

IMPACT OF PERCEPTION ON GREEN PURCHASE INTENTIONS AND BEHAVIOR OF VIETNAMESE CONSUMERS

Nong Thi Nhu Mai^{1*}

¹ University of Finance - Marketing, Vietnam

* Corresponding author: Email: ntnmai@ufm.edu.vn

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Appendix 1. Measurement scale

Variables	Code	Items	References
Perception of environmental (PE)	PE1	The environment is seriously polluted	Ellen et al. (1997); Maichum et al. (2017)
	PE2	The problem of environmental pollution is worrying	
	PE3	Green purchase will improve the environment	
	PE4	You know how to protect the environment	
	PE5	You know how to minimize ecological harm	
Perception of effectiveness (PBE)	PBE1	Purchasing green products has a positive impact on the environment	Manzo & Weinstein (1987); Connell (2010); Gleim et al. (2013)
	PBE2	Purchasing green products is meaningful to your family and society	
	PBE3	Using green products will improve the quality of the living environment	
	PBE4	Purchasing green products will encourage family and friends to get involved too	
	PBE5	Purchasing green products from the whole community will bring more benefits	
Perception of health (PH)	PH2	Using green products will help avoid disease-causing agents	Testa et al. (2019)
	PH3	Using green products will prolong life	
	PH4	Using green products will improve the quality of life	
	PH5	Green products help improve mental health and reduce stress	
Perception of price (PPP)	PPP1	Green product prices are listed publicly and clearly	Connell (2010); Gleim et al. (2013)
	PPP2	Green product prices are higher than conventional products	
	PPP3	Price of green products matches the quality	

Variables	Code	Items	References
	PPP4	Price of green products is consistent with the benefits it brings	
	PPP5	Price of green products is acceptable	
Perception of behavior control (PBC)	PBC1	I have enough financial capability to buy green products	Wang et al. (2014); Testa et al. (2019)
	PBC2	Purchasing green products is completely under your control	
	PBC3	Purchasing green products is entirely your decision	
	PBC4	Purchasing green products is very easy	
	PBC5	You can buy green products if you want	
Green purchase intention (GPI)	GPI1	You will buy green products in the near future	Kumar et al. (2017); Maichum et al. (2017); Butt (2017)
	GPI2	You will pay more for green products	
	GPI3	You will consider buying green products to reduce environmental pollution	
	GPI4	You want to buy green products to protect your health	
Green purchase behaviour (GPB)	GPB1	Regular purchase products is considered environmentally safe	
	GPB2	You often choose to purchase green products when compared to conventional products	
	GPB3	You buy green products even if they are more expensive than conventional products	
	GPB4	You buy green products instead of conventional products if the quality is equivalent	
	GPB5	You pay attention to green products when shopping	

Appendix 2. Survey sample statistics

Criteria	Characteristics	Frequency	Weight (%)
Gender	Male	134	63.9
	Female	237	36.1
Location	North	58	15.6
	Central region	100	27.0
	Southern	213	57.4
Education	High-school	8	2.2
	Graduate	259	69.8
	Postgraduate	104	28.0
Occupation	Student	58	15.6
	Employee	6	1.6
	Housewife	131	35.3
	Manager	59	15.9
	Other jobs	117	31.5
Income	Under 10 million	95	25.6
	From 10 - 30 million	217	58.5
	Over 30 million	59	15.9
Age	Under 25 years old	165	44.5
	From 25 to 50 years old	186	50.1
	Over 50 years old	20	5.4
Total		371	100

Appendix 3. Fornell-Larcker Criterion Discriminant Values

	GPB	GPI	PBC	PBE	PE	PH	PPP
GPB	0.765						
GPI	0.584	0.767					
PBC	0.583	0.375	0.783				
PBE	-0.001	0.095	0.013	0.750			
PE	0.597	0.422	0.466	0.017	0.782		
PH	0.575	0.340	0.360	-0.023	0.436	0.793	
PPP	-0.608	-0.408	-0.527	0.032	-0.515	-0.422	0.778

Appendix 4. Discrimination value of HTMT

	GPB	GPI	PBC	PBE	PE	PH	PPP
GPB							
GPI	0.732						
PBC	0.690	0.459					
PBE	0.106	0.116	0.070				
PE	0.711	0.526	0.541	0.075			
PH	0.702	0.426	0.427	0.058	0.515		
PPP	0.718	0.493	0.598	0.130	0.567	0.496	

Appendix 5. Multicollinearity test results

	GPB	GPI	PBC	PBE	PE	PH	PPP
GPB							
GPI	1.280						
PBC	1.343	1.510					
PBE		1.004					
PE	1.404	1.562					
PH		1.339					
PPP		1.657					

Appendix 6. Explanation level of independent variable for dependent variable

	R Square	Adjusted R Square
GPB	0.563	0.560
GPI	0.265	0.255

Appendix 7. Results of assessing the level of influence

	GPB	GPI	PBC	PBE	PE	PH	PPP
GPB							
GPI	0.201						
PBC	0.166	0.022					
PBE		0.018					
PE	0.157	0.043					
PH		0.021					
PPP		0.031					