

## **NEW CONTRIBUTIONS OF THE DISSERTATION**

**Dissertation title:** The Mechanism Underlying Green Housing Purchase Behavior in Ho Chi Minh City: The Mediating Role of Attitude and the Moderating Role of Price Consciousness

**Major:** Business Administration – **Code:** 9340101

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### **New Theoretical and Academic Contributions**

First, the dissertation extends the scope of research from purchase intention to realized green housing purchase behavior, based on self-reports from individuals who had purchased or signed a contract to purchase green housing in Ho Chi Minh City. This approach adds evidence on the relationship between intention and behavior in a decision characterized by high financial value, long deliberation periods, and a high level of commitment.

Second, the dissertation combines the relational logic of the Theory of Planned Behavior (TPB) with the hierarchical logic of the Value–Attitude–Behavior (VAB) theory to explain the mechanism underlying green housing purchase behavior. Environmental concern and environmental self-identity are treated as generalized psychological antecedents of attitude; attitude, subjective norm, and perceived behavioral control are examined in relation to intention; and intention is examined in relation to purchase behavior. This approach extends the explanatory scope from environmental orientations to attitude, intention, and behavior.

Third, the dissertation clarifies the mediating role of attitude and the serial mediation mechanism through attitude and intention. The findings show that environmental concern and environmental self-identity are not only directly related to intention but are also related to intention through attitude; attitude and intention thereby form a serial pathway to green housing purchase behavior.

Fourth, the dissertation identifies price consciousness as a boundary condition of the attitude–intention relationship. As consumers place greater emphasis on low prices and on searching for cost-saving options, a favorable attitude is less readily translated into purchase intention. This finding helps explain why a favorable attitude toward green housing does not necessarily result in a corresponding level of purchase intention.

## **New Findings and Recommendations**

The findings indicate that green housing purchase behavior is formed through a multi-layered process involving environmental orientations, attitude, subjective norm, perceived behavioral control, and purchase intention. Purchase intention is the most proximal antecedent of behavior; attitude transmits the influence of environmental concern and environmental self-identity; and price consciousness weakens the translation of attitude into intention. Multi-group analysis found no statistically significant differences between men and women in the relationships in the model.

Based on these findings, the dissertation recommends that developers and distributors translate broad “green” messages into specific, understandable, and verifiable information on energy and water efficiency, living-environment quality, operating costs, and long-term benefits. Information on selling prices, legal status, payment methods, green building certification, and transaction procedures should also be transparent to support buyers in translating intention into realized purchase behavior.

Regarding price, firms should help buyers assess selling prices in relation to total cost of ownership and the long-term benefits of green housing, rather than focusing solely on the initial price. Financial institutions may cooperate with developers to develop green financing solutions and appropriate payment methods. Government authorities and certification organizations should strengthen information disclosure, access, and verification, thereby improving transparency and supporting the sustainable development of the green housing market.

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