

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

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

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

| No                    | Code   | Scale  | Reference and adjustment   |
|-----------------------|--------|--|--|
| Honesty               |        |  |  |
| 1                     | HONE1  | The company I usually purchase from provides accurate information about its products/services. | Schlegelmilch & Öberseder (2010); Murphy, Laczniak & Wood (2007); Hunt & Vitell (2006) |
| 2                     | HONE2  | Advertising does not mislead customers.  |  |
| 3                     | HONE3  | Pricing is transparent, with no hidden costs.  |  |
| 4                     | HONE4  | The company is honest about product limitations and does not conceal negative features.        |  |
| Respect for Consumers |        |  |  |
| 1                     | RESP1  | The company listens to customer feedback and adjusts products/services accordingly.            | Maignan & Ferrell (2004); Rawlins (2008); Laczniak & Murphy (2006)                     |
| 2                     | RESP2  | Customer privacy is protected during data collection.  |  |
| 3                     | RESP3  | The company avoids coercive or high-pressure sales tactics.                                    |  |
| 4                     | RESP4  | Customer service is attentive and fair to all customers.                                       |  |
| Professional Ethics   |        |  |  |
| 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.        |  |
| Fairness              |        |  |  |
| 1                     | FAIR1  | The company I buy from treats all customers fairly.  | Laczniak & Murphy (2006); Vitell & Singhapakdi (2008)                                  |
| 2                     | FAIR2  | Their pricing policy is applied consistently.  |  |
| 3                     | FAIR3  | Customer complaints are resolved fairly.   |  |
| 4                     | FAIR4  | Their promotional programs are implemented transparently.                                      |  |
| Content Quality       |        |  |  |
| 1                     | CONT1  | The content provided by this brand on social media is informative.                             | De Vries et al. (2012); Muntinga et al. (2011)   |
| 2                     | CONT2  | The brand's social media content is entertaining.  |  |
| 3                     | CONT3  | The content shared by the brand is relevant to my interests.                                   |  |
| s                     | CONT4  | The brand's social media content is visually appealing.  |  |
| Engagement            |        |  |  |
| 1                     | ENGAT1 | I frequently "like" or "share" this brand's posts on social media.                             | Dessart et al. (2016); Schivinski et al. (2016)  |
| 2                     | ENGAT2 | I participate in discussions about this brand on social media platforms.                       |  |
| 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                               |
|----------------------|------------|--|--|
| Brand Trust          |            |  |  |
| 1                    | BRAND1     | I trust the quality of this brand's products/services.   | Chaudhuri & Holbrook (2001); Erdem & Swait (2004)      |
| 2                    | BRAND2     | This brand delivers on its promises to customers.  |  |
| 3                    | BRAND3     | I feel confident when purchasing products/services from this brand.                                  |  |
| 4                    | BRAND4     | This brand is honest and reliable in its dealings.   |  |
| Platform Usability   |            |  |  |
| 1                    | PLAT1      | The social media platform's interface is user-friendly.  | Lankton & McKnight (2012); Davis (1989)                |
| 2                    | PLAT2      | I can easily find the information I need on this platform  |  |
| 3                    | PLAT3      | The platform operates smoothly without significant issues.   |  |
| 4                    | PLAT4      | I am satisfied with my overall experience using this social media platform.                          |  |
| Advertising Value    |            |  |  |
| 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.                                  |  |
| Fair Labor Practices |            |  |  |
| 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.         |  |
| Community Impact     |            |  |  |
| 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.                     |  |
| Ethical Sourcing     |            |  |  |
| 1                    | ETHISOUR1  | I believe this company uses ethically sourced materials.   | Yawar & Seuring (2017); Hoejmose & 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                               |
|-----------------------|---------|--|--|
| Transparency          |         |  |  |
| 1                     | TRANS1  | This company openly shares information about its business operations and supply chain.         | Fernández-Feijóo et al. (2014); Kang & Hustvedt (2014) |
| 2                     | TRANS2  | I find this company’s reports on social and environmental issues clear and accessible.         |  |
| 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.        |  |
| Eco-friendly Products |         |  |  |
| 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.  |  |
| Energy Efficiency     |         |  |  |
| 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.               |  |
| Low Carbon Footprint  |         |  |  |
| 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.              |  |
| Sustainable Packaging |         |  |  |
| 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.                  |  |
| Subjective Norm       |         |  |  |
| 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.                           |   |
| Perceived Behavioral Control     |       |  |   |
| 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. |   |
| Environmental Awareness          |       |  |   |
| 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.                             |   |
| Attitude Toward Green Purchasing |       |  |   |
| 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.                            |   |
| Sustainable Purchasing Behavior  |       |  |   |
| 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

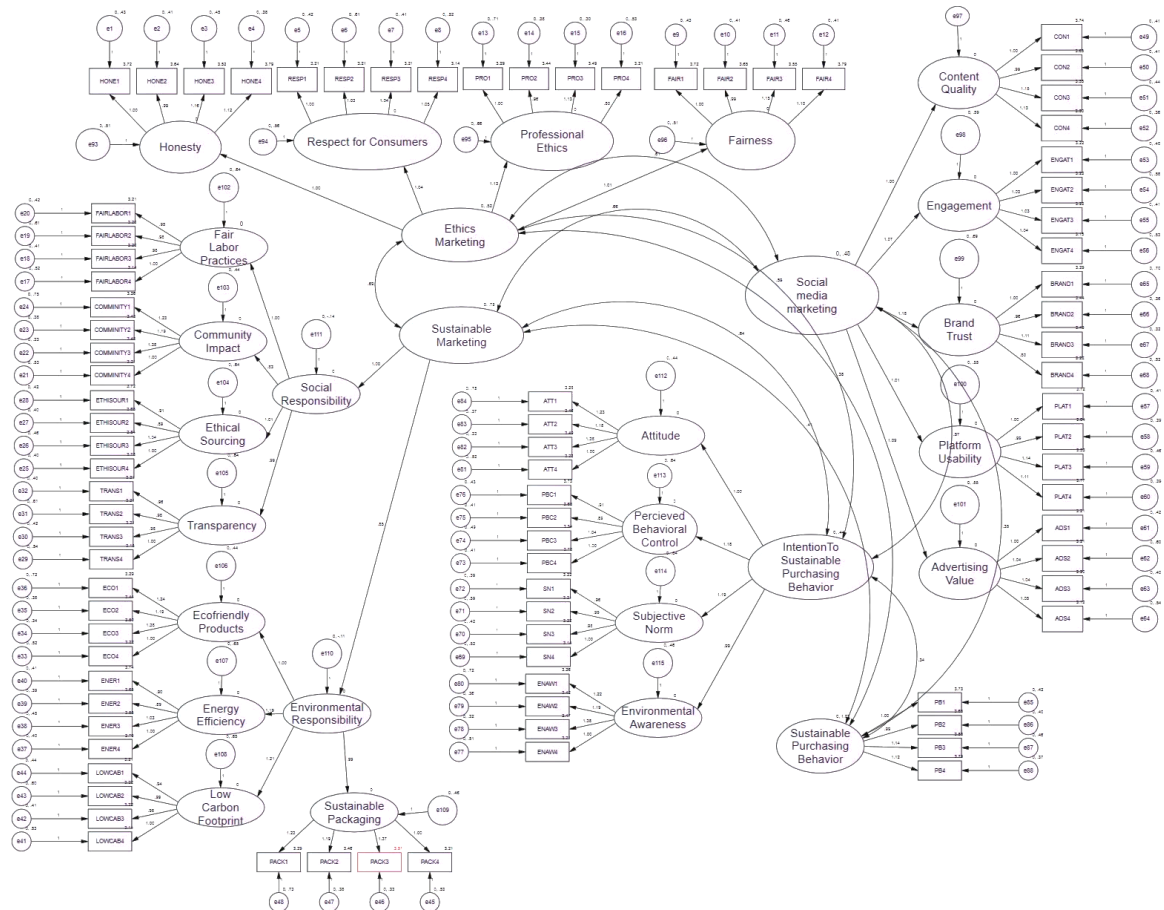
| <b>Construct</b>      | <b>Item</b> | <b>Outer Loading</b> | <b>Cronbach's Alpha</b> | <b>CR</b> | <b>AVE</b> |
|-----------------------|-------------|----------------------|-------------------------|-----------|------------|
| Honesty               | HONE1       | .839                 | .916                    | .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   |
|-----------------------|-----------|---------------|------------------|------|-------|
| Transparency          | ETHISOUR3 | .865          | .905             | .907 | .709  |
|                       | ETHISOUR4 | .872          |                  |      |       |
|                       | TRANS1    | .859          |                  |      |       |
|                       | TRANS2    | .812          |                  |      |       |
|                       | TRANS3    | .860          |                  |      |       |
| Ecofriendly Products  | TRANS4    | .835          | .906             | .911 | .719  |
|                       | ECO1      | .806          |                  |      |       |
|                       | 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 | 0.714 |
|                       | 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          |                  |      |       |

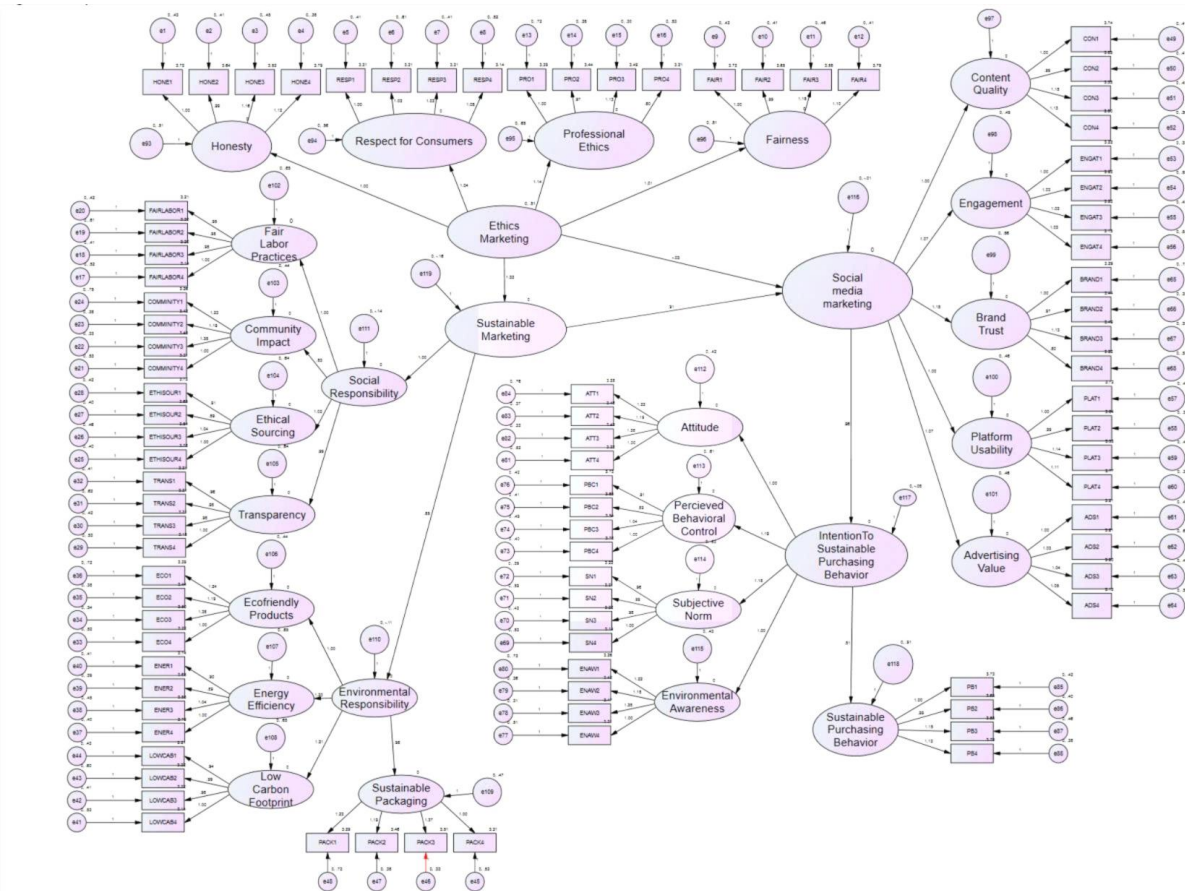
| <b>Construct</b>                | <b>Item</b> | <b>Outer Loading</b> | <b>Cronbach's Alpha</b> | <b>CR</b> | <b>AVE</b> |
|---------------------------------|-------------|----------------------|-------------------------|-----------|------------|
| Brand Trust                     | BRAND1      | .811                 | .908                    | .913      | .723       |
|                                 | BRAND2      | .881                 |                         |           |            |
|                                 | BRAND3      | .915                 |                         |           |            |
|                                 | BRAND4      | .789                 |                         |           |            |
| Subjective Norm                 | SN1         | .863                 | .910                    | .911      | .718       |
|                                 | SN2         | .823                 |                         |           |            |
|                                 | SN3         | .863                 |                         |           |            |
|                                 | SN4         | .840                 |                         |           |            |
| Percieved 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.