

# **The Impact of Green Marketing on Customers' Buying Decision**

## Abstract

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<p data-bbox="236 862 336 891">Abstract</p> <p data-bbox="236 907 1361 1070">The increasing significance of environmental issues makes companies emphasize on the implementation of green marketing. The thesis focuses on two primary objectives. First, it identifies how green marketing influences consumers' buying decision. Second, the research investigates the buying behavior of consumers in a certain market towards eco-friendly products.</p> <p data-bbox="236 1093 1361 1391">The theoretical framework used literature review method to explain the theoretical concepts related to green marketing and green purchase behavior. Secondary data was collected for this section through scientific articles, scholarly journals, e-books and credible Internet sources. The empirical part utilized quantitative research method in which primary data was acquired by an online questionnaire to test the relationship between demographic and psychographic and green consumer behavior as well as the influence degree of green marketing mix 4P's on customers' purchase decision. After a total of 447 respondents had participated in the survey, the data was inserted and addressed by SPSS and Excel.</p> <p data-bbox="236 1413 1361 1576">The result of the study indicated which demographic and psychological characteristics correlated with green buying behavior and which did not. Additionally, the research outcome explored the effect grade of each factors of green marketing mix on the audience's buying determination. Besides, the participation of green marketing aspects in the public's life was found out specifically.</p> <p data-bbox="236 1599 1361 1697">The key findings imply a firm relationship between green marketing and people's buying behavior. Further studies are recommended to emphasize on one target group, a particular aspect of green marketing or its influence on a specific industry.</p>		
Keywords Green marketing, green marketing mix, buying decision, green buying behavior		

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## 1 Introduction

### 1.1 Background

In the current world, the process of industrialization and modernization is being implemented strongly. Admittedly, a significant pressure is put on the environment. Specifically, the waste from industrial and domestic activities such as poisonous chemicals, plastics, gas emissions and wastewater has been becoming out of control in several countries. As a result, they cause numerous negative impacts on the nature including ozone layer destruction, greenhouse effect, climate change and global warming. In terms of the human beings, health is one of the most serious problems when mentioning the consequences of environmental pollution. Therefore, it makes the public concern more about ecological issues in the daily life, especially when buying any products. Accordingly, the necessity of eco-friendly merchandises, packaging and delivery is growing remarkably. In other words, it could be said that instead of regarding environmental problems as a challenge to deal with, many companies utilize them as a probable tendency for innovation and development (Iannuzzi 2011, 3).

Sustainable development is a common term that human beings usually use to envision ecological practices. In such a circumstance, the concept of sustainability contains three fundamental dimensions such as economy, society and environment.

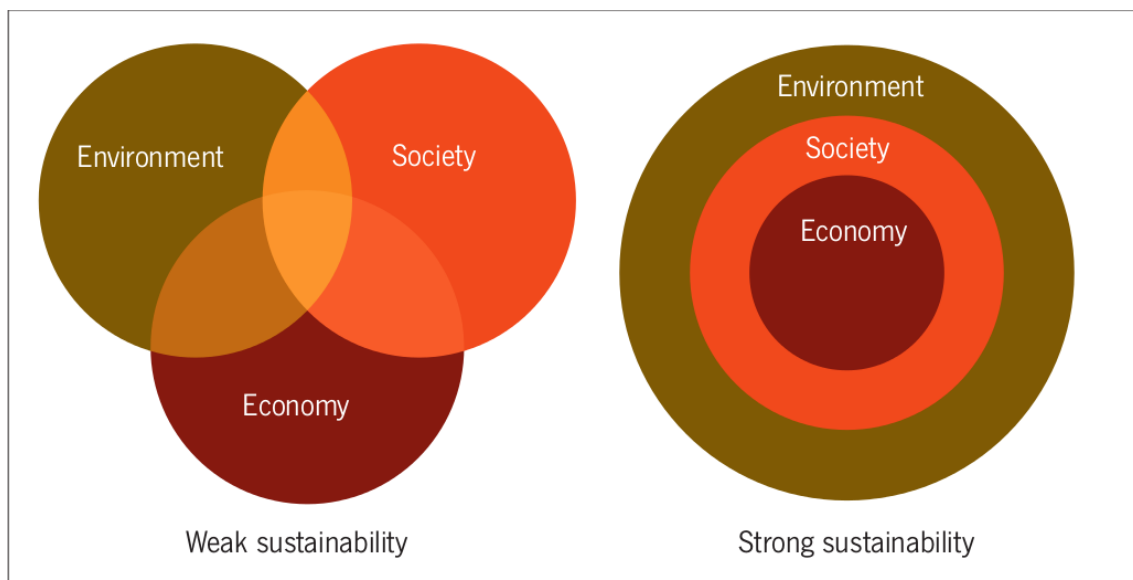


Figure 1. Model of sustainability (Amitrano 2009)

As shown in the left side of Figure 1, the traditional visualization of sustainability is the equalized status of three elements. However, it is considered as inefficient in the recent today's world. Accordingly, a more beneficial model called "fried egg" was developed as presented in the right side of Figure 1. Particularly, the sustainability of the community is defined in which the economy is developed under the boundary of its society, and the society grows with considerations about the environment. (Kane 2010, 5-6.)

On behalf of green businesses, along with the increased demand in sustainable supply chain process, a substantial transformation is conducted in the perspective of marketing. Subsequently, the procedure of green marketing not only represents the corporate social responsibility (CSR) but also has an educational purpose for people to rise their attitudes in environmental protection (Charter & Polonsky 1999, 11). The research could identify at which level the consumers pay attention to this issue; thus, firms can launch proper green marketing projects with the goal to educate and enhance the public's perceptions towards eco-centric lifestyle.

The primary purpose of green marketing is to ensure the sustainability of the business. Due to the increasing attention of the market in ecosystem and its related issues, firms should plan and conduct green campaigns to spread their messages and philosophy to the audience. Correspondingly, corporates are the main objects that significantly consider the influences of environmentally responsible marketing on consumers' buying decision. By doing research on this topic, they are supported enormously in studying the market in detail. Hence, based on these analyses, worthwhile values are created for the clients through the innovated sustainable supply chain management and marketing management (Danciu 2013).

On the other hand, green marketing not just orients towards a more long-lasting positive business world but also assists enterprises receive acknowledgement and reliability from customers who care about ecological concerns. As mentioned above, firms could present their corporate social responsibility through the application of green marketing into the strategic management and community campaigns. As a result, they might generate a set of competitive advantage thanks to eco-friendly marketing which dedicates undoubtedly to the establishment of trust on customers' minds.

## 1.2 Objectives

The thesis is going to be implemented in order to accomplish two fundamental objectives. First, it identifies the relationship between green marketing and consumers' buying decision. Likewise, the study aims at discovering how eco-marketing affects the purchase determination of the audience. To achieve this purpose, an in-depth investigation is conducted through an online questionnaire as primary data collection. Additionally, secondary data is gathered by previous literature review. After the survey, the result is going to be interpreted to understand whether sustainable brand marketing has impact on customers' buying decisions and at which level it is. Second, the thesis is also going to clarify the purchase behavior of consumers in the certain market that whether they are willing to buy and consume eco-friendly commodities. Simultaneously, with those who have not been aware of green practices, it is also necessary to discover their willingness to change the buying manner towards a greener lifestyle. Owing to the significance of ecological concerns in the modern society, besides the effort of companies to protect the living habitat, it is also crucial to study the viewpoint of clients. Subsequently, a suitable green marketing approach could be designed so as to communicate with them.

## 1.3 Delimitations

Indeed, the thesis cannot cover all issues related to marketing, it is going to concentrate only on green aspects of marketing and their influences on consumers' purchase decisions. The buying behaviors affected by other components such as logistics management and shopping methods (in-store or online shopping) are not taken into consideration. In addition, there are two delimitations consisting of theoretical and empirical ones. The former refers to theoretical concepts that will be explained in Chapter 2 of the study. In this case, they are green marketing, green marketing mix 4P's and green buying behavior. Meanwhile, the latter means the data collection method which will be declared in Section 1.5 Research methodology and data collection. One more important point is that the survey is going to collect primary data with the population targeting at Vietnamese consumers who are living, studying and working in two biggest cities of Vietnam: Hanoi and Ho Chi Minh City.

## 1.4 Research question

Generally, the research question of this thesis is "What is the relationship between green marketing and consumers' buying behavior?". To better answer the main research question,

two sub-questions are developed based on the model of green marketing mix 4P's and the characterization of buying behavior. These sub-questions comprise:

- Sub-question 1: At which level do the elements of green marketing mix 4P's have impact on consumers' buying decision?
- Sub-question 2: Do demographic and psychographic characteristics affect consumers' green buying behavior?

## 1.5 Research methodology and data collection

### **Research methodology**

With the research objectives in mind, this thesis is going to utilize literature review and quantitative research method. Following this, literature review is going to be used in theoretical framework in order to explain the theoretical concepts that relate to the thesis topic consisting of green marketing, green marketing mix 4P's and green buying behavior. In such a circumstance, several books, scientific articles such as working papers, scholarly journals, previous publications and theses as well as reliable Internet sources are found. Further, due to the diversity of sources, the surrounding issues of green marketing, green consumers and green purchase behavior will be revised and analyzed comprehensively in a multi-dimensional vision.

Moving onto the empirical study, quantitative research method is chosen to gather the empirical data. Based on the main research question and two sub-questions, the research result is going to be displayed under statistical form, graphs and tables. The reason is that the author want to first, explore at which level the components of green marketing mix 4P's affect the citizens' buying decision; second, examine the correlation between demographic and psychological factors and green buyer behavior. Moreover, owing to the thesis topic on *The Impact of Green Marketing on Customers' Buying Decision*, it is essential to investigate the pragmatic opinions of the public in a holistic and broad scale; hence, self-administered survey method is applied. Afterwards, as mentioned above, the population of this survey is Vietnamese consumers who are living, studying and working in Hanoi and Ho Chi Minh City; however, due to the geographical distance, self-administered survey under the type of online questionnaire will be utilized to acquire data from the respondents.

There are numerous reasons why the author chose online survey as the way of primary data collection. First of all, it is effortless to conduct and inexpensive. Specially, a list of



close-ended questions will be designed for the questionnaire and it applies for all respondents. Moreover, the platform of survey is available on the Internet; hence, the author does not need to pay for the investigation process. Second, it could save time since the respondents can answer the questionnaire whenever they are free. Besides, the responses might be as objective as possible because they do not suffer any pressure from the interviewer.

### **Data collection**

Overall, data is categorized into two fundamental types including primary data and secondary data. In particular, primary data means data that is acquired or produced directly by researchers of the research whilst secondary data refers to data or information that is generated by the others for another objectives (Clark 2005, according to Bradford & Cullen 2012, 141). Moreover, it is stated that secondary data could be gathered from documentary research and secondary data illustration. In detail, documentary research is originally produced without the goal of researching such as organizational annual reports, conference notes or policies whereas secondary data illustration represents the re-explanation of data from other studies. (Bradford & Cullen 2012, 141.)

This thesis is going to use both types of data for analysis. Subsequently, primary data will be collected through an online survey aiming at Vietnamese customers in order to clarify the relationship between green marketing and their purchase behavior. Meanwhile, secondary data will be acquired for the use of theoretical framework illustration. The materials of secondary data include eBooks, books, scientific articles and Internet sources. In term of Internet information, the sources must come from trustworthy origins.

## **1.6 Thesis structure**

In general, the thesis structure is divided as following:

- Introduction
- Theoretical framework
- Empirical research and data analysis
- Discussion
- Summary.

In the first place, Chapter 1 Introduction briefly describes the background, main objectives, delimitations, research question, research methodology as well as the thesis structure. This

chapter provides a comprehensive vision about the importance of the thesis topic and essential techniques to implement the research.

Afterwards, in Chapter 2, through the method literature review, several theoretical concepts related to green marketing and green buying behavior are explained in detail. Further, the models clarified in this chapter are vital preliminaries to develop the questionnaire in the empirical study.

Additionally, Chapter 3 Empirical research and data analysis concentrates on handling with empirical data gathered from an online survey. Particularly, it presents the overall design of the questionnaire, data collection process and data analysis.

Subsequently, Chapter 4 discusses primary findings from the empirical research by answering the research question and two sub-questions. Moreover, the reliability, validity, limitation and suggestions for future research are also illustrated.

The thesis ends with Chapter 5 in which the main ideas of all the above chapters are summarized.

## **2 Theoretical framework**

### **2.1 Green marketing**

Previously, there are numerous literatures studying the concept of green marketing. Originally, during the progress of practices, traditional marketing does not regard ecological issues as consideration range (Charter & Polonsky 1999, 18). Subsequently, in comparison with this concept, green marketing refers to marketing strategies involving the consideration of environmentally friendly practices (Khandelwal & Yadav 2014). Otherwise, Dacko (2008, 242) defined green marketing, which is also known as *eco-marketing*, *eco-centric marketing*, *environmental marketing*, *environmentally responsible marketing* and *responsible marketing*, as activities that give priority to the influence on the ecosystem. In another study, green marketing is a more extensive marketing model thanks to which the environmental perceptions and manners of consumers are improved and maintained (Jain & Kaur 2004, according to Chang & Chen 2014). In addition, the primary characteristic of sustainable brand marketing is to guarantee the sustainable standard of the ecology through a number of techniques. Further, green marketing is not just narrowed in terms of consumers but also related to the organizational performance (Khandelwal & Yadav 2014). The application of green marketing into business operations therefore makes marketers realize the values that

it generates for the business. To be more specific, eco-marketing could devote to the creation of a set of competitive advantage that helps the brands position better in the market. Besides, the benefits about reputation and finance are undoubtable. (Dacko 2008, 242.)

In the modern world, with the emergence of green marketing, various reasons have been provided in order to justify why corporations use it. The first point is that recently, more organizations have perceived their social responsibilities. In other words, firms take into account both monetary objectives and environmental goals. For instance, Coca Cola exhibited its corporate social responsibility by joining a variety of recycling projects and changing the way of packaging. The second cause is that along with the rise in business institutions' awareness, the public's attitude towards ecosystem has also grown considerably. As a result, their desire towards companies with green practices increases. Third, the transformation to green marketing of firms may be caused by the influence from the government. To demonstrate, currently, many governments enforce laws and regulations to restrict the manufacture of environmentally harmful products and encourage the greener production. Moreover, in some nations, green guidelines are released to assist enterprises. The fourth point is related to the stress from the competition. Actually, diverse business agencies have built their brand images based on green marketing drives such as The Body Shop. As a consequence, it could create a competitive advantage and help them stand out in the marketplace. Last but not least, more firms choose to move to green marketing because of the decrease in expenses. To be more specific, companies make use of green marketing as an efficient tool to decline the amount of waste into the nature, which therefore could save much money for the businesses. Otherwise, it is beneficial that manufacturers create a synergetic system in which a company could take advantage of the waste from another to become raw materials of its production. (Ghoshal 2011; Saini 2013.)

According to Schaltegger et al. (2003, 208-209), the central goal of green marketing is to change the habit of consumers. Particularly, eco-centric marketing could play an educational role, then reform customers' consumption conditioning. Thus, they might take more responsible for the ecology in decision-making process. Additionally, green marketing targets to bring crucial information about product quality, usage, maintenance and removal to the customers. Therefore, they will have a more appropriate vision with their purchase decisions. Moreover, a successful green marketing project is when corporates could build sustainable and closed relationship with customers. Further, by launching this kind of environmentally safe campaign, the shortcomings of eco-unfriendly practices are leveraged;

thus, consumers could better recognize these concerns and adapt to change their buying behaviors.

In order to conduct a prosperous green marketing strategy into the market, there are three fundamental components that should be determined. First, marketers are accountable for telling a greener product story. Second, they must research and clarify the needs of the target audience so as to meet their expectations. Last, an appropriate communication strategy should be built to introduce the greener item's features with the public. In addition to these key steps of an effective green marketing, Boston College Center for Corporate Citizenship suggested five key instructions for eco-marketing:

- Accuracy: It must provide detailed and statistical information.
- Association: It shows an observable and direct connection between green products and services and the ecology.
- Resource: It brings beneficial knowledge to consumers at the right time and in the right place.
- Coherence: All images and language used for marketing must be united.
- Authenticity: Eco-centric marketing has to be honest with the current attributes of the products, strive to make them greener, not just green. (Hollender et al. 2010, according to Iannuzzi 2011, 151-152.)

On the other hand, Iannuzzi (2011) also claimed three radical aspects of green marketing which are greenwashing, cause marketing and eco-labels.

### 2.1.1 Greenwashing

To begin with, greenwashing means the procedure of a company misguiding the market about the more environmentally friendly attributes of its product while it is not true in reality (Kenton 2020). Correspondingly, Kent et al. (2007) provided another definition that greenwash is to persuade people that a company is ecological-oriented by joining various green projects of the community as a way of obscuring its environmentally harmful practices. Actually, a large number of organizations is untruthful with their green marketing demonstration. For instance, they could make misunderstandings on goods packaging or wrong advertising about the CSR. All these actions are conducted with a purpose of gaining green prestige from the public. Nevertheless, firms might not realize that these activities result in numerous negative consequences, along with making consumers confused which businesses are truly accountable for the nature and which are not. (Paetzold 2010, 44.)

Described by Paetzold (2010, 50), greenwashing could cause several prejudicial impacts on the environment, consumers and corporations as well. First, it might misinform the buyers about the environmentally friendly attributes of the products. For this reason, people will think that purchasing those items is a beneficial contribution to the ecological protection. However, in reality, those who buy and consume these items are unconsciously making damage to the environment. Second, greenwashing leads to a disrespect with customers who literally want to devote to the sustainability. Moreover, it could be said that the clients' trust is imposed for an unfavorable purpose. Third, the repercussions on businesses themselves are also remarkable. As an evidence, the eco-friendly engagement of firms is overstated due to their desires of promoting themselves more broadly. Thence, the brands' images and names are injured, which may result in a decline in sales with for-profit organizations. (Tsui 2020.)

With the concerns about the adverse impacts of greenwashing, in 2007, TerraChoice, which is currently obtained by UL, developed a concept about Seven Sins of Greenwashing. This may be a beneficial illustration for consumers to make a more comprehensive and precise assessment about the sustainability of commodities in the market. Accordingly, the Seven Sins consist of:

- *Sin of the hidden trade-off*: This declaration supports that an item is regarded as green relied on a limited feature set without the strict consideration about ecological issues. For instance, the manufacturing process of paper is not seen as totally eco-friendly since it is made from gathered forest. Moreover, the production and delivery journey cause air pollution as well.
- *Sin of no proof*: This sin is found when a firm declares an eco-friendly message to the market; however, it is not justified by any available supplementary information or a reliable verification. An example is that several tissue products and toilet paper products which are claimed as high recyclable proportion are usually provided with no confirmation.
- *Sin of vagueness*: This sin is shown when a product is claimed environmentally friendly; nevertheless, such claim is so general and ambiguous that could lead to the misinterpretations of consumers. To be more specific, an item is announced as all-natural, but there are many all-natural substances that cause harm to the human health such as mercury and uranium. For another example, products could be

labelled as chemical-free, but actually, there are no chemical-free products, even water is also a chemical (Paetzold 2010, 47).

- *Sin of worshipping false labels*: A product that is endorsed and labelled by a third party, even by words or images, which is not truly existed in reality.
- *Sin of irrelevance*: This sin refers to a green claim that is unnecessary or unbeneficial for the citizens because that claim is already illegal following the regulations of the government. In particular, an irrelevant environmental declaration could be an item without ozone-layer harmful ingredients (Paetzold 2010, 47).
- *Sin of lesser of two evils*: The sin defines that although a certain product is called green, in practice, it is still harmful to the environment. In addition, this green claim could lead to a diversion in people's attention on the actual disadvantageous effects of the commodity on the ecology. Specifically, organic cigarettes and eco-friendly pesticides could be evidences for this sin (Paetzold 2010, 47).
- *Sin of fibbing*: This kind of sin is plainly a dishonest ecological assertion of goods. An illustration for this sin is that a merchandise is defined as ENERGY STAR registration, even though there is no certification supporting it. (UL 2020.)

Under this circumstance, the US's Federal Trade Commission (FTC) released Green Guides, which were first published in 1992, to assure that businesses will not bring ambiguous and inaccurate product features in the environmental context. In other words, these instructions are published to avoid greenwashing. Additionally, the guidance also has a wide range of noteworthy advantages. First, it recommends marketers to avoid deceptive and uncertain declarations about the decomposition of solid waste goods unless they have enough evidence explaining that they can entirely disintegrate after a year of removal. The second benefit is that it forewarns firms not to make ineligible claims about the items because they should not be deteriorated within a year, applying for those which are in the way to be recycled or destroyed. Finally, the instruction provides distinct directions for environmental-related practices. (FTC 2012.)

In fact, the Guides were reexamined in 1996 and 1998 respectively. Further, in the autumn of 2010, FTC suggested more modifications in order to be acceptable with the recent transformations of the market. Specifically, Green Guides cover:

- *general principles that apply to all environmental marketing claims;*
- *how consumers are likely to interpret particular claims, and how marketers can substantiate these claims; and*

- *how marketers can qualify their claims to avoid deceiving consumers.* (FTC 2012.)

### 2.1.2 Cause marketing

Cause marketing, or so-called *cause related marketing* or *social cause marketing*, referring to Dacko (2008, 80), is a marketing model in which an enterprise collaborates with a non-profit organization for a particular purpose. The partnership could be in form of charity of time or assets. Actually, the first definition of cause-related marketing is defined as *the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives* (Varadarajan & Menon 1988, 60, according to Sunitha & Edward 2015). The origin of this definition is when American Express called for funding for the purpose of the Statue of Liberty's renovation in 1983 (Adkins 1999, Vanhamme et al. 2012, according to Sunitha & Edward 2015).

Otherwise, cause marketing represents the accountability of brands towards the sustainable development of the community. Certainly, the co-operations between the two entities are mutually beneficial relationship. Specially, the businesses assist the charity agencies by investing a proportion of their sales. Meanwhile, they are also benefited due to the increase in reputation and sustainable vision. (Kahn 2013, 102.) In terms of for-profit organizations, another scientific literature demonstrated that cause marketing could be seen as the most productive and economical marketing approach for companies since it contributes significantly to the enhancement of financial concerns (Smith & Alcron 1991, 20, according to Polonsky & Wood 1999). Similarly, in the perspective of non-profit organizations, cause marketing also benefits them remarkably. To be more specific, through this kind of marketing, the target audience can be reached more effortlessly without the tiredness of the benefactors. (Murphy 1997, according to Polonsky & Wood 1999.) Further, the involved agencies are able to acquire more respective encouragement from people who just need to make inconsiderable changes in their buying behavior for the dedication (Polonsky & Speed 1998, according to Polonsky & Wood 1999).

Based on a research of Edelman public relations company in 2010, 72 percent of American believed that they appreciate to partner with a firm that provides proper prices and strengthens a suitable cause instead of a company that offers strong promotional programs but does not advance appropriate causes. In another aspect, three fourths of American

consumers stated that marketing campaigns which devote to the sustainability of the environment play an extraordinary role in the economic growth. (Iannuzzi 2011, 176.)

An example of a meaningful cause marketing campaign is from Monterey Bay Aquarium in California, USA. In particular, in 2020, due to the COVID-19 pandemic, the organization had to close for months without the income from ticket sales; however, marine animals still needed frequent care. As a result, it led to a difficulty in business operation of the aquarium. In order to resolve this problem and raise the public's attitude towards aquatic protection, the institution launched a cause marketing project in which it posted numerous videos about oceanic life and animal cares to YouTube. There are two famous series from Monterey Bay Aquarium including Fast Ocean Facts and Act for the Ocean which are extremely beneficial to teach the audience about the effects of climate change on the sea life and potential ways to reduce them. Overall, the aquarium not only expands its popularity on the social media but also earns more thanks to virtual business on YouTube. (Carmicheal 2020.)

Another case is from The Body Shop with its cause marketing campaign related to protecting the animals. Typically, its brand core is to sell products against animal testing; hence, the brand cooperated with social media influencers to widespread the project by generating a hashtag #ForeverAgainstAnimalTesting. The result was that 8 million signatures were collected to propose the United Nations about the prohibition of animal testing. (Dopson 2019.)

Likewise, Allbirds, a footwear brand, launched a purposeful cause marketing program in 2019. To illustrate, the company manufactured five shoes with the designs inspired from endangered North American bird species. Further, the shoes were produced in Limited Edition version with the goal to save imperiled birds and their living habitat. Allbirds made the cause marketing more efficient by conspiring with The New York Times to write a bilateral article that emphasized on the significance of these bird species, the serious issues around them and the possible solutions to protect them. (Don't Panic 2019.)

For the purpose of taking place a successful cause marketing campaign, Kurt Aschermann, the President of Charity Partners Foundation, brought out ten precepts for non-profit organizations to find their appropriate counterparts. Particularly, these commandments emphasize on relationship rather than cause marketing. They are listed as following:



- First precept: Have in-depth knowledge about the products and worth. It is essential that they understand their competitive advantages and perform to the prospective partners.
- Second precept: Understand the fundamental business operation process. The aim of this precept is that they must show the business partners the distinguished characteristics from other institutions in the similar field.
- Third precept: Have a separate management person/team to handle with each partner's account. For instance, this staff acts as a representative of the partner company who is responsible for maintaining the connection and communication with them.
- Fourth precept: In the first meeting, leave out the written documents. Instead, it is more appreciated to outline a plan directly with the counterpart in the conference.
- Fifth precept: Listen to the corporate partner.
- Seventh precept: Cause-related marketing contains the exertion of the whole organization.
- Eighth precept: Cause-related marketing enhances relationships.
- Ninth precept: Cause-related marketing is about honesty. If the nonprofits are unable to deliver a certain promise to the corporate partner, they will be encouraged to tell them the truth.
- Tenth precept: Cause-related marketing relates to the embedding in a business strategy.

### 2.1.3 Eco-labels

Together with the acceleration in green marketing, eco-label is used widely as a marketing engine to promote the consumption of green products in the market (Iannuzzi 2011, 179; Atanasoae 2013). As said by Bruce and Laroiya (2007), if consumers realize and understand the meanings and worth of such eco-labels, the market for green products will be stimulated considerably, regardless of premium prices. According to Ecolabel Index (2020), the biggest global catalogue of eco-labels, recently, there are 456 eco-labels existed in 199 nations and 25 industry sectors. Actually, a certain number of eco-labels are highly recognized and creditable whereas some result in distraction and greenwashing (Delmas et al. 2013). Specifically, in spite of being guaranteed by third parties, the assessment process of eco-labels is suspected. For instance, people can hesitate whether the verification procedure is relied on an official and united standard (Golden et al. 2010) or

under the administration of the government. To assist the citizens in eco-label recognition, a large number of service websites has been created containing ecolabelindex.com by Big Room Inc., the International Trade Center with standardsmap.org and greenerchoices.org by ConsumerReports. (Castka & Corbett 2016.) Generally, it could be summarized that the choices of eco-labels take risk and need a carefully consideration from business executives (Delmas et al. 2013).

Indeed, there are numerous types of eco-labels existing in the marketplace, especially the International Organization for Standardization (ISO) has categorized into three primary types of eco-labelling. As an illustration, ISO Type I refers to those labels which occur in products acknowledged by an unprejudiced third party that they meet the ecological standards. Moreover, this type of eco-labels is normally based on alternative benchmarks and areas. These eco-labels concentrate on eco-centric priority of a commodity within its category based on the life cycle evaluations. Some examples of Type I are Nordic Swan, Japanese Eco-Mark and Canadian Environmental Choice. In addition, ISO Type I-like is defined in the similar way as Type I; nonetheless, they seem to centralize on a detailed function and be utilized in a particular field. Additionally, ISO Type II labels are self-certified eco-labels. Conventionally, they are generated internally by an entity. For instance, both recyclable content and biodegradable belong to Type II. Last but not least, ISO Type III focuses on supplying quantitative message of goods to the audience. To put it differently, it sometimes might be regarded as the nutritional table of the merchandises. There are several examples of Type III eco-labels such as Eco-leaf and Korean Environmental Declaration of Products. (UN environment programme; OECD 2016.)

Apart from that, there is a wide range of eco-labels certified by the governments including EU Ecolabel, EU Organic Label, Blue Angel of Germany, China Environmental United Certification Centre, Korea Eco-label, Energy Star and Good Environmental Choice Australia (GECA) (European Commission). Besides, there are also eco-labels which are issued by companies such as Eco Options of Home Depot, EcoEasy of Staples as well as Future Friendly of P&G. Moreover, some independent entities issue their own eco-labels comprising UL, Green Seal and GreenGuard. (Iannuzzi 2011, 179.)

In 2009, the Natural Marketing Institute implemented a survey with US consumers to point out what are the most recognizable eco-labels to them. As a result, the order of the response are presented as following, together with the proportion of recognition:

- The recycling logo: 93 percent

- Energy Star: 93 percent
- USDA Organic: 75 percent
- Fair Trade Certified: 44 percent
- Rainforest Alliance Certified: 35 percent
- Carbon Trust: 24 percent
- LEED (Leadership in Energy and Environmental Design) Certified: 24 percent
- Green-e: 19 percent
- Marine Stewardship Council: 18 percent
- Sustainable Forestry Initiative: 16 percent. (Iannuzzi 2011, 179.)

It is observable in the list that only the first three eco-labels witnessed a consumer identification exceeding 50 percent (Ottman 2011, according to Iannuzzi 2011, 179). That makes the businesses concern more about how to optimize the advantages of eco-labels in order to provoke the consumption of greener products and avoid greenwashing.

In such a circumstance, Delmas et al. (2013) provided a framework for eco-label assessment following the growth in consumer purchase process such as consumer perception and understanding, consumer confidence and payment readiness. During the first stage, marketers need to consider and determine transparent and understandable eco-labels. Afterwards, it is necessary to select eco-labels which can communicate well with the consumers. To rephrase, the clients might comprehend the environmentally friendly characteristics of goods through the use of those labels. One more vital point is that corporations should prioritize multi-criteria and multi-sectoral labels. The reason for that is those eco-labels have better identifiable function than those just utilized in one detailed product category. The last element regards choosing labels that are endorsed by the government and sizable organizations.

Moving onto the second dimension of consumer confidence, Delmas et al. (2013) illuminated that businesses need to consider eco-label entities having several partners. The attendance of various counterparts assists enormously to equalize the multi-source visions related to ecological concerns. Second, the authors demonstrated that it is important to also examine the reliability of those partners because a believable organization can ensure the trustworthiness of their eco-labels. The next crucial aspect is to prevent the dispute associated with interest during the progress of verification. The fourth point is about the selection of an obvious eco-label agency. Specifically, marketers need to assure that their eco-label partners are willing to publish relevant information about the endorsement

procedure in order not to make consumers suspect the credibility of the labels. Fifth, the companies should internally implement the examination of their commodities' eco-friendly attributes. To be more specific, although a company collaborates with an environmental-oriented supplier, it is still essential to conduct its own material assessment to ensure that both parties have the consistent result, or else, even a small fault could lose purchaser belief. Last, enterprises are accountable for making secure the supply chain continuity with the goal to stably meet the demands of customers.

Regarding the last dimension, first, marketers should focus on quality improvement. To exemplify, they need to choose eco-labels that accentuate the value of goods, so that the audience can easily see and be willing to pay a premium price for them. Additionally, it should be noted that the elect eco-labels affirm advantages to the human health. Finally, organizations should optimize the utilization of eco-labels in the market; therefore, the public can effortlessly recognize their green actions by buying and consuming those eco-labelled products and services. (Delmas et al. 2013.)

## 2.2 Green marketing mix 4P's

Similar to the traditional marketing mix, green marketing mix 4P's also include four factors, but it has "green" before each one that are green product, green price, green place and green promotion. If the original marketing mix primarily concentrates mainly on improving the profitability of the companies, green marketing mix will emphasize on how to maintain the sustainability of both the society and the business. (Hayat et al. 2019.) To put it differently, the proposition, implementation and supervision of manufacturing, pricing, promoting and distributing goods concurrently handle with meeting the consumer expectations, accomplishing the business objectives and associating these procedures with the ecology. Thence, a more comprehensive marketing interpretation is built. (Dangelico & Vocalelli 2017, according to Moravcikova et al. 2017.)

### 2.2.1 Green product

The evolvement of green product is an important preliminary of a green business orientation. In particular, the production is called green when its progress is eco-friendly and less disadvantageous to the environment (Hayat et al. 2019). It means that manufacturers focus on ecological characteristics of their products when they are produced, consumed and discarded (Sarkar et al. 2015, 21k). Apart from this, green products are developed with the

association of schemes about recycling and decreased packaging or less harmful packaging materials for the purpose of environmental protection (Donikini 2013). Compared to the core and augmented dimensions of conventional products, environmentally conscious customers concentrate on the externalities of the manufacturing progress of green commodities. It means that eco-centric clients might refuse an item if they recognize any eco-harmful characteristics resulted from the manufacture or removal or disagree with the practices of any stakeholders involved in the production. (Charter & Polonsky 1999, 61.) Specifically, Hayat et al. (2019) clarified four popular types of green goods including those are manufactured from recycled materials, those can be recyclable, those cause minimal negative impacts on the ecology as well as those have eco-friendly packaging.

Basically, there are several ways to develop green products, either by innovating the previous normal merchandises or by designing a wholly new one. Particularly, the former means that marketers innovate the ordinary merchandises into greener items through the process of re-design and incorporation of green characteristics. This progress could be implemented by replacing some normal components with the environmentally friendly ingredients. (Sarkar et al. 2015, 211.) In detail, Recover Brands manufactures apparel totally made from recycled fabric; moreover, the brand also applies a sustainable production process including the removal of dyes and the reduction of water, chemicals and energy. For another case, the brand Onya releases coffee cups which are made of entire food protected silicone as well as stainless steel bottles with BPA-free. (Onya.) Besides, there are also diverse green innovated commodities like those with CFCs disposal (Mishra & Sharma 2010, according to Sarkar et al. 2015, 211) or biodegradable or recyclable packaging materials. In the meantime, the latter represents those goods which are initiated based on a thorough new ecological model and method. When creating an original eco-friendly product, the following factors should be taken into consideration consisting of the framework of the design, the used resources, together with how it is used in practice. (Sarkar et al. 2015, 211-21m.) To enumerate, there is a software in which users are able to calculate the carbon footprint (Polonsky & Taghian 2010, according to Sarkar et al. 2015, 21m). Briefly, no matter which methods are utilized, green goods are expected to be manufactured by facilitating the use of renewable resources with the goal to bring advantages to the nature whilst their functional values still should be completely brought to the users (Sarkar et al. 2015, 211).

Typically, whether an item is seen as green is also reflected through the choice of packaging. Actually, some studies stated that packaging is a crucial element of the core product (Kotler

& Bliemel 1999, 711ff, according to Schaltegger et al. 2003, 236). To be more specific, packaging not only informs customers about the product features but also has barcodes for machine read-only in order to be more convenient in the investigation progress. As a result, when it comes to the management of sustainable packaging, it could be a challenge for marketers to maintain the function of packaging whereas take responsible for environmental problems. (Schaltegger et al. 2003, 235-236.)

On the other hand, Pujari et al. (2003) pointed out four enormous differences between conventional and green product involvement containing a larger concentration on environmental issues, life cycle assessment, post-consumption practices and the supply chain management (Chen & Chang 2013). The businesses' mission in the green product administration process is to ensure the trendy designs according to the market demands and the audience's expectations towards greener features such as resource saving, organic and toxic chemicals-free as well. To show an example, Nike is recognized as the first shoes brand responding the green project. In particular, the company produced the Air Jordan product line with the decline in the use of detrimental glue. The generation of Air Jordan shoes has proved that the firm has been striving to diminish manufacturing waste and utilize sustainable materials. (Singh et al. 2016.)

### 2.2.2 Green price

In comparison with the other factors in green marketing mix, green price is considered as the most indispensable and decisive element because even a slight change in price can influence the purchase decision of customers (Singh et al. 2016). Subsequently, green price refers to the pricing strategies of enterprises that take into account ecological manufacturing and marketing costs, product values as well as the profitability of the companies (Martin & Schouten 2012, according to Leonidou et al. 2013). Typically, Singh et al. (2016) claimed that sometimes the price for green products might be higher than the figure for ordinary ones. As a result, the premium price of these goods is the fundamental component which makes the clients do not determine to purchase them (Bukkhari 2011, according to Govender & Govender 2016). Nevertheless, if consumers perceive the significance and worth of ecological products, they will be willing to pay more for them (Singh et al. 2016). To illustrate, according to a study of Anvar and Venter (2014), those people, especially the young generation, who desire eco-friendly commodities and have larger spending ability, are more active to buy (Govender & Govender 2016).

Referring to Sarkar et al. (2015, 21n), it is essential to consider the external expenses, such as the amount of carbon released to the nature during the manufacturing procedure. In other words, currently, the price of products might also involve the cost of pollution. In the long-term strategy of corporations, they could enhance modern technologies to decline the pollution and hence diminish the related expenses. Simultaneously, the development of new technologies also strengthen the product traits as well as prolong the product life cycle. In addition to the enterprises' attempt in harmful emission reduction, the necessity of reducing purchasers' demand for environmentally unfriendly goods through the pricing schemes is remarkable. In reality, there are many firms offering a pricing strategy in which consumers can voluntarily contribute to the carbon emission decrement by paying supplementary fees when purchasing a product. Afterwards, these costs will be used in carbon emission decrease campaigns of organizations. (MacKerron et al. 2009, according to Sarkar et al. 2015, 21n.)

When marketers set price for green products, there are numerous ways enclosing premium, skimming, penetration, economy and psychology. Indeed, each pricing strategy may give advantages to the companies, either low or high pricing plans. Therefore, the choice of marketers is relied on the demands of their target markets. (Andrew 2008, according to Wei et al. 2014.) If the product is a new one, companies have two classic methods to set price including skimming pricing (premium price, high profits and low sales) and penetration pricing (low price, low profits and high sales). The choice for pricing strategy of firms depends on the eco-friendly product features and technical issues in the production. To exemplify, if the characteristics of the new environmental goods are unique and competitive in comparison with the competitors as well as the potential of market needs is enormous, it will be appreciated for skimming pricing strategy. Thence, business entities could have high profitability and the green product establishment is excessively valuable. Otherwise, if the green products are innovated from the previous normal ones, there will be additional attributes. However, it is quite difficult to set the price since the clients will compare the features and benefits of these two kinds of items. Indeed, numerous consumers believe that the functions of green merchandises sometimes do not dominate the figures for conventional ones but their prices are higher. The accountability of corporations is to settle competing prices, along with launching proper communication strategies for the commodities' ecological advantages. (Sarkar et al. 2015, 21n-21o.)

### 2.2.3 Green place

According to Govender and Govender (2016), green place plays a crucial role in green marketing mix strategy. The reason is that the suitable distribution of items helps companies spread their messages to the consumers and encourage them to purchase. For instance, Kontic (2010) expressed that the approachability of green items in the marketplace substantially stimulates consumers to purchase them because they prefer those products which can be found easily and conveniently. In another paper, Gittell et al. (2015) pointed out that supermarkets are among the best choices to distribute eco-friendly commodities. (Govender & Govender 2016.)

Generally, green distribution involves the management of the business demand chain through a set of actions connected with its ecological performance supervision and advancement (Godfrey 1998, Martin & Schouten 2012, according to Leonidou et al. 2013). Specifically, green place includes the decision of delivery channels, the management of product flow from the suppliers to the end customers and the places to locate goods. Moreover, firms are accountable for large distribution of green products, the continuous availability of them in the market, along with remaining environmentally friendly purpose. (Hayat et al. 2019.) In addition, it is possible that companies could collaborate with the stakeholders to build an eco-commission in which they can enhance their logistics efficiency. As an illustration, there is a wide range of international leading corporations such as Nestle and L'Oreal cooperating with Tesco, one of the global largest retailers, to constitute the Supply Chain Leadership Coalition. The aim of this alliance is to ensure an environmentally sustainable distribution process. (Spencer 2007, according to Leonidou et al. 2013.) Overall, the distribution of firms demonstrates how they optimize ecological concerns by processing a green journey (Sarkar et al. 2015, 21s).

In order to insure an environmentally friendly physical distribution and logistics, one of the most crucial duties of businesses is to save the resources involved in logistics progress (Schaltegger et al. 2003, 240). In particular, ecological issues regarding warehouse and delivery need to be considered and assessed carefully. For instance, these concerns could be gas emission and product waste which lead to the pollution and several harmful effects on the human well-being. (Sarkar et al. 2015, 21r.) Certainly, an inappropriate distribution might cause a substantial damage to the environment; thus, enterprises should take into consideration the suitable selection of the products' transportation (Arseculeratne & Yazdanifard 2014, according to Eneizan et al. 2019). As a result, there are various solutions



for firms to manage an effective logistics comprising the choice of packaging for delivery, methods used for carrying goods turnback and the application of scattered locations to decrease the long-distance shipment (Schaltegger et al. 2003, 240).

Another vital element of logistics is the emergence of reverse logistics in the recent years. In particular, it is the progress when unused or post-consumed merchandises and waste are turned back from the consumers to the manufacturers (Pokharel & Mutha 2009, according to Sarkar et al. 2015, 21r). The principal objective of reverse logistics is to lengthen the product life cycle, either by recycling or re-production; hence, it also presents the environmental accountabilities of the enterprises. As a result, reverse logistics may be a beneficial solution for producers to reduce the amount of waste into the landfills as well as have a more economical way for production. (Sarkar et al. 2015; 21s.)

As mentioned above, it is obvious that supplier is also an important factor in green place. Especially, suppliers are those who provide raw materials, services and finished products for the business entities as well as the end customers. Thus, the responsibility of a green supplier is to manage actions towards a greener procedure, reduce the use of non-renewable energy, optimize the utilized resources and the operation. Further, there is an opinion that besides concentrating on the environmental impacts, green suppliers also should scrutinize economic and social effects as well because if suppliers do not focus on social and economic aspect, they will not be seen as green (Miles & Munila 2004, according to Sarkar et al. 2015). To illustrate, the former refers to the deliberation of environmental expenses and the equal adjustment of these costs comparing to the others. In the same token, the latter is applied to the proper policies in labor rights, well-being and security. (Sarkar et al. 2015, 21q.)

#### 2.2.4 Green promotion

Green promotion, referring to Belz and Peattie (2009) and Dahlstrom (2011), is the effort of companies to communicate their business items, engagement and accomplishment with the public (Leonidou et al. 2013). The fundamental goal of green promotion is to educate and inspire the citizens about the advantages and functions of green items. As a result, an opportune green promotion plan may contribute extraordinarily to the success of the business (Hayat et al. 2018, according to Hayat et al. 2019). Importantly, green promotion is not only advertising like many people will think about when mentioning green marketing but also an incorporated communication tool towards the community. Especially, green

promotion covers various ways, for example through advertising, sales promotion, social media, personal selling and public relations (PR). (Sarkar et al. 2015, 21s.) Under these circumstances, Schaltegger et al. (2003, 244) supposed that marketing and communication have the similar meaning. As a consequence, marketing promotion just shows one section of the whole marketing communication system.

To make it more specific, each factor in green promotion is going to be explained. Apparently, green advertising is described as *promotional messages that may appeal to the needs and desires of environmentally concerned consumers* (Zinkhan & Calson 1995, according to Ankit & Mayur 2013). Moreover, thanks to green advertising, the relationship between a commodity and the ecosystem could be resolved and clarified. Besides, green advertising publicizes the goods, services and business notices which represent the capability of companies to assist and preserve the living habitat. On one hand, green advertising could play an educational role in the market that guides the audience towards an eco-friendlier buying behavior. On the other hand, it also plays a money-making role that supports the sales, profits as well as brand images of firms. (Ankit & Mayur 2013.) Notwithstanding, unless marketers take into consideration the theory and implementation of green advertising projects thoughtfully and responsibly, it will lead to misleading claims which are regarded as greenwashing (Sarkar et al. 2015; 21u).

Second, sales promotion is identified as a set of marketing techniques targeting at provoking the need of the audience in a specific commodity and rise brand awareness. In the practical situation, a variety of sales promotion's advantages has been discovered. Particularly, it could assist brands to generate new drive in the market. In addition, through sales promotion, companies might build sustainable relationship with customers. For instance, if a customer allow receiving promotion emails from a firm, he is able to be announced information about new products and campaigns regularly; thus, he may advocate to the brand. Moreover, it can soar the sales revenue as well as brand awareness. Apart from this, sales promotion contains several types, namely price discount, loyalty reward program, bonus deal, giveaway and coupon. (SendPulse 2021.) In the perspective of green marketing, cause marketing is a typical example. To exemplify, Apple gained much appreciation from the public with its red iPhone which is designed to encourage HIV/AIDS projects in Africa. On the whole, thanks to sales promotion, business agencies could be committed by customers since they tend to acknowledge those brands which create values in association with them. (Gyant 2021.)

Third, social media, which is increasingly becoming popular and favorable in the recent promotion strategies, contains modern technological-based platforms that encourage the virtual content development, connection and transaction between users (Cohen 2011, 1, according to Williams et al. 2014). Notably, according to a research conducted by Minneapolis-based Russell Herder and Ethos Business Law in 2009 with a number of marketing and human resource senior managers in USA, the most well-known social media websites consist of Facebook, Twitter, YouTube, LinkedIn and Blogs which take 80 percent, 66 percent, 55 percent, 49 percent and 43 percent respectively (Matthews 2011, according to Williams et al. 2014). In addition, social media might be a very effective way of green promotion because it could help marketers categorize consumer groups that are more sustainable-oriented through the segmentation function of social media channels. Rather than advertising, social media allows the bilateral communication between firms and the public. As a result, enterprises could better understand the consumers' expectations and responses such as recycling or other ecological-related topics. (Minton et al. 2012.) On the contrary, the wide spread of social media also has several shortcomings. For instance, in the current world, various social media channels are developed by the citizens which can give feedback, either positive or negative, and open discussion topics about the corporations' green practices. Thereupon, social media sometimes could be unmanageable because if the arguments are unfavorable, the crowd effect will lead to numerous pessimistic impacts on the brand images and reputation. With this in mind, it is essential for business institutions to organize and arrange appropriately both human resources and technical resources in order to have a powerful social media system. (Sarkar et al. 2015, 21x.)

The fourth perspective in green promotion is personal selling. Chiefly, it refers to the interpersonal interaction of a seller and a client in which the seller tries to persuade and meet the customer's demand in order to make him buy the informed products. Besides, rather than commercial purpose, personal selling focuses mainly on building the long-term and stable relationship between the salesperson, or the firm, and the buyer. (Rajput & Vasishth 2008, 126.) Particularly, personal selling is an extremely efficient promotional tool of companies since the salespeople can directly communicate with the customers and explain them the complicated knowledge of the goods, especially their benefits and innovative functions and features. In terms of personal selling for green merchandises, the salespeople are responsible for demonstrating the ecological as well as nonecological advantages to the audience. Owing to some difficult in financial evaluation of green goods,

the sellers should be brought sufficient information and engines to manage information of both consumers and business agencies. Thus, it could be said that the salespeople need to be incorporated in the whole environmentally sustainable promotional program. (Sarkar et al. 2015, 21w-21x.)

Last but not least, public relations (PR), as defined by American Marketing Association (2008), is a concept of communication that utilizes the power of the community and various unpaid promotional practices in order to introduce and widespread the attitudes, ideas and values of the businesses, along with their goods and services, to the audience and stakeholders (Zavattaro 2013, 33). Due to be unpaid activities, PR might result in either useful or useless effects in the marketplace. On the positive side, companies can partner with non-profit eco-friendly organizations to advertise themselves and grab the mass attention. In this case, firms also could easily attract the audience by new developed green product features. On the negative side, even a minimal accidental mistake of enterprises related to environmental concerns may cause an enormous critical wave from the community. (Sarkar et al. 2015, 21x.)

In addition to the green promotion methods illustrated above, to emphasize on the green communication between businesses and the stakeholders (not only target customers but also the personnel, the prospective employees, shareholders and local authorities), Kane (2010, 65) also provided some possible tools which are

- annual sustainable reports
- social media such as social networking and online platforms
- mass media such as television, newspapers, magazines and radio
- intramural communication system of the organizations
- presentation themes at regular seminars
- commodity documentation
- transactional evidence namely bills and invoices.

### 2.3 Green buying behavior

In this theoretical concept, green consumer, green consumerism and green purchase behavior are going to be explained in advance.

### 2.3.1 Green consumer and green consumerism

Prior to reviewing the model of green buying behavior, it is essential to generalize the concept of green consumer. Subsequently, green consumer is someone who tends to buy products that cause the least influence on the ecology (Roberts 1996, according to Akehurst et al. 2012). Another study showed that green consumers intend to purchase an item instead of the others for ecological causes, especially goods with environmentally sustainable attributes, packaging and advertising (McIntosh 1991, 208, according to Smith 1998, 89). Further, green consumers not just demand for green goods but also expect firms to participate in green activities (Montague & Mukherjee 2010, according to Lu et al. 2013). Specially, in order to become a truly green consumer, Ha (2008, 8) suggested three primary characteristics enclosing maintaining a balanced life with the nature, keeping a balanced purchase behavior with the environment as well as inspiring the neighbors to live similarly.

Equally important, as said by Irvine (1989, 2), green consumerism is the priority of a particular consumer to support less ecological harmful goods and services (Smith 1998, 89). To put it differently, green consumerism refers to the situation in which the clients expect merchandises and services produced by an environmentally responsible procedure or those can be recycled as well as preserve the natural resources (Rinkesh). Additionally, another opinion assumed the meaning of green consumerism as something more than product transformation which will take into consideration both the ecosystem and sales volume. Further, green consumerism implies the re-evaluation of the responsibility of each individual buyer in augmenting or altering the elemental inequalities of the current global economy. Otherwise, it also signifies a challenge for legislators to generate a proper policy model with the goal to encourage more people to have a greener living habit. (Button 1989, 9, according to Smith 1998, 93.) Indeed, it is declared that the definition of green consumerism is broad because different experts access it in distinctive aspects. For instance, politicians might approach it under political viewpoint whereas marketers may see it as an opportunity for business. (Smith 1989, 94.) Additionally, green consumerism could create an unpolarized situation between green buying behavior and business profit. The reason is that it represents the recent societal awareness towards a more sustainable manufacturing process and more ecological friendly commodities and services, which leads to a green consumerism structure based on economic, cultural and civil power. (Rinkesh.)

It is observable that there are an enormous number of advantages of being a green consumer for the public, business institutions and the natural surroundings. On the human

side, first, by purchasing greener commodities, making more appreciated decisions and living more healthily, people might spare a lot of money which is usually used for water, electricity and gas. Second, green products are normally manufactured with less harmful chemicals for both the nature and the human well-being; hence, they can ensure a more sustainable life with an improved standard of living. Moving onto the perspective of business, the first significant benefit is that the green buying of consumers dedicates substantially to the finance of for-profit organizations. Particularly, the monetary earnings are utilized for the purpose of further sustainable product research and development (R&D) activities. In addition, when purchasing environmentally useful items, consumers may also devote to the donation for non-profit organizations that are operated voluntarily for the ecological conservation. Finally, on the ecosystem side, the greener consumers are, the more demands are created for eco-friendly merchandises which can lead to the reduction in the production of environmentally harmful products. With this in mind, the use of non-renewable energy can decrease enormously; as a result, the available resources can be spent more for the following generations. Simultaneously, the decline in the use of non-renewable energy leads to a decrement in emissions since more energy-productive appliances support the sustainability of the nature since they need less energy to run. Moreover, green consumers with the considerable concerns about animals could choose items that are non-animal tested or made of vegan materials; thence, they can assist to preserve the animals. (Ha 2008, 11-15.)

It should be noted that the environmentally responsible level of the clients not only reflects their perception and buying behaviors but also divides the green market into diverse segmentations (Schuhwerk & Lefkoff-Hagius 1995, according to Lu et al. 2013). In that case, in the US, five eco-centric consumer segments are classified by the Roper Organization. The first and also the most environmentally conscious type of consumers is called true-blue green consumers. In particular, they are strongly willing to purchase green items from reliable and absolute green firms as well as actively participate in environmental-oriented campaigns. As a result, their impacts on the ecology could be extremely undoubtable. Additionally, the second type is known as greenback green consumers. In contrast to the previous true-blue green consumers, this kind of green consumers is just joined those environmental activities which are financial based. However, they still desire to buy eco-friendly commodities, especially the costly ones. The third sort of green consumers is named sprouts. As an illustration, although they support the principles towards environmental sustainability, the potential of spending much money on trading eco-centric

items is not very high. Fourth, grouseers are not aware of the importance of ecological preservation; hence, they will choose the conventional products instead of those with green attributes. Finally, basic brown consumers are those who assume that the environmental problems might not be addressed by all the attempts of people. (Suplico 2009, according to Lu et al. 2013.)

On the other hand, the environmental level of the public also depends on to which generations they belong. In detail, Millennials, who are at the age of 26 to 40, and Gen Z, who are between 10 and 25 years old, witness the most serious period of environmental problems and their consequences. Besides, their access to social media accounts for the majority of the society. For these reasons, Millennials and Gen Z apparently have a much higher attitude and demand towards green goods. (Dasha 2020.) As an evidence, according to a survey of Cone on CSR in 2017 with 1000 American respondents, the result presented that the percentage of Millennials who purchased at least one eco product within the last 12 months was 68 percent (Butler 2018). In contrast, Baby Boomers, who are from 56 to 76 years, and the older age groups experienced a less possibility towards ecological accountable shopping. To exemplify, in another study, only 33 percent of Baby Boomer respondents are willing to change their buying manners to save the ecosystem, which is approximately twice less than the figure for the Millennials. (Dasha 2020.)

### 2.3.2 Green buying behavior

Traditionally, Solomon et al. (2016, 5) defined that consumer behavior is the process when a person or a group of people buys, consumes and disposes of goods or services in order to meet the expectations. In the aspect of green, Joshi and Rahman (2015) declared that green buying behavior seems to be a more complicated concept of moral decision-making process and it takes accountable for the society. To put it differently, green purchase behavior refers to the expenditure of goods that are friendly to the environment, recyclable and answerable for the ecological problems (Mostafa 2007, 221, according to Chan et al. 2019). Additionally, a research pointed out four radical signals of green buying behavior as following:

- always pay attention to the ingredients of the products whether they contain environmentally harmful components
- prioritize green items than conventional items
- prioritize ecological goods regardless of the higher quality of common commodities

- willing to pay premium price for environmentally responsible products (Andrew & Slamet 2013, according to Chan et al. 2019).

In the past, several studies have been conducted to explore the relationship between socio-demographic elements and green buying behavior (Sharma & Trivedi 2016). According to Kollnuss and Agyeman (2002), socio-demographic characterization such as age, gender, educational level and wage is one of the most vital elements impacting green purchase behavior of customers (Sharma & Trivedi 2016). In detail, the first component of demographics which is going to be analyzed is age. Subsequently, a study showed that the young are more adaptable with green changes than the elderly (Ottman et al. 2006, according to Sharma & Trivedi 2016). Nonetheless, during the last some decades, the age of green consumers have been risen over than average (Sandahl & Robertson 1989, Roberts 1996, D'Souza et al. 2007, according to Akehurst et al. 2012). Second, gender is also a demographic variable that has been researched deeply by several experts. For example, much research pointed out that women's attitude towards green buying behavior is more significant than that for men (Stern et al. 1993, Tikka et al. 2000, Zelezny et al. 2000, according to Sharma & Trivedi 2016), but Akehurst et al. (2012) assumed that those results could not be decisive. Additionally, a lot of studies classified that there is a positive correlation between education and green purchase behavior, which means people with higher literacy level are more adaptive with ecological concerns (McEvoy 1972, Van Liere & Dunlap 1981, Aaker & Bagozzi 1982, Schwartz & Miller 1991, Zimmer et al. 1994, Roberts 1996, according to Akehurst et al. 2012). Alternatively, referring to the observation of Sandahl and Robertson (1989) and Straughan and Roberts (1999), there is no positive correlation between proficiency level and green consumer behavior (Akehurst et al. 2012). Last, after implementing an investigation with Indian buyers, Jain and Kaur (2006) revealed that higher income groups are more probable to purchase eco-friendly products (Khare 2015). In reality, this assumption has been brought out in diverse study papers, even so the outcomes are not persuadable (Kassarjian 1971, Anderson & Cunningham 1972, McEvoy 1972, Kinnear et al. 1974, Van Liere & Dunlap 1981, Sandahl & Robertson 1989, Zimmer et al. 1994, Roberts 1995, Roberts 1996, Roberts & Bacon 1997, according to Akehurst et al. 2012).

On the other hand, Chen and Chai (2010) discovered that socio-demographic factors are less influential on green consumers' buying behavior than psychological variables (Sharma & Trivedi 2016). By the same token, a study of Arkehurst et al. (2012) illustrated that socio-demographic components are not appropriate when analyzing the ecologically conscious



consumer behavior (ECCB). Meanwhile, psychographic elements such as environmental concern and perceived consumer effectiveness (PCE) are more relevant to demonstrate the ECCB. Accordingly, environmental concern represents a forceful philosophy of the public towards ecological conservation (Crosby et al. 1981, according to Sharma & Bansal 2013). Correspondingly, another definition by Zimmer et al. (1994) reflects environmental concern as a common model that regards the sensitivity about eco-friendly issues (Sharma & Bansal 2013). Moreover, it shows how consumers are inclined to participate in environmental problem-solving progress (Chan & Lau 2000, Dunlap & Jones 2002, according to Akehurst et al. 2012). Formerly, numerous studies investigated that environmental concern and green buying behavior have a significant correlation (Kinnear et al. 1974, Van Liere & Dunlap 1981, Roberts & Bacon 1997, Straughan & Roberts 1999, according to Akehurst et al. 2012). In other words, people with a stronger concern about the ecosystem are more enthusiastic to buy green goods than those with less worry (Bang et al. 2000, Kim & Choi 2005, according to Akehurst et al. 2012). In addition, PCE is stated as a self-perception of the clients that their actions could have remarkable influences on the natural conservation (Antil 1984, according to Verma 2017). Similarly, consumers will be more active to make green purchase decisions if they recognize that these determinations are beneficial for the environment (Moisander 2007, according to Akehurst et al. 2012). Further, Kabadayi et al. (2015) assumed that PCE is not just a preliminary to shape green consumer behavior but also an intermediary towards a more sustainable life (Verma 2017).

In a research on green buying behavior in India, Khare (2015) found that it is not influenced by individual environmental benchmarks and social benchmarks. On the other hand, it is affected mutually in the society, through ecological self-awareness and eco-friendly buying behavior from the past. In particular, Khare (2015) supposed that through the previous environmental responsible purchase behavior experience such as knowledge about green products and green brands, the consumers' attitudes towards eco-friendly items can be carved. As a consequence, the audience are used to green commodity purchase, ecological responsibility and green practice engagement. In the same token, former eco-centric buyer behavior experience provokes the citizens to make more green buying decisions. Besides, it can be said that green buying behavior represents the personal faiths and promise of each consumer towards the nature. Additionally, the author also pointed out that demographic variables do not play as mediators in the relationship between personal environmental benchmarks, social benchmarks, ecological self-awareness, previous purchase behavior and green buying behavior. Further, the survey result claimed that

compared to the other studies, socio-demographic elements do not make difference between separate consumer segments due to the sampling from urban areas in which the public have high awareness of green issues.

In another study, when conducting a survey about the effects of green marketing on South African purchase behavior, Govender and Govender (2016) clarified that gender and the attitudes towards green goods have no correlation. In reality, it means that both men and women have the similar perception in earth-friendly product recognition. Nevertheless, under the influences of green marketing, females are more likely to change their buying behavior than men (Wang 2014, according to Govender & Govender 2016). Simultaneously, there is no significant relationship between the age of the respondents and the encouragement to change their consumer behavior as well as the age of interviewees and the price of sustainable items influencing their buying decision. To illustrate, the former means that the age of the customers does not play a remarkable role in determining whether they are affected by green marketing to modify their consumption manner. Meanwhile, the latter indicates that different age groups have a comparable opinion towards the green price impacting their buyer behavior. Therefore, it is supposed that marketers might equally attract the audience who are at disparate ages. (Govender & Govender 2016.)

Moving onto a research on the consumer behavior of employees in public universities in Khyber Pakhtunkhwa, Pakistan, Hayat et al. (2019) declared that green product, green price and green promotion have remarkable effects on green buying behavior whereas green distribution has no substantial impact on it. Specially, in the perspective of green marketing, green place plays a crucial role which has considerable influences on assessing a corporate's performance. However, it is obvious in the survey of Hayat et al. (2019) that green place and green purchase behavior has no pivotal relationship.

### **3 Empirical research and data analysis**

#### **3.1 Questionnaire design**

Basically, self-administered survey under online questionnaire form was utilized in this research. In particular, there were totally 16 close-ended questions which took approximately 5 minutes to complete. Specifically, there was a wide range of question types covering Likert scale (1-5) questions, multiple choice questions, checkboxes questions and dichotomous questions. The questionnaire was performed in Vietnamese since several respondents might not understand English. At the beginning of the survey, a general

introduction about the research topic and objectives was given. Subsequently, because the survey contained some scientific green marketing terms which could be strange and unintelligible to the ordinary respondents, a note was provided to explain those concepts.

Accordingly, the detailed structure of the survey is illustrated as following. First of all, question 1 to 4 gathered background information of the respondents. To be more specific, they asked general demographic information such as age, gender, literacy level and salary. Second, question 5 and 6 identified the exposure of the respondents towards environmental issues. In other words, the psychographic characteristics of the respondents were showed in these questions. Then, question 7 to 9 required the participants to confess if they had ever purchased green items; if not, whether they were willing to buy in the future; if yes, chose the frequency of their green product buying consideration during the last six months. Fourth, question 10 asked directly at which grade the respondents were influenced by four fundamental factors of green marketing mix 4P's when they made buying decision. Finally, the rest questions from 11 to 16 went in more details to clarify aspects in 4P's involving green product, green price, green place and green promotion.

### 3.2 Data collection

As stated previously, the primary data were collected by an online questionnaire. Specially, the survey were created and conducted anonymously via Google Forms. Afterwards, the survey link was sent to the respondents who are Vietnamese people living, studying and working in two biggest cities: Hanoi and Ho Chi Minh City through popular social media platforms in Vietnam comprising Facebook and Zalo. Further, during the two-day period from 27 January 2021 to 29 January 2021, the author gathered altogether 450 documents filled. The duplicate answers then were filtered out; thus, a total of 447 valid respondents was acquired for empirical data analysis.

### 3.3 Data analysis

After finishing the primary data gathering procedure, the data analysis was implemented. Especially, the author used Excel and SPSS for the purpose of entering, handling, illustrating as well as visualizing the data.

### 3.3.1 Demographic background

To begin with, question 1 to 4 in the survey asked the demographic information of the respondents. Accordingly, Figure 2 presents the result of question 1. In particular, among 447 participants, people who are at the age of 15 to 30 account for the largest proportion, 77,4%, which is comparable to 346 individuals. Following this, people from 31 to 45 years old and 46 to 60 years old make up 18,79% (84 respondents) and 3,8% (17 respondents) respectively. Besides, there are no respondents whose age groups are younger than 15 or older than 60.

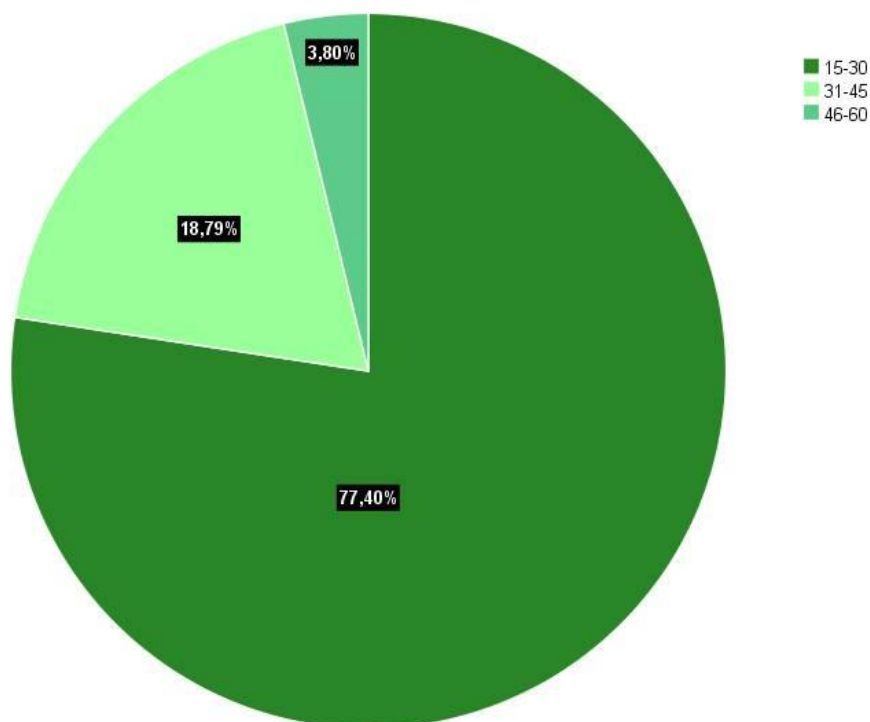


Figure 2. Age group of the respondents

Second, according to Figure 3 which is question 2 in the questionnaire, it is obvious that roughly three quarters of the respondents are women whereas the remaining 25,06% are men. Regarding the answer "Others", none of the respondents exposed to be in this group.

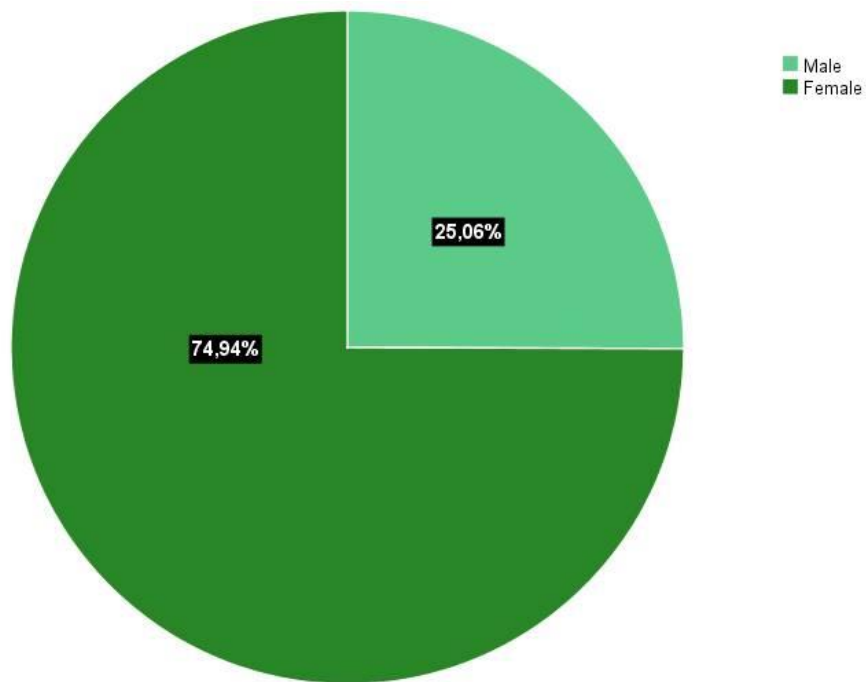


Figure 3. Gender

Moving onto the literacy level of the participants, the pie chart in Figure 4 illustrates a majority of people revealed that they were joining or had completed bachelor's degree, at 61.97%. Subsequently, the second largest percentage 24,16% belongs to those who are studying or have finished high school. Moreover, the figures for master's degree and doctor's degree respondents are 11,41% and 2,46% each to each. Apart from this, in the questionnaire, there was a choice of secondary school, but the final result exhibits that none of the respondents are at this education level.

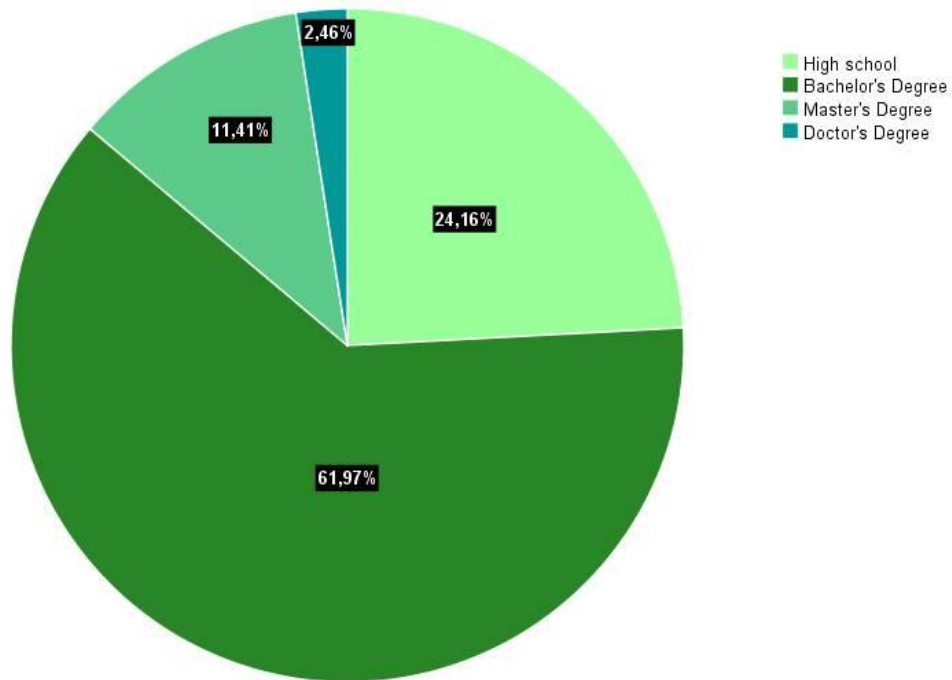


Figure 4. Highest education level

The last aspect in human population study is related to monthly income of the respondents. To be more specific, 241 out of 447 people, which means 53,91%, earn less than 5 million VND per month. Simultaneously, people whose earnings range from 5 million VND to 15 million VND comprise of 36,91% of the whole chart that is four times as much as the figure for those with monthly salary more than 15 million VND (Figure 5).

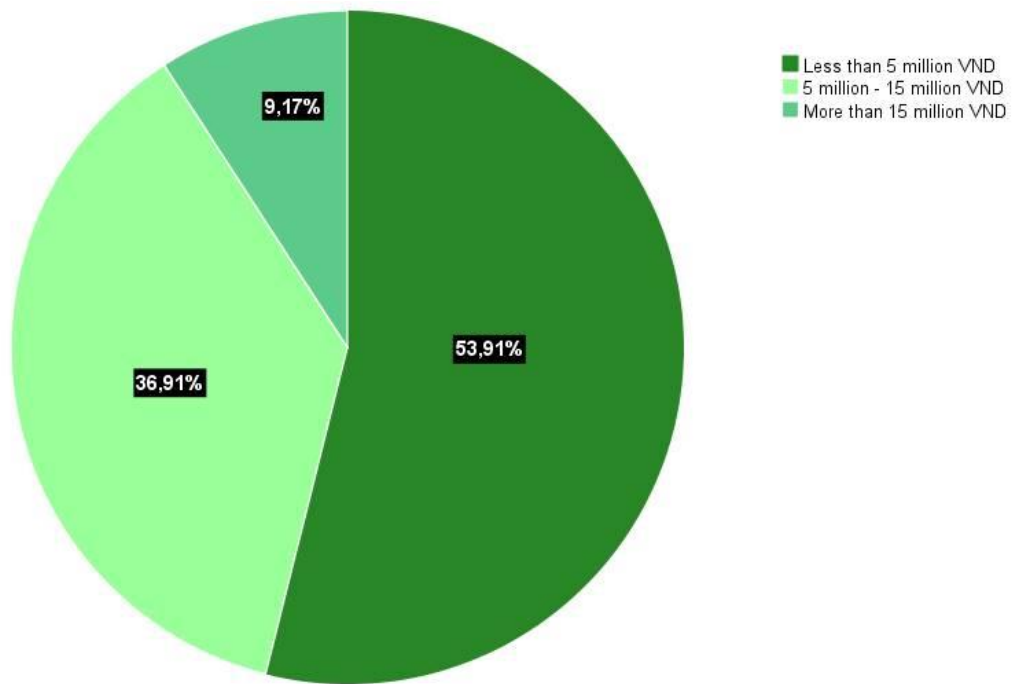


Figure 5. Monthly income of the respondents

### 3.3.2 Psychographic background

In order to study the psychological traits of the participants, question 5 was about whether they concerned about ecological issues. Consequently, as shown in Figure 6, a majority of people answered that they had environmental concern, which equals to 415 respondents. Meanwhile, the participants with no ecological worry make up the smallest portion, at 1,34% (6 individuals). Last, the figure for those who do not really care about the ecosystem problems comprises of 5,82% being equivalent to 26 people.

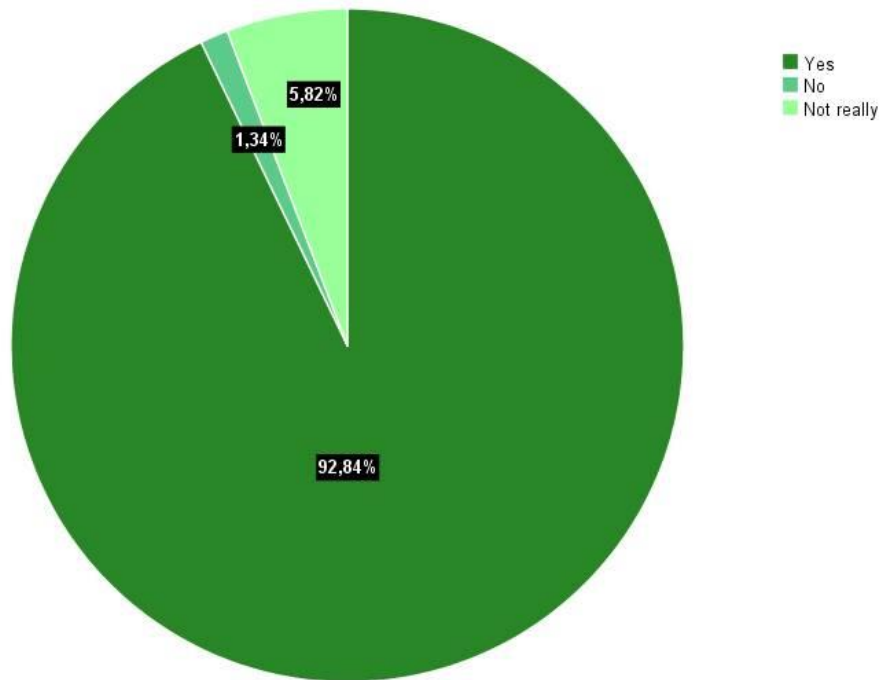


Figure 6. Environmental concern

On the other hand, the next question inquired if the respondents thought that their buying behavior would have impact on the environmental protection. To put it differently, this question defines the perceived consumer effectiveness. As a result, nearly 85% of them believe that it is influential. Further, the number of people supposing that their purchase behavior will not affect the environmental preservation are 45, which is similar to 10,07%. Notably, the fraction of participants answering “No” just accounts for approximately one in twenty (Figure 7).



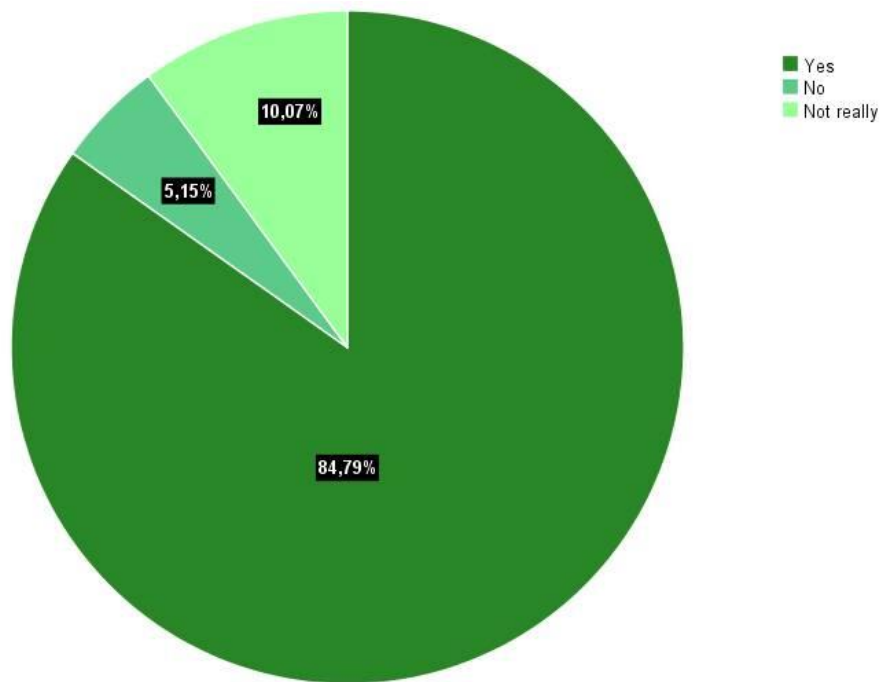


Figure 7. Perceived consumer effectiveness

### 3.3.3 Green buying behavior

To better discover the green consumer behavior, in the first place, the author finds out if the participants have ever bought green commodities. Accordingly, the data shows that just under three quarters of the respondents (323 individuals) have green product purchase experience. In contrast, the remaining 27,74% that is equivalent to 124 individuals belong to those who have never bought eco-friendly items (Figure 8).

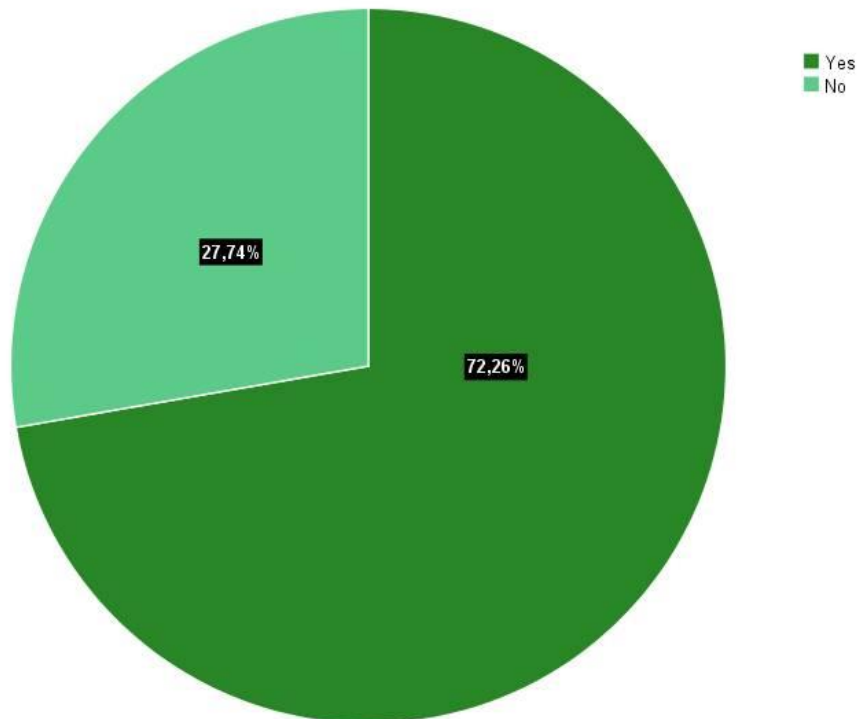


Figure 8. Green product buying experience

Among 124 respondents who have not purchased environmentally friendly goods yet, they were asked about their readiness to buy them in the prospect in question 8. Based on the statistics in Figure 9, it should be noted that 119 gave the answer whilst 5 were missing. Afterwards, the quantities of people who are willing to buy, not willing to buy and difficult to say are 103, 3 and 13 respectively. If only valid percent is illustrated, which means the percentage relied on the number of respondents who answered, the proportion of the reply “Yes” makes up 86,6% of the total, while 2,5% are those who are not prone to buy eco-centric merchandises and the figure for people who are not sure with their decision is 10,9%.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	103	83,1	86,6	86,6
	No	3	2,4	2,5	89,1
	Difficult to say	13	10,5	10,9	100,0
	Total	119	96,0	100,0	
Missing	System	5	4,0		
Total		124	100,0		

Figure 9. The willingness to buy green products in the future

In addition, Figure 10 demonstrates the frequency of purchasing green items during the last half year in a pie chart. Apparently, it is observable that the largest portion is 36,69% (164 people) that corresponds to the respondents sometimes purchasing eco-friendly commodities, whereas the smallest slice taking only 1,12% (5 people) refers to those who always buy green goods. Following this, the participants who never purchase ecological merchandises comprise of 27,74% of the whole that are also people who revealed to have no previous purchase experience with green products in Figure 8. Besides, the fractions of individuals rarely and usually buying environmentally friendly goods are roughly a quarter (115 people) and almost one in ten (39 people) respectively.

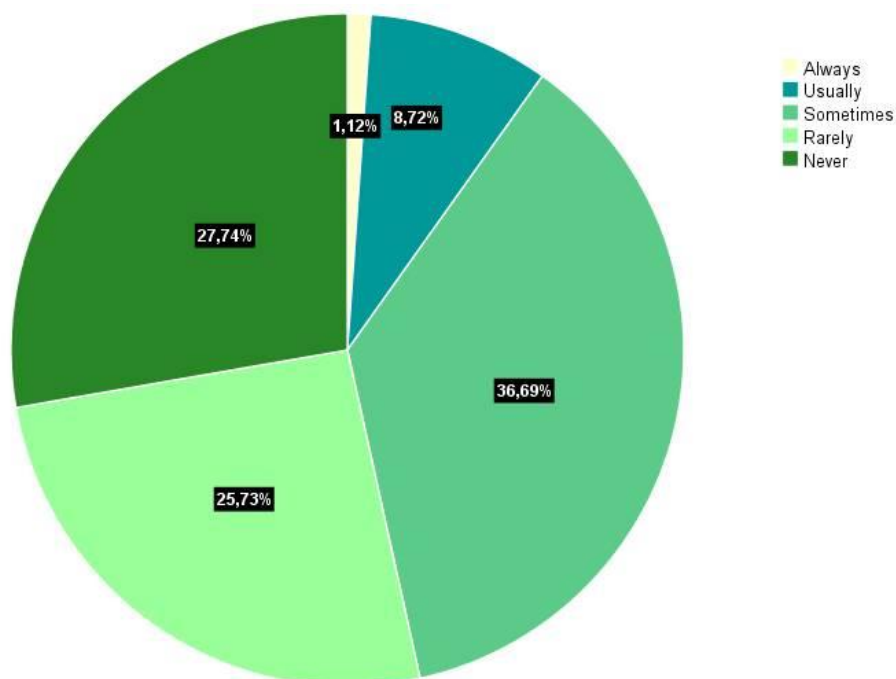


Figure 10. The frequency of buying green products in the last 6 months

#### 3.3.4 Correlation between demographic characterization and green buying behavior

In the first place, the correlation between age and the frequency of buying eco-centric items during the last six months is investigated by Chi-square test. As illustrated in Figure 11, the significance (sig.) is 0,001 which is smaller than the selected risk level 0,05; thus, the variables are interdependent. In other words, there is a correlation between age group and the frequency of buying eco-friendly products. However, the note under the test table points out that the minimum expected count is 0,19 and there are 40% of the cells have expected

count less than 5; as a consequence, the test is not credible. The reason is that if it is reliable, the expected count in each cell should not be less than 1 and the expected values can be under 5 only in 20% of the cells.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26,155 <sup>a</sup>	8	,001
Likelihood Ratio	27,709	8	,001
Linear-by-Linear Association	19,628	1	,000
N of Valid Cases	447		

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is ,19.

Figure 11. Correlation test between age group and the frequency of green product purchase during the last six months

In order to observe the relationship between these two factors visibly, Figure 12 displays the analysis of the regularity of buying green merchandises of three age groups. Particularly, in age group from 15 to 30, the percentages of “Never”, “Rarely” and “Sometimes” prevail against the others, at 31,5%, 27,7% and 32,1% individually. Meanwhile, with respondents who are 31 to 45 years old, the proportions of “Rarely” and “Sometimes” are 21,4% and 48,8% that are much higher than the figures for the other frequencies. Further, those who age from 46 to 60 have a tendency of sometimes and usually purchasing ecological merchandises. To exemplify, the fraction for “Sometimes” is 70,6% and for “Usually”, it is 17,6%. From the above evidence, it could be said that age group and green buying manner have a slight positive correlation. To put it another way, the older the respondents are, the more frequent they buy ecological goods. On the whole, the output sees an opposition with the study of Ottman et al. 2006 released formerly in Section 2.3.2 which supposes that youngsters are more likely to buy environmentally friendly merchandises (Sharma & Trivedi 2016).

**Age \* The frequency of buying green products in the last 6 months Crosstabulation**

		The frequency of buying green products in the last 6 months					Total	
		Never	Rarely	Sometimes	Usually	Always		
Age	15-30	Count	109	96	111	26	4	346
		% within Age	31,5%	27,7%	32,1%	7,5%	1,2%	100,0%
		% within The frequency of buying green products in the last 6 months	87,9%	83,5%	67,7%	66,7%	80,0%	77,4%
		% of Total	24,4%	21,5%	24,8%	5,8%	0,9%	77,4%
	31-45	Count	14	18	41	10	1	84
		% within Age	16,7%	21,4%	48,8%	11,9%	1,2%	100,0%
		% within The frequency of buying green products in the last 6 months	11,3%	15,7%	25,0%	25,6%	20,0%	18,8%
		% of Total	3,1%	4,0%	9,2%	2,2%	0,2%	18,8%
	46-60	Count	1	1	12	3	0	17
		% within Age	5,9%	5,9%	70,6%	17,6%	0,0%	100,0%
		% within The frequency of buying green products in the last 6 months	0,8%	0,9%	7,3%	7,7%	0,0%	3,8%
		% of Total	0,2%	0,2%	2,7%	0,7%	0,0%	3,8%
Total	Count	124	115	164	39	5	447	
	% within Age	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	
	% within The frequency of buying green products in the last 6 months	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	

Figure 12. Age groups and the frequency of buying green products in the last six months

In addition, Chi-Square test is also utilized in order to examine the correlation between gender and the frequency of buying eco-friendly items. In this case,  $\text{sig.} = 0,234 > 0,05$ ; thence, there is no correlation between gender and consumers' buying behavior. Besides, the remark under the table in Figure 13 shows that the lowest expected count is 1,25 and only 20% of the cells have expected count less than 5; thereby, the test result is reliable. Actually, it is contrast to the statement made by Stern et al. 1993, Tikka et al. 2000 and Zelezny et al. 2000 earlier that females are more eco-friendly than males (Sharma & Trivedi 2016).

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,561 <sup>a</sup>	4	,234
Likelihood Ratio	5,760	4	,218
Linear-by-Linear Association	,033	1	,855
N of Valid Cases	447		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,25.

Figure 13. Correlation test between gender and the frequency of green product purchase during the last six months

Third, referring to Figure 14, when examining the relationship between educational level of the respondents and the frequency of purchasing environmentally responsible goods in the last half year,  $\text{sig.} = 0,000 < 0,05$ ; ergo, two variables are dependent on each other. Nevertheless, 45% of the cells have expected count less than 5 as well as the lowest expected value is 0,12. As a result, the test is not creditable.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38,729 <sup>a</sup>	12	,000
Likelihood Ratio	38,030	12	,000
Linear-by-Linear Association	12,595	1	,000
N of Valid Cases	447		

a. 9 cells (45,0%) have expected count less than 5. The minimum expected count is ,12.

Figure 14. Correlation test between education level and the frequency of green product purchase during the last six months

To be more specific, with high school students, the percentage of “Never” is much higher than the other education degrees, at nearly 40%. At the same time, with bachelor’s degree respondents, the figures for “Rarely” and “Sometimes” are dominant, which comprise of 30% and 34,3% respectively. Markedly, the fraction of “Sometimes” of master’s degree

participants witnesses a remarkable value, at 60,8%. Finally, with doctor's degree individuals, they tend to buy in a heavier density. As an evidence, the ratios of "Sometimes" and "Usually" are both 36,4%. It can be generalized that education degree and the frequency of buying ecological items during the last two quarters have a weak positive correlation. Likewise, the higher the literacy level is, the more periodic they purchase (Figure 15). In comparison, this result is similar to the literature by McEvoy 1972, Van Liere and Dunlap 1981, Aaker and Bagozzi 1982, Schwartz and Miller 1991, Zimmer et al. 1994, Roberts 1996 and Akehurst et al. 2012 found in the theoretical part.

**Highest education level \* The frequency of buying green products in the last 6 months Crosstabulation**

		The frequency of buying green products in the last 6 months					Total	
		Never	Rarely	Sometimes	Usually	Always		
Highest education level	High school	Count	43	21	34	9	1	108
		% within Highest education level	39,8%	19,4%	31,5%	8,3%	0,9%	100,0%
		% within The frequency of buying green products in the last 6 months	34,7%	18,3%	20,7%	23,1%	20,0%	24,2%
		% of Total	9,6%	4,7%	7,6%	2,0%	0,2%	24,2%
	Bachelor's Degree	Count	73	83	95	22	4	277
		% within Highest education level	26,4%	30,0%	34,3%	7,9%	1,4%	100,0%
		% within The frequency of buying green products in the last 6 months	58,9%	72,2%	57,9%	56,4%	80,0%	62,0%
		% of Total	16,3%	18,6%	21,3%	4,9%	0,9%	62,0%
	Master's Degree	Count	5	11	31	4	0	51
		% within Highest education level	9,8%	21,6%	60,8%	7,8%	0,0%	100,0%
		% within The frequency of buying green products in the last 6 months	4,0%	9,6%	18,9%	10,3%	0,0%	11,4%
		% of Total	1,1%	2,5%	6,9%	0,9%	0,0%	11,4%
	Doctor's Degree	Count	3	0	4	4	0	11
		% within Highest education level	27,3%	0,0%	36,4%	36,4%	0,0%	100,0%
		% within The frequency of buying green products in the last 6 months	2,4%	0,0%	2,4%	10,3%	0,0%	2,5%
		% of Total	0,7%	0,0%	0,9%	0,9%	0,0%	2,5%
Total	Count	124	115	164	39	5	447	
	% within Highest education level	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	
	% within The frequency of buying green products in the last 6 months	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	

Figure 15. Education level and the frequency of buying green products in the last six months

The fourth inspection is between monthly income and the frequency of buying eco-friendly goods during the last half year. Accordingly, there is a correlation between these two elements because of  $\text{sig.} = 0,005 < 0,05$ . Nonetheless, the test outcome could not be

reliable. The reason is that more than 20% of the cells have expected value smaller than 5 and the minimal expected count is less than 1 (Figure 16).

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22,215 <sup>a</sup>	8	,005
Likelihood Ratio	21,272	8	,006
Linear-by-Linear Association	15,315	1	,000
N of Valid Cases	447		

a. 4 cells (26,7%) have expected count less than 5. The minimum expected count is ,46.

Figure 16. Correlation test between monthly income and the frequency of green product purchase during the last six months

To emphasize, with people whose salary is less than 5 million VND per month, the proportion of “Never” is 32,4% that takes the highest value among the others. Apart from this, the group with monthly income from 5 million to 15 million VND tends to buy more regularly. For instance, the percentage of “Sometimes” makes up 44,2%. Last, with those who earn more than 15 million VND per month, the fraction of “Sometimes” is also high, at 43,9%. Besides, the ratio of usually is superior to the resting two income groups, at 19,5%. As a rule, there is a weak positive relationship between monthly earnings and the frequency of buying green during the last six months. Another way of saying is that the audience making more money is more likely to purchase environmentally responsible commodities (Figure 17). Basically, this output agrees with the declaration of Jain and Kaur (2006) and Khare (2015) provided formerly in the theoretical framework.



**Monthly income \* The frequency of buying green products in the last 6 months Crosstabulation**

		The frequency of buying green products in the last 6 months					Total	
		Never	Rarely	Sometimes	Usually	Always		
Monthly income	Less than 5 million VND	Count	78	71	73	18	1	241
		% within Monthly income	32,4%	29,5%	30,3%	7,5%	0,4%	100,0%
		% within The frequency of buying green products in the last 6 months	62,9%	61,7%	44,5%	46,2%	20,0%	53,9%
		% of Total	17,4%	15,9%	16,3%	4,0%	0,2%	53,9%
	5 million - 15 million VND	Count	38	38	73	13	3	165
		% within Monthly income	23,0%	23,0%	44,2%	7,9%	1,8%	100,0%
		% within The frequency of buying green products in the last 6 months	30,6%	33,0%	44,5%	33,3%	60,0%	36,9%
		% of Total	8,5%	8,5%	16,3%	2,9%	0,7%	36,9%
	More than 15 million VND	Count	8	6	18	8	1	41
		% within Monthly income	19,5%	14,6%	43,9%	19,5%	2,4%	100,0%
		% within The frequency of buying green products in the last 6 months	6,5%	5,2%	11,0%	20,5%	20,0%	9,2%
		% of Total	1,8%	1,3%	4,0%	1,8%	0,2%	9,2%
Total	Count	124	115	164	39	5	447	
	% within Monthly income	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	
	% within The frequency of buying green products in the last 6 months	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	

Figure 17. Monthly income and the frequency of buying green products in the last six months

### 3.3.5 Correlation between psychographic characterization and green buying behavior

Apparently, the author explores the relationship between environmental concern and the density of purchasing ecological items in the past two quarters. Subsequently, the statistics exhibits that these two variables are interdependent due to  $\text{sig.} = 0,002 < 0,05$ . However, there are more than half of the cells have expected count lower than 5 and the minimum expected value is 0,07. Therefore, the test result might not be credible (Figure 18).

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24,183 <sup>a</sup>	8	,002
Likelihood Ratio	16,624	8	,034
Linear-by-Linear Association	1,227	1	,268
N of Valid Cases	447		

a. 8 cells (53,3%) have expected count less than 5. The minimum expected count is ,07.

Figure 18. Correlation test between environmental concern and the frequency of green product purchase during the last six months

With the goal to interpret the data in more details, Figure 19 demonstrates the crosstabulation of two variables. To be sure, people who have environmental concern incline to sometimes purchase green products since its percentage leads the others, at 38,3%. Afterwards, with those who do not care about the ecosystem, the proportion concentrates on "Never" which takes a half of the total. Besides, the respondents not really concerning about the ecological issues have a tendency of rarely buying eco-centric goods, at 46,2%. Therefore, it could be said that the empirical examination is consistent with the proclamation made in Section 2.3.2 heretofore.

**Environmental concern \* The frequency of buying green products in the last 6 months Crosstabulation**

			The frequency of buying green products in the last 6 months					
			Never	Rarely	Sometimes	Usually	Always	Total
Environmental concern	Yes	Count	114	102	159	36	4	415
		% within Environmental concern	27,5%	24,6%	38,3%	8,7%	1,0%	100,0%
		% within The frequency of buying green products in the last 6 months	91,9%	88,7%	97,0%	92,3%	80,0%	92,8%
		% of Total	25,5%	22,8%	35,6%	8,1%	0,9%	92,8%
	No	Count	3	1	0	1	1	6
		% within Environmental concern	50,0%	16,7%	0,0%	16,7%	16,7%	100,0%
		% within The frequency of buying green products in the last 6 months	2,4%	0,9%	0,0%	2,6%	20,0%	1,3%
		% of Total	0,7%	0,2%	0,0%	0,2%	0,2%	1,3%
	Not really	Count	7	12	5	2	0	26
		% within Environmental concern	26,9%	46,2%	19,2%	7,7%	0,0%	100,0%
		% within The frequency of buying green products in the last 6 months	5,6%	10,4%	3,0%	5,1%	0,0%	5,8%
		% of Total	1,6%	2,7%	1,1%	0,4%	0,0%	5,8%
Total	Count	124	115	164	39	5	447	
	% within Environmental concern	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	
	% within The frequency of buying green products in the last 6 months	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	
	% of Total	27,7%	25,7%	36,7%	8,7%	1,1%	100,0%	

Figure 19. Environmental concern and the frequency of buying green products in the last six months

As importantly, regarding Figure 20 which performs the correlation between perceived consumer effectiveness (PCE) and the regularity of green product buying during the last six months, it can be seen clearly that  $\text{sig.} = 0,078 > 0,05$ . For this reason, these two variables are independent. Notwithstanding, the note under the table specifies that 33,3% have expected value less than 5, together with the minimum expected count is less than 1; thus, the test result could not be reliable. Generally speaking, it witnesses a discrepancy with the assertion in the theoretical part that people with high PCE are more likely to purchase green than the others (Moisander 2007, according to Akehurst et al. 2012).

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14,142 <sup>a</sup>	8	,078
Likelihood Ratio	14,259	8	,075
Linear-by-Linear Association	,527	1	,468
N of Valid Cases	447		

a. 5 cells (33,3%) have expected count less than 5. The minimum expected count is ,26.

Figure 20. Correlation test between PCE and the frequency of green product purchase during the last six months

#### 3.3.6 The effect level of green marketing mix 4P's on the participants' buying decision

Question 10 in the survey explores at which degree the elements of green marketing mix 4P's affect consumers' buying decision by Likert scale. First of all, Figure 21 presents the result whether a product is environmentally friendly has impact on the respondents' purchase determination. Subsequently, the ratio of five scales is allocated quite evenly. In particular, the number of people who completely disagreed and almost disagreed are 68 (15,2%) and 78 (17,1%) respectively. Moreover, the percentage of the neutral idea accounts for nearly a quarter (115 people). After that, it comes to the figures for "Almost agree" and "Totally agree", which make up 21% (94 respondents) and 20,6% (92 respondents) severally.

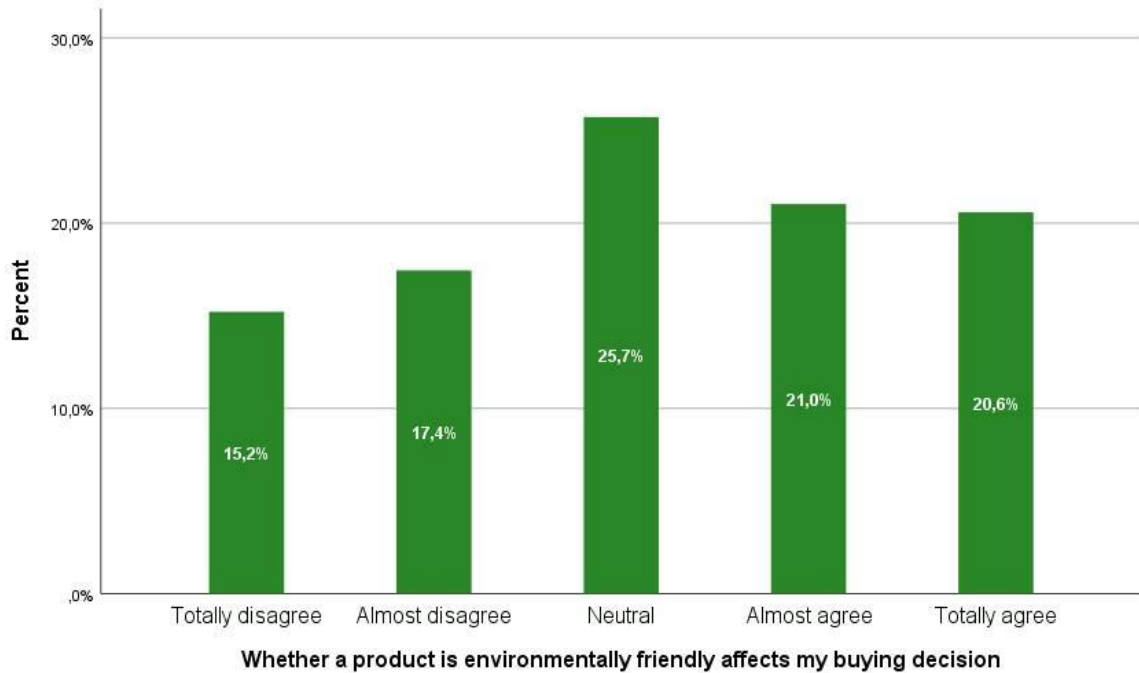


Figure 21. The influence level of green product and the respondents' buying decision

Second, the author asked the respondents to evaluate the influence of green price by a statement *The price of green product affects my buying decision*. Dissimilar to the former statement, the percentages of “Totally disagree” and “Almost disagree” just comprise of a minority, at 6,3% (28 individuals) and 14,5% (65 individuals) each to each. Then, the figure for neutral opinions takes the largest fraction, at 30,9%, which equals to 138 participants. Further, the quantities of those who almost concurred and absolutely concurred are 119 (26,6%) and 97 (21,7%) sequentially (Figure 22).

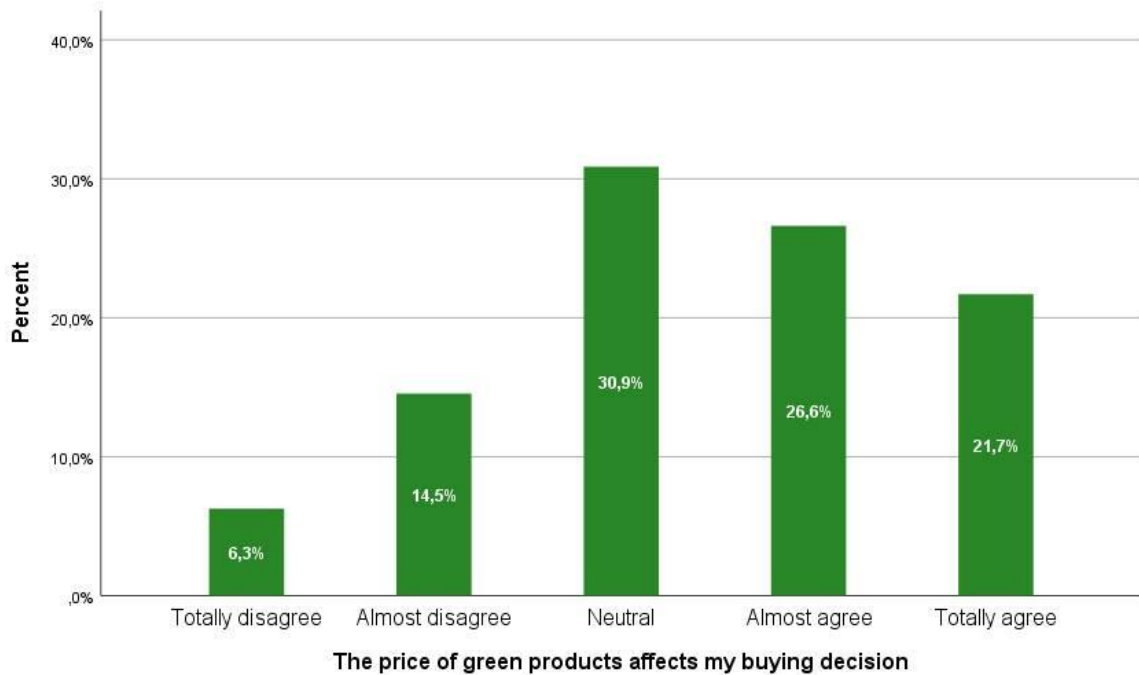


Figure 22. The influence level of green price and the respondents' buying decision

The third assertion refers to *The distribution place of green products affects my buying decision*. From Figure 23, it is clear that the sum percentage of “Totally disagree” and “Almost disagree” is approximately 25% that is about 20% less than the figure for “Almost agree” and “Totally agree”. Apart from this, the amount of unbiased idea is 29,5% (132 respondents), which is also the highest one among 5 choices.

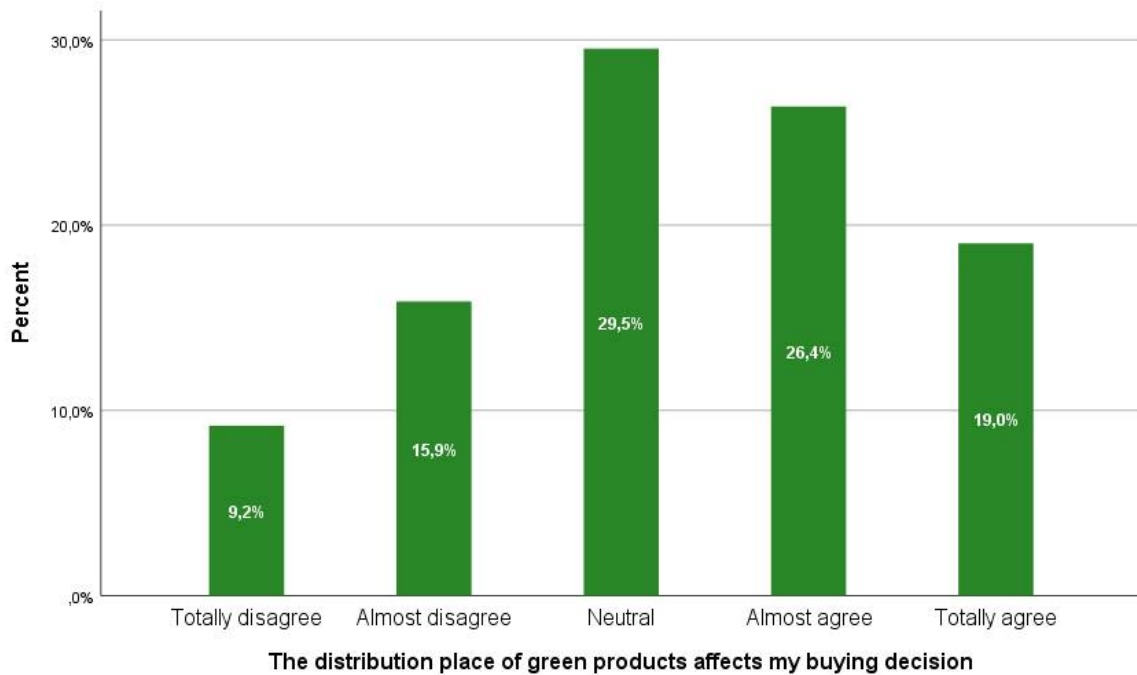


Figure 23. The influence level of green distribution and the respondents' buying decision

As a final point, the respondents were required to assess *Green promotion affects my buying decision*. Accordingly, relied on Figure 24, the number of people who absolutely disagreed are only 40 making up the greatest minority proportion, at 8,9%. Additionally, the figure for those who almost disagreed are 62 (13,9%). Next, the fraction for "Neutral" is just under 36% (160 people), which comprises of the highest value, followed by the percentage of "Almost agree" accounting for approximately a quarter. Moreover, 16,1% (72 participants) is the amount of the answer "Totally agree".

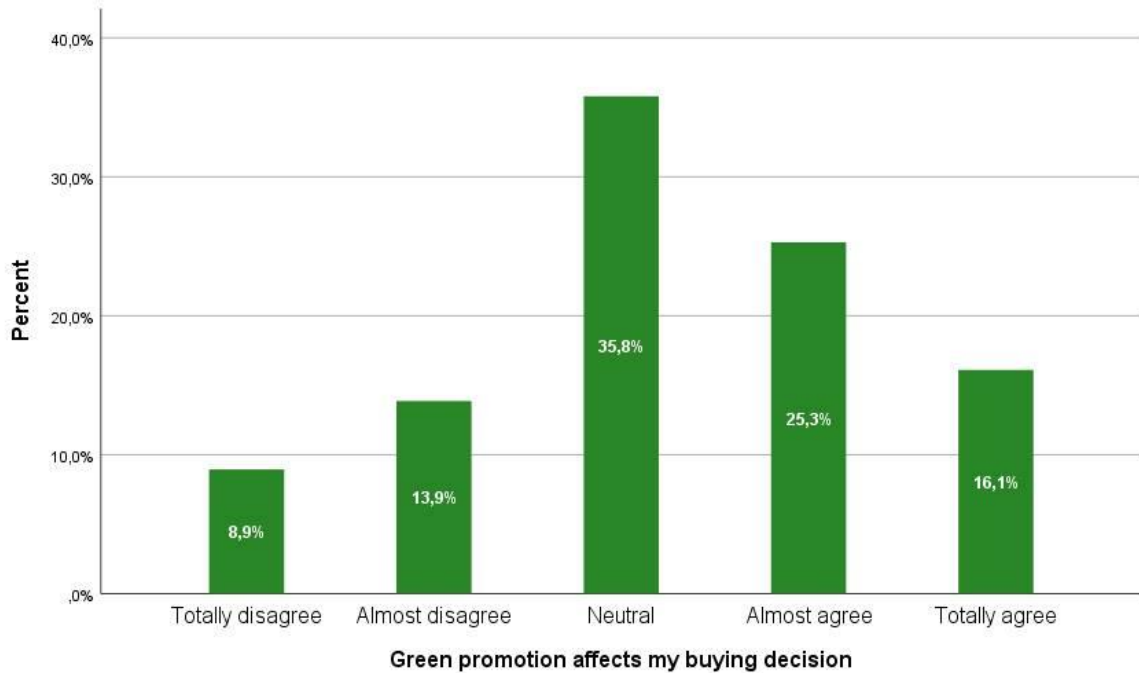


Figure 24. The influence level of green promotion and the respondents' buying decision

### 3.3.7 The embedding of green marketing aspects in the respondents' life

Actually, Figure 25 displays the result of question 11 in the survey which inquired the respondents if they were willing to pay a premium price for green products compared to the conventional ones in the similar categories. Subsequently, a majority of them (352 respondents) was prone to pay more for eco-friendly goods. In contrast, the fraction of those who are not willing to pay more accounts for the smallest portion, at 3,8% (17 people). Further, the figure for the participants who hesitate based on the quality, brand and benefits of green products is 17,45%, which is equivalent to 78 individuals.



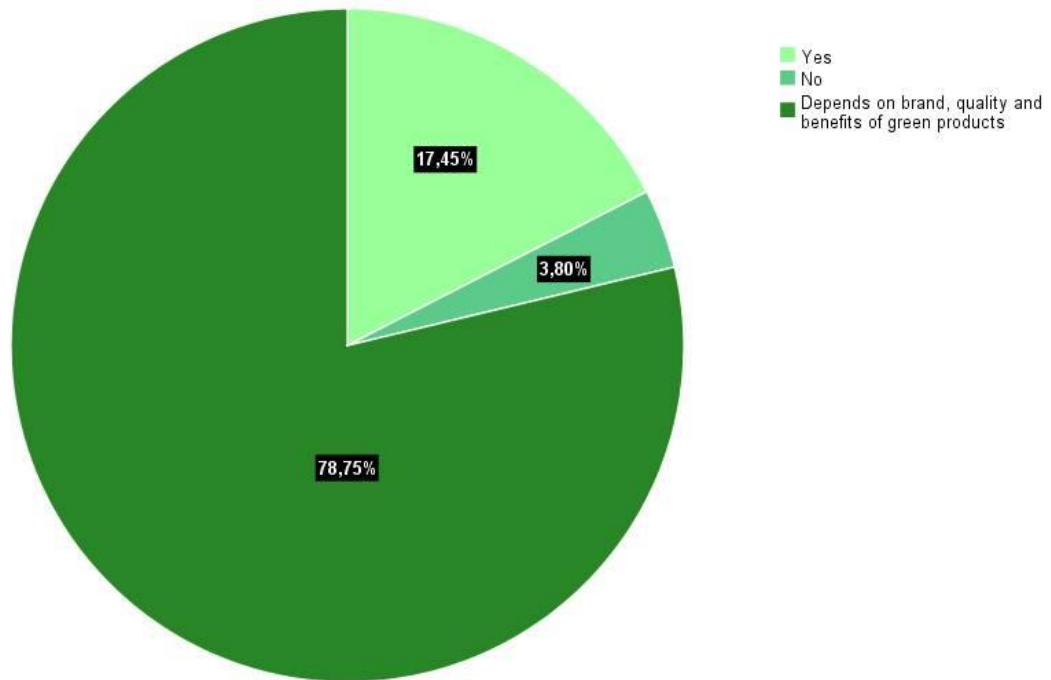


Figure 25. The willingness to pay more for green products

With the goal to discover pointedly the usual distribution places of eco-centric goods, question 12 requested the participants to select from where they often bought them. Particularly, the respondents could choose one or more options in association with their own experience. As previously explained in Figure 8, 323 respondents who have already bought ecological goods answered this question. Consequently, conforming to Figure 26, supermarket is the most common place to purchase environmentally friendly products according to the participants' selection. In detail, it accounts for 43%, which refers to 192 votes. Following this, mall and convenience store are the second and third popular locations to obtain eco-friendly commodities, which take 29,1% (130 votes) and 26,6% (119 votes) individually. Alternatively, the percentage of local market is not that much significant, at 15,4% equaling to 69 choices. Further, although it is at the era of modern technology and online trading, Internet seems not to be a very prevalent option for consumers to acquire green merchandises. In particular, only a minority, 14,3% (64 people), elected it. Moreover, one participant chose the answer "Others" to describe his choice. In this case, he said that he could buy environmentally responsible items from wherever they were sold.

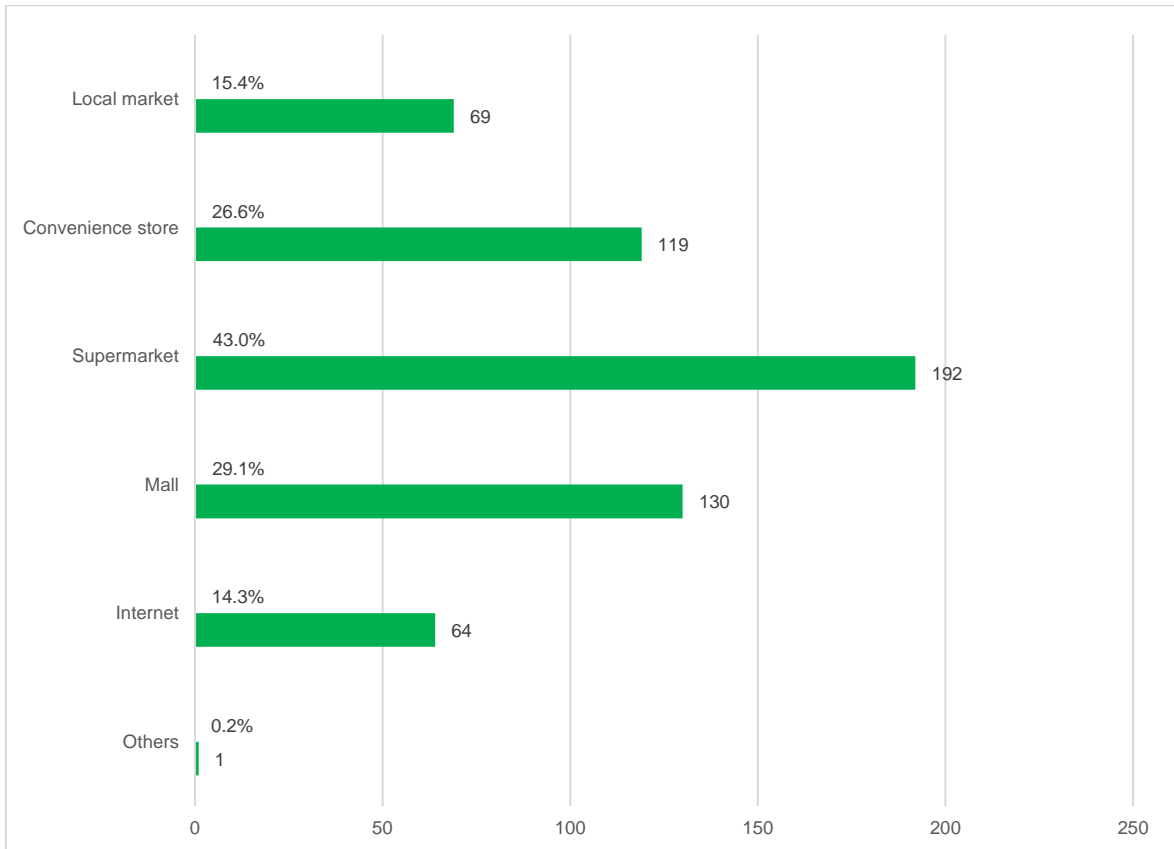


Figure 26. Where the respondents often buy green products

Moving onto the following question, the respondents were asked whether they were ready to change their purchase decision after they were informed or advertised about green aspects of an item or a brand. Eventually, 271 out of 447 people, which is comparable to above 60%, reported that they were willing to change their buying determination. On the contrary, the fraction for those who are not agreeable to adjust comprises of the smallest slice, just under one in twenty (23 individuals). Besides, 34,23%, which is equivalent to 153 respondents, is the percentage of those who are difficult to say in such a circumstance (Figure 27).

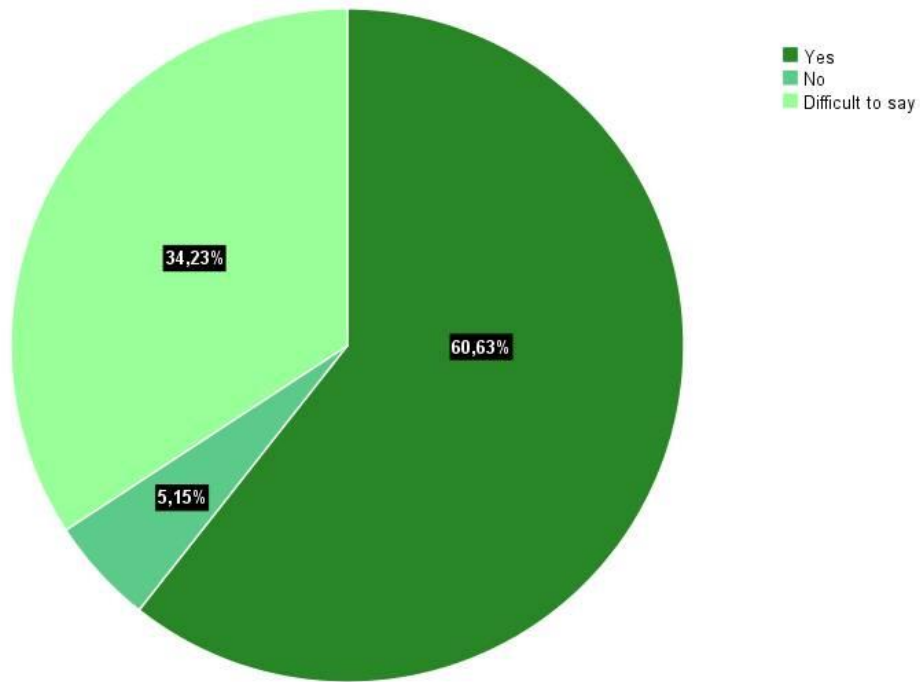


Figure 27. The willingness to change buying decision

For the purpose of conducting extensive scrutiny into the effects of green promotion on consumers, question 14 in the questionnaire called for picking one or more promotional tools that the respondents have witnessed. Thereupon, the data demonstrates that social media and advertising experience the highest selecting rates, at 67,1% (300 people) and 46,8% (209 people) each to each. Thereafter, sales promotion is the third well-known technique chosen by 101 participants, which is similar to just over a fifth. Finally, personal selling and PR are the two least popular tools chosen by only 50 and 47 participants respectively, at roughly 10%. The statistics is performed explicitly in Figure 28.

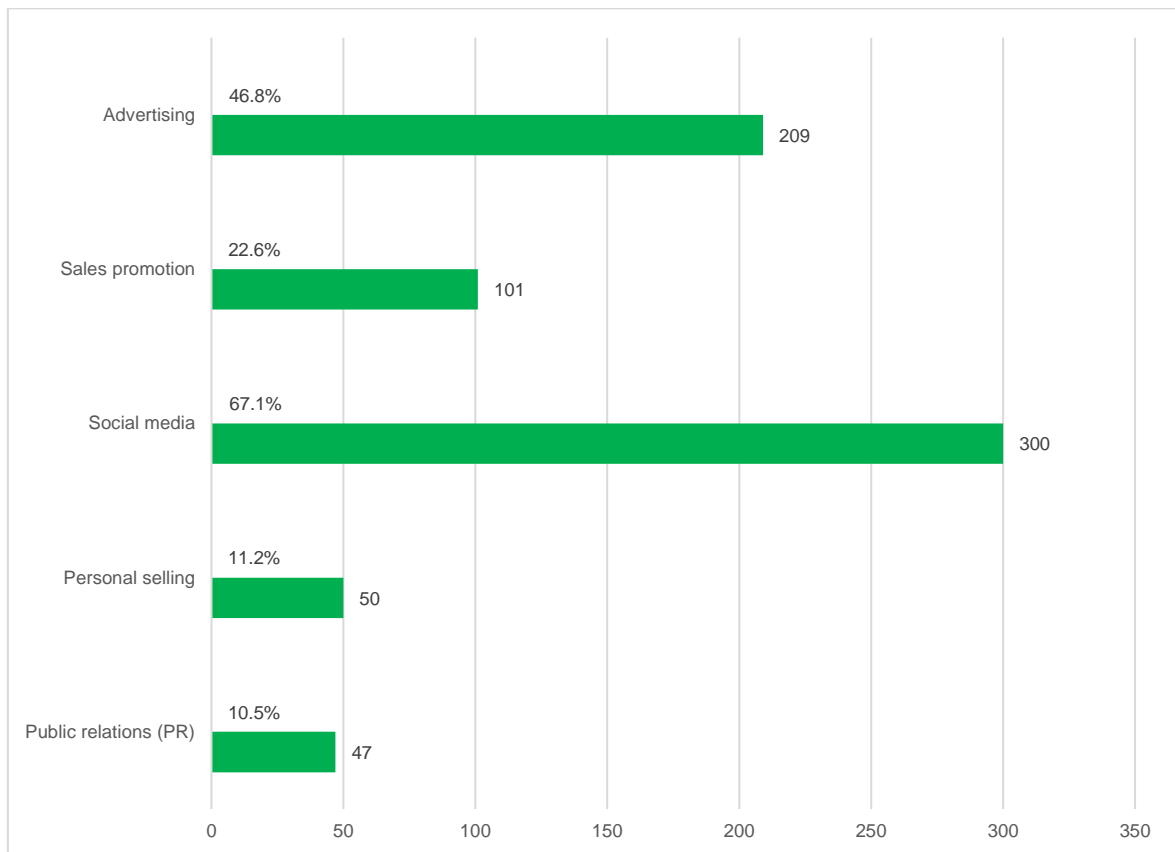


Figure 28. Promotion tools for green products

Another key point in finding out the influences of green marketing on the audience's buying decision is to clarify through which channels they often gain knowledge about environmentally friendly goods. Subsequently, the statistics indicates that Internet is the most prominent platform for consumers to obtain information about green products. To be sure, there are exactly 349 respondents electing it that is equivalent to 78,1%. Further, neighbors and TV are separately the second and third famous channels that make up 34,5% (154 votes) and 31,5% (141 votes), followed by the figure for "Staff at the store" with 114 choices (roughly a quarter). Otherwise, printed magazines/newspapers only takes a minimal number of polls which are 76 or 17%. Likewise, the proportion of workshops/conferences is also unremarkable, at approximately 5% that corresponds to 23 individuals. Besides, there are two people (0,4%) acknowledging that they did not get information about ecological commodities from any of the above channels; hence, they exhibited their answer by picking "Others" (Figure 29).

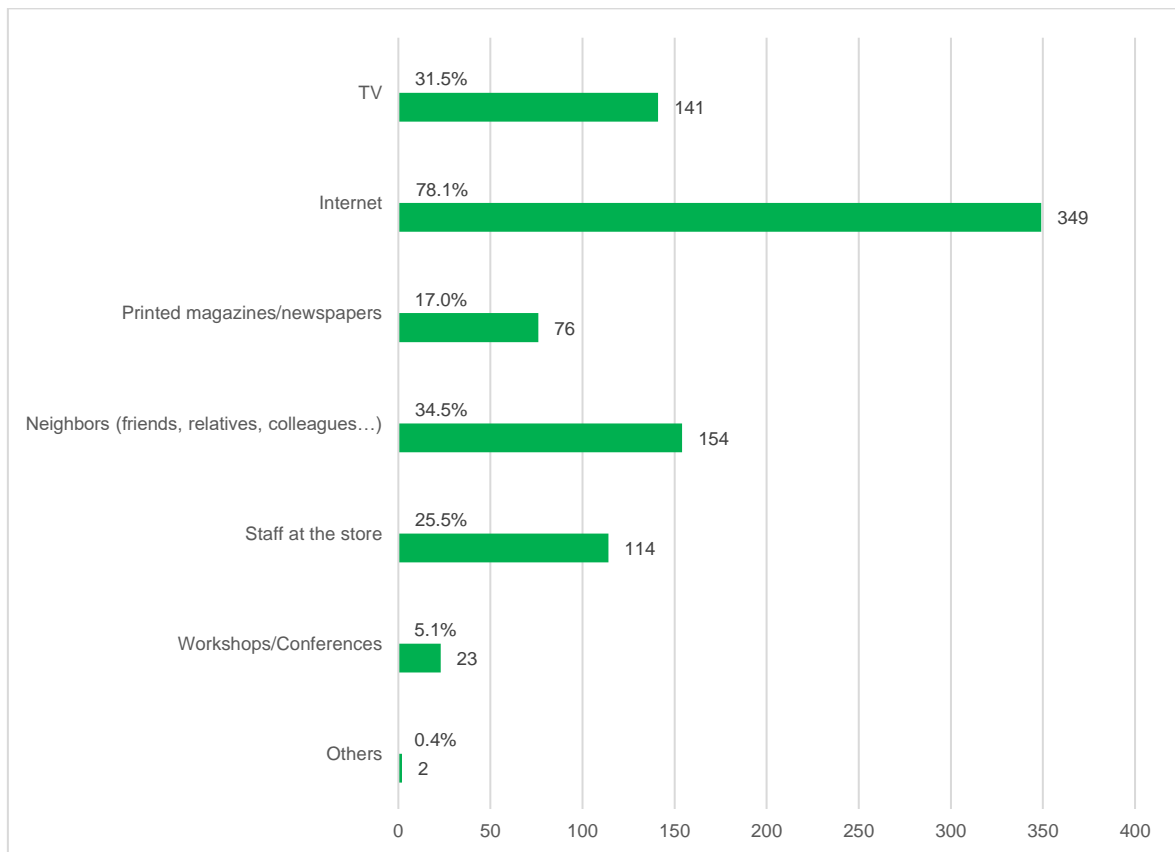


Figure 29. Popular channels to obtain information about green products

Last but not least, in question 16, the participants chose which element in green marketing mix was the most vital one that affected considerably their purchase determination. Thereby, Figure 30 points out that more than half of the respondents recognized product as the most crucial component among 4P's of marketing mix. Another significant determinant is price, which comprises of 30,43% of the total equaling to 136 individuals. Conversely, the remaining two factors including place and promotion do not take that many percentages, which are 8,28% (37 votes) and 5,59% (25 votes) sequentially. Notably, there are nearly 5% of the participants realizing that none of the above elements were influential in their buying decision.

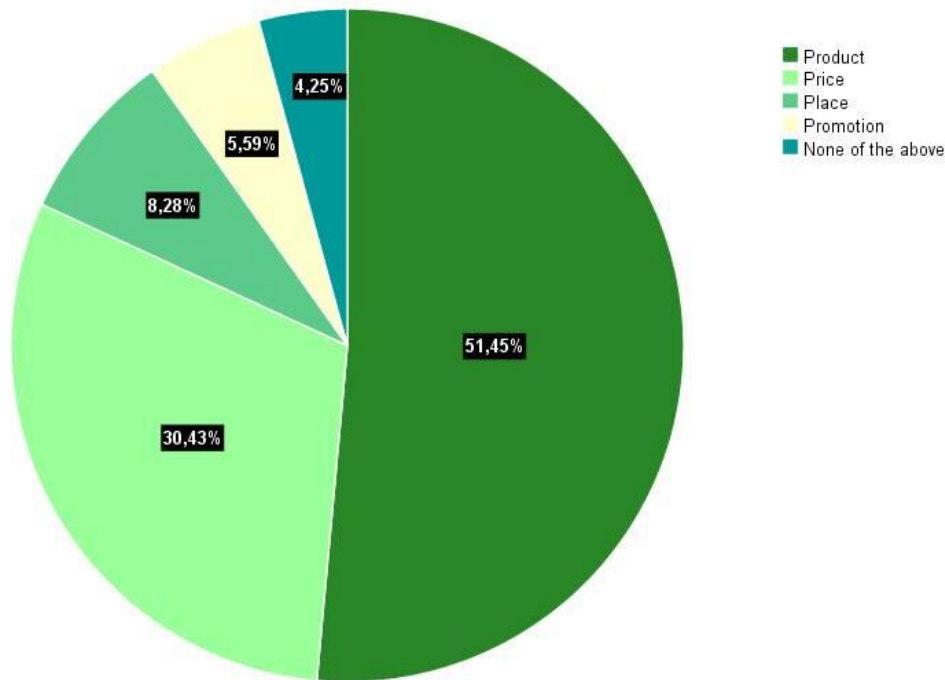


Figure 30. The importance of marketing mix factors in the respondents' opinion

## 4 Discussion

### 4.1 Answer to the research question

All things considered, from the primary data analysis, several aspects have been illustrated specifically; hence, two sub-questions and the main research question, or so-called key findings, could be clarified in detail.

#### **Sub-question 1: At which level do the elements of green marketing mix 4P's have impact on consumers' buying decision?**

In the first place, the influence of green product is going to be reflected. As shown in Figure 21 in section 3.3.6, green product seems not to have remarkable effect on customers' buying decision. As an evidence, the allocation of five opinions in the Likert scale is quite balanced in which one choice does not dominate the others so clearly. Thence, it could be said that human beings might not concentrate on whether the products are green or not. To put it another way, if an environmentally friendly item and a conventional one are put on the store's shelf simultaneously, buyers may not spend much time to find out information about them. Instead, they could choose which one they feel more convenient.

Second, in contrast to green product, green price implies more connection with the consumers' buying determination. Indeed, the survey output implies that although people who reported neutral opinion take the largest number, it still has a certain impact on the public's purchase decision. To exemplify, the total quantity of those who agreed is over twice as many as the figure for those who disagreed. To explain, it means that customers might pay much attention on the selling price of commodities, whether it is low or high. Otherwise, the author also discovers that very few consumers reject to pay a premium price for green goods in comparison with the conventional ones in the same category. Instead, they seem to consider more specifically based on numerous factors such as branding, quality and advantages. Probably, if an eco-friendly product has more persuasive and predominant functions than the normal one in the similar classification, customers may be eager to buy it.

Third, in terms of green place, it has been clarified that it also influences consumers' buying decision remarkably, but at a lower grade compared to green price. It can be understood that people need an approachable and reliable distribution place of environmentally friendly products. Moreover, the accessibility of ecological goods might have a strong impact on the purchasers' decision. As detected in section 3.3.7, supermarket, mall and convenience store are three most common locations from where consumers often buy eco-centric merchandises. The high selection rate of these places proves that human beings prefer purchasing from wherever near them and easy to reach.

Last but not least, green promotion affects green buyer behavior at a lower degree than green price and green distribution, but higher than green product. According to the questionnaire's result, obviously, the distinction between those who disagreed with the statement and those who agreed is substantial. Thus, it could be stated that partially, green promotion has impact on the audience's buying determination. Subsequently, the solidified presence of green promotion in the market will assist brands attract more target customers and make them consider, or even purchase their green items. Besides, for the purpose of gaining more information about the effect of green promotion, the author explores that social media, advertising and sales promotion are three most recognizable promotional techniques that could be beneficial for companies to launch green marketing projects. Further, TV, neighbors, Internet and staff at the store are four most famous channels from which people can obtain news about environmentally responsible items.

**Sub-question 2: Do demographic and psychographic characteristics affect consumers' green buying behavior?**

To start with, among four demographic components taken into consideration in this thesis, age group, education level, along with monthly income, have weak positive relationships with consumers' green buying behavior while gender and green purchase behavior are independent. Accordingly, the older the audience is, the more possible they buy ecological items. By the same token, consumers with higher literacy degree are more probable to purchase environmentally friendly commodities. Similarly, the human beings earning more money buy green merchandises more frequently than those who earn less. On the other hand, regarding the study's result, there is no correlation between gender and the frequency of buying green products during the last six months which implies that males and females have the same perception towards green consumer behavior.

Moving onto the second point, in terms of psychology, the research finds that environmental concern affects customers' green buying behavior while PCE witnesses no connection with it. In other words, people with environmental concern will have different awareness towards green purchase manner in comparison with those who do not concern or those who do not really concern about the ecosystem. Thereby, the frequency of buying green products varies across their psychographic status. Additionally, owing to no relationship between PCE and green buyer behavior, it can be concluded that people who self-perceive that their actions will have effects on the nature are not likely to make more environmentally responsible buying decisions than those who do not have self-recognition.

**Main research question: What is the relationship between green marketing and consumers' buying behavior?**

All in all, it could be answered that green marketing has a considerable impact on consumers' buying decision universally. The densified distribution of green items in the market such as supermarket, convenience store, mall, local market as well as Internet makes the public easier and flexible to access them; therefore, the possibility of acquiring eco-friendly commodities increases. In addition to this, when the consumers were asked if they were willing to change their buying decision after being introduced about green attributes of a product, a majority of respondents agreed, as declared in Figure 27 in section 3.3.7. Further, knowledge about environmentally friendly goods is publicized widely to the audience via Internet, TV, consultants as well as word-of-mouth marketing. Given these



points, the steady association between green marketing and buying behavior of people has been justified principally after this thesis work.

#### 4.2 Reliability, validity and limitation

Briefly, reliability and validity are two elementary criteria to measure the quality of a research. Following this, the former is about the coherence of the study's methodology whilst the latter symbolizes its precision. It is very vital to take into account the reliability and validity of the thesis, especially in quantitative research method. (Middleton 2020.)

Initially, the reliability is going to be valued. Doubtlessly, both primary data and secondary data were used in the thesis. To be more specific, secondary data was collected from creditable and up-to-date sources such as scientific articles, scholarly journals, e-books and Internet sources. Apart from this, primary data was acquired based on an online survey conducted to discover perspectives of green marketing and consumers' buying decision. In particular, a list of close-ended questions was designed for the respondents to fill in. Afterwards, the data gathered was managed and handled carefully by the author thanks to the use of SPSS and Excel; henceforth, the correlation tests and data descriptions could be similar across different times. Nonetheless, that is to say if the same questionnaire is brought to the participants weeks or months after that, the answers might not be ensured to be consistent with the present outcome of the research.

Additionally, the validity of the study is going to be estimated. Specifically, the online survey was designed to ask respondents about their demographic and psychographic traits, their green buying manner as well as the impact grade of green marketing mix 4P's on their purchase determination. All the issues occurred in the questionnaire assist the author to accomplish the goals of the thesis and answer the research question. As a consequence, the output can be considered as high validity.

Finally, there is a typical limitation existed after the thesis. Indeed, it is related to the sampling of the empirical research and its representation. To illustrate, Vietnam is a populous country in general, and Hanoi and Ho Chi Minh City are two biggest cities with millions of citizens; thereupon, 447 respondents of the questionnaire could be seen as just a small number and cannot represent the attitude towards green marketing and green buying behavior of the whole population.

### 4.3 Recommendations for future research

The thesis focuses only on the impact of green marketing on consumers' buying decision among the citizens of two large cities in Vietnam. Moreover, as previously said, the sampling of the research is small that might not symbolize the buying behavior of the whole population. Therefore, the author has some suggestions for future studies. First of all, prospective research should examine one specific target audience group, for example, the millennials or Gen Z. As a result, it will have better reference purpose. Another advice is that other researchers could pay attention on one aspect of green marketing to make more in-depth investigation. To illustrate, the awareness of Vietnamese consumers towards greenwashing, meaningful cause marketing campaigns in Vietnam or a study related to eco-labels used in Vietnam could be appropriate topics. Additionally, researchers can study the influence of green marketing in a particular major, namely fashion, technology and manufacturing. As a rule, all the above research directions may become very beneficial for the evolvement and perfection of green marketing in the marketplace.

## 5 Summary

To summarize, in the first place, the thesis aims at two principal goals. To demonstrate, it discovers the connection between green marketing and customers buying decision. Additionally, it is implemented to interpret the consumers' purchase behavior in the certain market towards environmentally friendly products. In order to accomplish these purposes, literature review and quantitative research method are used in theoretical study and empirical study respectively.

In addition, Chapter 2 plays a crucial role in explaining the theoretical concepts related to the thesis topic. Specifically, green marketing definition and its elementary aspects, namely greenwashing, cause marketing and eco-labels, are reviewed comprehensively from the previous documents, followed by the detailed analysis of four factors of green marketing mix consisting of green product, green price, green distribution and green promotion. The theoretical part finishes with a revision about green consumer and green buying behavior.

Additionally, the clarification of theoretical models assists the development of the questionnaire and empirical study in Chapter 3 substantially. Based on several concepts demonstrated in Chapter 2, the author designs the survey and obtains data from Vietnamese respondents through online form. The data collection concentrates on probing the participants' demographics and psychographics towards green purchase manner, along

with surrounding issues about green marketing. Afterwards, data is organized and analyzed statistically via SPSS and Excel.

Following this, in Chapter 4, key findings from the study are described expressly by the answers of two sub-questions and the main research question. Generally, with sub-question 1, the answer points out that among four elements of green marketing mix, green price, green place and green promotion see a notable distance between the agreement and disagreement of the statements about their impact on consumers' buying decision. Meanwhile, green product does not experience such a large difference between two sides of opinion. Regarding the sub-question 2, in terms of demographics, the result displays that age, literacy level and income affect green buyer behavior, but gender does not. In terms of psychographics, environmental concern and green purchase behavior have relationship whereas PCE and green buying behavior are independent. Eventually, it leads to the resolution of the primary question that green marketing and consumers' buying determination have a firm association.

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## Appendix 1. Questionnaire

### Tiếp thị xanh và quyết định mua hàng của người tiêu dùng

Xin chào!

Tôi đang viết một luận án về sự ảnh hưởng của tiếp thị xanh đến quyết định mua hàng của người tiêu dùng ở Việt Nam. Vì thế, cuộc khảo sát này nhằm mục đích làm rõ sự ảnh hưởng đó và mức độ ảnh hưởng của nó. Thêm vào đó, cuộc khảo sát này còn tìm hiểu thói quen mua hàng của người tiêu dùng Việt Nam rằng họ có sẵn sàng mua sắm các sản phẩm thân thiện với môi trường không.

Bài khảo sát bao gồm 16 câu hỏi và mất tầm 5 phút. Các thông tin được cung cấp trong bài khảo sát sẽ được bảo mật và sử dụng với mục đích nghiên cứu thực nghiệm.

Nếu có bất kỳ thắc mắc gì, hãy liên lạc với tôi qua email [duong.nguyen@student.lab.fi](mailto:duong.nguyen@student.lab.fi).

Ghi chú: Một vài cụm từ có liên quan đến chủ đề của bài khảo sát:

1. Tiếp thị xanh: bao gồm các hoạt động ưu tiên cân nhắc đến những ảnh hưởng lên môi trường.
2. Sản phẩm xanh: là sản phẩm thân thiện và ít gây thiệt hại đến môi trường bất kể khi nó được sản xuất, sử dụng hay loại bỏ.
3. Nơi phân phối sản phẩm xanh: là nơi mà sản phẩm xanh được trưng bày cho mục đích bán hàng.
4. Quảng bá xanh: là truyền thông tiếp thị của một công ty với người tiêu dùng về sự tham gia của công ty đó trong các hoạt động xanh, cũng như những ưu điểm và tính năng của sản phẩm xanh.

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1. Tuổi của bạn là
    - Nhỏ hơn 15 tuổi
    - 15-30 tuổi
    - 31-45 tuổi
    - 46-60 tuổi
    - Lớn hơn 60 tuổi
  2. Giới tính của bạn
    - Nam

- Nữ
  - Khác
3. Trình độ học vấn của bạn
- THCS
  - THPT
  - Cử nhân
  - Thạc sĩ
  - Tiến sĩ
4. Thu nhập hàng tháng
- Ít hơn 5 triệu đồng
  - 5 triệu – 15 triệu đồng
  - Lớn hơn 15 triệu đồng
5. Bạn có quan tâm đến các vấn đề về môi trường không?
- Có
  - Không
  - Không hẳn
6. Bạn có nghĩ thói quen mua hàng của mình sẽ có ảnh hưởng đến bảo vệ môi trường không?
- Có
  - Không
  - Không hẳn
7. Bạn đã mua sản phẩm xanh bao giờ chưa?
- Rồi
  - Chưa

Nếu rồi, đến câu số 9

8. Nếu bạn chưa bao giờ mua sản phẩm xanh, bạn có sẵn sàng mua nó trong tương lai không?
- Có
  - Không
  - Khó nói
9. Tần suất bạn mua sản phẩm xanh trong vòng 6 tháng vừa qua
- Luôn luôn (100%)
  - Thường xuyên (70-80%)

- Thành thạo (40-50%)
- Hiếm khi (20-30%)
- Không bao giờ (0%)

10. Câu hỏi thang 1-5. Chọn mức độ tương ứng với đáp án của bạn

	1 – Hoàn toàn không đồng ý	2	3	4	5 – Hoàn toàn đồng ý
Một sản phẩm có thân thiện với môi trường không ảnh hưởng đến quyết định mua hàng của tôi					
Giá thành của sản phẩm xanh ảnh hưởng đến quyết định mua hàng của tôi					
Nơi phân phối sản phẩm xanh ảnh hưởng đến quyết định mua hàng của tôi					
Quảng bá xanh ảnh hưởng đến quyết định mua hàng của tôi					

11. Bạn có sẵn sàng trả mức giá cao hơn để mua một sản phẩm xanh so với sản phẩm thông thường cùng loại không?

- Có
- Không

- Tùy thuộc vào thương hiệu, chất lượng và lợi ích của sản phẩm
12. Bạn thường mua sản phẩm xanh ở đâu? (Chọn 1 hoặc nhiều hơn)
- Chợ địa phương
  - Cửa hàng tiện lợi
  - Siêu thị
  - Trung tâm thương mại
  - Internet
  - Mục khác: \_\_\_\_\_
13. Ban đầu, bạn quyết định không mua một mặt hàng. Tuy nhiên, sau khi được giới thiệu/quảng cáo về các khía cạnh xanh của mặt hàng/thương hiệu đó, bạn có sẵn sàng thay đổi quyết định mua hàng của mình không?
- Có
  - Không
  - Khó nói
14. Bạn đã từng gặp công cụ quảng bá nào cho sản phẩm xanh? (Chọn 1 hoặc nhiều hơn)
- Quảng cáo
  - Khuyến mãi
  - Phương tiện truyền thông mạng xã hội (Facebook, Instagram, YouTube, báo điện tử...)
  - Bán hàng cá nhân (personal selling)
  - Quan hệ công chúng (PR)
15. Bạn thường tiếp nhận thông tin về sản phẩm xanh thông qua các kênh nào? (Chọn 1 hoặc nhiều hơn)
- TV
  - Internet
  - Tạp chí/Báo in
  - Người xung quanh (Bạn bè, người thân, đồng nghiệp...)
  - Nhân viên tư vấn tại cửa hàng
  - Buổi thảo luận/Hội nghị
  - Mục khác: \_\_\_\_\_
16. Theo quan điểm của bạn, nhân tố nào trong tiếp thị là quan trọng nhất ảnh hưởng lớn đến quyết định mua hàng xanh của bạn?
- Sản phẩm

- Giá thành
- Nơi phân phối
- Quảng bá
- Không có đáp án nào ở trên