REVIEWING STUDIES ON GREEN CONSUMER BEHAVIOUR

IN VIETNAM DURING THE 2008-2020 PERIOD

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Green consumption, or sustainable consumption, can be defined as the customers' consumption of green products that are sustainable and environmentally friendly (Le et al., 2018). In recent years, according to Nguyen et al. (2018), due to the increasing awareness of environmental issues and the need of figuring out solutions for these problems, academic interest on green consumption behaviours have been on the rise researchers. Researchers have long been considering green consumption as an inseparable determinant of the global sustainable development (Kim et al., 2012; Lee, 2008), or as a tool to activate the worldwide green evolution and initiate global green marketing (Ottman, 1993; Lee, 2008; Miniero et al., 2014). Furthermore, they are trying to comprehend green behaviours and explain the antecedents influencing green behavioural intentions (Peattie, 2001; Dietz, Fitzgerald, & Shwom, 2005; Nguyen, Nguyen, & Hoang, 2015; Wu & Chen, 2014). In 15 publications concerning the Vietnamese market in our database, the majority of them focus on the correlation between intention and green behaviours. Moreover, pragmatic approaches to improve citizen knowledge regarding green consumption, especially the young generation, have also been studied.

First, in the study on the correlation between dual personal values and green consumption commitment, Le et al. (2018) prove that collectivistic people care more about the environment than individualistic ones, and they often keep themselves updated about the news of green products. Also, the boom of green offerings has drawn the attention of the public. The green offering stress on the individual benefits of customer, and it is the main reason why green products are preferred by those having collectivistic mindset (Le et al., 2018). Nguyen (2019) complements the discussion by pointing out the factors determining consumers' green purchase intention. Attitude, which can be referred to as the judgements of consumers when buying green products, is the most important contributor to the green consumption of Vietnamese people. This result contradicts the figure from Taiwan, as attitude ranks last, while the number one contributor is subjective norm, which is the perceived pressure from society that motivates consumers purchasing and using green products (Nguyen, 2019). Nguyen (2019) explains this difference by highlighting that Vietnam is still an emerging economy where perception about green purchase behaviour is nascent, thus establishing an encouraging attitude toward green products is vital for boosting consumers' purchase intention. To further add on the matter, Nguyen et al. (2018) analyse the gap between green consumption intention and behaviour and affirm that the readiness of green products, together with consumers' perception of the products' environmentally friendliness, will more likely to actualize people's intention of purchasing green products.

Especially, young people, or gen Z, have been become the key group in the discussion on green consumer behaviour. According to Nguyen et al. (2019), the reason is that they are born in a digital world where they can quickly obtain information about global environment, thus encourage them to develop pro-environmental values and the adoption of green products. Eventually, they will influence the people around them and motivate them to take up similar sustainable practices (Nguyen et al., 2019). In a research conducted by de Koning et al. (2016),

the authors found that in terms of sustainable consumption, Vietnamese students and young people expressed strong intents and altruistic motivations. It is also the feeling of not being alone, together with the state of being able to cooperate with each other that drive them forward to maintain the long-term behavioural changes in the future (de Koning et al., 2016). Moreover, according to Nguyen et al. (2019), in the aspect of purchasing eco-fashion, the young people who have high level of success value are more likely to be enthusiastic about buying green apparels. In their views, eco-fashion represents uniqueness, knowledge, and a connection to nature, which can all help them to express themselves as knowledgeable and successful ones (Nguyen et al., 2019). On the contrary, those possessing high level of centrality value are more inclined to oppose green apparels. In the eyes of these young consumers, eco-fashion does not symbolize material possessions and luxuries (Nguyen et al., 2019). Nguyen et al. (2019) explain this view by mentioning the inconvenience of green apparels in Vietnam, both in availability and popularity, as the main contributor in limiting the attention of young people for eco-fashion.

As being a nascent topic in Vietnam, many tasks need to be done to spread the awareness of green consumption in society. The foremost priority is to expand the availability of green products (Nguyen et al., 2018). Once the supply is increased, the products will become more approachable and presumably more affordable, which in turn will motivate the purchasing intention of consumers (Nguyen, 2019). Besides supply, retailers should also pay attention to advertising programs to further enlarge the coverage of products (Nguyen et al., 2019). The second concern is to educate people on the benefits and significance of adopting green consumption behaviours. This education should be started from the young generation, as their awareness would affect their actions toward the future of the society, and especially, children's words may impact their parents' preferences to choose green products over conventional ones, e.g. using eco-friendly packaging instead of nylon bags (Nguyen et al.,

2019; Su et al., 2020). To popularize the concept of green consumption and green products, it requires the collaboration of both the government and the retailers, together with the cooperation of every generation in society.

For future research, researchers can extend the literature by comparing the real situation of green consumption behaviours in Vietnam and other countries that have different culture and economic development, in order to deepen the understanding on the importance of consumption behaviours (Nguyen et al., 2019). In addition, other factors related to purchase intentions, such as the origin of green products, the income level of consumers, etc., should be considered, so that researchers can draw a comprehensive picture about the real situation of green consumption behaviours in Vietnam (Nguyen et al., 2019, Su et al., 2020; Vuong, 2018; Vuong, 2021). Moreover, cultural values such as shame or face that can be leveraged to encourage green consumption behaviours should also be considered (Vuong et al., 2019; Vuong, 2016; Pham & Vuong, 2009).

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