INFLUENCE OF SOCIAL MEDIA ON GREEN CONSUMPTION INTENTION AND BEHAVIOR OF GENERATION Z IN HANOI

ẢNH HƯỞNG CỦA MẠNG XÃ HỘI ĐẾN Ý ĐỊNH VÀ HÀNH VI TIÊU DÙNG XANH CỦA THẾ HỆ Z TẠI HÀ NỘI

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ABSTRACT

The 21st century has witnessed the remarkable development of social media which has become an indispensable communication tool and has affected all aspects of life. For Generation Z (Gen Z) - who were born during the information technology surge, does social media have any influences on the green lifestyle that is catching Gen Z's attention nowadays? This study was conducted to determine the influence of social media on Gen Z's green consumption intentions and behaviors. It also examined the mediating role of perceived green value in the relationship between social media and green consumption intentions and behaviors. A survey on 300 people aged 12 to 28 was conducted in Hanoi and the results were analyzed quantitatively using a PLS-SEM structural model processed by Smart PLS 4 software. Research findings show that social media has a positive impact on both green consumption intentions and behaviors of Gen Z, while perceived green value plays an important role in promoting green consumption through social media. From that, several solutions were proposed to promote green consumption, leading to sustainable development, especially in the context of climate change and global resources depletion.

Keywords: *Social media; Green consumption; Perceived green value.*

TÓM TẮT

Thế kỷ 21 đã chứng kiến sự phát triển vượt bậc của mạng xã hội, một công cụ giao tiếp không thể thiếu, ảnh hưởng đến mọi khía cạnh của cuộc sống. Đối với thế hệ Z (Gen Z)- những người sinh ra trong thời kỳ bùng nổ công nghệ thông tin, liệu mạng xã hội có ảnh hưởng đến lối sống xanh, vốn đang thu hút sự quan tâm của họ hiện nay? Nghiên cứu này được thực hiện nhằm xác định ảnh hưởng của mạng xã hội đến ý định và hành vi tiêu dùng xanh của Gen Z. Đồng thời, nghiên cứu cũng xem xét vai trò trung gian của giá trị xanh cảm nhận trong mối quan hệ giữa mạng xã hội với ý định và hành vi tiêu dùng xanh. Khảo sát được tiến hành trên 300 người trong độ tuổi từ 12 đến 28 tại Hà Nội và kết quả được phân tích định lượng bằng mô hình cấu trúc PLS-SEM, xử lý thông qua phần mềm Smart PLS 4. Kết quả nghiên cứu cho thấy, mạng xã hội có tác động tích cực đến cả ý định và hành vi tiêu dùng xanh của Gen Z, trong đó giá trị xanh cảm nhận đóng vai trò quan trọng trong việc thúc đẩy tiêu dùng xanh thông qua mạng xã hội. Từ đó, một số giải pháp đã được đề xuất nhằm khuyến khích tiêu dùng xanh, hướng tới phát triển bền vững, đặc biệt trong bối cảnh biến đổi khí hậu và cạn kiệt tài nguyên toàn cầu.

Từ khóa: *Mạng xã hội; Tiêu dùng xanh; Giá trị xanh cảm nhận.*

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1. INTRODUCTION

In recent years, global environmental challenges such as climate change, resource depletion, and environmental pollution have been affecting the ecological balance, natural resources, and human life. In response to this situation, green living has gradually attracted more attention and become a common consumer trend worldwide. Consumers today tend to prioritize using eco-friendly products that contribute to sustainable living without negative impacts on the environment.

In Vietnam, green consumption is one of the main focuses in the "National Strategy on Green Growth for the period 2021-2030, vision to 2050" [1]. Moving towards green and sustainable consumption patterns has become the current path and viewpoint of Vietnam [2]. Additionally, Generation Z in Vietnam, projected to constitute around 25% of the national workforce by 2025, equivalent to about 15 million potential consumers, will shape the landscape of sustainable consumption in the future. Their preferences and choices will significantly influence the market and green initiatives. Moreover, social media serves as a direct pathway to the purchasing intentions and behaviors for green products among consumers [3-5].

However, previous studies only explored the impact on intentions without demonstrating the link between these factors and green behavior nor measuring the impact of all factors simultaneously. Moreover, there is limited prior research on green consumption that identifies the influence of social media on green consumption among young people, especially in a developing country like Vietnam. Therefore, there is a need to conduct more empirical research on this topic and explain these relationships through the mediating role of other variables. This research aims to delve deeper into the impact of social media on the intentions and behaviors of green consumption among young people in Hanoi with perceived green value as a mediator. It contains four sections including introduction, literature review, methodology, results and discussion, conclusion and recommendations.

2. LITERATURE REVIEW

2.1. Definition of social media, green consumption and perceived green value

The term "Social Media", which is also known as "Social Media Platform" [6], refers to "a collection of internet-based applications that enable users to create and share content within the online community" [7]. In the scientific field, social media can function as communication tools, allowing scientists to connect and disseminate scientific information to the general public. Social media platforms are viewed as digital channels that enable the exchange of information across devices and over the Internet. Users on these platforms can establish an interactive space that links individuals, organizations, and businesses, thus promoting the sharing and creation of content, building a dynamic and advantageous network environment.

Green consumption is the practice of making environmentally conscious choices in daily consumption, including choosing vehicles with lower energy consumption, utilizing public transportation, conserving water, and advocating for the recycling of product packaging [8]. The term "Green Consumption" is also known as "Environmentally Conscious Purchasing", "Environmentally Responsible Purchasing", or "Ecological Purchasing" [6]. Green items are considered to be made from non-toxic, natural, recyclable materials and use environmentally friendly packaging [9]. Based on the Theory of Planned Behavior, green consumer behavior is explained through consumer attitudes and intentions, reflecting the interaction between attitudes, social pressure and ability. behavioral control. Green consumption intention determines green consumption behavior, with the process of converting intentions into specific actions.

Perceived Green Value (PGV) refers to the general assessment and judgment that consumers make about products based on their perceived environmental and sustainable benefits [10]. Chen and Chang defined green perceived value as the overall assessment of the net benefits of a product or service compared to consumers' expectations about the environment, sustainability and green related needs [11]. Green perceived value is an important factor in maintaining strong relationships with customers.

2.2. The relationship between social media and green consumption intention and behavior

Previous studies indicated that social media plays a significant role in shaping consumers' impulse buying intentions and prompts shopping behavior [12, 13]. Users often share detailed product and service reviews they are interested in [14]. These reviews also influence other users when they share shopping information, affecting their intentions and purchasing decisions [13].

Si Xie et al. [15] also highlighted that many companies leverage social media to encourage green consumption. Social media fosters a more pleasant advertising environment and reflects the essence of advertising more accurately than traditional methods [16].

Social media plays a key role in shaping the subjective norms and perceptions of the younger generation, driving them towards green consumption [15]. Nekmahmud et al. [8] also provided that social media marketing poses the most significant favorable impact on perceived consumer effectiveness.

2.3. Background theories

Theory of Reasoned Action and Theory of Planned Behavior

According to the Theory of Reasoned Action (TRA), individual behavior is based on external stimuli and personal attitudes. However, Bukhari et al. point out that there are many other factors such as marketing characteristics that also influence consumer attitudes [17]. Jaiswal et al. shows that consumers rely on information from advertising to distinguish between green and conventional products [18]. The theory of planned behavior (TPB) adds the element of perceived behavioral control, assuming that consumers are rational and will have an intention before purchasing a product. Attitudes and subjective norms are factors that directly impact consumer behavior.

The above two theories are applied to identify factors that influence green product consumption behavior, including subjective norms, green perceived value, social networks, green consumption intention.

S-O-R Model

The S-O-R Model divides responses to stimuli into two categories: (1) Approach (desire to explore, brand engagement or impulsive buying behavior); or (2) Avoidance (not wanting to take positive actions). The S-O-R Model also suggests that cognitive and emotional experiences play a mediating role in the relationship between arousal and behavioral response [19].

Liobikiene et al. used the S-O-R Model many times to predict consumers' purchase intentions, and S-O-R is considered one of the traditional theories to analyze consumer behavior [20].

2.4. Development of Hypotheses

Based on the S-O-R model, young generation assesses the qualities of products in a different way than older generations, giving more importance to the social aspects and sensory features of the items [20]. They share this information through social media with their followers and friends, providing recommendations for products they like. Pop et al. highlighted that social media plays an important role in promoting green cosmetics shopping [21]. Si Xie et al. emphasized the role of green values in the connection between social media and green consumption [15]. Le et al. recommended that manufacturers use social media to educate customers about the "green" nature of products [4]. Thus, the proposed hypothesis is as follows:

H1: Social media has a positive impact on green perceived.

The S-O-R model illustrates how attitudes are formed as a result of a specific stimulus that is internally processed by the organism, affecting the interaction between stimuli and responses. Sun and Xing analyzed the impact of information sharing on social media on Gen Z's green purchase intention [3]. Shwu-Ing Wu and Yen-Jou Chen concluded that green marketing is the most important factor affecting green consumption intention [22]. Consumers are increasingly interested and willing to spend money on green products. Therefore, the hypothesis can be presented as follows:

H2: Social media affects green consumption intention.

The Theory of Reasoned Action (TRA) suggests that an individual's behavior can be influenced by personal attitudes. According to Si Xie et al., young consumers with strong green awareness and high subjective norms will have higher green consumption intentions [15]. Afroz et al. found that subjective norms significantly influence consumers' purchase intention towards environmentally friendly vehicles [23]. Meanwhile, Maoyan and colleagues also believed that green perceived value plays an important role in consumers' shopping decisions [24]. As a result, the hypothesis can be presented as follows:

H3: Green perceived value has a direct, positive impact on green consumption intention.

Through the S-O-R model, research by Biao and colleagues confirmed that green advertising on social media has an impact on consumers' intention to buy green products [25]. Quantitative research by Rasidah also showed that green perceived value affects green consumption intention through a survey of 325 guests of green hotels in Malaysia [26]. Therefore, the following hypothesis is devised:

H4: Social media indirectly affects green consumption intention through green perceived value.

The Theory of Reasoned Action (TRA) proposes that external factors can influence people's behavior, while the Theory of Planned Behavior (TPB) posits that individuals make rational decisions before choosing to purchase or not purchase a product. Research by Sobhanifard et al. showed that viral marketing on social media stimulates green purchase intentions [27], while Luo et al. showed negative skepticism towards this intention [16]. Chaudhary confirmed that green consumption intention affects consumer behavior [28]. Therefore, the following hypothesis is formulated:

H5: Social media indirectly impacts green consumption behavior through green consumption intention.

The Theory of Planned Behavior (TPB) includes the concept of perceived behavioral control. It suggests that consumers, being rational, will form an intention before making a purchase. Results from research by Wang Hui Ju [29] and Hoang Trong Hung et al. [30] suggested that consumers' purchase intention and environmental concern have an influence on green purchasing behavior. The survey by Chan et al. also showed differences in purchasing behavior between Chinese and American consumers [31]. Based on these studies, the following assumption is proposed:

H6: Green consumption behavior is positively influenced by green consumption intention.

According to the Theory of Reasoned Action, individuals' behavior can be affected by external stimuli. Social media has a positive impact on customers' green consumption behaviors [32]. Sethuraman et al.'s survey of 600 Gen Y and Z people also revealed that social media significantly affect their green consumption attitudes and behaviors [33]. Therefore, the proposed hypothesis is as follows:

H7: Social media directly affects consumer behavior.

3. METHODOLOGY

3.1. Research Model

Drawing upon established theories, the research team has developed a novel causal model to examine the impacts of social media and communication networks on pro-environmental consumer behavior (Figure 1). Variables within the model have been selected to align with the characteristics of the Gen Z demographic in Hanoi.

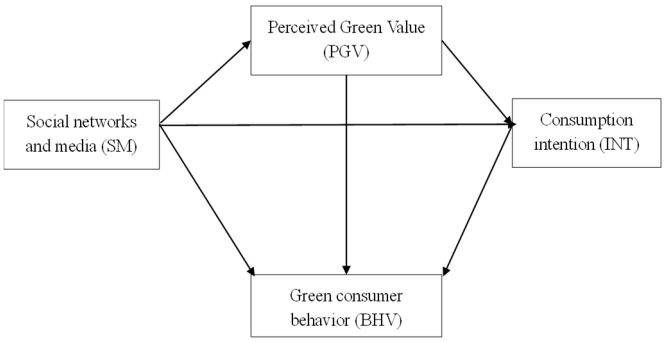

Figure 1. Research Model

3.2. Measurement

The measurement scale in this study is built upon previous research, with clearly defined variables reflecting the relationship between social media, perceived green value, green consumption intention, and behavior. The scale includes four main variables: Social Media, Perceived Green Value, Green Consumption Intention, and Green Consumption Behavior. Each variable is measured through a set of items based on prior studies.

Social media: This variable assesses the influence of social media on consumers' green consumption decisions. The items measure the role of social media in providing product information, advertising, social interactions (likes and comments), and purchase motivation. References for this variable include studies by Kumar [34], Ummar [35], and Singh [12].

Perceived Green Value: This variable evaluates consumers' perceptions of the value of green products, including economic worth, environmental efficiency, eco-friendliness, and health benefits. The items in this category are adapted from studies by Xie [36], Román-Augusto [37], and Jalu et al. [38].

Green Consumption Intention: These variable measures consumers' willingness to spend and commit to green products in the future. Items assess purchase intention, increased spending on eco-friendly products, and willingness to recommend green products. The scale is based on Wang [39], Kumar [34], and Xie [36].

Green Consumption Behavior: This variable examines actual consumer behavior in purchasing and using green products, considering social encouragement, purchasing habits, and product preferences. References include studies by Kumar [34] and Wang [39].

3.3. Data collection and analysis methods

The research focused on Gen Z individuals living and working in Hanoi, with no specific age or gender requirements. The goal was to collect more than 200 responses, using both online questionnaires and direct surveys at universities, general education institutions, and workplaces. The primary data collection method leveraged the Internet to reach a large audience. Thereby, 218 survey forms were collected, reaching a rate of 72.68%.

The data processing method in this study follows a systematic approach using the PLS-SEM (Partial Least Squares Structural Equation Modeling) technique, executed with SmartPLS4 software. The authors evaluate the measurement model by examining its structure, which consists of latent and observed variables. The

study primarily employs a reflective measurement model, requiring assessments of indicator reliability, construct reliability, convergent validity, discriminant validity, and item collinearity.

Indicator reliability is assessed through outer loadings, where variables with a coefficient below 0.4 are removed, and those between 0.4 and 0.7 are examined for their impact on composite reliability (CR) and average variance extracted (AVE). Construct reliability is measured using Cronbach's alpha and Composite reliability, with acceptable values between 0.7 and 0.9.

Convergent validity is verified if the AVE value is at least 0.5, ensuring that latent variables explain a significant portion of observed variables. Discriminant validity is assessed through the HTMT ratio, where an HTMT value below 0,85 confirms validity.

For model evaluation, the study analyzes inner VIF to detect collinearity issues and uses path coefficient significance tests (p-value < 0.05). The R-squared coefficient determines the explanatory power of independent variables, while f-squared values assess their effect size. Finally, mediation effects are analyzed using Bootstrapping, determining the impact of mediating variables on relationships in the model.

4. RESULTS AND DISCUSSION

4.1. Results

The survey collected 218 valid responses, with 43% male, 44% female, and 13% identifying as other genders. The age distribution among Gen Z participants was uneven, with 66.97% aged 18-22, 13.3% aged 12-17, and 19.72% aged 23-28. The dominance of the 18-22 age group is attributed to their accessibility as college students. After data cleaning, SmartPLS 4 was used for analysis, returning key descriptive statistics. Most variables had means between 3.000 and 3.500, with standard deviations around 1.200 to 1.400, indicating a reasonable data spread. Behavioral intention variables (INT1-INT4) were negatively skewed, meaning responses clustered at higher values. Perceived Green Value (PGV2) had the highest mean (3.688), while Social Media (SM1) had the broadest response spread, with the highest mean (3.817) and standard deviation. Most variables showed negative kurtosis, suggesting flatter distributions, and negative skewness, meaning higher response clustering. BHV3 exhibited a slight positive skew, indicating some higher values pulling the mean upward. Collinearity and response variability were analyzed to ensure data reliability. The insights derived from these metrics helped assess the impact of social media on green consumption behavior among Gen Z in Hanoi.

This study evaluates the measurement model using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS4, focusing on outer loadings, reliability, validity, and structural relationships. The analysis confirms that all observed variables have outer loadings above 0.4, indicating their retention in the model. Variables with loadings above 0.7 are considered strong contributors, while those between 0.4 and 0.7 were assessed further via Average Variance Extracted (AVE). As seen from Table 1, composite reliability (rho_c) values range from 0.697 to 0.807, meeting the acceptable threshold. AVE values exceed 0.5, confirming that latent variables explain at least 50% of the variance of their observed variables. The Heterotrait-Monotrait (HTMT) ratio verifies discriminant validity, with values below 0.85, ensuring construct differentiation.

Table 1. Construction reliability and Convergence Assessment Results

	Composite reliability (rho_c)	AVE
BHV	0.697	0.567
INT	0.750	0.505
PGV	0.807	0.677
SM	0.746	0.500

Source: Data was collected by authors, analyzed by SmartPLS4

The structural model analysis results (Table 2) indicate no multicollinearity issues, as all Inner and outer VIF values remain below 3. Path coefficient analysis confirms that perceived green value and social media significantly influence green consumption intention, with social media also positively impacting perceived green value at the 5% significant level. That means Hypothesis H1, 2, 3, 4 are supported. In addition, at the 10% significance level, the impact of green consumption intention on behavior is only weakly supported.

Table 2. Direct effects assessment results

	Original sample	T statistics	P values	VIF
INT -> BHV	0.175	1.756	0.079	1.352
PGV -> BHV	0.104	0.917	0.359	1.458
PGV -> INT	0.376	5.370	0.000	1.268
SM -> BHV	0.034	0.363	0.716	1.329
SM -> INT	0.214	2.790	0.005	1.268
SM -> PGV	0.459	8.164	0.000	1.000

Source: Data collected by authors, analyzed by SmartPLS4

R-squared values indicate that the model explains up to 25.4% of Green Consumption Intention variance. Effect size analysis (f-square) highlights Social Media's strong impact on Perceived Green Value (0.268), while its influence on Intention is moderate (0.049).

Mediation analysis (Table 3) shows that perceived green value acts as a mediator between social media and Intention, reinforcing the relationship (p-value = 0.0000). At the significant level of 10%, the mediating role of green consumption intention in the relationship between perceived green value and green consumption behaviour is weakly supported (p-value = 0.089).

Table 3. Indirect effects assessment results

	Original sample	T statistics	P values
PGV -> INT -> BHV	0.085	1.702	0.089
SM -> PGV -> BHV	0.044	0.791	0.429
SM -> PGV -> INT -> BHV	0.039	1.597	0.110
SM -> PGV -> INT	0.217	5.403	0.000

Source: Data collected by authors, analyzed by SmartPLS4

Overall, the model demonstrates that social media plays a critical role in shaping consumers' green consumption behavior, with perceived green value acting as a significant mediator.

4.2. Discussion and recommendations

Social media plays a significant role in shaping green perceived value, as it raises environmental awareness by disseminating information about sustainability and eco-friendly products. Research by Pop et al. [21], Si Xie et al. [15], and Le et al. [4] supports this, demonstrating that exposure to green content on social networks enhances consumers' recognition of environmental benefits. This, in turn, strengthens their perceived value of green products and services, reinforcing their importance in everyday consumption choices.

Similarly, social media positively influences green consumption intention, though the impact remains modest. While the direct effect is not substantial, green marketing campaigns on social platforms help shape consumer behavior by promoting environmentally friendly alternatives. The effectiveness of such campaigns aligns with findings from Sun and Xing [3] and Shwu-Ing Wu et al. [22], emphasizing that social media can drive sustainability-related intentions despite its limited direct effect on consumer decisions. Additionally, green perceived value has a direct and significant influence on green consumption intention. Consumers who recognize the environmental advantages of green products are more likely to switch from single-use items to recycled alternatives. Studies by Afroz et al. [23] and Zulfanizy Kresno et al. [40] confirm that perceived value is one of the strongest motivators for green purchasing behavior.

Beyond direct effects, social media also indirectly impacts green consumption intention through green perceived value. When consumers engage with green-related content online, they develop a stronger perception of the value of sustainability, which influences their purchasing behavior. Research by Biao et al. [25] and Hamid [26] supports this mediated effect. However, at the significant of 5%, hypotheses H5, H6 and H7, which propose direct effects of social media and intention on green consumption behavior, are rejected. Contrary to expectations, the study finds no significant link between intention and behavior, nor does social media directly drive green purchasing decisions. This contradicts previous findings by Yaser et al. [27], Wang Hui Ju [29], Hynes and Hilson [32], suggesting that behavioral change requires additional external influences beyond social media exposure, such as regulatory policies or economic incentives. Although social media effectively raises awareness and enhances favorable attitudes toward green products, it falls short in triggering behavioral change. One possible explanation is that green behavior often requires higher effort, financial cost, or structural support, which social media alone cannot provide. Gen Z consumers may resonate with green messaging and express intention, but they are hindered by barriers such as product accessibility, price, convenience, or lack of reinforcing social norms. Furthermore, green values communicated via social media may not be deeply internalized or sustained without additional external drivers like government policy or incentives. Thus, while social media plays a significant role in shaping perceptions and intentions, actual behavioral transformation demands broader systemic support.

5. CONCLUSION, LIMITATION, AND FUTURE WORK

This study confirms that 4 out of 7 hypotheses are accepted at the significant level of 5% and 5 out of 7 at the significant level of 10%. These findings demonstrate the significant impact of social media on green perceived value, green consumption intention, and green consumption behavior. Social media is a powerful tool for disseminating information, raising awareness, and shaping consumer perceptions about environmental issues. The findings indicate that social media directly

influences green perceived value, which in turn affects green consumption intention and behavior. Furthermore, social media indirectly impacts green consumption intention through green perceived value, reinforcing the role of consumer awareness in driving sustainable choices. According to the research results, the authors can make suggestions for two main target groups: the Government and Enterprises.

Firstly, the Government needs to build and complete the legal framework and green consumption policies to ensure consistency and transparency, thereby creating trust for businesses and people. Second, the Government needs to introduce policies to encourage businesses to produce green products, promote green production and provide technical support and resources for businesses to continue pursuing green production and tax incentives. Third, the Government needs to coordinate with ministries, branches, educational institutions, schools... to promote educational propaganda through media such as Facebook, Tiktok... about the importance of green behavior impacts the environment. The state also needs to develop policies that emphasize people's benefits when buying and selling green products. In addition, the Government should popularize models and experiences of green living.

In parallel with the Government, businesses need to have marketing campaigns to promote green consumption. Managers need to focus on green packaging design; this is an effective way to help brands win the trust of shoppers at first sight. In addition, businesses also need to focus on educational communication campaigns to raise consumer awareness, thereby increasing customer reputation and recognition. Manufacturers need to build pricing strategies, specifically focusing on developing and promoting a certain green product or service, unifying the goals of environmental protection and sustainable development.

Despite its contributions, this study has several limitations. First, the research is geographically limited to Vietnam, making the findings less generalizable to other cultural contexts. Future studies should conduct cross-cultural comparisons to enhance applicability. Second, the sample size of 230 respondents may not fully represent the target population, necessitating larger sample sizes for more comprehensive insights. Third, the study does not differentiate between specific green product categories, which could lead to variations in consumer behavior. Future research should categorize green products for clearer analysis. Additionally, the study does not account for gender differences, limiting insights into gender-based green consumption patterns. Further research could examine the impact across different genders and age groups. Lastly, this study does not explore the relationship between social media use and company performance in the green sector. Future research could analyze how social media influences brand perception, sales, and corporate sustainability strategies.

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THÔNG TIN TÁC GIẢ

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