

## Factors Influencing the Intention to Consume Green Packaging Products among Gen Z and Millennials in the FMCG Sector in Northern Vietnam

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**ABSTRACT:** This study aims to identify the factors influencing the green packaged product purchase intention of Generation Z and Millennials in the fast-moving consumer goods (FMCG) sector in Northern Vietnam, based on the Theory of Planned Behavior (TPB). Data were collected through an online survey, yielding 396 valid responses from young consumers in Northern Vietnam. The findings indicate that core TPB components—including positive attitudes, subjective norms influenced by media, and perceived behavioral control—are foundational in shaping green intentions. Notably, while environmental awareness is high, consumers still face barriers regarding product accessibility and convenience. The study highlights that building trust and providing supportive policies are essential for transforming these intentions into actual sustainable consumption behavior among younger generations.

**KEYWORDS:** Green purchase intention, Gen Z, Millennials, Sustainable consumption.

### I. INTRODUCTION

In recent years, environmental issues and sustainable development have attracted increasing global attention. According to the AR6 report of the Intergovernmental Panel on Climate Change (IPCC), consumption activities account for approximately 70% of total CO<sub>2</sub> emissions, highlighting the important role of consumers in shaping sustainable development patterns (Intergovernmental Panel on Climate Change (IPCC), 2023). In Vietnam, rapid urbanization along with population growth has placed significant pressure on natural resource exploitation and waste management systems. Notably, a large proportion of generated waste is directly associated with the fast-moving consumer goods (FMCG) sector (World Bank, 2022). This indicates that consumers' daily purchasing decisions can have substantial impacts on the environment.

In this context, green consumption has been considered one of the key solutions to mitigate negative environmental impacts. However, encouraging and sustaining environmentally friendly consumption behavior among consumers remains challenging in practice. In the FMCG sector, product packaging not only serves the function of protecting goods but also acts as a medium through which brands communicate their commitment to sustainability (Nga & Tâm, 2025). According to a report by NIQ (2024), the growing trend of environmentally friendly consumption is creating new opportunities for FMCG companies, particularly as younger consumer groups such as Generation Z and Millennials are becoming increasingly concerned about environmental issues (NielsenIQ, 2024). These generations are considered influential consumer groups capable of shaping future consumption trends. However, in practice, a considerable gap still exists between environmental awareness and the actual green purchasing behavior of consumers from these two generations. Therefore, it is necessary to further investigate the factors influencing consumers' intention to purchase products with green packaging, particularly within the context of the FMCG sector.

From a theoretical perspective, the Theory of Planned Behavior (TPB) has been widely applied as a framework to explain green consumption behavior. However, this model primarily assumes that individuals make behavioral decisions based on rational considerations, which may not fully capture emotional, moral, and social influences in the context of sustainable consumption. Therefore, many recent studies have suggested extending the TPB model by incorporating additional variables to better reflect cognitive and social aspects of consumer behavior (Li & Shan, 2025); (Gandhi, Gupta, & Sharma, 2025).

Previous studies have examined various determinants of green purchase intention, including demographic characteristics, consumer knowledge, price, and product attributes (Prakash & Pathak, 2017). Other studies have investigated the influence of different cognitive factors on attitudes and purchase intentions (Thu, Yen-Khanh, & Thuan, 2021); (Scott & Vigar-Ellis, 2014); (Steenis, Herpen, Lans, Ligthart, & Trijp, 2017). However, most of these studies have not comprehensively integrated cognitive factors, green trust, social norms, and emotional aspects within a single research framework. Moreover, limited attention has been given to the behavioral characteristics of younger consumers in the FMCG sector.

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To address these research gaps, the present study extends the TPB model by incorporating green trust in order to provide a clearer understanding of the mechanism underlying the formation of green purchase intention. In addition, the study examines the roles of several cognitive factors, including perceived quality, green packaging perception, perceived support from authorities, and environmental concern, in influencing attitude, subjective norms, and perceived behavioral control. These factors are expected to affect green trust and subsequently shape consumers' green purchase intention in the FMCG sector.

## II. THEORETICAL OVERVIEW

### A. Green consumption intention

Green consumption intention refers to the willingness or tendency of consumers to choose, purchase, and use environmentally friendly products or services rather than conventional alternatives. It represents a form of behavioral intention that reflects consumers' deliberate consideration of engaging in future purchasing behavior based on their perceptions and personal values related to sustainability (Zhuang, Lou, & Riaz, 2021).

### B. FMCG

The fast-moving consumer goods (FMCG) sector is an economic domain that encompasses essential products typically characterized by low prices, short product life cycles, and high consumption frequency. This sector not only exhibits distinctive product characteristics and consumer behavior patterns but also demonstrates a high level of dynamism and competition. In particular, emerging trends such as green consumption, environmentally friendly packaging, and sustainable business practices are increasingly becoming key drivers shaping the development of the sector in the contemporary context (Liczmańska-Kopcewicz, Mizera, & Pyplacz, 2019).

### C. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), extends the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975) by incorporating the construct of Perceived Behavioral Control (PBC) to reflect the extent to which individuals perceive their ability and resources to perform a behavior. According to the TPB, behavioral intention is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In this study, the TPB serves as the theoretical foundation for developing hypotheses that examine the relationships between these three core components, green trust, and green purchase intention (Ajzen, 1991).

### D. Extending the Theory of Planned Behavior in green consumption research

As the three core components of the Theory of Planned Behavior (TPB) are insufficient to comprehensively explain the motivations underlying green consumption, this study extends the model by incorporating four specific perceptual constructs to enhance its predictive power. Specifically, green packaging perception reflects consumers' evaluation of a brand's sustainability and environmental commitment (Rajendran, Wahab, & Singh, 2019); (Singh & Pandey, 2018). In addition, perceived green product quality represents consumers' assessment of the product's functional value and reliability, which influences attitude, subjective norms, and perceived behavioral control (Yadav & Pathak, 2017). Environmental concern perception reflects individuals' sense of responsibility and empathy toward environmental issues (Sinh, 2024). Furthermore, perceived support from authorities captures the influence of policies, regulations, or recommendations issued by credible institutions (Yang, Wa, & Xu, 2022).

The integration of these extensions helps clarify how perceptions related to products, environmental issues, and institutional influences shape the three core components of the TPB. At the same time, this approach contributes to addressing the limitations of the traditional TPB model in explaining green consumption behavior, particularly in the context of Generation Z and Millennials, who are considered more responsive to sustainability-oriented products.

### Research Model

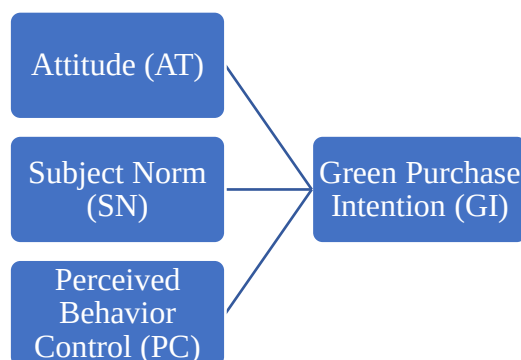


**Figure 1: Research Model**

### **3. RESEARCH METHODS**

#### **3.1. Research sample**

**Sampling Method:** This study employs a convenience sampling method, as it is appropriate for the characteristics of the target respondents, namely Gen Z and Millennials in Northern Vietnam. This group frequently uses social media and online platforms; therefore, conducting an online survey helps the research team save time and costs while also being suitable for the practical conditions of data collection.

**Sample Size:** The sample size was determined based on the number of observed variables in the research model and may influence the reliability of the research results. To minimize sampling error and enhance the reliability of the findings, the research team collected a total of 454 survey responses. After data cleaning and the removal of incomplete or invalid responses, 396 valid questionnaires were retained for the final analysis. This sample size satisfies the minimum requirements for subsequent quantitative analyses.

**Questionnaire Design:** The survey questionnaire was designed and distributed online through Google Forms and consisted of three main sections.

The first section includes general questions aimed at collecting basic demographic information about the respondents.

- The second section consists of questions measured using a five-point Likert scale to assess the factors influencing the intention to consume green packaging products.
- The third section contains a thank-you note addressed to the participants and a statement ensuring the confidentiality of the collected information.

#### **3.2. Measurement scale**

The measurement scales used in this study were inherited and further developed from previous research to ensure reliability and suitability for the research context.

The measurement scales for this study were developed by adapting items from validated instruments in existing literature to ensure the reliability and validity of the constructs. The survey focuses on four primary variables based on the Theory of Planned Behavior, adjusted for the context of sustainable consumption.

Firstly, Green Purchase Intention (GI), which evaluates the likelihood and willingness of consumers to choose environmentally friendly options, was measured using scales adapted from Eunike et al. (2025) and the foundational work of Yadav and Pathak (2016) regarding young consumers in developing nations.

Secondly, the psychological drivers of this intention—Attitude (AT) and Subjective Norms (SN)—were incorporated to capture individual evaluations and social influences. The items for Attitude were drawn from Eunike et al. (2025) and Ty et al. (2021), reflecting the degree of favorability toward green products. Meanwhile, Subjective Norms were assessed based on the frameworks provided by Eunike et al. (2025) and Minh and Nam (2024), focusing on the perceived social pressure from significant others to engage in pro-environmental purchasing.

Finally, Perceived Behavioral Control (PC) was operationalized using items from Eunike et al. (2025) and Balatsas-Lekkas et al. (2024). This construct measures the perceived ease or difficulty of buying green products, accounting for factors such as product availability and personal resource constraints. All constructs were evaluated using a multi-item Likert scale to ensure comprehensive data capture and statistical robustness.

The descriptive statistical method was employed to analyze the data in order to evaluate the characteristics of the research sample and the mean values of the observed variables. Through this analysis, the study reflects the level of awareness and intention of Gen Z and Millennial consumers regarding sustainable consumption.

### **4. RESEARCH RESULTS**

#### **4.1. Characteristics of the study sample**

A total of 396 valid responses were collected through the survey for analysis. The survey primarily targeted individuals from Generation Z and Millennials. Regarding gender distribution, the results indicate a noticeable imbalance between male and female respondents, with females representing the majority at 59.1%. In terms of age structure, the questionnaire was designed to focus on individuals belonging to the Gen Z and Millennial cohorts. Among them, the 18–28 age group accounted for the largest proportion, followed by the 29–35 age group. Descriptive statistics of the observed variables indicate that most variables have mean values above 4.0, suggesting that respondents generally hold relatively positive perceptions toward green packaging consumption and environmental responsibility.

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### 4.2 Green packaging consumption intention (GI)

Consumers' intention to purchase products with green packaging was measured using five observed variables, based on 396 valid responses. The mean values of these observed variables range from 4.023 to 4.230, indicating a relatively high level of agreement among young consumers regarding the selection of environmentally friendly products. This finding suggests that the intention to consume products with green packaging has been relatively well established among Generation Z and Millennials in the current FMCG consumption context.

**Table 1: Mean Statistics of the Green packaging consumption**

| GI observed variables | N   | Minimum | Maximum | Mean  | Sd. Deviation |
|-----------------------|-----|---------|---------|-------|---------------|
| GI1                   | 396 | 1       | 5       | 4.230 | 0.814         |
| GI2                   | 396 | 1       | 5       | 4.141 | 0.879         |
| GI3                   | 396 | 1       | 5       | 4.116 | 0.833         |
| GI4                   | 396 | 1       | 5       | 4.083 | 0.838         |
| GI5                   | 396 | 1       | 5       | 4.023 | 0.872         |

**Source: Extracted from SmartPLS software**

Among the observed variables, "GI1: I intend to purchase products with green packaging in the future due to their positive contributions to the environment" recorded the highest mean value, with a mean score of 4.230. This result indicates that young consumers are increasingly demonstrating clearer and more positive awareness when making consumption decisions, with a growing tendency to prioritize environmentally friendly products.

Next, "GI2: I intend to buy more products with green packaging in the future" also achieved a relatively high mean score of 4.141, reflecting a positive trend among consumers toward increasing green consumption behavior in the future. This finding suggests that the consumption intention of young consumers is relatively strong and has the potential to translate into actual purchasing behavior. For "GI3: I consider switching to products with green packaging instead of conventional products", the mean value reached 4.116, indicating that consumers have begun to consider changing their consumption habits toward more sustainable alternatives. This result suggests that consumers are increasingly concerned about environmental factors when selecting products, particularly in the fast-moving consumer goods (FMCG) sector.

Similarly, "GI4: I am willing to purchase products with green packaging for my personal use" obtained a mean score of 4.083, indicating a relatively high level of willingness among consumers to choose green products for their personal needs.

Meanwhile, "GI5: I will make an effort to purchase products with green packaging" recorded the lowest mean value at 4.023. Although this is the lowest score among the variables, it still remains above the agreement threshold and significantly higher than the midpoint of the scale. This suggests that consumers generally tend to prioritize environmentally friendly products; however, the preference for green products may still be influenced by factors such as price, consumption habits, or product accessibility.

Overall, all variables exhibit relatively high mean values, indicating that the intention to consume products with green packaging among Gen Z and Millennials in Northern Vietnam has been clearly established, thereby providing a foundation for promoting sustainable consumption behavior in the future.

### 4.3 Attitude (AT)

Regarding attitudes toward green products, the observed variables AT1–AT5 have mean values ranging from 4.101 to 4.210, indicating that young consumers hold relatively positive and fairly consistent evaluations of consuming green products in the FMCG sector. This relatively high average score suggests that Generation Z and Millennials tend to support environmentally friendly consumption choices.

**Table 2: Mean Statistics of the Attitude**

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| AT observed variables | N   | Minimum | Maximum | Mean  | Sd. Deviation |
|-----------------------|-----|---------|---------|-------|---------------|
| AT1                   | 396 | 1       | 5       | 4.101 | 0.762         |
| AT2                   | 396 | 1       | 5       | 4.149 | 0.785         |
| AT3                   | 396 | 1       | 5       | 4.210 | 0.778         |
| AT4                   | 396 | 1       | 5       | 4.182 | 0.812         |
| AT5                   | 396 | 1       | 5       | 4.144 | 0.789         |

Source: Extracted from SmartPLS software

The variable "AT3: I believe that purchasing products with green packaging is a good idea" recorded the highest mean value (Mean = 4.210). The high evaluation of this variable indicates that consumers perceive purchasing green products as a reasonable choice that should be prioritized, rather than merely viewing it as a new trend or an experimental decision.

In contrast, "AT1: I feel that purchasing green products is safe" recorded the lowest mean value (4.101). This result suggests that a portion of consumers still have certain concerns regarding the safety or reliability of green products, indicating that some consumers remain cautious about the safety of products with green packaging. Although this variable has a lower mean value compared with the others, the score still indicates that most respondents agree that consuming products with green packaging is safe.

The second-highest value is AT4, with a mean value of 4.182. This result indicates that consumers tend to agree that choosing environmentally friendly products not only benefits themselves but also contributes to generating positive value for society in both the present and the future. This finding reflects that consumers are increasingly aware of the role of consumption behavior in protecting the environment and promoting sustainable development.

Next, AT2 and AT5 recorded mean values of 4.149 and 4.144, respectively. These variables indicate that consumers generally hold positive evaluations toward choosing green products and consider such choices to be reasonable decisions in the consumption process.

Overall, the results indicate that Gen Z and Millennials hold relatively positive attitudes toward green products, providing a favorable foundation for the formation and reinforcement of green packaging consumption intentions in the FMCG sector.

### 4.4 Subjective norm (SN)

The subjective norm construct was measured using five observed variables. The mean values of these variables range from 3.869 to 4.164. Compared with the attitude scale, the average score for subjective norms is slightly lower; however, it still remains above the midpoint of the measurement scale. This indicates that respondents generally tend to agree that surrounding social factors have a certain influence on their decision to consume products with green packaging in the fast-moving consumer goods sector.

Table 3: Mean Statistics of the Subjective Norm

| SN observed variables | N   | Minimum | Maximum | Mean  | Sd. Deviation |
|-----------------------|-----|---------|---------|-------|---------------|
| SN1                   | 396 | 1       | 5       | 3.869 | 0.840         |
| SN2                   | 396 | 1       | 5       | 3.912 | 0.859         |
| SN3                   | 396 | 1       | 5       | 3.919 | 0.837         |
| SN4                   | 396 | 1       | 5       | 4.083 | 0.776         |
| SN5                   | 396 | 1       | 5       | 4.164 | 0.708         |

Source: Extracted from SmartPLS software

The variable "SN5: I find information about environmental protection through the use of environmentally friendly products very useful" recorded the highest mean value (4.164). This indicates that consumers highly value the role of environmental information and communication in shaping awareness and behavioral norms related to green consumption. The result also suggests that environmental messages conveyed through media channels and communication campaigns can influence how consumers perceive and evaluate the choice of green products.

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The variable "SN4: Information from media channels encourages me to use products with environmentally friendly packaging" recorded a mean value of 4.083, indicating that communication channels have a positive influence in promoting and disseminating green consumption norms.

In contrast, "SN1: My family thinPC that I should purchase products with green packaging" recorded the lowest mean value (3.869), suggesting that family influence on decisions to purchase green products is not particularly strong.

The variables SN2 and SN3, representing the influence of friends and significant others, recorded mean values of 3.912 and 3.919, respectively. These results indicate that close social relationships exert some influence but do not create strong social pressure regarding the purchase of green products.

Overall, the findings suggest that subjective norms in this study are influenced more by environmental information and communication than by personal relationships, reflecting a tendency among young consumers to access information independently and develop green consumption norms based on their own perceptions.

### 4.5 Perceived behavioral control (PC)

For the perceived behavioral control scale, the observed variables PC1–PC5 have mean values ranging from 3.952 to 4.184. Overall, the mean values are approximately 4 or higher, indicating that most respondents tend to agree that they have the ability to control and actively make decisions regarding the consumption of products with green packaging in the FMCG sector.

**Table 4: Mean Statistics of the Perceived behavioral control**

| PC observed variables | N   | Minimum | Maximum | Mean  | Sd. Deviation |
|-----------------------|-----|---------|---------|-------|---------------|
| PC1                   | 396 | 1       | 5       | 3.952 | 0.859         |
| PC2                   | 396 | 1       | 5       | 4.184 | 0.727         |
| PC3                   | 396 | 1       | 5       | 3.965 | 0.825         |
| PC4                   | 396 | 1       | 5       | 4.066 | 0.817         |
| PC5                   | 396 | 1       | 5       | 4.043 | 0.850         |

**Source: Extracted from SmartPLS software**

The variable "PC2: I believe that I have the ability to purchase products with green packaging in the future" recorded the highest mean value (4.184), reflecting a high level of consumer confidence in their ability to engage in green consumption behavior in the future. This provides a favorable foundation for the formation and maintenance of green packaging consumption intentions.

Next is PC4, with a mean value of 4.066. This result indicates that consumers tend to agree that they can proactively choose environmentally friendly products when making consumption decisions.

In contrast, "PC3: I have the resources, time, and willingness to purchase green products" and "PC1: I am confident that I can purchase green products instead of other products whenever I want" recorded mean values of 3.965 and 3.952, respectively. These results suggest that although consumers believe they have the ability to choose products with green packaging, maintaining consistent initiative and flexibility in such choices at all times may still be influenced by several factors, such as personal resources, time constraints, consumption habits, and product availability in the market.

Overall, the findings indicate that consumers' perceived behavioral control regarding the purchase of green packaging products is at a relatively good level, with confidence in their ability to perform the behavior being slightly stronger than their perception of absolute convenience when choosing green packaging products.

## 5. DISCUSSION OF RESEARCH RESULTS

The empirical results of this study provide significant insights into how the core components of the Theory of Planned Behavior (TPB) drive the green packaging consumption intentions of Generation Z and Millennials in Northern Vietnam. The analysis of 396 valid responses reveals a relatively high level of agreement across all TPB constructs, with mean values ranging from 3.869 to 4.230.

Attitude toward Green Packaging (AT): The findings indicate that young consumers hold a very positive Attitude toward green products (Mean: 4.101–4.210). Notably, the belief that "purchasing products with green packaging is a good idea" recorded the highest score in this group. This aligns with the findings of Ty et al. (2021), suggesting that a favorable evaluation of environmental benefits is a prerequisite for green intent. This positive attitude serves as a fundamental driver for the formation of green purchase intentions in the FMCG sector, consistent with the foundational TPB framework by Ajzen (1991).

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**Subjective Norms (SN):** In terms of Subjective Norms, the results suggest that social influences play a role, though slightly less dominant than personal attitude (Mean: 3.869–4.164). Interestingly, while the influence from family members was rated the lowest, information from media channels and environmental communication had a much stronger impact. This reflects a shift similar to the observations by Minh and Nam (2024), where young consumers in Vietnam tend to develop their consumption norms through independent media consumption rather than traditional social pressure from close circles.

**Perceived Behavioral Control (PC):** The Perceived Behavioral Control of respondents reached a relatively good level (Mean: 3.952–4.184). Young consumers express high confidence in their ability to perform green purchasing behaviors in the future. However, the data also reflects subtle barriers; while they feel capable, factors like resource availability and time constraints still present slight challenges. This supports the research of Balatsas-Lekkas et al. (2024), which emphasizes that even with high intent, actual behavior remains sensitive to the perceived ease or difficulty of accessing green products in the market.

**Green Purchase Intention (GI):** The synthesis of these TPB components results in a clearly established Green Purchase Intention (Mean: 4.023–4.230). The highest level of agreement was found in the intention to purchase green packaging due to its positive environmental contributions. This result reinforces the findings of Yadav and Pathak (2016) regarding young consumers in developing nations, where high environmental awareness successfully translates into a strong willingness to adopt green products. Overall, the positive perceptions across Attitude, Subjective Norms, and Perceived Behavioral Control provide a solid foundation for sustainable consumption among the younger generation in Northern Vietnam.

### Recommendations for Promoting Green Packaging and Enhancing Awareness

FMCG businesses should prioritize investing in research and development to innovate green packaging technologies, focusing on attributes such as biodegradability and health safety. Research results indicate that young consumers highly value the degradability of packaging (Mean = 4.146) and consider it a key factor in reducing environmental pollution. Therefore, replacing traditional plastic materials with eco-friendly alternatives not only meets customer expectations but also helps products maintain quality standards and preservation capabilities throughout the consumption process.

To bridge the "trust gap," brands must implement transparent communication strategies and provide authentic environmental certifications directly on product packaging. The study shows that green trust plays a vital mediating role, yet the level of trust in corporate environmental commitments currently records the lowest score among observed variables (Mean = 3.987). Clear green labeling and the provision of verifiable data will help Gen Z and Millennial consumers easily identify truly sustainable products, thereby strengthening trust and driving them to convert intentions into actual purchasing behavior.

Government regulatory bodies should play a guiding role by establishing a unified set of technical standards for "green packaging" and promoting community education campaigns on digital platforms. Since the younger generation tends to receive information from media channels and social networks more strongly than from family pressure (Media Mean = 4.164 vs. Family Mean = 3.869), awareness campaigns should be creatively designed for platforms such as Google, Facebook, or TikTok. These messages should emphasize the importance of changing individual habits to protect the environment, helping consumers better understand the negative impacts of packaging waste on oceans and the atmosphere.

Finally, raising awareness must go hand-in-hand with minimizing barriers related to convenience and cost to optimize consumers' perceived behavioral control. Although young people possess very high environmental awareness (Mean = 4.210), their willingness to sacrifice personal convenience remains limited (Mean = 4.068). Therefore, supportive government policies—such as tax incentives for green packaging—and business efforts to increase product availability will make eco-friendly shopping easier and less expensive, ultimately turning green awareness into a sustainable living standard for the future

## 6. CONCLUSION

This study identifies that the green packaged product purchase intention of Generation Z and Millennials in Northern Vietnam is strongly formed by positive attitudes and a high perception of behavioral control. While environmental protection attitudes serve as a primary driving force, subjective norms influenced by media have a greater impact than pressure from family or peers. Although young consumers are confident in their ability to perform green purchasing behaviors, they still face barriers regarding convenience and product accessibility in the market. Therefore, building green trust through corporate transparency and supportive policies from regulatory authorities is the key factor in transforming this positive awareness into actual sustainable consumption actions.

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