Environmentally Responsible Consumption Behavior of Youth

Pham, Huy (School: Phan Huy Chu High School)
Pham, Bao (School: Phan Huy Chu High School)

Purpose: The research is based on the extended Theory of Planned Behavior (TPB) to study the factors that influence youth’s environmentally responsible consumption behavior (ERCB), thereby proposing solutions to encourage ERCB in the young generation. Procedure: Based on the theoretical overview and research on the same topic, the research model has been determined. After that, the method of in-depth interview and large-scale survey with a sampling size of 498 high school students have been recently conducted. Collected data has gone through the steps of Cronbach's Alpha reliability analysis, correlation analysis, and structural equation modeling (SEM) to test hypotheses in terms of deploying PLS-Smart software to identify the factors and the influence range of each factor on ERCB. Since then, we came up with several solutions to encourage youth’s ERCB and experimented to access the solution's feasibility. Results: Three factors, which are the sense of responsibility for the environment, the ability to self-control decisions, and external influences, have a positive impact on behavioral intentions, thereby affecting ERCB. In which, the sense of responsibility for the environment has the greatest impact, then the ability to self-control decisions and the factor with the smallest impact is external influences. Conclusions: This research proposed effective solutions to encourage youth's ERCB to protect the environment: conducting group activities on the topic of ERCB; organizing seminars to share information about ERCB; building communication channels on ERCB; establishing a club of ERCB; changing consumption habits. Further research will establish sustainable consumption.

Awards Won:
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