

FROM GREEN VALUES TO BETTER LIVING: UNPACKING THE ROLE OF PRO-ENVIRONMENTAL BEHAVIOR AND GREEN PRODUCT ATTACHMENT

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ABSTRACT

Climate change and environmental pollution currently represent some of the most critical challenges in society, particularly in developing countries. Empirical studies examining the relationship between general consumption and consumers' life satisfaction have not yet reached a consensus on whether this impact is positive or negative, especially in the context of green consumption. Therefore, this study extends the Stimulus-Organism-Response (S-O-R) theory to identify and measure the impact of green consumption values on consumers' quality of life through their pro-environmental behavior in Ho Chi Minh City, along with the moderating role of green product attachment. Data were obtained from 249 green consumers and PLS-SEM was employed for data analysis to evaluate the measurement model and the structural model. The findings reveal that pro-environmental consumption behavior plays a partial and positive mediating role between green consumption values and consumers' life satisfaction. Furthermore, a direct and positive relationship between green consumption values and life satisfaction is examined as well. Green product attachment serves as a significant moderator in the relationship between green consumption values and pro-environmental consumption behavior. Consequently, these results propose practical implications for businesses, managers, and policymakers to stimulate eco-friendly consumption, enhance the quality of life, and mitigate adverse environmental impacts.

Keywords: Green consumption value, pro-environmental consumption behavior, life satisfaction, S-O-R model, green product attachment.

1. INTRODUCTION

Climate change and environmental pollution represent significant challenges for society today. According to data from IQAir, Vietnam ranked second for air pollution levels in ASEAN and was among the top 22 most polluted countries in the world in 2025 [1]. There is an increasing focus on timely research regarding the urgent issue of pro-environmental consumption behavior in developing contexts like Vietnam, as it contributes to improving the quality of life for residents, especially in industrial urban areas such as Ho Chi Minh City. Moreover, eco-friendly consumption is increasingly prevalent in developing nations [2]. Consequently, this is a practical subject for investigating various dimensions of environmentally friendly consumption.

The empirical literature on the relationship between sustainable consumption and wellbeing is conceptually and methodologically diverse. According to [3], concerning wellbeing, the assumed direction of the relationship between environmental sustainability and the quality of life depends on the preferred approach to sustainability. Furthermore, [4]

contends that most studies may have overlooked individual factors or lifestyle choices that influence sustainable consumption and consumer wellbeing, with very few projects having investigated these elements. A particularly critical point in the present study is that individual differences in green consumption value (GCV) serve as a key predictor of consumers' tendencies to utilize products and services in an environmentally friendly manner. While the link between green consumption values and sustainable actions has been well-established, empirical evidence regarding the nexus between these values and consumer wellbeing remains conspicuously scarce [5], [6].

The heterogeneous nature of the relationship between pro-environmental behavior (PCB) and subjective wellbeing, specifically life satisfaction (LS) requires more nuanced investigation. While general pro-environmental behavior is often linked to higher well-being, this complex boost is sometimes rooted in different personal identity, available resources and philosophical outlooks that ultimately reduce actual green behavior – a relationship tied to LS [7]-[9]. Green product attachment (GPA) indicates a patron's strong sense of belonging to a specific green product [10]. It has been suggested to be a key priority in sustaining the relationship between environmentally responsible company and customers [11]. According to [12], general brand attachment may be insufficient to generate customer decision without a profound psychological bond formed specifically at the product level. By aligning with growing consumer preferences for environmentally responsible products, this study investigates GPA as a critical moderating lever, determining the robustness and consistency with which underlying consumption values are successfully translated into realized environmental behaviors.

Based on the aforementioned theoretical and empirical gaps, the present study is designed to address three primary research objectives. First, it seeks to ascertain the relationship between PCB and LS within the unique socio-economic landscape of Vietnam. Second, it explores the mechanism through which GCV enhance consumer well-being, specifically examining the mediating role of actual environmental behavior. Third, this research investigates the novel moderating effect of GPA on the linkage between consumption values and PCB. Ultimately, the study utilizes the Stimulus-Organism-Response (SOR) model as a foundational framework to evaluate both mediating and moderating variables, providing a nuanced explanation of the psychological dividends and long-term LS derived from green consumption among Vietnamese consumers. In general, this research introduces a novel contribution by examining the moderating role of GPA on the linkage between GCV and PCB, while simultaneously addressing the scarce empirical evidence regarding the relationship between these values and consumer LS in the unique socio-economic context of Vietnam

2. LITERATURE REVIEW

2.1. Green consumption value

Green consumption values represent a consumer's tendency to express the importance of environmental protection through their specific purchasing and consumption choices [13]. These values are part of a broader nomological network focused on conservation, which includes the mindful management of not only collective ecological resources but also personal financial and physical assets [13]. Individuals with strong GCV often evaluate the non-environmental attributes of sustainable products more positively, using motivated reasoning to justify and reinforce their eco-friendly preferences [13]. However, since value is contextual, the theory cannot be directly applied in all scenarios [14]. The literature on the green consumer is focused on applying the theory of planned behavior, while other theories such as consumption value have received less attention [15].

2.2. Stimulus-Organism-Response (S-O-R) theory

The S-O-R theory serves as a vital environmental psychological framework that explains how external stimuli (S) trigger an individual's internal cognitive and affective states (O), which then result in a specific behavioral response (R) [16]. In the context of pro-environmental behavior, this theory is applied to model a value-behavior-wellbeing mechanism, where green consumption values and environmental cues act as the primary stimulus [17]. The organism component represents the consumer's internal processing – such as their pro-environmental self-identity, motivated reasoning, or the actual performance of green behaviors – which serves as the psychological bridge to the final outcome [18]. In this study, PCB functions as the critical organism component because it bridges the gap between consumers' values (S) and their resulting state of satisfaction (R), as well as plays as the mediator in this relationship, thereby overcoming the green gap during the green purchase process. Finally, the response in this research model is the subjective wellbeing or life satisfaction derived from these actions. Utilizing the S-O-R framework allows for a deeper exploration of the green gap by analyzing how individuals cognitively manage the potential wellbeing sacrifice associated with the high costs of sustainable consumption to reach a state of satisfaction in their life.

2.3. Relationship between green consumption value green consumption value and pro-environmental behavior

GCV serve as a powerful psychological antecedent that positively and significantly drives PCB by aligning individual purchase decisions with environmental protection goals. [13] and [6] developed GCV scales to better understand pro-environmental behavior. Evidence suggests that consumers with high GCV are more likely to translate these values into concrete actions, often using motivated reasoning to perceive the non-environmental attributes of sustainable products more favorably [13]. It is grounded in self-identity when consumers' choices serve as a core expression of their personal identity and commitment to environmental protection [13]. It has been indicated that valuing green consumption triggers motivated mechanism to perform aligned behavior. The GCV highly governs consumer's green behavior such that they purchase more green products. Thus, the following hypothesis is proposed:

H1: GCV positively influences PCB toward green products.

2.4. Relationship between pro-environmental behavior and life satisfaction

The heterogeneous nature of the relationship between PCB and subjective well-being, specifically LS, was confirmed in many previous studies [8], [9]. Considerable evidence has accumulated that sustainable behaviors are positively associated with subjective wellbeing [7]. The cross-sectional research has provided evidence that engaging in PCB is linked with greater subjective wellbeing which was mostly measured as LS [19]. The economic theory also suggests that wellbeing is conferred not by income but by consumption and there is an established relationship between people's spending in specific categories and their well-being [20]. In this study, it is proposed that individuals who perceive high green values will increase their LS when they get involved in more PCB. Thus, it is proposed that:

H2: PCB toward green products positively influences consumer's LS.

2.5. The relationship between green consumption value and life satisfaction

The direct relationship between GCV and LS is rooted in the way environmental principles provide a sense of purpose, meaningfulness, and cognitive consistency to an individual's life [21]. When individuals hold high GCV, their self-identification as an environmentally responsible person creates a robust green self-image, which is a cognitive – evaluative construct directly and positively associated with higher LS [8]. Furthermore, GCV

is embedded within a broader nomological network focus on the conservation of both ecological and personal resources. This set correlates with frugality and consumer spending self-control, fostering wellbeing through the effective management of one's personal assets [13]. Individuals with high GCV employ motivated reasoning to perceive the non-environmental attributes of sustainable products more favorably, ensuring their market choices remain consistent with their principles. Thus, green actions are viewed as a source of pride and emotional reward. This deep alignment with environmental values effectively counteracts potential wellbeing losses [9]. Ultimately, GCV transforms individuals' acts of conservation into meaningful contributions that elevate overall LS.

H3: GCV directly influences consumer's LS.

2.6. Mediating role of pro-environmental behavior between green consumption value and life satisfaction

Although previous research exerted that a general consumption on goods may result in positive LS, it has often been suggested that increased spending may reduce wellbeing [22], [23]. Thus, to the extent that green lifestyles are either costly or lead to reduced consumption they seem to imply the sacrifice of some of the wellbeing [7]. In the study of [7] and [24], the intrinsic value orientation of individuals helps explain the relationship between responsible behavior and subjective wellbeing. In the pro-environmental context, people behaving pro-environmentally because of an intrinsic motivation gain wellbeing and happy people often hold values which are intrinsically oriented. Thus, individuals holding perceptions of green value along with the green lifestyle show higher levels of LS. The hypothesis is proposed as following:

H4: PCB significantly mediates the relationship between GCV and consumer's LS.

2.7. Moderating role of green product attachment in green consumption value – pro-environmental behavior link

GCV are powerful drivers of PCB, yet consumers frequently encounter a “green gap” where values fail to translate into action due to situational barriers like high costs [25]. GPA, defined as a deep emotional bond and strong sense of belonging to a specific sustainable product, can serve as a vital psychological bridge to overcome this discrepancy [26]. By integrating a product into their self-identity, attached consumers become more committed to maintaining the relationship, which reinforces value-aligned actions even in challenging contexts. This emotional connection acts as a powerful lever for commitment, increasing a consumer's willingness to pay a premium and reducing sensitivity to financial or comfort sacrifices [17]. Furthermore, attachment addresses the fundamentally heterogeneous nature of environmental behavior by providing the specific product context required to trigger high-effort consumption [9]. Although the effect of brand attachment on purchase decision was rejected in the findings of [12], green branding can be advantage by aligning with growing preferences for environmental products. Consequently, GPA is hypothesized to positively moderate the GCV-PCB relationship, ensuring that strong environmental principles lead to consistent actions despite external obstacles.

H5: GPA significantly moderates the relationship between GCV and PCB towards green products.

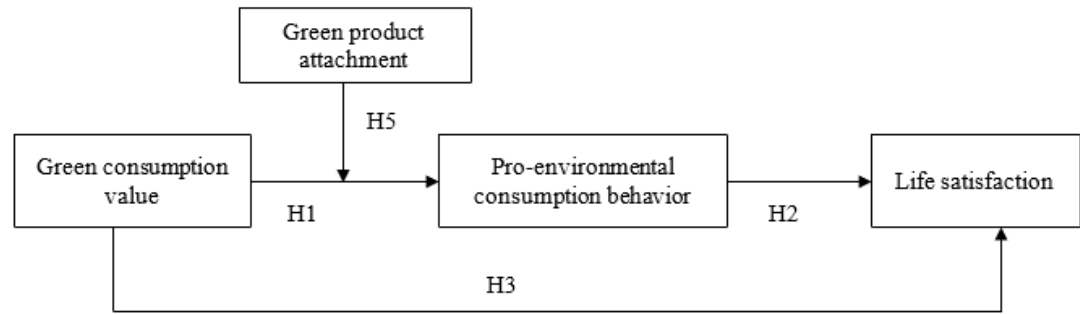


Figure 1. Research model

Source: Developed by the authors (2026)

3. METHODOLOGY

This research utilized a quantitative methodology, gathering data through a self-administered digital survey during December 2025. From an initial pool of 265 participants in Ho Chi Minh city, 249 valid entries were retained for evaluation after a rigorous data screening process. The questionnaire was distributed via social media and specialized online networks to specifically target consumers involved in environmental initiatives and green consumption.

To maintain robust construct validity and reliability, the measurement scales for key variables were adapted from previously validated academic instruments. Particularly, six items measuring GCV were adopted from [13]; GPA was measured based on [27] using six items. Besides, the development of the seven-item PCB scale was supported by [28] and [29]. Finally, five items derived from [30] were used to measure LS. All measurement items were evaluated using a 5-point Likert scale. This scale ranged from 1 (strongly disagree) to 5 (strongly agree), providing a standardized metric to quantify the core constructs.

By employing this scale, the study can effectively utilize Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine how these quantified values influence a consumer’s willingness to engage in potentially PCB and the resulting impact on their overall LS.

4. RESULTS

4.1. Demographic information

Demographic analysis revealed that 52% of respondents were female participants representing 130 persons among all participants. The age between 36 and 45 years was the majority accounting for 42% of the total sample. The sample represented a distinct economic segment with 49% of them reporting a mothly income between USD 500 and USD 1,000. Most of the respondents have experienced green products for more than 3 years with approximately 67%.

4.2. Common method bias

When data are obtained from a single population at one point in time, common method bias (CMB) may occur and compromise the validity of the results [31]. To evaluate this concern, Harman’s one-factor test was performed. The analysis showed that the first unrotated factor explained 33.58% of the total variance, which is below 50%. Accordingly, CMB is unlikely to have substantially affected the validity of this study.

4.3. Measurement model

The study assessed the reliability, convergent validity, and discriminant validity of the measurement instruments. Reliability was evaluated through composite reliability (CR), average variance extracted (AVE), and Cronbach's alpha. As presented in Table 1, all Cronbach's alpha values exceeded the recommended threshold of 0.7 [32]. In addition, CR values ranged from 0.866 to 0.934, surpassing the minimum requirement of 0.7, while AVE values were above 0.5, meeting the acceptable criterion for exploratory research [33]. These results confirm that all constructs exhibited satisfactory reliability and convergent validity.

Table 1. Reliability and validity results

Constructs	Items	Loadings	α	rho_a	CR	AVE
Green Consumption Value	GCV1	0.807	0.874	0.877	0.905	0.613
	GCV2	0.814				
	GCV3	0.801				
	GCV4	0.790				
	GCV5	0.705				
	GCV6	0.778				
Green Product Attachment	GPA1	0.712	0.830	0.809	0.866	0.518
	GPA2	0.704				
	GPA3	0.737				
	GPA4	0.714				
	GPA5	0.739				
	GPA6	0.711				
Life Satisfaction	LS1	0.779	0.848	0.857	0.891	0.622
	LS2	0.788				
	LS3	0.793				
	LS4	0.717				
	LS5	0.858				
Pro-environmental Behavior	PCB1	0.813	0.917	0.919	0.934	0.669
	PCB2	0.800				
	PCB3	0.840				
	PCB4	0.832				
	PCB5	0.836				
	PCB6	0.822				
	PCB7	0.780				

Source: Authors' calculation from SmartPLS output based on survey data

Regarding discriminant validity, Table 2 demonstrates that the square root of each construct's AVE exceeded all corresponding inter-construct correlations [34]. Furthermore, Table 3 shows that all Heterotrait–Monotrait (HTMT) ratios were below the recommended threshold of 0.9. Together, these results confirm that all items employed in this study exhibit satisfactory discriminant validity [35].

Table 2. Discriminant validity analyses (Fornell-Larcker)

	GCV	GPA	LS	PCB
Green Consumption Value	0.783			
Green Product Attachment	0.279	0.720		
Life Satisfaction	0.465	0.135	0.788	
Pro-environmental Consumption Behavior	0.564	0.213	0.457	0.818

Source: Authors' calculation from SmartPLS output based on survey data

Table 3. Discriminant validity analyses (Heterotrait–Monotrait)

	GCV	GPA	LS	PCB
Green Consumption Value				
Green Product Attachment	0.309			
Life Satisfaction	0.526	0.160		
Pro-environmental Consumption Behavior	0.627	0.200	0.510	

Source: Authors' calculation from SmartPLS output based on survey data

4.4. Structural model

The empirical findings (Table 6 and Fig. 3) revealed that GCV (β value = 0.550, t -value = 9.762, $p < 0.01$) had significant positive effects on PCB; thus supporting hypotheses H1. GCV also significantly influences LS (β value = 0.304, t -value = 3.951, $p < 0.01$). The influence of PCB (β value = 0.286, t -value = 4.203, $p < 0.01$) was found to be significant for LS. Therefore, H2 and H3 were accepted.

Table 4. The Results of Testing Hypotheses

Hypothesis	f2	R2	Estimate	Std.	t-value	p-values	Decision
GCVxGPA -> PCB	0.020		0.116	0.048	2.391	0.017	Accepted
GCV -> PCB	0.419	0.326	0.550	0.056	9.762	0.000	Accepted
PCB -> LS	0.076	0.266	0.286	0.068	4.203	0.000	Accepted
GCV -> LS	0.086		0.304	0.077	3.951	0.000	Accepted

Source: Authors' calculation from SmartPLS output based on survey data

A blindfolding procedure with an omission distance of five was applied to generate the cross-validated redundancy values required to assess the Stone–Geisser Q^2 statistic [36]. As reported in Table 4, the Q^2 value for the focal construct—life satisfaction—is greater than zero, confirming that the model has predictive relevance. In addition, overall model fit was assessed using the standardized root mean square residual (SRMR) [37]. Although an SRMR value of zero reflects perfect model fit, the obtained value of 0.063 is below the recommended cutoff of 0.08 [38] indicating that the model demonstrates an acceptable level of fit.

Table 5. Stone-Geisser's Q2 Statistic Value

	SSO	SSE	Q ² (=1-SSE/SSO)
GCVxGPA	249.000	249.000	
Green Consumption Value	1494.000	1494.000	
Green Product Attachment	1494.000	1494.000	
Life Satisfaction	1245.000	1044.674	0.161
Pro-environmental Consumption Behavior	1743.000	1363.992	0.217

Source: Authors' calculation from SmartPLS output based on survey data

We evaluated the mediator PCB to estimate the model (figure 2). Table 6 shows that PCB mediates the association between GCV and LS ($\beta = 0.157$, t-value = 3.799, $p < 0.01$). From figure 2, we also observe that the direct effect between GCV and LS is significant. Thus, we can say that PCB serves as a partial mediator between GCV and LS. Hence, H4 was supported.

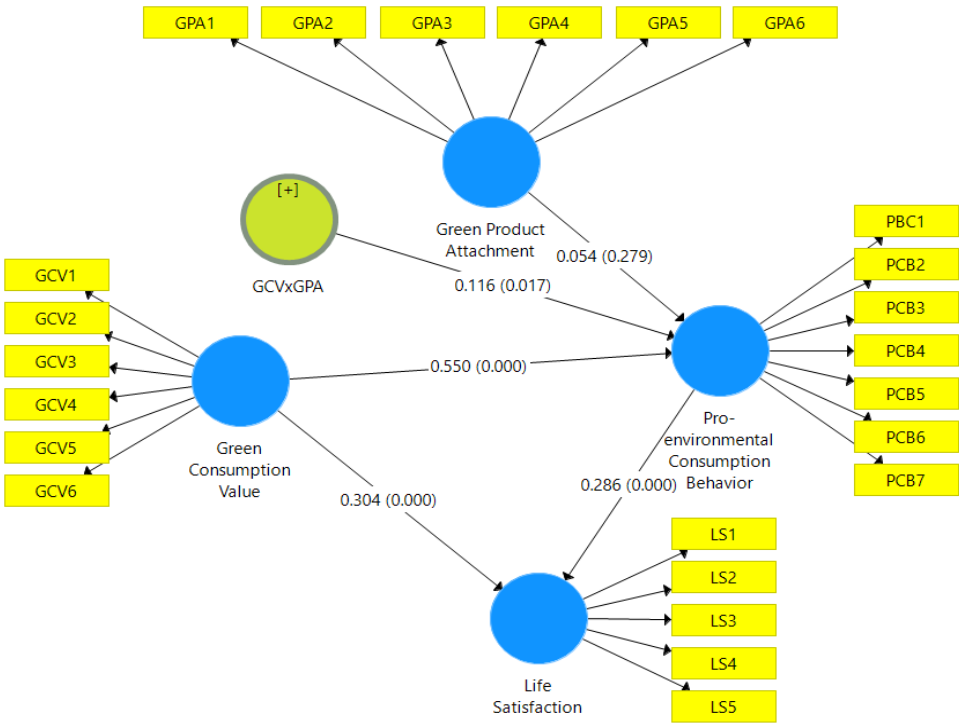


Figure 2. Structural Model

Source: Authors' calculation from SmartPLS output based on survey data

Table 6. Indirect effect

Hypothesis	Association	Beta	Std.	t-values	p values	Decision
H4	GCV -> PCB -> LS	0.157	0.041	3.799	0.000	Accepted

Notes: PCB = Pro-environmental Behavior; GCV = Green Consumption Value; GPA = Green Product Attachment

Source: Authors' calculation from SmartPLS output based on survey data

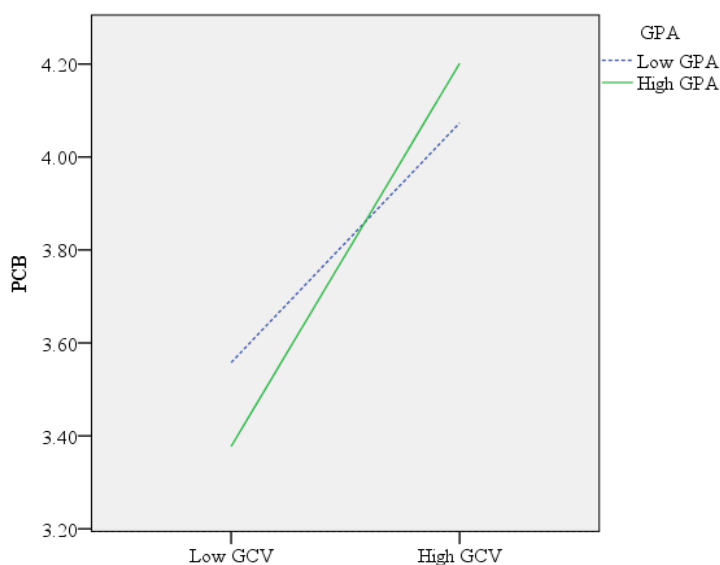


Figure 3. Two-way interaction effect

Source: Authors' calculation from SmartPLS output based on survey data

To test H5, hierarchical linear regression analysis was conducted following the approach of Aiken and West (1991). All predictor variables were mean-centered prior to creating the two-way interaction term. Table 4 illustrates that the interaction term $GCV \times GPA$ has a significant effect on PCB ($\beta = 0.116$, $p < 0.05$), indicating that GPA moderates the relationship between GCV and PCB. Figure 3 illustrates the simple slopes of GCV on PCB at ± 1 SD from the mean level of GPA. The simple slope analysis shows that the effect of GCV on PCB is stronger when GPA is high ($\beta = 0.605$, $p < 0.05$), whereas the effect is weaker when GPA is low ($\beta = 0.495$, $p < 0.05$). These results indicate that GPA positively moderates the relationship between GCV and PCB, thereby supporting H5.

5. CONCLUSION

The empirical findings of this study confirm that GCV and PCB were significant positive predictors of LS. Specifically, individuals with strong environmental principles derive a sense of purpose that elevates their overall life evaluation. The results also highlight that PCB serves as a partial mediator in the relationship between GCV and LS, suggesting that acting on one's values is a critical pathway to wellbeing. Finally, GPA was validated as a vital moderating mechanism that strengthens the link between environmental values and realized behaviors.

5.1. Theoretical implications

This research provides a significant contribution by breaking the general belief that increased consumption of any commercial product will necessarily lead to higher LS [39]. The data suggest that wellbeing is not conferred by income or the mere quantity of goods consumed, but by the quality and type of consumption [20]. By utilizing S-O-R framework, this study extends the belief that wellbeing is rooted in internal cognitive states triggered by value-aligned stimuli. This shifts the theoretical focus from material acquisition to the subjective wellbeing derived from conservation and resource management.

5.2. Managerial implications

Marketers and policymakers must address the fact that many consumers unlikely perceive that their individual characteristics, such as their GCV, will eventually shape their personal

wellbeing. To bridge this gap, communication strategies should move beyond functional attributes and emphasize the emotional rewards and “warm glow” associated with sustainable living. Furthermore, the marketers should explicitly challenge the belief that wellbeing is inherently tied to the quantity of material acquisition, instead positioning green consumption as a more effective pathway to LS due to the sense of purpose and psychological dividend from value-aligned actions. Managers should leverage GPA as a lever for commitment, fostering deep emotional bonds that make consumers more willing to pay a premium and less sensitive to the perceived sacrifices of green products.

5.3. Limitations and future research

A primary limitation is the cross-sectional nature of the data, which prevents the establishment of absolute causality between green lifestyles and wellbeing. Additionally, the sample was restricted to 249 valid participants within a specific economic segment in Vietnam, which may limit the generalizability of the findings to other regions. Future research should employ longitudinal designs to track how the relationship between GCV and LS evolves over time. Further studies could also explore how different green product categories or cultural norms influence the value-behavior-wellbeing mechanism.

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