

**MINISTRY OF EDUCATION AND TRAINING
ACADEMY OF JOURNALISM AND
COMMUNICATION**

**HO CHI MINH NATIONAL
ACADEMY OF POLITICS**

THE SCIENTIFIC CONTRIBUTIONS AND NOVELTY OF THE DOCTORAL DISSERTATION

Doctoral Candidate: Trần Thúy Nga

Dissertation Title:

“The Impact of Sustainable Consumption Communication Messages on Vietnamese Youth by Non-Governmental Organizations”

Specialization: Public Relations

Code: 9320108

Academic Supervisors: Assoc. Prof. Dr. Đinh Thị Thúy Hằng

Assoc. Prof. Dr. Bùi Thu Hương

Training Institution: Academy of Journalism and Communication

Scientific Contributions of the Dissertation

At the theoretical level, the dissertation systematizes and synthesizes key theories concerning the influence of communication message content on young audiences in the field of sustainable consumption. It contributes to expanding the theoretical framework of message content and communication effectiveness, while providing a new approach to analyzing the relationship between message content and audience behavior in the context of modern communication.

At the practical level, through surveys and data analysis on the influence of sustainable consumption communication messages on Vietnamese youth, the dissertation proposes specific solutions to enhance the design and implementation of communication messages. The findings provide valuable references for communication professionals, content creators, and policymakers in developing effective communication strategies that encourage sustainable consumption behavior among young people.

Novelty of the Dissertation

First, from a theoretical perspective, this is the first in-depth study in Vietnam examining the influence of communication message content delivered by non-governmental organizations on young people — a public group characterized by distinctive lifestyles and modes of information reception. The research

clarifies the characteristics of Vietnamese youth in the new media environment, thereby enriching theoretical perspectives on sustainable consumption communication and audience studies in Vietnam.

Second, from a practical standpoint, the dissertation provides an in-depth analysis of how communication messages affect young people's awareness, attitudes, and sustainable consumption behaviors in three major cities: Hanoi, Da Nang, and Ho Chi Minh City. The results offer valuable empirical data, contributing to the scientific foundation for evaluating communication effectiveness and formulating strategic directions toward sustainable development.

Third, regarding applicability, the study supports communication practitioners, social organizations, and policymakers in designing messages that better align with youth psychology and behavior, thereby enhancing communication effectiveness and fostering social responsibility and sustainable consumption.

Finally, in terms of social significance, the dissertation contributes to realizing Vietnam's commitments to the international community in sustainable development, while reinforcing the pioneering role of youth in promoting behavioral change and advancing communication management for the common good.

Supervisors 1

Supervisors 2

Doctoral Candidate

Assoc. Prof. Đinh Thị Thuy Hang

Assoc. Prof. Bui Thu Huong

Tran Thuy Nga