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FACTORS AFFECT TO PURCHASE INTENTION OF GREEN PRODUCT OF PEOPLE IN THAI NGUYEN CITY

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ABSTRACT

This study examines the factors influencing green product purchase intention among residents of Thai Nguyen City. The research was conducted in two stages, including a preliminary qualitative phase and a formal quantitative survey. Using a convenience sampling method, 246 valid questionnaires were collected. Cronbach's Alpha was applied to assess the reliability of the measurement scales, while Exploratory Factor Analysis (EFA) was employed to identify underlying factor structures and serve as a basis for linear regression analysis. The results reveal that five factors have a positive and statistically significant impact on green purchase intention: environmental awareness, health awareness, green product knowledge, price perception, and mass media influence. Among these factors, health awareness was found to have the strongest effect on consumers' intention to purchase green products. Based on these findings, the study proposes several policy and managerial implications aimed at promoting green consumption and enhancing the development of a sustainable market in Thai Nguyen City.

KEYWORDS: Intention, Green Product, Thai Nguyen City.

1. INTRODUCTION

In recent decades, environmental degradation, climate change, and the depletion of natural resources have emerged as critical global challenges, placing increasing pressure on both governments and individuals to adopt more sustainable patterns of consumption. Within this context, green products—defined as products that minimize negative environmental impacts throughout their life cycle—have attracted growing attention from scholars and policymakers as an important pathway toward sustainable development. Understanding the factors that shape consumers' intentions to purchase green products is therefore essential for promoting environmentally responsible consumption and for designing effective public policies and marketing strategies.

In Vietnam, rapid urbanization and economic growth have significantly improved living standards, but they have also intensified environmental and public health concerns, particularly in urban areas. Thai Nguyen City, a dynamic and fast-growing urban center in northern Vietnam, faces increasing challenges related to pollution, waste management, and resource use. These challenges make it a relevant and meaningful context in which to examine consumer responses to green products and to explore how awareness, knowledge, and external influences shape purchasing intentions at the local level.

Drawing on established behavioral theories and the green consumption literature, this study investigates the key determinants of green purchase intention among residents of Thai Nguyen City. Specifically, the research focuses on five core factors: environmental awareness, health awareness, green product knowledge, price perception, and mass media influence. By empirically examining the relationships between these five factors and green purchase intention, this study aims to contribute to the growing body of literature on sustainable consumer behavior in emerging urban contexts. The findings are expected to provide practical implications for policymakers, businesses, and social organizations in designing targeted communication strategies and policy interventions to promote green consumption and support the development of a more sustainable local market in Thai Nguyen City.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

In the field of natural sciences, green consumption is considered to be associated with scientific indicators such as energy use and carbon emissions

(Alfredsson, 2004). Meanwhile, Harrison et al., (2005) argue that green consumption not only involves consuming less but also consuming more efficiently. The effectiveness of green consumption is reflected in purchasing behaviors that favor environmentally friendly products and those that provide benefits to the environment.

A green consumer is defined as an environmentally conscious individual who considers the environmental consequences of personal consumption (Webster, 1975). From another perspective, a green consumer can be understood as someone who attempts to use their purchasing power to bring about environmental improvement (Follows & Jobber, 2000).

A green product is one that does not pollute the Earth or harm natural resources and can be conserved or recycled (Shamdasani et al., 1993). Green products, also referred to as environmentally sustainable products, are those that reduce negative impacts on the environment (Cooper, 2000).

Purchase intention is regarded as a form of behavioral intention, meaning that human actions are guided by the consideration of three factors: beliefs about the behavior, beliefs about social norms, and beliefs about perceived behavioral control. The stronger these beliefs, the greater the individual's intention to act (Ajzen, 1991). Accordingly, green purchase intention refers to an individual's willingness and ability to prioritize green products over conventional ones when making purchasing decisions (Rashid, 2009).

2.1. Theory Of Reasoned Action- TRA

The Theory of Reasoned Action (TRA) was developed in 1967 and subsequently revised and extended over time by Ajzen & Fishbein (1975). The attitude component is measured through perceptions of product attributes. Consumers tend to pay attention to attributes that provide the necessary benefits and that differ in their level of importance. If the weights of these attributes are known, it is possible to closely predict consumers' choice outcomes.

The subjective norm component can be measured through individuals who are relevant to the consumer (such as family members, friends, and colleagues) and whether these people approve or disapprove of the consumer's purchasing behavior. The extent to which subjective norms influence consumers' purchasing tendencies depends on: (1) the level of support or opposition toward the consumer's purchase and (2) the consumer's motivation to comply with the expectations of

influential others. The degree of influence exerted by relevant individuals on consumers' behavioral tendencies, as well as the motivation that drives consumers to follow these individuals, are two fundamental factors in evaluating subjective norms. The stronger the closeness between relevant individuals and the consumer, the greater the influence on the consumer's purchase decision. Likewise, the greater the consumer's trust in these individuals, the more strongly their purchasing intentions will be affected.

2.2. Theory Of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991), which was developed from the Theory of Reasoned Action (Ajzen & Fishbein, 1975), assumes that a behavior can be predicted or explained by the behavioral intention to perform that behavior. Behavioral intention refers to the degree of effort that individuals are willing to exert in order to carry out the behavior (Ajzen, 1991). First, attitudes are conceptualized as positive or negative evaluations of performing the behavior. The second factor is social influence, which refers to the perceived social pressure to perform or not perform the behavior. Finally, the Theory of Planned Behavior was established by Ajzen through the addition of the construct of perceived behavioral control to the TRA model.

2.3. The Influence of Environmental Awareness on Green Product Purchase Intention.

Consumers who possess environmental awareness understand the effectiveness of their actions in addressing environmental pollution and recognize their responsibility toward the future of humanity in the use of natural resources (Boztepe, 2012). In other words, when individuals are knowledgeable about and clearly perceive the future environmental problems caused by their own consumption behaviors, their consumption intentions tend to change accordingly (Kollmuss & Agyeman, 2002).

Asgarnezhad Nouri Bagher *et al.* (2018) examined the determinants of purchase intention for organic food products, including attitudes, subjective norms, perceived behavioral control, moral orientation, knowledge of organic food, healthy lifestyle, health consciousness, and environmental concern. Using Structural Equation Modeling (SEM) and LISREL software, the results indicated that moral orientation, knowledge of organic food, attitudes toward organic food products, environmental concern, subjective norms, healthy lifestyle, health consciousness, and

perceived behavioral control, respectively, exerted the strongest influence on organic food purchase intention.

Maichum & Parichatnon (2017) investigated the factors influencing green product purchase intention among young Thai consumers aged 18 to 29 using the Structural Equation Modeling (SEM) approach. The findings revealed that environmental awareness, environmental knowledge, and attitudes toward the environment had a positive and statistically significant effect on green purchase intention.

H1: Environmental awareness has a positive effect on green product purchase intention.

The Influence of Health Awareness on Green Product Purchase Intention

Consumers are aware of the importance of healthy diets and lifestyles (Yang *et al.*, 2014). According to Davies *et al.* (1995), the most frequent motivation for purchasing organic food is consumers' perception that organic products are beneficial to their health. Health concern appears to be the most important reason for buying and consuming organic food (Tregear *et al.*, 1994; Padel & Foster, 2005).

Mazar & Zhong (2010) argues that consumers' choices not only reflect preferences for price and quality but also express social and ethical values, as evidenced by the significant growth of the global market for organic and environmentally friendly products.

H2: Health awareness has a positive effect on green product purchase intention

2.5. The Influence of Green Product Knowledge on Green Product Purchase Intention

Green product knowledge is understood as an individual's understanding of factors related to green products (such as packaging, design, physicochemical characteristics, and distribution channels). Consumers who possess product knowledge are able to distinguish green products from conventional ones. Accordingly, awareness and recognition of green products have a positive effect on consumers' green purchase intention (Hessami & Yousefi, 2013).

Grzelak & Maciejczak (2011) conducted a study among students at the University of Florida (United States) and the Warsaw University of Life Sciences – SGGW (Poland). The results indicated that students in the two countries held different perceptions of organic products. In less developed markets (such as Poland), basic product knowledge becomes more important. In contrast, in more developed markets

(such as the United States), consumers already possess basic knowledge – such as product origin or organic labels – and tend to focus more on product attributes, such as taste or variety.

Maichum & Parichatnon (2017) found that environmental awareness and environmental knowledge had a positive and statistically significant effect on green product purchase intention.

H3: Green product knowledge has a positive effect on green product purchase intention

2.6. The Influence of Price Perception on Green Product Purchase Intention

According to Kotler (2011), price is the amount of money that a buyer must pay to obtain a product or service. In purchasing psychology, consumers generally expect to buy products at a low price while maintaining good quality, along with after-sales programs and benefits. Gleim et al., (2013) examined individual-level barriers that influence how

consumers evaluate green products displayed at retail outlets. The study found that the initial price is considered the greatest barrier to the acceptance and use of green products.

H4: Price perception has a positive effect on green product purchase intention.

2.7. The Influence of Mass Media on Green Product Purchase Intention

Mass media is understood as any opportunity for readers, viewers, or listeners to receive a communication message through media channels (Schultz & Lauterborn, 1993). Studies by Feick et al. (2003) and Lu (2014) have acknowledged the strong predictive role of social influence on green purchase intention, particularly in research focusing on young consumers, such as the study by Lee (2008).

H5: Mass media has a positive effect on green product purchase intention.

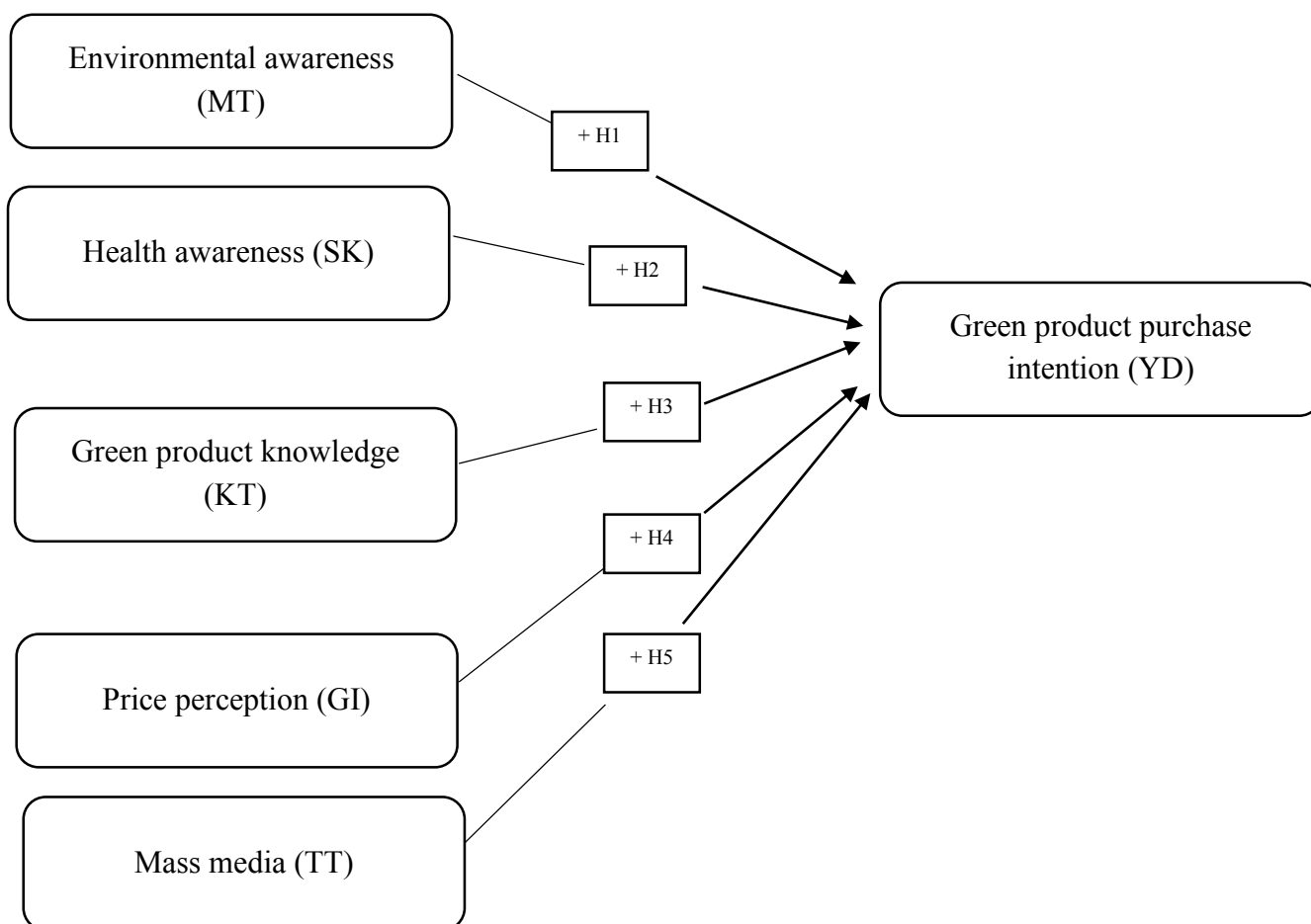


Figure 1: Proposed Model.

The study variables measured using the 5-point Likert scale are shown in Table 1.

Table 1: Variables in the model.

Encode	Item	Source
MT1	I noticed that humans are seriously polluting the environment	Asgarnezhad Nouri Bagher et al (2018); Maichum & Parichatnon (2017)
MT2	I am very concerned about the problem of environmental pollution	
MT3	I watch the news on TV and online newspapers showing interest in environmental protection	
MT4	I often think buying green products will improve the environment	
SK1	I think buying green products will bring health to myself	Mazar & Zhong (2010)
SK2	I think using green products will help me avoid pathogens	
SK3	I think buying green products will extend my lifespan	
SK4	I think buying green products will improve my quality of life	
KT1	I know more about green products than others	Grzelak & Maciejczak, (2011); Maichum & Parichatnon (2017)
KT2	I can identify green products by packaging design	
KT3	I recognize green products by color	
KT4	I know where to sell green products	
KT5	I recognize that green products are biodegradable, friendly, and harmless to the environment	
GI1	I noticed that the price of green products is clearly listed	Gleim et al., (2013)
GI2	I noticed that the price of green products is high because of the high cost of production and business	
GI3	I find that the price of green products is consistent with the quality	
GI4	I accept the price of buying green products at the store	
TT1	I noticed media information about green products on TV, internet, TV game shows, social networks	Feick et al. (2003); Lu (2014); Lee (2008).
TT2	I noticed the communication information about green products through the Vietnamese people using Vietnamese goods program	
TT3	I noticed the media information about green products from universities	
TT4	I noticed that the salesman was enthusiastic about green product information	
TT5	I noticed that there are many promotions and incentives for buyers of green products	
YD1	I expect to buy green products	Maichum & Parichatnon (2017)
YD2	I will pay more for green products because they are good for health and environmental protection	
YD3	I want to buy green products to reduce environmental pollution	
YD4	I will recommend to friends and relatives the positive effects of green products	

3. RESEARCH QUESTIONS

This study aims to find questions for specific questions such as the following:

Firstly, how does environmental awareness affect the intention to purchase green products of people in Thai Nguyen city?

Secondly, how health awareness affects the intention to purchase green products of people in Thai Nguyen city?

Thirdly, how does green product knowledge affect the intention to purchase green products of people in Thai Nguyen city?

Fourth, how does price perception affect people's intention to purchase green products in Thai Nguyen city?

Fifth, how does mass media influence the intention to purchase green products of people in Thai Nguyen city?

4. METHODOLOGY DESIGN

This study was conducted based on a questionnaire system. The questionnaire is designed to find out the attitudes and views of people in Thai Nguyen city towards the intention to purchase green products. The questionnaire is designed to consist of

2 main parts. The first section includes general information about the surveyed subjects. The second part is questions to assess the impact of environmental awareness, health awareness, green product knowledge, price perception, mass media on the intention to buy green products of people in Thai Nguyen city

4.1. Sampling

To determine the sample size, this study inherits the view of Hair et al. (2010). According to Hair et al. (2010), the minimum sample size should be at least 5 times greater than the observed variables. In this study, the authors used 26 observational variables. Therefore, the minimum sample size is 130. The author sampled according to a convenient sampling method for After the survey period, the author obtained 246 votes, which is larger than the minimum sample size, ensuring the representativeness of the sample. In particular, specific information about the survey participants is shown in Figure 1 and Figure 2. In terms of gender, there were 85 people (accounting for 34.6%) for men, 161 for women (accounting for 65.4%). In terms of age, there are 68 people under 30 years old (accounting for 27.6%). There were 122 people

between the ages of 30 and under 45 (accounting for 49.5%). There were 56 people over 45 years old (22.9%).

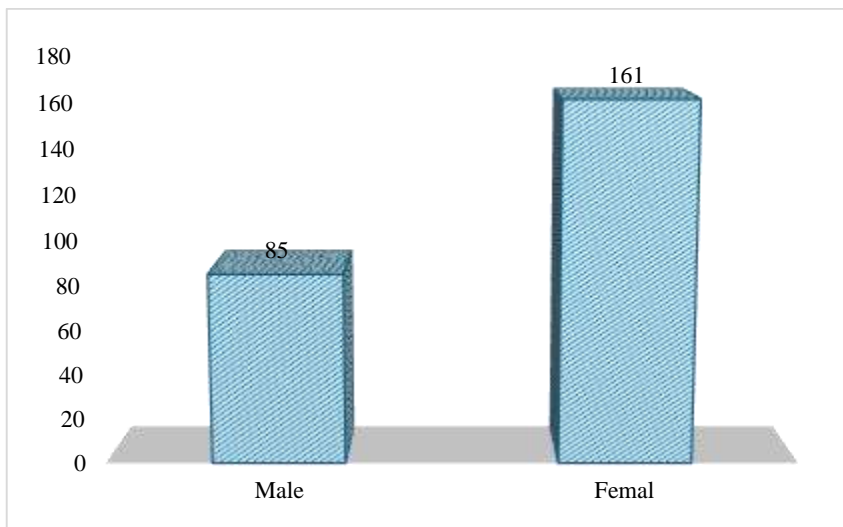


Figure 1: Gender Statistics.

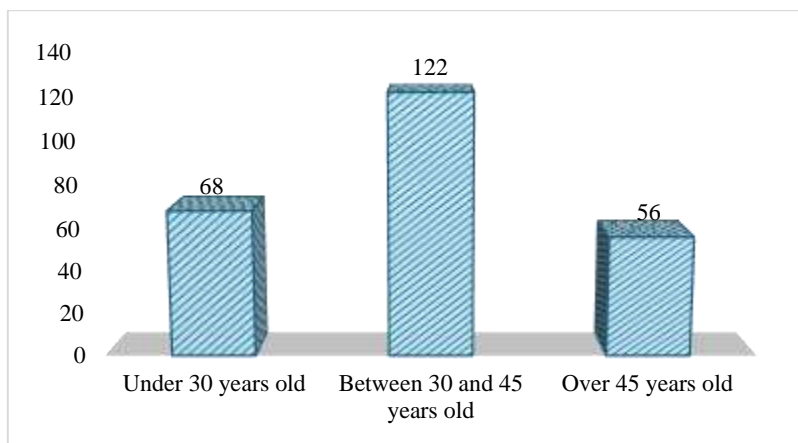


Figure 2: Age Statistics.

4.2. Data Collection and Instruments

The questionnaire was randomly sent to people living in Thai Nguyen city. Random sampling ensures the representativeness of the sample and minimizes selection bias. As a result, the research findings can be generalized to the population with a high level of reliability. However, this method requires a complete sampling frame and may be time-consuming and costly to implement. This study conducted the survey in person and online via email in November and December 2025.

The questionnaire is designed according to strict guidelines for drafting survey questions and is formulated according to standards that comply with the requirements (Schutt, 2012). The questionnaire focuses on people's comments on factors that influence their intention to purchase green products. Measurement factors through the 5-level Likert

measurement: (1) - Strongly disagree; (2) - Disagree; (3) - No opinion; (4) - Agree; (5) - Fully agree

The questionnaires were checked for special defects. This process was carried out outside the study area through a group of people living in Thai Nguyen city with sample standards similar to the study. The answers were tested using the Alpha Chronbach measurement with the aim of improving reliability.

4.3. Data Analysis

The data was carried out through basic analyses such as statistics, Cronbach's alpha reliability assessment, EFA factor analysis and linear regression from data collected through a survey of 246 people living in Thai Nguyen city

5. RESULTS AND DISCUSSION

5.1. Cronbach's Alpha Reliability Assessment

The reliability test results of the scale are shown in Table 2. The reliability of the variables observed on the MT, SK, KT, GI, TT scales all have an Alpha

Cronbach coefficient > 0.6 ; The total variable correlation coefficients of the variables observed in MT, SK, KT, GI, TT > 0.3 . Therefore, these scales are satisfactory for further analysis in the following steps.

Table 2: Quality Test Results of Scales Using the Cronbach Alpha Coefficient.

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Scale Mean if Item Deleted
MT1	87.92	68.948	.344	.791	.879
MT2	87.94	70.242	.223	.797	
MT3	87.87	69.749	.268	.794	
MT4	87.90	69.145	.302	.793	
SK1	87.80	69.518	.294	.793	.872
SK2	87.80	69.711	.277	.794	
SK3	87.80	70.938	.183	.798	
SK4	87.87	69.542	.274	.794	
KT1	88.13	68.024	.365	.790	.896
KT2	88.08	68.414	.351	.790	
KT3	88.07	68.856	.312	.792	
KT4	88.05	67.716	.400	.788	
KT5	88.10	69.349	.333	.791	
GI1	87.86	69.143	.304	.793	.884
GI2	87.88	69.933	.256	.795	
GI3	87.85	69.557	.270	.794	
GI4	87.92	69.019	.313	.792	
TT1	87.88	69.623	.290	.793	.888
TT2	87.91	69.711	.278	.794	
TT3	87.87	68.489	.372	.789	
TT4	87.86	69.458	.306	.792	
TT5	87.90	70.541	.209	.797	
YD1	87.94	68.090	.531	.784	.801
YD2	87.90	67.680	.548	.783	
YD3	87.87	68.900	.503	.786	
YD4	87.91	67.914	.520	.784	

5.2. EFA Factor Analysis

After testing the reliability of the 22 scales, the

study proceeded to conduct an exploratory factor analysis with the 22 scales mentioned above.

Table 3: KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	2910.112
	df	231
	Sig.	.000

The criteria for applying and selecting variables for EFA analysis include: the Bartlett criterion and the KMO coefficient used to assess the suitability of EFA. In Table 3, we have KMO = 0.829 satisfying the condition of $0.5 < \text{KMO} < 1$, indicating that the exploratory factor analysis is appropriate for the actual data. Sig. = 0.000 < 0.05 indicates that the variables are related to each other, so the study can perform EFA. The results from KMO and Sig show that the research data are suitable for EFA. Perform

factor analysis by Principal components with Varimax rotation. The results of Table 4 show that there are 5 factors cited based on the Eigenvalues criterion greater than 1. Thus, these 5 factors best summarize the information of the 22 observed variables included in EFA or can be understood as the 22 initial observed variables grouped into 5 groups. The total variance extracted by these 5 factors is 72.417% $> 50\%$. Thus, the 5 factors cited explained 72.417% of the data variation of the 22 observed

variables involved in EFA.

Table 4: Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.717	16.898	16.898	3.717	16.898	16.898	3.558	16.174	16.174
2	3.477	15.807	32.704	3.477	15.807	32.704	3.475	15.795	31.969
3	3.073	13.968	46.673	3.073	13.968	46.673	3.007	13.666	45.635
4	2.967	13.488	60.161	2.967	13.488	60.161	2.971	13.505	59.140
5	2.696	12.256	72.417	2.696	12.256	72.417	2.921	13.277	72.417
6	.511	2.322	74.739						
7	.489	2.225	76.963						
8	.467	2.123	79.086						
9	.436	1.982	81.068						
10	.409	1.859	82.928						
11	.401	1.821	84.749						
12	.385	1.748	86.497						
13	.373	1.696	88.193						
14	.365	1.659	89.852						
15	.339	1.543	91.394						
16	.327	1.488	92.883						
17	.313	1.425	94.307						
18	.284	1.292	95.600						
19	.271	1.234	96.834						
20	.263	1.197	98.031						
21	.224	1.018	99.048						
22	.209	.952	100.000						

Table 5 presents the matrix of rotated factors as follows:

Table 5: Rotated Component Matrix.

	Component				
	1	2	3	4	5
KT3	.870				
KT4	.843				
KT5	.838				
KT2	.829				
KT1	.824				
TT5		.842			
TT3		.838			
TT1		.830			
TT2		.830			
TT4		.811			
GI4			.870		
GI1			.867		
GI3			.854		
GI2			.848		
MT4				.858	
MT2				.856	
MT1				.855	
MT3				.853	
SK1					.878
SK4					.857
SK3					.842
SK2					.816

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

The results of the group of factors are as follows:

Group 1 consists of variables: KT3 (I recognize green products by color), KT4 (I know where to sell

green products), KT5 (I recognize that green products are biodegradable, friendly, and harmless to the environment), KT2 (I can identify green

products by packaging design), KT1 (I know more about green products than others) (factor load factor from 0.824 to 0.870). This group of factors is called the green product knowledge

Group 2 consists of variables: TT5 (I noticed that there are many promotions and incentives for buyers of green products), TT3 (I noticed the media information about green products from universities), TT1 (I noticed media information about green products on TV, internet, TV game shows, social networks), TT2 (I noticed the communication information about green products through the Vietnamese people using Vietnamese goods program), TT4 (I noticed that the salesman was enthusiastic about green product information) (factor load factor from 0.811 to 0.842). This group of factors is called mass media

Group 3 consists of variables: GI4 (I accept the price of buying green products at the store), GI1 (I noticed that the price of green products is clearly listed), GI3 (I find that the price of green products is consistent with the quality), GI2 (I noticed that the price of green products is high because of the high cost of production and business) (factor load factor from 0.848 to 0.870). This group of factors is called

price perception

Group 4 consists of variables: MT4 (I often think buying green products will improve the environment), MT2 (I am very concerned about the problem of environmental pollution), MT1 (I noticed that humans are seriously polluting the environment), MT3 (I watch the news on TV and online newspapers showing interest in environmental protection) (factor load factor from 0.853 to 0.858). This group of factors is called environmental awareness

Group 5 consists of variables: SK1 (I think buying green products will bring health to myself), SK4 (I think buying green products will improve my quality of life), SK3 (I think buying green products will extend my lifespan), SK2 (I think using green products will help me avoid pathogens) (factor load factor from 0.816 to 0.878). This group of factors is called health awareness

In table 6 of the results of the correlation phenomenon, the sig tested the Pearson correlation between the 5 independent variables MT, SK, KT, GI, TT with the YD dependent variable all less than 0.05. Thus, there is a linear relationship between these independent variables and dependent variables.

Table 6: Correlation Results Between Variables.

		Correlations					
		MT	SK	KT	GI	TT	YD
MT	Pearson Correlation	1	.025	.040	.001	.022	.276**
	Sig. (2-tailed)		.693	.536	.990	.736	.000
	N	246	246	246	246	246	246
SK	Pearson Correlation	.025	1	-.020	.046	-.072	.376**
	Sig. (2-tailed)	.693		.760	.471	.263	.000
	N	246	246	246	246	246	246
KT	Pearson Correlation	.040	-.020	1	.056	.029	.267**
	Sig. (2-tailed)	.536	.760		.379	.648	.000
	N	246	246	246	246	246	246
GI	Pearson Correlation	.001	.046	.056	1	.015	.208**
	Sig. (2-tailed)	.990	.471	.379		.813	.001
	N	246	246	246	246	246	246
TT	Pearson Correlation	.022	-.072	.029	.015	1	.236**
	Sig. (2-tailed)	.736	.263	.648	.813		.000
	N	246	246	246	246	246	246
YD	Pearson Correlation	.276**	.376**	.267**	.208**	.236**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	
	N	246	246	246	246	246	246

** . Correlation is significant at the 0.01 level (2-tailed).

5.3. Linear Regression Models

According to Table 7 data, the value of $R^2 = 0.375$ shows that the regression model explains 37.5% of the change in intention to buy green products of people in Thai Nguyen city through 5 independent variables: environmental awareness, health awareness, consumption knowledge, price

perception and mass media. This reflects that the model has a fairly good level of explanation in the context of social research.

A calibrated R^2 value = 0.362 indicates that the model still maintains its relevance when adjusted for the number of variables, avoiding overestimation due to adding more variables to the model.

The Durbin-Watson index of the research model =

1.867~2, so the model has no autocorrelation

Table 7: Results of Multiple Regression Analysis.

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.612 ^a	.375	.362	.41094	.375	28.765	5	240	.000	1.867

a. Predictors: (Constant), TT, GI, MT, KT, SK
b. Dependent Variable: YD

The results of the inspection of the significance level shown in Table 8 are as follows:

Table 8: ANOVA^a Analysis Results.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.289	5	4.858	28.765	.000 ^b
	Residual	40.530	240	.169		
	Total	64.818	245			

a. Dependent Variable: YD
b. Predictors: (Constant), TT, GI, MT, KT, SK

The value of F = 28.765 with Sig. = 0.000 < 0.05, it can be concluded that the model given is in line with the actual data. In other words, the variables MT, SK, KT, GI, TT have a linear correlation with the YD

variable with 95% reliability. The results of the analysis of the regression coefficients of the model are shown in Table 9.

Table 9: Regression of the Model.

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.204	.284		.716	.474					
	MT	.179	.036	.250	4.900	.000	.276	.302	.250	.997	1.003
	SK	.279	.037	.385	7.502	.000	.376	.436	.383	.991	1.009
	KT	.177	.036	.248	4.838	.000	.267	.298	.247	.994	1.006
	GI	.121	.036	.173	3.376	.001	.208	.213	.172	.994	1.006
	TT	.188	.039	.249	4.856	.000	.236	.299	.248	.993	1.007

a. Dependent Variable: YD

The results show that the variables MT, SK, KT, GI, TT have a Sig. value of < 0.05, so these variables have a significant correlation with YD (intention to buy green products of people in Thai Nguyen city) with 95% reliability. According to Table 9, the independent variables all have VIF < 2 variance magnification factors, without multilinearity. Multiple linear regression analysis to examine the impact of factors on intention to purchase green products of people in Thai Nguyen city. The regression results showed that the variables: environmental awareness, health awareness, green product knowledge, price perception, mass media all had a positive impact on intention to purchase green products of people in Thai Nguyen city. The intention to purchase green products of people in Thai Nguyen city will increase if this factor is met. Therefore, in order to develop intention to purchase green products of people in Thai Nguyen city, these

factors need to be further improved. From the analysis results, the regression equation estimates the factors affecting intention to purchase green products of people in Thai Nguyen city as follows:

$$YD = 0.179 * MT + 0.279 * SK + 0.177 * KT + 0.121 * GI + 0.188 * TT + 0.204 + \epsilon$$

The Beta value indicates the importance of the independent variable to the dependent variable. Table 8 shows the degree of influence between the 5 independent and dependent variables. Among the 5 variables mentioned above, based on the Beta coefficient, the SK (health awareness) variable has the strongest impact on the intention to purchase green products of people in Thai Nguyen city, followed by the MT (environmental awareness), TT (mass media), KT (green product knowledge), and finally GI (price perception) variable

6. CONCLUSION

The results of the study show that the following factors: environmental awareness, health awareness, green product knowledge, price perception, mass media all have a positive impact on intention to buy green products of people in Thai Nguyen city.

Applying the theoretical model to practice, the author proposes some solutions from the research results as follows:

First, it is necessary to raise public awareness of environmental issues. Local authorities should coordinate with social organizations, schools, and businesses to implement communication programs, workshops, seminars, and community campaigns on environmental protection. The content of these initiatives should focus on clarifying the negative impacts of environmental pollution on ecosystems and people's quality of life. In addition, environmental education should be integrated into cultural activities, community meetings, and educational curricula at various levels. When people clearly understand their roles and responsibilities in protecting the environment, they are more likely to prioritize environmentally friendly products in their daily lives.

Second, public awareness of health-related issues needs to be enhanced. Communication efforts should emphasize the link between the consumption of environmentally friendly products and benefits for both individual and community health. Awareness programs can focus on analyzing the harmful effects of products containing toxic chemicals, unsafe food, or non-biodegradable materials on long-term health. Furthermore, scientific and accessible information should be provided about the benefits of organic products, recycled products, and energy-saving products. By improving understanding and fostering proper awareness, people will develop intrinsic motivation to choose green products as a sustainable solution for health protection.

Third, it is necessary to equip people with additional knowledge so that they can correctly identify and purchase green products. A lack of knowledge and skills in recognizing environmentally friendly products can create difficulties in consumer decision-making. Therefore, educational programs on green consumption should be implemented to

help people understand the criteria, eco-labels, quality certifications, and characteristics of environmentally friendly products. Information can be delivered through guidelines, television programs, social media content, or direct consultation at points of sale. In addition, awareness of "greenwashing" should be raised so that consumers can avoid being misled by dishonest marketing strategies. When adequately informed, consumers will feel more confident in their purchasing decisions, thereby contributing to the sustainable development of the green consumer market.

Fourth, preferential pricing policies are needed to encourage people to purchase green products. There should be coordination between the government and businesses in developing price-support policies to improve consumer accessibility. Measures may include tax reductions, subsidies, production cost support for green enterprises, or the implementation of promotional programs and special incentives for environmentally friendly products. Moreover, information about the long-term value of green products—such as energy-saving potential, high durability, and lower long-term usage costs—should be made transparent. When people perceive clear economic benefits, they will be more willing to change their intentions and prioritize greener product choices.

Fifth, mass media should be strengthened to stimulate public demand for green products. The use of both traditional and modern communication channels—such as television, newspapers, social media, and digital platforms—should be intensified to disseminate messages about sustainable consumption. Media content should be designed to be diverse, engaging, and accessible, combining scientific information, real-life stories, and inspirational campaigns. In addition, collaboration with influencers, social organizations, and businesses can help expand the reach of these messages. When communication efforts are implemented in a coordinated and continuous manner, the image and value of green products will gradually become familiar, thereby positively influencing consumers' purchasing intentions.

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