

THE SOCIALIST REPUBLIC OF VIET NAM
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Ho Chi Minh City, Date Month Year 2026

**INFORMATION PAGE ON NEW ACADEMIC AND
THEORETICAL CONTRIBUTIONS OF THE DISSERTATION**

Name of the thesis: The impact of threats, coping appraisal and deontic justice to purchase intention of biodegradable bags: the moderating role of green skepticism

Major: Business Administration

Code: 9340101

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Cohort: 2020

Training Institution: University of Finance - Marketing

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New contributions in terms of theory and practice of the thesis:

1. Theoretical contributions:

The research findings may provide theoretical contributions to future studies as follows:

Novel theoretical contributions: The study synthesized and integrated three theories: protection motivation theory, ordered protection motivation theory, and attitude-behavior-context theory. Furthermore, the study systematized and demonstrated the relationship between these theories. Simultaneously, the study identified and addressed the research gap between attitude-behavior and perception-behavior in the context of green consumption. The findings also provide deeper insights into consumer behavior for future research.

A new model in a new research context: the study proposed a research model combining the three aforementioned foundational theories, and the proposed research model was tested in Vietnam with the following research results:

Threat appraisal, coping appraisal, deontic justice, and attitudes towards biodegradable bags all positively influence Vietnamese consumers' intentions to purchase this kind of product.

Threat appraisal, coping appraisal, and deontic justice are measured as high-order constructs, in the form of a hierarchical factor model (result-result) and inherited from previous studies. Testing results in Vietnam show that these factors achieve acceptable levels and positively impact consumers' intention to purchase biodegradable packaging.

Future researchers may reconsider the overall relationship between the aforementioned theories and simultaneously re-examine the research model in different contexts (space, time, different industries). Furthermore, future studies may expand the research model to address the limitations identified in the doctoral thesis.

Research model and measurement scales: The doctoral thesis has supplemented, refined, and validated the measurement scales for all concepts in the proposed research model and developed these concepts into a set of observed variables for a specific scale in the context of green product purchasing in Vietnam.

2. Practical contributions

The research findings can provide practical value to stakeholders involved in the study, including consumers who intend to purchase biodegradable packaging, businesses that manufacture and sell it, and the natural environment in Vietnam.

For consumers who purchase biodegradable bags: Consumers will become aware of the serious threat from plastic pollution to their own health and the health of future generations, thereby encouraging them to buy and use biodegradable packaging.

For businesses manufacturing and selling biodegradable packaging: The research findings of this doctoral thesis can help them better understand their target customers' psychology. Simultaneously, based on the research's managerial implications, these businesses can develop targeted marketing campaigns to encourage their target market to purchase biodegradable packaging..

The natural environment in Vietnam: The doctoral thesis aims to minimize and eliminate plastic pollution in Vietnam. Therefore, the research results may encourage Vietnamese consumers to purchase biodegradable packaging, potentially leading to an end to the dumping of plastic waste into the natural environment. Consequently, Vietnam's natural environment can recover once plastic pollution is eliminated.

For social organizations, environmental associations, lawmakers, and policymakers: The research findings from this thesis will provide a multifaceted perspective on the state of plastic pollution and the current use of biodegradable packaging in Vietnam, in general, and in the Southeast region in particular. Based on the research results, social organizations and environmental associations can propose or contribute ideas to improve Decisions, Decrees, or Laws related to green consumption and sustainable development.

Ph.D. Candidate

Le Nguyen