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proved to be undoubtedly related to their attitude toward purchasing green electronic products. Four main factors that positively and significantly affect Vietnamese consumers' purchase intention are attitude, subjective norm, perceived consumer

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Purchase intention refers to willing to attempt or execute a particular behaviour (Ajzen, 1991). Purchase intention is considered as the most significant predictor of actual buying behaviour (Fishbein & Ajzen, 1975).

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Vietnam market to understand if consumers are stimulated with eco-labelling or not.

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related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may

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Materialistic values and green apparel purchase intention ...

In short, perceived usefulness will influence consumers' intention to purchase in high risk condition (Xie et al., 2011).

2.3 Purchase Intention and Consumer Behavior Ajzen (1991)

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Purchase intention is the preference of

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Identifying the Factors Affecting
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Relationship commitment has been supported in an online environment as valuable in forming behavioral intentions such as word of mouth, purchase intention, and stickiness intention.

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Moreover, the commitment-trust theory has been successfully applied in studies of online group buying (Wang et al., 2016) and B2C retail (Li et al., 2006).

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Purchase intention is the implied promise

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