

Impact of Awareness on green
consumption and chain management
green supply on green product
consumption intention.

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TABLE OF CONTENTS

LIST OF FIGURES	4
LIST OF TABLES	5
ABBREVIATIONS AND ACRONYSM LIST	6
Green Supply Chain Management	6
ACKNOWLEDGEMENT	8
EXECUTIVE SUMMARY	9
DECLARATION	10
CHAPTER 1: INTRODUCTION	11
1.1. Introduction	11
1.2. Research objectives and questions	12
1.3. Research scope	13
1.4. Methodology and Data overview	13
1.6 Aims of research	13
1.7 Thesis outline	13
CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS	14
2.1. Theory of Planned Behavior (TPB)	14
2.1.1. Attitude	14
2.1.2. Subjective Norms	15
2.1.3. Perceived Behavioral Control	15

2.1.4. Behavior.....	16
2.2. Green Supply Chain Management (GSCM)	16
2.2.1. Internal GSCM (Internal Green Supply Chain Management).....	17
2.2.2. External GSCM (External Green Supply Chain Management)	19
2.2.3 Building hypotheses and a research model.....	19
2.3. Theoretical Framework.....	22
CHAPTER 3: METHODOLOGY	25
3.1 Research design.....	25
3.2 Samples (Target sample, sampling design).....	25
3.3 Data collection method and procedures.....	25
3.4 Data analysis methods	26
3.5 Summary.....	29
CHAPTER 4: ANALYSIS AND FINDINGS	30
4.1. Sample Descriptive Statistics.	30
4.2. Evaluation of the scale Cronbach’s Alpha reliability coefficient.	31
4.3. Exploratory Factor Analysis (EFA)	34
4.4. Confirmatory Factor Analysis (CFA).....	36
4.5. Structural Equation Modeling (SEM)	37
4.6. One-Sample T-Test.....	39
4.6.1. Subjective Norm	39
4.6.2. Perceived Behavioral Control.....	40
4.6.3. Internal Green Supply Chain Management	40
4.6.4. External Green Supply Chain Management	41
4.6.5. Consumer Purchasing	42

4.7. The influence of difference in demographic on variables (One-Way ANOVA)	43
4.7.1. Differences in demographic affect Subjective Norm	43
4.7.2. Differences in demographic affect Perceived Behavioral Control	44
4.7.3. Differences in demographic affect Internal Green Supply Chain Management.....	45
4.7.4. Differences in demographic affect External Green Supply Chain Management.....	46
4.7.5. Differences in demographic affect Consumer Purchasing	48
4.8. Summary	49
CHAPTER 5: CONCLUSION AND RECOMMENDATIONS	49
5.1. Discussion	49
5.2. Conclusion	52
5.3. Implications	52
5.4. Limitations and further research	53
REFERENCES	54
APPENDIX I	59
Appendix I. Questionnaire survey	59
APPENDIX II	67
APPENDIX III	78

LIST OF FIGURES

Figure 1: Hypothesis verification result	23
Figure 2: Results of CFA of Green Supply Chain Management Performance scale (standardized). ...	37
Figure 3: Direct and indirect effects on Green Supply Chain Management	38

LIST OF TABLES

Table 1: Scale of components	23
Table 2: Illustrations of descriptive statistics	30
Table 3: Results of the Cronbach's Alpha analysis	32
Table 4: Standardized Regression Weights.....	33
Table 5: Reliability, validity statistics and correlations	33
Table 6: Rotated Component Matrix EFA Results	35
Table 7: Result confirmatory factor analysis.	36
Table 8: Hypothesis verification result.	38
Table 9: One-Sample Statistics	39
Table 10: One-Sample Test.....	40
Table 11: One-Sample Statistics	40
Table 12: One-Sample Test.....	40
Table 13: One-Sample Statistics	41
Table 14: One-Sample Test.....	41
Table 15: One-Sample Statistics	41
Table 16: One-Sample Test.....	41
Table 17: One-Sample Statistics	42
Table 18: One-Sample Test.....	42
Table 19: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect SUB	43
Table 20: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect PER.....	44
Table 21: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect INTER	45
Table 22: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect EXTER.....	47
Table 23: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect CON	48

ABBREVIATIONS AND ACRONYSM LIST

GSCM	Green Supply Chain Management
TPB	Theory of Planned Behavior
CP	Consumer purchasing
IEM	Internal environmental management
ECO	Eco-design
GP	Green Procurement
CC	Customers with a concern for the environment
CSR	Corporate social responsibility
B2B	Business to business
ATT	Attitude
PER	Perceived behavioral
SUB	Subjective norm
INTER	Internal green supply chain management
EXTER	External green supply chain management
CON	Consumer purchasing
ANOVA	Analysis of Variance
EFA	Exploratory Factor Analysis
KMO	Kaiser-Meyer-Olkin
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
CFA	Confirmatory Factor Analysis

GFI	Goodness of fit index
CFI	Comparative fit index
TLI	Tucker – Lewis’s index
RMSEA	Sustainable Development Goals

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Due to limited theoretical knowledge and experience, practical experience in the field of research is limited, the thesis inevitably has many limitations and shortcomings. Our team is looking forward to it. We hope to receive suggestions and guidance from all teachers and friends so that we can learn and gain more experience and improve this thesis better.

Wish all the best will come to everyone!

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EXECUTIVE SUMMARY

The current climate change and environmental disaster issues are affecting and affecting the lives of people and the world. Therefore, the current situation of environmental protection requires businesses to have timely responses and solutions to reduce and improve the living environment of people today through production, consumption, propaganda to promote awareness of using green products for consumers. This study found that the subjective normative, perceived behavioral control factors affect the internal GSCM and thereby positively affect the purchasing behavior of consumers on product selection. A survey questionnaire was used to collect data for this study, which mainly used the TBP theory and involved more than 400 participants. This study uses SPSS.20 and AMOS.20 software to test the proposed hypotheses. The results show that sharing consumer knowledge has a more positive impact than businesses informing customers about GSCM information, companies can gain a competitive advantage in the face of environmental degradation and climate change. This research helps businesses and users better understand the relationship between economy and environment, between choosing to use products that have an impact on the environment, and providing data of enhanced value to consumers users have clear opinions in product selection.

DECLARATION

Our group commits that all data and research results in the thesis titled " Impact of awareness on green consumption and chain management green supply on green product consumption intention.." and have never been employed to safeguard any degree or credential are legitimate.

Can Tho, April 2023

CHAPTER 1: INTRODUCTION

1.1. Introduction

The green supply chain is one of the new business development strategies that can help organizations maintain a competitive edge in a market where environmental preservation and the growth of green economies are receiving more and more attention. As a result, a brand was created that uses consumer appeal to support environmental protection, which is also a marketing strategy used in the modern logistics sector. Apply a structural equation model (SEM) the study hypothesizes to information gathered from a survey of 163 container shipping firms in Taiwan. The positive effects of internal green initiatives and outside green cooperation on green performance, which ultimately serves to increase firm competitiveness (Yang et al., 2013). Business organizations can produce benefits for the environment through the design of environmentally friendly products and the recycling of products and packaging, in addition to benefits for the economy and cost savings for the organizations (Eltayeb et al., 2011). In order to accomplish the efficient use of natural resources and the minimization of pollution, one of the critical factors that decision-makers of the participating organizations in the supply chain must take into account is consumer behavior. 79% of American consumers favor eco-friendly goods and services in 2011, a small increase from 78% in 2010 and 76% in 2009. Additionally, up from 28% in 2010, 31% of them said they would be ready to pay more for a green product. Accessibility and cost of green goods are key considerations for consumers in both developed and developing nations when making purchases. As a result, the demands of different consumer types must be met through effective administration of the green supply chain (Coskun et al., 2016), in that setting, green supply chain management became a successful tactic, influencing customers' perceptions when making product choices. In the current business environment, GSCM is the primary force behind sustainable management and competitive edge (Lee et al., 2021). There is a growing corpus of research on the topic of environmental challenges. Environmental concerns are receiving more attention, especially from businesses and consumers. Environmental concerns and long-standing interests have an impact on business practices, government policies, and consumer behavior (Sharp & Synodinos, 2021).

Although consumer perceptions and purchasing patterns toward green goods have changed a little, numerous studies continue to contend that eco-friendly marketing tactics may actually increase consumer mistrust without having a positive effect on green product purchases (Wesselink et al., 2013). Therefore, this research to encourage consumers to trust and use green products, thereby creating a new marketing strategy of logistics. In this reasearch, we applied the theory of planned behavior (TPB) attempts to explain all actions that people have the capacity to control. This model's key element is behavioral intention, which is influenced by beliefs about the probability that a behavior will have an expected result and a personal evaluation of the risks and advantages of that result (*The Theory of*

Planned Behavior, n.d.). TPB is also a commonly used theory to Explaining and predicting consumer buying behavior is very useful.

This tactic is meant to give organizations and businesses that produce eco-friendly goods a voice in environmental protection. According to a survey, consumers in Europe, Asia, and North America prefer eco-friendly packaging. Customers frequently think about a company's environmental impact before making purchases (*Your Customers Prefer Sustainable Products - Businessnewsdaily.Com*, n.d.). The TPB theory's analysis of how green supply chain management affects customer purchasing behavior still has some limitations. Normative influences are taken into consideration, but environmental or economic factors that may affect a consumer's intention to engage in a behavior are still left out, with the assumption that the behavior is the result of a linear decision-making process that is not assumed to change over time (*The Theory of Planned Behavior*, n.d.). This study will take into account the views of every person who has ever used green products or has never heard of them in order to get around this restriction and broaden the audience in order to gauge the overall popularity of environmentally friendly consumer goods for detailed examination of important verifying outcomes. Quantitative research is the primary research methodology used in this investigation. In this study, we try to verify the impact of green supply chain management on consumers' perception of product selection as a marketing strategy.

1.2. Research objectives and questions

Objectives of research

- Research to clarify environmental issues affecting today's consumer choice of products, the benefits of green products to the environment and the management of green supply chains.
- Factors affecting internal and external green supply chain management affect consumers' purchasing decisions when choosing environmentally friendly green products.
- Research and propose a number of solutions to help businesses manage green supply chains, produce green products for users, such as new marketing strategies so that businesses and consumers can rest assured to choose, produce and consume. green products.

This study will focus on answering the following five questions:

- The relationship between demographics and consumer attitudes towards green supply chains?
- What is the relationship between risk tolerance and green supply chain management affecting consumer perception?
- What is the relationship between market economy trends and green supply chain management?
- What is the relationship between the benefits of green supply chain management and the purchase intention of consumers?

- The relationship between business trust and consumer purchase intention through green supply chain management?

1.3. Research scope

Subjects of the study are product consumers in Vietnam with an average age of 18 to 50 who are interested in choosing consumer products. In addition, the study will propose solutions to promote the choice of products to protect the environment for consumers, how to implement new marketing strategies for businesses.

1.4. Methodology and Data overview

The components scale was built into questions using the Likert scale with 5 levels from 1: strongly disagree to 5: strongly agree, to collect primary data. Quantitative research is done on consumers of various ages. The sample size was about 600 participants between the ages of 18 and 40 years, prefiltered to 447 legitimate responses, excluding responses with missing information or dishonest returns. An online questionnaire created with Google's forms platform was sent to all participants via the social media platforms as an invitation to participate in the poll. SPSS and AMOS software will be used to process and evaluate the collected data.

1.6 Aims of research.

Research results help users trust green products and create a new marketing strategy with logistics. In addition, the study also contributes to clarifying the current environmental impact of green supply chain management. Besides, the research also helps organizations and enterprises producing environmentally friendly goods have a voice in protecting the environment, in turn using and producing green products to contribute to environmental protection.

1.7 Thesis outline

Chapter 1: INTRODUCTION

Chapter 2: LITERATURE REVIEW AND THEORETICAL MODELS

Chapter 3: METHODOLOGY

Chapter 4: ANALYSIS AND FINDINGS

Chapter 5: CONCLUSION AND RECOMMENDATION

CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS

This chapter will clarify the theories related to the Green Supply Chain Management Project affecting consumers' perception in choosing products as a Marketing strategy in the new direction of Logistics. This study used theoretical test to identify variables of TPB model such as attitude, subjective norm, perceived behavioral control and purchasing behavior, and divided GSCM into internal activities. and outside. We explain the related concepts and propose a research model for their interaction based on this method.

2.1. Theory of Planned Behavior (TPB)

Attitudes, subjective standards, and perceived behavioral control stemming from beliefs are all explained by TPB as intermediaries between intention and action (*The Theory of Planned Behavior*, n.d.). TPB has been found to be a viable social cognitive model that accurately predicts human behaviors and fully explains behavior-changing interventions associated with environmentally friendly behaviors (de Leeuw et al., 2015). It is fine-tuned for studies of consumer preferences and actions on environmentally friendly products. TPB has served as a foundation for a great deal of related study (Paul et al., 2016). In addition, the model is also considered as a turning point to help test some more hypotheses combined with empirical data and provide practical implications for policy makers to manage supply chains. Green response is more effective in assessing consumer psychology (Zhao et al., 2022).

2.1.1. Attitude

One aspect of TPB is attitude, and the extent to which an individual assigns a positive or negative rating to the behavior is thought to be a significant predictor of how they will feel about making a certain purchase decision. Positivity facilitates decision-making and ultimately, purchasing behavior. In contrast, having a pessimistic outlook makes it harder and less probable that a customer would make a purchase. Evaluation of outcome refers to the corresponding favorable or unfavorable judgment of the possible consequences of that conduct, while attitude requires consideration of the antecedents of human behavior and also speaks to personal beliefs about the consequences of engaging in a particular behavior, known as behavioral beliefs (*The Theory of Planned Behavior*, n.d.). Besides, according to the research of (Yadav & Pathak, 2017). It has also been shown that attitude is the most influential factor compared to other factors in the TPB model. Care for the planet amplifies the impact of other pro-environment values. According to Yadav and Pathak (2017), one of the most important factors in determining whether or not a person would make a purchase is their attitude. Buying environmentally friendly items is associated with a more favorable social image. In addition, De Leeuw et al. (2015a) demonstrate that attitude may be used as a predictor of conduct using psychological research. A happy mental outlook is one of the most important factors that contribute to positive conduct.

In addition, another school of thought maintains that consumers' attitudes have little bearing on their purchasing decisions. According to Moser (Moser, 2015a) and Olson (Olson, 2013) found the least correlation between sentiments and environmentally responsible purchasing behavior when it came to automobiles. It was determined in both experiments that attitude

had no impact on customer actions. These contradictory results suggest that the correlation between attitude and action may vary by context and object of study.

2.1.2. Subjective Norms

Subjective Norms, another concept from TPB, are what decide whether or not an action is appropriate given the level of social pressure to do so. It is generally accepted that normative ideas and intentions have a role in shaping behavior (*The Theory of Planned Behavior*, n.d.). We can easily figure out what a person thinks about whether or not a behavior should or shouldn't be done, based on the opinions of important people like friends, family, and business partners (Han & Kim, 2010; Paul et al., 2016). This is seen as peer pressure to do or refrain from a certain action. Norms of conduct that are favorable in nature tend to attract other people who also exhibit such conduct (Ajzen, 2011a). Han and Kim's (2010) research demonstrates that the desire to return to environmentally friendly hotels is favorably influenced by subjective standards. Moreover, Yadav and Pathak (2017) have shown that subjective standards have a major influence on the desire to buy environmentally friendly products as well as consumers' actual behavior in this area. Subjective standards were also highlighted by (Liobikiene et al., 2016) as having the most direct and substantial impact on environmentally conscious consumer behavior. On the other hand, there is the viewpoint that there is either no link at all or a very weak one, if any at all, between subjective standards and the desire to engage in environmentally conscious purchase behavior (Paul et al., 2016). Nevertheless, expanding our study to include subjective standards for social groups reveals additional favorable connections, and we can confidently demonstrate a positive association between subjective norms and green purchasing behavior (Y. Joshi & Rahman, 2015).

2.1.3. Perceived Behavioral Control

Perceived Behavioral Control refers to a person's perception of the ease or difficulty of performing a desired behavior and controlling beliefs. A person's sense of being able to manage their actions is influenced by their level of cognitive ability. Beliefs about the availability of time, money, and opportunities to support or restrict activity form the basis of this theory (*The Theory of Planned Behavior*, n.d.). To overcome the limitation of "insufficient will control", Ajzen (1991) adds "cognitive behavioral control" to TRA and develops TPB. TPB improves its ability to forecast an individual's behavior by taking into account the influence of anticipated barriers and prior experiences via the introduction of a "perceived behavioral control" construct (Ajzen, 2011b). It has been shown that perceived behavioral control makes people more likely to buy green products (Yadav & Pathak, 2017; Paul et al., 2016). On the other hand, Arvola et al. (2008) and Moser (2015b) disagree that behavioral control will influence environmentally conscious purchasing decisions. They think that the intention to buy organic food shows that cognitive behavioral control has no effect on behavior (Arvola et al., 2008) and cognitive behavioral control in general cannot be applied to green buying behavior (Moser, 2015b). Yet, in Ajzen's TPB model, it is the sole element with a direct effect on behavior (*The Theory of Planned Behavior*, n.d.). In addition, it may serve as a possible key variable in research on the link between the natural world and consumer choices (de Leeuw et al., 2015).

2.1.4. Behavior

Behavior that is indicative of one's dispositions, experiences, and surroundings (*The Theory of Planned Behavior*, n.d.). Activating it involves lowering customers' obstacles to action via the formation of controlling beliefs that help decrease those barriers and lead to action, as well as through strengthening consumers' positive behavioral beliefs and awareness of important individuals (de Leeuw et al., 2015). Eco-friendly purchasing decisions are those that have a negligible or positive effect on the planet (Steg & Vlek, 2009). This encompasses not just recycling and other waste-reducing practices, but also the purchase and consumption of ecologically friendly items (Yadav & Pathak, 2017). Consumers' eco-friendly mindset is a positive impact on green buying behavior, along with subjective norms and perceived behavioral control (Yadav & Pathak, 2017), (de Leeuw et al., 2015). Green and ethical consumerism, two examples of ecologically responsible shopping practices, have seen a rise in popularity as people become more conscious of the impact their purchases have on the environment (Yadav & Pathak, 2017). In conclusion, TPB elements form a system that may effectively foretell and account for observed patterns of social behavior (Ajzen, 2011b) and often cited in research on eco-friendly behavior (Paul et al., 2016), (Kim & Chung, 2011). Yet, the majority of studies on TPB and environmentally conscious actions have concentrated on the marketing strategies of large corporations. The topics and factors considered in determining the results provide varying degrees of agreement. The purpose of this research was to ascertain the effect of GSCM on consumer behavior by giving buyers insight into a company's internal environmental policies, since customers are more interested in the manufacturing process of green goods (D'Souza & Taghian, 2005). In addition, we employ TPB factors to analyze buyers' decisions in great detail.

2.2. Green Supply Chain Management (GSCM)

Green supply chain management (GSCM) adds ecological considerations to conventional SCM (Zhu et al., 2013). The term "green supply chain management" (GSCM) refers to the practice of incorporating 14 environmental ideas into SCM, such as those pertaining to production, material procurement, design, marketing, and distribution. product retirement after its usable life has ended (Srivastava et al., 2007). Gaining a competitive edge and preserving a greener SCM need the integration of SC and environmental management methods to boost corporate profitability and market dominance (Rao & Holt, 2005). GSCM was defined by Sarkis et al. (2011) as a conceptual and systematic integration of reverse logistics, marketing, operations and purchasing with an emphasis on the environment. Since it encompasses green buying, integrated SCM from supplier to manufacturer to consumer, and reverse logistics, GSCM is sometimes referred to as a "closed loop" system (Zhu & Sarkis, 2004). From the standpoint of logistics workers, GSCM seeks to encourage environmentally responsible behaviors inside and between enterprises (Zhu et al., 2013), (Zhu et al., 2008). GSCM, which was previously evaluated exclusively from the viewpoint of the workforce, is developing into a strategy that can be used both externally (to gain market share while preserving a favorable image) and internally (to decrease raw material costs) commodities and boost financial gains. Increasing customer demand for environmentally friendly goods and services, as well as stricter government laws, are driving

this change (Sarkis et al., 2011), (Zhu et al., 2008). Because of this, it seems to be essential to include the evaluations and opinions of customers into GSCM. According to Zhu et al. (2013), GSCM is divided into internal and external GSCM depending on the organizational boundaries of the manufacturer. GSCM was earlier characterized as an integrated concept for successfully implementing an organization. This branching GSCM structure was employed in this research to assist customers in gaining a deeper comprehension of the idea behind GSCM as well as the function it serves.

2.2.1. Internal GSCM (Internal Green Supply Chain Management)

This branching GSCM structure was employed in this research to assist customers in gaining a deeper comprehension of the idea behind GSCM as well as the function it serves (Zhu et al., 2019). The development and use of internal GSCM practices will stimulate the growth of external GSCM practices, which will ultimately result in the accomplishment of the goals set out for the GSCM system (Zhu et al., 2008).

According to Zhu et al. (2019), a firm cannot successfully set up a GSCM system unless it first executes its internal GSCM operations. This is a prerequisite for successful system installation.

According to Zhu et al. (2013), internal GSCM practices have a beneficial effect on external GSCM practices when they function as antecedents. GSCM approaches include internal environmental management (IEM) and eco-design (ECO).

It is considered a long-term pollution prevention strategy that takes into consideration the design of products to be easily disassembled, remanufactured, or recycled (Tukker et al., 2016). Additionally, it takes into consideration a variety of environmentally friendly practices that are implemented throughout the life cycle of a product, such as environmentally friendly disposal. ECO, on the other hand, is evaluated or understood as a separate component in both internal and external processes (Zhu et al., 2013),(Zhu et al., 2008). As a result, it was disregarded for the purposes of this research since its contribution to the explanation of internal GSCM was deemed inadequate. According to Zhu and Sarkis (2004b), The IEM is the most significant practice that will decide whether or not the GSCM system is successful. They divided IEMs into the following four categories:

- Certification to ISO 14000 standards might open doors to financial incentives for qualified providers (Zhu et al., 2008).
- Track whether or not your suppliers are following local, state, and federal environmental laws and reducing their energy use by conducting regular audits using the Environmental Compliance and Audit Program (Zhu et al., 2013).
- Total quality environmental management: the organization's contribution to improving environmental performance while pursuing quality improvement and environmental performance through the use and development of innovative technology in collaboration with suppliers (Zhu & Sarkis, 2004).
- Employee dedication and management backing, including buy-in and dedication at the executive, mid-level, and senior-management levels (Zhu et al., 2013).

According to Dou et al. (2018), the management support utilized to directly support and install the management in the GSCM system is the single most essential aspect. Carter

et al. (2016) looked at how factors like management support at all levels, a clear mission statement and set of objectives for each division, regular staff training and evaluation affected GSCM as an external factor in environmental acquisition.

The backing of upper and middle management is very important for a smooth rollout of GSCM. Internal Good Supply Chain Management practices are actions that firms that produce green goods engage in as part of their environmental management (Zhu et al., 2019). The development and use of internal GSCM practices will stimulate the growth of external GSCM practices, which will ultimately result in the accomplishment of the goals set out for the GSCM system (Zhu et al., 2008). According to Zhu et al. (2019), a firm cannot successfully set up a GSCM system unless it first executes its internal GSCM activities. This is a prerequisite for successful GSCM system implementation. According to Zhu et al. (2013) internal GSCM practices have a beneficial effect on external GSCM practices when they function as antecedents. GSCM approaches include internal environmental management (IEM) and eco-design (ECO). It is a long-term pollution prevention strategy that takes into consideration the design of products to be easily disassembled, remanufactured, or recycled (Tukker et al., 2016), as well as various environmentally friendly practices that are implemented throughout the life cycle of the product, including disposal methods that are kind to the environment (Zhu et al., 2013). ECO may be evaluated or understood in both internal and external practices in the same way as a separate factor (Zhu et al., 2013),(Zhu et al., 2008). This research excluded it because it was inadequate to explain the internal GSCM. Zhu and Sarkis (2004b), states that the IEM is the most crucial exercise for GSCM system success. IEMs fell into four categories:

- Organizational efforts to better the environment via the creation and implementation of cutting-edge technological solutions in close partnership with their suppliers is an essential part of whole quality environmental management (Zhu & Sarkis, 2004).
- To ensure that all national and international environmental rules are being followed, and that no excessive amounts of energy are being used, a program for environmental compliance and testing must be in place.
- Encouragement for ISO 14000-compliant vendors (Zhu et al., 2008).
- Employee dedication and management backing, including buy-in and dedication at the executive, mid-level, and senior-management levels (Zhu et al., 2013).

It has been shown by Dou et al. (2018) that top-level buy-in is essential for a smooth rollout of the GSCM platform. According to Carter, et al. (2016) looked at how things like senior and middle management's backing, a mission statement, departmental objectives, training, and assessment affected GSCM practices like strategic purchasing. For GSCM to be fully effective, it is essential to have the backing of upper and middle management. According to Hamel and Prahalad, the role of senior management is to maximize shareholder wealth and, via strategic leadership, to define the organization's direction. This includes establishing the values, vision, and strategic purpose of the company (Zhu & Sarkis, 2004).

However, it is not consistently used to measure IEM (Zhu et al., 2013),(Zhu et al., 2019) or as an independent element (Zhu et al., 2008). For that reason, the influence of manager approval as a stand-in for another explanation of IEM was not included in this analysis. Yet it is not always utilized to quantify IEM. As a result, the influence of manager approval as a potential explanation for IEM was discounted in this analysis (Zhu et al., 2008).

2.2.2. External GSCM (External Green Supply Chain Management)

Suppliers, customers, and other outside parties are essential to the success of any external GSCM activity (Zhu et al., 2008). The following external GSCM practices are included:

- As a term, "Green Procurement" (GP) refers to the practice of managing suppliers and making material choices with an eye on minimizing negative environmental impacts (Zhu et al., 2019).
- Customers with a concern for the environment (CC) may be partnered with in order to create cleaner manufacturing methods and more ecologically sustainable goods, such as eco-friendly packaging (Green et al., 2012).

Suppliers, consumers, and stakeholders are all examples of external groups that CC encompasses (Zhu et al., 2013). Hence, CC paves the way for companies and consumers to work together via eco-friendly marketing, alerting customers about a company's environmental development efforts and setting their goods apart from the competition. Items that are Often Purchased Together (McDonald & Oates, 2006). An IR is an external GSCM activity that measures the profitability of a company's investments. Lack of recycling infrastructure and technology, however, means that this is not a priority and has prevented its implementation in underdeveloped nations (Zhu & Sarkis, 2004),(Zhu et al., 2019). It was thus disregarded in this investigation. This literature analysis discovered that organizations have some say over their own internal GSCM processes. On the other side, GSCM initiatives that take place beyond an organization's walls include working with governments, NGOs, customers, and other interested parties (Zhu et al., 2008), requires different operating strategies. This example emphasizes the significance of assessing the GSCM framework in light of factors other than employee viewpoints, including as the organizational setting, management, and financial results. Furthermore, current SCM research suggests that by incorporating customer feedback and participation into the SCM process, businesses in the typical B2B sector may generate new value and acquire a competitive edge (Ta et al., 2015),(Boyce & Mano, 2018). Consumer perspectives, SCM endpoints, and consumer correlations all play a part in downstream changes. Other from that, the supply chain process has been mostly ignored (Ta et al., 2015). In order to address this issue, the researchers behind this study included end users in the GSCM assessment alongside the staff of the firm. Using this methodology, we investigate whether or not GSCM, which refers to an internal corporate environmental practice, has an effect on the behavior of customers.

2.2.3 Building hypotheses and a research model.

We propose TPB components as an antecedent that can influence GSCM processes and confirm how they influence customers' environmentally conscious purchase decisions based on prior research.

Internal GSCM procedures, subjective standards, perceived behavioral control, and attitude:

Before, the SCM process was run from a B2B point of view. Now, companies are incorporating client feedback into the process and trying out different ways to do it. According to (Zhu et al., 2019), end users should be held accountable for manufacturing and production. (Boyce & Mano, 2018) say that the final consumer's point of view can be represented in corporate decision-making by taking the final consumer's point of view into account when choosing environmentally friendly suppliers. This procedure suggests that SCM is more than simply a business internal procedure. Instead, it develops into a competitive strategy through working with customers. A SCM activity that incorporates environmental factors is called GSCM (Zhu et al., 2013). By including customer feedback and opinions in the GSCM procedure, new values and new strategies should be developed considering these developments in SCM.

But a summary of the relationship between internal GSCM procedures and customers that can be found in the literature is as follows: Wu and Jang (2014) found that ISO certification makes customers feel better by making them more likely to buy and giving them more faith in the quality of the product. Green product labels that explain the production process improve consumer attitudes and promote purchasing (Rahbar & Wahid, 2011).

Since making green products, getting ISO 14000 certification, and using internal GSCM practices are all related (Zhu & Sarkis, 2004), it might be safe to say that internal GSCM practices and customer feelings are related in a positive way. Additionally, customers who buy green items may develop favorable feelings and a sense of accountability (McDonald & Oates, 2006).

Kim and Chung (2011) found that positive experiences in the past have a positive (+) effect on perceived behavioral control and subjective norms. So, end users may be able to change internal GSCM procedures, which are common internal procedures for organizations. Finally, it is believed that customer attitudes, subjective norms, and perceived behavioral control affect internal GSCM procedures.

Subjective Norm, Attitude, Perceived Behavioral, and External GSCM Practices:

These results point to a helpful connection between SCM and consumer collaboration. Additionally, in response to customer demand and pressure for corporate social responsibility, GSCM has been set up (Zhu et al., 2013). In external GSCM operations, where consumer interaction is crucial from an environmental aspect, customers are participating more, as shown by the shifting operational trends in SCM.

Knowledge of workers' environmental activities and processes in the environment helps to improve perceived behavioral control, attitudes, and subjective norms, all of which affect the structure of consumer behavior (Han & Kim, 2010). Customers' cooperation,

according to Yadav and Pathak (2017), can boost corporate trust and eco-friendly principles, resulting in more favorable attitudes, subjective norms, and cognitive behavioral control.

By letting clients know about green products through external GSCM campaigns, businesses can encourage positive perceived behavioral control, subjective norms, and attitudes. Due to the expectations that consumers have of corporations in terms of their commitment to corporate social responsibility (CSR) for the environment, it can also lessen the load on the business (Zhu et al., 2013).

Thus, it is assumed that consumer perceptions of behavioral control, subjective norms, and attitudes positively affect external GSCM operations.

Green Purchasing Behavior and Internal GSCM:

The more environmental obligations upstream SCM participants are required to take on, the more environmental worries consumers have (Dou et al., 2018). Consumers' focus has shifted to firms' internal environmental operations because of growing consumer interest in environmental concerns (D'Souza & Taghian, 2005), which has increased the need for strategies.

Media and corporate commercial advertising initiatives no longer positively influence how people choose to buy green products (Albayrak et al., 2013). Instead, internal procedures like the acquisition of raw materials, ecologically friendly production, and recycling procedures have an impact on customers' ultimate choices (D'Souza & Taghian, 2005).

Consumer decision-makers are the ones who push new SCM techniques, as Boyce and Mano (D'Souza & Taghian, 2005) have noted. The SCM process, traditionally conducted from a B2B viewpoint, requires integration of consumer perspectives and cooperation. Companies must adjust their internal environmental management plans to consider the views and buying habits of consumers (Boyce & Mano, 2018).

For the sake of enhancing both the company's reputation and environmental performance, GSCM should be initially implemented. The effectiveness of GSCM depends on the effective implementation of internal GSCM processes (Zhu et al., 2013). Numerous businesses have embraced GSCM to abide by laws, satisfy customer demand, and raise consumer knowledge of the environment (Zhu et al., 2019).

Consumer evaluation viewpoints must be incorporated into the internal GSCM framework as the first step in tying a company's environmental initiatives to customers.

Green Purchasing Behavior and External GSCM:

Han and Kim (2010) contend that to cultivate favorable customer attitudes, businesses must tie internal environmental efforts to eco-friendly marketing.

By using environmentally friendly suppliers in transactions, the use of external GSCM can promote green supplier purchasing. Consumers, aside from the supplier, rarely have knowledge of a manufacturer's or supplier's internal environmental activities. A company's internal environmental initiatives may be communicated to customers through an external GSCM, which can also improve the company's reputation and influence consumer

buying habits. Ta et al. (2015) also claims that collaborative return management and supplier checking by customers may help SCM generate new values.

In short, the literature study shows that the external GSCM operations of a company have a positive effect on how customers act. Since external GSCM activities involve both upstream and downstream variables, they are expected to positively affect consumer buying behavior through customer participation in environmental management activities.

We proved the following hypotheses in this context:

Hypothesis 1 (H1): Internal GSCM procedures are positively (+) affected by attitude.

Hypothesis 2 (H2): Internal GSCM processes are positively (+) impacted by subjective norms.

Hypothesis 3 (H3): Internal GSCM procedures are positively (+) impacted by perceived behavioral control.

Hypothesis 4 (H4): Positive influence of attitude (+) on external GSCM practices.

Hypothesis 5 (H5): Subjective norms influence external GSCM activities in a favorable (+) way.

Hypothesis 6 (H6): External GSCM procedures are positively (+) impacted by perceived behavioral control.

Hypothesis 7 (H7): Consumers' green purchasing behavior is positively (+) impacted by internal GSCM procedures.

Hypothesis 8 (H8): Consumers' green purchasing behavior is positively (+) impacted by external GSCM initiatives.

2.3. Theoretical Framework

The conceptual framework of this study is depicted in Figure 1.

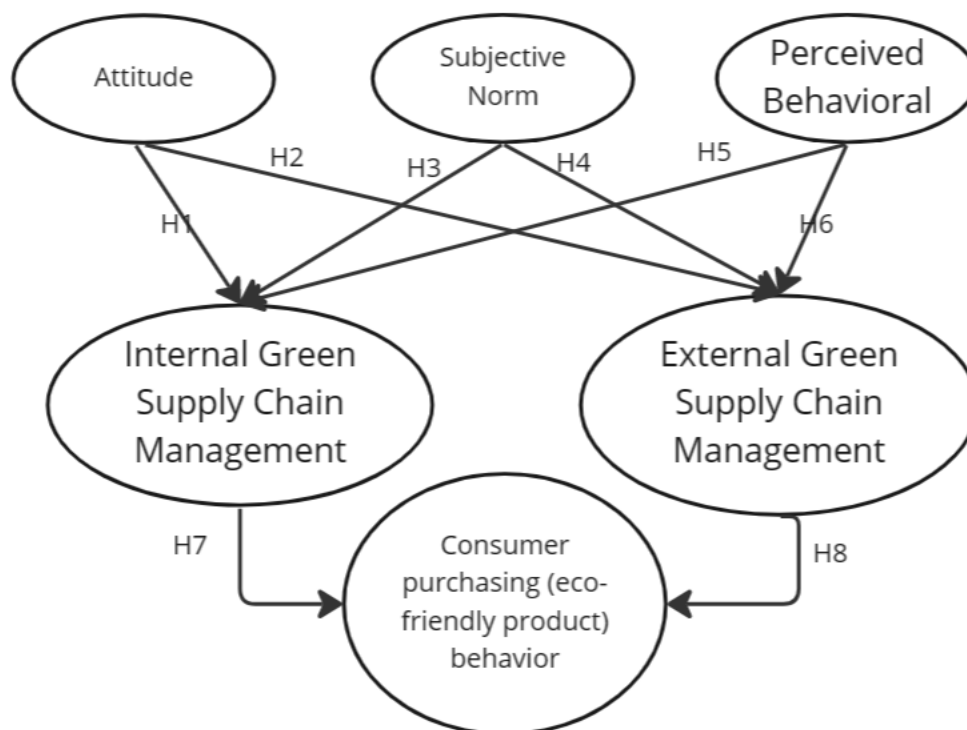


Figure 1: Hypothesis verification result.

We will thus consider these elements while conducting surveys and in-depth research on consumers' intents to consume sustainably in order to make the best recommendations. In general, the research model has been analyzed correctly, and the article's variables have been chosen in line with the study subject.

The components of the model are discussed in depth based on the literature research, and the scale is established at table (See Appendix 1).

Table 1: Scale of components

Ajzen; De Leeuw et al.; Han and Kim; Liobikiene et al.	CODE
Green products will contribute to environmental protection	ATT1
Ready to use green products to contribute to environmental protection	ATT2
Long-term use of green products in the future	ATT3
Ajzen; De Leeuw et al.; Han and Kim; Liobikiene et al.	
Your purchase intention is mainly recommended by friends and relatives	SUB1
Your purchase intention is mainly due to information from purchasing sites	SUB2
Your purchase intention is related to environmental protection	SUB3
Ajzen; De Leeuw et al.; Han and Kim; Liobikiene et al.	
Are green products easy to buy in the market?	PER1
You always use green products because green products can protect your health.	PER2
Green products with friendly packaging make you want to buy and use	PER3
Ajzen; De Leeuw et al.; Han and Kim; Liobikiene et al.	
You absolutely choose green products in your shopping trips	CON1

You will buy a product with an eco-friendly certificate because it will help the business that makes the product	CON2
You will buy a product with an eco-friendly certificate because it will help the business that makes the product	CON3
Zhu and Sarkis; Zhu et al.; Zhu et al.	
Facility management impacts inside GSCM	INTER1
Comply with regulations on environmental protection, management and audit programs that impact inside GSCM	INTER2
Eco-friendly certificates impact inside GSCM	INTER3
Zhu and Sarkis; Zhu et al.; Zhu et al.	
It is recommended to deal with eco-friendly suppliers	EXTER1
Organize GSCM Activities and Communicate with Suppliers	EXTER2
GSCM Operations and Consumer Communication	EXTER3

CHAPTER 3: METHODOLOGY

The writers discussed theories on the intention to make green purchases in chapter 2, as well as earlier research, research models, and research hypotheses. The study methodology, data analysis, scales, and sample information from the responses to the quantitative research part will next be presented in chapter 3.

3.1 Research design

The study is based on the theoretical model proposed in Figure 2. In this study, the dependent variable is attitude (ATT), subjective norm (SUB), perceived behavioral (PER), while the independent variable is internal green supply chain management (INTER), external green supply chain management (EXTER), consumer purchasing (CON). The elements are designed into questions to collect key data. The Likert scale 5-levels: In this topic, the distance selected for analysis is Likert scale 5- levels (1: Totally disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Totally agree) is used to evaluate the influence of the factors included in the study to have green purchase intention was used to design the question. The likert scale is one of the most fundamental and commonly used psychometric instruments in social science and educational research (A. Joshi et al., 2015). A survey-like online questionnaire created on Google's forms platform was used for this research. One of the most popular methods for gathering data in social science study is the use of questionnaires. The assessor can also gather pertinent data using the questionnaire in the most legal and reliable manner possible. As a result, when used as analytical data, the survey's questionnaire's uniformity and accuracy provide some validity and dependability (*Advantages Of Questionnaires In Online Research - SmartSurvey, n.d.*).

3.2 Samples (Target sample, sampling design)

Our research team randomly distributed over 600 samples, acquired consent from respondents to complete the questionnaire voluntarily, and assured respondents of the anonymity of their answers in order to eliminate any response bias. 447 chosen students and employees in Vietnam under the age of 30 were given the questionnaire, which was composed of standard measurements from a specified checklist of questions, between December 20, 2022 and January 15, 2023. It's critical to choose and identify participants. The study focuses on how variables influencing green consumption in Vietnam affect it and how they influence it. The goal of the study was to fully understand students' and staff' perspectives on green consumption habits. The goal of random selection is to include a variety of projects and experiences.

3.3 Data collection method and procedures

The primary data is gathered utilizing an internet application called Google Form and a survey form with a questionnaire. Following a month-long survey and data gathering, the total number of 600 responses to the online survey were received; the questionnaire is broken up into five sections that show how the independent variable and the dependent variable are related.

The components are broken down into three categories: perceived environmental responsibility, a survey on green attitudes and knowledge, the value of green products, and

a study on green purchasing intentions. Using a five-point Likert scale, respondents' opinions and references to a particular remark are evaluated. Scores of one (one) and five (five) indicate "extreme disagreement," respectively.

Data collection procedures:

- To start, nonverbal data is seen and categorized along with verbal data that has been transcribed, assessed, and classified into direct and indirect strategy types. To collect data, participants are given Likert-style questions or statements and a continuum of possible responses, typically with 5 or 7 items. A numerical score is assigned to each item, enabling quantitative analysis of the data.

- Second, based on the total number of people surveyed, data must be preliminary processed and filtered during the data processing process. The SPSS statistics (Statistical Package for the Social Sciences) version 20.0 from SPSS Inc. is used to produce the primary data.

- Third, using statistical methods like Cronbach's Alpha, EFA, CFA, SEM, ANOVA, and T-test, Validity and dependability... Many information sources were employed to evaluate data visualization is used to understand the results of data analysis and to create relationships between variables.

3.4 Data analysis methods

The following elements will be made plain to us by the survey participants' factors, such as gender, age, education, occupation, and monthly income: The factor can produce forecasts, research, observations, and explanations connected to green consumption intentions in Generation Z. In addition, a quantitative approach will be performed using the data collected from the survey, then analyzed the results obtained from the respondents (*Quantitative Data Collection: Best 5 Methods | QuestionPro*, n.d.). Quantitative techniques are used to measure the research target audience and test research hypotheses by gathering data from the research target audience and then transforming that data into specific measures that can be evaluated into the data to make a decision. We use the SPSS and AMOS software packages to analyze the collected data in accordance with Cronbach's Alpha reliability, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) and generate a more accurate and reliable research result. The reliability of the sum (or mean) of q measurements, where the measurements may be representative of evaluators, occasions, alternative forms, or questionnaire/test items, is described by Cronbach's Alpha reliability (*Cronbach's Alpha: Definition, Calculations & Example - Statistics By Jim*, n.d.). Data from the questionnaire survey was collected and analyzed using SPSS statistics (Statistical Package for the Social Sciences), version 20.0, a program made available by SPSS Inc. Data was coded, categorized, and programmed before analysis; it was inspected, amended, and entered; blank or incomplete responses were deemed useless for analysis. A full and user-friendly system called SPSS can handle data from almost any kind of file to produce tabular reports, charts, maps of distributions and trends, descriptive statistics, and sophisticated statistical analyses. Before using the software to do the statistical analysis, the following procedures were followed.

Using the data editor, define the indicator variable in

- Step 1: The software's data editor was used to define the indicator variables, with the name, type, width, label, and values of each variable being displayed in the variable view.

- Step 2: Using the data editor to enter data

Using the data editor, as displayed in the data view, data is immediately entered into the software application. Each survey respondent is represented by a row in a particular section of the questionnaire, and each response to a survey question is represented by a column.

- Step 3: Getting the examined results

The data was analyzed using SPSS statistics, and the means and standard deviations of each component identified by the questionnaire survey were obtained. A technique is descriptive statistics. It entails assembling information, condensing, presenting, calculating, and defining a variety of features in order to generalize the research's goal. The study's values are largely the highest, lowest, and average values of the elements being taken into account.

Cronbach's Alpha is a well-liked metric of reliability. The reliability of a sum (or average) of q measures, where the measurements may be raters, events, alternative forms, or questionnaire/test items, is indicated by Cronbach's alpha. When the measurements include multiple questionnaire or test questions, which is the most common application, Cronbach's Alpha is a measure of "internal consistency" reliability. Only variables with a total correlation coefficient greater than 0.3 and a Cronbach's Alpha coefficient higher than 0.6 are acceptable for inclusion in the analysis of the variables listed below. Several experts agree that the scale is excellent, and the connection is stronger if Cronbach's Alpha is 0.8 or higher (Quoc Huy et al., n.d.).

EFA (Exploratory Factors Analysis), EFA is a multivariate statistical technique whose primary goal is to ascertain the connection between observable independent variables and unobserved dependent variables, which are also known as latent variables (Norris & Lecavalier, 2009). EFA is a multivariate statistical technique whose primary goal is to ascertain the connection between observable independent variables and unobserved dependent variables, which are also known as latent variables, the Sig Bartlett's Test coefficient according to Bartlett's Test of sphericity, Total Variance Explained and Factor loading. The first is the KMO (*Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy - Statistics How To*, n.d.) coefficient, which indicates whether the factor is suitable for analysis or not. Researchers demonstrated that for study purposes, the KMO coefficient should be in the range of $0.6 = \text{KMO}$ (The KMO and Bartlett's Test Score | Download Scientific Diagram, n.d.). As a result, the factors in this research that meet the requirement of 0.6 KMO will be accepted. The second is the Bartlett's Test for the Sig Coefficient, which is used to demonstrate whether the independent factors and the dependent variable are correlated or not (Carroll & Green, 1997). The test came to the conclusion that the Sig Bartlett's Test coefficient < 0.05 satisfies the correlation condition. Therefore, in this study, the factors that are analyzed by EFA will also follow the rule of Sig Bartlett's Test coefficient < 0.05 . Finally, Total Variance Explained and Factor loading. Regarding Total Variance Explained, this coefficient is calculated as a percentage and will qualify if Total Variance Explained $\geq 50\%$. Regarding Factor loading, independent variables with Factor loading coefficient \geq

0.3 are qualified to keep for the next analysis. Later research, however, revealed that Factor loading ≥ 0.5 is not only kept but also demonstrated to be an independent variable with good statistical significance, as is Factor loading ≥ 0.7 , which is an independent variable with good statistical significance (Maskey et al., 2018).

Confirmatory Factor Analysis (CFA) is its capacity to help researchers close the gap that is frequently found between theories and data (Mueller & Hancock, 2001).

Equation Modeling (SEM) is a method for calculating, defining, and assessing a linear model between a group of measured variables and a group of unknown variables. Theories can be tested and developed using SEM models (Manhas et al., 2012).

Structural equation modeling (SEM) is the process of finding and analyzing linear models among a group of observable variables in terms of a group of unobserved variables (SEM). SEM can be used to develop or support hypotheses. When selecting a SEM, take into account where the theory is in its development. The best way to determine whether an endogenous concept explains a sizable amount of variation is through exploratory methods (Song, 2007).

a) Chi-Square test (χ^2): Expresses the overall goodness of fit of the entire model at $p = 0.05$ (Interpret the Key Results for Chi-Square Goodness-of-Fit Test, n.d.). In actuality, this is exceedingly improbable because

χ^2 is particularly sensitive to big sample numbers and test strength, thus people use the index χ^2 / df to assess.

b) Chi-Square ratio/degrees of freedom (χ^2/df): Be used to assess the overall goodness of fit of the model in further depth. Some writers propose $1 < \chi^2/df < 3$ (*The Chi-Square Test in Structural Equation Modeling - Statistics Solutions*, n.d.). Furthermore, in certain practical research, it is differentiated two cases: $\chi^2/df < 5$ (with sample $N > 200$); or $3 < \chi^2/df < 5$ (with sample size $N \leq 200$), the model is regarded a good match (Hooper et al., n.d.).

c) Statistical significance: Values greater than 0.05 are regarded to be a good fit (*P-Value: What It Is, How to Calculate It, and Why It Matters*, n.d.). This suggests that hypothesis H_0 (a good model hypothesis) cannot be rejected, implying that no better model than the existing model can be identified. Individual associations are also well analyzed using statistical significance thresholds. The effects of exogenous factors on endogenous variables and the effects of endogenous variables on endogenous variables are assessed using regression coefficients. The relationships between the variables are shown on the model by arrows. The arrow's direction indicates the way in which one variable has an impact on another. A connection relates to a theory. In social science research, the degree of confidence in each proposed causal link is 95% ($p = 0.05$) (Salkind, 2012).

One Sample T-test is another name for the Student's t test William Sealy Gosset created it in 1908 as a statistical analysis technique to regulate the caliber of dark brews. The t test used to evaluate if the means of two independent samples differ from one another is the same as the t test run when only one sample is provided (as mentioned earlier). The difference will, however, be very near to zero if there is no difference between the two

sample means. Therefore, in such cases, an additional statistical test should be performed to ascertain whether the difference is equal to zero. We shall thus examine the following two theories: When comparing the p value (sig) with the significance threshold, the quotient is 10%. H0: X mean = comparison value and H1: X mean is not equal to comparison value. We reject H0 if sig is less than 0.1; else, we accept H0.

Analysis of Variance (ANOVA) is a set of statistical models and their related estimate processes such as "variation" among and across groups used to assess mean differences. ANOVA was created by a statistician (Gelman et al., 2005). As a result, in the Test of Homogeneity of Variances, if sig is less than 0.05, conclude that the variance between the two groups is not the same, and the next step will use Tamhane's test in Post Hoc; if sig is greater than 0.05, conclude that the variance between the two groups is identical, and the next step will use the LSD test in Post Hoc. If the sig of any comparison pair is 0.05, the conclusion is that the pair has a difference; if there is a difference, the value "Mean Difference (I-J)" is used to determine which group is smaller and which group is bigger.

3.5 Summary

A total of 447 legitimate replies, excluding responses with missing information or dishonest returns, were received out of a total distribution of 600 copies (valid return rate = 71.40%), the study created a solid foundation for data analysis while also ensuring the study's legitimacy. Additionally, this study has produced novel findings that can advance prior research using analysis and testing techniques like the quantitative method, descriptive statistics, Cronbach's Alpha, SEM, One Sample T-Test, and ANOVA. These techniques have helped to ensure the validity of the data and research findings by identifying correlations between variables.

CHAPTER 4: ANALYSIS AND FINDINGS

This chapter will look at the model structure and assess how a green supply chain management influences how customers choose products as a marketing tactic in a new logistics direction. Attitude (ATT); Subjective Norm (SUB); Perceived Behavioral Control (PER); Internal Green Supply Chain Management (INTER); External Green Supply Chain Management (EXTER); Consumer Purchasing (CON); and explore differences in the influence of demographics on variables, resulting in new findings and making recommendations for companies producing green products.

4.1. Sample Descriptive Statistics.

We conducted a consumer survey to gather information for empirical confirmation. The following month, we conducted an online poll from December 2022 to January 2023. The questionnaire was broadcast in parallel with the online survey. we collected 600 samples After removing the unsatisfactory answer sheets and cleaning the data, the remaining research sample with 447 valid samples was synthesized and put into quantitative analysis. A total of 447 legitimate responses, excluding incomplete or dishonest responses, were received out of a total of 600 distributed (valid response rate = 71.40%).

Table 2: Illustrations of descriptive statistics

	Characteristics	Frequency	Ratio (%)
Factor			
Gender	Male	212	47.4
	Female	207	46.3
	LGBT	28	6.3
Total		447	100.0
Age	Under 22	285	63.8
	Form 22 to 30	121	27.1
	Form 30 to 40	25	5.6
	From 40 to 50	10	2.2
	Over 50	6	1.3
Total		447	100.0
Average Income	< 5 Milion VND	282	63.1
	From 5 to 10 Milion VND	86	19.2
	From 10 to 15 Milion VND	37	8.3
	From 15 to 20 Milion VND	16	3.6
	> 20 Milion VND	26	5.8
Total		447	100.0
Academic Standard	College	30	6.7
	University	332	74.3
	High school	11	2.5
	Postgraduate	64	14.3
	Vocational	10	2.2

Total		447	100.0
Occupation	Business	37	8.3
	state civil servants	31	6.9
	Workers – Employees	53	11.9
	Lecturers	9	2.0
	Student	317	70.9
Total		447	100.0

Table2: Based on previous research, demographic questions were added to the survey. Respondents were divided into 47.4% men, 46.3% women and 6.3% LGBT people. This shows that all genders, both men and women, and LGBT are interested in the green supply chain, and the awareness of environmental protection is raised and is leading to a change of trend towards green products. In addition, the majority of respondents are from age: 63.8% of respondents are under the age of 22, while 27.1% are between the ages of 22 and 30. Their current education: accounted for the highest proportion of university degree accounted for 74.3%, followed by postgraduate accounted for 14.3. It showed that the surveyors with high education gave the most honest and objective opinions in the survey. In terms of occupation, a high proportion of students are 70.9%, showing that they are young people with new interests and awareness about green supply chains. From there, we can see that the collected data is completely reliable and reputable.

4.2. Evaluation of the scale Cronbach's Alpha reliability coefficient.

To test the reliability of the equivalence scale Impact of awareness on green consumption and chain management green supply on green product consumption intention.. Cronbach's Alpha confidence performance was calculated, and the results are shown in Table 3. The correlation of the important variables to total variables including: (1) Attitude (ATT); (2) Subjective Norm (SUB); (3) Perceived Behavioral Control (PER); (4) Internal Green Supply Chain Management (INTER); (5) External Green Supply Chain Management (EXTER); (6) Consumer Purchasing (CON).

The table 1 shows that all factors are statistically significant because Cronbach's Alpha coefficient is greater than 0.7. Specifically:

Attitude: The scale of factors of Attitude responsibility has 3 observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.737 and Corrected Item-Total Correlation of the observed variables 0.515 - 0.617. Therefore, the Attitude factor scale meets the reliability.

Subjective Norm: Factor Subjective Norm has 3 observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.754 and Corrected Item-Total Correlation of the observed variables 0.619 - 0.725. Therefore, the factor scale Subjective Norm meets reliability.

Perceived Behavioral Control: Factor Perceived Behavioral Control has 3 observed variables. Testing the scale's reliability has Cronbach's Alpha coefficient of 0.757 and

Corrected Item-Total Correlation between 0.559 - 0.614. Therefore, the factors scale Factor Perceived Behavioral Control meets the reliability.

Internal Green Supply Chain Management: The factor scale Internal Green Supply Chain Management has 3 observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.774 and Corrected Item-Total Correlation at the range from 0.592 to 0.646. Therefore, the factors scale Internal Green Supply Chain Management meets reliability.

External Green Supply Chain Management: The scale of factors External Green Supply Chain Management has 3 observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.762 and Corrected Item-Total Correlation of the observed variables 0.521 - 0.644. Therefore, the External Green Supply Chain Management factor scale meets the reliability.

Consumer Purchasing: The scale of factors Consumer Purchasing has 3 observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.751 and Corrected Item-Total Correlation of the observed variables 0.619 - 0.740. Therefore, the Consumer Purchasing factor scale meets the reliability.

The reliability of the scale was tested with the following results:

Table 3: Results of the Cronbach's Alpha analysis

Factors	Variables	Mean	Corrected Item-Total Correlation	Cronbach's Alphaif Item Deleted
Attitude (ATT)	Cronbach's Alpha of Attitude: 0. 737			
	ATT1	7.61	0.567	0.648
	ATT2	8.07	0.515	0.721
	ATT3	7.72	0.617	0.592
Subjective Norm (SUB)	Cronbach's Alpha of Subjective Norm: 0.754			
	SUB1	7.86	0.592	0.662
	SUB2	7.86	0.628	0.619
	SUB3	7.67	0.533	0.725
Perceived Behavioral Control (PER)	Cronbach's Alpha of Perceived Behavioral Control: 0.757			
	PER1	8.10	0.614	0.646
	PER2	7.89	0.559	0.708
	PER3	8.00	0.594	0.667
Internal Green Supply Chain Management (INTER);	Cronbach's Alpha of Internal Green Supply Chain Management: 0.774			
	INTER1	8.24	0.592	0.719
	INTER2	8.12	0.595	0.713
	INTER3	8.16	0.646	0.655

External Green Supply Chain Management (EXTER)	Cronbach's Alpha of External Green Supply Chain Management: 0.762			
	EXTER1	7.94	0.624	0.647
	EXTER2	7.81	0.521	0.758
	EXTER3	7.84	0.644	0.622
Consumer Purchasing (CON)	Cronbach's Alpha of Consumer Purchasing: 0.751			
	CON1	7.80	0.598	0.643
	CON2	7.93	0.519	0.740
	CON3	7.87	0.625	0.619

Table 4: Standardized Regression Weights

Factors	Variables	Loading Estimate
Attitude	ATT1	0,70
	ATT2	0,60
	ATT3	0,81
Subjective Norm	SUB1	0,74
	SUB2	0,77
	SUB3	0,63
Perceived Behavioral Control	PER1	0,77
	PER2	0,67
	PER3	0,70
Internal Green Supply Chain Management	INTER1	0,72
	INTER2	0,71
	INTER3	0,77
External Green Supply Chain Management	EXTER1	0,74
	EXTER2	0,60
	EXTER3	0,82
Consumer Purchasing	CON1	0,75
	CON2	0,60
	CON3	0,79

Table 5: Reliability, validity statistics and correlations

	CR	AVE	MSV	MaxR(H)	CON	INTER	EXTER	PER	SUB	ATT
CON	0.758	0.514	0.062	0.778	0.717					
INTER	0.778	0.539	0.108	0.780	0.149	0.734				
EXTER	0.767	0.528	0.076	0.794	0.132	0.275	0.726			
PER	0.759	0.513	0.108	0.765	0.249	0.329	0.208	0.716		
SUB	0.758	0.512	0.069	0.769	0.184	0.262	0.224	0.185	0.716	
ATT	0.748	0.501	0.025	0.774	-0.15	0.126	0.50	0.157	0.158	0.708

This study used AMOS 20 to conduct a path analysis using possible variables in order to test the hypotheses posed in order to look into the connections between the TPB theory, the GSCM, and consumer behavior. Prior to the route analysis, each component underwent a reliability test. A measure of Cronbach's alpha was made using SPSS 20.0. According to the reliability tests, all candidate variables had Cronbach's alpha values that varied from 0.737 to 0.774. As the study's reliability was guaranteed by the standardized Cronbach's alpha, which is higher than 0.7, (Hair, J. F., Black, W. C., Babin, B. J. & Anderson, 2019)

The construct reliability (CR) and average variance extraction measures were utilized to examine the convergent validity of the variables employed in this investigation (AVE). It can be argued that the convergent validity of the factors is ensured because the average variance extraction value is higher than 0.5 and each factor's construct reliability is 0.7. (Nyilasy et al., 2014)

First, this study uses Load Factor and Extracted Mean Variance (AVE) to evaluate the validity of Convergence. To ensure the validity of Convergence, the Normalized Regression Weight must be greater than 0.5 and the AVE must also be greater than 0.50. As shown in Table 4, the load factors of the components in our research model range from 0.6 to 0.82 and all AVE values are within the required range from 0.53 to 0.89 , showing that the results meet convergent validity.

Second, Cronbach's alpha and composite reliability are two factors used to evaluate the reliability of the model. To meet the reliability requirements, the Composite reliability must be greater than 0.70 and Cronbach's alpha must also be greater than 0.70. After observation, the Cronbach's Alpha values are all in the range from 0.737 to 0.774. and the composite reliability is within the acceptable range from 0.748 to 0.778. All reliability Cronbach's alpha and Composite meet the recommended threshold and ensure the reliability of the model. Finally, the validity of the Discriminant was evaluated by comparing the value of the extracted Mean Variance with the Maximum Shared Variance and the Square Root of AVE (SQRTAVE) with the correlations between the constructs. bamboo. To achieve discriminant value, all extracted Mean variance must be higher than Maximum Shared Variance, and all values of Square Root of AVE must also be greater than correlation between constructs. Based on the results in table 5, all AVE values are larger than MSV and SQRTAVE is also larger than topologies, so it meets the discriminant value requirement. Therefore, this study ensures convergent validity, model reliability, and discriminant ability when meeting their requirements.

4.3. Exploratory Factor Analysis (EFA)

EFA for four independent variables using exploratory factors. After evaluating the reliability, the model has 3 independent variables: 9 observable factors, including: Attitude, Subjective Norm, Perceived Behavioral Control. Via exploratory factor analysis, these independent variables will continue to be incorporated into the scale test (EFA).

The following four independent variables underwent EFA analysis with the following hypothesis H0: In the population, there is no association between the observed variables. The analysis's findings are succinctly described as follows:

- Bartlett test: Sig. = 0.000 < 0.05: Rejecting the null hypothesis that the observed variables in the EFA analysis are generally associated.

- KMO coefficient = 0.682 > 0.5: The data require factor analysis.

- Four components are taken out of EFA, including:

+ All factor eigenvalues are greater than 1: Qualified.

+ Exploratory factor analysis satisfied the criteria with a value of total variance recovered of 67.212% (50%). As a result, the five identified components accounted for 67.212% of the data's variability. The observed variables' factor loading coefficient differences across all factors are > 0.5, demonstrating the strong discriminating value of the factors.

Table 6: Rotated Component Matrix EFA Results

Variable	Component			Factor
	1	2	3	
PER1	0.838			Perceived Behavioral Control
PER3	0.815			
PER2	0.798			
SUB2		0.850		Subjective Norm
SUB1		0.819		
SUB3		0.776		
ATT3			0.835	Attitude
ATT1			0.816	
ATT2			0.776	
Total variance extracted (%)	67.212%			
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy): 0.682				
Bartlett's Test of Sphericity: Sig = 0.000				
Note: Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				

The results of exploratory factor analysis (EFA) theoretical model:

According to the table above, factor analysis performed according to Principal components with Varimax rotation. The results showed that 9 observed variables were initially grouped into 3 groups. Each factor loading contribution to the same observed variable is shown in the table Rotated Component Matrix. There are prerequisites that must be achieved, which is to factor loading higher than 0.5, (the limit of 0.5 is chosen because it is suitable for the research sample size) and there is no case of variables uploading both factors at the same time with close factor loading coefficients. Besides, there is no disturbance of factors, which means that the question of one factor is not confused with the question of the other. In conclusion, all variables are included in the research model in the next analysis test.

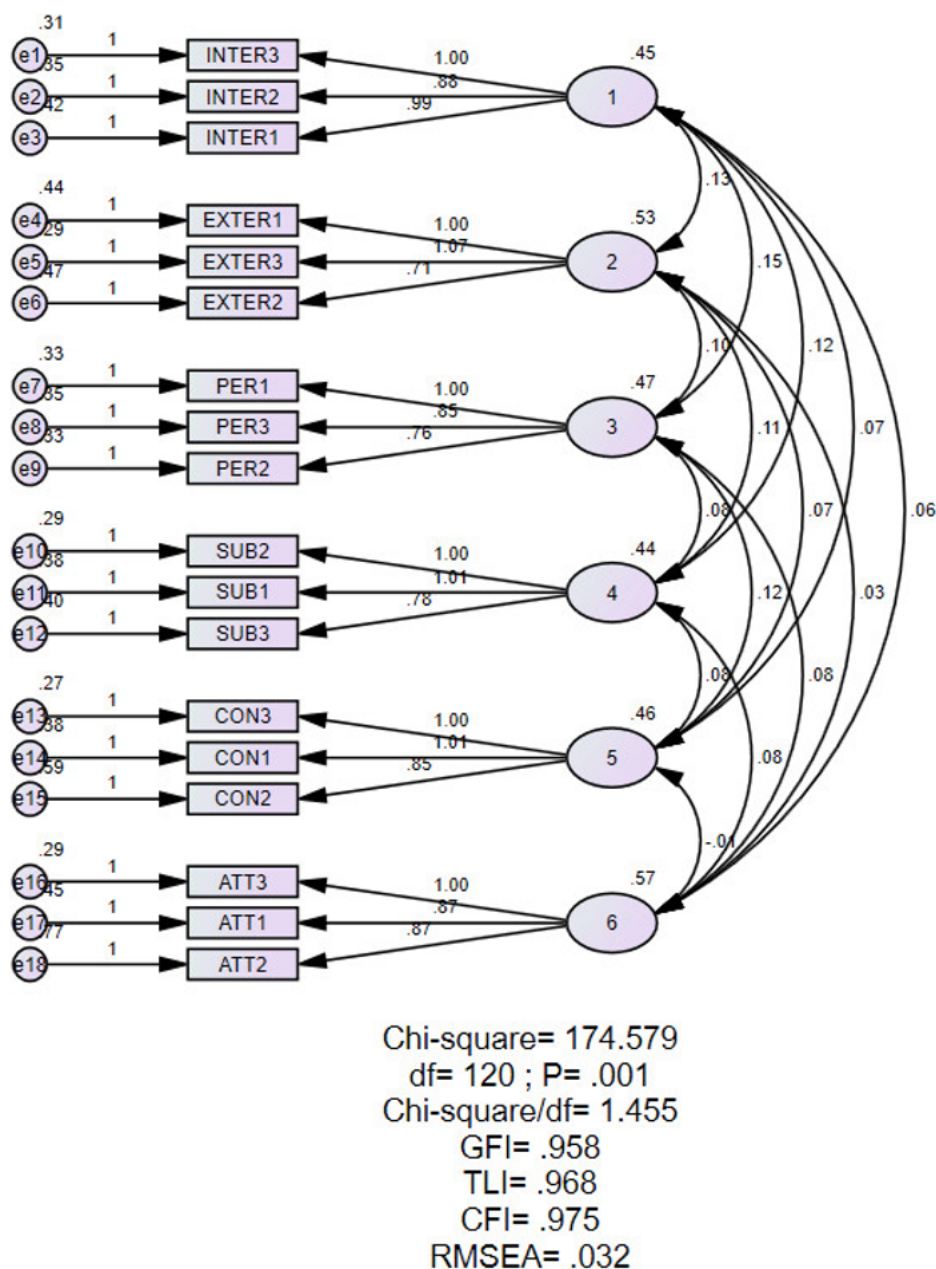
Based on the EFA results, the extracted factors of the main research hypotheses are satisfactory. Therefore, the research model includes 3 factors: Attitude (ATT), Subjective Norm (SUB), Perceived Behavioral Control (PER) was accepted.

4.4. Confirmatory Factor Analysis (CFA)

The measurement model was then subjected to a confirmatory factor analysis using AMOS 20.0. CMIN/DF = 1.455, TLI = 0.968, GFI = 0.958, CFI = 0.975, and RMSEA = 0.032 were the fitness values for the measurement model. These standards were regarded as proper. The Bartlett's sphericity test (2272.779, significance=0.000, df=153) and Kaiser-Meyer-Olkin test (0.718) proved that the correlation between the variables in the exploratory part analysis was significant (Nyilasy et al., 2014).

Table 7: Result confirmatory factor analysis.

	Observed value	Ideal threshold	Result
Chi-square/df	1.455	<3	Good
GFI	0.958	>0.9	Good
CFI	0.975	>0.9	Good
TLI	0.968	>0.9	Good
RMSEA	0.032	<0.08	Acceptable

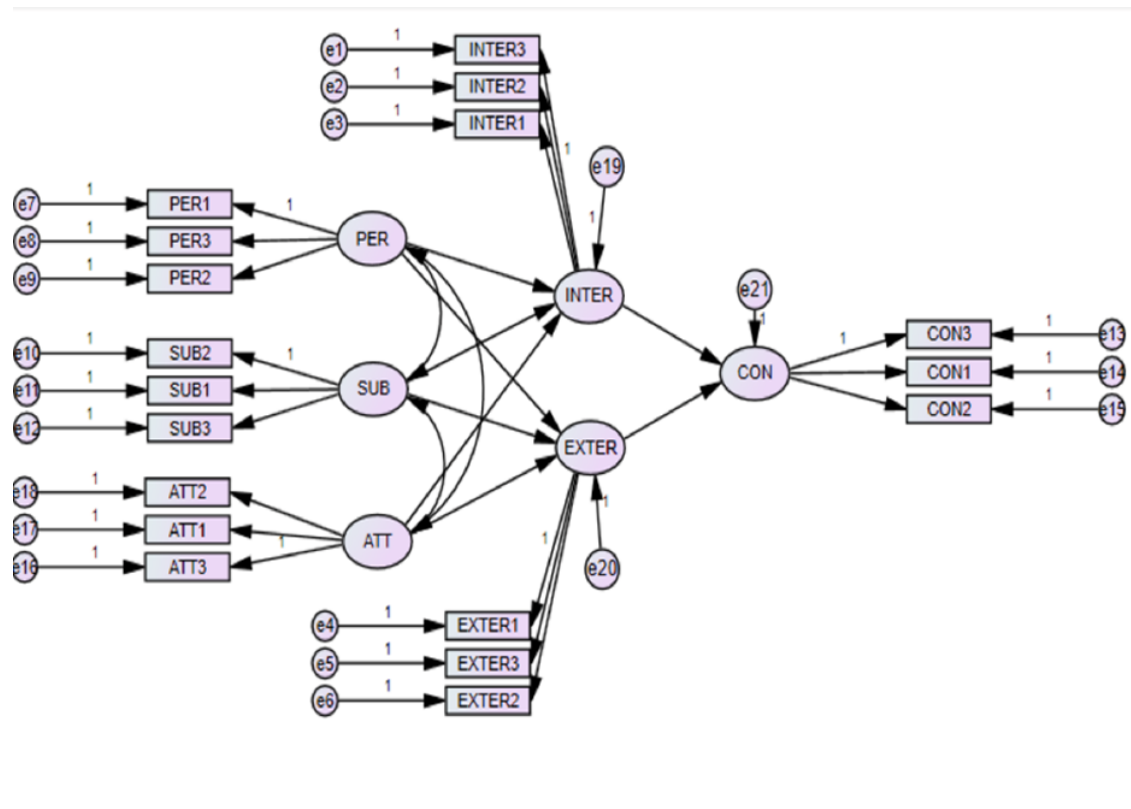


NOTES: CMIN/DF = 1.455, GFI=0.958, CFI=0.975, RMSEA=0.032 AND TLI=0.968.

Figure 2: Results of CFA of Green Supply Chain Management Performance scale (standardized).

4.5. Structural Equation Modeling (SEM)

In general, the models presented by SEM often provide a wide range of relationships regarding the independent and dependent variables. Once identified and evaluated, we confirm or reject the hypothesis based on statistical data (Figure 3 and Table 8). The Chi-square (χ^2/df) value is 1,601 less than 3: the value of the Goodness of Fit Index (GFI) is 0.952 and the Comparative Fit Index (CFI) value is 0.965, greater than 0.9 and the final value is the Root Mean Square Error of Approximation (RMSEA) is 0.037, less than 0.08, TLI (Tucker–Lewis index) is 0.957 greater than 0.9. The model shows good fitness and all scales are acceptable (Hair, J. F., Black, W. C., Babin, B. J. & Anderson, 2019)



NOTES: CMIN/DF = 1.601, GFI=0.952, CFI=0.956, RMSEA=0.037 AND TLI=0.957. ***P<0.001

Figure 3: Direct and indirect effects on Green Supply Chain Management

H1 in Table 8 asks if TPB's internal GSCM operations, which is one of its parts, is helped by attitude. While the path coefficient found has a value of 0.454 ($p > 0.05$), it is not significant and does not support H1. On the other hand, some TPB parts, like subjective norms and perceived behavioral control, made internal GSCM activity better. The results show that TPB elements, besides consumer attitudes, can be used as a lead-in to GSCM actions on the inside. On the other hand, H4, which looks at whether attitude has a positive effect (+) on external GSCM practice, has a path coefficient of 0.849, which is not significant ($p > 0.05$). The link between TPB components and internal GSCM activities, for example, was positively affected (+) by perceived behavioral control and subjective norms, but external GSCM activities were not set, and H8 is not supported since the calculated path factor, which has a value of 0.068 ($p > 0.05$), is insignificant. These three findings prove that GSCM cannot be predicated on customer views. The GSCM practice, which results in buying behavior, is positively affected by perceived behavioral control and subjective norms.

Table 8: Hypothesis verification result.

					Standardized		
	Hypothesis	Estimate	SE	C.R	Regression Weights	P	Results
H1	ATT→INTER	0.040	0.054	749	0.045	0.454	Not supported
H2	SUB→INTER	0.217	0.064	3.393	0.211	***	Supported

H3	PER→INTER	0.287	0.061	4.679	0.296	***	Supported
H4	ATT→EXTER	-0.011	0.060	-191	-0.12	0.849	Not supported
H5	SUB→EXTER	0.226	0.071	3.172	0.201	0.02	Supported
H6	PER→EXTER	0.205	0.067	3.072	0.193	0.02	Supported
H7	INTER→CON	0.146	0.066	2.234	0.144	0.025	Supported
H8	EXTER→CON	0.106	0.058	1.826	0.114	0.068	Not supported

The results of SEM analysis show that Sig. of PER, SUB is *** (AMOS symbol *** is sig equivalent to 0.000) effect with INTER and SUB, PER and INTER is 0.02,0,02 and 0.025 < 0.05 have effect with EXTER and CON. Finally, the analysis results show that the effects of independent variables (PER) and (SUB) have a strong influence on the dependent variable (EXTER) and (INTER), (INTER) have a strong influence on the dependent variable (CON).

Standardized Regression Weights with an estimate is 0.211, Subjective Norm (SUB). This means that the higher the value of the Subjective Norm, the higher the Internal Green Supply Chain Management (INTER) will be. Perceived Behavioral Control (PER) has a significant positive effect strongest of 0.296 units on Internal Green Supply Chain Management (INTER). It proves that the higher a person has Perceived Behavioral Control the higher the Internal Green Supply Chain Management (INTER) will be. Standardized Regression Weights with an estimate is 0.201, Subjective Norm (SUB). This means that the higher the value of the Subjective Norm, the higher the External Green Supply Chain Management (EXTER) will be. Perceived Behavioral Control (PER) has a significant positive effect of 0.193 units on External Green Supply Chain Management (EXTER). It proves that the higher a person has Perceived Behavioral Control the higher the External Green Supply Chain Management (EXTER) will be.

Internal Green Supply Chain Management (INTER) had a strong impact on Consumer Purchasing (CON) with 0.144 units. It can be seen that the higher each person's awareness of environmental responsibility, the higher the Consumer Purchasing (CON) of the young generation.

4.6. One-Sample T-Test

The Hypothesis H0 proposed for the One-Sample Test that the average score of the respondents for the Subjective Norm, Perceived Behavioral Control, Internal Green Supply Chain Management, External Green Supply Chain Management, and Consumer Purchasing criterion is 4. We will perform the test to see if the H0 hypothesis is acceptable or not is to reject it (95% confidence interval used).

4.6.1. Subjective Norm

Table 9: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean

SUB1	447	3.83	0.911	0.043
SUB2	447	3.84	0.855	0.040
SUB3	447	4.02	0.818	0.039

Table 10: One-Sample Test

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SUB1	-3.844	446	0.000	-0.166	-0.25	-0.08
SUB2	-3.981	446	0.000	-0.161	-0.24	-0.08
SUB3	0.636	446	0.525	0.025	-0.05	0.10

It can be seen that sig. the value of t-test is SUB 1-2 less than 0.05. Therefore, the study can reject the initial hypothesis H₀, the average rating of respondents for the criterion Other Subjective Norm Factor 4. Besides, Table 9 shows the average value of the factors element. The test's inclusion requirements ranged from 3.83 to 3.84. Less than 4, the results show that the assessor is neutral on the SUB1-2 variables of the Subjective Norm. In which, the highest level belongs to the observed variable SUB 2: with your purchase intention mainly due to information from purchasing websites. In addition, the lowest is SUB 1: Your purchase intention is mainly introduced by friends and relatives because for green products, trust in the website version is higher than that of friends.

4.6.2. Perceived Behavioral Control

Table 11: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
PER1	447	3.89	0.896	0.042
PER2	447	4.10	0.783	0.037
PER3	447	4.00	0.828	0.039

Table 12: One-Sample Test

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PER 1	-2.481	446	0.013	-0.105	-0.19	-0.02
PER2	2.780	446	0.006	0.103	0.03	0.18
PER3	-0.114	446	0.909	-0.004	-0.08	0.07

It can be seen that sig. the value of t-test is PER 1-2 less than 0.05. Therefore, the study can reject the initial hypothesis H₀, the average rating of the respondents for the Perceived Behavioral Control criterion is different from 4. Besides, Table 11 shows the average value of the factors. The test's entry

requirements ranged from 3.89 to 4.10. results show that the evaluator agrees with the Perceived Behavioral Control PER1-2 variables. In which, the highest level belongs to the observed variable PER 2: with You always use green products because green products can protect your health. Besides, the lowest is SUB 1: Green products are easy to buy in the market.

4.6.3. Internal Green Supply Chain Management

Table 13: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
INTER1	447	4.02	0.930	0.044
INTER2	447	4.14	0.836	0.040
INTER3	447	4.10	0.874	0.041

Table 14: One-Sample Test

One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
INTER1	0.407	446	0.684	0.018	-0.07	0.10
INTER2	3.510	446	0.000	0.139	0.06	0.22
INTER3	2.436	446	0.015	0.101	0.02	0.18

It can be seen that sig. the value of t-test is INTER 2-3 less than 0.05. Therefore, the study can reject the initial hypothesis H0, the average rating of the respondents for the criterion of Internal Green Supply Chain Management is different from 4. Besides, Table 13 shows the mean value of the factors. element. The test's entry requirements ranged from 4.10 to 4.14. The results show that the evaluators agree with the variables INTER 2-3 of Internal Green Supply Chain Management greater than 4 . In which, the highest level belongs to the observed variable INTER 3: Should trade with environmentally friendly suppliers. Besides, the lowest is INTER 2 : Eco-friendly certificate affects internal GSCM.

4.6.4. External Green Supply Chain Management

Table 15: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
EXTER1	447	3.85	0.990	0.047
EXTER2	447	3.99	0.860	0.041
EXTER3	447	3.96	0.953	0.045

Table 16: One-Sample Test

One-Sample Test						
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Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
EXTER1	-3.104	446	0.002	-0.145	-0.24	-0.05
EXTER2	-0.330	446	0.742	-0.013	-0.09	0.07
EXTER3	-0.993	446	0.321	-0.045	-0.13	0.04

It can be seen that sig. the value of t-test is EXTER1 less than 0.05. Therefore, the study can reject the initial hypothesis H₀, the average rating of the respondents for the criterion of External Green Supply Chain Management is different from 4. Besides, Table 16 shows the average value of the factors. element. The entry requirement for the test is 3.85. The results show that the evaluator agrees with the variables INTER 2-3 of External Green Supply Chain Management. It is recommended to deal with eco-friendly suppliers.

4.6.5. Consumer Purchasing

Table 17: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
CON1	447	4.00	0.923	0.044
CON2	447	3.87	0.963	0.046
CON3	447	3.93	0.859	0.041

Table 18: One-Sample Test

One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CON1	0.000	446	1.000	0.000	-0.09	0.09
CON2	-2.799	446	0.005	-0.128	-0.22	-0.04
CON3	-1.708	446	0.088	-0.069	-0.15	0.01

Sig. the value of t-test is EXTER1 more than 0.05. Therefore, the study can reject the initial hypothesis H₀, the average rating of the respondents for the criterion of External Green Supply Chain Management is different from 4. Besides, Table 17 shows the mean value of the factors. element. The entry requirement for the test is 3.85. results show that the evaluator agrees with External Green Supply Chain Management's INTER 2-3 variables. In which, the highest level belongs to the observed variable INTER 3: Should trade with environmentally friendly suppliers. Besides, the lowest is INTER 2: Eco-friendly certificate affects inside GSCM.

Sig. the value of t-test is CON 2 less than 0.05. Therefore, the study can reject the initial hypothesis H0, the average rating of the respondents for the Consumer Purchasing criterion is different from 4. Besides, Table 16 shows the mean values of the factors. The entry requirement of the test is 3.87. The results show that the reviewer agrees with Consumer Purchasing's CON 2 variables. You absolutely choose green products in your shopping trips.

4.7. The influence of difference in demographic on variables (One-Way ANOVA)

4.7.1. Differences in demographic affect Subjective Norm

Table19: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect SUB

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)	Sig. (Welch)
Gender			0.322	0.811	
Male	212	3.9198			
Female	207	3.8760			
LGBT	28	3.9167			
Age			0.335	0.398	
< 22	285	3.8503			
From 22 to 30	121	3.9807			
From 30 to 40	25	4.0400			
From 40 to 50	10	3.9667			
> 50	6	3.8889			
Average Income			0.390	0.041	
< 5 million VND	282	3.8310			
From 5 to 10 million VND	86	4.0349			
From 10 to 15 million VND	37	3.8739			
From 15 to 20 million VND	16	4.2083			
> 20 million VND	26	4.0385			
Academic Standard			0.049		0.018
College	30	3.8111			
University	332	3.8926			
High school	11	3.6364			
Postgraduate	64	4.1094			

Vocational	10	3.3333			
Occupation			0.488	0.418	
Business	37	4.0090			
State civil servants	31	3.8817			
Workers – Employees	53	4.0440			
Lecturers	9	3.8889			
Student	317	3.8644			

As for the gender difference, age and occupation significantly affect the mean of Subjective Norm. These factors have no statistically significant difference. Because of their Sig. (ANOVA) value is greater than 0.05 (See Appendix 3). In contrast, for the Sig. (ANOVA) value of Average Income and Sig. (Welch) value of Academic Standards less than 0.05, they show that these factors have statistical significance (See Appendix 3). People have Average Income From 15 to 20 million VND (a mean value at 4.2083) and Academic Standard is Postgraduate (a mean value at 4.1094) had more Subjective Norm than other Average Income and Academic Standard Groups.

4.7.2. Differences in demographic affect Perceived Behavioral Control

Table 20: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect PER

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)	Sig. (Welch)
Gender			0.630	0.106	
Male	212	3.9403			
Female	207	4.0709			
LGBT	28	3.8929			
Age			0.201	0.075	
< 22	285	3.9626			
From 22 to 30	121	4.0000			
From 30 to 40	25	4.1733			
From 40 to 50	10	4.1333			
> 50	6	4.6667			
Average Income			0.229	0.182	
< 5 million VND	282	3.9574			
From 5 to 10 million VND	86	4.0736			

From 10 to 15 million VND	37	3.9279		
From 15 to 20 million VND	16	4.3125		
> 20 million VND	26	4.0897		
Academic Standard			0.042	0.196
College	30	3.9778		
University	332	3.9588		
High school	11	4.0000		
Postgraduate	64	4.1667		
Vocational	10	4.2667		
Occupation			0.748	0.009
Business	37	4.0811		
State civil servants	31	4.2688		
Workers – Employees	53	4.1006		
Lecturers	9	4.4444		
Student	317	3.9317		

The differences in gender, age, Average Income and academic standard significantly affect the mean of Perceived Behavioral Control. These factors have no statistically significant difference. Because their Sig. (ANOVA) value and Sig. (Welch) value is greater than 0.05 (See Appendix 3). Lecturers (the mean value at 4.4444) had more Perceived Behavioral Control than other Occupation groups.

4.7.3. Differences in demographic affect Internal Green Supply Chain Management

Table 21: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect INTER.

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
Gender			0.471	0.246
Male	212	4.1447		
Female	207	4.0403		
LGBT	28	3.9762		
Age			0.708	0.335

< 22	285	4.0363		
From 22 to 30	121	4.1405		
From 30 to 40	25	4.2800		
From 40 to 50	10	4.2333		
> 50	6	4.2778		
Average Income			0.151	0.020
< 5 million VND	282	4.0059		
From 5 to 10 million VND	86	4.2597		
From 10 to 15 million VND	37	4.2613		
From 15 to 20 million VND	16	4.2708		
> 20 million VND	26	4.0128		
Academic Standard			0.474	0.333
College	30	4.2222		
University	332	4.0462		
High school	11	4.0303		
Postgraduate	64	4.2292		
Vocational	10	4.1333		
Occupation			0.817	0.022
Business	37	4.2072		
State civil servants	31	4.3548		
Workers – Employees	53	4.2642		
Lecturers	9	3.9259		
Student	317	4.0200		

The differences in gender, age academic standard significantly affect the mean of Internal Green Supply Chain Management. These factors have no statistically significant difference. Because their Sig. (ANOVA) value is greater than 0.05 (See Appendix 3). In contrast, for the Sig.(ANOVA) value of Average Income and occupation less than 0.05, they show that these factors have statistical significance (See Appendix 3). People have Average Income From 10 to 15 million VND (a mean value at 4.2613) and Occupation is state civil servants (a mean value at 4.3548) had more Internal Green Supply Chain Management than other Average Income and occupation Groups.

4.7.4. Differences in demographic affect External Green Supply Chain Management

Table 22: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect EXTER

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
Gender			0.836	0.627
Male	212	3.9245		
Female	207	3.9565		
LGBT	28	3.8095		
Age			0.792	0.302
< 22	285	3.9380		
From 22 to 30	121	3.9421		
From 30 to 40	25	3.9067		
From 40 to 50	10	4.1000		
> 50	6	3.2778		
Average Income			0.200	0.720
< 5 million VND	282	3.9421		
From 5 to 10 million VND	86	3.9496		
From 10 to 15 million VND	37	3.9910		
From 15 to 20 million VND	16	3.7292		
> 20 million VND	26	3.8077		
Academic Standard			0.790	0.520
College	30	3.7667		
University	332	3.9277		
High school	11	3.9394		
Postgraduate	64	4.0521		
Vocational	10	3.8000		
Occupation			0.138	0.231
Business	37	3.8559		
State civil servants	31	4.0000		
Workers – Employees	53	4.1447		
Lecturers	9	3.7407		

Student	317	3.9043		
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The differences in gender, age, Average Income, academic standard and occupation significantly affect the mean of External Green Supply Chain Management. These factors have no statistically significant difference. Because their Sig. (ANOVA) value is greater than 0.05 (See Appendix 3).

4.7.5. Differences in demographic affect Consumer Purchasing

Table 23: Differences in Gender, Age, Average Income, Academic Standard and Occupation affect CON.

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
Gender			0.198	0.933
Male	212	3.9230		
Female	207	3.9485		
LGBT	28	3.9167		
Age			0.973	0.841
< 22	285	3.9146		
From 22 to 30	121	3.9669		
From 30 to 40	25	3.9600		
From 40 to 50	10	3.8667		
> 50	6	4.2222		
Average Income			0.446	0.587
< 5 million VND	282	3.9043		
From 5 to 10 million VND	86	4.0310		
From 10 to 15 million VND	37	3.9189		
From 15 to 20 million VND	16	3.8125		
> 20 million VND	26	4.0385		
Academic Standard			0.407	0.293
College	30	3.7444		
University	332	3.9247		
High school	11	3.8182		
Postgraduate	64	4.0573		
Vocational	10	4.1667		

Occupation			0.432	0.391
Business	37	3.9820		
State civil servants	31	4.0430		
Workers – Employees	53	3.9434		
Lecturers	9	3.4815		
Student	317	3.9295		

The differences in gender, age, Average Income, academic standard and occupation significantly affect the mean of Consumer Purchasing. These factors have no statistically significant difference. Because their Sig. (ANOVA) value is greater than 0.05 (See Appendix 3).

4.8. Summary

Descriptive statistics were used in Chapter 4 to present the study sample, the outcomes of testing research idea scales, and the testing of hypotheses, procedures, and research findings. The firm satisfaction scale incorporates 5 components using the Cronbach's Alpha reliability test and EFA exploratory factor analysis: Through a number of mechanisms, green consumption has an impact on the environment. Attitude (ATT), Subjective Norm (SUB), Perceived Behavioral Control (PER), Perceived Behavioral Control (PER), Perceived Behavioral Control (PER), Perceived Behavioral Control (PER), (4) Internal Green Supply Chain Management (INTER), External Green Supply Chain Management (EXTER), and Consumer Purchasing (CON). The model was then put to the test using descriptive statistics, the evaluation of scale Cronbach's Alpha reliability, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), structural equation modeling (SEM), one-sample t-tests, and the one-way ANOVA that examines the impact of demographic differences on variables.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

The study used primary data collected from 447 people and was carried out using a quantitative method. The goal of this study is to impact the green supply chain as a marketing strategy. The study uses the test method by the scales including Cronbach's Alpha, EFA, CFA, SEM, T-Test, Anova... It is significant to analyze the above correlations in the study. The results show that there is a correlation between green supply chains and future green directions.

5.1. Discussion

We looked at how the GSCM framework and TPB components influence consumers' green purchasing decisions. Considering that it outlines the technique through which attitudes, subjective standards, perception affects intention and action, and behavioral control TPB is often used in research on green consumer buying behavior. However, earlier research on TPB-based green products is limited. From a marketing standpoint, they only evaluated TV commercials, media, brochures, and CSR. We have expanded the scope of measurements and data to include activities within schools and residents to address these limitations. This introduces eco-friendly production techniques, encouraging students in the school to look at

the problem in novel ways. Students who are members of the younger generation should have new thoughts and actions to create new values and current trends. According to Ajzen (Kor & Mullan, 2011), although attitudes generally influence behavior, there can be no association in studies involving activities, necessitating the use of antecedent measurements. Corporate advertising on environmental performance as well as word of mouth different sources of knowledge, according to (Nyilasy et al., 2014)

The survey results demonstrate that word-of-mouth from well-known retailers and Facebook advertising have a considerable influence on consumers' perceptions of GSCM. This pattern suggests that spreading knowledge about GSCM might improve consumers' favorable opinions. Yet, a creative marketing plan using non-commercial media must be considered. Because word-of-mouth is more likely to have an impact on customers nowadays, it is essential to develop innovative strategies, such digital marketing or word-of-mouth, to effect consumers' purchase decisions in GSCM practice. When H2 and H5 were supported, it was found that subjective norms were significantly associated with both internal and external GSCM activities. Subjective norms are beliefs that an individual or a sizable group favors and favors green purchasing behavior. It serves as a catalyst to develop a decent and moral social image. Similar findings are supported by consumer interviews. This study suggests that considering demographic factors may enhance the influence of subjective norms. Results also vary depending on whether green items are used. Some respondents mentioned that it would be helpful to place green products on various levels by saying that they were more interested in hearing what other people think about the goods being used outside in their houses. Depending on the characteristics of the goods, the subjective norms change.

H3 and H6 are true, and it was found that cognitive-behavioral control has a big effect on both intrinsic and extrinsic GSCM activity. The findings show that accessibility and time to buy eco-friendly goods are not seen as barriers. On the other hand, some people said they don't buy eco-friendly products because they are too expensive. The survey results back up this conclusion, since 10 of the people who took the survey said that high costs were a turnoff. Three out of ten people said they would buy a product no matter how much it cost if they thought it was good for the environment. These findings suggest that, while price is perceived as a deterrent, if a company can supply, price is not a deterrent. A business can get past the high price control barrier if it can use GSCM to get benefits and give accurate information about how it takes care of the environment. This discovery is in line with the findings of earlier investigations (D'Souza & Taghian, 2005; Moser, 2015a). They show that when fully informed about green products, consumers are willing to pay higher costs.

The last two hypotheses, H7 and H8, which refer to "internal and external GSCM actions that have a positive impact on consumers," were disproved. The reason is that customers have not yet been significantly affected by the internal and external operations of the green supply chain. Consumers who have shown in surveys that they plan to buy when given GSCM information through the advertisements of well-known retailers also say that they will be affected by shop advertising and word-of-mouth marketing. Secondary data show that dependable eco-friendly manufacturing techniques, such as GSCM, can change

unfavorable consumer feelings into favorable ones, which in turn results in better behavior and acquisition.

According to expert 1. Through interviews with experts, the newly discovered factor is that technology is considered to have an impact on the large green supply chain and the factors affecting the green supply chain as a strategic impact user user method.

According to experts 1, the application of technology will help the supply chain of enterprises to use input materials to save maximum power, make better use of product accessories, save electricity in time and operate products. The fastest and most synchronised production does that, it will contribute to reducing waste, giving products to the environment, making production more environmentally friendly. However, experts also added that the investment cost for technology can be expensive. In addition, the expert also commented that technology is an important factor contributing to creating a green and sustainable supply chain in the future. In the current Vietnamese market, the technologies that are popular among analysts include GPS, Blockchain, warehouse management software and product distribution. In addition, the technology factor applied to the process, the cost and human factor will also be affected, the initial stage of banning the company will cost a lot of investment, but in the long run, it will save money. Cost of electricity saves electricity, waste products, saves time, creates higher efficiency. For human resources, it is certain that the staff will have many changes, the number of which will compensate for an important factor that connects and creates good awareness for users to better understand the green production process and products. green products.

According to expert 2, has many years of experience in value chain research and sustainable development in Logistic. Through interviews with experts, the newly discovered factor is that technology is considered to have an impact on the large green supply chain and the factors affecting the green supply chain as a strategic impact. user user method.

According to experts, the element of technology can be added to the green supply chain. For business, it can help improve greenhouse gas emissions. For the environment, it will be possible to reduce environmental pollution and global warming. In addition, applying technology to the supply chain cannot be assessed as a factor to help the supply chain be sustainable because besides that, the investment cost factor for technology is still taken into account. Technological factors added to the process will have many aspects to be introduced, on the one hand, helping businesses reduce a part of costs for labor, on the other hand, a problem is posed if many advanced technologies are invested in. process will increase costs for the business and should be focused on technology investments that will help the business less without the need for highly skilled workers. Conclusion technology factor is considered useful for green supply chains for businesses in management as well as marketing strategies for consumers and helps to improve the current living environment.

According to expert 1, the element of Subjective Norms and Cognitive Behavior Control in the TPB model is considered an important factor because it comes from that we can easily know the thoughts of a person. people about the job should or not. should practice a behavior based on the opinions of important people such as friends, family, and business partners, and a person's sense of how their ability to manage their actions is affected by the

degree to which their ability to perceive Their knowledge, beliefs about the availability of the times, money, and opportunities to support or limit activity form the basis of this theory. If it were a customer when choosing a product, the expert would appreciate that the level of validation required for the production line would be less but would require them to have better skills and knowledge to be able to operate the plant. new technology. Therefore, the expert concludes that Technology is the first source of clean production without fertilizers and the green processing and distribution process is certain. Thereby, helping to change users' perception of using green color and impact on improving the green environment.

5.2. Conclusion

Consumers are becoming more concerned about the environment, which is slowly changing their plans to buy green products. With consumers interested in green products, companies all participate in the green product race, making GSCM change in a positive direction. Data collected from young people and educated, highly qualified people makes the research the most intuitive with more than 447 people took part in the study. The research findings were evaluated and analyzed using a variety of techniques, including confirmatory factor analysis (CFA), structural equation modeling (SEM), Cronbach's alpha reliability, measurement parameters, and conclusion-making. The study's findings support the logic by demonstrating that attitudes and opinions have no impact on internal and external GSCM, and external GSCM does not affect green consumer purchases. Previous investigations have supported the idea of the "attitude-behavior gap". Therefore, GSCM is not only evaluated, produced, and evaluated internally but can also indirectly spread word of mouth among customers if it is used as an eco-friendly marketing element. It also promotes good attitudes and has a favorable influence on purchasing behavior.

This approach will be successful in bridging the attitude-behavior gap phenomenon's limits. The study also shows us how companies can influence purchasing and consumption decisions by showing customers the production process and green chain system through GSCM, such as: Changing consumer buying mindsets is the new direction of the industry. We also raise the prospect of using GSCM and other eco-friendly internal frameworks as a new marketing approach. The ongoing study of consumer-friendly rules, uniform labeling, and certification marks will also help to further the field of research on green consumer purchasing behavior. Finally, the GSCM emphasizes that companies can benefit from a competitive edge in the face of environmental deterioration and climate change. by reflecting on consumers' views. Vietnam is a developing country where consumers are changing their green consumption behaviors to protect the environment. This is also a good opportunity to help Vietnam develop in the international community.

5.3. Implications

The study had several ramifications. First, we attempted to incorporate the GSCM framework as corporate environmental practices with the TPB model of consumer behavior. By measuring GSCM from the viewpoint of consumers, we also offered information regarding business internal environment efforts. This procedure suggests that businesses can

get consumer feedback, and that when the GSCM framework is expanded to include customer viewpoints, consumers are more likely to trust businesses' environmental initiatives. To measure GSCM practices from an end-user perspective, GSCM and TPB theory are combined, which offers new insights for businesses. Second, we did FGIs to separate our results from earlier research on TPB for attitude, which was a factor of rejection in the initial survey.

The interviews showed that GSCM is insufficient to improve customer attitudes on its own. Consumer attitudes and behaviors will be significantly improved by educating consumers about GSCM principles through trust-based marketing tactics. This realization has a practical application in that GSCM and marketing strategies must be combined. Lastly, the findings of this study imply that by examining the effects on consumers' purchasing behavior, GSCM procedures, on which businesses spend a lot of time and money, can be effectively used as an eco-friendly marketing approach. In addition, GSCM can be utilized to distinguish the company from its competitors by projecting an eco-friendly image. Alter any labels or notations that are challenging from a commercial standpoint or that only professionals can understand. In particular, businesses must make it simple to acquire knowledge and information on GSCM and ensure that manufacturing process labels and markers are easily legible and intelligible. Moreover, this study has theoretical relevance since it includes conduct, the ultimate performance variable of TPB, in contrast to other studies utilizing TPB, which only measured intentions (de Leeuw et al., 2015). Most TPB-related studies came to a conclusion with plans to buy. We expanded the study's implications by including factors in behavior, as businesses are likely more interested in consumers' purchasing behavior than intention.

5.4. Limitations and further research

Although these effects are significant, the following restrictions need to be addressed: Second, it is difficult to fully transform the GSCM activities developed by inside staff members into meanings that customers can understand. Technical, quality, and test words are defined in a separate part of the questionnaire using graphs. By using clearer terminology and descriptions of GSCM activities, future studies may benefit from making the question easier to grasp for respondents. Moreover, the connection between GSCM and customers is sometimes acknowledged. Additional research should concentrate more on the connection between downstream activities, even if our analysis is based on the hypothesis of the interaction between GSCM and consumers in the current literature, and the internal environment of GSCM, which was previously evaluated from a B2B perspective. The qualities of green products should be used to categorize them. Future research will become even more crucial because of the classification and analysis based on product attributes, and customers' decision-making processes may vary as a result.

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APPENDIX I

Appendix I. Questionnaire survey

QUESTIONNAIRE

Question 0: Are you interested in green supply chain and green purchasing?

- Yes (1)
- No (2)

Question 1: Full name?

Question 2: Gender?

- Male (1)
- Female (2)
- LGBT (3)

Question 3: Age?

- under 22 (1)
- 22 – 30 (2)
- 30 – 40 (3)
- 40 – 50 (4)
- over 50 (5)

Question 4: Please tell me about your current income?

- under 5 million (1)
- From 5 million – under 10 million (2)
- From 10 million – under 15 million (3)
- From 15 million – under 20 million (4)
- Over 20 million (5)

Question 5: Please indicate your education level?

- College (1)
- Vocational (2)

- High school (3)
- University (4)
- Postgraduate (5)

Question 6: What is your current occupation?

- Student (1)
- Lecturers (2)
- Civil servant (3)
- Workers - Employees (4)
- Business (5)
- Housewife (6)
- Freelance (7)
- Bank (8)
- Professor Dr (9)

Question 7: Are you interested in a green supply chain?

- Yes (1)
- No (2)

Question 8: How often do you buy green products?

- 1 - 5 times/year (1)
- 5-10 times/year (2)
- 1 time per month (3)
- 2-3 times/month (4)
- 4 -7 times/month (5)
- More than 8 times/month (6)

Question 9: The places you choose to consume green products?

- Search and order online through websites, facebook (1)
- Go to the familiar store you used to buy (2)
- Try other new stores around the area (3)
- Find information online and go directly to the store to buy products (4)

Question 10: Where do you choose to buy green products?

- Domestic (1)
- Foreign (2)
- Both (3)

Question 11: Do you continue to use green products?

- Yes (1)
- No (2)

Question 12: Would you recommend green products to friends and family?

- Yes (1)
- No (2)

Research content

Respondents, please indicate your level of agreement with the statements by marking (X) on a scale of 1 to 5, as follows:

1: Strongly disagree

2:

Disagre

3: Neutral

4: Agree

5: Strongly agree

Scale to measure awareness of environmental protection affects green pepper intention

1. Attitude

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Green products will contribute to environmental protection					
2	Ready to use green products to contribute to environmental protection					
3	Long-term future use of green products					

2. Subjective Norm

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Your purchase intention is mainly recommended by friends and relatives					
2	Your purchase intent is primarily due to information from purchasing sites					
3	Your purchase intention is related to environmental protection					

3. *Perceived Behavioral Control*

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Are green products easy to buy in the market.					
2	You always use green products because green products can protect your health.					
3	Green products with friendly packaging make you want to buy and use.					

4. *Consumer purchasing*

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	You absolutely choose green products in your purchases					
2	You will buy a product with an eco-friendly certificate because it will help the business that produces the product					
3	Will you fully trust green products in the future?					

5. Internal Green Supply Chain Management

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Facilities management impacts inside GCSM					
2	Compliance with regulations on environmental protection, management program and audit impacting inside GSCM					
3	Eco-friendly certificate impacts inside GSCM.					

6. External Green Supply Chain Management

1: TOTAL DISAGREE -> 5: TOTAL AGREE

No.	Stated	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	It is recommended to deal with eco-friendly suppliers					
2	Organize GSCM Activities and Communicate with Suppliers					

3	GSCM Operations and Consumer Communication					
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APPENDIX II

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	212	47.4	47.4	47.4
	Female	207	46.3	46.3	93.7
	LGBT	28	6.3	6.3	100.0
	Total	447	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 22	285	63.8	63.8	63.8
	Form 22 to 30	121	27.1	27.1	90.8
	Form 30 to 40	25	5.6	5.6	96.4
	From 40 to 50	10	2.2	2.2	98.7
	> 50	6	1.3	1.3	100.0
	Total	447	100.0	100.0	

Average Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 5 Milion VND	282	63.1	63.1	63.1

	From 5 to 10 Milion VND	86	19.2	19.2	82.3
	From 10 to 15 Milion VND	37	8.3	8.3	90.6
	From 15 to 20 Milion VND	16	3.6	3.6	94.2
	> 20 Milion VND	26	5.8	5.8	100.0
	Total	447	†	100.0	

Academic Standard					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	college	30	6.7	6.7	6.7
	university	332	74.3	74.3	81.0
	high school	11	2.5	2.5	83.4
	Postgraduate	64	14.3	14.3	97.8
	Vocational	10	2.2	2.2	100.0
	Total	447	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	37	8.3	8.3	8.3
	state civil servants	31	6.9	6.9	15.2
	Workers – Employees	53	11.9	11.9	27.1
	Lecturers	9	2.0	2.0	29.1
	Student	317	70.9	70.9	100.0
	Total	447	100.0	100.0	

ATT

Case Processing Summary

		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.737	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATT1	7.61	3.046	.567	.648
ATT2	8.07	2.710	.515	.721
ATT3	7.72	2.943	.617	.592

SUB

Case Processing Summary			
		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.754	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SUB1	7.86	2.096	.592	.662
SUB2	7.86	2.171	.628	.619
SUB3	7.67	2.449	.533	.725

PER

Case Processing Summary			
		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PER1	8.10	1.919	.614	.646
PER2	7.89	2.304	.559	.708
PER3	8.00	2.123	.594	.667

INTER

Case Processing Summary			
		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.774	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INTER1	8.24	2.281	.592	.719
INTER2	8.12	2.531	.595	.713
INTER3	8.16	2.325	.646	.655

Case Processing Summary			
		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EXTER1	7.94	2.436	.624	.647
EXTER2	7.81	3.042	.521	.758

EXTER3	7.84	2.497	.644	.622
--------	------	-------	------	------

CON

Case Processing Summary			
		N	%
Cases	Valid	447	100.0
	Excluded ^a	0	.0
	Total	447	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.751	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CON1	7.80	2.454	.598	.643
CON2	7.93	2.522	.519	.740
CON3	7.87	2.578	.625	.619

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.682
Bartlett's Test of Sphericity	Approx. Chi-Square	1020.207
	df	36
	Sig.	.000

Communalities		
	Initial	Extraction
ATT2	1.000	.604
ATT3	1.000	.719
SUB1	1.000	.688
SUB2	1.000	.725
SUB3	1.000	.624
PER1	1.000	.709

PER2	1.000	.641
PER3	1.000	.669
ATT1	1.000	.670

Extraction Method: Principal Component Analysis.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.507	27.856	27.856	2.507	27.856	27.856
2	1.808	20.091	47.947	1.808	20.091	47.947
3	1.734	19.266	67.212	1.734	19.266	67.212
4	.628	6.974	74.186			
5	.572	6.354	80.539			
6	.544	6.043	86.583			
7	.423	4.701	91.283			
8	.415	4.612	95.895			
9	.369	4.105	100.000			

Total Variance Explained			
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.038	22.647	22.647
2	2.016	22.404	45.052
3	1.994	22.160	67.212
4			
5			
6			
7			
8			
9			

Extraction Method: Principal Component Analysis.

Component Matrix ^a			
	Component		
	1	2	3
ATT3	.566	.557	
PER1	.553	-.538	.338
PER3	.542	-.484	.375

PER2	.520	-.491	.359
ATT2	.401	.605	
ATT1	.492	.586	
SUB2	.536		-.660
SUB1	.578		-.586
SUB3	.540		-.567

Extraction Method: Principal Component Analysis.^a

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
PER1	.838		
PER3	.815		
PER2	.798		
SUB2		.850	
SUB1		.819	
SUB3		.776	
ATT3			.835
ATT1			.816
ATT2			.776

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 4 iterations.

Component Transformation Matrix

Component	1	2	3
1	.594	.604	.531
2	-.653	-.024	.757
3	.470	-.796	.381

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

T_TEST

SUB

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
SUB1	447	3.83	.911	.043

SUB2	447	3.84	.855	.040
SUB3	447	4.02	.818	.039

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SUB1	-3.844	446	.000	-.166	-.25	-.08
SUB2	-3.981	446	.000	-.161	-.24	-.08
SUB3	.636	446	.525	.025	-.05	.10

PER

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
PER1	447	3.89	.896	.042
PER2	447	4.10	.783	.037
PER3	447	4.00	.828	.039

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PER1	-2.481	446	.013	-.105	-.19	-.02
PER2	2.780	446	.006	.103	.03	.18
PER3	-.114	446	.909	-.004	-.08	.07

INTER

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
INTER1	447	4.02	.930	.044
INTER2	447	4.14	.836	.040
INTER3	447	4.10	.874	.041

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
INTER1	.407	446	.684	.018	-.07	.10
INTER2	3.510	446	.000	.139	.06	.22
INTER3	2.436	446	.015	.101	.02	.18

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
EXTER1	447	3.85	.990	.047
EXTER2	447	3.99	.860	.041
EXTER3	447	3.96	.953	.045

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
EXTER1	-3.104	446	.002	-.145	-.24	-.05
EXTER2	-.330	446	.742	-.013	-.09	.07
EXTER3	-.993	446	.321	-.045	-.13	.04

CON

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
CON1	447	4.00	.923	.044
CON2	447	3.87	.963	.046
CON3	447	3.93	.859	.041

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CON1	.000	446	1.000	.000	-.09	.09

CON2	-2.799	446	.005	-.128	-.22	-.04
CON3	-1.708	446	.088	-.069	-.15	.01

- a. Listwise deletion based on all variables in the procedure.
- a. Listwise deletion based on all variables in the procedure.
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- a. Listwise deletion based on all variables in the procedure.
- a. Listwise deletion based on all variables in the procedure.
- a. Listwise deletion based on all variables in the procedure.
- Extraction Method: Principal Component Analysis.
- Extraction Method: Principal Component Analysis.
- Extraction Method: Principal Component Analysis.
- Rotation Method: Varimax with Kaiser Normalization.

APPENDIX III

Descriptives

SUB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
					Male	212	
Female	207	3.8760	.68674	.04773	3.7819	3.9701	1.67
LGBT	28	3.9167	.65812	.12437	3.6615	4.1719	2.33
Total	447	3.8993	.70591	.03339	3.8337	3.9649	1.33

Descriptives

SUB

	Maximum
Male	5.00
Female	5.00
LGBT	5.00
Total	5.00

Test of Homogeneity of Variances

SUB

Levene Statistic	df1	df2	Sig.
1.135	2	444	.322

ANOVA

SUB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.210	2	.105	.210	.811
Within Groups	222.038	444	.500		
Total	222.248	446			

Robust Tests of Equality of Means

SUB

	Statistic ^a	df1	df2	Sig.
Welch	.210	2	76.940	.811

Descriptives

PER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
Male	212	3.9403	.68965	.04737	3.8469	4.0336	2.00
Female	207	4.0709	.66531	.04624	3.9797	4.1620	1.67
LGBT	28	3.8929	.78595	.14853	3.5881	4.1976	2.00
Total	447	3.9978	.68673	.03248	3.9339	4.0616	1.67

Descriptives

PER

	Maximum
Male	5.00
Female	5.00
LGBT	5.00
Total	5.00

Test of Homogeneity of Variances

PER

Levene Statistic	df1	df2	Sig.
.463	2	444	.630

ANOVA

PER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.115	2	1.058	2.255	.106
Within Groups	208.216	444	.469		
Total	210.331	446			

Robust Tests of Equality of Means

PER

	Statistic ^a	df1	df2	Sig.
Welch	2.208	2	73.567	.117

Descriptives

INTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
Male	212	4.1447	.70134	.04817	4.0497	4.2396	1.67
Female	207	4.0403	.74607	.05186	3.9380	4.1425	1.67
LGBT	28	3.9762	.82616	.15613	3.6558	4.2965	1.67
Total	447	4.0858	.73108	.03458	4.0178	4.1537	1.67

Descriptives

INTER

	Maximum
Male	5.00
Female	5.00
LGBT	5.00
Total	5.00

Test of Homogeneity of Variances

INTER

Levene Statistic	df1	df2	Sig.
.754	2	444	.471

ANOVA

INTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.500	2	.750	1.406	.246
Within Groups	236.879	444	.534		
Total	238.379	446			

Robust Tests of Equality of Means

INTER

	Statistic ^a	df1	df2	Sig.
Welch	1.357	2	73.712	.264

a. Asymptotically F distributed.

Descriptives

EXTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
Male	212	3.9245	.78732	.05407	3.8179	4.0311	1.00
Female	207	3.9565	.75737	.05264	3.8527	4.0603	1.33
LGBT	28	3.8095	.75593	.14286	3.5164	4.1026	2.33
Total	447	3.9321	.77074	.03645	3.8605	4.0038	1.00

Descriptives

EXTER

	Maximum
Male	5.00
Female	5.00
LGBT	5.00
Total	5.00

Test of Homogeneity of Variances

EXTER

Levene Statistic	df1	df2	Sig.
.179	2	444	.836

ANOVA

EXTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.556	2	.278	.467	.627
Within Groups	264.385	444	.595		
Total	264.942	446			

Robust Tests of Equality of Means

EXTER

	Statistic ^a	df1	df2	Sig.
Welch	.481	2	75.999	.620

a. Asymptotically F distributed.

Descriptives

CON

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum
					Lower Bound	Upper Bound	
Male	212	3.9230	.76923	.05283	3.8188	4.0271	2.00
Female	207	3.9485	.74211	.05158	3.8468	4.0502	1.33
LGBT	28	3.9167	.64550	.12199	3.6664	4.1670	2.33
Total	447	3.9344	.74814	.03539	3.8648	4.0039	1.33

Descriptives

CON

	Maximum
Male	5.00
Female	5.00
LGBT	5.00
Total	5.00

Test of Homogeneity of Variances

CON

Levene Statistic	df1	df2	Sig.
1.624	2	444	.198

ANOVA

CON

	Sum of Squares	df	Mean Square	F	Sig.
--	----------------	----	-------------	---	------

Between Groups	.078	2	.039	.069	.933
Within Groups	249.553	444	.562		
Total	249.631	446			

Robust Tests of Equality of Means

CON

	Statistic ^a	df1	df2	Sig.
Welch	.071	2	78.656	.932

a. Asymptotically F distributed.

Descriptives

SUB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
< 22	285	3.8503	.72635	.04303	3.7656	3.9350
Form 22 to 30	121	3.9807	.68624	.06239	3.8572	4.1042
Form 30 to 40	25	4.0400	.63333	.12667	3.7786	4.3014
From 40 to 50	10	3.9667	.59732	.18889	3.5394	4.3940
> 50	6	3.8889	.45542	.18592	3.4110	4.3668
Total	447	3.8993	.70591	.03339	3.8337	3.9649

Descriptives

SUB

	Minimum	Maximum
< 22	1.33	5.00
Form 22 to 30	2.33	5.00
Form 30 to 40	3.00	5.00
From 40 to 50	3.00	5.00
> 50	3.33	4.67
Total	1.33	5.00

Test of Homogeneity of Variances

SUB

Levene Statistic	df1	df2	Sig.
1.144	4	442	.335

ANOVA

SUB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.028	4	.507	1.017	.398
Within Groups	220.220	442	.498		
Total	222.248	446			

Robust Tests of Equality of Means

SUB

	Statistic ^a	df1	df2	Sig.
Welch	1.002	4	24.017	.426

a. Asymptotically F distributed.

Descriptives

PER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
< 22	285	3.9626	.70445	.04173	3.8804	4.0447
Form 22 to 30	121	4.0000	.64262	.05842	3.8843	4.1157
Form 30 to 40	25	4.1733	.72085	.14417	3.8758	4.4709
From 40 to 50	10	4.1333	.52587	.16630	3.7571	4.5095
> 50	6	4.6667	.42164	.17213	4.2242	5.1091
Total	447	3.9978	.68673	.03248	3.9339	4.0616

Descriptives

PER

	Minimum	Maximum
< 22	1.67	5.00
Form 22 to 30	2.67	5.00

Form 30 to 40	3.33	5.00
From 40 to 50	3.00	5.00
> 50	4.00	5.00
Total	1.67	5.00

Test of Homogeneity of Variances

PER

Levene Statistic	df1	df2	Sig.
1.502	4	442	.201

ANOVA

PER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.993	4	.998	2.138	.075
Within Groups	206.339	442	.467		
Total	210.331	446			

Robust Tests of Equality of Means

PER

	Statistic ^a	df1	df2	Sig.
Welch	4.083	4	24.092	.012

a. Asymptotically F distributed.

Descriptives

INTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
< 22	285	4.0363	.73787	.04371	3.9502	4.1223
Form 22 to 30	121	4.1405	.69755	.06341	4.0149	4.2661
Form 30 to 40	25	4.2800	.75572	.15114	3.9681	4.5919
From 40 to 50	10	4.2333	.91692	.28996	3.5774	4.8893
> 50	6	4.2778	.57413	.23439	3.6753	4.8803
Total	447	4.0858	.73108	.03458	4.0178	4.1537

Descriptives

INTER

	Minimum	Maximum
< 22	1.67	5.00
Form 22 to 30	1.67	5.00
Form 30 to 40	2.33	5.00
From 40 to 50	2.33	5.00
> 50	3.67	5.00
Total	1.67	5.00

Test of Homogeneity of Variances

INTER

Levene Statistic	df1	df2	Sig.
.537	4	442	.708

ANOVA

INTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.443	4	.611	1.144	.335
Within Groups	235.936	442	.534		
Total	238.379	446			

Robust Tests of Equality of Means

INTER

	Statistic ^a	df1	df2	Sig.
Welch	1.061	4	23.417	.398

a. Asymptotically F distributed.

Descriptives

EXTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
< 22	285	3.9380	.79196	.04691	3.8457	4.0304
Form 22 to 30	121	3.9421	.74247	.06750	3.8085	4.0758
Form 30 to 40	25	3.9067	.66332	.13266	3.6329	4.1805
From 40 to 50	10	4.1000	.77060	.24369	3.5487	4.6513
> 50	6	3.2778	.61162	.24969	2.6359	3.9196
Total	447	3.9321	.77074	.03645	3.8605	4.0038

Descriptives

EXTER

	Minimum	Maximum
< 22	1.00	5.00
Form 22 to 30	1.00	5.00
Form 30 to 40	2.33	5.00
From 40 to 50	2.33	5.00
> 50	2.67	4.00
Total	1.00	5.00

Test of Homogeneity of Variances

EXTER

Levene Statistic	df1	df2	Sig.
.423	4	442	.792

ANOVA

EXTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.889	4	.722	1.218	.302
Within Groups	262.053	442	.593		
Total	264.942	446			

Robust Tests of Equality of Means

EXTER

	Statistic ^a	df1	df2	Sig.
Welch	1.704	4	23.637	.182

a. Asymptotically F distributed.

Descriptives

CON

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
< 22	285	3.9146	.74753	.04428	3.8275	4.0018
Form 22 to 30	121	3.9669	.75327	.06848	3.8314	4.1025
Form 30 to 40	25	3.9600	.77172	.15434	3.6414	4.2786
From 40 to 50	10	3.8667	.77300	.24444	3.3137	4.4196
> 50	6	4.2222	.68853	.28109	3.4997	4.9448
Total	447	3.9344	.74814	.03539	3.8648	4.0039

Descriptives

CON

	Minimum	Maximum
< 22	1.33	5.00
Form 22 to 30	1.67	5.00
Form 30 to 40	2.00	5.00
From 40 to 50	3.00	5.00
> 50	3.00	5.00
Total	1.33	5.00

Test of Homogeneity of Variances

CON

Levene Statistic	df1	df2	Sig.
.126	4	442	.973

ANOVA

CON

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.799	4	.200	.355	.841
Within Groups	248.832	442	.563		
Total	249.631	446			

Robust Tests of Equality of Means

CON

	Statistic ^a	df1	df2	Sig.
Welch	.363	4	23.361	.832

a. Asymptotically F distributed.

Descriptives

SUB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
< 5 Milion VND	282	3.8310	.70710	.04211	3.7481
From 5 to 10 Milion VND	86	4.0349	.74803	.08066	3.8745
From 10 to 15 Milion VND	37	3.8739	.60016	.09867	3.6738
From 15 to 20 Milion VND	16	4.2083	.61914	.15478	3.8784
> 20 Milion VND	26	4.0385	.64860	.12720	3.7765
Total	447	3.8993	.70591	.03339	3.8337

Descriptives

SUB

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
< 5 Milion VND	3.9139	1.33	5.00
From 5 to 10 Milion VND	4.1953	2.00	5.00
From 10 to 15 Milion VND	4.0740	2.67	5.00

From 15 to 20 Milion VND	4.5382	3.33	5.00
> 20 Milion VND	4.3004	3.00	5.00
Total	3.9649	1.33	5.00

Test of Homogeneity of Variances

SUB

Levene Statistic	df1	df2	Sig.
1.032	4	442	.390

ANOVA

SUB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.953	4	1.238	2.519	.041
Within Groups	217.295	442	.492		
Total	222.248	446			

Robust Tests of Equality of Means

SUB

	Statistic ^a	df1	df2	Sig.
Welch	2.595	4	63.357	.045

a. Asymptotically F distributed.

Descriptives

PER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
< 5 Milion VND	282	3.9574	.69836	.04159	3.8756
From 5 to 10 Milion VND	86	4.0736	.65759	.07091	3.9327

From 10 to 15 Milion VND	37	3.9279	.56183	.09236	3.7406
From 15 to 20 Milion VND	16	4.3125	.71460	.17865	3.9317
> 20 Milion VND	26	4.0897	.76337	.14971	3.7814
Total	447	3.9978	.68673	.03248	3.9339

Descriptives

PER

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
< 5 Milion VND	4.0393	1.67	5.00
From 5 to 10 Milion VND	4.2146	2.33	5.00
From 10 to 15 Milion VND	4.1153	3.00	5.00
From 15 to 20 Milion VND	4.6933	3.00	5.00
> 20 Milion VND	4.3981	2.67	5.00
Total	4.0616	1.67	5.00

Test of Homogeneity of Variances

PER

Levene Statistic	df1	df2	Sig.
1.411	4	442	.229

ANOVA

PER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.939	4	.735	1.566	.182
Within Groups	207.392	442	.469		
Total	210.331	446			

Robust Tests of Equality of Means

PER

	Statistic ^a	df1	df2	Sig.
Welch	1.485	4	62.342	.217

a. Asymptotically F distributed.

Descriptives

INTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
< 5 Milion VND	282	4.0059	.72489	.04317	3.9209
From 5 to 10 Milion VND	86	4.2597	.71291	.07687	4.1068
From 10 to 15 Milion VND	37	4.2613	.58865	.09677	4.0650
From 15 to 20 Milion VND	16	4.2708	.68007	.17002	3.9084
> 20 Milion VND	26	4.0128	.93562	.18349	3.6349
Total	447	4.0858	.73108	.03458	4.0178

Descriptives

INTER

	95% Confidence Interval for Mean		Minimum	Maximum
	Upper Bound			
	Lower Bound	Upper Bound		
< 5 Milion VND	4.0909	4.0009	1.67	5.00
From 5 to 10 Milion VND	4.4125	4.1225	1.67	5.00
From 10 to 15 Milion VND	4.4575	4.3575	3.00	5.00
From 15 to 20 Milion VND	4.6332	4.5332	3.00	5.00
> 20 Milion VND	4.3907	4.2907	2.00	5.00
Total	4.1537	4.0537	1.67	5.00

Test of Homogeneity of Variances

INTER

Levene Statistic	df1	df2	Sig.
1.693	4	442	.151

ANOVA

INTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.226	4	1.556	2.963	.020
Within Groups	232.154	442	.525		
Total	238.379	446			

Robust Tests of Equality of Means

INTER

	Statistic ^a	df1	df2	Sig.
Welch	3.165	4	62.271	.020

a. Asymptotically F distributed.

Descriptives

EXTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
< 5 Milion VND	282	3.9421	.74309	.04425	3.8550
From 5 to 10 Milion VND	86	3.9496	.80929	.08727	3.7761
From 10 to 15 Milion VND	37	3.9910	.70047	.11516	3.7574
From 15 to 20 Milion VND	16	3.7292	.91262	.22815	3.2429
> 20 Milion VND	26	3.8077	.95300	.18690	3.4228
Total	447	3.9321	.77074	.03645	3.8605

Descriptives

EXTER

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
< 5 Milion VND	4.0292	1.33	5.00
From 5 to 10 Milion VND	4.1231	1.00	5.00
From 10 to 15 Milion VND	4.2245	2.33	5.00
From 15 to 20 Milion VND	4.2155	2.33	5.00

> 20 Milion VND	4.1926	1.00	5.00
Total	4.0038	1.00	5.00

Test of Homogeneity of Variances

EXTER

Levene Statistic	df1	df2	Sig.
1.502	4	442	.200

ANOVA

EXTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.244	4	.311	.521	.720
Within Groups	263.697	442	.597		
Total	264.942	446			

Robust Tests of Equality of Means

EXTER

	Statistic ^a	df1	df2	Sig.
Welch	.378	4	60.853	.823

a. Asymptotically F distributed.

Descriptives

CON

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
< 5 Milion VND	282	3.9043	.73594	.04382	3.8180
From 5 to 10 Milion VND	86	4.0310	.73499	.07926	3.8734
From 10 to 15 Milion VND	37	3.9189	.74289	.12213	3.6712

From 15 to 20 Milion VND	16	3.8125	.98107	.24527	3.2897
> 20 Milion VND	26	4.0385	.79065	.15506	3.7191
Total	447	3.9344	.74814	.03539	3.8648

Descriptives

CON

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
< 5 Milion VND	3.9905	1.33	5.00
From 5 to 10 Milion VND	4.1886	2.00	5.00
From 10 to 15 Milion VND	4.1666	1.67	5.00
From 15 to 20 Milion VND	4.3353	2.00	5.00
> 20 Milion VND	4.3578	3.00	5.00
Total	4.0039	1.33	5.00

Test of Homogeneity of Variances

CON

Levene Statistic	df1	df2	Sig.
.930	4	442	.446

ANOVA

CON

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.587	4	.397	.707	.587
Within Groups	248.044	442	.561		
Total	249.631	446			

Robust Tests of Equality of Means

CON

	Statistic ^a	df1	df2	Sig.
Welch	.647	4	60.940	.631

a. Asymptotically F distributed.

Descriptives

SUB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
college	30	3.8111	.53019	.09680	3.6131	4.0091
university	332	3.8926	.71255	.03911	3.8156	3.9695
high school	11	3.6364	1.01603	.30635	2.9538	4.3189
Postgraduate	64	4.1094	.61163	.07645	3.9566	4.2622
Vocational	10	3.3333	.75359	.23831	2.7942	3.8724
Total	447	3.8993	.70591	.03339	3.8337	3.9649

Descriptives

SUB

	Minimum	Maximum
college	2.67	5.00
university	1.67	5.00
high school	1.33	5.00
Postgraduate	3.00	5.00
Vocational	2.00	4.00
Total	1.33	5.00

Test of Homogeneity of Variances

SUB

Levene Statistic	df1	df2	Sig.
2.406	4	442	.049

ANOVA

SUB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.036	4	1.759	3.613	.007
Within Groups	215.211	442	.487		
Total	222.248	446			

Robust Tests of Equality of Means

SUB

	Statistic ^a	df1	df2	Sig.
Welch	3.463	4	32.904	.018

a. Asymptotically F distributed.

Descriptives
PER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
college	30	3.9778	.60606	.11065	3.7515	4.2041
university	332	3.9588	.70436	.03866	3.8828	4.0349
high school	11	4.0000	.39441	.11892	3.7350	4.2650
Postgraduate	64	4.1667	.63966	.07996	4.0069	4.3265
Vocational	10	4.2667	.75031	.23727	3.7299	4.8034
Total	447	3.9978	.68673	.03248	3.9339	4.0616

Descriptives
PER

	Minimum	Maximum
college	3.33	5.00
university	1.67	5.00
high school	3.33	5.00
Postgraduate	3.00	5.00
Vocational	3.33	5.00
Total	1.67	5.00

Test of Homogeneity of Variances
PER

Levene Statistic	df1	df2	Sig.
2.506	4	442	.042

ANOVA
PER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.064	4	.766	1.634	.165
Within Groups	207.267	442	.469		
Total	210.331	446			

Robust Tests of Equality of Means

PER

	Statistic ^a	df1	df2	Sig.
Welch	1.601	4	34.167	.196

a. Asymptotically F distributed.

Descriptives

INTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
college	30	4.2222	.60225	.10996	3.9973	4.4471
university	332	4.0462	.71844	.03943	3.9686	4.1237
high school	11	4.0303	.73718	.22227	3.5351	4.5255
Postgraduate	64	4.2292	.78987	.09873	4.0319	4.4265
Vocational	10	4.1333	1.04468	.33036	3.3860	4.8807
Total	447	4.0858	.73108	.03458	4.0178	4.1537

Descriptives

INTER

	Minimum	Maximum
college	2.67	5.00
university	1.67	5.00
high school	3.00	5.00
Postgraduate	1.67	5.00
Vocational	1.67	5.00
Total	1.67	5.00

Test of Homogeneity of Variances

INTER

Levene Statistic	df1	df2	Sig.
.883	4	442	.474

ANOVA

INTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.451	4	.613	1.148	.333
Within Groups	235.928	442	.534		
Total	238.379	446			

Robust Tests of Equality of Means

INTER

	Statistic ^a	df1	df2	Sig.
Welch	1.117	4	32.688	.365

a. Asymptotically F distributed.

Descriptives

EXTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
college	30	3.7667	.74869	.13669	3.4871	4.0462
university	332	3.9277	.77134	.04233	3.8444	4.0110
high school	11	3.9394	.86690	.26138	3.3570	4.5218
Postgraduate	64	4.0521	.73516	.09189	3.8684	4.2357
Vocational	10	3.8000	.95839	.30307	3.1144	4.4856
Total	447	3.9321	.77074	.03645	3.8605	4.0038

Descriptives

EXTER

	Minimum	Maximum
college	2.00	5.00
university	1.00	5.00
high school	2.00	5.00

Postgraduate	2.33	5.00
Vocational	2.33	5.00
Total	1.00	5.00

Test of Homogeneity of Variances

EXTER

Levene Statistic	df1	df2	Sig.
.426	4	442	.790

ANOVA

EXTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.924	4	.481	.808	.520
Within Groups	263.018	442	.595		
Total	264.942	446			

Robust Tests of Equality of Means

EXTER

	Statistic ^a	df1	df2	Sig.
Welch	.793	4	32.605	.538

a. Asymptotically F distributed.

Descriptives

CON

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
college	30	3.7444	.82899	.15135	3.4349	4.0540
university	332	3.9247	.72644	.03987	3.8463	4.0031
high school	11	3.8182	.72055	.21725	3.3341	4.3023
Postgraduate	64	4.0573	.83053	.10382	3.8498	4.2648
Vocational	10	4.1667	.63343	.20031	3.7135	4.6198
Total	447	3.9344	.74814	.03539	3.8648	4.0039

Descriptives

CON

	Minimum	Maximum
college	1.67	5.00
university	1.33	5.00
high school	2.67	5.00
Postgraduate	2.00	5.00
Vocational	3.33	5.00
Total	1.33	5.00

Test of Homogeneity of Variances

CON

Levene Statistic	df1	df2	Sig.
1.000	4	442	.407

ANOVA

CON

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.768	4	.692	1.239	.293
Within Groups	246.862	442	.559		
Total	249.631	446			

Robust Tests of Equality of Means

CON

	Statistic ^a	df1	df2	Sig.
Welch	1.100	4	32.960	.373

a. Asymptotically F distributed.

Descriptives

SUB

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound

Business	37	4.0090	.75149	.12354	3.7585
state civil servants	31	3.8817	.56140	.10083	3.6758
Workers	53	4.0440	.67317	.09247	3.8585
Employees					
Lecturers	9	3.8889	.62361	.20787	3.4095
Student	317	3.8644	.72004	.04044	3.7848
Total	447	3.8993	.70591	.03339	3.8337

Descriptives

SUB

	95% Confidence	Minimum	Maximum
	Interval for Mean		
	Upper Bound		
Business	4.2596	2.33	5.00
state civil servants	4.0876	2.67	5.00
Workers – Employees	4.2296	2.33	5.00
Lecturers	4.3682	3.00	5.00
Student	3.9439	1.33	5.00
Total	3.9649	1.33	5.00

Test of Homogeneity of Variances

SUB

Levene Statistic	df1	df2	Sig.
.860	4	442	.488

ANOVA

SUB

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.953	4	.488	.980	.418
Within Groups	220.294	442	.498		
Total	222.248	446			

Robust Tests of Equality of Means

SUB

	Statistic ^a	df1	df2	Sig.
Welch	.960	4	43.422	.439

a. Asymptotically F distributed.

Descriptives

PER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
Business	37	4.0811	.64981	.10683	3.8644
state civil servants	31	4.2688	.65217	.11713	4.0296
Workers	53	4.1006	.61528	.08452	3.9310
Employees	9	4.4444	.47140	.15713	4.0821
Lecturers	317	3.9317	.69953	.03929	3.8543
Student	447	3.9978	.68673	.03248	3.9339
Total					

Descriptives

PER

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
Business	4.2977	3.00	5.00
state civil servants	4.5080	3.33	5.00
Workers – Employees	4.2702	3.00	5.00
Lecturers	4.8068	4.00	5.00
Student	4.0090	1.67	5.00
Total	4.0616	1.67	5.00

Test of Homogeneity of Variances

PER

Levene Statistic	df1	df2	Sig.
.483	4	442	.748

ANOVA

PER

	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	6.277	4	1.569	3.399	.009
Within Groups	204.055	442	.462		
Total	210.331	446			

Robust Tests of Equality of Means

PER

	Statistic ^a	df1	df2	Sig.
Welch	4.323	4	44.152	.005

a. Asymptotically F distributed.

Descriptives

INTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
Business	37	4.2072	.72585	.11933	3.9652
state civil servants	31	4.3548	.70938	.12741	4.0946
Workers – Employees	53	4.2642	.75775	.10408	4.0553
Lecturers	9	3.9259	.75971	.25324	3.3420
Student	317	4.0200	.71989	.04043	3.9404
Total	447	4.0858	.73108	.03458	4.0178

Descriptives

INTER

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
Business	4.4492	2.33	5.00
state civil servants	4.6150	2.33	5.00
Workers – Employees	4.4730	1.67	5.00
Lecturers	4.5099	2.00	4.67
Student	4.0995	1.67	5.00
Total	4.1537	1.67	5.00

Test of Homogeneity of Variances

INTER

Levene Statistic	df1	df2	Sig.
.389	4	442	.817

ANOVA

INTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.078	4	1.520	2.891	.022
Within Groups	232.301	442	.526		
Total	238.379	446			

Robust Tests of Equality of Means

INTER

	Statistic ^a	df1	df2	Sig.
Welch	2.740	4	42.537	.041

a. Asymptotically F distributed.

Descriptives

EXTER

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
					Lower Bound
Business	37	3.8559	.80331	.13206	3.5880
state civil servants	31	4.0000	.81650	.14665	3.7005
Workers	53	4.1447	.59020	.08107	3.9820
Employees	9	3.7407	.61864	.20621	3.2652
Lecturers	317	3.9043	.78999	.04437	3.8170
Student	447	3.9321	.77074	.03645	3.8605
Total					

Descriptives

EXTER

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
Business	4.1237	2.33	5.00
state civil servants	4.2995	2.33	5.00
Workers – Employees	4.3073	2.67	5.00
Lecturers	4.2163	3.00	5.00
Student	3.9916	1.00	5.00
Total	4.0038	1.00	5.00

Test of Homogeneity of Variances

EXTER

Levene Statistic	df1	df2	Sig.
1.749	4	442	.138

ANOVA

EXTER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.327	4	.832	1.405	.231
Within Groups	261.615	442	.592		
Total	264.942	446			

Robust Tests of Equality of Means

EXTER

	Statistic ^a	df1	df2	Sig.
Welch	2.026	4	43.489	.107

a. Asymptotically F distributed.

Descriptives

CON

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean

					Lower Bound
Business	37	3.9820	.81629	.13420	3.7098
state civil servants	31	4.0430	.70837	.12723	3.7832
Workers – Employees	53	3.9434	.71533	.09826	3.7462
Lecturers	9	3.4815	.47467	.15822	3.1166
Student	317	3.9295	.75446	.04237	3.8462
Total	447	3.9344	.74814	.03539	3.8648

Descriptives

CON

	95% Confidence Interval for Mean	Minimum	Maximum
	Upper Bound		
Business	4.2541	2.00	5.00
state civil servants	4.3028	3.00	5.00
Workers – Employees	4.1406	2.00	5.00
Lecturers	3.8463	3.00	4.33
Student	4.0129	1.33	5.00
Total	4.0039	1.33	5.00

Test of Homogeneity of Variances

CON

Levene Statistic	df1	df2	Sig.
.954	4	442	.432

ANOVA

CON

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.307	4	.577	1.031	.391
Within Groups	247.323	442	.560		
Total	249.631	446			

Robust Tests of Equality of Means

CON

	Statistic ^a	df1	df2	Sig.
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Welch	2.137	4	44.273	.092
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a. Asymptotically F distributed.