



Factors influencing the green purchase intention of consumers on TikTok Shop in Ho Chi Minh City: An opportunity for Vietnam to steer consumers towards green consumption.

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Abstract. The research team chose users on TikTok Shop to promote green purchase intention, which could help promote green consumption trends. The research results indicate the direct impact of factors such as trust in green products on TikTok Shop, attitude towards green purchasing on TikTok Shop, habit, and the indirect impact of factors such as effort expectancy, performance expectancy, social influence, facilitating conditions, and hedonic motivation on the intention to purchase green products on TikTok Shop. From the results, we propose recommendations to increase the intention of green purchasing among consumers on TikTok Shop.

Keywords: Green purchase intention, Tik tok shop, Utaut2.

1 Introduction

1.1 Research context

Although the trend toward green consumption is spreading rapidly, there are still many barriers preventing users from accessing it. As social media plays an increasingly important role in our lives, bringing the trend of green consumption to these platforms can reach more consumers, especially the younger generation. According to Statista, TikTok is the most downloaded social media platform (672 million downloads). TikTok continues to expand its scope of activities and launched TikTok Shop in Vietnam in February 2022. In Vietnam, 4 months after its launch, TikTok Shop achieved revenue up to 80% of Lazada's revenue, an e-commerce platform established in 2012. This remarkable development is an opportunity to promote green consumption through the green purchase intention of users on this platform. Therefore, proposing recommendations to increase the green purchase intention of consumers on TikTok Shop is essential, while clarifying the influencing factors and the extent of their impact on the green purchase intention of consumers in Ho Chi Minh City. This will support the promotion of green consumption and the sustainable development process in Vietnam. For these reasons, the research team decided to choose the topic "Factors

influencing the green purchase intention of consumers on TikTok Shop in Ho Chi Minh City: An opportunity for Vietnam to steer consumers towards green consumption"

1.2 Research Subject and Research Scope

Research Subject.

The research subject is to identify the factors affecting consumers' green purchase intentions on Tik Tok Shop because green growth and green consumption play an important role in Vietnam's development strategy, but there are still many problems. Barriers prevent consumers from accessing them. Therefore, to contribute to eliminating that barrier, the research team decided to find out what makes consumers increase their green purchase intentions. At the same time, the research team chose the Tik Tok Shop platform, an application with an increasing number of users, to turn Tik Tok Shop into an appropriate tool for raising consumer interest in green products in particular and green consumption in general.

Survey subjects are people 18 years old or older who have purchased goods on Tik Tok Shop at least once in Ho Chi Minh City, because this is an easily accessible audience and accounts for the largest number in Ho Chi Minh City. Furthermore, the research team decided to choose such survey subjects because this is a group of users who have used and visited Tik Tok Shop, and from there, the survey questions will be more authentic and objective.

Scope of research.

The research was carried out through a practical research process in Ho Chi Minh City.

Research objectives.

Identifying factors on consumers' green purchase intentions on Tik Tok Shop in Ho Chi Minh City.

Determining the influence of factors on consumers' green purchase intentions on Tik Tok Shop in Ho Chi Minh City.

Building research model and recommendations for promoting green consumption trends in Viet Nam by promoting green purchase intentions on Tik Tok Shop in Ho Chi Minh City

1.3 Research methodology

Preliminary research aims to build a scale to measure concepts in research.

The research was conducted in two main stages: preliminary research (including preliminary qualitative research and preliminary quantitative research) and formal quantitative research. The preliminary qualitative research was carried out by designing a draft questionnaire and consulting with lecturers to refine it. Subsequently, five Tik Tok Shop consumers who had made at least one purchase were directly interviewed to supplement and adjust the measurement variables. The preliminary quantitative research was conducted by directly interviewing 100 Tik Tok Shop consumers to evaluate the quality of the scale, ensure the coherence and consistency of the

questionnaire, and adjust the question content. Then, the final questionnaire was developed and distributed for a wide-scale survey. The questionnaire was designed on a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree for the statements.

The scales for the factors (excluding the Effort Expectancy factor) in the UTAUT 2 model were based on the original questionnaire by Venkatesh et al. (2012). However, to facilitate participants' understanding, the research team translated and adapted the original questions into Vietnamese to suit the research topic. Additionally, the team referred to the original questionnaire by Van der Heijden (2003) to adjust and translate the questions measuring the Effort Expectancy, Trust in Green Products on Tik Tok Shop, and Attitude Toward Green Purchasing on Tik Tok Shop factors into Vietnamese.

1.4.2 Formal research using quantitative methods.

In this section, the research team uses two methods: descriptive statistics to describe the study samples and observed variables to analyze the basic information collected from the observed samples, and inferential statistics using the SMART PLS4 software to generalize from the sample to the population. To achieve this, Hair et al. (2022) suggested two steps: first, assessing the measurement model and, finally, evaluating the structural model. Therefore, the research team processes and analyzes the data based on the following procedure:

1.4.2.1. Evaluation of measurement model.

Assessing the indicator reliability by examining Outer Loadings if the results are > 0.7 (Hair et al. 2022)

Assessing the internal consistency reliability by examining Cronbach's Alpha and Composite reliability (CR) if the results are > 0.7 (Hair et al. 2022)

Assessing the convergent validity by examining Average Variance Extracted (AVE) if the results are > 0.5 (Hair et al. 2022)

Assessing the Discriminant validity by two methods of examining HTMT if the results are < 0.85 (Clark and Watson, 1995; Kline, 2015) and examining the Fornell-Larcker criterion if the square root of the AVE is greater than the correlation between the two constructs.

1.4.2.2. Evaluation of structural model.

Assessing collinearity issues the structural model by examining the VIF values

Assessing significance and the relevance of relationships by examining the path coefficient by PLS-SEM algorithm and total effects of the variables.

Assessing the Coefficient of Determination by examining the R^2 adjusted values

Assessing the Effect size by examining the f^2 values

Assessing the Predictive Relevance by examining the Q^2 values

2. Literature review & research model

2.1 Literature review

Observing that research studies utilizing the UTAUT2 model in explaining general behavior and online shopping behavior in particular have not been deeply explored, even though UTAUT2 is considered suitable by Nguyen Thu Ha et al. (2019) and Riki Aprianto et al. (2023). On the other hand, we found that, while considering the explanation of human behavior motivations, the Theory of Planned Behavior (TPB) by Ajzen and Fishbein (1975) is more popular. Many researchers have investigated which factors affect green purchase intention such as Liu et al. (2020), Yadav, R., & Pathak, G. S. (2017), Sreen et al. (2018),... all of them used the TPB framework and its extended framework to find out the relationship between the constructs of TPB model and green purchase intention. Moreover, while considering Online shopping, many researchers are using the UTAUT2 model such as Hungilo et al. (2020), Singh, M., & Matsui, Y. (2017), L An et al. (2016),... Intending to investigate which factors affect the green purchase intention on Tik Tok Shop - an e-commerce platform, we decided to use the UTAUT2 Model. Therefore, to study the topic "Factors influence the green purchase intention of consumers on TikTok Shop in Ho Chi Minh City: An opportunity for Vietnam to steer consumers towards green consumption.", the research team chose to use the UTAUT2 model proposed by Venkatesh et al. (2003), which is widely used to predict users' behavioral intentions when using technology (Venkatesh et al., 2012). In 2012, based on research found in Hong Kong, Venkatesh, and his colleagues changed and created the UTAUT2 model, including 7 determinants of intention and behavior to use technology, including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price value, and Habit. Many studies show that UTAUT2 has many advantages over the original individual models and theories such as TAM, TPB, etc in explaining technology acceptance for individual and organizational behavior. and consumers in a variety of situations (Singh et al., 2017; Riki Aprianto et al., 2023; Escobar-Rodriguez, 2013).

Additionally, the research team also identifies two potential factors that need to be added to the model for the study, specifically attitude, and trust. When placing this factor in the relationship between it and online shopping behavior, Azjen (1985) believes that attitude towards behavior is the evaluation, positive or negative, of performing that behavior. Research by George (2002), Koththagoda et al.(2018) and Ha Ngoc Thang (2015) has shown that this attitude directly affects consumers' online shopping intentions. In other words, the better this factor is, the higher the consumer intends to shop at the website or online store. In addition, Ha Ngoc Thang (2015) also showed that consumer attitudes are influenced by perceived usefulness, but the relationship between perceived ease of use and this factor was not found. as in the DTPB model. On the other hand, in addition to the factors in the UTAUT2 model, the research team also found a relationship between trust factors and customers' purchasing intentions. However, there were still some researches that pointed out the contradiction between attitude and green purchase intention, such as Vermeir (2006) and Blackwell et al. (2006), therefore, we decided to add this factor into the research model to find out whether any effect from attitude to green purchase intention of consumers on Tik Tok Shop. When it comes to trust, although many studies have proposed various factors

influencing the online shopping behavior of consumers (Tariq and Eddaoudi, 2009; Belanger et al., 2002; Delafrooz et al., 2011; Heijden et al., 2003; Singh A et al., 2017), the relationship between this factor and the intention to purchase a specific product, such as green products, by consumers on the TikTok Shop platform has not been clarified. Therefore, the research team decided to include this factor in the model.

2.2 Basis concepts

Green Purchasing.

Green Purchasing is the practice of purchasing green, environmentally friendly products that help reduce waste sources and increase recovery and recycling of purchased products without seriously affecting their effectiveness (Chan, 2001). According to Carrigan (2012), green purchasing is identified as an indispensable part of green consumption. Consumers strongly choose products consistent with environmental protection activities, thereby contributing to minimizing resource depletion and negative impacts on the ecosystem, towards a more sustainable future.

The International Green Procurement Network (IGPN) has proposed 4 principles when implementing green procurement including considering the necessity of purchasing new products, considering the product's life cycle, evaluating suppliers' efforts in environmental protection, and collecting information about the environment.

Tik Tok Shop.

Tik Tok Shop is a feature of Tik Tok launched by ByteDance in 2022 that allows users to initiate an e-commerce store on the interface of the Tik Tok account. This social platform allows sellers to advertise products in many ways such as through video, livestream right on the Tik Tok platform, or through the product introduction tab (Kieu Linh, 2023). Tik Tok Shop opened the trend of Shoppertainment - a combination of Shopping and Entertainment that allows brands to interact with customers throughout the shopping journey naturally without having to publicly sell products. Thanks to that, the relationship between buyers and sellers is tight and solid, creating a quicker and more emotional motivation to order. Tik Tok Shop puts consumers in a non-stop loop: watch - buy - watch without stopping. Tik Tok takes advantage of huge traffic and interactions, helping to reduce advertising costs, increase willingness to shop, pay shipping fees, and solve Tik Tok's profit maximization problem.

Performance Expectancy.

Defined as a person's degree of belief that using the system benefits job performance (Venkatesh et al., 2003, and 2012). Research shows that performance expectancy has an impact on online shopping consumers' trust (Riki Aprianto et al., 2023) and attitudes (Singh et al., 2017, Venkatesh et al., 2003 and 2012). Therefore, Hypothesis H1 and H2 are proposed.

H1: Performance expectancy has a positive influence on consumers' attitudes toward green purchase intention

H2: Performance expectancy has a positive influence on consumers' trust when purchasing green on the Tik Tok Shop platform

Hedonic Motivation.

Pleasure, or satisfaction when using technology, is said to play an important role and direct influence in the acceptance and use of technology (Brown and Venkatesh, 2005; Van Der Heijden, 2004; Thong and Cong et al., 2006; Childers et al., 2001). According to To et al. (2007), the authors emphasize that beneficiary motivation is very important because it is the motivation to attract consumers to decide to visit the seller's website. A previous study by Liao, Fei, and Chen (2014) found that enjoyment motivation not only affects search intention but also indirectly affects online shopping intention, so Chiu and Cong (2014) show that there is a positive influence on consumers' online shopping intention. Therefore, Hypothesis H3 is proposed.

H3: Beneficiary motivation has a positive influence on consumers' attitudes about green purchase intention on the Tik Tok Shop platform

Facilitating Conditions.

The degree to which a person believes that an infrastructure exists to support the use of the system, which is made up of 3 different components: Perceived behavioral control (DTPB), Facilitating conditions (MPCU), and Compatibility (IDT) (Venkatesh et al., 2003 and 2012). Through his survey, Monsuwe (2004) found that people who experience ineffective technology from the Internet are not comfortable with online shopping, and many empirical studies have shown that Internet self-efficacy is an important step in online shopping (Hsu, 2004). Therefore, Hypothesis H4 is proposed.

H4: Favorable conditions have a positive influence on consumers' trust when purchasing green on the Tik Tok Shop platform

Effort Expectancy.

The ease of use of technologies is created by three components of the three available models: Perceived ease of use (TAM), Complexity (MPCU), and Ease of use (IDT) (Venkatesh et al., 2003 and 2012). Based on available models and theories such as TAM, TPB, and C-TAM-TPB and some research works, effort expectancy has an impact on consumer attitudes (Koththagoda et al., 2018); however, in Ha Ngoc Thang's (2015) study, effort expectancy factor did not affect consumer attitudes. Therefore, Hypothesis H5 is proposed.

H5: Effort expectancy has a positive influence on consumers' attitudes toward green purchase intention on the Tik Tok Shop platform

Social Influence.

The degree to which a person thinks that important people believe that he or she should use the system. This term is recognized as a direct determinant of behavioral intention. Social Influence is also described as the Subjective Norm (TPB) or Social Factors (MPCU) and image in IDT (Image - IDT). Social influence can also be considered social norms because this term is similar to the definition of the subjective norm (Thompson et al., 1991) (Venkatesh et al., 2003 and 2012). Based on research by Chin et al. (2009) and Singh et al. (2017), social influence is closely related to trust, and Hypothesis H6 is proposed.

H6: Social Influence has a positive influence on consumers' trust in green purchasing on the Tik Tok Shop platform.

Habit.

The degree to which a person automatically performs a certain behavior (Venkatesh et al., 2003 and 2012). According to research by Chiu et al. (2012), although habit plays an intermediary role in influencing purchase intention, this is also an important factor in promoting purchase intention in consumers. On the other hand, Khalifa and Liu (2019) said that habit leads to behavioral intentions because it is a repetition of previous times, leading to experience, so there is a connection between the habit factor and consumers' purchase intentions. Therefore, Hypothesis H7 is proposed.

H7: Habit has a positive influence on consumers' green purchase intentions on the Tik Tok Shop platform

Price Value.

Pedro Espírito Santo et al. (2022), examined the relationship between factors including hedonic motivation, information, and trust on Online shopping intention and concluded that price has an indirect impact on consumer motivation to online shopping intention. In addition, some studies show that at an acceptable price, lower prices but still high quality will lead to increased purchase intentions (Dodds et al., 1991). According to research by Faryabi et al. (2012) on online shopping platforms, discounts positively impact consumers' purchasing intentions. Therefore, Hypothesis H8 is proposed.

H8: Price value has a positive influence on consumers' green purchase intention on the Tik Tok Shop platform.

Trust.

Trust is understood as someone's belief that others will behave according to one's wishes (Grazioli and Jarvenpaa, 2000; Luhmann, 1979) and a wish that others will not profit from one's trust. (Gefen et al., 2003). Trust in the seller always can influence the customer's purchasing intention. Especially when shopping online, consumers are even more concerned because of the risks that may occur during the transaction process. The trust then helps alleviate those fears by reducing fraud, uncertainty, or potential risks (Gefen, 2000, 2003; Gefen et al., 2003a; Pavlou, 2003; Suh & Han, 2002; Wang & Benbasat, 2005), helps buyers increase purchasing intention. Although it has been proposed in many research works on factors affecting consumers' online shopping, the relationship between this factor and the intention to purchase a specific product such as green products of consumers on the Tik Tok Shop platform has not yet been clarified. Therefore, Hypothesis H9 is proposed.

H9: Trust in green products on Tik Tok Shop has a positive influence on consumers' green purchase intention on Tik Tok Shop

Attitude.

In the dictionary of the American Psychological Association, attitude is a process of evaluating from negative to positive aspects towards an object, a person, a group, an issue, or a concept that lasts a relatively long time. In the theory of planned behavior

(TPB model) of Azjen (1985) that attitude toward a behavior is either a negative or positive evaluation of performing that behavior, Hasan (2010) said that attitude degree may improve over time as the experiences and knowledge from various sources a person gains about the subject being evaluated. In contrast to the above studies, in 2006, Vermeir pointed out that there was a contradiction between attitudes and shopping intentions and to explain this, the author said that it was because consumers had difficulty in finding sources of supply. Therefore, Hypothesis H10 is proposed.

H10: Consumers' attitude towards green purchasing has a positive influence on the intention to buy green products on Tik Tok Shop

Green Purchase Intention.

Green Purchase Intention is defined by Usman Mahmood (2014) as the intention to purchase a service or product that has little or no harm to the environment and society. Since the problem of environmental pollution has become more and more serious, consumers are aware that each of their actions has an intimate impact on the natural environment, therefore, their concern for the environment and green products will directly impact their purchasing intentions (Pinto de Moura et al., 2012). Despite higher price differences, people are willing to spend on green consumer goods (Peattie, 1995). However, the rate of purchasing green products is still at a low level (Rex and Baumann, 2007), only about 30% of people care about environmental issues, trying to contribute to environmental protection through small actions such as green purchasing (Young et al., 2010), the remaining consumers either lack trust in green products or are not willing to spend on green products (Tran Thi Huong, 2023).

2.3 Research Model

In this research, the research team uses the UTAUT2 model combined with the concepts of attitude and trust synthesized from other works to propose the following research model:

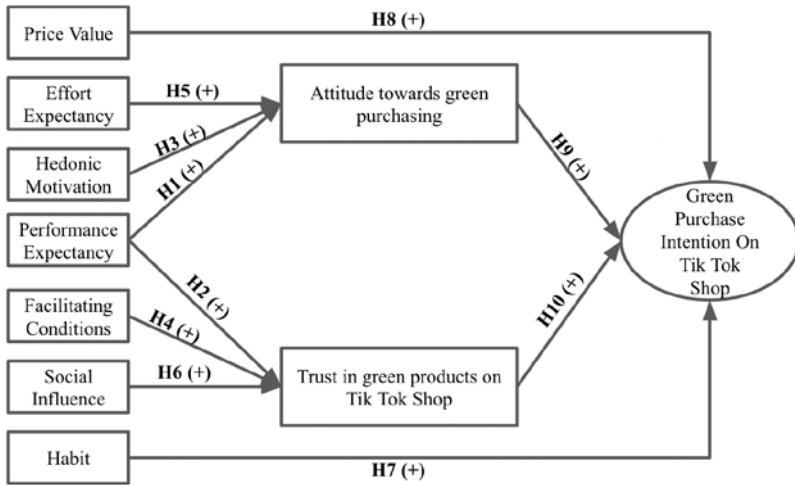


Fig. 1. Research model

3 Conclusion

3.1 Sampling

The formal data collection was entirely conducted through a survey sample distributed via Google Forms to accommodate convenience and reach the target respondents, who were students and working individuals in Ho Chi Minh City. The survey was disseminated through popular applications such as Facebook, Zalo, Messenger, and email. The characteristics of the research sample are described as follows:

Table 1. Statistical results of the study sample

GENDER	n	%	PURCHASE FREQUENCY	n	%
Male	219	55,4	Rarely	127	32,2
Female	176	44,6	Sometime	168	42,5
AGE	n	%	Regularly	100	25,3
18-25	151	38,2	BUDGET	n	%
26-30	123	31,1	Under 1 million	158	40
>30	121	30,6	1-3 millions	95	24,1

JOB	n	%			
			3-5 millions	91	23
Student	161	40,8	5-10 millions	27	6,8
Worker	234	59,2	Above 10 million	24	6,1
TOTAL				395	100

3.2 Evaluate the measurement model

According to Hair et al. (2022), there are two steps to evaluate the measurement model using SMART PLS4 software, the first step is to assess reliability and the second step is to evaluate the convergent validity of the measures.

Evaluate reliability

The results of evaluating the scale quality using SPSS 25 software with Cronbach's Alpha showed that this coefficient for each factor was greater than 0.7, meaning most of the scales were at a good level. The observable variables all had appropriate total correlation coefficients (>0.3), and eliminating variables did not increase reliability compared to the original, so they were all retained in the model, except for three observable variables: FC1 "My device has the ability to install and connect to Tik Tok Shop to order green products", HT1 "The use of Tik Tok Shop for green purchasing has become a habit for me", and GPI1 "I intend to continue using Tik Tok Shop for green purchasing in the future" when eliminating these variables increased the scale reliability. However, according to Hair et al. (2013), if the result of the Outer Loadings of the observed variable is 0.7 or higher, then that variable has a good meaning and should be retained for further testing.

Therefore, the research team did not eliminate any variables from the model and retained all 37 observable variables to be tested further with Outer Loadings to assess the reliability of the observable variables. The results of the analysis using SMART PLS4 software showed that all observable variables had loadings greater than 0.7, specifically, the variable FC1 had the smallest loading of 0.706, and the variable HT4 had the largest loading of 0.937. This proves that the observable variables all achieved quality and connected with the latent mother variable. Thus, the three variables FC1, HT1, and GPI1 were appropriate to retain in the model.

We continued to assess the composite reliability of the scale using the CR coefficient. The analysis results on SMART PLS4 showed that all obtained coefficients were greater than 0.7, with the lowest being 0.861 for the FC "Facilitating Conditions" variable and the highest being 0.956 for the HT "Habit" variable. However, the CR index of the HT variable was too high (>0.95), meaning there was a high likelihood of multicollinearity among its observable variables (Hair et al., 2014). Therefore, the research team assessed the multicollinearity issue of the causal variable HT based on Outer VIF Values. Hair et al. (2011) suggested that if the VIF is 5 or higher, multicollinearity exists in the model. According to the results obtained by the research team, although the observable variables had not exceeded the threshold of 5, the values were close to 5, especially for the variable HT4 (4.958). For this reason, the research

team decided to eliminate the variable HT4 "Green purchasing on Tik Tok Shop has become natural for me" from the model and reassess the Composite Reliability after eliminating the variable (Table 3). After eliminating the observed variable HT4, the composite reliability of the variables all achieved the acceptable threshold, and two variables were within the optimal range: PV "Price Value" (0.880) and FC "Facilitating Conditions" (0.861).

Evaluate convergent validity.

Next, we assessed convergent validity based on the average variance extracted (AVE) index. Hock & Ringle (2010) suggested that if the AVE of a scale reaches 0.5 or higher, the scale can be concluded to achieve convergent validity. Table 2 shows that the total AVE of the obtained variables was greater than 0.5, specifically ranging from 0.675 to 0.844, with the highest being the HT "Habit" factor (0.844). Therefore, the obtained results indicate that the scale achieved good convergent validity (Hair et al., 2021) and met the reliability requirements.

Evaluate discriminant value.

There are two methods to assess the discriminant validity of constructs in a model, including the traditional approach proposed by Fornell and Lacker (1981) using the square root of the AVE index and the more recent "Heterotrait-Monotrait Ratio of Correlations" (HTMT) index developed by Henseler et al. (2015). Henseler et al. (2015) suggested that discriminant validity is ensured when the HTMT value is less than 0.9, while Garson (2016) argued that discriminant validity is ensured if HTMT is below 1, and Clark and Watson (1995) and Kline (2015) followed the stricter threshold of 0.85. However, the most commonly used threshold is 0.9, so the research team also used 0.9 as the criterion.

The results obtained after analyzing with SMART PLS4 software show that the square roots of AVE were all greater than the correlations between the latent variables. On the other hand, when assessing discriminant validity using the HTMT index, the analysis results satisfied the 0.9 threshold, with all indices being lower than this level. Therefore, the research team concluded that the discriminant validity between the latent variables in the model was good.

Table 2. Summary table of measurement model evaluation results

		α 1	CR 1	AVE 1	α 2	CR 2	AVE 2
PE	(Performance Expectancy)	0.796	0.880	0.711	0.796	0.880	0.711
HM	(Hedonic Motivation)	0.844	0.906	0.762	0.844	0.906	0.762
FC	(Facilitating Conditions)	0.760	0.861	0.675	0.760	0.861	0.675

HT		1.631	
PE	2.135		1.829
PV		2.677	
SI			1.615
TR		2.832	

(AT: Attitude; EE: Effort Expectancy; FC: Facilitating Conditions; HM: Hedonic Motivation; HT: Habit; PE: performance expectancy; PV: Price Value; SI: Social Influence; TR: Trust; GPI: Green Purchase Intention)

Assessing the significance and relevance of the structural model relationships.

The research team used the bootstrapping technique with 5000 resamples to assess the indirect effects, test the path coefficients, and evaluate the explanatory power of the constructs in the SEM structural model. As shown in Table 4, the positive relationship proposed in hypothesis H3 between PV "Price Value" and GPI "Green Purchase Intention on Tik Tok Shop" was rejected due to a lack of statistical significance with a sig higher than 0.05.

Table 4. Multivariate regression results bootstrapping 5000 samples

	Standardized coefficients beta	Standard deviation	T statistics	Sig	Result
AT -> GPI	0.450	0.052	8.648	0.000	Agree
EE -> AT	0.248	0.059	4.212	0.000	Agree
FC -> TR	0.301	0.056	5.382	0.000	Agree
HM -> AT	0.295	0.068	4.325	0.000	Agree
HT -> GPI	0.232	0.046	5.067	0.000	Agree
PE -> AT	0.179	0.070	2.555	0.011	Agree

PE -> TR	0.206	0.053	3.870	0.000	Agree
PV -> GPI	0.054	0.059	0.923	0.356	Reject
SI -> TR	0.295	0.055	5.375	0.000	Agree
TR -> GPI	0.194	0.062	3.111	0.002	Agree

(AT: Attitude; EE: Effort Expectancy; FC: Facilitating Conditions; HM: Hedonic Motivation; HT: Habit; PE: performance expectancy; PV: Price Value; SI: Social Influence; TR: Trust; GPI: Green Purchase Intention)

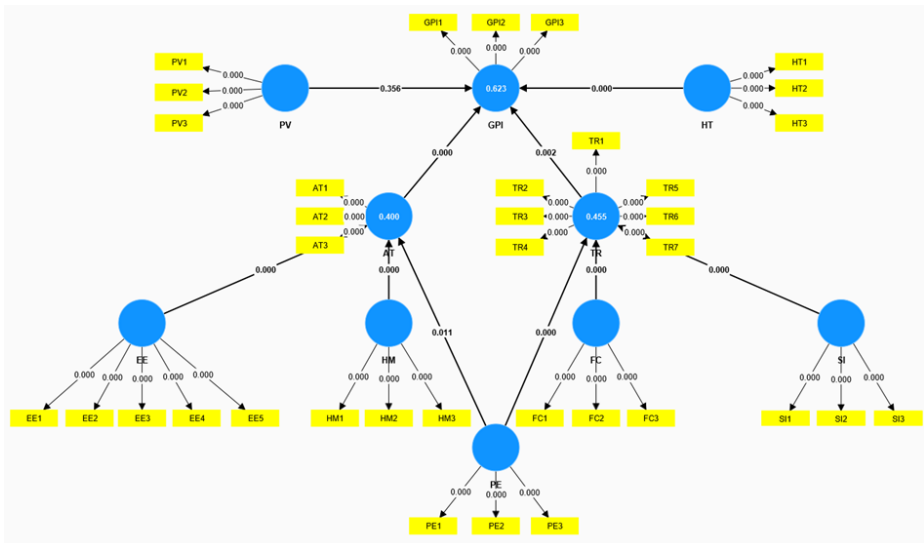


Fig. 2. Research model after testing using SMART PLS4

Even though we didn't build any hypothesis about mediating effects, we still assessed this relationship to ensure that any mediating relationships affect the dependent variable significantly. As a result, Table 5 shows that 5 out of 5 indirect effects are accepted with a statistical significance of 1%, but the standardized coefficients Beta of these relationships are small with 0.059 being the highest and affected by Facilitating Conditions (FC).

Table 5. Results of evaluating total indirect effects

	Standardized coefficients beta	Standard deviation	T statistics	Sig	Result
EE -> GPI	0.111	0.030	3.747	0.000	Agree
FC -> GPI	0.059	0.021	2.795	0.005	Agree
HM-> GPI	0.133	0.036	3.663	0.000	Agree
PE -> GPI	0.120	0.038	3.198	0.001	Agree
SI -> GPI	0.057	0.022	2.553	0.011	Agree

(EE: Effort Expectancy; FC: Facilitating Conditions; HM: Hedonic Motivation; PE: Performance Expectancy; SI: Social Influence; GPI: Green Purchase Intention)

Assessing the model's explanatory and predictive power.

The result from Table 6 shows that the dependent variable GPI "Green Purchase Intention" is explained 61,9% by two independent variables AT "Attitude towards green purchasing" and TR "Trust in green products on Tik Tok Shop". The results of the Predictive Q square are greater than 0.35, which means this research model not only has predictive relevance but also has a large predictive level. However, the results from Table 7 show that only AT has f square is greater than 0.2 and lower than 0.35 (0.268), which means this variable has a medium effect on the dependent variable GPI (Cohen, 1988), and the other effects are small.

Table 6. Results of examining adjusted R² and Predictive relevance Q²

	Adjusted R ²	Predictive relevance Q ²
AT	0.396	0.383
GPI	0.619	0.492
TR	0.451	0.442

(AT: Attitude, TR: Trust, GPI: Green Purchase Intention)

Table 7. Results of examining effect size f^2

	AT	EE	FC	GPI	HM	HT	PE	PV	SI	TR
AT				0.268						
EE	0.054									
FC										0.101
GPI										
HM	0.068									
HT				0.088						
PE	0.025									0.042
PV				0.003						
SI										0.099
TR				0.035						

(AT: Attitude; EE: Effort Expectancy; FC: Facilitating Conditions; HM: Hedonic Motivation; HT: Habit; PE: performance expectancy; PV: Price Value; SI: Social Influence; TR: Trust; GPI: Green Purchase Intention)

3.4 Conclusion

Research results show that there is a direct impact of the following factors: Trust in green products on Tik Tok Shop, attitude towards green purchasing on Tik Tok Shop, habit and indirect impact of these factors: Effort expectancy, performance expectancy, social influence, facilitating conditions, hedonic motivation on green purchase intention on Tik Tok Shop. Based on these findings, an assessment of the current situation is conducted and specific recommendations are proposed to enhance the green purchasing trend through major e-commerce platforms such as TikTok Shop.

Regarding theoretical significance, in fact, after the outbreak of the COVID-19 pandemic, consumers in Vietnam pay great attention to the health and safety of themselves and their family members. During that time, the pace of life seemed to slow down, helping people better understand the importance of life. As a survey conducted in September 2022 by the High-Quality Vietnamese Goods Business Association showed, consumers are willing to spend more money to own high-quality Vietnamese products and organic products. The meat has healthy origins and ingredients, has achieved quality standard certification, and organic certification, and is produced from

environmentally friendly ingredients (Thanh Hien, 2023). However, Dr. Hoang Hong Hiep also pointed out that although green consumption brings many benefits to consumers and the living environment, there is still a lot to do to completely replace polluting consumer products. difficulties and obstacles in Vietnam. To do that, it is necessary to educate and propagate users to raise awareness of environmental protection through green consumption behavior. However, factors affecting consumers' green shopping intentions on TikTok Shop - a platform with a very large user rate, have not yet been deeply exploited and clarified. Therefore, this research will help increase understanding of what factors will affect and how they affect consumers' green shopping intention on the 4th largest e-commerce platform in the country, in addition to helping increase generalization of UTAUT2, focusing on building a more complete scientific theoretical system by including two new intermediate variables in the model: consumers' attitudes toward green shopping and their trust after referring to the model proposed by Nguyen Thu Ha (2019) and Koththagoda and Associates (2018).

Regarding practical significance, the study shows different levels of influence of the cause variables on the outcome variable. From there, finding out which factors have the greatest impact on green shopping intention helps the city. Ho Chi Minh City in particular and Vietnam in general can break down barriers that hinder the development of green consumption trends, thereby providing recommendations to the Government, green product traders, or businesses. Those interested in sustainable development have a different perspective to build better strategies.

4 DISCUSSION

4.1 Recommendations

The research article presents novel findings that have positioned e-commerce platforms in general, and TikTok Shop in particular, as effective ways to promote the green purchasing trend among consumers through its appealing features to a wide range of customers. Consequently, the research team proposes several recommendations to assist practitioners in developing better strategies to attract customers and guide consumers towards a green lifestyle, thereby opening up opportunities for sustainable development in Vietnam. Research results show that the attitude factor has the greatest impact on consumers' green shopping intentions on Tik Tok Shop. Indeed, when a person likes and sympathizes with something, they will be more inclined to do that. Therefore, enhancing consumers' green shopping intention on TikTok Shop can be done by improving their attitude towards green shopping, the research team proposes the following three recommendations based on the factors of effort expectations, effectiveness expectations, and beneficiary virulence:

Green product marketers should implement specific actions and strategies to influence effort expectancy. For instance, they can leverage the user-friendly characteristics of TikTok Shop to enhance the consumption of green products and collaborate with Key Opinion Leaders (KOLs) to advertise their products to the consumer base on the platform.

Furthermore, concerning hedonic motivation, green product marketers need to ensure the credibility and value-for-money of their products. To achieve this, green products available on TikTok Shop should undergo careful scrutiny, clearly indicating

their origin and providing warnings and instructions to help consumers avoid counterfeit or low-quality goods. Additionally, practitioners should consider providing customers with instruction handbooks to maximize the effective use of green products.

On the other hand, green product marketers should focus on specific strategies that influence the performance expectancy factor. For example, conducting surveys to assess user satisfaction levels and the benefits consumers derive from using their products. Moreover, practitioners should innovate their products to prevent a gradual decline in consumer satisfaction due to diminishing levels of fulfillment.

Besides Attitude, Trust is also an important factor to exploit. If consumers do not have trust in a certain product, they will never intend to buy that product. This is the first and foremost condition for an exchange as no one wants to be taken advantage of their trust (Gefen et al., 2003). Especially with TikTok Shop, an intermediary platform for sellers and buyers to communicate with each other, buying and selling without direct interaction easily makes consumers feel afraid of being scammed. Therefore, to enhance consumer trust, the research team proposes the following recommendations based on the following factors: Facilitating Conditions, Social Influence.

The Tik Tok Shop application needs to ensure consumers' benefits when shopping online on the platform by improving its functions. The application can add additional regulations for sellers, requiring sellers to verify quality and publicize them to consumers, and set out regulations in case the seller shows signs of defrauding customers and timely processing for consumers. On the other hand, convenient website design also helps increase the credibility of the application, because most fraudulent applications tend to lag, lag, and lack professionalism. In order to create favorable conditions for consumers, practitioners aiming to bring Vietnam closer to sustainable development can establish shortcuts to their stores, such as QR codes and shop links.

According to research by Chin et al. (2009) and Singh et al. (2017), social influence is closely related to trust. Indeed, most of the development of brands comes from people spreading word of mouth about products they like, from there, others also gradually form trust and intention to purchase those products. Therefore, this is the key point to enhance the credibility of green products offered on the platform. As a result, managers need to prioritize honesty throughout the production process, and products showcased on the platform should undergo meticulous scrutiny to make sure that consumers trust their products. This is crucial to enhance trust in the green products being offered on the platform.

Practitioners should strive to cultivate a habit of purchasing green products among consumers. However, it is important to acknowledge that this factor is not easily modifiable as it is subjective in nature. Practitioners can influence consumers by repeatedly exposing them to their products through the Big Data algorithm of TikTok.

The research team expects that from the above recommendations, the Government, green product traders, or businesses interested in sustainable development can use it to build better strategies. From there, TikTok Shop attracts a large number of users who are interested in green products and green purchasing - an indirect way to promote sustainable development.

4.2 Limitations

The surveyed individuals were all from Ho Chi Minh City, each with different circumstances. Therefore, the data can only provide a description of a specific area and cannot represent the intention to purchase green products on TikTok Shop by consumers nationwide.

TikTok Shop sometimes includes counterfeit products, which undermines the credibility of green products and leads to misperceptions among users regarding green products.

This research study has not fully utilized “The Long Tail” as demonstrated in the study by

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