



Perceived Consumer Effectiveness, CSR, and Psychological Mediators of Responsible Consumption among Vietnamese Youth

Khanh Huu Vo¹, Thuc Ngoc Nguyen^{1*}

¹Faculty of Business Administration, Industrial University of Ho Chi Minh City, Ho Chi Minh City, Vietnam.

***Corresponding Author**

E-mail: nguyenngocthuc@iuh.edu.vn

ABSTRACT

Drawing on the Theory of Planned Behavior (TPB), this research examines how Perceived Consumer Effectiveness (PCE) and Corporate Social Responsibility (CSR) shape Socially Responsible Consumption Behavior (SRCB). The model also considers Attitude (ATT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) as mediating mechanisms linking PCE and CSR with SRCB. Data were collected from 313 Vietnamese Generation Z and Generation Y consumers who had experience with socially responsible consumption practices. The dataset was processed using SPSS 27, while SmartPLS 4.0 was applied to assess the proposed structural model. The findings show that PCE and CSR significantly influence ATT, SN, and PBC. In turn, these psychological factors contribute to explaining SRCB among young consumers. The results also confirm the mediating roles of ATT, SN, and PBC in the relationships between PCE, CSR, and SRCB. By integrating individual effectiveness beliefs, corporate responsibility perceptions, and TPB-based psychological mechanisms, this research provides further insight into responsible consumption behavior in Vietnam. The findings offer practical implications for firms seeking to design CSR initiatives and communication strategies that encourage young consumers to engage in SRCB.

Keywords: Corporate social responsibility (CSR), Perceived consumer effectiveness (PCE), Socially responsible consumption behavior (SRCB), Sustainable consumption, TPB.

Introduction

The increasing severity of climate change, the rapid decline in natural resources, and the growth of global consumer culture have accelerated the production and consumption of goods. This trend has placed substantial pressure on the Earth's finite resources, leading to various ecological challenges, such as unsustainable land exploitation, overuse of water and energy, and worsening climate change (Asprilla-Perea *et al.*, 2020). Against this background, Socially Responsible Consumption (SRC) has evolved from an ethical choice into a new behavioral norm.

In Vietnam, younger consumers have been emerging as a leading market force, demonstrating greater awareness and higher expectations regarding sustainable brand values. Furthermore, PwC Vietnam's Voice of the Consumer 2024 report showed that 94% of Vietnamese had experienced the impacts of climate change in their daily lives, while 54% reported being prepared to spend as much as 10% more for products made from recycled or sustainable materials (Pw, 2024). Specifically, 29% of consumers prefer brands showing social responsibility, while 76% believe that their buying choices may help address environmental issues (Pw, 2024).

Prior research indicates that CSR is a fundamental component of SRC (Pivato *et al.*, 2008). When making purchasing decisions, consumers tend to avoid products offered by companies that harm the environment and instead favor firms that make positive contributions to society (Mohr *et al.*, 2001). This perception implies that socially responsible consumers consider CSR as an important criterion in their decision-making process (Becchetti *et al.*, 2020). In addition, PCE has been recognized as an important driver of socially responsible consumption and plays a central role

Received: 24.03.2026 –Accepted: 02.07.2026 –Published: 15.07.2026

© 2026 Journal of Organizational Behavior Research. **Open Access** - This article is under the CC BY NC SA license

(<https://creativecommons.org/licenses/by-nc-sa/4.0/>)



in shaping ethical consumption practices (Lee *et al.*, 2014; Testa *et al.*, 2021). This factor is particularly influential among younger generations, whose SRCBs are strongly associated with their perceived capacity to create a meaningful difference through their consumption decisions (Choi *et al.*, 2025).

Although SRCB has been extensively examined in the international literature, empirical evidence from Vietnam remains limited, particularly regarding the simultaneous investigation of PCE and CSR in promoting socially responsible consumption among young consumers. Furthermore, prior research has primarily focused on the direct links among PCE, CSR, and SRCB, while relatively little research has examined how ATT, subjective norms, and PBC mediate these relationships. Within the Theory of Planned Behaviour (TPB), individual behaviour is not solely driven by external factors but is also formed by their beliefs, personal evaluations, and perceived social pressures (Ajzen, 1991). Therefore, understanding the psychological mechanisms underlying socially responsible consumption requires a more comprehensive examination of these mediating factors. Responding to these gaps, this study examines whether ATT, subjective norms, and PBC mediate the links among PCE, CSR, and SRCB among young consumers from HCMC, Vietnam. By doing so, the study seeks to clarify the psychological processes that encourage socially responsible consumption practices and to offer practical implications for organizations seeking to develop effective sustainability-oriented strategies.

Theoretical Background and Research Hypotheses

Theoretical Background

TPB

TPB developed by Ajzen (1991), proposes that intention and behavior are determined by ATT, SN, and PBC. Owing to its strong explanatory power, TPB has been widely applied to socially responsible consumption. Hosta and Žabkar (2021) and Petrovskaya and Haleem (2021) used TPB to explain socially responsible consumption behavior (SRCB), while Palacios-González and Chamorro-Mera (2022) integrated TPB with the Cognition–Affection–Behavior (CAB) Model. Accordingly, TPB provides an appropriate foundation for examining the determinants of consumers' SRCB.

Hypothesis Development

PCE in Relation to SRCB

PCE refers to consumers' belief that their individual actions can make a meaningful contribution to addressing environmental problems (Aneesh & Prathapan, 2026). Consumers with stronger PCE are more likely to perceive responsible consumption as consequential and translate their sustainability concerns into concrete actions. Recent evidence indicates that PCE significantly predicts socially responsible consumption behaviors and increases the explanatory power of responsible consumption models among young consumers (Choi *et al.*, 2025). Therefore, we propose that:

H1: PCE positively influences SRCB.

PCE in Relation to ATT

ATT refers to consumers' overall favorable or unfavorable evaluation of socially responsible consumption, based on their beliefs, feelings, and judgments about the consequences of such behavior (Sinha & Annamdevula, 2025; Vishnoi *et al.*, 2025). When consumers believe that their consumption choices can produce meaningful social and environmental outcomes, they are more likely to regard SRCB as worthwhile and desirable. Such effectiveness beliefs strengthen consumer agency and encourage more favorable evaluations of responsible consumption (Uusitalo *et al.*, 2026). Consistent with this reasoning Choi *et al.* (2025) found that PCE had a significant positive effect on ATT. Therefore, we propose that:

H2: PCE positively influences ATT.

PCE in Relation to SN

SN reflects the perceived expectations of important others regarding a particular behavior (Kumar *et al.*, 2022). In collectivist contexts, consumers are more responsive to social obligations and group expectations when making



sustainable choices (Cao & Nguyen, 2024). Therefore, consumers with stronger PCE may be more likely to perceive SRCB as socially supported and expected. More recently, Nguyen and Ton (2022) further confirmed that higher levels of PCE correspond to stronger subjective norms, indicating that consumers who view their actions as effective tend to be influenced by social expectations regarding responsible consumption. Therefore, we propose that:

H3: PCE positively influences SN.

PCE in Relation to PBC

PBC refers to consumers' perceived ease or difficulty in performing a behavior and their ability to overcome potential barriers (Liao *et al.*, 2023). Consumers with stronger PCE are more confident that their actions can improve environmental outcomes, thereby reducing perceived difficulty and strengthening control over responsible consumption. Nguyen and Ton (2022) found that PCE has a positive and significant influence on PBC, indicating that consumers who perceive their actions as meaningful become more confident in their ability to purchase and consume eco-friendly products. Therefore, we propose that:

H4: PCE positively influences PBC.

CSR and ATT

CSR refers to a firm's commitment to integrating social, environmental, ethical, and economic responsibilities into its operations and contributing to societal well-being (Bianchi *et al.*, 2026). When consumers perceive CSR initiatives as credible and aligned with societal values, they are more likely to evaluate responsible consumption positively. Empirical evidence from Vietnam further confirms that perceived CSR positively influences consumer attitudes toward sustainable products (Le *et al.*, 2025). Therefore, we propose that:

H5: CSR positively influences ATT.

CSR and SN

CSR initiatives communicate socially and environmentally responsible standards, signaling that SRCB is supported by important referent groups and wider society. Such signals can strengthen perceived social approval and expectations toward responsible consumption. TPB-based research suggests that CSR initiatives reinforce the social expectations associated with sustainable practices (Prisco *et al.*, 2025), while CSR communication and consumer communities can establish responsible purchasing as a socially valued behavior (Ip, 2025). Vu *et al.* (2022) further found that environmental CSR initiatives were positively associated with SN. Therefore, we propose that:

H6: CSR positively influences SN.

CSR and PBC

Transparent information about sustainable sourcing, environmental impacts, and socially responsible practices may make responsible consumption appear more feasible and within consumers' control. Prisco *et al.* (2025) similarly suggest that CSR initiatives can shape PBC by influencing consumers' perceptions and motivations, while accessible sustainability information may strengthen their confidence and sense of control in decision-making. Direct evidence from Vietnam further indicates that environmental CSR initiatives are positively associated with PBC (Vu *et al.*, 2022). Therefore, we propose that:

H7: CSR positively influences PBC

ATT in Relation to SRCB

Favorable attitudes toward socially responsible consumption increase consumers' motivation to align their purchasing and consumption practices with social and environmental values. Previous studies consistently show that ATT positively predicts sustainable consumption intention, eco-friendly apparel purchase intention, and sustainable purchase intention (Kumar *et al.*, 2022; Cao & Nguyen, 2024; Le *et al.*, 2025). Similar evidence indicates that favorable attitudes promote consumers' intentions to support brands and businesses engaging in CSR practices (Ip, 2025; Bianchi *et al.*, 2026). More directly, Choi *et al.* (2025) found that ATT toward SRC significantly predicted self-reported SRCB and actual SRCB measured longitudinally, confirming that favorable evaluations can translate into responsible consumption practices. Therefore, we propose that:



H8: ATT positively influences SRCB.

H11a: ATT mediates the PCE–SRCB relationship.

H11b: ATT mediates the CSR–SRCB relationship.

SN and SRCB

Perceived approval and encouragement from important referent groups can create normative pressure that motivates consumers to align their consumption practices with socially accepted standards. When family members, peers, and wider society support responsible consumption, consumers are more likely to regard SRCB as expected and adjust their behavior accordingly. Previous studies show that SN positively predicts intentions to adopt sustainable practices, including low-carbon travel and socially responsible purchasing (Liao *et al.*, 2023; Prisco *et al.*, 2025). Besides, SN has repeatedly been shown to predict SRCB (Petrovskaya & Haleem, 2021). Therefore, we propose that:

H9: SN positively influences SRCB.

H11c: SN mediates the PCE–SRCB relationship.

H11d: SN mediates the CSR–SRCB relationship.

PBC in Relation to SRCB

Drawing on the TPB, consumers with sufficient resources, knowledge, skills, and opportunities perceive fewer barriers to responsible consumption and are therefore more capable of translating their choices into actual behavior (Cao & Nguyen, 2024). Empirical evidence shows that PBC positively predicts sustainable consumption intention and low-carbon travel intention (Liao *et al.*, 2023). In addition, Szulc-Obłóza and Żurek (2026) conceptualized perceived individual impact as analogous to PBC and found significant positive effects on sustainable acquisition, usage, and disposal behaviors. Moreover, Petrovskaya and Haleem (2021) also found a positive and significant relationship between PBC and SRCB. Therefore, we propose that:

H10: PBC positively influences SRCB.

H11e: PBC mediates the PCE–SRCB relationship.

H11f: PBC mediates the CSR–SRCB relationship.

Figure 1 Presents the proposed research model and summarizes the hypothesized relationships among the study constructs.

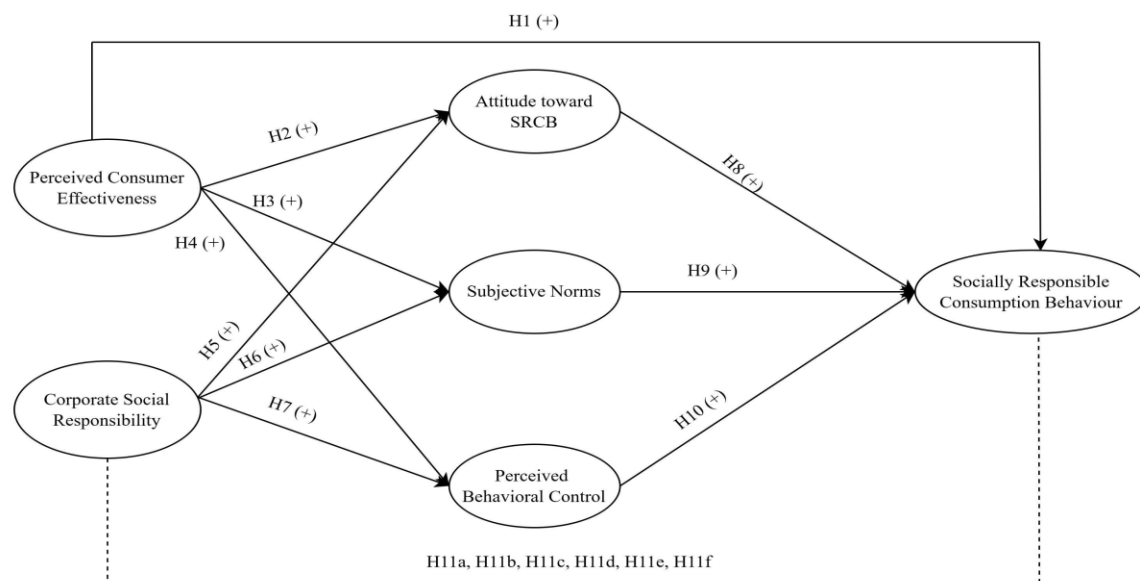


Figure 1. Proposed Research Model

Materials and Methods

Research Process

Qualitative phase: Relevant domestic and international literature was examined to formulate the research model and design initial measurement scales. In the subsequent stage, in-depth interviews were conducted with one economics lecturer and five consumers from Generation Y and Z living in HCMC who had previously engaged in SRCBs. The purpose of these interviews was to obtain detailed insights for refining and adapting the measurement scales.

Quantitative research: In this stage, both online and offline surveys were conducted, targeting 350 participants. The survey data were screened and processed using Microsoft Excel and SPSS. After excluding invalid responses, a final sample including 313 valid questionnaires was retained for further analysis. SmartPLS 4.0 was subsequently employed for data analysis and to evaluate both the measurement and structural models.

Scale Development

The measurement items were drawn and adapted from prior research with established reliability and validity. Specifically, PCE was measured using four items based on Filipe (2015), while CSR was measured with five items derived from Vu *et al.* (2022). In addition, the ATT was assessed through three items Choi *et al.* (2025); SN was assessed with four items based on Chaudhary and Bisai (2018), and the PBC was measured with three items derived from Vu *et al.* (2022). Finally, SRCB was assessed through four items based on Choi *et al.* (2025).

Data Collection

This study used convenience sampling to approach the target respondents. Following common SEM sample-size recommendations, the study aimed for approximately 350 responses in order to ensure sufficient data for model estimation. The survey was distributed both online and offline, with 300 online participants and 50 offline participants expected. The target respondents were Generation Y and Generation Z consumers residing in HCMC, Viet Nam.

Measurement Model Analysis

Drawing on TPB, this study examined how PCE and CSR influence SRCB. To assess the mediation effects of ATT, SN, and PBC, a bootstrapping technique was employed. In addition, PLS-SEM was applied to examine the proposed model. Data analysis was conducted with SmartPLS, allowing assessment of the measurement model, the structural model, and hypothesis testing.



Results and Discussion

Descriptive Statistics

After collecting and compiling the survey data, a total of 350 responses were obtained. Following the screening process and the removal of invalid questionnaires, 313 valid responses remained and were retained for further analysis. Consequently, the final dataset consisted of 313 observations, which served as the basis for subsequent statistical analyses.

Table 1. Sample Description (N=313)

Variable	Frequency	Percentage
Age Group		
13–28 years old (Generation Z)	193	61.7%
29–43 years old (Generation Y)	120	38.3%
Gender		
Men	131	41.9%
Women	182	58.1%
Monthly Income (million VND)		
Below 5	88	28.1%
5 – <10	127	40.6%
10 – <20	53	16.9%

20 – <30	25	8.0%
≥30	20	6.4%
Education Attainment		
University	137	43.8%
Postgraduate	55	17.6%
Secondary and High School	36	11.5%
Vocational College and College	85	27.2%

Source: Compiled by the author from SPSS 27 output, 2026.

Table 1 summarizes the demographic profile of the 313 respondents, showing that the sample was relatively diverse. Regarding age, Generation Z (13–28 years old) accounted for the majority of respondents (61.7%), while Generation Y (29–43 years old) represented 38.3% of the sample. This distribution suggests that awareness of sustainable and socially responsible consumption has become increasingly prevalent among younger consumer groups. In terms of gender, female respondents constituted the majority of participants (58.1%) compared to male respondents (41.9%). With respect to monthly income, the 5–<10 million VND group accounted for the largest share (40.6%), followed by those earning below 5 million VND (28.1%) and the 10–<20 million VND group (16.9%). Respondents in the 20–<30 million VND and ≥30 million VND groups accounted for 8.0% and 6.4% of the sample, respectively.

In terms of education, participants holding university qualifications accounted for the largest proportion (43.8%), followed by those with vocational college or college qualifications (27.2%) and postgraduate degrees (17.6%). Respondents with secondary and high school education accounted for the smallest share (11.5%). These findings indicate that the majority of respondents possessed relatively high educational qualifications, reflecting the profile of younger consumer groups living in urban areas.

Reliability and Validity Assessment

The measurement model was evaluated using SmartPLS 4.0. As reported in **Table 2**, the outer loadings ranged from 0.764 to 0.883, all exceeding 0.70, which indicates satisfactory item reliability. Cronbach's Alpha and CR also reached values higher than 0.70 for all constructs, supporting the internal consistency of the scales. Moreover, the AVE values, ranging from 0.698 to 0.758, were above the 0.50 benchmark. Thus, the measurement results provide evidence of convergent validity, showing that the observed indicators adequately represent their corresponding constructs (Hair & Alamer, 2022).

Table 2. Outer Loadings, Reliability, and Validity Testing

Construct	Indicators	Outer Loading	Cronbach's Alpha	CR	AVE
PCE	PCE1	0.881	0.884	0.920	0.741
	PCE2	0.867			
	PCE3	0.847			
	PCE4	0.848			
CSR	CSR1	0.764	0.892	0.920	0.698
	CSR2	0.856			
	CSR3	0.854			
	CSR4	0.854			
	CSR5	0.847			
ATT	ATT1	0.817	0.804	0.885	0.719
	ATT2	0.880			
	ATT3	0.846			
SN	SN1	0.867	0.888	0.923	0.749
	SN2	0.883			

	SN3	0.842	0.841	0.904	0.758
	SN4	0.868			
	PBC1	0.878			
	PBC2	0.861			
PBC	PBC3	0.873	0.873	0.913	0.724
	SRCB1	0.847			
	SRCB2	0.851			
	SRCB3	0.863			
SRCB	SRCB4	0.842			

Source: Compiled by the author from SPSS 27 output, 2026.

The HTMT was employed to examine discriminant validity. Henseler *et al.* (2015) suggested that discriminant validity can be confirmed when HTMT coefficients remain lower than 0.90. This condition shows that the latent constructs are statistically distinguishable and that the measurement model satisfies the requirement for discriminant validity (Sarstedt *et al.*, 2021). The results in **Table 3** reveal that every HTMT coefficient was lower than the recommended 0.90 cut-off value. Accordingly, the constructs in the proposed model achieved acceptable discriminant validity, indicating that each construct represents a separate theoretical concept and does not substantially overlap with the remaining constructs. Overall, these findings provide additional evidence for the adequacy of the measurement scales applied in this research.

Table 3. HTMT Results for Discriminant Validity

	ATT	CSR	PBC	PCE	SN	SRCB
ATT						
CSR	0.848					
PBC	0.302	0.308				
PCE	0.133	0.098	0.425			
SN	0.374	0.318	0.416	0.425		
SRCB	0.118	0.107	0.422	0.419	0.660	

Source: Compiled by the author from SPSS 27 output, 2026.



Structural Model Evaluation

A bootstrapping procedure with 5,000 resamples was applied to evaluate the structural model. Following Sarstedt *et al.* (2021), the VIF results in **Table 4** show no multicollinearity problem, as all VIF coefficients were lower than the cut-off value of 5. The R² values show that the model accounts for 51.7% of ATT, 38.5% of SRCB, 20.6% of SN, and 18.5% of PBC. Thus, the model demonstrates acceptable explanatory power for the endogenous constructs.

In addition, Q² values greater than zero indicate that the model has predictive relevance (Hair & Alamer, 2022). The bootstrapping results further show that most proposed relationships were statistically significant at the 5% level. However, H2 and H11a were rejected because their p-values exceeded the accepted significance level.

Table 4. Hypothesis Results

Hypothesis	Correlations	(β)	Standard Deviation	T-Value	P-Value	VIF	Conclusion
Direct Influences							
H1	PCE → SRCB	0.126	0.052	2.450	0.014	1.266	Accepted
H2	PCE → ATT	0.050	0.041	1.235	0.217	1.008	Not Accepted
H3	PCE → SN	0.360	0.051	7.078	0.000	1.008	Accepted
H4	PCE → PBC	0.349	0.048	7.237	0.000	1.008	Accepted
H5	CSR → ATT	0.715	0.030	23.993	0.000	1.008	Accepted
H6	CSR → SN	0.256	0.049	5.168	0.000	1.008	Accepted

H7	CSR → PBC	0.235	0.047	4.973	0.000	1.008	Accepted
H8	ATT → SRCB	-0.120	0.050	2.390	0.017	1.142	Accepted
H9	SN → SRCB	0.515	0.047	10.978	0.000	1.340	Accepted
H10	PBC → SRCB	0.160	0.053	3.017	0.003	1.270	Accepted
Indirect Influence							
H11a	PCE → ATT → SRCB	-0.006	0.006	1.075	0.283		Not Accepted
H11b	CSR → ATT → SRCB	-0.086	0.038	2.282	0.023		Accepted
H11c	PCE → SN → SRCB	0.185	0.031	5.929	0.000		Accepted
H11d	CSR → SN → SRCB	0.132	0.028	4.716	0.000		Accepted
H11e	PCE → PBC → SRCB	0.056	0.020	2.834	0.005		Accepted
H11f	CSR → PBC → SRCB	0.037	0.015	2.527	0.001		Accepted
R² adjusted							
R²_{ATT} = 0.517							
R²_{PBC} = 0.185							
R²_{SN} = 0.206							
R²_{SRCB} = 0.385							

Source: Compiled by the author from SPSS 27 output, 2026.

Table 4 reports the standardized coefficients for the direct paths as follows: PCE → SRCB = 0.126, PCE → SN = 0.360, PCE → PBC = 0.349, CSR → ATT = 0.715, CSR → SN = 0.256, CSR → PBC = 0.235, ATT → SRCB = -0.120, SN → SRCB = 0.515, and PBC → SRCB = 0.160. These findings suggest that SN and PBC positively affect SRCB. Moreover, PCE has positive effects on SN, PBC, and SRCB, while perceptions of CSR contribute to improving consumers' ATT, SN, and PBC. Accordingly, H1, H3, H4, H5, H6, H7, H9, and H10 received empirical support. However, H2, which predicted a positive link between PCE and ATT (PCE → ATT), was rejected because this path was not statistically significant ($p\text{-value} = 0.217 > 0.05$).

Furthermore, the results revealed significant indirect effects for several mediating relationships. The standardized indirect effects were CSR → ATT → SRCB = -0.086, PCE → SN → SRCB = 0.185, CSR → SN → SRCB = 0.132, PCE → PBC → SRCB = 0.056, and CSR → PBC → SRCB = 0.037. Therefore, hypotheses H11b, H11c, H11d, H11e, and H11f were supported. In contrast, H11a, which proposed that ATT mediates the link between PCE and SRCB (PCE → ATT → SRCB), was rejected because the indirect effect was insignificant ($p = 0.283 > 0.05$). Overall, the PLS-SEM analysis confirmed eight direct relationships and five indirect relationships.

The structural model produced several theoretically meaningful findings. First, PCE had a positive and significant effect on SRCB ($\beta = 0.126$, $p = 0.014$), supporting H1. This result indicates that consumers who believe their individual actions can generate meaningful social and environmental outcomes are more likely to engage in responsible consumption. It is consistent with Choi *et al.* (2025), Filipe (2015), and Palacios-González and Chamorro-Mera (2022), who identified perceived individual effectiveness as an important driver of responsible behavior. Choi *et al.* (2025) similarly found that PCE positively predicted SRCB across multiple Gen Z samples.

However, PCE did not significantly influence ATT ($p = 0.217$), and H2 was therefore rejected. Although this result differs from Choi *et al.* (2025) and related TPB-based studies, it suggests that believing one's actions are effective may not be sufficient to elicit a favorable evaluation of socially responsible consumption. Among younger consumers, ATT may depend more strongly on external influences, such as CSR communication, media exposure, social trends, product information, and perceived affordability. PCE nevertheless had significant positive effects on SN ($\beta = 0.360$, $p < 0.001$) and PBC ($\beta = 0.349$, $p < 0.001$), supporting H3 and H4. These findings suggest that consumers with stronger PCE perceive greater social encouragement and feel more capable of performing SRCB. The positive PCE–PBC relationship is consistent with Liao *et al.* (2023), who found that PCE strengthened consumers' perceived control over sustainable choices (Samaranayake *et al.*, 2024; Fritea *et al.*, 2025; Narayana *et al.*, 2025; Mesquita *et al.*, 2026; Zeried, 2026).

CSR significantly strengthened all three TPB components. Specifically, CSR positively affected ATT ($\beta = 0.715$, $p < 0.001$), SN ($\beta = 0.256$, $p < 0.001$), and PBC ($\beta = 0.235$, $p = 0.008$), supporting H5–H7. These findings indicate that credible social and environmental commitments generate favorable evaluations of responsible consumption, reinforce perceived social approval, and make responsible purchasing appear more feasible. The CSR–ATT result is consistent with evidence that perceived CSR improves consumer evaluations of sustainable products (Le *et al.*, 2025). The findings for SN and PBC also align with Vu *et al.* (2022), who showed that environmental CSR initiatives can strengthen normative expectations and perceived control surrounding green consumption.

The effects of the TPB components on SRCB were mixed. ATT had a significant but negative effect on SRCB ($\beta = -0.120$, $p = 0.017$). Although statistically significant, this direction contradicts the proposed positive relationship; therefore, H8 is not supported in its hypothesized direction. The finding reflects an ATT–behavior gap in which consumers may positively evaluate responsible consumption but fail to implement it when responsible alternatives entail higher prices, limited availability, insufficient information, or sacrifices in convenience and personal benefits. This interpretation is consistent with research showing that favorable sustainability attitudes do not always translate into actual consumption (Borges-Tiago *et al.*, 2024). By contrast, SN ($\beta = 0.515$, $p < 0.001$) and PBC ($\beta = 0.160$, $p = 0.003$) positively influenced SRCB, supporting H9 and H10. Choi *et al.* (2025) likewise found that SN significantly predicted SRCB, while related research demonstrates that consumers' perceived control facilitates sustainable purchasing, usage, and disposal practices.

The mediation results further clarify these mechanisms. CSR indirectly influenced SRCB through ATT ($\beta = -0.086$, $p = 0.023$), but the negative indirect effect indicates that CSR-enhanced attitudes did not translate into greater behavioral implementation. In contrast, SN positively mediated the effects of both PCE ($\beta = 0.185$, $p < 0.001$) and CSR ($\beta = 0.132$, $p < 0.001$) on SRCB. PBC also positively mediated the effects of PCE ($\beta = 0.056$, $p = 0.005$) and CSR ($\beta = 0.037$, $p = 0.001$). Thus, PCE and CSR appear to promote SRCB primarily by strengthening social approval and consumers' perceived capacity to engage in responsible consumption, rather than solely by fostering favorable attitudes (Belfiore *et al.*, 2024; Bukhary, 2024; Figueroa-Valverde *et al.*, 2024; Karatas, 2024; Lee & Ferreira, 2024; Negreiros & Ory, 2024; Wolderslund *et al.*, 2024; Alexandrovna *et al.*, 2025).



Conclusion

Theoretical Implications

This study offers several theoretical contributions to the literature on SRCB. First, it provides further evidence on the consumption behavior of young consumers, particularly Gen Z and Gen Y, in an emerging market context. By focusing on young consumers in HCMC, the study clarifies how this group perceives and responds to SRCB-related issues. The findings suggest that younger consumers are increasingly aware of environmental and social concerns, but both psychological and contextual factors shape their behavioral responses. This contributes to a more specific understanding of SRCB among generational consumer groups.

Second, the study extends the application of TPB in the context of SRCB. The findings confirm that key psychological components, including ATT, SN, and PBC, play important roles in explaining SRCB. Among these factors, SN and PBC were found to have positive effects on behavior, indicating that social influence and consumers' perceived ability to act remain important drivers of responsible consumption. In addition, the study expands the TPB framework by incorporating PCE and CSR as external factors. These factors not only influence behavior directly but also operate indirectly through psychological mechanisms (Ghiga *et al.*, 2024; Keşka & Suchy, 2024; Kounatidis *et al.*, 2024; Noor *et al.*, 2024; Abdullah *et al.*, 2025; Jagsi *et al.*, 2025; Petronis *et al.*, 2025; Schneider & Krüger, 2025; Wong *et al.*, 2025; Yu *et al.*, 2025).

Third, the finding of a negative relationship between ATT and SRCB provides an additional theoretical insight. This result suggests that positive ATT does not always lead to corresponding responsible consumption behavior. In certain contexts, consumers may express support for responsible consumption but fail to translate this ATT into actual action. This highlights the existence of an ATT–behavior gap and suggests that behavioral models should be applied flexibly when studying complex consumption domains. Overall, the study contributes to a deeper understanding of how internal beliefs, social pressure, perceived control, and CSR jointly shape SRCB (Csep *et al.*, 2024; Jin *et al.*, 2024;

Osluf *et al.*, 2024; Rypel *et al.*, 2024; Fischer *et al.*, 2025; Joungtrakul & Smith, 2025; Kebe *et al.*, 2025; Mansour & Saeed, 2025; Musa *et al.*, 2025; Raza *et al.*, 2025).

Managerial Implications

The findings provide several practical implications for businesses, social marketers, and policymakers seeking to promote SRCB among young consumers. First, social marketing campaigns should strengthen consumers' PCE. When consumers perceive that their actions are meaningful, they are more likely to respond to responsible consumption messages. Therefore, communication programs should emphasize the real impact of individual consumption decisions, such as reducing waste, supporting ethical businesses, or protecting the environment.

Second, businesses should communicate their CSR initiatives more clearly and consistently. Young consumers tend to respond positively when they perceive that firms are genuinely committed to environmental protection and social values. Therefore, companies should integrate CSR messages into marketing strategies, product communication, and brand positioning. However, these messages should be transparent, practical, and easy to understand. Instead of presenting CSR as a general corporate image-building activity, firms should demonstrate how their products, services, and operations deliver concrete benefits to society and the environment.

Third, the results show that psychological factors such as SN and PBC are important in shaping SRCB. Businesses should therefore use communication channels that can influence social expectations, such as communities, social media, reference groups, and key opinion leaders. These channels can help make responsible consumption appear more socially accepted and desirable. At the same time, firms and policymakers should reduce barriers that prevent consumers from acting responsibly. These barriers may include high product prices, limited product availability, insufficient information, and purchasing inconvenience. Practical actions may include offering affordable sustainable products, expanding distribution channels, providing clear product information, and creating incentives for responsible consumption.

Finally, because the study identifies an ATT-behavior gap, raising awareness alone may not be sufficient. Consumers may hold positive ATT toward responsible consumption but still avoid acting if the behavior is costly, inconvenient, or unclear. Therefore, businesses and policymakers should combine awareness campaigns with practical support mechanisms that make responsible consumption easier, more accessible, and more beneficial for consumers.

Limitations and Future Research Directions

Although this study provides useful insights into SRCB, several limitations should be acknowledged. First, the research focused on Gen Y and Gen Z consumers in HCMC. Therefore, the findings may not fully represent other consumer groups or consumers living in different geographical, cultural, or economic contexts. Future studies should expand the research scope to include other generations, such as Gen X and Baby Boomers, as well as consumers from different regions. This would improve the generalizability of the findings and allow comparisons across consumer segments.

Second, the proposed model mainly examined PCE, CSR, and the psychological components of TPB. However, SRCB may also be influenced by other factors, such as price sensitivity, income, environmental knowledge, trust, lifestyle, product availability, and perceived consumer sacrifice. Future research should consider adding these variables to provide a more comprehensive explanation of SRCB.

Third, this study examined SRCB in a general consumption context and did not focus on any specific product category or industry. In practice, consumer behavior may differ across sectors such as food, fashion, cosmetics, electronics, and fast-moving consumer goods. Future studies should investigate specific industries or product groups to understand better how consumers respond to responsible consumption messages across different market contexts. Such studies could provide more targeted managerial implications and contribute to a deeper understanding of SRCB across diverse consumption settings.

Acknowledgments: The authors sincerely thank all participants who contributed to this study.

Conflict of Interest: None



Financial Support: None

Ethics Statement: This study was conducted in accordance with ethical principles governing research with human participants. Participation was voluntary, and all data were collected anonymously. No formal ethics committee approval was required for this type of survey-based research under the institutional guidelines of the Industrial University of Ho Chi Minh City.

References

- Abdullah, N. A., Zulkifli, M. I., & Mohamed, A. S. (2025). Refinement of the 8th AJCC staging system for medullary thyroid cancer: Integrating tumor size and lymph node characteristics with SEER and multicenter validation. *Archives of International Journal of Cancer Allied Sciences*, 5(2), 34–43. doi:10.51847/R1sIaONoms
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-T
- Alexandrovna, K. N., Alexandrovna, T. D., Anatolyevna, K. M., & Borisovich, P. V. (2025). Effect of the extract from the bursa of Fabricius on bone marrow of experimentally immunodeficient mice. *Journal of Advanced Pharmaceutical Education and Research*, 15(4), 15–21. doi:10.51847/8VVS0Y7vW9
- Aneesh, S., & Prathapan, M. (2026). Green self-identity and eco-consciousness in green apparel purchase intention: The roles of perceived consumer effectiveness and price sensitivity. *Research Journal of Textile and Apparel*. doi:10.1108/RJTA-09-2025-0216
- Asprilla-Perea, J., Díaz-Puente, J. M., & Martín-Fernández, S. (2020). Evaluation of wild foods for responsible human consumption and sustainable use of natural resources. *Forests*, 11(6), 687. doi:10.3390/f11060687
- Becchetti, L., Salustri, F., & Scaramozzino, P. (2020). Nudging and corporate environmental responsibility: A natural field experiment. *Food Policy*, 97, 101951. doi:10.1016/j.foodpol.2020.101951
- Belfiore, C. I., Galofaro, V., Cotroneo, D., Lopis, A., Tringali, I., Denaro, V., & Casu, M. (2024). Studying the Effect of Mindfulness, Dissociative Experiences, and Feelings of Loneliness in Predicting the Tendency to Use Substances in Nurses. *Journal of Integrative Nursing and Palliative Care*, 5(1), 1–7. doi:10.51847/LASijYayRi
- Bianchi, C., Hofer, K. M., & Abu Saleh, M. (2026). Corporate social responsibility and Generation Z purchase intentions: A cross-national study. *Corporate Social Responsibility and Environmental Management*, 33(2), 2092–2107. doi:10.1002/csr.70273
- Borges-Tiago, M. T., Almeida, A., Tiago, F. G. B., & Avelar, S. M. M. (2024). Bridging the innovative attitude–behavior gap: A dual-level analysis. *Journal of Innovation & Knowledge*, 9(4), 100561. doi:10.1016/j.jik.2024.100561
- Bukhary, D. M. (2024). Evaluation of complete denture impressions: Implementing a numerical grading method. *Annals of Dental Specialty*, 12(1), 7–13. doi:10.51847/yczfxU5UcT
- Cao, M. T., & Nguyen, T. Q. N. (2024). Factors affecting sustainable consumption behavior: Roles of pandemics and perceived consumer effectiveness. *Cleaner and Responsible Consumption*, 12, 100158. doi:10.1016/j.clrc.2023.100158
- Chaudhary, R., & Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798–812. doi:10.1108/MEQ-02-2018-0023
- Choi, L. S. L., Chan, K. W., & Fock, H. (2025). Deepening exploration of socially responsible consumption in Generation Z: The impacts of environmental knowledge and perceived consumer effectiveness. *Journal of Consumer Marketing*, 42(7), 877–892. doi:10.1108/JCM-05-2024-6857
- Csep, A. N., Voiță-Mekereș, F., Tudoran, C., & Manole, F. (2024). Understanding and managing polypharmacy in the aging population. *Annals of Pharmacy Practice and Pharmacotherapy*, 4, 17–23. doi:10.51847/VdKr0egSln



- Figueroa-Valverde, L., Marcela, R., Alvarez-Ramirez, M., Lopez-Ramos, M., Mateu-Armand, V., & Emilio, A. (2024). Statistical data from 1979 to 2022 on prostate cancer in populations of northern and central Mexico. *Bulletin of Pioneer Research in Medical and Clinical Sciences*, 4(1), 24–30. doi:10.51847/sncnafVdg
- Filipe, S. S. (2015). *Consumers' perception of corporate social responsibility as key to successful relationships with grocery retailers* [Doctoral dissertation, ISCTE – Instituto Universitário de Lisboa]. Lisbon, Portugal.
- Fischer, D., Meier, L., Braun, T., Koch, S., & Roth, F. (2025). Predicting controlled-release tablet dissolution using polymer grade, drug solubility, and compression parameters. *Pharmacophore*, 16(1), 1–10. doi:10.51847/CDuGR6SWTD
- Fritea, L., Fodor, R., Bei, M. F., & Hackenberg, B. (2025). Clinical utilization and practitioner preferences of orthodontic mini-implants in Romania: Survey-based insights. *Asian Journal of Periodontics and Orthodontics*, 5, 18–32. doi:10.51847/fvnu57ITFy
- Ghiga, I., Pitchforth, E., Lundborg, C. S., & Machowska, A. (2024). Bacterial infections and antibiotic resistance in Romanian children: Insights from a hospital-based study. *Interdisciplinary Research in Medical Sciences Special*, 4(2), 1–8. doi:10.51847/pISlxaQJVu
- Hair, J., & Alamer, A. (2022). Partial least squares structural equation modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. doi:10.1016/j.rmal.2022.100027
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. doi:10.1007/s11747-014-0403-8
- Hosta, M., & Žabkar, V. (2021). Antecedents of environmentally and socially responsible sustainable consumer behavior. *Journal of Business Ethics*, 171(2), 273–293. doi:10.1007/s10551-019-04416-0
- Ip, C. Y. (2025). Do consumers trust social businesses? Effects of corporate social responsibility fit on purchase intention and positive word-of-mouth behavior. *Corporate Social Responsibility and Environmental Management*, 32(6), 7816–7835. doi:10.1002/csr.70100
- Jagsi, R., Lee, J., Roselin, D., Ira, K., & Williams, J. (2025). Do U.S. medical schools follow medical associations' recommendations on paid parental leave for faculty? *Annals of Pharmacy Education, Safety and Public Health Advocacy*, 5, 1–11. doi:10.51847/r117In8wdi
- Jin, L. W., Tahir, N. A. M., Islahudin, F., & Chuen, L. S. (2024). Exploring treatment adherence and quality of life among patients with transfusion-dependent thalassemia. *Annals of Pharmacy Practice and Pharmacotherapy*, 4, 8–16. doi:10.51847/B8R85qakUv
- Joungtrakul, J., & Smith, I. D. (2025). Exploring the path from organizational justice to organizational citizenship behavior: Job commitment as a mediator. *Annals of Organizational Culture, Leadership and External Engagement Journal*, 6, 31–35. doi:10.51847/DBvez9u8O9
- Karatas, K. S. (2024). First episode psychotic disorder and COVID-19: A case study. *Bulletin of Pioneer Research in Medical and Clinical Sciences*, 4(1), 19–23. doi:10.51847/VP5xOKglSX
- Kebe, I. A., Kahl, C., & Liu, Y. (2025). The role of transformational leadership in enhancing employee performance: A study of the Vietnamese banking industry. *Annals of Organizational Culture, Leadership and External Engagement Journal*, 6, 21–30. doi:10.51847/g7jtt7Qgxk
- Kęska, M., & Suchy, W. (2024). Cardiovascular risk and systemic inflammation in rheumatoid arthritis: A comparative analysis with psoriatic arthritis. *Journal of Medical Sciences Interdisciplinary Research*, 4(2), 30–40. doi:10.51847/PvcqitKMgB
- Kounatidis, D., Dalamaga, M., Grivakou, E., Karampela, I., Koufopoulos, P., Dalopoulos, V., Adamidis, N., Mylona, E., Kaziani, A., & Vallianou, N. G. (2024). Evaluation of blood-aqueous barrier permeability in response to tetracycline antibiotics under normal and pathological conditions. *Interdisciplinary Research in Medical Sciences Special*, 4(2), 9–17. doi:10.51847/wu4fOEjgDv
- Kumar, N., Garg, P., & Singh, S. (2022). Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern. *Journal of Global Fashion Marketing*, 13(2), 134–150. doi:10.1080/20932685.2021.2016062



- Le, T. T., Le Thi Cam, T., Nguyen Thi, N., & Le Ngoc Phuong, V. (2025). Do corporate social responsibility drive sustainable purchase intention? An empirical study in emerging economy. *Benchmarking: An International Journal*, 32(3), 1141–1172. doi:10.1108/BIJ-05-2023-0346
- Lee, M. J., & Ferreira, J. (2024). COVID-19 and children as an afterthought: Establishing an ethical framework for pandemic policy that includes children. *Asian Journal of Ethics and Health Medicine*, 4, 1–19. doi:10.51847/haLKYCQorD
- Lee, Y. K., Kim, S., Kim, M. S., & Choi, J. G. (2014). Antecedents and interrelationships of three types of pro-environmental behavior. *Journal of Business Research*, 67(10), 2097–2105. doi:10.1016/j.jbusres.2014.04.018
- Liao, C., Zhan, X., & Huang, Y. (2023). Understanding the effect of proactive personality and perceived consumer effectiveness on low-carbon travel intention. *Heliyon*, 9(9), e19321. doi:10.1016/j.heliyon.2023.e19321
- Mansour, A., & Saeed, O. (2025). SHAP-guided graph neural networks for hepatotoxicity prediction using molecular substructures and cytotoxicity profiles. *Pharmacophore*, 16(1), 21–30. doi:10.51847/tFWercXy9u
- Mesquita, B. S., Gomes, A. C. A., Vasconcelos, B. E. C., Lago, C. A. P., Pereira, T. D. A. C., & Andrade, E. S. S. (2026). A novel tranexamic acid protocol enhances recovery after lower third molar surgery: A randomized controlled trial. *Annals of Dental Specialty*, 14(1), 18–28. doi:10.51847/HLgih8FDH1
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45–72. doi:10.1111/j.1745-6606.2001.tb00102.x
- Musa, K., Noor, O., Ibrahim, M., & Saleh, A. (2025). A validated whole-body PBPK model of dextromethorphan and its metabolites for genotype-based prediction of CYP2D6 phenotype and urinary metabolic ratio. *Special Journal of Pharmacognosy, Phytochemistry and Biotechnology*, 5, 50–76. doi:10.51847/xbESBJHHcx
- Narayana, A. V., Kumar, P., Sumalatha, B., Chandrasekhar, K., Rao, A. R., & Rashmika, I. (2025). Biosurfactants as key agents in microbial remediation of polycyclic aromatic hydrocarbons: A review. *Journal of Biochemical Technology*, 16(1), 9–14. doi:10.51847/TImJVEmxU3
- Negreiros, A. B., & Ory, M. G. (2024). Navigating uncertain outcomes: Returning genomic results in children with developmental delays. *Asian Journal of Ethics and Health Medicine*, 4, 20–27. doi:10.51847/grOfZd8oyo
- Nguyen, M. T., & Ton, N. B. T. (2022). A study on the impacts of consumer knowledge and perceived consumer effectiveness on green purchase behavior using the Theory of Planned Behavior. *Tap Chí Công Thương*, (19), 320–327.
- Noor, H., Sabău, D., Coțe, A., Mihetiu, A. F., Pirvut, V., Mălinescu, B., & Bratu, D. G. (2024). Advancements in Esophageal Stricture Treatment: The Role of Stents in Benign and Malignant Conditions. *Journal of Medical Sciences and Interdisciplinary Research*, 4(2), 47-52. doi:10.51847/LtuxAzRI0M
- Osluf, A. S. H., Shoukeer, M., & Almarzoog, N. A. (2024). Case report on persistent fetal vasculature accompanied by congenital hydrocephalus. *Asian Journal of Current Research in Clinical Cancer*, 4(1), 25–30. doi:10.51847/0gjOEudJNr
- Palacios-González, M. M., & Chamorro-Mera, A. (2022). Analysis of the predictive variables of socially responsible consumption. *Business Strategy & Development*, 5(3), 187–196. doi:10.1002/bsd.2.189
- Petronis, Z., Golubevas, R., Rokicki, J. P., Guzeviciene, V., Sakavicius, D., & Lukosiunas, A. (2025). A systematic review and meta-analysis on trigeminal neuralgia linked to neurovascular compression using MRI analysis. *Journal of Current Research in Oral Surgery*, 5, 17–24. doi:10.51847/sptZWIrWeo
- Petrovskaya, I., & Haleem, F. (2021). Socially responsible consumption in Russia: Testing the theory of planned behavior and the moderating role of trust. *Business Ethics, the Environment & Responsibility*, 30(1), 38–53. doi:10.1111/beer.12322
- Pivato, S., Misani, N., & Tencati, A. (2008). The impact of corporate social responsibility on consumer trust: The case of organic food. *Business Ethics: A European Review*, 17(1), 3–12. doi:10.1111/j.1467-8608.2008.00515.x
- Prisco, A., Sepe, F., Nanu, L., & Tani, M. (2025). Exploring food delivery app adoption: Corporate social responsibility and perceived product risk's influence. *Corporate Social Responsibility and Environmental Management*, 32(2), 1767–1778. doi:10.1002/csr.3041



- Pw, C. V. (2024). *Voice of the Consumer Survey 2024*. <https://www.pwc.com/vn/en/publications/2024/voice-of-consumer-2024.pdf>
- Raza, S., Khan, A., Mehmood, F., & Farooq, U. (2025). Nationwide implementation of essential pharmacogenomic testing in the Netherlands: A decision-analytic model of lives saved and cost-effectiveness. *Special Journal of Pharmacognosy, Phytochemistry and Biotechnology*, 5, 39–49. doi:10.51847/PUWEymkYkk
- Rypel, J., Kubacka, P., Mykała-Cieśla, J., Pająk, J., Bulska-Będkowska, W., & Chudek, J. (2024). Case presentation of breast adenoid cystic carcinoma. *Asian Journal of Current Research in Clinical Cancer*, 4(1), 18–24. doi:10.51847/6eOqq2KFjp
- Samaranayake, L., Tuygunov, N., Schwendicke, F., Osathanon, T., Khurshid, Z., Boymuradov, S. A., & Cahyanto, A. (2024). Artificial Intelligence in Prosthodontics: Transforming Diagnosis and Treatment Planning. *Asian Journal of Periodontics and Orthodontics*, 4, 9-18. doi:10.51847/nNyZ6VD1da
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), *Handbook of Market Research* (pp. 587–632). Springer International Publishing. doi:10.1007/978-3-319-57413-4_15
- Schneider, T. L., & Krüger, B. E. (2025). Breast cancer-specific mortality in stage IV patients with small tumors: Insights from a population-based cohort. *Archives of International Journal of Cancer Allied Sciences*, 5(2), 1–12. doi:10.51847/b9vFcweAVg
- Sinha, R., & Annamdevula, S. (2025). Bridging the knowledge-intention gap in sustainable consumption: An extended model. *Journal of Modelling in Management*, 20(2), 648–667. doi:10.1108/JM2-02-2024-0052
- Szulc-Obłóza, A., & Żurek, M. (2026). The role of the real impact of sustainable consumption perception on sustainable behaviors: Evidence from a post-transitional European economy. *Sustainable Development*, 34(S1), 1404–1418. doi:10.1002/sd.70180
- Testa, F., Pretner, G., Iovino, R., Bianchi, G., Tessitore, S., & Iraldo, F. (2021). Drivers to green consumption: A systematic review. *Environment, Development and Sustainability*, 23(4), 4826–4880. doi:10.1007/s10668-020-00844-5
- Uusitalo, O., Rouhiainen, H., & Salimi, M. (2026). Values, risk and biodiversity-friendly action: Perceived consumer effectiveness matters. *Journal of Consumer Marketing*, 43(1), 108–121. doi:10.1108/JCM-01-2025-7548
- Vishnoi, S. K., Mathur, S., Agarwal, V., Virmani, N., & Jagtap, S. (2025). What drives Generation Z to choose green apparel? Unraveling the impact of environmental knowledge, altruism and perceived innovativeness. *International Journal of Sustainable Engineering*, 18(1), 2473986. doi:10.1080/19397038.2025.2473986
- Vu, D. M., Ha, N. T., Ngo, T. V. N., Pham, H. T., & Duong, C. D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: An application of the extended theory of planned behavior. *Social Responsibility Journal*, 18(8), 1627–1645. doi:10.1108/SRJ-06-2021-0220
- Wolderslund, M., Kofoed, P., & Ammentorp, J. (2024). Investigating the effectiveness of communication skills training on nurses' self-efficacy and quality of care. *Journal of Integrative Nursing and Palliative Care*, 5, 14–20. doi:10.51847/55M0sHLo3Z
- Wong, Y., Lin, S., Cheng, H., Hsieh, T., Hsiue, T., Chung, H., Tsai, M., & Wang, M. (2025). Understanding the Impact of Medical Humanities on Internship Training and Performance. *Annals of Pharmacy Education, Safety, and Public Health Advocacy*, 5, 12-21. doi:10.51847/Z1f0gzPkys
- Yu, M., Ma, Y., Han, F., & Gao, X. (2025). Effectiveness of mandibular advancement splint in treating obstructive sleep apnea: A systematic review. *Journal of Current Research in Oral Surgery*, 5, 25–32. doi:10.51847/AInSXrD9rc
- Zeried, F. (2026). Analysis of choroidal thickness using spectral domain OCT in children with unilateral amblyopia in Riyadh, Saudi Arabia. *Journal of Biochemical Technology*, 17(1), 114–122. doi:10.51847/so9rykRzAN

