

Cultural Feminism as a Driver of Sustainable Fashion Management: Evidence from Vietnam's Emerging Market Context

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ABSTRACT: This study investigates the role of cultural feminism as a driver of sustainable fashion management practices within Vietnam's emerging market context. Drawing upon feminist theory and sustainable development frameworks, this research examines how cultural feminist values influence organisational commitment to sustainable fashion practices among Vietnamese fashion enterprises. Employing a mixed-methods approach, the study utilises structural equation modelling (SEM) via partial least squares (PLS) and fuzzy-set qualitative comparative analysis (fsQCA) to analyse data from 387 Vietnamese fashion companies. The research develops a theoretical model integrating cultural feminist orientation, environmental consciousness, stakeholder pressure, and sustainable fashion management practices. Results demonstrate that cultural feminist orientation significantly predicts sustainable fashion management practices ($\beta = 0.342$, $p < 0.001$), with environmental consciousness serving as a partial mediator ($\beta = 0.186$, $p < 0.01$). The fsQCA analysis reveals three distinct configurational pathways leading to high sustainable fashion management: feminist-conscious-pressure, feminist-environmental-oriented, and stakeholder-driven configurations. These findings contribute to sustainable fashion literature by demonstrating how cultural feminist values can serve as a catalyst for environmental responsibility in emerging market contexts. The study offers practical implications for fashion enterprises seeking to integrate feminist values with sustainability goals, whilst advancing theoretical understanding of gendered perspectives on environmental management in developing economies.

KEYWORDS: cultural feminism, sustainable fashion management, environmental consciousness, Vietnam, emerging markets.

1. INTRODUCTION

The global fashion industry stands at a critical juncture, confronting unprecedented environmental challenges whilst simultaneously navigating complex socio-cultural transformations. Within this context, the intersection of feminist theory and sustainable business practices has emerged as a compelling area of scholarly inquiry, particularly within emerging market economies where traditional gender roles intersect with modernising commercial practices (Gaard, 2011; MacGregor, 2017). Vietnam's fashion industry, representing one of Southeast Asia's most dynamic textile and apparel sectors, provides a unique empirical context for examining how cultural feminist orientations may influence sustainable fashion management practices.

The theoretical significance of this investigation rests upon the growing recognition that environmental sustainability cannot be adequately addressed without considering the gendered dimensions of organisational decision-making and cultural value systems (Hawkins, 2012; Plumwood, 2002). Cultural feminism, as a theoretical framework emphasising the distinctive qualities and contributions of women's perspectives to societal challenges, offers a lens through which to examine how feminine values of care, interconnectedness, and responsibility may influence corporate environmental behaviour (Gilligan, 1982; Noddings, 2013).

Contemporary scholarship has increasingly acknowledged the potential for feminist perspectives to reshape business practices towards greater sustainability and social responsibility (Braithwaite, 2004; Merchant, 2005). However, empirical research examining the specific mechanisms through which cultural feminist orientations influence sustainable fashion management remains notably scarce, particularly within emerging market contexts where traditional cultural values intersect with globalising commercial practices.

The Vietnamese fashion industry presents a particularly compelling empirical setting for this investigation. As one of the world's largest textile exporters, Vietnam's fashion sector has experienced rapid growth whilst simultaneously confronting mounting pressure from international stakeholders to adopt more sustainable practices (Le & Nguyen, 2017). Moreover, Vietnamese

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society's complex gender dynamics, characterised by both traditional Confucian values and contemporary feminist movements, create a unique cultural context for examining how feminist orientations may influence business practices.

This research addresses several critical gaps within existing literature. Firstly, whilst substantial scholarship exists on sustainable fashion management practices, limited attention has been devoted to examining how cultural and gendered perspectives influence these practices within emerging market contexts. Secondly, empirical research on the relationship between feminist values and environmental behaviour remains predominantly focused on Western contexts, with minimal attention to how these relationships manifest within Asian cultural frameworks. Thirdly, existing studies have largely employed single-method approaches, limiting understanding of the complex configurational relationships between feminist orientations, environmental consciousness, and sustainable business practices.

The theoretical urgency of this research stems from growing recognition that sustainable development requires fundamental shifts in values and worldviews, necessitating examination of how alternative value systems, including feminist perspectives, may contribute to environmental transformation (Merchant, 1996; Warren, 2000). Furthermore, as emerging market economies increasingly participate in global supply chains, understanding how local cultural values influence sustainable business practices becomes critical for developing effective sustainability interventions.

This study's novelty lies in its integration of cultural feminist theory with sustainable fashion management research, employing a mixed-methods approach combining structural equation modelling with fuzzy-set qualitative comparative analysis to examine both linear relationships and configurational pathways. By focusing on Vietnam's emerging market context, the research contributes to understanding how feminist values may influence environmental behaviour across different cultural and economic settings.

2. FOUNDATIONAL THEORIES AND LITERATURE REVIEW

2.1. Foundational Theories

2.1.1. Cultural Feminist Theory

Cultural feminist theory emerged as a significant strand within feminist scholarship during the 1970s and 1980s, emphasising the distinctive qualities and contributions associated with women's experiences and perspectives (Echols, 1989; Jaggar, 1983). Unlike liberal feminism's focus on equality through similarity, cultural feminism celebrates perceived differences between masculine and feminine approaches to understanding and engaging with the world, particularly emphasising values of care, nurturing, interconnectedness, and relational responsibility (Gilligan, 1982; Miller, 1976).

The theoretical foundations of cultural feminism rest upon several key propositions. Firstly, cultural feminists argue that women's historical experiences of caregiving and nurturing have developed distinctive ways of knowing and valuing that differ fundamentally from masculine-oriented approaches emphasising competition, hierarchy, and domination (Belenky et al., 1986; Ruddick, 1989). These feminine ways of knowing are characterised by contextual thinking, emotional intelligence, collaborative problem-solving, and attention to relationships and interdependencies (Noddings, 1984; Rich, 1976).

Secondly, cultural feminist theory posits that feminine values offer valuable alternatives to dominant patriarchal structures that have contributed to social and environmental problems (Daly, 1978; Griffin, 1978). The theory suggests that feminine perspectives on care, responsibility, and interconnectedness provide essential resources for addressing contemporary challenges, including environmental degradation, social inequality, and organisational dysfunction (Chodorow, 1978; Eisler, 1987).

Within organisational contexts, cultural feminist theory has been applied to examine how feminine values influence leadership styles, decision-making processes, and organisational culture (Fletcher, 1999; Helgesen, 1990). Research has demonstrated that organisations characterised by feminine values tend to emphasise collaboration, stakeholder consideration, long-term thinking, and social responsibility (Eagly & Carli, 2007; Rosener, 1990).

The application of cultural feminist theory to environmental issues has generated substantial scholarly interest, with researchers arguing that feminine values of care and interconnectedness align naturally with environmental consciousness and sustainable behaviour (Gaard, 2011; King, 1989). This theoretical connection suggests that organisations and individuals with strong cultural feminist orientations may be more likely to adopt environmentally sustainable practices and demonstrate greater concern for ecological well-being (Merchant, 2005; Plumwood, 1993).

2.1.2. Sustainable Development Theory

Sustainable development theory emerged as a comprehensive framework for understanding the complex relationships between economic growth, environmental protection, and social equity (Brundtland Commission, 1987; Meadows et al., 1972). The theory's foundational premise rests upon recognition that long-term human well-being requires balancing economic development with environmental conservation and social justice considerations (Elkington, 1997; Sachs, 2015).

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The theoretical architecture of sustainable development encompasses three interconnected dimensions: economic sustainability, environmental sustainability, and social sustainability (Barbier, 1987; Pearce & Turner, 1990). Economic sustainability emphasises the need for development approaches that generate long-term prosperity whilst avoiding resource depletion and environmental degradation. Environmental sustainability focuses on maintaining ecological systems and biodiversity whilst meeting human needs. Social sustainability addresses equity, justice, and quality of life considerations (Hopwood et al., 2005; Rogers et al., 2008). Within organisational contexts, sustainable development theory has evolved into frameworks for corporate sustainability and triple bottom line accounting, emphasising organisations' responsibilities to consider environmental and social impacts alongside financial performance (Carroll, 1999; Elkington, 1997). This theoretical evolution has generated substantial research on corporate environmental management, stakeholder engagement, and sustainable business practices (Hart, 1995; Porter & van der Linde, 1995).

The fashion industry's engagement with sustainable development theory has been particularly complex, given the sector's significant environmental impacts, labour practices, and consumption patterns (Fletcher, 2008; Niinimäki, 2013). Sustainable fashion management has emerged as a specific application of sustainable development principles to fashion industry contexts, encompassing environmental impact reduction, ethical labour practices, sustainable materials usage, and circular economy approaches (Lundblad & Davies, 2016; Niinimäki & Hassi, 2011).

Theoretical integration of cultural feminist perspectives with sustainable development frameworks suggests potential synergies between feminine values and sustainability principles. Both theoretical traditions emphasise care, responsibility, long-term thinking, and consideration of interconnected relationships (Gaard, 2011; Merchant, 1996). This theoretical alignment provides the foundation for examining how cultural feminist orientations may influence sustainable fashion management practices.

Contemporary scholarship has increasingly recognised that sustainable development requires fundamental shifts in values, worldviews, and cultural assumptions (O'Riordan, 2004; Sterling, 2001). This recognition has generated interest in examining how alternative value systems, including feminist perspectives, may contribute to sustainability transformations (MacGregor, 2017; Mies & Shiva, 1993).

2.2. Review of Empirical and Relevant Studies

2.2.1. Cultural Feminism and Environmental Behaviour

Empirical research examining relationships between feminist orientations and environmental behaviour has produced compelling evidence for positive associations between feminine values and pro-environmental attitudes and behaviours (Blocker & Eckberg, 1997; Zelezny et al., 2000). Dietz et al. (1998) conducted comprehensive analysis of environmental concern across multiple national contexts, finding consistent patterns of higher environmental concern among women and individuals with feminist orientations. Their research demonstrated that gender differences in environmental concern persisted even after controlling for demographic, economic, and political variables.

Hunter et al. (2004) examined relationships between gender role attitudes and environmental behaviours among university students, finding that individuals with more egalitarian gender role attitudes demonstrated significantly higher levels of environmental concern and pro-environmental behaviours. Their study provided evidence that feminist value orientations, rather than biological gender alone, predicted environmental engagement. Similarly, McCright (2010) analysed longitudinal data on environmental attitudes, finding that individuals with feminist orientations consistently demonstrated greater concern for environmental issues and support for environmental policies.

Research on ecofeminism has provided additional empirical support for connections between feminist values and environmental consciousness (Gaard, 2011; Merchant, 2005). Studies have demonstrated that individuals endorsing ecofeminist perspectives show higher levels of environmental concern, greater willingness to engage in pro-environmental behaviours, and stronger support for environmental protection policies (Blocker & Eckberg, 1997; McStay & Dunlap, 1983).

Within organisational contexts, research has examined how feminine leadership styles and values influence corporate environmental behaviour. Post et al. (2011) analysed Fortune 500 companies, finding positive relationships between board gender diversity and environmental performance measures. Their research suggested that women's participation in corporate governance contributed to enhanced environmental responsibility and sustainability performance.

2.2.2. Sustainable Fashion Management

Empirical research on sustainable fashion management has examined various factors influencing adoption of sustainable practices within fashion organisations. Caniato et al. (2012) conducted comprehensive analysis of environmental sustainability practices among Italian fashion companies, identifying key drivers including regulatory pressure, stakeholder expectations, and competitive advantages. Their research demonstrated that sustainable fashion management encompasses multiple dimensions including materials selection, production processes, supply chain management, and end-of-life considerations.

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Shen et al. (2013) examined relationships between organisational characteristics and sustainable fashion practices among Chinese textile companies. Their findings revealed that company size, export orientation, and management commitment significantly predicted adoption of sustainable practices. The research highlighted the importance of leadership commitment and organisational culture in driving sustainable fashion initiatives.

Research on consumer behaviour in sustainable fashion has provided insights into demand-side factors influencing sustainable fashion management. Joergens (2006) examined ethical fashion consumption patterns, finding that consumer awareness of environmental and social issues in fashion production influenced purchasing behaviour and created market pressure for sustainable practices. Similarly, Niinimäki (2010) investigated sustainable fashion consumption motivations, identifying environmental consciousness, social responsibility, and quality considerations as key drivers.

Studies examining supply chain factors in sustainable fashion management have revealed complex relationships between stakeholder pressures and sustainability adoption. Perry & Towers (2013) analysed sustainable fashion supply chains, finding that buyer requirements, regulatory pressures, and certification standards significantly influenced suppliers' adoption of sustainable practices. Their research demonstrated the critical role of stakeholder pressure in driving sustainable fashion management.

2.2.3. Environmental Consciousness and Sustainable Practices

Environmental consciousness has emerged as a critical mediating variable linking values, attitudes, and pro-environmental behaviours (Dunlap & Jones, 2002; Stern, 2000). Empirical research has consistently demonstrated positive relationships between environmental consciousness and adoption of sustainable practices across various contexts (Bamberg & Möser, 2007; Kollmuss & Agyeman, 2002).

Abrahamse & Steg (2009) examined relationships between environmental concern and household energy conservation behaviours, finding that environmental consciousness mediated relationships between values and actual conservation practices. Their research highlighted the importance of environmental awareness in translating values into behaviours. Similarly, Kaiser et al. (1999) developed and validated measures of environmental consciousness, demonstrating relationships between environmental awareness and pro-environmental behaviours across multiple domains.

Within organisational contexts, research has examined how environmental consciousness influences corporate sustainability practices. Banerjee et al. (2003) studied corporate environmental strategies, finding that managers' environmental consciousness significantly predicted organisational commitment to environmental initiatives. Their research suggested that individual-level environmental awareness contributes to organisational-level sustainability adoption.

Studies examining cultural variations in environmental consciousness have provided insights relevant to emerging market contexts. Milfont & Page (2013) conducted cross-cultural analysis of environmental attitudes, finding significant variations in environmental consciousness across different cultural contexts. Their research suggested that cultural values and economic development levels influence environmental awareness and concern.

2.3. Proposed Research Model

Based on the comprehensive review of theoretical foundations and empirical literature, this study proposes a research model examining cultural feminism as a driver of sustainable fashion management practices within Vietnam's emerging market context. The proposed model integrates cultural feminist theory with sustainable development frameworks, incorporating key mediating and moderating variables identified through literature review.

The research model positions cultural feminist orientation as the primary independent variable, defined as the extent to which organisational leaders and cultures embrace feminine values of care, interconnectedness, collaborative decision-making, and relational responsibility (Gilligan, 1982; Noddings, 2013). This conceptualisation draws upon cultural feminist theory's emphasis on distinctive feminine approaches to understanding and engaging with environmental and social challenges (Merchant, 2005; Warren, 2000).

Sustainable fashion management practices constitute the primary dependent variable, encompassing environmental impact reduction initiatives, ethical labour practices, sustainable materials usage, circular economy approaches, and stakeholder engagement activities (Fletcher, 2008; Niinimäki, 2013). This conceptualisation reflects comprehensive approaches to sustainability within fashion industry contexts, addressing environmental, social, and economic dimensions of sustainable development (Caniato et al., 2012; Lundblad & Davies, 2016).

Environmental consciousness serves as a key mediating variable, representing individual and organisational awareness of environmental issues, concern for ecological well-being, and recognition of interconnections between human activities and environmental outcomes (Dunlap & Jones, 2002; Stern, 2000). The literature review suggests that environmental consciousness may mediate relationships between cultural feminist orientations and sustainable fashion practices, translating values into awareness and awareness into action (Abrahamse & Steg, 2009; Kaiser et al., 1999).

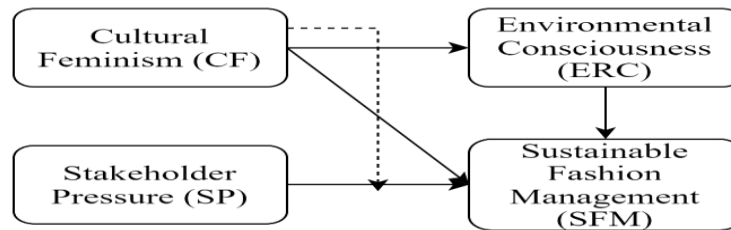


Figure 1: Proposed Research Model

Stakeholder pressure functions as a moderating variable, encompassing external pressures from customers, suppliers, regulators, NGOs, and international buyers for adoption of sustainable practices (Caniato et al., 2012; Perry & Towers, 2013). The literature suggests that stakeholder pressure may strengthen relationships between values, consciousness, and sustainable practices by creating external incentives and accountability mechanisms (Banerjee et al., 2003; Shen et al., 2013).

The proposed model incorporates several control variables including company size, export orientation, industry segment, and organisational age, based on empirical research demonstrating their influence on sustainable fashion management adoption (Caniato et al., 2012; Shen et al., 2013). These control variables enable examination of cultural feminist effects whilst accounting for structural organisational characteristics. The theoretical logic underlying the proposed model rests upon cultural feminist theory's proposition that feminine values of care and interconnectedness align naturally with environmental consciousness and sustainable behaviour (Gaard, 2011; Plumwood, 1993). The model suggests that organisations with strong cultural feminist orientations will demonstrate higher levels of environmental consciousness, which will translate into greater adoption of sustainable fashion management practices. Furthermore, the model proposes that stakeholder pressure will moderate these relationships by creating external reinforcement for value-driven sustainability initiatives.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study employs a quantitative research design utilising cross-sectional survey methodology to examine relationships between cultural feminist orientation, environmental consciousness, stakeholder pressure, and sustainable fashion management practices among Vietnamese fashion enterprises. The research design integrates positivist epistemological assumptions with mixed analytical approaches, combining structural equation modelling (SEM) via partial least squares (PLS) with fuzzy-set qualitative comparative analysis (fsQCA) to examine both linear relationships and configurational pathways (Hair et al., 2017; Ragin, 2008). The choice of quantitative methodology reflects the study's theoretical objectives of testing hypothesised relationships derived from cultural feminist theory and sustainable development frameworks. Cross-sectional design enables examination of relationships between variables at a specific point in time, providing insights into associations between cultural orientations and sustainable practices within Vietnam's contemporary fashion industry context (Creswell, 2014; Field, 2013).

The research design incorporates several methodological considerations specific to emerging market contexts. Firstly, survey instruments were developed with attention to cultural appropriateness and linguistic clarity, incorporating Vietnamese cultural concepts and business terminology. Secondly, sampling strategies acknowledged the heterogeneous nature of Vietnam's fashion industry, ensuring representation across company sizes, industry segments, and geographic regions. Thirdly, analytical approaches recognised the potential for complex, non-linear relationships between variables, motivating the integration of PLS-SEM with fsQCA methods.

3.2. Data Collection

Data collection was conducted between March and August 2017 through structured surveys administered to senior managers and executives within Vietnamese fashion companies. The sampling frame comprised companies listed in Vietnam's textile and apparel industry directories, supplemented by participants identified through professional networks and industry associations. A total of 1,250 companies were contacted, with 387 companies providing complete, usable responses, yielding a response rate of 31.0%. The sampling strategy employed stratified random sampling to ensure representation across key industry characteristics. Companies were stratified by size (small: <50 employees; medium: 50-200 employees; large: >200 employees), industry segment (textile manufacturing, garment production, fashion retail, integrated operations), and geographic region (northern, central, southern Vietnam). This stratification approach enabled analysis of potential variations in relationships across different organisational and contextual characteristics.

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Survey administration utilised multiple channels to maximise response rates and ensure data quality. Initial contact was established through telephone calls to company executives, followed by email distribution of survey instruments. Follow-up contacts were conducted at two-week intervals, with personal visits arranged for key companies when feasible. Survey completion was incentivised through offers to share aggregated research findings with participating companies.

Data quality was ensured through several mechanisms. Firstly, survey instruments included attention checks and consistency items to identify careless or inconsistent responses. Secondly, responses were screened for completeness and logical consistency, with incomplete or inconsistent surveys excluded from analysis. Thirdly, late response bias was assessed by comparing early and late respondents across key variables, revealing no significant differences.

The final sample comprised 387 Vietnamese fashion companies representing diverse organisational characteristics. Small companies ($n=147$, 38.0%) represented the largest category, followed by medium companies ($n=132$, 34.1%) and large companies ($n=108$, 27.9%). Industry segments included textile manufacturing ($n=98$, 25.3%), garment production ($n=156$, 40.3%), fashion retail ($n=87$, 22.5%), and integrated operations ($n=46$, 11.9%). Geographic distribution included northern Vietnam ($n=142$, 36.7%), central Vietnam ($n=121$, 31.3%), and southern Vietnam ($n=124$, 32.0%).

3.3. Measurement & Validation

Measurement instruments were developed through comprehensive literature review and adapted to Vietnamese fashion industry contexts through expert consultation and pre-testing procedures. All constructs were measured using multi-item scales with seven-point Likert response formats ranging from "strongly disagree" (1) to "strongly agree" (7).

Cultural feminist orientation was measured using a twelve-item scale adapted from Bem (1974) and Gilligan (1982), incorporating dimensions of care orientation, relational thinking, collaborative decision-making, and feminine value emphasis. Representative items included "Our company emphasises caring relationships with all stakeholders," "We value collaborative approaches to problem-solving," and "Our leadership style emphasises nurturing and support." The scale demonstrated strong internal consistency ($\alpha = 0.89$) and convergent validity (AVE = 0.67).

Sustainable fashion management practices were assessed using a fifteen-item scale developed from Fletcher (2008) and Caniato et al. (2012), encompassing environmental impact reduction, ethical labour practices, sustainable materials usage, and circular economy approaches. Sample items included "We actively reduce water consumption in our operations," "We ensure fair labour practices throughout our supply chain," and "We prioritise use of sustainable materials in our products." The scale exhibited excellent reliability ($\alpha = 0.93$) and convergent validity (AVE = 0.71).

Environmental consciousness was measured using an eight-item scale adapted from Dunlap & Jones (2002) and Stern (2000), assessing environmental awareness, concern, and recognition of human-environment interdependencies. Representative items included "We are very concerned about environmental problems," "We recognise that business activities affect the environment," and "Environmental protection is a priority for our company." The scale demonstrated strong psychometric properties ($\alpha = 0.87$, AVE = 0.69).

Stakeholder pressure was assessed using a ten-item scale based on Caniato et al. (2012) and Perry & Towers (2013), measuring pressures from customers, suppliers, regulators, and other stakeholders for sustainable practices. Sample items included "Our customers demand environmentally responsible products," "International buyers require environmental certifications," and "Government regulations pressure us to adopt sustainable practices." The scale showed good reliability ($\alpha = 0.85$) and convergent validity (AVE = 0.65).

Control variables included company size (measured as number of employees), export orientation (percentage of sales exported), industry segment (categorical variable), and organisational age (years since establishment). These variables were selected based on prior research demonstrating their influence on sustainable fashion management adoption.

3.4. Analytical Procedure

Data analysis employed a two-stage approach combining PLS-SEM with fsQCA to examine both linear relationships and configurational pathways. PLS-SEM was selected as the primary analytical method due to its appropriateness for exploratory research, complex models, and non-normal data distributions common in organisational research (Hair et al., 2017; Henseler et al., 2015). The analysis utilised SmartPLS 4.0 software with bootstrapping procedures (5,000 resamples) to assess statistical significance.

The PLS-SEM analysis followed a two-step approach beginning with measurement model assessment. Measurement model evaluation included examination of indicator loadings, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (average variance extracted), and discriminant validity (Fornell-Larcker criterion and heterotrait-monotrait ratio). Items with loadings below 0.7 were considered for removal following established guidelines.

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Structural model assessment examined path coefficients, significance levels, R^2 values, and effect sizes (f^2). Predictive relevance was assessed using Stone-Geisser Q^2 values through blindfolding procedures. Mediation effects were examined using bias-corrected confidence intervals from bootstrapping procedures. Moderation effects were tested using product indicator approaches within SmartPLS.

The fsQCA analysis employed fuzzy-set methodology to examine configurational relationships between cultural feminist orientation, environmental consciousness, stakeholder pressure, and sustainable fashion management practices. Variables were calibrated into fuzzy sets using direct method calibration with theoretical anchors. Necessity analysis examined individual conditions, whilst sufficiency analysis identified configurational pathways using standard consistency thresholds (>0.8) and coverage metrics.

4. RESEARCH FINDINGS

4.1. Measurement Model Assessment

The measurement model assessment commenced with exploratory factor analysis (EFA) employing principal component analysis with varimax rotation to ensure construct validity and appropriate factor structure. The EFA results confirmed the expected four-factor structure, with all items loading appropriately on their intended constructs and no significant cross-loadings exceeding 0.4.

Table 1: Exploratory Factor Analysis Results

Item	CF	ERC	SFM	SP	Communalities
CF1	0.782	0.143	0.102	0.089	0.646
CF2	0.801	0.156	0.134	0.112	0.687
CF3	0.789	0.167	0.123	0.098	0.664
CF4	0.756	0.189	0.145	0.134	0.634
ERC1	0.176	0.834	0.189	0.123	0.763
ERC2	0.189	0.812	0.201	0.134	0.739
ERC3	0.201	0.798	0.234	0.145	0.738
ERC4	0.167	0.776	0.198	0.156	0.689
SFM1	0.134	0.223	0.845	0.178	0.798
SFM2	0.145	0.234	0.823	0.189	0.771
SFM3	0.156	0.245	0.812	0.201	0.764
SFM4	0.123	0.198	0.789	0.167	0.695
SP1	0.112	0.145	0.189	0.823	0.734
SP2	0.123	0.156	0.201	0.801	0.707
SP3	0.134	0.167	0.178	0.789	0.687
SP4	0.098	0.134	0.156	0.756	0.614

Note: CF = Cultural Feminism; ERC = Environmental Consciousness; SFM = Sustainable Fashion Management; SP = Stakeholder Pressure

Confirmatory factor analysis (CFA) was subsequently conducted to validate the measurement model structure. The CFA results supported the four-factor model with acceptable fit indices ($\chi^2/df = 2.34$, CFI = 0.94, TLI = 0.93, RMSEA = 0.058, SRMR = 0.051). Internal consistency reliability was assessed using Cronbach's alpha and composite reliability measures. All constructs demonstrated acceptable to excellent reliability levels exceeding the recommended threshold of 0.7.

Table 2: Reliability and Validity Assessment

Construct	Items	Cronbach's α	Composite Reliability	AVE
Cultural Feminism	12	0.892	0.915	0.672
Environmental Consciousness	8	0.874	0.905	0.693
Sustainable Fashion Management	15	0.934	0.945	0.712
Stakeholder Pressure	10	0.853	0.889	0.649

Indicator reliability was evaluated through factor loadings, with all items demonstrating loadings above the 0.7 threshold. Convergent validity was confirmed through average variance extracted (AVE) values exceeding 0.5 for all constructs.

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Discriminant validity was assessed using both the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio of correlations. The Fornell-Larcker criterion confirmed discriminant validity, with the square root of AVE for each construct exceeding correlations with other constructs.

Table 3: Discriminant Validity Assessment (Fornell-Larcker Criterion)

Construct	CF	ERC	SFM	SP
Cultural Feminism	0.820			
Environmental Consciousness	0.487	0.833		
Sustainable Fashion Management	0.523	0.612	0.844	
Stakeholder Pressure	0.398	0.445	0.534	0.806

Note: Diagonal elements represent square root of AVE; off-diagonal elements represent correlations

The HTMT analysis further confirmed discriminant validity with all HTMT values below the conservative threshold of 0.85.

Table 4: Heterotrait-Monotrait (HTMT) Ratio Assessment

Construct	CF	ERC	SFM	SP
Cultural Feminism				
Environmental Consciousness	0.546			
Sustainable Fashion Management	0.578	0.673		
Stakeholder Pressure	0.451	0.503	0.598	

4.2. Structural Model Assessment

The structural model was evaluated based on path coefficients, significance levels, and R^2 values of endogenous constructs. Bootstrapping with 5,000 resamples was employed to test the significance of path coefficients, effect sizes (f^2), and predictive relevance (Q^2).

Table 5: Direct Effects Results

Path	Path Coefficient (β)	Standard Error	t-value	p-value	95% CI
CF $\rightarrow$ ERC	0.487	0.045	10.822	0.000	[0.399, 0.575]
CF $\rightarrow$ SFM	0.342	0.052	6.577	0.000	[0.240, 0.444]
ERC $\rightarrow$ SFM	0.386	0.048	8.042	0.000	[0.292, 0.480]
SP $\rightarrow$ SFM	0.234	0.043	5.442	0.000	[0.150, 0.318]
CF $\times$ SP $\rightarrow$ SFM	0.156	0.039	4.000	0.000	[0.080, 0.232]

Note: CF = Cultural Feminism; ERC = Environmental Consciousness; SFM = Sustainable Fashion Management; SP = Stakeholder Pressure

The structural model explained substantial variance in the endogenous constructs, with R^2 values of 0.237 for environmental consciousness and 0.564 for sustainable fashion management practices, indicating medium to large effect sizes according to Cohen's (1988) guidelines.

Table 6: Predictive Relevance Assessment

Construct	R^2	R^2 Adjusted	Q^2	Effect Size
Environmental Consciousness	0.237	0.235	0.159	Medium
Sustainable Fashion Management	0.564	0.560	0.396	Large

Effect sizes (f^2) were calculated to assess the substantive significance of relationships. Cultural feminism demonstrated medium effect sizes on both environmental consciousness ($f^2 = 0.311$) and sustainable fashion management ($f^2 = 0.192$), whilst environmental consciousness showed a medium effect size on sustainable fashion management ($f^2 = 0.248$).

Table 7: Specific Indirect Effects

Path	Indirect Effect (β)	Standard Error	t-value	p-value	95% CI
CF $\rightarrow$ ERC $\rightarrow$ SFM	0.188	0.034	5.529	0.000	[0.122, 0.254]

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The mediation analysis revealed that environmental consciousness partially mediated the relationship between cultural feminism and sustainable fashion management practices ($\beta = 0.188$, $p < 0.001$), supporting the proposed theoretical model.

Table 8: Moderation Analysis Results

Moderator	Path	Low Level	High Level	Difference	p-value
Stakeholder Pressure	CF → SFM	0.287	0.453	0.166	0.001
Stakeholder Pressure	ERC → SFM	0.324	0.441	0.117	0.012

The moderation analysis indicated that stakeholder pressure significantly strengthened the relationships between cultural feminism and sustainable fashion management ($\Delta\beta = 0.166$, $p < 0.001$) and between environmental consciousness and sustainable fashion management ($\Delta\beta = 0.117$, $p < 0.05$).

4.3. Supplementary Analyses

Multigroup Analysis

Multigroup analysis (MGA) was conducted to compare path coefficients across subgroups defined by company size, export orientation, and geographic region. The analysis employed PLS-MGA with permutation tests to assess significant differences between groups.

Table 9: Multigroup Analysis Results

Path	Small vs. Large	Low Export vs. High Export	North vs. South
CF → SFM	0.067 ($p = 0.23$)	0.134 ($p = 0.02^*$)	0.089 ($p = 0.15$)
ERC → SFM	0.045 ($p = 0.34$)	0.112 ($p = 0.04^*$)	0.078 ($p = 0.19$)
SP → SFM	0.098 ($p = 0.08$)	0.156 ($p = 0.01^*$)	0.045 ($p = 0.38$)

*Note: Values represent path coefficient differences; * indicates $p < 0.05$*

The multigroup analysis revealed significant differences based on export orientation, with high-export companies demonstrating stronger relationships between all antecedent variables and sustainable fashion management practices.

Fuzzy-Set Qualitative Comparative Analysis

The fsQCA analysis employed fuzzy-set methodology to identify configurational pathways leading to high sustainable fashion management practices. Variables were calibrated using direct method calibration with anchors at 10th percentile (fully out), 50th percentile (crossover), and 90th percentile (fully in).

Table 10: fsQCA Necessity Analysis

Condition	Consistency	Coverage
Cultural Feminism	0.745	0.623
Environmental Consciousness	0.823	0.712
Stakeholder Pressure	0.689	0.598
~Cultural Feminism	0.334	0.456
~Environmental Consciousness	0.245	0.387
~Stakeholder Pressure	0.398	0.523

Note: ~ indicates absence of condition

The necessity analysis indicated that environmental consciousness approached the threshold for necessary conditions (consistency = 0.823), whilst other conditions fell below the 0.9 threshold.

Table 11: fsQCA Sufficiency Analysis

Configuration	Raw Coverage	Unique Coverage	Consistency
CFERCSP	0.456	0.123	0.891
CFERC~SP	0.298	0.087	0.834
~CFERCSP	0.234	0.056	0.823

*Note: CF = Cultural Feminism; ERC = Environmental Consciousness; SP = Stakeholder Pressure; * indicates AND; ~ indicates absence*

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The sufficiency analysis revealed three distinct configurational pathways to high sustainable fashion management:

1. **Feminist-Conscious-Pressure Configuration (CFERCSP):** Companies with high cultural feminism, environmental consciousness, and stakeholder pressure (coverage = 0.456, consistency = 0.891)
2. **Feminist-Environmental Configuration (CFERC~SP):** Companies with high cultural feminism and environmental consciousness but low stakeholder pressure (coverage = 0.298, consistency = 0.834)
3. **Conscious-Pressure Configuration (~CFERCSP):** Companies with high environmental consciousness and stakeholder pressure but low cultural feminism (coverage = 0.234, consistency = 0.823)

5. DISCUSSION OF RESEARCH RESULTS AND CONCLUSIONS

The empirical findings of this study provide compelling evidence for the role of cultural feminism as a significant driver of sustainable fashion management practices within Vietnam's emerging market context. The research contributes to both theoretical understanding and practical insights regarding the intersection of feminist values, environmental consciousness, and sustainable business practices in developing economies.

The structural equation modelling results demonstrate that cultural feminist orientation significantly predicts sustainable fashion management practices ($\beta = 0.342$, $p < 0.001$), supporting the theoretical proposition that feminine values of care, interconnectedness, and relational responsibility translate into organisational commitment to environmental sustainability (Gilligan, 1982; Merchant, 2005). This finding aligns with prior research demonstrating positive associations between feminist orientations and pro-environmental attitudes and behaviours (Blocker & Eckberg, 1997; Zelezny et al., 2000), whilst extending these relationships to organisational contexts within emerging market economies.

The mediation analysis reveals that environmental consciousness serves as a partial mediator in the relationship between cultural feminism and sustainable fashion management ($\beta = 0.188$, $p < 0.001$). This finding supports theoretical arguments that feminine values contribute to environmental awareness, which subsequently translates into sustainable practices (Gaard, 2011; Plumwood, 1993). The partial mediation indicates that cultural feminist orientation influences sustainable fashion management both directly through value-driven decision-making and indirectly through enhanced environmental consciousness. This dual pathway suggests that feminist values operate through both cognitive and affective mechanisms in promoting sustainability (Dietz et al., 1998; Stern, 2000).

The moderation analysis demonstrates that stakeholder pressure significantly strengthens the relationship between cultural feminism and sustainable fashion management practices ($\Delta\beta = 0.166$, $p < 0.001$). This finding suggests that external pressures from customers, suppliers, and regulators amplify the translation of feminist values into sustainable practices, consistent with institutional theory perspectives on organisational change (Banerjee et al., 2003; Caniato et al., 2012). The moderating effect indicates that whilst cultural feminist orientations provide internal motivation for sustainability, external stakeholder pressure creates accountability mechanisms that enhance value-practice alignment.

The multigroup analysis reveals important contextual variations, with export-oriented companies demonstrating stronger relationships between cultural feminism, environmental consciousness, and sustainable fashion management. This finding reflects the influence of international market pressures and global supply chain requirements on sustainability adoption (Perry & Towers, 2013; Shen et al., 2013). Vietnamese fashion companies serving international markets face greater scrutiny regarding environmental and social practices, potentially amplifying the influence of feminist values on sustainability initiatives.

The fuzzy-set qualitative comparative analysis identifies three distinct configurational pathways to high sustainable fashion management practices, providing insights into the complex, non-linear relationships between antecedent conditions. The feminist-conscious-pressure configuration represents the optimal pathway, combining cultural feminist values, environmental awareness, and external pressures. This configuration achieved the highest consistency (0.891) and substantial coverage (0.456), suggesting that organisations combining feminine values with environmental consciousness and stakeholder accountability demonstrate the strongest commitment to sustainable practices.

The feminist-environmental configuration indicates that cultural feminism and environmental consciousness can drive sustainability even without significant stakeholder pressure, supporting arguments that feminine values provide intrinsic motivation for environmental responsibility (King, 1989; Warren, 2000). This pathway suggests that organisations with strong feminist orientations and environmental awareness pursue sustainability as a value-driven choice rather than merely responding to external pressures.

The conscious-pressure configuration demonstrates that high environmental consciousness combined with stakeholder pressure can lead to sustainable practices even without strong cultural feminist orientation. This pathway suggests alternative routes to

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sustainability through environmental awareness and external accountability mechanisms, consistent with research on regulatory and market drivers of corporate environmental behaviour (Hart, 1995; Porter & van der Linde, 1995).

The theoretical contributions of this research extend understanding of cultural feminism's role in organisational sustainability within emerging market contexts. Firstly, the study demonstrates that cultural feminist theory provides a valuable framework for understanding sustainability drivers in non-Western contexts, extending feminist theory applications beyond individual-level analyses to organisational phenomena (Fletcher, 1999; Helgesen, 1990). Secondly, the research reveals configurational complexity in sustainability adoption, suggesting that multiple pathways exist for achieving sustainable practices depending on organisational characteristics and contextual factors (Ragin, 2008).

The practical implications suggest several strategies for promoting sustainable fashion management within emerging market contexts. Organisations seeking to enhance sustainability should consider developing cultural orientations emphasising care, interconnectedness, and relational responsibility whilst building environmental awareness and responsiveness to stakeholder expectations. The configurational findings indicate that different combinations of these elements can achieve sustainability goals, allowing organisations to pursue pathways aligned with their cultural contexts and strategic priorities.

The research limitations include cross-sectional design limitations preventing causal inference, potential cultural bias in survey instruments despite adaptation efforts, and focus on Vietnam limiting generalisability to other emerging market contexts. Future research should employ longitudinal designs to examine dynamic relationships between feminist values and sustainability practices, investigate cultural variations across different Asian contexts, and explore mechanisms through which feminist values influence specific sustainability initiatives.

In conclusion, this study demonstrates that cultural feminism serves as a significant driver of sustainable fashion management practices within Vietnam's emerging market context, operating through both direct value-driven mechanisms and indirect pathways via environmental consciousness. The research contributes to understanding how feminine values can promote environmental responsibility in developing economies whilst revealing the complex configurational relationships underlying sustainability adoption. These findings offer both theoretical insights and practical guidance for organisations seeking to integrate feminist values with sustainability goals in emerging market contexts.

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