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**ACADEMY OF JOURNALISM AND COMMUNICATION**

**TRAN THUY NGA**

**THE INFLUENCE OF SUSTAINABLE CONSUMPTION  
COMMUNICATION MESSAGES  
BY NGOS ON VIETNAMESE YOUTH**

**Major:      Public Relations**

**Code:        9320108**

**SUMMARY OF DOCTORAL THESIS OF PUBLIC RELATIONS**

**HANOI - 2025**

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## INTRODUCTION

### 1. Rationale for the Study

Economic development associated with sustainable development (SDD) is becoming an inevitable global trend, in which Vietnam – a developing country – is no exception. In the context of industrialization and modernization, Vietnam faces many environmental challenges and sets the goal of promoting sustainable consumption (SC) as part of the national strategy, reflected in the Government's decisions and action programs such as Decision No. 889/QD-TTg (2021–2030), Decision No. 681/QD-TTg and Resolution No. 136/NQ-CP. TDBV is also Sustainable Development Goal 12 under the United Nations Agenda 2030.

Youth – with more than 52.5 million people aged 15 and over – were identified as an important target group in strategies to change cognitive and behavioural behaviour, due to their receptivity, dynamism and ability to spread positive messages. In particular, non-governmental organizations (NGOs) have played a prominent role in raising awareness about biodiversity, through many campaigns such as "Earth Hour" (WWF), "Green Neighborhood" (CHANGE – Embassy of Switzerland), or campaigns such as "Go Green", "Plastic Industry", "Ivory Free Vietnam", etc.

However, the actual effectiveness of the message content in these campaigns still has many open questions: What is the level of impact? What factors are making a positive impact and which ones need improvement?

Theoretically, there are currently not many studies focusing on the impact of the content of SC messages on the public, especially young people in Vietnam.

On that basis, this study selects the topic *"The Influence of sustainable consumer communication messages by NGOs on Vietnamese youth"*, with the goal of analyzing content factors in SC communication messages, assessing the impact on awareness, attitudes and behaviors of young people, and thereby make academic and practical recommendations for future communication strategies for sustainable development.

### 2. Purpose and tasks of the study

### ***2.1. Purpose of the study***

The thesis aims to analyze and evaluate the impact of the content of sustainable consumer communication messages on the awareness, attitudes and behaviors of Vietnamese youth - a key target public group in social media campaigns for sustainable development. From there, it proposes effective communication solutions, in accordance with the psychological characteristics of youth in the current context, in order to improve the effectiveness of the positive influence of media content of non-governmental organizations (NGOs) in Vietnam.

### ***2.2. Research Mission***

To achieve the above objectives, the thesis focuses on performing the following tasks:

1. Systematize basic concepts and theories related to sustainable consumption and the influence of media message content on the public in the context of social media; an overview of domestic and foreign research works to determine the appropriate theoretical approach and gaps to be filled.

2. Developing research models, hypotheses and implementing empirical research, including youth surveys in three major cities (Hanoi, Da Nang, Ho Chi Minh City). Ho Chi Minh City) and conducted in-depth interviews with experts, journalists, and media officers of NGOs, in order to analyze the impact of the content of the SC message on the awareness, attitude and behavior of young people.

3. Analyze the research results to identify content factors that effectively impact youth, thereby proposing communication solutions and practical recommendations to improve the effectiveness of communication of NGOs, and at the same time contributing to the theory and application in the field of communication for sustainable development in Vietnam.

## **3. Subjects, objects and scope of research**

### ***3.1. Subjects of study***

*Object of study:* The impact of the content of sustainable consumer communication messages of NGOs on Vietnamese youth.

### ***3.2. Research objects include:***

- The contents of TDBV communication messages of 4 typical NGOs selected for research and survey are:

1. Center for Sustainable Development Studies (CSDS)
2. Rikolto NGO in Vietnam
3. Vietnam Wildlife Action Center (Wild Act)
4. International Organization for Nature Conservation in Vietnam (WWF Vietnam)

- Vietnamese youth (aged from 16 to 30) living and working in 03 major cities of Hanoi, Da Nang, and Ho Chi Minh City.

- Experts, researchers, and journalists on sustainable consumption; communication workers on sustainable consumption, communication staff at NGOs.

### ***3.3. Scope of study***

- *Scope of research content:* The content of the survey in the study was published between January 2021 and April 2024, by four NGOs in Vietnam, including: CSDS, Rikolto, WildAct and WWF Vietnam.

- *Research duration:* The thesis will be carried out in the period 2022–2025.

- *Research space:* The study was conducted in three urban areas representing three major geographical and cultural regions in Vietnam, including: Hanoi, Ho Chi Minh City. Ho Chi Minh City and Da Nang.

## **4. Theoretical basis and research methods**

### ***4.1. Theoretical basis***

#### ***4.1.1. General theoretical basis***

- The basic theoretical basis of Marxism-Leninism and Ho Chi Minh Thought on media management and information provision and education for Vietnamese youth with the orientation of sustainable development.

- Guidelines and policies of the Party and the State on sustainable consumption

#### ***4.1.2. Specialized theoretical basis***

To analyze the impact of the content of communication messages on Vietnamese youth, this study synthesizes a number of important communication and behavior theories:

- ***Behavior Change Communication Theory:*** This theory helps identify key elements in the message such as education, inspiration, and behavior

orientation.

- ***Planned Behavior Theory***: Clarify the relationship between cognition, attitude and behavior, supporting the thesis to structure the chain of impact of message content on sustainable consumer behavior.

- ***Usage and Satisfaction Theory***: Helps research to assess the attractiveness, relevance, and satisfaction of young people's information needs with each type of message.

- ***Knowledge Gap Theory***: Shows that the impact of communication can differ between social groups due to uneven knowledge bases – especially important when surveying youth groups with diverse levels and access to information.

#### ***4.2. Research methods***

The study combines the following methods:

*4.2.1. Documentary research method:* research, synthesize and analyze information and data inherited from relevant international and domestic studies and publications, in order to understand the overview of the problem and systematize the basic theory.

*4.2.2. Method of the Security Questionnaire:*

Survey of 487 young people (16–30 years old) in Hanoi, Da Nang, Ho Chi Minh City. Ho Chi Minh City with a Likert questionnaire (5 levels) through a questionnaire.

Data analysis: using SPSS 26 & AMOS 24, applying SEM (linear structure modeling).

Objectives: To examine the influence of the content of the message on cognition, attitudes and behaviors.

*4.2.3. Content Analysis Methods*

Interview content: 5286 news articles with SC messages from 04 NGOs under the survey.

Content analysis, thematic analysis according to Braun & Clarke (2006).

Objectives: To clarify the impact of the content of the message of the Communist Party, and at the same time propose communication solutions suitable to the context and youth of Vietnam.

*4.2.4. In-depth Interview Method*

In-depth interviews with: (1) 10 experts, journalists, and content creators of NGOs, (2) 09 Vietnamese youth representing 03 cities of Hanoi, Da Nang, and Ho Chi Minh City.

Semi-structured in-depth interviews as recommended by Yin (2009) [152] and the Boyce and Neale (2006) research team.

Objectives: To synthesize, analyze, and evaluate opinions and contributions from in-depth interviews to more clearly assess the impact of the content of SC's message on youth and to propose appropriate solutions and recommendations..

## **5. Questions, hypotheses, and research analysis framework**

### ***5.1. Research Questions***

1. How do the elements of the content of the NGO sustainable consumption message in Vietnam (theme, organization, content elements) affect the awareness, attitude and behavior of Vietnamese youth on sustainable consumption? What is the positive or negative effect and to what extent?

2. Do demographic characteristics have an impact on the impact of the content of NGOs' communication messages on Vietnamese youth? If so, what is the impact?

3. How do external factors (such as the views and policies of the Party and the State, the cultural and social environment) contribute to the reception of sustainable consumption communication content of NGOs to Vietnamese youth?

### ***5.2. Research hypothesis***

1. Demographic characteristics (gender, age, education, income, area of residence, etc.) have a significant impact on how Vietnamese youth approach, receive and process sustainable consumption-oriented communication messages.

Specifically, groups with higher age, education, and income tend to be more active in absorbing the content of NGO messages than those with age, education, and low income.

Gender did not significantly affect the difference in the reception and influence of the content of NGOs' SC messages to the youth public.

2. The structure of the content, theme and content elements of the NGO's sustainable consumption communication message has a direct positive impact on

raising awareness, changing attitudes and behaviors of Vietnamese youth about sustainable consumption.

3. The content of the NGO's message will indirectly positively affect the attitudes and behaviors of Vietnamese youth, through raising their awareness of the youth.

4. Environmental factors (policies of the Party and the State on sustainable consumption, cultural and social environment) contribute to the process of receiving messages and contribute to promoting positive changes in awareness, attitudes and behaviors of sustainable consumption of Vietnamese youth.

### 5.3. Analytical Framework

With the focus of the research on the impact of the message of the Youth Movement on Vietnamese youth, the author proposes a research analysis framework as shown in Figure 1:

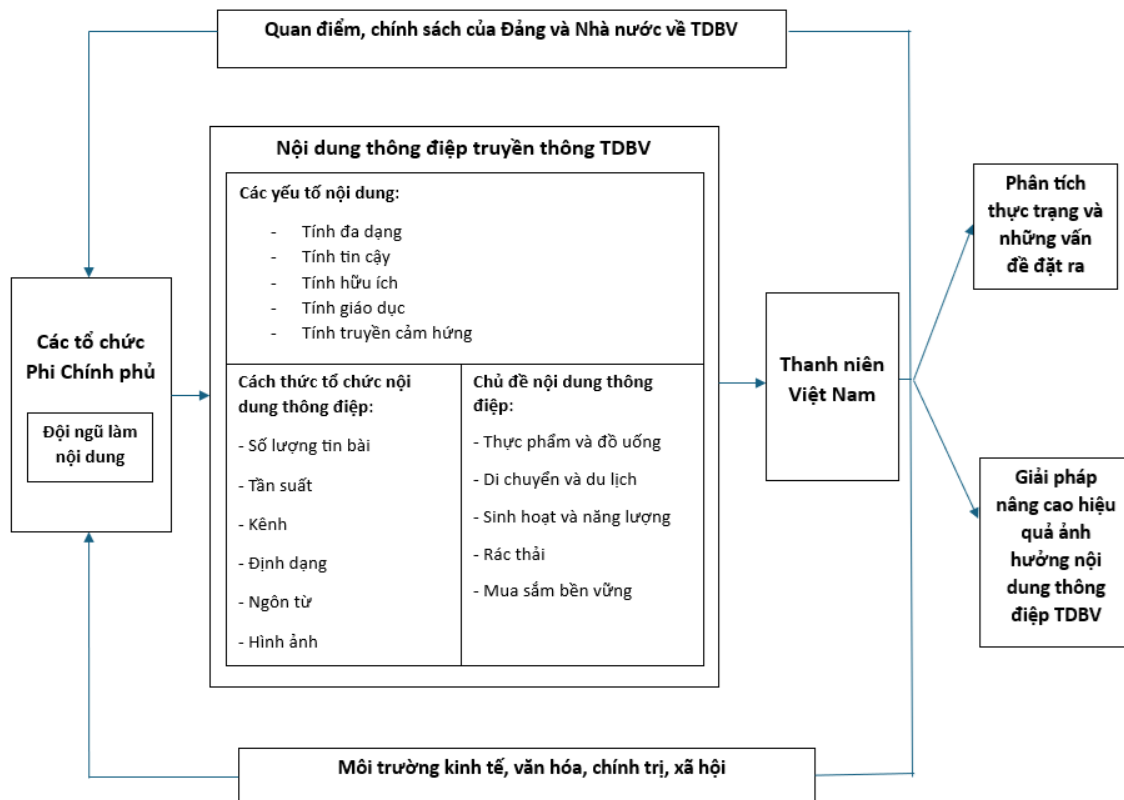


Figure 1. Research Analysis Framework (author, 2025)

## 6. Theoretical and practical significance of the topic



**6.1. Theoretical significance:** The thesis supplements the theoretical system on the influence of media message content in the context of sustainable consumption, contributing to enriching research on youth - specific target public in the digital media era.

**6.2. Practical significance:** Providing practical communication solutions to help non-governmental organizations (NGOs) optimize the content of their messages, improve the effectiveness of changing sustainable consumption behaviors in the Vietnamese youth community.

## **7. New points of the thesis**

- *Theoretical:* Adding a new perspective on the content of communication messages aimed at youth in the modern context.

- *In practice:* An in-depth analysis of the impact of SC messages from NGOs on youth behavior – the first time in Vietnam.

- *Case study:* Provide practical data in 3 major cities, and expand the research direction to other public groups.

## **8. Thesis Structure**

In addition to the Introduction, the overview of the research situation, conclusions, references, appendices, and main contents of the thesis include 4 chapters as follows:

*Chapter 1. Overview of the research situation*

*Chapter 2. Theoretical and practical basis for the impact of sustainable consumption communication content on Vietnamese youth by NGOs*

*Chapter 3. The current situation of the impact of the content of sustainable consumption messages on Vietnamese youth by NGOs*

*Chapter 4. The problems posed and some solutions to enhance the positive impact of the content of the sustainable consumption message of NGOs on Vietnamese youth.*

## Chapter 1

### OVERVIEW OF THE RESEARCH SITUATION

#### 1.1. Research overview on sustainable consumer communication

Sustainable Consumer Communication (ESE) is an important branch of behaviour change communication, focusing on encouraging responsible consumption choices. In the context of the environmental crisis, this field is increasingly interested in many interdisciplinary studies. Research can be divided into four main approaches:

##### *1.1.1. Behavioral approach*

Viewing the media as a tool to change consumer perceptions, attitudes, and behaviors. Outstanding studies (Peattie & Peattie, 2009; Cambodia & Rahman, 2017; Rubiyanto, 2024) emphasize the role of psychosocial factors in the formation of sustainable behavior. In Vietnam, research by Nguyen Vu Hung (2015) and Phan Thanh Hai (2022) shows that awareness and trust are key factors affecting green shopping behavior.

##### *1.1.2. Content Outreach*

Focus on the characteristics and structure of the communication message. Works such as White et al. (2019) propose the SHIFT model for personalizing messages. Research by Laestadius (2014) and Hodson (2020) shows that effective messaging needs to be contextually appropriate, avoid confrontation, and use image/video formats to engage young people.

##### *1.1.3. Socio-cultural approach*

Viewing the media as a social practice that shapes consumer norms. Piñeiro's (2014) research points to the role of gender and culture in LGBT behavior, while Vietnamese studies such as Chu Manh Trinh (2012) or Pham Lan Huong (2021) show that educational, emotional, and environmental awareness factors are strong social drivers.

##### *1.1.4. Approach to communication policies and strategies*

Focus on the role of organizations and the state in designing communication to promote green consumption. Studies (Fischer et al., 2021; Hilty, 2011; Yuri & Niria, 2023) shows the need to approach systems, integrate technology, and innovate

communication models. In Vietnam, publications such as those of Do Phu Hai (2018) and Bui Thi Mai Hoai (2023) propose combining communication with digital transformation and ESG in promoting sustainable development.

## **1.2. Studies on the influence of the content of communication messages on the public**

### ***1.2.1. History of researches on the influence of the content of communication messages***

- 1920–1930: Period of belief in the direct impact of the media, with the Harold Lasswell Model, Payne Fund Project.
- 1940–1960: Limited period of influence with the theory of two-step flow (Berelson), influence through intermediate factors (Klapper).
- 1960–1980: Reaffirming the power of communication but more sophisticated (Gerbner - Cultivation Theory, Bandura - Social Learning). The School of Communication Reception (Stuart Hall - Encoding/Decoding), which emphasizes the role of the public in interpreting messages.
- From 1990 to the present: Research in digital media landscape, multi-content – multi-platform, exploiting the role of technology and modern content analysis methods.

### ***1.2.2. Research on messages and the influence of the content of communication messages***

Many scientific works have studied how to approach, analyze and evaluate the content of communication messages. Hsiu Fang Hsieh and Shannon (2005) classify three main approaches including traditional, oriented, and synthetic, which help form a clear methodological foundation. Neuendorf (2017), Schreier (2012) and Elo et al. (2014) contribute practical guidelines and reliability control in content analysis. Recently, Lerch (2023) and Zhao (2022) expanded their analysis to audio, visual, and emotional content, in line with multimedia trends. In addition, applied studies such as those of Fraustino, Vos, Kamal and Prahesti focused on analysing messages on social networks (Facebook, Twitter), while Valkenburg & Piotrowski or Argyris studied the direct impact of media content on young people in the modern context. These works show a comprehensive development in both content and approaches in the field of

communication studies.

### ***1.2.3. Research on the influence of the Sustainable Consumption content of communication messages***

Studies on the content of sustainable consumer messages have expanded in many different directions. At the international level, Ferguson et al. (2021), Ott et al. (2016), Niankara (2019) and Huang et al. (2023) focused on assessing the impact of TDBV messages on public perceptions, attitudes and behaviors, especially young people. These studies show differences in communication effects between public groups and types of organizations (businesses, NGOs, universities). In Vietnam, studies by Le Thi Thanh Le (2019), Nguyen Kim Nam (2015), Thu Ha and Thu Hoai group approached from the perspective of youth behavior and psychology in sustainable consumption, showing that messages have a positive effect on cognition and behavioral intentions. In addition, the work of Cadman, Dalla-Pria, Yang Yang and Snoeijsers focuses on the role of NGOs and specific communication strategies in spreading the message of SC. These studies help form an important theoretical and practical basis for designing communication messages suitable for youth in the context of sustainable development.

## **1.3. Discussion and research gaps**

### ***1.3.1. Discuss the research overview***

Important results and contributions of domestic and foreign research related to the topic, including:

*Firstly*, to build a theoretical foundation for SC communication from the perspective of behavior and behavior change communication.

*Second*, establish the important role of message content and orient research potential focusing on the influence of message content.

*Third*, expand the media perspective from the individual to the cultural and social level.

*Fourth*, to better position the role of SC communication in the policies and sustainable development of countries.

*Fifth*, clarify the specific content influences on the perception, attitude and behavior of the public, including young people.

*Sixth*, contributing to shaping modern research methods in the field of SC communication.

### ***1.3.2. Research gaps***

Through the overview, it can be noticed that there are some notable gaps in the study of the impact of the content of SC messages.

*First*, there is still a lack of in-depth research on the specific content of the message and how it impacts young people's perceptions, attitudes, and behaviors.

*Second*, there have not been many studies comparing the role of new media platforms such as TikTok, Instagram, and YouTube in influencing young audiences.

*Third*, cultural and social factors have not been analyzed in depth, especially the differences between different geographical regions or cultures, as well as the suitability of international variables to the Vietnamese context.

*Fourth*, different groups of young people (by age, gender, education) have not been surveyed broadly enough to draw general conclusions.

*Fifth*, more research is needed on sustainable consumption messaging in the media, especially by NGOs.

*Sixth*, a combination of quantitative and qualitative is needed to ensure a comprehensive view, rather than using only one method.

*Seventh*, there is still a lack of long-term studies measuring the sustainable impact of messages over time, which is especially needed in the context of Vietnam.

*Eighth*, a lack of a unified theoretical framework in the analysis of content that affects the public.

These gaps open up potential directions for future research to contribute to improving the effectiveness of sustainable consumer communication for young people.

## Chapter 2

# THEORETICAL AND PRACTICAL BASIS FOR THE IMPACT OF THE CONTENT OF SUSTAINABLE CONSUMER COMMUNICATION MESSAGES ON VIETNAMESE YOUTH BY NON-GOVERNMENTAL ORGANIZATIONS

## 2.1. Theoretical basis for the influence of the content of communication messages on the public

### *2.1.1. Some basic theories about the influence of media message content on the public*

#### *2.1.1.1. Sustainable consumption*

Sustainable consumption is the act of consciously selecting and using goods and services to meet essential needs and improve the quality of life, while minimizing the exploitation of natural resources, the use of hazardous materials, waste generation, and environmental pollution throughout the entire life cycle of a product.

#### *2.1.1.2. Content of sustainable consumer communication messages*

The content of sustainable consumer communication messages is a collection of information, images, ideas, emotions and values that are selected, encoded and presented in specific forms of communication to convey to the public the message of promoting responsible consumer behavior saving resources, minimizing environmental impacts and ensuring social justice.

#### *2.1.1.3. Influence on the content of communication messages to the public*

The influence of the content of a communication message on the public is the influence that the core content of the message – including information, ideas, values, and expressions – creates on the perceptions, emotions, attitudes, and behaviors of the recipient, in a specific media context.

#### *2.1.1.4. Youth*

Youth are a group of citizens between the ages of 16 and 30, in the transition period between adolescence and adulthood, with outstanding physical, psychological and social cognitive development characteristics, with great potential for creativity, adaptation, learning and contribution to the community.

#### *2.1.1.5. NGOs*

Non-Governmental Organization (NGO) is a private, state-operated, non-profit and non-political organization, established voluntarily and formally to meet specific social goals such as improving the quality of life, protecting the environment, etc promoting human rights, supporting disadvantaged groups, and promoting sustainable development.

### 2.1.2. Theoretical basis for influencing the content of communication messages on the public

The thesis is based on 4 main theories to build a research model:

**2.1.2.1. Behavior Change Communication Theory:** Communication can lead a chain of behaviors from awareness to attitudes and behaviors and then maintain behavior. This theory helps to identify the content factors that impact each stage.

**2.1.2.2. Planned Behavior Theory:** Explain sustainable consumer behavior through awareness and attitude, omit the variables of "behavioral intent" and "subjective norms" to simplify the model, in line with NGO communication.

**2.1.2.3. Usage and Satisfaction Theory:** The public actively chooses content according to their needs. UGT helps identify content elements that appeal to young audiences such as emotions, images, entertainment, etc.

**2.1.2.4. Knowledge gap theory:** Emphasizing that communication effectiveness depends on the reception platform of each group of the public. Suggesting that the media needs to be personalized according to the young public to reduce the reception gap.

### 2.1.3. Variables of influencing the content of sustainable consumer communication messages to the public

Based on the conceptual system and basic theory stated in Sections 2.1 and 2.2, the author proposes a quantitative research model to analyze the impact of NGO content on Vietnamese youth based on the Planned Behavior Theory (TPB) model as shown in Figure 2.2:

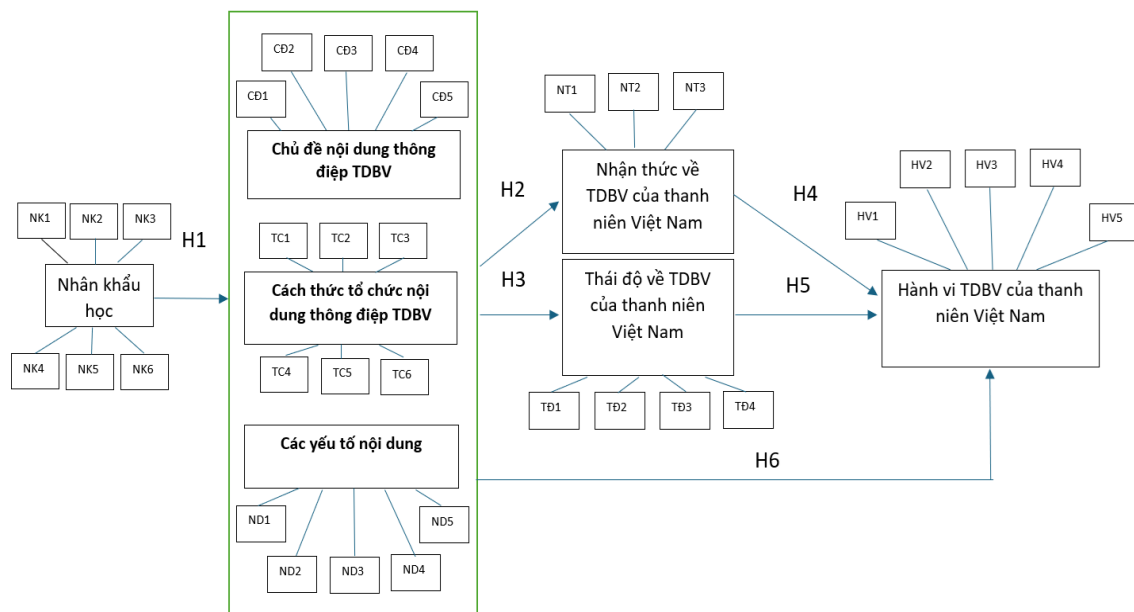


Figure 2.2. Quantitative Research Framework with Specific Variables (author, 2025)

## **2.2. Practical basis for influencing the content of communication messages on the Vietnamese youth public**

### ***2.2.1. The current situation of sustainable consumption of Vietnamese youth.***

The sustainability of Vietnamese youth is becoming an increasingly important topic in the context of global environmental challenges. Vietnamese youth demonstrate a willingness to participate in sustainable activities, such as promoting sustainable consumption and actively participating in environmental protection movements. Vietnamese youth tend to consume modernly, spend strongly, prefer online shopping, are willing to spend money on green products but lack sustainable consumption knowledge. According to Nielsen Vietnam's statistics in 2019, 4 out of 5 Vietnamese people are willing to pay a higher price to buy environmentally friendly products.

### ***2.2.2. Habits of receiving sustainable consumer media of Vietnamese youth***

Research data shows that young Vietnamese people like social networks, phones are the main tools, and they like intimate experiences and content. Consumption decisions are less dependent on celebrities, more about feedback from the online community. Based on the report of the Working Group on Promoting Vietnam's Digital Ecosystem (Ministry of Information and Communications) and data from We are Social (a company specializing in global social network analysis) in 2023, it shows some of the following common habits: Social networks are also considered a channel to influence the sustainable consumption behavior of young people. Vietnamese youth are more aware of sustainable consumption, but mainly focus on reducing plastic bags and plastic items. In the 2021 Report on Behavior and Risks of Online Consumption of Youth in Viet Nam, it was found that most young people access the Internet throughout the day. This shows that the most effective communication channel to reach young people is social networks.

### ***2.2.3. Nonprofit Communications on sustainable consumption in Vietnam***

Many studies show that, so far, campaigns such as "Earth Hour" or "Green Consumption" have been carried out,... have achieved high efficiency, but there is still a lack of research to measure the impact of specific content and need to coordinate more closely with public policies.

## **2.3. Criteria for evaluating the impact of the content of the communication message on the public**

### ***2.3.1. Examination of the impact scale***

Cronbach's Alpha Index is used to evaluate intrinsic reliability, with an acceptance threshold of  $\geq 0.7$  (Nunnally & Bernstein, 1994). And some other



accreditations such as EFA (exploratory factor testing), CFA (affirmative factor testing).

### ***2.3.2. Some criteria for assessing the level of impact***

Some important evaluation criteria are the Normalized Regression Coefficient and the p-value.

## **Chapter 3**

### **THE CURRENT SITUATION AFFECTING THE CONTENT OF SUSTAINABLE CONSUMPTION MESSAGES ON VIETNAMESE YOUTH OF NON-GOVERNMENTAL ORGANIZATIONS**

#### **3.1. Overview of the surveyed NGOs**

An overview of the NGOs covered by the survey and their owned communication channels, including: Center for Sustainable Development Research (CSDS), Rikolto Organization, WWF Viet Nam, WildAct Organization.

#### ***Overview of communication activities of surveyed organizations***

Basically, only WWF has the most professional communication department with about 5-10 personnel (depending on the time and project) to implement communication and message content. WWF also has a communication process and has clear KPIs and communication measurements compared to other NGOs.

#### **3.2. Survey on the current status of sustainable consumer communication content of non-governmental organizations subject to the survey**

##### ***3.2.1. Analysis of sustainable consumption content of NGOs in the survey***

##### ***3.2.1.1. Sustainable consumption content of NGOs subject to the survey***

*a. Content of CSDS:* focusing on education, behavior-oriented and inspiring and a youth-friendly tone.

*b. Rikolto's content:* in-depth content on the sustainable food ecosystem, specialized and technical tone. Besides, there is still quite good interactive content with young people such as minigames.

*c. WildAct content:* a combination of educational and inspiring, focusing on raising awareness for young people.

*d. Content of WWF:* strongly focuses on raising awareness, combining behavior change orientation, scientific and useful content, updating and guiding behaviors close to reality, taking advantage of KOLs and good trends.

##### ***3.2.1.2. How to organize sustainable consumption content***

Based on Table 3.1, WWF is the absolute leader in the number of sustainable consumer media articles, with a total of 2,766 articles, almost three times as many as the second-ranked organization, Rikolto (1,119 articles). CSDS and WA reached 756 and 645 articles, respectively. This reflects WWF's communication capacity and priorities in its sustainable communications strategy.

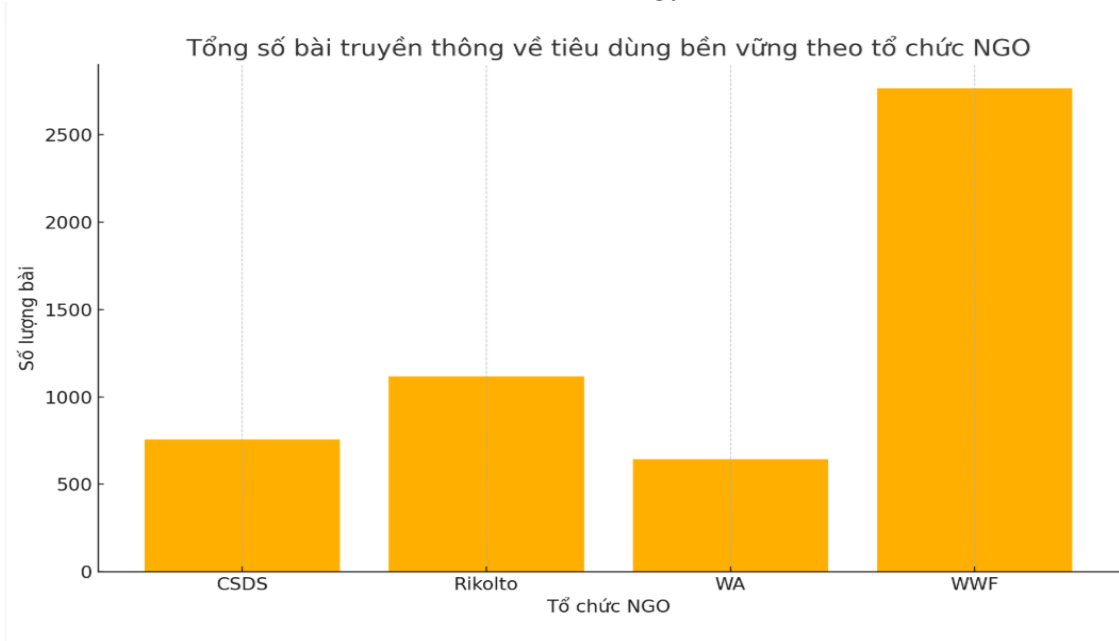


Figure 3.1. The total number of media articles on sustainable consumption according to the four NGOs surveyed. (Source: author, 2025).

### 3.2.1.3. Topics of sustainable consumer content

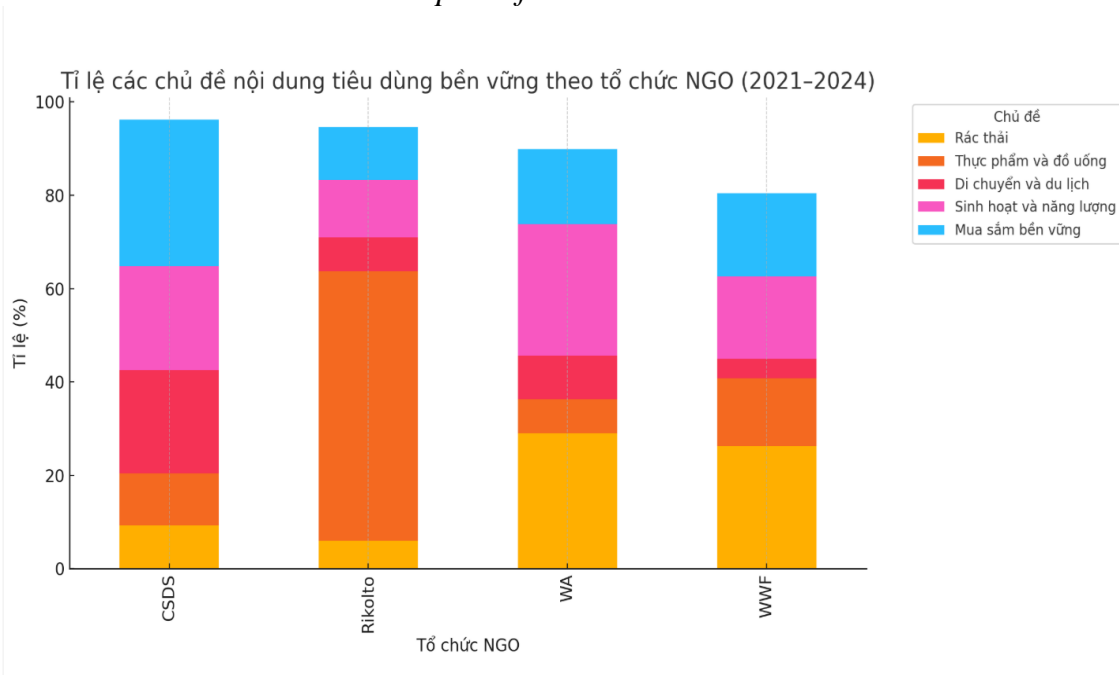


Figure 3.2. The proportion of sustainable consumer content topics according to the four NGOs surveyed (Source: author, 2025).

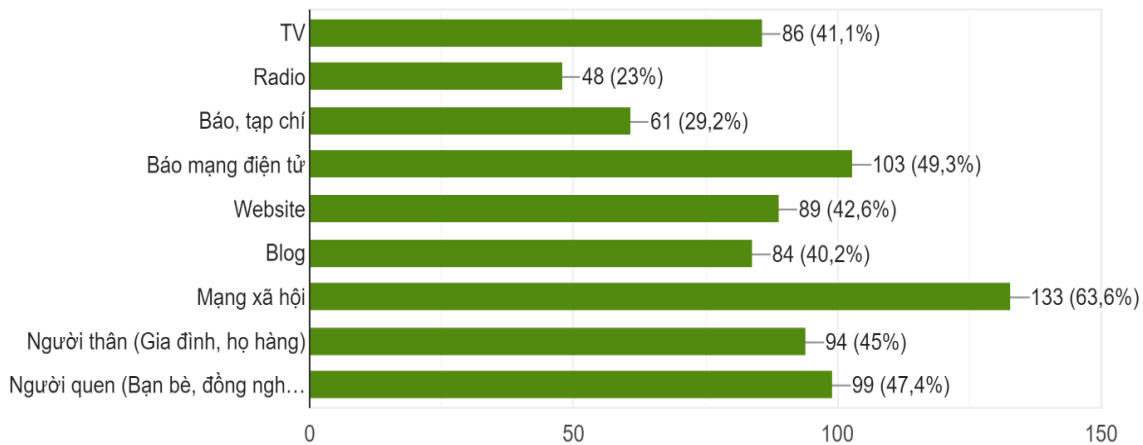
### ***3.2.2. The current situation of the demand and reception of sustainable consumption communication messages of Vietnamese youth***

#### ***3.2.2.1. Demand for sustainable consumption communication content of youth***

Most young people are interested at an average level, accounting for 55.3%. About 39% of young people pay greater attention to sustainable consumption. The topic of most interest is sustainable food and beverages (29%). The most preferred channel to learn about SC content is Facebook (52.6%).

#### ***3.2.2.2. Reception of sustainable consumer communication messages by young people***

The most popular media channels through which young people in the three major cities access content on sustainable consumption are Social Networks (accounting for 63.6%), followed by online newspapers (49.3%), and acquaintances such as friends and colleagues (47.4%).



*Figure 3.9. Source of sustainable consumer media content*

### **3.3. Assessment of the impact of sustainable consumption content on Vietnamese youth subject to the survey**

After SEM analysis to measure the impact, the results of the model conformance indicators were obtained as follows (detailed in Figure 3.2):

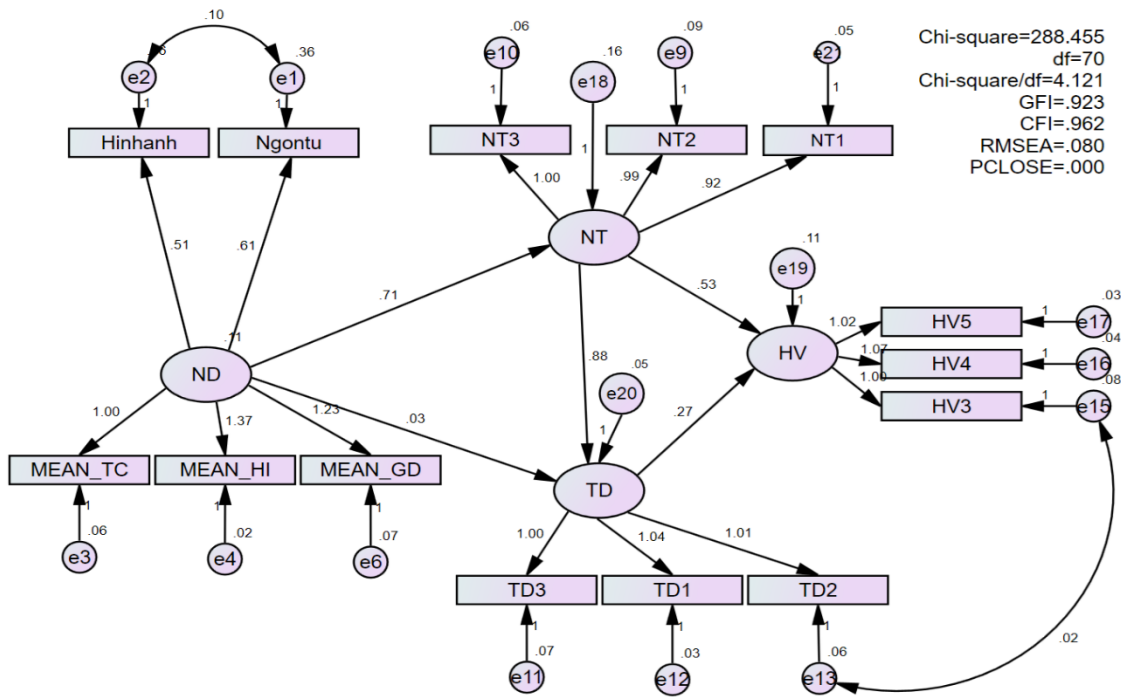


Figure 3.6. SEM analysis results for measurement variables affecting sustainable consumption content on Vietnamese youth.

Analysis of regression coefficients shows that all hypothetical relationships between potential variables are statistically significant and have a favorable effect. The results of SEM analysis supported all the hypotheses set forth in the research model.

The content of messages from NGOs has a significant impact on youth awareness of sustainable consumption (NT); this awareness, when enhanced, will lead to a more positive attitude (TD) towards sustainable consumption; and it is that positive attitude that will promote sustainable consumption behavior (HV) in practice.

The relationship between the variables took place as expected in terms of direction and achieved high statistical significance, confirming the correctness of the theoretical model.

Notably, the impact of awareness on attitudes is the strongest, emphasizing that in order to change the attitudes of young people, organizations need to focus on raising awareness through the content of the message.

In addition, the mediating role of attitudes is also clearly shown: positive attitudes act as a bridge to transform cognition into specific behaviors.

## Chapter 4

# ISSUES AND SOME SOLUTIONS TO ENHANCE THE POSITIVE IMPACT OF THE CONTENT OF NGOS ON VIETNAMESE YOUTH

### 4.1. Problems posed

#### *4.1.1. It is necessary to optimize the effectiveness of the message content*

The quantitative results confirm that three content factors have a strong influence on the behavior of the teacher: education, inspiration and reliability.

Qualitative data from in-depth interviews also show that young people are more likely to be persuaded by content associated with specific role models, everyday language, visual images and positive emotions. Therefore, the first group of solutions for building and improving content needs to meet all three elements: (i) clear behavior orientation, (ii) emotionalization of the message through storytelling, inspirational characters, and (iii) use of intimate forms such as short videos, infographics, or personal stories.

#### *4.1.2. Focus on digital media channels*

The content analysis in chapter 3 shows that NGOs have not yet fully exploited attractive formats, especially on TikTok and YouTube – where a large number of young people participate. Expert interviews show that many media units still maintain traditional thinking, not personalizing content according to the characteristics of each platform.

Therefore, the second group of solutions proposes to select and coordinate effectively between new media channels (TikTok, YouTube Shorts, Instagram Reels) and existing channels (Facebook, e-newspapers), and build specialized content according to the reception behavior of young people.

#### *4.1.3. Need for effective measurement tools*

The results of the analysis show that the majority of organizations do not have a systematic assessment of the impact of SC communication campaigns, leading to a lack of evidence to adjust or improve strategies.

#### *4.1.4. Need a supportive media ecosystem*

In-depth interviews showed that many young people, although aware of the importance of environmental protection, have not implemented it due to a lack of consensus from the community, a lack of favorable policy corridors or a lack of role models from adults. Some young people clarify that personal behavior is often invalidated if the living environment is not supportive, from garbage collection regulations, policies to encourage reuse, to the perception of relatives.

## **4.2. Propose some sustainable consumption communication solutions**

### **4.2.1. Solutions for message content**

4.2.1.1. *Design content that is educational but accessible*

4.2.1.2. *Increase Inspirational Factor and Emotional Connection*

4.2.1.3. *Increase the credibility of messages and sources*

4.2.1.4. *Content personalization according to the characteristics of the young public*

### **4.2.2. Solutions on channels and forms of communication**

4.2.2.1. *Prioritize digital media channels and social networking platforms that are popular with young people*

4.2.2.2. *Promote interactive and visual media formats*

4.2.2.3. *Leverage influencers and online communities*

4.2.2.4. *Combining online and face-to-face communication*

4.2.2.5. *Flexible channel selection according to young public segments*

### **4.2.3. Integrated media campaign design solution**

4.2.3.1. *Build a campaign with a clear theme and a specific behavioral journey*

4.2.3.2. *Combining digital media and physical community activities*

4.2.3.3. *Increase Personalization and Two-Way Interaction*

4.2.3.4. *Strengthening inter-sectoral linkages and partner communication*

4.2.3.5. *Linking communication with evaluation - feedback - retention*

### **4.2.4. Solutions on support mechanisms and policies**

4.2.4.1. *Promote the development of a national communication strategy on sustainable consumption*

4.2.4.2. *Providing financial support, resources and communication capacity to social organizations*

4.2.4.3. *Integrating sustainable consumption communication into the formal education and training system*

4.2.4.4. *Forming a mechanism for evaluating - sharing - spreading effective communication initiatives*

4.2.4.5. *Creating a stable and transparent legal corridor and policy communication*

## **4.3. Recommendations, limitations and directions for future research**

### **4.3.1. Recommendations**

4.3.1.1. *For state management agencies*

- Integrate SC communication in the national strategy on sustainable development, green growth, and civic education and environmental education programs.
- Issue an official set of communication guidelines for campaigns aimed at

young audiences, including content, language and form of expression.

- Establish an interdisciplinary coordination mechanism between ministries and sectors (Natural Resources and Environment, Education and Training, Industry and Trade, Youth Union, etc.) in co-organizing large-scale green communication campaigns.

- Provide financial and technical support for community communication initiatives, especially those of youth, schools, and civil society organizations.

#### *4.3.1.2. For non-governmental organizations and communication practice units*

- Designing a communication message that is suitable for the young public, based on factors that have been researched to have a strong impact: education – inspiration – trust.

- Leverage digital media platforms, storytelling, influencer marketing, and two-way interactions to increase pervasiveness and connection.

- Invest in a communication performance measurement system, including pre-campaign surveys, public feedback, and digital engagement analytics.

- Strengthen multilateral cooperation, data sharing, and green communication initiatives among organizations operating in the same field.

#### *4.3.1.3. For the youth public*

- Raise personal awareness of sustainable consumption and the role of the media, not only as a recipient but also as a participant in content creation (co-creator).

- Actively participate in green communication campaigns, from sharing messages to specific actions in daily life.

- Respond honestly and positively to communication messages, contributing to improving the quality of content, language and approach of organizations.

- Organize or propose communication activities in schools, workplaces, and communities, based on personal interests, skills, and abilities.

#### *4.3.2. Limitations of the thesis*

- **Limited research space:** the thesis only conducted surveys and interviews with young people in three major cities: Hanoi, Da Nang and Ho Chi Minh City. Ho Chi Minh City, has not fully reflected the characteristics of young people in rural and remote areas - where the level of access to information, social awareness and consumption conditions is significantly different. Therefore, the results of the study should be interpreted within the limits of the young urban population, and should not be absolutely extended to all Vietnamese youth.

- **Limitations in sample selection methods,** choosing non-probability samples have the potential risk of bias because respondents often have different levels

of interest in the topic. This can affect the representativeness and scalability of the survey subjects.

- ***Limited in the scope of content***, because the thesis only focuses on and most of the articles are on social networking channels, websites, and newsletters,... However, it is not possible to analyze the content on many other traditional media channels and forms due to limited resources and scope of research. This will reduce the representativeness of the entire content, not being able to generalize offline content (at events, seminars, workshops,...)

- ***Limited in depth analysis of personal and psychosocial factors***. Although the TPB has been used to explain the process of influencing the content of the message to cognition, attitudes and behaviors, it has not been possible to delve into many other variables such as beliefs, life value systems, and feelings of social responsibility,... This is a gap that needs to be further studied.

- ***Limitations in measuring effects over time***, due to cross-sectional data research thesis due to limited research resources and scope. While behavior is the process of formation and maintenance, there should be more studies looking at the long-term nature of behavior.

#### ***4.3.3. Some future research directions***

Firstly, studies should expand the scope of the survey, increase the number of survey areas and cities outside the three major cities: Hanoi, Da Nang, and Ho Chi Minh City to increase the universality of the research model.

Second, develop extensive research models that integrate intermediate and regulatory variables, in order to improve the ability to explain the mechanism and extent of the impact of message content on the public.

Third, empirical studies or longitudinal studies should be implemented to measure the impact over a long period of time in order to propose more sustainable programs and strategies.

Fourth, the scope of content research on other media platforms should be expanded, to suit practical needs in the new media context.

Fifth, the research direction can be expanded to consider the impact of communication and sustainable consumption policies, in order to build a legal framework and long-term planning programs.



## CONCLUDE

In the context that Vietnam is accelerating the development transition towards sustainability, the media plays an increasingly important role as a tool to change behavior and shape social awareness. Sustainable consumption – a pillar of sustainable development – cannot be promoted without targeted communication strategies, built on a scientific understanding of the target public, especially the young generation – a dynamic, sensitive group of the public that has a great influence on social trends.

Starting from the research gap on the impact of the content of SC communication messages of NGOs on Vietnamese youth, this thesis has chosen an integrated approach between theory and practice, between quantitative and qualitative to answer relevant research questions.

Through the research process of 4 chapters, the thesis has achieved the main objectives:

- A systematic overview of the underlying theories in behavioral communication, sustainable consumption, and research models related to the effectiveness of message content; thereby proposing a new research model suitable for the Vietnamese context.
- Conducting quantitative research using the structural equation model (SEM), surveying 487 young people in three major cities in Vietnam, namely Hanoi, Da Nang and Ho Chi Minh City, thereby examining and identifying the three content factors that have the strongest influence on sustainable consumption behavior, namely: educational, inspiring, and reliable.
- Combining qualitative research through interviews with media experts, it sheds light on barriers, implementation conditions, and creative suggestions for designing messages, media forms, and campaigns that are suitable for the young public.
- Proposing a number of feasible solutions and recommendations, including: improving the content of the message, selecting appropriate communication channels, designing integrated communication campaigns, and promoting supporting policies – creating a foundation for TDBV communication to go deep and spread sustainably in the community.

Theoretically, the thesis contributes to clarifying the role of message content in communication for development, and at the same time developing a research model for applying SEM to the field of environmental behavior communication in the context of Vietnam. In terms of methodology, the combination of quantitative and qualitative

helps to increase persuasiveness, depth and practical applicability. In terms of application, the solutions proposed in the thesis can be applied in community education communication campaigns, non-profit communication, CSR communication programs and environmental communication training models in general education to higher education, as well as training courses for young people.

Despite his best efforts in the implementation process, the author is also aware that the thesis still has certain limitations, especially in terms of survey scope, implementation time and some socio-cultural factors that have not been included in the research model. However, these are valuable initial platforms for further research in the future, including comparing the level of influence between public groups, exploiting the role of culture and society in the communication of the Communist Party, and evaluating the influence of the Communist Party of Vietnam on each specific platform.

Sustainable consumer communication is not only a core tool or short-term campaign, but should be seen as an essential part of the long-term influence on the awareness, attitude and behavior of the younger generation. This thesis is a small but meaningful step in that journey – with the expectation that media workers, policymakers, social organizations and young people themselves will work together to create a wave of green communication – spreading inspiration for sustainable living for a better future.

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