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Article

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*Corresponding author: Xuan Hung Nguyen, School of Trade and International Economics, National Economics University, 207 Giai Phong, Hai Ba Trung, Ha Noi, Vietnam
E-mail: hungnx@neu.edu.vn

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José-Luis Rodríguez-Sánchez, Rey Juan Carlos University: Universidad Rey Juan Carlos, Spain

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MANAGEMENT | RESEARCH ARTICLE

The influence of electronic word of mouth and perceived value on green purchase intention in Vietnam

Xuan Hung Nguyen^{1*}, Thi Tinh Nguyen¹, Thi Hoai Anh Dang¹, Thanh Dat Ngo¹, Thi Men Nguyen¹ and Thi Kim Anh Vu²

Abstract: This study aims to analyze and evaluate the influence of electronic word of mouth (eWOM) and perceived value on green purchase intention in Vietnam, with the belief that it plays an intermediary role. The article uses the linear structural model (SEM) to analyze and test hypotheses by surveying 664 consumers in the big cities of Vietnam. The results have shown that eWOM, perceived value, and trust positively affect green purchase intention, in which case eWOM and perceived value make important contributions to the formation of consumer confidence. These findings help managers step up awareness campaigns, encouraging consumers to share useful eWOM information to improve people's purchase intentions.



Xuan Hung Nguyen

ABOUT THE AUTHORS

Xuan Hung Nguyen is an Associate Professor and Senior lecturer of School of Trade & International Economics, National Economics University, Vietnam. His main research areas include issues related to international economics, foreign economic policy, international supply chain management, issues of sustainable development.

Thi Tinh Nguyen is a bachelor's degree in international economics from School of Trade & International Economics, National Economics University, Vietnam.

Thi Hoai Anh Dang is a bachelor's degree in international economics from School of Trade & International Economics, National Economics University, Vietnam.

Thanh Dat Ngo is a bachelor's degree in international economics from School of Trade & International Economics, National Economics University, Vietnam.

Thi Men Nguyen is a bachelor's degree in international economics from School of Trade & International Economics, National Economics University, Vietnam.

Thi Kim Anh Vu is an Associate Professor, Vice Dean of Faculty of Accounting, Trade Union University, Hanoi, Vietnam.

PUBLIC INTEREST STATEMENT

This research endeavors to scrutinize the interplay of electronic word of mouth (eWOM) and perceived value in shaping green purchase intentions among consumers in Vietnam, with a particular focus on their influence on consumer trust. This study holds significance as it addresses a dearth of empirical investigations concerning the association between eWOM and green consumption intentions within the Vietnamese context. Therefore, the authors seek to enrich the body of knowledge in this field by contributing both theoretically and practically. The outcomes of this study reveal a positively substantial influence of eWOM, perceived value, and trust on green consumption intentions. In doing so, this research augments the understanding of the determinants of green consumption intentions among Vietnamese consumers, with an additional noteworthy contribution being the exploration of the mediating role of trust.

Subjects: Social Psychology; Business, Management and Accounting; Education - Social Sciences

Keywords: perceived value; Electronic Word of Mouth (eWOM); green purchase intention; trust

JEL classification: D12; D19; M39

1. Introduction

Following the industrial revolution, numerous countries experienced extraordinary economic growth on a global scale. Nevertheless, this growth came at the cost of heightened exploitation of the natural world, which, in turn, has been progressively harming the environment and giving rise to a host of worldwide environmental challenges, including global warming and resource depletion. Faced with these perils, nations have started to prioritize environmental protection as an essential component of their economic development. Notably, green purchasing assumes a pivotal role in mitigating adverse environmental consequences.

In the past decade, the Vietnamese government has paid special attention to economic development with consideration to the environment, that is, greening production and greening purchasing. The Government of Vietnam has issued several policies for implementation, including Decision No. 1393/QĐ-TTg of the Prime Minister, published on 25 September 2012, on the National Strategy for Green Growth in the Period 2011–2020; The National Strategy for Green Growth in the Period 2021–2030, Vision 2050, was issued in 2021, and one of the development directions of this strategy is to promote green consumption and shopping. From the consumer's viewpoint, it is evident that the Vietnamese population is displaying growing concern for environmental matters, including the concepts of “green” and “clean.” However, the promotion of green purchasing practices remains somewhat constrained. Furthermore, research in Vietnam concerning green purchasing has indicated that consumer awareness could potentially instigate a substantial shift in purchase intentions, although the specific factors influencing this shift have not yet been thoroughly elucidated. As a result, there is a pressing need to investigate the determinants impacting customer intentions regarding green purchasing.

This article is situated within the context of Vietnam, an emerging economy in Asia that is considered a rapidly growing green market (Willer & Lernoud, 2018). Most of the extant research on green consumption primarily focuses on developed nations, often neglecting the interest in sustainability trends within developing countries (Hamdoun et al., 2016). Developing countries are frequently characterized by lower living standards and high population growth rates (Todaro & Smith, 2015). Nonetheless, Vietnam exhibits significant characteristics that position it as a noteworthy player in the realm of green consumption and warrant consideration. To begin with, the country has sustained a remarkable economic growth rate, exceeding 6% annually for three consecutive decades, making it one of the most dynamic emerging economies in Southeast Asia. This economic vitality enables Vietnam to make substantial investments, including in the realm of green consumption, surpassing many other developing nations in Asia (UNCTAD, 2019). Additionally, Vietnam enjoys political stability and boasts a sizable population of over 99.5 million people, providing the nation with a robust domestic market characterized by a high degree of consumer confidence (World Bank, 2018). The Vietnamese government and various civil society organizations have been actively engaged in elevating awareness of the social and environmental aspects through environmental education and policies. Consequently, there is a noticeable surge in environmental concern among the Vietnamese populace (Nguyen et al., 2017). This growing awareness is translating into an intention to embrace greener consumption practices aimed at minimizing adverse environmental impacts. However, despite the significant potential for green consumption in Vietnam, there remains a scarcity of studies that delve into the determinants of heightened green consumption intentions among the Vietnamese population. Therefore, it is imperative for Vietnam to undertake research into the factors influencing green consumption

intentions, aligning with the global trend where countries are increasingly prioritizing green consumption.

In the present era, the rapid development of technology makes it easy for consumers to access product information through social media channels. This form is also known as electronic word of mouth (eWOM). The consultation and reviews posted online contribute to improving the effectiveness of the purchase decision. Numerous studies suggest that electronic word of mouth (eWOM) is an important factor in promoting green purchase intention (Al-Gasawneh & Al-Adamat, 2020; Rahim et al., 2016). Another factor found in recent international studies on green purchase intention is perceived value. When consumers believe that a product aligns with their environmental expectations, their inclination to make a purchase increases (Chen & Chang, 2012). Moreover, the values they derive from such products contribute to the establishment of trust and significantly bolster purchase intentions. As green purchasing gains momentum as a global trend, the examination of factors driving green purchase intentions holds paramount importance. This investigation not only contributes to the diversification of existing theories but also offers valuable insights for policymakers and businesses seeking to advance eco-conscious consumer behaviors. In this study, the authors concentrate on scrutinizing the impact of two pivotal factors, electronic word of mouth (eWOM) and perceived value, with trust as the mediating factor, on green purchase intentions. The findings are expected to yield practical recommendations in this regard.

Throughout the years, numerous domestic and international research studies have delved into matters concerning green purchase intentions. Each work comes from different approaches, explores different content, and is carried out in places with heterogeneous cultures and customs.

As per the investigation into the factors influencing the development of behavioral intentions conducted by Kamtartin (2012), it was established that beliefs, perceived value, and electronic word of mouth maintain a substantial correlation with behavioral intentions. Discussing the factors that promote the green purchase intention of consumers in Hong Kong, Cheung et al. (2015) showed that green purchase intention is directly influenced by the perceived green value and green trust. Considering the electronic word of mouth factor, Al-Gasawneh and Al-Adamat (2020), based on Hovland's (1948) social communication theory, found that eWOM is an important premise in attracting consumers to buy green products. In the quickly expanding Internet era of today, eWOM is an effective method for consumers to engage in non-commercial advertising, sharing and discussing direct experiences about specific products and brands (Chevalier & Mayzlin, 2006). Media commentary is a powerful communication tool, capable of promoting greater change than conventional approaches (Alsmadi, 2007). Furthermore, eWOM is important when persuading consumers' purchasing decisions regarding green products (Rahim et al., 2016).

In a study conducted in Vietnam by Ho My Dung et al. (2019), they established a connection between green purchase intention and five key factors: environmental awareness, health awareness, effective green purchase behavior, pricing, and mass communication. Surprisingly, their findings indicated that green trust did not exhibit statistical significance. However, subsequent research by Ngo Minh Tam et al. (2021) and Phan Thi An Tinh (2021) corroborated that trust indeed exerts a positive influence on green purchase intention.

In addition to examining the impact of perceived value and eWOM on intention, numerous prior studies have also highlighted the influence of these two factors on consumer trust. Notably, Chen and Chang (2012) as well as Cheung et al. (2015) have demonstrated that consumers' trust in green practices is contingent on their perception of green value. Additionally, Abubakar and Ilkan (2016) has illustrated the vital role of eWOM in establishing trust in destination choices. When investigating the purchase intentions of passengers for low-cost airlines in Vietnam, Do Tam and Duy (2020) contend that brand image acts as an intermediary in the relationship between eWOM and passengers' purchase intentions.

Generally, there is a dearth of research that investigates the interplay between green consumption intention, eWOM, perceived value, and considers trust as an intermediary factor. Furthermore, considering the analysis presented earlier, although eWOM and perceived value play a significant role in fostering green purchase intention, certain previous studies conducted in Vietnam have not provided substantial evidence regarding the significance of eWOM and perceived value in connection with green purchase intentions. Vietnam has not witnessed comprehensive investigations and has not garnered considerable attention in the realm of research activities within this domain. Consequently, the authors recognize this research gap as an area where further exploration can be undertaken and, in doing so, put forth recommendations to bolster green purchase intentions in the context of Vietnam.

The structure of this study encompasses six sections: (i) introduction; (ii) literature review and research model; (iii) research method; (iv) results; (v) discussion; and (vi) implications and limitations.

2. Literature review and research model

2.1. Relevant theories

2.1.1. Theory of Reasoned Action—TRA

The Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975) stands as one of the prominent theories in behavioral intention research, originally conceived by Fishbein in 1967. This theory posits that an individual's intention to engage in a particular behavior is shaped by two key factors: attitudes and subjective norms. In this context, attitudes represent an individual's positive or negative sentiments towards the execution of a specific behavior, while subjective norms pertain to how individuals perceive others' judgments when they engage in that behavior (Fishbein & Ajzen, 1975). As noted by Cheung and Thadani (2012), TRA has frequently been employed in prior studies to examine the connection between electronic Word-of-Mouth (eWOM) and purchase intentions.

2.1.2. Information Adoption Model (IAM)

Many previous studies have applied the TRA theory of Fishbein and Ajzen (1975) together with the Technology Acceptance Model (TAM) of Davis et al. (1989) to explain the effects of receiving information from an individual (Ajzen, 1991; Davis, 1989). However, TAM is a widely accepted theory that mainly focuses on information systems and individual computer use and ignores social processes (Riffai et al., 2012). Therefore, Sussman and Siegal (2003) studied eWOM in a dual theoretical model named the Information Adoption Model (IAM). The IAM model can explain how individuals receive information and thus change their minds on computer-mediated communication platforms. According to Sussman and Siegal (2003), the IAM model suggests that there are two directions for a central and peripheral message that can affect an individual. While central orientation deals with the core content of the message, peripheral orientation deals with issues indirectly related to the content of the message (Cheung et al., 2008). The studies of Cheung et al. (2008) and Shu and Scott (2014) argue that the IAM model is highly appreciated when applied in research papers on eWOM.

2.2. Green purchasing

Since consumers pay more attention to the rise of environmental protection activities and the impact of pollution, consumer environmentalism has become more popular around the world (McIntosh, 1991). Understanding different antecedents of green behaviors is necessary and important theoretically (Thi Tuyet Mai, 2019). Green consumption is a form of consumption that is compatible with the safeguarding of the environment for the present and for future generations (Testa et al., 2021). Consumer habits have changed rapidly in recent decades: consumers are now less likely to make purchasing decisions based on brand loyalty or price and try to select products that align with their values, expressing a preference for more sustainable products from an environmental, ethical, and social point of view (Gilg et al., 2005; Griskevicius et al., 2010). As a result, consumers are more willing to purchase green products that are not harmful to the environment (Chen, 2010).

2.3. Green products

Ottman (1998) defined “green products” as generally non-toxic, made from recycled materials, or packed minimally. Nimse et al. (2007) consider that green products use recyclable materials, minimize waste, reduce water and energy use, minimize packaging, and emit fewer toxins harmful to the environment. In other words, green products refer to products that incorporate recycling strategies, reduce packaging, or use less hazardous materials to reduce their effect on the natural environment. Furthermore, green products are considered products that prevent, reduce, limit, or improve the impact on the water, air, and soil environments and are not harmful or good for public health (Hoang Thi Bao Thoa, 2017). The green products mentioned in this study are those that do not cause harm to the environment and health, reduce the impact on the environment during use (less waste, saving energy), or are recyclable.

2.4. Green purchase intention

Behavioral intention, also known as “intention,” is a measure of a person’s willingness to exert effort to carry out a specific action. Ajzen (1991) suggests that intention is a motivating factor used to motivate an individual to be willing to perform a behavior. Therefore, intention is the most basic predictor of an individual’s behavior. Green purchase intention is derived from consumers’ awareness of environmental protection in order to achieve sustainable development for the economy (Hoang Trong Hung et al., 2018). This study agrees with Nik Abdul Rashid (2009) to define “green purchase intention” as the probability and willingness of a person to give preference to green products over other traditional products in their purchase considerations.

2.5. Electronic word of mouth (eWOM)

Word of mouth, or traditional word of mouth (WOM), has been recognized as one of the most important means of transmitting information since the beginning of human society (Yayli & Bayram, 2012). In 1967, Johan Arndt, a pioneer in the study of word of mouth, stated: “The direct verbal communication between a receiver and a transmitter concerning a brand, product, or service, and the receiver perceives that the sender’s messages are of a non-commercial nature” (Arndt, 1967).

The emergence of Internet-based media has facilitated the development of online WOM—electronic word of mouth (referred to as eWOM) (Chu & Kim, 2011). Thus, eWOM is the WOM referred to in the Internet context (Soares et al., 2012). Hennig-Thurau et al. (2004) define eWOM as any positive or negative statement made by current or previous potential customers about a product or company that is publicly available to a wide range of consumers and organized for reference through the Internet. One of the most comprehensive conceptions of eWOM has been proposed by Litvin et al. (2008), who describe it as all informal communication over the Internet that sends consumers information related to the use or characteristics of goods or services.

In this study, electronic word of mouth (eWOM) is understood as information about products and services, including discussions related to products and services, transmitted to people seeking information about these products and services through various social media channels using the Internet. This study categorizes eWOM into two categories: quantity of eWOM and quality of eWOM. To be more specific, the quantity of eWOM is the number of reviews or comments about a product or service on social media channels using the Internet. The quality of eWOM is the quality of comments and reviews about a product or service on social media channels using the Internet.

2.6. Perceived value

According to Zeithaml (1988), perceived value is defined as a consumer’s overall assessment of the utility of a product or service based on their perception of what is received and what has to be spent. Zeithaml (1988) also argues that perceived value is personal and subjective; consumers perceive them differently depending on their situation, so there will be many ways to separate the perceived value aspect into many different ingredients. Most researchers accept that perceived

value has two influential components, namely “utilitarian value” and “hedonic value” (Gutman, 1982; Rintamäki et al., 2006; Smith & Colgate, 2007). Accordingly, this study defines perceived value as consumers’ evaluation of the value of a product or service and its ability to meet their needs and expectations. This study also argues that perceived value is perceived by consumers through two main aspects: utilitarian value and hedonic value. Utilitarian value is the consumer’s assessment of the benefits and functions of a product or service, including the convenience of use and savings in shipping costs and time. Hedonic value reflects the recreational value (pleasure, relaxation and curiosity, etc.) and the potential emotion of the consumer towards the product or service.

2.7. Trust

Trust is the intention to accept vulnerability based on positive expectations about the behavior or intentions of others. Ganesan (1994) argues that trust is the willingness to depend on another party based on expectations derived from that party’s ability, reliability, and benevolence. It measures consumers’ evaluations of a brand’s environmental commitments, environmental performance, environmental arguments, the extent to which a brand keeps its promises and commitments to the environment, and whether environmental concerns meet their expectations (Rousseau et al., 1998). Referring to Chen (2010), this study defines “trust” as a willingness to depend on a product based on the belief or expectation resulting from its credibility, benevolence, and ability to environmental performance.

2.8. The association of electronic word of mouth and perceived value with trust and green purchase intention

2.8.1. The effect of eWOM on Trust

A study conducted by Al-Debei et al. (2015) found that eWOM effects are positive and do not significantly impact trust. However, Abubakar and Ilkan (2016) found that eWOM had a significant effect on trust. This conclusion is consistent with other studies that have suggested that eWOM has a positive and significant effect on trust (Matute et al., 2016; See-To & Ho, 2014). On that basis, this study proposes the following hypothesis:

H1: eWOM positively affects Trust.

2.8.2. The effect of eWOM on green purchase intention

Electronic media is growing rapidly as a powerful and reliable source of information (Shukla, 2011), eWOM serves as both an information provider and a great deal of influence on purchase online intention (Park & Kim, 2007). For consumers, the Internet is seen as a means of gathering information, which is an important step in their decision process before making a purchase. In Chang’s study (Chang, 2015), viral communication has been shown to have a clear impact on green purchase intention. Charo et al. (2015) suggest that eWOM has a significant impact both directly and indirectly on the intention to purchase. Besides, Rahim et al. (2016), Al-Gasawneh and Al-Adamat (2020) suggest that eWOM has a positive effect on green purchase intention. Thus, this study aims to test the relationship between the eWOM factor and green purchase intention under hypothesis H2.

H2: eWOM positively affects green purchase intention.

2.8.3. The effect of Perceived value on Trust

Perceived value is a significant factor in influencing customer trust (Kim et al., 2008). Previous research suggested that there is a positive relationship between perceived value and customer trust, as a high level of perceived value can increase belief in a product (Eid, 2011; Sirdeshmukh et al., 2002; Sweeney et al., 1999). Besides, Karjaluoto et al. (2012) and Sirdeshmukh et al. (2002)

confirmed that when buyers perceive value in a product, they are more likely to trust the product. Based on that, the research team proposes the following hypothesis:

H3: Perceived value positively affects Trust.

2.8.4. The effect of Perceived value on green purchase intention

Perceived value has been examined in marketing research as an antecedent to purchase intention (Al-Sabbahy et al., 2004; Dodds et al., 1991). Furthermore, the studies of Grisaffe and Kumar (1998), Grewal et al. (1998), and Sweeney and Soutar (2001) also demonstrate that customer perceived value directly affects purchase intention. The greater the perceived product benefits by consumers, the higher the perceived value they assign to the product, leading to an increase in their purchase intention (Zeithaml, 1988). Chen and Chang (2012) argue that perceived value plays an important role in influencing the intention to buy green products. Thus, this study hypothesizes that:

H4: Perceived value positively affects green purchase intention.

2.8.5. The effect of Trust on green purchase intention

Trust is important because it helps consumers overcome perceptions of uncertainty and risk and engage in behaviors associated with trust with products, such as sharing information or making purchases. According to Harris and Goode (2010), consumer purchase intention is affected by trust. Besides, consumer trust can positively impact consumer purchase intention (Grazioli & Jarvenpaa, 2000; Teng & Wang, 2015). As a result, hypothesis H5 will be used in this study to test the relationship between trust and green purchase intention.

H5: Trust positively affects green purchase intention.

2.9. Research model

Based on the analyzed theory and derived from the research models represented by Kamtartin (2012), Chen and Chang (2012), Ilhamalimy and Ali (2021), the research model will be as follows (Figure 1).

3. Research method

3.1. Data collection

The research team used two data sources: primary data and secondary data.

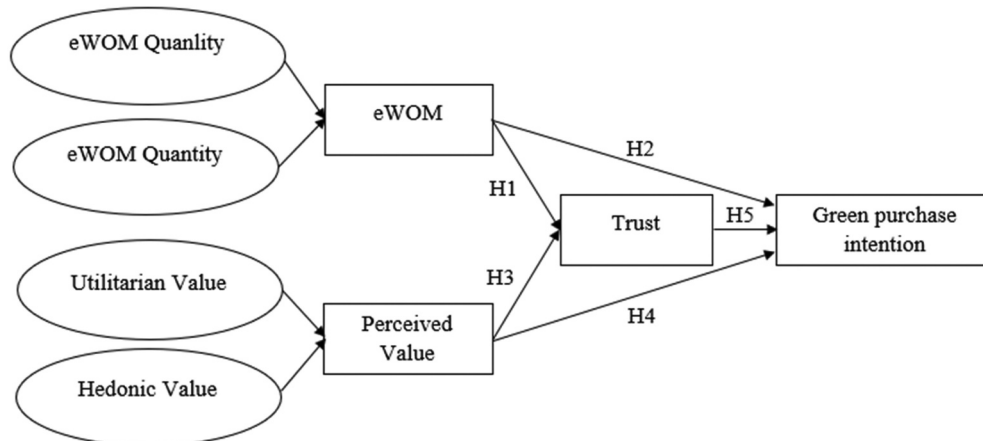
Secondary data is collected mainly from sources such as Google scholar, and previous domestic and foreign studies.

Primary data is collected from consumers through distributing questionnaires online, in addition to combining face-to-face interviews with 10 consumers over 18 years old living in two big cities, Hanoi and Ho Chi Minh.

3.2. Research sample

The research sample is consumers from major cities of Vietnam (Hanoi, Ho Chi Minh City, Hai Phong, Da Nang and Can Tho), focusing mainly on the age group 18–55. Through directly surveying people and distributing online questionnaires on Google Forms, the group collected 690 survey votes after one month. After data screening, 664 forms were valid and used for data analysis and research hypothesis verification.

Figure 1. Proposed model.



The majority of respondents are young people: 65% of respondents are in the 18–25 age group, more than 21.3% of the respondents are in the 25–35 age group, and the rest are between the ages of 35 and 55. Regarding gender classification, the proportion of men and women participating in the study was approximately the same (44.3% – 55.7%). The level of the research sample is quite good, with the university degree accounting for 73,6%, the graduate-level accounting for 14,5%, and the rest being intermediate-college degrees or below.

3.3. Data analysis

Following the construction of the model and scale, the study employed in-depth online interviews as a qualitative research method to assess the appropriateness of factors and scales. Subsequently, the scale was refined based on insights gathered, leading to an official survey conducted through survey questionnaires to collect data pertaining to the variables in the research model.

The model used is a multivariable linear regression with one intermediate variable, we used SPSS 26.0 and Amos 24.0 software to process the collected data. After descriptive statistics, we tested the reliability of the scale by Cronbach's Alpha coefficient. We used exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to test how well the measured variables represent the number of constructs. Finally, the structural equation modeling (SEM) was assessed to test the research hypotheses and the suitability of the model.

The responses to the scale items were measured on a 5 point Likert scale anchored between (1) "Strongly Disagree" and (5) "Strongly Agree".

4. Results

4.1. An overview of the green purchase situation in Vietnam

A number of state policies are implemented to promote green purchasing through programs like energy labeling, eco-labels, green labels, promoting green public procurement, and continuing to effectively apply economic tools to regulate purchase behavior. However, the implementation of regulations for green public procurement is only at the pilot level and focuses on the procurement of a few products such as lighting equipment, electrical and electronic equipment, etc. Besides, for the purpose of the economical and efficient use of natural resources and environmental protection, the green product certification mechanism is considered an incentive to encourage businesses to reduce emissions at the source. This will also help improve consumer awareness when choosing to buy products. So far, 17 sets of Green Label criteria have been developed and published by the Ministry of Natural Resources and Environment. At the same time, there were

four groups of equipment with mandatory energy labeling, including household appliances, office and commercial equipment, industrial equipment, and transportation vehicles.

From a consumer perspective, it can be seen that Vietnamese consumers are increasingly concerned about the environment and value environmentally friendly buying behaviors. According to the survey results of Nielsen Vietnam Company, Vietnamese consumers are increasingly interested in “green” and “clean” issues and are willing to pay more. Specifically, up to 80% of consumers are concerned about the long-term harm of artificial ingredients, and 79% are willing to pay extra to buy products that do not contain unwanted ingredients (Anh, 2021). In addition, Vietnamese consumers are also increasingly interested in health, details are summarized in Table 1. Given the uncertain COVID-19 situation in Vietnam, in the fourth quarter of 2021, health and safety remain the biggest concerns among Vietnamese households (Kantar, 2022).

Table 1. Health concerns of Vietnamese consumers

	IV/2013	IV/2016	IV/2017	IV/2018	IV/2019	IV/2020	IV/2021
Health ranking in consumer interest factors	Sixth	Second	Second	First	First	First	First
The percentage of consumers who consider this to be their biggest concern (%)	21	42	40	43	45	58	43

(Source: Nielsen Vietnam Consumer Confidence Index Report & FMCG Monitor Full Year 2021)

4.1.1. The purchase of some popular green products: clean food, energy-saving products

During the current COVID-19 pandemic, people’s awareness of improving their health is increasing, and they are also more interested in green and clean food. “Vietnam Insight Ebook 2021” (Kantar World Panel) reports that 79% of Vietnamese consumers are willing to pay higher prices for healthy foods. There is a rise in the purchase of green and clean food, especially in two big cities, Hanoi and Ho Chi Minh City, where the demand for Vietnamese food at convenience stores and supermarket chains exceeds supply. Many clean food chain stores have appeared, such as Sea Wolf, VietnamGreenFood, V-Organic, etc., to meet the needs of people to buy clean, safe, and clear food. Besides, the popularity of organic foods has also increased significantly. According to Google’s “Vietnam: Top Searches of 2020” report, online searches for “organic food” increased 30% year-on-year in 2019.

In addition, Vietnamese people these days tend to buy energy-saving household products. In the past, when deciding to buy products, consumers were often only interested in their prices, designs, and quality, but now they are more interested in technical parameters, especially energy consumption. This is because this significantly saves electricity consumption in the family. As a result, the sales volume in 2020 of household appliances with energy labels such as refrigerators, fans, air conditioners, etc. accounted for more than 90% of the total number of household products sold on the market (Doan Tam, 2021).

4.2. Research results

4.2.1. Test the reliability of the scale Cronbach’s Alpha

Based on Table 2, the results of Cronbach’s Alpha test for each group of factors show that the scales are suitable. Accordingly, there are 26 officially observed variables in 6 groups of factors used in the research model.

Table 2. Cronbach's alpha test results for observed variables

The scale	Sign	The number of observable variable	Cronbach's Alpha
eWOM Quality	CL	4	0.817
eWOM Quantity	SL	3	0.720
Utilitarian Value	UV	5	0.804
Hedonic Value	HV	4	0.873
Trust	TRUTH	5	0.802
Purchase Intention	PI	5	0.830

4.2.2. The results of exploratory factor analysis (EFA)

The results of EFA factor analysis showed that there were only 6 eigenvalues > 1, so only 6-factor groups were formed, completely matching the original model of 6-factor groups. The Eigenvalues are all greater than 1, and the cumulative explained variation is 51.642%, indicating that the 6 factors mentioned above explain 51.642% of the variation of the 26 observed variables. Thus, after checking the reliability and validity, all the selected scales have been re-tested to ensure the required value and reliability so that they can be used in the next analysis.

4.2.3. Confirmatory factor analysis (CFA) results

The results of CFA analysis show that the normalized regression weights of all variables are greater than 0.5, meaning the model achieves the convergent value, the common criteria used to evaluate the model's compatibility with the data. Market news, including: Chi-square/df, GFI, CFI, TLI, RMSEA, and Pclose, is recorded in Table 3.

Table 3. The results of CFA analysis

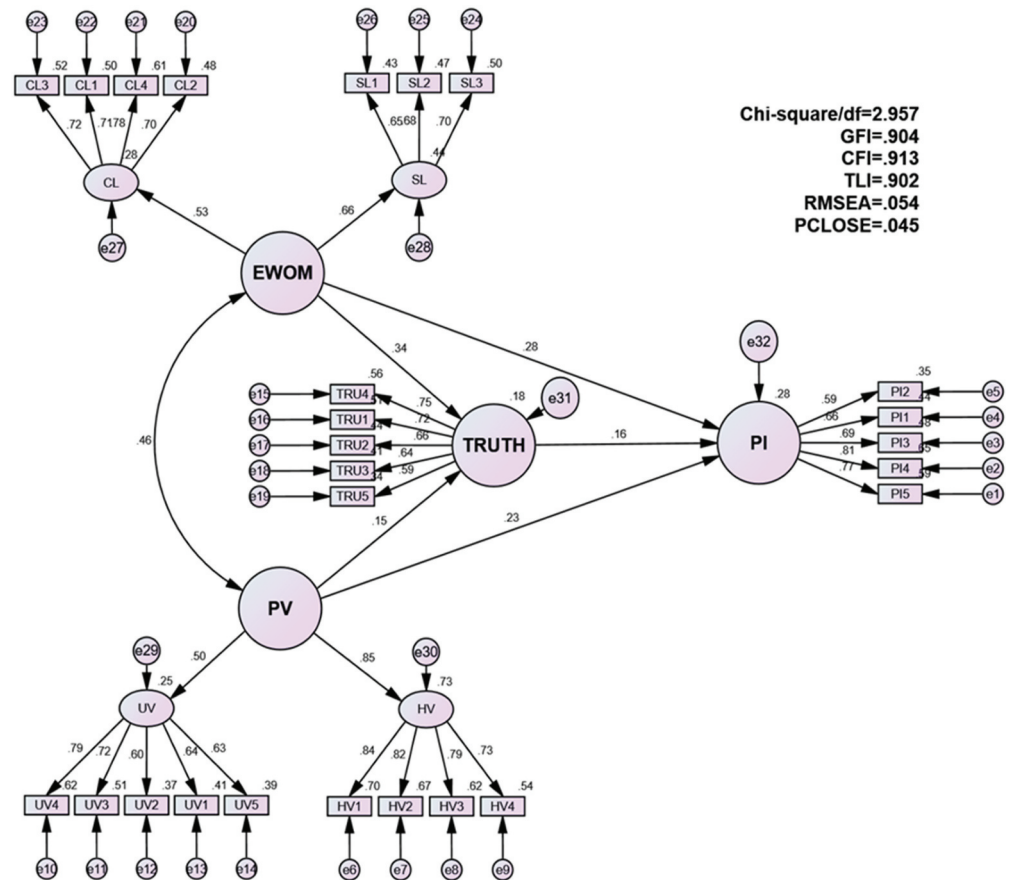
Index	Value	Result
CMIN	826.371	-
df	284	-
CMIN/df	2.910	Good
GFI	0.907	Very good
CFI	0.916	Very good
TLI	0.904	Very good
RMSEA	0.054	Good
Pclose	0.077	Good

From the obtained indicators, it can be seen that in the CFA test, all the criteria are satisfied at a good or very good level. This proves that the model scale is completely suitable and suitable for environmental data.

4.2.4. Structural model analysis (SEM)

Upon conducting SEM structural model analysis, the research team observed that the index values of CMIN/df = 2.957 (less than 3), GFI = 0.904, TLI = 0.902, and CFI = 0.913, with all coefficients exceeding 0.9, and RMSEA = 0.054 (less than 0.06). Therefore, these metrics were deemed to be at acceptable to good levels. Following the evaluation criteria of Hu and Bentler (1999), it was determined that the model is entirely consistent with the research data. The summary of the model results is presented in Figure 2.

Figure 2. Linear structural analysis (SEM).



Observing the analysis results of the linear structural model (Table 4), it can be seen that all five hypotheses proposed by the research team are supported ($P < 0.5$), showing that the proposed model has achieved good efficiency in explaining the relationship between variables.

5. Discussion

The findings of the research reveal that green purchase intention is impacted by the three components of the research model: Electronic Word of Mouth (eWOM), Perceived Value, and Trust. As individuals become cognizant of the benefits associated with green purchasing and receive information through various channels such as newspapers and social media, they gradually cultivate trust in green products, subsequently influencing their intention to make green purchases.

Specifically, eWOM is the factor that has the strongest and positive influence on green purchase intention ($\beta = 0.284$). This result is consistent with the study of Chang (2015); Rahim et al. (2016); Al-Gasawneh and Al-Adamat (2020) argue that eWOM has a positive effect on green purchase intention. eWOM is accessible to all consumers, enabling them to share their product and service encounters with individuals from various social and geographical backgrounds (Hwang & Zhang, 2018). Consequently, eWOM is widely acknowledged as a reliable and influential source of information (Septiari, 2018). When consumers receive a lot of useful information about a product, their purchase intentions will be formed because they know the product's information and characteristics. Rahim et al. (2016) have shown that eWOM is important when persuading consumers' purchasing decisions regarding green products. Besides, perceived value also has a positive effect on green purchase intention ($\beta = 0.230$). This result is similar to that of the study by Chen and Chang (2012), consumers with high perceived value will have more green purchase intention. Kim

Table 4. Summary of the results of testing the research hypotheses

Hypothesis	Content	P-value	Result	Standardized regression coefficients
H1	eWOM positively affects trust	0.000	Accept	0.336
H2	eWOM positively affects green purchase intention	0.002	Accept	0.284
H3	Perceived value positively affects trust	0.038	Accept	0.149
H4	Perceived value positively affects green purchase intention	0.000	Accept	0.230
H5	Trust positively affects green purchase intention	0.003	Accept	0.163

(Source: Synthesized research team)

et al. (2008) and Hsu and Lin (2016) argue that perceived value is considered an important prerequisite for determining consumer intention. This is because if the consumers feel interested in the product and it is of good quality and fulfills their needs, there is a high chance that they will intend to purchase it. Wang et al. (2018, b) also confirmed that consumers tend to make choices that are consistent with their personal and emotional goals. Trust is also shown to be a factor that has a positive influence on green purchase intention ($\beta = 0.163$), consistent with the study of Grazioli and Jarvenpaa (2000) and Teng and Wang (2015). Indeed, when consumers believe that green purchasing brings many benefits to them and the environment, their intentions take shape accordingly. If they are skeptical and have no confidence in these benefits, they will have little or no intention of green purchasing anymore. Research results also show that electronic word of mouth and perceived value have a positive effect on trust. This result is consistent with previous studies, which suggested that trust is positively influenced by electronic word of mouth (Matute et al., 2016; See-To & Ho, 2014) and perceived value (Eid, 2011; Karjaluoto et al., 2012; Sirdeshmukh et al., 2002; Sweeney et al., 1999). If consumers get more information about the product shared by other consumers, they will better understand the product and put more trust in it. This is consistent with the findings of Chan and Ngai (2011), when potential consumers perceive that there is a large amount of positive eWOM about a product, they will develop a positive expectation about the quality of the product, which will make them feel confident to buy that product. Additionally, when buyers perceive value in a product, they are more likely to trust the product. Consumers' perceived value determines their beliefs (Chen & Chang, 2012; Chinomona et al., 2013); from there, it forms a basis for consumers to consider green purchase intentions.

In the present landscape, with government agencies and businesses actively implementing incentive initiatives for green procurement, it is no longer essential for individuals to possess inherent concern and awareness regarding environmental issues in order to be informed about green purchasing. The primary driving force behind green purchase intentions lies in the perception that their eco-friendly purchases hold tangible significance and genuinely contribute to environmental conservation. Furthermore, the proliferation of the Internet empowers consumers to access a wealth of information, fostering more objective and accurate insights into the procurement of green products in their daily lives.

6. Implications and limitations

To enhance public awareness of green purchasing and facilitate the advancement of eco-friendly buying practices in Vietnam, the Vietnamese government and businesses should consider implementing the following measures:

6.1. The government

The government should establish and refine a comprehensive and coherent legal framework and policies for green purchasing to incentivize increased adoption of eco-friendly buying practices. These regulations should be unambiguous, precise, and transparent to provide a robust framework that is easily comprehensible and implementable by all citizens. Furthermore, the state should exercise oversight over ministries, departments, sectors, and local authorities to ensure rigorous enforcement of the action plans outlined in national target policies and programs related to green purchasing. This will contribute to achieving the optimal outcomes for the set objectives as planned.

The government should promote widespread propaganda on green purchasing and awareness of environmental protection for people of all ages. Programs on green purchasing should be broadcast on national television channels because this is one of the most effective forms of communication for all people. Regarding the content of propaganda, the state needs to focus on explaining the importance of purchasing green products and emphasizing those behaviors are not only beneficial for other people in the society, beneficial for the environment but also beneficial for themselves (Nguyen et al., 2022). This makes consumers are more likely to engage in green purchase behavior when they are aware of the product's effect on their own health as well as the harm to the environment. For businesses, the state needs to support them in building a brand strategy associated with green development and orientation for businesses to meet environmental protection goals such as reducing emissions, solid waste, clean production, and obtaining environmental certifications such as ISO 14,001 and the eco-label.

Green product prices are often higher than conventional product prices, which have a negative effect on consumer behavior (Kidwell & Jewell, 2003; Sreen et al., 2018). Therefore, the state needs to create conditions for businesses to reduce product prices by issuing preferential tax policies for green manufacturing enterprises, reducing taxes for enterprises importing and exporting friendly products to the environment, supporting investment in technology innovation, and supporting loan interest rates.

6.2. Enterprises

In fact, numerous consumers indeed express a desire to incorporate green products into their lifestyles, yet they often encounter challenges in locating and purchasing such items. As a result, businesses should actively promote information about green products through popular social networking platforms like Zalo, Facebook, and various online shopping websites, making them easily accessible to the public. Moreover, it's worth noting that green products are predominantly concentrated within commercial centers and major urban areas, thus not effectively reaching a broader consumer base. The primary reason for this limitation stems from the relatively high transportation costs, which can eat into businesses' profits. Therefore, optimizing the distribution channels for these products will facilitate broader consumer access and simultaneously boost revenues for businesses.

Businesses pay more attention to environmentally friendly production, such as producing recyclable items, using green energy to produce, and designing products from recycled materials to reduce waste. By means of trade promotion measures such as exhibitions, exhibitions, displays, and the introduction of green products, businesses can get closer to consumers and create impressions of green products in their minds. The message sent to consumers emphasizes the importance of green purchasing in protecting their health and the environment.

6.3. Consumers

Currently, there is a lot of information about the product posted on social media sites such as Facebook, Zalo, etc., but some of this information has not been verified, and this can make it difficult for consumers to find the product selection. Therefore, consumers should update official information about products through reputable e-commerce sites, official websites of companies and agents, as well as information on official television stations in Vietnam. In addition, consumers should switch to buying green products instead of everyday products more often to protect the environment and the health of themselves and their families.

7. Limitations

Despite its numerous contributions, this study is not without its limitations, which necessitate further investigation.

The research primarily focused on green consumer intention rather than their actual purchasing decisions. While examining intention provides valuable insights into future consumer behaviors, there remains the potential for bias in predictions due to the gap between intention and real behavior. Additionally, the research model does not incorporate the influence of a consumer's financial situation, a crucial determinant of green purchase intention. Future research should consider expanding the sample size, exploring new contributing factors, delving into the sequence of post-purchase behaviors, identifying pivotal factors that bridge the gap between intention and actual behavior, and discerning the obstacles that hinder the transition from purchase intention to tangible behavior.

In addition, although Vietnam shares common characteristics with other developing countries in Asia (mainly in the low-middle income group with high economic growth and large populations), the results obtained in this single context are unlikely to generalize exactly to all developing countries. We strongly recommend future studies expand this topic to other Asian regions with different cultural characteristics by including countries with comparable economies like the Philippines and Bangladesh or that outperform Vietnam like Thailand and Malaysia.

Author details

Xuan Hung Nguyen¹
 E-mail: hungnx@neu.edu.vn
 ORCID ID: <http://orcid.org/0000-0001-5673-2962>
 Thi Tinh Nguyen¹
 Thi Hoai Anh Dang¹
 Thanh Dat Ngo¹
 Thi Men Nguyen¹
 Thi Kim Anh Vu²

¹ School of Trade and International Economics, National Economics University, Ha Noi, Vietnam.

² Faculty of Accounting, Trade Union University, Ha Noi, Vietnam.

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