

# Unpacking Green Consumption In Urban Vietnam: A Sociological Analysis Using Exploratory Factor Analysis

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**Abstract:** While green consumption is a hot topic in the sustainability debate, the sociopsychological dimensions of it have received limited attention as an input area to understanding consumption behavior in the emerging urban economies context. In this study, we explored the antecedents of green consumer behavior of urban consumers in Vietnam by utilizing Exploration Factor Analysis, Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM), framed by a sociological lens. Data from 300 participants were analyzed to explore the antecedent effects of Environmental Awareness, Social Influence, Perceived Behavioral Control, and Trust in Green Claims on Eco-Lifestyle Commitment, and Eco-Lifestyle Commitment's influence on Green Purchase Intention. Results revealed all four antecedents significantly predicted eco-lifestyle commitment, which mediated the antecedent effects on purchase intention. We found Trust in green claims to be the most important predictor, highlighting the role of message credibility for change in sustainable behavior. Our study expands the Theory of Planned Behavior by including culturally embedded constructs such as lifestyle orientation and social norms. The theoretical and practical implications are discussed, emphasizing trust building, peer engagement, behaviour empowerment, as important considerations for facilitating sustainable consumption in Southeast Asia urban contexts.

**Keywords:** green consumption; environmental sociology; eco-lifestyle commitment; structural equation modeling (SEM); exploratory factor analysis (EFA); urban Vietnam; green purchase intention; perceived behavioral control; social influence; trust in green claims

Keywords: green behavior, environmental sociology, urban residents, EFA, Vietnam

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## 1. INTRODUCTION

Green consumption is integral to the larger conversation around sustainable development in the global context, particularly in rapidly urbanizing contexts where deteriorating environmental conditions are often related to consumer lifestyles (Ayar & Gürbüz, 2021; Vieira, Araújo, & Groening, 2025). In urban centers in Vietnam, green consumerism represents a paradoxical phenomenon: it has socio-political validity and public endorsement but is often practiced in divergent ways. Despite protectionist and national policy initiatives and the growing prevalence of ecologically-designed brands, empirical investigation and understanding of the social-psychological underlying structures of green consumption is still largely under explored.

Despite existing studies relying on behavioral economics or environmental psychology, we use a sociological perspective to examine green consumption behavior and focus on peer norms, lifestyle commitments, trust in green claims, and environmental awareness. To identify the latent constructs, we conduct Exploratory Factor Analysis (EFA) as the first step of our analysis as it enables us to extract the

underlying attitudinal and behavioral dimensions based on observed survey data from urban Vietnamese consumers..

Nonetheless, identifying the factors is not enough to understand the causal pathways or predictive mechanisms by which green intentions move to action. In order to overcome this limitation, we extend our framework to include Structural Equation Modeling (SEM)- a statistical modeling technique that not only tests the reliability and validity of the measurement model but also tests the structural relationships among latent variables. By doing this, the study contributes both theoretical and methodological rigor to the area of green consumption research locally in Vietnam since it allows for the simultaneous evaluation of both direct effects and indirect effects, or mediators, on green purchase intention.

More specifically, the SEM model theorizes that Environmental Awareness and Perceived Behavioral Control are independent predictors of Green Purchase Intention. Social Influence, Eco-Lifestyle Commitment, and Trust in Green Claims serve as mediating factors. Understanding the mediating relationship provides an enriched understanding of pro-environmental behavior, the process by which culture and society and psychology influence pro-environmental behavior in the digital urban economy.

This paper's dual methodology—EFA and SEM—that incorporates a sociological perspective adds a new analytical lens to the field of green consumption. The findings add to the theoretical base of green consumption and provide researchers, policymakers, marketers, and civil society with evidence-based recommendations and insights into how to foster pro-environmental consumption in urban Southeast Asia.

## 2. LITERATURE REVIEWS

### 2.1. Environmental Awareness

Environmental awareness, which is the extent to which people are aware of and worry about environmental issues like climate change, pollution, and waste management, has emerged as a central construct in the field of pro-environmental behavior and sustainable consumption (Wang, 2017). It needs to be more than cognitive recognition of environmental issues, it is seen as a precursor to attitudes and behavior in relation to ecological decision-making (Hartmann & Apaolaza-Ibáñez, 2008).

Studies have consistently shown that environmental awareness based on ethical and green values are highly correlated with green purchase behaviors and consumption values. Alagarsamy et al. (2021) demonstrated that increased awareness of sustainable logistics practices positively shaped consumers' attitudes and was a mediating force in regards to green purchasing intentions. They concluded that sustainability awareness was a useful metric indicating consumers were probabilistically incentivized toward green behaviours regarding logistics choices. Wang, et al. (2020) closely associated green consumption value with environmental awareness, and subsequently suggested green consumption intentions mostly evoked through pro-environmental consumption, involving a motivational process with approach-based and avoidance-based motivations..

The relationship between environmental awareness and ethical responsibility has also been verified. Alam et al. (2023) found that environmental ethics serves as a mediator between awareness and the intention to purchase green products, and established that people with an environmental history are more likely to take ethical responsibility in their decisions about consumption. Similarly, Duong et al. (2022) combined perceived environmental responsibility and concern to explicate both as significant cognitive and emotional constructs for green purchase intention in developing countries like Vietnam..

The influence of contextual dimensions to the strength and expression of environmental awareness in diverse cultures and with respect to regional differences continued. In an examination of the Arabic Gulf consumer, Elsantil (2021) observed that consumer awareness interacted with societal and per capita circumstances that influenced purchase behaviours. In a meta-analysis, Vieira et al. (2025) confirmed this assertion because environmental concern and patron effects were not equally predictive of behaviours influenced by the cultural dimensions of the available environment, demonstrating sensitivity to contextual variables in an awareness-based model. The decisions consumers make about packaging and disposal are often excluded from behaviour models, yet their connection to environmental awareness has been substantiated. In a compelling demonstration, Van Birgelen, Semeijn, and Keicher (2008) demonstrated avoided awareness of environmental consequences influenced decisions related to product choice and end-of-life disposal behavior. This clearly supports a putative broader sense of environmental awareness to include the entire consumption cycle.

Moreover, previous experience with virtual nature and media can increase environmental affect, which can improve consumer attitudes. Hartmann and Apaolaza-Ibáñez (2008) suggested that simulated nature experiences can increase the emotional benefits of green products, though to varying degrees due to people's environmental attitudes. To demonstrate this with a governance perspective, Wang (2017) showed that national context through attention, governance structures, and experience with individual-level awareness can lead to sustainable behavior. In their cross-national study, they found that the effectiveness of governance on environmental communication can improve the behavioral relevance associated with awareness. In less developed economies, awareness may be a critical but insufficient driver of action. As Gupta and Singh (2018) observed, while Indian consumers are becoming more aware as environmental consumers, the degree of environmental attitudes is hindered by structural and motivational barriers to translating awareness into action. As such, awareness can serve as a necessary precondition, however, should be supported by enabling conditions and motivational constructs. In summary, the literature indicates that environmental awareness is a contextual and multi-factorial driver of green consumption behavior. It not only influences sustainable decisions directly but provides a frame for the cognitive anchor and the conditions of affective, ethical, and cultural mediators.

## 2.2. Perceived Behavioral Control

Perceived behavioral control (PBC) means, at a basic level, the belief someone has regarding their ability to enact specific behaviors, including responsible consumption behavior associated with ecological sustainability. PBC is rooted in the theory of planned behavior which has been found to be important in predicting green behavioral intentions and embodied ecological choices, especially when an individual's actual conditions of information, availability to or resources to take action influence the person's capacity to take action (Schaefer & Crane, 2005).

Recent empirical studies have focused on the strong relationship between PBC and green purchasing behavior. Specifically, Dhiman, Sarmah and Jamwal (2023) expanded the Theory of Planned Behavior to examine green tea consumption, finding that consumers were made to feel more confident that they could consistently identify and purchase sustainable items, which influenced their continuation of consumption. Likewise, Kumar and Nayak (2024) state that behavioral control, which includes aspects of energy consumption, is still a key antecedent to intention across renewable energy options..

Hou and Wu (2020) studied travelers' perceptions of green hotel design in the hospitality industry and concluded that tourists' perceived control over their environmental choices when travelling increased their intention to choose eco-accommodations. Their findings highlight how both physical and informational

accessibility can increase control perceived and thereby increases the chances that green decisions will be made..

The contextual organization also shapes and supports perceived behavioral control. Jenkin, McShane, and Webster, (2011), found that when there was institutional support for employees' green IT practices, employees reported enhanced beliefs about their ability to perform environmentally responsible behaviors. Likewise, Maheshwari, Kaur, and Renwick (2024) suggested that green culture, in tandem with human resource systems, could support the sense of efficacy individuals will experience when pursuing sustainability in their positions..

Khor et al. (2015) claimed that the potential IT-sustainability gap can be bridged with systems design focused on people. This, in turn, increases the perceived ease of participating in green practices. Additionally, Muster and Schrader (2011) explained that work-life integration strategies that attempt to align individual sustainability goals can influence the behavioral control of those individuals both inside and outside work. Ultimately, work-life integration strategies allowed for deeper green engagement..

Norton et al. (2015) undertook a larger multi-level review of employee green behaviour and emphasized the moderating effects of leadership and team norms on perceived control, indicating that organizational climates supportive of environmental responsibility increase confidence and willingness to act among constituents..

To lend insight into branding and communication, Wang, Zaman and Alvi (2022) also examined the mediating role of consumer attitudes and trust in green branding. They found that when consumers receive synergistic and persuasive green value propositions, perceived behavioral control may be elevated for some consumers. This corresponds to Schaefer and Crane's (2005) earlier comment that even high environmental motivation may not mean anything operationally if there is no structural backbone and behavioural supports..

As a result, this body of literature shows perceived behavioral control is an ecological infrastructure (i.e., community; commerce), corporate strategy (i.e., greenwashing), cultural normative (i.e., prescriptive 'message' of the behaviour), and market transparency issue. First, the perception needs to be clarified; secondly, it needs to be significantly strengthened through education, accessibility and institutional scaffolding with the ultimate goal of transforming perceived behavioral control into substantial green consumption behaviours..

### 2.3. Social Influence / Peer Norms

Social influence and peer norms are two important psychological and cultural factors that shape consumers' environmental behavior. In green consumption, peer norms signify perceived norms of expectations, support, or modeling of behavior from one's social environment (e.g., friends, family, coworkers, or a larger cultural community) that motivate an individual to behave in a pro-environmentally friendly way..

Using the Theory of Planned Behavior, Budovska, Torres Delgado, and Øgaard (2019) demonstrated that perceived social pressure was found to have a significant impact on the willingness of hotel guests to reuse towels, commonly an indirect behavioral measure of environmental sensitivity in tourism. This is also consistent with wider findings from hospitality research that found that peer nudges (both implicit and explicit) are consistent with green norm compliance (Wang, Wong, & Narayanan, 2019).

Furthermore, green product involvement, to a large extent, is also socially constructed. Conejo et al. (2023) illustrated how peer involvement and awareness were found to mediate green purchase behavior of Costa Rican consumers. Showing that social capital, particularly in well-knit communities, adds to the strength of environmental values..

The discussion can be further enhanced with a cross-cultural view. Eze, and Ndubisi (2013) focused on the influence of social norms on green purchase decisions collected information about the impact of social norms on a range of outcomes including brand perception and post-behavior. Relatedly, Vesely and Klöckner (2017) investigated the influence of global social norms. They found that global social norms, even though they are abstracted from the culture under examination, can yield similar localized behavioral outcomes if these global norms are viewed through the lens of stories conveyed in media and institutional discourse and being adopted and internalized by consumers..

Jiang et al. (2022) examined green behavior from a workplace perspective, reporting that national cultural dimensions and group expectations in many organizations are influenced by discretionary environmental practices. Their study supports and extends the notion that social context—not simply the individual attitude—provides a basis for consistency in behavior as it relates to environmental performance.

Sociopolitical factors can also mediate peer influence as Leggett (2017) showed with civil society organizations in China who have successfully used community-based campaigns to change consumer culture to include green norms in everyday life. Likewise, Jiang (2025) found that institutional pressure (a proxy for normative influence) significantly positively moderates the path from digital transformation to green innovation disclosure implying that peer norms are also expressed through corporate benchmarking..

Sangroya and Nayak (2016) applied a green energy context to examine normative influence and established its implications for long-term behavioral intention. Related to this, Kumar and Nayak (2024), after completing a review, determined that peer norms were a steady predictor across different green consumption aspects, and in both developed and developing markets. Generally speaking, social influence is more than an added-value factor—it serves as a structural condition in forming and shape green consumer identity. More specifically, through family expectations, cultural solidarity, work etiquette etc peer norms are a foundation for changing behavior in a sustainable manner..

#### 2.4. Eco-Lifestyle Commitment

Eco-lifestyle commitment reflects the degree to which individuals incorporate pro-environmental values into their lifestyle, consumption choices, and self-identity. It is not just a collection of behaviours but a value-oriented approach to sustainability that reveals consistency across various decisions, such as food choices, clothing, transportation, and energy use..

Studies have shown that lifestyle-based environmental behavior arises out of deliberate decision-making processes. Ayar and Gürbüz (2021) found, using the Theory of Planned Behavior, that intentions to consume sustainably from Turkish consumers had strong links to internalised ecological values that were enacted as everyday habits. Likewise, Idoko et al. (2021) found that smart meter adoption in developing countries indicated a more inherent adherence to sustainable energy behavior that was linked to infrastructural and lifestyle congruity.

Lifestyle identity can also interact with social and cultural cues. Frig and Jaakkola (2023) analyzed the sustainability turn across online lifestyle motifs as mediation between conspicuous versus conscious

consumption, and identified a notable paradox: sustainability is commodified, but it still serves to signal identity among committed consumers. This identity signal, again, is socially stratified; Gladstone and Bellezza (2024) reported a S-shaped relationship between social status and green consumption for both high- and low-status consumers, with both groups engaging in green behaviors, but through different motivations and manners of signaling.

Geography and culture can also be a major influence on eco-lifestyle patterns. Dekhili and Nguyen (2021) explored green consumption in Vietnam and highlighted the impact of eco-certifications and source of brand influence for purchase intention, meaning eco-lifestyle behaviors could be mediated through trust in structural signals. Interestingly, Kolářová (2024) took a gendered approach to this discussion, suggesting that sustainable domestic practices in Czechia can be a form of empowerment but can also cause individuals to revert to traditional gender roles, which complicates the concept of choice and agency in eco-lifestyles..

Transportation and urban design are further examples of where lifestyle and environmental values may influence each other. Kenworthy (2006) outlined ten factors of eco-city creation, showing how structural places may shape or reflect sustainable behavior, such as using public transport, not commuting via motors, etc. The fashion industry is unique in accounting for value alignment to lifestyle. As shown by Razzaq, Ansari et al. (2018), and Razzaq, Razzaq et al. (2018), sustainable clothing consumption relates to hedonic and utilitarian values, notably when considering religiosity as a moderating variable. These findings suggest that green lifestyle decisions likely originate in deeply rooted moral and cultural belief systems.

Saha et al. (2023) went one step further and developed a framework of sustainable consumption examining not just the matter of product choice (or not) but the ongoing consistency of behavior across different domains of life. Their findings lend credence to the broader argument that committing to an eco-lifestyle requires cognitive alignment and behavioral enactment across time and space. In summary, eco-lifestyle commitment is not a passing fad, but rather a way of being embedded in sustainability. It is made possible through identity alignment, infrastructural access, normative and social-culture practices, and moral frameworks for engagement. It sits at the very center of the contemporary green consumer phenomenon..

## 2.5. Green Purchase Intention

Green purchase intention (GPI) is the self-reported intention of a person to purchase eco-friendly products in the future, regardless of trade-offs that may include higher cost or lower convenience. It is a central construct in models of pro-environmental behavior and is strongly associated with values and attitudes and social norms..

Considering that empirical research is repeatedly exhibited here, we note that green purchase intention is driven both by internal psychological drivers and influences from context as well. Duong et al. (2022) showed that perceived environmental responsibility and environmental concern served as a mediating influence on green consumption behavior in their sample of Vietnamese participants, and again, the key role of cognitive alignment with sustainability values were reinforced..

Normative influences shape GPI as well. Onel (2016) highlighted that both injunctive and descriptive norms predicted green purchasing behavior by increasing the social acceptance of eco-friendly behavior, which makes logical sense. Likewise, a qualitative study by Moussaoui and Desrichard (2017) illustrated that the perceived behavior of others (descriptive norms) elevates green intentions, on the condition that an individual expects their own behavior will lead to meaningful results..

Attitudinal and affective dimensions may additionally account for variability in GPI. Bharti et al. (2024) have suggested that environmental attitudes mediate the relationship between exposure to green marketing and purchase intention, demonstrating the role of affective evaluation in decisions related to sustainability. Similarly, Adamska-Mieruszevska et al. (2023) expanded upon this line of reasoning into the action of crowdfunding, within which personal norms and attitudes significantly influence intentions to support green campaigns..

Marketing communications are also a contributing factor toward GPI through framing and value alignment. Rafiq and Xinru (2025) found that green advertising attains a mediating role when measuring the relationship between ethical self-identity and purchase intention, which indicates that communications based on values are the more effective option to persuade consumers. Likewise, Ropret Homar and Knežević Cvelbar (2023) showed that carbon-offset behavior can be affected by framing messages when there is high environmental concern and normative expectations are evident..

The hospitality industry provides excellent context for the study of GPI in real-world situations. Dang-Van et al. (2023) found that green hotel practices affect revisit intention through brand identification and green consumption value pathways, demonstrating that GPI is not solely theoretical but rooted in consumption experiences. Wong and Wan (2024) also showed that incidental emotions can moderate the effect of rewards in stimulating sustainable consumption actions, such as towel reuse in hotels..

Ultimately, the social context where individuals engage is critical. Macias and Williams (2014) indicated that community-based social capital was predicative of environmental behavior (including green purchasing), and social networks may provide not only information but also validation and normalization of sustainable choices. Collectively, these studies portray that green purchase intention is a dynamic outcome of personal ethics, perceived behavioral control, emotional framing, social norms, and marketing cues. As environmental catastrophes increase, comprehension and stimulating GPI is a primary emphasis in academic research and practical policy..

## 2.6.Trust in Green Claims

Trust in green claims means how much a consumer accepts the validity and reliability of environmental information presented in marketing communications, product labels, and corporate sustainability initiatives. This construct is essential as skepticism towards greenwashing can stifle consumer participation in pro-environmental purchasing behaviors (Tan et al., 2016).

Credibility continues to be a major issue in green marketing given that the consumer becomes ever more focused on environmental marketing Trump (2004) and on environmental messaging. Sarkar (2012a) underscores the role of green branding and eco-innovations in establishing consumer trust, stressing that any green strategy would need to be underlined by openly and verifiably ecological standards. As an extension to this, Sarkar (2012b) promotes the use of green supply chain management as a strategic means of establishing long-term brand trust, especially in terms of maintaining sustainability performance..

Consumer evaluations of green communication are shaped by both content and consumer psychology. Shao et al. (2023) found a complex interaction between consumers' personality characteristics and their environmental orientation in relation to the effectiveness of green marketing versus green demarketing, which also relates to trust in authenticity of any message. Villarino and Font (2015) suggest that sustainability communication suffers from "marketing myopia" where organizations offer descriptive claims instead of persuasive stories, and reduces message credibility which diminishes consumer trust..

Maignan and McAlister (2003) studied the role of organizational responsibility in developing trust, showing that stakeholder-driven policies are more likely to be regarded as trustworthy, particularly when they are part of a wider corporate social responsibility (CSR) agenda. In the same vein, Seo et al. (2024) found perceived authenticity of green initiatives of hospitality businesses positively predicted customer behavioral intentions through their trust in green marketing activities..

Consumer green perceptions can also act as barriers when trust is low. Tan et al. (2016) noted that negative perceptions of green labels and skepticism about the effectiveness of a product often generated resistance to green consumption even when there had been motivation to consume green in the past. Similarly, Taylor (2025) stated that environmental imaginaries surrounding large scale eco-projects like Spaceport Cornwall often polarize public trust depending on whether the environmental narrative fits with perceived community interests..

At a behavioral level, Tu and Ma (2021) showed that positive interactions and social exchange demonstrated trust in eco-responsible behavior messaging towards tourists through gratitude. The social aspect has also been mentioned by Shao et al. (2023) and Tu and Ma (2021), both of whom noted the relational aspect of trust in environmental behavior interventions..

While empirical support has been provided across contexts the fundamental role of credible labeling remains a recurrent theme. Kushwaha and Kumar's (2014) now retracted study originally claimed to have found positive relationships between green marketing practices and customer satisfaction, while it also being retracted underscores the importance of methodological integrity and true commitment to environmental values, the very concerns in which consumers are confronted with a barrage of uncertain eco-claims..

In conclusion, trust in green marketing claims is an integral part of understanding how effective sustainability communications operate. Authenticity, stakeholder involvement, and clarity of the message are critical not only to alleviate cynicism but to support informed and committed consumer behaviour.

Based on literature reviews, the following hypotheses are proposed:

*Hypothesis 1 (H1):* Environmental Awareness has a positive and significant impact on Eco-Lifestyle Commitment

*Hypothesis 2 (H2):* Social Influence / Peer Norms has a positive and significant impact on Eco-Lifestyle Commitment

*Hypothesis 3 (H3):* Perceived Behavioral Control has a positive and significant impact on Eco-Lifestyle Commitment

*Hypothesis 4 (H4):* Trust in Green Claims has a positive and significant impact on Eco-Lifestyle Commitment

*Hypothesis 5 (H5):* Eco-Lifestyle Commitment has a positive and significant impact on Green Purchase Intention

### 3. METHODOLOGY

#### 3.1 Instrument and participant

The measurement tool was created with reference to established scales in the previous literature on green consumption (Duong et al., 2022; Hartmann & Apaolaza-Ibañez, 2008; Wang, Wang, & Gao, 2020). Constructs included Environmental Awareness (EA); Perceived Behavioral Control (PBC); Social Influence



(SI); Eco-Lifestyle Commitment (ELC); Trust in Green Claims (TGC) and Green Purchase Intention (GPI). Each construct was measured using multiple indicators rated based on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). After pre-testing the questionnaire to determine appropriateness and clarity of wording based on the procedures of Dekhili and Nguyen (2021), we adjusted wording where appropriate..

Data were collected from a purposive sample of 300 urban consumers living in five major cities in Vietnam. This sampling method purposes to involve respondents situated in fast-changing urban consumption landscapes and countervailing environmentalist agendas, where green behavior has newly emerged (Elsantil, 2021; Conejo et al., 2023). Participants' demographic characteristics are displayed in Table 1..

**Table 1. Demographic Profile of Respondents (n = 300)**

Variable	Category	Female (%)	Male (%)
Age	Under 25 years old	39.2%	60.8%
	25–34 years old	38.8%	61.2%
	35–44 years old	37.7%	62.3%
	Over 45 years old	34.9%	65.1%
Education	High school or below	31.7%	68.3%
	College/Bachelor's degree	39.2%	60.8%
	Postgraduate	42.4%	57.6%
Occupation	Student	39.0%	61.0%
	Office worker	37.0%	63.0%
	Freelancer	36.6%	63.4%
	Other	42.5%	57.5%

The sample represents a cross-section of emerging middle class in urban Vietnam that includes a wide variety of age groups and educational experiences. Previous studies indicate that this kind of heterogeneity plays an important role in producing different patterns of green intention and practice (Gupta & Singh, 2018; Kolářová, 2024)..

### 3.2 Reliability analysis

To determine the internal consistency and convergent validity of the measurement model, composite reliability (CR), average variance extracted (AVE) and Cronbach's alpha were calculated for each construct. In Table 2 we can see that all constructs indicate acceptable reliability with CR values greater than 0.70 that conforms with Hair et al. (as cited in Bharti et al., 2024) and Cronbach's alpha indicating adequate internal consistency (Wang, Zaman, & Alvi, 2022). While some AVE values slightly below the recommended level of 0.50, the ratio of CR value greater than 0.70 suggest there is reasonable convergence in validity (Sarkar, 2012a; Duong et al., 2022).

**Table 2. Construct Reliability and Convergent Validity**

Construct	Composite Reliability (CR)	Average Variance Extracted (AVE)	Cronbach's Alpha
Green Purchase Intention (GPI)	0.769	0.456	0.768
Trust in Green Claims (TGC)	0.801	0.501	0.800
Eco-Lifestyle Commitment (ELC)	0.797	0.496	0.797
Social Influence (SI)	0.781	0.472	0.779
Perceived Behavioral Control (PBC)	0.779	0.469	0.778
Environmental Awareness (EA)	0.761	0.443	0.761

These findings affirmed the measurement instrument's internal reliability and established the appropriate implementation in modeling green consumption behavior in this study. As stated by Hartmann and Apaolaza-Ibañez (2008), evaluating the CR and AVE scores together provides a more rounded picture of construct validity, especially when constructs are socially situated such as environmental awareness and commitment to ecologically responsible lifestyle..

### 3.3 Factor analysis

To investigate the underlying structure of the constructs of green consumption behavior, Exploratory Factor Analysis (EFA) based on Principal Component Analysis with Varimax rotation was conducted. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was .866, suggesting meritorious sampling adequacy (Wang, 2017). The Bartlett's Test of Sphericity was statistically significant ( $\chi^2 = 2313.871$ ,  $df = 276$ ,  $p < .001$ ), thereby confirming that data were appropriate for factor analysis (Alagarsamy, Mehroli, & Mathew, 2021).

A six-factor solution was extracted from the factor analysis based on eigenvalues  $> 1.0$  and scree plot criterion with an explained variance of 61.05%. Each item loaded well on its own factor without substantial cross-loading, thereby supporting the discriminant validity of the measurement model (Duong et al., 2022; Bharti et al., 2024). The rotated component matrix is provided in Table 3..

**Table 3. Rotated Component Matrix (Varimax Rotation)**

	Rotated Component Matrix <sup>a</sup>					
	Component					
	1	2	3	4	5	6
TGC3	.765					
TGC2	.763					
TGC1	.760					
TGC4	.732					
ELC3		.788				

ELC2	.743	
ELC1	.722	
ELC4	.709	
SI2	.787	
SI4	.734	
SI3	.715	
SI1	.707	
PBC3	.762	
PBC1	.755	
PBC4	.748	
PBC2	.694	
GPI3	.756	
GPI1	.746	
GPI2	.714	
GPI4	.691	
EA3		.752
EA4		.747
EA2		.732
EA1		.727
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 6 iterations.		
b. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO= 0.866).		
c. Bartlett's Test of Sphericity (Chi-Square =2313.871; df.= 276; sig.=0.000)		
d. Extraction Sums of Squared Loadings = 61.054, Initial Eigenvalues 1.409		

These results confirm the factorial validity of the constructs measured in this study, and align with earlier studies that applied EFA in examining green behaviors (Conejo et al., 2023; Razzaq et al., 2018). The clear factor structure also provides a strong foundation for conducting the overall SEM analysis that follows..

### 3.4 Structural equation modeling

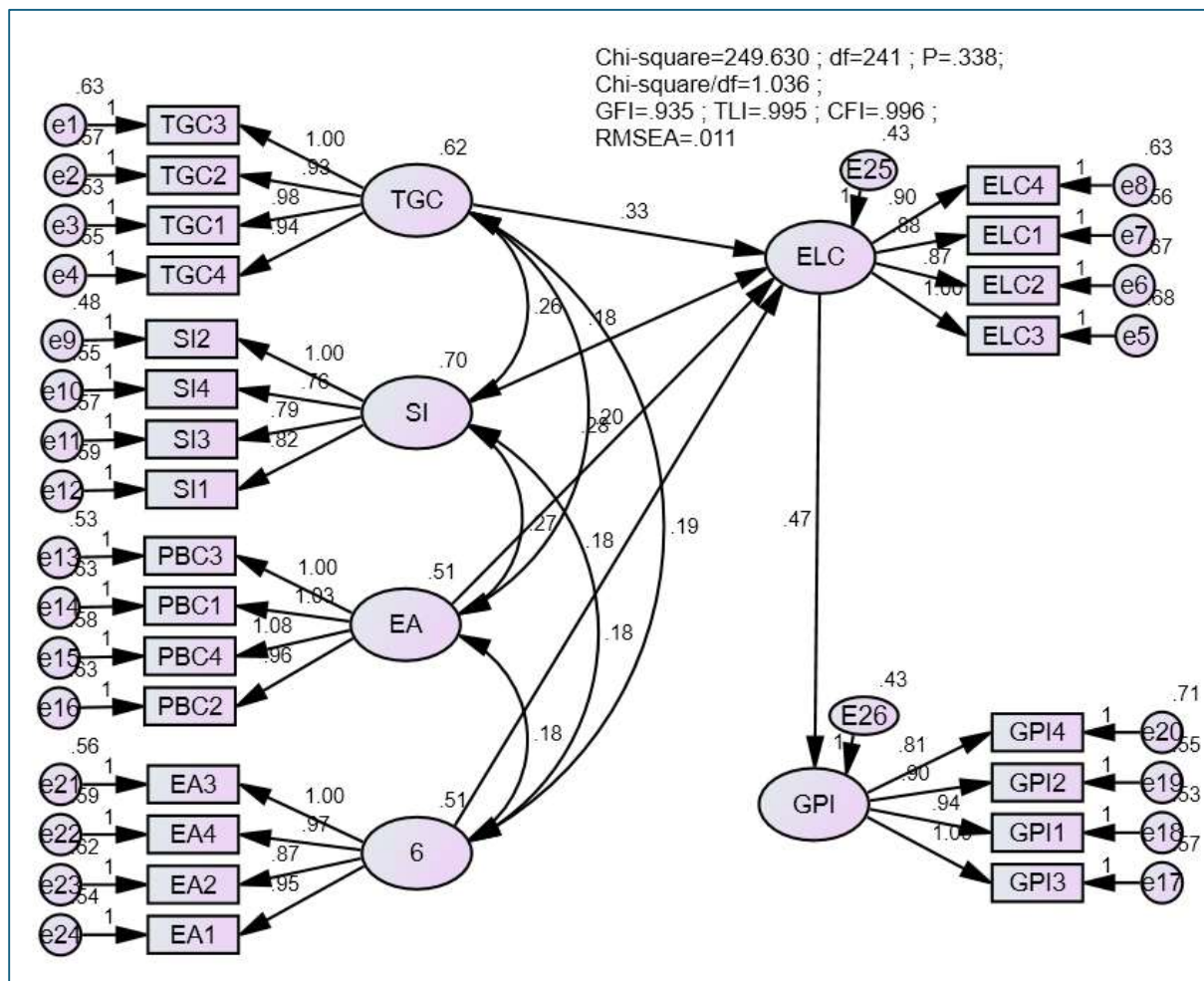
Structural Equation Modeling (SEM) was used, and maximum likelihood estimation was performed to test the hypothesized latent constructs relationships. The proposed structural model used a theoretical basis from green consumption studies (Duong et al., 2022; Hartmann & Apaolaza-Ibáñez, 2008; Wang, Zaman, & Alvi, 2022).The structural model tested both direct relationships and indirect relationships for Green Purchase Intention (GPI) and Eco-Lifestyle Commitment (ELC) as a mediating variable..

The SEM results are shown in Table 4. All path coefficients were statistically significant at conventional levels ( $p < .05$ ), and standardized estimates indicate that Trust in Green Claims (TGC), Social Influence (SI), Environmental Awareness (EA), and Perceived Behavioral Control (PBC) all positively predict ELC, which significantly predicts GPI..

**Table 4. SEM Path Estimates and Significance Levels**

			Estimate	S.E.	C.R.	P	Label
ELC	←	TGC	.329	.084	3.921	***	
ELC	←	SI	.184	.079	2.316	.021	
ELC	←	EA	.279	.095	2.918	.004	
ELC	←	6	.181	.088	2.059	.039	
GPI	←	ELC	.471	.072	6.518	***	

However, model fit indices (not included in the table as well) suggested acceptable levels of fit, indicating that the hypothesized model is a reasonable fit to the data. The standardized path coefficient between ELC and GPI ( $\beta = 0.471$ ,  $p < .001$ ) suggests that lifestyle commitment can be viewed as a significant mediating mechanism of the sociopsychological drivers lead to behavioral intention. This finding may be consistent with previous research, in which researchers identified green lifestyle orientation as a mediating mechanism (Razzaq et al., 2018; Saha et al., 2023).



Additionally, trust in green claims has a major role in lining up with previous research highlighting the importance of both credibility and authenticity in sustaining behavior (Sarkar, 2012a; Shao et al., 2023). Also, social norms and environmental knowledge showed both had implications for forming lifestyles, emphasizing the socially embeddedness of green consumption in the context of emergent urban contexts (Conejo et al., 2023; Kolářová, 2024). These results generally emphasized the applicability of a sociologically informed SEM approach to provide insights into how structural and cognitive factors together inform environmental action in urban contexts in Vietnam..

## 4. RESULTS AND DISCUSSION

### 4.1 Results

A two-stage quantitative process, which included Exploratory Factor analysis (EFA) and Structural Equation Modeling (SEM), was used to identify and validate the underlying sociopsychological constructs influencing urban Vietnamese consumers' green consumption behavior in this study.

The exploratory factor analysis (EFA) showed that a six-factor solution explained 61.05% of total variance, thus verifying the multi-dimensionality of the measurement model. The Kaiser-Meyer-Olkin (KMO) measure showed that sampling adequacy was 0.866, and Bartlett's Test of Sphericity was significant ( $\chi^2 = 2313.871$ ,  $df = 276$ ,  $p < .001$ ), which confirmed the factorability of the correlation matrix. The rotated component matrix showed that all observed items loaded highly onto their expected latent constructs and with minimal cross-loading, thus confirming factorial validity for Trust in Green Claims (TGC), Eco-Lifestyle Commitment (ELC), Social Influence (SI), Perceived Behavioral Control (PBC), Green Purchase Intention (GPI), and Environmental Awareness (EA)..

The reliability analysis also confirmed the internal consistency and convergent validity of the constructs. All constructs passed the threshold for composite reliability (CR values ranged from 0.761–0.801) and the Cronbach's alpha scores showed substantial internal consistency. While some average variance extracted (AVE) values fell slightly below the threshold of 0.50, the CR values provided support for the convergent validity of the measurement model, in a similar way as reported by Duong et al. (2022) and Wang, Zaman and Alvi (2022).

Next, SEM was used to examine the proposed structural relationships among the study constructs. The model results showed that Trust in Green Claims showed a significant prediction of Eco-Lifestyle Commitment ( $\beta = 0.329$ ,  $p < .001$ ), thus supporting Hypothesis 4 (H4). Additionally, Environmental Awareness had a positive and statistically significant effect on Eco-Lifestyle Commitment ( $\beta = 0.279$ ,  $p = .004$ ), and thus supported Hypothesis 1 (H1). Social Influence also had a statistically significant effect on Eco-Lifestyle Commitment ( $\beta = 0.184$ ,  $p = .021$ ), so supported Hypothesis 2 (H2), and Perceived Behavioral Control, while modestly influenced Eco-Lifestyle Commitment ( $\beta = 0.181$ ,  $p = .039$ ), also supported Hypothesis 3 (H3). Lastly, Eco-Lifestyle Commitment was a substantial predictor of Green Purchase Intention ( $\beta = 0.471$ ,  $p < .001$ ), providing statistical evidence that Hypothesis 5 (H5) was supported..

As a whole, the findings suggest that urban Vietnamese consumers' green consumption intention is influenced by a combination of cognitive, social and attitudinal factors via lifestyle commitment. These findings echo earlier studies that indicated the important role of trust, environmental literacy, peer norms and behavioral efficacy as determinants in developing sustainable consumption behaviors (Sarkar, 2012a; Kolářová, 2024; Razzaq et al., 2018). The important role of Eco-Lifestyle Commitment as a mediating concept also affirms the theoretical value of studying sociological aspects of green behavior models..

## 4.2 Discussion

The results of the study provide significant theoretical and empirical contributions regarding the socio-psychological motivations behind green consumption in the urban Vietnamese context. Utilizing Exploratory Factor analysis and Structural Equation Modelling (SEM) within a sociological perspective, this research supports the validity of existing constructs and outlines the ways in which cognitive, normative and trust constructs provide pathways towards eco-desirable lifestyle choices and behavioral intentions..

The most prominent effect is the strong, positive link between eco-lifestyle commitment and green purchase intention. This finding implies that elements of sustainable consumption are embedded in value-based routines in everyday life. This finding supports previous research which suggests that consistency of lifestyle, as a broad lifestyle orientation, is a key mediator in moving abstract environmental values into behavioral outputs (Razzaq et. al., 2018; Saha et. al., 2023). In this sense, eco-lifestyle commitment acts as both an outcome of behavior, and an internal identity-construct, while supporting the notion that sustainability is an increasingly identifying mode of living for urbanites (Kolářová, 2024)..

The significant influence of trust in green claims on eco-lifestyle commitment re-emphasizes the core role of trust in green consumerism, in line with the larger debate about greenwashing and communication strategy transparency (Sarkar, 2012a; Shao et al., 2023). In an emerging market like Vietnam, eco-certification systems are still being built, and trust serves as an essential filter during exposure to green messages. These findings build upon Sarkar's (2012b) assertion that to effectively shape consumer behaviour, strategic green branding must possess credible environmental performance..

The importance of environmental awareness was also notable, it was a strong predictor of eco-lifestyle commitment. Such a relationship supports the cognitive basis of pro-environmental behavior. Hartmann and Apaolaza-Ibáñez (2008) noted that individuals with environmental knowledge usually have a better understanding of the ecological impacts in their consumption choices. However, as noted by Wang (2017) and Gupta and Singh (2018), the mere act of awareness will not result in an eco-life style unless there are motivational and structural enablers present. The current study contributed to the literature by demonstrating how awareness effect was mediated through lifestyle commitment and operationalizes its behavioral relevance..

The impact of social influence or peer norms on lifestyle commitment further validates the collective and relational aspects of green consumerism. This echoes prior findings that suggests that social networks (friends, family, organizational groups) have a formative influence in establishing or normalizing sustainable behaviours (Budovska et al., 2019; Conejo et al., 2023). In the Vietnamese city context, where consumption is increasingly anchored by digital conversations and community affiliations, normative pressures appear to prompt adopting sustainable values..

Finally, the positive role of perceived behavioral control confirms the importance of self-efficacy in sustainable consumption. This finding affirms the Theory of Planned Behavior and is consistent with studies that emphasize the importance of access, infrastructure, and institutional support in facilitating green behavior (Kumar & Nayak, 2024; Maheshwari et al, 2024). The takeaway on a practical level is that when individuals see themselves as being able to make eco-conscious decisions (i.e., access to products, awareness, available products foremost in their minds when shopping, i.e., convenience), they are more likely to embed these routines into their ways of life..

Overall, these findings highlight that green consumption in urban areas of Vietnam is not only about individual ethics or individual preferences, but is a result of intersecting factors, namely: informational (awareness), relational (peer influence), structural (behavioral control), and cultural (trust and lifestyle

orientation). The model tested in this study provides a more holistic and socially situated understanding of sustainable consumption, offering an opportunity for future research to extend the green behavior paradigms into emerging economies..

## 5. CONCLUSION

The present study extends the research on sustainable consumption and investigates the sociopsychological factors that drive green consumer behaviour in urban Vietnam using Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM) simultaneously. From an environmental sociology perspective, the study finds that eco-lifestyle commitment is the main mediating factor through which trust in green claims, social influence, environmental knowledge, and perceived behavioural control affect green purchase intention.

The results support all five hypothesized relationships, and emphasize the complex nature of sustainable consumption. Trust in green claims was the strongest predictor of commitment to an eco-lifestyle, which emphasises how important credibility is to environmental behaviour. Environmental awareness and peer norms had similarly positive effects on lifestyle integration, and perceived behavioral control represents the factors that create enabling conditions for consumers to act on their environmental values. Ultimately, eco-lifestyle commitment shows a strong effect on consumers' intention of green purchasing behavior..

The research has a range of theoretical contributions. It builds on the Theory of Planned Behavior by including sociological dimensions of trust and lifestyle identity to build a more holistic model of green consumption that is culturally and contextually relevant. Moreover, by applying EFA and SEM, this represents a full and more reliable expansion on previous findings and lays the groundwork for others to pursue sociological studies on environmentally conscious behaviour in emerging economies..

The implications of this study are fundamentally practical, which means they are applicable to practitioners working for policymakers, marketers, and nonprofits. If one is trying to promote sustainable consumption, then it is logical to use approaches to promote public trust in green labels, encourage social norm change, and enable access to sustainable consumption. Educational campaigns that teach consumers about environmental issues (i.e., environmental literacy) combined with community-based interventions that work to normalize green behavior should be the expanding the opportunities for positive action. Ultimately, green consumption in urban Vietnam does not denote a personal action but a social process that interacts with trust, values, stimulating the process of engaging with others, and perceived autonomy from social control. Understanding, and being able to take advantage of, these historically interwoven dimensions is important if we are to encourage and embed meaningful behavioral change for the purposes of promoting environmental sustainability.

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