

CONSUMPTION VALUES AND GREEN PURCHASE DECISION AMONG YOUNG CONSUMERS IN HO CHI MINH CITY: THE ROLES OF ATTITUDE TOWARD GREEN BEHAVIOR AND MINDFULNESS

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ABSTRACT

This study examines how consumption values influence green purchase decision among young consumers in Ho Chi Minh City. Drawing on the Theory of Consumption Values (TCV) and the attitudinal logic of the Theory of Planned Behavior (TPB), the study investigates the effects of six value dimensions—functional, social, emotional, epistemic, conditional, and environmental value—on green purchase decision through the mediating role of attitude toward green behavior, while also testing the moderating role of mindfulness. Data were collected from 496 young consumers and analyzed using partial least squares structural equation modeling (PLS-SEM). The results show that all six consumption values significantly and positively affect attitude toward green behavior, which in turn positively influences green purchase decision. Attitude fully mediates the effects of functional, conditional, and environmental value, partially mediates the effects of emotional and epistemic value, and does not mediate the effect of social value. Mindfulness significantly and negatively moderates the relationship between attitude toward green behavior and green purchase decision, indicating that higher mindfulness weakens the automatic translation of favorable attitudes into purchase decision. These findings highlight the differentiated pathways through which consumption values shape green purchase decision and identify mindfulness as an important boundary condition in the attitude–decision process among young consumers.

Keywords: Mindfulness, green consumption, value-attitude-behavior, attitude-decision gap, emerging markets.

1. INTRODUCTION

Green consumption has become an increasingly important response to environmental degradation and unsustainable market practices. However, one of the most persistent challenges in this field is the green attitude-decision gap: many consumers express favorable attitudes toward sustainable products, yet far fewer translate these attitudes into actual purchasing decisions [1, 2]. This inconsistency is particularly important among young urban consumers, because they are highly exposed to environmental risks, highly connected to digital information flows, and increasingly influential in shaping future consumption trends in emerging markets such as Vietnam [3, 4].

To explain this gap, prior research has typically relied on the Theory of Planned Behavior (TPB), which identifies attitude as a central predictor of behavior [5]. While TPB is useful, it does not fully explain why some favorable attitudes are converted into green purchase decision

whereas others are not. In parallel, the Theory of Consumption Values (TCV) provides a broader explanation by showing that consumer choice is shaped by multiple value dimensions rather than by a single utilitarian motive [6]. In green consumption contexts, these value dimensions include not only functional considerations but also emotional, social, epistemic, conditional, and environmental considerations. Yet prior empirical findings remain mixed. Some studies emphasize emotional, social, or environmental value, whereas others report stronger roles for functional and conditional value, suggesting that value effects are context-dependent and may operate indirectly through attitude [2, 7, 8].

A further limitation in the literature is that the attitude-decision relationship is often treated as automatic, even though consumer decisions are frequently influenced by habit, situational barriers, and reflective scrutiny at the point of purchase [1, 2]. In this respect, mindfulness offers a promising lens. Defined as present-moment attention and awareness, mindfulness has been linked to self-regulation, reduced automaticity, and more deliberate evaluation of consumption choices [9, 10]. Recent studies also suggest that mindfulness is relevant to sustainability, but its effects are often indirect, contingent, and better understood as shaping how favorable attitudes are translated into action rather than simply increasing green purchasing directly [11, 12].

Against this background, the present study investigates how six consumption value dimensions—functional, social, emotional, epistemic, conditional, and environmental value— influence green purchase decision among young consumers in Ho Chi Minh City. Specifically, the study examines the mediating role of attitude toward green behavior and the moderating role of mindfulness in the attitude-decision relationship. In doing so, it extends the integrated application of TCV and TPB and offers a more nuanced explanation of green purchase decision in a Vietnamese urban context.

RQ1: How do consumption values influence attitude toward green behavior?

RQ2: Does attitude mediate the relationship between consumption values and green purchase decision?

RQ3: How does mindfulness moderate the attitude–decision relationship?

2. LITERATURE REVIEW

2.1. Theoretical background

The conceptual foundation of this study is built on the integration of TCV and TPB. TCV explains that consumer choice is driven by multiple forms of perceived value, including functional, social, emotional, epistemic, and conditional value [6]. In green consumption research, this perspective is especially relevant because green products are rarely evaluated only in terms of price or performance; they are also judged in terms of identity expression, affective reward, novelty, situational convenience, and ecological meaning [7, 8]. To better capture the environmental logic of sustainable purchasing, the present study also includes environmental value as an additional value dimension, reflecting the degree to which consumers perceive a product as beneficial to ecological protection and sustainability [8, 13].

TPB complements this perspective by identifying attitude as a key immediate predictor of behavior [5]. In the green domain, attitude remains one of the most consistent predictors of green purchase decision, including among Vietnamese young consumers [3, 13, 14]. However, the literature also shows that positive attitudes do not always produce corresponding action because real purchase situations are shaped by price sensitivity, limited availability, knowledge constraints, routine behavior, and competing motives [1, 2]. For this reason, integrating TCV and TPB allows a more complete explanation: consumption values help

explain how favorable attitudes are formed, while TPB explains how those attitudes are linked to decision outcomes.

Mindfulness is introduced in this study as a boundary condition within that process. Rather than being treated as a simple direct antecedent of green purchase decision, mindfulness is conceptualized as present-moment awareness that may alter how strongly favorable attitudes are translated into action [9, 10]. The sustainability literature increasingly supports this view. Mindfulness has been associated with reduced automaticity, increased reflective processing, and stronger awareness of consequences, but its effects on sustainable behavior are often indirect and context dependent [11, 12]. Empirical research also suggests that mindfulness may influence environmentally relevant behavior through mechanisms such as connectedness to nature, prosocialness, or more deliberate evaluation rather than through a straightforward direct path [15, 16]. Thus, mindfulness is theoretically appropriate as a moderator of the relationship between attitude toward green behavior and green purchase decision.

2.2. Empirical research and hypotheses

Previous empirical studies provide substantial support for the role of values and attitude in green consumption, but the evidence remains fragmented. Wang et al. [2] show that favorable reasons tend to operate through attitude, whereas barriers can directly inhibit green consumption. Corboş et al. [7] report that green consumer values affect buying behavior through attitudinal mechanisms, although the strength of these pathways differs across value types. In Vietnam, Nguyen and Bui [13] highlight the mediating role of positive environmental attitudes in explaining green purchasing behavior, while Ngo et al. [3] show that favorable TPB-related dispositions among Generation Z do not always translate cleanly into purchasing behavior because market constraints still matter.

The Vietnamese context also suggests that the role of consumption values is not uniform. Some studies indicate that emotional, social, and environmental values are especially important in shaping favorable attitudes toward green products, whereas epistemic and conditional value may vary across settings and product categories [8, 13]. At the same time, recent evidence from broader green consumption research continues to confirm that actual green behavior is shaped by a combination of attitude, contextual conditions, and information-related factors rather than by one predictor alone [7, 14]. This pattern supports the idea that green purchase decision among young consumers should be understood as a multidimensional process in which values shape attitude, attitude affects decision, and the strength of that link depends on additional psychological conditions.

The present study addresses two gaps. First, although previous studies have examined consumption values and green attitudes, fewer studies have tested how multiple consumption values jointly translate into green purchase decision through attitude in one integrated model, especially in the context of young consumers in Ho Chi Minh City [3, 7, 8]. Second, the moderating role of mindfulness in the attitude-decision process remains underexplored. Although mindfulness has been linked to sustainable attitudes and behavior, the literature suggests that it may function less as a direct driver and more as a psychological condition that reshapes the enactment of favorable attitudes [11, 12, 16].

Based on the preceding discussion, the present study develops hypotheses regarding the effects of six consumption value dimensions on attitude toward green behavior, the effect of attitude on green purchase decision, and the moderating role of mindfulness.

Functional value focuses on the perceived quality, utility, and price performance of a product. Practical utility remains a primary driver of sustainable choices in emerging economies [17]. When consumers perceive that an eco-friendly product guarantees quality

comparable to conventional items, it significantly shapes their evaluative attitudes toward green behavior [18]. On this basis, the following hypothesis is proposed:

H1: Functional value positively influences young consumers' attitudes toward green behavior.

Social value relates to the utility acquired from peer approval and group association. The perceived social benefits and status enhancement of sustainable products strongly influence green purchase evaluations [19]. Adopting sustainable alternatives helps young consumers construct a trendy and responsible self-image within their communities [20, 21]. Accordingly, we suggest the following hypothesis:

H2: Social value positively influences young consumers' attitudes toward green behavior.

Emotional value refers to the affective rewards derived from an environmentally friendly purchase. Green purchasing is frequently linked to feelings of moral satisfaction, pride, and a "warm glow" [22]. These positive emotional experiences act as strong intrinsic motivators for forming supportive environmental attitudes [23]. Thus, the study advances the following hypothesis:

H3: Emotional value positively influences young consumers' attitudes toward green behavior.

Epistemic value satisfies the consumer's curiosity and desire for novelty. Curiosity about green attributes and sustainable innovations leads to highly favorable product evaluations [24]. Eco-labels and transparent product information play a critical role in stimulating this exploratory learning process [25]. From this reasoning, the hypothesis is formulated as follows:

H4: Epistemic value positively influences young consumers' attitudes toward green behavior.

Conditional value depends on specific external situations, such as product availability or promotional incentives. Situational barriers, such as high prices or lack of access, can severely dampen enthusiasm for green products [26]. Conversely, a strong fit between promotional conditions and the purchase context significantly boosts positive evaluations [27]. Consequently, the following hypothesis is proposed:

H5: Conditional value positively influences young consumers' attitudes toward green behavior.

Environmental value reflects deep intrinsic concern for ecological protection and resource conservation. Perceiving a product as directly environmentally beneficial strongly supports the formation of green attitudes [28]. Consumers with high biospheric orientations consistently prioritize ecological preservation in their evaluations [29]. Based on this, the study posits the following hypothesis:

H6: Environmental value positively influences young consumers' attitudes toward green behavior.

Attitude toward green behavior is the overall favorable evaluation of sustainable choices. Attitude is widely confirmed to strongly predict green behavioral decision [30]. Higher cognitive and affective evaluations of green benefits significantly increase the probability of executing actual purchases [31]. Accordingly, the following hypothesis is advanced:

H7: Attitude toward green behavior positively influences green purchase decision among young consumers.

Mindfulness is proposed as a crucial moderator in the attitude–decision relationship. Prior studies suggest that positive environmental attitudes do not always translate into actual purchase decisions because automatic routines, situational barriers, and pre-existing habits

often override reflective evaluation at the point of purchase [32]. In this context, mindfulness has been discussed as a psychological mechanism that can interrupt automaticity and increase conscious awareness in decision making [10, 11]. By fostering greater attention to present-moment experience and encouraging more deliberate reflection, mindfulness may shape the extent to which favorable attitudes are translated into actual purchase decision [12, 16]. Therefore, the study proposes the following hypothesis:

H8: Mindfulness moderates the relationship between attitude toward green behavior and green purchase decision, such that the relationship becomes weaker among consumers with higher mindfulness.

Drawing upon the Theory of Planned Behavior [5] and the Theory of Consumption Values [6], this study posits that attitude toward green behavior acts as an essential psychological bridge linking consumption values to green purchase decision. Multidimensional consumption values serve as crucial antecedents shaping consumers' evaluative appraisals of green products [8, 19]. However, value perceptions do not always lead directly to action, a phenomenon often described as the "green attitude-behavior gap" unless they are internalized as a favorable attitude toward green behavior [1, 2].

In the Vietnamese context, prior research suggests that young consumers tend to translate consumption values into green purchase outcomes through attitudinal mechanisms rather than through direct effects alone [8, 13]. Recent empirical studies further indicate that attitude can fully or partially mediate the effects of various consumption values on sustainable behavioral outcomes [14, 28]. Consequently, while the six dimensions of consumption values provide the rational and emotional bases for consumption, attitude functions as the immediate psychological mechanism linking these values to actual green purchase decision. Thus, the following mediation hypotheses are proposed:

H9: Attitude toward green behavior mediates the relationship between functional value and green purchase decision.

H10: Attitude toward green behavior mediates the relationship between social value and green purchase decision.

H11: Attitude toward green behavior mediates the relationship between emotional value and green purchase decision.

H12: Attitude toward green behavior mediates the relationship between epistemic value and green purchase decision.

H13: Attitude toward green behavior mediates the relationship between conditional value and green purchase decision.

H14: Attitude toward green behavior mediates the relationship between environmental value and green purchase decision.

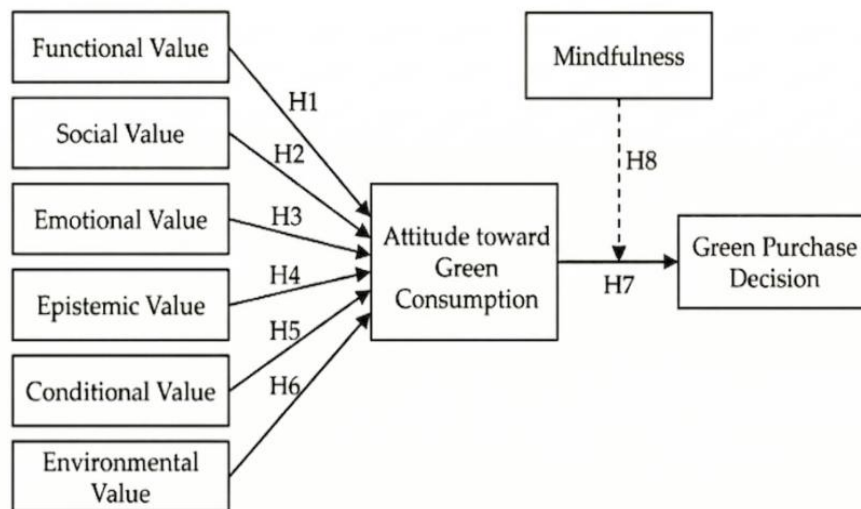


Figure 1. Proposed theoretical framework.

Source: Developed by the authors (2026)

3. METHODOLOGY

This study employed a sequential mixed-methods design. The qualitative stage involved literature review and supervisory discussion to refine constructs and adapt the questionnaire to the Vietnamese context. The quantitative stage used an online survey distributed to young consumers aged 18-45 in Ho Chi Minh City who had purchased or used green products within the last 12 months.

A total of 592 responses were collected, of which 496 valid questionnaires were retained for analysis. The sample was dominated by respondents aged 26-35, office workers, and consumers with high environmental concern. Measurement items covered functional value, social value, emotional value, epistemic value, conditional value, environmental value, attitude toward green behavior, mindfulness, and green purchase decision, using five-point Likert scales.

Data were analyzed with PLS-SEM in SmartPLS 3. The analytical procedure included assessment of common method bias, indicator reliability, internal consistency, convergent validity, discriminant validity, structural relationships, mediation, and moderation through bootstrapping with 5,000 resamples.

4. RESULTS AND DISCUSSION

4.1. Measurement model

The measurement model was evaluated in terms of internal consistency reliability, convergent validity, multicollinearity, and discriminant validity. All constructs achieved Cronbach's alpha values above 0.70, confirming satisfactory internal consistency. Composite reliability (CR) values also exceeded the recommended threshold of 0.70, while all Average Variance Extracted (AVE) values were above 0.50, establishing convergent validity. In addition, all outer loadings were above 0.70, and HTMT values remained below 0.85, confirming acceptable discriminant validity. These results indicate that the measurement model was reliable and valid for subsequent structural analysis.

Table 1. Cronbach's Alpha, CR, AVE and VIF scores for constructs

Variables	Cronbach's α	CR	AVE	VIF
Attitude toward green behavior (ATG)	0.899	0.930	0.768	2.754
Conditional value (CV)	0.902	0.932	0.775	2.489
Environmental value (ENV)	0.917	0.941	0.801	2.728
Epistemic value (EPV)	0.911	0.937	0.789	2.824
Emotional value (EV)	0.895	0.927	0.761	3.003
Functional value (FV)	0.907	0.942	0.843	2.446
Green purchase decision (GPD)	0.915	0.940	0.797	—
Mindfulness (MF)	0.848	0.892	0.623	3.606
Social value (SV)	0.917	0.942	0.802	2.881

Note: Green purchase decision (GPD) is the final endogenous construct with no outward structural paths; thus, inner VIF is not computed in the structural model.

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

Table 2. Discriminant validity

Fornell-Larcker Criterion	ATG	CV	ENV	EPV	EV	FV	GPD	MF	SV
ATG	0.876								
CV	0.655	0.880							
ENV	0.676	0.662	0.895						
EPV	0.688	0.630	0.673	0.888					
EV	0.706	0.669	0.671	0.726	0.872				
FV	0.651	0.589	0.635	0.632	0.658	0.918			
GPD	0.698	0.621	0.660	0.687	0.695	0.647	0.893		
MF	0.577	0.580	0.617	0.596	0.603	0.598	0.684	0.789	
SV	0.668	0.656	0.680	0.690	0.665	0.693	0.689	0.631	0.895
HTMT Ratio									
ATG									
CV	0.727								
ENV	0.744	0.727							
EPV	0.760	0.694	0.736						
EV	0.787	0.744	0.740	0.803					
FV	0.720	0.651	0.695	0.694	0.730				
GPD	0.769	0.683	0.720	0.751	0.767	0.710			
MF	0.660	0.661	0.698	0.676	0.690	0.682	0.774		
SV	0.735	0.720	0.740	0.754	0.733	0.759	0.751	0.714	

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

4.2. Structural model and hypothesis testing

4.2.1. Explanatory and predictive power

The structural model showed satisfactory explanatory and predictive power. The model explained 63.5% of the variance in attitude toward green behavior and 70.8% of the variance in green purchase decision. In addition, the Stone-Geisser Q^2 values for both endogenous constructs were above zero, confirming predictive relevance. Overall, these findings suggest that the proposed model has adequate ability to explain and predict young consumers' green purchase decision.

Table 3. R^2 and Q^2 Statistics of Endogenous Constructs

Construct	R^2	Q^2
ATG	0.635	0.479
GPD	0.708	0.552

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

4.2.2. Direct effects and moderation results

All six consumption values significantly and positively influenced attitude toward green behavior. Emotional values had the strongest effect, followed by epistemic value, environmental value, conditional value, functional value, and social value. Attitude toward green behavior also had a significant positive effect on green purchase decision. These findings support H1 through H7. With respect to H8, the interaction term between attitude and mindfulness was significant but negative, indicating that mindfulness weakens the translation of favorable attitudes into purchase decision.

Table 4. Summary of hypothesis testing results.

Hypothesis	Relationship	Beta	P Values	Conclusion
H1	FV -> ATG	0.142	0.002	Supported
H2	SV -> ATG	0.106	0.021	Supported
H3	EV -> ATG	0.215	0.000	Supported
H4	EPV -> ATG	0.171	0.000	Supported
H5	CV -> ATG	0.147	0.002	Supported
H6	ENV -> ATG	0.157	0.001	Supported
H7	ATG -> GPD	0.164	0.000	Supported
H8	ATG x MF -> GPD	-0.145	0.000	Supported (negative moderation)

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

4.2.3. Mediation analysis

Before examining the mediating role of attitude toward green behavior, the direct effects of consumption values on green purchase decision were assessed. The results show that emotional value, epistemic value, and social value have significant direct effects on green purchase decision, while functional value, conditional value, and environmental value do not directly influence green purchase decision. These findings indicate that some consumption values may affect purchase decisions directly, whereas others may operate mainly through consumers' attitudes toward green behavior. Therefore, the mediation analysis was conducted to further examine the indirect pathways from consumption values to green purchase decision through attitude.

Table 5. Direct effects of consumption values on green purchase decision

Relationship	Beta	P values	Conclusion
ATG -> GPD	0.164	0.000	Significant
CV -> GPD	-0.046	0.317	Not Significant
ENV -> GPD	0.012	0.792	Not Significant
EPV -> GPD	0.108	0.011	Significant
EV -> GPD	0.104	0.021	Significant
FV -> GPD	0.051	0.241	Not Significant
SV -> GPD	0.114	0.008	Significant

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

In addition to the direct effects, the mediation results reveal differentiated pathways through attitude toward green behavior. Specifically, attitude fully mediates the effects of functional, conditional, and environmental value on green purchase decision, partially mediates the effects of emotional and epistemic value, and does not significantly mediate the effect of social value. These findings suggest that some consumption values operate primarily through attitudinal formation, whereas others exert a more immediate influence on purchase decision.

Table 6. Specific Indirect Effects (Mediation Analysis)

Hypothesis	Relationship	P values	Conclusion
H9	FV -> ATG -> GPD	0.021	Significant
H10	SV -> ATG -> GPD	0.055	Not Significant
H11	EV -> ATG -> GPD	0.009	Significant
H12	EPV -> ATG -> GPD	0.018	Significant
H13	CV -> ATG -> GPD	0.013	Significant
H14	ENV -> ATG -> GPD	0.016	Significant

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

4.3. Discussion of key findings

First, the findings show that all six consumption values significantly and positively influence attitude toward green behavior, confirming that young consumers' green attitudes are shaped by multiple value perceptions rather than by a single environmental motive. This result is consistent with the Theory of Consumption Values, which argues that consumer choice is driven by multiple value dimensions [6]. Among these values, emotional value has the strongest effect on attitude, followed by epistemic, environmental, conditional, functional, and social values. This suggests that young consumers in Ho Chi Minh City are more likely to develop favorable attitudes toward green behavior when green products provide emotional satisfaction, novelty, ecological meaning, situational convenience, and practical usefulness. Similar findings have been reported in recent green consumption studies, where consumption values are shown to be important antecedents of green attitudes and purchase-related outcomes [7, 8]. In particular, recent evidence also supports the role of environmental value in shaping green purchasing through attitudinal mechanisms [28], while consumption-value research in emerging markets highlights the importance of combining functional, emotional, social, and environmental appeals [19].

Second, the mediation results indicate that attitude toward green behavior plays an important but differentiated mediating role in the value–decision process. This finding is consistent with TPB, which positions attitude as an important psychological predictor of behavioral outcomes [5]. It also supports the value–attitude–behavior logic, in which consumption values are not automatically converted into purchase decisions but often operate through consumers’ evaluative attitudes [6, 13]. Specifically, attitude fully mediates the effects of functional, conditional, and environmental values on green purchase decision, suggesting that these values influence purchase decisions mainly by first shaping favorable evaluations of green behavior. This result is in line with recent evidence showing that environmental values can affect green purchase behavior through attitude-based mechanisms [28]. In contrast, attitude partially mediates the effects of emotional and epistemic values, indicating that affective satisfaction and curiosity may influence green purchase decision both directly and indirectly through attitude. This differentiated pattern helps explain the broader attitude–decision gap in green consumption, where favorable attitudes do not always translate into purchase outcomes in a uniform way [1, 2, 33].

Third, the non-significant mediating role of attitude in the relationship between social value and green purchase decision suggests that peer approval and social recognition may not be sufficient to transform favorable evaluations into actual purchase decisions. Social value can make green consumption appear socially desirable, trendy, or identity-enhancing, particularly among young consumers. However, such symbolic approval may remain superficial when it is not supported by stronger personal, functional, or environmental justifications. Recent evidence on social media exposure and online peer networks suggests that peer-related influences can affect green purchase behavior, but their effects often operate through perceived value mechanisms rather than through social exposure alone [18]. Similarly, Ofori et al. [34] show that social norms influence green purchase and conservation behaviour through personal norms, indicating that social influence becomes more behaviorally meaningful when it is internalized as a personal moral obligation.

In the present study, social value has a significant direct effect on green purchase decision, but its indirect effect through attitude is not significant. This means that peer approval may influence purchase decision more directly as a symbolic or identity-related motive, rather than by first creating a stable favorable attitude toward green behavior. Recent Vietnamese evidence also shows that green purchasing among young consumers is shaped by a combination of attitude, subjective norms, perceived behavioral control, and contextual constraints, rather than by social influence alone [3]. In addition, extended TPB research suggests that green behavior is affected by multiple psychological and contextual factors, and that social influence does not always directly translate into actual green consumption behavior [14]. Therefore, the insignificant mediation effect of social value highlights the possibility that peer approval may create symbolic attractiveness but may not provide enough practical or ecological justification for actual green purchasing. This finding extends the value–attitude–behavior perspective by showing that not all consumption values are equally capable of passing through attitude to influence purchase decisions [19, 33, 34].

Finally, the significant negative moderating effect of mindfulness provides an important explanation for the attitude–decision gap in green purchasing. This result should not be interpreted as evidence that mindful consumers are less environmentally concerned. Rather, it suggests that mindfulness may reduce the automatic translation of favorable attitudes into purchase decisions by encouraging consumers to evaluate green products more deliberately. Mindfulness is commonly defined as present-moment awareness and has been linked to self-regulation and reduced automaticity in decision-making [9, 10]. In the context of sustainable consumption, prior research also suggests that mindfulness may shape sustainable attitudes and behaviors through indirect or reflective mechanisms rather than through a simple direct

path [11, 12]. Therefore, highly mindful consumers may pause at the point of purchase and consider whether the product is genuinely needed, whether its environmental claims are credible, and whether the purchase reflects responsible consumption rather than symbolic or impulsive buying. More recent studies further show that mindfulness can influence green purchase-related outcomes through reflective mechanisms such as ethical self-identity and environmental consciousness [35, 36].

The negative moderation effect also suggests that mindfulness may make consumers more selective in responding to green marketing claims. In markets where vague environmental messages and symbolic green appeals are common, mindful consumers may be less willing to convert positive attitudes into purchase decisions unless they perceive clear evidence of product authenticity, environmental effectiveness, and personal relevance. Jansen et al. [16] show that mindfulness relates to sustainable attitudes and behavior through mediators such as connectedness to nature and prosocialness. Recent evidence among Generation Z consumers also suggests that mindful consumption is connected with sustainability values and purchase decision [37]. Moreover, Kunwer et al. [38] emphasize that consumers may struggle to transfer awareness into mindful consumption actions because mindful consumption is constrained by complex psychological and contextual inhibitors. Therefore, the present finding extends prior research by showing that mindfulness may not always strengthen the attitude–decision relationship; instead, it can weaken this relationship when consumers become more cautious, less impulsive, and more skeptical toward superficial green claims.

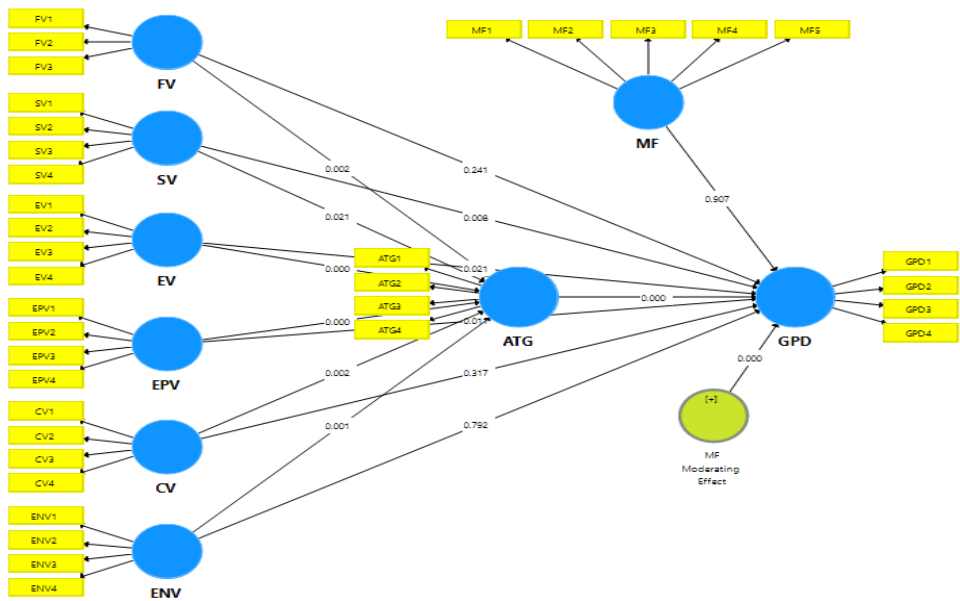


Figure 2. Structural Equation Model with Path Coefficients

Source: Authors' survey data analysis (2026)

5. CONCLUSION

This study confirms that green purchase decision among young consumers is best understood as a value–attitude–decision process rather than as a simple response to environmental concern alone. The findings show that all six consumption values significantly enhance attitude toward green behavior, and that attitude subsequently influences green purchase decision. However, the pathways are not uniform: some value dimensions operate indirectly through attitude, while others also exert more direct influence on purchasing

outcomes. These findings extend prior work on the green attitude–decision gap by offering a more integrated explanation grounded in TCV and TPB [2, 5, 6, 8, 13].

5.1. Theoretical implications

This study makes three significant theoretical contributions. First, by integrating the Theory of Consumption Values (TCV) and the Theory of Planned Behavior (TPB), it provides a comprehensive framework to explain the green attitude–decision gap in an emerging market context. TCV explains how different consumption values shape consumers' evaluations, while TPB highlights attitude as an important psychological predictor of behavioral outcomes [5, 6]. This integration is particularly relevant because prior research has shown that favorable green attitudes do not always translate into actual purchase decisions [1, 2]. In the Vietnamese context, previous studies also suggest that green purchasing among young consumers is shaped by both value perceptions and attitudinal mechanisms [8, 13].

Second, the mediation analysis enriches the value–attitude–behavior hierarchy by demonstrating that not all values operate equally. Functional, conditional, and environmental values require attitude as a bridge, suggesting that these values influence purchase decisions mainly after consumers form favorable evaluations of green behavior. This finding is consistent with value-based green consumption studies showing that perceived functional and environmental benefits often shape purchase outcomes through attitudinal processes [7, 28]. In contrast, emotional and epistemic values exert both direct and indirect influences on green purchase decision, indicating that affective satisfaction and curiosity may motivate consumers beyond attitude alone [8, 19]. The non-significant mediating role of social value further suggests that peer approval may create symbolic appeal but does not necessarily generate the behavioral commitment needed to drive purchase decisions through attitude. This extends recent evidence that peer-related and social influences may depend on deeper perceived values, personal norms, or contextual conditions before becoming behaviorally meaningful [18, 34].

Third, this study advances the literature on sustainable consumption by conceptualizing mindfulness as a psychological boundary condition in the attitude–decision relationship. Mindfulness has been defined as present-moment awareness and has been linked to self-regulation and reduced automaticity in decision-making [9, 10]. Prior sustainability studies also show that mindfulness may influence sustainable attitudes and behavior through indirect or reflective mechanisms rather than through a simple direct effect [11, 16]. The unexpected negative moderation effect in this study challenges the linear assumption that mindfulness necessarily strengthens the translation of favorable attitudes into purchase decisions. Instead, mindfulness may operate as a cognitive filter that increases deliberate evaluation, reduces impulsive responses, and makes consumers more cautious toward superficial green claims. This interpretation is supported by recent studies showing that mindfulness can shape green purchase decision through ethical self-identity, environmental consciousness, and other reflective mechanisms [35, 36]. It also aligns with recent work suggesting that mindful consumption may be constrained by psychological and contextual inhibitors [38].

5.2. Managerial implications

To effectively translate young consumers' positive green attitudes into actual purchase decisions, marketers must adopt more specific and actionable strategies.

First, businesses should design a multidimensional value proposition. Relying solely on generic “eco-friendly” claims is insufficient because green purchase decisions are often shaped by multiple value perceptions rather than environmental concern alone [6, 7]. Green products must deliver verifiable functional utility, such as durability, safety, and cost-effectiveness, because practical product benefits remain important in emerging-market green consumption [17]. Firms should also strengthen conditional value by improving product availability,

convenient access, and suitable promotional incentives, as situational barriers can weaken consumers' willingness to buy green products [2, 27]. In addition, because social value does not operate through attitude in this study, brands should not rely solely on peer pressure, trendiness, or social status appeals. Instead, promotional efforts should strengthen emotional and epistemic values by educating consumers about product innovation, environmental benefits, and the personal satisfaction associated with responsible consumption [8, 19]. Social influence can still be useful, but it should be combined with credible information and value-based communication rather than used as a stand-alone persuasion strategy [18, 34].

Second, the negative moderating effect of mindfulness requires a fundamental shift in how marketers communicate with highly conscious consumers. Mindful consumers process information more deliberately and may be less responsive to automatic or symbolic green appeals [9, 10]. Therefore, brands should avoid broad emotional buzzwords such as “eco-friendly” or “green” when these claims are not supported by clear evidence. Since misleading or vague green claims can increase skepticism, businesses should provide more transparent and verifiable product information [32, 38]. Actionable strategies include using scannable QR codes on product packaging to disclose supply chain information, material origins, carbon footprint data, and environmental impact indicators. Eco-labels and third-party certifications should also be displayed clearly, as credible labeling can help consumers evaluate environmental claims more confidently [25]. By delivering precise, factual, and verifiable information, businesses can reduce skepticism and help mindful consumers make more confident green purchase decisions. This approach is especially important because recent studies suggest that mindfulness influences green purchase decision through reflective mechanisms such as ethical self-identity and environmental consciousness, rather than through impulsive responses to green marketing messages [35, 36].

5.3. Limitations and future research

Despite its contributions, the study has several limitations. First, the use of a cross-sectional design limits the ability to draw causal inferences. Second, the sample was restricted to young consumers in Ho Chi Minh City, which may constrain the generalizability of the findings. Third, the study relied on self-reported data, which may be affected by response bias. Future research should therefore consider longitudinal or experimental designs, extend the geographic scope to other regions, and incorporate additional constructs such as green trust, price sensitivity, and perceived availability in order to develop a more comprehensive explanation of green purchase decision [2, 11, 16, 14].

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