

What Drives Green Product's Consumption in Vietnam? A Moderating and Mediating Effects Analysis: An Abstract



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Abstract This study explores the motivations for green product consumption in Vietnam—a populous developing country heavily influenced by climate change, under the presence of moderators and mediator variables. A sequential mixed method with two studies was conducted to archive the objectives. Study 1 interviewed 29 Vietnamese consumers to explore their main motivations for green products' purchase intent. These motivations were examined in Study 2 with 682 consumers from 32 provinces and cities in Vietnam. The results conveyed that Vietnamese consumers purchased green products mostly because of health, environment, and quality motivations. Environmental motivation was also a mediator between health and purchase intent. Consumers seemed not concerned about hedonism and social responsibility when considering the purchase. Product category (nonfood green products or organic food), gender, and age did not moderate the motivations' power. However, high-income consumers tended more concern of health, and child presence might enhance the concern for environmental protection. From the findings, the authors draw some implications for the stakeholders in the end.

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