

Adapting a Measure of Socially Responsible Consumption in France to the Vietnamese Context A Study in Ho Chi Minh City

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Abstract

The major aim of this study is to employ the measure of socially responsible consumption (SRC) developed by Francois-Lecompte and Roberts (2006) to empirically explore the level of Vietnamese consumers' awareness of SRC. Consumers in Ho Chi Minh City were approached in order to distribute questionnaires in stores, supermarkets, shopping malls, traditional markets, etc. Data gathered from the survey was processed by SPSS 21 software. In analysis of the data, exploratory factor analysis technique is applied to explore the correlations of variables and factors formation. Principle component analysis with the Promax rotation method is used in this process. Reliability of measurement scales presented in each factor is tested by Cronbach's Alpha. And, ANOVA analysis is also applied to test the differences of SRC behaviors between customers of demographic profiles. Research findings have shown some salient points. Firstly, the order of SRC factors in Vietnamese consumers' perspectives is different from that in France. Secondly, 17 of 20 variables to measure SRC factors can be used to conduct a SRC study in Vietnam. However, it is necessary to conduct a qualitative study to develop a measure more appropriate to Vietnamese consumers.

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1. Introduction

With the development of an economy, especially an emerging economy like Vietnam, growths of many aspects are increasing dramatically. Among these aspects, consumption is one having significant growth. However, any development also has its own down side with many problems and concerns, which, if not paid enough attention, will lead to many negative consequences. In Vietnam, accompanying rapid economic development,

levels of consumption have been increasing dramatically. According to The Saigon Times, two third of the GDP in Vietnam is recently contributed to by individual consumption [1]. Moreover, individual consumption is considered as the main factor not only to degrade the environment, but also to encourage companies to behave in a responsible manner [2, 3].

There are studies conducted on socially responsible consumption in some advanced economies such as France, the U.S., UK, Spain, and some emerging ones such as India, China, Morocco [2, 4, 5, 6, 7, 8, 9, 10, 11]. The point highlighted in these studies is that SRC cannot

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be enforced by government, but there is need for consumers to have self-realization and self-regulation to minimize any bad or negative influence on the society and the environment [2, 10]. In other words, it is a personal project [11].

However, In Vietnam, frequently mentioned terms are *smart consumption* and *green purchasing* which are used to describe how to smartly spend money on consumption and to consider impacts on the environment. Therefore, the purpose of this study is (1) to empirically explore the level of socially responsible concerns among Vietnamese consumers; (2) to analyze differences of Vietnamese consumers' concerns of SRC across demographic factors; and (3) to discuss implications for marketers and policy makers regarding how to improve SRC in Vietnamese consumers.

2. Research background

2.1. Consumption and socially responsible consumption (SRC)

Consumption is a marketing concept; however, it has attracted as well the attention of many researchers in other fields such as economics, politics science, sociology and philosophy [12]. According to Marinas (2001, 2007), consumption is considered as the way consumers perform to satisfy their needs and they try to make it a never-ending process [12]. In other words, consumption is described as the way in which individuals live by using different types of products and services from different producers/providers [2, 12]. From their capabilities and understanding, consumers will combine these types of products and services in different ways. However, these combinations can lead to different consequences as they are impacted by four factors, namely: price, other goods' prices, consumer's economic capacity, and a person's likings [12].

In their study, Lebzar, Sidmou et al. (2012) summarized different ways to define

consumption and identified its components, which include: the emotional dimension (consumption is a "source of emotion and experience of pleasure"), the functional dimension (consumption utilities meet goals and practices), the aesthetic dimension (consumption is sought for "beauty and expression"), the epistemic dimension (consumption allows consumers to "satisfy curiosity, the desire for knowledge") and finally, the social dimension (consumption allows consumers to structure their identify and position themselves in relation to a group) [7].

However, consumption is also defined in another way. "Consumption means to consume, waste, squander or destroy"; or, it is concerned as an aspect of social representations of the economy [5, 13]. These considerations of consumption drove researchers to thinking about and doing research on SRC [13]. There are many SRC definitions; however, the very first one documented by Webster in 1975 is with two main issues [5, 14]. Firstly, a consumer's concern about public consequences due to his/her consumption. Secondly, consumers want to make some changes in society by their purchasing power.

Mohr, Webb et al. (2001) identify socially responsible consumers by their actions of avoiding buying products/services from companies that harm society and actively seeking out ones from companies that help society [2]. Similarly, Díaz-méndez (2010) highlighted that SRC is a buying decision based on a product's origin, manufacturing process, labor working conditions, environmental impact, and manufacturer's social responsibility [12]. Later, Pedrini and Ferri (2014) also defined SRC as consumers' considerations of social and environmental implications related to their purchasing decisions [10].

Among SRC definitions, the one developed by Roberts (1995), which is employed and cited in many other empirical studies [4, 5, 7, 13], can be considered as the most-used SRC definition. In his study, Roberts (1995) defines SRC as consumer behaviors taking into account the

impact on the environment of private consumption decisions or using purchasing power to express current social concerns [4].

2.2. Factors influencing customers in SRC

First of all, socio-demographic characteristics have their influences on SRC, such as age, education, and income; meanwhile gender does not impact SRC positively [10]. These research findings help managers to segment their markets, and to better define marketing mix [9, 10]. Besides the socio-demographic indicators mentioned above, the factors which have their influences on consumers in their SRC can be divided into two groups: drivers and obstacles. In the literature, some studies explore these factors.

In their study, Mohr, Webb et al. (2001) point out a contradiction of a common assumption that SRC is based only on consumers' self-interest [2]. Their findings suggest some important issues relating to drivers for consumers to consume responsibly. Firstly, the more knowledge about social responsibility customers have, the more positive consumption they have. Moreover, such knowledge also creates a positive relationship between customers' beliefs and behaviors in SRC. Lastly, customers likely practice SRC when they recognize their purchasing power, which can impact companies' behaviors. From these findings, it can be seen that drivers to promote consumers consuming responsibly are started from the way companies behave and from their purchasing power.

One study conducted in Hong Kong investigates the term "sustainable consumption" which can be referred to SRC [15]. In this study, Lee (2014) proposed and tested 3 factors driving the behavior of sustainable consumption, including: parental influences, attitudes towards sustainable development efforts, and supportive behaviors for environmental organizations [15]. Similarly, the study of Chia-Ju (2013) also found a positive relationship between SRC and environmental concerns [16].

Regarding obstacles preventing socially responsible consumption, in his study, Carmen (2008) identified three groups of obstacles which created a considerable gap between the

attitudes and actual behaviors of customers [17]. These three groups are: motivational, cognitive and behavioral obstacles.

Motivational obstacles can be considered as willingness to make political statements or actions in the marketplace and depend on self-identity and perceived efficacy [17]. The first obstacle is from consumers' perspectives of self-perception of citizenship and of corporate social responsibility (CSR). The main point mentioned is that, although good people, not all consumers are good citizens who are concerned about others' welfare; and they have different conceptualized understandings of CSR. The second obstacle is from their understanding of their purchasing power and from sources information they have. Carmen (2008) found that "... if consumers believe that their purchase decision may make a difference, they are more likely to buy responsibly..." and this is used to express their expectation of society [17, 18].

Cognitive obstacles are described as opportunities to get information and ability to process, store and recall information about brands [17]. This kind of obstacle refers to the information consumers have about corporate impact on social welfare [17, 19]. It also refers to the availability of this information to customers [2, 17].

Behavioral obstacles are the likely opportunity and ability to find a fair brand to purchase [17]. Actually, according to Shaw and Clarke (2008), customers can not be responsible in consuming if they cannot find good producers/manufacturers [17]. The other behavioral obstacle is the cost of spending for responsibly consumption, including higher prices, travelling a certain distance to find good manufacturers, and so on.

2.3. Measures of socially responsible consumption

Even though the concept SRC is mentioned and has been studied since 1975, the measures of SRC have not been properly developed. Many scales are borrowed from sociology, therefore they do not have items related to consumer behavior and are not well suited in

the marketing and management context [5]. Moreover, Francois-Lecompte and Robert (2006) also point out that SRC is only put in the context of the environment [5].

In their study, Mohr, Webb et al. (2001) conducted a qualitative study to develop items to measure SRC [2]. Their research findings suggested 5 items. However, their proposal needs to be tested quantitatively and sub-items developed for SRC studies. Among studies conducted in developing countries, a study conducted in China by Chen and Kong (2009) developed and used a scale of 7 items to measure SRC [6]. However, the process of developing these items is not described clearly to illustrate their reliability.

Haws, Winterich et al. (2014) also developed and tested a scale to measure green consumption behaviors [20]. This scale aims to measure consumption behaviors of customers through their concern about environmental protection. Even though SRC also includes issues on the environment, this scale is not appropriate to study SRC.

In their study conducted in France, Francois-Lecompte and Robert (2006) developed a scale of 5 constructs to measure SRC, including: a firm's behavior with 5 factors; cause-related products with 4 items; small businesses with 4 items; geographic origin with 4 items; and consumption volume with 3 items [5].

In our study this 20 item-scale of is developed by qualitative study with methods to collect data such as in-depth interviews and focus groups. Then, this measurement is confirmed by a quantitative study. That is the reason our study employs the scale developed by Francois-Lecompte and Robert (2006) as a base.

3. Methodology

The main purpose of this study is to empirically explore the level of socially responsible concerns among Vietnamese consumers. Therefore, the main method used to

collect data is through a questionnaire used to conduct a survey among consumers. The employed questionnaire is adapted from Francois-Lecompte and Robert (2006). In this questionnaire, there are five factors with 20 items, namely: firms' behaviors (consumption acts related to irresponsible corporate behaviors) - (BF), cause-related products (preferences for cause-related products, including purchase) - (CRP), small businesses (desire to help small businesses) - (SB), geographic origin (the purchasing of local products) - (GO) and consumption volume (reducing one's consumption to what is only necessary to not badly impact the environment - (CV).

The factors and items from the study of Francois-Lecompte and Roberts (2006) are adjusted for their appropriateness to the research and consumption context in Vietnam. To construct the questionnaire, a group of 6 people of different gender, ages, occupations, and incomes was gathered together to discuss the meaning of SRC. At first, it was a free discussion about the meaning of SRC, to warm up and learn what people think about SRC. Then, the scale of Francois-Lecompte and Roberts (2006) was raised to discuss and clarify what should be included and adjusted to be accepted in the case of Vietnam. After consensus on using these 19 variables (omitting 1 variable relating to political matters), a pilot survey was conducted with a small sample (20 respondents) to adjust the questions to be more clear and understandable for Vietnamese customers. The questionnaire was then finalized and used for the survey with a large sample in order to get data for analysis. After adjustment, there were 5 constructs and 19 items which are presented as follows:

Factor 1: Firms' behaviors (FB)

1. I pay attention not to buy products from companies that are close to illegal.
2. I try not to buy products from companies that employ children
3. I try not to buy products from companies that don't respect their employees

4. I try not to buy products from companies that strongly harm the environment

(In Vietnam, there is only one political party, therefore, the origin item "I try not to buy products from companies or shoppers that are narrowly linked to political parties that I condemn" in the study of Francois-Lecompte and Roberts (2006) has been removed from the questionnaire).

Factor 2: Cause-related products (CRP)

1. I buy some products of which a part of the price is transferred to a humanitarian cause.

2. I buy some products of which part of the price goes to developing the country.

3. I buy products of which part of the price is given to a good cause.

4. I buy fair trade products

Factor 3: Small businesses (SB)

1. I avoid doing all my shopping in big businesses (large retailers).

2. I buy in small businesses (bakeries, butcher's trade, book shoppers) as often as possible (small shopkeepers).

3. I help the storekeepers of my quarter to live through my purchases.

4. I go to small markets to support fruit and vegetable small producers.

Factor 4: Geographic origin (GO)

1. When I have the choice between a Vietnamese product and an imported product, I choose the local one.

2. I buy preferably Vietnamese products (like cosmetics...).

3. I buy fruits and vegetables grown in Vietnam.

4. I buy products made in my country - Vietnam.

Factor 5: Consumption volume (CV)

1. I try to reduce my consumption to what I really need.

2. In a general manner, I try to reduce my consumption.

3. I try not to buy objects that I can do by myself.

Convenience sampling is chosen, and the participants in this study are consumers who are

over 18. Totally, 258 respondents were approached to answer the questionnaire at supermarkets, convenience stores, markets, book stores and shopping malls. The data is cleaned and processed by using exploratory factor analysis (EFA technique) in SPSS software. Principle component analysis (PCA) with the Promax rotation method are used to adapt with the method used in the study of Francois-Lecompte (2006). In fact, using the PCA method is a reasonable process to reduce a number of variables in a data set by using orthogonal transformation to convert them into linearly uncorrelated variables; it is especially suitable with the case of using measurement scales built by a previous researcher for a specific case. Before applying the EFA method, the reliability of the scales has been tested by using Cronbach's alpha criteria; it should be at least 0.6 to be accepted (Nunnally and Burnstein, 1994). Then, the EFA technique is applied with data exploration and variable reduction steps. The EFA process is accepted with the threshold of KMO measure higher than 0.5 and Bartlett's test of Sphericity significant at 5%, Eigenvalues larger than 1, Factor loadings of each variable should be at least 0.5 and there is no high cross loading at two or more factors with two different factor loading higher than 0.3 (Hair et al., 2006). Besides, the difference between groups of customers distinguished by demographic variables are considered by ANOVA analysis.

4. Data analysis and findings

The percentage of men and women in the valid sample are 57 and 43, respectively. Most of the respondents are in the age group of 24-31 (63.6 percent). There are 28 percent for the age of 18-23 and 9 percent for over 32. The ranges of age also suit with the occupation status, including: office staff, managers and engineers, students, workers and housekeepers at 47, 15, 28 and 10 percent, respectively. The ranges of

respondents' incomes are relevant to the occupations with 46 percent of them earning from 5-10 million VND; more than 35 percent getting less than 5 million VND; and about 19 percent receiving a salary higher than 10 million VND.

Most of the variables are dispersed in the Likert 5 scales with the mean and mode from 3 (neutral) to 4 (agree) (Table 1). That means the customer's perceptions of SRC described by these variables are not high, just slightly agreeing with what is mentioned about socially responsible consumption, especially for variables measuring firm behaviors and small business groups. This could be due to the fact that the information of Vietnam enterprises is not transparent and their communication with customers is not so good. Therefore, consumers seem to have not thought much about the responsibility to help small businesses as well as corporations that have practiced social responsibility. Furthermore, due to low incomes, consumers tend to consume low-price-products or think about the products that bring most benefits to them, rather than share with a firm's difficulties. These might contribute to form their consumption attitude. Variables in the CRP group seem to have the highest concern from customers if they know that a part of a product's price will be used for humanitarian purposes, charity or developing the country, especially after the call from the government 'For Hoang Sa and Truong Sa' to contribute to Hoang Sa and Truong Sa, or the campaign for using Vietnamese products 'Vietnamese consumes Vietnamese products'. The variables of GO also express concerns since the scare relating to some products from China which may affect negatively their health and the campaign about boycotting unhealthy Chinese products that have been emerging in recent years.

Testing the reliability of the scales, all 5 primary factors receive a Cronbach's Alpha from 0.712 (for SB) to 0.876 (for FB), satisfying the condition mentioned above.

Therefore, all of these variables will be used in the EFA step.

Taking the EFA for 19 variables, they are divided into five factors the same as the proposed model of Francois-Lecompte (2006). Even the sequence of factors and variables in each factor has been changed from the EFA result. All criteria such as KMO, Bartlett's test of Sphericity, and Eigenvalues meet the requirements of the EFA process mentioned in the methodology, and factor loading for each variable is also higher than 0.5. However, there are high cross-loadings at variable CRP1 (*I buy some products of which a part of the price is transferred to a humanitarian cause*) with the loading difference between the two loading factors less than 0.3 and the cross-loading low at variable SB2 (*I buy in small businesses - bakeries, butcher's trade, book shoppers - as often as possible*) with the highest factor loading value 0.385. Therefore, they are dropped out one by one from the next EFA steps. The process also satisfies the KMO criteria and factor loadings requirements. This action also helps to increase the total variance explained from 71.8% to 74.14%. The final components matrix and the result of testing reliability of the new factors are represented in Table 2.

Table 2 shows that the factor loading of all variables gets a value between 0.670 and 0.896, with most variables loading above 0.7. This has shown that the variables of each factor have a strong correlation to each other. All variables in the FB factor correlate higher than 0.5 within the group and correlate too low (less than 0.3) with the other variables in the model; As a result, the FB factor has the highest Eigenvalue and is the factor have strongest meaning to SRC; This factor explains 25.5% of the variance, and is the most important factor to measure the meaning of SRC suggested for the case of Vietnam. Cronbach's alpha of this factor is also the top at 0.876. For the variables of the GO factor, if we look at the correlation matrix, although the variable GO3 has a high correlation with the other variables in the group,

it also shows a slightly high correlation with variables in the CRP group (0.45); however, after EFA, the loading value of this variable in the CRP is less than 0.3 and the difference in the values of cross loading is higher than 0.3, the variable GO3 is still present in the t GO factor after the EFA even though it receives the lowest loading value in the group. The GO factor contributes about 19% in explanation for the variance when combined with the other factors and take the second position in the list of factors to measure SRC. Cronbach's alpha is also high and reaches 0.842. For the factors of CRP and SB, they rank 3 and 4 in the list and contribute about 12% and 10% to each factor,

explaining for the variance, respectively. The CV factor comes at the end of the list with 7.6% of variance explained. This order is greatly different with that in the study of Francois-Lecompte and Roberts (2006), i.e. CRP factor at first, FB-2nd, SB-3rd, GO-4th and CV-the last.

Customer attitude from different demographic groups

Based on the variables remaining after EFA, the score of each factor will be computed by taking the average score of the belonging variables, and then used to test whether there is a difference in the attitude between the demographic groups for each factor of SRC by using ANOVA.

Table 1: Descriptive Statistics for measurement scales of SRC

	Valid	Minimum	Maximum	Mean	Median	Mode	Variance
FB1	258	1	5	3.480620	3.5	3	1.184448
FB2	258	1	5	3.503876	3	3	0.990257
FB3	258	1	5	3.329457	3	3	1.031113
FB4	258	1	5	3.468992	3	3	1.261681
CRP1	258	1	5	4.027132	4	4	0.999261
CRP2	258	1	5	4.011628	4	4	0.680798
CRP3	258	1	5	3.848837	4	4	0.766944
CRP4	258	1	5	3.782946	4	4	0.707568
SB1	258	1	5	3.387597	3	3	0.853075
SB2	258	1	5	3.073643	3	3	1.134633
SB3	258	1	5	3.430233	3	3	0.557370
SB4	258	1	5	3.395349	3	3	0.629083
GO1	258	1	5	3.596899	4	4	0.887461
GO2	258	1	5	3.519380	4	3	0.974331
GO3	258	2	5	3.887597	4	4	0.683814
GO4	258	1	5	3.713178	4	4	0.680059
CV1	258	2	5	3.643411	4	4	0.821766
CV2	258	1	5	3.360465	3	3	0.916252
CV3	258	1	5	3.577519	4	4	0.813034

Table 2: EFR and reliability testing result

	Component					Cronbach's Alpha	Cumulative of total variance explained
	1	2	3	4	5		
FB3 - I try not to buy products from companies that don't respect their employees	.896						
FB1 - I pay attention not to buy products from companies that are close to illegal	.885					0.876	25.5
FB2 - I try not to buy products from companies that employ children	.883						
FB4 - I try not to buy products from companies that strongly harm the environment	.726						
GO2 - I buy preferably Vietnamese products (like cosmetics...)		.870					
GO1 - When I have the choice between a Vietnamese product and an exported product, I choose the local one		.844				0.842	44.3
GO4 - I buy products made in my country – Vietnam		.843					
GO3 - I buy fruits and vegetables grown in Vietnam.		.670					
CRP3 - I buy products of which part of the price is given to a good cause			.886				
CRP2 - I buy some products of which part of the price goes to developing the country			.820			0.789	56.8
CRP4 - I buy fair trade products			.758				
SB4 - I go to small markets to support fruits and vegetables small producers				.839			
SB1 - I avoid doing all my shopping in big businesses (large retailers)				.833		0.759	66.5
SB3 - I help the storekeepers of my quarter to live through my purchases				.724			
CV1 - I try to reduce my consumption to what I really need					.821		
CV3 - I try not to buy objects that I can do by myself					.811	0.752	74.1
CV2 - In a general manner, I try to reduce my consumption					.787		

Extraction Method: Principal component analysis.
Rotation Method: Promax with Kaiser Normalization

With the gender variable, only GO factors receive different attitudes between men and women - significant at 5%. Women evaluate these factors higher than men.

There is no significant difference between the age groups of age, statistically. However, on average, the younger people give lower scores than the older people in most groups and factors except groups in the SB factor.

For the income variable, the average scores of the low income and high income groups are

slightly lower than that of the middle income group. This is due to the fact that most people from the low income group are students who are still receiving support from their families and are still young and have not much experience as well as choice in consuming products. For the high income people, they tend to consume by convenience. However, excepting for the groups in the SB factor, which is significantly different by income, the difference between groups in other factors is

not high and the confidence level is not achieved at 95% testing.

In regard to the occupation variable, most factors are satisfied for the test for distinguishing between groups at 1 percent, only the FB factor shows the test significant at 8 percent. Groups of staff in the office and managers seem to have a higher responsibility than the other groups by showing a high score in most factors except SB. Workers care much about GO and VC, housekeepers care about GO, while the Engineer group shows to be the least responsible group with the lowest score given to all the factors mentioned in the SRC.

5. Discussion

This study is adapted from the study of Francois Lecompte and Roberts (2006) (who developed the measurement scale of SRC for use in France) to test whether it could be used for the Vietnamese context. The analysis has shown that the suggested scales ensure reliability and convergence in measuring the factors of SRC. Only 3 variables, that are not suitable with the context of Vietnam should be dropped out. In the study of Francois-Lecompte and Roberts (2006), 20 variables are divided into 5 factors [5]. Similarly, in the present study, 17 variables are also divided into these 5 factors.

In comparison, the mean score between demographic groups of customers including gender, income and occupation groups have a statistical significance at 5%. Especially the groups of occupation present differences in all kinds of responsibility. This is a hint for companies to have suitable marketing campaigns and the government to have a reasonable policy to improve companies' performance.

This research could be considered as a pioneer research in this field in Vietnam. It has taken place under circumstance where

Vietnamese customers are afraid of using some low cost but harmful products from China. Vietnamese customers are also getting angry with a series of scandals about the environment being degraded/destroyed by unfaithful and irresponsible producers. Consumers are more concerned about social responsibility when making consumption decisions. Therefore, when conducting the present study, the researchers also received expressions of much concern from customers. However, there were some variables in the questionnaire not easy for customers to answer due to them lacking information, apparently. That might be the reason leading to some of the consumers to not think about SRC when making buying decisions.

As mentioned above, even though SRC has been raised since the 1970s, it is understood differently in different markets and cultures. Therefore, when applying this SRC measure to research in Vietnam, the suggested measure seems still strange and does not receive the high concern of Vietnamese customers. Respondents still think that they are responsible consumers but the score they get from the survey has shown that they are not concerned much for their responsibility. That's because the income of Vietnamese people is still low with two thirds of their income used for consumption. Therefore, the scale about supporting SB or CRP seems not to be welcome.

Furthermore, Vietnam is a developing country with an incomplete legal system, and lacking in market information. This point creates more difficulties for consumers in realizing which firms are socially responsible to perform their socially responsible consumption. This study has shown that, the measure of Francois-Lecompte and Roberts (2006) is not properly appropriate for the Vietnamese context. It is needed to develop another measure

more appropriately, from which consumers can have enough information or more easily understand how to evaluate factors.

6. Implications and limitations

Even though some factors in the measure of Francois-Lecompte and Roberts (2006) are still strange for Vietnamese customers, it is useful to improve their thinking and awareness of SRC. On the one hand, this contributes to increase their social responsible awareness when performing consuming behavior in the future. On the other hand, businesses may improve their performance to adapt to new requirements from customers.

The demographic origin factor receives the highest concern as well as being the most important factor to measure SRC. As mentioned above, this could be the consequence of the threat and danger of some products from China as well as the campaign of the government with the slogan of “*Vietnamese consume Vietnamese products*”. People understand and react well with this factor. The government should focus on this to increase the SRC of customers and Vietnamese companies should benefit from this chance to develop and improve their businesses. In particular, they should concentrate on women, managers, and staff who show that they are ready to encourage Vietnamese firms. Moreover, companies should show the same concern for their own behavior - the second factor in the list of factors after EFA, even though the score of variables in this factor is not as high as that of the demographic origin factor. Meanwhile, the government should improve the information system to deliver more information about firms to customers to help them make better decisions on consumption and on having a chance to improve their SRC.

For the small business support factor, the score is not high and there are no significant differences between demographic groups of customers. Beside the reason of low income as mentioned above, small businesses have still

not created prestige in doing business and customers do not trust them due to the low quality or expensive products. This also is an alert for them in changing their performance and improving themselves to attract customers.

With the responsibility on the CRP factor, although getting a slightly high score from customers, the convergence of this factor is not high, correlation between variables is loosened in some cases and it ranks in the last position in the EFA. Thus, it should be considered to adjust variables to be more suitable with the Vietnamese case.

However, this research also suffers from some limitations. Firstly, due to limited knowledge and information, the employed scale may not adapt well with Vietnamese consumers' perspectives; and some things they understand as SRC are not included in the questionnaire and vice versa. That is the reason why respondents have tried to complete the questionnaire without properly understanding it in some circumstances. This limitation is also mentioned in the study of Roberts (1995) [4]. Therefore, it is necessary to conduct a qualitative study to explore constructs to measure SRC in the Vietnamese context. Secondly, the survey is conducted in Ho Chi Minh City only. Even though this is the biggest city and one of the most important economic and trading centers in Vietnam, the survey cannot cover the whole market of consumption in Vietnam. Moreover, convenience sampling also creates limits of the data representation. Consequently, the findings cannot be generalized for the Vietnamese market. Further studies should be conducted and data collected in many other areas in Vietnam to have a better understanding of Vietnamese customers' awareness of SRC.

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