THE ROLE OF GREEN BRAND TRUST, AWARENESS, AND PREFERENCE IN THE RELATIONSHIP BETWEEN GREEN MARKETING AND GREEN BRAND LOYALTY: THE CASE OF MOBILE PHONE BRANDS

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Appendix 1. Original scale

Observed variables	Original scale	Source
Green Marketing		
GM1	Believe that businesses use environmentally friendly packaging	Simanjuntak et al. (2023)
GM2	Believe that businesses recycle, reuse, and recreate product packaging materials	
GM3	Believe that businesses conduct product promotions that explain the positive impact they will have on the environment	
Green Brand Trust		
GBT1	I feel that this brand's environmental commitments are generally reliable	Salehzadeh et al. (2021)
GBT2	I feel that this brand's environmental performance is generally dependable	
GBT3	This brand's environmental concerns meet my expectation	
GBT4	This brand keeps promises and commitment for the environment	
Green Brand Awareness		
GBA1	You are aware of the environmental efforts exerted by this brand.	Mourad & Ahmed (2012)
GBA2	You have seen some environmental labels and slogans for this brand.	
GBA3	You recognize the meaning of the environmental slogans and symbols that your brand uses in its marketing campaigns.	
GBA4	You can remember some of the environmental symbols that your brand used in their marketing campaigns.	

Observed variables	Original scale	Source
GBA5	If you notice an environmental label on one brand you will prefer to use it.	
Green Brand Preference		
GBP1	It makes sense to use this brand instead of other brands because of its environmental commitments, even if they are the same.	Mourad & Ahmed (2012)
GBP2	Even if another brand has the same environmental features as this brand, you would prefer to use this brand.	
GBP3	If there is another brand's environmental performance as good as this brand's, you prefer to use this brand.	
GBP4	If the environmental concern of another brand is not different from that of this brand in any way, it seems smarter to use this brand.	
Green Brand Loyalty		
GBL1	I recommend this brand to others because it is environmentally friendly	Mourad & Ahmed (2012)
GBL2	I will always use this brand because of its concern for the environment	
GBL3	I am willing to pay more than any other brand to benefit from this brand's environmental commitment	

Appendix 2. Descriptive statistics of the official survey sample (n=340)

Criteria		Frequency	Percentage (%)
Gender	Male	135	39.7
	Female	205	60.3
Age	18-25	239	70.3
	25-30	68	20.0
	30-35	33	9.7
Occupation	Student	221	65.0
	Worker	119	35.0
Income	Under 10 million VND/month	208	61.2
	Over 10 million VND/month	132	38.8
Favorite Brand	Apple	183	53.8

Criteria		Frequency	Percentage (%)
	Samsung	108	31.8
	Xiaomi	17	5.0
	Oppo	14	4.1
	Others	18	5.3

Appendix 3. Reliability and convergent validity

Key variables		Outer Loadings	Cronbach's Alpha	CR	AVE
GM	**GM1**	0.799	0.838	0.634	0.711
	GM2	0.816			
	GM3	0.773			
GBT	**GBT1**	0.805	0.872	0.630	0.805
	GBT2	0.773			
	GBT3	0.824			
	GBT4	0.772			
GBA	**GBA1**	0.754	0.878	0.590	0.826
	GBA2	0.784			
	GBA3	0.816			
	GBA4	0.761			
	GBA5	0.723			
GBP	**GBP1**	0.743	0.832	0.554	0.741
	GBP2	0.763			
	GBP3	0.746			
	GBP4	0.725			
GBL	**GBL1**	0.846	0.896	0.741	0.825
	GBL2	0.902			
	GBL3	0.833			

Total Variance Explained

Factor	% of Variance	Cumulative %
1	40.593	40.593

Appendix 4. Discriminant Validity, VIF, and R^2 Summary

Discriminant validity (HTMT)					
	GM	**GBT**	**GBA**	**GBP**	**GBL**
GM					
GBT	0.847				
GBA	0.758	0.839			
GBP	0.575	0.633	0.528		
GBL	0.585	0.755	0.797	0.631	
Variance Inflation Factor (VIF)					
GM		1.000	1.000	1.000	1.868
GBT					2.437
GBP					1.404
GBA					2.032
GBL					
Coefficient of Determination (R^2)					
R^2		0.417	0.339	0.195	0.533
Adjusted R^2		0.416	0.338	0.194	0.531

Appendix 5. Effect Size (f^2)

	GM	**GBT**	**GBA**	**GBP**	**GBL**
GM		0.714	0.513	0.242	0.004
GBT					0.051
GBA					0.191
GBP					0.09
GBL					

Appendix 6. Predictive Relevance Coefficient (Q^2)

Dependent Variable	**Q^2**
GBT	0,330
GBA	0,182
GBP	0,198
GBL	0,409

Appendix 7. Research definitions

Green Marketing

A study by Simanjuntak et al. (2023) defined green marketing as a marketing practice oriented toward environmental friendliness, aiming to minimize the use of raw materials in production processes. These activities are designed not only to generate profit but also to promote sustainable development and reduce negative environmental impacts, primarily by encouraging consumers to purchase green products and services (Simanjuntak et al., 2023). In this study, green marketing refers to environmentally oriented marketing activities that aim to reduce the use of raw materials, support sustainable development, minimize ecological impact, and promote consumer adoption of green products and services.

Green Brand Trust

Green brand trust is defined as the willingness to rely on a product or service based on the expectation that it possesses reliability, benevolence, and competence in delivering environmentally effective outcomes associated with the brand (Salehzadeh et al., 2021). Accordingly, this study conceptualizes green brand trust as consumers' readiness to place confidence in a brand, grounded in their perception of its environmental responsibility, ethical intent, and operational credibility.

Green Brand Awareness

Brand awareness plays a crucial role in shaping consumer perceptions and decisions, particularly in the context of sustainable consumption. In addition, green brand awareness shows the ability to recall and recognize a particular brand through its involvement in or organization of green activities (Mourad & Ahmed, 2012). Based on the synthesis of these concepts, green brand awareness in this study refers to the extent to which consumers can identify and remember a brand based on its visible commitment to environmental initiatives, including the organization, sponsorship, or participation in eco-friendly activities.

Green Brand Preference

Green brand preference is the tendency to favor and choose a green brand over other green brands, even when the products are similar in terms of price, functionality, and availability (Mourad & Ahmed, 2012). A company's demonstration of commitment or concern for the environment can influence the perceived value of its products, leading to greater preference for green brands (Mourad & Ahmed, 2012). Accordingly, green brand preference in this study refers to the tendency of consumers to choose a specific environmentally-friendly brand over its competitors, even when those alternatives are equally priced, functional, and accessible.

Green Brand Loyalty

Green brand loyalty can be defined as the commitment of consumers to repurchase or continue using a green brand, typically expressed through repeated purchases of green products or services, or other proactive behaviors such as word-of-mouth recommendations (Kang & Hur, 2011). In this research, it is conceptualized as consumers' decision to remain loyal to a green

brand, even when alternative options are available, with this loyalty being expressed through actions such as repeat purchasing and recommending the brand to others.