

TOWARDS GREEN CONSUMPTION AND SUSTAINABLE DEVELOPMENT: THE ROLE OF GREEN ADVERTISING RECEPTIVITY AND GREEN BRAND IMAGE IN PROMOTING GREEN FOOD PURCHASE INTENTION

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THÔNG TIN CHUNG

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ABSTRACT

With global environmental degradation driven by the demand and consumption of conventional foods, green food consumption offers a counteraction by increasing consumers' intake of sustainable foods. Given that the organic food industry in Vietnam is still in its infancy as a niche market, research on green marketing with local applications remains limited and has not significantly boosted demand for organic foods. This study aims to explore the role of green advertising receptivity and green brand image in driving green food purchase intentions, surveying 298 Gen Z green food consumers in Ho Chi Minh City through convenience sampling. The results indicate that green advertising receptivity positively influences green brand trust and green food purchase intentions. Furthermore, green brand image positively impacts both green brand trust and purchase intentions for green foods. Additionally, the study reveals that green brand trust has a positive effect on green food purchase intentions. These findings are valuable for marketers and green food producers in identifying effective green marketing strategies.

1. INTRODUCTION

In industrial economies, food consumption has shifted towards a range of socially balanced and diverse food choices, including organic foods. The sustainability efforts of market participants in promoting their products and

services are closely linked to green marketing, which incorporates specific elements of environmental sustainability. These efforts play a critical role in understanding consumers' purchase intentions for green foods.

In recent years, in response to the increasing environmental challenges, firms have been required to project a positive image and promise greater environmental benefits than they currently provide to environmentally conscious consumers. Simultaneously, public awareness of the importance of environmental protection has continuously improved, reaching the level of a gradual consensus among nations worldwide with the shared goal of achieving sustainable development [1]. Twenty-first-century consumers are increasingly aware of the impact of their consumption patterns on the environment and are thus shifting towards sustainable consumption models for the welfare of future generations.

Many businesses are currently developing green promotion strategies aimed at influencing consumers and stimulating the purchase of green products. Green communication focuses on individuals' environmental awareness and how these perceptions shape their attitudes and behaviours toward the environment. This shift has led to the rise of green advertising campaigns, with marketers leveraging it to encourage the adoption of environmentally friendly products.

The rise of green advertising as an appealing promotion tool is increasing, attracting many individuals interested in purchasing green products. However, despite the perceived advantages, consumer scepticism regarding the reliability of green advertising remains widespread. Doubts persist as to whether green products genuinely offer ecological benefits compared to non-green products. Issues of trust and credibility have thus become central in this context

Green advertising receptivity refers to the consumer's acceptance of green advertisements. Consumer responses to environmental communication and demands vary significantly depending on their receptivity to green communication, particularly green advertising. Several studies suggest that green advertising receptivity positively influences green brand trust [2] and affects consumers' intentions to adopt green products [1]. Furthermore, customers' green brand trust aligns positively with green consumption intentions [2].

A company's image reflects the identity of an organization or company, wherein a single company may hold multiple images in the eyes of the public. Brand image can be defined as the mental representation of a brand in the consumer's mind, associated with a specific offering. Green brand image fulfils consumers' environmental expectations and mitigates arising issues. In this way, a strong green brand image positively impacts consumer trust by reducing perceived risks. Additionally, green brand image also positively influences green product consumption behaviour.

Previous studies have indicated that minimizing environmental harm through increased green consumption behaviour is highly beneficial for the environment. Consequently, green consumption behaviour plays a crucial role in establishing and maintaining environmental protection. This study aims to examine green advertising as a means to enhance corporate green brand trust, leading to Vietnamese consumers' intentions to purchase green food. Additionally, the research investigates how green brand image affects green brand trust and green food purchase

intentions. The study employs the Stimulus-Organism-Response (SOR) model to provide empirical evidence. Furthermore, it offers recommendations to improve green advertising effectiveness in alignment with Vietnamese consumers' perceptions.

2. LITERATURE REVIEW

This study is grounded in the Stimulus-Organism-Response (SOR) theory, which can explain behavioural differences arising from various marketing stimuli and cognitive factors [3]. Previous research on green consumption has applied the SOR framework to illustrate how external factors influence consumers' cognitive and emotional evaluations, thereby shaping their behavioural intentions. In this study, green advertising receptivity and green brand image function as the stimuli, green brand trust is conceptualized as the organism component, and green purchase intention serves as the response factor.

2.1. Green advertising receptivity, green brand trust, and green food purchase intention

Green advertising refers to advertisements that typically emphasize the overall environmental benefits associated with purchasing specific products, such as reducing greenhouse gas emissions, lowering water pollution, and facilitating biodegradation. Green advertising receptivity denotes the extent to which consumers accept green advertisements. When consumers are exposed to green advertising, their emotions and judgments are shaped, influencing their attitudes toward the green advertisements themselves and building trust in green brands or products.

Accurate and truthful message delivery through advertising plays a crucial role in building brand trust and credibility [2]. When exposed to advertisements, consumers develop emotions (affective responses) and judgments (cognitive evaluations), which influence their trust in the brand. In the context of green advertising, the information provided often focuses on the environmental impacts of business activities, primarily revolving around raw materials, production processes, logistics, and post-use product activities. Consumers' receptivity to green advertising strengthens the connection between the appeal of green messages and brand trust, positively influencing consumer trust in green brands [2]. It suggests that greater green advertising receptivity enhances customer trust in green brands.

Previous studies indicate that the goal of green advertising is to influence consumer purchase intentions by encouraging consumers to buy green products and helping them recognize the positive impacts on both themselves and the environment. Therefore, green advertising receptivity is positively associated with consumers' intentions to purchase green products. Research highlighting that green advertising receptivity has a positive impact on consumers' green purchase intentions explored the correlation between green advertising receptivity and consumers' intentions to purchase eco-labelled products, also suggesting a positive relationship between green advertising receptivity and green purchase intentions. Furthermore, green advertising receptivity is positively correlated with green purchase intention [1], [2]. Based on the prior literature, this study hypothesizes that:

H₁: Green advertising receptivity positively influences green brand trust.

H₂: Green advertising receptivity positively impacts green food purchase intention.

2.2. Green brand image, green brand trust, and green food purchase intention

In a green context, green brand image is defined as a set of consumer perceptions about a brand's environmental commitments and concerns. Green brand image is essential for companies, especially as consumers become more environmentally conscious and as strict international environmental regulations emerge. A green brand image meets consumer environmental desires and mitigates emerging issues. By reducing perceived risks, green brand image positively influences consumer trust. Prior studies have explored the relationship between green brand image and trust [4]. Furthermore, green brand image has a positive effect on green purchase intention, as noted by Sembiring (2021) [5], supporting the hypothesis:

H₃: Green brand image positively influences green brand trust.

H₄: Green brand image positively impacts green food purchase intention.

2.3. Green brand trust and green food purchase intention

Brand trust is founded on the consumer's belief that a brand is consistent, competent, honest, and responsible, green brand trust specifically refers to the trust and reliance consumers place on a brand's environmental claims, as well as its ability to fulfil ecological

commitments associated with its products or services. In the green context, trust reflects consumers' willingness to rely on a brand based on the belief or expectation that it is reliable, considerate, and capable of effective environmental performance.

Therefore, green trust can lead to stronger purchase intentions. Previous studies have shown that trust is one of the important factors determining consumers' green purchase intentions. Recent research supports these findings and shows that trust in green brands positively affects consumers' green purchase intentions [2] found that green brand trust has a positive effect on green purchase intentions. Based on these findings, it is hypothesized that:

H₅: Green brand trust positively influences green food purchase intention.

Based on the research, literature review and hypotheses development, Figure 1 shows a research model.

3. METHODOLOGY

3.1. Measures

The questionnaire was created based on the English version collected from previous studies, then translated into Vietnamese. Next, the questionnaire was tested through interviews with a group of 10 people who are customers actively participating in green food consumption activities. The purpose of this interview was to adjust the scale to ensure its usability and reflect the actual context of the study. The survey questions were divided into two main parts: (1) detailed description of the personal characteristics of the survey participants and (2) detailed description of the research concepts.

Research scale: Green brand trust was measured by 4 observed variables and green food purchase intention was measured by 3 observed variables adopted from Konuk et al. (2015); Green advertising receptivity was measured by 4 observed variables adopted from Tewari et al. (2022); Green brand image was operationalized using 4 scale items from the study of Lin & Zhou (2022).

3.2. Sample and data collection procedure

A survey on green food consumers of Gen Z in Ho Chi Minh City. Convenience sampling method was used to design the study. Then, the questionnaire was sent electronically to respondents who were university students in

Ho Chi Minh City. Data collection was carried out for 3 months (from June 2024 to September 2024) and 298 sheets were used

3.3. Statistical technique

Using PLS-SEM model to measure collected data through measurement model to evaluate composite reliability index, convergent validity and discriminant validity. Structural model evaluates standardized root mean square residual (SRMR), multicollinearity coefficient (VIF), predictive relevance (Q^2), and coefficient of determination (R^2). SmartPLS 3 software is used for evaluation

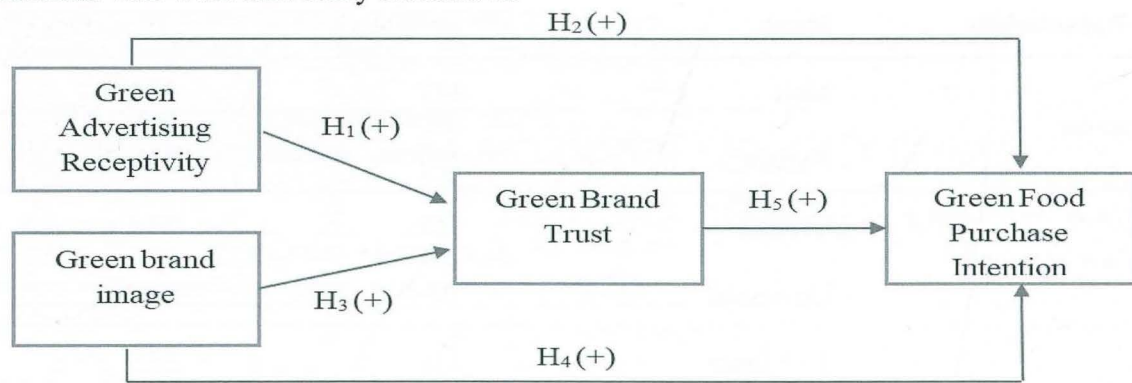


Figure 1. The conceptual model

4. RESULTS AND DISCUSSION

4.1. Demographics

The sample includes 298 respondents who consume green food belonging to Gen Z generation in Ho Chi Minh City. Shown in Table 1.

4.2. Measurement model evaluation

4.2.1. Results of scale reliability and convergent validity

The reliability results of the measurement scale (Table 2) assessed reliability using

composite reliability, achieving values ranging from 0.874 to 0.901. Internal consistency, measured by Cronbach's Alpha, exceeded 0.6. Convergent validity was confirmed with standardized factor loadings ranging from 0.673 to 0.894 and an average variance extracted (AVE) from 0.663 to 0.698, thereby meeting the criteria for convergent validity.

4.2.2. Results of discriminant validity

Discriminant validity, measured by the Fornell-Larcker coefficient (Table 3), showed that all square roots of AVE values were higher

than the correlation values with other concepts (Fornell & Larcker, 1981). The results presented in Table 4 shows that the Heterotrait-Monotrait ratios for all the constructs were less than the threshold value of 0.85 (Henseler et al., 2015). Discriminant validity was met.

4.3. Structural model evaluation and hypotheses result

The model was evaluated with indices including SRMR (0.064), VIF (ranging from 1.427 to 2.968), Q^2 (0.232 and 0.322), and R^2 (0.352 and 0.481). The results indicate that the model aligns well with the research framework.

Bootstrapping (5,000 samples) confirmed statistical significance, supporting hypotheses H1 - H5 (Table 5 and Figure 2).

4.4. Discussions

Table 5 indicated that GRA positively impacts GT with $\beta = 0.223$, supporting Hypothesis H1. This finding aligns with previous studies by Bailey et al. (2016), Nguyen-Viet (2022), Sun et al. (2020), and Nguyen-Viet & Thanh Tran (2024), which suggest that green advertising receptivity positively influences green brand trust.

Table 1: Demographics

Characteristic	Items	Frequency	Percentage (%)
Gender	Male	142	47.7
	Female	156	52.3
View green ads	Viewed	219	73.5
	Unviewed	79	29.5
Purchase frequency	1 - 5 times	111	37.3
	6 - 10 times	7	2.4
	11 - 15 times	7	2.3
	16 - 20 times	6	2.1
	More than 20 times	4	1.2
	Daily	14	4.8
	Weekly	4	1.2
	Monthly	29	9.6
	Frequently	25	8.4
	Don't remember	91	30.7

Source: Result of data analysis

Table 2: Results of scale reliability

Constructs	Loading	Alpha	CR	AVE
Green Brand Trust (GT)				
GT1. I feel that this brand's environmental commitments are generally trustworthy.	0.843			
GT2. I feel that this brand's environmental performance is generally reliable.	0.783			
GT3. I feel that this brand's environmental claims are generally credible.	0.825	0.837	0.891	0.672
GT4. This brand keeps its promises and commitments to environmental protection.	0.827			
Green Advertising Receptivity (RGA)				
RGA1. I support brands that are environmentally friendly.	0.894			
RGA2. The use of green messages in advertising affects my attitude toward the advertisement.	0.776			
RGA3. I am the type of consumer who responds positively when brands use green messages in their advertising.	0.894	0.829	0.886	0.663
RGA4: I am the type of consumer who is willing to buy products marketed as green.	0.673			
Green Brand Image (BI)				
BI1. This brand is professional in its environmental reputation.	0.865			
BI2. This brand is successful in environmental performance.	0.843			
BI3. This brand is established in its environmental concern.	0.798	0.854	0.901	0.695
BI4. This brand is trustworthy in its environmental commitments.	0.828			
Green Food Purchase Intention (PI)				

PI1. I am willing to purchase this brand's products in the future because of its environmentally friendly performance.	0.833			
PI2. I intend to buy this brand's products due to its environmental concern.	0.838	0.785	0.874	0.698
PI3. I will make an effort to buy this brand's products because it is environmentally friendly.	0.835			

Source: Result of data analysis

Table 3: Results of discriminant validity (Fornell-Larcker criterion)

	BI	GT	PI	RGA
BI	0.834	—	—	—
GT	0.560	0.820	—	—
PI	0.503	0.653	0.836	—
RGA	0.458	0.433	0.468	0.814

Source: Result of data analysis

Table 4: Results of discriminant validity (Heterotrait-Monotrait ratio)

	BI	GT	PI	RGA
BI	—	—	—	—
GT	0.656	—	—	—
PI	0.601	0.798	—	—
RGA	0.544	0.513	0.556	—

Source: Result of data analysis

Table 5: Hypotheses result

Hypotheses	Path	Estimat	P Values	Results
H₁	GRA→GT	0.223	0.000	Supported
H₂	GRA→PI	0.191	0.000	Supported
H₃	BI→GT	0.457	0.000	Supported

H ₄	BI→PI	0.140	0.022	Supported
H ₅	GT→PI	0.492	0.000	Supported

Source: Result of data analysis

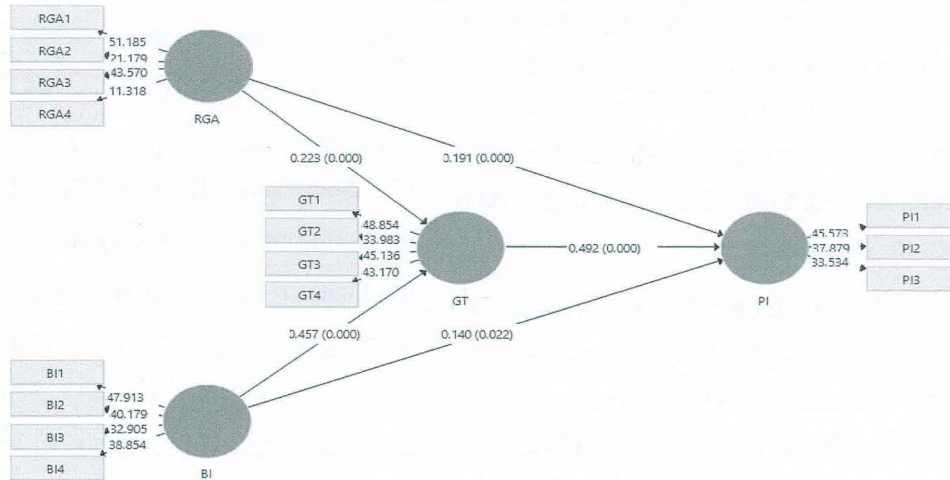


Figure 2. Results of the research mode

H2: GRA positively impacts PI with $\beta = 0.191$ (Table 5), supporting the hypothesis. This result aligns with findings from [1], [2], [6], indicating that green advertising receptivity positively impacts green food purchase intention.

Furthermore, Table 5 showed that BI positively influences GT with $\beta = 0.457$, supporting Hypothesis H3. This result is consistent with Rahman & Nguyen-Viet [4], [10] which suggest that green brand image positively influences green brand trust.

Besides, data displayed in Table 5 show a statistically significant relationship between BI and PI with $\beta = 0.140$ ($p=0.022$) hypothesis H4 is supported. This result is consistent with by Ronaldo et al. (2018), Kijpanjasub & Jitkuekul (2019), Sembiring (2021), indicating that green brand image positively impacts green food purchase intention.

Addition, Table 4 shows that GT positively impacts PI with $\beta = 0.492$, supporting Hypothesis H5. This result is consistent with previous studies by [4], which indicate that green brand trust positively influences green food purchase intention.

5. CONCLUSIONS

Today, marketing strategies convey the green benefits of food companies' products to consumers through advertising. A critical point to consider here is whether consumers differ in their receptivity to such advertisements emphasize the importance of identifying green advertising receptivity for effective message delivery. From a marketing perspective, it is essential to develop differentiated communication strategies tailored to individuals based on their receptivity to green messages. Green brand image meets consumers' environmental expectations and

addresses emerging concerns [7]. Consequently, a robust green brand image enhances consumer trust by lowering perceived risks [8]. However, in consumer behaviour research, this factor has received limited attention [9]. Therefore, this study seeks to address this critical issue by examining the impact of green advertising receptivity, green brand image on green brand trust and the green food purchase intention of 298 Gen Z green consumers in Vietnam.

This study has expanded knowledge on green marketing strategies to enhance corporate green brand trust and promote green consumption towards sustainable development. However, the research has limitations due to its focus on Gen Z green food consumers and the use of measurement scales adapted from foreign sources.

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