International Journal of
Science, Architecture, Technology and Environment

Understanding Green Purchase Intention among Young Consumers: The Mediating Roles of Environmental Attitude and Perceived Value

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DOI: https://doi.org/10.63680/ijsate082604.04

Abstract

The Purpose: This study examines the psychological mechanisms influencing young consumers' green purchase intention by exploring the roles of environmental awareness, green self-identity, environmental concern, social influence, perceived green value, and environmental attitude. Based on TPB, VBN theory, and perceived value perspectives, an integrated framework is developed to explain sustainable consumption behavior in an emerging economy context. Research design, data and methodology: A quantitative survey was conducted with 420 young consumers in Vietnam. The proposed model was tested using partial least squares structural equation modeling (PLS-SEM). Reliability, validity, structural relationships, predictive relevance, and mediation effects were assessed. Results: The findings indicate that environmental awareness and green self-identity positively influence environmental attitude, which enhances green purchase intention. Perceived green value is the strongest predictor, highlighting the importance of functional, emotional, and environmental benefits. Social influence and environmental concern also positively affect green purchase intention, while environmental attitude partially mediates these relationships.

Keywords: Green Purchase Intention; Green Consumer Psychology; Environmental Attitude; Perceived Green Value; Environmental Awareness; Green Self-Identity; Sustainable Consumption

1. Introduction

Sustainable development has become a major global concern as environmental degradation, climate change, resource depletion, and excessive consumption continue to challenge societies worldwide. These issues have encouraged governments, organizations, and consumers to shift toward more environmentally responsible behaviors. Among sustainable practices, green consumption has received increasing attention because consumers' purchasing decisions directly affect production systems, resource use, and environmental outcomes (Joshi & Rahman, 2015; Nguyen et al., 2023). Therefore, understanding the factors influencing consumers' choices of environmentally friendly products has become an important research topic in consumer psychology, marketing, and sustainability studies.

Green purchase intention refers to consumers' willingness to purchase products that generate fewer environmental impacts than conventional alternatives (Chen & Chang, 2012). Previous studies have shown that green purchase intention is an important predictor of sustainable consumption behavior (Ajzen, 1991; Paul et al., 2016). However, despite growing environmental awareness, a gap remains between consumers' environmental concerns and actual green purchasing behavior, known as the "attitude–behavior gap" (Kollmuss & Agyeman, 2002; Young et al., 2010).

Young consumers are an important group in green consumption research because they are increasingly exposed to environmental issues through education, digital media, and social networks. Their sustainable decisions are influenced by various psychological factors, including environmental awareness, identity, perceived benefits, social expectations, and emotional responses (Nguyen et al., 2021; Wang et al., 2022). Thus, examining the psychological mechanisms underlying young consumers' green purchase intention is essential, particularly in emerging economies.

Previous research has identified several determinants of green purchase intention. Environmental awareness influences consumers' understanding of environmental problems and motivates sustainable behaviors (Stern, 2000). Environmental concern also plays an important role by reflecting individuals' emotional attachment and responsibility toward environmental protection (Kim & Choi, 2005). Furthermore, green self-identity has emerged as an important factor because individuals tend to behave consistently with their perceived identity. Consumers who view environmental responsibility as part of themselves are more likely to engage in green purchasing (Whitmarsh & O'Neill, 2010).

Social influence also contributes to sustainable consumption decisions, especially among young consumers. Peer groups, family members, social networks, and online communities can shape perceptions of environmental responsibility and encourage green consumption practices (Ajzen, 1991; Wang et al., 2021).

Despite extensive research, several theoretical gaps remain. First, previous studies have often examined individual determinants separately rather than integrating cognitive, emotional, social, identity, and value-based factors within a comprehensive framework. Second, the psychological mechanisms linking environmental beliefs to purchase intention remain insufficiently explored. According to the Theory of Planned Behavior (TPB), attitude plays a central role in transforming beliefs into behavioral intentions (Ajzen, 1991). However, its mediating role alongside factors such as green self-identity and perceived value requires further investigation.

Third, perceived green value has been recognized as an important factor influencing sustainable consumption. It reflects consumers' evaluation of environmental, functional, emotional, and social benefits of green products compared with their costs (Chen & Chang, 2012). Therefore, incorporating perceived green value may provide a more comprehensive explanation of green purchase intention.

To address these gaps, this study develops an integrated framework examining green purchase intention among young consumers by combining environmental awareness, green self-identity, environmental concern, social influence, environmental attitude, and perceived green value. The model is based on three complementary perspectives: the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, and perceived value theory.

This study contributes to the literature by integrating multiple psychological dimensions influencing green purchase intention and examining environmental attitude and perceived green value as mechanisms connecting environmental beliefs with sustainable consumption intentions. Additionally, it provides empirical evidence from Vietnam, an emerging economy where environmental awareness is increasing but green consumption practices remain developing.

The remainder of this study is structured as follows. Section 2 reviews relevant theories and develops hypotheses. Section 3 presents the methodology. Section 4 reports PLS-SEM findings. Section 5 discusses theoretical and practical implications. Finally, Section 6 concludes the study and suggests future research directions.

2. Literature Review and Hypotheses Development

2.1. Theoretical Background

2.1.1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) explains behavioral intention through three main factors: attitude, subjective norms, and perceived behavioral control. In green consumption, TPB suggests that consumers' environmental beliefs shape positive attitudes toward green products, which subsequently enhance purchase intention. Previous studies have confirmed that favorable environmental attitudes are strong predictors of sustainable purchasing behavior (Paul et al., 2016; Yadav & Pathak, 2017). However, TPB can be further strengthened by integrating additional psychological factors such as environmental awareness, self-identity, and perceived value.

2.1.2. Value-Belief-Norm (VBN) Theory

The Value-Belief-Norm (VBN) theory (Stern, 2000) explains pro-environmental behavior through the relationship between personal values, environmental beliefs, moral norms, and actions. Environmental awareness and concern are key components of VBN, influencing individuals' sense of responsibility and motivation to adopt sustainable behaviors. Thus, VBN complements TPB by explaining the internal psychological processes underlying green purchase intention.

2.1.3. Perceived Value Perspective

Perceived value theory suggests that consumers evaluate products based on the balance between benefits and costs. In green consumption, perceived green value reflects consumers' evaluation of environmental, functional, emotional, and social benefits of green products (Chen & Chang, 2012). Studies show that higher perceived green value increases consumers' willingness to purchase environmentally friendly products (Biswas & Roy, 2015; Wang et al., 2022). Therefore, this study incorporates perceived green value as an important predictor of green purchase intention alongside TPB and VBN.

2.2. Hypotheses Development

2.2.1. Environmental Awareness and Environmental Attitude

Environmental awareness refers to consumers' knowledge of environmental issues and their consequences. According to VBN theory, awareness of environmental consequences forms the cognitive foundation for developing pro-environmental beliefs and attitudes. Consumers with higher environmental awareness are more likely to recognize the benefits of green products and develop favorable environmental attitudes (Yadav & Pathak, 2017). H1: Environmental awareness positively influences environmental attitude.

2.2.2. Green Self-Identity and Environmental Attitude

Green self-identity reflects the extent to which individuals perceive environmental responsibility as part of their self-concept (Whitmarsh & O'Neill, 2010). Individuals with strong green identities tend to maintain consistency between their values and behaviors, leading to more positive evaluations of green

products. Previous studies confirm that green self-identity enhances environmental attitudes and sustainable consumption (Van der Werff et al., 2013; Confente et al., 2020). H2: Green self-identity positively influences environmental attitude.

2.2.3. Environmental Attitude and Green Purchase Intention

Environmental attitude represents consumers' evaluation of environmentally responsible purchasing. Based on TPB, attitude is a key determinant of behavioral intention. Consumers with positive environmental attitudes are more likely to perceive green purchasing as beneficial and develop stronger purchase intentions (Ajzen, 1991; Paul et al., 2016; Wang et al., 2022). H3: Environmental attitude positively influences green purchase intention.

2.2.4. Environmental Concern and Green Purchase Intention

Environmental concern reflects individuals' awareness of environmental problems and willingness to support solutions through responsible consumption (Dunlap & Jones, 2002). Unlike awareness, concern involves emotional and moral commitment, which directly motivates pro-environmental behaviors. Prior studies show that environmentally concerned consumers are more likely to purchase green products (Yadav & Pathak, 2017; Joshi & Rahman, 2015). H4: Environmental concern positively influences green purchase intention.

2.2.5. Social Influence and Green Purchase Intention

Social influence refers to the perceived encouragement or pressure from social groups regarding green consumption. According to TPB, subjective norms influence behavioral intentions. Especially among young consumers, social networks and online communities can strengthen green purchase intentions (Wang et al., 2021; Nguyen et al., 2023). H5: Social influence positively influences green purchase intention.

2.2.6. Perceived Green Value and Green Purchase Intention

Perceived green value refers to consumers' evaluation of environmental, functional, emotional, and social benefits of green products compared with their costs. When consumers perceive higher value from green products, they are more likely to purchase them. Previous research identifies perceived green value as a strong predictor of green purchase intention (Chen & Chang, 2012; Biswas & Roy, 2015). H6: Perceived green value positively influences green purchase intention.

2.2.7. The Mediating Role of Environmental Attitude

Environmental attitude acts as a psychological mechanism linking cognitive factors with behavioral intention. Based on TPB and VBN theory, environmental awareness and green self-identity may influence green purchase intention indirectly through environmental attitude. Previous studies support the mediating role of environmental attitude in sustainable consumption behavior (Yadav & Pathak, 2017; Confente et al., 2020). H7: Environmental attitude mediates the relationship between environmental awareness and green purchase intention. H8: Environmental attitude mediates the relationship between green self-identity and green purchase intention.

2.3. Research Gap and Conceptual Framework

Despite extensive research on green consumer behavior, several theoretical and empirical gaps remain. First, previous studies have mainly examined green purchase intention from separate theoretical perspectives, such as the Theory of Planned Behavior (TPB), Value-Belief-Norm (VBN) theory, and perceived

value theory. Although these approaches provide valuable insights, their isolated application limits a comprehensive understanding of the psychological mechanisms underlying green purchasing decisions.

Second, limited research has integrated cognitive, identity-based, emotional, social, and value-related factors within a unified framework. Constructs such as environmental awareness, green self-identity, environmental concern, and perceived green value represent different psychological dimensions, but their combined effects on green purchase intention remain insufficiently explored.

Third, although environmental attitude is recognized as a key predictor of behavioral intention in TPB, its mediating role in explaining how environmental awareness and green self-identity influence green purchase intention has received limited attention. Understanding this mechanism is essential because knowledge and self-perception may not directly lead to green purchasing without positive environmental attitudes.

Fourth, most studies on perceived green value have been conducted in developed economies. In emerging markets such as Vietnam, factors such as price sensitivity, limited green product availability, and different levels of environmental awareness may influence the role of perceived green value. Therefore, further investigation in emerging contexts is needed.

Finally, young consumers represent an important group for sustainable consumption, yet studies exploring the combined psychological mechanisms influencing their green purchase intention in emerging economies remain limited. To address these gaps, this study proposes an integrated framework based on TPB, VBN theory, and perceived value theory. The model examines environmental awareness and green self-identity as antecedents of environmental attitude, while incorporating environmental concern, social influence, and perceived green value as direct predictors of green purchase intention. Environmental attitude is also proposed as a mediator, explaining how psychological factors are transformed into behavioral intentions.

This integrated framework contributes to a more comprehensive understanding of young consumers' green purchase intention by simultaneously considering cognitive, emotional, identity-based, social, and value-oriented mechanisms in an emerging economy context.

Figure 1. Proposed conceptual framework

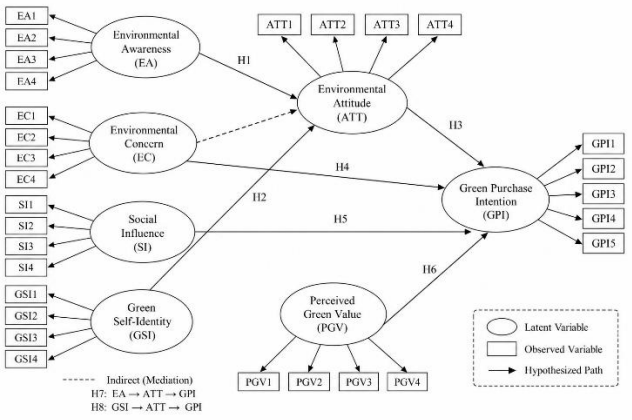


Figure 1: Research Model

3. Methodology

3.1. Research Design

This study adopted a quantitative cross-sectional survey approach to examine the psychological determinants of young consumers' green purchase intention. The conceptual framework integrates constructs from the Theory of Planned Behavior (TPB), Value–Belief–Norm (VBN) theory, and perceived value perspective.

PLS-SEM was applied to evaluate the measurement model and test the structural relationships among latent constructs. This method is suitable for analyzing multiple direct and mediating relationships, particularly in predictive and theory-extension research involving complex models with multiple indicators.

3.2. Sample and Data Collection

Data were collected from young consumers in Vietnam through a structured questionnaire from January to March 2026. A convenience sampling method was employed, with questionnaires distributed online via social media and offline at universities and public locations. A total of 450 questionnaires were collected, of which 420 valid responses were retained, representing a valid response rate of 93.3%. According to Hair et al. (2022), this sample size exceeds the minimum requirement for PLS-SEM analysis, ensuring sufficient statistical reliability.

3.3. Measurement Instrument

The questionnaire consisted of two sections: demographic information (gender, age, education, and income) and measurement items for the proposed constructs. The measurement scales were adapted from previous studies with minor modifications to fit the Vietnamese green consumption context. All items were measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). A pilot test with 30 young consumers was conducted to evaluate clarity and appropriateness, leading to minor revisions before the official survey.

3.4. Data Analysis

Data analysis was performed using SmartPLS 4.0 based on the two-stage approach proposed by Hair et al. (2022).

First, the measurement model was assessed through indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Outer loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) were used for evaluation. Discriminant validity was examined using the Fornell–Larcker criterion and HTMT ratio.

Second, the structural model was evaluated by analyzing collinearity, path coefficients, R^2, Q^2, f^2, and hypothesis testing. The significance of relationships was tested using bootstrapping with 5,000 resamples. Mediation effects were assessed through indirect effects and confidence intervals.

3.5. Assessment of Common Method Bias

Because all variables were collected from the same respondents using a self-administered questionnaire, common method bias (CMB) may potentially affect the observed relationships. Several procedural remedies were implemented to minimize this issue. Respondents were assured that their responses would remain anonymous and confidential, thereby reducing evaluation apprehension and social desirability bias. Additionally, questionnaire items were carefully worded to avoid ambiguity and leading statements.

Statistically, common method bias was assessed using the full collinearity variance inflation factor (VIF) approach. Following Kock (2015), VIF values below 3.3 indicate that common method bias is unlikely to threaten the validity of the findings.

4. Results

4.1. Respondent Profile

A total of 420 valid responses were included in the final analysis. Table 1 presents the demographic characteristics of the respondents.

Overall, female respondents accounted for 56.0% of the sample, while 44.0% were male. Regarding age, the majority of respondents were between 18 and 25 years old, reflecting the study's focus on young consumers. Most participants were university students or recent graduates with relatively high exposure to environmental education and digital media. In terms of monthly income, respondents were distributed across different income categories, although a large proportion reported incomes below the national average, which is consistent with the demographic characteristics of young adults in Vietnam.

The demographic distribution suggests that the sample adequately represents the target population of young consumers and provides an appropriate basis for investigating green purchase intention.

Table 1. Demographic characteristics of respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	185	44.0
	Female	235	56.0
Age	18–20	148	35.2
	21–23	181	43.1
	24–25	91	21.7
Education	College	92	21.9
	University	284	67.6
	Postgraduate	44	10.5
Monthly income	<5 million VND	186	44.3
	5–10 million VND	152	36.2
	>10 million VND	82	19.5

4.2. Measurement Model Assessment

The measurement model was evaluated by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity following the recommendations of Hair et al. (2022).

4.2.1. Indicator Reliability

Outer loadings for all measurement items exceeded the recommended threshold of 0.70, indicating satisfactory indicator reliability. Specifically, factor loadings ranged from 0.742 to 0.914, suggesting that all indicators adequately represented their corresponding latent constructs. Consequently, no measurement item was removed from further analysis.

4.2.2. Internal Consistency Reliability

Internal consistency reliability was assessed using both Cronbach's Alpha and Composite Reliability (CR). As presented in Table 2, Cronbach's Alpha values ranged from 0.823 to 0.914, while Composite Reliability values ranged from 0.873 to 0.936. All values exceeded the recommended threshold of 0.70, demonstrating satisfactory reliability for each construct.

4.2.3. Convergent Validity

Convergent validity was evaluated using the Average Variance Extracted (AVE). All AVE values exceeded 0.50, ranging from 0.633 to 0.786, indicating that each construct explained more than half of the variance of its indicators.

Overall, the results confirm satisfactory convergent validity.

Construct	Cronbach's Alpha	CR	AVE
Environmental Awareness	0.845	0.895	0.681
Green Self-Identity	0.861	0.905	0.704
Environmental Attitude	0.889	0.923	0.749
Environmental Concern	0.834	0.889	0.667
Social Influence	0.823	0.883	0.653
Perceived Green Value	0.903	0.932	0.774
Green Purchase Intention	0.914	0.936	0.786

4.2.4. Discriminant Validity

Discriminant validity was first assessed using the Fornell–Larcker criterion. As shown in Table 3, the square root of the AVE for each construct exceeded its correlations with other constructs, confirming satisfactory discriminant validity.

The HTMT ratios were also examined. All HTMT values were below the recommended threshold of 0.85, providing additional evidence that the constructs were empirically distinct.

Therefore, the measurement model demonstrates adequate discriminant validity.

4.3. Structural Model Assessment

After confirming the adequacy of the measurement model, the structural model was evaluated. Collinearity diagnostics indicated that all VIF values were below 3.3, suggesting that multicollinearity was not a concern.

Bootstrapping with 5,000 resamples was performed to estimate the significance of the proposed structural relationships. The model explained a substantial proportion of variance in the endogenous constructs. Specifically, Environmental Awareness and Green Self-Identity jointly explained $R^2 = 0.61$ of Environmental Attitude, while Environmental Attitude, Environmental Concern, Social Influence, and Perceived Green Value jointly explained $R^2 = 0.69$ of Green Purchase Intention.

According to Hair et al. (2022), these values indicate moderate to substantial explanatory power.

Furthermore, Stone–Geisser's Q^2 values were greater than zero for both endogenous constructs, confirming the predictive relevance of the proposed model.

4.4. Hypothesis Testing

Table 5 presents the structural path coefficients obtained from the bootstrapping analysis.

The findings indicate that Environmental Awareness significantly and positively influenced Environmental Attitude ($\beta = 0.312$, $p < 0.001$), supporting H1. Green Self-Identity also exerted a positive effect on Environmental Attitude ($\beta = 0.428$, $p < 0.001$), supporting H2.

Environmental Attitude positively influenced Green Purchase Intention ($\beta = 0.247$, $p < 0.001$), confirming H3.

Environmental Concern demonstrated a significant positive influence on Green Purchase Intention ($\beta = 0.169$, $p < 0.01$), supporting H4.

Similarly, Social Influence positively affected Green Purchase Intention ($\beta = 0.153$, $p < 0.01$), confirming H5.

Among all predictors, Perceived Green Value exhibited the strongest positive influence on Green Purchase Intention ($\beta = 0.451$, $p < 0.001$), providing strong support for H6.

Table 3. Structural model results

Hypothesis	Relationship	β	t-value	p-value	Decision
H1	EA → ATT	0.312	7.56	<0.001	Supported
H2	GSI → ATT	0.428	9.84	<0.001	Supported
H3	ATT → GPI	0.247	5.42	<0.001	Supported
H4	EC → GPI	0.169	3.68	<0.001	Supported
H5	SI → GPI	0.153	3.31	0.001	Supported
H6	PGV → GPI	0.451	10.27	<0.001	Supported

4.5. Mediation Analysis

The mediating role of Environmental Attitude was examined using the bootstrapping procedure with bias-corrected confidence intervals.

The results indicate that Environmental Awareness indirectly influenced Green Purchase Intention through Environmental Attitude ($\beta = 0.077$, $p < 0.01$), supporting H7.

Similarly, Green Self-Identity exerted a significant indirect effect on Green Purchase Intention via Environmental Attitude ($\beta = 0.106$, $p < 0.001$), supporting H8.

Because both the indirect effects and the direct theoretical relationships remained significant, Environmental Attitude can be regarded as a partial mediator in the proposed model.

Table 4. Mediation analysis

Hypothesis	Indirect effect	β	p-value	Decision
H7	EA → ATT → GPI	0.077	0.002	Supported
H8	GSI → ATT → GPI	0.106	<0.001	Supported

5. Discussion

This study examined the psychological mechanisms underlying young consumers' green purchase intention by integrating TPB, VBN theory, and the perceived value perspective. The findings strongly support the proposed model, showing that cognitive, identity-based, emotional, social, and value-related factors jointly influence sustainable consumption. The model explains 61% of the variance in Environmental Attitude and 69% in Green Purchase Intention, demonstrating its strong explanatory power.

First, Environmental Awareness positively influences Environmental Attitude, supporting H1. This finding aligns with VBN theory (Stern, 2000), suggesting that awareness of environmental issues forms the cognitive foundation for developing positive environmental evaluations. Consistent with Yadav and Pathak (2017) and Nguyen et al. (2023), the result indicates that environmental knowledge influences green purchasing indirectly through attitude formation.

Second, Green Self-Identity has the strongest effect on Environmental Attitude, supporting H2. With a higher coefficient ($\beta = 0.428$) than Environmental Awareness ($\beta = 0.312$), the finding highlights the greater role of self-concept in shaping pro-environmental attitudes. This supports identity theory and previous research (Van der Werff et al., 2013; Confente et al., 2020), indicating that consumers who perceive environmental responsibility as part of their identity are more likely to support green consumption.

Third, Environmental Attitude positively affects Green Purchase Intention, confirming H3 and the core assumption of TPB (Ajzen, 1991). However, its effect ($\beta = 0.247$) is weaker than Perceived Green Value, suggesting that positive attitudes need to be reinforced by perceived benefits to encourage actual purchasing decisions.

Fourth, Environmental Concern directly enhances Green Purchase Intention, supporting H4. Unlike awareness, which reflects cognitive understanding, environmental concern represents emotional engagement and motivates consumers to translate environmental values into purchasing behaviors. This finding is consistent with Joshi and Rahman (2015) and Yadav and Pathak (2017).

Fifth, Social Influence positively affects Green Purchase Intention, supporting H5. Family, friends, peers, and online communities play an important role in shaping young consumers' sustainable choices. This finding supports the subjective norm component of TPB and previous studies (Wang et al., 2021; Nguyen et al., 2023), highlighting the influence of social networks on green consumption.

Among all predictors, Perceived Green Value has the strongest impact on Green Purchase Intention ($\beta = 0.451$), supporting H6. This result confirms the perceived value perspective (Chen & Chang, 2012), indicating that consumers are more willing to purchase green products when they perceive environmental, functional, emotional, and social benefits that justify the associated costs.

Finally, Environmental Attitude partially mediates the effects of Environmental Awareness and Green Self-Identity on Green Purchase Intention, supporting H7 and H8. The stronger indirect effect of Green Self-Identity ($\beta = 0.106$) compared with Environmental Awareness ($\beta = 0.077$) suggests that identity-based motivations play a more important role than knowledge alone in driving green purchasing through attitude formation.

Overall, the findings demonstrate that green purchase intention among young consumers is shaped by multiple psychological mechanisms, including awareness, identity, concern, social influence, perceived value, and attitude. By integrating TPB, VBN theory, and perceived value theory, this study provides a more comprehensive explanation of sustainable consumption behavior and highlights that young consumers are

motivated not only by environmental responsibility but also by the perceived personal and practical benefits of green products.

6. Practical and Managerial Implications

The findings provide important implications for policymakers, businesses, educational institutions, and environmental organizations aiming to promote green consumption among young consumers.

First, the positive relationship between environmental awareness and environmental attitude highlights the need to strengthen environmental education and awareness campaigns. Universities, schools, and public agencies should integrate sustainability topics into educational programs and use digital platforms to enhance young consumers' understanding of environmental issues, thereby fostering favorable attitudes toward green consumption.

Second, green self-identity shows the strongest influence on environmental attitude, suggesting that marketing strategies should focus on developing consumers' sense of environmental responsibility. Businesses can position green purchasing as an expression of personal values through sustainability-oriented branding, social media campaigns, and community initiatives, especially targeting young consumers.

Third, the significant impact of environmental attitude on green purchase intention indicates that companies should communicate the broader benefits of green products, including environmental protection, social responsibility, and personal well-being. Transparent eco-labels, reliable sustainability information, and credible green claims can enhance consumer trust and reduce skepticism.

Fourth, environmental concern and social influence also play important roles in encouraging green purchase intention. Therefore, policymakers and organizations should design campaigns emphasizing environmental challenges while promoting green consumption as an effective individual action. Businesses can further leverage influencers, online communities, and peer communication to strengthen positive social norms toward sustainable purchasing.

Most importantly, perceived green value is the strongest predictor of green purchase intention. Firms should therefore focus on improving product quality, functionality, durability, environmental performance, and affordability while clearly communicating the multiple benefits of green products. In emerging markets such as Vietnam, demonstrating superior value may be more effective than relying solely on environmental appeals.

Finally, the mediating role of environmental attitude suggests that promoting green consumption requires an integrated approach combining environmental education, identity development, value enhancement, and social influence. Collaboration among governments, educational institutions, businesses, and civil society organizations is essential to create a supportive environment for sustainable consumption among young consumers.

7. Conclusion and Future Research

This study examined the psychological determinants of green purchase intention among young consumers by integrating the Theory of Planned Behavior (TPB), the Value–Belief–Norm (VBN) theory, and the perceived value perspective. The results showed that environmental awareness, green self-identity, environmental concern, social influence, perceived green value, and environmental attitude significantly

influenced green purchase intention. Perceived green value was the strongest predictor, while environmental attitude partially mediated the effects of environmental awareness and green self-identity.

The study contributes to the literature by integrating cognitive, identity-based, social, emotional, and value-related factors into a unified framework, providing a more comprehensive explanation of green purchase intention.

Several limitations should be noted. The cross-sectional design and convenience sampling limit causal inference and generalizability. Future studies should adopt longitudinal or experimental designs, include more diverse samples, and examine additional factors such as green trust, perceived behavioral control, or actual purchasing behavior to address the intention–behavior gap.

Overall, the findings highlight that green purchase intention is shaped by multiple psychological factors and provide useful theoretical and practical insights for promoting sustainable consumption among young consumers in emerging economies.

Conflict of Interest Statement

The authors declare that there are no potential conflicts of interest related to the research process, authorship, or publication of this article.

Funding Statement

The authors received no financial support for the research, authorship, or publication of this article.

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