MINISTRY OF FINANCE
UNIVERSITY OF FINANCE – MARKETING

LAM NGOC THUY

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON GREEN REPURCHASE INTENTION IN THE ORGANIC FOOD INDUSTRY: THE ROLES OF GREEN CUSTOMER-BASED BRAND EQUITY, GREEN ATTITUDE, AND GREEN PRICE SENSITIVITY

SUMMARY THESIS

Major: Business Administration
Code: 9340101

This dissertation was completed at: University of Finance – Marketing

Supervisor 1: PhD. Ta Van Thanh

Supervisor 2: PhD. Le Quang Huy

Independent Reviewer 1: .....

Independent Reviewer 2: .....

Reviewer 1:.....

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Reviewer 2:.....

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Reviewer 3:.....

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This dissertation was defended before the university-level Dissertation Evaluation Council, which convened in Room B.001, University of Finance – Marketing.

At 14:00 hours on 30 September 2026.

The dissertation can be found at the following libraries:

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CHAPTER 1. INTRODUCTION

1.1. Research background

Green consumption behavior (GCB) has emerged from research on sustainable consumption and pro-environmental behavior, in which consumers prioritize choosing, using, and continuing to use products that reduce negative environmental impact (Peattie, 2010). Amid the pressures of climate change and the demand for sustainable development, this has become one of the key research topics in marketing, with more than 3,700 scientific articles published as of mid-2024 according to statistics from the Scopus database. However, most prior studies have focused primarily on green purchase intention, green attitude, or environmental awareness at the pre-purchase stage, whereas green consumption behavior is only truly meaningful when consumers continue to choose green products after an actual consumption experience.

In this context, green repurchase intention (GRI) is increasingly regarded as a critical research variable, as it reflects the extent to which sustainable consumption behavior and customer loyalty are sustained, while also holding strategic significance for firms, since the cost of retaining existing customers is typically lower than the cost of acquiring new ones. This is particularly important in the organic food industry, where repurchase decisions are further influenced by usage experience, trust, perceived quality, and willingness to accept higher prices. Although the theory of planned behavior (TPB) is a widely used foundation in green consumption behavior research, most studies applying this theory still focus on initial purchase intention rather than post-purchase behavior, making it necessary to extend the theory to green repurchase intention in order to clarify the mechanism sustaining green consumption behavior in practice.

In parallel, the rapid growth of social media marketing (SMM) has significantly changed the way businesses interact with customers and shape consumption behavior, particularly in conveying environmental value and raising green awareness. However, current studies still mainly examine the impact of social media marketing on short-term responses such as brand awareness or initial purchase intention through direct effects, while its relationship with post-purchase behavior and the underlying transformation mechanism remains unclear. Among these, green customer-based brand equity (CBBE) – comprising green brand image (GBI), green perceived quality (GPQ) and green perceived value (GPV) – is regarded as an important mediating mechanism, yet most prior studies have examined each component separately rather than within an integrated structure, limiting the ability to explain how consumers form green brand equity and translate it into repurchase intention. In addition, green attitude (GAT) – a core element of the TPB – has also not yet been integrated together with social media marketing and green brand equity within the same model, so the sequential mediating role of these factors remains a gap that needs to be clarified.

Beyond these driving factors, the barriers that weaken the transformation from attitude into actual behavioral intention have also received growing attention, among which green price sensitivity (GPS) is a notable barrier, particularly for organic food, since its price is typically considerably higher than that of conventional products. According to Ajzen (2020), the relationship between attitude and behavioral intention is not absolute but is also influenced by actual control conditions; when price sensitivity is high, consumers tend to prioritize economic factors over environmental value, weakening the effect of green attitude on green repurchase intention. Nevertheless, the specific moderating role of price sensitivity in this relationship has not

been fully clarified, particularly in the context of the organic food industry in developing countries.

In Vietnam, prior studies on organic food have mainly focused on health awareness, trust, perceived quality, green purchase intention, or brand loyalty, while research on green repurchase intention – particularly models that simultaneously examine social media marketing, green brand image, green perceived quality, green perceived value, green attitude, and price sensitivity – remains rather limited.

Building on the theoretical and practical gaps identified above, this study was conducted to assess the impact of social media marketing on green repurchase intention in the organic food industry in Vietnam, examining the sequential mediating role of green brand image, green perceived quality, green perceived value, and green attitude, as well as the moderating role of green price sensitivity. On this basis, the dissertation was carried out under the topic: "***The influence of Social media marketing on Green repurchase intention in the organic food industry: the roles of Green customer-based brand equity, Green attitude, and Green price sensitivity***". The findings are expected to contribute to a better understanding of the mechanism through which social media marketing affects green repurchase intention, while also providing managerial implications for businesses in building their brand, developing social media communication strategies, and promoting sustainable consumption in the organic food industry.

1.2. Research objectives

The overall objective of this dissertation is to evaluate the mechanism through which social media marketing influences green repurchase intention via the mediating role of the three components of green customer-based brand equity (green brand image, green perceived quality, green perceived value) and green attitude; concurrently, to examine the moderating role of green price sensitivity

in the relationship between green attitude and green repurchase intention within the organic food sector in the Vietnamese market. On this basis, the dissertation proposes managerial implications to help the organic food businesses build green brand equity and strengthen customers' green repurchase intention.

1.3. Research gaps

A review of prior studies on green consumption behavior and the effect of social media marketing on green repurchase intention reveals three research gaps.

First, a gap between theoretical consensus and the underlying empirical evidence base. Social media marketing is increasingly regarded as a key tool for sustaining customer engagement and repeat purchase behavior (Yang et al., 2022; Thi Phuong et al., 2025), yet this claim is not matched by a commensurate evidence base: since 2015, only about sixteen studies have directly examined the SMM–GRI link, just one in Vietnam (Thi Phuong et al., 2025), and none in the organic food sector. Rowley and Keegan (2019) argued that the relationship between SMM and long-term behavioral outcomes, particularly repurchase intention, remained underexplored, and this call has been echoed repeatedly since without being fully addressed (Erdoğmuş & Çiçek, 2012; Constantinides, 2014; Alalwan et al., 2017). This imbalance is even more apparent in TPB research: recent systematic reviews of GCB have called for extending research into the post-purchase stage (Haba et al., 2023), yet empirical work on GRI specifically remains limited to a handful of studies – recycled plastics (Suhartanto et al., 2021), organic food in Brazil (De Toni et al., 2018; Farias et al., 2019), and high-technology products (Laveen Kumar & Anjani Devi, 2024) – despite repurchase intention being long regarded as a facet of brand loyalty (Parasuraman et al., 2005) and a measure of remarketing effectiveness (Molinari et al., 2008). This contrast between

acknowledged theoretical importance and sparse empirical evidence, particularly for organic food in an emerging market like Vietnam, is the first gap this dissertation addresses.

Second, there is a gap in testing the simultaneous mediating roles of the three dimensions of customer-based green brand equity within an integrated analytical framework. Within green consumption behavior, green CBBE is operationalized through three first-order, conceptually independent components – GBI, GPQ, and GPV (Khandelwal et al., 2019; Wasaya et al., 2021; Roh et al., 2022) – yet most studies examine each separately (e.g., GBI in Khandelwal et al., 2019 and Nguyen-Viet, 2023; GPQ in Wasaya et al., 2021 and Mombeuil & Diunugala, 2024; GPV in Roh et al., 2022 and Li et al., 2024), with none placing all three in one model despite their shared role as mediating mechanisms linking green marketing to consumption behavior (Kazmi et al., 2021; Ha, 2021; Majeed et al., 2022). This fragmentation extends to two adjacent streams: SMM and CBBE are established as key to digital branding and behavioral intention (Lal et al., 2020; Sharma et al., 2023), while under TPB, attitude is long regarded as the core driver of behavioral intention (Song et al., 2020; Wang et al., 2022; Phan et al., 2023). Though each stream is well established on its own, none has been tested within one integrated model – the second gap this dissertation addresses, by testing the sequential mediating role of GBI, GPQ, GPV, and GAT in the SMM–GRI relationship.

Third, a gap in testing the boundary conditions of the attitude–intention relationship within TPB. Originally, perceived behavioral control was theorized as a moderator of the attitude–intention link before most later research treated it as a direct predictor instead, given inconsistent evidence for the interaction – indicating that TPB does not treat this link as absolute but open to other boundary conditions (Ajzen, 2020). GPS, as an economically grounded boundary condition where

green products are typically priced higher (Hsu et al., 2017; Jaiswal & Kant, 2018), may fill this opening. Its moderating role is confirmed elsewhere – attitude and intention to purchase hybrid vehicles (Bhutto et al., 2022) and green cosmetics (Hsu et al., 2017), skepticism and green purchase intention (Malhotra & Srivastava, 2024), media exposure and sustainable purchase intention (Nazir & Wani, 2024), and alongside perceived risk in SMM–GRI (Le et al., 2018; Aggarwal et al., 2025) – yet never directly on GAT–GRI itself, a gap noted by Ishaq et al. (2021) and Chaihanchanchai & Anantachart (2023).

Though differing in nature – a theory evidence imbalance, fragmentation across parallel streams, and an unresolved internal TPB debate – the three gaps converge on the absence of an integrated model connecting SMM, green CBBE (GBI, GPQ, GPV), GAT, and GPS within the organic food sector in Vietnam. To address them, this dissertation integrates the SOR, TPB, and ST frameworks to evaluate the effect of SMM on GRI through the sequential mediating role of GBI, GPQ, GPV, and GAT, while examining the moderating role of GPS in the GAT–GRI relationship.

CHAPTER 2. CONCEPTUAL FRAMEWORK

2.1. Research model

This dissertation adopts the SOR framework (Jacoby, 2002) as its dominant theoretical foundation to organize the entire mechanism of influence – from the stimulus of SMM to the formation of consumers' perceptions of green CBBE across its three aspects (GBI, GPQ, and GPV), to GAT, and ultimately to the behavioral response GRI (supporting hypotheses H2(b), H3(b), H4(b), H7(a), H7(b), and H7(c)) – among consumers of organic food in Vietnam. Alongside SOR, the dissertation incorporates two supporting theories to clarify the operating mechanism within each stage of the SOR framework.

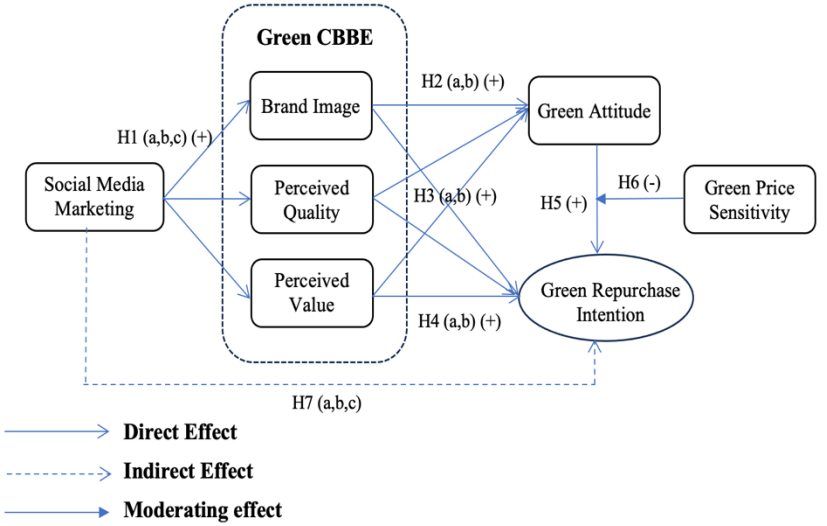


Figure 1. Conceptual framework

Specifically, at the stage where stimulus is transformed into perception (S → O), ST (Spence, 1973, 2002) is applied to explain how SMM, functioning as an informational signal, influences the process by which consumers form evaluations of GBI, GPQ, and GPV (supporting hypotheses H1(a), H1(b), and H1(c)). At the stage where perception/attitude is transformed into response (O → R), TPB (Ajzen, 1991, 2020; Fishbein & Ajzen, 2010) is applied to explain how GBI, GPQ, GPV, and GAT are transformed into GRI (supporting hypotheses H2(a), H3(a), H4(a), and H5). Notably, at the response-formation stage (R), GPS is introduced as a boundary condition, moderating the relationship between GAT and GRI (supporting hypothesis H6). Accordingly, SOR serves as the dominant theoretical framework running throughout the entire model, while ST and TPB play a supporting role, clarifying the specific operating mechanisms at the S - O and O - R stages respectively. The research model thus represents a

comprehensive mechanism spanning stimulus - perception - attitude - behavior, in which both mediating and moderating effects are examined simultaneously. On this basis, the research model is proposed:

2.2. Scales

a. Social media marketing scale

The SMM scale measures the extent to which consumers perceive social media as a reliable, up-to-date, timely, and convenient source of information about green products, and as a platform that facilitates searching for, receiving, and sharing information within online communities. It comprises 7 observed variables, adapted from Nekmahmud et al. (2022), conducted among young consumers in Hungary (n = 785, Cronbach's Alpha = 0.901), which was in turn developed from the original scales of Hynes & Wilson (2016) and Erkan & Evans (2016).

b. Green brand image scale

The GBI scale measures the standards formed in consumers' minds regarding the core aspects of their perception of a green brand's products and environmental protection. It comprises 5 observed variables, adapted from Chen (2010), conducted among Taiwanese consumers with purchasing experience in green information technology and electronics products (n = 254, Cronbach's Alpha = 0.744), which was developed from the original scales of Padgett & Allen (1997) and Cretu & Brodie (2007).

c. Green perceived quality scale

The GPQ scale measures consumers' perception of the degree to which a product excellently and reliably meets both functional and environmental requirements. It comprises 5 observed variables, adapted from Chang & Chen (2013), conducted among Taiwanese consumers (n = 248, Cronbach's Alpha = 0.851), which was developed from the original scales of Dodds et al. (1991) and Yoo & Donthu (2001).

d. Green perceived value scale

The GPV scale measures consumers' overall assessment of the benefits obtained from a green product or service relative to the costs incurred, in which environmental, social, and ethical benefits constitute an important component of perceived value. It comprises 5 observed variables, adapted from Chen & Chang (2012), conducted among Taiwanese consumers (n = 258, Cronbach's Alpha = 0.882), which was developed from the original scale of Patterson & Spreng (1997).

e. Green attitude scale

The GAT scale measures consumers' overall evaluation of, and degree of favorability toward, environmentally friendly brands. It comprises 5 observed variables, adapted from Mohd Suki (2016), conducted among green product consumers in Malaysia (n = 300, Cronbach's Alpha = 0.837). This scale has also been demonstrated to achieve satisfactory reliability in the context of the green electronics industry in India (Mehraj & Qureshi, 2022).

f. Green price sensitivity scale

The GPS scale indirectly measures the extent to which consumers perceive and respond to the price or price changes of green products, through a reverse-scored measure of willingness to pay a premium – the higher the score, the higher the level of price sensitivity. It comprises 3 observed variables. Unlike the other scales, GPS was adopted in its original form from Laroche et al. (2001); this reverse-scoring approach has been widely and consistently applied in related studies within green consumption contexts (Hsu et al., 2017; Bhutto et al., 2022; Malhotra & Srivastava, 2024).

With respect to data processing, scores collected on the 5-point Likert scale are reverse-coded using the formula GPS = 6 − original score. This reverse-coding procedure is applied consistently to all three observed variables of the scale during the data cleaning and coding

stage, prior to score aggregation and inclusion in the PLS-SEM analysis, thereby ensuring consistency throughout the hypothesis-testing and results-discussion process of the dissertation.*g. Green repurchase intention scale*

The GRI scale measures the degree of consumers' willingness and desire to continue selecting, purchasing, or reusing an environmentally friendly product, based on their experience, evaluation, and positive perception from prior consumption occasions. It comprises 5 observed variables, adapted from De Toni et al. (2018), conducted among organic food consumers in Brazil (n = 256, Cronbach's Alpha = 0.861), which was developed from the original scale of Mittal et al. (1998) – this is also the only scale in the dissertation adapted from a study conducted within the organic food industry itself.

CHAPTER 3. RESEARCH METHOD

3.1. Research process

The dissertation combines qualitative and quantitative research methods, implemented through three main stages – preliminary research, pilot quantitative research, and formal quantitative research – to ensure the appropriateness of the research model, the reliability of the scales, and the accuracy of the research findings.

In the first stage, preliminary research was conducted to build the theoretical foundation and refine the initial research model. First, the study identified the research topic and conducted a literature review to determine research theme clusters through bibliometric analysis. On this basis, the research gaps were identified to form the theoretical basis and propose an appropriate research model. Next, qualitative research was conducted through two rounds of in-depth expert interviews and respondent focus-group discussions. Expert interviews were aimed at refining the research model and completing the first draft scale.

Respondent interviews were then conducted to assess the clarity, comprehensibility, and appropriateness of the items in the questionnaire. The results of this stage helped refine the research model and develop the second draft scale for the pilot survey.

In the second stage, pilot quantitative research was conducted to test the reliability and validity of the scales before the formal survey. The pilot survey data were used to assess scale reliability through Cronbach's Alpha and item-total correlation coefficients. Next, the study tested scale validity through exploratory factor analysis, using indicators such as the KMO coefficient, factor loadings, and extracted variance. The results of this stage helped finalize the official scale system used for the formal quantitative research.

In the third stage, formal quantitative research was conducted to test the research model and the proposed hypotheses. First, the study assessed the measurement model by examining its fit with market data, composite reliability, unidimensionality, convergent validity, and discriminant validity of the scales. The structural model was then assessed to examine the fit of the research model and test the research hypotheses. At the same time, the study also analyzed the roles of the mediating and moderating variables in the model to clarify the relationships among the research constructs. Finally, the research findings were discussed, leading to conclusions and appropriate managerial implications.

3.2. Qualitative research

Qualitative research was conducted in two steps: expert interviews and respondent interviews.

In the expert interview step, the author conducted in-depth interviews to gather opinions on the relationships among the constructs in the research model, identify the components of green CBBE in the Vietnamese organic food market, clarify the mechanism linking social

media marketing with each of these components (green brand image, green perceived quality, green perceived value), the mediating role of these factors together with green attitude, as well as the moderating role of green price sensitivity, while also evaluating and refining the scales and items. The interviewees comprised two groups: lecturers researching and teaching marketing or branding with a master's degree or higher and more than 10 years of experience, and specialists, managers, or business owners with more than 5 years of experience in the organic food industry. Based on the principle of information saturation (Dworkin, 2012), the study stopped at 6 experts, comprising 3 managers and 3 lecturers.

In the respondent interview step, the first draft scale, after being refined by experts, was pilot-tested through focus-group discussions to assess the appropriateness of the wording and logic of the questionnaire, and to add demographic characteristics for the formal survey respondents. The participants were organic food consumers who purchased at least twice a week through both traditional and online channels. Following McLafferty's (2004) recommendations on focus-group size and number of sessions, the study conducted 3 discussions, each with up to 6 participants, totaling 12 respondents, between 10/08/2025 and 20/08/2025. The results showed that respondents largely agreed with the experts' views on the scale structure; 35 items were reviewed and adjusted in wording to be clearer, more concise, and more accessible, with some academic terms replaced with expressions closer to everyday language.

The results of the two interview steps formed the second draft scale, comprising 7 factors with 35 items, measuring the constructs of social media marketing, green brand image, green perceived quality, green perceived value, green attitude, green price sensitivity, and green

repurchase intention, which were used for the subsequent quantitative research step.

3.3. Pilot quantitative research

The second draft scale, refined based on the qualitative research results from the two groups of experts and consumers, was used to conduct a pilot survey to identify and test the components constituting green brand equity in the context of organic food in Vietnam, while also examining consumers' awareness of the social media marketing activities of organic food businesses, in order to further refine the scale.

The survey was conducted in person using convenience sampling, targeting adults who had directly purchased and regularly consumed organic food for at least the past six months, at organic food stores and supermarkets in Ho Chi Minh City, with each version of the questionnaire linked to a specific brand. Participants were clearly informed of the research objectives and given data confidentiality assurances to reduce non-response bias. After two weeks of data collection (from 01/09/2025 to 15/09/2025), the study obtained 124 responses, of which 105 valid responses were included in the analysis.

With a sample size of 105, the data were assessed in two steps: testing scale reliability using the Cronbach's Alpha coefficient, followed by exploratory factor analysis. The results show that all 7 scales with 35 items met the requirements and were used as the official scales for the study.

3.4. Formal quantitative research

This study employed non-probability sampling, combining convenience sampling with quota sampling. The survey was conducted in Ho Chi Minh City and extended through online shopping forums. Eligible respondents were individuals aged 18 years or older, living or working in Vietnam, who had purchased or consumed organic food within the past six months, as verified by screening questions at the

beginning of the questionnaire. Based on recommendations for sample size in structural equation modeling and the minimum sample size calculated for a model with seven constructs and 35 observed indicators, the study targeted approximately 450–500 valid responses and aimed to reach 600–650 responses. The survey was administered via Google Forms from 20 September 2025 to 30 November 2025 and distributed through email links, social media, consumer communities, and QR codes displayed at stores and supermarkets selling organic food. A total of 643 responses were collected, and after data cleaning, 499 valid observations were retained for analysis.

CHAPTER 4. THE RESULTS OF DATA ANALYSIS

4.1. Measurement model assessment results

Scale reliability was assessed through composite reliability (CR) and internal consistency reliability (CA). The results show that composite reliability ranged from [0.726; 0.913] and internal consistency reliability ranged from [0.719; 0.911]. Both CR and CA values exceeded the 0.7 threshold, indicating the reliability of the factors in the model (Hair et al., 2019). The average variance extracted (AVE) was used to determine the convergent validity of the scales. The results show that the AVE values of all factors exceeded 0.5, indicating the convergent validity of each factor in the model (Hair et al., 2019).

Factor loading values were used to test the unidimensionality of the scales in the research model. The results show that all items exceeded 0.5, indicating the appropriateness of the items in the research model (Hair et al., 2019). Discriminant validity was assessed using the Fornell-Larcker criterion. The results show that the values on the diagonal are greater than the other values in the corresponding row and column, confirming that the items have discriminant validity (Henseler et al., 2015).

Table 1. Reliability and convergent validity results

Factor	CR	CA	AVE
GAT	0.838	0.836	0.606
GBI	0.840	0.834	0.597
GPQ	0.913	0.911	0.739
GPS	0.726	0.719	0.640
GPV	0.864	0.862	0.644
GRI	0.867	0.864	0.650
SMM	0.895	0.893	0.609

Table 2. Fornell-Larcker criterion

	GAT	GBI	GPQ	GPS	GPV	GRI	SMM
GAT	0.778						
GBI	0.588	0.773					
GPQ	0.525	0.502	0.859				
GPS	0.731	0.581	0.533	0.800			
GPV	0.581	0.507	0.489	0.643	0.803		
GRI	0.635	0.588	0.519	0.673	0.604	0.806	
SMM	0.443	0.468	0.408	0.451	0.353	0.569	0.780

4.2. Structural model assessment results

Structural model assessment

Based on the structural model analysis, at a 95% confidence level, hypotheses H1(a) ($\beta = 0.468$; p-values < 0,001), H1(b) ($\beta = 0.408$; p-values < 0,001), and H1(c) ($\beta = 0.353$; p-values < 0,001) are accepted. SMM has a positive effect on the components of green CBBE, with the strongest effect observed on GBI ($\beta = 0.468$). This means that marketing communication activities on the interactive online platforms of organic food brands help strengthen customers' awareness of green brand image, as well as perceived quality and perceived value.

At the 5% significance level, hypotheses H2(a) (β = 0.323; p-values < 0,001), H3(a) (β = 0.209; p-values < 0,001), and H4(a) (β = 0.314; p-values < 0,001) are supported. The components of green CBBE have a positive effect on customers' GAT. This indicates that customers' positive perception of organic food brands is shaped by their awareness of green brand equity, comprising GBI, GPQ, and GPV, with GBI having the strongest effect (β = 0.323).

Similarly, hypotheses H2(b) (β = 0.172; p-values < 0,001), H3(b) (β = 0.116; p-values = 0.004), and H4(b) (β = 0.200; p-values < 0,001) are supported. The components of green CBBE all have a positive effect on GRI. In other words, consumers form the intention to continue purchasing organic food from their positive perception of the GBI, GPQ, and GPV of green brands, with GPV having the strongest effect.

Finally, at the 5% significance level, hypothesis H5 (β = 0.160; p-values = 0.003) is accepted. GAT has a positive effect on GRI for organic food. This means that when consumers tend to evaluate organic food brands favorably, they are more likely to form the intention to continue purchasing these brands in the future.

The R^2 values indicate that the explanatory power of the independent variables over the dependent variables in the model ranges from weak to moderate (Henseler et al., 2015). Specifically, SMM explains only 21.9% of the variance in GBI, 16.7% of the variance in GPQ, and 12.4% of the variance in GPV, reflecting that social media marketing is a contributing factor but not the sole factor shaping consumers' perception of green brand image, green perceived quality, and green perceived value, suggesting that other factors (such as actual usage experience, word-of-mouth outside social media, or consumers' personal characteristics) may exist and warrant further exploration in future studies. Notably, the model explains 48.2% of the variance in GAT, indicating that GBI, GPQ, and GPV together have a significant

effect on consumers' green attitude toward the brand. In particular, the model explains 57.4% of the variance in GRI, a relatively high level in customer behavior research, indicating that GBI, GPQ, GPV, and GAT, together with the moderating role of GPS, combine to have a significant effect on consumers' green repurchase intention.

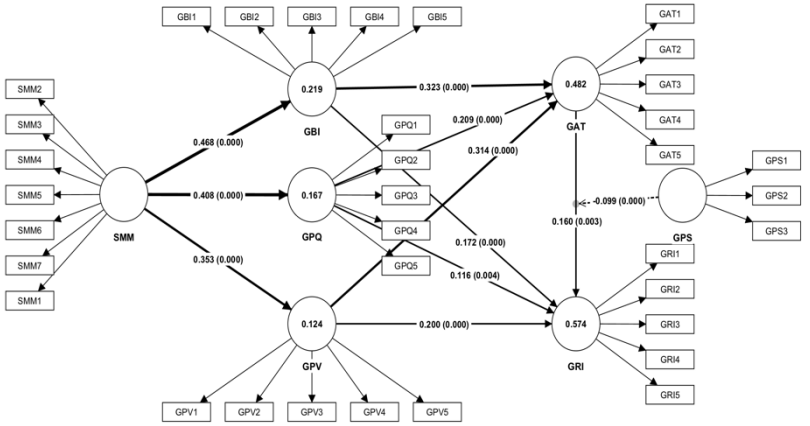


Figure 2. PLS-SEM structural model

Testing the sequential mediating role of GBI, GPQ, GPV, and GAT

The five-step procedure of Hayes (2015) and Tofighi & Kelley (2020) was applied to test the sequential mediating effect of GBI, GPQ, GPV, and GAT in the causal relationship between SMM and GRI. When simultaneously testing the effects of SMM and the mediating variables GBI, GPQ, GPV, and GAT on GRI, the results show that all effects are statistically significant. Specifically, hypotheses H7(a), H7(b), and H7(c) all have positive β coefficients of 0.024, 0.014, and 0.018, respectively. These results confirm the sequential mediating role of the chains GBI–GAT, GPQ–GAT, and GPV–GAT in the causal relationship between SMM and GRI. The results show that SMM has an indirect effect on GRI through the mediating variables GBI, GPQ, GPV, and GAT. At the same time, the confidence intervals (CI) of the

indirect effects do not contain the value 0, and the point estimates all fall within the confidence interval [2.5%–97.5%] at the 5% significance level. This confirms that the sequential mediating effects in the research model are all statistically significant.

Table 3. Confidence interval (CI)

Relationship	Point estimate	2.5%	97.5%
H7(a): SMM → GBI → GAT → GRI	0.024	0.008	0.043
H7(b): SMM → GPQ → GAT → GRI	0.014	0.004	0.026
H7(c): SMM → GPV → GAT → GRI	0.018	0.006	0.033

Testing the moderating role of GPS

Testing the moderating role of GPS on the relationship between GAT and GRI was conducted in two steps. Step 1 assessed the measurement model through internal consistency reliability, convergent validity, and discriminant validity indices. The results show that the factors GAT, GRI, and GPS all achieved reliability, and discriminant validity was achieved between each pair of constructs in the model. Step 2 then tested the difference between the regression coefficients through the significance level and the relevance of the relationships in the structural model using the bootstrapping technique with 5,000 resamples. With the 5% significance level, hypothesis H6 (β = -0.099; p-values < 0,001) is supported. This means that GPS moderates the interaction between GAT and GRI. Accordingly, the regression equation for green repurchase intention is expressed as follows: GRI = 0.160*GAT + 0.248*GPS - 0.099*GPS*GAT.

CHAPTER 5. CONCLUSIONS

5.1. Conclusions

The dissertation conducted a bibliometric analysis of 288 articles related to green consumption behavior during the 2020–2024 period to identify research trends, theoretical foundations, dominant approaches, and research gaps in this field. Building on this, the dissertation further conducted a systematic literature review and content analysis of empirical studies on green consumption behavior to clarify the groups of antecedents, mediating variables, moderating variables, and outcome variables commonly used to explain green consumption behavior. The review results show that although green consumption behavior has been extensively studied, prior studies have mainly focused on initial green purchase behavior, while the mechanism underlying green repurchase intention, particularly in the context of social media marketing and green brand equity, has not yet been fully explored.

Next, the dissertation focused on reviewing the causal relationship between social media marketing and green repurchase intention, while also conducting a bibliometric analysis of 21 articles specifically related to this topic. Combined with the systematic review and content analysis of empirical studies, the dissertation identified appropriate theoretical foundations to explain the mechanism underlying green consumption behavior, including the TPB, signaling theory, and the SOR framework. Based on the integration of these theoretical arguments and the research gaps, the dissertation proposes a research model to explain the mechanism through which social media marketing affects green repurchase intention through the mediating role of green brand image, green perceived quality, green perceived value, and green attitude, while also examining the moderating role of green price sensitivity in the context of the organic food market in Vietnam.

Subsequently, qualitative research was conducted through in-depth interviews with six experts and focus-group discussions with 12 consumers to assess the appropriateness of the research model, while also adjusting and supplementing the scales to fit the Vietnamese research context. Afterward, pilot quantitative research with 105 observations was conducted to assess the reliability and appropriateness of the scales prior to the formal study. The results of the qualitative and pilot quantitative research indicate that the formal research model comprises 7 constructs, including: social media marketing, green brand image, green perceived quality, green perceived value, green attitude, green price sensitivity, and green repurchase intention, measured through 35 items.

Finally, the formal quantitative research data were collected from consumers with experience purchasing or using organic food through both online and in-person surveys in Ho Chi Minh City, obtaining 499 valid observations that met the requirements for data analysis. Before testing the structural model and the research hypotheses, the measurement model was assessed. The results show that the scales satisfied the requirements for reliability, convergent validity, discriminant validity, extracted variance, and unidimensionality. This confirms the appropriateness and stability of the scale system in the context of organic food research in Vietnam.

5.2. Managerial implications

For organic food businesses, the research results show that green perceived value is the strongest factor affecting green repurchase intention, yet it is currently rated lowest by customers; therefore, businesses need to quantify and personalize the benefits of organic food (e.g., chemical residue levels, cumulative health benefits, environmental impact) rather than relying on generic messaging about "clean, safe, natural", while also building real consumption stories so

that green value is validated by the community rather than being a one-sided claim from the brand. In addition, since green brand image is the most effective mediating link, businesses need to build this image as a consistent, long-term commitment across every touchpoint with customers (packaging, stores, communication) rather than short-term seasonal campaigns. Finally, although green perceived quality has the weakest effect, it remains an essential foundational requirement; businesses therefore need to invest in obtaining credible organic certifications and increasing the transparency of traceability processes to strengthen trust, laying the groundwork for the effectiveness of brand image- and brand value-building activities.

For marketing managers, since social media marketing is the sole pathway through which green brand image, quality, and value are formed, and the only channel with an indirect effect on green repurchase intention, businesses need to treat it as a central communication pillar rather than a supplementary channel, building digital content along a sequential roadmap that prioritizes green brand image, followed by perceived value and perceived quality, rather than relying on immediate call-to-action campaigns. In addition, since customers currently show a fairly high tendency to share information and recommend products, marketing managers should proactively design rewarded referral programs and partner with influencers in the green-living community to leverage the digital word-of-mouth effect. Finally, since price sensitivity weakens the transformation of positive attitude into actual repurchase intention, businesses need to segment customers by price sensitivity level and prioritize long-term cost-restructuring solutions (small trial packages, repurchase-frequency-based loyalty points, bundled combos) rather than short-term discount programs, which are less effective for organic food.

For consumers, since most of the perception regarding the "green" nature of a brand is now formed through social media, consumers need to proactively enhance their information-evaluation skills, cross-checking marketing claims against independent, verified sources such as organic certifications or third-party testing results, in order to avoid being misled by "greenwashing" campaigns, and to indirectly pressure businesses into making their production processes more transparent. At the same time, since the tendency toward instant price comparison is the greatest barrier preventing positive brand sentiment from translating into repurchase behavior, consumers should evaluate their consumption decisions over a longer time horizon, viewing the price premium as a cumulative investment in health and the environment, while also considering purchasing options that reduce upfront cost pressure, such as group buying, subscribing to recurring packages, or prioritizing seasonal products, in order to sustain a more durable green consumption habit.

5.3. Limitations and future research directions

This study is subject to several limitations. Because it was conducted within the context of Vietnam, with its distinctive consumption culture and particular stage of green-market maturity, the generalizability of the findings to other countries, especially developed economies, should be considered with caution. The use of convenience sampling combined with a cross-sectional research design also limits the ability to infer causal relationships and to fully capture how green consumption behavior forms and is sustained over time. In addition, the research model focuses on only three components of green customer-based brand equity, and therefore does not fully capture the complex psychological and cognitive mechanisms underlying the formation of green repurchase behavior. Finally, the study examines only a single moderating variable – green price sensitivity – whereas green

consumption behavior in practice is simultaneously shaped by numerous other contextual factors, particularly within today's increasingly digitalized consumption environment.

In light of these limitations, this study proposes several directions for future research. First, future studies could extend the scope of the survey to other categories of green products, such as electric motorcycles, sustainable fashion, or naturally derived cosmetics, in order to test the stability of the model across different green consumption contexts. In addition, a longitudinal research design should be adopted to examine how consumers' perceptions, attitudes, and green repurchase intention change across the different stages of the customer journey. The research model could also be extended by incorporating additional components of green brand value, such as green trust, green satisfaction, or green skepticism, to further illuminate the psychological black box underlying the link between social media marketing and green consumption behavior. Finally, future research should incorporate additional moderating variables and contextual conditions beyond price sensitivity, such as digital platform experience, online community reviews, or the influence of social media influencers, in order to build a more comprehensive explanatory model of green consumption behavior within today's digital context.

KEYWORDS: *Social media marketing; Green attitude; Green price sensitivity; Green repurchase intention; Organic food.*

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