

Psychosocial Factors Influencing Young Consumers' Green Purchasing Intentions: An Analysis Based On the Theory of Planned Behavior

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ABSTRACT: This study aims to analyze the socio-psychological factors influencing the green purchasing intentions of young Vietnamese consumers based on the Theory of Planned Behavior (TPB). Data was collected from surveys of young consumers and analyzed through scale reliability testing, exploratory factor analysis (EFA), Pearson correlation analysis, and multiple linear regression. The results show that all three factors: attitude towards green products, subjective norms, and perceived behavioral control have a positive and statistically significant impact on green purchasing intentions. Attitude towards green products has the strongest influence. The research results contribute to supplementing empirical evidence for the application of TPB in green consumer behavior research, and provide policy and governance implications for promoting sustainable consumption among young people and supporting the goal of sustainable economic development in Vietnam.

Keywords: green purchasing, purchase intention, Theory of Planned Behavior, Vietnam, young consumers

I. INTRODUCTION

In recent years, environmental issues such as climate change, pollution, and resource depletion have become global concerns. Against this backdrop, green consumption is seen as one of the key solutions towards sustainable development. Young consumers, with their dynamic nature, easy access to information, and tendency to embrace new values, are expected to play a pioneering role in promoting green consumption. Vietnam's "Green Growth Strategy 2011-2020 and Vision to 2050" clearly outlines four goals, including greening lifestyles and sustainable consumption.

However, in reality, the gap between awareness and green consumption behavior still exists. Many consumers, especially young people, despite having a positive awareness of the environment, are not yet ready to translate that awareness into green purchasing behavior.

Among the theoretical frameworks used to analyze consumer behavior, the Theory of Planned Behavior (TPB) proposed by Ajzen is considered one of the most popular and valuable explanatory models. Based on the TPB, this study focuses on analyzing the role of three factors: (i) attitudes towards green products, (ii) subjective norms, and (iii) perceived behavioral control over the green purchase intention of young Vietnamese consumers.

Therefore, studying the factors influencing the green purchase intention of young consumers is necessary to clarify the mechanism of intention formation and, consequently, propose solutions to promote sustainable consumer behavior.

II. THEORETICAL BASIS AND RESEARCH MODEL

2.1. Theoretical basis

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), suggests that the intention to perform a behavior is a direct predictor of actual behavior. This intention is influenced by three main factors: attitude towards the behavior, subjective norms, and perceived control over the behavior. In the study of green purchase intention, TPB is used to explain the role of individual perception, social impact, and performance ability in shaping consumer purchase intentions.

Recent studies further reinforce the central role of psychosocial factors in shaping green consumption intentions through the expansion and integration of behavioral theory frameworks. Jebarajakirthy et al. (2024), through a meta-analysis, showed that the Theory of Planned Behavior, when integrated with the Value-Belief-Normatology model, clearly explains the mechanism of transformation from personal values to green consumption intentions, in which attitudes, norms, and perceived behavioral control play a key mediating role. Furthermore, the research of Samaniego-Arias et al. (2025) emphasizes that the influence of social media on the intention to purchase organic products is not direct but is formed through the shaping of attitudes, reinforcement of subjective norms, and enhancement of consumers' perceived behavioral control.

In Vietnam, studies on green consumption mainly approach it from the perspective of socio-psychological factors to explain consumer purchase intentions. A typical example is the study by Nguyen Vu Quynh Thi et al. (2022), which shows that attitudes, subjective norms, and perceived behavioral control all have a positive impact on the intention to purchase organic food, thereby confirming the suitability of the Theory of Planned Behavior in the Vietnamese context. Meanwhile, the study by Nguyen Hoang Sinh (2024) focuses on further clarifying the gap between intention and behavior in green consumption, emphasizing the role of barriers related to implementation and market conditions. These general characteristics indicate that current studies still mainly consider socio-psychological factors individually, lacking a systematic approach based on behavioral theory frameworks to analyze the mechanisms of green consumption intention formation among young people in the digital environment of Vietnam.

2.2. Research Model

Based on the TPB and previous studies, this study proposes the following hypotheses:

H1: Attitudes towards green products positively influence the green purchase intentions of young consumers.

H2: Subjective norms positively influence the green purchase intentions of young consumers.

H3: Perceived behavioral control positively influences the green purchase intentions of young consumers.

The research model is constructed with green purchase intention as the dependent variable, and three independent variables: attitudes towards green products, subjective norms, and perceived behavioral control.

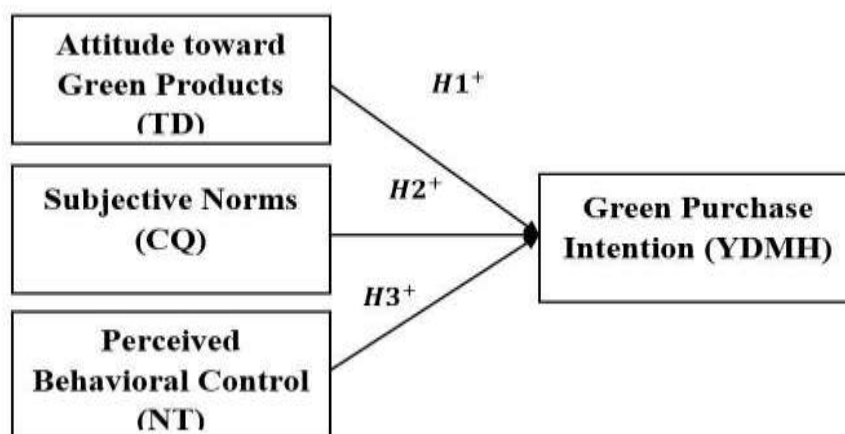


Figure 1. Research model of the authors

2.3. Research Methodology

The study uses survey data from young consumers aged 15 to 30 years old. The authors used qualitative and quantitative research methods with over 600 online survey samples via Google Forms. The

scales were constructed based on previous studies and adjusted to suit the Vietnamese context. Variables were measured using a 5-point Likert scale.

III. RESEARCH RESULTS

A preliminary description of the survey sample was conducted based on demographic characteristics including gender, age, and income level. The results indicate that the research sample is unevenly distributed across different groups. Specifically, females account for the majority with 486 respondents (80.5%), while males represent 18.5% of the sample. Regarding age, the 18–22 age group overwhelmingly dominates with 532 respondents (88.1%), whereas the groups under 18 and over 22 years old account for only 5.8% and 6.1%, respectively. This suggests that the survey sample primarily represents young consumers. In terms of income, most respondents earn less than VND 5,000,000 per month (89.4%), while higher-income groups constitute a relatively small proportion. This sample structure is consistent with the research objective of examining green consumption behavior among young consumers.

The results of the reliability analysis presented in Table 1 indicate that all measurement scales in the research model exhibit high reliability. Specifically, the Cronbach's Alpha coefficients of all scales exceed 0.9, far surpassing the acceptable threshold of 0.7, demonstrating very good internal consistency among the observed variables. Among them, the scale measuring Attitude toward Green Products (AT) has the highest Cronbach's Alpha value (0.959), followed by Subjective Norms (SN) with a value of 0.953. The scales for Perceived Behavioral Control (PBC) and Green Purchase Intention (GPI) also show high reliability, with Cronbach's Alpha coefficients of 0.921 and 0.933, respectively. These results confirm that all measurement scales are reliable and suitable for subsequent analyses. In addition, the variance and standard deviation values are within reasonable ranges, reflecting an appropriate level of data dispersion.

Table 1. Results of Reliability Analysis

Scale	Number of items	Cronbach's Alpha	Variance	Standard Deviation
Attitude toward Green Products (TD)	4	0.959	15.747	3.968
Subjective Norms (CQ)	4	0.953	15.688	3.961
Perceived Behavioral Control (NT)	3	0.921	8.316	2.884
Green Purchase Intention (YDMH)	4	0.933	14.713	3.835

The EFA results for each measurement scale indicate that the data are suitable for factor analysis. For the scale measuring attitudes toward green products, the KMO value reaches 0.963, and Bartlett's test of sphericity is statistically significant (Sig. < 0.05). The EFA extracts a single factor with an Eigenvalue greater than 1, explaining 89.15% of the total variance. All observed variables have factor loadings greater than 0.5, confirming convergent validity and unidimensionality of the scale. Similar results are observed for the subjective norm and perceived behavioral control scales. Therefore, all scales are accepted and used for correlation and regression analyses. After EFA, representative variables for each construct are computed by averaging the observed variables within the same scale.

Table 2. Descriptive Statistics of Regression Variables

Factor	Mean	Standard Deviation
Attitude toward Green Products (TD)	3.7285	0.99207
Subjective Norms (CQ)	3.5861	0.96126
Perceived Behavioral Control (NT)	3.7032	0.99020
Green Purchase Intention (YDMH)	3.6854	0.95893

The Pearson correlation analysis shows that all independent variables are positively and significantly correlated with green purchase intention (Sig. = 0.000). Specifically, the correlation coefficient between attitude

toward green products and green purchase intention is 0.890; between perceived behavioral control and green purchase intention is 0.859; and between subjective norms and green purchase intention is 0.867. All correlation coefficients exceed 0.5, indicating strong relationships between psychological-social factors and young consumers' green purchase intention.

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.239	.063		3.764	.000		
TD	.453	.036	.468	12.727	.000	.197	5.077
NT	.296	.035	.297	8.539	.000	.221	4.525
CQ	.189	.039	.195	4.819	.000	.163	6.132

The results of the multiple linear regression analysis indicate that the research model exhibits a high level of goodness-of-fit and statistical significance. The multiple correlation coefficient (R) reaches 0.917, reflecting a strong relationship between the independent variables and green purchase intention. The coefficient of determination (R^2) is 0.840, and the adjusted R^2 is 0.839, indicating that attitudes toward green products, subjective norms, and perceived behavioral control explain approximately 84.0% of the variance in green purchase intention among young consumers. The ANOVA test confirms the overall significance of the regression model, with an F-value of 1050.599 and a significance level of Sig. = 0.000.

Considering each variable individually, the regression results reveal that all three factors have positive and statistically significant effects on green purchase intention. Specifically, attitude toward green products has the strongest influence, with a standardized Beta coefficient of 0.468 (Sig. = 0.000), followed by perceived behavioral control (Beta = 0.297, Sig. = 0.000) and subjective norms (Beta = 0.195, Sig. = 0.000). All regression coefficients are positive, indicating that higher levels of these factors are associated with stronger green purchase intention. In addition, all VIF values are below 10 and tolerance values exceed 0.1, suggesting that multicollinearity is not a serious concern and the regression model is reliable.

The research findings confirm that psychological and social factors within the Theory of Planned Behavior significantly influence the green purchase intention of young consumers. Among the examined factors, attitude toward green products plays the most dominant role, followed by perceived behavioral control and subjective norms. This suggests that when young consumers develop positive attitudes toward green products and perceive a high level of control and convenience in purchasing behavior, their intention to purchase green products is substantially strengthened.

From a practical perspective, the findings imply that businesses should focus on building and reinforcing positive consumer attitudes through effective communication about the environmental benefits and functional value of green products. Moreover, leveraging reference groups and social media communication can enhance subjective norms, thereby encouraging green purchase intention. At the same time, improving product accessibility, ensuring transparent information, and offering reasonable pricing can enhance perceived behavioral control among young consumers. However, the study still has certain limitations, such as the sample scope being mainly focused on young consumers and the use of quantitative research methods, which has not fully captured underlying psychological factors. This limitation opens up directions for future research with more diverse samples and a mixed-methods approach combining qualitative and quantitative methods.

Overall, the study provides additional empirical evidence supporting the applicability of the Theory of Planned Behavior in explaining green purchase intention in Vietnam and serves as a scientific basis for developing policies and strategies to promote sustainable consumption among young consumers.

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