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What Green Promotional Practices by Enterprises Drive Customers' Green Consumption Behaviours?

Que Práticas Promocionais Verdes das Empresas Impulsionam os Comportamentos de Consumo Verde dos Clientes?

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Abstract

This study examines how enterprises' green promotional activities influence customers' green consumption behaviours. Drawing on a theoretical framework linking firm-level green promotion practices to customer responses, data were collected through two survey-based studies of managers and customers at service stores in Hanoi, Vietnam, conducted across two different periods. The findings show that green promotional activities have varying effects on customers' green purchase intention, green citizenship behaviours, and green word-of-mouth. Green packaging and green publicity are consistently and significantly associated with all three green consumption outcomes. Green labelling shows no significant effect in the first study but becomes significant in the later study, suggesting changing customer expectations and evaluations of firms' use of green labels. Green advertising is moderately associated with green purchase intention and green word-of-mouth, whereas green servicescape is more strongly associated with green citizenship behaviours. Overall, the study highlights the importance of selecting appropriate green promotional strategies to encourage environmentally responsible customer behaviour.

Keywords: Green Promotional Activities; Green Purchase Intention; Green Citizenship Behaviour; Green Word-Of-Mouth; Green Marketing.

Resumo

Este estudo examina de que forma as atividades promocionais verdes das empresas influenciam os comportamentos de consumo verde dos clientes. Através de dois estudos, os resultados mostram que as atividades promocionais verdes têm efeitos diferenciados na intenção de compra verde, nos comportamentos de cidadania verde e na comunicação boca a boca verde dos clientes. A embalagem verde e a publicidade institucional verde estão consistente e significativamente associadas aos três resultados de consumo verde. A rotulagem verde não apresenta um efeito significativo no primeiro estudo, mas torna-se significativa no estudo posterior, sugerindo mudanças nas expectativas e avaliações dos clientes relativamente ao uso de rótulos verdes pelas empresas. A publicidade verde está moderadamente associada à intenção de compra verde e à comunicação boca a boca verde, enquanto o ambiente físico verde dos serviços está mais fortemente relacionado com os comportamentos de cidadania verde. De modo geral, o estudo destaca a importância de selecionar estratégias promocionais verdes adequadas para incentivar comportamentos dos clientes ambientalmente responsáveis.

Palavras-chave: Atividades Promocionais Verdes; Intenção de Compra Verde; Comportamento de Cidadania Verde; Comunicação Boca a Boca Verde; Marketing Verde.

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1. Introduction

Green consumption has been emphasised across a wide range of economies, and accordingly, research on green consumption has received considerable attention (Borah et al., 2024; Genc & Zengin, 2025; Li, 2025; Nabi Khan et al., 2025; Shehawy & Khan, 2024). Sisira (2011) and Mansvelt & Robbins (2011) defined green consumption as a process through social behaviours such as the purchase of organic foods, recycling, reusing, limiting excessive use, and using a friendly transport system. This study treats green consumption as buying green products and using them in a green way, such as saving, reusing, recycling, using green packaging, treating waste sustainably, and promoting the community to purchase green products and use them in a green way. Green consumption has been well researched across a wide variety of economies. Research has documented the significant effects of consumer personal factors (Hartmann & Apaolaza-Ibanez, 2012; Kim & Chung, 2011; Lee et al., 2014; Moser, 2015; Pagiaslis & Krontalis; 2014), product attributes, and social factors (Carrete et al., 2012; Cho et al., 2013) on green consumption behaviors.

In terms of personal factors, consumer demographic characteristics, including gender, age, income, and educational level, have been found to correlate with green consumption behaviours (Kaufmann et al., 2012; Soonthonsmai, 2007). Specifically, consumers with higher income and more advanced education are more likely to engage in green consumption behaviours (Roberts, 1996). Mainieri et al (1997) showed that women tend to buy more green products because they believe those products are better for the environment. In a study of Greek consumers, Abeliotis and Sardianou (2010) found that, among demographic characteristics, age

and income are the two factors most strongly influencing customers' engagement in green consumption. Apart from customer demographics, customer personality has also been widely-researched, and the factors receiving the most scholarly attention include customer environmental concern (Han & Yoon, 2015; Joshi & Rahman, 2015; Lee et al., 2014; Paul et al., 2016), environmental knowledge or ecological knowledge (Borah et al., 2024; Chan & Lau, 2000; Gonzalez et al., 2015; Li, 2025), and perceived consumer effectiveness (Han & Yoon, 2015; Kim & Han, 2010; Lee et al., 2014; Marques & Almeida, 2013). In addition, social influences, such as parental and peer influences have also been shown to associate with customer green consumption behaviours. As such, remarkable attention has been paid to the relevance of customer personal factors to the performance of green consumption behaviours.

From the perspective of organisational factors such as the marketing mix, researchers have shown considerable interest in the impacts of pricing and product strategy on customer green consumption behaviours. Concretely, studies have confirmed that high prices of green products (Biswas & Roy, 2015) and green product quality (Chang & Fong, 2010; D'Souza et al., 2007, Vazifehdoust et al., 2013) significantly affect customer green consumption behaviours. Furthermore, factors related to brand image, such as green corporate image (Chang & Fong, 2010; Schwepker & Cornwell, 1991), have been linked to customer involvement in green consumption. Regrettably, little attention has been paid to promotion strategies and place strategies. Concerning promotion, studies have recommended a necessity to attend to promotion strategies for green products (Baker et al., 2014; McDaniel & Rylander, 1993; Moisander, 2007; Tucker et al., 2013), but most of the existing studies of promotion strategies for green consumption are fragmented with an examination of merely one or two promotional factors. For example, studies such as Li (2025) and Zhang et al. (2024) have focused on green advertising and green message types that affect customer green purchase intention. To date, no studies have examined the intervening role of a wide range of promotional activities by green product companies. Similarly, little research has evaluated the effectiveness of companies' promotional activities for specific customer green behaviours. Specifically, a few studies have garnered an interest in environmental advertising (Hartmann & Apaolaza-Ibanez, 2012; Thogersen, 2000; Zhang et al., 2024), ecolabels (Nascimento et al., 2025; Nittala, 2014), recyclable packaging (Durif et al., 2012), and eco-brand (Rahbar & Wahid, 2011), but little research has been detected on other green promotion activities such as green education, loyalty programs for green product consumption, and presence of green brand community, especially a study that comprehensively evaluates these green promotion practices. A comprehensive evaluation of a wide range of green promotion practices will enable companies to identify the most influential practices to focus on or invest in to enhance customer green consumption behaviours. In the same vein, an examination of specific types of green consumption behaviours (i.e., green purchase intention, green citizenship behaviour, word-of-mouth) will offer deeper insight into customer consumption. This study aims to comprehensively test the effects of enterprises' green promotional practices on specific customer green consumption behaviours. The study will use the quantitative research method with 2 samples of service companies from the Vietnamese context to test the influences. Two samples were targeted at different time points to evaluate the effects robustly. Samples from the Vietnamese context are interesting, as the country has increasingly promoted sustainable and green businesses by companies and green behaviours by citizens in pursuit of the SDGs. Based on the empirical results, the study will offer useful managerial implications for companies, particularly those in emerging economies such as Vietnam.

The study is structured with 5 main parts. First, the study reviewed existing research to propose the effects of relevant green promotional practices on customer green consumption behaviours. Then, the study elaborates on the methodology employed, including sampling, data collection procedures, measures, and data analysis processes. The results will be presented on reliability and validity tests for the measures and on the hypothesis-testing effects. A rigorous discussion of the findings was presented, and then the study concludes with theoretical and managerial implications for companies.

2. Theoretical Background

2.1 *Green Promotional Practices*

Though a considerable number of green consumption studies have been added to the extant literature, they have concentrated on factors on the customer side as determinants of their behaviour. Less attention has been paid to the firm's green promotion activities. In this minority, some studies have investigated the impacts of environmental advertising, ecolabels, recyclable packaging on green consumption behaviors (Hartmann & Apaolaza-Ibanez, 2012; Thogersen, 2000; Nittala, 2014; Durif et al., 2012; Rahbar & Wahid, 2011). Apart from these scanty attempts, little research has been conducted on the influence of other green promotion activities by firms, such as loyalty programs for green product consumption, green brand communities, and the like. In the economy with increasing competition and viable interference of communication technologies like the Internet of Things, companies of green products are pressed to conduct progressive programs to raise customer awareness of green products, like green publicity, to promote customer engagement in green consumption behaviours like loyalty programs for green product consumption, and to employ social platforms for connecting customers like green brand communities. This means that these green promotional activities are present in firms that produce green products but have been overlooked by prior research. The lack of studies in this

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field may limit companies' ability to develop effective strategies for designing green consumption-related programs, thereby rendering them ineffective at boosting consumer green consumption behaviours.

2.2 *Green Consumption Behaviour*

While studying green consumption, a wide variety of studies have focused on green purchase intention as the main outcome. Green purchase intention refers to customers' intention of buying environmentally friendly products (Zaremohzzabieh et al., 2021). This can be specified for a certain brand. Apart from green purchase intention, a desired outcome pursued by green companies, customer green citizenship behaviour and green word-of-mouth have recently been studied as crucial green consumption behaviours (Lee et al., 2014; Molinari et al., 2008). Green citizenship behaviour entails customers' voluntary activities to support enterprises' environmental initiatives and goes beyond standard purchasing behaviours (Srivastava & Bhandari, 2025). Green word-of-mouth refers to informal and non-commercial communication by customers to others about a company's or product's environmental performance and sustainability (Boccia & Tohidi, 2024). This may involve sharing information about green companies or green products with others. Prior studies have examined these three types of green consumption behaviours, but rather than being included in a single study, they have been examined separately (Boccia & Tohidi, 2024; Srivastava & Bhandari, 2025; Zaremohzzabieh et al., 2021).

Prior studies have shown the influence of both individual and organisational factors on customers' green consumption behaviours (Borah et al., 2024; Nabi Khan et al., 2025; Shehawy & Khan, 2024). The influential individual factors leading to positive customer green consumption behaviours include ecological knowledge, environmental concern (Mostafa, 2007), consumer innovativeness (Biswas & Roy, 2015), and demographic characteristics such as age and gender (Han et al., 2009). In terms of organisational factors within enterprises, components of the marketing mix have been found to be relevant to green consumption behaviour (Macharia et al., 2017). Promotional factors like environmental advertising (Borah et al., 2024), ecolabels (Nittala, 2014), recyclable packaging (Durif et al., 2012), and eco-brand (Rahbar & Wahid, 2011) have also been increasingly but separately studied for their relevance to green consumption behaviours. Still, there is a lacuna in research on the effects of a comprehensive set of promotional practices on customer green consumption behaviours.

The S-O-R framework (Mehrabian & Russell, 1974) holds that stimuli influence the organism, which leads to later responses. Accordingly, green promotional practices by enterprises are forms of stimuli that may be related to individual's cognition as green purchase intention. The tenet of social cognitive theory (Bandura, 1986) also supports the idea that green promotional practices, as environmental factors, are relevant to a person's cognition, and green purchase intention belongs to a person's cognition. In addition, ample evidence supports the linkage between an enterprise's green promotional practices and customers' purchase intention. For instance, Yang et al. (2015) and Zhang et al. (2024) show that environmental advertising is relevant to green purchase intention. Hence, the study proposes:

H1: Green promotional practices of enterprises (a. environmental advertising; b. green packaging; c. green loyalty program; d. green publicity; e. green instructional material; f. green service scape; g. green human; h. green brand community; i. green label) positively affect customers' green purchase intention.

Green promotional practices may also be conducive to customers' green citizenship behaviour for two reasons. First, with extensive exposure to green promotional messages through advertising or instructional materials, green packaging, green publicity, green service scape, and green labels, customers may learn from the brand's positive green exposures and strive to engage in activities beneficial to the environment (Li, 2025). Second, green promotional practices such as green loyalty programs, green brand communities, and green human may serve as motivators to drive customers' engagement in additional green behaviours. For instance, members of green brand communities and staff with a keen interest in developing a green society or planet may exert positive influence on customers' tendency to engage in green citizenship behaviours through social learning or social influence (Hwang & Lyu, 2019; Boadziwa Sackey et al., 2025). Kotler and Armstrong (2018) indicate that individuals tend to be influenced by others they admire and by the group or community they belong to. Therefore, the study proposes:

H2: Green promotional practices of enterprises (a. environmental advertising; b. green packaging; c. green loyalty program; d. green publicity; e. green instructional material; f. green service scape; g. green human; h. green brand community; i. green label) positively affect customers' green citizenship behaviours.

Green promotional practices implemented by enterprises may be linked to customers' performance of green word-of-mouth for two reasons. First, with practices to promote green products and the green image of the brand, the company may foster a more positive perception and evaluation of green products or the brand, thereby enhancing the likelihood that customers will say positive things about green products/brand (Molinari et al., 2008). This phenomenon may be more pronounced among customers who are keen on or highly concerned about environmental issues. Furthermore, green promotional practices of enterprises also provide customers with more information about green products or brands (Zhang et al., 2024), thereby increasing the likelihood that

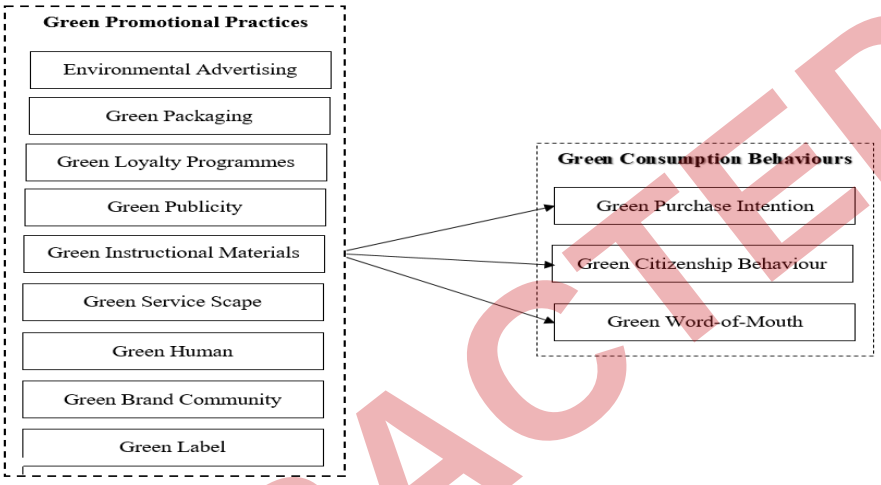
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customers will share word-of-mouth about green products or brands with others, thanks to their confidence in sharing green knowledge. Hence, the study proposes:

H3: Green promotional practices of enterprises (a. environmental advertising; b. green packaging; c. green loyalty program; d. green publicity; e. green instructional material; f. green service scape; g. green human; h. green brand community; i. green label) positively affect customers' green word-of-mouth.

Although much research has been conducted, it has linked specific green promotional practices to customer green consumption behaviours. Crucially, S-O-R (Mehrabian & Russell, 1974) and social cognitive theory (Bandura, 1986) are two strong guiding theories to explicate the linkages: green promotional practices by enterprises as environmental or contextual factors are likely to impact individual cognition and behaviours, such as green consumption. With the aforementioned discussions, the study proposes the following framework:

Figure 1 - Research model



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3. Methodology

3.1. Data Collection Procedure

As for methodology, first, interviews with company managers were conducted to identify the green promotion activities that firms in Vietnam are implementing. The study purposefully evaluates the state of execution of green promotion activities in companies in the food and beverage, personal care product, and electronics industries in Vietnam, as well as the degree of consumers' engagement in green purchasing behaviours in these companies. The purpose of targeting stores in these industries is two-fold: first, they are service stores that can ensure the availability of service-related factors, such as service scape. Second, enterprises in these industries have shown evidence of applying some green promotion practices. The study then examined the effects of green promotion activities across the three categories of green consumption behaviours. Based on insights from company managers and synthesised factors from prior research, the study developed two surveys for data collection on both the company and customer sides. Questionnaires were distributed to store managers to assess the extent to which firms engage in green promotional activities. Another questionnaire was delivered to consumers of these companies in person, in stores, to obtain information on their green consumption behaviours. To enhance the accuracy of customer and manager responses, respondents were targeted to complete the questionnaires in the stores. A total of eight research assistants participated in data collection in the stores. Prior to data collection, they were carefully trained on the research purposes and questionnaire content to clearly explain the items in the questionnaires to the respondents. This purposeful design, with data collected from both store managers and customers, may yield more objective data. Data from managers and customers of a company were randomly combined as data units.

In Study 1, data were collected from 2020 to 2022, and 158 pairs of questionnaires were collected; however, three pairs were excluded due to missing or incorrect answers. In Study 2, using the same surveys developed in Study 1, data collection was conducted from Jan to April of 2025. To provide a comparison with the previous data, the study targeted companies in the same service categories in Hanoi city as in Study 1, but different companies. 115 pairs of surveys were generated, of which 6 contained incomplete answers; these were removed from the data analyses. Subsequently, 109 pairs of surveys were used for data analyses in Study 2.

The data were then analysed using SPSS. The data from the questionnaires in the two studies were synthesised and presented using descriptive statistics. Then, using SPSS, the study ran analyses to test the direct effects of green promotion activities on specific customer green consumption behaviours.

3.2. Sample

Regarding the sample, in Study 1, 33% were male managers, while 67% were female managers. 54% were less than 25 years of age, while 42% were in the 25-39. 77% of the store managers have an undergraduate degree. 82% have tenure of more than 6 months in the current companies. As for customers, 41% are male, while 59% are female. In terms of age, 63% are under 25, while 26% are from 25 to 39 years old. In terms of educational qualifications, 55% of customers possess an undergraduate degree, and 34% have a lower educational level. 67% of customers have had experience or transacted with the companies for less than 6 months.

In Study 2, 40% were male managers, while 60% were female managers. 43% were less than 25 years of age, while 53% were in the 25-39. 84% of the store managers have an undergraduate degree. 73% have tenure of more than 6 months in their current companies. As for customers, 35% are male, while 65% are female. 43% of the customers are under 25, while 43% are from 25 to 39 years old. With regard to education, 79% of the customers possess an undergraduate degree or higher. 53% of customers have had experience with the company for less than 6 months. These data suggest that the two samples are rather different in terms of demographics, as the respondents came from different companies and the data were collected at different times.

3.3. Measures

Three items were developed from propositions by Davis (1993) to measure environmental advertising. A sampling item is: 'The company's advertisements demonstrate concern and dedication to improving the environment.' The measure of loyalty program has five items, synthesised from Bridson et al. (2008) and Yi and Jeon (2003). A sample item is: 'Our company offers better service to green loyal program members.' Green publicity was measured with four items developed from Wirtz et al. (2013). Green instructional material was measured with three items developed from Wirtz et al. (2013). A sampling item is: 'Our company has a brochure of our green products.' Brand's green community was measured with 6 items adapted from Laroche et al. (2012). An example is 'Our brand's green community is useful for gathering various information about the product or the brand.' 3 items to measure green packaging were synthesised from Singh & Pandey (2018), Azevedo et al. (2011), Zhu et al. (2013), and Molina-Besch & Palsson (2016). A sample item of this measure is 'Our company use packaging for the efficient reuse, recycling or recovery'. The use of green labels/certificates was measured using three items developed from prior research. A sample item is 'Our company uses green labels on our green products'.

Three items were used to measure green purchase intention. These items were adapted from Kim et al. (2013). An example of the items is 'I will make an effort to purchase green products'. Green citizenship behaviour was measured with four items adapted from Lee et al. (2014). A sampling item is 'I am planning to keep the surrounding environment clean.' Green word-of-mouth was measured with three items adapted from Molinari et al. (2008). An example is 'I would encourage others to purchase this product because it is environmentally friendly.' Questions about green promotional practices were sent to company management. Meanwhile, another questionnaire on green consumption behaviours was distributed to customers.

4. Results

4.1. Study 1

The Cronbach's alphas for the variables were all above .60, suggesting adequate reliability of the constructs' measures. The correlation matrix shows significant correlations among most of the variables. Table 1 presents the correlational values for the variables:

Table 1 – Correlational Matrix of Study 1

Variables	Means	1	2	3	4	5	6	7	8	9	10	11	12
1.Green advertising	4.054	*.899*											
2. Green packaging	4.362	.458**	*.783*										
3. Green loyalty programme	3.768	.434**	.226**	*.840*									
4. Green publicity	3.818	.298**	.190*	.688**	*.703*								
5.Green instructional materials	3.645	.398**	.250**	.713**	.756**	*.830*							
6. Green service scape	4.273	.247**	.264**	.214**	.017	.007	*.791*						
7. Green human	4.292	.304**	.334**	.055	.048	.077	.543**	*.768*					
8. Green brand community	3.915	.159*	.277**	.289**	.224**	.163*	.337**	.433**	*.831*				
9. Usage of green label	3.792	.310**	.016	.584**	.494**	.479**	.381**	.172*	.206*	*.711*			
10.Green purchase intention	3.913	.481**	.286**	.252**	.295**	.293**	.110	.242**	. 094	.147	*.750*		
11.Green citizenship behaviour	3.828	.074	.270**	.109	.242**	.119	.254**	.104	.215**	.096	.244**	*.689*	
12. Green word-of-mouth	3.878	.444**	.335**	.169*	.331**	.428**	.025	.213**	.244**	.147	.516**	.089	*.908*

Note: The numbers in diagonal are the Cronbach's α reliability coefficients, **p< .01; *p< .05

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The results from the regression analyses of Study 1 show that, while only green packaging and green publicity are significantly associated with all three types of customer green consumption behaviours, the use of green labels is not significantly associated with any of the customer green consumption behaviours. The green promotional practices studied are differentially relevant to green purchase consumption behaviours. Specifically, green purchase intention is strongly relevant to green advertising (β= .424; p< .001), green packaging (β= .272; p<.01), green publicity (β= .291; p< .001), and green human (β=.286; p< .01), while other factors like green instructional materials and green loyalty program are also significantly related. Green citizenship behaviour is linked to only four of the nine green activities, including green service scape, green brand community, green packaging, and green publicity. Green word of mouth is related to seven out of nine green promotional practices, except green service scape and the use of green labels. Table 2 presents the results from regression analyses for the study:

Table 2 – Results from Regression Analyses for Study 1

Independent variables	Green purchase intention	Green citizenship behavior	Green word-of-mouth
1. Green advertising	.424***	.059n.s.	.399***
2. Green packaging	.272**	.234**	.324***
3. Green loyalty programme	.216*	.086n.s.	.148*
4. Green publicity	.291***	.218**	.332***
5. Green instructional materials	.223***	.083n.s.	.331***
6. Green service scape	.133n.s.	.279**	.030n.s.
7. Green human	.286**	.111n.s.	.255**
8. Green brand community	.100n.s.	.208**	.263**
9. Usage of green label	.123n.s.	.073n.s.	.125n.s.

****p< .001;* **p< .01; *p< .05

4.2. Study 2

The results from study 2 show that Cronbach's alpha values for all variables exceed .60. This indicates adequate reliability for the variables. Data from the correlational matrix reveal that most of the factors are correlated. Table 3 presents the correlational values for the variables, while Table 4 presents the results from regression analyses for the study.

Table 3 – Correlational Matrix of Study 2

Variables	Means	1	2	3	4	5	6	7	8	9	10	11	12
1.Green advertising	4.086	*.825*											
2.Green packaging	4.346	.431**	*.755*										
3. Green loyalty programme	3.782	.451**	.210*	*.686*									
4.Green publicity	3.826	.266**	.038	.635**	*.682*								
5.Green instructional materials	3.646	.376**	.231*	.708**	.698**	*.816*							
6. Green service scape	4.223	.284**	.356**	.132	.038	.086	*.852*						
7. Green human	4.273	.271**	.293**	.013	-.056	.060	.473**	*.743*					
8. Green brand community	3.888	.278*	.309**	.254**	.196*	.232*	.331**	.425**	*.855*				
9.Usage of green label	3.835	.379**	.147	.548**	.520**	.521**	.513**	.128	.210*	*.736*			
10.Green purchase intention	3.927	.487**	.359**	.289**	.226*	.349**	.197*	.230*	.351**	.257**	*.801*		
11.Green citizenship behaviour	3.833	.050	.255**	.097	.130	.154	.339**	.120	.304**	.233*	.284**	*.710*	
12. Green word-of-mouth	3.867	.418**	.334**	.141	.297**	.407**	.281**	.200*	.330**	.279**	.515**	.163	*.895*

Note: The numbers in diagonal are the Cronbach's α reliability coefficients, **p< .01; *p< .05

Table 4 – Results from Regression Analyses for Study 2

Independent variables	Green purchase intention	Green citizenship behaviour	Green word-of-mouth
1. Green advertising	.465***	.041n.s.	.374***
2. Green packaging	.369***	.225**	.322***
3. Green loyalty programme	.269**	.078n.s.	.123n.s.
4. Green publicity	.347**	.256**	.319**
5. Green instructional materials	.288***	.109n.s.	.316***
6. Green service scape	.203*	.298***	.271**
7. Green human	.292*	.130n.s.	.238*
8. Green brand community	.365***	.271**	.322***
9. Usage of green label	.223**	.173*	.227**

****p< .001;* **p< .01; *p< .05

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The data from regression analyses indicate that all green promotional practices by enterprises are conducive to green purchase intention, with green advertising yielding the largest effect (β = .465; p < .001). For green citizenship behaviors, five out of nine green promotional practices are significantly relevant, including green packaging (β= .225; p< .01), green publicity (β= .256; p< .01), green service scape (β= .298; p< .001), green brand community (β= .271; p< 01), and usage of green label (β= .173; p< 05). Meanwhile, green advertising, green loyalty program, green instructional materials, and green human resources are not significantly associated with customer green citizenship behaviours. As for word-of-mouth, all of the green promotional practices by enterprises, except the green loyalty programme, significantly correlate with it.

The results from Study 2 are mostly consistent with those of Study 1, such that green packaging and green publicity are significantly related to all three customer behavioural outcomes. In Study 2, green service scape, green brand community, and the use of the green label have more robust effects, as they are significantly associated with all three behavioural outcomes. These results show that customers place more attention to green service scape, green brand community, and the presence of green labels applied by enterprises, compared with previous periods. Remarkably, while a green loyalty program is rather influential in driving customer purchase intention, it does not serve as an influential factor in catalysing customer green citizenship behaviour or customer word-of-mouth. This may reflect that the loyalty programs implemented by enterprises may not be very attractive to customers. It may prompt customers' purchase intention when introduced at that moment, but it does not lead to a lasting influence on their behaviour.

5. Discussion and Conclusions

The study evaluated the influence of enterprises' green promotional practices on green consumption behaviours, including green purchase intention, green citizenship behaviour, and green word-of-mouth. The results show that enterprises' green promotion practices have differential effects on customer green consumption behaviours. Green advertising is strongly relevant to green purchase intention and green word-of-mouth, but not green service scape. This indicates that advertising for green brands and products is a good driver for customers to purchase green products and to share information about green products/brands to others positively; however, for customers to exhibit extra-role behaviours like keeping their surrounding environments environmentally friendly and clean (Lee et al., 2014), the experiences from green service scape by companies are more influential. This influence may be explained by social learning theory's tenet, which holds that customers may learn from positive behavioural performances by others (Bandura, 1977).

Of the nine green promotional activities, green packaging and green publicity are highly relevant to all three green consumption behaviours. These results validate the influential roles of packaging products with an orientation to the environment and the activities to share publicly about green brands/products as suggested by prior research (Azevedo et al., 2011; Molina-Besch & Palsson, 2016; Singh & Pandey, 2018; Wirtz et al., 2023; Zhu et al., 2013). These results also indicate that customers do pay attention to packaging for green products, and that activities organised by enterprises to attract public attention to green products/brands, such as workshops and events, are impactful on customers' green consumption behaviours.

Green purchase intention is influenced most by green advertising, green human, green publicity, and green packaging. Green citizenship behaviour is only relevant to green service scape, green brand community, green packaging and green publicity. Green word-of-mouth is more closely related to green advertising, green packaging, green publicity, and green instructional materials, but not to green service scape or the use of green labels. The study's significant effects of green promotional practices on green consumption behaviours are consistent with prior research (Nittala, 2014; Durif et al., 2012; Zhang et al., 2024).

Surprisingly, the use of green labels is not significantly associated with all types of green consumption behaviours in Study 1. This finding is against the prior studies' results (Nittala, 2014; Rahbar & Wahid, 2011). The reason for these insignificant effects may lie in the fact that customers in Vietnam still do not pay much attention to green labels. The underlying reason can be traced to the fact that the use of green labels is still at a rather early stage or is not widely applied by enterprises in Vietnam. The number of companies using green labels for their products was rather limited, while movements or campaigns to increase customers' awareness of green labels were also weak. However, the results from Study 2 show that the green label is an influential factor in three specific types of customer green consumption behaviours. This result reflects customers' increasing attention to enterprises' use of brand labels in recent years. The current study's findings may prompt policymakers to place greater emphasis on promotional campaigns, so that customers may pay more attention to products that meet the criteria for green labels from governmental organisations. Also, institutional green labels should be strictly managed so that customers can have greater trust in the provision of green labels on green products, leading to more consideration in product choices.

The results of the study offer useful managerial implications, suggesting that managers should focus on a wide range of green promotional activities. Due to limited resources, companies should allocate more to green advertising, green packaging, and green publicity. Specifically, due to the characteristics of the Vietnamese context with a high degree of usage of social media (Statista,

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2021), companies may design environmentally-friendly content for commercials on social media channels like YouTube, Facebook, and Zalo, the three most favourable platforms by Vietnamese customers. Green publicity should be articulated through environment-related campaigns or events. Packaging products in recyclable materials and designing packaging that highlights environmental friendliness should also be prioritised, as customers care deeply about this. The second subset of promotional practices that companies should also attend to includes the development of green loyalty programs, green human resources, green brand communities, and green instructional materials.

The study has three main theoretical implications. First, the set of promotional practices empirically tested in the study is more comprehensive than previously studied sets of green marketing practices. The inclusion of diverse green promotion practices is particularly valuable, as enterprises increasingly use various practices and activities to foster positive green consumption behaviours. A comprehensive evaluation of these practices will offer a comparative view of their effectiveness. Second, this is a very rare research to evaluate the three types of customer green consumption behaviours known as green purchase intention, green citizenship behaviour, and green word-of-mouth in a single research. Third, the study provides empirical evidence of the Vietnamese context, an Asian emerging economy. Insights from the Vietnamese context enrich the database of green consumption, as empirical evidence in this context is still rather limited; meanwhile, the country receives much attention from foreign investors (World Bank, 2023). Empirical evidence from the country may help investors develop more effective strategies and appropriately channel resources to achieve desirable outcomes for customers, such as purchasing green products from companies (Kim et al., 2013) or presenting green products from companies to acquaintances and the public (Molinari et al., 2008). Vietnam is also an interesting context for learning about green consumption, as the country is strongly pursuing the UN's SDG goals (The United Nations, 2015). The effects of the context may be greater than in other developed economies, where customers have had ample exposure to green promotional practices by enterprises and government organisations.

The study has some limitations. First, the sample size is quite modest with service firms in Hanoi. A larger sample size may yield more robust results regarding the effects. Ideally, the model should be tested in cross-cultural or cross-industry contexts with larger sample sizes. Second, the study does not examine the mechanisms or influential factors underlying the effects of green promotional practices on green consumption behaviours. Future studies may delve deeper into the effects by examining the mediating and moderating factors involved.

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