THE AWARENESS OF GREEN MARKETING TOWARD CUSTOMER BUYING BEHAVIOR

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Abstract
This study explores the impact of green marketing on consumer awareness and environmentally conscious purchasing behavior, focusing on five key factors: Attitude Toward Green Purchase, Perceived Value, Environmental Image, Green Word-of-Mouth, and Green Purchase. Using the Structural Equation Modeling (SEM) approach, the study evaluates how these factors influence consumer responses to eco-friendly products. Data were collected through surveys to analyze consumer attitudes and purchasing behavior. The results reveal that Attitude Toward Green Purchase, Perceived Value, Environmental Image and Green Word-of-Mouth significantly shape green purchasing behavior, with GWOM having the most substantial impact. Positive consumer attitudes, perceived value, and strong environmental branding increase green purchase intentions. This research provides a comprehensive framework for understanding the factors driving sustainable consumer behavior, offering valuable insights for both practitioners and academics to enhance green marketing initiatives and validate theoretical models in the Vietnamese market.

Keywords - *green marketing, green purchase, green products, evironment, SEM model.*

1. INTRODUCTION

Green marketing is an important method for raising awareness of environmental conservation. This concept highlights the advantages of environmentally friendly products and services, such as the use of sustainable materials, eco-friendly packaging, and clear communication of product benefits through various channels. (Ismail Adakawa & Ns, 2022) reveal that approximately 73% of global consumers now favor brands committed to sustainable practices, indicating a notable shift toward eco-friendly choices. (Nielson, 2015) also underscored a growing demand for transparency and green product offerings, as consumers increasingly support brands that uphold strong environmental values. Green marketing may help firms fulfill the growing customer demand for green products while also providing a competitive advantage. However, green marketing employs a variety of strategies, including greenwashing, increased production costs, and the need to educate consumers about the product's benefits. Current trends such as circular economy, transparency regulations, and social responsibility are attempting to foster the growth of green marketing. Many well-known businesses, including Patagonia, Tesla, and Unilever, have successfully used this strategy, demonstrating that green marketing is not only environmentally friendly but also economically efficient (Tarnovskaya, 2023).

Although green marketing initiatives are becoming more common, the extent of consumer awareness regarding these efforts and their impact on purchasing behavior remains uncertain ("Sustainability and Consumer Behaviour," 2022). Many companies advertise eco-friendly products and sustainable practices, yet consumer reactions differ widely, with some showing strong interest while others remain indifferent. This variability raises concerns about how effective green marketing campaigns are in influencing consumer buying decisions (Peattie & Crane, 2005). Furthermore, it is essential to investigate whether increased awareness of environmental issues through green marketing leads to a notable shift in consumer preferences toward eco-friendly products, or if other factors like price and convenience take precedence over environmental considerations (Peattie & Crane, 2005). This research aims to fill the gap in understanding how consumer awareness of green marketing relates to their actual buying behavior. Marketing is the process of planning and executing the formation, pricing, promotion, and distribution of ideas, goods, and services to create exchanges to meet the goals of organizations and individuals (Sintani et al., 2023). The

concept of marketing has been updated and is no longer associated with a mere economic process. (Schena et al., 2015). Besides, marketing is also related to the social process, which gives advantages not only to the company but also to consumers and organizations. (Schena et al., 2015). The evolution of society takes place day by day and affects market participants, marketing is changing from time to time, not only bringing value to customer satisfaction but also to environmental heritage, for a sustainable economy.

In this context, the growing concept of green marketing shows the consumer demand for sustainability, including environmentally friendly products (Schena et al., 2015). As consumers become more aware of environmental issues and there is a demand for eco-friendly products, companies must adapt the way they manage their brand value to take advantage of the brand value (Qayyum et al., 2023). Therefore, the value of green brands is attracting the attention of researchers and practitioners (Bris et al., 2021). And researchers have found that green brand value can positively influence consumers in many ways, such as word of mouth (Bekk et al., 2016), attitudes towards brands (Khandelwal et al., 2019), and influence consumers' purchase intent (Górska-Warsewicz et al., 2021). This research paper has filled in some of the gaps in green marketing. In response to the attention to the environment, many companies have begun to focus on product packaging (J. Chen et al., 2018). Consumers will tend to feel responsible for disposing of the waste of carefully packaged products (Y. S. Chen et al., 2017; Muzakki & Rofianto, 2023). Many consumers are skeptical about green campaigns because sellers always exaggerate environmental factors in their products (Yang et al., 2021).

In terms of theoretical contributions, green marketing expands the scope of traditional marketing theories by integrating environmental sustainability into marketing strategies. In addition, green marketing enriches traditional marketing theories by incorporating environmental factors as a core part of business strategies (Eneizan et al., 2019). This is not simply about profit optimization but also focuses on creating sustainable value for society and the environment. For example, businesses pursuing green marketing often prioritize the development of environmentally friendly products, the use of recycled materials, the reduction of emissions, and the optimization of production processes to reduce negative impacts on the ecosystem (Khalil et al., 2024). It challenges and expands existing marketing frameworks by emphasizing the importance of environmentally friendly products, sustainable business practices, and the ethical responsibility of businesses towards the environment (Anastasiadou, 2023). In addition, green marketing challenges existing marketing frameworks by emphasizing the role of corporate social responsibility and ethics. Instead of just aiming at satisfying immediate customer needs, green marketing aims at educating and raising consumer awareness about the importance of choosing sustainable products and services. Thus, it opens up a space for businesses to not only satisfy current tastes but also shape long-term, responsible consumption trends for the future.

From a managerial perspective, green marketing provides practical insights that help businesses enhance their competitive advantage by adopting environmentally sustainable practices. Managers can use green marketing strategies to identify new market opportunities, differentiate their products and build a positive brand reputation among environmentally conscious consumers (Ha, 2021). This contributes to long-term profitability by attracting a growing segment of consumers who prioritize sustainability in their purchasing decisions. Green marketing helps managers identify areas where sustainable practices can reduce costs. For example, eco-efficient production processes, waste reduction, and energy-saving measures can reduce operating costs while improving a company's environmental performance. By adopting these practices, businesses not only enhance their brand image but also improve their bottom line through cost savings (Li et al., 2023).

2. LITERATURE REVIEW

2.1. Prior studies about the awareness of green marketing toward customer buying behavior

Living environments around the world have been getting worse in recent years due to population growth and higher human consumption needs (Halme & Korpela, 2014). Awareness of environmental protection has increased rapidly in recent years. Businesses begin to implement environmental protection concepts in product research and development as well as production and marketing (H. C. Chen & Yang, 2019). Consumers are also increasingly interested and focused on whether products are green and environmentally friendly (H. C. Chen & Yang, 2019). In order to raise awareness, people have been involved in the formation of businesses and corporations to prevent environmental destruction by imposing restrictions on international trade (Barbulescu, 2017). In order to develop long-term sustainability, businesses are encouraged to engage in related and noteworthy activities on the importance of environmentally friendly products and towards responsible consumption (Miranda-Ackerman & Azzaro-Pantel, 2017). Traditional marketing only focuses on consumer requirements but ignores social welfare and environmental issues that affect the development of the concept of green marketing (Abzari et al., 2013).

With the development of society, issues related to the environment have become part of the responsibility and sustainable development of businesses that are aiming to do business (A. B. Carroll, 1999). Environmental entrepreneurship and green marketing are two terms that are becoming increasingly popular and reflect the increasing interest of the public as well as consumers (Majeed et al., 2022). Therefore, initiatives or ideas about products or activities of companies and businesses that are beneficial to the environment lead to an increase in commercial competitiveness (Moravcikova et al., 2017).

The core of green marketing is a sense of social responsibility and with the desire to adjust the next marketing strategies to meet the needs of society and consumers (Majeed et al., 2022). Sustainability decisions lead to the company's long-

term performance in the market (Simão & Lisboa, 2017). Companies must create products that are in line with ecological customer needs, a green marketing plan that includes a change in the relationship between customers and businesses. For the most part, green marketing is seen as a proactive approach as well as a sustainable goal of businesses (Szabo & Webster, 2021). The main goal of green marketing is to gain competitive advantages by offering eco-friendly items and products. Businesses need to know what to do to build a green marketing plan to gain a competitive advantage (Tsai et al., 2020).

Green marketing stimulates green consumer behavior by encouraging consumers to buy and use green products, aiming to reduce environmental pollution emissions (Tsai et al., 2020). Encouraging consumers to buy and use green products to contribute and contribute to protecting the environment and minimizing negative impacts on the environment is an important research topic (Tsai et al., 2020). Thus, businesses have prioritized using green marketing and advertising green products to improve brand recognition to consumers, thereby respecting and influencing consumers' purchase intention (Tsai et al., 2020).

This study defines the perception of green marketing impacting consumers' purchase intent by looking at previous studies. The key to green marketing is mainly to minimize the impact on the environment through business activities through the process of purchasing, producing, and consuming (Dangelico & Vocalelli, 2017). Besides, (Schoell & Guiltinan, 1993) has defined that green marketing is the development and implementation of marketing programs designed to enhance the environmental image of businesses. Green marketing is a new marketing method developed by businesses to meet people's as well as consumers' concerns about the environment (Whan Park et al., 2010).

2.2. Hypothesis

The relationship between attitude toward green purchase and green purchase intention has been tested and proven by several researchers such as Barbu, Joshi,… Attitudes indicate a consumer's positive or negative perception of buying green products (Worakittikul et al., 2024).

According to the Theory of Planned Behavior (TPB), attitudes are a powerful predictor of purposeful conduct, including green shopping. Consumers who have a positive attitude toward green items are more likely to make purchases that reflect their environmental ideals, which refers to consumers' buying decisions regarding environmentally friendly or sustainable products (Joshi & Rahman, 2015a).

Favorable attitudes, driven by both cognitive beliefs (such as environmental knowledge) and affective components (such as feeling good about contributing to sustainability), can strongly predict the likelihood of engaging in green purchasing behaviors (Fontes et al., 2021). This relationship is particularly pronounced when consumers are environmentally conscious, socially influenced, and aware of the impact of their purchase decisions on sustainability.

Hypothesis 1 (H1). *Attitude toward green purchase plays a significant role in influencing green purchase intention*

According to (Martínez-López et al., 2013), when consumers perceive green products as both environmentally beneficial and practically useful, their willingness to purchase these products increases. This factor indicates how consumers view the benefits and costs involved with purchasing environmentally friendly products (Barbu et al., 2022). When they perceive that green products provide significant functional, emotional, social, and environmental benefits—especially when these outweigh the perceived higher cost—consumers are more likely to make environmentally friendly purchase decisions.

Hypothesis 2 (H2). *Perceived value affects green purchases by shaping how consumers evaluate the overall worth of green products.*

Environmental image refers to consumers' perceptions of a brand or product's association with sustainability and eco-friendliness and impacts how consumers view the brand's commitment to environmental responsibility, trustworthiness, and contribution to sustainability. Brands that build a strong environmental image foster consumer trust, enhance perceived value, and positively influence social perceptions, all of which lead to increased green purchases.

Hypothesis 3 (H3). *Environmental image is positively associated with green purchase intention.*

GWOM entails the casual exchange of ideas, insights, or experiences about environmentally friendly products or brands among consumers in order to foster trust, raise awareness, and exert social influencer (Mehdikhani & Valmohammadi, 2022). Positive recommendations from peers or online communities build credibility for green products, disseminate information, and encourage consumers to make environmentally friendly choices. Digital platforms expand the reach of GWOM, increasing its influence on green purchasing decisions.

Hypothesis 4 (H4). *Green Word-of-Mouth (GWOM) plays a crucial role in shaping green purchasing decisions by influencing how individuals perceive and place trust in eco-friendly products.*

2.3. Framework

Along with the development of research hypotheses, a research framework was created. The research framework is shown in Figure 2-1
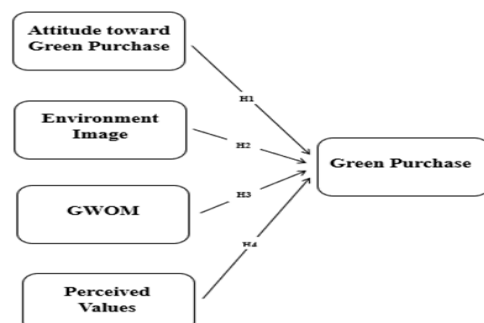
Figure 2.1 SEM Research Model

Source: Created by Author

The fundamental goal of this framework is to explore the links between various factors influencing green purchases. It specifically investigates how attitude toward green purchases, perceived values, environment image, and green word-of-mouth (GWOM) influence the likelihood of making a green purchase. Each factor provides a hypothesis (H1 through H4) that seeks to study how each component directly influences customer behavior toward environmentally friendly items.

The framework visually depicts these linkages, implying that attitude toward green purchases (H1), perceived values (H2), environment image (H3), and GWOM (H4) all independently influence green purchasing decisions. By mapping these factors, this study hopes to uncover the primary drivers that inspire consumers to adopt green purchasing behavior, as well as understand how various types of communication and perception (such as environmental image and word-of-mouth) influence these behaviors.

3. METHODOLOGY

3.1. Sampling method and sample size

This study investigates the impact of green marketing on consumer buying behavior by targeting individuals who have been exposed to eco-friendly products and marketing campaigns. A convenience sampling technique was employed, as it allowed for easy access to participants who fit the criteria of being environmentally conscious consumers (B. H. T. Nguyen et al., 2023; Zeng et al., 2024).

Data was collected through a structured questionnaire distributed to 200 respondents from urban areas, where green products are more prominently marketed. Respondents were selected from eco-friendly retail stores, green product exhibitions, and online communities focused on sustainability. The sample was drawn from individuals aged 18 to 44, reflecting a diverse range of consumers likely to engage in green purchasing behavior. This approach ensured a varied demographic and allowed the study to explore the role of factors such as education, income, and environmental concern in shaping consumer attitudes towards green marketing. For multivariate regression analysis, the minimum sample size required is calculated by the formula $n = 50 + 8*m$ (where m is the number of independent variables) (Tabachnick & Fidell, 1996). Therefore, according to this formula with the number of independent variables in the model m = 4, the sample size n = 50 + 8*4 = 82 samples. In addition, for Exporatory Factor Analysis (EFA), based on (Hair, 2006) It has been suggested that the sample size needs to be five times the number of observed variables. Previous research by (Tien Hung & Sau, 2018) also if the sample size needs to be four or five times the observed variables. Therefore, with 25 observed variables in the survey, at least $n = 5*m = 125$ samples are needed.

3.2. Questionnaire

The questionnaire has been revised from previous studies conducted in English and later translated into Vietnamese. This is the official language of Vietnam. To ensure the equivalence of the translation, the questionnaire was translated back into English and used terms from various sources to present the concepts of perceived value (PV), attitude toward green purchase (ATT), environment image (EI), green word-of mouth (GWOM), green purchase (GP) (Zhang et al., 2024), (Issock Issock et al., 2020), (Guerreiro & Pacheco, 2021), (Gidaković et al., 2022). A 7-point Likert scale was chosen for this survey. This scale ranges from "completely disagree" (1) to "completely agree" (7). The choice of this scale is based on its advantages, including greater variability in responses and a reduction in neutral responses (B. H. T. Nguyen et al., 2024).

4. RESULT ANALYSIS

4.1. Demographics

This study was surveyed using a questionnaire, based on relevant data to verify the hypothesis and research framework. The research subjects of this study were mainly concentrated in the Ho Chi Minh City area and collected 215 respondents. Table 4.1 reflects the demographic details of the respondents.

Table 4.1: Demograbphic profile (N=215)

Demographic Characteristics	Category	Frequency	Percentage (%)
Age (years)	18 - 24	139	64.7
	25 - 34	32	14.9
	35 - 44	18	8.4
	Above 45	13	6.0
	Below 18	13	6.0
Gender	Male	93	43.3
	Female	122	56.7
Education	Bachelor	115	53.5
	College	34	15.8
	High School	24	11.2
	Master	8	3.7
	Postgraduate Education	34	15.8
Occupations	Entrepreneur	9	4.2
	Freelance workers	29	13.5
	Office Staff	59	27.4
	Student	105	48.8
	Unemployee	13	6.0
Income per month	11 - 20 million VND	46	21.4
	5 - 10 million	53	24.7

VND	
Below 5 million VND	89	41.4
Above 20 million	27	12.6

Source: Created by authors

Of the responses, more than half were female (122 females, 93 males) and mainly aged 18 to 24 accounted for 64.7%. Similarly, 14.9% of respondents were between the ages of 25 and 34, the third dominant age group was between 35 and 44, accounting for 8.4%. Finally, the two age groups under 18 and over 45 both account for 6%. The responses were surveyed by representatives of various professional backgrounds such as: students (48.8%), office workers (27.4%), freelancers (13.5%), entrepreneurs (4.2%) and unemployee (6.0%). The majority of respondents are in the undergraduate program, accounting for 53.5%, followed by the two groups of college and graduate school, which jointly account for 15.8%, and 11.2% of the survey respondents have completed the high school program. The majority of survey participants have an income of less than 5 million VND, accounting for 41.4%, the group of people with an income of 5 to 10 million VND accounts for 24.7%, there are 21.4% of survey participants with an income of 11 to 20 million VND, the remaining 12.6% are people with an income of over 20 million VND.

4.2. Common Method Bias (CMB)

Previous studies (Kerdpitak & Mekkham, 2019), (Majeed et al., 2022), (Gomes et al., 2023a), (Duc et al., 2024) proposed a combination of procedural and statistical measures to address potential problems of common method bias (CMB) may arise from the collection of data from the same source. In terms of the process, the anonymity of survey participants is ensured in their responses which is considered confidential. Respondents will be notified that there are no right or wrong answers to ensure the responses are handled fairly. Thus, Variance inflation value (VIF) shown in Table 4.2 with the highest index of 2.164, lower than 3.3 (Dang Quan et al., 2024; Kock & Lynn, 2012). This can assume that there is no major deviation in common method bias.

Table 4.2: Variance inflation value (VIF)

	VIF
ATT2	1.430
ATT3	1.503
ATT4	1.505
ATT5	1.784
EI1	1.498
EI2	1.874
EI3	1.541
EI4	2.069
EI5	1.644
GP1	1.492
GP2	1.715
GP3	2.115
GP4	1.668
GP5	2.164
GWOM2	1.683
GWOM3	1.489
GWOM4	1.512
GWOM5	1.614
PV2	1.382
PV3	1.405
PV5	1.499
PV1	1.395

Source: Created by author

4.1. Assessment outer model

Table 4.3: Outer loadings of measurement model

	ATT	EI	GP	GWOM	PV
ATT2	0.755				
ATT3	0.758				
ATT4	0.755				
ATT5	0.828				
EI1		0.711			
EI2		0.731			
EI3		0.720			
EI4		0.790			
EI5		0.789			
GP1			0.715		
GP2			0.770		
GP3			0.824		
GP4			0.751		
GP5			0.830		
GWOM2				0.800	
GWOM3				0.749	
GWOM4				0.771	
GWOM5				0.790	
PV2					0.777
PV3					0.729
PV5					0.748

PV1	0.742

Source: Created by author

Table 4.4: Overview of construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.777	0.779	0.857	0.600
EI	0.804	0.811	0.864	0.561
GP	0.837	0.841	0.885	0.607
GWOM	0.782	0.784	0.860	0.605
PV	0.741	0.748	0.836	0.561

**Note: ATT=attitude toward green purchase, EI=evinronment image, GP=green purchase, GWOM=green word-of-mounth, PV=perceived values

Source: Created by author

In the process of analyzing the measurement model requires validation of reliability, convergence and discriminant validity (Hair et al., 2019; L.-T. Nguyen et al., 2024; N.-T. T. Nguyen et al., 2024). The results of the measures are shown Table 4.2. The results show that the model is reliable and has an index of at least 0.7 (Dang, Tran, et al., 2023; Hair et al., 2019; B.-H. T. Nguyen et al., 2024). Both Cronbach's alpha and Composite reliability (CR) were higher than 0.7. In addition, the measures used to establish the convergence value is average variance extracted (AVE), Factor Load and Aggregate Reliability (Hair Jr. et al., 2019). The study has proposed an acceptable minimum range for loads greater than or equal to 0.5. Table 4.2 has shown an AVE value above 0.5 for all constructs. Accordingly, If the value of Outer Loading is higher than 0.7 then convergence will be verified (Hair et al., 2019). The results of the outer loading in Table 4.3 showed that the values were all about 0.711 to 0.83. All values are satisfactory and the model of the study has been verified.
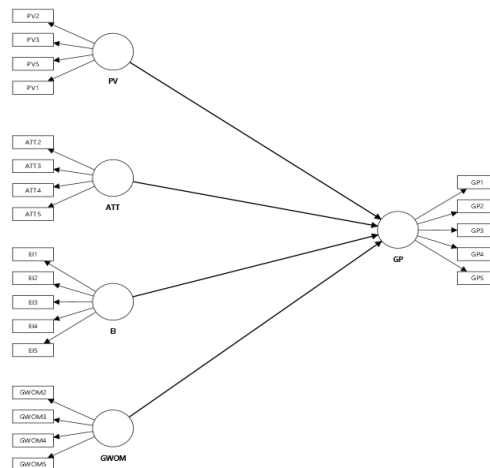
4.3. Assessment inner model

Figure 4.1: SEM model of the study

Source: Created by author

Table 4.5: Results of hypothesis testing

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Remarks
H1	**ATT -> GP**	0.229	0.224	0.070	3.246	0.001	Supported
H2	**EI -> GP**	0.202	0.203	0.095	2.139	0.033	Supported
H3	**GWOM -> GP**	0.317	0.316	0.082	3.844	0.000	Supported
H4	**PV -> GP**	0.172	0.173	0.073	2.374	0.018	Supported

Source: Created by author

Table 4.5 shows the significance of the path coefficients of all the hypothetical relationships of the study. The results have been shown in Table 4.5 and Figure 4.1, attitude toward green purchase (β = 0.229; p < 0.05), enviroment image (β = 0.202; p < 0.05); green wold-of-mouth (β = 0.317; p < 0.05); perceived values (β = 0.172; p < 0.05). Thus, the hypothesis H1, H2, H3 and H4 were verified. The results of the overall fit measures of the full model in SEM indicate that the fit of the model is acceptable.

The next step in evaluating a structural model is a deterministic coefficient analysis (R^2 value). R- squared has a range of 0 to 1 (Dang, Tan, et al., 2023; Majeed et al., 2022). A value of R-squared as 0..75, 0.5, or 0.25 can be expressed as a strong, moderate, or weak impact on the dependent variable (Majeed et al., 2022). Table 4.6 shows that the squared R value of Green Purchase (GP) is 0.66, indicating a strong impact on the average. Since the values of R-square and R-square adjusted differ less, the model is considered economical.

Table 4.6: Overview R-square

	R-square	R-square adjusted
GP	0.66	0.653

Source: Created by authors

5. DISCUSSION AND IMPLICATION

Overall, our research data support all four hypotheses, suggesting that attitude toward green purchase, perceived value, environmental image, and GWOM recommendations have a beneficial impact on consumer green purchasing behavior. These results suggest several key conclusions can be drawn from the study, highlighting the critical role of both psychological and social influences in driving sustainable consumer choices. Furthermore, the insights gained can inform strategic approaches for businesses aiming to promote eco-friendly products.

With statistically significant path coefficients (all p-values < 0.05) from Chapter 4, we can confirm that the study successfully meets its initial research objectives outlined in Section 1.4. Notably, GWOM had the greatest influence, emphasizing the value of peer endorsements. These findings are consistent with the study's goal of understanding important elements influencing sustainable customer decisions, giving a solid foundation for building effective green marketing strategies in the Vietnamese setting. The first is that attitude toward green products positively influenced green purchase intention and with a path coefficient of 0.229 and a p-value of 0.001 (< 0.05) so we can see the research results indicate that H1 is supported. This demonstrates that a positive attitude toward green products (H1) significantly impacts consumers' green purchase (H5) decisions. (Joshi & Rahman, 2015b) also found that a positive attitude toward eco-friendly products is a strong predictor of green purchase intentions. This can be explained by consumers' awareness of environmental benefits, which drives them to support sustainable products.

Our review indicates that tactical green marketing strategies are frequently linked to influencing consumer behavior, particularly during the purchase and post-purchase phases. (Skackauskiene & Vilkaite-Vaitone, 2023). Hypothesis 2, which is Perceived Value (PV) factor, is also supported, with a path coefficient of 0.172 and a p-value of 0.018. This indicates that the perceived value of green products (including functional, emotional, and social values) plays a critical role in purchase decisions. This result aligns with the study by (Amin & Tarun, 2021), who noted that consumers are willing to pay a premium if they perceive the value. But in the Vietnamese market, this effect may be shaped by consumers' sensitivity to pricing, as many are still hesitant to pay a premium for green products.Bottom of Form.

The third hypothesis related to Environmental Image was supported, with a path coefficient of 0.202 and a p-value of 0.033, indicating statistical significance and confirming the hypothesis with confidence. Building on the insights of (Guerreiro & Pacheco, 2021) who found that a strong environmental image boosts consumer trust and loyalty, our study further confirms that a solid sustainable brand image not only enhances customer confidence but also drives green purchasing behavior. Eco-friendly reputation can serve as a significant competitive advantage, helping businesses differentiate themselves in a market increasingly focused on sustainability. By fostering a positive environmental perception, companies can effectively build long-term consumer loyalty and increase their share of the growing green market segment.

With a path coefficient of 0.317 and a p-value of 0.000, we found that H4 is the most impactful on customers' green purchase behavior. This suggests that recommendations from friends, family, and online communities strongly shape consumers' decisions to buy green products. In 2020, Issock Issock also said that green word-of-mouth (GWOM) not only heightened awareness but also enhanced purchase intentions. Nowadays, the power of online reviews and social recommendations during digital age plays a crucial role, making GWOM a vital driver in promoting sustainable purchasing. Moreover, this influence highlights the importance of leveraging digital platforms for green marketing strategies, as positive peer endorsements can substantially boost consumer confidence in eco-friendly products.

Overall, these findings are similar with prior research by (Joshi & Rahman, 2015b) and (Guerreiro & Pacheco, 2021) validating the hypothesis that awareness and social effects play an important role in promoting sustainable purchasing. However, further research is needed to investigate the cultural and economic elements that may influence this behavior in a particular setting.

Green marketing is not only about protecting the environment but also contributes to the sustainable development of society (Braik et al., 2023). Today's customers are increasingly concerned about environmental and social issues. Choosing environmentally friendly products and services helps them show their concern and at the same time feel that they are contributing to protecting the living environment. Using vegan green products will bring customers comfort, peace of mind, and safety from the products, bringing a feeling of comfort and satisfaction to customers (Trong Nguyen et al., 2023). They feel that they are contributing to a better community

Businesses applying Green Marketing often focus on providing transparent information about the origin of products, production processes, and environmental impacts (Rahman & Nguyen-Viet, 2023). This helps customers feel more secure and confident when making purchases. Today's customers have diverse needs, not only looking for quality products but also caring about social values. Green Marketing helps businesses meet the needs of today's customers. In addition, through marketing, businesses can convey transparent information about the production process and ingredients, ensuring the quality of the products before selling them to the market. This brings prestige to customers who can experience vegan products that are not tested on animals like other products (Habib et al., 2024)

When choosing vegan products, customers will prioritize products with environmental certification labels, produced from recycled materials, and have environmentally friendly packaging. Customers will feel like they are protecting the environment through their daily lives by using green products

that limit the use of plastic bags and recyclable materials to protect the living environment (Marcon et al., 2022)

5.1. Limitation and further research

During the research and survey in Ho Chi Minh City, although it has brought many benefits, there are still some limitations and further research is needed for sustainable development. Although consumers may be aware of green marketing, not everyone is willing to change their shopping habits (Gomes et al., 2023b). They may understand about green products but may not prioritize buying them, so the survey results may not accurately reflect actual shopping behavior.

The survey respondents said that they often have difficulty assessing the authenticity of information about green products that lack clear standards and regulations. This leads to "greenwashing" and reduces consumer confidence (G. R. Carroll & Kovács, 2021)

Although awareness of environmental protection is increasing, some customers do not understand the concepts related to green products and are willing to pay higher prices for these green products (Shehawy & Ali Khan, 2024). The survey was only conducted in Ho Chi Minh City, which has a diversity of income and living standards, leading to different consumption priorities. Low-income groups often prioritize green products less due to higher costs, which may be incomplete due to the bias of the survey results on the real demand for green products.

Through the survey process, we have some ideas to develop green marketing for vegan products. Create transparent and trustworthy mechanisms to help customers distinguish between real and fake green products. Research technological and management solutions to reduce the cost of producing green products, making green products more competitive with other traditional products. Organize information communication campaigns to raise consumer awareness of the importance of green products and the benefits of sustainable consumption. Gain a deeper understanding of consumer demand and behavior towards green products to make more strategic marketing decisions (Stoica, 2021)

5.2. Conclusion

After conducting a survey and analyzing the data collected from the survey in Ho Chi Minh City, the results showed that the majority of respondents were clearly aware of the importance and impact of green marketing activities on their purchasing behavior, especially from the motivation of environmental protection. Perceived Value (PV) was positively evaluated, showing that consumers perceive environmentally friendly products and services as bringing value not only to themselves but also to the community and ecosystem. The survey results also reflected a positive Attitude Towards Green Products (ATGP), helping us better understand consumers' willingness and perspective towards sustainable products. In addition, other important factors such as Environmental Image (EI), Green Word-of-Mouth (GWOM) and Green Purchase Behavior (GP) all received agreement and satisfaction from survey respondents. This

shows that consumers not only trust green products but are also willing to share and recommend these products to others, creating a positive ripple effect in the community. Survey data also shows that, in the context of climate change and increased environmental awareness, eco-friendly and vegan products are becoming essential elements in modern consumer trends. From a business perspective, Green Marketing brings many outstanding benefits. Not only does it help enhance brand image and expand the market, it also helps businesses reduce production costs by optimizing resources, protecting the environment and improving the quality of life of the community. A clear example is vegan products – not only are they not tested on animals, but they are also rigorously tested by reputable agencies around the world before being put on the market, ensuring the highest quality and meeting ethical standards. This not only builds trust but also adds sustainable value to both businesses and consumers.

Furthermore, Green Marketing is not only about promoting sales, but also an important channel for businesses to convey environmental protection messages to customers. Through green marketing strategies, businesses can minimize negative impacts on the environment, while creating community value that goes beyond economic benefits. The application of vegan products also contributes to animal protection, reduces carbon emissions and limits the use of natural resources, while encouraging a sustainable lifestyle in society.

The future of Green Marketing promises to be increasingly popular and play an indispensable role in the business strategy of every business. Not just a choice, Green Marketing has become a responsibility and obligation of businesses towards society and the environment. Applying this strategy not only helps businesses develop sustainably, increase competitive advantage, but also contributes to building a greener future for future generations.

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