

Factors Influencing Green Product Purchase Intention in Vietnam

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Abstract Green product is becoming a common term recent time, so it attracts the attention of the scholars. Although there are many approach methods including: influencing factors, process and policies to promote the behavior using green product. In this paper, the author focuses on finding the influencing factor. This comes from the status of consumption in Vietnam which the people concern about green product limited. The result of this paper presents six factors affect on green product purchase intention including: attitude, subject norms, control behavior, availability, environmental concern and green brand positioning. The determining also recommends some suggestions when enacting polices.

Keyword: green product, purchase intention

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I. INTRODUCTION

Green product

“Green products, also known as ecologically and environmentally friendly products, include products that incorporate recyclable and recycled content, and contain less toxic chemical substances which minimize the impact on the environment. (Mohd-Suki, N., 2015).

According to Chiou et al. (2011), a green product is considered a product with competitive features in terms of friendliness and less damage to the environment. A product is considered superior to conventional products or competition if it causes less burden, less harm to the environment in terms of energy and raw materials, emissions, domestic wastewater, solid waste and other environmental emissions during its product life cycle. In other words, a green product is a product that causes less negative effects on the surrounding ecosystem and environment through its creation.

Green consumption

Green consumers according to Webster (1975), are environmentally conscious consumers and they will consider the environmental consequences of their personal consumption. Or they are the ones who try to use their purchasing power to bring about environmental improvement (Follows & Jobber, 2000).

Since the 1990s, the term green consumption has become more and more popular. Mainieri et al. (1997) said that: In another study, the concept of green consumption is defined as the behavior of purchasing products that are friendly and beneficial to the environment (Mainieri et al. (1997). They are products that facilitate the long-term goal of environmental protection and conservation. Today, green consumption is not only limited to green shopping behaviors, but also a series of behaviors seen from the perspective of sustainable development: buying ecological food, recycling, reusing, saving and use an environmentally friendly transportation system (Withanachchi, 2013).

II. LITERATURE REVIEW AND HYPOTHESIS

Due to the important role of green product on the environment, there are many research pay attention on this area. One of them is a research in Malaysia, this study is conducted to investigate the relationship of product quality and environmental attitude on green consumption behavior (Nurul Ezzati bt Ahmad Yani, 2017). This study filled a gap of knowledge particularly for Malaysian consumers and will extend knowledge about ethical consumption in their daily life.

The research in Vietnam find factors affecting green consumption behavior in Ho Chi Minh City, Vietnam including: Environmental awareness, Green product characteristics, Green promotion activities, Green product price; and two additional factors are the Consciousness of Energy Saving and the Source of Information (Ha Nam Khanh Giao and Dinh Thi Kieu Nhung, 2018). The limitation of this research is that it just determined the external factors affecting behavior, it ignore the internal ones which are crucial factors making customers change their intention behavior. That is a reason why this study uses the TPB to explain the derive of change

intention behavior making customer using green product.

2.1. The theory of planned behavior

Theory of Planned Action (TPB) (Ajzen, 1991) proposed that three elements influence the intention to undertake conduct: attitude toward the behavior, subjective norms, and perceived control behavior. In this theory, the determinant of self-perception or the ability to perform a behavior is called perceived behavioral control.

More specifically, intention is accepted as the best available predictor of human behavior, which is at the heart of the TPB framework. Rezai et al. applied TPB towards green food consumption in Malaysia, showing that consumers' intention to go green in food consumption is an essential component in the adoption of green products, and Bonini and Oppenheim and Paul et al. demonstrated how this could help achieve environmental sustainability. Jones et al., and Sutton defines environmental sustainability as the ability to maintain things or qualities that are of significant value in the physical environment.

H1: Attitude has a positive effect on green product purchase intention.

H2: Subjective norms has a positive effect on green product purchase intention.

H3: Control behavior has a positive effect on green product purchase intention.

2.2. Environmental concern

Environmental concern refers to the extent to which people are aware of environmental problems and show support for the efforts to solve them, or their willingness to make an effort to solve the problems (Dunlap and Jones 2002). In customer level, the TPB and the model of environment-friendly behavior (Hines et al. 1987) could prove that environment concern is the crucial factor encouraging people using green product. This is true in the organization level when the company has an environment concern. The friendly – policies could be launched in order to emmed the company in the social environmental protection (Poortinga et al. 2004).

H4: Environmental concern has a positive effect on green product purchase intention.

2.3. Green brand positioning

Green brand positioning is related to the value of green products or services, which is based on the environmentally friendly attributes of the brand that have significance to customers (Aaker and Joachimsthaler, 2002; Hartmann and Ibanez, 2006; Rios et al., 2006). Furthermore, in the research of Saha and Darnton (2005), green positioning is preferred as “a company's green positioning, which represents their green image as perceived by the public.”

It is said that the goal of positioning is to generate a competitive advantage in the mind of consumers over other competitor brands based on tangible or intangible product attributes (Gwin and Gwin, 2003). Hence, the positioning is very important to associate the brand with its value attributes, as a result, the customer could gain their expectation (Wang, 2016). The study of Lin and Chang (2012) indicates that there is an increasing in the green brand positioning in customer who has environmental knowledge. This is also proved in the study of Norazah (2013b), Huang et al. (2014) and Mostafa (2009).

H5: Green brand positioning has a positive effect on green product purchase intention.

2.4. Availability

Availability is one of the important factors that affects intention behavior leading to the purchase decision of customer (Aertsens et al., 2009; Zakowska-Biemans, 2011). In some researches, they prove that the information approach level of customer is still limited despites of extensive media coverage (Gottschalk and Leistner, 2013; Yiridoe et al., 2005). This problem is caused by the lacking of convinient shops due to a decrease of the number of local food shops and farmers' markets. Besides that, it is said that there are a few shops or markets purchasing green (De-Pelsmacker et al., 2003). This is also indicated in the study with 52% of respondents meeting the difficult in finding the place to buy green products (Robinson and Smith, 2002). In addition, the scholars also agree that avaiability is an essential key to promote customer using green product besides having more environmentally and socially responsible corporations (Kaufmann et al., 2012).

H6: Availability has a positive effect on green product purchase intention

III. DATA ANALYSIS

The study uses SPSS 20.0 to check the regression model between the independent variables (attitude, subject norms, control behavior, availability, environmental concer and green brand positioning) and the dependent variable (green product purchase intention).

The number of samples collected after launching the questionnaire is 308, including 66.56% female and 33.44% male. The age between 20-39 accounts the highest percentage of shopping 3-4 times/week. However, the people from 30 to 39 pay attention in sustanable/green products in shopping.

In table 1, all the coefficients of Cronbach’s Alpha are above 0.6. The Cronbach’s alpha values range from 0.68 to 0.82, with 7 research concepts: AT (attitude), SN (Subject norms), BC (Behavior control), AV (availability), BP (Green brand positioning), EC (Environment concer) and PI (Purchae intention) are satisfied.

Table 1. The Cronbach’s Alpha

	AT	SN	BC	AV	BP	EC	PI
Cronbach’s Alpha	0.82	0.73	0.82	0.71	0.68	0.81	0.74

Table 2 indicating the result of Exploring factor analysis shows the dependent and independent’s KMO is higher 0.5 and the Sig.= 0.000 (< 0.05). This means that the analysis is suitable. The result of Total Variance of independent variables seperates into 6 groups from 22 variables with the cummulative at 75.304% (higher 50%), so it is meet the standard(Gerbing and Anderson, 1988). The same result is true with the dependent one.

Table 2 – The rseult of EFA

	Independent variables	Dependent variables
KMO	0.855	0.797
Sig.	.000	.000
Eigenvalues Cumulative %	81.276	69.256

Before chek the model fit, correlation analysis is necessary to check the correlationship between the independents variables and dependent one. The sig. is less than 0.05, this means there is a linear relationship between them. The table 3 is depicted below shows the result of linear regression between independents variables and dependent one with SPSS 20.0:

Table 3. Result of regression

R Square	.685
Sig.	.000

The table 3 shows that the model has a statical significant with sig. = 0.000 < 0.05. The R-square explains that 68.5% the change of dependent variable (green product purchase intention) base on the variation of the independent ones (attitude, subject norms, control behavior, availability, environmental concer and green brand positioning). The Unstandardized Coefficients of table 4 presents the impact level of independent variables on dependent one. The number of VIF of 6 independent variables shows that there is no Multicollinearity between them.

Table 4 – Coefficients

	Unstandardized Coefficients	Sig.	VIF
6 (Constant)	-1.339	.000	
AT	.358	.028	1.243
EC	.261	.040	1.511
AV	.112	.000	1.683
CB	.095	.000	2.069
BP	.089	.004	1.158
SN	.085	.001	1.235

The equation of model:

$$PI(\text{green product intention behavior}) = -1.339 + 0.358 * AT(\text{attitude}) + 0.261 * EC(\text{environment concer}) + 0.112 * AV(\text{availability}) + 0.095 * CB(\text{control behavior}) + 0.089 * BP(\text{green brand positioning}) + 0.085 * SN(\text{subject norms})$$

IV. CONCLUSION

The research paper determines factors influencing green product purchase intention based on TBP and some indepentent variables. The study presents the level effect of the independent variables on green product purchase intention, in which, attitude has the highest impact on green product intention and the lowest point

belongs to subject norms. However, the study has not check the different impact on green product purchase intention of different group people.

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