TÁC ĐỘNG CỦA TRÁCH NHIỆM XÃ HỘI CỦA DOANH NGHIỆP VỀ MÔI TRƯỜNG ĐỐI VỚI TIÊU DÙNG XANH VÀ HÀNH VI TẨY CHAY: PHÂN TÍCH THỰC NGHIỆM VIỆT NAM

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Tóm tắt

Trong những năm gần đây, khi các vấn đề môi trường bắt đầu được nhận thức rộng rãi, trách nhiệm xã hội doanh nghiệp về môi trường (ECSR) cũng theo đó được chú ý hơn tại Việt Nam. Người tiêu dùng ngày càng nhận thức rõ ràng hơn về cách mà những quyết định mua hàng của họ ảnh hưởng đến môi trường. Mục tiêu chính của nghiên cứu này là đánh giá mối quan hệ giữa ECSR và hành vi tiêu dùng xanh cũng như hành vi tẩy chay của người tiêu dùng Việt Nam, từ đó hiểu rõ hơn về chủ nghĩa tiêu dùng có đạo đức tại Việt Nam. Các bảng hỏi trực tuyến đã được gửi cho một mẫu lớn người tiêu dùng từ 18 đến 56 tuổi ở nhiều thành phố và tỉnh khác nhau ở Việt Nam, và sau khi sàng lọc, nhóm nghiên cứu đã thu thập được 195 phản hồi hợp lệ. Nghiên cứu này sử dụng phương pháp Cronbach's Alpha để đánh giá độ tin cậy, phân tích nhân tố khám phá (EFA) và phân tích nhân tố khẳng định (CFA) để đánh giá mô hình đo lường, và mô hình phương trình cấu trúc tuyến tính (SEM) để kiểm tra các giả thuyết trong mô hình cuối cùng. Theo kết quả nghiên cứu, quyết định mua sắm xanh của người tiêu dùng Việt Nam bị ảnh hưởng mạnh

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mẽ bởi ECSR và nhận thức về hiện tượng tẩy xanh. Tuy nhiên, nhận thức về hiện tượng tẩy xanh của người tiêu dùng không phải lúc nào cũng được cải thiện bởi ECSR.

Keywords: Trách nhiệm xã hội của doanh nghiệp về môi trường, tẩy xanh, tiêu dùng xanh, hành vi tẩy chay.

THE IMPACT OF ENVIRONMENTAL CSR ON GREEN CONSUMPTION AND BOYCOTT BEHAVIORS: EMPIRICAL ANALYSIS OF VIETNAM

Abstract

In recent years, as environmental challenges become more widely recognized, environmental corporate social responsibility (ECSR) has been acquiring greater attention in Vietnam. In the context of consumerism, consumers are getting more aware of how their purchases can affect the environment. The primary objective of this study is to investigate the relationship between ECSR and Vietnamese consumers' green consumption and boycotting practices, so as to gain a better understanding of ethical consumerism in Vietnam. Online questionnaires were distributed to a large sample of Vietnamese consumers, aged from 18 to 56, across different cities and provinces, and after screening, 195 valid responses were collected. This study uses Cronbach's Alpha method to assess reliability, while Exploratory and Confirmatory Factor Analyses (EFA and CFA) are employed to assess the measurement model, and structural equation modeling (SEM) helps test hypotheses within the final model. According to the results, Vietnamese consumers' green purchasing decision is strongly influenced by ECSR and their greenwashing perception. However, Vietnamese consumers' greenwashing perception are not always improved by ECSR.

Keywords: Environmental corporate social responsibility (ECSR), greenwashing, green consumption, boycotting.

I. Introduction

1.1. Background and Rationale

Environmental degradation caused by the high rates of economic growth has raised challenges that many governments and businesses have had to deal with in the recent past (Rondoni & Grasso, 2021). As corporate social responsibility (CSR) gains more attention across the globe, there have been growing demands from companies on how to go about implementing sustainable solutions to examine a range of pressing environmental, social, and economic challenges. Due to the changes where more customers want eco-friendly products and ethical business (De Grosbois, 2016), there is a growing trend among enterprises to add CSR activities, which address environmental concerns and human rights protection. Businesses have started to acknowledge the significance of environmental protection as a component of CSR in response to global environmental concerns and rising societal expectations for CSR (Luo & Qu, 2023). Discussion in business studies around the world now centered on developing a reputable business image, green innovation, and corporate social performance. Environmental CSR, can help organizations achieving these goals, as it contributes to a positive image and community acceptance (Fosu et al, 2024).

Previous research has indicated that CSR tends to influence a buyer's propensity to buy, particularly when paired with perceived quality (Gatti et al., 2012). Well-executed CSR practices

improve how consumers view the organization's offerings (Tian et al., 2011), while organizations that are considered to be socially responsible and treat their clients ethically are often rewarded with a positive attitude from the customers, and overall reputation (Grégoire & Fisher, 2008). In addition, Mohr et al. (2001) found that the quantity and kind of CSR data that the businesses gave can influence consumers' evaluations of the products and their intentions to purchase them. Specifically, taking part in environmental CSR projects can improve stakeholders' perceptions of the brand image and increase their intention to buy the products (Sony et al., 2015). Companies' environmental commitment can enhance the perception of consumers about their product quality (Currás-Pérez et al., 2018). In the study among Generation Z in Poland, Sawicka & Marcinkowska (2023) found that young people are aware of the importance of caring for the environment and consider pro-environmental initiatives taken by businesses as part of CSR when making purchasing decisions. Similarly, consumers are more likely to participate in pro-environmental consumption behaviors and have a favorable view about it when a company engages in various environmental CSR initiatives (Han et al., 2020).

However, consumers may not view all CSR activities as equally favorable (Green & Peloza, 2011). Research indicates that efforts aimed at improving the environment are not always appealing to customers. Some customers may view these efforts as insincere or as nothing more than "greenwashing," which may lead to cynicism and even boycotts (Foroughi et al., 2020). In some cases, consumers have been shown they shun the purchase of that company's goods where they have moral issues with the firm's ethical history (Lavorata, 2014). This inconsistency demonstrates the significance of conducting further studies on the connections between environmental CSR, boycotts, and green purchasing practices.

Although CSR literature is comparatively sophisticated in the West, it has, more often than not, glossed over the peculiarities of, and hence relied too much on Western explanatory models, which do not fully explain developing countries (Örtenblad, 2016). In order to address the complexity and fluidity of CSR in Asia, studies have urged for contextualized assessments (Minh et al., 2021; Khan et al., 2020).

Over the past two decades, the volume of published research on corporate social responsibility (CSR) in Vietnam has seen tremendous growth, demonstrating the rising importance of this area in scholarly and practical discussions. However, despite such prominence, the specific dimension - environmental CSR, is still poorly understood. Vietnam offers a unique setting for investigating CSR's function in tackling major issues (Ferraro et al., 2015) and its capacity to promote environmentally friendly consumption while also reducing unfavorable practices like boycotts. With Vietnam as a case study, this study aims to advance knowledge of environmental CSR's intellectual framework and effects in developing nations in light of the observations above.

1.2. Conceptual framework

Sustainable lifestyles and the adoption of eco-friendly products and services have grown in popularity among consumers. According to Gonçalves et al. (2016), different consumer values together lead to green buying. The company's offers must provoke favorable emotions in the consumers (referred to as emotional values), namely helping to protect the environment, or it must create a unique conditions that highlight the benefits to the environment, thereby

encouraging purchasing (condition values), or demonstrate a connection social consequences or a consistent image with the consumer reference group (stated as social values). A lasting competitive advantage of the company results from the proper balance between Environmental CSR concerns and business reputation and profitability (Khojastehpour, M., & Johns, R., 2014). Prior research has examined the antecedents of Green Purchase Behaviors and the influence of ECSR. In our research, we will provide a detailed assessment into the impact of ECSR on Consumers' Behaviors, which are green consumption and boycotting, through the mediation of greenwashing perception and green purchase intentions.

Despite investing more in CSR practices, firms may not achieve their desired outcomes, especially when it comes to businesses with a poor reputation (Yoon, Gürhan-Canli, & Schwarz, 2006). Study by Zeng et al., (2020) in retailer sector suggests that according to consumers, boycotts are a significant way for them to voice their displeasure with the economic and/or social aspects of the businesses. Social media's emergence has greatly facilitated the public's ability to organize boycotts and actively spread serious threats against companies engaging in unethical practices.

However, in the context of Vietnam, results in the study conducted by Nguyen et al. (2018) suggests that when consumers believe that environmental issue is crucial, they frequently planned boycott campaigns for the environmentally unfriendly firms. They feel that by avoiding boycotted goods, they are fulfilling their moral obligations. In the food industry in Vietnam, when it comes to their intents to make green purchases, consumers with greater information (high-knowledge) would be more adversely affected by greenwashing than those with less information (low-knowledge) (Nguyen et al., 2019). In other words, because consumers are more concious of and familiar with green goods, they are more critical to the environmentally friendly operations of food companies. Therefore, they are more skeptical about the companies' motives, which results in poor products judgements and lower intentions to buy from greenwashing firms. Vietnamese people are generally very concerned about safeguarding the environment. Le T.D & Kieu T.A (2019) investigated the ethically minded behaviors among Vietnamese consumers. Vietnamese people are collectivists, hence, are inclined to act and think in ways that benefit other people and future generations. As a result, they are more likely to make green purchases. Generally, their findings suggest that in the context of Vietnam, while subjective norms will be resulting in boycotting behaviors (or perhaps boycotting campaigns), personal attitudes will lead to green purchase behaviors). Yet we realize that the influence of environmental CSR on boycotting and green purchase behaviors through the mediation of greenwashing and green purchase intentions has not been examined. Therefore, we believe that further analysis should be made, as understanding these relationships are strategically important to the success of firms that operates in Vietnam.

The primary aim of this study is to examine how environmental corporate social responsibility (ECSR) affects green consumption behaviors and consumers' boycotting, mediated by greenwashing perception and green purchase intention. Understanding the relationship among relevant variables in this study may offer firms proper insights for better understanding of Vietnamese ethical consumerism and hence more sensible green branding and marketing strategies.

This study consists of 5 chapters. Chapter 1 outlines the background, rationale and theoretical context of the study. Chapter 2 covers key theories and hypothesis development, while chapter 3 explains data collection and analysis. Chapter 4 and chapter 5 present data analysis, result discussions, along with its implications.

2. Literature Review

2.1. Theories

2.1.1. Theoretical foundation of Environmental CSR and Greenwashing Perception

To explain the relationship between Environmental CSR and Greenwashing Perception, this study employs Legitimacy theory, which states that a company's performance is considered legitimate when its actions are deemed fair and deserving of support, that is, when they are embraced by the society (Eugénio et al., 2013). As part of the legitimation process, organizations may attempt to change social attitudes, expectations, or values in a variety of ways in order to maintain their legitimacy (Dowling and Pfeffer, 1975; Lindblom, 1994). Such attempts must be accompanied by disclosures, otherwise the target audience will not be aware of what the business is doing or attempting to gain and legitimacy issues will arise (O'Donovan, 2002).

The public will have specific expectations regarding a company's social and environmental initiatives if it is considered as a good corporate citizen, behaves in a responsible manner and takes initiatives to tackle social and environmental issues. Annual reports have long been major public documents that firms use to voluntarily disclose their social and environmental practices (Frost and Wilmshurst, 1998; Deegan et al., 2000; Gibson and O'Donovan, 2000).

2.1.2. Theoretical foundation of Greenwashing Perception and Consumer Boycotting

The Theory of Reasoned Action (TRA) is widely applied to understand the relationship between attitudes, intentions, and behaviors. According to TRA, a specific behavior is determined by the individual's intention to perform it, which is shaped by two main factors: behavior-specific attitudes (personal evaluations or appraisals) and subjective norms (perceived social pressure from significant others to engage in the behavior). When these attitudes and norms are favorable, they create stronger intentions, increasing the likelihood of the behavior occurring.

When consumers are misled by false or exaggerated environmental claims, they are more likely to form unfavorable attitudes toward the brand or company. This shift in attitude, according to TRA, directly influences their behavioral intentions, including the intention to boycott, especially when consumers feel their values have been violated (Sun & Shi, 2022). As a result, consumers are likely to form negative attitudes toward the greenwashing company, increasing their intention to boycott its products or services. This is particularly true when consumers believe that boycotting is an effective way to hold companies accountable for their misleading practices (Ajzen, 1991).

Moreover, the subjective norm component of TRA emphasizes the role of social pressures in influencing consumer behavior. If the consumer is influenced by social groups or networks that value transparency and environmental responsibility, the likelihood of engaging in a boycott increases. Consumers may feel a social obligation to support sustainable practices and punish

companies that deceive the public by falsely claiming sustainability (Rausch & Kopplin, 2021). Therefore, greenwashing perceptions, by undermining both trust and ethical considerations, significantly heighten the probability of consumer boycotting, as individuals seek to align their actions with both personal values and societal norms.

2.1.3. Theoretical foundation of Greenwashing Perception and Green Purchase Intention

The Theory of Perceived Risk (TPR) refers to that perceived risk has an impact on all forms of consumer purchasing behavior (Mitchell, 1992), mainly in relation to the process of researching and selecting goods and services prior to making a purchase (Dowling, 1986). Li & Huang (2009) mentions social risk as the perceptions of significant others towards the products or services. Thus the TPR may be a helpful tool in forming the hypothesis regarding the relation between the greenwashing perception and green purchase intentions.

2.1.4. Theoretical foundation of Environmental CSR and Green Purchase Intention

Stakeholder Theory provides an account of corporate environmental CSR activities aimed at influencing Green Purchase Intentions (GPIs). The mechanism of this theory suggests that the stakeholder interest should be put in the driver's seat in decision-making (Gilber & Rasche, 2008). Firms in this regard should be looking to create value for all stakeholders, but are considered someone in a particular emphasis in environmental CSR ethos, under this firms would act to satisfy the wants of the eco-efforts.

Under influences from consumers, partners, suppliers, and regulators, Stakeholder Theory recognizes that businesses are pressured to evolve toward sustainability (Akhtar et al., 2018; Sarkis et al., 2011). Environmental CSR allows companies to respond to these pressures and also maintain a competitive advantage.

According to Stakeholder Theory, Green Consumerism is supported by shared trust when the CSR initiatives of a company are aligned with consumer expectations. It is a kind of balance between social, economic, and commercial aspirations by engaging the stakeholders.

2.1.5. Theoretical foundation of Green Purchase Intention and Green Purchase Behaviors

In order to investigate the relationship between green buying intention and actual action, our study makes use of the Theory of Planned action (TPB) (Ajzen, 1991). According to TPB, a person's intention to behave and their sense of control over that conduct are what motivate them. Behaviors are more likely to occur when intentions are strong and control is evaluated favorably.

According to Paul et al. (2016), purpose in the context of green consumption refers to consumers' deliberate choice to choose ecologically friendly items over conventional ones. Subjective standards like social or societal pressure, perceptions of control (such availability and pricing), and attitudes toward green products are some of the elements that influence this desire (Joshi & Rahman, 2015). However, the shift from intention to action may be hampered by outside factors such as exorbitant prices, uneven product quality, and restricted accessibility (Carrington et al., 2010).

2.2. Hypothesis

2.2.1. Environmental CSR and Greenwashing Perception

Besides false communication, the selective presentation of favorable information about a company's CSR while keeping any negative information hidden is another example of greenwashing (Mahoney et al., 2013). Hence, research by Mu & Lee (2023) indicates that the two primary tenets of greenwashing in environmental CSR are discrepancy between environmental CSR conduct and claims, and the disclosure of positive information while retaining negative one. They also propose that because of its benefits, businesses are using E-CSR as a tactic to improve reputation. Although many firms desire to enhance its reputation through environmental CSR initiatives, constraints such as limited resources and stakeholder pressure often cause them to spread contradictory green information or participate in the mismatch between their words and deeds (Mu & Lee, 2023). Similarly, greenwashing is a strategy used to gain legitimation that firms engage in when they willingly publish CSR reports to convey an impression of authentic social and environmental ideals - which may or may not be validated (Mahoney et al, 2013).

However, according to Clarkson et al, (2008), businesses that perform well in terms of environmental practices are motivated to provide more environmental information to stakeholders. Their direct disclosures are hard to replicate by poor environmental performers. Hence, we propose:

H1: Environmental CSR negatively influences Greenwashing Perceptions.

2.3.2. Greenwashing Perception and Consumer Boycotting

Several studies have explored consumer reactions to greenwashing, highlighting the negative consequences for organizations found to be engaging in such deceptive practices. Nyilasy et al., (2014) suggested that greenwashing may lead to shifts in consumer perceptions of a brand, potentially causing them to distance themselves from it. Similarly, Parguel et al., (2011) observed a decrease in consumers' purchase intentions when they perceive greenwashing, while Hamann & Kapelus (2004) pointed out the erosion of consumer loyalty in response to such practices. Furthermore, greenwashing can result in a loss of credibility not only for the specific company involved but also for the broader green market, as consumers begin to generalize their skepticism toward environmental claims (Parguel et al., 2011; Chen & Chang, 2013; Guyader, Ottosson & Witell, 2017).

While individual consumer reactions to greenwashing can be impactful, more organized and active forms of protest - such as boycotting - tend to have an even stronger influence. Boycotting is seen as a form of anti-consumption behavior, where buyers deliberately reduce or cease their purchases from a company in response to perceived unethical practices, such as greenwashing (Klein, et al., 2004; Soule, 2009).

Thus we propose: H2: Greenwashing Perception positively influences on Consumer Boycotting.

2.3.3. Greenwashing Perception and Green Purchase Intention

Considering the effect of perceived greenwashing, different authors have noted in their papers that consumers are less inclined to buy products from a firm in case they realize that the firm is greenwashing (Zhang et al., 2018; Nyilasy et al., 2013; Atkinson & Rosenthal, 2014). According to Zhang et al. (2018), consumers' greenwashing perceptions have an adverse influence on both direct and indirect green purchasing intentions through green word-of-mouth. Meanwhile, Nyilasy et al. (2013) stated that consumers when consumers witness businesses engaging in "greenwashing", it is possible that they begin to have negative thoughts about the firms' motives, which in turn ''upset'' the normal additive process of attitude formation by which positive stimuli progressively builds green credentials and shifts attitudes and purchase intentions in a positive direction.

Furthermore, consumers perceive risk in a company's environmental performance when they fail to believe its green claims (Gillespie, 2008), thus higher greenwashing perception will lead to bigger perceived risk (Szabo & Webster, 2020). When consumers become more conscious of the unpredictability or unfavorable outcomes of a purchase, they perceive potential risks, (Mwencha et al., 2014), causing lower purchase probability (Wood & Scheer, 1996).

Thus we propose: H3: Greenwashing Perception negatively influences Green Purchase Intention.

2.3.4. Environmental CSR and Green Purchase Intention

There is empirical evidence that a positive relationship exists between CSR practices and consumer purchase intention. According to Bianchi et al. (2019), Amatulli et al. (2018), and Walker & Kent (2009), CSR initiatives improve customer perceptions and purchase intention. Environmental CSR, such as green manufacturing and sustainability advocacy, increases environmentally friendly behavior in communities (Afsar et al., 2020).

Green CSR creates a perception in the market and increases customer joy to indulge in buying green products. Studies suggest that green CSR indeed enhances green buying behaviors (Han et al., 2019). Research such as that by Nguyen (2016) and Kumar et al. (2017) proposes that green consumption fosters green purchase intentions.

Finally, environmental CSR behavior will trigger green purchase intentions and accordingly the following hypothesis: ***H4: Environmental CSR positively influences on Green Purchase Intention.***

2.3.5. Green Purchase Intention and Green Purchase Behaviors

Utilizing Ajzen's (1991) Theory of Planned Behavior, an individual's intention gives strong predictive power of one's behavior in the future. It has been widely used to explain the behavior of green consumers. Consumers who intend to buy green products frequently do so, according to research showing a positive correlation between intention and behavior (Paul et al., 2016; Nguyen et al., 2019).

This is complicated by the 'intention-behavior gap' where extenuating external factors such as cost, availability and convenience prevent consumers from following through on this intention (Carrington et al., 2010). Green consumption behavior is not purely premised on intention alone,

but also psychological aspects such as environmental concern, attitudes, perceived behavioral control, and other structural factors like easy availability and affordability of the green products (Paul et al., 2016; Yadav & Pathak, 2016).

H5: Green purchase intention positively influences green purchase behaviors.

3. Methodology

3.1. Data Collection

The participants in this study were 195 Vietnamese citizens across the country; the participants ranged in age from 18 to over 56 years. A convenient sample of fifty respondents was taken using both simple and stratified random sampling techniques with a view that outlines the characteristics of the demography of the sample.

The survey was conducted online and consisted of close-ended questions divided into three sections, with ordered response options. Measurement items were adapted from previous studies and modified to suit the study's objectives. Respondents were drawn from various regions across Vietnam to ensure representation.

Apart from the primary data, secondary data was collected via newsletters, directory, trade publications and industry magazines. Identifying such sources proved beneficial in complementing the understanding of the context of the study, therefore increasing the reliability and validity of the work.

3.2. Measurement

This research adopts a quantitative research method in order to analyze the effects of Environmental CSR on green consumption and boycotting behavior. For the observational variables in the proposed model, a 5-point Likert scale is used to assess the constructs of the study.

In this research, the 5-point Likert scale measures from 1) Strongly Disagree and 5) Strongly Agree. Self-administered questionnaires are used to measure participants' perception towards Environmental CSR, Greenwashing, Green Purchase Intention, Consumer Boycotting and Green Consumption Behaviors. Respondents assess their opinions on these constructs based on personal experiences and select their responses according to the following scale: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral/No Opinion, 4 = Agree, 5 = Strongly Agree.

The study employed questions modified from validated scales to enhance its context. Alvarado-Herrera et al. (2017) adapted the CSRConsPerScale for Environmental CSR which assesses how consumers comprehend CSR relations for example providing friendly products, assisting environment friendly endeavors and reducing pollution, which are all elements of green consumption. The Environmentally Responsible Consumption (ERC) scale provided by Gupta and Agrawal (2017) was used to determine the measure of green purchasing aims of this study. This scale was oriented towards eco-friendly actions, such as buying eco-labeled products, waste reduction and recyclable packaging.

3.3. Data Analysis

Evaluating the reliability and validity of measurement scales is a fundamental step in modern research. To assess reliability, this study employs Cronbach's alpha, a measure of internal consistency that determines whether the observed variables within a scale are closely related. A higher Cronbach's alpha value indicates stronger internal consistency. Based on standard benchmarks, scales with Cronbach's alpha values between 0.7 and 0.8 are deemed acceptable, while those above 0.8 are considered to have high reliability. However, in cases involving new or exploratory research concepts, Cronbach's alpha values as low as 0.6 may still be acceptable. For this study, a minimum threshold of 0.6 is adopted for the analysis.

Beyond Cronbach's alpha, factor analysis is another widely used technique to assess the quality of measurement models. This method involves two main stages: exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA identifies the underlying structure within a set of variables by grouping them into meaningful factors, reducing redundancy by focusing only on items with significant contributions. In contrast, CFA tests predefined hypotheses to determine if the observed variables align with the latent constructs proposed in the theoretical model. Essentially, EFA explores the factor structure statistically, while CFA verifies the alignment between the theoretical framework and the empirical data. Conducting EFA before CFA is crucial, as it ensures that the factors and loadings derived statistically are consistent with the theoretical expectations. If the results from EFA support the proposed theoretical model, CFA can validate the model's accuracy in representing the observed data.

Finally, Structural Equation Modeling (SEM) is applied to test the study's hypotheses within the final model. According to Hair et al. (2014), SEM is particularly effective for analyzing complex relationships, as it allows for the simultaneous examination of multiple dependent and independent variables. Moreover, SEM provides insights into any weaknesses or inconsistencies within the hypothesized relationships (Kelloway, 1995). Given its advantages over alternative methods for evaluating measurement models and conceptual relationships, SEM is the most appropriate tool for addressing the research objectives in this study (Hair et al., 2014).

4. Data analysis result

4.1. Sample profile

The study's respondents included 195 people (after removing missing data and defective observations) who were categorized by gender, age, income, place of residence, and type of current job.

The study's sample predominantly comprises a youthful and urban demographic, with 58.97% aged 18–24 and 64.62% residing in Ho Chi Minh City. Gender distribution is relatively balanced, with females making up 52.31% and males 46.67%. Income levels show diversity, with 40.51% earning less than 5 million VND and others falling into higher brackets. Most respondents are students (56.41%) or graduates (34.87%), indicating a high level of educational attainment.

The sample reflects a dynamic group characterized by youth, urban residency, income diversity, and strong educational backgrounds. These traits provide a solid foundation for analyzing the research questions and ensure the study's findings are both relevant and insightful.

4.2. Cronbach's alpha test result

The reliability of each item used to build the variables in the questionnaire is measured using the Cronbach's Alpha results. Overall, for a scale to be considered acceptable, the item-total correlations must be higher than 0.4, otherwise the item should be eliminated (Vaske, 2008).

In the Cronbach's Alpha results table above, all of the scales have the alphas greater than 0.8 (ECSR, α = 0.902; GW, α = 0.9320; CB,α = 0.888; GPI, α = 0.881; GPB, α = 0.938), which indicate good scales. The Cronbach's Alpha If Item Deleted values show that the items used should not be removed from the measurement scales, because the item removal does not lead to improved Cronbach Alpha results.

Table 1: Cronbach's Alpha Results

Constructs	Cron -bach's Alpha	Items	Scale Mean if Item Deleted	Scale Variance if Item deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cron -bach's Alpha if Item Deleted
ECSR	0.902	ECSR1	16.03	9.649	0.734	0.573	0.886
		ECSR2	16.03	9.246	0.783	0.641	0.875
		ESCR3	16.13	9.236	0.817	0.676	0.8
		ECSR4	15.95	9.622	0.759	0.582	0.880
		ECSR5	16.16	9.591	0.693	0.519	0.895
GW	0.930	GW1	12.81	20.711	0.730	0.538	0.930
		GW2	13.15	18.059	0.853	0.743	0.908
		GW3	13.07	19.613	0.817	0.677	0.915
		GW4	13.15	18.378	0.863	0.765	0.905
		GW5	13.10	19.206	0.824	0.704	0.913
CB	0.888	CB1	11.24	7.676	0.819	0.712	0.830

Constructs	Cron-bach's Alpha	Items	Scale Mean if Item Deleted	Scale Variance if Item deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cron-bach's Alpha if Item Deleted
		CB2	11.11	7.482	0.830	0.724	0.826
		CB3	11.06	9.120	0.680	0.465	0.883
		CB4	11.21	8.855	0.699	0.491	0.876
		GPI1	7.68	2.560	0.799	0.655	0.805
GPI	0.881	GPI2	7.77	2.560	0.801	0.657	0.803
		GPI3	7.75	2.939	0.713	0.509	0.880
		GPB1	28.33	29.314	0.700	0.578	0.936
		GPB2	28.28	28.771	0.763	0.649	0.931
		GPB3	28.12	28.682	0.760	0.672	0.932
		GPB4	28.13	28.587	0.810	0.754	0.928
GPB	0.938	GPB5	28.15	28.935	0.827	0.781	0.927
		GPB6	28.41	28.573	0.798	0.697	0.929
		GPB7	28.36	27.860	0.800	0.748	0.929
		GPB8	28.19	28.776	0.800	0.690	0.929

Source: The authors (2025)

4.3. Testing measurement model: Exploratory Factor Analysis (EFA) and Confirm factor analysis (CFA) result

4.3.1. Exploratory Factor Analysis (EFA) results

The data set is then analyzed to determine whether it is appropriate for factor analysis. Exploratory Factor Analysis employing Principal Axis Factoring technique is utilized, determining the factors that explain the relationship among variables.

The outcomes of the KMO and Bartlett's Test below indicate the Kaiser-Meyer-Olkin index of 0.895 (> 0.8) and the significance value is < 0.05, which confirms that the variables in the correlation matrix are sufficiently interrelated to be useful for factor analysis.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	3977.205
	df	300
	Sig.	<0.001

Source: The authors (2025)

The Exploratory Factor Analysis (EFA) below further supports the values in the KMO and Bartlett's Test.

Table 3: Exploratory Factor Analysis (EFA) Results

	Factor				
	GPB	**GW**	**ECSR**	**CB**	**GPI**
ECSR1			.694		
ECSR2			.800		
ECSR3			.870		
ECSR4			.773		
ECSR5			.770		
GW1		.751			
GW2		.890			
GW3		.869			
GW4		.896			
GW5		.865			
CB1				.850	

	Factor				
	GPB	**GW**	**ECSR**	**CB**	**GPI**
CB2				.855	
CB3				.770	
CB4				.735	
GPI1					.876
GPI2					.855
GPI3					.770
GPB1	.668				
GPB2	.735				
GPB3	.787				
GPB4	.806				
GPB5	.810				
GPB6	.828				
GPB7	.778				
GPB8	.809				

Source: The authors (2025)

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 6 iterations.

The Factor Analysis yields 5 factors, each of which has a factor loading between 0 and 1. Variables are grouped into 5 distinct factors, with moderate to relatively high absolute values (0.5 - 0.9). Table 3 summarizes the values of the items.
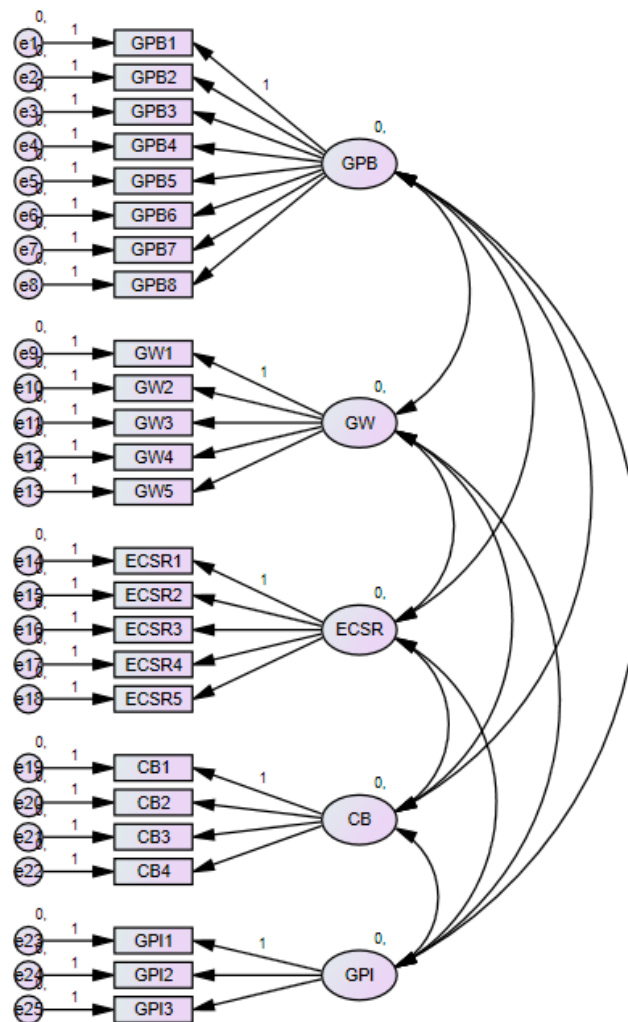
4.3.2. Confirm factor analysis (CFA) result

Figure 1: CFA Results

Source: The authors (2025)

<div align="center">

Chi-square = 721.400;

P-value = .000;

Df = 265;

</div>

Based on these indices, the model appears to have a good fit as it meet the standard of each criteria. The model proposed has the Chi-square of 2.722 is relatively low, along with the good value of CFI and TLI (> 0.8) and the moderate fit of NFI and RMSEA.

Table 4: Model Fit Assessment

Fit indices	CMIN/DF	CFI	TLI	NFI	RMSEA
Value	2.722	0.856	0.824	0.794	0.098

Source: The authors (2025)

After assessing the overall adequacy of the model, it is essential to look closely at the specific relationships between variables and factors. The Regression Weights and Standardlized Regression Weights allow for comparing the significance of different variables in the model.

Table 5: Regression Weights

			Estimate	S.E.	C.R.	P	Label
GPB1	<---	GPB	1.000				par_1
GPB2	<---	GPB	1.128	0.120	9.364	***	par_2
GPB3	<---	GPB	1.102	0.122	9.010	***	par_3
GPB4	<---	GPB	1.161	0.137	8.479	***	par_4
GPB5	<---	GPB	1.102	0.127	8.695	***	par_5
GPB6	<---	GPB	1.249	0.125	9.991	***	par_6
GPB7	<---	GPB	1.303	0.131	9.946	***	par_7
GPB8	<---	GPB	1.149	0.116	9.871	***	par_8
GW1	<---	GW	1.000				
GW2	<---	GW	1.393	0.111	12.557	***	par_9
GW3	<---	GW	1.138	0.098	11.632	***	par_10
GW4	<---	GW	1.417	0.108	13.086	***	par_11
GW5	<---	GW	1.220	0.101	12.076	***	par_12
ECSR1	<---	ECSR	1.000				
ECSR2	<---	ECSR	1.139	0.101	11.228	***	par_13
ECSR3	<---	ECSR	1.146	0.100	11.411	***	par_14
ECSR4	<---	ECSR	1.019	0.097	10.484	***	par_15
ECSR5	<---	ECSR	1.021	0.107	9.546	***	par_16

			Estimate	S.E.	C.R.	P	Label
CB1	<---	CB	1.000				
CB2	<---	CB	0.977	0.068	14.461	***	par_17
CB3	<---	CB	0.240	0.085	2.840	***	par_18
CB4	<---	CB	0.562	0.070	8.060	***	par_19
GPI1	<---	GPI	1.000				
GPI2	<---	GPI	1.024	0.067	15.215	***	par_20
GPI3	<---	GPI	0.891	0.066	13.430	***	par_21

Source: The authors (2025)

Table 6: Standardized Regression Weights

			Estimate
GPB1	<---	GPB	0.694
GPB2	<---	GPB	0.765
GPB3	<---	GPB	0.735
GPB4	<---	GPB	0.689
GPB5	<---	GPB	0.707
GPB6	<---	GPB	0.820
GPB7	<---	GPB	0.816
GPB8	<---	GPB	0.810
GW1	<---	GW	0.757

			Estimate
GW2	<---	GW	0.890
GW3	<---	GW	0.835
GW4	<---	GW	0.922
GW5	<---	GW	0.862
ECSR1	<---	ECSR	0.762
ECSR2	<---	ECSR	0.833
ECSR3	<---	ECSR	0.846
ECSR4	<---	ECSR	0.784
ECSR5	<---	ECSR	0.721
CB1	<---	CB	0.899
CB2	<---	CB	0.876
CB3	<---	CB	0.225
CB4	<---	CB	0.574
GPI1	<---	GPI	0.902
GPI2	<---	GPI	0.864
GPI3	<---	GPI	0.802

Source: The authors (2025)

4.4. Hypotheses testing results

To verify the theories of structural causal links, the structural model was specified based on the results of the confirmatory factor analysis (CFA), employing the maximum likelihood

estimation approach. Byrne (1994) emphasizes that fitness indexes such as CFI, TLI, and GFI must exceed the threshold of 0.8 to indicate a well-fitting model. In this case, the CFA yielded values of CFI=0.856, TLI=0.824, all surpassing the acceptable standard and aligning with the criteria established by Hair et al. (2014).

Similarly, the structural equation modeling (SEM) results show that the fitness indexes remained consistent with these benchmarks, achieving values of CFI=0.848, TLI=0.818. These results confirm the model's satisfactory fit to the data, meeting the requirements for a well-fitting model as described by Byrne (1994) and Hair et al. (2014).

Table 7: Default model of CFA and SEM

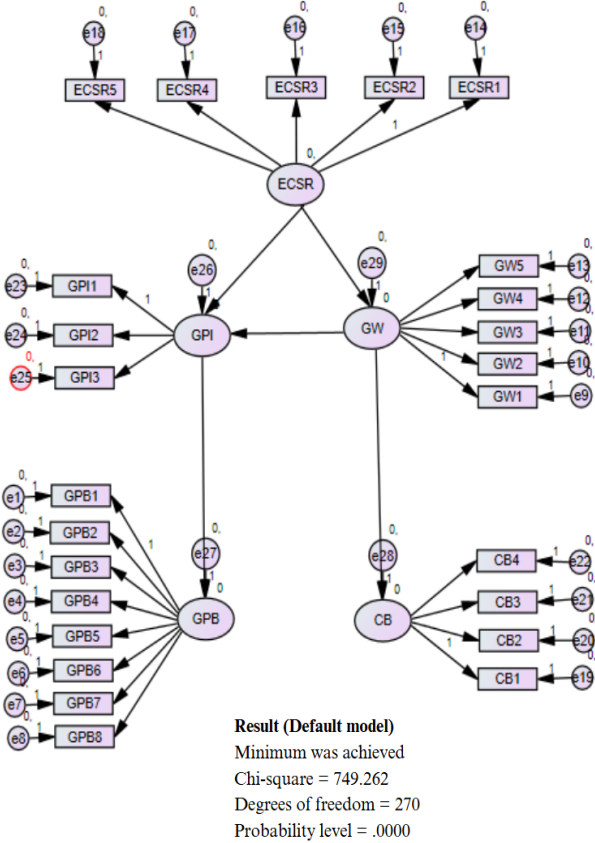| Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
CFA	0.794	0.747	0.859	0.824	0.856
SEM	0.786	0.743	0.852	0.818	0.849

Source: The authors (2025)

Figure 2. SEM Result
Source: The authors (2025)

Table 8. The regression path coefficient and its significance of the sample

Hypotheses	Path coefficient	P	Result
H1 (-): ECSR → GW	3.518***	0.000	Unsupported
H2 (+): GW → CB	9.451***	0.000	Supported
H3 (-): GW → GPI	-1.034***	0.301	
H4 (+) ECSR → GPI	7.198***	0.000	
H5 (+) GPI → GPB	8.742***	0.000	

*** $p<0,01$, ** $p<0,05$, * $p<0,1$

Source: The authors (2025)

4.5. Results discussion

Of the hypotheses examined, three (H3, H4, and H5) received support, whereas two (H1 and H2) did not. In particular, ECSR does not meaningfully lessen perceptions of greenwashing (H1 not supported), while greenwashing negatively influences GPI (H3 supported). ECSR has a positive impact on GPI (H4 supported), and GPI is closely linked with GPB (H5 supported).

The lack of support for H1 indicates that ECSR alone is insufficient to counteract greenwashing perceptions. This may stem from consumer skepticism, as CSR initiatives are often viewed as marketing tactics rather than genuine ethical commitments. This aligns with previous research, which stresses the need for transparent and consistent CSR communication. In Vietnam, where awareness of CSR practices is still evolving, additional strategies such as consumer education or third-party certifications may be required to address greenwashing concerns.

The negative impact of greenwashing on GPI (H3) emphasizes the importance of transparency and accountability in building consumer trust. This is particularly relevant in Vietnam's emerging market for sustainable products, where trust plays a pivotal role in shaping green consumer behavior.

The favorable connection between ECSR and GPI (H4) illustrates how effectively executed CSR efforts can promote sustainable purchasing intentions. Through efficient communication and implementation of these initiatives, companies can foster favorable consumer perceptions of

eco-friendly products, particularly in Vietnam, where environmental consciousness is increasing.

The intention-behavior link is further supported by the strong correlation between GPI and GPB (H5), suggesting that increasing purchase intentions could lead to truly sustainable purchasing practices. Businesses should prioritize improving the availability, affordability, and appeal of eco-friendly products in order to support this transition. These findings emphasize the need of sincere CSR efforts, consumer education, and additional research into moderating factors including culture and consumer awareness.

5. Conclusions

5.1. Theoretical contributions

This research finds that ECSR is of vital importance in consumer behavior, specifically with respect to green consumption and boycotting in Vietnam. This research fills up certain gaps existing in literature by studying the effects of environmental ECSR on these behaviors in the context of Vietnam. This work attempts to evaluate the various ECSR factors that can affect consumers' attitudes and behaviors towards sustainable products and companies. The results confirm that visible and effective environmental ECSR initiatives do act as strong motivators for green consumption, while lack of proven commitment or transparency is a precursor to boycott behavior. In addition, the ECSR activity influences consumer behavior; although the direct link between ECSR and green consumption is more intricate, other factors, including perceived risk and stakeholder expectations, significantly contribute to green consumption and boycott behavior in Vietnam.

This research contributes to ECSR knowledge by employing key theoretical frameworks to assess its impact on green consumption and boycott behaviors in Vietnam. Using Legitimacy Theory, it illustrates how corporations apply CSR initiatives to meet societal expectations and obtain legitimacy, reaffirming that sustainability efforts affect consumer behavior and engender trust, which nurtures pro-environmental consumption (Suchman, 1995; Dowling & Pfeffer, 1975). The research develops the TRA by establishing that consumers' attitudes toward CSR and subjective norms constitute antecedents of their intention to manifest in green behavior or to engage in boycott behaviors against a corporation, thereby providing an understanding of how environmental CSR alters consumers' attitudes in Vietnam (Rashid et al., 2015). The TPB is similarly developed, identifying CSR as a determinant for green consumption and boycott behaviors while perceived behavioral control facilitates green decisions (Ajzen, 1991). The study also expands the arena of the Theory of Perceived Risk by arguing that successful CSR communication diminishes perceived environmental risk and promotes green consumption, whereas unfulfilled CSR promises lead to boycott behaviors. Finally, it adds to the Stakeholder Theory that magnifies both environmental CSR and stakeholder expectations, thereby demonstrating that firms in Vietnam need to show both stakeholder awareness and enhance positioning (Freeman, 1984).

Thirdly, this study uses quantitative research methods and advanced data analysis techniques to analyze the relationship between environmental CSR, green consumption, and boycott

behaviors. By applying these techniques, the research presents novel insight into CSR initiatives and consumer behavior in Vietnam. This provides solid evidence, backed by data, that further develops an understanding of how environmental CSR influences consumer behavior while giving practical cases and shedding further light into the green consumption and boycott tendencies dynamics. This credibility and impact of study findings were thus enhanced.

5.2. Practical implications

The aforementioned study identified a number of key insights for businesses in Vietnam about the intricate link between environmental consideration for CSR, consumers perceiving greenwashing, and consumer behavior. It is in this respect that companies must frame environmental initiatives varying enough for entrenching their brands into the loyalty and heartbeat of the customer base. A company projecting a genuine CSR presence would by the same gesture mitigate greenwashing perceptions because consumers are more inclined to choose eco-friendly products only if they are convinced by a company's environmental claims. The study further makes clear that the highlighted word of the study still insists on one point: ensuring humorless transparency in communication to bridge actions with statements and acceptance of failures and rewards.

The study cautions that greenwashing may in reality put consumer boycotts and frown upon the brand, especially ruling out significant business possibilities. With respect to this aspect, a strategy is called for; that is to say, companies should blend CSR practices with an impactful message and in a way that will greatly differentiate them in green terms. Support for the environmental assertions may be in third-party certifications or sustainability reports. Honest communication is one way to maintain consumer trust and draw attention to the detriment green marketing has on evaluative aspects.

The importance set forth by this study to try and embark on building heightened intention toward the green purchase lean among consumers. Being perceived as purely committed to CSR can highly likely lead to green buying. A small task can be utilizing marketing campaigns toward advocating for the sustainability of their products and rewarding purchase intentions by offering discounts and consumer loyalty schemes.

The final result of the study was a conclusion that addressed the intention-behavior gap. When customers intend to purchase green products, such intentions may not always translate into actual purchases due to other factors like price and convenience. In order to bridge this gap, it is imperative for businesses to find fair-priced eco-friendly products that are in vogue and easily accessible.

Appendix

Table 9: Questionnaire

	ECSR (adopted from CSRConsPerScale scale by Alvarado-Herrera et al. (2017))
	In my opinion, I think that Brand X…
ESR1	"Tries to sponsor green initiatives."
2	"Tries to offer environmentally friendly products."
3	"Tries to implement activities to reduce pollution."
4	"Tries to protect the environment"
5	"Tries to recycle its waste materials decently"

	Greenwashing
1	This firm aims to improve its reputation by presenting itself as an environmentally friendly organization.
2	This firm misleads with visuals or graphics in its environmental features.
3	This firm possesses a green claim that is vague or seemingly un-provable.
4	This firm overstates or exaggerates how its green functionality actually is.
5	This firm leaves out or masks important information to make green claims sound better than they are.

	Consumers Boycott
1	"I actively avoid purchasing products from XY."
2	"I am considering boycotting products from XY but haven't decided yet."
3	"I continue to purchase products from XY without participating in a boycott."
4	"If a large number of people boycott XY's products, I would join the boycott as well."

Green Purchase Intention

1	"I intend to buy green products because of my environmental concern."
2	"I expect to purchase green products in the future because of their environmental benefits."
3	Overall, I am glad to purchase green products because they are environmentally friendly.

Green Purchase Behaviors (ERC Scale by Gupta and Agrawal (2017)

Purchasing environmentally friendly products

1	I purchase environmentally friendly products
2	I purchase products that have eco-labels, symbols, ratings and so on.

Need based purchases

3	I only make purchases for items that I truly need and require
4	I do not purchase unnecessary items even when they are on sale.
5	I make sure that nothing needless are accumulated as a result of my purchasing.

Purchasing products in environmentally friendly packaging

6	I purchase products that have recyclable packaging materials.
7	I purchase products that have packaging made from recycled materials
8	I purchase products with refillable packaging.

Source: The authors (2025)

Table 10. Sample Profile

Dimension	Number of observations	Percent (%)
Gender		
Male	91	46.67%
Female	102	52.31%
Other	2	1.03%
Age		
Under 18	10	5.13%
18-24	115	58.97%
25-34	48	24.62%
35-44	11	5.64%
45-54	7	3.59%
Over 54	4	2.05%
Place of residence		
Ho Chi Minh City	126	64.62%
Ha Noi	27	13.85%
Dong Nai	11	5.63%
Other	31	15.9%
Income		
Less than 5 million VND	79	40.51%
5 - 10 million VND	48	24.62%
10 - 20 million VND	50	25.64%
20 - 40 million VND	12	6.15%
More than 40 million VND	6	3.08%

	Dimension	Number of observations	Percent (%)
	High School and below	11	5.64%
Type of current job	Student	97	56.41%
	Graduates	68	34.87%
	Master's Degree	6	3.08%
Total		195	100%

Source: The authors (2025)

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