
**The Impact of Marketing Mix on Consumer Green Product Purchase
Intention in Hochiminh City, Vietnam**

Assoc.Prof.Dr Dinh The Hung¹, Nguyen Phuong Linh², Dinh Thuy Tien³

¹National Economics University

207 Giaiphong Road, Hai Ba Trung, Hanoi, Vietnam

²University of the Pacific

3601 Pacific Ave, Stockton, CA 95211, USA

³University of Calgary, Department of Communication, Faculty of Arts

2500 University Drive NW, Calgary, Alberta T2N 1N4, Canada

doi.org/10.51505/IJEBMR.2024.81120 URL: <https://doi.org/10.51505/IJEBMR.2024.81120>

Received: Nov 04, 2024

Accepted: Nov 14, 2024

Online Published: Nov 29, 2024

Abstract

Amidst the severe degradation of the global environment, awareness of environmental protection issues has been steadily increasing. Consequently, green products are gradually becoming a new consumer trend, though encouraging consumers to choose green products remains challenging. This paper examines how consumers respond to the sustainable development initiatives undertaken by marketers and businesses. The study explores the impact of green marketing mix strategies (the green 4Ps) on consumers' intentions to purchase green products in Vietnam. A quantitative approach was employed, surveying 104 green product consumers in Hochiminh city through a convenience sampling questionnaire. The results indicate that the elements of the marketing mix positively influence the intention to consume green products. Based on these findings, the authors propose several policy implications to enhance the effectiveness of the marketing mix strategy in boosting consumer intention to adopt green products.

Keywords: Buying Behavior, Green Purchase Intention, Green Products, Marketing mix,

1. Introduction

According to the "State of the Global Climate 2023" report by the WMO, 2023 has been the hottest year on record, marked by a sharp increase in greenhouse gases and rising sea levels. These shifts have triggered numerous natural disasters, including floods, droughts, and storms, severely impacting the lives of millions. Amid severe global environmental degradation, awareness of environmental protection has been growing. Consequently, green products have gradually become a new consumer trend (Do, 2023). In Hochiminh city (Vietnam), a highly populated and rapidly developing urban area, there has been a noticeable shift in consumer behavior, particularly in the preference for environmentally friendly products (Do, 2023).

However, encouraging consumers to choose green products remains challenging, as positive attitudes toward environmentally friendly products do not always translate into actual purchasing

behavior (White et al., 2019). Marketing, with its crucial role in influencing and shaping consumer behavior, can serve as a powerful tool to promote sustainable consumption awareness (Kotler & Keller, 2016). An effective marketing strategy not only meets consumer needs but also deepens their understanding of the benefits of green products, thereby encouraging the selection of green products during the purchasing process.

This study focuses on evaluating the impact of marketing mix elements on the intention to purchase green products in Hochiminh city. It will analyze how the 4Ps of the marketing mix—Product, Place, Price, and Promotion—can influence sustainable consumer behavior. The research team conducted a survey among consumers in Hochiminh city from September 2024 to October 2024, assessing the impact of the marketing mix strategy on green product purchase intentions. From this, the study not only provides in-depth insights into the market but also proposes solutions to optimize marketing strategies for green products, contributing to the promotion of sustainable consumption within the community.

2. Literature Review

Marketing mix

Marketing mix is a foundational concept in marketing, encompassing a set of marketing tools that businesses use to promote products and services, aiming to optimize marketing activities and meet the needs of a target customer group. Introduced by E. Jerome McCarthy in the 1960s, the marketing mix consists of the 4Ps:

- **Product:** The goal is to create the “right” product for the target customer. This goes beyond the product itself and includes decisions related to branding, packaging, warranty, and other product-related aspects.
- **Price:** Price is the amount customers pay to own the product. Pricing strategy significantly influences customer purchasing decisions. When setting a price, businesses should consider factors such as production costs, customer perceptions, and competitor pricing.
- **Place:** Place refers to the distribution of the product to consumers. This involves selecting distribution channels (retail, online, through agents, etc.) and managing warehousing to ensure product availability when needed by customers.
- **Promotion:** Promotion includes all activities that businesses undertake to communicate and promote the product to customers. This can encompass advertising, promotions, public relations, and direct marketing. The goal is to raise product awareness and encourage purchase actions.

Simply put, the marketing mix helps businesses deliver the right product, at an appropriate price, with effective promotion, at the right place to meet customer needs.

Green purchasing behavior

Green purchasing behavior reflects consumers' conscious choices toward environmentally friendly products and services, aiming to minimize negative impacts on the ecosystem. This behavior showcases individuals' responsibility in protecting the environment while contributing to sustainable development and maintaining ecological balance (Joshi & Rahman, 2015). Environmentally aware consumers are often willing to pay a premium for products with eco-friendly features when they perceive clear benefits (PwC, 2024). Additionally, the elements of

the marketing mix - product, price, place, and promotion - significantly influence consumer decisions when choosing green products (Thoria et al., 2017).

Green Products

The term “green product” or “environmentally friendly product” still lacks a clear, universally accepted definition, as perspectives on this concept vary. According to some sources, sustainable products may include items that conserve energy, are recyclable, water-saving, or biologically sourced (GSA, 2024). Other views emphasize that green products are those designed to minimize environmental impact throughout their lifecycle, especially by limiting the use of nonrenewable resources and toxic materials (Albino et al., 2009). However, some argue that no product is entirely "green" or "sustainable," as any item we buy, use, and dispose of can have adverse environmental impacts at some stage of its lifecycle (Baker & Ozaki, 2008). Despite these varied interpretations, green products generally share several common characteristics (Vietnam ZeroWaste, 2017):

- Energy-efficient, durable, and low-maintenance.
- Free from harmful chemicals.
- Made from recycled materials or renewable and sustainable resources.
- Biodegradable or easily recyclable, either in whole or in part.
- Packaged in environmentally friendly materials.
- Optimize resource use in both production and usage stages

3. Research Model and Hypotheses

*** Green Product (PRODU)**

Product is one of the essential elements of the marketing mix, encompassing attributes such as quality, design, functionality, and environmental friendliness. When businesses provide high-quality green products that meet consumer needs and are eco-friendly, consumers are more inclined to choose and use these products. This tendency arises from consumers' growing awareness of environmental protection and the benefits of green products for personal and community health (Kaur et al., 2023). Research by Van and Nguyen (2022) also indicates that product factors, particularly products free of harmful materials, are decisive in consumers' choices of green products. Therefore, the following hypothesis is proposed:

H1: The product factor positively influences green product purchase intention.

*** Green Price (PRICE)**

The price factor is regarded as one of the crucial elements influencing consumer purchasing decisions. For green products, prices are often higher compared to conventional products (Kearney, 2020). This is primarily due to the higher production costs associated with using specialized raw materials, green technologies, and adhering to stringent environmental standards. The increased price can act as a barrier for many consumers when considering the purchase of green products (Johnstone & Tan, 2014).

However, consumers are increasingly aware that higher prices often correlate with added value related to environmental protection and health benefits. When the price of green products is positioned appropriately, reflecting their true value and benefits, consumers are more likely to accept and be willing to pay more for environmentally friendly products. Notably, younger consumers tend to show a greater willingness to pay a premium for green products (Nguyen et al., 2021; Nekmahmud & Farkas, 2020). A survey by PwC (2024) also indicates that some consumers are willing to pay an average of 9.7% more for products that meet environmentally friendly criteria. Therefore, the following hypothesis can be proposed:

H2: The price factor positively influences green product purchase intention.

*** Green Place (PLACE)**

The place in the marketing mix refers to the methods and locations through which products are distributed to consumers. The choice of distribution location can significantly influence consumer access and awareness of these products.

Convenience in accessing green products is a crucial factor that can enhance consumers' purchasing likelihood (Biswas, 2016). When green products are available at easily accessible locations such as supermarkets, grocery stores, or on e-commerce platforms, consumers are more inclined to purchase them. Conversely, the inconvenience of searching for green products, especially when they are not readily available in conventional stores, can decrease consumers' purchase intentions (Caniëls et al., 2021). Moreover, research by Van and Nguyen (2023) indicates that businesses utilizing environmentally safe and energy-efficient distribution channels, as well as selling products in eco-friendly stores (e.g., using reusable packaging), attract more consumers. Based on this analysis, the following hypothesis can be proposed:

H3: The place factor positively influences green product purchase intention.

*** Green Promotion (PROMO)**

Promotion plays a vital role in raising awareness and encouraging consumer purchasing behavior through various activities such as advertising across multiple channels, public relations, and promotions. Especially in the realm of green products, effective communication campaigns help consumers better understand the benefits of environmentally friendly products, thereby encouraging them to make these purchases.

According to Ha and Dinh (2018), engaging and practical communication activities can stimulate green product purchasing behavior, contributing positively to changes in consumption patterns. Mahmoud et al. (2017) share a similar perspective, asserting that communication has a powerful impact on consumer behavior regarding green products. Furthermore, research by Van and Nguyen (2022) indicates that promoting green products through channels like social media and promotional programs can enhance consumer awareness, leading to purchasing behavior.

H4: The promotion factor positively influences green product purchase intention.

*** Green Product Purchase Intentions (INTEN)**

Purchase intention has been defined as a type of consumer behavior related to consumers' attitudes toward consuming specific products or services that are shaped before they make a purchase decision (Yulisetiarni, Subagio, Paramu, & Irawan, 2017). Consumer purchase intention is characterized as the preference and likelihood of a buyer to repurchase a previously purchased product/service in the future (Kotler, 2011). Once consumers have considered all their options and developed a purchase intention, it is argued that only two factors can influence their decision to purchase a service or product. Purchase intention reflects an individual's choice to continue making purchases within a similar organization (Ariffin, Yusof, Putit, & Shah, 2016). Green product purchase intention specifically refers to the behavior of consumers in repeatedly purchasing the same green product or service.

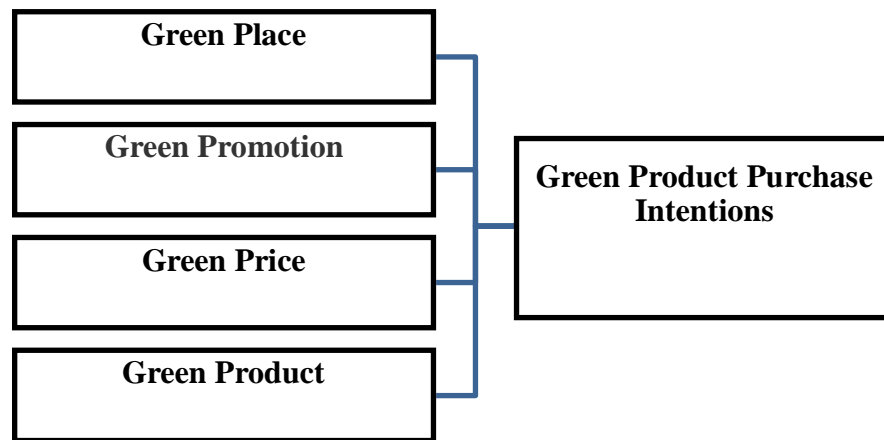


Figure 1. Proposed Conceptual Model
(Source: Authors)

4. Methodology

4.1. Questionnaire Development

Based on existing theories and validated scales from prior research, a questionnaire was designed to assess the factors influencing consumers' intentions to purchase green products in Hochiminh city. The questionnaire for this study was developed from the scales used by Nguyen et al. (2024), Van and Nguyen (2022), and Nguyen et al. (2021). The items were measured on a Likert scale ranging from 1 to 5 (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). In this study, the intention to purchase green products was constructed with four independent variables: Green Product, Green Price, Green Place, and Green Promotion, resulting in a total of 15 measurement items. The survey questions comprised two sections: (1) a description of the respondents' characteristics; and (2) a detailed description of the research variables.

4.2. Sample and Statistical Technique

In order to test the model and research hypotheses, a survey was conducted among consumers of green products in Hochiminh city. A convenience sampling method was utilized for the study

design. Specifically, the survey was carried out using Google Forms and distributed to individuals, including friends and family. The data collection period lasted for two months, from September 2024 to October 2024. A total of 150 questionnaires were distributed, with 104 valid responses.

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model was evaluated based on composite reliability, convergent validity, and discriminant validity. The structural model was assessed through the following criteria: Standardized Root Mean Square Residual (SRMR), Variance Inflation Factor (VIF), Predictive Relevance (Q^2), and Coefficient of Determination (R^2). The analysis was conducted using SmartPLS 3 software.

5. Results and Discussion

5.1. Characteristics of the Research Sample

A sample of 104 respondents who have been using green products in Hochiminh city, Vietnam was surveyed. The details are presented in Table 1.

Table 1: The socio-demographic profile of respondents.

Criteria	Variables	Frequency	Percent (%)
Gender	Male	42	40.4
	Femal	62	59.6
Age	Under 18 years	10	9.6
	18 - 25 years	26	25
	26 - 35 years	26	25
	35 - 50 years	37	35.6
	Over 50 years	5	4.8
Education level	Undergraduate	63	60.6
	Postgraduate	10	9.6
	Other	31	29.8
Income	Below 10 million	35	33.7
	10 million - 20 million	34	32.7
	20 million - 30 million	10	9.6
	Above 30 million	25	24.0

Source: Data analysis results

5.2. Reliability Analysis

5.2.1. Results of Reliability and Convergent Validity Analysis

The results of the reliability analysis of the scales are shown in Table 2. The reliability, measured by Composite Reliability (CR), ranges from 0.815 to 0.891. The internal consistency among the scales was evaluated using Cronbach’s Alpha, which is greater than 0.6, indicating acceptable reliability and internal consistency among the measures. Convergent validity was assessed using Factor Loadings and Average Variance Extracted (AVE). The Factor Loadings ranged from 0.761 to 0.873, while the AVE values ranged from 0.620 to 0.721, confirming satisfactory convergent validity.

Table 2: Results of Reliability Analysis

Items	Loading	Alpha	CR	AVE
Green Product (PRODU). Mean(SD) = 4.122 (0.74)				
PRODU 1: I am willing to buy products made from environmentally friendly materials.	0.793	0.759	0.838	0.721
PRODU 2: I prefer to buy products with biodegradable packaging.	0.871			
PRODU 3: I am willing to buy products that consume less energy during use.	0.865			
PRODU 4: I am willing to buy products with eco-labels.	0.823			
Green Price (PRICE). Mean(SD) = 4.054 (0.828)				
PRICE 1: Green products often have a higher price compared to conventional products.	0.821	0.727	0.876	0.658
PRICE 2: I am willing to pay more for quality products.	0.862			
PRICE 3: I am willing to pay more for environmentally friendly products.	0.784			
Green Promotion (PROMO). Mean(SD) = 3.934 (0.833)				
PROMO 1: I learn about green products through various media channels (such as newspapers, TV, social media, websites, etc.).	0.797	0.685	0.815	0.620
PROMO 2: Promotional programs for green products encourage me to make purchases.	0.761			
PROMO 3: Information and guidelines about the health safety of green products catch my attention and influence my purchase intention.	0.770			
PROMO 4: I consume green products because I recognize the efforts and contributions of businesses toward	0.762			

environmental protection.				
Green Place (PLA). Mean(SD) = 4.095 (0.759)				
PLACE 1: Green products are often sold at eco-friendly stores.	0.852	0.865	0.891	0.673
PLACE 2: Stores that sell green products are often designed with themes related to nature and environmental protection.	0.845			
PLACE 3: I can easily find and purchase green products through e-commerce platforms.	0.775			
PLACE 4: Green products are always available at supermarkets or stores near my home.	0.782			
Green Product Purchase Intention (INT). Mean(SD) = 4.053 (0.799)				
INTEN 1: I often buy environmentally friendly products.	0.849	0.847	0.887	0.678
INTEN 2: I often buy products with environmentally friendly packaging.	0.852			
INTEN 3: I often do not use single-use plastic products.	0.873			
INTEN 4: I am willing to recommend the green products I use to my family and friends.	0.765			

Source: Data Analysis Results

5.2.2. Results of Discriminant Validity

Following the convergent validity assessment, discriminant validity was examined. The results, as presented in Table 3, indicate that all square roots of the AVE values exceed the correlations between each construct and the others. This confirms that the measurement scales demonstrate satisfactory discriminant validity.

Table 3: Results of Discriminant Validity

	INTEN	PRICE	PLACE	PRODU	PROMO
INTEN	0.829				
PRICE	0.610	0.850			
PLACE	0.660	0.681	0.798		
PRODU	0.537	0.665	0.661	0.842	
PROMO	0.578	0.593	0.590	0.481	0.776

Source: Data Analysis Results

5.3. Research Findings

The research team modeled and analyzed direct effects within an integrated framework. Model fit was evaluated using standardized root mean square residual (SRMR), variance inflation

factor (VIF), predictive relevance (Q^2), and coefficient of determination (R^2). The SRMR value was calculated at 0.07, and all VIF values ranged from 1.243 to 2.249. Q^2 values were recorded at 0.353 and 0.438, while R^2 values were 0.5 and 0.648. These indicators confirm that the model aligns well with the research framework.

A bootstrapping analysis with a sample size of 5,000 indicated that all five effect coefficients were statistically significant (Table 4), supporting hypotheses H1 through H4.

Table 4: Hypothesis Testing Results

Hypothesis	Paths	Path coefficient	P-Value	Result
H1	PRODU – INTEN	0.257	0.000	Supported
H2	PRICE – INTEN	0.219	0.000	Supported
H3	PROMO – INTEN	0.243	0.000	Supported
H4	PLACE – INTEN	0.289	0.000	Supported

Source: Data Analysis Results

5.4. Discussions

Hypothesis H1: Green product positively influences green product purchase intention. Data shown in Table 4 indicates a statistically significant relationship between green products (PRODU) and green consumption intention (INTEN), with $\beta = 0.257$. This finding aligns with Astuti et al. (2021), which also demonstrates that green products significantly impact green consumption intention. Additionally, green product programs influence consumer purchasing behavior (Amoako et al., 2020). Furthermore, green products serve as a critical factor impacting green purchasing behavior (Bathmathan & Rajadurai, 2019). Another study suggests that a lack of knowledge about green products may prevent consumers from committing to green purchases (Chen & Chai, 2010). These findings confirm the hypothesis that green product positively influences green product purchase intention.

Hypothesis H2: Green product positively influences green product purchase intention. The data from this study, as presented in Table 4, indicates a statistically significant relationship between green pricing (PRICE) and green consumption intention (INTEN), with $\beta = 0.219$. Therefore, the hypothesis that green pricing (PRICE) significantly affects green consumption intention (INTEN) is supported. This result aligns with findings from Ha (2020), which show that green pricing influences green consumption intention. Similarly, Astuti et al. (2021) found that green pricing significantly affects green consumption intention. Moreover, Amoako et al. (2020) also demonstrated a relationship between green pricing and green purchasing behavior, indicating that some consumers are willing to pay a premium for green products. This evidence supports the hypothesis that green pricing has a positive impact on green product purchase intention.

Hypothesis H3: Green promotion positively impacts green product purchase intention. The data from this study, as shown in Table 4, indicates a statistically significant relationship between green promotion (PROMO) and green consumption intention (INTEN), with $\beta = 0.243$. This

result aligns with Ha (2020), who found that green promotion influences green consumption behavior. Additionally, Astuti et al. (2021) noted a significant impact of green promotion on green consumption intention. However, Bekhet et al. (2012) argued that green promotion alone may not be sufficient to drive consumers toward green consumption intention. This confirms that green promotion has an impact on green product purchase intention.

Hypothesis H4: Green place has a positive impact on green consumption intention. Data shown in Table 4 indicates a statistically significant relationship between green distribution (PLACE) and green consumption intention (INTEN), with $\beta = 0.289$. Therefore, the hypothesis that green distribution (PLACE) impacts green consumption intention is accepted. This result contrasts with Astuti et al. (2021), who found no significant effect of green distribution on green consumption intention. Additionally, Hayat et al. (2019) and Ha (2020) also reported no significant effect of green distribution on green consumer behavior. However, the result aligns with Bathmathan and Rajadurai (2019), who argued that green distribution does impact green consumption intention. This confirms that green distribution has a positive influence on green consumption intention, suggesting that consumers increasingly value companies that distribute products through environmentally safe, energy-efficient locations.

6. Managerial Implications

The findings of this study initiate a discussion on the impact of green marketing mix (4Ps) activities on green product purchase intention.

Green Product

Green products were found to have a significant effect on green consumption intention, with $\beta = 0.257$. This suggests that companies should make decisions and take actions related to their products that protect or benefit the natural environment, as consumers are more likely to choose green products in response. Tactically, companies should consider eco-friendly packaging and labeling. Strategically, companies could adopt green product design techniques, adjust manufacturing processes, or develop new environmentally friendly products, such as biodegradable, recyclable items, cruelty-free cosmetics, vegan products, and those free from microplastics.

Green Price

Green pricing is a factor influencing the intention to purchase green products, with a β value of 0.219, indicating that consumers are willing to pay extra for environmentally friendly products. Companies should establish pricing strategies based on both economic and environmental costs. Tactically, businesses can implement pricing actions, such as offering discounts for returning recyclable packaging. Strategically, companies can incorporate the entire lifecycle costs of products, from research to disposal, into their pricing. This suggests that Vietnamese consumers are willing to spend more on products that are free from harmful substances.

Green Promotion

Green promotion is a factor influencing the intention to purchase green products, with a β value of 0.243. This indicates that promoting green products and services to the target market - through advertising, public relations, sales promotions, direct marketing, and website promotions-

enhances the intention to consume green products. Among the observed variables, "I learned about green products through communication channels" has the highest average score. This suggests that Vietnamese consumers frequently engage with and seek information about green products through social media platforms (such as Facebook, Instagram, TikTok, etc.), which leads to the purchase of green products. In addition to promoting green products in traditional channels like supermarkets, companies should also implement campaigns on social media and build communities focused on using green products that are not only beneficial and non-toxic to health but also contribute significantly to environmental protection.

Green Distribution

Green distribution is a factor influencing the intention to purchase green products, with a β value of 0.289. This indicates that the selected distribution channels for placing products must ensure minimal environmental impact to encourage the purchase of green products. Vietnamese consumers are more likely to buy green products at supermarkets that are especially eco-friendly. Companies need to implement appropriate distribution strategies, as environmentally responsible distribution channels can significantly influence the decision to purchase green products. Consumers are unlikely to buy eco-friendly products from distribution points that employ environmentally harmful practices.

7. Conclusion

The environmental issues facing the world and the depletion of natural resources have led consumers to increasingly focus on purchasing green products. Numerous studies, both domestically and internationally, have explored consumer behavior regarding green product purchases (Astuti et al., 2021; Bathmathan & Rajadurai, 2019; Ha, 2020). However, these studies have not addressed the impact of the marketing mix (the 4Ps of green marketing) on consumers' intention to buy green products in Hochiminh city. This research aims to assess the influence of the 4Ps of green marketing on the intention to purchase green products by surveying 104 consumers in Hochiminh city. The results provide significant empirical evidence for managers and marketers to better understand green consumer behavior and the impact of the 4Ps of green marketing on the intention to purchase green products in Vietnam. Nonetheless, this study has inherent limitations, which point to future research directions; specifically, the scope of this research is limited to consumers of green products in Hochiminh city, Vietnam. Therefore, future studies should aim to expand the scope to include a wider range of green product users.

Referencea

- Achola, G. O., & Were, S. (2018). Influence of marketing strategies on performance of fast-moving consumer goods companies in Nairobi county, Kenya. *Journal of Marketing and Communication*, 1(1), 31-42.
- Albino, V., Balice, A., & Dangelico, R. M. (2009). Environmental strategies and green product development: An overview on sustainability-driven companies. *Business Strategy and the Environment*, 18, 83–96. <https://doi.org/10.1002/bse.638>
- Albayrak, T., Aksoy, Ş., & Caber, M. (2013). The effect of environmental concern and scepticism on green purchase behaviour. *Marketing Intelligence & Planning*, 31(1), 27-39.

- Amoako, G. K., Dzogbenuku, R. K., Doe, J., & Adjaison, G. K. (2020). Green marketing and the SDGs: Emerging market perspective. *Marketing Intelligence and Planning*, 40(3), 310-327. doi:10.1108/MIP-11-2018-0543
- Ao, H. T., Nguyen, H. T. B., Le, Q. M., Tieu, T. D., & Thach, S. H. L. (2021). Các yếu tố ảnh hưởng đến hành vi tiêu dùng xanh của thế hệ Z Việt Nam [Factors affecting green consumption behavior of Vietnamese generation Z]. *Bản B của Tạp chí Khoa học và Công nghệ Việt Nam*, 63(10)
- Ariffin, S., Yusof, J. M., Putit, L., & Shah, M. I. A. (2016). Factors influencing perceived quality and repurchase intention towards green products. *Procedia Economics and Finance*, 37, 391-396.
- Arseculeratne, D., & Yazdanifard, R. (2014). How green marketing can create a sustainable competitive advantage for a business. *International Business Research*, 7(1), Article 130.
- Astuti, R., Deoranto, P., Wicaksono, M. L. A., & Nazzal, A. (2021). Green marketing mix: An example of its influences on purchasing decision. *IOP Conference Series: Earth and Environmental Science*, 733(1), 1-9. doi:10.1088/1755-1315/733/1/012064
- Bathmathan, V., & Rajadurai, J. (2019). Green marketing mix strategy using modified measurement scales - A performance on Gen Y green purchasing decision in Malaysia. *International Journal of Engineering and Advanced Technology*, 9(1), 3612-3618. doi:10.35940/ijeat.A2699.109119
- Bekhet, H. A., Al-alak, B. A., & El-refae, G. A. (2012). Marketing feasibility of Malaysian eco-products. *Interdisciplinary Environmental Review*, 13(4), 269-278.
- Biswas, A. (2016). A study of consumers' willingness to pay for green products. *Journal of Advanced Management Science*, 4(3). <https://doi.org/10.12720/joams.4.3.211-215>
- Caniëls, M. C. J., Lambrechts, W., Platje, J. (Joost), Motylska-Kuźma, A., & Fortuński, B. (2021). Impressing my friends: The role of social value in green purchasing attitude for youthful consumers. *Journal of Cleaner Production*, 303. <https://doi.org/10.1016/j.jclepro.2021.126993>
- Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18(4), 389-413.m
- Do, V. T. H. (2023). *Green consumption trends in the world and solutions for Vietnam*. ThuêNhàNước. <https://thuenhanuoc.vn/tapchien/categories/socio-economic/f54db4a0-8da4-4733-811a-e3efba41eaf3>
- Nekmahmud, Md., & Fekete-Farkas, M. (2020). Why not green marketing? determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19). <https://doi.org/10.3390/su12197880>
- Nguyen, N. T., Dang, M. V., & Ngo, T. T. K. (2024). The Influence of Green Marketing - Mix on Green Purchase Intention of Vietnamese Consumers. *Science and Commerce Journal*, (190). <https://doi.org/10.54404/JTS.2024.190V.01>
- Nguyen, N. V., Mai, T. T., Tran, H. N., Nguyen, L. K., & Pham, K. L. (2021). Factors affecting green consumer behavior of young consumers. *Tạp chí Phát triển Khoa học và Công nghệ – Kinh tế - Luật và Quản lý*. <https://doi.org/10.32508/stdjelm.v5i4.846>
- Perreault, W. D., & McCarthy, E. J. (2002). *Basic marketing: A global-managerial approach*.

McGraw-Hill.

- Pickett-Baker, J., & Ozaki, R. (2008). Pro-Environmental Products: Marketing Influence on Consumer Purchase Decision. *Journal of Consumer Marketing*, 25(5), 281–293. <https://doi.org/10.1108/07363760810890516>
- PwC (2024). Consumers willing to pay 9.7% sustainability premium, even as cost-of-living and inflationary concerns weigh: PwC 2024 Voice of the Consumer Survey. (2024, May). *PwC 2024 Voice of the Consumer Survey*. Retrieved 2024, from <https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-2024-voice-of-consumer-survey.html>.
- Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73-83.
- Sari, I., & Setiawan, P. (2017). Pengaruh green marketing dan packaging terhadap brand image dan loyalitas pelanggan pada konsumen starbucks coffee. *Jurnal Manajemen Universitas Udayana*, 6(7), 3820-3849.
- Shah, R., & Pillai, P. (2012). Consumer's environmental concern & its influence on their purchase intention: SEM approach. *International Journal of Management*, 2(1), 24-31.
- Tseng, S.-C., & Hung, S.-W. (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59, 174-184.
- Vietnam Zero Waste. (2023, January 31). *What are eco-friendly goods? features and advantages*. ZRW. <https://vietnamzerowaste.vn/en/what-are-eco-friendly-goods-features-and-advantages/>
- Van, V. D., & Nguyen, B. V. (2022). The influence of green marketing mix on green purchase decision: An empirical study in Vietnam. *Hochiminh City Open University Journal of Science*, 18(1). <https://doi.org/10.46223/hcmcoujs.econ.vi.18.1.2092.2023>
- Wang, W.-L., & Tung, L. (2012). Most feasible strategies for green marketing mix under business sustainable development. *The Business Review, Cambridge*, 20(1), 297-303.
- White, K., Hardisty, D. J., & Habib, R. (2019). The elusive green consumer. *Havard Business Review*, (July–August 2019).
- World Meteorological Organization. (2024). State of the global climate 2023. <https://wmo.int/publication-series/state-of-global-climate-2023>
- Yulisetiari, D., Subagio, A., Paramu, H., & Irawan, B. (2017). Customer repurchase intention and satisfaction in online shopping. *International Business Management*, 11(1), 215-221.