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Factors affecting the intention to use eco-bags of people in Nam Truc district, Nam Dinh Province, Vietnam

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Abstract
In recent years, the field of the environment has received special attention from many countries. Environmentally friendly products are the top way to limit the negative impacts on the living environment in the world. In many countries, plastic bags have become an environmental disaster. To determine plastic bags and plastic boxes, it is necessary to implement many solutions. Environmentally friendly plastic bags (eco-bags) are also one of the solutions for people to limit the use of plastic bags and boxes plastic. This article investigates the key factors affecting people's intention to use eco-bags in Nam Truc district, Nam Dinh province, Vietnam. The survey of 256 people living in Nam Truc district, Nam Dinh province, Vietnam, shows that 5 factors affect the intention to use eco-bags, including Knowledge, Attitude, and Price. Individualism and collectivism, in which collectivism is the most influential factor. Therefore, the article proposed managerial solutions for companies providing eco-bag services to plan appropriate strategies to increase the number of people using eco-bags.

Keywords: Self-destructing bags; eco bag, Intention to use eco bags

1. Introduction
Increasing pressure on the natural environment and the social environment. Environmental protection, plastic waste, and green living have been the most searched in recent years. Air pollution, water pollution, and climate change. are still threatening people's lives daily. And "green consumption" has become a civilized trend in modern life. The process of rapid population growth entails requirements for living, education, training, medical care, transportation, housing, employment, and employment, meanwhile, natural.
Ecology and reasons why people still do not use eco bags in their daily activities, even though they bring many benefits to the environment and contribute to the development of the national economy. The article aims to determine the factors affecting the intention to use eco-bags. Through the research paper, enterprises producing eco-bags know the importance of factors affecting the intention to use eco-bags and the size of market opportunities of enterprises providing eco-bag products. Thus, the article proposed some practical ideas for enterprises providing eco-bags and planning appropriate strategies to increase many people using eco-bags in Vietnam. Vietnam followed the goals set by the State.

2. Theoretical Basis and Research Methods
2.1 Theoretical Basis
2.1.1 The concept of ecological bags
A biodegradable bag (eco bag) is made from natural materials such as cloth, paper, or materials in polymers converted into CO2, water, and inorganic minerals and biomass caused by environmental microorganisms to decompose without affecting the environment. It has the same effect as a regular plastic bag but does not affect the environment because the bag's components can decompose naturally in the environment.
Green consumers buy and use environmentally friendly goods and services for consumption and living purposes (Shrum *et al*., 1995) [9]. Specifically, those who "avoid products that are harmful to their own or others' health, avoid products that are hazardous to the environment in the production process, as well as products that use waste, wasteful consumption waste of energy, use of raw materials threaten the sustainability of the environment" (Strong, 1996) [16].

They are often eco-friendly and have the intention and ability to purchase and use a biodegradable bag product. In general, biodegradable bags can completely replace plastic bags with similar convenience without polluting the environment. However, biodegradable bags are not widely used compared to their price, variety, and popularity.

2.1.2 Theory of reasoned in action (TRA)

The theory of rational action (TRA) was developed and revised in 1967 and expanded in 1970 by Ajzen and Fishbein (1980) [4]. It is widely applied to explain human consumption behavior. TRA believes that an individual's behavioral behavior is determined by the factors of an individual's intentions towards the behavior, beliefs (beliefs), attitudes (Attitudes), references from others referent others, subjective norms, and intention to buy behavior (intension) are applied in TRA to accurately describe the behavioral intentions of consumers. Each of these factors is influenced by beliefs and references from others (Ajzen, 2002) [19]. According to TRA, an individual's buying behavior intention is determined by behavior-oriented attitude and subjective normative behavior.

The TRA model assumes that consumer attitudes measure their perceptions (beliefs) towards a product or its attributes. They will have a generally favorable attitude towards products they rate "positive" and vice versa towards products they place "negative". TRA measures attitude as a set of perceptions and beliefs that affect consumers' evaluation of the product they aim to buy. It measures the subjective part that influences consumers' consumption trends through work. Measure and measure consumers' feelings on the part of relevant people, such as family, friends, and colleagues will think about their intention to buy, whether these people like it or not. Like they buy that product or service. This reflects their subjective attitude toward consuming a particular product or service.

Two levels of attitude affect consumers' consumption propensity: (1) the intensity of the opposing or supportive attitudes of the people involved toward purchasing the products, and (2) the desired consumption motives of influencers are correlated in this direction.

Attitude. The stronger the opposition of the influencers and the closer consumers are to the people involved, the better. Consumers are more likely to adjust their buying trends and vice versa. Although it does not strongly or directly influence purchasing behavior, it can now explain consumption trends. And it is also one of the best predictors of consumer behavior.

2.1.3 Theory of planned behavior (TPB)

The TPB was developed by Ajzen in 1988 [5] based on the TRA theory of Fishbein & Ajzen (1980) [4]. Ajzen (1991) [6] has focused on the concept of behavioral control, perceived as one's belief about the difficulty or ease of performing a particular consumption behavior. He extended the factor of perceived behavioral control. He suggested that perceptual behavioral control is a person's perceptual capacity to perform a specific consumption behavior. It depends on the degree of control belief, which is the difficulty or ease of performing a particular behavior in a given situation. The more opportunistic resources an individual possesses, the less hindered he or she will be and the greater the control over his or her behavior. He also thinks controlling factors can come from inside (skills, knowledge…) or outside (time, opportunity, dependence on other factors…). The dominant factor is time, price, and knowledge.

2.1.4 Motivational model (MM)

In the study of eco-bag behavior, motivation theory is considered an essential component in explaining an individual's behavior. Many studies have applied the Motivation Theory to explore and explain human behavior in many fields. The motivation theory of Davis *et al*. (1992) [17] suggests that an individual's behavior is shaped by motivations originating from within or outside the individual. Intrinsic and extrinsic motivations have a significant influence on human behavior. Motivation causes people to behave or act in a particular situation in a certain way and not in another.

Extrinsic motivation is the feeling that the individual wants to perform a behavior because the behavior will help the individual achieve valuable results, such as improved job performance and, increased salary, reduced environmental harm (Davis *et al*., 1992) [17]. Some typical factors belong to the group of External Motivators, such as Perceived usefulness, Subjective norm, etc.

Intrinsic motivation is the feeling of pleasure, enjoyment, and satisfaction when performing a behavior (Vallerand, 1997) [18]. Users engage in behavior for nothing but the behavior itself (Davis *et al*., 1992) [17].

2.2 Research hypothesis and research model

Based on theoretical foundations and previous studies to survey and evaluate the factors affecting the intention to use environmentally friendly self-destructing plastic bags. Behavioral concepts to create the intention to use and purchase use stem from motivation related to knowledge, attitude, individualism, and collectivism. In addition, the price factor is necessary after considering and learning. This is also one of the essential factors and is suitable for the actual situation in Vietnam. From there, attitudes and external and internal norms determine the behavioral intention to use and purchase. The author proposes models and research hypotheses about the factors affecting the intention to use eco-bags as follows:

2.3 Hypothesis H1: Knowledge of eco-bags has a positive relationship with the intention to use eco-bags

To understand a particular aspect or about a specific product or brand, such as functions, modes of operation, structure, and usage. According to Fisher (1985) [20], knowledge is perception acquired during education and main concepts. The consumer's knowledge level can be correlated with the decisions they make. If a person has a higher understanding and knowledge of the product, they are more confident to carry out consumer behavior. Here, we consider terms of knowledge and understanding about the environment and biodegradable bags (eco-bags), such as how to use them, where to buy them, quality, price. According to research by Huang *et al*. (2014) [21] and Rokicka (2002) [22], consumers with high environmental knowledge and more environmentally friendly attitudes have a higher intention to use eco bags. In addition, according to the study of Norazah (2016) [14], environmental knowledge and green consumption positively impact the intention to buy green products. Therefore, environmental knowledge is considered an essential factor in explaining the choice of biodegradable bags, from which we see the utility of eco-bags contributing

to environmental protection and environmental protection help the living environment reduce pollution caused by plastic bag waste.

2.4 Hypothesis H2: Attitude towards using eco-bags has a positive relationship with intention to use eco-bags.

According to Ajzen and Fishbein (1975) [23], attitude is considered one of the main determining factors in explaining the behavior of an individual's intention to consume, including the intention to consume eco-bags. Attitude is defined as an individual's complete evaluation of the behavior towards the product of interest to them. Attitude is a combined measure of a person's feelings about behavior and a positive or negative assessment of a person's performance. For a specific product, when they have a positive attitude and the use or buying behavior of the product brings a feeling of satisfaction, they will perform the behavior to buy or use that product often.

Vazifehdoust (2013) [24] asserts that consumers' intention to buy environmentally friendly products is greatly influenced by the product's positive attitude and green value. Similar to the study of Rizwan *et al*. (2013) [25] also found that consumer attitudes affect their intention to buy green products, including eco-bags.

Attitude is therefore defined as a psychological tendency expressed through evaluating a particular entity (e.g. eco-bag) with some degree of utility, liking or disliking, satisfaction or unsatisfied, and polarizing good - bad.

2.5 Hypothesis H3: The price of eco-bags has a positive relationship with the intention to use eco-bags.

Consumers' perceptions of product prices have been examined in the mainstream marketing literature (Thaler, 1985; Kahneman *et al*., 1986; Campbell, 1999; Xia *et al*., 2004) [27-30]. In a related line of research, several authors have examined the effect of perceived price on perceived quality (Rao and Monroe, 1989; Teas and Agarwal, 2000) [31-31] and perceived value (Zeithaml, 1988; Bolton and Drew, 1991; Cronin *et al*., 2000; DeSarbo *et al*., 2001; Woodruff, 1997) [33-37] and satisfaction (Fornell *et al*., 1996; Voss *et al*., 1998; Bolton and Lemon, 1999) [38-39, 34]. Unfavorable price perceptions have also been found to negatively impact behavioral intention directly (Dodds *et al*., 1991; Varki and Colgate, 2001) [40-41].

Customers are often looking for the best (lowest) price. Research by Bolton and Lemon (1999) [34] has found that actual price significantly affects overall customer satisfaction. Homburg *et al*. (2005) examined the effect of price increase on return intentions and found that satisfaction before price increase moderates the impact of price increase on repurchase intentions. Therefore, when the product's price includes the eco-bag, consumers will use the medium-sized product if the price is lower than similar products, bringing benefits and satisfaction.

2.6 Hypothesis H4: Individualism has a positive relationship with the intention to use ecological bags.

Based on the TRA theory of Ajzen (1991) [6], the concept of behavioral control is understood as individualism as each individual's feeling of difficulty or ease in performing a particular behavior. The more they think they have more resources, opportunities, conditions, and capabilities, the less resistance and hardship they have to complete an individual behavior. Two specific factors come from inside (knowledge, skills, feelings…) and external (time, opportunity, the influence of others…). In particular, time, price, and knowledge are the most critical part of individualism. It has a direct impact on both consumer intention and behavior.

2.7 Hypothesis H5: Collectivism (social influence) has a positive relationship with the intention to use ecological bags.

Collectivism is the ability of each person to grasp and think about essential others or people they care about in their environment and expect them to behave in a certain way and by specific standards. Like individualism, collectivism is an essential factor leading to consumption motivation as behavioral intention. According to Ajzen (1991) [6], collectivism is an individual's social pressure when performing a particular behavior. Here, we consider it from the perspective of people's pressure on an individual about the intention to buy and use eco-bags, specifically the pressure of family, friends, and colleagues.

Research by Fournier and Mick (1999) [26] shows that satisfaction when performing consumer behavior has pleasure derived from other members they are interested in, and the social environment seems to have an influence significant in intention formation. A person will feel that their intentions are supported when those who are essential to them defend the behavior and feel fulfilled when they do it.

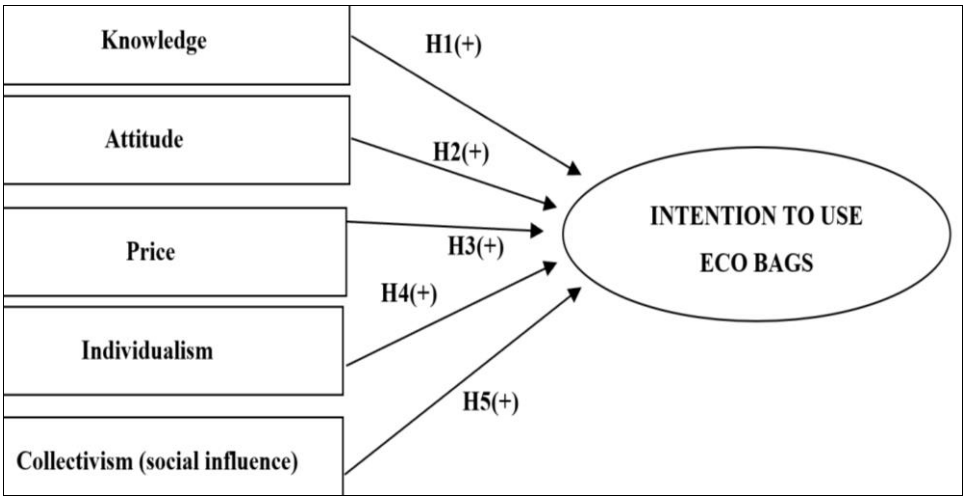

Fig 1: Key factors affecting the intention to use eco-bags

3. Research Methods

The article uses many different research methods, such as (1) the Synthetic method, which aims to systematize and contribute to clarifying fundamental theoretical issues about people's intention to use ecological bags. This method is used to analyze, evaluate and explain the scale of factors affecting people's intention to use ecological bags in recent years. (2) Analysis, statistics, comparison: descriptive statistics, series comparison, and cross-comparison to calculate some indicators reflecting the improvement of people's intention to use eco-bags. (3) Expert method: interviewing some policymakers, scientists, and managers on improving people's intention to use ecological bags to develop a research framework and survey questionnaire. Before going into the official research, the authors also used this method to adjust the survey questionnaire to suit the reality.

Quantitative method: this method is carried out by collecting information by survey form from directly and indirectly interviewed people currently living and working in Nam Truc district, Nam Dinh province, Vietnam. And conduct the following analysis steps: (1) clean the data before performing the analysis steps; (2) to check the rigor and correlation between the observed variables, the topic assesses the reliability of the scale by the reliability coefficient Cronbach Alpha; (3) exploratory factor analysis (EFA) to find out groups of factors affecting the intention to use ecological bags of people, thereby adjusting the research model accordingly; (4) and finally multiple linear regression analysis to test the impact of each factor on people's intention to use eco-bag. All the above analytical steps were processed through the statistical software SPSS 20.0 and processed the data in April 2020.

4. Results and Discussion

4.1 Survey sample characteristics

Results had 256 survey samples regarding gender: 143 people are female (55.9%), and 113 are male (44.1%). Regarding age: 54 people under 30 years old (21.1%); from 30-39 years old, there are 92 people (35.9%); from 40-49 years old, there are 68 people (26.6%); from 50 years old and above, there were 42 people (16.4%). Regarding education level: There are 51 people in lower secondary school (19.9%); High school has 57 people (22.3%); Intermediate level has 93 people (36.3%); College has 52 people (20.3%); University or higher has 3 people (1.2%). Occupation: There are 65 people in agriculture (25.4%); There are 82 workers (32%); There are 61 employees and civil servants (23.8%); Trading household has 45 people (17.6%); Other activities have 3 people (1.2%). About the average monthly income: Under 2 million VND, there are 64 people (25%); from 2 to nearly 4 million, 95 people (37.1%); from 4 million VND or more, there are 97 people (37.9%).

All 19 observed variables of all 5 independent variables, tested for reliability with Cronbach alpha, reached 0.63 or higher. Environmental protection eco bags are produced from recycled paper materials. It also helps treat a large waste source paper, reducing solid waste in the environment. Therefore, using eco bags to protect the environment needs to be taken seriously by us to protect the environment, our lives, and our children's future in the long run.

The results of the EFA exploratory factor analysis conducted with the primary component extraction method and the Varimax rotation method showed that 19 independent observed variables were grouped into 5 factors: Knowledge, Attitude, Price, and Ownership, collectivism, individualism with a KMO of 0.666 > 0.5, Bartlett's Sig. = 0.000 < 0.05, total variance extracted is 72.829% > 50%, and Eigenvalue coefficients are all greater than 1.

Table 1: Factor loading matrix of exploratory factor analysis

Code	Components				
	1	2	3	4	5
TT4	0.918				
TT2	0.872				
TT1	0.850				
TT3	0.835				
CN2		0.881			
CN1		0.840			
CN4		0.795			
CN3		0.762			
KT3			0.849		
KT4			0.814		
KT2			0.803		
KT1			0.725		
TD2				0.885	
TD4				0.867	
TD1				0.757	
TD5				0.742	
GC1					0.839
GC2					0.783
GC3					0.701
KMO = 0.666; Bartlett's Sig. = 0.000; Extracted variance: 72.829					

(***Source*:** Calculation results from survey data)

Table 1 shows the five factors with KMO index = 0.812 > 0.5, Bartlett's Sig. = 0.000 < 0.05, the total variance extracted = 55.428% > 50%. Thus, factor loading factor or factor weight is the criterion to ensure the practical significance level of exploratory factor analysis (Factor loading > 0.3 is considered the minimum, Factor loading > 0,4 is considered important, Factor loading > 0.5 is considered to be of practical significance, and these data satisfy the above requirements.

4.2 Test the research hypotheses

The regression model will be implemented with independent variables: Knowledge, Attitude, Price, Individualism, and Collectivism. The regression analysis results will help us understand how the dependent variable's values change when an independent variable's value is changed, provided that the other independent variables are fixed. The author conducts regression analysis to determine the level of impact of each factor on the intention to use eco-bags. Regression analysis will be performed with five independent variables, and these factors actually affect the intention to use eco-bags at the significance level of 5%. Five factors include Knowledge, Attitude, and Price. Individualism and collectivism, in which collectivism is the most influential factor. The article showed that the independent variables are all significant, and the adjusted R^2 value is 0.515.

Table 2: Results of multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.386	0.270		-1.430	0.154		
KT	0.152	0.043	0.162	3.518	0.001	0.901	1.110
TD	0.342	0.042	0.355	8.083	0.000	0.984	1.016
GC	0.196	0.043	0.209	4.553	0.000	0.901	1.110
TT	0.278	0.031	0.397	9.055	0.000	0.990	1.010
CN	0.299	0.045	0.293	6.580	0.000	0.960	1.041
a. Dependent Variable: YD							

(***Source*:** Calculation results from survey data)

Table 2 shows that to ensure the reliability of the regression coefficients, it is necessary to test this regression model through the following evaluations:

1. The residuals satisfy the condition that they are normally distributed, and there is no variation in variance.
2. VIF variance exaggeration factors are all less than 5, so it can be said that multicollinearity does not occur because of the close relationship between the independent variables in the model.
3. Durbin-Watson coefficient = 1.966 is within the limit (1, 3), so according to the rule of experience, it can be said that no series correlation occurs in the residuals.

4.3 Discuss the results

The research object is the people living and working in Nam Truc district, Nam Dinh province. The research data was processed with 256 subjects participating in the survey. In addition to business activities, each business has responsibilities towards society, primarily environmental issues. To limit single-use plastic bags that need 100 years to decompose, printing paper boxes, eco bags, and paper packaging is the optimal choice for businesses. In addition to regular storing and preserving items, paper box printed models can be reused to make boxes for needles and cosmetics and have a shorter decomposition time. Moreover, paper boxes and eco bags have many other benefits.

The obtained research results are the official research model on the intention to use ecological bags of people in Nam Truc district, Nam Dinh province, with 5 influencing factors: Knowledge, Attitude, Price, Individualism, and Collectivism, in which Collectivism (β = 0.397) and Attitude (β = 0.355) have the most influence on the intention to use ecological bags of people in Nam Truc district. Nam Dinh province, followed by individualism (β = 0.293), Price (β = 0.209), and Knowledge (β = 0.162). The whole model shows that the variation of the factor Intention to use the eco-bag of people is explained about 51.5% of the above factors.

5. Conclusions and Policy Recommendations

5.1 Conclusions

When the environment is the most concerned issue of society, the necessary actions are to limit waste and protect the living environment of people and other species on earth. And every business needs to be aware of the importance of printing paper boxes instead of plastic bags when they want to join hands to improve the environment. The paper found five factors affecting the intention to use eco-bags to help enterprises find the right direction with a potential market. The most important thing is that producing eco-bags at low prices and different models, sizes, and designs will benefit businesses using them as a widespread marketing method. Anyone who picks up the eco-bag will also recognize the business's brand through its specific information and motifs. In addition, the reuse of ecological bags contributes to limiting the use of many new bags and boxes, helping the exploitation of natural resources, especially forests, always be controlled, not causing rampant exploitation and soil erosion, changing the ecosystem.

5.2 Policy Recommendations

5.2.1 Apply excise tax on ordinary plastic bags

To better protect the environment, the government and state agencies play a significant role in making policies, measures, and legislation to change people's bad consumption habits. Therefore, mandatory sanctions and exceptionally high taxes should be imposed on consumers or businesses that use plastic bags in packaging or storing goods. The difference will be used for environmental protection purposes. Since then, raising the price of products will undoubtedly reduce the situation of providing free plastic bags to customers while buying and selling, thereby gradually improving the habit of using plastic bags for people and young people. Currently.

5.2.2 Propagating public awareness

Changing people's habit of using plastic bags cannot be done on day one or two, but it takes a long time. All levels and sectors must actively participate. People must be conscious of limiting and gradually eliminating the habit of using plastic bags to protect their health, families, and the environment. Campaigns and propaganda must be done regularly and with summary and evaluation.

5.2.3 Encourage establishments to produce eco-bags

The State should have mechanisms to prioritize and encourage establishments that produce friendly products to help protect the environment, such as capital support, tax exemption and reduction, land costs, etc., especially establishments. The facility is currently manufacturing regular plastic bags, together with modern consumption trends, towards commodity products that are not only interested in design, price, and quality but also consider human health factors and a better living environment.

5.2.4 There is a clear mechanism to force markets, supermarkets, commercial centers, etc., to use eco bags

Markets, supermarkets, or commercial centers are essential places that significantly impact consumer intentions and habits. Therefore, the State should also encourage these units to participate in propaganda programs to reduce the use of plastic bags in the locality, such as hanging Pano and

Apphich about the harmful effects of plastic bags. Hanging slogans reminding customers to bring their own bags, displaying eco-bags in conspicuous places in the supermarket, promoting a variety of eco-bags, enabling the reduction of plastic bags through the supermarket's loudspeakers. to influence and support people towards reducing the use of plastic bags to protect the living environment of mankind.

5.3 Some limitations of the study

Firstly, the study was only conducted in a relatively small area, with the survey subjects mainly in rural areas. Therefore, the ability to generalize the research results is still subjective. Thus, the following research direction will be more accurate when repeated in other big cities such as Ho Chi Minh City, or Da Nang. While the research will take more time and money, it is well worth it.

Secondly, with the research sample collected from the conventional method in Nam Truc district, Nam Dinh province, the data is not reliable.

Finally, the study has not considered the role of individual factors in the responsibility to protect the living environment. Therefore, it is impossible to fully reflect the diversity and complexity affecting the ordinary standards of today's society. Therefore, future studies need to add other extended factors to the model (for example, health, individual responsibility, each person's views on environmental issues, etc.).

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