

Factors Affecting Green FMCG Attitude and Purchase Intention in Vietnam

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ABSTRACT

This research aims to examine the impact of the consumer social orientation and environmental concern on attitudes towards green FMCG (Fast Moving Consumer Goods) and the influence of these attitudes on the purchase intention. A quantitative study was conducted based on a questionnaire sent to 872 respondents in three Vietnamese cities. Exploratory factor analysis (EFA) has been used to assess the reliability of scales and validity of factors; then, confirmatory factor analysis (CFA) was used to assess the qualification of the model, expressed hypotheses and the direct, indirect relationships. The results demonstrated the role of the consumer orientation and environmental concern in the FMCG green consumer behavior. Otherwise, this research does not only reveal that the consumption of green FMCG is guided by the social valorization but also that the environmental factors are considered in the purchasing decisions of these products. This study can be taken as a model on which firms will base themselves to build a green FMCG market in Vietnam. FMCG marketer can play on the social determining factor of consumer orientation to change their attitude and intention to acquire green products.

Keywords: consumer orientation, green product, attitude, purchase intention, environmental concern.

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1. INTRODUCTION

Research on green consumer behavior, aimed at uncovering the factors manipulating the intention to purchase these products, asserts that consumers' attitude is a direct influencing factor that affects their purchasing intentions (Gupta and Ogden, 2009). Attitude then asserts itself as an essential factor in explaining client behavior. Thus, the client attitude to green products broadly reflects their evaluation. Nevertheless, other research has affirmed that the attitude to green products is in turn influenced by: (1) specific aspects for example: consumer effectiveness, behavioral control, emotions, habits, trust, knowledge, lifestyles, personality, values and personal norms, etc. (Yatish Joshia and Rahman Zillur., 2015) and (2) other consumer social criteria such as: social status, social influence, etc. (Hartmann & Apaolaza-Ibanez, 2012; Eze et al., 2013; Liu et al., 2012; Welsch et al., 2009).

Consumer orientation has been approached in the marketing literature in several ways but in a platonic way. The most recent studies discuss consumer orientation towards sports entertainment (McAllister & Basini, 2003). In this sense, the studies of Briley and Aaker (2006) as well as those of Bearden et al., (2006) argue that guidance is a noticeable aspect of cultural values that affects the decision-making processes of consumers. In the definition of Parsons and Shils (1967) orientation is any conductive mental inclination in its finality to action. This definition applies to consumer behavior so that guidance is a directional state of mind preceding the attitude and intention to buy. Thus, any factor which influences these can be considered as determining the orientation. It should be noted that consumer orientation is considered according to two main visions that have preoccupied researchers: The first relates to companies focusing on values, beliefs, practice and marketing activities in reply to markets and the company's commitments in its market through its exchanges; and the second relating to consumers whose focus is on the values, beliefs, attitudes, and behavioral trends of consumers towards businesses in a specific market at a specific time. It is this last view of consumer orientation that we will study in this research.

However, several studies have attempted to explore the factors that influence attitude and intention to buy green products (Kang et al., 2013; Wang et al., 2014). In addition, several studies on green consumer behavior have failed for two main explanations: either the studies only consider the psychographic approach, overlook others such as the social approach of consumer orientation, or they neglect the moderating effects of certain internal and external aspects on the relationships between orientation, attitude and buying intention for green products.

Noting the emergence of green products in developing countries, especially Vietnam on the one hand, and the growing awareness of the Vietnamese consumer on the other hand, this stimulated our curiosity to learn more about the variables of the green behavior of this consumer. More explicitly, we wanted to study the importance of the social factors of consumer orientation and their influence on the attitude and purchase intention of the Vietnamese consumer vis-à-vis green FMCG, which would help companies to promote this sector and introduce consumer orientation as an important variable in their behavioral studies which is often overlooked.

Therefore, this research proposes to make a confirmatory quantitative study of the impact of consumer orientation through a social approach, on the attitude and intention to purchase green FMCG. Thus, our research problem can be summed up in the following central question:

"What is the impact of social consumer orientation and environmental concern on their attitude and intention to buy green FMCG?"

To answer the main question of our research we supported it with two intermediate questions as follows:

- What is the effect of the consumer's orientation to green FMCG on his attitude to these products and what impact do these attitudes have on the intention to purchase?
- What is the relationship between subfactors of environmental concern? (environmental knowledge, ecological sensitivity and green product attitude)

Thus, the key objective of this study will be the relationship between the orientation of the consumer and his attitude to green products as well as his intention to buy these products. Also,

in this research we will not explore all the social factors that control consumer behavior through the social approach.

2. LITERATURE REVIEW

Previous study separately addresses cultural, social and psycho-graphic factors on green behavior (Chan, R. Y. 2001; Hartmann & Apaolaza-Ibanez, 2012; Souiden, et al., 2011). In our research we lend ourselves to refine the concept of consumer orientation and clarify its positioning in the process of consumer behavior in the first place. Explain the determinants of consumer orientation chosen to test their influence on attitude towards green products and purchase intention second. Thirdly, develop the variables of the conceptual framework in relation to the objective of the study. And finally, support our research with a confirmatory quantitative study. Therefore, the focus is on the three dimensions which are consumer orientation to green products through a social approach, consumer attitude to green products and intention to acquisition of green products considering the moderating factors, commonly studied and linked to green behavior, namely environmental and economic concern.

2.1. Consumer orientation towards green products

The concept of orientation was first explored by Parsons and Shils (1967) in their exploration of action theory, where they emphasized orientation as an essential and primary stage in behavior. In their book, the researchers argue that it must be analyzed in terms of (1) the anticipated states of the relationships to which the behavior is oriented, (2) the situation in which it is occurs, (3) the normative regulation of behavior (4) and the energy expenditure or motivation involved. Any behavior that is reducible to these terms, then, will result in an action. These inputs place guidance at the first step in the behavior process. Henceforth, guidance is no longer a new concept in consumer behavior studies but rather a concept often used but in a very superficial way. In the same case, Kantanen (1993), in his study on the orientation of a visit to the theater, gave a precise concept definition of the consumer orientation as being a specific inclination of the individual to adopt a predictable behavior when of an act of consumption. This definition was adopted in several subsequent studies such as the study by Pons et al., (2006) where the researchers proposed a measurement scale on the consumer's orientation towards sports performances by adopting the determining systems (dimensions) of the orientation of behavior previously studied and developed by Parsons and Shils (1967), namely the personality system, the cultural value system and the social system. In their study the emphasis is on the social aspect of consumer orientation hence our choice to examine this social approach. Thus, the determinants of the social dimension of consumer orientation towards green products will be selective. Our choice is based on the factors long studied by researchers in the purchasing behavior of these products, namely: social value, social status, social influence and natural orientation.

Social value

Social values are measured to be significant determinants in the behavior of individuals. In their empirical research, Messick and McClintock (1968) confirm that social values influence the interdependent social parameters of individual decision-making. Schwartz (1992) identified

two related factors. The first factor is openness to change versus conservatism, which distinguishes values emphasizing to new thoughts, the next factor, self-transcendence versus self-improvement, differentiates values that highlight the interests of others, society and nature, as universalism and benevolence, from those that highlight self-interest, as power and achievement (Schwartz, 1992).

Social status

Social status is frequently viewed as "the relative hierarchy of members of each social class in terms of specific statutory factors including wealth, power and prestige". As said by Schiffman and Kanuk (2004), these dimensions show a considerable role in controlling client' buying intentions. Similarly, Eastman, et al., (1999) said that one of the most important forces influencing client behavior is the desire to obtain respectable social status or social respect over the purchase and using of certain goods. In fact, the more the consumer seeks social status, the more he involves in specific consumption behaviors.

Social influence

Social influence has always been a decisive factor in the decision to buy. Indeed, there is a lot of influence of peers, colleagues, family and opinion leaders on client behavior. In this sense, the outcomes of the research by Lee (2008) exposed that social effect is the most significant dimension influencing green purchasing behavior though qualifying that the social cluster, grouped by people with the similar habits, desires and group social thinking, has the abilities to promote an ecological philosophy which results from an attitude to green consumption promoting the consumers of the group to buy green.

The natural orientation

Natural orientation is defined as the relationship between man and his natural environment (Bina and Vaz, 2011). In a green marketing framework, natural orientation is one of the different areas of value orientation. It essentially concerns the existing relationship between the consumer and his natural environment which surrounds him with reference to the harm to others, which gives him a socio-environmental aspect, hence its adoption in this study.

2.2. Environmental concern

Environmental concern is usually related to balanced behavior that preserves ecosystems. Furthermost actions of environmental concern include matters relating to the three attitude dimensions: cognitive, affective and conative. The cognitive dimension is the body of individual knowledge about ecological issues and the way needed to recover it. Rather, the affective dimension is emotional replies to environmental issues, and the conative dimension reflects the way a individual involvement to recover the ecosystems (Dembkowski and Hammer-Lloyd, 1994). Subsequently, majority of current study separates these three dimensions in order to investigate the link between them. The 1970s, considerable study carried out in USA, and then, in the rest of the world, tried to investigate the relation between environmental concern and the ecological behavior of consumers (Maloney and Ward, 1973; Grunert, 1993; Li 1997; Chan and Lau, 2000; Roberts 1996). Their results showed that there is

a significant positive link between the two dimensions, but the forte of this link is more or less weak dependent on the studies. For instance, Li (1997); Maloney and Ward (1973) showed a solid relation between the two dimensions, while Roberts (1996), Chan and Yam (1995) found a weak effect of environmental concern on the ecological behavior of the consumer. These differences in outcomes can be described largely by two aspects:

Environmental concern is a wide-ranging multi dimensions integrating the cognitive, affective and conative components. This undeniably impacts its descriptive role on the environmental behavior. Certainly, Zimmer and Royne-Stafford (1994) agree that finding an overall score for environmental concern does not bring considerable meaningful, meanwhile the identical client can have flexible result dependent on the dimensions.

The given environmental concern concepts differ from one research to another and so occasionally prove not to be comparable. Definitely, the variables suggested to evaluate environmental concern normally relate to the situation of the research: The amount and concept of these variables differ depending on the characteristic of the environment (cleaning up rivers, air, water and soil pollution, waste, renewable energy, green consumption, etc.) or the environment in overall. Moisander and Pesonen (2002) argue that ideas connected to the green consumption and the marketing of green consumption are usually difficult to set up and requirement to be addressed and prudently make clear.

2.3. Consumer attitudes towards green products

An attitude is a multifaceted and durable mental state concerning feelings, beliefs, values and the disposition to act in certain ways through the general evaluation of things. With a Marketing point of view, the attitude of consumers is a direct influencing factor that affects their purchasing intentions according to Kang et al., (2013) and Ajzen and Fishbein (1980). Numerous researchers wanted to unveil the role of attitude on green consumer behavior. Fraj-Andrés et al. (2007) provided a conceivable description of the impact of environmental knowledge on ecological behavior of client and recommended that environmental knowledge moderated the relation between ecological attitude and green consumption behavior. Whereas Grunert and Juhl (1995) inspected the determinants of attitude leading to buying of organic foods, the variables included in their research are values, environmental attitudes.

2.4. The intention to purchase green products

Buying intention is considered a prior expression of a potential buying, hence the importance given to this outcome in the pursuit of green behavior. As stated by Straughan and Roberts (1999) psychological items of orientation can be used to comprehend conscientious client behavior towards the environment. Correspondingly, Hartmann and Apaolaza-Ibanez (2012) state that in overall, attitudes to green products bring to the buying of green products. These studies prove the existence of considerable influence relations in the process of green consumer behavior "orientation-attitude-intention to purchase" as well as the moderating effect of economic (commercial) factor, with tree sub factors: Willingness to pay more, Perceived green business image and Individual income.

3. THE CONCEPTUAL FRAMEWORK

The paucity of studies on consumer orientation makes it difficult to find the relationships between the variables in our conceptual model, especially on consumer orientation and environmental concern towards green products behavior. This research is considered a scientific initiation to this construct in green behavior by a deductive method. Although the research discussed in the literature review examines the factors that influence the latter, whether focused on attitude towards green products or green purchase intention, it does not address the concept of consumer orientation, but rather the impact of social and personal (environmental concern) factors on green behavior.

As we have clarified throughout this research paper, this study is based on deductive analysis. This is what we rely on in this research to justify the relationships between the factors in this study and the assumptions of the conceptual model.

3.1. Hypotheses development

Consumer orientation

This research will be the subject of a social approach to consumer orientation. The choice of this approach is justified mainly in relation to the studies on psychographic (personality) factors and on cultural factors (Gifford & Nilsson, 2014; Eze et al., 2013; Liu et al., 2012; Welsch et al., 2009). These two factors are characterized by individuality; however, the social approach is characterized by the effect of communitarianism on the consumer. Hence the interest of this study in this context, the consumer orientation hypothesis is as follows: The consumer's orientation to green FMCG has a significant impact on his attitude towards these products.

For researchers exploring the influencing factors of green behavior such as Gupta and Ogden (2009), social worth combined with other personal traits, with perceived effectiveness, is a significant forecaster that differentiates the attitudes of green shoppers from those from other buyers. Then again, Cho (2012) examined the influence of social value on the green purchase intention whose relationship was positive. This therefore leads us to formulate the following sub hypothesis:

H1a: Social value (SVF) has a significant effect on the attitude of consumers (GPA) towards green FMCG.

In their study, Griskevicius et al., (2010) and Ayoun et al., (2015) demonstrated the position of competition for social status in stimulating the motivations of attitudes and intentions to buy green products. This is our case study which undertakes that social status impacts the green behavior of consumers and further explicitly their attitudes to green products, which is formulated by the following sub hypothesis:

H1b: Social status (SSF) has an important impact on the attitude of consumers (GPA) to green FMCG.

In addition, the study by Ali and Ahmad (2012) confirmed that social influence impacts the green purchase intention. Another idea by Lee (2008) presented that social impact is the most significant component influencing green purchasing behavior although justifying that the social group with similar habits, desires and thoughts has the ability to promote an ecological culture resulting in an attitude to green products leading the consumers of the group to buy green. Therefore, the following sub-hypothesis is created:

H1c: Social influence (SIF) has an important impact on the attitude of consumers (GPA) to green FMCG.

Finally, the same study by Ali and Ahmad (2012) found that natural orientation is an essential factor in defining green behavior, especially the green purchase intention. In this study this factor will be studied in relation to its influence on attitudes. Therefore, the sub hypothesis about the impact of natural orientation on attitude is created as follows:

H1d: The nature orientation (NOF) has an important impact on the attitude of consumers (GPA) to green FMCG.

Environmental concern

Literature review led us to conceptualize environmental concern as a construct covering three dimensions: environmental knowledge, sensitivity and ecological behavior. This conceptualization of attitude conforms to the classical model of attitude formation (Bagozzi et al., 1979; Engel et al., 1990). Indeed, according to a recent study, Chan and Lau (2000) the explanatory power of the model, when the three components of the environmental concern are separated, is higher than in previous studies. It was observed that the model could explain 59% of the variance in purchasing green products. Consequently, we made the following two hypotheses:

H2a: The environmental knowledge (EKF) has an important impact on the green product attitudes of the consumer (GPA).

H2b: The ecological sensitivity has an important impact on the green product attitudes of the consumer (GPA).

H3a: The environmental knowledge (EKF) has an important impact on Ecological sensitivity (ESF).

H3b: Ecological sensitivity (ESF) mediate the relation between environmental knowledge (EKF) and green product attitudes (GPA).

Relation between green product attitude and green purchase intention

The existing marketing literature on green consumption often addresses a relation between green product attitude and green purchase intention in several studies (Hartmann and Apaolaza-Ibanez, 2012; Bang et al., 2000; Wolsink, 2007). This research exclusively asserts that attitude drives consumers' green shopping behavior. Based on the above, it should be noted that the green product attitude plays a mediating role between the consumer orientation and the green purchase intention. So, the hypothesis of our study is formulated as follows:

H4: The consumer's attitude towards green products (GPA) positively and significantly influences his intention to purchase these products (GPI).

3.2 Proposed Model

In this model, we wanted to dissociate between the three dimensions of environmental concern by integrating the concepts of knowledge, ecological sensitivity and ecological behavior (Green product attitudes). This decomposition of attitude conforms to the classical model of attitude formation and allows a better prediction of consumer behavior (Bagozzi et al., 1979; Engel et al., 1990). The inclusion of ecological sensitivity as a mediating variable between

knowledge and behavior should improve the explanatory power of the model. In addition, separating the three components of environmental concern will allow us to effectively measure the links that can be established between the three concepts.

Buying intention is a prior expression of a potential buying, hence the importance given to this outcome in the pursuit of green behavior. Psychological items of orientation can be used to comprehend conscientious consumer behavior to the environment. Also, attitudes to green products bring to the buying of green products. These prove the existence of considerable influence relations in the process of green consumer behavior "orientation-attitude-intention to purchase".

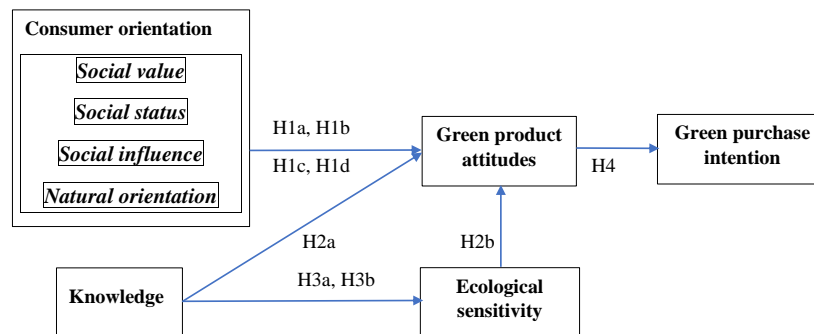


Figure 1. Proposed Model

4. RESEARCH METHODOLOGY

4.1. Data Collection

The data for this research were collected through “mall intercepts” in three biggest cities (Hanoi, Danang and Ho Chi Minh City corresponding three regions of Vietnam (North, Center and South) in March and April 2021 to examine the state of mind of the Vietnamese with cross-section way. 872 valid questionnaires were received by randomly approaching method from buyer in supermarket when buying FMCG for analysis.

The sample respondent socio-economic profile is: gender distribution is 19.5% male and 81.5% female; age groups distribution is 8.2% under 25 years old, 44.8% between 26 and 44, 34.6% between 45 and 59, and 12.4% over 60 years old; education group distribution is 5.1% primary education, secondary education (28.6%); university education (55.7%), post-graduate qualification (10.6%). Monthly income varied from below 500 US with 27.5%; 46.4% of which lay between 500 USD- 1000 USD, 15.3% between 1000 – 2000 USD; and 10.8% over 2000 USD. Demographic represented is 37.5% of respondents from Hanoi, 38.4% from Ho Chi Minh and 24.1% from Danang.

4.2. Measurements of Constructs

The social consumer orientation approach is composed of 4 dimensions, the first is the social value measured using 9 items from the work of Schwartz (1992) and Stern et al. (1995); in their research on value orientation and social value. The social status dimension is measured based on 8 items from the research of O'Cass and Frost (2002); Wong A. and Zhou (2005), Sweden et al. (2011). Social influence encompasses 6 items from the work of Rehman and Dost (2013). The fourth dimension of consumer orientation is natural orientation which is measured based

on 5 items from the work of Rehman and Dost (2013). Green product attitude and green purchase intention are measured on a Likert scale and the associated items are taken from the work of Arvola et al., (2008). For this survey, the 9-item scale form with little modification for simplicity and ease of understanding with the respondents was utilized to measure Green product attitude (5 items) and green purchase intention (4 items). The measurement scale for the moderating variable, namely economic (commercial) factors, is borrowed from the work of Connell, (2010) and Manget et al., (2009). All measurement scales were composed to indicate the customer's agreement on a 5 points Likert scale (1 for strongly disagree and 5 for strongly agree).

Environmental concern

The environmental concern measurement scales proposed so far are very heterogeneous both empirically and conceptually. Giannelloni (1998), through a good review of the literature, mentions that no scale has undergone a full construction and validation procedure. In addition, most of these ladders were built in the United States. They are relatively unsuitable for the Vietnamese context. Indeed, differences exist and are essentially linked to the level of ecological maturity of the country being studied, and to the place that ecology occupies in the concerns of all economic players. This is the reason why we have tried to build our own measurement scale for environmental knowledge and Ecological sensitivity. During an exploratory study, we first conducted a documentary study with the Ministry of Commerce and Industry which concerned the national program of awareness, education and environmental culture. This study was supplemented by about fifteen in-depth interviews with people who differ by age and sex and two group meetings, the first on a group of 12 students and the second concerned 8 married executives with children and working in different business sectors. Discussions focused on reactions to environmental problems in general, but also to specific issues (citizens' responsibility, their attitude and behavior towards the protection of nature, energy, the purchase of products, the behavior in shop...).

From the analysis of the information collected and by crossing it with the measurement scales proposed by the researchers during the previous studies, we developed the following measures: Knowledge of the environment was measured by a scale made up of 10 items (see appendix 1). These reflect the degree of knowledge about ecological issues (climate change, pollution problems, nature conservation, risks associated with environmental degradation, ecosystem components, knowledge of ecological products, etc.).

Ecological sensitivity was measured by a scale made up of 10 items (see appendix 2). These reflect the degree of emotion an individual attaches to ecological issues:

- His feelings about the degradation and scarcity of natural resources.
- The importance he gives to pollution, its dangers to the life of living beings and its reaction to these problems.
- His level of awareness and the attention he pays to ecological products.
- The feelings he has towards a specific behavior and the benefits that this behavior can have on the environment.

5. RESULTS

5.1. Evaluating the Reliability and Validity of constructs

After completing and validating the data is analyzed by SPSS version 22 software to qualify preliminary univariant and bivariant analysis, the result displayed no important anomalies. After that, Author used Exploratory factor analysis (EFA) to test the uni-dimensionality of the latent variable. In this procedure, the principal factor analysis with varimax rotation is established in order to identify factors. According to Anderson and Gerbing (1988), the discriminant and convergent validity of factors were tested by AMOS version 24 software in order to evaluate the discriminant and convergent validity of factors. After that the structural models was completed. Table 1 lower displays the outcomes of this procedure.

Table 1. Exploratory factor analysis

	SVF1-SVF9 *	SSF1-SSF8* *	SIF1-SIF6* *	NOF1- NOF5	GPA1- GPA5	EKF1-EKF1 0*	ESF1-ESF10 *	FPF1-FPF4	GBI1-GBI5
Cronbach's α	0.75 & 0.81	0.83 & 0.81	0.88	0.85	0.84	0.86 & 0.72	0.79 & 0.72	0.88	0.82
KMO	0.85	0.74	0.88	0.83	0.89	0.84	0.78	0.87	0.86
Bartlett	p < 0.05	p < 0.05	p < 0.05	p < 0.05	p < 0.05	p < 0.05	p < 0.05	p < 0.05	p < 0.05
EFA	36.25 % & 25.13 %	37.52 % & 23.84 %	64.34 %	58.63 %	61.14 %	39.83 % & 18.25 %	41.77 % & 20.19 %	62.66 %	56.33 %
CFA Chi-square/Df	3.89	4.49	5.11	4.57	4.92	6.03	5.08	4.57	4.79
CFA- GFI	0.927	0.911	0.958	0.964	0.934	0.918	0.923	0.968	0.944
CFA- CFI	0.973	0.928	0.961	0.948	0.948	0.907	0.912	0.917	0.923
CFA- RMSEA	0.059	0.066	0.055	0.065	0.062	0.069	0.064	0.051	0.061

* Factors are measured by two subfactors: SVF, SSF, EKF, ESF.

ESF1-ESF10*: The Communalities of ESF1 (Natural spaces deserve more attention) = 0.287 (<0.5); so it is eliminated in factor analysis.

** The 6 social influence variables (SIF1-SIF6) were verified the reliability, Cronbach's α was 0.711; corrected Item-Total Correlation of SIF5 was 0.23 (A rule-of-thumb is that the value should be at least 0.40) (for the first time). After elimination of SIF5 (I always buy environmentally friendly products with my friends), the Cronbach's α (reliability) is 0.88; thus it approves that scale is good.

Environmental knowledge and sensitivity (two new factors are created by this research) are validated by Confirmatory Factor Analysis (CFA). With the suggestion of Hair et al (2006), by a sample size big enough, fit indices display the model fit with the following values: CMIN/DF <5; GFI > .90, CFI > .90, RMSEA < 0.1. In this model, the indices display that the model fits

with the study data so fine; thus, it can be determined that:

- Component of environmental knowledge and ecological sensitivity factor achieves convergent validity (Ecological knowledge: CMIN/DF = 5.062; GFI = .916, CFI = .917, RMSEA = 0.074. Ecological sensitivity: CMIN/DF = 5.025; GFI = .941, CFI = .920, RMSEA = 0.083)
- Correlation between subfactors (EKF1F-EKF2F and ESF1F-ESF2F) are 0.1 (under 0.5) with $p < 0.05$. Thus, it can be determined that these components of environmental knowledge and ecological sensitivity achieve discriminant and convergent validity.

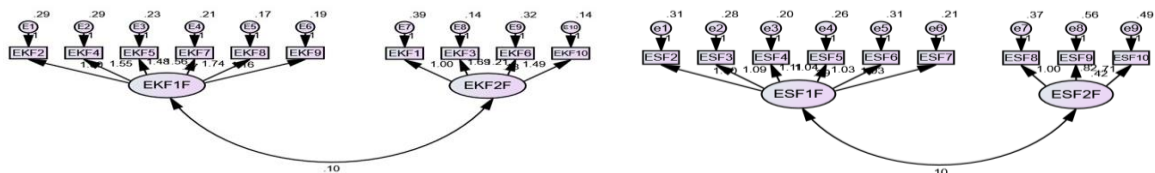


Figure 2. Ecological knowledge (EKF) and Ecological sensitivity (ESF)

5.2. Evaluating the Model Fit with Structural Equations Modeling

In the structural model showing in Figure 3 below, the calculated results are: Chi-square/Df = 6.07; GFI = 0.913; CFI = 0.908; RMSEA = 0.065. With the suggestion of Hair et al, (2006), there is no absolute value for the numerous fit indices propose a good fit. The estimated result related to adequate models differ from circumstances to circumstances and depend significantly on the sample size, number of using variables, and the communalities of the factors in the model. The majority of fit indices in this structural model are good value. Thus, the structural model is accepted.

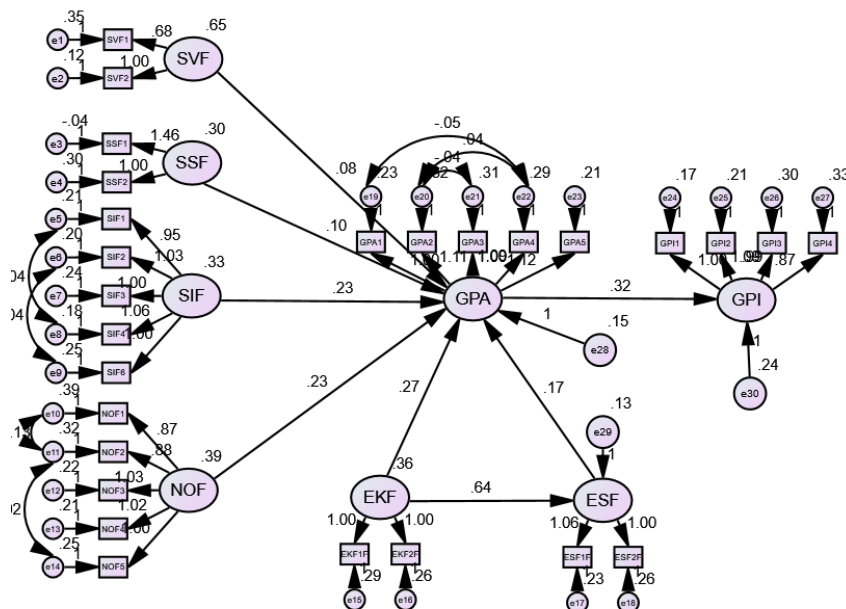


Figure 3 Structural model analysis test result

Table 2 Hypothesis results

Hypotheses	Linkage	Estimate	P-value	Result
H1a	SVF→GPA	.082	.005	Supported
H1b	SSF→GPA	.101	***	Supported
H1c	SIF→GPA	.226	***	Supported
H1d	NOF→GPA	.228	***	Supported
H2a	EKF→GPA	.273	***	Supported
H2b	ESF→GPA	.168	.012	Supported
H3a	EKF→ESF	.642	***	Supported
H4	GPA→GPI	.325	***	Supported

The results showing that four subfactors of consumer orientation (social value, social status, social influence and natural orientation) have a moderate significant and positive impact on Green product attitude – GPA with the unstandardized regression weights range from 0.082 to 0.228. The lowest number is social value – SVF and social status - SSF with 0.082 and 0.101 respectively. The highest is social influence - SIF and natural orientation - NOF with 0.23. So, hypotheses H1a, H1b, H1c and H1d are supported with moderate significant. Environmental knowledge - EKF and ecological sensitivity - ESF factors have a significant and positive impact on green product attitude – GPA with the unstandardized regression weights is 0.273 and 0.168 respectively. So, hypotheses H2a and H2b are supported; in which EKF has the strongest direct impact on GPA with a regression weight of 0.273. EKF has the strongest direct impact on ESF with a regression weight of 0.642; so, the hypothesis H3a is supported with strongest value. GPA has the strongest direct impact on green product intention – GPI with a regression weight of 0.325; so, the hypothesis H4 is supported with significant value.

Table 3 Direct – Indirect – Total Effect Hypothesis Results

Hypotheses	Linkage	Direct Effect	Indirect Effect	Total Effect	Result
H3b	EKF→ESF→GPA	0.273	0.108	0.38	Supported
	SVF→GPA→GPI	-	0.025	0.025	
	SSF→GPA→GPI	-	0.033	0.033	
	SIF→GPA→GPI	-	0.074	0.074	
	NOF→GPA→GPI	-	0.073	0.073	

The ecological sensitivity - ESF factor mediates the relation between environmental knowledge - EKF factor and green product attitude – GPA factor, the total effect of unstandardized regression weights is 0.38 (indirect effect = 0.108 and direct effect = 0.273), so H3a is supported with moderate efficiency.

5.3. Discussion

The results obtained following our analysis showed that the determinants of the social dimension of consumer orientation, namely social value, social status, social influence, and natural orientation have a positive impact on attitudes (H1: H1a H1b H1c H1d). Also, the results of this study concerning the positive and significant impact of consumers' attitude

towards green products on their purchasing intentions for these products joined previous research such as that of Akbar et al. (2014) and Lee (2008) hence the relative hypothesis (H4) is retained. This supported the earlier research work of Bearden et al (2006), Messick and McClintock (1968).

Indeed, environmental concern with environmental knowledge (independent factor) and ecological sensitivity (mediating factor) have direct and indirect impact on consumers' attitude towards green products. This has supported the research of Gupta and Ogden (2009) and Schiffman and Kanuk (2004). This result contradicts the findings of the study by Ali and Ahmad (2012) who assert that environmental concern is an important moderating factor in the relationship between consumers' attitude towards green products and their green purchasing intentions.

6. IMPLICATIONS, CONCLUSION AND FUTURE RESEARCH

6.1. Implications

Theoretical implications. The purchase intention for green products is often compromised by very complex influencing factors. That always been proven by the purchase intention is influenced by attitude like us demonstrated in the literature review. We have also, throughout this research, been able to prove that the attitude to green products is in turn influenced by consumer orientation and environmental concern, a concept not yet explored in the green FMCG sector. Thus, this study made it possible on a theoretical level to confirm the influence of the social determinants of the consumer's orientation and environmental concern towards green products on the attitude towards these products, factors mediating the intention to buy green. Scientifically, we have demonstrated through the support of the literature the role of consumer orientation and environmental concern in the behavioral purchasing process and specifically that related to green products supported after by the quantitative study.

Managerial implications. In their search for green consumption, consumers in emerging countries have become more suspicious of products available on the markets. In its approach to sustainable development, the Vietnamese government encourages firms to integrate green production for optimal well-being of the citizen. Faced with the constantly growing level of consumer awareness, firms must consider the variables that influence the intention to buy green products. This study can be taken as a model on which firms will base themselves to develop a green market in Vietnam. FMCG players can play on the social determinants of consumer orientation in order to influence their attitude and intention to buy green products, while aiming to develop their environmental concern, thus making it possible to include not only a new profession but also a new sustainable approach for Vietnamese market.

6.2. Conclusion

The primary objective of this article is to estimate the effect of consumer orientation and environmental concern on the attitude towards green products, the attitude about the intention to buy these products. Confirmation of these impacts has been demonstrated based on the study of relationships between variables. In this context, we opted for a quantitative study by questionnaire.

An exploratory factor analysis was first carried out to evaluate the reliability and validity of

the scales, then a confirmatory factor analysis and structural equations modeling permitted us to validate or reject the hypotheses offered above and to meet our objectives of research. This study contributes to a better understanding of consumer orientation and its influence on the purchase intention of green FMCG where attitude towards green products plays a mediating role. More precisely, this study mainly demonstrates the importance of social factors of the consumer's orientation and environmental concern towards green products in relation to its impact on attitudes towards green products in the educated Vietnamese population.

The results of this research have clearly demonstrated the importance of consumer orientation and environmental concern as a primary and essential phase of the behavioral consumption process. In addition, the social approach to the orientation of the consumer towards green products is, according to the results of this study, a key variable in the influence of attitudes and consequently of purchasing intentions for these products, thus joining previous work. In addition, environmental concern with environmental knowledge (independent factor) and ecological sensitivity (mediating factor) plays the most important role green consumption attitude and intention.

6.3. Future research

Future research concentrating on the moderating role of economic factor because economic resources (individual income) of clients was found to amplify the impact of price and act as a barrier to buy of green products (Connell, 2010) with three sub factors: willingness to pay more, perceived green business image and individual income. These economic factors help to clarify the relation between green product attitude and FMCG buying behavior.

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