

**A STUDY ON THE IMPACT OF ETHICS MARKETING AND SUSTAINABLE  
MARKETING ON SUSTAINABLE PURCHASING BEHAVIOR OF CONSUMERS  
IN HO CHI MINH CITY**

**Hoang Cuu Long<sup>1\*</sup>, Phan Thi Thu Hang<sup>1</sup>, Lai Doan Anh Tuan<sup>2</sup>, Ho Thi Hieu<sup>3</sup>**

<sup>1</sup>University of Economics Ho Chi Minh City, Vietnam

<sup>2</sup>Hung Vuong University of Ho Chi Minh City, Vietnam

<sup>3</sup>Van Hien University, Vietnam

\*Corresponding author: Email: hoangcuulong@ueh.edu.vn

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**Appendix 1. Measurement scale of second-order research factors**

Construct	Observed Variables	Reference and adjustment
Ethics Marketing	Honesty, Respect for Consumers, Professional Ethics, Fairness	Vermeir & Verbeke (2006); Maignan & Ferrell(2004); Eagle & Dahl (2015); Tanveer et al. (2021)
Social Media Marketing	Content Quality, Engagement, Brand Trust, Platform Usability, And Advertising Value	Brodie et al. (2013); Kim & Ko (2012); Ducoffe (1996); Seo & Park (2018); Polonsky & Rosenberger (2001); Peattie & Crane (2005)
Sustainable Marketing	Social Responsibility, Environmental Responsibility	Leonidou et al. (2013); Maignan & Ferrell(2004); González-Benito & González-Benito(2005)
Social Responsibility	Fair Labor Practices, Community Impact, Ethical Sourcing, Transparency	Locke et al. (2009); Dartey-Baah et al. (2015); Locke et al. (2010); Egels-Zandén & Merk (2014)
Environmental Responsibility	Eco-friendly Products, Energy Efficiency, Low Carbon Footprint, Sustainable Packaging	Baldassarre & Campo (2016); Peattie & Crane (2005); Kotler & Lee (2005)
Intention to Sustainable Purchasing Behavior	Subjective Norm, Perceived Behavioral Control, Environmental Awareness, Attitude Toward Green Purchasing	Ajzen (1991); Paul et al. (2016); Ajzen (1991); Joshi & Rahman (2015); Yadav & Pathak (2017); Chan (2001); Chen & Tung (2014)

**Appendix 2.** Measurement scale of first-order research factors

No	Code	Scale	Reference and adjustment
<b>Honesty</b>			
1	HONE1	The company I usually purchase from provides accurate information about its products/services.	Schlegelmilch & Öberseder (2010);
2	HONE2	Advertising does not mislead customers.	Murphy, Laczniak & Wood (2007);
3	HONE3	Pricing is transparent, with no hidden costs.	Hunt & Vitell (2006)
4	HONE4	The company is honest about product limitations and does not conceal negative features.	
<b>Respect for Consumers</b>			
1	RESP1	The company listens to customer feedback and adjusts products/services accordingly.	Maignan & Ferrell (2004);
2	RESP2	Customer privacy is protected during data collection.	Rawlins (2008);
3	RESP3	The company avoids coercive or high-pressure sales tactics.	Laczniak & Murphy (2006)
4	RESP4	Customer service is attentive and fair to all customers.	
<b>Professional Ethics</b>			
1	PRO1	I believe this company follows ethical standards in its marketing activities.	Reidenbach & Robin (1990).
2	PRO2	This company avoids conflicts of interest in its marketing and advertising strategies.	
3	PRO3	The marketing information provided by this company is honest and not manipulated.	
4	PRO4	I trust that this company complies with legal regulations in advertising and marketing.	
<b>Fairness</b>			
1	FAIR1	The company I buy from treats all customers fairly.	Laczniak & Murphy (2006);
2	FAIR2	Their pricing policy is applied consistently.	Vitell & Singhapakdi (2008)
3	FAIR3	Customer complaints are resolved fairly.	
4	FAIR4	Their promotional programs are implemented transparently.	
<b>Content Quality</b>			
1	CONT1	The content provided by this brand on social media is informative.	De Vries et al. (2012);
2	CONT2	The brand's social media content is entertaining.	Muntinga et al. (2011)
3	CONT3	The content shared by the brand is relevant to my interests.	
4	CONT4	The brand's social media content is visually appealing.	
<b>Engagement</b>			
1	ENGAT1	I frequently "like" or "share" this brand's posts on social media.	Dessart et al. (2016);
2	ENGAT2	I participate in discussions about this brand on social media platforms.	Schivinski et al. (2016)
3	ENGAT3	I participate in discussions about this brand on social media platforms.	
4	ENGAT4	I create and share content related to this brand on my social media accounts.	

No	Code	Scale	Reference and adjustment
<b>Brand Trust</b>			
1	BRAND1	I trust the quality of this brand's products/services.	
2	BRAND2	This brand delivers on its promises to customers.	
3	BRAND3	I feel confident when purchasing products/services from this brand.	Chaudhuri & Holbrook (2001); Erdem & Swait (2004)
4	BRAND4	This brand is honest and reliable in its dealings.	
<b>Platform Usability</b>			
1	PLAT1	The social media platform's interface is user-friendly.	
2	PLAT2	I can easily find the information I need on this platform	Lankton & McKnight (2012); Davis (1989)
3	PLAT3	The platform operates smoothly without significant issues.	
4	PLAT4	I am satisfied with my overall experience using this social media platform.	
<b>Advertising Value</b>			
1	ADS1	The advertisements on this platform provide valuable information.	Brackett & Carr (2001); Ducoffe (1996)
2	ADS2	I find the ads on this platform to be interesting and engaging.	
3	ADS3	The advertisements are relevant to my needs and interests.	
4	ADS4	I do not find the ads on this platform to be intrusive or annoying.	
<b>Fair Labor Practices</b>			
1	FAIRLABOR1	I believe this company ensures fair wages for its employees.	Kang & Hustvedt (2014); Shafiq et al. (2014)
2	FAIRLABOR2	I think this company provides a safe and healthy working environment for employees.	
3	FAIRLABOR3	I trust that this company does not engage in child labor or forced labor.	
4	FAIRLABOR4	This company respects employee rights, including reasonable working hours and fair benefits.	
<b>Community Impact</b>			
1	COMMUNITY1	This company supports local communities through donations or social programs.	Lichtenstein et al. (2004); Maignan & Ferrell (2001)
2	COMMUNITY2	I believe this company creates job opportunities for local people.	
3	COMMUNITY3	This company invests in education, health, or infrastructure in the local community.	
4	COMMUNITY4	This company actively participates in addressing social issues in the community.	
<b>Ethical Sourcing</b>			
1	ETHISOUR1	I believe this company uses ethically sourced materials.	Yawar & Seuring (2017); Hoejmos & Adrien-Kirby (2012)
2	ETHISOUR2	This company ensures that its suppliers follow ethical labor and environmental standards.	
3	ETHISOUR3	This company avoids suppliers known for unfair labor practices or environmental harm.	
4	ETHISOUR4	This company is committed to reducing negative environmental and social impacts in its supply chain.	

No	Code	Scale	Reference and adjustment
<b>Transparency</b>			
1	TRANS1	This company openly shares information about its business operations and supply chain.	Fernández-Feijóo et al. (2014);
2	TRANS2	I find this company's reports on social and environmental issues clear and accessible.	Kang & Hustvedt (2014)
3	TRANS3	This company provides honest and reliable information about its sustainability efforts.	
4	TRANS4	I trust this company because it is transparent about both its successes and challenges.	
<b>Eco-friendly Products</b>			
1	ECO1	The company offers environmentally friendly products that minimize harm to nature	D'Souza et al. (2007); Mostafa (2007)
2	ECO2	The company prioritizes the use of biodegradable or recyclable materials in its products.	
3	ECO3	This company's products meet recognized environmental standards and certifications.	
4	ECO4	I believe this company is committed to developing sustainable and eco-friendly product lines.	
<b>Energy Efficiency</b>			
1	ENER1	The company promotes energy-efficient products that help reduce electricity consumption.	Sardianou (2007); Mills & Schleich (2012)
2	ENER2	The company's products are designed to minimize energy waste during usage.	
3	ENER3	I trust that this company follows energy-saving guidelines in its production processes.	
4	ENER4	The company provides clear information on the energy efficiency of its products.	
<b>Low Carbon Footprint</b>			
1	LOWCAB1	The company actively reduces carbon emissions in its production and logistics.	Whitmarsh & O'Neill (2010); Thøgersen & Noblet (2012)
2	LOWCAB2	This company adopts low-carbon manufacturing practices to protect the environment.	
3	LOWCAB3	I believe this company is transparent about its efforts to lower its carbon footprint.	
4	LOWCAB4	The company supports sustainable sourcing and transportation to reduce emissions.	
<b>Sustainable Packaging</b>			
1	PACK1	The company uses recyclable or biodegradable packaging for its products.	Lindh, Olsson & Williams (2016)
2	PACK2	I believe this company minimizes unnecessary packaging to reduce environmental waste.	
3	PACK3	This company's packaging materials are sourced from sustainable and responsible suppliers.	
4	PACK4	The company encourages customers to recycle or reuse its packaging materials.	
<b>Subjective Norm</b>			
1	SN1	People who are important to me think that I should purchase environmentally friendly products.	Ajzen (1991); Armitage & Conner (2001)
2	SN2	My family and friends support my decision to buy green products.	
3	SN3	I feel social pressure to buy sustainable products.	

No	Code	Scale	Reference and adjustment
4	SN4	My peers influence my decision to engage in green purchasing behavior.	
<b>Perceived Behavioral Control</b>			
1	PBC1	I have the resources and ability to purchase sustainable products.	Ajzen (1991); Kim & Choi (2005)
2	PBC2	Buying green products is entirely under my control.	
3	PBC3	I find it easy to buy environmentally friendly products when I want to.	
4	PBC4	External factors (such as product availability) influence my ability to purchase green products.	
<b>Environmental Awareness</b>			
1	ENAW1	I am aware of the negative environmental impacts of conventional products.	Schultz (2000); Dunlap et al. (2000)
2	ENAW2	I actively seek information about environmental issues and sustainability.	
3	ENAW3	I believe that my purchasing choices have an impact on the environment.	
4	ENAW4	Environmental issues are important to me in my daily life decisions.	
<b>Attitude Toward Green Purchasing</b>			
1	ATT1	Buying environmentally friendly products is a good idea.	Chan (2001); Kim & Choi (2005)
2	ATT2	I feel positive when purchasing green products.	
3	ATT3	Purchasing sustainable products is beneficial for society and future generations.	
4	ATT4	I would prefer to buy green products even if they are more expensive.	
<b>Sustainable Purchasing Behavior</b>			
1	PB1	I frequently purchase products made from recycled or reused materials.	Kaiser & Wilson (2004), Young et al. (2010)
2	PB2	I prioritize buying products with environmentally friendly packaging.	
3	PB3	I avoid purchasing products from companies with poor environmental records.	
4	PB4	I am willing to pay a premium for sustainable or eco-friendly products.	

**Appendix 3.** Sample descriptive statistics

<b>Indicators</b>		<b>Quantity</b>	<b>Rate</b>
Gender	Male	681	45%
	Female	831	55%
Age Groups	18-25 years	454	30%
	26-35 years	605	40%
	36-45 years	302	20%
	Above 45 years	151	10%
Monthly	Below 10 million VND	378	25%
Income	10-20 million VND	605	40%

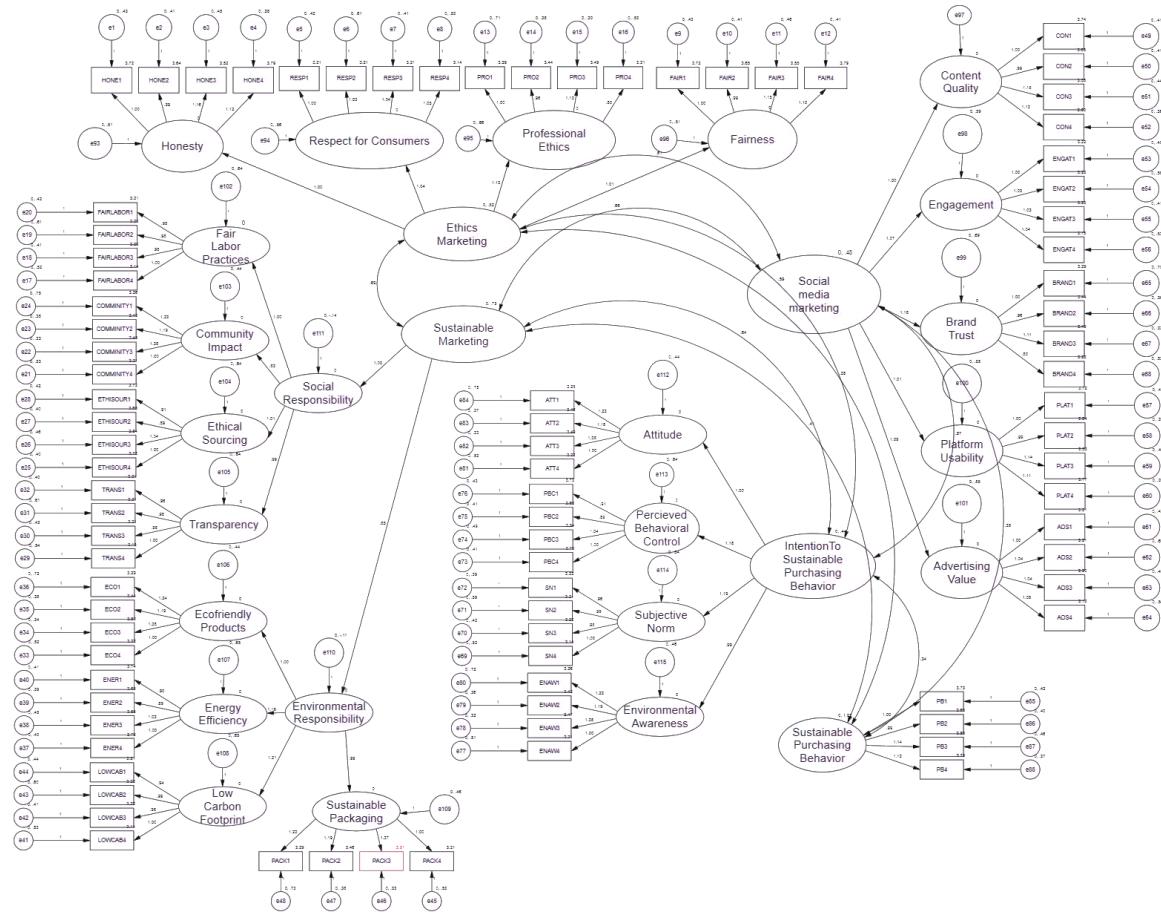
**Appendix 4.** Reliability and convergent validity of constructs

<b>Construct</b>	<b>Item</b>	<b>Outer Loading</b>	<b>Cronbach's Alpha</b>	<b>CR</b>	<b>AVE</b>
Honesty	HONE1	.839	.916	.917	.735
	HONE2	.843			
	HONE3	.868			
	HONE4	.878			
Respect for Consumers	RESP1	.854	.906	.907	.710
	RESP2	.813			
	RESP3	.863			
	RESP4	.839			
Fairness	FAIR1	.842	.915	.916	.732
	FAIR2	.845			
	FAIR3	.866			
	FAIR4	.869			
Professional Ethics	PRO1	.805	.907	.911	.720
	PRO2	.875			
	PRO3	.921			
	PRO4	.785			
Fair Labor Practices	FAIRLABOR1	.853	.906	.908	.711
	FAIRLABOR2	.813			
	FAIRLABOR3	.864			
	FAIRLABOR4	.841			
Community_Impact	COMMUNITY1	.798	.904	.908	.713
	COMMUNITY2	.874			
	COMMUNITY3	.913			
	COMMUNITY4	.787			
Ethical Sourcing	ETHISOUR1	.845	.916	.917	.734
	ETHISOUR2	.845			

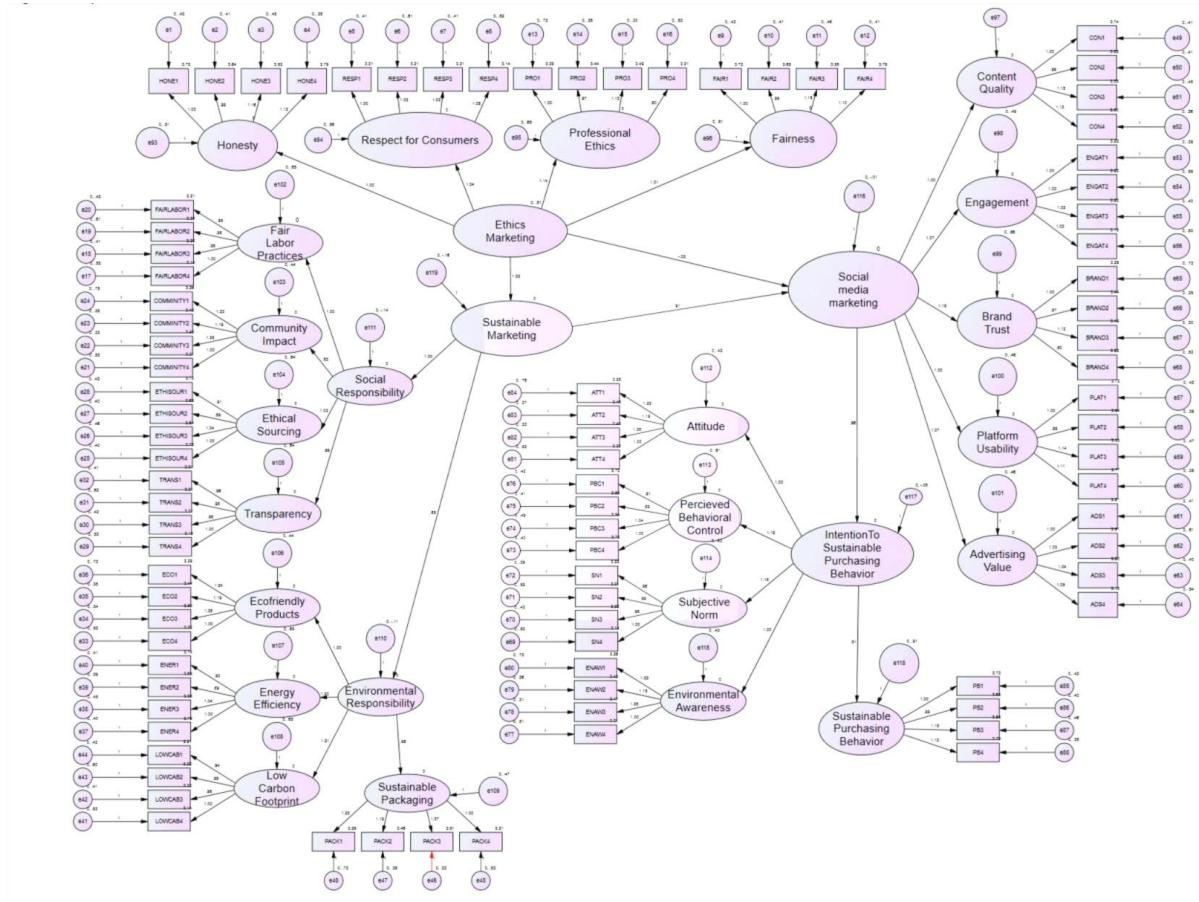
Construct	Item	Outer Loading	Cronbach's Alpha	CR	AVE
	ETHISOUR3	.865			
	ETHISOUR4	.872			
Transparency	TRANS1	.859	.905	.907	.709
	TRANS2	.812			
	TRANS3	.860			
	TRANS4	.835			
Ecofriendly Products	ECO1	.806	.906	.911	.719
	ECO2	.875			
	ECO3	.912			
	ECO4	.792			
Energy Efficiency	ENER1	.847	.917	.918	.737
	ENER2	.848			
	ENER3	.866			
	ENER4	.872			
Low Carbon Footprint	LOWCAB1	.849	.908	.909	.714
	LOWCAB2	.823			
	LOWCAB3	.866			
	LOWCAB4	.841			
Sustainable Packaging	PACK1	.804	.907	.911	.719
	PACK2	.876			
	PACK3	.914			
	PACK4	.792			
Content Quality	CON1	.844	.918	.918	.739
	CON2	.842			
	CON3	.867			
	CON4	.884			
Engagement	ENGAT1	.862	.909	.910	.716
	ENGAT2	.823			
	ENGAT3	.864			
	ENGAT4	.836			
Platform Usability	PLAT1	.847	.918	.918	.739
	PLAT2	.851			
	PLAT3	.865			
	PLAT4	.875			
Advertising Value	ADS1	.852	.906	.907	.710
	ADS2	.816			
	ADS3	.867			
	ADS4	.835			

<b>Construct</b>	<b>Item</b>	<b>Outer Loading</b>	<b>Cronbach's Alpha</b>	<b>CR</b>	<b>AVE</b>
Brand Trust	BRAND1	.811	.908	.913	.723
	BRAND2	.881			
	BRAND3	.915			
	BRAND4	.789			
Subjective Norm	SN1	.863	.910	.911	.718
	SN2	.823			
	SN3	.863			
	SN4	.840			
Perceived Behavioral Control	PBC1	.842	.913	.914	.726
	PBC2	.841			
	PBC3	.857			
	PBC4	.869			
Environmental Awareness	ENAW1	.805	.909	.914	.726
	ENAW2	.881			
	ENAW3	.918			
	ENAW4	.797			
Attitude	ATT1	.799	.905	.910	.717
	ATT2	.876			
	ATT3	.913			
	ATT4	.792			
Sustainable Purchasing Behavior	PB1	.844	.918	.918	.738
	PB2	.847			
	PB3	.864			
	PB4	.881			

**Figure 2.** Confirmatory factor analysis



**Figure 3.** Structural equation model with standardized path coefficients



## Appendix 5.

Growing global awareness of sustainability and ethical business conduct has reshaped how firms design their marketing strategies, aligning with rising consumer expectations and regulatory demands (Sheth & Parvatiyar, 2020; Duarte et al., 2024).

Ethics Marketing, built on honesty, fairness, professional integrity, and respect for consumers, fosters trust and long-term loyalty when implemented authentically (Tanveer et al., 2021; Baldassarre & Campo, 2016). However, overstated or vague ethical claims can trigger skepticism and perceptions of greenwashing, eroding brand credibility (Szabo & Webster, 2021; de Jong et al., 2020). Alongside ethical principles, Sustainable Marketing systematically integrates environmental and social responsibility into core business operations and stakeholder communication, aiming to deliver shared value for companies and society (Kemper & Ballantine, 2019; Sheth & Parvatiyar, 2020). Practices such as eco-friendly product development, fair labor practices, responsible sourcing, and transparent reporting strengthen brand equity and consumer trust (Peterson et al., 2021; Zhang & Xiao, 2023).

In today's digital landscape, Social Media Marketing (SMM) has emerged as a critical lever for communicating ethics and sustainability messages. High-quality, transparent content and interactive brand communities foster trust transfer and amplify consumer engagement more effectively than traditional channels (Voorveld et al., 2018; Pop et al., 2021). Prior studies show that platform usability and perceived advertising value further enhance the credibility of sustainability claims shared via social networks (Liu et al., 2018; Dash et al., 2023).

To explain the mechanism by which these marketing approaches influence consumer behavior, this study draws on the Theory of Planned Behavior (TPB) and the Value-Belief-Norm (VBN) framework. TPB posits that attitudes, perceived behavioral control, and subjective norms shape behavioral intentions, which predict actual behaviors

(Ajzen, 1991; Armitage & Conner, 2001). Meanwhile, VBN extends this by emphasizing personal norms and environmental values as drivers of pro-environmental actions (Stern, 2000; de Groot & Steg, 2007).

While prior research has validated these relationships in Western contexts, there remains limited empirical evidence on how Ethics Marketing, Sustainable Marketing, and Social Media Marketing jointly influence sustainable purchasing behavior in rapidly developing urban markets like Ho Chi Minh City. Recent local studies indicate that Vietnamese consumers are increasingly responsive to transparent sustainability claims but remain wary of misleading marketing tactics (Nguyen et al., 2024).

Therefore, this study addresses this gap by investigating how these marketing practices interact and shape both the intention and the actual behavior of sustainable purchasing among urban Vietnamese consumers.

#### **Appendix 6.** Research constructs and measurement structure

*The conceptual model comprises five core constructs:* Ethics Marketing (EM), Sustainable Marketing (SM), Social Media Marketing (SMM), Intention to Sustainable Purchasing Behavior (ISP), and Sustainable Purchasing Behavior (SPB). Importantly, EM, SM, and ISP are operationalized as reflective second-order constructs, each consisting of multiple first-order reflective dimensions. SMM is also a reflective second-order construct. This modeling approach captures the multidimensional nature of these constructs and aligns with established measurement practices.

*Ethics Marketing (EM):* Conceptualized as a higher-order construct, EM comprises four dimensions: honesty, fairness, respect for consumers, and professional responsibility (Tanveer et al., 2021).

*Sustainable Marketing (SM):* This is modeled as a second-order reflective construct, encompassing two first-order dimensions: Environmental Responsibility and Social Responsibility (Sheth & Parvatiyar, 2020). Environmental Responsibility includes dimensions such as Ecofriendly Products, Energy Efficiency, Low Carbon Footprint, and Sustainable Packaging. Social Responsibility includes dimensions such as Fair Labor Practices, Community Impact, Ethical Sourcing, and Transparency.

*Social Media Marketing (SMM):* This construct comprises five first-order dimensions: content quality, consumer engagement, platform usability, brand trust, and advertising value (Voorveld et al., 2018; Gong et al., 2023).

*Intention to Sustainable Purchasing Behavior (ISP):* Modeled as a second-order reflective construct in line with the extended TPB, ISP comprises four first-order dimensions: Attitude Toward Green Purchasing, Perceived Behavioral Control, Subjective Norms, and Environmental Awareness (Ajzen, 1991; Kim & Choi, 2005).

*Sustainable Purchasing Behavior (SPB):* This is conceptualized as a first-order reflective construct directly influenced by intention.

The study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) with Hierarchical Component Modeling (HCM) to estimate both first-order and second-order constructs. A two-stage approach (Hair et al., 2019) is employed: in the first stage, the latent variable scores of first-order constructs (e.g., honesty, content quality, attitude, environmental responsibility, social responsibility) are computed and validated; in the second stage, these scores are used as indicators for their corresponding second-order constructs (e.g., EM, SMM, ISP, SM). This approach rigorously ensures reliability, convergent validity, and discriminant validity at both construct levels.