

Factors Affecting Green Consumption Behaviors of the Urban Residents in Hanoi, Vietnam

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Abstract : This paper uses data from a survey on the green consumption behavior of Hanoi residents in October 2022. Data was gathered from a survey conducted in ten districts in the center of Hanoi, with 393 respondents. The hypothesis focuses on understanding the factors that may affect green consumption behavior, such as demographic characteristics, concerns about the environment and health, people living around, self-efficiency, and mass media. A number of methods, such as the T-test, exploratory factor analysis, and a linear regression model, are used to prove the hypotheses. Accordingly, the results show that gender, age, and education level have separate effects on the green consumption behavior of respondents.

Keywords : green consumption, urban residents, environment, sustainable, linear regression

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