The Path to Green Purchasing: How Environmental Beliefs and Skepticism Shape Consumer Intentions in the SDG12 Era

Vannam LE

Business School, National Economics University, Hanoi, Vietnam

Thi Kim Lien Hoang

Faculty of Business Administration, University of Labour & Social Affairs, Hanoi, Vietnam

Abstract:

Understanding the determinants of green purchase intention (GrePurInt) is critical in fostering sustainable consumption, particularly in alignment with Sustainable Development Goal 12 (SDG12). Despite growing awareness of sustainability, research on how consumer beliefs and skepticism influence GrePurInt in emerging economies remains limited. This study investigates the impact of environmental beliefs (EnvBeliefs) and perceived consumer effectiveness (PerConEff) on consumers' attitudes toward green products (AttGrePro) and their subsequent purchasing intentions. The moderating roles of environmental skepticism (EnvSkept) and personal motivation (PersMoti) are also examined to deepen understanding of how different psychological factors interact in shaping consumer decision-making.

PLS-SEM was used to analyse these associations in 592 Vietnamese consumers. AttGrePro and PerConEff, which boost GrePurInt, are considerably improved by EnvBeliefs. The AttGrePro-GrePurInt link is strengthened by EnvSkept, suggesting that sceptical consumers may make more careful purchases rather than rejecting green products. PersMoti does not significantly alter the PerConEff-GrePurInt connection, suggesting that legislative frameworks and corporate openness may be more important in fostering sustainable purchasing behaviour.

Evidence from Vietnam, a growing market, contributes to the worldwide conversation on sustainable consumer behaviour. Global firms and regulators seeking effective green consumption marketing and regulatory strategies may find the findings useful.

Keywords:

Environmental beliefs, Environmental skepticism, Green purchase intention, Personal motivation, SDG12, Sustainable consumption.