CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN HÀNH VI MUA HÀNG CỦA SINH VIÊN VỚI SẢN PHẨM ĐỒ UỐNG CÓ ĐÓNG GÓI BAO BÌ BỀN VỮNG

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Tóm tắt

Trong khi những lo ngại về đồ uống có bao bì bền vững chủ yếu được xem xét ở các quốc gia phát triển, thì những kiến thức về hành vi mua bao bì bền vững vẫn còn đang được xem nhẹ ở các quốc gia đang phát triển, đặc biệt là Việt Nam. Khi mua các sản phẩm đồ uống đóng gói bao bì bền vững người tiêu dùng không nhất thiết phải đánh đổi giữa 2 yếu tố: tính bền vững và yếu tố tâm lý xã hội. Vì vậy, mục đích của nghiên cứu là tìm hiểu các yếu tố ảnh hưởng đến hành vi mua các sản phẩm đồ uống có đóng goi bền vững của sinh viên Việt Nam dựa vào yếu tố tâm lý xã hội (mối quan tâm về môi trường, lòng trung thành thương hiệu) và các yếu tố bối cảnh (tính sẵn có của sản phẩm và thuộc tính sản phẩm). Cuộc khảo sát được tác giả tiến hành đã thu thập thông tin cho bài nghiên cứu. Dữ liệu được thu thập bằng bảng câu hỏi Google Form được phổ biến bằng kỹ thuật lấy mẫu quả cầu tuyết qua internet (theo phương pháp lấy mẫu không ngẫu nhiên – lấy mẫu thuận tiện) và sẽ được phân tích bằng SPSS 20.0. Kết quả chỉ ra rằng tất cả các biến đều có mối tương quan thuận chiều với hành vi và sở thích mua hàng của người tiêu dùng. Có vẻ như người tiêu dùng trẻ Việt Nam dễ tiếp nhận bao bì bền vững, nhưng nó cần được xem xét trong bối cảnh liên quan đến sản phẩm để nâng cao tính bền vững

Từ khóa: Sản phẩm đóng gói bền vững, Đồ uống, Người tiêu dùng trẻ, Thuộc tính sản phẩm, Niềm tin về tính bền vững, Kiến thức về môi trường

FACTORS AFFECTING STUDENTS' PURCHASING BEHAVIOR OF SUSTAINABLE PACKED BEVERAGEPRODUCTS

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Abstract

While concerns regarding beverages with sustainable packaging have been examined primarily in developed nations, there is a lack of knowledge regarding the purchasing behavior of sustainable packaging in developing nations, particularly Vietnam. Purchasing beverage products with sustainable packaging does not necessitate a trade-off between sustainability and product efficacy. Therefore, the reason for this research is to comprehend the factors influencing the Shopping patterns of sustainable packaged retail beverage items among Vietnamese students with psychosocial factors (environmental concerns, brand loyalty) and contextual factors (product availability and product attributes). This investigation collected information. The data were gathered through the use of a Google Form questionnaire and distributed via internet snowball sampling (using convenience sampling, a non-random sampling method) and will be analyzed using SPSS 20.0. The results indicate that all variables have a positive correlation with consumer purchasing behavior and preference. It appears that youthful Vietnamese consumers are receptive to sustainable packaging, but it should be considered in a product-related context to elevate sustainability's profile

Keywords: Sustainable Packed, Environment Knowledge, Young Consumer, Sustainability Trust, Beverage Product, Product Attribute.

1. Introduction

The effects that human habits and actions have on the surrounding environment are growing more damaging as time goes on. People make every effort not to alter their behavior, despite the fact that they are aware that the decisions they make will ultimately lead to unfavorable outcomes for them. Retribution from the environment for the existence of humans comes in the form of natural disasters, emissions, and changes in the climate.

People carelessly discarding product cartons and this behavior can be seen in things like packaging. The majority of these containers are made of plastic. For hundreds of thousands of years, these plastic remnants will coexist with living and nonliving organisms like humans before they completely decompose. Therefore, the next generations will be compelled to rely on these plastics to survive. Massive amounts of plastic Carbon dioxide emissions from waste could wipe out plants and harm the environment. (greenhouse effect), global warming, and the discharge of toxic substances. Subsequently, people should be more faithful and responsible for their activities, as this issue has spread to numerous areas of the globe. The discovery of this phenomenon in numerous nations has raised concerns among numerous groups. Their goal is to inform and motivate individuals about the causes and consequences of the environmental crisis. This kind of recovery idea is sometimes referred to as a "sustainable concept." This problem is well-known all over the world and is being slowly recognized in many countries.

Consumer behavior, which in turn influences consumer purchasing behavior, is influenced by a shift in consumer perception as a result of the inclusion of environmentally friendly information. A number of recently introduced products have been given the label "sustainable products" because many suppliers are willing to meet these client demands; i.e., they are the end result of environmentally friendly manufacturing methods. Utilizing environmentally friendly packaging

that maximizes the use of durable goods is the most cost-effective option for manufacturers. A "sustainable package" is the term used to describe this collection.

The students' perceptions of sustainable packaging and their purchasing habits are influenced by a number of significant factors. For instance, environmental awareness and familiarity with environmentally friendly packaging are among these. Customers' decisions to purchase and consume packaged sustainable beverages may be influenced by these factors. Consumers are more mindful in their beverage product selections when they are informed that the packaging of a beverage product does not harm animals or the environment or mitigates the effects of environmental issues. This study intends to see understudies' buying conduct of economical bundled drink items and the variables that impact their goal to buy manageable bundled refreshment items.

Research Objectives

General Objectives of the Research

As an enormous sustainable tide emerges, sustainable packaging is becoming more prevalent on the market for consumer goods. The primary purpose of the reasearch is to examine student attitudes and purchase intentions regarding green beverage packaging.

Specific Objectives of the Research

The **first purpose** of this research is to identify customer knowledge and behavior elements that influence purchasing decisions for sustainable packaging in the beverage industry.

The **second purpose** of this research is to assess the characteristics that influence consumers' decisions to buy beverages in environmentally friendly packaging.

The **third objective** of this research study is to make recommendations for businesses that produce beverages in order to lessen the negative effects that their packaging has on the surrounding environment and to present beverage manufacturing companies with a novel strategy.

2. Literature review

2.1. Packaging Elements (PE)

Previous studies have demonstrated that characteristics such as color, shape, design, and size, as well as information elements, have the power to impact consumer behavior. This ability may be broken down into two categories: package visual factors, as well as information pieces. There is a greater link between the emotive component of decision-making and the visual factors that are being considered. There is a greater possibility that the cognitive part of decision-making will be addressed by information that pertains to product information that is not contained within the package, new packaging techniques, brand image, etc. Consumers are heavily influenced in their choice of products by the visual aspects of product packaging. These aspects include pictures such as graphics and colors.

- Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure - Silayoi, P. and Speece, M. (2004)

- Food Products Consumer Behavior: The Role Of Packaging Elements - Estiri, Mehrdad & T, Hasangholipour & Yazdani, hamid reza & H.J, Nejad & Rayej, Hamzeh. (2010).

- Impact of Product Packaging on Consumer's Buying Behavior - Rizwan Raheem Ahmed, Vishnu Parmar, Muhammad Amin (2014)

- Impact Of Package Elements On Consumer's Purchase Decision - R. Kuvykaitė, Aistė Dovalienė, Laura Navickiene (2015)

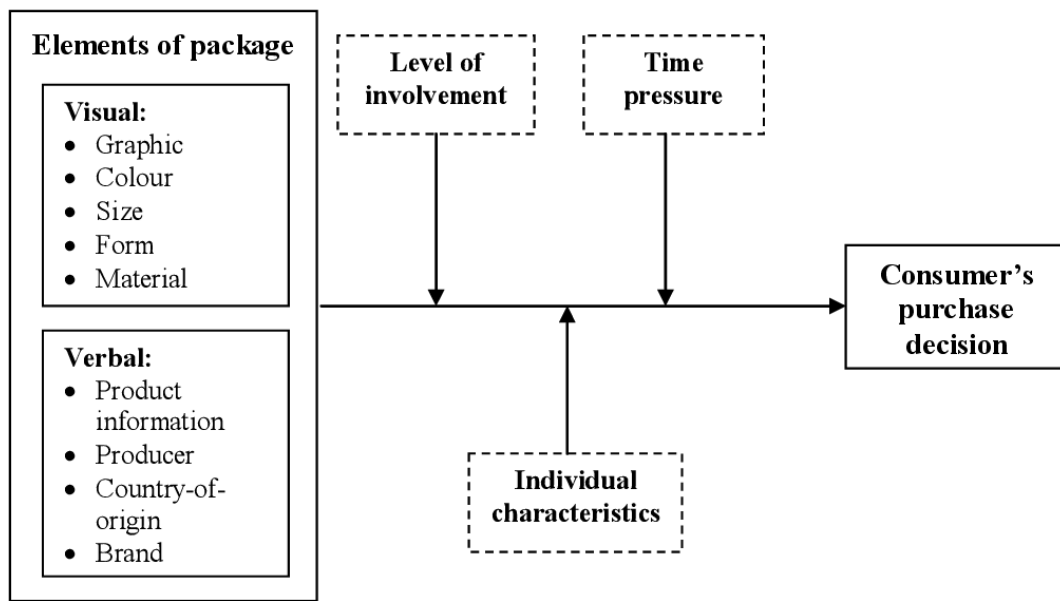- R. Kuvykait, Aist Dovalien, and Laura Navickiene's (2015)

Figure 1: Impact Of Package Elements On Consumer's Purchase Decision

Sources: R. Kuvykaitė, Aistė Dovalienė, Laura Navickiene (2015)

The author incorporates the packaging elements into the research model of factors influencing the decision to purchase sustainable beverage products on the basis of the aforementioned model and the findings of the research.

2.2. Environmental Knowledge of Sustainable Packaging (EP)

Knowledge is classified into two types: actual knowledge and opinion. Objective awareness refers to how well consumers genuinely understand a subject, whilst subjective expertise refers to how well consumers believe they understand a subject in terms of memory and problem-solving (Metcalfe, 1986). Brundtland (1987) defined sustainable development as "meeting the needs of the present without compromising future generations' ability to meet their own needs." According to a different survey, the majority of customers were ignorant of serious environmental risks affecting their product usage (Golkonda, 2013). A prior research (Suki, 2013) found that female consumers are more familiar with and worried about environmental problems than male clients. According to the study, the majority of consumers are uninformed of the significance of green products due to a dearth of knowledge (Arseculeratne & Yazdanfard, 2014).

Morever, Anvar and Venter (2014) discovered that female customers had significantly greater knowledge of organic packaging than male consumers. Ketelsen et al. (2020) discovered that the

relationship between consumer reactions to sustainably active packaging for green products and consumer purchasing behavior was not well understood.

Consequently, knowledge of environmentally favorable packaging remain ambiguous and must be verified by this research.

2.1.3. Brand Loyalty (BL)

Moreover, the brand is an essential component of product packaging. According to Kotler, one of the organization's most valuable intangible assets is its brand, which is essential to its services or products. Bassin (1988) Brand strategy is crucial in reducing customer search time for packaged food. The functional element of packaging is not addressed in the study models about the influence of packaging on purchasing behaviors and customer perception of packaging. According to Kano's product development model, a functional element of packaging relates to the group of "must-be" characteristics, or presumed attributes. These tasks do not add to consumer pleasure if they are completed, but once they are not completed, they will cause substantial dissatisfaction. Consumers analyze brands and create buy intents during the evaluation phase, in accordance with Principles of Marketing (Gary Armstrong, Stewart Adam, and Sara Denize, 2014). Brand loyalty is an important component in purchase decisions. As a result, loyalty to a brand is the final variable in this study paradigm.

2.1.4. Product Attribute (PA)

According to Alpert (1971), a product attribute's capacity to distinguish itself from competing items is more impacted by consumer choice and judgment. Product qualities are classified into two types: physical attributes such as size, volume, and flavor, and ethereal attributes including as price, quality, and aesthetic (Lefkoff-Hagius et al., 1990). Padel and Foster (2005)) When consumers perceive the product's value, the price is not an insurmountable barrier. According to Van Birgelen et al. (2008), buyers must be content with the cost and taste of eco-friendly packaged beverages before consuming them. Other features of the item should also be evaluated for their impact on sustainability, despite consumers' favorable perception of green packaging (Rokka & Uusitalo, 2008). According to Barbarossa and Pastore (2015) and Tsakiridou et al. (2008), the idea of exorbitant pricing and poor quality are important barriers to ethical purchase. When selecting green-packaged items, the most essential factor to evaluate is price, subsequent to functionality and quality (Martinho et al., 2015). According to Nguyen et al.'s (2020) results, Vietnamese consumers should be pleased with the appearance of ecological packaging.

3. Research methodology

3.1. Model

Based on the above study, I choose to include in my research model the four characteristics

that impact students' purchase behavior for environmentally friendly packaged beverage products: (H1) Packaging Elements, (H2) Environmental Awareness of Sustainable Packaging, (H3) Brand Loyalty, and (H4) Product Attributes.
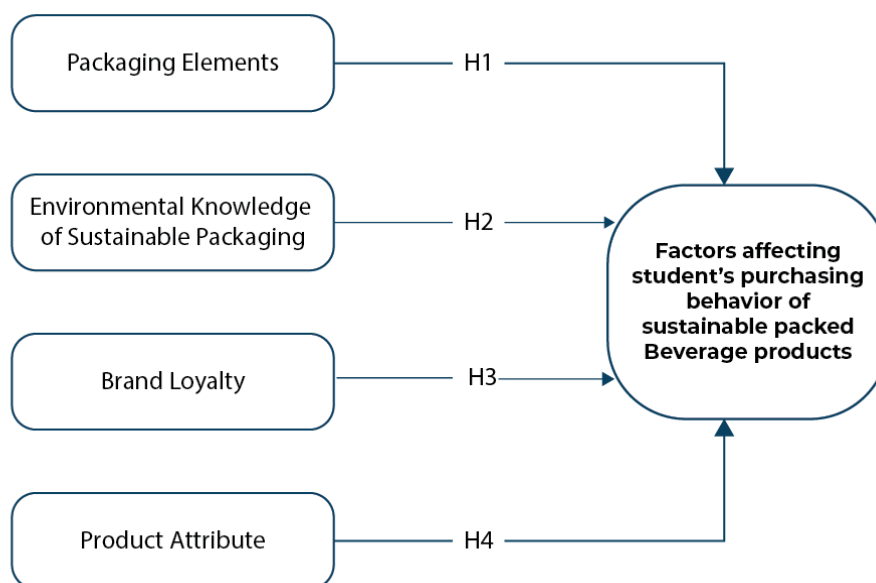
Figure 2: Proposed Model

H1: Packaging elements (visual elements & information elements) have a positive impact on the student's purchasing decision of beverage products with sustainable packaging

H2: Students' environmental knowledge influences the purchase behavior of sustainable packaged products.

H3: Brand loyalty has a positive impact on students' purchasing decisions Beverage products have sustainable packaging

H4: Product attribute influences students' purchase behavior of sustainable packaged product.

3.2. Measurement Scale

Quantitive research techniques: Cronbach's Alpha and EFA analyses are used to examine the model and the scales for reliability, discriminant value, convergence, and extracted variance. The 5-point Likert scale used in the questionnaire is acceptable. With the aid of a standardized questionnaire, data is gathered. On a five-point scale, each statement is rated, with (1) denoting "strongly disagree" or "strongly not important" and (5) denoting "very agree" or "very important." Software called SPSS 20 was used to process the data.

The following is a scale that can be used to measure ideas included in the research model:

(H1) "Packaging Elements"

(H2) "Environmental Knowledge of Sustainable Packaging"

(H3) "Brand Loyalty"

(H4) "Product Attribute"

3.3. Data collection

This study's data was gathered using a Google Form survey distributed to respondents via the internet using'snowball' or'snowball' sampling techniques (as part of the non-random sample approach - convenience sampling). Respondents must answer a questionnaire, which is then distributed to Vietnamese users of the internet and other online platforms in Vietnam. Because the research focuses on beverage packaging trash (domestic solid waste), the community being interviewed is more likely to be in urban regions than in rural ones; this is consistent with the findings of previous studies. Higher Internet usage in developed urban areas. Furthermore, this sampling technique is inexpensive, uncomplicated, and able to collect data in a brief amount of a period of time which is perfect for the duration of the topic's research.

The author gathered 347 answers, of which 6 were disqualified for lack of qualification. SPSS 20.0 will analyze 341 valid responses; the following section provides the findings in detail.

Table 1. Measurement Scales "Purchasing Behavior"

Packaging Elements		
PE1	You feel that the aesthetic appearance of drink product packaging is related to specific product fundamental values.	Smith and Taylor (2004)
PE2	Visually appealing and appealing beverage product packaging captures your attention and attention.	Zekiri, J., & HASANI, V.V.(2005)
PE3	Visually distinguishing your preferred brands is aided by product packaging.	
PE4	The data found on the package is highly significant when making a purchasing choice for beverage items.	Grossman và Wisenblit, 1999
PE5	Due to the data on the product package, you may reconsider purchasing beverage items.	Ahmed, Rizwan & Parmar, Vishnu & Amin, Muhammad. (2014).
PE6	The data printed on drinks product packaging is important to you in making a purchase decision.	Pinya Silayoi, (2004)
Environmental Knowledge of Sustainable Packaging		
EP1	Green packaging plays an important part in environmental protection through regular use.	Su et al (2020)
EP2	Human health benefits from the use of sustainable packaging..	
EP3	Using ecological packaging helps to reduce global warming.	

EP4   The advantage of environmentally friendly wrapping is its ease of disposal.

Brand Loyalty

BL1   You remind yourself on a frequent basis to stick to the same drinks product alternatives.   Yoo and Donthu (2001)

BL2   You'll buy their drinks first, regardless of whether their packaging is environmentally friendly.

BL3   If your favourite brand offers beverages, you are unlikely to purchase drinks from another company, even if its carton packaging is eco-friendly.

Product Attribute

PA1   Reason to buy: ecologically packaged items are reasonably priced.   Rokka and Uusitalo (2008); Tsakiridou et al (2007)

PA2   Sustainable packaged things are sufficiently valuable (cause to buy).

PA3   Sustainable packaged goods meet my functional and taste needs. (Justification for purchasing)

PA4   Sustainable items fulfill my design specifications. (Justification for purchasing)

Students' Purchasing Behavior Of Sustainable Packed Beverage Products

PB1   I have engaged in eco-friendly purchasing practices for the past six months.   Kanchanapibul et al (2014); Yadav and Pathak (2017)

PB2   I_____ sustainable packaged product (do not buy; buy a few; buy some; buy many; buy a lot of)

PB3   I purchase green-packaged items even if they are more costly than non-green-packaged items.

PB4   I purchase sustainable packaging beverage products because they are more beneficial for the natural world.

Source: Authors' research and analysis

4. Results

4.1. Demographics

There were 138 men (40.5%) and 203 women (59.5%) among the 341 respondents. The majority of college students (78.6%) were between the ages of 18 and 22, followed by children under the age of 18 (10.3%). This indicates that students are the majority of survey respondents. In addition, up to 95% of the surveyors are located in urban locations.

4.2. Reliability Coefficients Cronbach's Alpha

Cronbach's Alpha analysis results indicate that Cronbach's Alpha (PE, EP, BL, PA) = 0.831, 0.869, 0.877, 0.776 > 0.7 Achieve reliability. Therefore, all PE, EP, BL, and PA scales attain reliability. The coefficients of the observed variables' total variables are bigger than 0.4 on the scale. Inability to exclude observable factors can also boost Cronbach's Alpha. As a result, all variables found have been approved and will be used in the upcoming factor analysis.

4.3. Analyzing EFA

KMO = 0.806 > 0.5 demonstrated that the variable analysis was consistent with the research data, as determined by the SPSS analysis. Barlett's test yields a value of 2474.135 at a significance level of Sig = 0.000 0.5, demonstrating that the analyzed variables are correlated in the sample. Total variance extracted = 65.452% > 50%; therefore, the variation of the data is explained by a single factor, in accordance with the factor extraction method's evaluation criteria. In addition, the results of rotated component analysis revealed that 17 observed variables fell into the same four factor categories. The author chooses variables with a Factor Loading coefficient in excess of 0.5. Observable variables meet the requirements

Table 2: KMO and Bartlett's Test of Independent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	2474.135
	df	136
	Sig.	.000

Source: Authors' research and analysis

Table 3: Total Variance Explained of Independent Variables

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,427	26,039	26,039	4,427	26,039	26,039	3,292	19,364	19,364
2	2,476	14,565	40,604	2,476	14,565	40,604	2,906	17,095	36,458
3	2,209	12,994	53,598	2,209	12,994	53,598	2,499	14,703	51,161
4	2,015	11,854	65,452	2,015	11,854	65,452	2,43	14,291	65,452
5	0,76	4,468	69,92						
6	0,712	4,189	74,109						
7	0,648	3,813	77,922						
8	0,587	3,451	81,373						
9	0,519	3,055	84,428						
10	0,455	2,679	87,106						
11	0,418	2,457	89,563						
12	0,386	2,268	91,831						
13	0,337	1,98	93,811						
14	0,309	1,82	95,631						
15	0,263	1,547	97,178						
16	0,255	1,498	98,676						
17	0,225	1,324	100						

Source: Authors' research and analysis

Table 4: Rotated Component Matrix of Independent Variables

	Rotated Component Matrix			
	Component			
	1	2	3	4
PE2	0,755			
PE6	0,754			

PE1	0,751		
PE5	0,73		
PE3	0,718		
PE4	0,656		
EP2		0,866	
EP4		0,842	
EP1		0,815	
EP3		0,813	
PA3			0,836
PA2			0,808
PA4			0,72
PA1			0,693
BL3				0,911
BL2				0,902
BL1				0,87

Source: Authors' research and analysis

4.4. Analyzing Correlations

Pearson correlation analysis aims to examine the linear correlation between the dependent variable and the independent variable. The regression condition is therefore correlated. As the significance level is less than 0.05, the Pearson correlation coefficient is significant.

Table 5: Correlations

		FA	PE	EP	BL	PA
PB	**Pearson Correlation**	1	.318**	.358**	.413**	.396**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	341	341	341	341	341
PE	**Pearson Correlation**	.318**	1	.309**	0.014	.223**

	Sig. (2-tailed)	0.000		0.000	0.793	0.000
	N	341	341	341	341	341
EP	**Pearson Correlation**	.358**	.309**	1	0.085	.167**
	Sig. (2-tailed)	0.000	0.000		0.116	0.002
	N	341	341	341	341	341
BL	**Pearson Correlation**	.413**	0.014	0.085	1	0.046
	Sig. (2-tailed)	0.000	0.793	0.116		0.401
	N	341	341	341	341	341
PA	**Pearson Correlation**	.396**	.223**	.167**	0.046	1
	Sig. (2-tailed)	0.000	0.000	0.002	0.401	
	N	341	341	341	341	341

Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' research and analysis

The author discovered found the Sig value for the independent as well as the dependent variables is under 0.05. This indicates that the dependent and independent variables are highly connected.

4.5. Analyzing Regression

The Enter method was used to assess the impact of the four independent variables, PE, EP, BL, and PA, on the dependent variable, PB - "Students' Purchasing Behavior of Sustainable Packed Beverage Products." Because the units of measurement for the four independent variables are identical according to the original modeling suggestion, the author employs the following equation for regression dependent on the unstandardized coefficient:

$$PB = PE*B1 + EP*B2 + BL*B3 + PA*B4 + B0$$

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	**Std. Error**	**Beta**	**t**	**Sig.**	**Tolerance**	**VIF**
1	**(Constant)**	0.125	0.239		0.522	0.602		
	PE	0.186	0.047	0.177	3.949	0.000	0.874	1.144
	EP	0.202	0.041	0.221	4.972	0.000	0.889	1.125

BL	0.270	0.03	0.378	8.989	0.000	0.991	1.009
PA	0.294	0.042	0.303	7.007	0.000	0.938	1.066

Source: Authors' research and analysis

The supplemental table's VIF data reveal that the multi-collinear phenomena did not occur. This is because each variable's VIF was less than 2, and the independent variables' linear regression coefficients were less than 0.05. This suggests that these autonomous variables adequately explain the dependent variable, and no variables need to be taken out of the model. This is the equation for linear regression:

$$PB = 0.125 + 0.186*PE + 0.202*EP + 0.220*BL + 0.294*PA$$

Or may be transcribed as

Purchasing Behavior = 0.125+ 0.186*(Packaging Elements) + 0.202*(Environmental Knowledge of Sustainable Packaging) + 0.220*(Brand Loyalty) + 0.294*(Product Attribute)

The beta coefficient demonstrates that uniqueness has the greatest beta value of any independent variable. This shows that Product Attribute has the largest influence on Students' Sustainable Packed Beverage Purchasing Behavior. Following that are Brand Loyalty, Environmental Understanding of Sustainable Packaging, and Packaging Factors.

5. Discussion

In order to verify the research model alongside its hypotheses, the outputs of factor analysis will be incorporated into regression analysis. Statistical hypotheses employ a significance level of 5%.

Table 7: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.641[a]	0.411	0.404	0.50719	1.782

a. Predictors: (Constant), PA, BL, EP, PE

b. Dependent Variable: PB

Source: Authors' research and analysis

The analysis revealed that the value of Adjusted R Square is 0.404, indicating that the four independent variables in the model accounted for 40.4% of the variance of the dependent variable, while the remaining 59.6% was due to random errors and external variables.

Table 8: ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

Regression	60.385	4	15.096	58.684	.000b
Residual	86.434	336	0.257		
Total	146.819	340			

a. Dependent Variable: PB

b. Predictors: (Constant), PA, BL, EP, P

Source: Authors' research and analysis

The result of the F test in the ANOVA testing is 0.000 0.05. Consequently, the linear regression model was developed based on the aggregate.

The result presented a description of the acceptable statistical sample in terms of the number and subjects of the survey as well as the validity of the scale of variables (4 independent variables and 1 dependent variable). In accordance with the findings of Cronbach's Alpha and EFA, the instruments met the requirements of the study. Consequently, the following categories of factors influence Students' Purchasing Behavior of Sustainable Packed Beverage Products: (i) "Packaging Elements" PE (ii) "Environmental Knowledge of Sustainable Packaging" EP (iii) "Brand Loyalty" BL (iv) "Product Attribute" PA. Moreover, the dependent variable is still PB "Students' Purchasing Behavior of Sustainable Packed Beverage Products." All of these variables have a linear (p0.05) relationship with the dependent variable, as determined by correlation analysis and multivariable regression. Additionally, the author analyzed the variations in demographics between the survey groups, but no statistically significant differences were found. Indicates that respondents to the survey agree with the respective study statements. Based on these analysis results, no hypothesis is rejected, and the significance of these results of analysis will be discussed in the conclusion and recommendations section.

6. Conclusion

6.1. Conclusion

The purpose of this research is to better understand how psychosocial and environmental elements associated to mindset in the Theory of Planned Behavior (TPB) explain students' purchasing behavior of sustainable packaged beverage products. Because there is a paucity of research in Vietnam on environmentally friendly consumption in terms of packaging, the findings of this study help us understand the motives of Vietnamese student consumers to purchase sustainably packaged beverage items. Contextual factors such as Packaging Factors and Product Attributes are stressed in order to anticipate purchase behavior, whereas the function of attitude in encouraging students to choose sustainable packaged beverage goods is underlined. Given the high levels of Environmental Knowledge of Green Packaging and Brand Loyalty, these psychological elements would encourage a favorable attitude toward sustainable packaged drinks goods. Environmental Information of Sustainable Packaging, in particular, has been shown to affect both

attitude and buying behavior, implying that perceived green-related success is a qualification for sustainable choices.

6.2. Implications for businesses producing sustainable packed beverage products

Since Vietnam has experienced a green trend in the past few years, enterprises have begun to manufacture innovations with minimal environmental impact. However, they acknowledge that selling such products is challenging. Consequently, based on this study, businesses, particularly marketers, may recognize solutions and contextual variables that significantly influence the purchasing behavior of youthful consumers. Sustainability in beverage consumption is a significant concern for buyers, the food and beverage sector, and the general public. Due to the exponential growth of environmental concern, current study in the field of environmentally friendly beverage products focuses mainly on the viewpoints and behaviors of consumers. This study offers specific recommendations and strategies to encourage more sustainable consumption of beverages. We have identified three key approaches to implement these recommendations: increasing awareness, educating consumers about nutritious eating, and promoting a sustainable lifestyle. It will be feasible to boost the level of understanding and awareness about sustainable packaged beverage products if comprehensive training is organized. In addition to traditional channels, such as informative brochures, effective marketing strategies should employ current communication channels, such as social networking sites, governmental announcements, and innovative interactive technologies, such as webinars. To achieve sustainable beverage product consumption, important public organizations and institutions, colleges and universities, researchers, social organizations, and buyers must collaborate. Moreover, policymakers are able to establish regulations for both end-users and producers/sellers. For example, dangerous beverages may be subject to additional tariffs. Further, public service ads created and displayed by public authorities could motivate consumers to pay more attention to the packaging reading and take appropriate action. Alternatively, governments can provide grants to encourage less packaging or packaging produced from recycled materials. Policymakers and governmental authorities may play critical roles in forming consumer associations in order to make long-term consumer behavior more sustainable. Furthermore, policymakers are tasked for gathering relevant sections, such as colleges, non-governmental organizations (NGOs), business representatives, and consumer associations, in order to create efficient policies and consequences to encourage sustainable behaviors.

Environmental Knowledge of Sustainable Packaging

First, research show that because buyers consume green packaged beverage products to fulfill their behavior requirements, enterprises should conduct an in-depth examination of their target market. Environmental Knowledge of Sustainable Packaging has a beneficial impact on young generation purchasing behavior, according to the study. They can then produce the "right" products and determine how to market them effectively. In addition, businesses should communicate explicitly the substantial environmental benefits of acquiring sustainable products. In other words, it is essential to inform consumers that by purchasing these products they are contributing to their duty to the environment and resolving environmental problems. In addition, businesses should foster an atmosphere in which consumers can easily absorb product details, experience products,

and share information. Finally, companies should disclose their operations to demonstrate that they are not harmful to the environment. In addition, enterprises are required to comply with all environmental regulations and satisfy environmental standards. By implementing these measures, companies can increase their revenue from sales.

According to the Rational Action Approach (RAA) paradigm, the fundamental variables that influence consumer beliefs are personal, social, and informational factors. Similar to the EKB model of consumer behavior, marketing information intake will influence the consumer's decision-making. In addition to providing product details through communication and marketing programmes, manufacturers and retailers must also inform consumers about sustainable packaging, environmental impact of products and companies, and health benefits of products. Concurrently, manufacturers and industries must implement action plans that contribute to the growth of environmentally friendly or sustainable packaging consumption trends. This helps positively to the component of Environmental Knowledge of Sustainable Packaging for Students' Sustainable Beverage Purchasing Behavior. Only when young people perceive that consuming Sustainable Packaged Beverage Products is simple will they have a favorable attitude toward doing so.

Brand Loyalty

The findings of the reseach have a number of advantages, the second of which is that they offer companies who manufacture environmentally friendly products a plethora of knowledge that can be valuable to them. The hypotheses were tested, and the results showed that there is a positive association between brand loyalty and the purchasing behavior of college students with regard to sustainable packaged beverage products. Therefore, firms should emphasize the importance that brand loyalty plays in shaping consumer actions and preferences. They can promote the significance of beliefs or words that demonstrate the usefulness of their trust using slogans or other forms of advertising, which will make consumers feel more secure in the actions they take.

Packaging Elements

Packaging items have a beneficial affect on Students' Purchasing Behavior of Green Packed Beverage Products, especially appealing packaged drink products; as a result, enterprise should adapt specialist teams to produce sustainable packaging designs for their drink products in order to compete successfully. The consumers of a company's products need to be captured and attracted from the very first instant they interact with those products. This approach will only be successful if it promotes brand familiarity, which will provide convenience to buyers when they are shopping and allow items to be reached more quickly than those of competitors. Additionally, it must make it simple for customers to find important information printed on product packaging.

Moreover, based on the theory of rational action (RAA) and the EKB consumer behavior model, the groups of input information serve as the premise for consumers' attitudes and perceptions regarding products. Information regarding beverage products is particularly essential. Beverage manufacturers also have to consider and put into effect the provisions of Circular 41/2013/TT-BTNMT, which specifies the order, procedures, and certification of eco-labels for

environmentally responsible products. This sign helps consumers identify information that can serve as the basis for environmental responsible consumption practices.

Product Attribute

In summary, according to the result of the Product Attribute factor research, the company should not be packed with environmentally friendly packaging if the product's price, flavor, or quality is negative. primarily due to the fact that the sustainable packaging characteristic contributes significantly to the selling price of the item in the context of one or more like products in the food and beverage (FMCG) sector, and that if the Product A characteristic is inadequate it can make it hard for the company to battle with other businesses.

The survey in this study focuses on students in cities of both genders; as a result, the findings of the research can be used to help companies in developing suitable marketing approaches for the audience being studied in order to encourage students to adapt their purchasing behaviors, shopping habits, and use of more sustainable packaged drinks for the goal of environmental protection.

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