SOCIALIST REPUBLIC OF VIETNAM
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INFORMATION PAGE ON NEW ACADEMIC AND THEORETICAL CONTRIBUTIONS OF THE DISSERTATION

Dissertation title: 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

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New contributions in terms of theory and practice of the thesis:

1. Theoretical contributions

The dissertation makes several important theoretical contributions to the field of green consumption behavior, specifically:

First, this study contributes to expanding the understanding of the mechanism through which social media marketing operates within the context of green consumption, by simultaneously integrating signaling theory and the theory of planned behavior into the stimulus–organism–response framework within a single research model. Whereas prior studies have mainly examined the individual roles of social media marketing, green brand image, green perceived quality, green perceived value, or green attitude, this study constructs an integrated theoretical mechanism that explains the process through which digital media stimuli are transformed into consumers' green consumption behavior.

Second, this study extends the concept of green customer-based brand equity by jointly examining its three aspects – green brand image, green perceived quality, and

green perceived value – within the mechanism linking green attitude and green repurchase intention. The findings show that green customer-based brand equity is not merely an outcome of social media marketing but also an important mediating mechanism in the formation of green consumption behavior.

Third, this study makes a methodological contribution by successfully testing a sequential mediation model between social media marketing and green repurchase intention, following a specific psychological sequence: social media marketing influences consumers' perceptions of the green brand across three aspects – green brand image, green perceived quality, and green perceived value – which in turn shape green attitude, ultimately leading to green repurchase intention. Whereas prior studies have mainly focused on direct effects or single mediators, this study demonstrates that green consumption behavior is formed through a linked sequence of effects spanning brand perception, value evaluation, and attitude. This contributes to illuminating the psychological black box underlying the green consumption decision-making process.

Fourth, this study adds green price sensitivity as a moderating variable within the green consumption model. The findings indicate that price remains an important barrier affecting the extent to which a favorable predisposition is translated into repurchase intention. This finding enriches the theory of planned behavior by incorporating an economic dimension into the explanation of green consumption behavior in emerging economies.

Fifth, this study contributes to the development of the theory of planned behavior by extending its explanatory scope to post-purchase behavior, specifically green repurchase intention, rather than focusing solely on initial purchase intention as most prior studies have done. This helps to reinforce and broaden the theory's range of application within the context of sustainable consumption, particularly for organic food, which is characterized by a high degree of consumption commitment and behavioral continuity.

2. Practical contributions

The study offers several important practical contributions for organic food businesses, marketing managers, and consumers.

For businesses, the findings suggest that social media marketing should be regarded as a strategic tool for building green brand equity rather than merely a channel for product promotion. Businesses should focus on developing communication content that emphasizes environmental commitment, transparency in production processes, health benefits, and the sustainability value of organic food in order to enhance consumers' perceived green brand image, perceived quality, and perceived value.

The findings also show that green attitude plays a central role in converting green awareness into the desire to repurchase green products. Businesses should therefore focus not only on increasing brand recognition but also on building strategies that foster emotional connection, ethical value, and empathy with consumers' green lifestyles. Educational communication campaigns that promote environmentally responsible consumption can help cultivate a lasting positive perception of organic brands. In addition, green price sensitivity remains a significant barrier to organic food consumption in Vietnam. Businesses should therefore develop pricing strategies tailored to each customer segment while enhancing consumers' perception of the long-term value of organic food, rather than focusing solely on short-term selling prices.

For marketing managers, the findings indicate that fostering the intention to continue green consumption depends not only on environmental communication but also on support from pricing policies, certification standards, and mechanisms for controlling green information on digital platforms. Establishing a transparent organic certification system, strengthening the control of misleading green claims, and supporting businesses in developing green marketing will help enhance consumer trust and promote sustainable consumption in Vietnam over the long term.

PhD candidate

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