreover, the findings can enhance the understanding of customers' green purchasing behavior.

2. Literature Review

2.1 Review related studies about green innovation

Green innovation gives businesses a competitive advantage and reduces negative environmental impacts (Awan et al., 2021). Green technological innovation can include products and processes (Chang & Chen, 2013; Y. S. Chen et al., 2006;

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Hilkenmeier et al., 2021). The goal of the former is to acquire new and advanced technologies. Fashionable clothes can last longer if they can be recycled, composted, or reused (J. Wang et al., 2018). In recent years, scholars' interest in green innovation has increased (J. Wang et al., 2018). Academic research mainly focuses on two factors. The first is the mechanisms and strategies of green innovation, including green pathways, systems, technology, and products (J. Wang et al., 2018). Green innovation of clothing brands must be carried out from multiple perspectives because clothing brands include products, technology, image, service, marketing, and many other factors (C. Y. Huang & Kao, 2015). Green innovation in technology has attracted the attention of university researchers, but they have ignored other factors. Green innovation performance and evaluation, including green innovation efficiency and ability, is the second aspect (C. Y. Huang & Kao, 2015). However, consumer awareness and behavior are rarely used to measure green innovation performance (Rashid, 2009). This might be the case since most current research on green innovation focuses on the high-tech and manufacturing sectors, with relatively few experts examining the fashion and textile industries (Rashid, 2009). In this study, we examined how consumers feel about the green innovation of fashion brands and how it affects their purchase intention. A theoretical model of "cognitive purchase behavior" was developed using consumer perceived value, customer trust, and customer attitude as mediating variables. The motivation behind consumers' green purchase intention in response to clothing brands' green innovation was thoroughly examined to provide a theoretical foundation and point of reference for apparel businesses looking to engage in green innovation initiatives in the future (L. Chen et al., 2021).

2.2. Hypothesis

H1: Green innovation of technology has a positive impact on customer's trust.

Green innovation in fashion means using new technologies and practices to reduce the fashion industry's environmental impact. Customer loyalty to green products is the foundation of customer trust (Wu & Chen, 2014). According to Alamsyah & Syarifuddin (2018) and Y. S. Chen & Chang (2013), fashion brands often increase customer awareness of their commitment to social and environmental responsibility when they implement sustainable practices such as using environmentally friendly materials, minimizing waste, and ensuring ethical employees. Previous research has demonstrated that technological innovation in green products has an impact on customer behavior, specifically perceived innovation, perceived quality, and customer trust (Alamsyah et al., 2020; Taufique et al., 2017). Furthermore, customers are more likely to trust a brand if sustainability efforts are clearly communicated Alamsyah et al., 2020; Taufique et al., 2017).

H2: Green innovation of technology has a positive impact on customers' attitude

Green innovation of technology will reduce specific environmental risks, such as CO2 emissions and other consequences of climate change, as well as product use (Anser et al., 2020). If SMEs adopt green innovation activities, they will reduce their consumption of natural resources, adhere to recycling, reuse, and recycling policies, use renewable technologies, produce environmentally friendly products through design and innovation, and use fewer toxic materials that are harmful to the environment, green technology innovations can therefore have a major positive impact on customer attitudes (Fauzia Mazhar et al., 2012; Sanni et al., 2013; H. , M. H. , Eds. ; S. S. 2020 Wang, 2020).

H3: Green innovation of technology has a positive impact on perceived value

Perceived quality of green technological innovation can be defined as the value of the product based on customer evaluation and the performance of the product is superior to similar products (Yee et al., 2011). A brand must constantly update itself to ensure that customers are always aware of the brand's innovation and novelty to meet the diverse needs of customers (Shwu-Ing Wu & Li-Pang Ho, 2014). Consumers evaluate the quality of green products based on several considerations, such as uniqueness, brand image, green label, product variety, product firmness, color, flavor, aroma, degree of spoilage, product size, value, and freshness (Alamsyah et al., 2020; Alamsyah & Syarifuddin, 2018; Gao et al., 2016).

H4: Product green innovation has a positive impact on customer's trust.

The research indicates that trust reliability in eco-friendly apparel significantly influences conditional purchases, highlighting the importance of consumer trust in green fashion innovations (Na & Kim, 2012). Producers believe that customer trust is the most important benefit obtained from green products, indicating that product green innovation positively impacts customer trust (Online et al., 2010). Green innovation design enhances customer trust by aligning product development with environmental protection, meeting consumer demand for sustainable practices, and improving overall product quality and market competitiveness (Guo yi-fei, 2017).

H5: Product green innovation has a positive impact on customer's attitudes.

Harmawan SAPUTRA & Ardyan (2020) indicated that consumer repurchase intention is prejudiced by "consumer attitudes towards green brands and the quality perceived by consumers in the green products they use". Panda et al. (2019) determined that consumers' purchasing intentions are reliant on their environmental attitudes. In their work, Huang et al. (2014) showed that green brand attitudes influence green purchase intentions. Additionally, Chekima et al. (2016) indicated that attitude towards the environment refers to an assessment of the environment carried out by consumers and valued through their perceptions and desires to act. In the same vein, the concept of environmental concern on environmental attitude is one of the most significant factors to directly impact green purchase intention (Fauzan, 2020; Michaelidou & Hassan, 2010). Furthermore, Amoako et al. (2020) demonstrated that there is a positive and significant relationship between green attitude and purchasing behavior.

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H6: Product green innovation has a positive impact on green perceived value.

The term "perceived value" refers to a subjective assessment or overall evaluation that customers acquire by weighing the "profit and loss" of the product or service they buy. It falls within the research topic of consumer behavior (Valarie A. Zeithaml, 1988). Green perceived value is the key to consumers' perceptions of brand value in studies on the relationship between consumers and green brands (J. Lin et al., 2017). Davari & Strutton, (2014) believes that customers form associations with green brands and perceive their greenness based on green products, technology, pricing, and marketing. Lin thinks that customers' perceptions of a brand's green worth are positively correlated with green brand innovation (J. Lin et al., 2019). H. J. Wang (2017) believes that customers' perceptions of the green value and quality of companies influence their propensity to make green purchases. Rajeev Kumar & Rohit Kushwaha (2017) believes that consumers' perceived brand greenness positively affects their purchase intention; that is, the higher consumers perceive the green value of the brand, the more likely they are to buy the brand, i.e., the green perceived value is positively correlated with the green purchase intention (Y. S. Chen & Chang, 2012).

H7: Customers' trust has an impact positively on green purchase intention.

Trust is a significant determinant of customer-brand relationships (Gefen & Straub, 2004). Winning trust from customers is essential in declining perceived risks of service outcomes ((Laroche et al., 2012). As indicated by (S. T. Lin & Niu, 2018) fashion brands should build interaction with customers as high as possible to foster their trust in their offerings (S. T. Lin & Niu, 2018; J. Wang et al., 2018). Grunert et al. (2014) asserted that heightened trust in product labeling correlates positively with consumer confidence in QSR products meeting green standards.

H8: Customers' Attitude influences positively on green purchase intention.

Positive testimonies or reviews by other experienced customers are the best weapons for brands that attract more potential customers (Pappas et al., 2017). The main driver of consumers' product choice is the utility derived from the product's perceived quality and expected performance (Pandey & Yadav, 2023). When these fashion brands are trusted and perceived by customers, customers tend to look up the brand's information, what products or technology the brands have, how they work, what they impact on the environment, and whether they deserve to buy or buy again. In the technology, (Fred D. Davis, 1989) introduced that acceptance model users' perceived usefulness is explored to mediate their attitudes and the external characteristics of a brand's particular products or conveniences.

H9: Green perceived value influences positively on green purchase intention.

Wang indicated when buying green fashion brands, customer perceive has related to the green quality and green value of their brands, and this will link with green purchase intention (H. J. Wang, 2017). Patrick (2002) demonstrated that if customers are aware of a fashion brand that is trustworthy and acting in their best interest, it will manifest in their thoughts, feelings, emotions, or behaviors. Another idea of (Lee, 2020) stated that whether consumers have a stronger acknowledgment of concepts in sustainability and eco-friendly products, they will appeal more to green fashion and be willing to purchase.

2.3 Framework

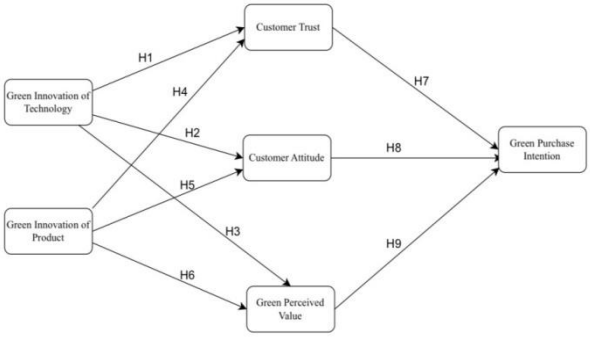

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Figure 1 Conceptual Model.

3. METHODOLOGY

3.1. Research design

The main purpose of this study is to investigate the relationship between technological green innovation and the product of green innovation on customer trust, green value perception, and customer attitude towards green purchase intention. In order to further investigate the factors influencing green purchase intention, in this study, we chose to use causal research. Causal research is a type of research that assesses whether two different situations have a causal relationship or not, determining the degree and nature of the causal relationship between two or more variables (Harmen Oppewal, 2010). Causal research aims to investigate causal relationships and therefore always involves one or more independent variables (or assumed causes) and their relationship with one or more dependent variables (David A. Hensher et al., 2005).

Choosing causal research is appropriate because it allows for clarification of the assumed relationship between variables. Previous studies have used causal research to examine the interaction between marketing strategies and consumer behavior. For example, (Susie Khamis et al., 2016) explored the impact of social media influencers on brand loyalty, while another study by (Djafarova & Trofimenko, 2019) analyzed how influencer credibility affects purchase intentions among young consumers. Causal research methods provide significant power in many different scientific fields, improving the understanding of the relationships between variables (Harmen Oppewal, 2010).

3.2 Sampling method

Non-probability with judgmental sampling was used to select the research sample. According to (Taherdoost, 2016), when using judgmental sampling to complete a task, researchers select samples based on their knowledge to ensure all

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participants who have similar characteristics. Customers living in Ho Chi Minh City are the sample group of this study because they have easier access to innovative products (Tri-Quan Dang et al., 2023). The survey questionnaires were used directly on Google Forms and then distributed on social networking sites to attract consumers in Ho Chi Minh City to respond (Tri-Quan Dang et al., 2023).

3.3 Sample size

According to Hair et al. (2011), the '10-times rule' method is based on the idea that the sample size needs to be more than 10 times the greatest number of inner or outer model linkages that point to any latent variable in the model. This study has 9 hypotheses that have 9 ways leading to green purchase intention. This means this tool required the number of responses to be 90.

Furthermore, the sample size is also important for the interpretation and estimation of any studies (Hubert et al., 2017). The least total sample size that tool has been used in many previous studies as G*Power version 3.1.9.4 (Bempong & Asiamah, 2022) requested 92 responses. A power level of 0.80, an alpha value of 0.05, an effect size of 0.15, and five predictors were the parameters that were chosen (L. T. Nguyen et al., 2023). We expected more than 300 questionnaires to be collected; surprisingly, the practical figure is 469 responses. However, after handling the data clearly, just 434 of them are valid. Although this number is a bit lower than the root data, it is still abundant enough for us to analyze in the next phase.

3.4 Questionnaire design

In order to gain the main data, we employed the survey approach, which is a common way in many investigations (Ranjit Kumar, 2018). We concentrated on collecting information from a large cross-section population rather than an individual (William G. Zikmund, 2003). The Google platform is a useful tool that is applied to this survey. The questionnaire was developed based on a system of measurement that has been utilized in previous research and a range of indicators that were edited for use in the fashion brand sector (T. Q. Dang et al., 2023).

Furthermore, to make the survey proper for the circumstances and the topic matter, it was first written in English before being translated into Vietnamese (Dang Quan Tri & Tran Thien Phuc, 2021). The study was carried out by people of all ages. A seven-level Likert scale ranging from 1 for "totally disagree" to 7 for "absolutely approve" was employed for each survey indicator to find out the participants' perspectives on an issue of interest (Ankur Joshi et al., 2015). The variable green innovation of technology (TGI) (L. Chen et al., 2021), green innovation product (PGI) (L. Chen et al., 2021), customers' trust (CUT) (Akbar et al., 2014), green perceived value (GPV) (Akbar et al., 2014), customers' attitude (CUA) (Alalei & Jan, 2023), and green purchase intention (GPI) adopted from (Alalei & Jan, 2023).

TABLE 1 QUESTIONNAIRE STRUCTURE

Construct	Code	Indicators	Source
Green Innovation of Technology	TGI1	These fashion brands use environmentally friendly protection materials (such as non-polluting, non-toxic, recyclable materials).	(L. Chen et al., 2021)
	TGI2	The packing method which these fashion brands use is simple (such as fewer materials, and easy to disassemble).	
	TGI3	Fashion brands should use low-pollution processing tools.	
	TGI4	Fashion brands choose environmental protection technology (such as natural dyes instead of chemical dyes, and intelligent washing to save water resources).	
	TGI5	These brands conduct environmental protection solutions on old clothes (such as renovating and reusing, cutting and making rags, and burning power generation).	
Product Green Innovation	PGI1	Fashion brands' design concept is green and environmentally friendly.	(L. Chen et al., 2021)
	PGI2	The clothing style of these brands' designs is simple.	
	PGI3	Fashion brands' main tone get mainly involved in natural colors (such as beach color, earth color, forest color, and sky color).	
	PGI4	Fashion brands' minimalist decoration design has little heavy decoration.	

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	PGI5	These fashion brands' performances are comfortable to wear.	
	PGI6	These brands have easy finishing performance (such as easy washing or no ironing).	
	PGI7	Fashion brands' performances have health properties (such as anti-ultraviolet, and anti-radiation).	
	PGI8	These brands demonstrate ecological performance (such as deodorization, sterilization, and anti-itching).	
Customers' Trust	CUT1	You feel that green product's environmental reputation is generally reliable.	(Akbar et al., 2014)
	CUT2	You feel that green product's environmental performance is generally reliable.	
	CUT3	You feel that green product's environmental claims are generally trustworthy.	
	CUT4	Green products' environmental concerns meet your expectations.	
	CUT5	Green products keep promises and commitments for environmental protection.	
Customers' Attitude	CUA1	Choosing green products is a beneficial initiative.	(Alalei & Jan, 2023)
	CUA2	Green products are a favorable choice.	
	CUA3	Green products are really important.	
	CUA4	Overall, I will always choose green products.	
Green Perceived Value	GPV1	Green product's environmental functions provide very good value for you.	(Akbar et al., 2014)
	GPV2	Green product's environmental performance meets your expectations.	
	GPV3	You purchase green products because they have more environmental concerns than other products.	
	GPV4	You purchase green products because they are environmentally friendly.	
	GPV5	You purchase green products because they have more environmental benefits than other products.	
Green Purchase Intention	GPI1	I am willing to purchase green products in the future.	(Alalei & Jan, 2023)
	GPI2	I will take into account purchasing green products	
	GPI3	I will take priority green products when shopping.	
	GPI4	I will suggest people around me to purchase green products.	

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4. RESULT ANALYSIS

4.1 Demographics

Data were collected using questionnaires distributed to respondents in Ho Chi Minh City. The questionnaires were distributed online using social media, such as Facebook, Instagram, Zalo, and other online platforms, as well as in person. The questionnaires were also distributed to those who had purchased or intended to purchase green products. A total of 469 questionnaires were collected from the selected respondents. However, only 434 of them were considered suitable for use in data analysis after screening. We received 199 (45.85%) responses from male and 235 (54.15%) from female participants. The number of respondents under 18 years old who participated in the study was 26 (5.99%), the age group from 18-25 was 300 (69.12%), the age group from 26-30 was 93 (21.43%), and the number of people over 30 years old was 15 (3.46%). Demographically by occupation, 271 (62.44%) were students, employers had 40 (9.22%) respondents, employees had 94 (21.66%), professionals had 29 (6.68%), and finally unemployed had 0 (0%) respondents. Next is the demographics by income, the number of respondents with income under 4,999,999 VND is 166 (38.71%), 192 (44.24%) responses come from people with income from 5,000,000 VND - 14,999,999 VND, 34 (7.83%) responses come from people with income from 15,000,000 VND - 19,999,999 VND, and finally income over 20,000,000 VND has 40 (9.22%) responses. In this survey, the number of people who know about fashion brands that apply technology and environmental protection products is 397 (91.47%), on the contrary, the number of people who do not know is 37 (8.53%). The basic information of the final collected samples is shown in Table 2, which shows a detailed demographic breakdown of the respondents.

TABLE 2 DEMOGRAPHIC ANALYSES (N=434)

Demographics		Frequency	Percent
Gender	Male	199	45.85%
	Female	235	54.15%
Age	Less than 18	26	5.99%
	18-25	300	69.12%
	26-30	93	21.43%
	More than 30	15	3.46%
Occupation	Students	271	62.44%
	Employer	40	9.22%
	Employee	94	21.66%
	Professional	29	6.69%
	Unemployed	0	0%
Income	< VNĐ 4,999,999	168	38.71%
	VNĐ 5,000,000 - VNĐ 14,999,999	192	44.24%
	VNĐ 15,000,000 - VNĐ 19,999,999	34	7.83%
	> VNĐ 20,000,000	40	9.22%
Do you know which fashion brands apply products or technologies that protect the environment?	Yes	397	91.47%
	No	37	8.53%

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4.2 Common method bias (CMB)

There may be a general technical bias since data for both endogenous and exogenous variables were collected from one source. Researchers used a cross-sectional study design to analyze the data to assess CMB's potential risk and address this concern (Leong et al., 2013; L.-Y. Leong et al., 2018). They used a variety of statistical methods and procedures to do so. According to Saud et al. (2020), statistical analysis performed using Harman's single factor analysis showed that the Bartlett test and Kaiser-Meyer-Olkin (KMO) measure both exceeded the minimum threshold of 0.5 and had a value of 0.95 (A. H. D. Nguyen et al., 2024; B. H. T. Nguyen et al., 2023). In addition, the analysis indicated that only one factor explained 38.89% of the total variation, which is below the 50% acceptable range. Therefore, the data set is unlikely to suffer from this CMB problem.

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4.3 Assessing the outer measurement model

After gaining the core data of the survey, it is crucial to validate the outer measurement model, including the structural model (B. H. T. Nguyen et al., 2024). During the quantification stage, each model's dependability and validity must be identified and evaluated (Lo et al., 2022; Tan & Ooi, 2018). Firstly, this study concentrated on forming reliability by applying composite reliability (CR) and Dijkstra-rho Henseler's rh0_A (rh0_A) (Bastiantama Iva Adeline et al., 2023; Luan-Thanh Nguyen et al., 2023; Mostafa Al-Emran et al., 2023; Tri-Quan Dang et al., 2023). Based on many previous studies, rohA, Cronbach alpha, and CR, which are greater than 0.7 supposed a high level of reliability (Bastiantama Iva Adeline et al., 2023; Luan-Thanh Nguyen et al., 2023; Mostafa Al-Emran et al., 2023). Looking at Table 5 and 6 below, Roh A, Cronbach alpha, and CR are all higher than the minimum value of 0.7. This demonstrates these values are reliable exceptionally. At the root of the survey, there are 5 variables of customers' trust (CUT) (Akbar et al., 2014); however, we must eliminate the last one so that the items make a substantial contribution to optimizing the alpha value (L. T. Nguyen et al., 2023).

TABLE 2 OUTER LOADINGS OF MEASUREMENT MODEL

	CUA	CUT	GPI	GPV	PGI	TGI
CUA1	0.813					
CUA2	0.792					
CUA3	0.825					
CUA4	0.833					
CUT1		0.848				
CUT2		0.854				
CUT3		0.826				
CUT4		0.801				
GPI1			0.834			
GPI2			0.847			
GPI3			0.839			
GPI4			0.812			
GPV1				0.837		
GPV2				0.856		
GPV3				0.850		
GPV4				0.860		
GPV5				0.780		
PGI1					0.709	
PGI2					0.760	
PGI3					0.801	
PGI4					0.806	
PGI5					0.842	
PGI6					0.778	
PGI7					0.785	
PGI8					0.750	
TGI1						0.823
TGI2						0.810
TGI3						0.792
TGI4						0.775
TGI5						0.760
TGI6						0.753

Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.

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TABLE 3 CONVERGENT VALIDITY AND CONSTRUCT RELIABILITY

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CUA	0.832	0.834	0.888	0.665
CUT	0.853	0.860	0.900	0.693
GPI	0.853	0.856	0.900	0.693
GPV	0.893	0.893	0.921	0.701
PGI	0.908	0.910	0.925	0.608
TGI	0.876	0.877	0.906	0.617

Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.

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The next thing that must be browsed is the validity of the measurement model. Convergent Validity (CV), which assesses the resemblance of items that follow similar underlying concepts, is evaluated based on average variance extracted (AVE) and outer loading values in Table 5 and 6, following accepted guidelines (Duc et al., 2024; Tri-Quan Dang et al., 2023). To be considered good, external loading should be at least 0.7 (C. H. Wong et al., 2015) and AVE more than 0.5 (Dang Quan et al., 2024; J. Hair et al., 2017; B.-H. T. Nguyen et al., 2024). In Table 6, AVE shows the high reliability of all latent constructs above 0.5 combined with the

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outer loadings surpassing 0.7. Table 4.4 also shows that the square root of AVE for diagonal components was higher than correlation coefficients with other variables, indicating discriminant validity (T.-Q. Dang et al., 2023; B. H. T. Nguyen et al., 2024; L.-T. Nguyen et al., 2024).

TABLE 4 FORNELL-LACKER'S CRITERION

	CUA	CUT	GPI	GPV	PGI	TGI
CUA	**0.816**					
CUT	0.762	**0.832**				
GPI	0.795	0.824	**0.833**			
GPV	0.802	0.749	0.829	**0.837**		
PGI	0.783	0.749	0.759	0.761	**0.780**	
TGI	0.664	0.578	0.598	0.609	0.766	**0.786**

Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.

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TABLE 5 CROSS-LOADING FACTORS

	CUA	CUT	GPI	GPV	PGI	TGI
CUA1	**0.813**	0.639	0.628	0.617	0.666	0.550
CUA2	**0.792**	0.565	0.610	0.588	0.593	0.538
CUA3	**0.825**	0.625	0.663	0.672	0.654	0.557
CUA4	**0.833**	0.653	0.689	0.736	0.640	0.522
CUT1	0.680	**0.848**	0.802	0.706	0.678	0.523
CUT2	0.649	**0.854**	0.671	0.657	0.643	0.479
CUT3	0.604	**0.826**	0.651	0.584	0.606	0.460
CUT4	0.594	**0.801**	0.596	0.527	0.555	0.454
GPI1	0.628	0.612	**0.834**	0.659	0.600	0.485
GPI2	0.675	0.645	**0.847**	0.714	0.663	0.490
GPI3	0.645	0.614	**0.839**	0.671	0.577	0.482
GPI4	0.689	0.843	**0.812**	0.710	0.675	0.528
GPV1	0.652	0.634	0.690	**0.837**	0.626	0.475
GPV2	0.692	0.632	0.693	**0.856**	0.645	0.508
GPV3	0.684	0.649	0.706	**0.850**	0.621	0.507
GPV4	0.695	0.652	0.714	**0.860**	0.659	0.531
GPV5	0.633	0.566	0.666	**0.780**	0.634	0.525
PGI1	0.504	0.481	0.476	0.425	**0.709**	0.581
PGI2	0.576	0.535	0.557	0.564	**0.760**	0.664
PGI3	0.614	0.586	0.621	0.588	**0.801**	0.596
PGI4	0.631	0.574	0.566	0.598	**0.806**	0.606
PGI5	0.655	0.581	0.578	0.647	**0.842**	0.597
PGI6	0.610	0.601	0.600	0.596	**0.778**	0.601
PGI7	0.614	0.624	0.644	0.629	**0.785**	0.573
PGI8	0.658	0.663	0.662	0.660	**0.750**	0.573
TGI1	0.543	0.493	0.490	0.484	0.584	**0.823**
TGI2	0.581	0.427	0.519	0.549	0.614	**0.810**
TGI3	0.498	0.437	0.447	0.495	0.615	**0.792**
TGI4	0.483	0.397	0.437	0.468	0.601	**0.775**
TGI5	0.509	0.474	0.452	0.432	0.574	**0.760**
TGI6	0.508	0.492	0.467	0.436	0.627	**0.753**

Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.

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This investigation also looked at discriminant validity (DV) using the Fornell-Lacker Test and cross-loading (Tan & Ooi, 2018; L. W. Wong et al., 2020) in Table 4.5 and 4.6. DV makes sure that items perform well on the targeted constructs and poorly on irrelevant constructs (B. H. T. Nguyen et al., 2024). Linked constructs that were found have higher cross-loading values than unrelated ones (Tri Quan Dang & Luan-Thanh Nguyen, 2023). This simplifies DV computation based on the results (Binh Thi Hai Nguyen et al., 2023). The cross-loadings test suggests that each item's loads should be greater than its linked construct (T. Q. Dang et al., 2023). Table 4.3 and 4.6 perform the item loadings and cross-loadings for each connected variable (T. Q. Dang et al., 2023). Consequently, the cross-loading requirements are met as the item loadings of the factors exceed the standard of cross-loading values of the other latent factors (T. Q. Dang et al., 2023).

4.4. Assessment inter-model

TABLE 6 HYPOTHESES TESTING RESULTS

Hypotheses	PLS Path	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	2.5%	97.5%	P values	Remark
H1	**TGI -> CUT**	0.008	0.069	0.115	-0.124	0.149	0.908	Unsupported

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H2	**TGI -> CUA**	0.154	0.066	2.331	0.030	0.287	0.002	Supported
H3	**TGI -> GPV**	0.061	0.068	0.894	-0.070	0.200	0.371	Unsupported
H4	**PGI -> CUT**	0.743	0.056	13.250	0.625	0.844	0.000	Supported
H5	**PGI -> CUA**	0.665	0.058	11.460	0.544	0.771	0.000	Supported
H6	**PGI -> GPV**	0.714	0.061	11.634	0.585	0.828	0.000	Supported
H7	**CUT -> GPI**	0.394	0.047	8.413	0.303	0.487	0.000	Supported
H8	**CUA -> GPI**	0.186	0.051	3.618	0.088	0.285	0.000	Supported
H9	**GPV -> GPI**	0.385	0.049	7.885	0.290	0.482	0.000	Supported
Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.								

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This study used the bootstrapping method to collect inferential statistics with 5,000 subsamples with unchanged signs and 99% bias-corrected confidence intervals. Table 4.7 shows the results of hypothesis testing showing that TGI has a significant impact on CUA with a P-value < 0.05. Therefore, the relationship between hypothesis H2 is supported. However, because the p-values are up to 0.908 and 0.371, which are larger than the threshold value of 0.05, hypotheses H1 and H3 on the relationship between TGI and CUT, and TGI and GPV are not supported. This shows that the development of green technology does not have a significant impact on customer trust and green perception in purchase intention. In addition, because the p-value < 0.001, the results also show that PGI significantly affects CUA, CUT, and GPV, and CUT, CUA, and GPV also significantly affect GPI. Therefore, the relationships of hypotheses H4, H5, H6, H7, H8 and H9 are all supported. Therefore, the authors conclude based on the results of Table 4.7 that except for the relationship between TGI and CUT, TGI and GPV. Other variables are significantly related to each other.

TABLE 7 R^2 RESULTS

Endogenous variable	R-square
CUA	0.623
CUT	0.562
GPI	0.791
GPV	0.581

Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value; GPI = Green Purchase Intention.

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For the model to achieve the minimum standard of explanatory power, the R^2 values must exceed the previous threshold—greater than 0.1. The R^2 value for the outcome of interest (loyalty) is 0.623, indicating that a significant amount of variance is explained in this case (Tri-Quan Dang et al., 2023).

TABLE 8 EFFECT SIZE (f^2)

Predictor construct/dependent construct	CUA	CUT	GPI	GPV	PGI	TGI
CUA			0.049			
CUT			0.272			
GPI						
GPV			0.221			
PGI	0.484	0.520		0.503		
TGI	0.026	0.000		0.004		
Noted: TGI = Technology Green Innovation; PGI = Product Green Innovation; CUT = Customer Trust; CUA = Customer Attitudes; GPV = Green Perceived Value;						

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GPI = Green Purchase Intention.

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Similarly, the study examined the effect size for individual exogenous constructs using Cohen's f^2 values. This was done to examine the impact of exogenous constructs on the R^2 value of an endogenous construct (Jacob Cohen, 1988). According to Matthew A. Kraft (2020), Cohen's f^2 values will produce small, medium, and large effects with values of 0.02, 0.15, and 0.35. Table 4.9 shows that the exogenous constructs have small to large effects on the endogenous construct (Binh Thi Hai Nguyen et al., 2023), with effect sizes ranging from 0.000 to 0.520.

5. DISCUSSION

The initial research objectives of this study are: (i) To clarify the impact of green innovation on customer trust; (ii) To clarify the impact of green innovation on green perceived value; and (iii) To clarify the impact of green innovation on customer attitudes. The study has a total of 9 hypotheses, but only 7 of them are accepted. According to the initial research objectives, there are 2 unaccepted hypotheses, H1 and H3, regarding whether green technology innovation factors affect customer trust and green perceived value. Most of the green technology innovation factors do not meet the research requirements, they do not support the factors of customer trust and green perceived value but still support the factor of customer attitudes to green product purchase intention. This shows that green technology innovation does not significantly impact customer trust and green value perception. H2, H4, H5, H6, H7, H8, H9 all support the initial research objectives. These hypotheses all meet the initial research objectives. Green product innovation significantly impacts customer trust, attitude, and value perception, and these factors influence customers' green purchase intention.

Green technology innovation and product innovation of clothing brands can impact consumers' purchase intention through customer attitude, customer trust, and green purchase intention. Specifically, the PLS method accepts H2 (TGI -> CUA; $\beta = 0.066$, p_value <0.05); it is found that green technological innovation (TGI) has a positive and significant impact on customer attitudes (CUA). It shows that technological advances consistent with environmental sustainability can positively shape customer perceptions of products (Kawet et al., 2017). This is consistent with previous research showing that environmentally friendly technologies tend to elicit positive responses among consumers who value sustainability (L. Chen et al., 2021). This finding suggests that individuals who use or are knowledgeable about technology are also more likely to be knowledgeable about green products and their benefits. Contrary to hypothesis H2, Hypotheses H1 ($\beta = 0.069$, p_value >0.05) and H3 ($\beta = 0.068$, p_value >0.05) were established and showed that green technology innovation (TGI) of clothing brands does not affect customer trust (CUT) and consumer perceived value (GPV). This finding suggests that to promote green consumption, businesses need to not only invest in technology but also focus on building a trusting relationship with consumers, and effectively communicate the value that the product brings.

Hypotheses H4 (PGI -> CUT), H5 (PGI -> CUA), and H6 (PGI -> GPV) were established and showed that a brand's green innovation products (PGI) have an impact on customer trust (CUT), customer's attitude (CUA), and green perceived value (GPV). The results of the hypothesis testing are presented in Table 4.7 ($\beta = 0.056$, p_value <0.05); ($\beta = 0.058$, p_value <0.05); ($\beta = 0.061$, p_value <0.05) respectively. This highlights that PGI is an important driver of positive customer responses across multiple dimensions, including trust, attitude, and perceived value, both of which are necessary to promote green purchase intention (L. Chen et al., 2021). These results support the idea that product-based green innovation can create a comprehensive value proposition that appeals to environmentally conscious consumers. Unlike TGI, which may have less tangible impacts, PGI has the potential to provide customers with direct and perceived benefits that enhance their beliefs, attitudes, and perceptions of product value. This finding suggests that companies should prioritize product-based green innovations to maximize consumer acceptance and encourage environmentally friendly purchasing behavior.

Hypotheses H7 (CUT -> GPI), H8 (CUA -> GPI), and H9 (GPV -> GPI) suggest that consumers create green purchasing intentions and behavior through customer trust (CUT), customer attitude (CUA), and green perceived value (GPV). The results of the hypothesis testing are presented in Table 4.7 CUT ($\beta = 0.047$, p_value < 0.05), CUA ($\beta = 0.051$, p_value < 0.05), GPV ($\beta = 0.049$, p_value <0.05) responses had a significant impact on green purchase intention (GPI). Previous empirical research has reinforced the findings of this study (Bilal Afsar, 2014). The findings of the study also showed that customer trust has a significant positive impact on purchase intention. In the research literature, it is determined that customer attitudes towards green products have a positive impact on purchase intention (Groeppel-Klein, 2005). Since they think that green fashion products are healthy, sustainable, and come from reputable and socially responsible brands, customers support them. In addition, previous empirical investigations have confirmed the results of this study (Ebrahim et al., 2016; Hellier et al., 2003; Muzakir & Damrus, 2018). Similarly, the study results also noted that attitudes, trust, and perceived value have a positive influence on purchase intention. To encourage consumers to choose green products, businesses and organizations need to focus on raising consumers' awareness of environmental issues, building a positive image for green products, and creating quality green products at reasonable prices.

6. Implication

6.1 Theoretical implication

Three theories are proposed for this study. First, green technology innovation affects customer attitudes, but it only affects beliefs and perceived values. These findings demonstrate that, as suggested in previous literature, an

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influencer who is perceived as trustworthy is more likely to influence followers' attitudes and purchase intentions (Kim et al., 2018). This finding suggests that technology-based green innovations can attract customers to environmental values, but they may not be enough to create beliefs or enhance product perceptions. Second, green product innovation is important to change customers' trust, attitudes, and environmental perceptions. This result theoretically suggests that product-focused green innovations have a comprehensive impact on customers' affective attitudes and their cognitive evaluations of trust and value. Finally, the relationship between customer trust, attitudes, and perceived green value in shaping green purchase intention. Theories such as the Theory of Planned Behavior (TPB), suggest that attitudes are important predictors of behavioral intention and that the predictive power of these models increases when incorporating perceived values and beliefs as important antecedents (Conner & Armitage, 1988). These findings highlight the need for a theoretical framework on green innovation that takes into account the differential effects of technological innovation versus product innovation on customer trust, attitudes, and perceived value, as well as the importance of these constructs in shaping green purchase intention.

6.2 Managerial implication

In this study, not only was the relationship model developed but also the measurement variables and scales were established, providing fashion industry businesses with important research tools and concepts of practical value. Since TGI positively affects customer attitudes but has no direct impact on green perceived value or customer trust, businesses should focus on how TGI can shape positive customer attitudes by communicating the environmental benefits of technological innovation. However, since TGI does not directly build trust or perceived value, companies should complement TGI efforts with additional strategies that address these factors. PGI positively affects customer trust, attitudes, and perceived value. This indicates that innovation in green products is an important strategy for enhancing customer trust and their perception of product value. Companies should prioritize green product innovation because it directly promotes both trust and positive attitudes, making consumers more likely to value environmentally friendly products. In practical terms, brands can focus on product transparency, eco-certification, and showcasing the benefits of green products to enhance these aspects. Since PGI has a broader impact than TGI, companies may find investing in green product initiatives more effective when aiming to increase customer purchase intention. Marketing should emphasize a product's tangible, green aspects to reinforce trust and create perceived value, ultimately leading to higher purchase intention. Customer trust, attitude, and perceived value all positively influence GPI. This implies that to increase green purchase intention, companies need to ensure that customers trust the brand, have a positive attitude toward the brand, and perceive the brand as providing environmental value.

7. Conclusion, limitations, and further research

This paper has outlined the definitions of green innovation of fashion brands and clarified the intermediary variables that can impact green purchase intentions, which is very beneficial for developing good ideas about environmental innovation and reducing waste caused by the fashion industry. The actual results have proven that product green innovation has a profound effect on green purchase intention through three intermediate variables; However, green innovation of technology is negatively related to two intermediate variables, customers' trust and green perceived value. Meanwhile, in this research paper, it was discovered that the relationship between the two intermediate variables mentioned above is closely related to green purchase intention.

Three limitations emerged while studying the conection between fashion brands' green innovation and green purchase intention. Firstly, this research paper only surveyed more than 400 data results and only consumers or customers in Ho Chi Minh City. Future surveys may take more surveys so that the data is more authentic and can be obtained from other places in the country or abroad. Secondly, this research paper only focuses on two elements of green innovation of products and technology. The following research papers may take into consideration its other factors as well as other intermediary variables that influence green purchase intentions. Thirdly, the issue of customer purchasing power and green awareness has not yet been taken into consideration in this research paper. Subsequent studies should focus on factors that impact customers' green awareness and purchasing power.

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