Health and Enviromental Concerns Influence the Purchasing Behavior of Green Technological Products in Hanoi

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Abstract

Research purpose:

The paper explores determinants of Hanoi consumers' buying behavior regarding green technology products, drawing partly on the Theory of Planned Behavior (TPB) and extending it with two constructs: health concern and environmental concern.

Research motivation:

In recent years, the topic "Protecting the environment" is always prioritized on the table of the world forum. Therefore, the appearance of green products with the aim of protecting the environment and maintaining the sustainability is vital. Most prior studies address either green products in general or focus on a single green product. Yet, research in Vietnam especially on green technology products which is still limited. Therefore, analyzing Vietnamese consumers' purchasing behavior for green technological goods is an urgent task that advances understanding of consumer behavior and this niche market.

Research design, approach, and method:

The research adopted a quantitative analysis, handling a set of questions to collect the response in Hanoi, Vietnam. A proper technique was used to select these respondents via both offline and online platform. In detail, the researcher employed the structural equation model on 241 valid samples.

Main findings:

The result reveals that attitude is a significant predictor toward purchasing behaviour of green technological products. In detail, two components health environmental and health concerns affect attitude with different degrees, the environmental concern has stronger impact attitude than health concern.

Practical Contributions

This study's findings may support policymakers in developing regulations and initiatives that address pressing environmental challenges. For businesses, the results provide insights into the determinants of consumer purchasing behavior toward green technology products, enabling the creation of more effective marketing strategies. Ultimately, the broader objective of this process is to contribute to tackling global environmental issues.

Keywords: Green technology products, Health concern, Environmental Concern, Purchase behavior

1. INTRODUCTION

Sustainable socio-economic development is considered a direction embraced and committed to by the majority of countries around the world, in line with the content of the "2030 Agenda for Sustainable Development" initiated by the United Nations. The core of sustainable development revolves around three main pillars: economy, society, and environment. In the field of technology and technological products, green technology products are increasingly receiving attention. Therefore, research on consumer behavior can always provide insights into how to popularize a product in the market (Hoyer & Macinnis, 2010). Consequently, consumer behavior toward green products in general and green technological products in particular needs to be further investigated in order to contribute to the goal of sustainable development.

Green products are manufactured with the aim of maximally protecting the environment and human health without polluting soil, water, and air resources (Özçelik & Uçar, 2008). In Vietnam, the target was set that by 2020, the value of

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high-tech and green technology products would account for 42%–45% of GDP (Prime Minister, 2012). Green products appear in various sectors, including technology, agriculture, construction, transportation, and tourism (Giáp, Hằng, & Vân, 2023). Most existing research tends to examine either green products broadly or concentrate on a single product type. However, limited work has explored product groups, and in Vietnam, studies on green technological products despite their significant share within the overall green product market remain limitation.

The concept of green technology products can be approached by starting with the definition of technology products. A technology product is one that is created through the combination of knowledge and scientific techniques to meet the increasingly higher demands of humanity. These products are characterized by intelligence, automation, and superior features and quality compared to conventional products. Some typical examples include electronic devices (phones, computers, etc.), software, or high-tech applications (cars, wind turbines, cameras, etc.). A product defined as "green" is understood to mean that the "green" criterion is a standard used to evaluate the product, without changing its inherent nature. Therefore, green technology products can be generally defined as technology products that are evaluated using the "green" criterion, specifically evaluating their environmental impact throughout the product's life cycle. Researchers can approach the concept from various perspectives, and currently there are two different interpretations of "green technological products": (1) green technological products are those produced by the green technology industry, and (2) green technological products are green products that belong to the technology sector. According to the first interpretation, green technology refers to the application of science and technology to create products that protect the environment, minimize waste, and safeguard human health. In this sense, the concept of green technological products is quite similar to that of green products in general. From the second perspective, green products in Vietnam can be categorized into several groups: (1) green products in the industrial sector (e.g., solar-powered water heaters); (2) green products in the construction sector (e.g., non-fired bricks); (3) green products in agriculture (e.g., organic vegetables, organic food); (4) green products in tourism (e.g., green hotels); and (5) green products in transportation (e.g., green transport vehicles such as environmentally friendly cars). However, research on green technological products in developing countries remains relatively limited, particularly studies conducted in the Vietnamese context and published in international journals, which are still very modest according to the author's understanding. Therefore, Vietnam can be considered a relatively new research context in the field of green technological products. Two common groups of green technological products include renewable energy products and green information technology products, with electric vehicles being one of the most widely recognized examples of renewable energy products. Based on this analysis, this study adopts the perspective that green technological products are green products within the technology sector.

In addition, green products currently have relatively high prices compared to conventional products, sometimes three to four times higher (Giang, 2018). In fact, a product is already considered premium if it is at least 20% more expensive than the market average (Nielsen, 2016). According to Nielsen's [2016] report on premium product consumption, 81% of Vietnamese consumers perceive themselves as financially stable; 23% consider themselves able to spend comfortably; 51% state that they can buy what they want; and only 26% report that they can merely cover their needs. Vietnamese consumers define premium products as expensive products [21%] and products made from the highest-quality ingredients [63%] (Nielsen, 2016). Furthermore, according to Nielsen, products that meet the criteria of safety, health benefits, and environmental friendliness are more highly valued by Vietnamese consumers. Notably, 62% of consumers are willing to pay higher prices for products of superior quality, and 53% are willing to pay more for products with environmentally sustainable ingredients (Nielsen, 2016).

Although research on green consumer behavior has attracted significant attention worldwide (Phan Thành Hưng, 2019), studies on green purchasing behavior in Asia in general and Vietnam in particular remain relatively limited (Sobhanifard, 2018). Factors influencing purchasing and usage behavior include psychological factors and cultural factors (Kotler & Armstrong, 2016). These influencing factors have been emphasized and confirmed in developed countries within Western cultural contexts. Research on consumption behavior typically employs the TPB theory and expanded measurement scales to include constructs such as health concern, and environmental concern.

Accordingly, this research seeks to examine the heath and environmental concerns impacting the purchasing behavior of consumers in Hanoi toward green technology products.

2. LITERATURE REVIEW

2.1 Some research on the intention and behaviour of purchasing green technological products

The terms "green" and "environmentally friendly" refer to minimizing environmental impact, saving energy/natural resources, and avoiding the use of chemicals that pollute/destroy the natural environment (Johnstone & Tan, 2015). A green product is defined as an environmentally friendly product with minimal impact on the natural environment and a green life cycle (Kumar & Ghodeswar, 2015). Accordingly, green technological products are technological products used by businesses, organizations, or individuals that are environmentally friendly, have minimal impact on the natural environment, and possess a green life cycle.

Green technological products are a research field that is not new to researchers in developed countries, though it is still a very attractive topic because of the broad perspectives from which it can be studied. Researchers can approach this topic from various angles, and currently, there are two different understandings of the concept of green technological products: (1) Green technological products are products of the green industry, and (2) Green industrial products are green products belonging to the industry. Based on this classification, green products in Vietnam can be divided into the following groups: (1) Green products in the industrial sector (e.g., solar water heaters); (2) Green products in the construction sector (e.g., non-fired bricks); (3) Green products in the agricultural sector (e.g., organic vegetables, organic food); (4) Green products in the tourism sector (e.g., green hotels); (5) Green products in the transportation sector (e.g., green transport vehicles) (Chu Văn Giáp, 2018). However, studies on green technological products in developing countries remain relatively scarce, especially those in the context of Vietnam.

The Cognition–Attitude–Behavior (CAB) model provides a fundamental framework for understanding how individuals form and enact behavioral patterns. According to this model, people first develop cognition as health concern and environmental concern. These cognitions shape their attitudes, which reflect affective and evaluative orientations, and ultimately guide their behavioral responses. In practice, positive cognitions about a behavior often foster favorable attitudes and increase the likelihood of corresponding actions. While the process is not always linear, the CAB model highlights the importance of addressing both cognition and attitude when aiming to encourage behavioral change (Fishbein & Ajzen, 1975).

Behavior is considered a set of motivational factors that influence an action, and intention signals of effort an individual is willing to exert to plan and carry out the behavior (Ajzen, 1991a). Thus, the purchase behavior of green technological products is a combination of motivational factors driving consumers to purchase green technological products, reflecting the efforts of individuals in buying such environmentally friendly products.

2.2 Attitude towards purchase behaviour

According to Fishbein and Ajzen (1991), attitudes are divided into two types: attitudes toward an object or phenomenon (such as attitudes toward green products) and attitudes toward a behavior (such as attitudes toward purchasing, supporting green products, or the behavior of purchasing green products). In the TRA and TPB, the concept of Attitude is defined as Attitude toward behavior (Ajzen, 1991a; Ajzen & Fishbein, 2005). Studies on green products have shown significant influece between attitude toward green product purchase behavior and the intention to purchase green products (Mei-Fang Chen, 2007; Dean, Raats, & Shepherd, 2008; Nuttavuthisit & Thøgersen, 2017; Vassallo et al., 2015; Vermeir & Verbeke, 2006), with purchasing behavior and frequency of purchase (Tarkiainen & Sundqvist, 2009). Therefore, H1 is proposed:

H1. Attitude is positively significant influence purchase behavior of green technological products.

2.3 Health Concern

Health concerns are the fourth most vital factors influencing the green products consumption among Iranian consumers (Sobhanifard, 2018). Customers in the UK also consider health when purchasing green products, as they believe these products are safer and are confident that they will improve their health and that of their families (Hashem, Migliore, Schifani, Schimmenti, & Padel, 2018). American consumers also prioritize health when making green product purchasing decisions, as evidenced by many consumers in the U.S. being attracted to advertising messages such as "Protect your health," with their intention to purchase green products increasing when they encounter such messages (Bullock & Johnson, 2017). Numerous other authors have also highlighted the relationship between health concerns and the purchase of green products, such as (Gracia & Magistris, 2007; McEachern & Willock, 2004; Stobbelaar et al., 2007). However, consumers in Scotland did not show that health concerns had an impact on their intention to buy green products (Michaelidou & Hassan, 2008). Hence, the hypothesis is proposed:

H2. Health concern is positively significant influence purchase intention of green technological products.

2.4 Environmental Concern

Green products are also considered to be environmentally friendly products (Hashem et al., 2018; Klonsky & Tourte, 1998; Magkos, Arvaniti, & Zampelas, 2006), even more so than conventional products (Bauer, Heinrich, & Schäfer, 2013), and some are even considered extremely environmentally friendly and beneficial to human health (Boström & Klintman, 2006). As consumers increasingly shift from buying conventional products to purchasing environmentally friendly products (Tan, 2011), they tend to view environmental protection as a reward for their consumption efforts (Vassallo, Scalvedi, & Saba, 2015). As a result, environmental concern has been included in models to study the intention and behavior of purchasing green products. For regular green product consumers, concern for the environment is often more prominent than concern for price (Hilverda, Jurgens, & Kuttschreuter, 2016), but environmental concern still ranks behind health concern when consumers decide to buy green products (Mei-Fiang Chen, 2009; Magnusson, Arvola, Hursti, Åberg, & Sjödén, 2003). However, a study in the UK in 2018 showed that UK consumers were more concerned about the environment than their health when purchasing green products (Hashem et al., 2018), similar to consumers in the

Flanders region of Belgium, where environmental concern was the most significant driver influencing their green product purchasing behavior, outweighing health concern (Aertsens, Mondelaers, Verbeke, Buysse, & Huylenbroeck, 2011). Both environmental also contribute to consumers' willingness to pay a higher price for green products (Tsakiridou, Boutsouki, Zotos, & Mattas, 2008). So, the hypotheses H3 is proposed:

H3. Environmental concern is positively significant effect on purchase intention of green technological products.

Based on the synthesis of the above studies, a research model is built in Figure 1 on intention and behavior of purchasing green technology products.

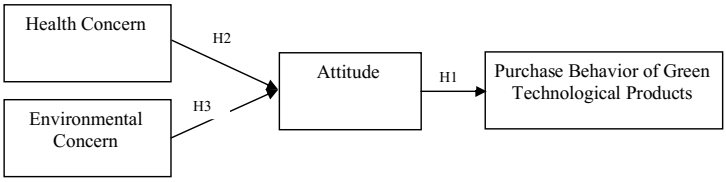

Figure 1. Research Model

3. METHODOLOGY

The research focuses on influencing their attitudes toward purchasing green technology products, in the context of people becoming increasingly concerned about their own health and the well-being of those around them.

The author inherits concepts, scales from previous studies and observed variables to implement data collection for their study. The details of the measurement scales and constructs are illustrated in the table below:

Table 1. Concepts and scales used in the research

No	Contents	References
I	**Attitude towards behavior (AT)**	(Ajzen, 1991b; Nguyen, Phan, Nguyen, Dang, & Nguyen, 2019)
1	AT1. Buying green technological products is the right choice.	
2	AT2. Buying green technological products is something that should be done.	
3	AT3. Buying green technological products is not necessarily a smart choice.	
II	**Behavior towards buying green technology products (CB)**	(Lee & Wong, 2021; Lu & Wang, 2020)
4	CB1. I have used green technological products before.	
5	CB2. I will continue to use green technological products.	
6	CB3. I will recommend green technological products to others.	
III	**Health concern (HC)**	(Jayanti & Burns, 1998)
7	HC1. I am very concerned about the health of myself and others.	
8	HC2. I am very conscious about my health and the health of others.	
9	HC3. I am always cautious about health issues concerning myself.	
10	HC4. I am always aware of my health status.	
11	HC5. I take responsibility for my health status.	
12	HC6. I know my health condition at different times of the day.	
IV	**Environmental concern (EC)**	(Schultz, Shriver, Tabanico, & Khazian, 2004; Phạm Thị Lan Hương, 2014)
13	EC1. I care about the decline in environmental quality.	
14	EC2. The environment is my top priority.	
15	EC3. I am always very concerned about protecting the environment.	
16	EC4. I always think about how to improve environmental quality.	

The study primarily uses primary data collected from a survey of 241 consumers of green technological products in Hanoi, Vietnam, regarding their choices of such products. The sample size was defined based on the sampling formula of Hair et al. (1998), which requires at least 5 or 10 observations per variable (Hair, Tatham, & Black, 1998). Accordingly, with

16 observed items for 4 factors in the model, the minimum required sample size is 80 responses, or preferably 160 valid responses.

Since the population is large and difficult to define precisely, the author designed a Google Form questionnaire and approached 250 consumers of green technology products at specialized stores in Hanoi during June–July 2025 using a convenient sampling method. Prior to responding to the main survey items, participants were given a short introduction clarifying the definition of a green technology product, to ensure a common understanding of the concept. This step was important to avoid confusion and to make sure that respondents did not mistake ordinary products for green technology products

A total of 250 responses were collected, of which 9 were invalid due to errors or missing information. Thus, 241 valid responses were obtained, satisfying the requirements for assessment of measurement and structural model through SmartPLS software version 3.0.

4. RESULTS AND DISCUSSION

In this section, the tests applied to examine the relationships among the main factors are presented. First, the measurement model is evaluated through confirmatory factor analysis, followed by an assessment of the structural model to explore the relationships among the four factors.

4.1 Measurement model assessment

According to Hair et al. (2013), an outer loading of at least 0.70 is suggested for an observed variable to be considered significant. After running the test data for the models' standardized factor loadings, CR, and AVE show the results of HC2, HC5, HC6, EC1 and EC2 with standardized factor loadings below 0.7. In fact, because these two variables contribute little to the practice of the topic, a11 the items have been moved and the model was re-analyzed, the results as showed in Table 2.

Table 2. Measurement model analysis indicators

Construct	Item	Standardized factor loading	Cronbach's Alpha	Composite reliability (CR)	Average variance extracted (AVE)
HC	HC1	0.821	0.785	0.874	0.698
	HC3	0.813			
	HC4	0.871			
EC	EC3	0.888	0.739	0.885	0.793
	EC4	0.894			
AT	AT1	0.843	0.815	0.890	0.730
	AT2	0.859			
	AT3	0.861			
CB	CB1	0.860	0.789	0.877	0.703
	CB2	0.803			
	CB3	0.851			

Source: Authors' analysis

The results presented in Table 2 demonstrate that all standardized factor loadings exceeded the recommended value of 0.70, ranging from 0.803 to 0.894, indicating strong indicator reliability. Cronbach's alpha values for the constructs is from 0.739 to 0.815, surpassing the minimum criterion of 0.70 (Hair et al., 2019) and confirming the internal consistency of the measurement scales. Similarly, composite reliability (CR) values were all above 0.7 (Hair et al., 2019), ranging from 0.874 to 0.890, further establishing robust reliability. Convergent validity was also achieved, as the average variance extracted (AVE) values for all constructs ranged from 0.698 to 0.793, exceeding the threshold of 0.50, thereby confirming that the measurement items adequately captured the variance of their respective constructs. Thus, the measurement model demonstrates satisfactory reliability and validity for further analysis

Table 3: PLS results of discriminant validity

Fornell - Larcker criterion				
Construct	**AT**	**CB**	**EC**	**HC**
AT	0.854			
CB	0.595	0.838		
EC	0.575	0.561	0.891	
HC	0.510	0.490	0.385	0.835
Heterotrait - Monotrait ratio (HTMT)				
Construct	**AT**	**CB**	**EC**	**HC**
AT				
CB	0.742			
EC	0.741	0.737		
HC	0.628	0.611	0.500	

Source: Authors' analysis

To evaluate discriminant validity, both the Fornell–Larcker criterion and the HTMT ratio were applied. Table 3 indicates that the square roots of AVE values (0.835–0.891) were higher than the related inter-construct correlations, meeting the Fornell–Larcker requirement (Fornell & Larcker, 1981). Similarly, HTMT values fell between 0.500 and 0.742, remaining under the 0.85 threshold, which provides further evidence of discriminant validity (Henseler et al., 2015; Hair et al., 2019). These results verify that the constructs are distinct and appropriate for subsequent structural model testing.

4.2. Structural Equation Model (SEM) assessment

Table 4 indicates the results of SEM that both environmental concern ($\beta = 0.445$, $p < 0.001$) and health concern ($\beta = 0.339$, $p < 0.001$) exert significant positive effects on consumers' attitudes toward green technological product purchases, thereby supporting hypotheses H2 and H3. Together, these predictors explained 42.8% of the variance in attitude, demonstrating a substantial explanatory power. Furthermore, attitude was found to have a strong and significant influence on purchase behavior toward green technological products ($\beta = 0.595$, $p < 0.001$), supporting hypothesis H1. The result is similar with some research (Nuttavuthisit & Thøgersen, 2017; Vassallo et al., 2015). The explained variance for purchase behavior was 35.4%, exceeding the minimum recommended value of 10% (Hair et al., 2010), thus confirming the model's robustness in capturing consumers' behavioral intentions.

Table 4: Results of structural model

Hypothesis	**Relationship between constructs**	**Original Sample (O)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Results**
R^2 of Attitude toward Green Technological Product Purchase Behavior of Hanoi consumers = 42.8%						
H2	EC → AT	0.445	0.061	7.287	0.000	Supported
H3	HC → AT	0.339	0.062	5.454	0.000	Supported
R^2 of Purchase Behavior toward Green Technological Products of Hanoi consumers = 35.4%						
H1	AT → CB	0.595	0.053	11.164	0.000	Supported

5. CONCLUSION

This study examined the determinants of consumers' purchasing behavior toward green technological products in Hanoi by extending the Theory of Planned Behavior (TPB) with two additional constructs: health concern and environmental

concern. Using data from 241 respondents analyzed through Structural Equation Modeling (SEM), the results demonstrated that both health concern and environmental concern positively influenced consumer attitudes, with health concern shows as a stronger impact. In addition, attitude was found to significantly shape actual purchasing behavior.

This study delivers the theoretical understanding of sustainable consumption in several ways. First, it extends theory of planned behavior by integrating health concern and environmental concern, thereby demonstrating how individual well-being and ecological awareness jointly shape consumer attitudes and behaviors. The empirical finding that enviromental concerns outweigh health concerns in Vietnam adds nuance to existing models. Second, by focusing on green technological products that a relatively underexplored product category in the sustainability literature. This research broadens the scope of green consumer behavior studies beyond commonly examined domains such as organic food or eco-friendly household goods. Finally, the study provides empirical validation of CAB thêoy in the Vietnamese context, contributing to cross-cultural examinations of behavioral theories and offering a reference point for future comparative studies in other developing economies.

The study also contributes meaningful insights for practice. For policymakers, the findings highlight the importance of designing public communication campaigns that emphasize both the personal health benefits and environmental protection values of green technological products, while recognizing that health-related appeals may be more persuasive to Vietnamese consumers. Integrating these messages into environmental policies, subsidy programs, and consumer education initiatives could accelerate green technology adoption and support national sustainability goals. For businesses, the results underscore the need to develop marketing strategies that resonate with consumers' health priorities such as positioning products as safe, clean, and health-enhancing while still leveraging their eco-friendly attributes to build long-term brand reputation. Firms may also benefit from tailoring promotional campaigns by segmenting consumers based on their dominant concerns, thereby enhancing message effectiveness. Moreover, partnerships between government, firms, and NGOs could create integrated campaigns to foster consumer trust and encourage habitual green purchasing behavior, ultimately stimulating market growth for sustainable technologies.

Despite these contributions, the study has some limitations. The sample was limited to consumers in Hanoi, which restricts the generalizability of the findings to other regions in Vietnam or to different cultural contexts. The model also focused on a limited set of predictors and did not incorporate other potentially relevant factors such as perceived price, technological acceptance, or social influence. Future studies should expand the geographic scope, employ longitudinal data to capture behavioral change over time, and integrate additional psychological and contextual variables to provide a more comprehensive understanding of consumer behavior toward green technological products.

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