Analysis of factors affecting green consumption behavior of holidaymakers in Phu Quoc Island City

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Abstract:

To achieve sustainable socio-economic and environmental development, the green consumption behavior of holidaymakers in the context of green tourism development and green growth is an urgent issue. Phu Quoc Island City is the pearl island of Vietnam with diverse and rich landscapes that have attracted many domestic and foreign tourists. The objective of this paper is to measure the impact of factors on the green consumption behavior of holidaymakers in Phu Quoc island city based on expanded theory of planned behavior (TPB). The data was collected from 335 holidaymakers in Phu Quoc island city. The article used quantitative research methods. Testing scales using Cronbach's Alpha coefficients, exploratory factor analysis, Pearson correlations, and linear regression analysis. Research results showed that there are six factors that positively affect the green consumption behavior of holidaymakers in Phu Quoc island city, including: green product prices, perceived behavioral control, green product features, environmental awareness, green promotion activities and attitude. In which, green products price has the highest impact on green consumption behavior of holidaymakers. And attitude that have the lowest impact on green consumption behavior of holidaymakers. The article proposes some management implications to promote green consumption behavior of holidaymakers in Phu Quoc island city.

Keywords: *green consumption behavior, holidaymakers, Phu Quoc Island City.*

1. Introduction

Tourism is a spearhead economic sector based on the diverse and abundant potentials of tourism resources (Le, 2020). Along with the socio-economic development, tourism has become an indispensable human need. In addition to the socio-economic benefits, the overheating of tourism during the past time has caused many "injuries" to the environment. Water, air, noise and garbage pollution have become widely discussed topics among researchers and tourism managers. The biggest challenge is finding solutions to improve the tourism environment. One of the solutions mentioned is to encourage tourists to consume environmentally friendly products (Jhawa et al., 2023).

Currently, green consumption behavior is an issue that has received a lot of attention from researchers. Consumers have a growing concern for the environment through the

consumption of eco-friendly products, and the “green journey” movement has expanded around the world by increasing awareness about living in a healthier way. Environmental experts consider green consumption as a means to save the earth from negative changes in the global habitat.

Phu Quoc island city is located in Kien Giang province of Vietnam, is an ideal destination for domestic and international holidaymakers. The total number of holidaymakers to Phu Quoc in 2022 is 4.7 million, the rapid development of Phu Quoc’s tourism industry has caused negative impacts on the environment. Facing enormous environmental challenges of which tourism is one of the main factors, “green tourism” has become a trend of concern today. However, “green tourism” is mainly advocated in developed countries, where people are highly conscious of environmental protection (Le & Pham, 2020). For Phu Quoc island city, “green tourism” is still a new concept because although Phu Quoc has a strong development in tourism, it faces pollution problems caused by tourism activities such as the use and discharge of plastic products, plastics bags and so on to the environment.

In the context of increasing plastic waste in tourist destinations, but measures to encourage holidaymakers to use environmentally friendly products are still very limited, which is a great challenge for local management agencies in the process of aiming for sustainable tourism development. So, this study draws on extended theory of planned behavior (TPB) to measure the green consumption behavior of holidaymakers in Phu Quoc island city. The research results are important to help tourism managers in Phu Quoc island city find timely and appropriate solutions to promote environmental protection activities of holidaymakers, contributing to the sustainable development of tourism of the island city.

2. Literature review and research model

2.1. Theory of planned behavior (TPB)

The research model based on theory of planned behavior by Ajzen (1991). According to Ajzen (1991), behavior is influenced by “attitude”, “subjective norm” and “perceived behavioral control”. The theory of planned behavior is considered one of the most important theories in the field of social psychology research for predicting human behavior. According to this theory, the green consumption behavior of holidaymakers is influenced by three main factors: (1) Attitude towards behavior refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior of interest; (2) Subjective norm refers to the belief about whether most people approve or disapprove of the behavior. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behavior; (3) Behavior control perception refers to a person’s perception of the ease or difficulty of performing the behavior of interest.

2.2. Theory of consumer behaviour and green consumption

Green product is an ecological product, environmentally friendly product. It can be a product that does not pollute the environment, harm natural resources, and can be recycled or conserved (Vazifehdoust et al., 2013).

Green consumption is the purchase behavior of products that are friendly and beneficial to the environment. These are products that facilitate the long-term goal of environmental protection and conservation (Mainieri et al., 1997).

Green consumption emphasizes incorporating environmental awareness into the consumption process or green consumption is a form of consumption that allows people to participate in environmental protection (Sun et al., 2019). In other words, Green consumption is the consumption trend of the 21st century when the environment becomes a major concern of many countries around the world (Lorek et al., 2013).

Consumer behavior is the reaction that individuals exhibit in the process of making decisions to buy goods or services. Green consumer behavior is the consumption of products that are good and benefit the environment (Mostafa, 2007).

2.3. Studies on green consumption behavior

Numerous studies have examined green consumption behavior. However, each study delineates and identifies distinct factors that influence this behavior (Ogiemwonyi et al., 2023; Le and Tran, 2022; Ao et al., 2021; Pham and Phan, 2020; Ho et al., 2018; Hoang et al., 2018; Boztepe, 2012) (refer to Table 1).

Table 1. Summary of green consumption behavior literature

No.	Name	Year	Author	Factors
1	Environmental factors affecting green purchase behaviors of the consumers: Mediating role of environmental attitude	2023	Ogiemwonyi et al.	+ Subjective norms + Awareness of consequences + Environmental attitude
2	Expanding the model of planned consumer behavior to explain tourists to Nha Trang's intention to use green packaging products	2022	Le and Tran	+ Attitude + Subjective norm + Perceived behavioral control + Knowledge of green packaging

No.	Name	Year	Author	Factors
3	Factors affecting the green consumption behavior of generation Z in Vietnam	2021	Ao et al.	+ Environmental awareness + Green product features + Green product prices + Product availability + Social influences
4	Using Theory of Planned Behavior (TPB) to examine tourists' intention to stay in green hotels in Danang	2020	Pham and Phan	+ Attitude + Subjective norms + Perceived behavioral control
5	Factors affecting green consumption behavior of Nha Trang people	2018	Ho et al.	+ Attitudes towards green consumption + Subjective norms + Perceived behavioral control + Risk + Trust
6	Factors affecting consumers' green purchase behavior in Hue City	2018	Hoang et al.	+ Attitude towards green products + Environmental concerns
7	Green marketing and its impact on consumer buying behavior	2012	Boztepe	+ Environmental awareness + Green product features + Green promotion activities + Green product prices

2.4. Research models and hypotheses

Based on TPB model and summary of green consumption behavior literature in Table 1, the author proposes a research model for factors affecting green consumption behavior of holidaymakers in Phu Quoc island city, including: attitude, subjective norms, perceived behavioral control, environmental awareness, green product features, green product prices and green promotion activities.

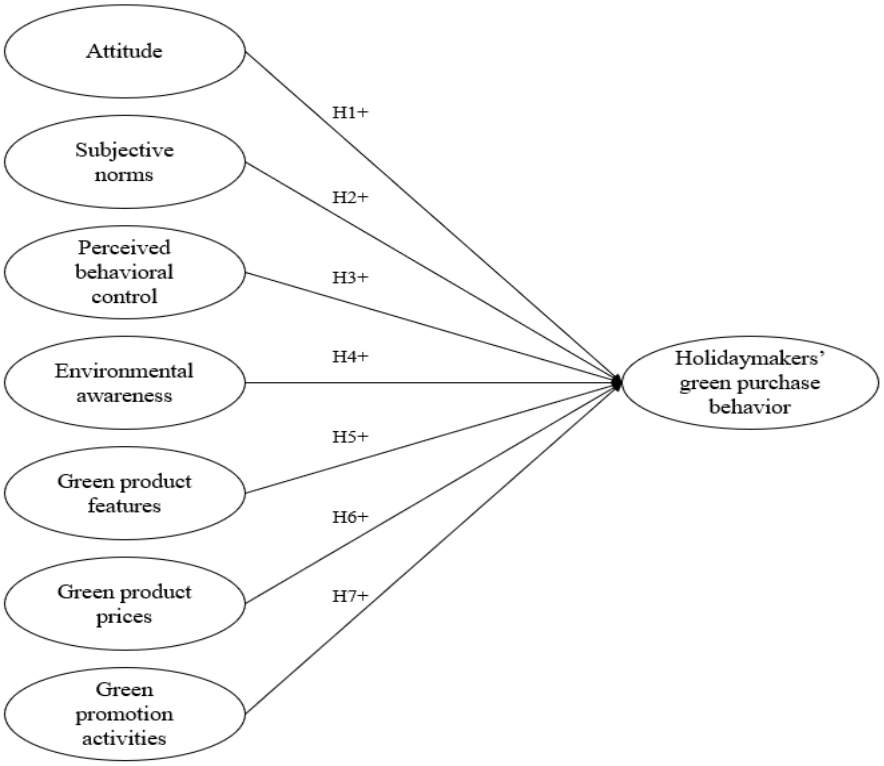

Figure 1. Research model

Positive attitudes towards environmental protection in the context of tourism reflect individuals' beliefs and their valuation of specific behaviors (Bohlen et al., 1993). Attitude is defined as the human perception of the consequences associated with particular behaviors (Ajzen, 1991). Indeed, when travelers assess the utility of eco-friendly products as beneficial to them, their intentions or desires to utilize such products will experience a marked increase (Le & Pham, 2020). Consequently, a more favorable attitude among tourists towards the preservation of the tourism environment correlates with a greater intention to adopt green products. Based on these considerations, the following research hypothesis is proposed:

H1: Attitude has a positive impact on holidaymakers' green purchase behavior

Ajzen (1991) articulates the concept of subjective norms as the perception regarding the expectations of significant others who may believe that an individual should or should not engage in a particular behavior. In accordance with the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), subjective norms can be shaped by an individual's perception of normative beliefs espoused by various social influences, including family, friends, colleagues, and media outlets. Kumar and Ghodeswar (2015) further underscore the importance of societal standards and influences in modifying individuals' attitudes, while also establishing a robust connection between social influence factors, attitudes, and the intentions of individuals within the context of green consumption. In light of the aforementioned reasoning, the following research hypothesis is proposed:

H2: Subjective norms has a positive impact on holidaymakers' green purchase behavior

Perceived behavioral control refers to an individual's internal assessment regarding the degree of difficulty or advantage anticipated when engaging in a specific action (Ajzen, 1991). As noted by Le and Tran (2022), perceived behavioral control exerts a direct effect on behavior, as well as an indirect effect through individuals' attitudes towards the consumption of environmentally-friendly products. Multiple studies have underscored the significant impact of perceived behavioral control on users' attitudes towards the consumption behavior of green products (Pham & Phan, 2020; Ho et al., 2018). In light of the aforementioned argument, the following research hypothesis is proposed:

H3: Perceived behavioral control has a positive impact on holidaymakers' green purchase behavior

An individual's environmental awareness refers to this person's comprehension of the impact that human conduct has on the environment (Kollmuss & Agyeman, 2002). A greater understanding and awareness of environmental issues among individuals will lead to a clearer perception of the future environmental repercussions resulting from their consumption behaviors, thereby fostering insights and prompting changes in their consumption intentions. Research conducted by Ogiemwonyi et al. (2023) and Hoang et al. (2018) has identified a positive correlation between environmental awareness and the green consumption behaviors of tourists. Accordingly, the following research hypothesis is proposed:

H4: Environmental awareness has a positive impact on holidaymakers' green purchase behavior

Product features constitute a crucial factor in distinguishing and determining the value of a product. According to Yaacob and Zakaria (2011), consumers utilize green products to enhance their living environment. Research conducted by Ao et al. (2021) and Boztepe (2012) has identified a positive correlation between the characteristics of green products and the green consumer behavior exhibited by customers. In light of the aforementioned arguments, the following research hypothesis is proposed:

H5: Green product features has a positive impact on holidaymakers' green purchase behavior

Green product pricing refers to the pricing established for environmentally friendly products, considering sustainability factors throughout the entire product life cycle, which includes raw materials, production processes, packaging, distribution, consumption, and post-use processing (Boztepe, 2012). Ao et al. (2021) have demonstrated the statistically significant influence of pricing on consumers' behavior regarding green consumption. Similar conclusions have emerged in various studies concerning the promotion of green product consumption at reasonable prices (Joshi & Rahman, 2015; Boztepe, 2012). Based on the aforementioned argument, the research hypothesis is posited as follows:

H6: Green product prices has a positive impact on holidaymakers' green purchase behavior

Green promotion encompasses all activities designed to create and facilitate any exchange endeavors aimed at fulfilling human needs or desires, ensuring that such fulfillment minimally adversely impacts the natural environment (Truong, 2022). The activities associated with green promotion, implemented through various channels, significantly influence consumers' awareness by fostering psychological reassurance, thereby instilling confidence in the product and subsequently guiding consumers' purchasing behavior (Choshaly & Mirabolghasemi, 2022). Likewise, research conducted by Boztepe (2012) and Majeed et al. (2022) indicates that green promotion activities have a favorable impact on consumers' purchasing behavior regarding green products. In light of the arguments presented, the following research hypothesis is proposed:

H7: Green promotion activities has a positive impact on holidaymakers' green purchase behavior

3. Methodology

3.1. Samples

The minimum sample size for exploratory factor analysis is 50, preferably 100, or the sample size should be considered in relation to the number of items equivalent to a ratio of 5:1 or 10:1 (Hair et al., 2010). Thus, this study has 32 items so the minimum sample size is 320. However, to increase reliability and prevent the survey from having to be discarded due to invalidity, the author decided to choose the sample size of the study as 370 samples. The result was 335 out of 370 samples satisfactory for analysis (90.5 per cent).

The sample results showed that female holidaymakers in the survey sample were 55.46 per cent and male holidaymakers were 44.54 per cent. The main age group from 30 to 45 years old accounted for the highest proportion with 55.65 per cent, the group of holidaymakers with university degrees accounted for 76.32 per cent. The two occupational groups of civil servants and businessmen accounted for a high proportion of the study (68.43 per cent). The group of holidaymakers with an average income of 10 to 15 million VND per month accounts for 56.73 per cent.

3.2. Data analysis

The test of the reliability of data through Cronbach's Alpha coefficient allows the elimination of inappropriate items, limiting garbage processing during research. Items with a corrected item-total correlation < 0.3 will be eliminated. The scales with Cronbach's Alpha coefficients > 0.7 are acceptable (Hair et al., 2010). Exploratory factor analysis is a technique used to shrink or summarize data. Testing the Pearson correlation and the regression model analysis using the Enter method, linear regression analysis is an important method for assessing

the suitability of the model. Check the R^2 adjusted coefficient, Sig. < 0.05 values and F coefficient to verify the regression model's suitability to the sample population; assesses the strength and weakness of independent variables to the dependent variable with importance through Beta coefficients.

4. Findings and discussion

4.1. The test of the reliability of the scales

The reliability test results showed that 7 independent variables affecting the green consumption behavior of holidaymakers all achieve very good reliability. All have Cronbach's Alpha coefficients greater than 0.7 and corrected item-total correlation coefficients of items are greater than 0.3. The dependent variable reliability test results also indicated that the items all had a corrected item-total correlation coefficient greater than 0.3 and Cronbach's Alpha values greater than 0.7. Thus, the scales are reliable and suitable for subsequent analyses.

4.2. Exploratory factor analysis

4.2.1. Results of exploratory factor analysis of independent variables

Result KMO coefficient = 0.803 satisfying condition 0.5 < KMO < 1. The Sig. value of the Bartlett test = 0.000 < 0.05 demonstrates that the items are correlated in the overall cumulative frequency of the extracted variance value of 77.45 per cent > 50 per cent and eigenvalue = 1.423 > 1; explains 75.5 percent of the variation in the data, all items have a factor loadings > 0.5. As such, the results of the exploratory factor analysis are consistent with actual data.

4.2.2. Results of exploratory factor analysis of dependent variable

The exploratory factor analysis result of the dependent variable has a coefficient of KMO = 0.821 > 0.5. Therefore, the factor is consistent with the Sig. value of the Bartlett test = 0.000 < 0.05, demonstrating that the items are correlated in the population. The total variance extracted 80.04 per cent and eigenvalue = 1.562 > 1 represents the variation explained by the factor. The items has very good statistical significance.

4.3. Pearson correlation analysis

The results of the Pearson correlation analysis between independent variables and dependent variables all have values Sig. = 0.000 < 0.05, which proves that the tests are statistically significant. Green product features were most strongly correlated (0.563), followed by green product prices (0.503), environmental awareness (0.498), attitude (0.453), perceived behavioral control (0.425) and green promotion activities (0.406). Thus, the independent variables are all quite closely correlated with the dependent variable, which is more likely to

explain the dependent variable. Except that "subjective norm" is not statistically significant at the 5 per cent level, so this variable is removed from the model.

Table 2. Correlation results

	1	**2**	**3**	**4**	**5**	**6**	**7**
1	1						
2	0.453**	1					
3	0.425**	0.124**	1				
4	0.498**	0.321**	0.324**	1			
5	0.563**	0.277**	0.259**	0.372**	1		
6	0.503**	0.305**	0.313**	0.221**	0.311**	1	
7	0.406**	0.311**	0.325**	0.232**	0.327**	0.305**	1
Note: 1 = Holidaymakers' green purchase behavior, 2 = attitude, 3 = perceived behavioral control, 4 = environmental awareness, 5 = green product features, 6 = green product prices, 7 = green promotion activities **. Correlation is significant at the 0.01 level (2-tailed)							

Source: SPSS analysis results

4.4. Regression analysis

The R^2 adjusted value accurately reflects the suitability of the model relative to the population, the analysis results showed that the R^2 adjusted value is 0.627, which proves that independent factors explain 62.7 per cent the variation of the dependent variable. The Durbin-Watson coefficient reaches 1.683 (see Table 3). Therefore, the model has no first-order series correlation phenomenon.

Table 3. Model Summary[b]

Model	**R**	**R^2**	**R^2 adjusted**	**Std. Error of the Estimate**	**Durbin-Watson**
1	0.707[a]	0.635	0.627	0.47281	1.683
a. Predictors: (Constant), A, PBC, EA, GPF, GPP, GPA b. Dependent Variable: GPB					

Source: SPSS analysis results

The results of the ANOVA analysis revealed that the statistical value F = 76,421 with a value Sig. = 0.000 < 0.05 is used to test the suitability of the linear regression model as suitable for the data set and all variables are accepted.

Table 4. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.392	6	3.673	76.421	0,000[b]
	Residual	35.356	329	0.573		
	Total	113.748	335			
a. Dependent Variable: GPB b. Predictors: (Constant), A, PBC, EA, GPF, GPP, GPA						

Source: SPSS analysis results

Table 5. Regression analysis

Model		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta			Tolerance	VIF
1	(Constant)		2.467	0.003		
	A	0.246	2.573	0.001	0.874	2.457
	PBC	0.345	2.178	0.000	0.868	2.618
	EA	0.321	2.214	0.000	0.893	3.902
	GPF	0.325	2.843	0.040	0.865	1.793
	GPP	0.410	3.092	0.002	0.888	1.378
	GPA	0.303	2.765	0.003	0.875	2.893
a. Dependent variable: GPB						

Source: SPSS analysis results

The metabolic regression equation is as follows:

GPB = 0.246*A + 0.345*PBC + 0.321*EA + 0.325*GPF + 0.410*GPP + 0.303*GPA
Holidaymakers' green purchase behavior = 0.246*attitude + 0.345*perceived behavioral control + 0.321*environmental awareness + 0.325*green product features + 0.410*green product prices + 0.303* green promotion activities

The VIF coefficients of the independent variables in the model are all less than 10, so there is no multicollinearity.

The MEAN is approaching 0, the standard deviation is 0.992 (close to 1), the residual distribution is approximately standard. Therefore, it can be concluded that the assumption of the normal distribution of the excess is not violated.

The Normal P-P plot chart of green consumption behavior of holidaymakers in Phu Quoc island city showed that observations do not diverge far from the expected straight line. The differential points in the distribution of the residual are concentrated, so it can be concluded

that the normal distribution hypothesis is not violated. The regression model of this study does not suffer from variance. Therefore, the estimated results for the study are accurate. The percentiles in the normal distribution of the residual are concentrated on a diagonal, so the distribution assumption of the residuals is not violated. The Scatter chart indicated the allocated normalized excess centered around the zero toss line, thus assuming the linear relation is not violated.

4.5. Discussion

Green consumption is the consumption trend of the century that is gaining popularity in the face of growing environmental concerns such as air pollution, climate change, resource depletion and when the environment is a major concern for many countries around the world. This article used quantitative analysis methods, the research results showed that there are six independent variables that affect the dependent variables on the green consumption behavior of holidaymakers. In which, green product prices have the highest regression coefficient (0.410), followed by perceived behavioral control (0.345), green product features (0.325), environmental awareness (0.321), green promotion activities (0.303) and attitude (0.246). The research results are consistent with the conclusions of Ao et al. (2021) and Ho et al. (2018). In addition, this study found subjective norm does not have any effect on the green consumption behavior of holidaymakers. This finding contradicts the conclusion of Ogiemwonyi et al. (2023).

5. Conclusion and implications

5.1. Conclusion

The results of the analysis of seven hypotheses have six hypotheses are accepted and one hypothesis is rejected. The relationships between attitude, perceived behavioral control, environmental awareness, green product features, green product prices, green promotion activities affect holidaymakers' green consumption behavior. Green product prices has the strongest impact on green consumption behavior of holidaymakers. The study expects to contribute and propose policies to promote green consumption behavior of holidaymakers in Phu Quoc island city;.

5.2. Implications

Based on the results of quantitative research on factors affecting the green consumption behavior of holidaymakers in Phu Quoc island city, the author proposes some management implications for tourism managers to improve the green consumption behavior of holidaymakers in the island city. Replicate green tourism models, at the same time, support prices for green products and services to stimulate consumption demand for products and services during tourism in island cities. Encourage holidaymakers to focus on good quality products, accept higher costs for friendly products that do not harm the environment. In addition, local governments need to promote a balance of factors to ensure the principles of a

green marketing strategy. Design communication activities integrating two-way interaction, create marketing messages to help "green" ideas reach holidaymakers. Image promotion strategies for "green" products implemented in the context of orientation combine the following 3 points: benefits, people and environment. Enterprises are in sync with commitments in green marketing strategies. Business policies, operating in a homogeneous value chain, environmentally friendly and increasing reliability, establish for tourists confidence in the legitimacy of products and truthfulness with advertising claims about products. Raise awareness of holidaymakers health and the environment to build a green holidaymakers image with environmentally friendly green products. Products with little or no packaging, products created from natural ingredients and products in the production process that do not or cause little environmental pollution, consume products made from recycled materials. Choosing to use means of transport that reduce emissions.

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