

Green Communication on Social Media, Green Trust, and Green Purchase Intention: Evidence from Vietnamese Consumers

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ABSTRACT: This study examines how green communication on social media influences green trust and green purchase intention among Vietnamese consumers. Based on 236 valid online survey responses, the data were analyzed using PLS-SEM with SmartPLS 4. The results confirm satisfactory reliability and validity of the measurement model. The structural model shows that green communication on social media positively affects both green trust and green purchase intention, while green trust also significantly enhances green purchase intention. These findings suggest that clear, credible, and informative green messages can strengthen consumer trust and encourage green purchasing decisions. The study contributes to green marketing literature by emphasizing social media as a strategic communication channel and green trust as a key mechanism in promoting green consumption.

KEYWORDS: Green communication; social media; green trust; green purchase intention; green marketing; Vietnam

1. INTRODUCTION

Green consumption has become an increasingly important issue in contemporary marketing and sustainable development. As consumers become more aware of climate change, plastic waste, resource depletion, and environmental degradation, firms are under increasing pressure to clearly and convincingly communicate their environmental responsibility. In this context, green communication has developed from a simple promotional activity into a strategic marketing tool through which firms convey environmental values, strengthen consumer trust, and encourage sustainable purchasing behavior. García-Salirrosas and Rondon-Eusebio (2022) show that green marketing practices are closely associated with consumer outcomes, including environmental awareness, green attitudes, green purchase intention, and responsible consumption. Therefore, effective green communication can help firms translate environmental responsibility into favorable consumer perceptions and behavioral intentions.

The rapid growth of social media has significantly transformed how firms communicate with consumers. Platforms such as Facebook, TikTok, Instagram, YouTube, and e-commerce-related social media pages allow firms to disseminate green product information, promote eco-friendly packaging, introduce sustainable production practices, and interact directly with consumers. Compared with traditional communication channels, social media provides greater interactivity, visibility, immediacy, and user participation. Wu and Long (2024) found that social media green marketing and receptivity to green communication significantly influence green consumption intention among social media users. This suggests that social media is not merely a promotional channel but also an interactive space where consumers evaluate, discuss, and respond to firms' environmental messages.

In emerging markets such as Vietnam, green consumption has received increasing attention from consumers, businesses, and policymakers. Vietnamese consumers are increasingly exposed to green messages on online platforms, including claims about organic products, recycled materials, eco-friendly packaging, clean production, energy-saving technologies, and sustainable lifestyles. However, consumers may become skeptical when firms communicate vague, exaggerated, or unsupported environmental claims. In the Vietnamese context, Thai and Alang (2025) show that greenwashing can influence green purchase intention through green skepticism, environmental concern, and environmental knowledge. This evidence indicates that the effectiveness of green communication depends not only on message exposure but also on whether consumers perceive green claims as reliable and trustworthy.

Green trust is therefore a key psychological mechanism linking green communication and green purchase intention. Green trust refers to consumers' willingness to rely on a brand, product, or firm based on its environmental performance, credibility, and reliability. When consumers believe that a firm's green claims are honest, transparent, and supported by real actions, they are more likely to develop confidence in the brand's environmental commitment. Chen and Chang (2013) argue that greenwashing weakens green trust by increasing green consumer confusion and green perceived risk. Thus, credible green communication can reduce perceived risk, lower skepticism, and encourage consumers to purchase green products.

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Although prior studies have examined green marketing, environmental concern, green perceived value, and sustainable consumption, further investigation is needed into the role of green communication on social media in shaping green trust and green purchase intention, particularly in Vietnam. Many existing studies focus on general green marketing activities or consumer environmental attitudes. At the same time, less attention has been paid to how green messages communicated through social media build consumer trust and stimulate purchase intention. Hu et al. (2024) indicate that social media marketing can strengthen green values, green brand image, brand involvement, and green product repurchase intention. However, the mechanism by which green communication on social media enhances green trust and purchase intention remains unclear, especially in emerging markets.

Against this background, this study examines the relationships among green communication on social media, green trust, and green purchase intention among Vietnamese consumers. Specifically, it investigates whether green communication on social media enhances consumers' green trust, whether green trust strengthens their intention to purchase green products, and whether green communication directly influences green purchase intention. The study addresses the following research question: How does green communication on social media influence green trust and green purchase intention among Vietnamese consumers?

This study is expected to make several contributions. First, it extends the green marketing literature by emphasizing social media as an important communication channel for promoting green consumption. Second, it highlights green trust as a critical mechanism through which green communication may influence green purchase intention. Third, it provides context-specific evidence from Vietnam, an emerging market where green consumption is developing alongside the rapid expansion of digital communication platforms. Finally, the findings offer practical implications for firms seeking to design more transparent, credible, and effective green communication strategies on social media.

The remainder of this paper is organized as follows. Section 2 reviews the relevant literature and develops the research hypotheses. Section 3 describes the methodology. Section 4 presents the empirical results. Section 5 discusses the findings and implications. Section 6 concludes the study, and Section 7 presents limitations and future research directions.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Green Communication on Social Media

Green communication on social media refers to firms' use of digital platforms to share environmental values, green product information, eco-friendly practices, and sustainability messages. Unlike traditional media, social media enables two-way interaction through likes, comments, shares, and real-time discussions (Ahmad et al., 2021; Hossain et al., 2026). Therefore, it can increase consumer awareness, engagement, and responses to green messages. Prior studies show that social media communication can shape consumer perceptions and behavior. In CSR research, message quality and credibility on social media improve brand image and customer engagement (Hossain et al., 2026). In green marketing, social media marketing, and receptivity to green communication, these factors significantly influence green consumption intention (Wu & Long, 2024). Green communication is important because consumers often face uncertainty when evaluating environmental claims. Clear and credible messages can strengthen green trust and purchase intention (García-Salirrosas & Rondon-Eusebio, 2022). However, vague or exaggerated claims may be perceived as greenwashing, which reduces green trust by increasing confusion and perceived risk (Chen & Chang, 2013). Thus, effective green communication should be transparent, evidence-based, and consistent with firms' actual environmental practices.

2.2. Green Trust

Green trust refers to consumers' willingness to rely on a brand, product, or firm based on its environmental performance, credibility, and reliability (Chen & Chang, 2012). In green marketing, trust is especially important because consumers cannot always verify claims about carbon reduction, recycled materials, sustainable sourcing, or clean production. Therefore, green trust helps reduce uncertainty, perceived risk, and skepticism toward environmental claims (Chen & Chang, 2013). Prior studies show that green trust is a key driver of green purchase intention. Chen and Chang (2012) found that green trust positively influences green purchase intention and mediates the effects of green perceived value and green perceived risk. Similarly, García-Salirrosas and Rondon-Eusebio (2022) emphasized that green marketing practices are closely related to green trust and consumer purchase behavior. These findings suggest that consumers are more likely to purchase green products when they believe that firms' environmental claims are reliable. In the social media context, green trust becomes more important because consumers are exposed to both firm-generated green messages and user-generated content. Wu and Long (2024) showed that green trust explains how green communication mechanisms influence green consumption intention. Guerreiro and Pacheco (2021) also found that green trust, consumer brand engagement, and green word-of-mouth mediate the relationship between greenwashing expectations and green purchasing intentions. Thus, green trust acts as a central psychological mechanism linking green communication with green purchase intention.

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2.3. Green Purchase Intention

Green purchase intention refers to consumers' willingness to buy environmentally friendly or sustainable products. It reflects the likelihood that consumers will choose green products over conventional alternatives and is widely used to predict green purchasing behavior (Chen & Chang, 2012). Prior studies show that green purchase intention is influenced by green perceived value, perceived risk, environmental concern, trust, social norms, and green communication. Green trust can increase purchase intention by reducing uncertainty and perceived risk (Chen & Chang, 2012). Similarly, Guerreiro and Pacheco (2021) found that green trust, brand engagement, and green word of mouth help explain consumers' green purchasing intentions. In Vietnam, social media also plays an important role in shaping green consumption. Phuong et al. (2024) showed that social media influences green food consumption intention in Hanoi. Therefore, this study treats green purchase intention as the key outcome variable and proposes that consumers exposed to effective green communication and stronger green trust are more likely to intend to purchase green products.

2.4. Green Communication on Social Media and Green Trust

Green communication on social media can enhance green trust by providing consumers with clear, relevant, and credible information about a firm's environmental practices. When firms use social media to explain how their products reduce environmental harm, use sustainable materials, minimize waste, or support environmental protection, consumers may perceive these firms as more responsible and trustworthy. In contrast, unclear or exaggerated messages may create confusion and skepticism. The logic of CSR communication supports this relationship. Hossain (2026) found that the quality of CSR communication and message credibility on social media positively affect brand image and customer engagement. Transferring this logic to green marketing, consumers are more likely to develop green trust when green communication is informative, transparent, and credible. Recent evidence also supports this argument. Wu and Long (2024) found that receptivity to green communication and social media marketing contribute to green consumption intention, with green trust serving as an important mechanism. Moreover, Chen and Chang (2013) showed that greenwashing damages green trust by increasing consumer confusion and perceived risk. Therefore, this study proposes the following hypothesis:

H1: Green communication on social media has a positive effect on green trust.

2.5. Green Trust and Green Purchase Intention

Green trust is expected to positively influence green purchase intention by reducing uncertainty and strengthening consumers' confidence in green products. When consumers believe that a firm's environmental claims are honest and reliable, they are more likely to value green products and intend to purchase them (Chen & Chang, 2012). Prior studies confirm that green trust is an important driver of green purchase intention. Chen and Chang (2012) found that green trust enhances green purchase intention and mediates the effects of green perceived value and green perceived risk. Similarly, Guerreiro and Pacheco (2021) showed that green trust helps explain green purchasing intentions, especially when consumers evaluate potential greenwashing. In social media environments, trust becomes even more important because consumers are exposed to both firm-generated green messages and peer-generated comments (Wu & Long, 2024). Therefore, consumers who trust firms' environmental information are more likely to consider and purchase green products.

H2: Green trust positively affects green purchase intention.

2.6. Green Communication on Social Media and Green Purchase Intention

Green communication on social media may directly influence green purchase intention by increasing consumer awareness, perceived value, and understanding of green products. Through social media, firms can communicate product benefits, environmental responsibility, usage information, and sustainability values in interactive and accessible ways (Ahmad et al., 2021). Prior studies confirm this relationship. Wu and Long (2024) found that social media marketing and receptivity to green communication significantly affect green consumption intention. In Vietnam, Phuong et al. (2024) showed that social media plays an important role in shaping green food consumption intention. Social media also allows consumers to observe comments, reviews, and shared experiences, making green communication more persuasive than one-way advertising. Therefore, effective green communication on social media can directly encourage consumers to consider and purchase green products.

H3: Green communication on social media positively affects green purchase intention.

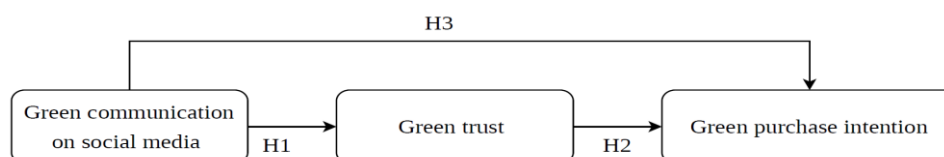


Figure 1. Proposed research model

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3. METHODOLOGY

This study examines the effects of green communication on social media on green trust and green purchase intention among Vietnamese consumers. Specifically, it investigates whether green communication enhances consumers' trust in green products and whether this trust increases their intention to purchase them. The study also examines the direct effect of green communication on green purchase intention.

A quantitative research design was adopted to test the hypothesized relationships among the proposed constructs. The target respondents were Vietnamese consumers who use social media and have been exposed to green product information, green advertising, or environmental messages on platforms such as Facebook, TikTok, Instagram, YouTube, and e-commerce-related social media pages. Because the exact population was difficult to identify, convenience sampling was applied.

Data were collected using a structured online questionnaire via Google Forms. The questionnaire included two sections. The first section collected demographic information, including gender, age, education level, and frequency of social media use. The second section measured three constructs: green communication on social media, green trust, and green purchase intention. All items were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Green communication on social media was measured using four items reflecting the clarity, relevance, credibility, informativeness, and persuasiveness of firms' green messages. The scale was adapted from studies on social media green communication, green marketing, and CSR communication, which emphasize the role of communication quality and message credibility in shaping consumer responses (Wu & Long, 2024; Hossain et al., 2026). Green trust was measured using four items adapted from Chen and Chang (2012, 2013) that reflect consumers' confidence in firms' environmental reliability, honesty, and commitment. Green purchase intention was measured using four items adapted from Chen and Chang (2012) and Guerreiro and Pacheco (2021) that capture consumers' willingness to consider, choose, and purchase green products.

A total of 300 survey links were distributed through social media groups, personal networks, university communities, and online consumer groups. After removing incomplete and inconsistent responses, 236 valid responses were retained for analysis. This sample size was considered appropriate for PLS-SEM because it exceeded the minimum requirement for a simple structural model with three latent constructs and three hypothesized paths (Hair et al., 2022).

Data were analyzed using SmartPLS 4. First, descriptive statistics were used to summarize respondents' demographic characteristics. Second, the reflective measurement model was assessed using outer loadings, Cronbach's alpha, composite reliability, average variance extracted, and the heterotrait-monotrait ratio. Third, the structural model was evaluated using collinearity statistics, coefficient of determination, effect size, predictive relevance, and bootstrapping with 5,000 subsamples to test the proposed hypotheses.

4. RESULTS

4.1. Demographic Characteristics of Respondents

The respondents of this study were Vietnamese consumers who frequently use social media and have been exposed to green product information or environmental messages online. Table 1 presents the demographic characteristics of the respondents.

Table 1. Demographic Information of Respondents

Demographic information	Category	Frequency	Percentage (%)
Gender	Male	101	42.8
	Female	135	57.2
Age	Under 25 years	92	39.0
	25–35 years	88	37.3
	Above 35 years	56	23.7
Education	High school/College	48	20.3
	Bachelor's degree	142	60.2
	Postgraduate degree	46	19.5
Frequency of social media use	Daily	198	83.9
	Several times per week	38	16.1
Total		236	100.0

The results show that female respondents accounted for 57.2% and male respondents for 42.8%. Most respondents were under 35, indicating that the sample consisted mainly of young, digitally active consumers. In terms of education, 60.2% of respondents had

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a bachelor's degree, while 19.5% had postgraduate education. In addition, 83.9% of respondents reported daily social media use, confirming that the sample was suitable for studying green communication on social media.

4.2. Measurement Model Assessment

The measurement model was assessed using SmartPLS 4 to examine indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Since all constructs in this study were measured reflectively, the evaluation focused on outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE).

As shown in Table 2, all constructs achieved Cronbach's alpha values above the recommended threshold of 0.70. Specifically, Cronbach's alpha values ranged from 0.862 to 0.884, indicating satisfactory internal consistency. In addition, the composite reliability values were also higher than 0.70, confirming that the measurement scales were reliable. The AVE values were above 0.50, suggesting adequate convergent validity. Therefore, the measurement model was considered acceptable for further structural model assessment.

Table 2. Reliability and Convergent Validity

Construct	Number of items	Outer loading range	Cronbach's alpha	Composite reliability	AVE
Green Communication on Social Media	4	0.781–0.864	0.862	0.906	0.706
Green Trust	4	0.806–0.881	0.884	0.920	0.742
Green Purchase Intention	4	0.792–0.872	0.876	0.915	0.729

4.3. Discriminant Validity

Discriminant validity was assessed using the HTMT criterion. As presented in Table 3, all HTMT values were below the conservative threshold of 0.85, indicating that the constructs were empirically distinct from one another (Henseler et al., 2015).

Table 3. HTMT Results

Constructs	GCSM	GT	GPI
Green Communication on Social Media (GCSM)			
Green Trust (GT)	0.681		
Green Purchase Intention (GPI)	0.642	0.724	

The HTMT value between green communication on social media and green trust was 0.681, while the value between green trust and green purchase intention was 0.724. In addition, the HTMT value between green communication on social media and green purchase intention was 0.642. Since all values were lower than 0.85, discriminant validity was established.

4.4. Structural Model Assessment

After confirming the measurement model's reliability and validity, the structural model was assessed using SmartPLS 4. The analysis included collinearity assessment, coefficient of determination, effect size, predictive relevance, and bootstrapping results.

4.4.1. Collinearity Assessment

Before testing the hypotheses, collinearity among predictor constructs was examined using VIF values. As shown in Table 4, all VIF values were below 3.0, indicating that multicollinearity was not a serious concern in the structural model. The VIF values ranged from 1.000 to 1.510, suggesting that the structural path estimates were not biased by multicollinearity.

Table 4. Collinearity Assessment

Relationship	VIF
Green Communication on Social Media → Green Trust	1.000
Green Communication on Social Media → Green Purchase Intention	1.510
Green Trust → Green Purchase Intention	1.510

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4.4.2. Coefficient of Determination and Predictive Relevance

The explanatory power of the model was assessed using R^2 values. As shown in Table 5, green communication on social media explained 33.7% of the variance in green trust. In addition, green communication on social media and green trust jointly explained 46.1% of the variance in green purchase intention. Moreover, the Q^2 values for both endogenous constructs were greater than zero, confirming the predictive relevance of the model.

Table 5. R^2 and Q^2 Results

Endogenous construct	R^2	Adjusted R^2	Q^2
Green Trust	0.337	0.334	0.231
Green Purchase Intention	0.461	0.456	0.318

4.4.3. Effect Size

The effect size was assessed using f^2 values. The results show that green communication on social media had a large effect on green trust. Green trust had a medium effect on green purchase intention, while the direct effect of green communication on social media on green purchase intention was small. This suggests that green trust plays an important role in explaining how green communication influences green purchase intention.

Table 6. Effect Size Results

Relationship	f^2	Effect size
Green Communication on Social Media $\rightarrow$ Green Trust	0.508	Large
Green Trust $\rightarrow$ Green Purchase Intention	0.304	Medium
Green Communication on Social Media $\rightarrow$ Green Purchase Intention	0.106	Small

4.5. Hypothesis Testing

The proposed hypotheses were tested using the bootstrapping procedure in SmartPLS 4 with 5,000 subsamples. The results are presented in Table 7.

Table 7. Bootstrapping Results

Hypothesis	Relationship	β	t-value	p-value	Result
H1	Green Communication on Social Media $\rightarrow$ Green Trust	0.581	10.930	$p < 0.001$	Supported
H2	Green Trust $\rightarrow$ Green Purchase Intention	0.464	7.842	$p < 0.001$	Supported
H3	Green Communication on Social Media $\rightarrow$ Green Purchase Intention	0.274	4.618	$p < 0.001$	Supported

The results show that green communication on social media has a positive and significant effect on green trust ($\beta = 0.581$, $t = 10.930$, $p < 0.001$). Therefore, H1 is supported. Green trust also has a positive and significant effect on green purchase intention ($\beta = 0.464$, $t = 7.842$, $p < 0.001$). Thus, H2 is supported. In addition, green communication on social media has a positive and significant direct effect on green purchase intention ($\beta = 0.274$, $t = 4.618$, $p < 0.001$). Therefore, H3 is supported.

5. DISCUSSION AND IMPLICATIONS

The main objective of this study was to examine the relationships among green communication on social media, green trust, and green purchase intention among Vietnamese consumers. Drawing on the logic of prior research on CSR communication, which suggests that communication quality and message credibility on social media can significantly shape brand image and customer

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engagement, this study adapted the communication-based framework to the green consumption context (Hossain, 2026). The findings provide support for all three proposed hypotheses and confirm that green communication on social media plays an important role in building consumer trust and encouraging green purchase intention.

First, the results show that green communication on social media has a positive and significant effect on green trust. This finding suggests that when firms communicate green messages clearly, credibly, and informatively through social media, consumers are more likely to trust their environmental claims. In green marketing, trust is especially important because consumers often cannot verify a product's environmental friendliness. Therefore, transparent and evidence-based communication can reduce uncertainty and strengthen consumer confidence. This result is consistent with Chen and Chang (2013), who argued that unclear or misleading green claims may reduce green trust by increasing consumer confusion and perceived risk. Similarly, Wu and Long (2024) emphasized that green communication through social media can influence consumers' green consumption intention through trust-related mechanisms.

Second, the findings indicate that green trust has a positive and significant effect on green purchase intention. This means that consumers who believe in a firm's environmental claims are more likely to intend to purchase green products. Trust helps reduce skepticism and perceived risk, especially in markets where concerns about greenwashing are increasing. This result is consistent with Chen and Chang (2012), who found that green trust is an important predictor of green purchase intention. It also supports Guerreiro and Pacheco (2021), who suggested that green trust can strengthen consumers' willingness to support green brands and products through consumer engagement and green word-of-mouth mechanisms.

Third, the study finds that green communication on social media directly affects green purchase intention. This result indicates that social media communication can not only build trust but also directly stimulate consumers' intention to purchase green products. Through social media platforms, firms can increase consumer awareness of green products, explain environmental benefits, and encourage sustainable consumption behavior. Wu and Long (2024) confirmed that social media marketing and receptivity to green communication significantly influence green consumption intention. In the Vietnamese context, Phuong et al. (2024) also showed that social media plays an important role in shaping green food consumption intention, suggesting that digital platforms can affect consumers' green purchase-related decisions.

5.1. Theoretical Implications

This study provides several theoretical contributions to the green marketing and digital communication literature. First, it extends the communication-based logic of CSR research into the field of green consumption. While prior research has examined CSR communication quality and message credibility in relation to brand image and customer engagement, the present study applies a similar logic to green communication and green purchase intention. This demonstrates that the effectiveness of digital communication is not limited to general CSR outcomes but can also explain green consumer behavior. Second, this study highlights green trust as a key psychological mechanism in the green communication process. Previous research has emphasized the importance of trust in green marketing, but this study places green trust within a social media communication framework. By doing so, it explains how green messages communicated online can shape consumer trust and purchase intention. Third, the study provides context-specific evidence from Vietnam, an emerging market where green consumption and digital communication are rapidly developing. Prior green marketing studies have often focused on developed markets or general consumer attitudes. This study adds evidence from a developing economy, where green communication may play a particularly important role in educating consumers and reducing skepticism toward green claims.

5.2. Practical Implications

The findings also provide several practical implications for businesses, marketers, and policymakers. First, firms should improve the quality of green communication on social media. Green messages should be clear, easy to understand, relevant to consumers, and supported by specific evidence. Instead of vague claims like "eco-friendly" or "green product," firms should explain how their products reduce environmental harm, such as using recycled materials, reducing plastic packaging, conserving energy, or supporting sustainable sourcing. Second, firms should strengthen the credibility of their green messages. Consumers may become skeptical when environmental claims are exaggerated or unsupported. Therefore, businesses should provide transparent information, certifications, product labels, third-party verification, and real examples of environmental practices. This can help reduce perceptions of greenwashing and strengthen green trust. Third, social media managers should design green content that encourages interaction. Posts, videos, short stories, infographics, customer testimonials, and behind-the-scenes content can help consumers better understand green practices. Interactive communication can also allow firms to respond to consumer questions and clarify environmental claims in real time. Fourth, policymakers and consumer protection agencies should develop guidelines for green claims on digital platforms. Since misleading environmental claims may reduce consumer trust in green products, clearer regulations on green advertising and green labeling can help protect consumers and promote responsible business practices. Finally, firms in

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Vietnam should view green communication as a long-term branding strategy rather than a short-term promotional tool. Building green trust requires consistency between what firms communicate and what they actually do.

6. CONCLUSION

This study examined the effects of green communication on social media on green trust and green purchase intention among Vietnamese consumers. Based on a three-variable model, the study proposed that green communication on social media positively influences green trust and green purchase intention, and that green trust positively influences green purchase intention. The findings support all three hypotheses. Green communication on social media was found to have a significant positive effect on green trust, indicating that clear, credible, and informative green messages can strengthen consumers' confidence in firms' environmental claims. Green trust also had a significant positive effect on green purchase intention, indicating that consumers are more willing to purchase green products when they trust firms' environmental commitments. In addition, green communication on social media directly influenced green purchase intention, suggesting that social media is an effective channel for promoting green consumer behavior.

The study contributes to the literature by extending the role of digital communication into the context of green consumption. It shows that social media can be used not only to promote products but also to build trust and encourage sustainable purchasing behavior. In practical terms, the study suggests that firms should communicate green messages transparently, credibly, and consistently to reduce skepticism and enhance consumer intention to purchase green products. In conclusion, effective green communication on social media is an important driver of green trust and green purchase intention. In an emerging market such as Vietnam, where green consumption is developing alongside the rapid expansion of digital platforms, firms that clearly and honestly communicate their environmental commitments are more likely to gain consumer trust and encourage sustainable consumption.

7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

First, the study used a cross-sectional research design. Therefore, the findings reflect consumer perceptions at one point in time and cannot fully explain changes in green trust and green purchase intention over time. Future studies could use longitudinal designs to examine how repeated exposure to green communication affects consumer trust and purchase behavior.

Second, the study focused on Vietnamese consumers who use social media. Although this context is relevant, the findings may not be fully generalizable to other countries or cultural settings. Future research could conduct comparative studies between Vietnam and other emerging economies to identify similarities and differences in consumer responses to green communication.

Third, the study used only three variables: green communication on social media, green trust, and green purchase intention. While this simple model is useful for examining the core mechanism, future studies could expand it by adding variables such as environmental concern, perceived green value, green skepticism, green brand image, electronic word-of-mouth, or perceived greenwashing.

Fourth, the study measured purchase intention rather than actual purchase behavior. Although intention is an important predictor of behavior, consumers may not always translate intention into actual purchasing decisions. Future research should examine actual green purchase behavior or combine survey data with behavioral data from online shopping platforms. Finally, future studies may examine specific product categories, such as organic food, eco-friendly cosmetics, sustainable fashion, green household products, or electric vehicles. Different product categories may generate different levels of trust, perceived risk, and purchase intention.

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