

The 7th International Conference on Economics and Social Sciences
**Exploring Global Perspectives:
The Future of Economics and Social Sciences**
June 13-14, 2024
Bucharest University of Economic Studies, Romania

**Factors Influencing Customers' Green Purchase Intention:
The Role of Perceived Environmental Responsibility
and Health Consciousness**

Dinh Van HOANG^{1*}, Le Van TUNG², Nguyen Thanh TUNG³

DOI: 10.24818/ICISS/2024/008

Abstract

The demand for green products is rooted in consumer health and environmental issues and provides an incentive for organisations to produce such products using sustainable methods. Customer responsibilities toward the environment, however, have been very sparingly studied in developing countries like Vietnam. This study extends the theory of planned behaviour (TPB) through the addition of factors of perceived environmental responsibility and health consciousness to the model of theory of planned behaviour. The current study focusses on the mediating effects of attitude and perceived behavioural control within the TPB framework. We collected data using convenient sampling, which yielded 308 original survey responses from Vietnam, and analysed them using PLS-SEM. The results show that: (a) the attitude towards green products positively affects the purchase intention; (b) perceived environmental responsibility and health consciousness positively influence the green attitude and the purchase intention; and (c) perceived behavioural control does not affect the green purchase intention. These insights can help marketers create creative plans to appeal to green product customers.

Keywords: customer's attitude; health consciousness; perceived environmental responsibility; perceived behaviour control; green purchase intention.

JEL Classification: M31; Q56.

¹ Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam, hoangdv.22ab@ou.edu.vn.

* Corresponding author.

² Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam, tunglv.22ab@ou.edu.vn.

³ Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam, tungnt.22ab@ou.edu.vn.

1. Introduction

Population growth, the industrialisation process, and the release of toxic substances into the environment have been the main culprits behind significant environmental problems in the past. These serious threats to our planet have prompted a strong call for action to save the environment through moral behaviour and sustainable consumption (Tanner & Wölfling, 2003). Health-conscious consumers have been increasingly demanding safe and ecologically protective eco-friendly products (Laviri et al., 2021). This rising concern of people toward green products provides a very good opportunity for policymakers and the businesspeople to not only to explore the complexity of consumer decisions and "green marketing" methods, but also to go deeper in knowing the actual behaviour of consumers (Miniero et al., 2014).

Studies in environmental psychology have been trying to determine or predict factors that affect green purchasing behaviour (Chaudhary & Bisai, 2018; Duong et al., 2022; Lavuri et al., 2023; Nguyen et al., 2024). Most of these studies, however, were conducted in developed countries, which underlines the serious deficiency of empirical research in developing countries such as Vietnam (Vu et al., 2022; Nguyen et al., 2024). The deteriorating environmental conditions in these rapidly industrialised countries, which lead to numerous health problems, have spurred the emergence of green consumerism. In these emerging economies, the adoption and usage of green products are heavily influenced by social, cultural, and economic factors. Therefore, studying customer intention and behaviour towards green goods in such contexts is of paramount significance (Chaudhary & Bisai, 2018).

Finding out of purchasing intention of green products among Vietnamese consumers is the target of this study, by using the Theory of Planned Behavior (TPB) (Ajzen, 1991). Previous studies indicated the ability of the three core TPB factors in explaining desire to consume green. However, not all behaviours and contexts allow for high levels of prediction with just these three core factors; therefore, researchers have suggested including some more elements in the TPB model itself to enhance the predictiveness of the sustainable consumption behaviour process (Rise et al., 2010; Yadav & Pathak, 2017; Varah et al., 2021).

Considering the context of green consumption, we propose adding two new factors to an extended TPB model: health awareness (HC) and perceived environmental responsibility (PER). To measure this, we applied two factors: attitude towards green products (ATG) and perceived behavioural control (PBC), which are components of TPB.

This study contributes to the existing literature on the theme of green consumption. Its primary objective is to supplement the TPB with additional antecedent factors, most notably PER and HC, as important factors driving the intention to purchase green. Second, it seeks to shed light on the complex dynamics underpinning the interaction between outcome and predictor factors by examining the social-psychological mechanisms that create motivation to promote purchasing

behaviour. The insights gained from this study would enable green marketers to exploit the full potential of this market and capitalise on the 'green buying capability' of Vietnamese consumers by designing more focused initiatives. Methodology, theoretical background, literature review, results, comments on the results, limits, implications, and objectives for the next investigations constitute the framework of the study.

2. Theoretical Framework and Hypotheses Development

2.1 Theory of Planned Behaviour (TPB)

TPB is a model that explains how specific actions are cognitively enacted with the objective of explaining a wide variety of actions (Ajzen, 1991). An important element in this theory is behavioural intent, which identifies the major reasons underlying people's choices to perform certain activities (Duong et al., 202). In cognitive psychology, behavioural intentions are defined as a cognitive state that "arises right before an action is performed." (Altmann & Trafton, 2002). Many previous studies have shown that the three cognitive elements of TPB, such as attitudes, subjective norms, and perceived behavioural control, serve as strong predictors for continued consumption patterns and therefore behaviour (Yadav & Pathak, 2017; Varah et al., 2021; Vu et al., 2022).

2.2 Perceived Environmental Responsibility (PER)

Consumers with a high degree of environmental responsibility do not just meet their fundamental needs with purchases, but also try to compensate for the negative social and environmental effects resulting from their consumption pattern (Michel et al., 2023). Perceived environmental responsibility (PER) is called the willingness of people to protect the environment by reducing negative impacts on society, being conscious of purchasing decisions (Johri & Sahasakmontri, 1988). Previous research indicates that environmental performances can be considerably improved if ethical behaviour exists among stakeholders (Shahrin et al., 2020; Duong et al., 2022). Prakash and Pathak (2017) show that the necessity of the role of raising awareness among consumers and the responsibility arising from their actions is necessary, due to the fact that their shifted purchasing behaviour can positively influence the environmental situation (Hamzah & Tanwir, 2021; Duong et al., 2022). In this respect, the factors of the TPB connected an individual's PER to their intentions to buy. We base this theory on the ideal social theory, where an informed and sensitive person will behave in a responsible manner as they try to practice the ideals of society.

H1: PER positive effect on ATG.

H2: PER positive effect on PBC.

H3: PER positive effect on PI.

2.3 Health Consciousness (HC)

Health consciousness refers to the means by which consumers recognise changes in their health condition and the degree of importance they give to their health needs (Hsu et al., 2016). People who regard their health usually engage in activities that mitigate their well-being in whole. Previous studies have found that purchasers of green products are usually are health conscious, and that the most determinant factor in their choice is safety in health and foodstuffs (Tarkiainen & Sundqvist, 2005; Hsu et al., 2016; Yadav & Pathak, 2016). Through various studies of green consumption, a positive relationship has been illustrated that human health awareness triggers the day-to-day intake of various green commodities. Earlier research has revealed that the health consciousness of an individual has a positive impact on ATG (Tarkiainen & Sundqvist, 2005), PBC (Gam et al., 2020), and on PI (Hsu et al., 2016):

H4: Positive effect of HC on ATG.

H5: Positive effects of HC on PBC.

H6: Positive effects of HC on PI.

2.4 Attitude toward Green Products (ATG)

The attitude of a person is a judgment of good or not good results of conduct and the willingness to do the activity or not (Varah et al., 2021), in a number of different situations, ATG and PI have a positive relationship. For example, Duong et al. (2022) focused on a wide range of green products and established the positive relationship between ATG and the intention of purchasing such green products. Yadav and Pathak (2017) found that positive ATG is related to increased green purchasing intentions.

H7: Positive effects of ATG on PI.

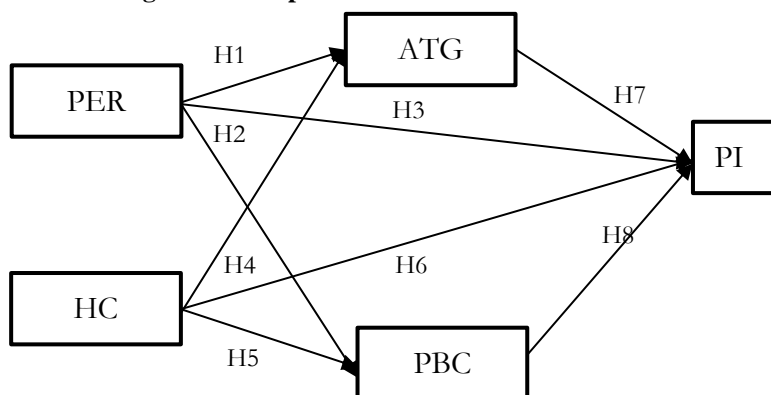
2.5 Perceived Behaviour Control (PBC)

PBC is the extent to which an individual believes that they are able to perform a certain behaviour (Ajen, 1991). TPB assigns significant weightage to PBC in explaining intentions and behaviours, especially if the behaviour under consideration is not fully under the personal control of the individual. Previous studies have found that PBC is highly correlated with intentions and behaviours toward green products (Yadav and Pathak, 2017; Vu et al., 2022).

H8: PBC positive effects on PI.

Based on the proposed hypothesis and the extension of the TPB, the following research model (Figure 1).

Figure 1. PBC positive effects on PI



Note: PER: Perceived environmental responsibility; HC: Health consciousness; ATG: Attitude toward green products; PBC: Perceived behaviour control; PI: Purchase intention.

Source: authors model.

3. Research Methodology

3.1 Research Design and Measurement

We designed the quantitative questionnaire survey to ensure the hypothesized relationships of this study inquiry (Figure 1). The first component of the questionnaire was a brief invitation letter that informed the study participants of the objectives and assured them that data protection and confidentiality up to the ethical standards. Then it reiterated the fact that responses must be thoughtful, and the participants can leave the survey at any time or avoid any question they were not comfortable answering. The next part of the questionnaire identified interest factors such as PER, HC, ATG, PBC, and PI.

The following part of the questionnaire collected sociodemographic information. Adapted for the purpose of this study, include four items on PER by Hamzah and Tanwir (2021); three items on health awareness by Tarkiainen and Sundqvist (2005); three on attitude toward green products by Varah et al. (2021); three on perceived behavioural control by Lavuri et al. (2023); and four on purchase intention by Yadav and Pathak (2017). The responses to all these elements were based on a 5-point Likert scale from 1 = totally disagree to 5 = totally agree.

3.2 Sample, Data Collection, and Protocol

Ho Chi Minh City was chosen as the most appropriate location for collecting data, since pro-environmental consumer behaviour would occur more in large cities (Duong et al., 2022). In addition to being the largest city in Vietnam, it is also a city with an increasing proportion of consumers who have a better knowledge about climate change, nature and the ecological environment, as well as the availability and consumption of green products, therefore increasing the chances of getting useful responses in relation to this study (Vu et al., 2022). We targeted

customers in Ho Chi Minh City using a convenience sample. Data were collected online from June to August 2023, mainly through Facebook and Zalo, two social media preferred by Vietnamese consumers to be used due to the vast coverage and speed of the systems. We had 308 valid surveys after eliminating 65 that did not meet the living space criteria. We considered the sample size to be sufficient since it was more than ten times the number of elements and met the set criteria (Shmueli et al., 2019).

According to Shmueli et al. (2019), PLS-SEM has emerged as a powerful approach for prediction-orientated modelling. PLS-SEM evaluates both the measurement and structural models. While the measurement model evaluates the relationships between latent variables and their manifest indicators, the structural model tests the hypothesised relationships among variables in order to test the study hypothesis. We analyse PLS-SEM using SmartPLS 3 software.

4. Results and Discussion

4.1 Descriptive Statistics

376 questionnaires were issued. After a rigorous screening, the author obtained 308 valid questionnaires, representing a response rate of 81.9%. The effective questionnaires distributed that 41.9% were males and 58.1% were females. As far as education is concerned, 8.4% graduated from high school, followed by 12.7% with postgraduate degrees, 23.1% college graduates and 55.8% university graduates. For occupations, 5.8% identified themselves as managers, while 9.4% were workers, 13.6% did sales or household work, 15.6% were in other occupations, and the largest group at 56% worked as office staff. Income levels were structured as follows: 11.7% above 30 mil VND, 21.8% between 20 and 30 million VND, 28.9% between 10 and 20 million VND, while the bulk, at 37.7%, earned less than 10 million VND.

4.2 Measurement Model

The empirical model consists of two major parts: the measurement model and the structural model. Table 1 shows the results of the measurement model, which deal with the reliability and validity of the constructs. Consequently, all the constructs have composite reliability values of 0.70 and above. AVE assesses the reflexive constructs. Henseler and Schuberth (2020) suggested a threshold value of 0.50 for every construct. Thus, all the above-mentioned requirements are met for both the reflexive variables of the model. Furthermore, Hair et al. (2019) found that Cronbach's alpha for each construct was higher than 0.70, so their reliability and internal consistency were guaranteed. The size of each individual reflexive is considered to be high if it has a correlation of more than 0.70 with the measured variable. The reliability of indicators with outer loading > 0.70 (Hair et al., 2019). The VIF to address the issue of lateral collinearity. Table 1 shows that each of the VIF values we obtained lies within the range of [2.271; 2.859], all less than 3.3.

Table 1. Outer loadings, convergent validity and composite reliability

Items / Variables	Outer loadings	AVE	CR	CA
Perceived environmental responsibility		0.760	0.927	0.895
PER1 “I consider the environmental issue when making a purchase”	0.864			
PER2 “I have changed my principal products for ecological reasons”	0.880			
PER3 “I am emotionally involved in environmental protection issues”	0.878			
PER4 “I would rather be willing to reduce my unsustainable consumption to help protect the environment”	0.866			
Health consciousness		0.811	0.928	0.884
HC1 “I carefully choose green products to ensure the good health”	0.913			
HC2 “I think I am a consumer with health conscious”	0.863			
HC3 “I often think about issues related to health”	0.924			
Attitude toward green products		0.781	0.935	0.907
ATG1 “Purchasing a green product is a good idea”	0.896			
ATG2 “Green product is good for the environment”	0.869			
ATG3 “I possess desirable attitude with regard to green products”	0.890			
ATG4 “I feel good about myself when I use green products”	0.880			
Perceived behaviour control		0.811	0.928	0.883
PBC1 “I am hoping to buy sustainable goods”	0.905			
PBC2 “I help the environment by buying eco-friendly goods”	0.894			
PBC3 “I have the time, the money, and the desire to purchase eco-friendly products”	0.903			
Green purchase intention		0.814	0.929	0.886
PI1 “I will purchase green products for personal use”	0.910			
PI2 “I am willing to purchase green products for personal use”	0.886			
PI3 “I will make an effort to purchase green products”	0.911			

Source: results from Smart PLS.

Indeed, the widely used heterotrait-monotrait ratio approach (Henseler et al., 2015) proved to confirm the discriminant validity. The constructs are distinctly different from each other because the HTMT assessment of every pair was below the recommended threshold of 0.85 (Henseler & Schubert, 2020). The HTMT ratios for all constructs were below 0.85; the result is shown in Table 2, thus indicating discriminant validity.

Table 2. Heterotrait-monotrait (HTMT)

	ATG	HC	PBC	PER
HC	0.513			
PBC	0.410	0.272		
PER	0.426	0.440	0.325	
PI	0.551	0.515	0.322	0.470

Source: results from Smart PLS.

4.3 Structural Model

Using a bootstrapping technique with 5000 resamples as recommended by Hair et al. (2019), the structural model of exogenous variables was sufficiently explaining their endogenous counterparts, since the R2 values for ATG 26.9%, PBC 9.7%, and PI 34.5% all exceeded the permitted level. Exogenous variables represented their endogenous counterparts well. According to Cohen (2013), for R2 values, the external variables predict their endogenous counterparts. Hair et al. (2019) suggested that for Q2 values greater than zero, the external variables predict their endogenous counterparts. The coefficient, t, p and effect sizes (f^2) from the route analysis are shown in Table 3 (Hair et al., 2019). The findings disproved one hypothesis and confirmed seven.

Table 3. Summary of hypotheses testing

Hypotheses	Paths	Effect size	Path coefficients	T-statistics	p-values	Results
H1	PER->ATG	0.068	0.242	4.198	0.000	Supported
H2	PER->PBC	0.051	0.232	3.703	0.000	Supported
H3	PER->PI	0.046	0.281	4.596	0.000	Supported
H4	HC->ATG	0.166	0.378	6.761	0.000	Supported
H5	HC->PBC	0.021	0.149	2.373	0.018	Supported
H6	HC->PI	0.062	0.353	5.991	0.000	Supported
H7	ATG->PI	0.086	0.286	4.663	0.000	Supported
H8	PBC->PI	0.006	0.067	1.310	0.190	Not Supported

Source: results from Smart PLS.

The hypotheses, from the results in Table 3, have a significance threshold of 95%. With the results from H1: ($\beta=0.242$, $p < 0.05$); H2: ($\beta=0.232$, $p < 0.05$); and H3: ($\beta=0.281$, $p < 0.05$), it is very evident that the suggested PER significantly affects ATT, PBC, and PI. The result of this study is supported by other previous

studies in which the customer's attitude toward the environment is responsible and easily expressed by opting for green products during any shopping activity. The results of H4 ($\beta=0.378$, $p < 0.05$), H5 ($\beta=0.149$, $p < 0.005$), aH6 ($\beta=0.353$, $p < 0.05$) and H7 ($\beta=0.086$, $p < 0.05$) support the positive effects of HC on ATG, PBC and GPI. Thus, it adds to the literature that shows that highly health-conscious consumers often choose green products because they perceived these products as being safer and attach greater importance to health-related issues while consuming those products. The study further confirms that ATG will have a positive effect on PI, similar to Varah et al. (2021), indicating that ATG will more often trigger green purchase decisions. The result did not find any direct relationship between PBC and PI, contradicting Arvola et al. (2008) in H8 ($\beta = 0.067$, $p > 0.05$).

4.4 Discussion

Previous studies showed that attitudes and perceived behavioural control affect green purchase intention; however, in this study the results show the perception of ease or difficulty in implementing green behaviour. It is also known as perceived behavioural control does not affect PI, this study is supported by previous studies by Arvola et al. (2008) and Chaudhary & Bisai (2018) because in the context of green consumption in Vietnam, a developing country, availability or price barriers can affect the intention to purchase green products (Barbarossa & Pastore, 2015).

The results showed that PER and HC indirectly affected the PI through ATG and PBC. Meanwhile, this study investigates the indirect effects to show that PER and HC influence customers' green intention behaviour through impacts on ATG and PBC, respectively. This shows that the impact mechanism of these factors shows the value of TBP in recognising the green purchasing behavior of Vietnamese customers. According to Vu et al. (2022), Vietnam, the concept of ethical consumerism has only recently emerged, highlighting the importance of easy access to green products to create the urge for consumers to buy green products. This suggests that while there is a perception of how easy or difficult it is for an individual to make environmentally friendly purchases, such ease or difficulty may only occur if green products are available or perhaps priced higher than available alternatives (Barbarossa & Pastore, 2015), it will be a precursor to weakening positive attitudes toward green products.

5. Conclusions

Theoretically, the contribution of this study can be considered very significant for the theme of green consumption. First, this research confirms the extension of the TPB in the prediction of green consumption behaviour. Both PER and HC, as two antecedents, together with two psychological mediators from the TPB, have positive influences on the decision-making of consumers about environmentally friendly behaviours. The findings show that both PER and HC significantly influence the tendency to purchase green products. Their attitude toward green products and their perceived behaviour control the behaviour and mediate this influence. However, PBC has no influence on PI. Current research also provides insights

into pro-environmental behaviour and its determinants within the context of developing countries, particularly Vietnam.

Provides, from a practical point of view, some valuable information for marketers on factors that can be improved to predict PI. Accordingly, segmentation using PER and HC will guide marketing efforts toward those who are most likely to have a higher intention to purchase from green. Marketers can focus on changing consumer attitudes toward green products by emphasizing their functionality and increasing the perceived ease of accessing green products to increase PBC (Chaudhary and Bisai, 2018). The policy implications are that policymakers have to influence the attitude of the entire society regarding the benefits of green goods in reducing hazardous substances by introducing various campaigns and marketing. Such efforts can help raise human consciousness to achieve extensive green consumerism. These initiatives can be taken up by the organisation as part of their corporate social responsibility policies in order to gain a better reputation externally and gain more sales revenue capture (Duong et al., 2022).

Several limitations of the study can be improved in future research. Convenience sampling among Vietnamese consumers reduces the generalisability of the findings; future research should be conducted with targeted samples of millennials and Gen Z of the general population. In addition, we drew our data from Ho Chi Minh City, which is a part of the southern region of Vietnam. Future studies should increase the sample size and scale to more regions in Vietnam or other developing economies to enhance the representation of the results. Although demographic factors are statistically under control, their influence on suggested connections can be somewhat strong. Future studies might integrate certain elements into this model, including social conventions, perceived green value, and perceived impact of the market.

Bibliography

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- [2] Altmann, E.M., Trafton, J.G. (2002). Memory for goals: An activation-based model. *Cognitive science*, 26(1), 39-83.
- [3] Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), 443-454.
- [4] Asif, M., Xuhui, W., Nasiri, A., Ayyub, S. (2018). Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis. *Food Quality and preference*, 63, 144-150.
- [5] Barbarossa, C., Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: A cognitive mapping approach. *Qualitative Market Research: An International Journal*, 18(2), 188-209.
- [6] Chaudhary, R., Bisai, S. (2018). Factors influencing green purchase behavior of millennials in India. *Management of Environmental Quality: An International Journal*, 29(5), 798-812.
- [7] Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Routledge.

- [8] Duong, C.D., Doan, X.H., Vu, D.M., Ha, N.T., Dam, K.V. (2022). The role of perceived environmental responsibility and environmental concern on shaping green purchase intention. *Vision*, 09722629221092117.
- [9] Gam, H.J., Yu, U.J., Yang, S. (2020). The effects of health consciousness on environmentally sustainable textile furnishing product purchase. *Family and consumer sciences research journal*, 49(1), 84-100.
- [10] Hair, J.F., Risher, J.J., Sarstedt, M., Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
- [11] Hamzah, M.I., Tanwir, N.S. (2021). Do pro-environmental factors lead to purchase intention of hybrid vehicles? The moderating effects of environmental knowledge. *Journal of Cleaner Production*, 279, 123643.
- [12] Henseler, J., Schubert, F. (2020). Using confirmatory composite analysis to assess emergent variables in business research. *Journal of Business Research*, 120, 147-156.
- [13] Henseler, J., Ringle, C.M., Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43, 115-135.
- [14] Hsu, S.Y., Chang, C.C., Lin, T.T. (2016). An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modeling. *British Food Journal*, 118(1), 200-216.
- [15] Johri, L.M., Sahasakmontri, K. (1998). Green marketing of cosmetics and toiletries in Thailand. *Journal of consumer marketing*, 15(3), 265-281.
- [16] Lavuri, R., Parida, R., Singh, S. (2023). Unveiling ways to examine the purchase intension of green products in emerging markets. *Benchmarking: An International Journal*.
- [17] Michel, J.F., Mombeuil, C., Diunugala, H.P. (2023). Antecedents of green consumption intention: a focus on generation Z consumers of a developing country. *Environment, Development and Sustainability*, 25(12), 14545-14566.
- [18] Miniero, G., Codini, A., Bonera, M., Corvi, E., Bertoli, G. (2014). Being green: From attitude to actual consumption. *International journal of consumer studies*, 38(5), 521-528.
- [19] Nguyen, H.V., Le, M.T.T., Pham, C.H., Cox, S.S. (2024). Happiness and pro-environmental consumption behaviors. *Journal of Economics and Development*, 26(1), 36-49.
- [20] Prakash, G., Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of cleaner production*, 141, 385-393.
- [21] Rise, J., Sheeran, P., Hukkelberg, S. (2010). The role of self-identity in the theory of planned behavior: A meta-analysis. *Journal of Applied Social Psychology*, 40(5), 1085-1105.
- [22] Shahrin, R., Quoquab, F., Mohammad, J., Jamil, R. (2020). Factors affecting consumers' pro-environmental behaviour in nutricosmetics consumption: the role of perceived environmental responsibility as a mediator. *Journal of Asia Business Studies*, 14(5), 671-689.

- [23] Shmueli, G., Sarstedt, M., Hair, J.F., Cheah, J.H., Ting, H., Vaithilingam, S., Ringle, C.M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322-2347.
- [24] Tanner, C., Wölfing Kast, S. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & marketing*, 20(10), 883-902.
- [25] Tarkiainen, A., Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808-822.
- [26] Varah, F., Mahongnao, M., Pani, B., Khamrang, S. (2021). Exploring young consumers' intention toward green products: applying an extended theory of planned behavior. *Environment, Development and Sustainability*, 23, 9181-9195.
- [27] Vu, D.M., Ha, N.T., Ngo, T.V.N., Pham, H.T., Duong, C.D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: an application of the extended theory of planned behavior. *Social Responsibility Journal*, 18(8), 1627-1645.
- [28] Yadav, R., Pathak, G.S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of cleaner production*, 135, 732-739.
- [29] Yadav, R., Pathak, G.S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological economics*, 134, 114-122.