**NEW CONTRIBUTIONS OF THE THESIS**

**Thesis topic: Analyzing the impact of some factors on green purchase intention of young consumers in Vietnam (with the application of Terror Management Theory and Social Learning Theory)**

Major: Business Administration (Marketing) Code:**9340101\_MA**

Postgraduate: **Le DzuNhat** Postgraduate code: NCS36.046MA

Instructor: **Assoc.Prof.PhDTruong DinhChien,**

Training facility: National Economics University

**New academic and reasoning contributions:**

(1) Proposing two models analyzingthe factors affectinggreen purchase intention of young people, approaching from the perspective of theTerror Management Theory and the Social Learning Theory.

The model studying the impactof factors approached by theTerror Management Theory shows that psychological factors have impact on green purchase intention of young people, including: Individual self-esteem, Fear ofdeath, Awareness of pollution-related death andSocial responsibility.

The model studying the impact of factors approached by theSocial Learning Theory indicate that green purchase intention of young people isinfluenced by learning factors from the social environment, includingLearning from reference group, Learning from the forum and the community andSchool learning through intermediate variablewhich is the attitude towards green purchase behavior. In particular, school learning is a new influencing factor that has not been mentioned in previous studies.

(2) The two research models conducted simultaneous testing on a survey sample in order to evaluate and compare the impact of the two groups of factors via the application of two theories ofTerror Management and Social Learning. This has been a new contribution that has not been madein many studies before. Therefore, the research findings will be the foundation for the general theory of factors affecting green purchase intention of young consumers.

**New findings and proposals drawn from the research findings and survey results of the thesis**

(1) Awareness of pollution-related death is a strong influencing factor on green purchase intention through attitude towards green purchase behavior. Although young people are concerned about environmental issues and taking action to protect the environment, their attitudes formed under the impact of this factor are feeble.

(2) Learning from the forum and the community as well as school learning have had a considerable influence on green purchase intention of young people. Learning from the media is a factor that has little effect on green purchase intention; communication via television and radio is no longer suitable for young people.

(3) The research findingshave concluded the difference of green purchase intention regarding someregulatory variables including occupation, education and income.

(4) The research findingshave shown that factors related to young people’s psychology have stronger impact than those from the external environment through learning mechanisms.

(5) Finally, the thesis proposesa number of recommendations and solutions for managers, policy makers and providers of green products with the orientationof reasonable resource management and allocation to enhance green purchase intention for young potential customers in Vietnam nowadays.

|  |  |
| --- | --- |
| **Instructor**  **Assoc.Prof.PhD Truong DinhChien** | **Postgraduate**  **Le DzuNhat** |