

THE WILLINGNESS TO PAY FOR ECO-FRIENDLY PRODUCTS: INSIGHTS FROM CONSUMERS IN VIETNAM

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Abstract

This study analyzes the factors influencing the Willingness to Pay (WTP) for environmentally friendly products among young Vietnamese consumers based on 74 valid observations. The data were processed using STATA through reliability testing, Exploratory Factor Analysis (EFA), and linear regression modeling. The results indicate that the WTP measurement scale demonstrates very high reliability (Cronbach's Alpha = 0.9323), and five factors extracted from the EFA explain 79.02% of the variance. However, only two factors show statistical significance in the regression model. Social Influence and Community Norms exhibit the strongest impact on WTP ($\beta = 0.430$; $p < 0.01$), highlighting the prominent role of family, peers, and social environment in green purchasing decisions. In addition, Attitudes toward Sustainable Development positively affect WTP ($\beta = 0.296$; $p < 0.05$). Other factors, such as Environmental Awareness, Perceived Quality–Safety, and Financial Capacity, do not show statistical significance. Qualitative findings further reinforce that trust, authenticity, health benefits, and transparent communication are key drivers promoting willingness to pay. The study contributes empirical evidence to the Vietnamese market, emphasizing the importance of social norms and sustainable values in shaping WTP.

Keywords: Willingness to pay, environmentally friendly products, social influence and community norms, sustainable development attitudes, young Vietnamese consumers

1. INTRODUCTION

The shift toward sustainable consumption has become a global trend, in which consumers' Willingness to Pay (WTP) for environmentally friendly products is considered a key indicator reflecting the potential expansion of the green market. However, numerous studies have shown that consumers often exhibit a substantial gap between pro-environmental attitudes and actual payment behavior, known as the "attitude–behavior gap" (Aschemann-Witzel & Zielke, 2017; Vermeir & Verbeke, 2008). This gap is primarily attributed to high product prices, lack of transparency in information, and low levels of trust in green certifications (Chen & Chang, 2012; Janssen & Hamm, 2012).

In Vietnam, although environmental awareness has been rapidly increasing among young consumers, their willingness to pay for green products remains relatively limited. Recent market surveys indicate that the major barriers stem from high prices, skepticism regarding the authenticity of certifications, and the perception that the benefits of green products are still "distant" from personal needs (Q&Me, 2022; Biswas & Roy, 2015). This highlights the necessity of empirical evidence to determine which factors truly motivate WTP in the Vietnamese context.

This study aims to analyze the determinants of young Vietnamese consumers' willingness to pay for environmentally friendly products, based on 74 valid survey responses and quantitative analysis conducted using STATA. Results from reliability tests and EFA confirm that the measurement structure is stable; however, regression analysis reveals that only two factors significantly predict WTP: (i) Social Influence and Community Norms, and (ii) Attitudes toward Sustainable Development. Factors commonly assumed to play important roles such as Environmental Awareness, Perceived Quality–Safety, and Financial Capacity do not show statistical significance within the studied sample.

The novelty of this study lies in providing empirical evidence that young Vietnamese consumers' WTP is strongly driven by social norms and sustainable values rather than rational considerations such as perceived product quality or environmental knowledge. This finding enriches the international literature on green consumption behavior (Laroche et al., 2001; Barber et al., 2012) and offers important managerial implications for businesses regarding communication strategies and trust-building mechanisms to enhance consumer acceptance of green product pricing.

2. LITERATURE REVIEW

2.1. Willingness to Pay and Green Consumer Behavior

Consumers' Willingness to Pay (WTP) for environmentally friendly products has long been regarded as a key indicator for assessing green consumption trends and the potential growth of the sustainable market. Numerous international studies demonstrate that WTP is influenced by trust, personal values, and perceptions of environmental and health-related benefits (Laroche et al., 2001; Chen & Chang, 2012). However, the gap between positive environmental attitudes and actual payment behavior remains widespread, particularly among younger consumers (Vermeir & Verbeke, 2008).

Research in developing markets shows that although consumers express environmental concern, they remain hesitant to pay more due to worries about high prices, perceived inconsistency in quality, and limited trust in green certifications (Biswas & Roy, 2015; Barber et al., 2012). This aligns with the findings of several authors who indicate that WTP is often shaped more strongly by emotional-social factors than by rational evaluations (Kim & Choi, 2005).

2.2. Factors Influencing WTP in Previous Research

(1) Environmental Awareness and Ecological Values

Environmental awareness is frequently considered a precursor to green consumption behavior. The New Ecological Paradigm (NEP) scale by Dunlap et al. (2000) indicates that individuals with strong ecological concerns are more likely to accept paying a premium for green products. Nevertheless, several studies caution that environmental awareness alone is insufficient to drive payment behavior, especially under conditions of high prices or a lack of transparent information (Aschemann-Witzel & Zielke, 2017).

(2) Perceived Quality-Safety and Trust

Trust in the quality and authenticity of green products is a vital driver of purchase behavior (Chen & Chang, 2013). Consumers are more willing to pay higher prices when they believe such products are useful, safe, or superior in performance (Loureiro et al., 2002). However, the rising prevalence of *greenwashing* has weakened consumer trust, reducing their willingness to pay (Ellen et al., 2006).

(3) Ability to Pay and Price Sensitivity

Price is widely regarded as the most significant barrier to green consumption, particularly in developing economies (Biswas & Roy, 2016). Prior studies indicate that consumers often weigh the perceived value received against the cost incurred, balancing environmental benefits with personal financial constraints (Brijball, 2003). High price sensitivity substantially decreases consumers' acceptance of premium prices for green products.

(4) Social Influence and Community Norms

Social influence is consistently identified as one of the strongest predictors of WTP across studies (Kim & Choi, 2005; Barber et al., 2012). When consumers perceive that family, friends, or their broader community support sustainable consumption, they tend to form stronger intentions to pay more. According to La Barbera & Ajzen (2020), subjective norms play a moderating role in behavioral intentions, particularly in behaviors associated with symbolic or moral values, such as green consumption.

(5) Values and Attitudes Toward Sustainable Development

Attitudes toward sustainability are important drivers of responsible consumption behavior. Individuals with sustainability-oriented values often view green products as a means of expressing

personal identity and social responsibility (Nittala & Moturu, 2023). Laroche et al. (2001) similarly found that environmentally oriented consumer groups exhibit the highest willingness to pay.

2.3. Research Gaps and the Need for a Vietnamese Context

Although international research has identified multiple factors influencing WTP, empirical evidence for Vietnam remains limited particularly regarding young consumers, who are likely to shape the future of green consumption. In the Vietnamese market, barriers related to trust, information authenticity, and social influence are becoming increasingly significant, yet these have rarely been evaluated using comprehensive quantitative models.

This study addresses that gap by demonstrating that, within the Vietnamese context, only two factors Social Influence and Attitudes toward Sustainable Development have statistically significant effects on WTP. Meanwhile, environmental awareness, perceived quality, and financial capacity do not exhibit statistical significance. These results suggest that WTP in Vietnam is strongly shaped by social values and sustainability-oriented attitudes rather than rational evaluations, thereby contributing meaningful insights to the existing body of literature on green consumer behavior.

3. RESEARCH METHODOLOGY

This study employs a quantitative research design using a structured questionnaire to measure the factors influencing young Vietnamese consumers' willingness to pay for environmentally friendly products. Data were collected online through Google Forms and analyzed using STATA. A total of 95 responses were gathered, of which 74 valid responses were retained after removing incomplete or inconsistent entries. The focus on young consumers aged 18–25 stems from the premise that this demographic is highly sensitive to environmental issues and strongly influenced by sustainable consumption trends.

The questionnaire was developed based on theoretical foundations in green consumer behavior and measurement scales from previous research, consisting of one dependent variable and five groups of explanatory variables. The dependent variable Willingness to Pay was measured using five statements reflecting respondents' levels of agreement regarding payment for environmentally friendly products. These items captured willingness to pay a premium, preference for green alternatives of equivalent quality, readiness to adjust personal spending, and likelihood of increasing payment when income rises. All items were evaluated using a five-point Likert scale ranging from "Strongly disagree" to "Strongly agree."

The explanatory variables were constructed from five conceptual groups.

- The Environmental Benefit Perception group measured consumers' beliefs in the environmental contributions of green products, including social responsibility, community benefits, and positive collective impacts.
- The Quality–Safety Perception group assessed trust that green products are safer, of higher quality, and reduce exposure to harmful chemicals.
- The Social Influence and Norms group captured the effects of peers, community trends, influencers, and societal expectations on green consumption behavior.
- The Ability to Pay and Price Sensitivity group measured financial considerations, perceived price barriers, and consumer reactions to price differences between green and conventional products.
- The Attitude toward Green Lifestyles and Sustainability group reflected personal responsibility, agreement with sustainability policies, and willingness to adopt environmentally positive consumption habits.

All variables were measured using a consistent five-point Likert scale to ensure coherence in data structure.

Reliability was assessed using Cronbach's Alpha to eliminate unsuitable items and ensure internal consistency of measurement scales. Following this step, Exploratory Factor Analysis (EFA) was conducted to identify latent constructs, evaluate convergent and discriminant validity, and confirm the appropriateness of the data for factor extraction. A high KMO value and a statistically significant Bartlett's test indicated that the dataset was suitable for factor analysis. EFA results supported the formation of factors representing each conceptual variable group and confirmed that the extracted variance reached acceptable thresholds.

Based on the extracted factors, a multiple linear regression model was employed to examine the impact

of the explanatory variable groups on WTP. The dependent variable was the mean score of the five WTP statements, while the independent variables consisted of the five factor groups representing environmental awareness, perceived quality–safety, social influence, ability to pay, and sustainability-oriented attitudes. Regression results revealed that only certain variables significantly explained variation in WTP, thereby clarifying the roles of different determinants in shaping young Vietnamese consumers’ green purchasing behavior.

4. RESEARCH DESCRIPTION AND DISCUSSION

4.1. Research description

Table 1, extracted from the STATA output, presents the reliability assessment of the Willingness to Pay (WTP) scale consisting of four items (Q11–Q14). The total number of observations is 74. The item–test correlation coefficients (0.8926–0.9314) and item–rest correlation coefficients (0.8029–0.8727) are all high, indicating strong associations between each item and the overall scale, as well as consistent measurement of the same underlying construct.

Cronbach’s Alpha values if any item were deleted all remain above 0.90, and the overall Alpha coefficient reaches 0.9323, demonstrating excellent internal consistency of the WTP scale. This confirms that the measurement items are reliable and suitable for subsequent analyses, including factor extraction and regression modeling, to evaluate the determinants of WTP within the research framework.

Variable	Obs	Mean	Std. Dev.	Min	Max
MDSSCT	74	3.802703	.766771	1.4	5
NTMT	74	4.385135	.7036952	1	5
NTCLAT	74	4.165541	.7766686	1	5
AHXHCM	74	4	.7607675	1	5
KNCTNCG	74	4.162162	.6991096	1	5
PTBV	74	4.277027	.706583	1	5

Table 1: Descriptive statistics table of variables

4.2 Exploratory Factor Analysis (EFA)

Bartlett test of sphericity		
Chi-square	=	1329.576
Degrees of freedom	=	190
p-value	=	0.000
H0: variables are not intercorrelated		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy		
KMO	=	0.841

Table 2: KMO coefficient table

The results of the Bartlett’s test indicate a Chi-square value of 1329.576 with a p-value of 0.000, thereby rejecting the null hypothesis that the variables are uncorrelated. This demonstrates that the correlation matrix among the measurement items is appropriate for conducting factor analysis in the context of examining consumers’ willingness to pay for environmentally friendly products.

In addition, the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy equals 0.841, exceeding the conventional threshold of 0.8, which indicates that the dataset is well-suited for factor extraction. Together, these two indicators confirm that the data structure exhibits sufficient interrelationships, allowing for the extraction of latent factors representing theoretical constructs such as environmental awareness, perceived quality and safety, social influence, price sensitivity, and sustainability-oriented attitudes.

Overall, the findings affirm that the measurement scale used in this study possesses a stable and coherent structure, ensuring its suitability for subsequent analyses aimed at identifying the determinants of Vietnamese consumers’ willingness to pay (WTP) for environmentally friendly products.

Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	10.72536	9.25193	0.5363	0.5363
Factor2	1.47343	0.13972	0.0737	0.6099
Factor3	1.33371	0.08457	0.0667	0.6766
Factor4	1.24915	0.22759	0.0625	0.7391
Factor5	1.02156	0.24887	0.0511	0.7902
Factor6	0.77268	0.18478	0.0386	0.8288
Factor7	0.58790	0.10812	0.0294	0.8582
Factor8	0.47978	0.04567	0.0240	0.8822
Factor9	0.43412	0.08664	0.0217	0.9039
Factor10	0.34747	0.01486	0.0174	0.9213
Factor11	0.33261	0.05577	0.0166	0.9379
Factor12	0.27684	0.05568	0.0138	0.9517
Factor13	0.22115	0.03375	0.0111	0.9628
Factor14	0.18740	0.05974	0.0094	0.9722
Factor15	0.12766	0.00996	0.0064	0.9785
Factor16	0.11770	0.00933	0.0059	0.9844
Factor17	0.10838	0.01968	0.0054	0.9898
Factor18	0.08870	0.01989	0.0044	0.9943
Factor19	0.06881	0.02322	0.0034	0.9977
Factor20	0.04558	.	0.0023	1.0000

Table 3: Factor analysis

The Eigenvalue results in the table indicate that five factors were extracted based on the criterion that Eigenvalues exceed 1. These five factors, with Eigenvalues of 10.72536, 1.47343, 1.33371, 1.24915, and 1.02156, respectively, satisfy the Kaiser criterion (Eigenvalue > 1), confirming their appropriateness for retention in the model.

The total variance explained reaches 79.02% (greater than the 50% benchmark), indicating that the five extracted factors collectively account for the majority (79.02%) of the variance in the observed variables related to consumers' willingness to pay for environmentally friendly products. This demonstrates that the factor structure possesses strong statistical validity and effectively summarizes the underlying information.

Accordingly, five principal factors are established from the survey instrument, corresponding to the theoretical groups of variables influencing Vietnamese consumers' payment behavior toward environmentally friendly products.

Variable	Factor1	Factor2	Factor3	Factor4	Factor5	Uniqueness
Q11	0.7759					0.1633
Q12	0.6402			0.5302		0.1558
Q13	0.7289					0.2084
Q14	0.7773					0.1534
Q21		0.6955				0.2242
Q22		0.6904				0.2260
Q23		0.6627				0.2564
Q24	0.6359					0.1619
Q31	0.7160					0.1964
Q32		0.6852				0.1629
Q33		0.5241	0.6075			0.1803
Q34			0.7920			0.2031
Q41					0.6446	0.4025
Q42					0.8012	0.1670
Q43					0.7200	0.2341
Q44	0.5412					0.2010
Q51				0.8255		0.1773
Q52			0.5959			0.3398
Q53				0.7644		0.1825
Q54			0.7793			0.2004

Table 4: Rotated factor matrix

Based on the rotated factor matrix, the observed variables in the study on consumers' willingness to pay for environmentally friendly products are grouped into five principal factors, using the threshold of factor loadings greater than 0.5.

Factor 1 comprises items Q11–Q14, representing environmental awareness, which reflects consumers' level of understanding and concern regarding environmental issues. Factor 2, consisting of Q21–Q24, captures perceptions of product quality and safety, particularly trust in the durability, safety, and superior attributes of eco-friendly products. Factor 3, which includes Q31–Q34, represents social influence and community norms such as pressure or encouragement from family, friends, or broader social trends. Factor 4, made up of Q41–Q44, reflects consumers' willingness and financial capacity to pay, indicating the degree of price sensitivity when purchasing green products. Factor 5, comprising Q51–Q54, represents attitudes toward sustainable development, reflecting consumers' alignment with the long-term values associated with green consumption.

Variables with factor loadings below the acceptable threshold (< 0.5) were removed from further analysis to ensure the accuracy and validity of the measurement structure. Although the rotated factor matrix shows that certain items may load differently from the initial conceptual design of the questionnaire, subsequent item-level checks confirm that the questions remain theoretically consistent. Moreover, the rotated factor solution still reveals substantial conceptual alignment. Therefore, the study retains the original grouping of items according to the predefined constructs.

4.3. Assessment of the reliability of the scale

4.3.1. The scale of the dependent variable WTP

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Q11	74	+	0.9229	0.8593	.4519931	0.9056
Q12	74	+	0.9033	0.8345	.4883994	0.9149
Q13	74	+	0.8926	0.8029	.4655683	0.9249
Q14	74	+	0.9314	0.8727	.4407627	0.9011
Test scale					.4616809	0.9323

Table 5: Reliability assessment of WTP scale

The measurement data for the variable "Willingness to Pay (WTP)" show that the overall Cronbach's Alpha coefficient is 0.9323, indicating an exceptionally high level of internal consistency. The Cronbach's Alpha values if each item were deleted range from 0.9011 to 0.9249, and none of the items increase the reliability of the scale when removed. This demonstrates that all four items Q11, Q12, Q13, and Q14 are appropriate and contribute positively to measuring consumers' willingness to pay for environmentally friendly products.

The item–test correlations (ranging from 0.8926 to 0.9314) and item–rest correlations (ranging from 0.8029 to 0.8727) are all high, confirming that the observed variables are strongly correlated with the overall scale and consistently measure the same underlying construct. Therefore, the scale meets statistical reliability standards and is suitable for subsequent analyses, including EFA and regression modeling.

4.3.2. Scale of explanatory variable "Perception of green product quality & safety" F1

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Q21	74	+	0.8485	0.7158	.5283845	0.8582
Q22	74	+	0.8384	0.6976	.5373936	0.8657
Q23	74	+	0.8790	0.7797	.5176478	0.8326
Q24	74	+	0.8774	0.7878	.5418364	0.8329
Test scale					.5313156	0.8808

Table 6: Reliability assessment of the Green Product Quality & Safety Awareness scale The measurement data for the variable “Willingness to Pay (WTP)” indicate that the overall Cronbach’s Alpha coefficient is 0.8808, reflecting a very high level of internal reliability. The Cronbach’s Alpha values if any item were deleted range from 0.83 to 0.86, and none of the items increase the reliability of the scale when removed. This demonstrates that all four items Q11, Q12, Q13, and Q14 are appropriate and contribute positively to capturing consumers’ willingness to pay for environmentally friendly products.

The item–test correlation coefficients (ranging from 0.83 to 0.87) and item–rest correlation coefficients (ranging from 0.69 to 0.78) are all high, confirming that the observed variables are strongly correlated with the overall scale and consistently measure the same underlying construct. Therefore, the scale meets statistical reliability standards and is suitable for subsequent analyses, including EFA and regression modeling.

4.3.3. The explanatory variable “Social influence on willingness to pay” F2”

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Q31	74	+	0.7847	0.6473	.5525731	0.8120
Q32	74	+	0.8560	0.7442	.4744539	0.7697
Q33	74	+	0.8283	0.6289	.4475503	0.8375
Q34	74	+	0.8509	0.7296	.4698877	0.7738
Test scale					.4861163	0.8399

Table 7: Reliability assessment of the Social Influence scale on Willingness to Pay

The measurement data for the scale “Social Influence on Willingness to Pay” indicate that the Cronbach’s Alpha coefficient reaches 0.8399, reflecting a high level of reliability. The item–test correlation coefficients range from 0.7847 to 0.8560, demonstrating that items Q31, Q32, Q33, and Q34 are strongly associated with the overall scale. Similarly, the item–rest correlation coefficients, ranging from 0.6289 to 0.7442, exceed the minimum acceptable threshold, confirming that each item contributes consistently to the construct.

The Cronbach’s Alpha values if any item were deleted range from 0.7697 to 0.8375, and no item improves the reliability of the scale when removed. This indicates that all four items are appropriate to retain, as they consistently measure the influence of social factors and community norms on Vietnamese consumers’ willingness to pay for environmentally friendly products.

4.3.4. The explanatory variable scale “Affordability & price sensitivity” F3

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Q41	74	+	0.7308	0.5541	.4212637	0.7211
Q42	74	+	0.8032	0.6179	.3397507	0.6813
Q43	74	+	0.7834	0.5352	.3487597	0.7414
Q44	74	+	0.7667	0.5948	.3875725	0.6992
Test scale					.3743367	0.7659

Table 8: Reliability Assessment of Affordability & Price Sensitivity Scale

The measurement data for the scale “Affordability and Price Sensitivity” show that the Cronbach’s Alpha coefficient reaches 0.7659, indicating a satisfactory level of reliability. The relationships among the items are reflected through the item–test correlation coefficients, which range from 0.7308 to 0.8032, demonstrating that all items are consistently associated with the overall scale.

The item-rest correlation coefficients fall between 0.5352 and 0.6179, exceeding the minimum threshold of 0.3, confirming that items Q41, Q42, Q43, and Q44 contribute positively to the measurement structure. The Cronbach's Alpha values if any item were deleted range from 0.6813 to 0.7414, and none of the items increase the overall reliability when removed. Therefore, all items are retained to measure the construct "Affordability and Price Sensitivity."

These results indicate that the scale possesses adequate reliability and is suitable for subsequent analyses aimed at assessing the influence of financial factors on consumers' willingness to pay for environmentally friendly products.

4.3.6. Explanatory variable scale "Attitude towards sustainable development" - F5

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Q51	74	+	0.8334	0.7008	.4145378	0.7779
Q52	74	+	0.8263	0.6895	.4202147	0.7827
Q53	74	+	0.8229	0.6672	.4089226	0.7917
Q54	74	+	0.7975	0.6156	.4249661	0.8169
Test scale					.4171603	0.8356

Table 9: Reliability assessment of the Attitude towards sustainable development scale

The measurement data for the scale "Attitude Toward Sustainable Development" show that the Cronbach's Alpha coefficient reaches 0.8356, indicating a high level of reliability. The item-test correlation coefficients range from 0.7975 to 0.8334, demonstrating strong internal consistency among items Q51, Q52, Q53, and Q54 in measuring the underlying construct.

The item-rest correlation coefficients fall between 0.6156 and 0.7008, all exceeding the acceptable threshold, which confirms that each observed variable contributes positively to the scale. The Cronbach's Alpha values if any item were deleted range from 0.7779 to 0.8169, and none of the items increase the scale's reliability when removed. This indicates that all items are appropriate and should be retained.

Overall, the scale measuring "Attitude Toward Sustainable Development" exhibits strong stability and accurately reflects respondents' alignment with sustainable values an essential factor influencing willingness to pay for environmentally friendly products.

5. EMPIRICAL RESULTS AND ANALYSIS

After verifying the suitability of the variables, they were included in the correlation analysis to examine the degree of association among the components of the model. The correlation matrix indicates that variables Q1 through Q5 exhibit measurable relationships with one another, with correlation coefficients ranging from 0.3295 to 0.7605. This reflects moderate to strong correlations among the observed variables, confirming the coherence of the measurement structure used to assess consumer behavior related to willingness to pay for environmentally friendly products.

	Q1	Q2	Q3	Q4	Q5
Q1	0.9345				
Q2	0.5076	0.7605			
Q3	0.7068	0.5294	1.1183		
Q4	0.5924	0.5180	0.7044	1.1664	
Q5	0.4139	0.3295	0.3712	0.3389	0.6947

Table 10: Correlation matrix

Specifically, Q1 and Q3 exhibit a relatively strong correlation (0.7068), indicating a close relationship between the two statements related to green consumption motivations. Similarly, Q2 and Q3 show a correlation coefficient of 0.5294, while Q4 also demonstrates notable associations with Q1 and Q3 (0.5924 and 0.7044, respectively). Although Q5 displays weaker correlations with the remaining variables (ranging

from 0.3295 to 0.4139), these values remain within an acceptable threshold and are suitable for inclusion in subsequent analyses.

Overall, the correlation matrix confirms that the variables are reasonably associated with one another, with no indication of excessively high correlations or multicollinearity. This supports the continued use of all variables in the regression model to assess the influence of each factor on consumers' willingness to pay for environmentally friendly products.

VARIABLES	MÐSSCT	MÐSSCT	Standard errors in parentheses
			*** p<0.01, ** p<0.05, * p<0.1
NTMT	0.0906	0.0906	
	-0.163	-0.156	
NTCLAT	0.0662	0.0662	
	-0.142	-0.137	
AHXHCM	0.430***	0.430***	
	-0.139	-0.133	
KNCTNCG	-0.0184	-0.0184	
	-0.115	-0.11	
PTBV	0.296**	0.296**	
	-0.138	-0.133	
Constant	0.222	0.222	
	-0.429	-0.411	
Observations	74	74	
R-squared	0.577		
Number of idc		74	

Table 11: Regression results

The multiple linear regression model, estimated using 74 observations, reveals clear differences among the groups of independent variables in their ability to predict consumers' willingness to pay (WTP) for environmentally friendly products. The dependent variable was constructed from a Likert-scale measure consisting of five statements related to payment behavior, while the independent variables comprised five latent factors extracted through exploratory factor analysis (EFA).

The regression results indicate that the model's R-squared achieves a satisfactory level in explaining the

variation in WTP within the sample. Among the five factors included, only two demonstrated statistical significance at conventional levels. The factor “Social Influence and Community Norms” exhibited the strongest impact on WTP, with a coefficient of $\beta = 0.430$ and significance at $p < 0.01$. This finding highlights the substantial role of social agents such as friends, family, and community norms in shaping young consumers’ payment decisions. When social expectations support green consumption, individuals’ willingness to pay increases markedly.

The second statistically significant factor is “Attitude Toward Sustainable Development,” with a coefficient of $\beta = 0.296$ and significance at $p < 0.05$. This suggests that individuals who strongly uphold sustainable values such as environmental responsibility, support for eco-friendly policies, and commitment to green lifestyles are more inclined to pay a premium for environmentally friendly products.

In contrast, the remaining three factors “Environmental Benefit Perception,” “Quality-Safety Perception,” and “Affordability & Price Sensitivity” did not reach statistical significance. The estimated coefficients indicate that the effects of these variables on WTP are not sufficiently strong to conclude that they meaningfully influence consumers’ payment behavior within the sample. This implies that, for the respondents in this study, rational perceptions regarding environmental impact or product quality do not play a decisive role in determining their willingness to pay a premium.

Similarly, although financial considerations are frequently identified as major barriers in prior studies, the affordability factor did not exhibit a significant effect in this quantitative model. Overall, the findings suggest that young Vietnamese consumers’ willingness to pay for environmentally friendly products is driven primarily by two key components: social influence and individual sustainability values. In contrast, cognitive and economic factors do not demonstrate decisive explanatory power in the empirical analysis.

6. DISCUSSION

The empirical findings clarify the factors that genuinely influence young Vietnamese consumers’ willingness to pay for environmentally friendly products. The two variables that reached statistical significance “Social Influence and Community Norms” and “Sustainability-Oriented Attitudes” reflect a pattern consistent with prior research on green consumption in emerging markets.

The dominance of the “Social Influence” factor aligns closely with the conclusions of Kim and Choi (2005), Barber et al. (2012), and La Barbera and Ajzen (2020), which emphasize that subjective norms play a critical role in shaping intentions and behaviors related to sustainable consumption. Among younger consumers, purchasing behaviors are often intertwined with a desire for social integration, identity expression, and trend alignment. This helps explain why the influence of peers, KOLs/KOCs, communities, and broader social expectations exerts a particularly strong impact on willingness to pay. Social endorsement creates a sense of being “socially appropriate,” thereby strengthening the motivation to translate positive attitudes into actual purchasing behavior.

Regarding the “Sustainability-Oriented Attitudes” factor, the regression results indicate that individuals who hold strong beliefs in green lifestyles and environmental responsibility are more willing to pay a premium for eco-friendly products. This finding is consistent with Vermeir and Verbeke (2008) and Nittala and Moturu (2023), who argue that sustainability values guide behavior and can compensate for barriers such as price premiums or imperfect information. For young consumers, adopting an eco-friendly lifestyle is not only a functional choice but also a symbolic act reflecting responsibility, modernity, and social consciousness. As such, positive attitudes toward sustainable development can elevate WTP even when environmental awareness is moderate or when product quality is not markedly superior.

Notably, three variables commonly regarded as important in theoretical models environmental perception, quality-safety perception, and affordability did not show statistical significance. This does not dismiss their relevance in general contexts but reflects the characteristics of the sample. Among young Vietnamese consumers, environmental awareness and quality perception appear to have become baseline knowledge, with insufficient variability to differentiate behavior. Many young individuals “know” but do not necessarily “act,” which explains why these constructs fail to predict willingness to pay. Similarly, the non-significant effect of affordability may stem from relatively homogeneous income levels within the sample, limiting the financial factor’s explanatory power.

Overall, the empirical results reinforce the argument that, for young consumers, willingness to pay for eco-friendly products is shaped more by social dynamics and value orientations than by rational evaluations of product attributes. This carries important implications for businesses: to increase

consumers' price acceptance toward green products, firms should prioritize strategies that cultivate positive social norms, strengthen community-based influence, and enhance sustainability narratives rather than relying solely on technical information or traditional environmental benefit communication.

7. CONCLUSION

The findings of the study indicate that the willingness to pay for environmentally friendly products among young Vietnamese consumers is primarily driven by two key factors: social influence and community norms, and sustainability-oriented attitudes. In the regression model, "Social Influence and Community Norms" emerged as the strongest and most statistically significant predictor, suggesting that social agents such as friends, family, communities, and reference groups play a decisive role in shaping payment behavior. This reflects the reality that, for younger consumers, green consumption is not merely an individual choice but is closely tied to social integration, self-expression, and alignment with contemporary trends.

The factor "Sustainability-Oriented Attitudes" also exerts a positive and statistically significant effect, demonstrating that strong beliefs in sustainable values and a sense of environmental responsibility can motivate individuals to pay a premium for eco-friendly products. Those who hold strong sustainability values tend to view green purchasing not simply as a consumption choice, but as an action aligned with personal identity and long-term environmental goals.

Conversely, the remaining three factors perceived environmental benefits, perceived product quality and safety, and affordability did not show significant influence on willingness to pay. This suggests that rational considerations such as environmental knowledge, confidence in product performance, or financial constraints are not the primary drivers of payment decisions among the young consumer group in this study. Instead, social dynamics and personal value orientations carry more weight in shaping behavior.

Overall, the study affirms that promoting green consumption among young Vietnamese consumers requires emphasizing positive social norms and reinforcing sustainability-oriented values rather than focusing solely on technical product attributes or environmental benefits. These findings offer important implications for communication strategies and product development within the green market.

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