Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 10, 1637-1648
2025
Publisher: Learning Gate
DOI: 10.55214/2576-8484.v9i10.10727

Determinants of green consumption intention among university students: Evidence from Thanh Dong University, Vietnam

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Abstract: This study investigates the determinants influencing green consumption intention among university students in Vietnam, using Thanh Dong University as a representative case. The research aims to understand how cognitive, attitudinal, and environmental factors shape students' willingness to adopt sustainable consumption behaviors. A quantitative research design was employed, with 300 valid survey responses collected from students across various academic disciplines. The measurement scales were validated using Cronbach's Alpha and Exploratory Factor Analysis (EFA), followed by multiple linear regression to assess the effects of independent variables on green consumption intention. The findings reveal five significant predictors of students' green consumption intention: (1) Green Consumption Knowledge, (2) Green Trust, (3) Health Awareness, (4) Price Perception, and (5) Environmental Awareness. Among these, Green Trust and Knowledge exert the strongest influence. The study concludes that enhancing students' awareness, trust, and understanding of environmental issues can substantially promote sustainable consumption behavior. Managerial implications are proposed for universities and businesses to foster green values, integrate environmental education, and encourage responsible purchasing behavior among young consumers.

Keywords: *Environmental awareness, Green consumption intention, Green consumption knowledge, Green trust, Health awareness, Price perception, Thanh Dong University, University students, Vietnam.*

1. Introduction

In the context of globalization and sustainable development, environmental issues and green consumption have received increasing attention from the international community. Environmental pollution, climate change, and the depletion of natural resources have become major challenges for many countries, including Vietnam. The concept of green consumption has been incorporated into several national development strategies and policy frameworks. A notable example is Decision No. 1393/QD-TTg on the National Green Growth Strategy for the period 2011–2020, with a vision to 2050, which emphasizes promoting sustainable production and consumption patterns to mitigate environmental degradation.

University students represent a highly educated group that is easily exposed to emerging consumption trends, yet they remain underexplored in studies on green consumption behavior. Students are not only a potential consumer segment but also act as "green ambassadors" who can disseminate environmental protection messages within their communities. At Thanh Dong University, students have extensive access to information, technology, and sustainable consumption trends. Therefore, analyzing the green consumption intention of Thanh Dong University students holds both theoretical significance and practical relevance, contributing to communication strategies, environmental education, and the development of green products in Hai Phong City.

History: Received: 18 August 2025; Revised: 6 October 2025; Accepted: 9 October 2025; Published: 27 October 2025
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Addressing this research gap, the author investigates the factors influencing the green consumption intention of students at Thanh Dong University. Specifically, the study focuses on five determinants: (1) Green Consumption Knowledge, (2) Green Trust, (3) Health Awareness, (4) Price Perception, and (5) Environmental Awareness. The findings are expected to provide empirical evidence to enrich the literature on green consumer behavior in Vietnam. Moreover, the study offers practical implications for universities, businesses, and policymakers in designing educational initiatives, communication strategies, and policies that promote sustainable consumption behavior among young consumers.

2. Theoretical Background and Research Model

2.1. Theoretical Background

2.1.1. Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

Ajzen and Fishbein originally developed the Theory of Reasoned Action (TRA) to explain that human behavior is primarily determined by behavioral intention, which in turn is influenced by attitude toward the behavior and subjective norms. Subsequently, Ajzen [1] extended this framework by introducing the Theory of Planned Behavior (TPB), which incorporates an additional construct, perceived behavioral control, to better explain behaviors that are not entirely under volitional control.

The Theory of Planned Behavior (TPB) has since become one of the most widely adopted theoretical frameworks in studies of green consumption behavior, as it effectively captures the cognitive and normative processes underlying consumers' intentions to engage in environmentally responsible actions. Numerous studies have employed TPB to analyze factors influencing green purchasing decisions, sustainable consumption, and pro-environmental behavior across various contexts [1, 2].

2.1.2. Green Consumption and Green Consumption Intention

Green consumption is defined as the purchasing and usage behavior of environmentally friendly products that minimize negative impacts on human health and the ecosystem [3]. Green consumers tend to consider social and environmental factors alongside personal benefits when making consumption decisions.

Green consumption intention refers to an individual's willingness or readiness to prioritize and choose green products over conventional alternatives [4]. It reflects the motivational component of consumer behavior that precedes actual green purchasing actions.

Empirical studies conducted in Vietnam indicate that green consumption intention is influenced by multiple factors such as health awareness, environmental awareness, price perception, perceived effectiveness of green products, and media communication. Moreover, collectivism, reference group influence, and environmental consciousness have also been identified as significant determinants shaping green purchasing behavior among Vietnamese consumers [5].

2.1.3. Green Consumption Knowledge

Knowledge about green products enables students to recognize, evaluate, and differentiate the value and benefits of environmentally friendly products compared with conventional ones. Prior studies have demonstrated that green knowledge exerts a positive influence on consumers' purchase behavior [6]. Consumers with higher levels of environmental and product-related knowledge are more likely to develop favorable attitudes toward green products and demonstrate stronger intentions to purchase them.

Hypothesis H1: Green consumption knowledge has a positive effect on students' green consumption intention.

2.1.4. Green Trust

Green trust refers to consumers' confidence in the transparency of product information, eco-label credibility, and corporate environmental responsibility, which together form the basis for consumers' assurance when making purchasing decisions [7]. A higher level of green trust strengthens consumers' belief that green products are genuine, effective, and environmentally beneficial [8] thereby enhancing

Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 10: 1637-1648, 2025
DOI: 10.55214/2576-8484.v9i10.10727

their willingness to engage in green purchasing. Consequently, when consumers exhibit a strong level of green trust, their intention to consume green products tends to be more robust [9].
Hypothesis H2: Green trust has a positive effect on students' green consumption intention.

2.1.5. Health Awareness

Personal health concerns represent an important motivational driver influencing consumers' decisions to purchase green products [10]. Individuals with greater health awareness tend to be more conscious of maintaining a healthy diet and lifestyle. According to Yang et al. [11] the primary motivation for purchasing green products often stems from the perception that such products are beneficial to personal health. Thus, health awareness plays a crucial role in shaping consumers' attitudes toward environmentally friendly products and their subsequent purchase intentions.

Hypothesis H3: Health awareness has a positive effect on students' green consumption intention.

2.1.6. Price Perception

Price is often identified as a common barrier to purchasing green products, which typically cost more than their conventional counterparts. Consumers, particularly students, tend to exhibit price-sensitive behavior, seeking affordable options that still meet acceptable quality standards. Consequently, when the perceived price of green products is considered reasonable and aligned with their perceived value, consumers are more likely to form favorable intentions toward purchasing them.

Hypothesis H4: Price perception influences students' green consumption intention.

2.1.7. Environmental Awareness

Environmental awareness is closely associated with consumers' green purchasing behavior, as individuals who possess a strong sense of environmental responsibility are more likely to engage in pro-environmental actions [12]. Students who are aware of environmental issues such as pollution, climate change, and resource depletion tend to prioritize green products in their consumption choices [13]. This awareness fosters a sense of moral obligation and personal contribution toward environmental protection, thereby enhancing their intention to consume green products [3].

Hypothesis H5: Environmental awareness has a positive effect on students' green consumption intention.

2.2. Research Model

Based on previous research frameworks and the author's preliminary investigation, the research model illustrated in Figure 1 is proposed. The model examines five independent variables, namely: (1) Green Consumption Knowledge (KT), (2) Green Trust (NT), (3) Health Awareness (SK), (4) Price Perception (VG), and (5) Environmental Awareness (MT), which collectively influence the dependent variable Green Consumption Intention (YD).

This conceptual model aims to explain how students' cognitive, attitudinal, and contextual factors jointly shape their intention to engage in green consumption behavior. Each hypothesized relationship (H1–H5) reflects a theoretical linkage derived from established behavioral and sustainability research.

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DOI: 10.55214/2576-8484.v9i10.10727

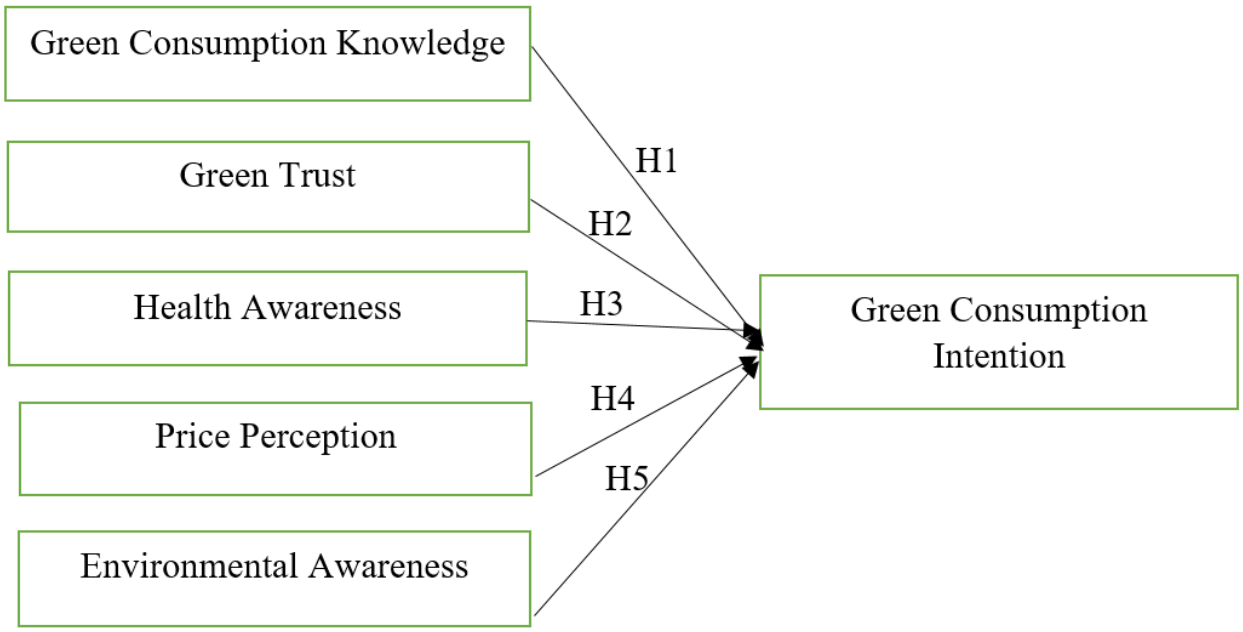

Figure 1.
Proposed Research Model.

3. Research Methodology

The author collected data through a structured questionnaire survey, which was distributed indirectly via the online platform Google Forms. The use of a convenience sampling method helped minimize both time and cost during the data collection process. According to Hair et al. [14] the minimum required sample size can be calculated as $n = 5 \times x$, where x represents the number of observed variables. In this study, a total of 28 observed variables were used; therefore, the minimum sample size required was $28 \times 5 = 140$ observations [14].

However, to ensure data reliability, 320 questionnaires were distributed, and 300 valid responses were collected. After data cleaning, all valid responses were processed using SPSS software. The analysis procedures included: (1) assessing the reliability of the measurement scales using Cronbach's Alpha, (2) evaluating construct validity through Exploratory Factor Analysis (EFA), and (3) conducting multiple regression analysis to test the proposed hypotheses in the research model.

The author collected data through a detailed questionnaire survey, which was distributed indirectly via the online platform Google Forms. The use of a convenience sampling method helped to significantly reduce both time and cost during the data collection process. According to Hair et al. [14], the minimum required sample size can be calculated using the formula $n = 5 \times x$, where x represents the number of observed variables. In this study, a total of 28 observed variables were employed; hence, the minimum required sample size was $28 \times 5 = 140$ observations.

However, to ensure data reliability and representation, 320 questionnaires were distributed, and 300 valid responses were collected. After data cleaning, the valid responses were processed using SPSS software. The analyses conducted included:

(1) assessing the reliability of the measurement scales using Cronbach's Alpha,
(2) examining construct validity through Exploratory Factor Analysis (EFA), and
(3) performing multiple regression analysis to test the hypotheses in the proposed research model.

Building upon validated measurement scales from previous domestic and international studies on green consumption intention, the author adjusted and refined the items to ensure suitability for the present research context. The final questionnaire employed a five-point Likert scale, ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree."

Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 10: 1637-1648, 2025
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In the proposed model, Green Consumption Intention (YD) is the dependent variable, measured through five groups of independent variables:

(1) Green Consumption Knowledge (KT), (2) Green Trust (NT), (3) Health Awareness (SK), (4) Price Perception (VG), and (5) Environmental Awareness (MT).

The dependent variable reflects the respondents' readiness and willingness to engage in green consumption behavior. In total, 28 observed items were used to measure all constructs included in the research model.

Table 1.
Summary of Measurement Scales.

Construct	Measurement Items	Source
Green Consumption Knowledge	I know more about green products than other people.	Maichum et al. [15]
	I can recognize green products through their packaging design.	
	I can identify green products by their color.	
	I know where to buy green products.	
	I recognize that green products are biodegradable, environmentally friendly, and harmless to the environment.	
Green Trust	I trust the honesty of manufacturers.	Janssen and Hamm [8]
	I trust that manufacturers act responsibly.	
	I trust the information provided on the packaging of green products.	
	I trust the safety certifications and eco-labels of green products.	
	I believe manufacturers, when they claim their products are green.	
Health Awareness	I believe that green consumption contributes to my personal health.	Bagher et al. [16]
	I think using green products helps me avoid disease-causing factors.	
	I think consuming green products can extend my lifespan.	
	I think green product consumption improves my quality of life.	
Price Perception	I find that the prices of green products are clearly listed.	Gleim et al. [17]
	I think green products are priced higher because of higher production and business costs.	
	I believe that the prices of green products are reasonable compared to their quality.	
	I am willing to accept the current price level of green products in stores.	
Environmental Awareness	I realize that human activities are seriously polluting the environment.	Bagher et al. [16] and Maichum et al. [15]
	I am very concerned about environmental pollution issues.	
	I worry about the decline in environmental quality.	
	I frequently watch or read news reports expressing concern for environmental protection.	
	I perceive that the natural environmental balance is fragile and easily disrupted.	
Green Consumption Intention	I intend to purchase green products in the future.	Maichum et al. [15] and Doszhanov and Ahmad [18]
	I will consider switching from my current brand to an eco-friendly brand.	
	I am willing to pay a higher price for green products because they are good for health and the environment.	
	I want to buy green products to help reduce environmental pollution.	
	I will recommend the positive benefits of green products to my friends and family.	

4. Results and Discussion

4.1. Sample Description

A total of 320 questionnaires were distributed to students at Thanh Dong University, and 300 valid responses were collected for analysis. The demographic characteristics of the respondents are summarized as follows:

Edelweiss Applied Science and Technology
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Regarding gender, female students accounted for 55.8% of the sample, while male students represented 44.2%. In terms of academic year, 12.9% were first-year students, 43.2% were second-year students, 30.3% were third-year students, and 13.6% were final-year students.

With respect to academic discipline, 40.4% of respondents majored in Linguistics, 21.2% in Economics and Business Administration, 22.9% in Automotive Engineering Technology, and the remaining 15.5% belonged to other fields of study.

4.2. Reliability Analysis – Cronbach's Alpha

The results of the reliability test indicate that all measurement scales achieved acceptable reliability thresholds according to established research standards (see Table 2). Therefore, all constructs were retained for subsequent analyses, including Exploratory Factor Analysis (EFA) and Multiple Regression Analysis.

Table 2.
Reliability Testing of Measurement Scales (Cronbach's Alpha).

Observed Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Green Consumption Knowledge			Cronbach's Alpha = 0.842	
KT1	12.01	19.632	0.649	0.809
KT2	11.96	19.594	0.658	0.807
KT3	11.92	19.435	0.644	0.811
KT4	11.83	19.580	0.665	0.805
KT5	12.08	19.750	0.619	0.818
Green Trust			Cronbach's Alpha = 0.819	
NT1	11.41	18.904	0.587	0.790
NT2	11.41	18.851	0.617	0.781
NT3	11.34	18.626	0.623	0.779
NT4	11.43	18.868	0.620	0.780
NT5	11.44	18.762	0.602	0.785
Health Awareness			Cronbach's Alpha = 0.817	
SK1	8.72	12.906	0.637	0.769
SK2	8.61	13.751	0.605	0.784
SK3	8.68	13.348	0.617	0.779
SK4	8.67	12.441	0.690	0.744
Price Perception			Cronbach's Alpha = 0.789	
VG1	8.79	11.901	0.583	0.761
VG2	8.76	12.221	0.602	0.751
VG3	8.75	11.733	0.619	0.742
VG4	8.68	11.871	0.633	0.735
Environmental Awareness			Cronbach's Alpha = 0.776	
MT1	11.91	21.250	0.632	0.827
MT2	11.87	21.106	0.667	0.817
MT3	11.92	21.884	0.620	0.830
MT4	11.94	20.983	0.692	0.811
MT5	11.99	20.689	0.690	0.811
Green Consumption Intention			Cronbach's Alpha = 0.844	
YD1	11.84	19.809	0.648	0.812
YD2	11.79	20.782	0.608	0.823
YD3	11.78	20.147	0.651	0.811
YD4	11.84	19.450	0.684	0.802
YD5	11.87	20.205	0.655	0.810

Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 10: 1637-1648, 2025
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4.3. Exploratory Factor Analysis (EFA)

4.3.1. EFA for Factors Influencing Green Consumption Intention

The Exploratory Factor Analysis (EFA) results indicate that 28 observed variables belonging to five factors influence students' green consumption intention. The Kaiser–Meyer–Olkin (KMO) value was 0.925, exceeding the acceptable threshold of 0.5, and Bartlett's Test of Sphericity was significant (Sig. = 0.000 ≤ 0.05), confirming the adequacy of the data for factor analysis.

The total variance explained was 62.365% (≥ 50%), and five factors were extracted, which is consistent with the theoretical hypothesis regarding the scale structure. The Eigenvalue of the last extracted factor was 1.342, and all factor loadings exceeded 0.5, satisfying the required standards.

Therefore, the results confirm that the factor structure is appropriate and reliable for subsequent analyses, including regression testing of the proposed model (see Table 3).

Table 3.
Results of Exploratory Factor Analysis (EFA) for Factors Influencing Green Consumption Intention.

	Factor				
	1	**2**	**3**	**4**	**5**
KT2	0.771				
KT5	0.745				
KT4	0.731				
KT3	0.709				
KT1	0.705				
MT2		0.775			
MT4		0.758			
MT5		0.724			
MT1		0.713			
MT3		0.685			
NT1			0.715		
NT2			0.714		
NT4			0.713		
NT5			0.713		
NT3			0.656		
SK4				0.780	
SK1				0.728	
SK3				0.699	
SK2				0.697	
VG4					0.760
VG3					0.728
VG2					0.717
VG1					0.713

4.3.2. EFA for the Green Consumption Intention Scale

For the dependent variable – Green Consumption Intention, five observed items were included in the exploratory factor analysis (EFA). The Kaiser–Meyer–Olkin (KMO) value was 0.916, which exceeds the minimum acceptable threshold of 0.5, and Bartlett's Test of Sphericity was significant (Sig. = 0.000 ≤ 0.05). The total variance explained reached 82.795%, surpassing the 50% criterion, and one factor was extracted.

This result indicates that all five items measuring green consumption intention are highly cohesive and convergent, confirming that they effectively represent a single underlying construct. Therefore, the EFA results meet the required data adequacy and correlation standards, validating the scale's suitability for subsequent analyses.

4.4. Model Testing and Hypothesis Verification

The multiple linear regression model is specified as follows:

Edelweiss Applied Science and Technology
ISSN: 2576-8484
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Green Consumption Intention= βo + β1 x Green Consumption Knowledge + β2 x Green Trust + β3 x Health Awareness + β4 x Price Perception + β5 x Environmental Awareness + ε.
Where: βo: regression constant; βi: standardized regression coefficients; ε: error term.

4.4.1. Correlation Analysis

The correlation results reveal significant positive associations between the independent variables and Green Consumption Intention. Specifically, the Pearson correlation coefficients were as follows: Green Consumption Knowledge (Pearson correlation coefficient = 0.677), Green Trust (Pearson correlation coefficient = 0.717), Health Awareness (Pearson correlation coefficient = 0.669), Price Perception (Pearson correlation coefficient = 0.680), and Environmental Awareness (Pearson correlation coefficient = 0.669).

All coefficients indicate moderate to strong positive correlations, confirming that each independent variable is linearly related to the dependent variable. Therefore, all independent variables are suitable for inclusion in the regression model to explain the variation in Green Consumption Intention.

4.4.2. Regression Analysis

4.4.2.1. Checking for Multicollinearity and Autocorrelation

The regression diagnostics indicate that the Tolerance coefficients for all independent variables are less than 1, and the Variance Inflation Factor (VIF) values are all below 5. These results confirm that there is no multicollinearity problem among the independent variables in the research model. Consequently, the correlations among the predictors do not significantly affect the explanatory power of the regression model.

Table 4.
Adjusted R-Squared (Model Summary)

Model	R	R^2	R^2 Adjusted	Standard Error of the Estimate
1	0.911[a]	0.831	0.828	0.5384

Table 5.
ANOVA Results for Regression Model (F-Test)

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	417.794	5	83.559	288.267	0.000[b]
Residual	85.221	294	0.290		
Total	503.015	299			

Source: Results of data analysis using SPSS

Table 6.
Regression Coefficients Results.

Independent Variables	Unstandardized Coefficients (B)		Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.243	.114		-10.867	0.000		
KTtb	0.322	0.035	0.269	9.256	0.000	0.475	1.222
NTtb	0.362	0.037	0.296	9.841	0.000	0.498	1.236
SKtb	0.191	0.034	0.173	5.610	0.000	0.311	1.135
VGtb	0.303	0.034	0.260	8.859	0.000	0.459	1.213
MTtb	0.246	0.034	0.214	7.163	0.000	0.385	1.172

Edelweiss Applied Science and Technology
ISSN: 2576-8484
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Table 7.
Results of Hypothesis Testing for the Research Model.

No.	Hypothesis	Beta	P-value	Result (at 5% significance level)
1	H1: Green consumption knowledge has a positive effect on students' green consumption intention.	0.269	0.000	Accept
2	H2: Green trust has a positive effect on students' green consumption intention.	0.296	0.000	Accept
3	H3: Health awareness has a positive effect on students' green consumption intention.	0.173	0.000	Accept
4	H4: Price perception has an effect on students' green consumption intention.	0.260	0.000	Accept
5	H5: Environmental awareness has a positive effect on students' green consumption intention.	0.214	0.000	Accept

4.4.2.2. Model Fit Assessment

The model fit was evaluated using the results presented in Table 4. The Adjusted R^2 value of 0.831 indicates that the multiple linear regression model explains 83.1% of the variance in the dependent variable – Green Consumption Intention. This demonstrates a high level of model fit, meaning that the independent variables collectively account for a substantial portion of the variation in students' green consumption intention.

The ANOVA results in Table 5 show that the model is statistically significant, with Sig. = 0.000 < 0.05, confirming that the regression equation is appropriate for the dataset and can be used for prediction purposes.

Furthermore, the regression coefficients in Table 6 reveal that all variables have Sig. < 0.05 (corresponding to a 95% confidence level) and absolute t-values greater than 2, suggesting that each factor exerts a significant effect either directly or indirectly on students' green consumption intention at Thanh Dong University.

In summary, all examined factors meet the statistical requirements for inclusion in the final regression model, thereby supporting the validity and reliability of the proposed research framework.

4.4.2.3. Multicollinearity Test

The Variance Inflation Factor (VIF) values for all independent variables were small, with the highest value being VIF = 1.236 (< 2.5). This indicates that multicollinearity among the independent variables is minimal and not statistically significant. Therefore, collinearity does not materially affect the reliability or interpretation of the regression results.

4.4.2.4. Hypothesis Testing

Based on the regression analysis results, each hypothesis was tested at a 5% significance level (sig. < 0.05). The summary of hypothesis testing results is presented in Table 7, *Results of Hypothesis Testing for the Research Model*. Thus, based on the tests, we can see that the selected regression model is appropriate.

The regression model results are determined as follows:

Green Consumption Intention = 0.269 × Green Consumption Knowledge + 0.296 × 0.173 + 0.260 × Health Awareness + 0.214 × Price Perception + β5 × Environmental Awareness.

The regression equation reveals that all five factors significantly influence the green consumption intention of students at Thanh Dong University. Among these, Green Trust exerts the strongest effect on students' intention, while Health Awareness has the weakest impact. This suggests that students' trust in the transparency and credibility of green products plays a more decisive role in shaping their intention to engage in green consumption than their personal health considerations.

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5. Conclusion

The main objective of this study was to analyze the factors influencing students' green consumption intention at Thanh Dong University. The regression results demonstrate that all five factors exert positive and statistically significant effects on green consumption intention, namely: (1) Green Consumption Knowledge (KT), (2) Green Trust (NT), (3) Health Awareness (SK), (4) Price Perception (VG), and (5) Environmental Awareness (MT).

The model fits the data well, with an Adjusted $R^2 = 0.831$, an ANOVA significance value (Sig.) = 0.000, and diagnostic statistics confirming the absence of multicollinearity among independent variables.

In terms of standardized influence, Green Trust ($\beta = 0.296$) has the strongest effect on students' green consumption intention, followed by Green Consumption Knowledge ($\beta = 0.269$) and Price Perception ($\beta = 0.260$). Environmental Awareness ($\beta = 0.214$) shows a moderate impact, while Health Awareness ($\beta = 0.173$) has the weakest yet still significant effect ($p < 0.05$).

Therefore, to strengthen students' green consumption intention, priority should be given to enhancing Green Trust (NT) and Green Consumption Knowledge (KT), while simultaneously optimizing Price Perception (VG). Further efforts should focus on improving Environmental Awareness (MT) and reinforcing communication messages related to Health Awareness (SK).

From a theoretical perspective, Green Trust underscores the importance of information transparency, eco-certification credibility, and corporate environmental responsibility. When students have greater confidence in the "greenness" of products and brands, their intention to choose green options increases correspondingly.

Green Consumption Knowledge highlights that providing students with an accurate understanding of the benefits, identification, and consequences of green consumption directly strengthens their behavioral intention.

Price perception reflects the expectation that green products should be reasonably priced in accordance with their perceived value, including health benefits, environmental protection, and corporate image enhancement.

Meanwhile, environmental awareness and health awareness play complementary roles, reinforcing positive attitudes toward sustainable choices and fostering a more responsible consumption mindset among students.

6. Managerial Implications

Based on the research findings, several managerial solutions are proposed for business managers to enhance students' green consumption intentions and promote sustainable consumer behavior:

First, enhance transparency and build credible evidence: Enterprises should collaborate with universities to establish "green display corners" on campus, where students can directly observe, experience, and verify eco-friendly products. This hands-on exposure helps strengthen students' trust in the authenticity and environmental value of green products and brands.

Second, integrate green knowledge into education and communication: Sustainable consumption topics should be incorporated into academic courses and seminar series to help students identify green products, interpret eco-labels, and systematically evaluate cost–benefit trade-offs associated with green choices.

Third, implement pricing and financial incentive policies: Businesses can introduce student-friendly pricing, reward points, or cashback programs for eco-friendly purchases, thereby lowering financial barriers and motivating green buying decisions.

Fourth, activate environmental norms at the community level: Campaigns such as "Choose Green Products" can be launched in collaboration with student clubs and campus organizations to create a social diffusion effect and strengthen pro-environmental norms among young consumers.

Edelweiss Applied Science and Technology
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Fifth, emphasize evidence-based health benefits: Communication strategies should highlight measurable health outcomes, such as improved air and water quality, while integrating real-life testimonials and case stories to make the green value proposition more relatable and persuasive.

7. Limitations and Future Research Directions

As the survey sample in this study was limited to students at Thanh Dong University, the findings may not fully represent the broader population of university students. Therefore, this research serves as a foundational study from which future work can expand the scope of investigation using a larger and more diverse sample. Subsequent studies could also incorporate moderating and mediating variables to provide a more comprehensive and in-depth understanding of green consumption behavior among young consumers.

In conclusion, the empirical evidence highlights that strengthening green trust, enhancing green consumption knowledge, and optimizing pricing strategies are the three most influential factors driving students' green consumption intentions. Meanwhile, environmental awareness and health-related messages play a complementary role in sustaining the long-term impact of green consumption behaviors.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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Edelweiss Applied Science and Technology
ISSN: 2576-8484
Vol. 9, No. 10: 1637-1648, 2025
DOI: 10.55214/2576-8484.v9i10.10727