

VIETNAMESE YOUNG CONSUMERS' GREEN PURCHASE BEHAVIOR: DOES GREEN TRUST MATTER?

Doan Bao Son^{1*}, Pham Thi Thu Hien¹, Nguyen Huy Phuc¹, Nguyen Ngoc Kieu Anh¹,
Nguyen Dinh Loc¹, Tong Tinh Nghi¹

¹Ho Chi Minh City Open University, Vietnam

*Corresponding author: Email: son.db@ou.edu.vn

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Appendix 1. Characteristics of sample respondents

Characteristics	Frequency	Percent
Gender:		
- Female	145	48.0
- Male	157	52.0
Age (years old):		
- Below 20	28	9.3
- 20-21	99	32.8
- Over 21	175	57.9
Major:		
- Economics - Management	103	34.1
- Engineering – Technology	192	63.6
- Other	7	2.3
Academic year:		
- 1st-year student	109	36.1
- 2nd-year student	59	19.5
- 3rd-year student	38	12.6
- Other	96	31.8
N = 302		

Appendix 2. Constructs and their Responding Measures

Construct	Code	Item	Loading	AVE	CR
Perceived Severity (PS)	PS1	“Climate change is a serious issue”	0.886***	0.712	0.880
	PS2	“Climate change will have negative consequences”	0.895***		
	PS3	“The negative impact of climate change is severe”	0.741***		
	PS4	“The thought of climate change scares me” (d)	-		
Perceived Vulnerability (PV)	PV1	“Climate change can negatively affect me”	0.841***	0.741	0.896
	PV2	“I will experience the negative effects of climate change in my lifetime”	0.869***		
	PV3	“I am vulnerable to the negative effects of climate change”	0.873***		
	PV4	“My chances of being affected negatively by climate change are high” (d)	-		
Attitude Toward Green Purchase (ATT)	ATT1	“By buying green products, I am contributing to society for the present and future”	0.908***	0.884	0.958
	ATT2	“When buying green products instead of non-green products, I am acting morally”	0.971***		
	ATT3	“By buying green products, I am contributing to new businesses that focus on those products”	0.940***		

Construct	Code	Item	Loading	AVE	CR
Green Trust (GTR)	GTR1	“The green product’s environmental reputation is generally reliable”	0.821***	0.742	0.920
	GTR2	“Environmental performance of the green product is generally dependable”	0.868***		
	GTR3	“The green product’s environmental claims are generally trustworthy”	0.882***		
	GTR4	“The Green Product’s environmental concern meets your expectations”	0.874***		
	GTR5	“The green product keeps promises and commitments for environmental protection” (d)	-		
Green Purchase Behavior (GP)	GP1	“I choose sellers who are committed to the environment”	0.888***	0.793	0.920
	GP2	“I choose sellers who actively uphold their social and environmental responsibilities”	0.943***		
	GP3	“I have switched my purchasing habits on certain products for ecological reasons”	0.836***		
	GP4	“When comparing products, I choose the one that is less harmful to other people and the environment” (d)	-		

Notes: (d) indicates that measures fail the validity and reliability tests; *** indicates significance at $p < 0.001$.