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THE IMPACT OF GREEN MARKETING ON YOUNG CONSUMERS' GREEN PURCHASE INTENTION TOWARD GREEN FOOD IN MEKONG DELTA, VIET NAM

O IMPACTO DO MARKETING ECOLÓGICO NA INTENÇÃO DE COMPRA ECOLÓGICA DE JOVENS CONSUMIDORES EM RELAÇÃO A ALIMENTOS ECOLÓGICOS NO DELTA DO MEKONG, VIETNÃ

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Abstract
Purpose: This study investigates the impact of green marketing (GM) on young consumers' green purchase intention (GPI), with a particular focus on the mediating roles of green trust (GT), brand image (BI), subjective well-being (SWB), and green customer value (GCV). Study design/methodology/approach: Using a mixed-methods approach, the research combines qualitative interviews with a quantitative survey of 646 young consumers aged 18–30 in Vietnam's Mekong Delta region. Structural equation modeling was applied to test hypotheses grounded in the Theory of Planned Behavior (TPB), the Cognition – Affect - Behavior (CAB) theory, and the Stimulus – Organism - Response (SOR) framework. Findings: Green marketing positively influences green purchase intention both directly and indirectly through green trust, brand image, subjective well-being, and green customer value. These results confirm the critical role of green marketing in shaping young consumers' pro-environmental attitudes and intentions. Implications: Companies are

Resumo
Objetivo: Este estudo investiga o impacto do marketing verde (GM) na intenção de compra verde (GPI) de jovens consumidores, com foco específico nos papéis mediadores da confiança verde (GT), da imagem de marca (BI), do bem-estar subjetivo (SWB) e do valor verde para o cliente (GCV). Desenho do estudo/metodologia/abordagem: Utilizando uma abordagem de métodos mistos, a pesquisa combina entrevistas qualitativas com uma pesquisa quantitativa com 646 jovens consumidores com idades entre 18 e 30 anos na região do Delta do Mekong, no Vietnã. A modelagem de equações estruturais foi aplicada para testar hipóteses fundamentadas na Teoria do Comportamento Planejado (TPB), na teoria Cognição – Afeto – Comportamento (CAB) e no modelo Estímulo – Organismo – Resposta (SOR). Resultados: O marketing verde influencia positivamente a intenção de compra verde tanto direta quanto indiretamente por meio da confiança verde, da imagem da marca, do bem-estar subjetivo e do valor verde para o

encouraged to invest in green product and process innovations, enhance transparency in sourcing and production to strengthen green trust, and build environmentally responsible brand images linked to local community engagement. Moreover, marketing initiatives should emphasize value creation and positive consumption experiences. Consistent and context-appropriate implementation of green marketing can enhance competitiveness and foster sustainable consumption in the region. Originality/value: The study demonstrates its novelty through a comprehensive approach to understanding young consumers' green purchasing behavior by integrating green marketing with psychological factors and perceived consumer value. Rather than focusing solely on direct effects, the research clarifies the mediating roles of green trust, brand image, and green customer value, and further examines the moderating effect of green word-of-mouth. The research context of the Mekong Delta contributes new empirical evidence to the field of green marketing under distinctive economic and environmental conditions.

Keywords: Green Marketing. Green Purchase Intention. Green Trust. Subjective Well-being. Green Customer Value.

cliente. Esses resultados confirmam o papel crítico do marketing verde na formação das atitudes e intenções pró-ambientais dos jovens consumidores. Implicações: As empresas são incentivadas a investir em inovações de produtos e processos verdes, aumentar a transparência no abastecimento e na produção para fortalecer a confiança verde e construir imagens de marca ambientalmente responsáveis ligadas ao envolvimento com a comunidade local. Além disso, as iniciativas de marketing devem enfatizar a criação de valor e experiências positivas de consumo. A implementação consistente e adequada ao contexto do marketing verde pode aumentar a competitividade e promover o consumo sustentável na região. Originalidade/valor: O estudo demonstra sua novidade por meio de uma abordagem abrangente para compreender o comportamento de compra verde dos jovens consumidores, integrando o marketing verde com fatores psicológicos e o valor percebido pelo consumidor. Em vez de se concentrar exclusivamente nos efeitos diretos, a pesquisa esclarece os papéis mediadores da confiança verde, da imagem de marca e do valor verde para o cliente, além de examinar o efeito moderador do boca a boca verde. O contexto de pesquisa do Delta do Mekong contribui com novas evidências empíricas para o campo do marketing verde sob condições econômicas e ambientais distintas.

Palavras-chave: *Marketing Verde. Intenção de Compra Verde. Confiança Verde. Bem-estar Subjetivo. Valor Verde para o Cliente.*

1 INTRODUCTION

Green marketing is regarded as an important branch of modern marketing theory, emphasizing the integration of business benefits with environmental protection (Mehraj and Qureshi, 2020) . Globally, the trend toward sustainable development has become a universal goal aimed at minimizing the negative impacts of economic activities on natural resources and ecosystems (Hisham Rahahleh *et al.*, 2020). Since its emergence, the concept of green marketing has aimed to reduce the social and environmental impacts of products, promote stable green production practices, and identify marketing tactics used to validate environmentally friendly products; consequently, green marketing has

increasingly developed and been widely implemented (Peattie, 2001). The fundamental concept and objective of green marketing are to raise awareness of environmental issues and the benefits that consumers can contribute to the environment by purchasing green products (Öztürk, 2021). Therefore, while green marketing initiatives seek to provide people with greater knowledge about environmental problems, they also offer consumers choices to adopt green products and integrate them effectively into their lifestyles (Cherian and Jacob, 2012).

Concerns about adopting environmentally friendly behaviors and changing climatic conditions have encouraged business organizations to integrate ecological issues into their future business practices (Cooper, 2009). Such organizations face significant challenges in redesigning their production and marketing processes to make them more environmentally friendly and in redirecting research and development efforts toward achieving sustainability (Mulya and Kusumawardhani, 2023).

Vietnam is increasingly emerging as a market that places greater emphasis on green products and corporate social responsibility, reflecting a positive shift in public awareness toward environmental protection. Recent studies confirm that Vietnamese consumers are becoming more concerned about environmental issues (Etse and Adu-Aboagye, 2025); (Long *et al.*, 2024); (Islam *et al.*, 2024); (Zhang *et al.*, 2024). he growing demand for health-related products is being driven by consumers' increasing focus on health and well-being. Consumers are not only looking for products that improve physical health but also those that support mental well-being, thereby fostering greater interest in functional foods, dietary supplements, and personal care products that contribute to overall life balance. Furthermore, Vietnamese consumers are willing to pay a premium for environmentally friendly products and increasingly demand transparency from companies regarding the origin of raw materials and production processes (NielsenIQ, 2024).

In the context of increasing consumer empowerment, this study examines the relationship between consumers' perceptions of ecological orientation, quality, and congruence with their purchase intentions (Liu and Sim, 2024). In the Mekong Delta region, green purchase intention among young consumers remains underexplored, and the role of youth has not been adequately investigated, despite the fact that this group holds forward-looking environmental perspectives for future generations and the region

itself possesses substantial potential for sustainable transition. Green purchase intention is driven by awareness of sustainable consumption and trust in green products (Sun *et al.*, 2020). Green purchase intention is shaped not only by marketing-related factors but also by sustainable consumption consciousness and green trust (Zhang and Yuan, 2024). According to Irfan, sustainable consumption consciousness is formed when consumers clearly recognize the impacts of their consumption decisions on the environment and society (Irfan and Bryła, 2025). In addition, green trust in green products serves as a key motivational driver of purchasing decisions (Nguyen-Viet *et al.*, 2024).

Although individual awareness of environmental issues and green products has increased, it remains essential to understand the factors that drive green purchase intention, particularly among young people, who are likely to bear the consequences of environmental degradation (Alzubaidi *et al.*, 2021). Compared with previous generations, young consumers possess substantial environmental knowledge, hold more positive attitudes toward environmentally friendly products, and demonstrate a moderate level of environmental concern, which has led to noticeable changes in their consumption patterns (Nguyen and Nguyen, 2020). Therefore, this study's examination of the formation of environmentally friendly behaviors and motivations among young people has important theoretical and practical significance.

2 LITERATURE REVIEW

2.1 Theoretical background

The study integrates three theories the Theory of Planned Behavior (TPB), the Stimulus – Organism - Response (SOR) model, and the Cognition – Affect - Behavior (CAB) framework - into green marketing to effectively promote consumers' intention to purchase green food products.

The Theory of Planned Behavior (TPB) proposed by Ajzen posits that consumers' purchase intention is influenced by their positive attitudes toward the purchasing behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In green food marketing, marketing strategies can focus on enhancing consumers' awareness of

the health and environmental benefits of green products, thereby shaping positive attitudes and encouraging purchasing behavior.

The SOR theory (Mehrabian, A. and Russell, 1974) states that environmental stimuli influence consumers' cognition and emotions. These psychological states subsequently shape behavioral responses. Accordingly, green marketing stimuli can promote green consumption behavior.

Finally, CAB theory is adopted because it describes the process consumers go through when forming intentions to purchase green products. This theory helps explain how green marketing can generate positive emotions and change consumers' perceptions, thereby promoting sustainable consumption behavior.

2.2 Green marketing

The concept of green marketing was first defined in 1976 by Hennion and Kinnear as all marketing activities that cause environmental problems and may also contribute to providing solutions to environmental problems. Since then, this concept has undergone significant changes and development.

Green marketing refers to minimizing the environmental impact of products through product redesign, sustainable production, and integrated marketing campaigns. It aims to promote environmentally friendly products and meet the needs of sustainable consumption (Dahhan and Arenkov, 2021)

Green marketing encompasses all activities within a green market that seek to promote and sustain environmentally friendly attitudes and behaviors among customers, thereby minimizing harmful impacts on the environment (Usharani and Gopinath, 2020).

In this study, green marketing is not only oriented toward corporate benefits but also focuses on balancing the interests of all stakeholders within the business ecosystem, including consumers, the community, and the natural environment.

2.3 Green purchase intention

Green purchase intention can be defined as the probability that an individual will choose an environmentally friendly product over a comparable conventional product (Rahimi, 2012).

Green purchase intention arises from extensive industrial development and continuous economic growth, which have led to ecological degradation and adversely affected individuals' health as well as their economic and social conditions (Zahan *et al.*, 2020).

Consumers purchase green products with the aim of minimizing negative environmental impacts and increasing the efficiency of resource use (Amoako *et al.*, 2020). The rapid emergence of sustainability issues and growing environmental awareness have made green product consumption an important topic for many researchers (Amin and Tarun, 2021).

In this study, green purchase intention not only contributes to environmental protection but also brings positive benefits to consumers' health. Green products are often produced from natural ingredients, free from harmful chemicals, and strictly controlled throughout the production process, thereby reducing health risks.

2.4 Green food

Green food refers to products that are produced using approved methods that emphasize ecological balance, biodiversity conservation, minimal use of pesticides and synthetic fertilizers, and that are free from genetically modified organisms (GMOs) or irradiation (USDA, 2018).

Green food is also defined as food obtained from a production management system designed to promote the health of agricultural ecosystems, including biodiversity, biological cycles, and soil biological activity. This system restricts the use of synthetic inputs and replaces them with natural farming practices (Codex Alimentarius, 2001).

Green food is defined as "agricultural products produced under a strictly regulated system that avoids the use of synthetic chemicals and focuses on sustainable farming practices" (Yiridoe *et al.*, 2005).

In this study, green food refers to food and agricultural products that are produced, processed, and consumed in a safe, environmentally friendly, resource-efficient, and sustainable manner, such as VietGAP- and GlobalGAP-certified vegetables, organic rice and milk, preservative-free natural juices, sustainably farmed fish, and meat produced without hormones or antibiotics.

3 HYPOTHESIS DEVELOPMENT

3.1 Green trust as mediator

Green marketing is a process encompassing all marketing activities designed to stimulate and sustain consumers' environmental beliefs and behaviors (Mulya and Kusumawardhani, 2023). Therefore, it can be assumed that green marketing can be used as a strategic approach to enhance and develop customers' environmental concern and trust. At the same time, as consumers' concern and trust increase due to current environmental conditions, some customers become more curious about green products and services (Siyal *et al*, 2021).

Customers decide whether to engage with a provider on a platform by evaluating the provider's goodwill and trustworthiness. Reputation reflects the honesty and the platform's ability to deliver outcomes as promised, which in turn increases purchase propensity (Wong and Haque, 2022). Ahmad and Zhang, as well as Roh *et al*., have indicated that green trust has a significant influence on green purchase intention (Ahmad and Zhang, 2020a); (Roh *et al.*, 2022).

H1a: Green trust mediates the relationship between green marketing and green purchase intention.

H1b: Green marketing has a positive impact with green trust.

H1c: Green trust has a positive impact with green purchase intention.

3.2 Brand image as mediator

Siyal *et al*. (2021) argue that if companies can effectively manage a proactive green marketing strategy, it will help develop stronger green brand knowledge, as

customers will associate the brand with environmental support. At the same time, customers will gain deeper insights into the attributes of the brand (Siyal *et al.*, 2021). Green brand knowledge can be reflected through brand awareness, brand image, and brand perception from the customer's perspective, and it also provides customers with information related to environmental issues (Sugandini *et al.*, 2020).

Brand knowledge received by customers from a credible source provided by the company is essential for them when deciding whether to purchase a product (Ganapathy *et al.*, 2014). Brands with a higher level of familiarity tend to be preferred over those with lower familiarity (Carpenter and Nakamoto, 1989). Familiarity can influence consumers' attitudes and behaviors by shaping their knowledge about a product (Seo *et al.*, 2013) and increasing their willingness to purchase (Tse and Crotts, 2005).

H2a: Brand image mediates the relationship between green marketing and green purchase intention.

H2b: Green marketing has a positive impact with brand image.

H2c: Brand image has a positive impact with green purchase intention.

3.3 Subjective well-being as mediator

For consumers who engage in sustainable behaviors, subjective well-being (SWB) complements environmentally responsible behaviors, and its level is closely associated with sustainable consumption (Brown and Kasser, 2005). This finding is consistent with the view that individuals are less likely to engage in behaviors that benefit others and society unless they first experience a sense of well-being (Diener *et al.*, 2018); (Vu *et al.*, 2021). Environmentally friendly behaviors can enhance SWB (Capstick *et al.*, 2022); (Zawadzki *et al.*, 2020). Conversely, higher levels of SWB also encourage pro-environmental behaviors (Kushlev *et al.*, 2020); (Yakut, 2021).

In the context of green consumption, consumers recognize that issues related to environmental protection can contribute to their personal happiness by satisfying both their physical and psychological well-being. As such positive attitudes develop, consumers' green behavioral intentions are likely to become stronger (Lin and Niu, 2018). Lin and Niu (2018) further argue that when individuals realize that environmental protection can enhance their life satisfaction and that green products can meet their needs

while helping them achieve desired goals, they become more committed to environmentally friendly behaviors.

H3a: Subjective Well-being mediates the relationship between green marketing and green purchase intention.

H3b: Green marketing has a positive impact with Subjective Well-being.

H3c: Subjective Well-being has a positive impact with green purchase intention.

3.4 Green customer value as mediator

Green marketing involves promoting the environmentally friendly attributes of products and services, which plays an important role in attracting consumers who prioritize sustainability (Hermayanti *et al.*, 2024). Therefore, establishing a linkage between green customer value and environmentally conscious marketing strategies can contribute to enhancing green customer value (Liao *et al.*, 2020), (Hermayanti *et al.*, 2024).

The relationship between green customer value and green purchase intention is influenced by perceived value and environmental image (Hermayanti *et al.*, 2024). However, other studies suggest that consumers in developed industrialized countries tend to exhibit higher levels of environmental awareness compared to those in developing countries (Li *et al.*, 2020). According to Hänninen và Karjaluoto, Ahmed, green perceived value is defined as customers' perceptions of the attributes of green products and their impact on the environment (Hänninen and Karjaluoto, 2017), (Ahmed *et al.*, 2023).

H4a: Green customer value mediates the relationship between green marketing and green purchase intention.

H4b: Green marketing has a positive impact with green customer value.

H4c: Green customer value has a positive impact with green purchase intention

3.5 Green customer value and green psychological benefits

Consumers' positive attitudes toward green brands can be fostered through environmentally friendly marketing strategies, thereby supporting the goal of green

consumption (Chairunnisa and Perdhana, 2020). Hartmann and Apaolaza-Ibáñez suggest that advertisements associated with nature-based experiences can enhance consumers' positive attitudes toward brands, which in turn encourage purchasing behavior (Hartmann and Apaolaza-Ibáñez, 2012). Accordingly, nature-based experiences generate environmental value and attitudes, which subsequently influence pro-environmental behaviors (L. Chen *et al*., 2021). When products are clearly positioned as "green," consumers perceive their purchases not only as serving personal benefits but also as contributing to environmental protection.

H5: Green customer value has a positive impact with green psychological benefits

3.6 Green psychological benefits and green purchasing intention

Another important component of psychological benefits is the experience with nature, which suggests that individuals with strong environmental awareness tend to maintain a close connection with nature in order to sustain stable mental and emotional states (Hwang and Choi, 2018). The extent of nature-based experiences influences consumers' values and attitudes toward pro-environmental behavior and green product consumption. Consumers who care about environmental issues and feel connected to nature generally report a higher quality of life (Ahmed *et al.*, 2023). Therefore, nature experience not only enhances awareness of environmental issues but also serves as a mediating variable between consumers' values and attitudes and their intention to purchase green products.

H6: Green psychological benefits has a positive impact with green purchasing intention

3.7 Green marketing and green purchasing intention

Demonstrate that the effectiveness of green marketing strategies may be influenced by consumers' perceptions of risk, cost, and psychosocial factors. Campaigns that emphasize the long-term value and superior benefits of green products are more likely to exert a stronger influence on purchase intention (Liang *et al.*, 2022). Zhuang *et al*., also confirm that green advertising campaigns highlighting benefits such as energy saving,

pollution reduction, and resource conservation have a powerful impact on purchase intention. Their findings indicate that consumers' perceptions of a brand's environmental responsibility can be translated into actual purchasing behavior (Zhuang *et al.*, 2021).

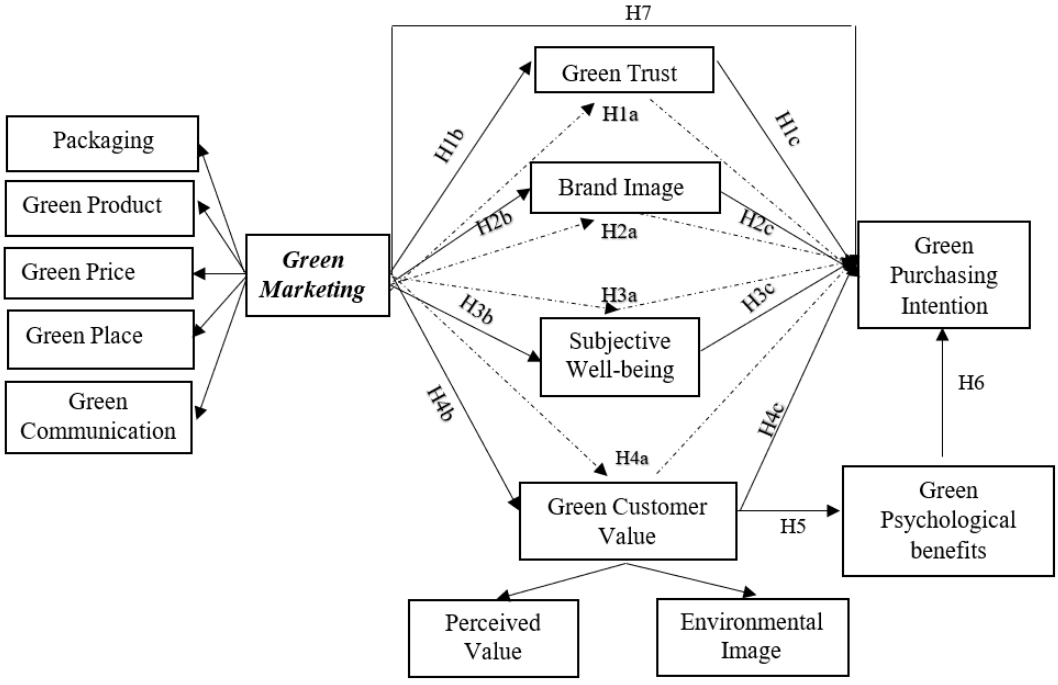
H7: Green marketing benefits has a positive impact with green purchasing intention

3.8 Research model

Figure 1 presents the proposed research model, in which green marketing directly influences green purchase intention and several mediating variables. These mediators also have direct effects on green purchase intention, while green customer value affects green psychological benefits, which in turn influence green purchase intention:

Figure 1

Proposed research model



Source: Author's proposal, 2025

4 RESEARCH METHODOLOGY

4.1 Sample

Before developing the official measurement scales, this study conducted a literature review and proposed preliminary measurement scales. Subsequently, in-depth interviews were conducted with 10 experts who are academic researchers and 6 experts from businesses related to marketing (each having at least five years of experience). For the focus group discussions, the author organized discussions with 20 customers, divided into two groups of 10 participants each. All focus group discussions were conducted online via Google Meet.

The study employed a non-probability convenience sampling method. The research subjects included 16 experts in the fields of green marketing and green purchase intention, 20 customers who had experience with or interest in green food, and 646 young consumers aged 18 – 30 in the Mekong Delta region. The survey scope focused on Can Tho, Vinh Long, and Dong Thap provinces, Vietnam. The literature review covered the period 2010 – 2024, expert interviews were conducted in June 2025, and the consumer survey was carried out from July to December 2025.

Data were collected using a structured questionnaire through both paper-based surveys and online questionnaires. After data collection, the responses were screened and cleaned by reviewing all completed questionnaires. The survey was conducted in the Mekong Delta region across three localities Can Tho, Vinh Long, and Dong Thap with an initial sampling plan of 200 questionnaires per province. However, during the data collection process, a total of 751 questionnaires were returned via both paper-based and online formats. After data screening and cleaning, 105 invalid questionnaires were removed, leaving 646 valid responses, which were used for descriptive statistical analysis and subsequent formal analyses.

4.2 Measures

The research process consisted of two stages.

(1) Based on theories from previous studies, hypotheses, a theoretical model, and conceptual measurement scales were developed. Qualitative research was then conducted to explore, refine, and supplement measurement items for the constructs through in-depth interviews with 16 experts, including 10 academic researchers and 6 marketing managers with more than five years of experience, as well as a focus group discussion with 20 customers.

(2) Quantitative research was subsequently carried out to test and validate the measurement scales using Cronbach's Alpha and Exploratory Factor Analysis (EFA), and to examine the hypotheses and the proposed theoretical model using Partial Least Squares Structural Equation Modeling (PLS-SEM). SmartPLS 4.0 was employed to analyze the relationships within the model, including both the measurement model and the structural model.

4.3 Data analysis

The measurement constructs were adapted from previous studies:

Table 2

Measurement Scales Adapted from Previous Studies

No.	Item	Original measurement scale
1	Green Marketing - GM	(Ahmed *et al.*, 2023); (Davari and Strutton, 2014); (Wyrwa and Barska, 2017)
2	Green Trust - GT	(Amin and Tarun, 2020)
3	Brand Image – BI	(Zhou *et al*., 2021)
4	Subjective Well-being – SWB	(Yildiz and Ercis, 2021); (Amin and Tarun, 2020)
5	Green Customer Value - GCV	(Ahmed *et al.*, 2023); (Yadav, 2016); (Ahmad and Zhang, 2020b)
6	Green Psychological benefits - GPB	(Ahmed *et al*., 2023)
7	Green Word-of-Mouth - GWOM	(Ahmad and Zhang, 2020b); (Liao *et al.*, 2020)
8	Green Purchasing Intention - GPI	(Amin and Tarun, 2020); (Ahmed *et al.*, 2023)

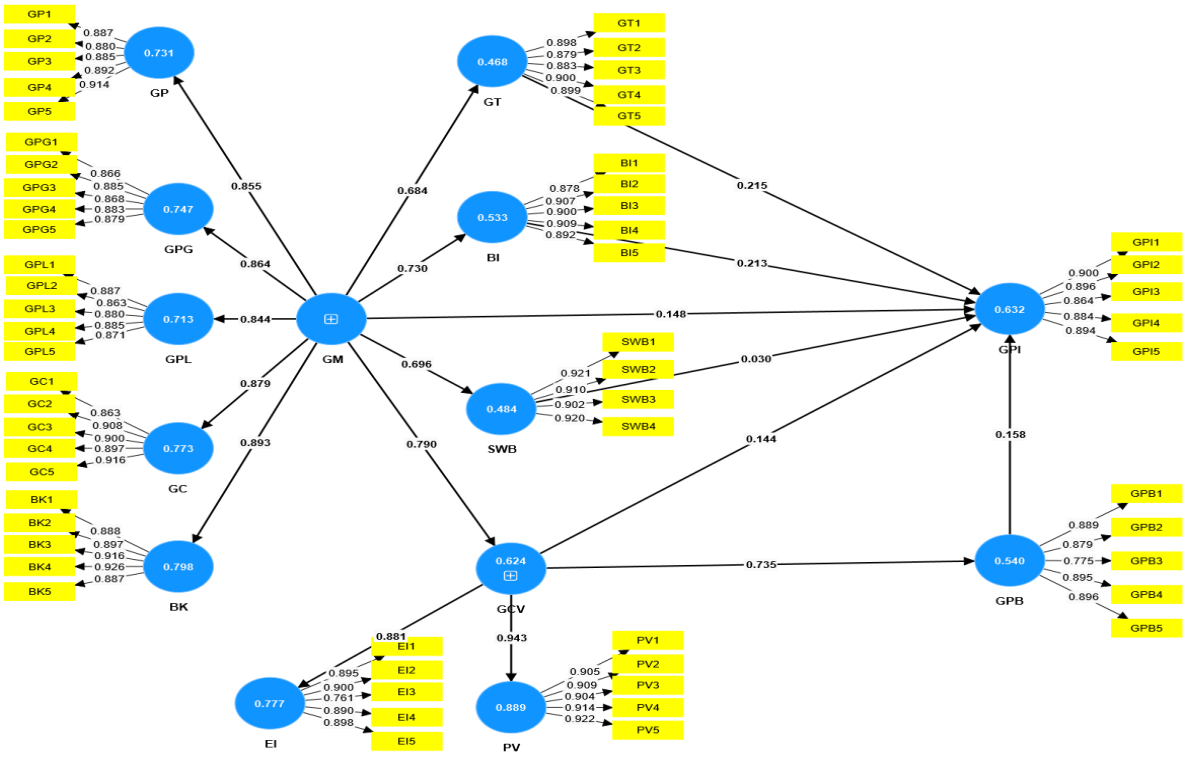
Source: Author's compilation

5 RESEARCH RESULTS AND DISCUSSION

The formal model assessment followed the procedure proposed by Hair *et al*. (2022), whereby the measurement model was evaluated first, followed by the assessment of the PLS-SEM structural model, using the key evaluation criteria recommended.

Figure 2

Hypotesis testing results



5.1 Measurement model assessment

In this study, the measurement model was evaluated through 4 steps. The assessment procedure includes: (1) indicator reliability, (2) internal consistency reliability, (3) convergent validity, and (4) discriminant validity. The results of each evaluation step are presented in the following order:

5.1.1 Indicator reliability

The results of the indicator reliability analysis show that all outer loadings exceed the threshold of 0.70, indicating that the indicators reliably and adequately explain the latent constructs they measure. In addition, these findings confirm that the measurement scales appropriately reflect the research constructs, thereby providing a solid foundation for subsequent assessments of reliability and validity (Hair *et al.*, 2022).

5.1.2 Internal consistency reliability

The results of the internal consistency reliability assessment indicate that all constructs exhibit Cronbach's Alpha values greater than 0.70 and Composite Reliability (CR) values exceeding 0.70, thereby meeting the recommended thresholds for internal consistency reliability (Hair *et al.*, 2022). These findings demonstrate that the observed variables within each construct show a high level of consistency in measuring the same underlying concept. No construct violated the reliability criteria; therefore, all measurement scales were retained for subsequent analyses.

Table 3

Internal Consistency Reliability Results

Variable	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BI	0.939	0.939	0.954	0.805
BK	0.943	0.944	0.957	0.815
EI	0.919	0.921	0.940	0.758
GC	0.939	0.940	0.954	0.805
GP	0.935	0.936	0.951	0.795
GPB	0.917	0.918	0.938	0.753
GPG	0.924	0.925	0.943	0.768
GPI	0.933	0.933	0.949	0.788
GPL	0.925	0.926	0.943	0.770
GT	0.936	0.936	0.951	0.796
GWOM	0.932	0.932	0.951	0.830
PV	0.949	0.949	0.961	0.830
SWB	0.934	0.934	0.953	0.834

Source: author's calculation.

5.1.3 Convergent validity

The results of the convergent validity assessment indicate that all latent constructs exhibit Average Variance Extracted (AVE) values of at least 0.50, meeting the recommended acceptance threshold (Hair *et al*., 2022). This demonstrates that the observed variables explain more than 50% of the variance of the constructs they measure. In addition, all outer loadings exceed 0.70, confirming that the indicators make a strong contribution to their respective latent constructs. These findings confirm that the measurement scales achieve adequate convergent validity, thereby ensuring the appropriateness of proceeding to the subsequent structural model analysis.

5.1.4 Discriminant validity

The assessment of discriminant validity was conducted using the HTMT (Heterotrait–Monotrait Ratio of Correlations) criterion. The results indicate that all HTMT values are below 0.85, thereby satisfying the recommended threshold for discriminant validity (Hair *et al.*, 2022). These findings confirm that the constructs in the model are clearly distinct from one another, with no evidence of measurement overlap, thus ensuring adequate discriminant validity of the measurement scales.

5.2 Structural model assessment

In the structural model assessment, this study conducted the evaluation in the following sequence: (1) assessment of collinearity among the constructs, (2) assessment of the significance and strength of the relationships within the model, (3) evaluation of the model's effect size, and (4) assessment of the model's predictive ability.

5.2.1 Assessment of collinearity among the constructs

The results of the collinearity assessment for the structural model indicate that all Variance Inflation Factor (VIF) values of the independent variables are below 5, which is lower than the recommended threshold. This suggests that multicollinearity is not a concern in the structural model (Hair *et al.*, 2022). Therefore, the relationships in the structural model can be estimated in a stable and reliable manner.

5.2.2 Assessment of the model's explanatory power

The results of the model's explanatory power assessment indicate that the R^2 values of the dependent variables range from 0.484 to 0.889, which correspond to moderate to substantial levels. This suggests that the model explains a considerable proportion of the variance in the endogenous constructs.

5.2.3 Assessment of the Model's Predictive Power

The results of the predictive power assessment indicate that Q^2 values are greater than zero for all constructs, confirming the in-sample predictive relevance of the theoretical model (Hair *et al*., 2022). This means that the model predicts the omitted values better than simply using the mean, thereby demonstrating the model's meaningful predictive capability. Moreover, Q^2 values exceeding 0.50 indicate a large level of predictive relevance for the PLS path model.

Table 4

Results of the Predictive Relevance (Q^2) of the Theoretical Model

Variable	SSO	SSE	Q^2 (=1-SSE/SSO)
BI	3,230.000	982.427	0.696
BK	3,230.000	930.292	0.712
EI	3,230.000	1,192.517	0.631
GC	3,230.000	979.478	0.697
GCV	5,814.000	2,349.062	0.596
GM	16,150.000	7,024.828	0.565
GP	3,230.000	1,028.452	0.682
GPB	3,230.000	1,217.341	0.623

GPG	3,230.000	1,156.266	0.642
GPI	3,230.000	1,064.658	0.670
GPL	3,230.000	1,147.994	0.645
GT	3,230.000	1,025.428	0.683
GWOM	2,584.000	784.654	0.696
PV	3,230.000	865.504	0.732
SWB	2,584.000	768.158	0.703

Source: author's calculation.

5.2.4 Assessment of out-of-sample predictive power for the dependent variables

According to Hair *et al*. (2022), the threshold for Q^2 predict is greater than zero to indicate that the model has predictive capability. The results show that all Q^2 predict values are above zero, confirming that the model exhibits predictive power when applied to new data. This finding demonstrates that the proposed model possesses strong predictive ability in both statistical and practical terms.

Table 5

Results of the Out-of-Sample Predictive Power Assessment (Q^2 predict) for the Dependent Variables

Variable	*Q^2predict*	*RMSE*	*MAE*
BI	0.530	0.688	0.482
EI	0.512	0.702	0.497
GCV	0.621	0.620	0.424
GPB	0.478	0.727	0.530
GPI	0.610	0.628	0.449
GT	0.465	0.734	0.526
PV	0.534	0.686	0.468
SWB	0.482	0.724	0.502

Source: author's calculation.

5.2.5 Assessment of out-of-sample predictive power for the indicators

The analysis results show that the Q^2 predict values of all indicators are greater than zero. According to the methodological rationale of Hair *et al*. (2022), Q^2_predict > 0, indicate that the model produces lower prediction errors than the benchmark model and confirm that the indicators exhibit predictive relevance in an out-of-sample context. Therefore, this implies that the research model is not only statistically adequate within the sample but also maintains reliable predictive capability when applied to new observations.

5.2.6 Assessment of statistical significance and strength of the relationships - assessment of direct effects

The results of the statistical significance testing and hypothesis evaluation indicate that, out of the 11 hypothesized relationships in the model, 10 relationships have p-values below 0.05, confirming that these 10 hypotheses are statistically significant and supported, while one relationship has a p-value greater than 0.05, indicating that this hypothesis is not statistically significant and is therefore not supported (Hair *et al.*, 2022). In addition, the path coefficients of the 11 relationships range from 0.108 to 0.790, reflecting a meaningful magnitude of effect for the relationships within the model. Overall, these findings suggest that the majority of the proposed hypotheses are supported by the empirical data, both in terms of statistical significance and practical relevance.

Table 6

Results of the Analysis of Significance and Strength of the Relationships

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T (|O/STDEV|)	P values	Conclusion
H1b	GM -> GT	0.684	0.683	0.038	17.940	0.000	Supported
H1c	GT -> GPI	0.108	0.107	0.051	2.129	0.033	Supported
H2b	GM -> BI	0.730	0.729	0.037	19.896	0.000	Supported
H2c	BI -> GPI	0.109	0.108	0.054	2.028	0.043	Supported
H3b	GM -> SWB	0.696	0.694	0.039	17.912	0.000	Supported
H3c	SWB -> GPI	0.015	0.014	0.047	0.325	0.745	Rejected
H4b	GM -> GCV	0.790	0.788	0.033	23.606	0.000	Supported
H4c	GCV -> GPI	0.135	0.134	0.060	2.241	0.025	Supported
H5	GCV -> GPB	0.735	0.733	0.030	24.131	0.000	Supported
H6	GPB -> GPI	0.112	0.113	0.046	2.420	0.016	Supported
H7	GM -> GPI	0.115	0.118	0.057	2.011	0.044	Supported

Source: author's calculation

The results for Hypothesis H1b show that green marketing (GM) has a positive and statistically significant effect on green trust (GT) ($\beta = 0.684$; $t = 17.940$; $p = 0.000$), thus supporting H1b. This result is consistent with the findings of (Uthamaputran *et al.*, 2021) and Mulya & Kusumawardhani, 2023. when companies implement green marketing activities in a consistent and transparent manner such as designing environmentally friendly products, using eco-friendly packaging, communicating commitments to social responsibility, and providing reliable environmental information

consumers tend to perceive the company as more trustworthy, reduce skepticism toward greenwashing, and develop positive trust in the authenticity of the products. Furthermore, the relationship between GT and GPI is also positive and statistically significant (β = 0.108; t = 2.129; p = 0.033), indicating that Hypothesis H1c is supported. This result is consistent with the findings of (Amin and Tarun, 2020), Ahmad & Zhang, 2020. When consumers trust that companies genuinely comply with environmental commitments, provide transparent information, and do not engage in greenwashing, they tend to perceive the act of purchasing green products as appropriate, credible, and socially meaningful, thereby increasing their green purchase intention.

The results for Hypothesis H2b show that the relationship between GM and BI is strong and statistically significant (β = 0.730; t = 19.896; p = 0.000), thus supporting H2b. This result is consistent with the findings of (Sugandini *et al.*, 2020), (S. Kang & Hur, 2011). When companies implement consistent green marketing activities such as designing environmentally friendly products, communicating transparently about ecological responsibility, using green packaging, obtaining environmental certifications, and demonstrating commitments to social responsibility consumers tend to evaluate the brand more positively, associating it with a responsible, trustworthy image that is oriented toward community benefits. Furthermore, the relationship between BI and GPI is also positive and statistically significant (β = 0.109; t = 2.028; p = 0.043), indicating that Hypothesis H2c is supported. This result is consistent with the findings of (Zhou *et al.*, 2021), (J. Kang *et al*., 2013). When a brand is perceived by consumers as environmentally friendly, socially responsible, and trustworthy, they tend to form positive evaluations of the brand, which in turn increases their intention to choose and purchase green products.

Hypothesis H3b show that the relationship between GM and SWB is positive and statistically significant (β = 0.696; t = 17.912; p = 0.000), indicating that green marketing positively influences consumers' subjective well-being. This result is consistent with the findings of Diener *et al*., 2018, Vu *et al*., 2021. When green marketing activities are implemented in an authentic and responsible manner such as communicating environmental benefits, demonstrating commitments to ecosystem protection, using eco-friendly packaging, and engaging in CSR activities consumers not only obtain functional and ethical value but also experience positive emotional states, including pride, a sense of responsible living, and perceived social meaning of their consumption behavior,

thereby enhancing their level of subjective well-being. Although the estimation results indicate that the relationship between subjective well-being (SWB) and green purchase intention (GPI) is positive ($\beta > 0$), the path coefficient is very small and not statistically significant ($\beta = 0.015$; $t = 0.325$; $p = 0.745$). Therefore, Hypothesis H3c is not supported. This finding suggests that subjective well-being, as an affective state and a global evaluation of one's life, is not sufficiently strong to function as a direct motivational driver of green purchase intention within the research context. In this regard, positive emotions, feelings of satisfaction, or personal meaning that consumers derive from engaging in environmentally friendly behaviors may serve as underlying psychological outcomes or background conditions, but do not automatically translate into specific purchase intentions. Instead, the influence of subjective well-being on green purchase intention is more likely to be transmitted indirectly through mediating mechanisms such as perceived value, green trust, or social normative pressures. This finding implies that the role of subjective well-being in green consumption behavior should be viewed as a supportive psychological condition rather than a direct determinant of purchase intention.

Hypothesis H4b show that the relationship between GM and GCV is strong and statistically significant ($\beta = 0.790$; $t = 23.666$; $p = 0.000$), thus supporting H4b. This result is consistent with the findings of (Hermayanti *et al.*, 2024), (P. Lin & Huang, 2012). Green marketing activities such as designing environmentally friendly products, using eco-friendly packaging, transparently communicating commitments to environmental protection, obtaining eco-label certifications, and demonstrating corporate social responsibility not only help consumers better recognize the functional benefits and quality of products, but also enhance the emotional value, ethical value, and social symbolic value associated with green consumption behavior. Furthermore, green customer value has a positive and statistically significant effect on green purchase intention ($\beta = 0.135$; $t = 2.241$; $p = 0.025$), indicating that Hypothesis H4c is supported. This result is consistent with the findings of (Chairunnisa and Perdhana, 2020), Ahmed *et al*., 2023. When consumers associate green products with environmental responsibility and good value for money, they are more likely to view green purchasing as trustworthy and meaningful, thereby increasing their intention to choose green products.

The estimation results indicate that the relationship between GCV and GPB is positive and statistically significant ($\beta = 0.735$; $t = 24.131$; $p = 0.000$); therefore,

Hypothesis H5 is supported. This result is consistent with the findings of Hartmann *et al*., 2017, Ahmed *et al*., 2023. When consumers perceive that green products deliver high value including functional value, ethical value, and symbolic social value they are more likely to experience positive psychological states such as pride, satisfaction, peace of mind, and a sense of environmental responsibility.

The estimation results indicate that green psychological benefits (GPB) have a positive and statistically significant effect on green purchase intention, with $\beta = 0.112$; $t = 2.420$; $p = 0.016$. Therefore, Hypothesis H6 is supported. This result is consistent with the findings of (Hartmann and Apaolaza-Ibáñez, 2012), (Andreoni, 2016). When consumers experience psychological values associated with green products such as a sense of connection with nature, the ability to express personal identity and values, and feelings of warmth, positivity, and moral satisfaction they are more likely to perceive green purchasing behavior as appropriate, beneficial, and worth maintaining. Consequently, their intention to choose green products increases.

The PLS-SEM results indicate that the relationship between green marketing (GM) and green purchase intention (GPI) is positive and statistically significant ($\beta = 0.115$; $t = 2.011$; $p = 0.044$). Therefore, Hypothesis H7 is supported, confirming that green marketing has a significant positive effect on consumers' green purchase intention. This result is consistent with the findings of (R. Yadav & Pathak, 2016), (Ahmad & Zhang, 2020).

5.3 Assessment of indirect effects

The results indicate that three of the four indirect relationships are statistically significant ($p < 0.05$) and supported, while one is not ($p > 0.05$). The significant indirect effects, with path coefficients ranging from 0.074 to 0.106, demonstrate both statistical robustness and practical relevance.

Table 7

Results of the Analysis of Significance and Strength of Indirect Relationships

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T (|O/STDEV|)	P values	Conclusion
H1a	GM -> GT -> GPI	0.074	0.073	0.035	2.104	0.035	Supported
H2a	GM -> BI -> GPI	0.079	0.078	0.039	2.027	0.043	Supported
H3a	GM -> SWB -> GPI	0.011	0.010	0.033	0.324	0.746	Rejected
H4a	GM -> GCV -> GPI	0.106	0.106	0.047	2.243	0.025	Supported

Source: author's calculation

The results of testing Hypothesis H1a indicate that the indirect effect of GM → GT → GPI is positive and statistically significant (β = 0.074; t = 2.104; p = 0.035). At the same time, the direct effect of GM → GPI remains statistically significant (β = 0.115; t = 2.011; p < 0.05, based on the structural model results), suggesting that green trust plays a partial mediating role in the relationship between green marketing and green purchase intention. This result is consistent with the findings of (Magfiroh and Vania, 2024) và (Antonio *et al.*, 2022).

The results of testing Hypothesis H2a indicate that the indirect effect of GM → BI → GPI is positive and statistically significant (β = 0.079; t = 2.027; p = 0.043). At the same time, the direct effect of GM → GPI remains statistically significant (positive β, p < 0.05), indicating that brand image plays a partial mediating role in the relationship between green marketing and green purchase intention. This result is consistent with the findings of Ahmed *et al*, 2023; (Lavuri *et al.*, 2023).

The results of testing Hypothesis H3a indicate that the indirect effect of GM → SWB → GPI is very small and not statistically significant (β = 0.011; t = 0.324; p = 0.746). At the same time, the direct effect of GM → GPI remains statistically significant (positive β, p < 0.05), suggesting that there is no evidence of a mediating role of subjective well-being in this relationship. This result is consistent with the findings of (Joshi and Rahman, 2015); (Testa *et al.*, 2020).

The results of testing Hypothesis H4a indicate that the indirect effect of GM → GCV → GPI is positive and statistically significant (β = 0.106; t = 2.243; p = 0.025). At the same time, the direct effect of GM → GPI remains statistically significant (positive β, p < 0.05), indicating that green customer value plays a partial mediating role in the

relationship between green marketing and green purchase intention. This result is consistent with the findings of (M. Yadav *et al*., 2024); (Ahmad & Zhang, 2020).

6 CONCLUSION AND IMPLICATIONS

The findings show that green marketing directly and indirectly influences green purchase intention through green customer value, green trust, and brand image, highlighting its role as a long-term, integrated strategic orientation rather than a short-term communication activity.

Green product strategy firms should prioritize process innovation, use environmentally friendly materials, control emissions, enhance transparency, and obtain eco-certifications in order to reduce consumer skepticism and strengthen credibility.

Green pricing strategy firms should set reasonable prices, increase transparency regarding price structures, and incorporate incentives for sustainable behaviors (e.g., discounts for reusable packaging, take-back programs).

Green distribution strategy firms should ensure product availability, develop environmentally friendly retail environments, and leverage online channels to expand market reach and strengthen communication.

Green communication strategy communication should emphasize authenticity and transparency, integrate multiple channels, and combine environmental education with positive emotional appeals, while avoiding exaggerated claims that may trigger perceptions of greenwashing.

Green packaging strategy firms should design environmentally friendly packaging and link it with incentive mechanisms (e.g., reward points, discounts, return schemes) to encourage sustained green consumption behavior.

Among the mediating mechanisms, green customer value (GCV) emerges as the most critical driver of green purchase intention. Consumers are only willing to purchase green products when they perceive them as genuinely valuable. Firms should therefore develop a three-layer green value proposition:

1) Functional value (quality, safety, effectiveness, traceability);
2) Ecological–social value (contribution to environmental protection and community well-being);

3) Psychological–symbolic value (pride, meaningfulness, alignment with a green lifestyle).

This value proposition must be communicated consistently across all customer touchpoints, including products, packaging, retail environments, communication, and after-sales services.

Furthermore, green brand image should be treated as a strategic long-term asset rather than merely a communication outcome. Firms should (1) ensure consistency of green image across all touchpoints (products, packaging, retail, digital platforms, CSR activities), and (2) build strong brand narratives associated with environmental commitment and social responsibility. Maintaining a stable and credible green brand image becomes increasingly important as product offerings in the market grow more homogeneous.

The study also highlights the importance of green psychological benefits (GPB), especially for young consumers, who are strongly influenced by emotional outcomes of green consumption such as pride, meaningfulness, and perceived social contribution. Firms should therefore design communication messages that emphasize these emotional benefits, develop interactive digital brand experiences, and implement recognition mechanisms (e.g., reward points, green badges, acknowledgment of environmental contributions) to reinforce sustainable behavior.

Finally, since green consumption in the Mekong Delta region remains relatively new, governmental involvement is essential. For consumers, public authorities should strengthen education on sustainable consumption, integrate green lifestyles into school curricula, promote community communication, and improve awareness of eco-labels and environmentally friendly packaging. For firms, the government should provide supportive policies (e.g., tax incentives, preferential financing, technology transfer) while simultaneously strengthening monitoring and sanctions against greenwashing practices. Regarding green technology, public investment should prioritize innovation in agriculture, food processing, renewable energy, green materials, and traceability technologies to foster sustainable green product development.

6.1 Limitations of the study

The study is limited in scope as it focuses only on young consumers in the Mekong Delta within the green food sector, which restricts the generalizability of the findings to other consumer groups and industries. The use of self-reported questionnaires may be affected by perceptual bias and social desirability. As a result, the findings mainly reflect green purchase intention rather than actual purchasing behavior, which is influenced by various external factors. The cross-sectional research design captures relationships at a single point in time only. Therefore, future studies should expand the sample and research context and adopt longitudinal or experimental designs to enhance reliability.

6.2 Suggestions for future research directions

Future studies should expand the scope of investigation to major urban areas, the Central and Northern regions of Vietnam, or conduct regional comparisons; examine different age groups (adults, middle-aged consumers, households); and apply the model to other green product categories (such as green cosmetics, green tourism, and sustainable fashion). In addition, longitudinal designs may be employed to track changes over time, test the model in the context of marketing interventions or green communication campaigns, and compare consumer responses before and after product usage experiences.

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HUMAN PARTICIPANTS

As the author of this study titled ***"The Impact of Green Marketing on Young Consumers' Green Purchase Intention toward Green Food in the Mekong Region, Viet Nam,"*** I hereby confirm that the results presented in this paper are derived from my doctoral dissertation, which has been reviewed and approved by the review board, and

that the university's ethics committee authorized the survey and collection of participant opinions. The questionnaire is designed solely for academic research purposes and focuses on general perceptions, attitudes, and purchase intentions related to green food and green marketing practices. All survey items are non-invasive and do not involve sensitive, distressing, or harmful content; therefore, they are not expected to cause any negative impact or risk of physical, psychological, or social harm to participants. Participation is voluntary, and respondents may decline to answer any question or withdraw at any time without any consequences.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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