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A Study of the Motivating Factors Influencing the Purchasing Behavior of Vietnamese Women Toward Green Personal Care Product in Vietnam

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Abstract

This study aims to explore the motivational factors that influence the purchasing behavior of Vietnamese women towards green personal care products in Vietnam. With the increasing awareness of environmental issues and the growing demand for sustainable and eco-friendly products, understanding the driving forces behind consumers' decision-making processes is crucial for businesses operating in the personal care industry. Through a comprehensive literature review and empirical research, this study identifies and examines the key motivational factors that shape Vietnamese women's buying behavior in relation to green personal care products. Factors such as environmental consciousness, health considerations, product quality, price sensitivity, and social influence will be investigated and analyzed. The research methodology involves both qualitative and quantitative approaches, including surveys, interviews, and data analysis techniques. The findings of this study will contribute to a deeper understanding of the motivations driving Vietnamese women's purchasing decisions in the context of green personal care products, providing valuable insights for marketers and policymakers seeking to promote sustainable consumption patterns in Vietnam.

Keywords: *Motivating Factors, Purchasing Behavior, Vietnamese Women, Green Personal Care Products.*

1. Introduction

Currently, the environmental issues in Vietnam have become more prominent compared to the past. One effective solution to address these concerns and promote public health is the emergence of the organic industry. According to Vietbao's report in 2021, a significant number of customers prefer eco-friendly companies and are willing to pay extra for products that benefit their health and the environment. This was demonstrated through the "Developing green product campaign" in 2020, where over 9,000 participants, particularly the younger generation, expressed their strong interest in environmental issues. As a result of the campaign, the sales of green products increased by 40 to 60%. However, despite this growing concern, many customers struggle to convert their environmental awareness into actual purchases. Although the Vietnamese population generally holds positive attitudes towards organic food, their purchasing behavior in this regard remains relatively low. In addition, there are only a few companies in Vietnam that actively focus on the development of green products. For instance, in 2020, Kim Nhat Company, specializing in producing organic wrapping and packaging, faced difficulties in finding customers and capturing market share. Similarly, since 2009, Le Thanh

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Company has been striving to establish its business by manufacturing recycled products, but most Vietnamese customers do not have a habit of using such products. Furthermore, the cosmetic industry in Vietnam lacks domestic firms that prioritize green practices, with the majority of green cosmetic companies being foreign enterprises (An, 2021).

Moreover, despite the global boom in the market for green products across various industries, there is a lack of research specifically addressing consumer behavior and women's purchasing habits concerning green personal care products (Cervellon et al., 2020). Particularly, there is a gap in the literature regarding the understanding of consumers' motivations behind green purchases, with a specific focus on Vietnamese women. Additionally, there is a scarcity of research on how Vietnamese tourists react to a "green" line of products from an existing cosmetics company compared to a "green" brand from a new pro-environmental firm. Therefore, this study aims to fill these knowledge gaps through a multi-method approach within the realm of green personal care cosmetics. The research is centered on the Vietnamese market, which has a higher population growth rate than Europe and relatively higher incomes compared to other Asian countries (Blackwell, 2019).

However, it should be noted that some Vietnamese customers appear hesitant to purchase green products. Environmental concerns seem to have less impact on the strategies of many cosmetic manufacturers. For example, a survey conducted by Rios et al. (2018) revealed that 56% of Vietnamese women surveyed refused to buy eco-friendly cosmetic products. Clearly, promoting sustainable consumption poses a significant challenge for many green manufacturers and marketers. Consequently, understanding the buying behavior of Women and Women has become more crucial than ever. Addressing these issues within the context of the personal care industry in Vietnam and reflecting on the Vietnamese green market is a major objective of this paper. It is hoped that green marketers can utilize the key findings of this research to develop appropriate marketing strategies that can convert non-green buyers into green buyers, thereby making the market for "green" personal care products in Vietnam more effective and ethical.

This study focusing on three objectives as bellows:

The aim of this research is to provide a comprehensive literature review on the concept of "green" in the cosmetics industry, with a specific focus on personal care products. In order to clarify this objective, the study will address several questions, including: defining and categorizing the green concept, green brands, and green consumers; examining the trends in the green product cosmetic industry.

Furthermore, the study intends to identify the motivations of Vietnamese women when purchasing green personal care products. To achieve these objectives, specific research questions will be addressed: understanding the buying behavior and motivational factors that influence purchasing decisions among Vietnamese women, and exploring why they may choose "green" personal care products over conventional ones.

Additionally, the research investigates women's behavior towards green brands and examines their intentions to purchase these products. Specific research questions include: examining Vietnamese women's motivations towards a "green" range of products offered by an existing cosmetic company versus a "green" brand developed by a "green business," and evaluating how these motivations impact consumers' purchase intentions for green personal care cosmetics.

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Moreover, the study aims to provide valuable recommendations to Vietnamese marketers for developing effective and ethical marketing strategies to approach the Vietnamese market for green products. These recommendations will be based on reliable findings derived from the conducted research

2. Literature review

2.1 Definition of the Concept "Green Product Cosmetics"

In certain instances, customers may experience confusion when it comes to the term "green." Some phrases associated with the "green" label are not clearly defined (Cervellon et al., 2020). For instance, certain products are marketed as "biodegradable," indicating that they will decompose after disposal. On the other hand, some goods carry the label "biodynamic," which signifies a method of taking from and giving back to nature through the use of recycled materials. Meanwhile, many products are promoted as "ecological," indicating that manufacturers take steps to limit environmental damage. Two widely recognized terms in the realm of green products are "greenwashing" practices or "green sheen" and eco-labeling programs.

According to Whittaker et al. (2019, p.5), greenwashing refers to the act of misleading consumers about a company's environmental practices or the environmental benefits of a product or service. These companies aim to benefit from their partners, customers, and shareholders by creating a green image, but in reality, their processes can cause significant harm to the environment. The growth of customer demand for green products has led many beauty companies to jump on the green bandwagon. Eco-label programs, also known as eco-labels, are utilized to identify products, raw materials, or companies that meet specific standards set by organizations or government agencies in terms of organic content, sustainability, or minimizing risks to humans, animals, or the environment (Croson, 2010, p.16). Eco-labels encompass various types, such as carbon labels, virtual water labels, ethical labels, and organic labels.

Incorporating eco-label programs into marketing strategies is considered an effective way to inform customers, create competitive advantages, and generate actual environmental benefits. According to a report by Croson (2010), there are now over 300 different eco-labels covering a wide range of product types. As stated by Kim and Chung (2021), the term "cosmetic" refers to substances used to enhance the appearance of the human body.

Over the years, the cosmetic industry has become one of the most profitable industries globally. According to annual sales reports in the cosmetic industry, it is estimated to be worth \$124 billion (Kumar, 2015). According to the findings of Hussain and Yamaguchi (2018), the United States is the largest market for cosmetic products, while France is the leading exporter globally. Despite the global economic crisis, the cosmetics and toiletries industry maintained an average growth rate of 5%. Major global cosmetics manufacturers are now shifting their strategic focus towards Asia, South America, Latin America, and Eastern Europe, where positive growth is observed. Environment Leader LLC (2013) suggests that cosmetics companies must address the environmental consequences of their operations to ensure sustainability in the global market. Dr. Nelson (2013) conducted research on the use of green processing in the cosmetic industry as a means of maintaining sustainability.

According to Kim and Chung (2021), the latest trend in the cosmetics industry regarding green products is the rise of organic cosmetics. Green cosmetics are generally defined as natural products without chemicals or human alterations, believed to be healthier and of higher quality. Several well-known cosmetic companies, such as L'Oréal, Revlon, and The Body Shop, have embraced green business practices. Many cosmetic firms are increasingly reducing the use of volatile organic chemicals (VOCs) that can be harmful to human health or the environment. Revlon, for example, introduced 63 new products in 2001 and has been actively transitioning to using organic materials. They have even launched a new range of skincare products made entirely from biodegradable ingredients, with no animal testing involved (Kumar, 2015). Estée Lauder and Mary Kay Cosmetics are other examples of companies that emphasize natural skincare items packaged in recyclable materials (Prothero and McDonagh, 2019).

In the Vietnamese market, which is experiencing significant economic growth in Asia, eco-label or fresh-and-clean label products have been introduced in major cities like Ho Chi Minh City and Hanoi. Organic products in Vietnam receive technical guidance from experts in the Ministry of Agriculture, ensuring that they are free from chemicals and volatile organic compounds (VOCs) (FAO, 2016). Various green products, including vegetables and cosmetics, are widely available in supermarkets across Ho Chi Minh City, Hanoi, and other major urban areas.

According to a report by Voan (2019), Vietnam initiated organic product development projects, particularly in tea and spices, as early as 1990. In late 2019, the Agricultural Development Denmark Asia (ADDA) agency and the Vietnamese National Farmers Union (VNFU) implemented an organic development project for the domestic market (Simmons and Scott, 2018). However, Vietnam currently lacks organic regulations (Willer and Yussefi, 2016). As a result, ADDA permitted its partner companies to issue their own organic certificates for products intended for the domestic market. This circumstance contributes to the predominance of foreign green cosmetics brands in Vietnam.

2.2 Customer buying behaviour is toward green products

In recent years, an increasing number of customers are actively seeking greener options when making purchases. This has led to the emergence of numerous green brands, providing customers with a wide array of choices. However, this abundance of options has also created confusion among customers regarding the credibility of these brands and the claims made by manufacturers. In Europe, for example, half of the customers express mistrust towards environmental claims and the performance of products, making it challenging for them to find truly green products.

Additionally, consumer awareness of eco-labeling is generally low (Hussain and Yamaguchi, 2018). An empirical study conducted by Cowe and Williams (2019) involving 9,000 respondents from seven countries revealed that customers would be willing to spend more on green products if they could be assured of their authenticity and high quality. Some customers also find themselves perplexed by eco-labels. The skeptical attitudes of customers can act as a barrier to purchasing green products. Terms such as "Eco-label," "Organic," and "Green label" are used frequently, and some companies adopt green marketing strategies without taking real responsibility for the environment. As a result, customers harbor doubts and reservations towards green brands (Laroche et al., 2021). Ginsberg and Bloom (2019) note that customers may refrain from purchasing products if they do not believe in the environmental claims made by companies.

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However, there is evidence suggesting that customers still respond positively to environmentally conscious brand images and place trust in well-known green brands. D'Souza (2018) reported that 50% of Australian customers found advertising claims to be credible, and trust in advertising can be reinforced by government regulations. Kent and Stone (2017) also found that customers in the United States and Germany responded favorably to the natural product range offered by The Body Shop. According to Cervellon (2020), a majority of customers are willing to embrace a more sustainable lifestyle and make greener choices in their purchasing decisions.

2.3 Internal motivational factors of Vietnamese women buying behaviour for green products

The term "motivation" encompasses human needs, desires, and expectations. According to Solomon (2013), motivation is a well-known process that influences human behavior. It is a psychological and sociological concept that relates to human behavior and relationships. In society, motivation plays a significant role in enabling individuals to perform well and serves as a technique for creating attraction towards aspects of life, work, and more (Akrani, 2010). Motivation is essential because human nature requires some form of inducement, encouragement, or incentive to achieve better performance. Marketers can develop strategic marketing plans based on motivational factors to encourage customers to purchase products. As mentioned by Akrani (2010), there are generally two types of motivation: monetary factors and non-monetary factors. In the context of tourist buying behavior for green products, the motivational factors are primarily non-monetary in nature. Specifically, there are three main internal motivational factors: a desire for a healthy lifestyle or a perception related to health, an environmentally oriented lifestyle or a perception of environmental friendliness, and demographic characteristics.

2.3.1 Healthy lifestyle and perception

Makatouni (2012) conducted qualitative research to explore the factors motivating customers to purchase organic food, using the means-end chain theory as a basis. A significant percentage of respondents expressed that their primary motivations were the responsibility towards their family's well-being and health, rather than the quality or organic components of the products. The most frequent and central motivation for buying organic food was found to be health, while environmental concerns were mentioned less frequently. Similarly, Essoussi and Zahaf (2019) conducted interviews and surveys that identified health and environmental considerations as the primary motivations for purchasing organic products. Customers firmly believe that using green products made from organic materials can safeguard their health, provide better nutrition, and eliminate chemical residues, antibiotics, growth hormones, genetically modified organisms, and diseases.

Other research studies focusing on motivational factors for customers in general, including tourists, also provide detailed and conclusive findings (Prothero, 2016). These studies emphasize three main motivations for purchasing green products, which are also influential factors for Vietnamese women when buying green products. Furthermore, Chen (2019) highlighted in a quantitative research study that women who engage in healthy lifestyle activities such as participating in sports, maintaining good eating habits, and not smoking tend to have more positive perceptions and attitudes towards organic foods.

2.3.2 Environmental lifestyle and perception

The primary internal motivational factor is the health-consciousness and the desire for personal health benefits. Another reason is the increasing concern for environmental issues, which has gained significant attention from the general public in recent years. Women, in particular, have undergone significant changes in their habits and purchasing behaviors, with many showing a growing intention to prioritize environmental activities (Gupta and Ogden, 2019). Women purchase green products as a way to contribute to environmental protection. At times, women's motivational factors can be a combination of both health and environmental considerations, with neither factor predominating in purchase contexts (Tsakiridou et al., 2018).

Regarding the second motivational factor, Young et al. (2018) suggest that green customers believe that eco-labeled products are not only safer for themselves but also for the local and global environment. Empirical research has demonstrated that customers primarily rely on eco-labels because they perceive them to be directly related to environmental issues. Given the climate change and high levels of pollution in Vietnam, many Vietnamese individuals have become more concerned about the environment. As a result, women have been changing their purchasing habits to contribute to environmental improvement. Environmental consciousness is considered the most important ethical driver in purchasing decisions, followed by considerations of human rights and animal rights.

2.3.3 Demographic characteristics

According to GreenMarketing (2021), motivations for purchasing can vary from intentional decision-making to habitual behaviors influenced by social norms, expectations, and cultural values. Therefore, another factor influencing purchasing decisions is demographic characteristics, such as gender, age, education, and income. Generally, demographic characteristics have an impact on buying intentions. Green customers tend to be young adults with at least a high school degree and above-average income (Kaufman, 2009). Similarly, IISD (2013) acknowledges that green consumers possess the education and intellectual orientation to appreciate value and understand evidence supporting environmental claims. The findings from qualitative and quantitative studies conducted by Sambrook et al. (2018) are consistent with regard to the influence of education and income, indicating that most green customers have higher levels of education and wealth compared to others.

Furthermore, studies by Martin and Simintiras (2019) have shown that women are generally more concerned about environmental issues than men and are more likely to prioritize eco-friendly products. While there is conflicting evidence regarding the effects of income, gender, age, and education on purchasing intentions, research by Govindasamy and Italia (2018) indicates that individuals who are more likely to buy organic food are female, belong to younger age groups, and have higher levels of education and income.

2.4 External Motivational factors of Vietnamese tourist buying behaviour

External factors refer to factors that consumers have no control over, such as product prices and the prices of alternative options, certifications and labels, distribution channels, a wide range of product choices, recommendations from friends or relatives, and marketing influences, among others. In total, there are three primary external motivational factors: brand packaging, including labels and attractive packaging designs; familiarity with and popularity of a brand; recommendations from friends and family; customer service; and marketing effects, such as information provided through various media channels, discounts, and promotional

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programs.

2.4.1 Brand packaging

According to the research conducted by Kim and Chung (2021), health benefits and increased safety are significant drivers of organic consumption. However, not all women are fully aware of the specific benefits that green products can provide. Therefore, it is recommended that manufacturers offer more detailed and clear information on product labels, highlighting the health advantages associated with consuming organic products (Kim and Chung, 2021).

In recent times, Vietnamese consumers have attained higher levels of education compared to the past. As a result, they have become more discerning consumers, placing greater emphasis on the health benefits of products to protect themselves and their families. Other studies by Meier-Ploeger (2019) reveal additional motivations, such as supporting organic farmers and showing concern for animal welfare, as indicated by labels. It is worth noting that not all purchasing decisions made by Vietnamese women are solely driven by health concerns or environmental considerations.

As mentioned by Solomon et al. (2017), not all behaviors are motivated solely by goal attainment. Therefore, factors such as brands, friendly and aesthetically pleasing designs, and the ability to evoke a natural imagery may also influence customers' decisions to purchase green products. For example, the well-known natural cosmetic brand L'Occitane has not only committed to environmental sustainability but also ensured customer health. They have successfully created an association with Provence in the minds of Asian consumers. L'Occitane salespeople are trained to explain how their perfumes and lotions can be traced back to specific plots of land on family farms (O'Connor, 2021). Consequently, many women are drawn to this brand due to their emotional connection, as they are intrigued by the brand's natural stories and designs.

2.4.2 Customer service

Based on the research conducted by Kim and Chung (2021), not all customers are fully aware of the specific benefits associated with green products. Therefore, it is essential for manufacturers to provide reliable and valuable information to customers. Some customers perceive organic food to have a better taste and appearance. Yiridoe et al. (2015) also highlight the significance of knowledge about organic food as a factor influencing buying decisions. On the other hand, customers lacking information and knowledge about green products may struggle to differentiate the characteristics of organic options from conventional alternatives. However, several studies indicate that customer trust plays a significant role in purchasing intentions. Trust can be categorized into two main themes: trust in the distribution channels (points of sale) and production processes (reputation of producers), and trust in the reliability of declared information (certifications and labels) (Hamzaoui and Zahaf, 2016). This implies that customer confidence in the distribution channels, production methods, and the accuracy of information provided, including certifications and labels, is crucial when making purchasing decisions. Additionally, customer service and the knowledge of sales personnel are also important factors in building trust and influencing purchasing decisions.

2.4.3 Marketing effects

According to Blackwell et al. (2021), understanding the motivational factors behind customers' purchasing decisions is crucial for marketers. Therefore, companies can employ various

strategies to motivate customers, such as offering lower prices, providing promotions or attractive deals, implementing loyalty programs, or leveraging perceived risk and curiosity.

In this particular research, it is observed that women are not particularly concerned about price or loyalty programs. However, they can be motivated if companies offer exceptional promotions or stimulate their curiosity by tapping into their need for information. Although understanding women's motivations can be challenging, companies can address these needs through product purchase and consumption using various approaches (Shimp, 2017). Effective marketing campaigns can shape women's perceptions of cosmetic brands, establishing a desired brand image and identity. Through advertising, packaging design, and brand messaging, marketers can influence women's perceptions regarding a brand's quality, distinctiveness, and suitability for their needs (Keller, 2013).

Furthermore, marketing in the cosmetic industry often revolves around evoking emotions and aspirations. Advertisements and promotional materials utilize storytelling, visuals, and celebrity endorsements to establish emotional connections with women. By associating their products with desirable emotions such as confidence, beauty, and self-expression, marketers can influence women's purchasing behavior (Bearden et al., 2019). Marketing efforts also leverage social influence by showcasing trends, popular opinions, and recommendations from influencers or peers. Women are influenced by the opinions and experiences of others, and marketing campaigns frequently emphasize social proof to encourage women to adopt specific cosmetic products or trends (De Vries & Leeflang, 2012). Based on the literature review, it is evident that Vietnamese women's buying behavior is influenced by both internal and external motivational factors, as illustrated in Figure 2 below:

**VIETNAMESE
WOMEN**

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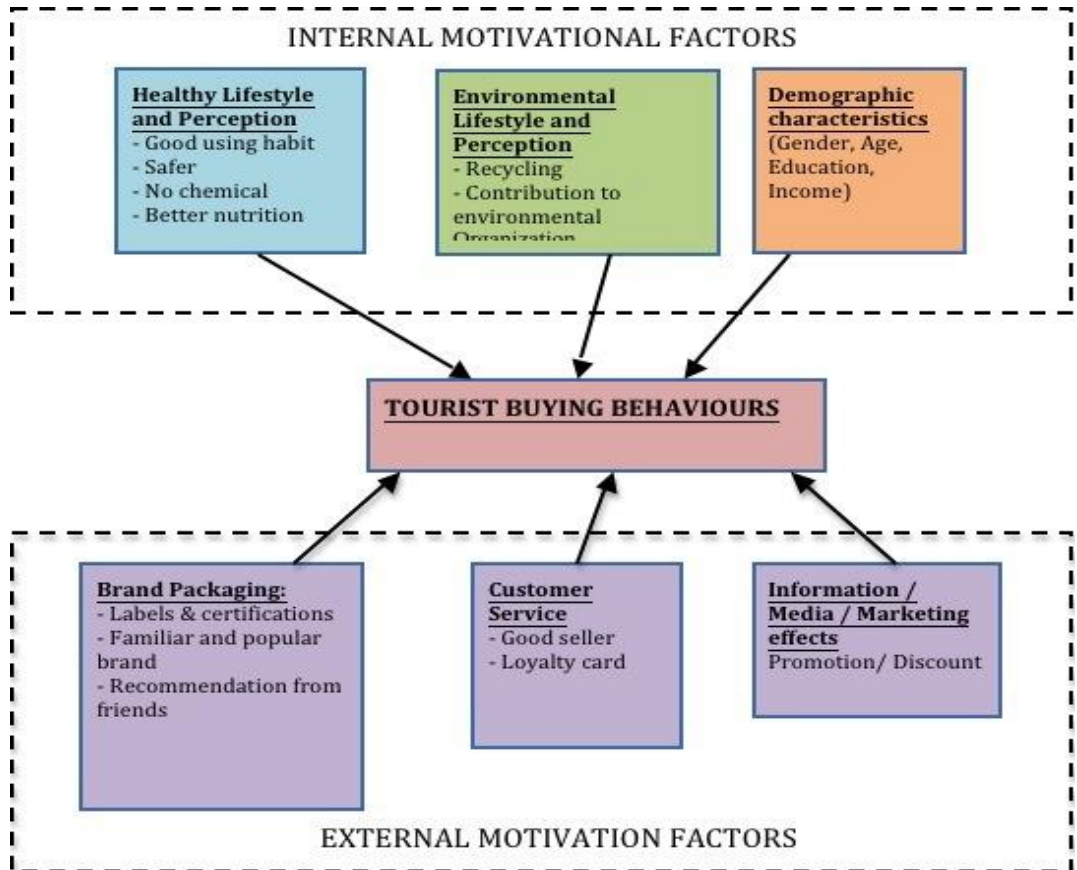


Figure 1: Conceptual framework about motivational factors of Vietnamese women buying behaviour.

3. Research Method – Data Collection

Typically, two main types of primary data collection methods exist: quantitative and qualitative. Each method has its own advantages and disadvantages (Robson, 2012). Researchers can choose the appropriate method based on their purpose and requirements. As stated by Robson (2012), qualitative methods such as interviews offer the possibility of uncovering underlying motives behind social actions.

In this particular research, the questionnaire is used to address the research questions. Questionnaires and surveys are commonly employed for quantitative research due to their descriptive nature. As mentioned by Zikmund and Babin (2020), surveys are conducted to quantify specific factual information. Surveys serve as an easy way for researchers to gather information about respondents' experiences or behaviors (Lietz, 2020). Surveys provide a snapshot of the current state of affairs concerning Vietnamese women's purchasing behavior for green cosmetics, with a particular emphasis on symbolically designed items to maximize external validity (Janes, 2011). In this research, surveys were administered with an experimental design to 230 Vietnamese women. The determination of the sample size is based on the

principle derived from Malhotra and Birks (2017). Surveys serve two primary purposes: to describe and explain phenomena and to answer "who," "what," "when," and "how" types of questions (Calder, 1998).

The collected data underwent extensive editing prior to the analysis. The analysis was supported by SPSS software, which serves as an analytical tool for quantitative research (Bryman and Bell, 2017). The analysis process involves several stages. Firstly, descriptive analysis is conducted to gather background information about the sample, such as the percentage of males and females or different age groups. Subsequently, statistical analysis will be performed to examine the internal and external motivational factors influencing Vietnamese women's purchasing intentions toward green cosmetics.

SPSS can automatically calculate the impact and relationship between variables and provide descriptive statistics for interval and ratio data using various methods. For instance, the chi-square test can reveal the relationship between two variables, while factor analysis is utilized to identify underlying dimensions of multiple items in a scale by grouping correlated variables into new variables (factors) (Aaker et al., 2021).

4. Finding and Analysis

4.1 Sampling Characteristic – Respondent Profile

After gathering data by using questionnaire through 230 Vietnamese women, 180 respondents (83.1%) have heard about green (eco-label) products and feel ready to take their participant in this survey and valid for further analysis. 50 respondents (16.9%) haven't know about green product yet as table1 and figure 1.

Table 1: The total respondents who know green product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	83.1	83.1	83.1
	No	22	16.9	16.9	100.0
	Total	130	100.0	100.0	

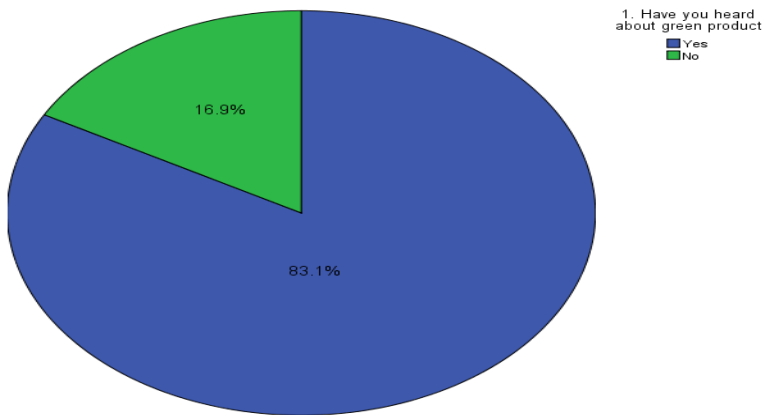


Figure 3: The total respondents who know green product.

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Table 3: Age Distribution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid Missing	19 - 25 years	32	24.6	29.7	31.5
	26-33 years	66	50.8	61.1	90.7
	34-40 years	4	3.1	3.7	94.4
	41-50 years	2	1.5	1.9	96.3
	Older than 50 years	4	3.1	3.7	100.0
	Total	180	83.1	100.0	
Missing	System	50	16.9		
Total	230	100.0			

The age of respondents range from 19 to over 50 years old, grouped in a scale of 6 years. Based on the age distribution, most of participants are aged between 19 to 33 years old, which approximately 90.8 percent.

With the references of figure 5 and table 4, 168/230 respondents, which represent 63% of samples have bachelor degree, 18.5% respondents have master or higher degree and no one has the under A level or diploma. So, it means that generally Vietnamese women, who take their consideration in purchasing green products, have higher education.

Table 4: Education Distribution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A level/Diploma	2	1.5	1.9	1.9
	Bachelor	68	52.3	63.0	64.8
	Post Graduate	14	10.8	13.0	77.8
	College	4	3.1	3.7	81.5
	Master and higher	20	15.4	18.5	100.0
	Total	180	83.1	100.0	
Missing	System	50	16.9		
Total	230	100.0			

In general, there are 44.4% of the respondents frequently buy green personal care products. In contrast, the number of people who rarely and occasionally use these product accounts for total 55.6% respectively. No one has never ever bought green product before.

Table 5: Customer buying frequency distribution.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	48	36.9	44.4	44.4
	Occasionally	32	24.6	29.6	74.1
	Rarely	28	21.5	25.9	100.0
	Total	108	83.1	100.0	
Missing	System	22	16.9		
Total	130	100.0			

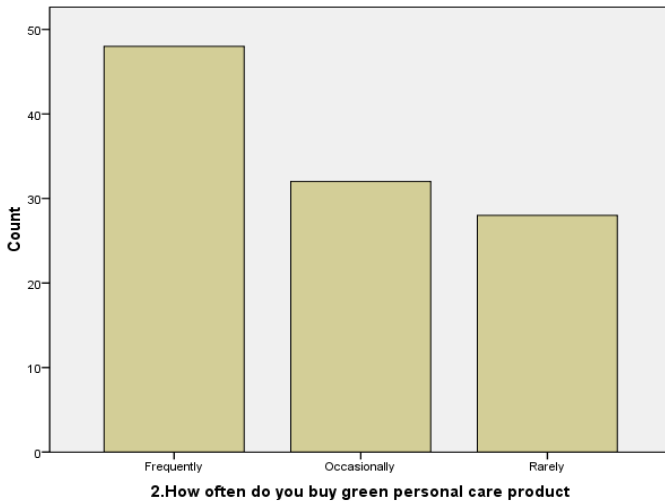


Figure 4: Customer buying frequency distribution.

4.2 Analysis and Discussion of Internal Motivational factors

Table 8: KMO and Barlett’s Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
	Approx. Chi-Square	1.123E3
Bartlett's Test of Sphericity	Df	276
	Sig.	.000

4.2.1 Factors analysis

According to Foulger's (2021) discussion, the Kaiser-Meyer-Olkin (KMO) measure assesses the adequacy of sampling by examining the magnitude of partial correlations among variables. In this case, there is not a significant level of correlation between the variables. When it comes to green customers' purchasing decisions, they consider various motivational factors. As indicated in Table 8, the KMO value of 0.507 exceeds the threshold of 0.5, indicating a satisfactory factor analysis that can be carried out. Therefore, conducting a factor analysis on the variables is appropriate based on the KMO measure.

Another indicator of the strength of the relationship among variables is Barlett's test. With a significant level of 0.000, it indicates a strong relationship among the variables, which further supports the use of factor analysis for this data.

Table 9: Communalities.

	Initial Extraction	
3. Healthy lifestyle [a. I exercise about 3 times per week]	1.000	.826
3. Healthy lifestyle [b. I try to drink at least 1.5ml of water per day]	1.000	.734
3. Healthy lifestyle [c. I always eat 3 meals per day]	1.000	.684
3. Healthy lifestyle [d. I never ever smoke or drink alcohol]	1.000	.579
4. Perception related to health [a.I believe that green product can protect my health to avoid adverse in long term.]	1.000	.790
4. Perception related to health [b. I prefer to buy green eco label than conventional product.]	1.000	.714

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4. Perception related to health [c. I think that green product which made from organic material can help me to get better nutrition..]	1.000	.770
4. Perception related to health [d. I usually eat with moderation, more organic food, vegetables and fruits.]	1.000	.682
5.Environmental lifestyle and perception [a. I think using green product in long term can improve and enhance the environmental issues.]	1.000	.657
5.Environmental lifestyle and perception [b. I am likely to improve the areas around my house such as growing tree, classifying garbage and so on.]	1.000	.520
5.Environmental lifestyle and perception [c. I always tend to choose the product in which wrapped by recycle material or made from organic components.]	1.000	.630
5.Environmental lifestyle and perception [d. I prefer to use product without animal testing.]	1.000	.645
6. Brand Packaging [a. I trust in green qualification by checking the eco-label and certifications.]	1.000	.671
6. Brand Packaging [b. The brand is familiar and popular with me.]	1.000	.644
6. Brand Packaging [c. My friends recommend this product to me.]	1.000	.724
6. Brand Packaging [d. The design of brand is quite beautiful and make me image about natural.]	1.000	.803
7. Customer Service [a. The service advisors have good knowledge about the green product.]	1.000	.777
7. Customer Service [b. The customer service representatives are helpful and approachable.]	1.000	.763
7. Customer Service [c. The customer services are always ready and flexible to serve me.]	1.000	.777
7. Customer Service [d. The customer services give me the clear, reliable and useful information.]	1.000	.756
8. Marketing Effects [a. I trust the brand.]	1.000	.598
8. Marketing Effects [b. I am attracted to the promotion or discount of the brand.]	1.000	.815
8. Marketing Effects [c. I am interested in loyalty card program of the brand.]	1.000	.651
8. Marketing Effects [d. I just follow the trend or fashion.]	1.000	.520

Extraction Method: Principal Component Analysis.

Another method of factor analysis is communality, which is the proportion of variance accounted for by common factors of a variable, range from 0 to 1, showed that the model explains healthy lifestyle and customer brand packaging the best, and is not bad for other variables such as environmental lifestyle and healthy perception. Most of variables in healthy lifestyle and factors related to brand reflected over 60% of the variance accounted for, the relatively high number signaled good results (Pennsylvania State University, 2014).

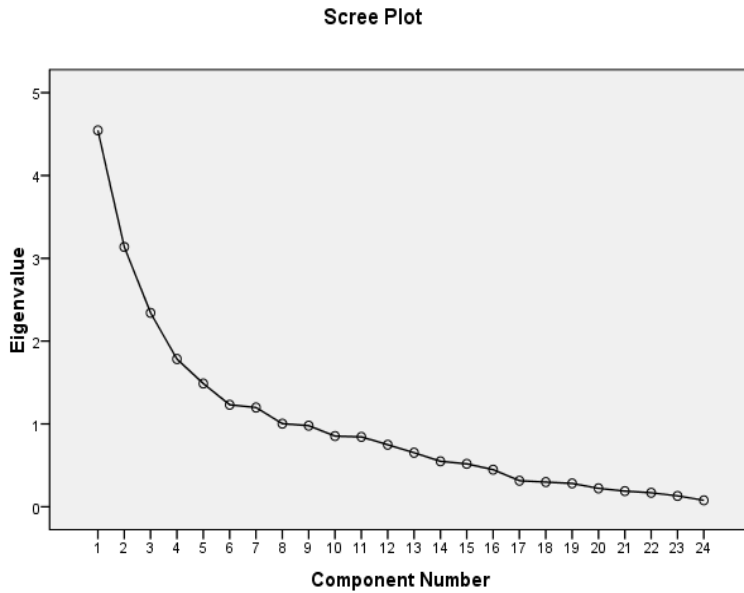


Figure 5: Scree Plot.

As figure 5 showed, although there are 24 components, only seven factors have eigenvalues over one. Factor eight and nine have been considered with eigenvalues equal one. This graphic plot the total variance associated with each factor.

4.2.2 Healthy Lifestyle

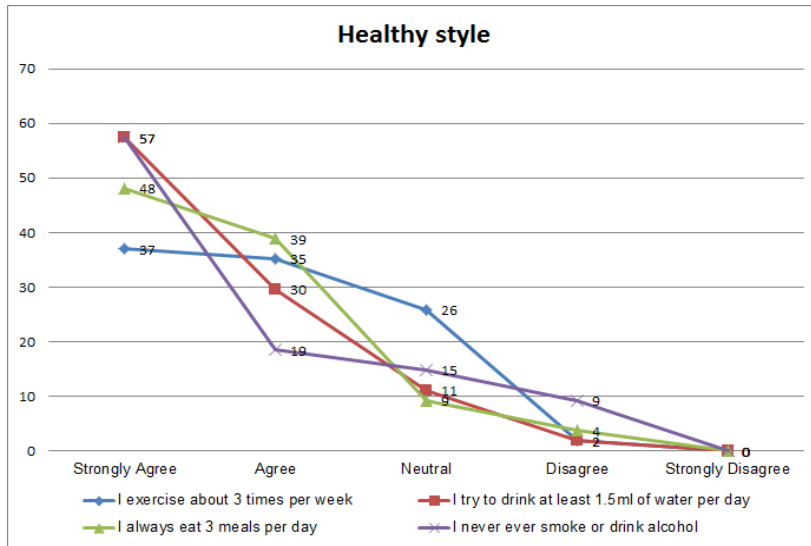


Figure 6: Internal motivational factor: Healthy lifestyle.

Table 10: Descriptive Statistics for Healthy lifestyle.

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	N	Minimum	Maximum	Mean	Std. Deviation
3. Healthy lifestyle [a. I exercise about 3 times per week]	230	2	5	4.07	.839
3. Healthy lifestyle [b. I try to drink at least 1.5ml of water per day]	230	2	5	4.43	.764
3. Healthy lifestyle [c. I always eat 3 meals per day]	230	2	5	4.31	.793
3. Healthy lifestyle [d. I never ever smoke or drink alcohol]	230	2	5	4.24	1.022
Valid N (listwise)	230				

The figure 6 showed that most of green customers have healthy lifestyle. 57% respondents strongly agree with non-alcohol drink and drinking a lot of water every day. 87% respondents strongly agree and agree with eating three meals per day and 72% strongly agree and agree with exercising about three times per week. Totally, looking at the mean in table 10 go from 4.07 to 4.43, most of them strongly agree and agree all statements, which involve in healthy lifestyle.

4.2.3 Healthy Perception

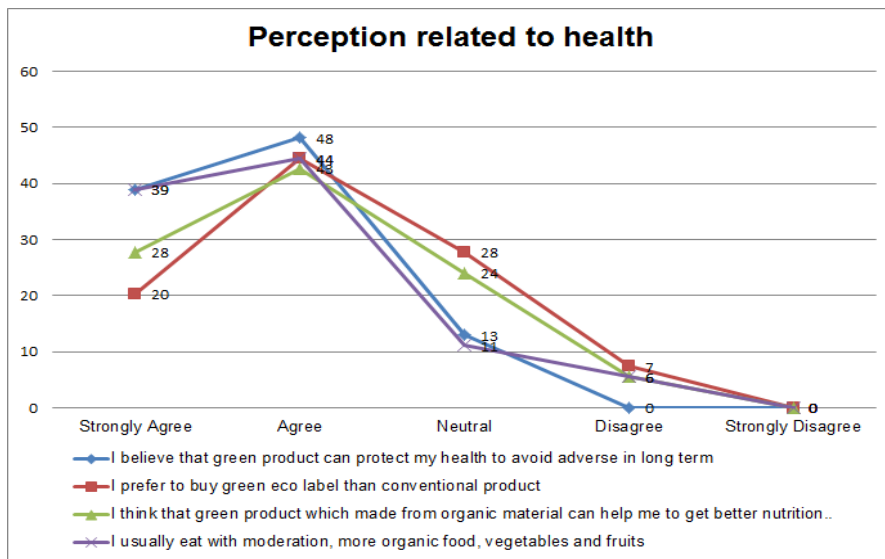


Figure 7: Internal motivational factor: Healthy perception.

Table 11: Descriptive Statistics for Healthy perception.

	N	Minimum	Maximum	Mean	Std. Deviation
4. Perception related to health [a.I believe that green product can protect my health to avoid adverse in long term.]	230	3	5	4.26	.675
4. Perception related to health [b. I prefer to buy green eco label than conventional product.]	230	2	5	3.78	.857
4. Perception related to health [c. I think that green product which made from organic material can help me to get better nutrition.]	230	2	5	3.93	.861
4. Perception related to health [d. I usually eat with moderation, more organic food, vegetables, and fruits.]	230	2	5	4.17	.837
Valid N (listwise)	230				

The figure 7 showed that most of green customers have healthy perception. 48% respondents believe that green product can protect their health to avoid adverse in long term. 44% respondents prefer to buy green eco label, which made from organic material than conventional products and usually eat moderation. 43% agree that green product can help them to get better nutrition. Only 13% don't take their consideration in green product rather than conventional product. Looking at the mean in table 11 go from 3.78 to 4.26, most of them agree all statements, which involve in healthy perception.

4.2.4 Environmental Lifestyle and Perception

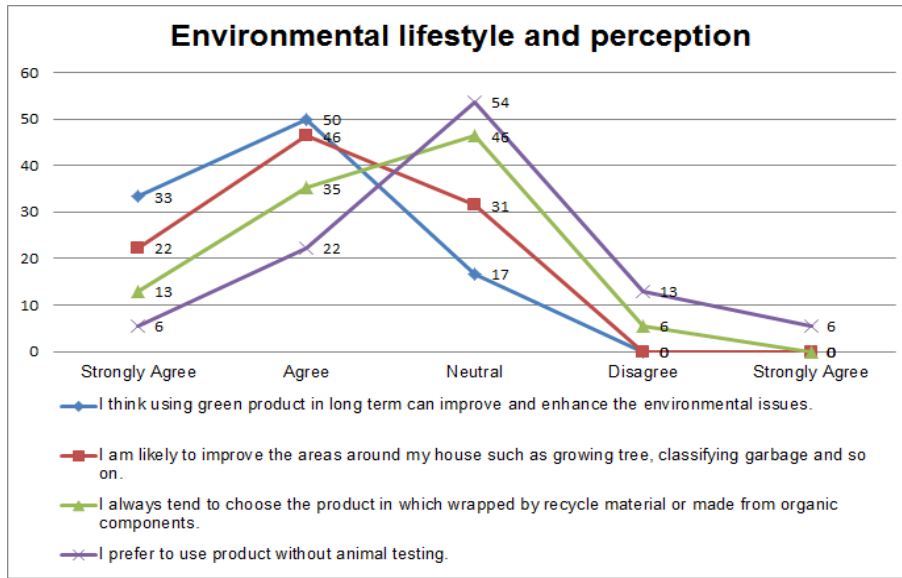


Figure 8: Internal motivational factor: Environmental lifestyle and perception.

Table 12: Descriptive Statistics for Environmental lifestyle and perception.

	N	Minimum	Maximum	Mean	Std. Deviation
5.Environmental lifestyle and perception [a. I think using green product in long term can improve and enhance the environmental issues.]	230	3	5	4.17	.690
5.Environmental lifestyle and perception [b. I am likely to improve the areas around my house such as growing tree, classifying garbage and so on.]	230	3	5	3.91	.730
5.Environmental lifestyle and perception [c. I always tend to choose the product in which wrapped by recycle material or made from organic components.]	230	2	5	3.56	.789
5.Environmental lifestyle and perception [d. I prefer to use product without animal testing.]	230	1	5	3.09	.892
Valid N (listwise)	230				

The figure 8 showed that most of green customers concern about environmental issues and agree that using green product related to enhance environment. 83% respondents agree and strongly agree that using green product in long term can improve the environmental issues. 68% respondents really take their care on improving the areas and around their house. However, not of all respondents convert their perception to action. 46% respondents feel

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neutral when choosing green product instead of conventional product when shopping. 54% respondents don't care about product without animal testing. Looking at the mean in table 12 go from 3.09 to 4.17, most of them agree or feel neutral about all statements, which involve in environmental lifestyle and perception.

4.2.5 Demographic

Table 13: Descriptive Statistics for Demographic.

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	108	1	2	1.56	.499
Age	108	1	5	2.87	.887
Education	108	2	6	3.74	1.195
Working status	108	1	5	4.50	1.037
Valid N (listwise)	108				

Looking at the table 13, the mean score of gender (1.56) mentioned that the total female tourists are higher than male. 2.87 mean score of age showed that the biggest age group of Vietnamese tourists are in 19 to 33 years old. A large of respondent has high education with over bachelor degree (mean score: 3.74) and have full time job (mean score: 4.5). Therefore, among 108 respondents, most of Vietnamese tourists buy green products are female, in youth group, have high education and have full time job.

4.3 Analysis and Discussion of External Motivational factors

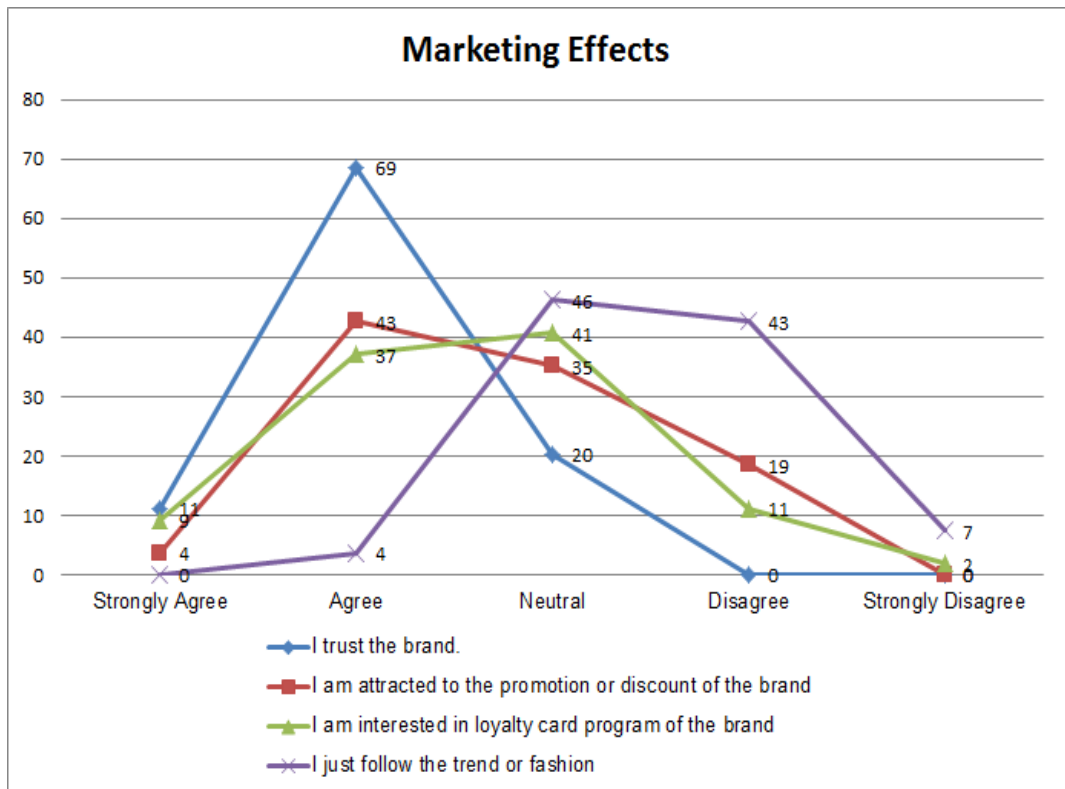


Figure 9: External motivational factor: Marketing Effects.

Table 14: Descriptive Statistics for marketing effects.

	N	Minimum	Maximum	Mean	Std. Deviation
8. Marketing Effects [a. I trust the brand.]	230	3	5	3.91	.556
8. Marketing Effects [b. I am attracted to the promotion or discount of the brand.]	230	2	5	3.31	.816
8. Marketing Effects [c. I am interested in loyalty card program of the brand.]	230	1	5	3.41	.876
8. Marketing Effects [d. I just follow the trend or fashion.]	230	1	4	2.46	.689
Valid N (list wise)	230				

The figure 9 showed that marketing effects are not actually concern of Vietnam tourists when buying green product. Specially, 69% respondents take their consideration on brand. Nevertheless, tourists don't care much about other factors of marketing effects. Thus, most of respondents agree or feel neutral about the promotion or discount and loyalty card program with 78% respectively. Meanwhile, only 4% Vietnamese tourists buy green product because of the mainstream. 89% respondents disagree and feel neutral about following the fashion when making purchase decision. Looking at the mean in table 14, there are such high significant level among variables, go from 2.46 to 3.91.

4.4 Comparing among all motivational factors

From the mean score of all motivational factors that this study presented in above, the researcher can calculate the mean of each internal and external motivational factors as represented in table 14 as bellows:

Table 15: Descriptive Analysis of each motivational factor.

Motivational factors	Mean
Internal Motivational Factors	3.8
Healthy lifestyle	4.26
Healthy perception	4.04
Environmental lifestyle and Perception	3.68
Demographic	3.17
External Motivational factors	3.5
Brand Packaging	3.6
Customer Services	3.66
Marketing Effects	3.32

With reference to the table 15, the researcher identified several key dimensions of motivational factors sensitivity. Looking at the mean, scale for measuring the attributes of purchase intentions as the following 1 – Strongly disagree, through 5 – Strongly agree, thus, when purchasing green personal care product, healthy lifestyle is the largest motivational factors of Vietnamese women buying behaviour as it has the mean of 4.26, through agree to strongly agree.

Demographic has the least motivational factors for buying behaviour with a mean of 3.17 respectively. Healthy perception with a score of 4.04 also has the higher significant influence

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than other internal motivational factor (environmental lifestyle and perception) with score of 3.68. Conversely, brand packaging and customer service have some impact on buying decision of tourist with score of 3.6 and 3.66. Marketing effects has the least external motivational factor with a mean of 3.32 respectively.

In the term of the findings, it is possible to create two groups depending on the motivational factors, which would push customers to purchase green personal care cosmetic. Hence, this table also represented that the internal motivational factors concerned group with the average mean of 3.8 have more effects than the external motivational factors with the score of 3.5 on making purchasing decision for green product of Vietnamese women.

5. Discussion

Based on the analysis results above, it is evident that in terms of internal motivational factors, health consciousness (mean: 4.26 - Strongly agree and agree) is considered a more significant predictor of customers' purchase intentions towards green personal care products compared to environmental consciousness (mean: 3.68 - agree). Chen (2019) has stated that lifestyle has a statistically significant impact on customers' buying frequency. Therefore, the majority of respondents who are aware of green products strongly agree with statements about practicing physical exercises and express a strong agreement with the idea of improving the environment around their homes.

Regarding external motivational factors, customers place importance on customer service (mean: 3.66). They expect flexible and readily available services from companies. However, when examining each statement in the questionnaire, it is evident that most Vietnamese consumers completely agree that they make purchasing decisions based on their trust in the brand (mean: 3.91) and the brand's familiarity and popularity (mean: 3.87). It is common for many customers to prefer making purchasing decisions based on recognized brands. Some argue that customers rely on brand name cues to assess the quality of "green" products. When discussing "green" brand equity, Phau and Ong (2017) argue that a brand with a green image can enhance customers' emotional preference and loyalty to the company's products.

Another statement with a mean score of 3.91 indicates that customers purchase green products because they trust in the qualification verified by checking the green label and certificate. This is because many customers are convinced that being "green" should be an inherent philosophy of eco-friendly companies (Richter, 2019). At times, customers also have significant doubts about the effectiveness of green products on their health and beauty (Montoro-Rios et al., 2018).

6. Conclusion & Recommendations

6.1 The finding related to the framework

The researcher will examine the influence of motivational factors on the purchasing decisions of Vietnamese women regarding green products. Additionally, the study will synthesize and connect the research evaluation conducted in Chapter four with the academic findings presented in Chapter two. From a managerial standpoint, understanding the impact of motivational factors encourages marketers to adopt the framework and refine their marketing

strategies. This knowledge can also help in converting non-green customers into green customers, thereby effectively and ethically tapping into the green market.

Upon collecting and analyzing the data, the researcher has determined the strength of the influence of each motivational factor on Vietnamese women's purchasing decisions, as depicted in Figure 10. This figure aligns with the framework presented in Chapter two.

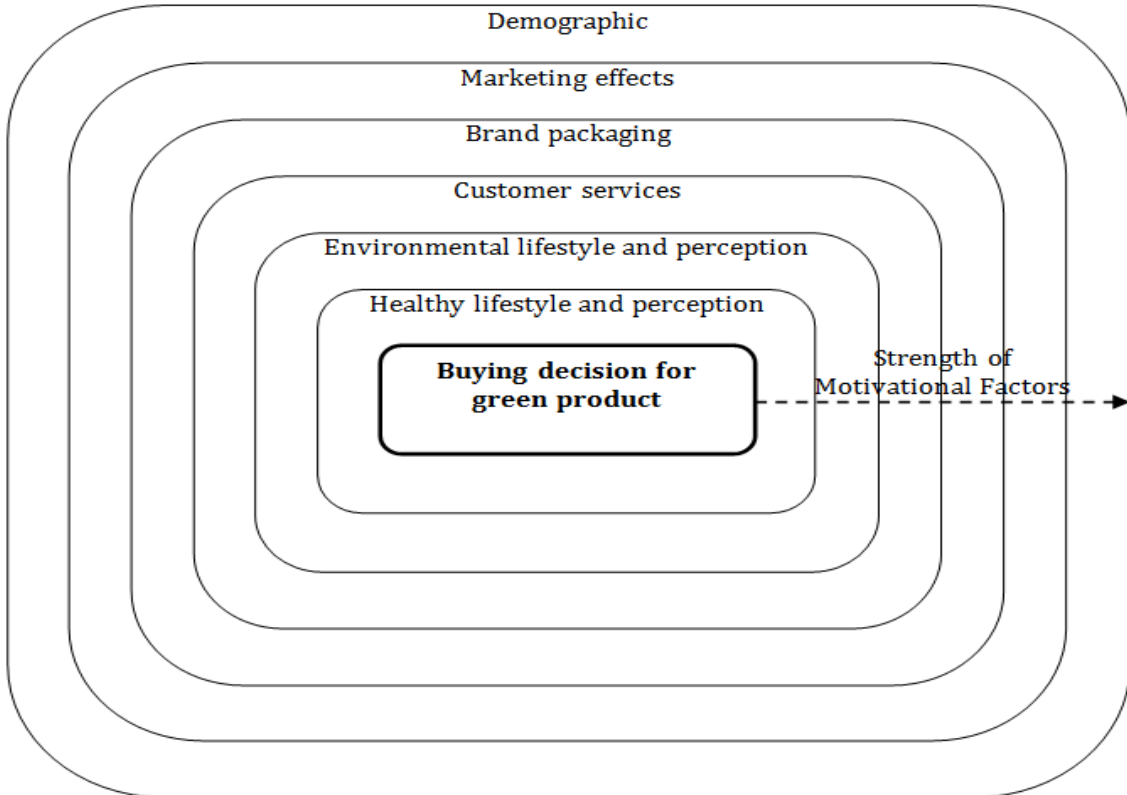


Figure 10: Strength of Influence of Motivational factors.

Referring to the information above, it can be observed that healthy lifestyle and perception hold the strongest influence on purchasing decisions, with mean scores of 4.26 and 4.04, respectively. Environmental lifestyle and perception are also significant factors, as indicated by a high mean score of 3.68. Among external motivational factors, customer service stands out as the most influential for Vietnamese tourists, with a mean score of 3.66. Brand packaging also plays a notable role in purchasing decisions, with an average score of 3.6. Vietnamese women exhibit relatively low concern for the effects of advertising and marketing, as reflected by a mean score of only 3.32. Thus, personal motivation carries more weight in the purchasing decisions of Vietnamese women compared to external influences, aligning with similar findings on customer behavior globally.

6.2 The finding related to objectives

Based on the aforementioned results, this study makes a valuable contribution to the existing body of literature on motivational factors, complementing emerging research and aligning with the objectives and purpose outlined at the beginning. Through the use of quantitative methods,

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the study has identified the motivational factors driving Vietnamese women's purchases of green personal care products. These factors can be categorized into two main groups: internal motivational factors (healthy lifestyle and perception, environmental lifestyle and perception, demographic) and external motivational factors (brand packaging, customer service, marketing effects).

Qualitative findings from the study indicate that, in comparison to environmental consciousness and appearance consciousness, health consciousness holds greater importance in predicting consumers' attitudes and purchasing intentions towards green personal care products. Customers prioritize their own well-being over other factors. Quantitative results demonstrate that among external motivational factors, brand plays the most significant role in purchasing decisions. Customers may not fully trust all the claims of "green" made by manufacturers, especially when they are unfamiliar with the brand or purchasing from online shops. Consequently, they tend to opt for more popular brands that have received eco-friendly certifications.

The study also investigates women's behavior towards green brands and examines their purchasing intentions in relation to such products. The findings provide evidence supporting the strength and potential appeal of green brands. Women show a willingness to pay a premium for reliable green brands and express a readiness to increase their usage of green products in the future, as well as recommend them to others for eco-friendly personal care.

Furthermore, the study offers a comprehensive literature review of the "green" concept within the context of the cosmetics industry, with a particular focus on personal care products. Chapter two defines key terms related to the green concept, including greenwashing and green sheen. The study collects and presents an overview of the green market both globally and specifically in Vietnam. The literature review delves into the thorough exploration of green personal care products that are free from chemicals or human transformations and are perceived as healthier and of higher quality. The study recognizes the potential dangers to human health and the environment posed by the use of volatile organic chemicals.

Finally, the study aims to provide valuable recommendations to marketers for developing effective and ethical marketing strategies based on reliable research findings. Despite the increasing consumer concern for environmental issues, only a small portion of this concern translates into actual green purchasing behavior. This poses a challenge for green manufacturers and marketers who strive to promote sustainable consumption. The key findings of this study can be utilized by green manufacturers and marketers to enhance their green brands based on a comprehensive understanding of green personal care cosmetics and consumer buying behavior. Marketers can also make appropriate adjustments to their marketing strategies in order to target and convert non-green buyers into green buyers. An adoption of a "4S strategy" (Safety, Satisfaction, Sustainability, Social Acceptability) can be considered to produce more environmentally acceptable products and foster long-term customer loyalty (Todd, 2014, p.99).

7. Research Limitation & Suggestion for future research

7.1 Research Limitation

One limitation of the study investigating the motivating factors influencing the purchasing

behavior of Vietnamese women towards green personal care products in Vietnam is the potential presence of sampling bias. The study may have relied on a specific sample that might not accurately represent the broader population of Vietnamese women. This limitation can impact the generalizability of the findings and restrict the applicability of the results to a larger population. Another challenge faced by this study is that it was conducted by a single researcher. This means that the argument presented in the research might be based on a personal perspective, potentially leading to the oversight or misinterpretation of data and information. Additionally, the researcher may have faced constraints in terms of time and financial resources, preventing deep exploration of the topic. Consequently, the reliability of the results and their subsequent interpretation may be compromised.

7.2 Suggestion for future research

Future research could explore the role of cultural factors in influencing the purchasing behavior of Vietnamese women. Cultural values, norms, and beliefs can significantly impact consumer behavior. Investigating how cultural factors, such as collectivism or environmental consciousness, interact with individual motivations can provide a deeper understanding of the topic. Researchers could consider conducting cross-cultural studies to compare the motivating factors and purchasing behaviors of Vietnamese women with women from other cultures. Furthermore, it would be valuable for future research to investigate the effectiveness of different marketing strategies in promoting green personal care products to Vietnamese women. This could involve examining the impact of various factors, such as product labeling, price incentives, or educational campaigns, on purchasing decisions. Understanding the most effective strategies can inform marketing efforts aimed at promoting sustainable and environmentally friendly products.

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