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THE IMPACT OF GREEN MARKETING TOWARDS CONSUMER  
BEHAVIOR IN VIETNAM

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Title  
The Impact of Green Marketing Towards Consumer Behavior in Vietnam

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**Abstract**

In recent years, green marketing has become common in developed countries and made initial progress in developing countries. In Vietnam – a developing country, the increasing awareness of environmental issues has led to eco-friendly buying behaviour. The growth of green marketing in Vietnam is due to consumer buying motivation, as people tend to care more about the environment and interest in green products.

Therefore, the primary purpose of this thesis is to provide the overall picture of green marketing towards Vietnamese consumer buying behaviour by studying their perspective, attitude, and personal motivation. The findings suggest a relationship between green marketing and consumer behaviour through environmentally friendly philosophy, green knowledge and personal consumption of green products. Additionally, sustainable products have the most significant impact on consumer behaviour. Conversely, prices of green product are slightly a deterrent for actual consumption.

Due to the limitation of resources and time restrictions, this paper's results cannot be generalised; thus, a broader understanding of this research field, especially in Vietnam, is necessary for the future. Nevertheless, the findings of this study have several implications for policymakers, marketers, green product producers, and environmental organisations seeking to comprehend strategies for further action plans.

Language

English

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Keywords

green marketing, green marketing mix, consumer behavior, green product, Vietnam

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# 1 INTRODUCTION

## 1.1 Research Background

In recent years, with rapid economic growth, several emerging environmental problems have become increasingly concerning. People have worries about the future planet and pay more attention to the ecological factors in purchasing activities. In return, the concern on the environment makes organisations seek to make environmentally replaced products in different categories to satisfy consumers' desire. Therefore, the great desire for green products or ecological products from customers will be burden organisations. Some critical issues and environmental practices encountered with the consumers' demand have led to green marketing. Green marketing, in particular, has started to affect business and corporate practices in recent years and become a marketing interest area as it provides an opportunity for competitive advantage. (Polonsky 1994; Peattie 2001a; Gujrati 2017).

In developing countries, green marketing approaches, which seems to be a valuable method for addressing the problem, have emerged and advanced. However, green marketing is new in Vietnam, as a developing country, more practices for green marketing are required (Bui 2013). As a result, more topics in this field have been investigated. The emerging of green marketing has led to the elimination of plastic-based by the coordination from supermarkets joining their hand to use banana leaves with vegetables for food packages; cleaner food chains promoting their green products to meet customers' demand; convenience stores performing more eco-labelled products (Tran 2020). The benefit that green marketing brings to the economic environment in Vietnam is particular as 86% of consumers are willing to pay extra for organisations commit to demonstrating positive influence to society and environment (Nielsen 2015). However, especially in a developing country like Vietnam, there are still many barriers and challenges to replace conventional marketing with green marketing thoroughly. As a result, the consumers and organisations must ensure the maintenance of green marketing as a long-term improvement.

## **1.2 Aim of The Thesis**

The purpose of this thesis is to investigate the relationship between green marketing and consumer behavior in Vietnam through environmentally friendly attitudes, green knowledge and personal consumption of green products. Moreover, the definition of a green marketing mix is presented to give a more specific and understanding of the discussed topic. By the same token, the study addresses the following matters to test these hypotheses:

H1: There is a significant relationship between green products and consumer behaviour.

H2: There is a significant relationship between green price and consumer behaviour.

H3: There is a significant relationship between green promotion and consumer behaviour.

## **1.3 Structure of The Thesis**

The study concludes seven chapters: Introduction, Green marketing, Consumer behavior, Research methodology and design, Results of the survey, Discussion and Conclusion. Figure 1 briefly shows the structure of the thesis which comprises seven chapters.

<b>Thesis structure</b>	Introduction
	Theoretical framework - Green marketing, green marketing mix - Consumer behavior
	Empirical framework - Research methodology and design - Data analysis and results
	Discussion and suggestion
	Conclusion

Figure 1. Thesis structure

The objective of the thesis is to find out the relationship between green marketing and consumer behavior, so the author has thoroughly designed the thesis structure as follows: Chapter 1 is the introduction, which gives a picture of the thesis background, the purpose for research and an outline to summarize the thesis process. Chapter 2, which includes two important parts, provides an overview of green marketing, as well as the green marketing mix and consumer behavior process, are presented as a foundation for theoretical framework. The empirical framework is described in Chapter 3, which is divided into two main parts: the research method and data analysis. Moreover, in this chapter, the results of data collection will be discussed to evaluate the hypotheses. Chapter 4 discusses the purpose of this study and suggests further research as well as comparisons with existing research, exposing the relevance of green marketing in developing countries. Finally, the conclusions sum up the entire thesis with some crucial points.

## **2 GREEN MARKETING**

### **2.1 What is Green Marketing?**

In 1975, the American Marketing Association (AMA) held the first workshop related to the topic of green marketing which was titled “Ecological Marketing” and it took the first foundation for this literature. The terminology of green marketing became prominent in the late 1980s and early 1990s thereafter (Asha 2017). Since then, the definition and key concepts have broadened. According to Peattie (2001a), the evolution of green marketing can be divided into three stages, which have very different consequences for the discipline of marketing and roles for the planet’s future.

The first stage of green marketing based on the definition of Henion and Kinnear (1976) is called “Ecological” green marketing. In this phrase, marketing efforts were attempted to solve environmental problems and offer solutions for environmental damage.

The second stage, which was “Environmental” green marketing, focused the shift to the implementation of cleaner technologies and took care of pollution and waste issues. This change led to alternatively cleaner products, which helped to figure out the existing environmental problems.

The third stage, which was “Sustainable”, came into prominence in the late 1990s and early 2000. In this wage, the entire market was concerned about the production of high quality, which meets customer needs by concentrating on an environmentally friendly manner on quality, efficiency, pricing and convenience.

Green marketing or ecological marketing has been described in various ways by different researchers and scholars. It can be stated that green marketing is the collective of marketing activities that minimize the environmental effects of manufacturing processes and encourage fewer damaging products (Polonsky 1994). Moreover, green marketing is also described as a comprehensive

management process which recognizes, anticipates and satisfies customers' needs and society in a sustainable and profitable way (Peattie and Charter, 2003). Meanwhile, Prakash (2002) defined that green marketing is related to the promotion of products by making ethical statements either regarding their features or about the corporations' methods, practices and processes that create or distribute them.

According to Dangelico & Vocalelli (2017), green marketing is the synthesis cycle of practices covering packing, method improvements, model adjustment, awareness – raising and promotional campaign for compliance. In the research of Mahmoud (2018), the green marketing concept is the result of organizations' interest in the environment, which relies on balancing desire with the interests of customers and society. It can be understood that green marketing is the commitment between organizations providing environmentally friendly products or services and customers purchasing their sustainable products (Kotler 2011).

Based on the definition, it can be said that green marketing is characterized as the management of marketing operations that preserves the environment and protects the ecosystem.

### **2.1.1 The Importance of Green Marketing**

Recently, climate change is a global problem. It challenges social and economic prosperity and human survival. The well – growing of society and development of life – living has led to the infection of natural environment. Because resources are finite and human desires are limitless, marketers need to allow effective use of resources to accomplish corporate targets without resourced damage. So, green marketing is essential, and marketers are aware of developing environmental responsibilities and increasing green marketing value. Moreover, environmental concerns are no longer a spectacular topic when nearly every country's government and culture have become more conscious of these problems. This refers to a green marketing trend employed by the organisation as one of the tactics to generate a protect and preserve the climate. (Choudhary & Gokarn



2013.) Green marketing affects human health and saves the ecological environment; therefore, green products are encouraged to integrate the purity of production and greener consumption (Mohajan 2011).

### **2.1.2 Green Consumer**

In this research, green customer must be acknowledged to grasp the idea of green marketing. Narula and Desore (2019) stated that consumers are gradually becoming green consumers as they prevent the threat from manufacturing process, generation unnecessary waste and unneeded products that usage or abuse to animals. For example, if a customer has the choice of purchasing two identical items, he or she may purchase environmentally friendly products (Awan & Raza 2011). In a variety of cases, green consumers have been persuaded to purchase green products in general. Large-scale analysis through the years classifies the awareness of environmental issues has increased.

Furthermore, Peattie (2001b) described the importance of green consumers as the central characters of doing marketing when businesses aim to acknowledge and respond to external pressure to enhance environmental performance. To clarify the green consumers' need, Peattie (2001b) also classified them into four stages which are identifying and understanding; preserving their lifestyle preference; affecting their green purchase, and controlling their green desire.

In order to explain how green customers are inspired by decision making, it is possible to combine Maslow's hierarchy of needs with green customer needs. Maslow's hierarchy of needs is a theory by Abraham Maslow (1943) which puts forward that people are motivated by five basic categories of needs: physiological, safety, love, esteem, and self-actualization (Figure 2).

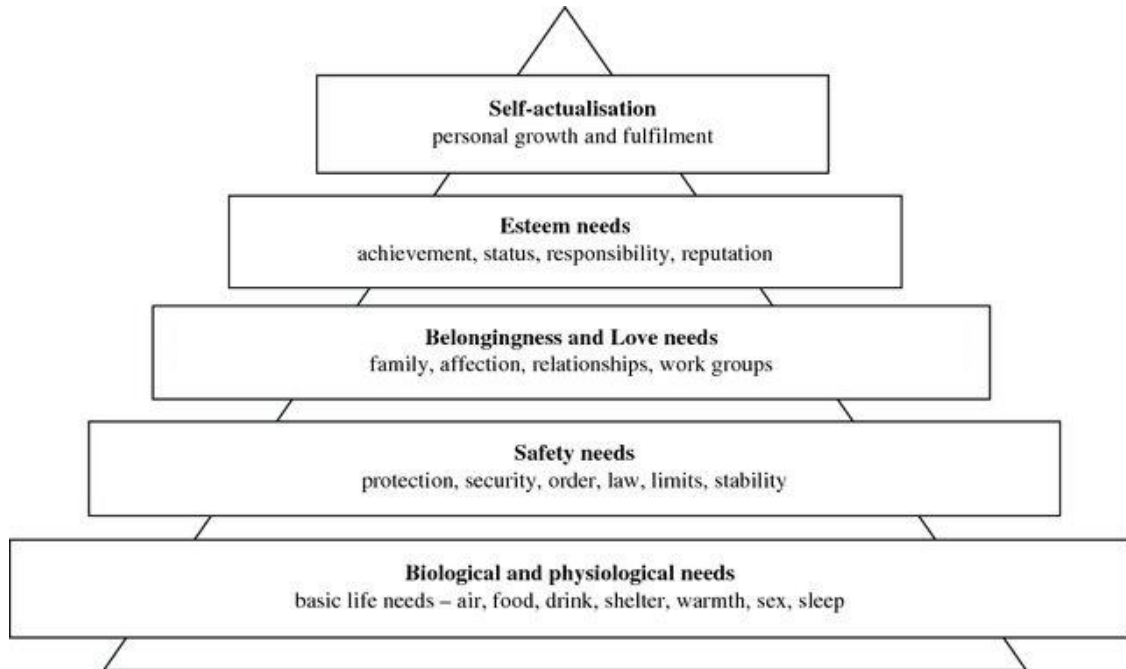


Figure 2. Maslow's Hierarchy of needs (Cozens 2008, 274)

At for the physiological needs, consumers are aware of the importance of clean supplying resources and recognize the essentials of sustainable actions that lead them into taking action towards their sustainable lifestyles. The motivation, which comes from the human need for a healthy and friendly environment, has encouraged human beings to consume ecological products. The requirement in the physiological stage causes the satisfaction of safety needs where consumers confidently use green products in order to keep safe the ecosystem and raise environmental awareness. On a further level, customers fulfil their desire for love and belonging by spreading the idea of environmentally sustainable purchasing into the common interest community, hence creating the change into the use of green products. Moreover, the green products' consumption creates the green social belongingness where consumers are available to share an ecological sense with society, internationally and also with future generations. Every small effect and variation will lead to the higher development of esteem and self-actualization, which is the highest level in Maslow's hierarchy of needs. Consumers at this level generally demand better human qualities; consuming eco-friendly products and services that meet the consumer's ethical requirements to ensure sustainability for society and the environment.

## 2.2 Green Marketing Mix

For more clarification on green marketing, the explanation of green marketing mix is given to narrow down the structural framework for green marketing concept. With the development of marketing mix (4P's) by Philip Kotler (1967), green marketing mix is implemented. Marketing mix is essentially a company's various methods of taking products or services to market. Figure 3 shows the concept of green marketing mix as a fundamental idea for this study.



Figure 3. The concept of green marketing mix

Environmental interest in green marketing is an aspect that a marketing mix must provide maximum transparency. In recent years, a variety of revolutionary and innovative renewable products have been launched in order to build a greener economy. Each organization has a specific marketing mix. The marketers' task in green marketing is to use green 4Ps creatively, in which the basic marketing principles of green marketing have been observed. The four elements (4Ps) of green marketing based on conventional marketing are product, price, place and promotion. (Dangelico & Vocalelli 2017.) In the research of Govender et al. (2016), the green marketing mix involves the development of products and the implementation of pricing, promotion and distribution strategies specifically designed to promote and protect the environment.

Specifically, green products (the opportunity to connect a company to consumers' memories) are essential for brand association. Esmaili and Fazeli (2015) noticed

that the most significant variable impacting the buying of green products is green price. In the following sections, the four elements will be in focused.

### **2.2.1 Green Products**

According to Fan and Zeng (2011), product is at the core of green marketing mix and green products are not limited to the final item only but rather include all the elements of the product, such as the products used, the manufacturing process, the product package, etc. In the research of Mahmoud (2017), a green product is described as an environmentally sustainable product that promotes the conservation of the natural ecosystem while mitigating the adverse environmental impacts.

The attributes of green products fall into two main categories. Firstly, the social and environmental implications of product and service experience are comprehensible. In order to facilitate the safe post-use recycling of products, several organizations take into account the idea of “five Rs” in their strategies. These are repair, reconditioning, reuse, recycling, re-manufacture. The second category of characteristics relates to product manufacturing and the qualities of the responsible business. (Peattie & Charter 2003.)

Along with the growth of green awareness, eco-friendly products have gained popularity in Vietnam, and the Vietnamese have strived to remove single-use plastic materials. Sustainable products made from bamboos, glass or steel have been used. Many beverage stores and restaurants, instead of using disposable and plastic products, have begun to use bagasse boxes to minimize environmental pressure (tuoitrenews 2019).

### **2.2.2 Green Price**

Price is a crucial and important element in green marketing mix. Generally, green products cost a higher price than conventional products. In the green context, the

term "premium price" relates to the extra expense which customers are willing to pay for environmentally sustainable products. (Peattie 2001b.) The price approach for the green marketing strategy is a combination of conciseness and sensitivity. Price is the most significant element affecting customer buying green product (Fan & Zeng 2011). According to Mahmoud (2017), environmental benefits are generally known to be an "added value" and also be the element that will distinguish between two similarly attractive products. The willingness to pay more for green products is growing in developed countries, especially in Europe, where three-quarters of people claim to be able to pay more for environmentally sustainable products (European Commission 2014). Less harmful products mean the environmentally associated cost is subsidized by consumers (Polonsky & Rosenberger 2001).

In conclusion, Abzari, Shad, Sharbiyani and Morad (2013) suggested a reasonable and competitive price for green products so that the current green requirements would enable companies to adopt more efficient manufacturing practices.

### **2.2.3 Green Place**

Place reflects a position where a product is eligible for purchase. Green place consists of managing logistics to cut down on transportation emissions, hence an attempt to reduce the carbon footprint. Moreover, green place plays an important role in green marketing mix (Abzari et al. 2013), and focuses on providing consumers with access to their products in a greener way during their distribution process. Those involved in the distribution chain from shipping the product from the factory to the market, along with the distribution and transportation of product from the store to consumers (Fan & Zeng 2011).

Because of the huge environmental impacts of industrialized products, the environmental elements affect the fuel used and materials produced for transportation. The application of carbon taxes will have a huge effect on the way

profit is allocated. It will work to enable businesses to substitute manufacturing and logistics networks (Peattie & Charter 2003).

#### **2.2.4 Green Promotion**

According to Mahmoud (2017), green promotion, which is a marketing concept, applies promotional strategies and does not damage the materialistic and spiritual consumer's interests by presenting advertising, marketing materials, sales promotions, direct marketing, on-site promotions, videos, etc. Green promotion is used as the successful promotion strategy that attracts customers interests with satisfaction. The primary aim of green advertisement is to affect customer buying behavior by making them concerned about the environmental advantages of the product and motivate them to use the eco-friendly product.

Hashem and Al-Rifai (2011) explained that green promotion refers to the provision of actual product knowledge in a method that does not affect the social interests of customers. According to D'souza et al. (2007), green advertising can display environmental advantages for brands, encourage healthy lifestyles, boost the brand's green reputation and eliminate the misleading knowledge of green products. On the other hand, environmental activities must be clear and careful. Otherwise, consumers will misunderstand this activity as green wash and lead to negative consequences for the company (Polonsky and Rosenberger 2001).

Moreover, Ahern (2013) indicates that motivational advertising is an effective tactic to manipulate customer preferences and decision-making utilized by marketers. In addition, Ansar (2013) found that advertising is a successful tool to increase customer environmental awareness, thereby enabling customers to make educated choices about the products they consume and their influence on the environment. Green promotion may also help to enhance the incentives for purchasing green products. When properly promotional tactics have been indicated to customers, green products will have a significant impact on consumers.

### **3 CONSUMER BEHAVIOR**

Every day, there is a huge consumption of products in wide – range from primary essentials to exclusive commodities. Because of the abundance of products in the market, a challenge facing marketers is how to influence purchase behavior of consumers. Schiffman and Kanuk (2000) argued that consumer behavior is manifested in how people making their choice on personal or household products by their accessible ability such as time, money and effort. Blackwell et al. (2006) further stated that consumer behavior is a process in which consumers buy or dispose of products and services based on their experiences. Belch and Belch (2008) opined that consumer behavior can be defined as an engagement process of activities in which individuals search for, choose, purchase, use, and dispose of products and services to satisfy their needs and desires.

In addition, consumer behavior is presented in people's thoughts and feelings, as well as the actions they take during the consumption process. Consumer behavior is dynamic and complex and involves interactions. As marketing has progressed, consumption has steadily become unsustainable over time. Hence, marketers tend to increase awareness for consumers and increase demand for more friendly and sustainable products. (Nguyen 2014.)

Each individual has a different level of essential on products and services, which shaping consumer decision process (Martin & Schouten 2012). In fact, the decision-making process can be clarified due to numerous influencers and products requirements, therefore, researchers have summarised the influencing factors into five main stages to facilitate further analysis (Figure 4).

#### **3.1 Consumer Behavior Process**

In this section, a basic model of consumer decision making is exposed as a framework for further discussion on consumer behavior. Figure 4 shows the

consumer behavior's purchase decision process consisting of stages through the buyer passes in purchasing a product or service.

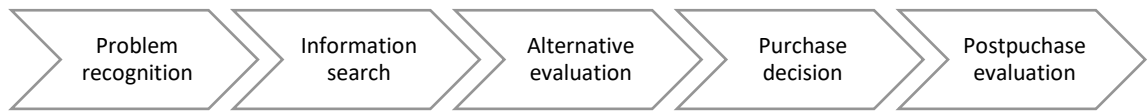


Figure 4. Model of Consumer Decision Making by Belch, G. and Belch, M. (2008)

Problem recognition is the first stage of consumer decision making and initiates subsequent decision processes. In this stage, customers encounter different recognitions of need between ideal state and actual state which encourages action to be taken to alleviate the feeling of deprivation. Problem recognition occurs when customers' dissatisfaction with the current state of affairs as well as innovative products are introduced to attract customers' attention. By the same token, marketers take advantages from customer propensity to search for innovation, which drives them to pursue various brands and orient them about the issues organization is facing. (Belch & Belch 2008.) The desire for green products can be seen as the problem recognition for better well – being.

Information search is the second stage of consumer behaviour process. In this stage, consumers are searching for product and services information which is affected by personality, wealth, social status, purchasing size, previous brand awareness, historical experience, and satisfaction of customers (Oke, Kamolshotiros, Popoola, Ajagbe & Olujobi 2015). While searching for information, consumer will consider external search and eternal search. Once consumers recognise their need, the initial search also involves attempting to scan data contained in their memories (such as past performance or outcome using the brand). This information is called internal search. On the other hand, external search of information consists of personal sources, marketer – controller (commercial), public sources and personal experience. (Belch & Belch, 2008.) At the same time, consumers always desire to update the latest information about the brand of product they are pursuing (Tsai, Liang & Liu 2007).



After gaining information, consumers relocate into alternative evaluation which is the next stage of the consumer behavior process. Belch et al. (2008) point out that consumers evaluate their needs by comparing various brands or products and services before making a decision. Their decision-making approaches generally are focused on the quality of their needs. Further research for marketers should be focused on the needs and wants of the first consumer and the desire to have better benefits from selective brands for second consumers (Kotler & Keller 2016). Moreover, the suggestion for lower prices is considered to compete with different competitors (Porter 2004).

The fourth stage of consumer behaviour process is decision. Consumer, after evaluates alternative factors relate to their decision, may develop their purchase intention which involves motivation, perception, attitude information and integration. (Belch & Belch 2008.) Furthermore, consumers choose suitable retailers for their products or services, which is based on product characteristics learned in the previous stages (Oke et al. 2015).

The last stage of the model is post – purchase evaluation. After consuming products, consumer makes a comparison on the level of performance with satisfaction and dissatisfaction. This stage is important to future purchase because products or services are innovated after feedback acquires from consumer actual used. (Belch & Belch 2008.) In this last step, divestment takes place. Consumers form the mindset of recycling or discarding the product. For this reason, organisations are now paying attention to being eco-friendly to satisfy customers expectation and reinforce their products to match green needs. (Rayport & Jaworski 2003).

### **3.2 The Relationship Between Green Marketing and Consumer Behavior**

In several countries, green marketing activities are growing, and these efforts have had an important effect on increasing customer consciousness and moving customers into the buying of green products (Mahmoud 2019). Meanwhile,

consumer buying behavior is defined as the decision taken by a consumer before purchasing the products. There are four types of consumer buying behavior: complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior and variety seeking behavior (Kotler & Amrstrong 2010). Since environmental problems continually impact human activities in general and consumer buying behavior in particular, society is very concerned about them. Most businesses have been utilizing green marketing sustainability growth systems, and most of them have accepted environmentally safe green products. Furthermore, green marketing will protect the environment while serving the desires of consumers. Green marketing is now already a tactic used by many businesses since consumers are currently worried about environmental problems. When applying green marketing, businesses must follow the expectations and preferences of customers (Delafrouz et al. 2014).

Based on the discussion, the study hypothesized that consumers' buying behavior for green marketing depends on attitudes to the products' exposure, price sensitivity and promotional approaches. To investigate the relationship between green marketing and consumer behavior, the factor of demographics is concerned. Figure 5 shows the hypothetical relationship between green marketing and the consumer purchase behavior.

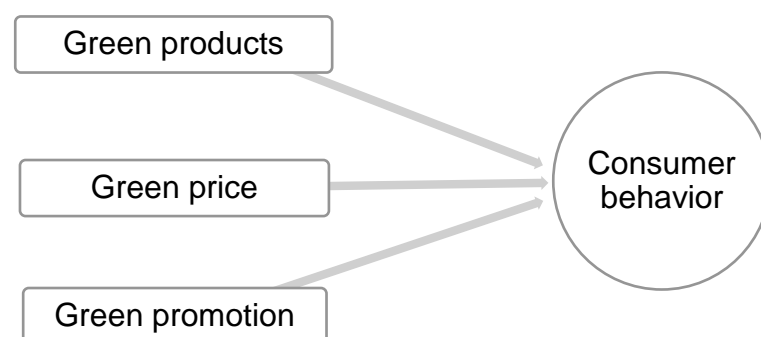


Figure 5. Research model

Based on Figure 5, the following hypothesis were formed:

H1: There is a significant relationship between green products and consumer behavior.

H2: There is a significant relationship between green price and consumer behavior.

H3: There is a significant relationship between green promotion and consumer behavior.

## **4 RESEARCH METHODOLOGY AND DESIGN**

### **4.1 Research Method**

The two methods that are usually used to collect data and analyze results are qualitative and quantitative research. According to Denzin and Lincoln (1994),

“Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them”.

The goal of qualitative research is to understand the social reality of individuals, groups and cultures as closely as possible since the participants experienced or encountered it. People and communities are also observed from their personal perspective. Qualitative methodologies aim to understand 'how' and 'why' a certain event or activity functions as it does in a particular context. Besides that, this method has some slight limitations. Due to the time and expense involved, qualitative designs typically do not take samples from large data sets. The duration needed for data processing, review and evaluation are considerable. Qualitative data analysis is challenging, as there is a need for professional

experience in the field to attempt and understand qualitative data, and much caution needs to be taken while doing so. (Denzin and Lincoln 1994.)

For the purpose of this study, a quantitative method is preferred because it helps to collect data in a short amount of time. The collection of data has been drawn from both primary data and secondary data. The primary data was collected from quantitative research via the result of an online consumer survey. The secondary data was sourced from topic-related books, websites, business magazines, accessible journals, individual researchers' articles.

In addition, a survey was introduced with 15 questions and 3 main categories:

- Demographic data: shows the necessary information about age, gender, living area, occupation, and monthly salary.
- Personal perspective: shows the personal perspective of the products' exposure, price sensitivity and the promotional approaches of green products.
- Personal consumption: shows the frequent consumption of green products based on demographic factors.

## **4.2 Research Design**

The survey was designed in Google Forms to target a group of Vietnamese consumers consisting of different age groups, genders, and occupational statuses. The structure is precise, and the survey is written in both Vietnamese and English language to suit the research context. The questions were adjusted in order to keep respondents' identification confidential. The survey, which was mainly sent to family members, acquaintances and friends, was executed in three different ways such as email, Facebook post and message. In addition, the survey was available in the period of one month from 05.03.2021 to 05.04.2021. Two hundred valid responses were returned.

The survey was split into three parts. The first and the third part were mostly in multiple choice format, which focused in the demographical background and personal consumption. The second part was designed using a Likert scale with five levels from 1 – totally disagree to 5 – totally agree, allowing participants to confidentially express their personal opinions with each statement. The comprehensive survey can be found in the Appendix 1. Table 1 shows the variables in the second part, which is used in the survey to support the hypothesizes.

<b>Section</b>	<b>Variables</b>
<b>Personal perspective relates to green products</b>	<ul style="list-style-type: none"> <li>- Green products contain non – toxic ingredients.</li> <li>- Green products are good for health.</li> <li>- Green products have a better quality.</li> <li>- Green products are safe for environment.</li> </ul>
<b>Personal perspective relates to green price</b>	<ul style="list-style-type: none"> <li>- The price of green products is reasonable.</li> <li>- The price of green products is symmetric with their quality.</li> <li>- The price of green products is as same as conventional products.</li> <li>- The prices of green products are justified by their performance.</li> </ul>
<b>Personal perspective relates to green promotion</b>	<ul style="list-style-type: none"> <li>- Green promotion motivates to make a decision.</li> <li>- Green promotion gives a better approach to green products.</li> <li>- Green promotion is effective in creating awareness of preserving the environment.</li> <li>- Green marketing campaigns are encouraged.</li> </ul>
<b>Consumer behavior</b>	<ul style="list-style-type: none"> <li>- I feel comfortable to use green products replacing conventional products.</li> <li>- Price of green products affect my buying behavior.</li> <li>- I focus on green marketing fields which the company follows when taking the purchase decision.</li> </ul>

Table1. Survey's section and variables

The second part includes the main section of the survey, consists of eleven questions divided into four main parts in Table 2. The variables in this part were designed based on Govender and Govender (2016) and Khan and Hossain (2018).

### **4.3 Sampling**

Respondents were from various places in Vietnam during the period of one month from March 5, 2021 to April 5, 2021. During that time there were 208 respondents. After an examination of results and the normality of the distribution, the final valid result was 200. The data were analyzed by applying the Statistic Package for Social Sciences (SPSS) program for Windows, version 22.0.

### **4.4 Reliability and Validity**

According to Nunnally and Bernstein (1994), validity is represented for scientific measuring instrument, which explicates the bonding relationship between the empirical evidence corresponds and the theoretical value. In the other words, they indicated the meaning of validity into three major which are:

- Construct validity which is measuring psychological attributes.
- Predictive validity which is establishing a statistical relationship with a particular criterion.
- Content validity which is sampling from a pool of required content.

Reliability is the assessment to measure the consistency of the test scores (Glen 2016a). For the purpose of this study, Cronbach's alpha is used as a reliability test to access the stability of the entire scale, being the most popular measure. Cronbach's alpha values greater than 0.6 are considered reliable. (Nunnally & Bernstein 1994).

## 5 RESULTS OF THE SURVEY

### 5.1 Demographic Data

The first section comprises information about the demographic characteristics of the respondents, such as gender, age, location, current occupation and monthly income/ allowance so that there is a stronger and clearer interpretation of participant data. Table 2 shows the demographic profile of the respondents.

<b>Demographic characteristic</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>		
Female	140	70
Male	60	30
<b>Age group</b>		
18-30	104	52
31-45	71	35.5
>45	25	12.5
<b>Location</b>		
Hanoi	16	8
Ho Chi Minh	124	62
Da Lat	52	26
Da Nang	2	1
Others	6	3
<b>Occupation</b>		
Employed	150	75
Jobseeker	21	10.5
Retired/Housewife	19	9.5
Student	6	3
Unemployed	4	2
<b>Monthly income/allowance (1 EUR ~ 27.000VND)</b>		
<5.000.000 VND	36	18
5.000.000 – 10.000.000 VND	13	6.5
10.000.000 – 20.000.000 VND	65	32.5
>20.000.000 VND	86	43

Table 2. Demographic profile of the respondents (n=200)

From the sample group of valid 200 respondents, the ratio of females to males was 70:30. The survey was distributed to various places in Vietnam, including 62% in Ho Chi Minh city (represents South Vietnam), 27% in Da Lat and Da Nang city (represents Middle Vietnam), 8% in Hanoi city (represents North Vietnam) and 3% in other cities scattered throughout other parts of Vietnam. Although Vietnam has more than 90 cities, the data collected is mainly focused on three major cities (Ho Chi Minh, Hanoi and Da Lat), and therefore not highly representative of Vietnam (worldpopulationreview 2021). Given that the study mainly focused on citizens aged 18 and above, most respondents were aged 18 – 30, which makes up 52%. Overall, 75% of respondents were employees, making the majority of the sample group. It was reported that 32.5% of the respondents had incomes in the range of 10,000,000 – 20,000,000 VND per month, and 43% of respondents had incomes above 20,000,000 VND per month, which can be categorized as middle – high income earner (BMI n.d.). Overall, the data collection from part one can represent the population statistics of Vietnam.

Of the individuals surveyed, a noteworthy high number of respondents have heard of the term green marketing (Figure 6). The data in Figure 6 gives a positive overview for the study that green marketing is gradually becoming welcomed and approached by Vietnamese people.

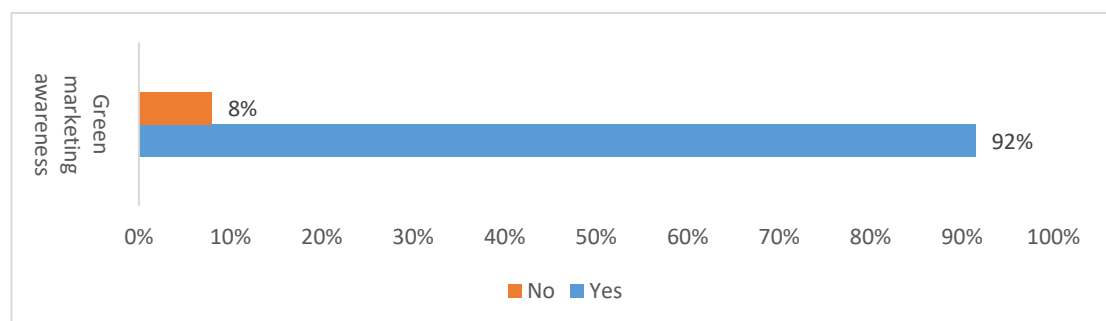


Figure 6. Green marketing awareness (n=200)



## 5.2 Personal Perspective

The study measured green marketing with three items and was grouped into three main categories: green products, green price and green promotion. From part one, the respondents were asked about awareness about green products. This part went through further questions which asked about their personal perspectives towards green marketing in general. This part consists of Likert – type Scale questions (ranging from 1: Totally disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Totally agree) in order to measure the opinions of respondents. The descriptive statistics in SPSS are utilized for summarizing the characteristic of a sample with variables' means and standard deviation. Furthermore, Cronbach's alpha was constructed to assess reliability of the data set (Table 3). Thereafter, the data collected in part two would be used for the hypothesis testing.

Table 3 reveals the means, standards deviation and Cronbach's alpha of all variables. According to Anon (2021), mean score reflects for the average which divides the sum of observed values by the number of observations. Standard deviation measure of how representative the entire set of data is concerning the average value. It can be seen that all the related variables recorded slightly higher than the average mean (i.e., 2.5 based on the five – point Likert scale used).

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Cronbach's Alpha</b>
<b>Green products</b>			.736
- Green products contain non – toxic ingredients	4.18	.499	
- Green products are good for health	4.23	.588	
- Green products have a better quality	4.07	.737	
- Green products are safe for the environment	4.17	.648	
<b>Green price</b>			.732
- Price of green products is reasonable	3.41	.968	
- Price of green products is symmetric with their quality	4.17	.801	
- Price of green products is as same as conventional products	3.55	.012	
- Price of green products are justified by its performance	4.01	1.123	
<b>Green promotion</b>			.855
- Green promotion is motivated to take a decision	3.95	.586	
- Green promotion gives a better approach to green products	4.02	.669	
- Green promotion is effective in creating awareness of facing the environment	3.97	.722	
- Green marketing campaigns are encouraged	3.99	.683	
<b>Consumer behavior</b>			.711
- I feel comfortable to use green products replacing to conventional products	4.41	.512	
- Price of green products affect my buying behavior	4.50	.521	
- I focus on green marketing fields which the company follow when taking the buying decision	4.51	.521	

Table 3. Descriptive statistics (n=200).

As can be seen in Table 3, the mean scores on green products' elements are significantly high, which is 4 or above but less than 5 on Likert – point scale. Most of the respondents have agreed that green products are good for health, with the mean score being 4.23. Meanwhile, Cronbach's alpha is 0.736, greater than 0.60 (Cronbach's alpha exceed the minimum value of 0.6), which means the measure has an acceptable level of reliability (Nunnally et al. 1994). Consequently, green products have a profound impact on consumer behavior.

At the same time, with the green price category, there is a fluctuation in mean score among the four variables. Out of the four green price elements, there are two propositions scoring on average above 3 but less than 4 on Likert scale. These are that the price of green products is reasonable and the price of green products is the same as conventional products. As a result, most of the respondents have agreed that the price of green products is symmetric with their quality and justified by performance. Cronbach's alpha is 0.689, again greater than 0.60, which concludes that the measure has an acceptable level of reliability. Correspondingly, green price moderately affects consumer behavior.

Especially with the green promotion category, Cronbach's alpha reaches an excellent level of reliability among three green marketing items (0.855). There are three propositions' mean score above 3 and below 4 on Likert scale (I have known about green products through green promotion on mass media; Green promotion helps me to gain awareness of green products; Green campaign encourages me to purchase green products). Surprisingly, most of the respondents acknowledge green products thanks to green promotion, with the mean score moderately high at 4.02.

By the same token, Cronbach's alpha in consumer behavior proposition gains an acceptable level of reliability, which is 0.711. The mean score for three items is over 3 and below 4 on the Likert 5 scale. Most of respondents have agreed that green marketing impacts their consumer behavior.

For the purpose of this study, multiple regression analysis was utilized to determine the relationship between green marketing and consumer behavior, as well as to test the hypotheses. Standardized  $\beta$  coefficients and significant  $p$ -value were two represented inputs to be used in regression. According to Glen (2016b), a standardized  $\beta$  coefficient, as known as beta, “compares the strength of the effect of each individual independent variable to the dependent variable”. Standardized  $\beta$  coefficient measures the total effect of the predictor variables, theoretically, the top – ranked variables are the most significant effect. Moreover, “ $\beta$  can be larger than +1 or smaller than -1 if there are multiple predictor variables and multicollinearity is present” (Glen 2016c). A  $p$  – value is used to test hypotheses and expressed as decimals. The smaller the  $p$  – value, the stronger the evidence (Glen 2016d). If  $p$  – value < 0.05, the hypothesis is supported, it means there is an impact on the research topic. Meanwhile, a  $p$  – value below 0.05 means the hypothesis is rejected, as there is no impact on the research topic (Jain & Chetty 2019). The results of the hypotheses testing are demonstrated in Table 4.

Hypotheses	Standardized $\beta$ coefficient	Standard error	$p$ – value	Findings
<b>H1: Green product</b>	0.326	0.067	0.00	Supported
<b>H2: Green price</b>	-0.069	0.067	0.307	Not supported
<b>H3: Green promotion</b>	0.089	0.067	0.188	Not supported
Note: Dependent variable: Consumer behavior: R = 0.345, R square = 0.119				

Table 4. Results and hypotheses testing.

The R value is 0.345, which means that there is a slight correlation between green marketing and consumer behavior. Furthermore, all the supported factors account for 11.9% variance in consumer behavior (R square = 0.119). As indicated, the relationship between each of the variables were insignificant. H1 was accepted, while H2 and H3 were rejected. Green products especially had significantly positive impacts on consumer behavior ( $\beta_1 = 0.326$ ,  $p = 0.000$ ). In

contrast, green price ( $\beta_2 = -0.069$ ,  $p = 0.307$ ) and green promotion ( $\beta_2 = 0.089$ ,  $p = 0.188$ ) were insignificantly associated with consumer behavior.

### 5.3 Personal Consumption

The final part of the survey is searching for the green products consumption level. In Table 5, the survey participants who have purchased green products within a month are 162, which is the highest number and accounts for 81%. Interestingly, most of the participants are willing to recommend green products to their friends and relatives (93.8%). After using green products, respondents are almost satisfied with the value that sustainable products brought to them. Meanwhile, 19% of respondents who have never been used green products would absolutely give a try on environmentally friendly products.

<b>Green products purchase decision</b>	
Yes – 81%	<b>Frequent on buying green products (within a month)</b> Rarely – 36.4 % Sometime – 56.8 % Often – 6.8%
	<b>Experience in green products</b> Very satisfied – 20.4% Satisfied – 72.8% Neutral – 6.8%
	<b>Intention to recommend green products to friends and relatives, etc.</b> Yes – 93.8% No – 6.2 %
No – 19%	<b>Intention to consume green products after having an ecological understanding</b> Absolutely – 59.5% Will consider – 40.5%

Table 5. Green products consumption level (n=200)

## **6 DISCUSSION**

### **6.1 Discussion and Suggestion**

The study has investigated several elements of theories to explain consumer behavior of specific categories related to green marketing, such as green products, green price and green promotion. The reason that green place has not been included comes from the lack of information. The hypotheses testing indicates an integrative pattern in predicting consumer purchases of environmentally friendly products through price sensitivity and ecological promotion in the context of a developing market such as Vietnam. Many variables were investigated, such as consumer demographics, consumer behavior and personal perspectives on green marketing to ensure the purpose of this study. The results show that green marketing has an opportunity in Vietnam, as people tend to change their buying behavior towards green consumption. In this regards, green products have a great impact on Vietnamese consumer behavior. These results do not prove that respondents prefer sustainable products more than normal ones, but that green products are at least considered before making decisions. Meanwhile, in the regression analysis, green price and green promotion insignificantly influence consumer behavior.

Another key finding from the study is that price of green products directly affects consumer purchases, which means consumers consider green products to be expensive, and such high prices are deterrents to their buying behavior. Therefore, Vietnamese consumers' attitudes towards purchasing green products are insignificantly translated into their actual purchase behaviors.

The results of this study show many significant consequences for marketers and policymakers who want to influence Vietnamese consumer behavior towards green marketing. Firstly, the demand for ecological products might be encouraged by green prices. In this regards, environmental product manufacturers should do their utmost to enhance products' performance and implement them at lower costs. Second, the effectiveness of green marketing

practices needs to be improved in every store. It is crucial to increase green products' availability and to further enforce in-store contact using fliers, signs and personnel. Thirdly, marketers should innovate their promotional campaign for increasing the awareness of greening. In order to make green knowledge accessible, marketers must also produce more ecological displays, demonstrations, commercialization to customers.

There are three limitations in this study that will be acknowledged. Firstly, according to the population of Vietnam in Worldometer (2021), the current population is more than 97 million, which makes a difficult to distribute the questionnaire to all Vietnamese consumers. Some regions are mentioned in this paper but the representation for Vietnamese consumers was not high. The sample group must be more significant in order to achieve more scientifically representative outcome. Further research needs to examine consumer habits and lifestyle characteristics to analyse more intentional and behavioural factors so that the sustainable behaviour for Vietnamese consumers must be concerned. Secondly, the variables for questionnaire were not diverse and focused on the impact of green marketing, making the results' conclusion ambiguous, therefore, more extensive in the future is essential to understand this research area, particularly in Vietnam thoroughly. Thirdly, most participants fall into the 18 – 30's age group, which means the sample group may be centralised. In future research, the spread through age groups and people across the country will give comprehensive modification and investigation for the Vietnamese context.

## **6.2 Comparison with Existing Research**

Green marketing is no longer an unfamiliar topic for researchers and scholars. Moreover, the development of green marketing makes a positive impact to the ecological preserve. In the research of Govender and Govender (2016), the influence of green marketing on consumer purchase behaviour in South Africa creates an investigation on the same topic in the context of Vietnam. Both studies focus on the impact of green marketing on developing countries which are South

Africa and Vietnam. Govender and Govender (2016) focused on the relationship between green marketing mix and demographic. Meanwhile, in this research, the aspect related to the green marketing mix has been exposed but correlated to consumer behaviour. In the theoretical framework, both studies concentrated on the green marketing mix as a fundamental principle for further hypothesis testing. In the research methodology, a quantitative approach was utilised in both through the implementation of questionnaire. According to Govender and Govender (2016), the majority of respondents were conscious of green marketing and in possession of higher education which is not compatible with the profile of the general South African community. Respondents from this study are mainly educated and associated with high education levels, which is disagreeable with the general education situation of Vietnam. Primarily, green marketing in both studies is increasingly appreciated in developing countries and the necessity to increase knowledge levels for marketers of green marketing in the broader customer community.

In the research of Govender and Govender (2016), price of green products affects the purchase decision and price sensitivity will be considered for sustainable products. Green products are bound to be more costly than conventional products. Meanwhile, this study demonstrates that green price is the influence factors motivate consumers to change their buying behaviour but insignificant. insignificantly affects consumer behaviour. Nevertheless, price is the main factors bothering the buying decision, a recommendation for marketers to make a value proposition for green products and give consumers a perceived of costs for green products is warranted.

Last but not least, both studies explore the significant relationship between green marketing and its impacts on consumer behavior. Most participants responded that green products were safe, environmentally sustainable and preferable to conventional products. Green products have shown that they are not well priced, readily available and price sensitive.



## 7 CONCLUSION

This study shows the overview of green marketing in Vietnam and its impact on consumer behaviour through several definitions from various researchers and green marketing mix is clearly presented as a fundamental foundation for the data analysis. This study is also highlighted that green product significantly impact consumer behaviour. In addition, a strong awareness of green marketing is demonstrated, it displays a positive motivation and attitude towards environmental consumption practices and a desire to contribute sustainable living. The data collected was intended to build a descriptive model that combines the following variables: demographic characteristics, personal perspective towards green marketing and behavioural intention. The finding demonstrates that green products are related to perceived behavioural control in Vietnamese customer buying decisions. Even though green price and green promotion affect green product buying decision, they have been insignificant. Thus, the finding indicates that green products purchase decision by Vietnamese consumers have a connection with environmental perception. Contrary to the expectation, products of great concern and practices tend to offer better price, and consumers are reluctant to spend more money on the product. The finding also suggested that price-sensitivity customers could be considered with green product purchase decision. Last but not least, green promotion should be more promoted to make green knowledge accessible.

In addition, further studies should collect information from respondents in other cities to overcome the limitations of the survey. The collection of information from customers in rural areas may be conducted, which allows a comparison between rural (low income) and urban (higher income). In future studies, various obstacles to greening knowledge through attitudes, food label cynicism, awareness and accessibility may also be investigated, which will give a comprehensive understanding of green marketing and consumer behaviour. In future research, an in-depth study may examine shifts in consumers' perceptions and behaviour.

Overall, the methodology has played a significant role in providing the research with the right direction towards its conclusion. Green marketing is predicted to be a tool for future-generation environmental protection that positively impacts environmental safety. Because of the growing concern for environmental protection, green marketing has emerged in the market.

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**Questionnaire used in the survey****[English version]****THE IMPACT OF GREEN MARKETING ON VIETNAMESE CONSUMER  
BUYING BEHAVIOR**

This survey aims at supporting my thesis about the impact of green marketing on Vietnamese consumer buying behavior. It will collect general information about your opinion and some brief questions mainly about your understanding of green marketing and the factors that drive your decision toward purchasing green products. There are fifteen questions which will take approximately 3-4 minutes and your information will be kept confidentially. Please feel free to express your opinions. If you have any questions related to the survey, please contact me by this email [1703192@edu.karelia.fi](mailto:1703192@edu.karelia.fi)

**I. Demographic data**

1. What is your gender?
  - Male
  - Female
  - Prefer not to say
2. What is your age?
  - Below 18
  - 18 – 30
  - 31 – 45
  - Above 45
3. Which city do you live?
  - Hanoi
  - Ho Chi Minh
  - Da Nang
  - Da Lat
  - Others
4. Are you currently...?
  - Student
  - Jobseeker
  - Employed
  - Unemployed
  - Housewife/ Retired
5. What is your approximately monthly average income? (1 EUR ~ 27 000 VND)

**Questionnaire used in the survey**

- Below 185 EUR
- 185 - 370 EUR
- 370 EUR - 741 EUR
- Above 741 EUR

6. Have you ever heard about the term "Green Marketing"?

- Yes
- No

**II. Personal Perspective**

1 - Totally disagree; 2 – Disagree; 3 – Neutral; 4 – Agree; 5 - Totally agree

Please indicate how much you agree with the following statements.

<b>Variables</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7. Green products</b>					
- Green products contain non – toxic ingredients					
- Green products are good for health					
- Green products have a better quality					
- Green products are safe for the environment					
<b>8. Green price</b>					
- Price of green products is reasonable					
- Price of green products is symmetric with their quality					
- Price of green products is as same as conventional products					



**Questionnaire used in the survey**

- Price of green products are justified by its performance					
<b>9. Green promotion</b>					
- Green promotion is motivated to take a decision					
- Green promotion gives a better approach to green products					
- Green promotion is effective in creating awareness of preserving the environment					
- Green marketing campaigns are encouraged					
<b>10. Consumer behavior</b>					
- I feel comfortable to use green products replacing to conventional products					
- Price of green products affect my buying behavior					
- I focus on green marketing fields which the company follow when taking the buying decision					

**III. Personal Consumption**

11. Have you ever purchased green products?

- Yes
- No

- If yes, please answer the following questions

**Questionnaire used in the survey**

12. How often do you purchase green products? (Within a month)

- Rarely (1 – 3 times)
- Sometimes (3 – 6 times)
- Often (more than 6 times)

13. How satisfaction do you feel after using green products?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

14. Are you willing to recommend green products to your family, friends, relatives, etc.?

- Yes
- No
- Maybe

- If no, please answer the following question.

15. Will you intend to consume green products after having an ecological understanding?

- Absolutely
- Will consider
- Maybe no

THANK YOU SO MUCH FOR YOUR PRECIOUS TIME TO COMPLETE THIS SURVEY.

**Questionnaire used in the survey****[Vietnamese version]****TÁC ĐỘNG CỦA TIẾP THỊ XANH ĐỐI VỚI HÀNH VI TIÊU DÙNG CỦA  
NGƯỜI VIỆT NAM**

Bảng câu hỏi khảo sát này nhằm hỗ trợ luận văn của mình về tác động của tiếp thị xanh đối với hành vi mua hàng của người Việt Nam. Khảo sát này sẽ thu thập thông tin chung về ý kiến của bạn và một số câu hỏi ngắn gọn chủ yếu về hiểu biết của bạn đối với tiếp thị xanh và các yếu tố thúc đẩy bạn quyết định mua sản phẩm xanh. Có mười lăm câu hỏi, sẽ mất khoảng 3-4 phút để hoàn thành và thông tin của bạn sẽ được bảo mật. Hãy thoải mái bày tỏ ý kiến của bạn. Nếu bạn có bất kỳ ý kiến nào liên quan để khảo sát này, vui lòng liên hệ qua email này [1703192@edu.karelia.fi](mailto:1703192@edu.karelia.fi).

**I. Thông tin cá nhân****1. Giới tính?**

- Nam
- Nữ
- Không tiết lộ

**2. Độ tuổi?**

- Dưới 18
- 18 – 30
- 31 – 45
- Trên 45

**3. Hiện nay bạn đang sống tại?**

- Hà Nội
- Hồ Chí Minh
- Đà Nẵng
- Đà Lạt
- Thành phố khác

**4. Tôi đang...?**

- Học sinh
- Người đi kiếm việc
- Có việc làm
- Thất nghiệp
- Nội trợ/ Nghỉ hưu

**5. Mức thu nhập hàng tháng của bạn là bao nhiêu?**

**Questionnaire used in the survey**

- Dưới 5,000,000 VND
- 5,000,000 – 10,000,000 VND
- 10,000,000 – 20,000,000 VND
- Trên 20,000,000 VND

6. Bạn đã từng nghe về thuật ngữ “Tiếp thị xanh” bao giờ chưa?

- Rồi
- Chưa

**II. Ý kiến cá nhân**

1 – Hoàn toàn không đồng ý; 2 – Không đồng ý; 3 – Trung lập; 4 – Đồng ý; 5 – Hoàn toàn đồng ý

Vui lòng cho biết mức độ bạn đồng ý với các nhận định sau.

Mệnh đề	1	2	3	4	5
<b>7. Sản phẩm xanh</b>					
- Sản phẩm xanh không chứa thành phần độc hại					
- Sản phẩm xanh tốt cho sức khỏe					
- Sản phẩm xanh có chất lượng tốt					
- Sản phẩm xanh bảo vệ môi trường					
<b>8. Giá cả xanh</b>					
- Giá của sản phẩm xanh hợp lý					
- Giá của sản phẩm xanh thường đi kèm với chất lượng sản phẩm					
- Giá của sản phẩm xanh bằng giá sản phẩm thông thường					

**Questionnaire used in the survey**

- Giá của sản phẩm xanh được điều chỉnh theo hiệu suất					
<b>9. Quảng bá xanh</b>					
- Quảng bá xanh thúc đẩy quyết định của tôi					
- Quảng bá xanh giúp tôi tiếp cận sản phẩm xanh dễ dàng hơn					
- Quảng bá xanh tác động tới việc hình thành nhận thức về những vấn đề mà môi trường đối mặt					
- Tiếp thị xanh được khuyến khích nhiều					
<b>10. Hành vi tiêu dùng</b>					
- Tôi cảm thấy thoải mái khi sử dụng sản phẩm xanh hơn sản phẩm thường					
- Giá của sản phẩm xanh tác động hành vi tiêu dùng của tôi					
- Tôi tập trung vào các lĩnh vực tiếp thị xanh mà công ty tuân theo khi đưa ra quyết định mua hàng					

**III. Tiêu dung cá nhân**

11. Bạn đã từng mua sản phẩm xanh chưa?

- Rồi
- Chưa

- Nếu câu trả lời là có, xin vui lòng trả lời những câu hỏi này.

**Questionnaire used in the survey**

12. Bạn thường mua sản phẩm xanh như thế nào? (Trong vòng 1 tháng)

- Hiếm khi (1 – 3 lần)
- Đôi khi (3 – 6 lần)
- Thường xuyên (trên 6 lần)

13. Bạn cảm thấy như thế nào sau khi sử dụng sản phẩm xanh?

- Rất hài lòng
- Hài lòng
- Trung lập
- Thất vọng
- Rất thất vọng

14. Bạn có sẵn sàng giới thiệu sản phẩm xanh cho người thân và bạn bè không?

- Có
- Không
- Có thể

- Nếu câu trả lời là chưa xin vui lòng trả lời câu này.

15. Bạn có sử dụng sản phẩm xanh sau khi hiểu thêm về công dụng của sản phẩm?

- Tất nhiên
- Xem xét
- Có lẽ không

**CẢM ƠN VÌ ĐÃ DÀNH THỜI GIAN QUÝ BÁU ĐỂ HOÀN THÀNH BẢNG KHẢO SÁT NÀY.**