

The Impact of Environmental Knowledge and Green Advertising on Green Purchase Intention: The Mediating Role of Environmental Attitude

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Abstract: This study examines how environmental knowledge and green advertising influence green purchase intention through environmental attitudes among consumers in Vietnam. It employs a convenience sampling method to survey 2,000 consumers at major shopping malls, with 1,336 valid responses used for analysis. The study employs PLS-SEM to test the proposed hypotheses. The results reveal that environmental knowledge, green advertising, and environmental attitude directly impact green purchase intention. Additionally, environmental knowledge and green advertising enhance environmental attitudes and shape green purchase intentions. The study highlights the importance of blending comprehensive environmental education with authentic green marketing strategies to effectively promote sustainable consumption among consumers.

Keywords: environmental knowledge, environmental attitudes, green advertising, green purchase intention, Vietnam

1. INTRODUCTION

Environmental sustainability has become an urgent issue worldwide, affecting both consumer actions and corporate plans (Paul et al., 2016). Vietnam is an emerging economy in Southeast Asia, where rapid economic growth and urban expansion have caused notable environmental problems, such as pollution, resource exhaustion, and waste disposal challenges (Hoang et al., 2013). As understanding of these issues grows, Vietnamese consumers are becoming more environmentally aware, leading to increased demand for eco-friendly products and services (Nguyen et al., 2021). It presents an opportunity for businesses to align their marketing strategies with sustainable practices, contributing to a greener economy. Despite this emerging trend, there needs to be more literature regarding the specific factors that drive green purchase intentions in Vietnam, a rapidly developing economy with unique socio-economic and cultural dynamics.

Most existing research on green consumer behavior has focused on developing countries, where environmental awareness and cultural attitudes toward sustainability differ significantly from those in Vietnam (Ahmed et al., 2020; Balaskas et al., 2023). As a result, there is less understanding of how Vietnamese consumers translate their environmental knowledge into actual purchasing behaviors and how effective green advertising is in this context (Zaremohzzabieh et al., 2021). Moreover, while environmental attitudes are known to influence green purchase intentions, the mediating role of these attitudes in the relationship between environmental knowledge, green advertising, and green purchase intentions has yet to be thoroughly investigated in Vietnam (Nguyen et al., 2021; Nguyen & Uong, 2024). Given the country's unique environmental challenges and its strategic importance as a developing market in Southeast Asia, understanding these dynamics is crucial.

This study addresses these gaps by examining the impact of environmental knowledge and green advertising on green purchase intentions through environmental attitudes among consumers in Vietnam. It provides a contextual understanding of green consumer behavior in a developing economy. The findings are expected to offer practical insights for enterprises and policymakers, emphasizing the importance of cultivating strong environmental attitudes and implementing effective green marketing strategies to encourage sustainable consumption. This research not only contributes to the theoretical development of consumer behavior models related to sustainability but also supports the broader goal of fostering a sustainable economy in Vietnam.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Green purchase intention

Intention refers to a person's conscious plan or decision to perform a specific action. It reflects the motivational factors influencing their behavior and shows how much effort they are willing to put into

acting on that intention. According to the Theory of Planned Behavior, intention is a key predictor of actual behavior, shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Green purchase intention refers to a consumer's intent to buy environmentally friendly products. It indicates the likelihood or willingness of consumers to select products they see as less harmful to the environment. Green purchase intention is influenced by factors such as environmental attitudes, awareness, perceived value, and social influence, and it acts as a key predictor of actual green purchasing behavior (Chen & Chang, 2012; Paul et al., 2016).

2.2. Environmental knowledge

Environmental knowledge involves a person's understanding and awareness of environmental issues, like the causes and consequences of pollution, climate change, and resource conservation. It includes both factual information and practical knowledge of how individual and collective actions affect the environment (Frick et al., 2004, Nguyen & Uong, 2024). Higher environmental knowledge is often linked to increased pro-environmental behavior because it helps individuals make informed decisions about sustainable practices. People with greater environmental knowledge are more likely to develop positive attitudes toward protecting the environment as they understand the causes and effects of environmental degradation and the importance of sustainable actions. Greater environmental knowledge encourages concern for environmental issues, resulting in more favorable attitudes toward conservation (Liu et al., 2020). It offers a framework for understanding environmental issues and supporting efforts for sustainability. Research shows that informed people are more likely to engage in pro-environmental actions, like recycling and saving energy (Erhabor et al., 2016). Additionally, knowledge of environmental impacts shapes consumer choices, encouraging them to select products that match their values and promote sustainable practices (Noor et al., 2012). This understanding helps consumers tell the difference between truly eco-friendly products and those that are not, leading to better-informed decisions and a stronger desire to buy green products (Ahmed et al., 2020). Based on the above arguments, the research hypotheses proposed are as follows:

H1: Environmental knowledge has a significant positive impact on environmental attitude.

H2: Environmental knowledge has a significant positive impact on green purchase intention.

2.4. Green advertising

Green advertising involves marketing efforts that emphasize the environmental benefits of products or services, aiming to raise awareness and persuade consumers about the advantages of sustainable choices. It highlights practices like reducing carbon footprints, sustainable sourcing, and recycling to influence consumer attitudes and promote eco-friendly behaviors. If consumers are exposed to green advertising, they become more aware of environmental issues and the actions companies take to address them. This increased awareness can lead to more positive attitudes toward environmental conservation and sustainable practices. Recent studies have shown that green advertising effectively influences consumers' attitudes by emphasizing the environmental impact of their consumption choices (Kaur et al., 2021). By presenting products and services as environmentally friendly, green advertising can promote a sense of environmental responsibility among consumers, motivating them to adopt pro-environmental attitudes (Kusuma et al., 2018).

Furthermore, green advertising can reinforce environmental attitudes by appealing to consumers' values and beliefs about protecting the environment. When ads highlight the importance of sustainability and the role individuals have in achieving it, they can foster a stronger emotional bond between consumers and environmental causes. This bond often leads to a positive change in attitudes, as consumers are more inclined to align their beliefs with the environmental values promoted in the ads (Balaskas et al., 2023). Based on the above arguments, the research hypotheses proposed are as follows:

H3: Green advertising has a significant positive impact on environmental attitude.

H4: Green advertising has a significant positive impact on green purchase intention.

2.2. Environmental attitude

Environmental attitude describes a person's beliefs, feelings, and behavioral intentions toward the environment and its preservation. It shows how much a person cares about environmental issues and their dedication to actions that protect the environment (Milfont & Duckitt, 2010). A positive environmental attitude often predicts pro-environmental actions, such as recycling and supporting green initiatives. When people hold positive views about environmental conservation, they are more likely to act in line with these beliefs when making purchasing choices. Studies have demonstrated that a strong environmental attitude increases the likelihood of choosing green products over traditional ones, as

consumers see green purchases as a way to express their environmental values (Carrión-Bósquez et al., 2024). Research also shows that individuals with a positive environmental attitude are more open to environmental information, which further boosts their intention to buy sustainably (Indriani et al., 2019; Nguyen & Uong, 2024). Based on the above arguments, the research hypothesis proposed are as follows: H5: Environmental attitude has a significant positive impact on green purchase intention.

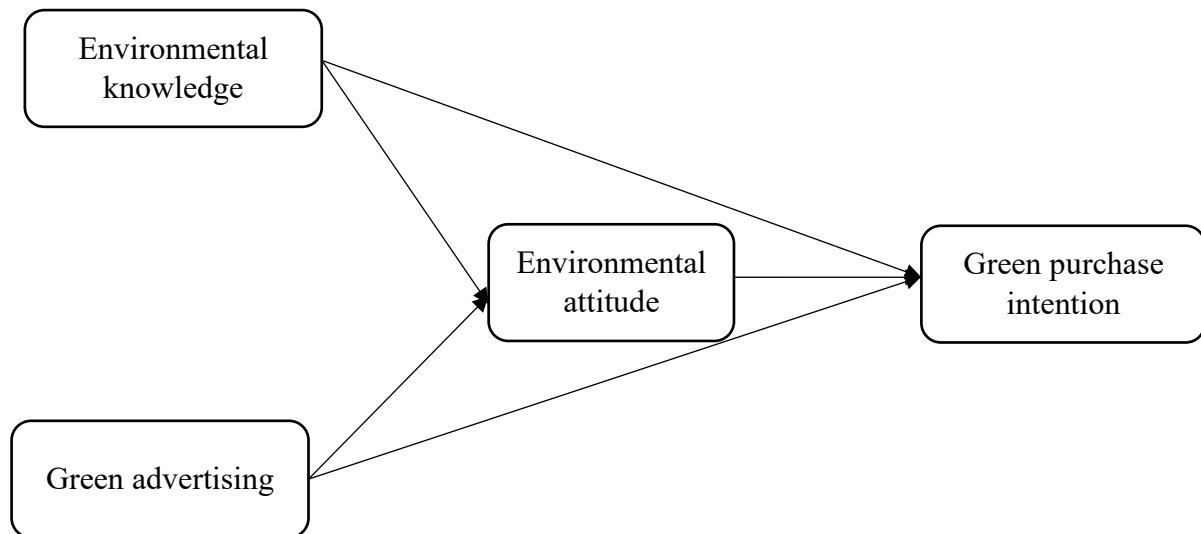


Figure 1. Research model

Source: Recommended by the author

3. METHODOLOGY

3.1. Measurement scales

The scale of environmental knowledge was derived from Keller (1993), encompassing five items: (1) Going green with products could be a worthwhile investment in the long term, (2) The green product's environmental performance meets my expectations, (3) Lack of availability and access is a primary reason for the low popularity and demand for green products, (4) I purchase green products because they are environmentally friendly, and (5) I buy green products because they offer more environmental benefits than other products.

The scale of green advertising was developed by Hartmann et al. (2005): (1) I believe that the environmental reputation of the green product is generally trustworthy, (2) I believe that the environmental performance of the green product is generally reliable, (3) I believe that the environmental claims made by the green product are generally credible, (4) The green product's environmental concern meets my expectations, and (5) Contributing to solving societal problems is something each of us can do. The scale of environmental attitude was adapted from Hartmann et al. (2005): (1) I believe that the green product's environmental reputation is generally reliable, (2) I believe that the green product's environmental performance is generally dependable, (3) I believe that the green product's environmental claims are generally trustworthy, (4) Green product's environmental concern meets my expectations, and (5) Contributing to societal problems is something each of us can do.

The scale of green purchase intention was derived from Suki (2016): (1) I intend to buy green products because of their environmental concern, (2) I expect to purchase green products in the future because of their environmental benefits, and (3) I am happy to purchase green products because they are environmentally friendly.

3.2. Data collection

This study aimed to survey 2,000 shoppers at major malls in Hanoi, Da Nang, and Ho Chi Minh City, Vietnam. To ensure the data represented a broad consumer group, the author used a convenience sampling method. The author conduct survey in the largest malls in each city, including Vincom Mega Mall Times City, Vincom Mega Mall Royal City, Lotte Mall West Lake Hanoi, Aeon Mall Long Bien, Da Nang Square, Vincom Plaza (Danang), Vincom Dong Khoi, Saigon Centre, SC Vivo City, Aeon Mall Tan Phu, and Crescent Mall, were randomly chosen for the survey. This sampling method enabled the collection of information from different customer segments, offering a more complete view of customer attitudes and behaviors. The convenience sampling process was carried out as follows: In July 2025, the

author surveyed the selected locations by directly engaging with consumers at shopping malls during peak hours in Hanoi (afternoons and evenings on weekends). For two cities, Da Nang and Ho Chi Minh, the author sends emails to consumers based on the list of shopping malls provided. The consumers were randomly invited to participate in the survey without any obligation, ensuring the voluntary and diverse nature of the sample. A total of 2,000 questionnaires were distributed, of which 1,336 valid responses were collected and used for the final analysis. The invalid questionnaires were mainly due to missing information or incomplete responses. The collected data were processed and encrypted to protect participants' personal information before conducting statistical analysis. Demographic information of respondents is shown in Table 1.

Table 1: Demographic information of respondents

Characteristics	Frequency	Ratio
Gender		
Male	462	34.58
Female	874	65.42
Age		
22-30	303	22.68
30-40	783	58.61
Above 40	250	18.71

Source: Analysis results from SPSS26

Table 1 shows that, in terms of gender, females account for a higher proportion (65.42%) than males (34.58%). It indicates that females are more interested in green consumption issues in major shopping centers in Hanoi, Da Nang, and Ho Chi Minh City. This result also aligns with many previous studies that suggest females are more likely to be conscious and proactive about caring for the environment, health, and sustainability than males. Regarding age, the 30-40 age group accounts for the highest percentage (58.61%), indicating they are the main customer group at shopping malls when considering green consumption intentions. This group generally has stable income, better affordability, and tends to prioritize sustainable values in consumption. Next, the 22-30-year-old group makes up 22.68%; they are young, active, and more receptive to new trends, including green consumption, but their share is not dominant. Lastly, the group over 40 years old only accounts for 18.71%, suggesting a lower interest in green consumption at this age, possibly due to established consumption habits or other spending priorities.

3.3. Data analysis

The measurement and structural models were empirically tested using the Partial Least Squares (PLS) approach. PLS is appropriate for my research model because it focuses on exploration and prediction (Hair et al. 2019).

4. Research results

4.1. Measurement model

The reliability and convergent validity were assessed using Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) (Hair & Alamer, 2022). Cronbach's alpha and CR values for all constructs exceeded the threshold of 0.7 (Hair & Alamer, 2022), while factor loadings and AVE were above 0.5 (see Table 2). These results confirmed the reliability and validity of all constructs in the model.

Table 2: Construct reliability and convergent validity

Scale	Cronbach's Alpha	CR	AVE
Environmental knowledge	0.837	0.844	0.683
Green advertising	0.809	0.813	0.569
Environmental attitude	0.812	0.820	0.613
Green purchase intention	0.826	0.834	0.600

Source: Analysis results from Smart PLS 4.0

Discriminant validity was assessed using two criteria: Fornell and Larcker's (1981) criteria and the heterotrait-monotrait (HTMT) ratio of correlations. First, the square root of the AVE for each structure must be greater than the shared relationship coefficients to confirm the discriminant validity of the factors in the model. Second, all HTMT values were below the threshold of 0.90, and neither the lower nor upper confidence interval (CI) included a value of 1 (Henseler et al., 2015) (see Table 3). Therefore, the scales achieved convergent and discriminant validity.

Table 3: Fornell-Larcker and HTMT

Scale	1	2	3	4
1	0.826	0.638	0.349	0.284
2	0.467	0.754	0.403	0.320
3	0.673	0.368	0.782	0.372
4	0.517	0.461	0.504	0.775

Notes: 1 = Environmental knowledge, 2 = Green advertising, 3 = Environmental attitude, 4 = Green purchase intention

Source: Analysis results from Smart PLS 4.0

4.2. Structural model

The adjusted R² values for environmental attitude and green purchase intention were 0.245 and 0.362, respectively, both exceeding the minimum recommended value of 0.2 (Cohen, 2013), which is considered acceptable (Hair & Alamer, 2022). A t-test based on the bootstrapping process of 5,000 samples was used to assess the direct effects (see Table 4). The research results indicate that environmental knowledge, green advertising, and environmental attitude positively influence green purchase intention. Additionally, environmental knowledge and green advertising also have a positive effect on environmental attitude. Therefore, hypotheses from H1 to H5 are accepted.

Table 5: Hypotheses testing

Hypotheses	β	p-value	Supported
H1 Environmental knowledge → Environmental attitude	0.454	0.003	Accepted
H2 Environmental knowledge → Green purchase intention	0.202	0.000	Accepted
H3 Green advertising → Environmental attitude	0.377	0.002	Accepted
H4 Green advertising → Green purchase intention	0.206	0.032	Accepted
H5 Environmental attitude → Green purchase intention	0.433	0.001	Accepted

Source: Analysis results from Smart PLS 4.0

5. Discussion and implications

5.1. DISCUSSION

The results confirm a positive impact of environmental attitude on green Purchase Intention (p-value = 0.001), which aligns with previous studies such as Carrión-Bósquez et al. (2024) and Nguyen and Uong (2024). These studies also found that a strong pro-environmental attitude increases the likelihood of consumers choosing green products. The consistent results can be attributed to the Theory of Planned Behavior, which states that attitudes play a key role in shaping intentions and actions (Ajzen, 1991). Individuals with a positive attitude toward environmental conservation are more likely to engage in behaviors that reflect their environmental values, such as purchasing eco-friendly products. The positive effect of environmental knowledge on environmental attitude (p-value = 0.003) is also supported, consistent with findings by Janmaimool and Khajohnmanee (2019), and Liu et al. (2020). These studies suggest that individuals with greater environmental knowledge are more likely to develop positive attitudes toward environmental protection. Knowledge provides a foundation for understanding environmental challenges, which encourages a commitment to sustainability. This connection emphasizes the importance of environmental education in shaping attitudes and encouraging pro-environmental behaviors. The hypothesis that environmental knowledge directly influences green purchase intention is supported (p-value = 0.000). This finding aligns with the conclusions of Ahmed et al. (2020). When consumers have a greater understanding of environmental issues (such as climate change, pollution, resource scarcity, and the benefits of environmentally friendly products), they tend to develop stronger green product purchasing behaviors. The positive effect of green advertising on environmental attitude (p-value = 0.002) is consistent with previous research by Kaur et al. (2021). These studies show that green advertising effectively increases awareness of environmental issues and highlights the advantages of sustainable choices. Green advertising emphasizes a company's dedication to sustainability, which helps build trust and improves positive attitudes toward the environment (Nyilasy et al., 2014). The hypothesis that green advertising directly influences green purchase intentions is also supported (p-value = 0.032). This finding aligns with research by Balaskas et al. (2023), which indicated that credible green advertising can enhance green purchase intentions.

5.2. Implications

For enterprises, especially those offering eco-friendly products, fostering a positive environmental attitude is crucial for boosting green purchase intention. As environmental attitude significantly influences consumers' willingness to buy green products, companies should implement strategies that encourage positive perceptions of environmental conservation. It can be achieved by clearly communicating their products' environmental benefits and demonstrating a genuine commitment to sustainability, such as through CSR activities like reducing carbon footprints and promoting recycling. These efforts build trust and credibility, which are essential in influencing purchasing decisions.

Additionally, policymakers should acknowledge the vital role of environmental knowledge in fostering positive environmental attitudes. Increasing public awareness and understanding of environmental issues is crucial. This can be accomplished by prioritizing environmental education programs, from schools to public awareness campaigns, to teach citizens about the causes and effects of environmental degradation and the advantages of sustainable practices.

Furthermore, policies that promote transparency in green marketing and protect against greenwashing can build consumer trust in green claims, supporting sustainable consumption. Marketers should adopt a more nuanced approach to green advertising. Marketers need to focus on building credibility and trust through transparent and verifiable green claims aligned with the company's sustainability goals. Combining green messaging with strategies like influencer endorsements, social proof, and community engagement can further strengthen the credibility of green initiatives. Engaging storytelling that connects with consumers' values can also boost the effectiveness of green advertising on consumer behavior.

6. CONCLUSION

The study finds that environmental attitude significantly influences green purchase intentions among consumers in Vietnam. Although environmental knowledge and green advertising positively affect environmental attitudes, their direct effect on green purchase intentions remains limited. This indicates that developing a strong pro-environmental attitude is key to promoting green consumer behaviors. Nevertheless, it may only be enough if other factors, such as product quality perceptions and the credibility of green claims, are also addressed. Enterprises should focus on building trust and transparency in their green marketing efforts, ensuring that their environmental claims are authentic and supported by sustainable practices. In addition, improving environmental knowledge through targeted educational initiatives can further strengthen positive attitudes toward sustainability. Future research should examine how these factors interact in different contexts to create more effective strategies for promoting green consumption.

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