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PRO-ENVIRONMENTAL PURCHASE INTENTIONS: YOUNG PEOPLE IN VIETNAM

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METHOD

Tool
Online survey

Demographics
Vietnamese students studying at an English speaking university in Vietnam

Objectives
1. Determine prevailing attitudes towards environmentalism
2. Test if environmental attitudes are adequate moderators of intentions for environmental behaviours

Reliability
Cronbach Alpha values for all items ranged between .68 and .91

RESULTS

1. Prevailing environmental attitude is positive
2. Environmental considerations are not taken into account in young Vietnamese adults' intentions of expressive products (clothes, laptop, mobile phone, books)
3. Environmental considerations are moderately taken into consideration in young Vietnamese adults' intentions of utilitarian products (food, paper, motorbikes)

CONCLUSION

1. Marketers of environmentally friendly products are faced with challenges to shift attitudes towards environmental friendliness as a potential expressive purchase
2. Environmentally friendly products need to be seen as socially desirable among the target market in Vietnamese collectivistic society
3. The desirable status of environmentally friendly products in developed countries has not reached Vietnam, even though environmental awareness is generally positive.

References
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