



Social Innovation and Technology for Area Based Development for
Sustainable Community Development: SINtech 2023 for ADSCD

Changing Behavior in Climate Change: Exploring Factors Influencing Environmentally Friendly Products Adoption among urban consumers in Hue, Vietnam

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Social Innovation and Technology for Area Based Development for Sustainable Community Development: SINtech 2023 for ADSCD

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Introduction

The effects of climate change, from extreme weather events to rising sea levels, storms, floods, and more, are becoming increasingly visible and threatening the livelihoods and well-being of communities across the globe.

Urban areas, with their high concentration of population, industry, and consumer activity, play a significant role in contributing to these challenges. The choices made by urban consumers have a profound impact on the environment and can either exacerbate or alleviate climate-related issues.

In the face of a rapidly changing climate, there is an undeniable need for a shift in consumer behavior, particularly in urban areas where the impact of climate change is most acutely felt (Whitmarsh et al., 2021).

Introduction

Understanding and influencing the behavior of urban consumers, especially regarding their choices of environmentally friendly products, is crucial for addressing climate change effectively. The continued growth of cities and urbanization means that the collective impact of urban populations on the environment is becoming more pronounced.

This research aims to identify the factors that influence on the purchase behavior of urban consumers toward environmentally friendly product consumption in Hue, Vietnam. By shedding light on the motivations and barriers influencing urban consumers, this study aims to provide insights into how sustainable and eco-conscious choices can be incentivized

Research Objective

- Summarize the theory related to environmentally friendly products (EFPs), green marketing, and the theory about the relationship between Consumer Intention and Purchase Behavior.
- Identify the factor that influence on the intention and purchase of customers towards EFPs;
- Propose some recommendation to enhance sustainable consumption of consumers in Hue, Vietnam

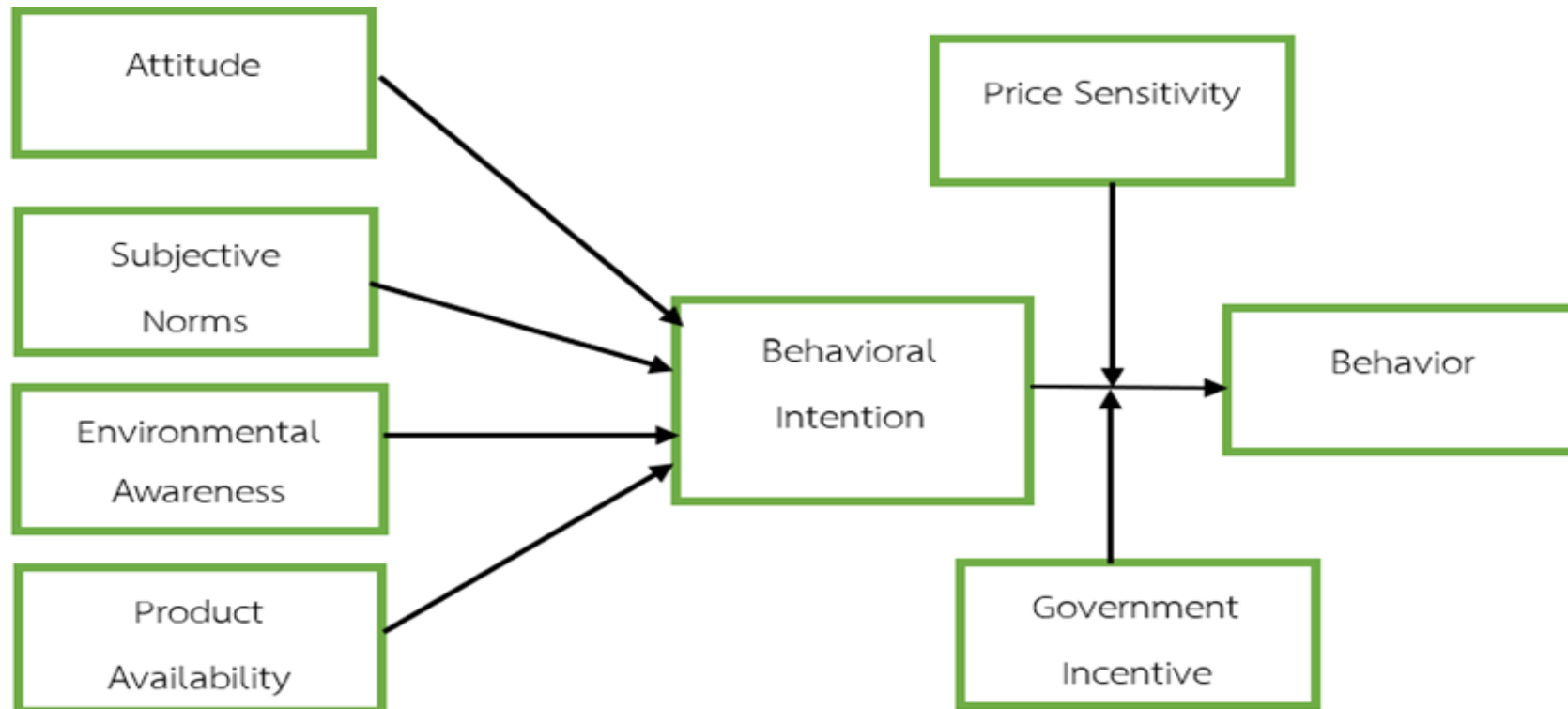


- ✓ Socially responsible consumption (Antil, 1984);
- ✓ Ecologically conscious consumption (Balderjahn, 1998);
- ✓ Ecologically concerned consumption (Balderjahn, 1998);
- ✓ Environmentally responsible consumption (Fraj-Andres & Martinez-Salinas, 2007);
- ✓ Environmentally friendly consumption (Gupta & Ogden, 2009);
- ✓ Pro-environmental consumption (Laroche và các cộng sự, 2001)
- ✓ Green consumption (Prothero, 2008).



Research Approach and conceptual framework

- The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), stands as one of the most influential models for understanding and predicting environmentally responsible consumer behavior.



Research Hypothesis

- H1: Attitude towards EFPs has a significant positive influence on the Behavioral Intention
- H2: Subject Norm has a significant positive influence on the Behavioral Intention
- H3: Environmental Awareness has a significant positive influence on Behavioral Intention
- H4: Product Available has a significant positive influence on the Behavioral Intention
- H5: Price Sensitivity has a significant on the relationships between Behavioral Intention and behavior
- H6: Government Incentive has a significant positive the relationship between Behavioral Intention and Behavior

Methodology

○ SECONDARY DATA

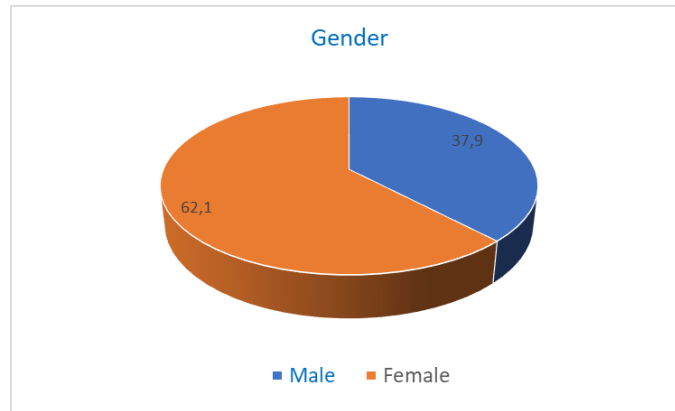
- Journals, Article and Reports and related research

○ PRIMARY DATA

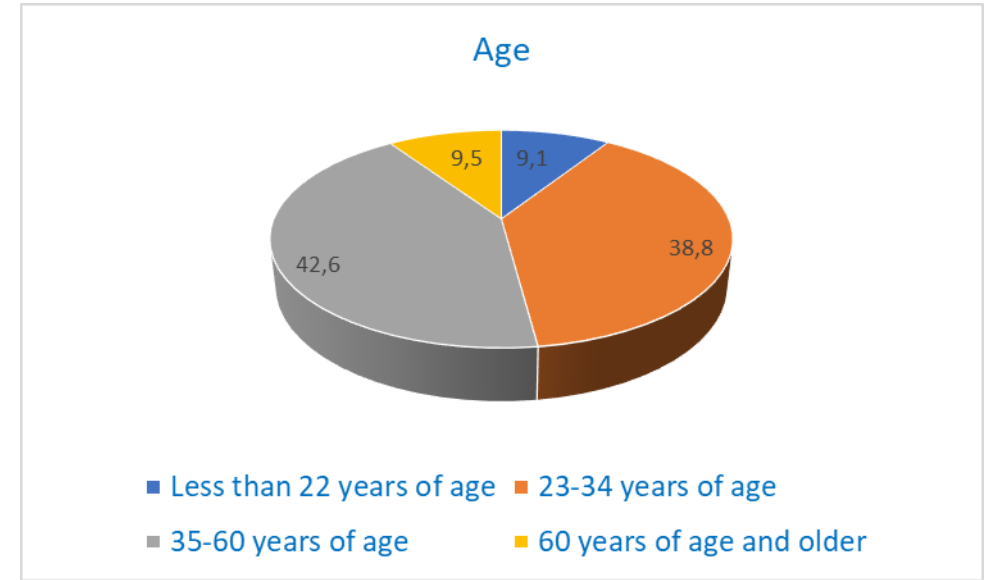
- Qualitative Research: to pre-test a sample of 30 respondents.
 - Quantitative research by survey: 300 respondents who consumed EFPs in Hue City, by convenience sample methods and final selection a sample of 232 respondents for the next step.
 - Data was analysed by SPSS 20, và Excel.
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Sample Description

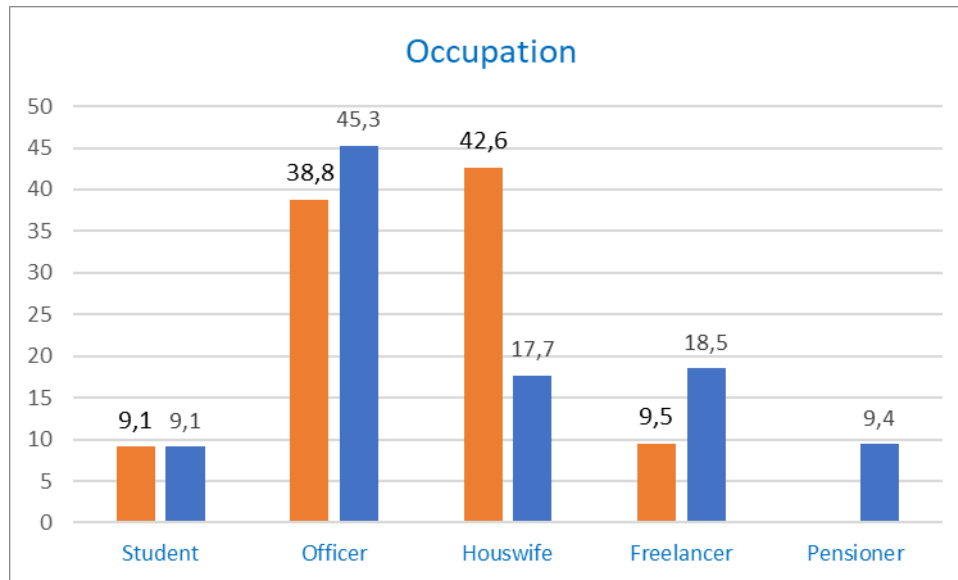
1. Gender



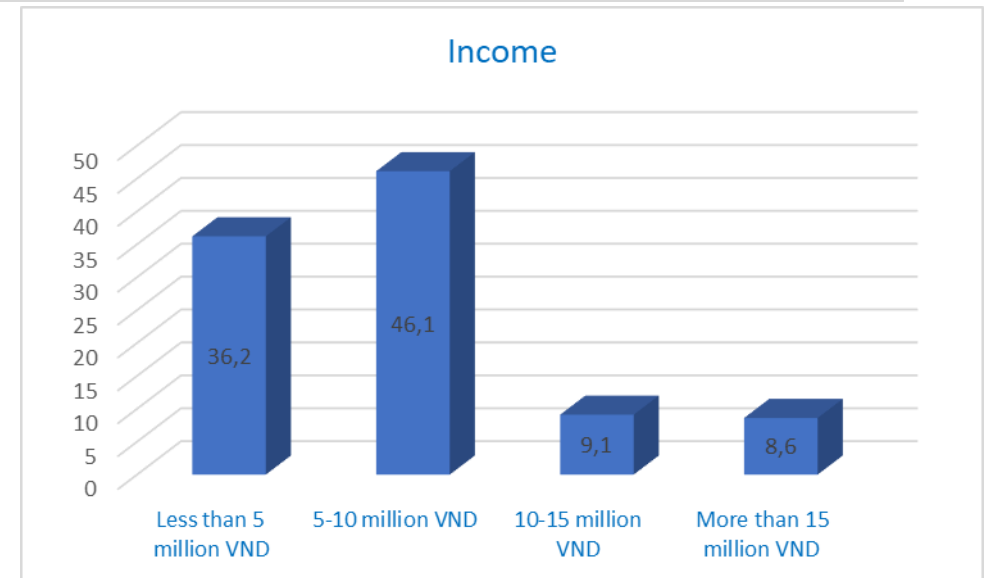
2. Age



3. Occupation



4. Income





- EFA and CFA of the measurement models

Exploratory Factor Analysis				Confirmatory Factor Analysis			
KMO	Sig. Bartlett's	Total variance Extracted	CMIN/DF	GFI	TLI	CFI	RMSEA
0.822	0.000	76.668%	1.612	0.900	0.916	0.926	0.056

Scale reliability analysis

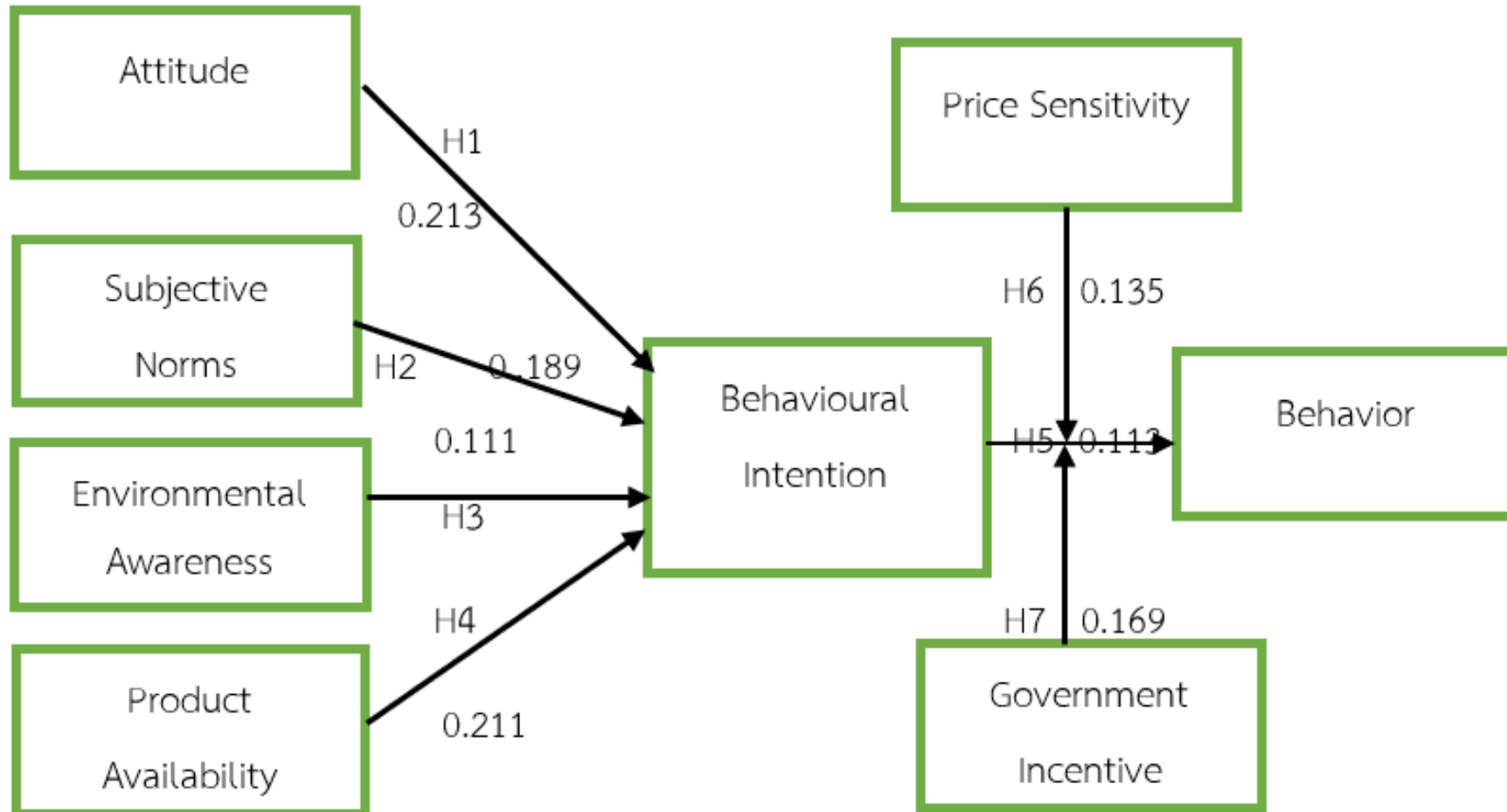
Scale	Scale Reliability		
	Alfa	CR	AVE
Attitude to environments (AT)	0.865	0.814	0.679
Subjective Norm (SN)	0.867	0.882	0.652
Environmental Awareness (EA)	0.850	0.850	0.685
Product Availability (PA)	0.868	0.867	0.681
Price Sensitivity (PS)	0.884	0.887	0.668
Government incentive (GI)	0.883	0.845	0.698
Behavioral Intention (BI)	0.878	0.807	0.668
Behavior (BH)	0.879	0.835	0.678

Analysis of discriminant validity

	AT	SN	EA	PA	PS	BI	BH
AT	0.823**						
SN	0.240	0.807					
EA	0.154	0.208	0.828				
PA	0.135	0.332	0.814	0.802			
PS	0.321	0.286	0.067	0.154	0.825		
GI	0.088	0.034	0.070	0.030	0.425	0.817	
BH	0.355	0.384	0.433	0.343	0.463	0.173	0.850



Scale reliability analysis



Conclusion

- This research paper has provided valuable insights into the transformation of consumer behavior in the context of changing climate and its implications for urban populations in Vietnam, with a specific focus on Thua Thien Hue.
- By applying the Theory of Planned Behavior (TPB), this study has unraveled the intricate factors shaping consumers' intentions to purchase environmentally friendly products, which is crucial for mitigating the impacts of climate change.

**THANK YOU
FOR LISTENTING**