

**MINISTRY OF EDUCATION AND TRAINING
LAC HONG UNIVERSITY**



NGO TAN HIEP

**INFLUENCE OF GREEN MARKETING ON
COMPETING CAPACITY AND BUSINESS RESULTS
OF ENTERPRISE: A CASE STUDY OF SMALL AND
MEDIUM ENTERPRISES IN HO CHI MINH CITY**

SUMMARY OF THE THESIS OF BUSINESS ADMINISTRATION

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Associate Professor. Dr. Tran Dang Khoa
Dr. Nguyễn Văn Nam

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Scientific instructors: Associate Professor. Dr. Tran Dang Khoa
Dr. Nguyen Van Nam

Reviewer 1:
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Reviewer 2
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Reviewer 3
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CHAPTER 1 - RESEARCH OVERVIEW

1.1 Urgency of the topic

1.1.1 Practical context

In recent times, the environment has become one of the most important global issues. The issue of environmental pollution is receiving great attention from both the press and the public. Environmental pollution not only directly harms human health and life, but also has a major impact on the economy and society. Increased environmental concern has created significant pressure on companies and management systems from various stakeholders. Businesses are now more aware of the impact of consumer activities on the natural environment.

In today's complex business conditions, traditional marketing is gradually being replaced by green marketing due to environmental issues and growing customer concerns, stakeholder requirements, and rapid technological developments. rapid, public regulations and strict environmental policies, long-term development (Ali, 2021; Amoako et al., 2020; Mehraj and Quereshi, 2020). The strong development of the market increases the need to involve long-term economic, social and environmental oriented developments in marketing decisions to meet customer needs (Tran, 2019; Chung, 2020; Li, 2021). And the trend of implementing green marketing-related activities is also quickly catching up in developing countries, including Vietnam, which has started implementing green marketing in recent years.

Green marketing activities are not only aimed at improving the environment but also a competitive advantage towards better marketing performance, and tangible resources to implement green marketing are often known as capital, qualifications and technology. technology, is very limited for businesses in Vietnam, most of which are SMEs. Businesses always face capital limitations and fall into a vicious cycle of lack of resources when implementing green marketing. The vicious circle comes

from the desire for business to be effective and profitable before paying attention to not causing harm to the environment and social development. Businesses must not only compete to provide environmentally friendly and green products, but also carry out social and environmental responsibility, which means doing business effectively, not harming the environment and developing society, and when green marketing is not implemented, competitiveness is poor, leading to low profits and continuing to face lack of capital and losses. Besides, as consumer awareness has gradually changed, consumer interest in sustainability is increasing due to the continuous expansion of green marketing activities (Nistoreanu, Aluculesei and Avram, 2020). . In fact, 90% of people surveyed have moved to turn away and limit the use of products from businesses that pollute, waste resources or products that have negative impacts on the environment and community (IBM Institute for Business Value Research, 2021). Similarly, 80% of Vietnamese consumers are willing to pay more for products with a "green" and "clean" commitment, produced from environmentally friendly materials (Nielsen Vietnam Company, 2020). . However, when implementing green marketing activities, business costs will increase, the more businesses do business, the more they lose money, leading to bankruptcy, dissolution, and the inability to develop long-term to pay attention to the environment and society. . Therefore, in reality, SMEs still prioritize survival and development, not environmental or social issues. It's not that SMEs don't need to do it, but will do it later, when they have a solid business foundation and solid resources. Although that vicious circle is common to businesses, there are also many businesses that have broken the cycle to find a way out and implement green marketing activities well to improve competitive advantage and business results. . Therefore, businesses that want to develop long-term must rely on three pillars: economy - society - environment.

Green marketing has existed for a long time and is widely practiced globally. However, green marketing is still a relatively new concept for businesses in Vietnam. Most Vietnamese businesses are still hesitant to implement this strategy. Therefore, research on green marketing is necessary and has practical significance at the present time to develop green in the area and adapt to development trends. Otherwise, businesses may fall behind and be eliminated, and this issue has not yet been fully researched. To answer the above problem, the thesis was conducted to examine the relationship between marketing, competitiveness and business results of SMEs, which is necessary in the current context, the post-pandemic period. Covid-19 and the global economic crisis.

1.1.2 Theoretical background

The term green marketing was first coined in 1975 by the American Marketing Association, and it became popular in the late 1980s and early 1990s, with marketers and consumers worldwide. supporters. Along with the term green marketing, we also encounter other terms such as green product and green consumer.

Over the past decade, green marketing has received much attention from scholars worldwide Chun-Yi Ho (2021), and as a result, various literature reviews on this topic have been published. copy. Kar and Harichandan (2022) focused on the Scopus and Web of Science databases including data from 1121 articles published between 1990 and 2021 in 462 journals.

In recent years, Vietnamese businesses have begun to apply green marketing in their marketing activities. However, most businesses believe that green marketing only stops at communication or advertising activities about products with some environmental-related characteristics. Terms such as recycling, reuse, environmentally friendly, and ozone-friendly are all consumers' associations when it comes to green marketing. In fact, green marketing does not stop there, but it is the whole process of meeting customer needs without causing negative impacts on the living environment

and natural environment (M.J. Polonsky and P.J Rosenberger, 2011). and the green marketing concept can be applied to most industries including consumer goods, industrial goods or services.

The thesis's research topic is The impact of green marketing on the competitiveness and business results of businesses: Case study of small and medium-sized enterprises in Ho Chi Minh City. In this research topic, the project will explore the impact of Green Marketing on the competitiveness and business results of SMEs in Ho Chi Minh city in the SEM model.

1.1.3 Research gaps

Firstly, the thesis has inherited and developed green marketing theory and social responsibility theory, in which the role of green marketing affects the business results of SMEs operating in the Ho Chi Minh city market

Second, the thesis inherits and develops Competition theory, resource-based theory, in which competitiveness in the current context of green environmental protection affects the business results of SMEs. In this study, three types of competitive capabilities are understood, including responsibility management capacity, information technology capacity, and dynamic capacity, which may have a certain relationship with each other in the context of decision making.

Third, the thesis builds an impact model and proves that 3 factors of green marketing, competitiveness, and business results have a cause-and-effect relationship with each other in SMEs in the Ho Chi Minh city market.

In addition, the author's research scope is SMEs in Ho Chi Minh city, this is a large area, with many small and medium enterprises concentrated across the country, but there is no research project close to the author's direction, so the author's research topic can be assessed as having differences. compared to previous studies.

1.2 Research objectives

General research objectives

The general goal of this thesis is to explore the impact of green marketing on the competitiveness and business results of enterprises, studying the case of small and medium enterprises in Ho Chi Minh city

Specific research goals

From those general goals, the author sets out the goals that the conducted research needs to achieve:

Objective one: Identify and measure the impact of green marketing on the competitiveness and business results of enterprises.

Second objective: Test the mediating role of competitiveness in the relationship between green marketing and business results

Third objective: Propose some management implications to enhance competitiveness and improve business results of enterprises through green marketing.

1.3 Research questions

The study identifies a number of questions that need to be answered as follows:

Question one: How does green marketing affect competitiveness and business results?

Question two: What is the mediating role of competitiveness in the relationship between green marketing and business results?

Question three: What management implications can help businesses achieve better business results through green marketing and competitiveness?

1.4 Subjects and scope of research

1.4.1 Research subjects

- Research subjects: Green marketing, competitiveness, business results of SMEs in Ho Chi Minh city and the relationship between these factors.

- Survey subjects: SMEs in Ho Chi Minh city

1.4.2 Research scope

The time range of this study spans from 2019 to 2021, with the survey period taking place from November 2021 to March 2022. The study was conducted in Ho Chi Minh City, Vietnam.

1.5 Research Methods

This thesis combines qualitative and quantitative to determine the relationship between factors and measure the influence of green marketing and competitiveness on business results. Research steps include first qualitative research, preliminary quantitative research and official quantitative research. As follows

Step 1: Qualitative research. Through discussion with a group of managers from businesses and a group of researchers who are leaders and lecturers of universities in the city. Ho Chi Minh

Step 2: Preliminary quantitative research. Before conducting official quantitative research, the author conducted a preliminary quantitative research using questionnaires and direct interviews with management positions from 98 SMEs in the city. Ho Chi Minh. The goal of this study is to evaluate and adjust the measurement scales before conducting official quantitative research.

Step 3: Quantitative research. Using a direct questionnaire survey method, quantitative research was conducted with a sample of 526 directors or authorized representatives of businesses in the city. Ho Chi Minh

The collected data were then processed using SPSS software version 20 to evaluate the scale's reliability coefficient (Cronbach's Alpha - CA), and exploratory factor analysis (Exploratory Factor Analysis - EFA) to determine the scale's reliability. Convergent value and discriminant value of the scale. Then, confirmatory factor analysis (CFA) and modeling (SEM) methods are used to test the research model and the relationship between variables. Bootstrap testing and testing of the mediating effect of the mediating variable were also performed using AMOS software version 22.

Finally, the study also performed multi-group analysis to explore differences in research results based on based on operating time and type of business.

Step 4: The second qualitative research was also conducted using discussion method with eight experts. The purpose of the second qualitative research is to discuss the results of the quantitative research, explain the causes of the research results and management implications for SMEs.

1.6 New point of the thesis to theory and practice

1.6.1 Theoretical contributions

Firstly, the thesis has synthesized several theories, concepts, and previous studies related to green marketing activities, competitiveness, and business results to determine a scale and research model. In particular, green marketing is composed of 3 components: strategy, tactics, and internal; Business results are composed of 3 components: economic results, environmental results, social results, and competitiveness are composed of 3 components: responsibility management capacity, technological capacity information, dynamic capabilities. And develop in the direction of research at businesses to determine the correlation of these three factors in SMEs operating in the Ho Chi Minh City market, Vietnam.

Second, the thesis has inherited and developed the theory of green marketing, and the theory of competition, and developed a new scale of green marketing, a scale of competitiveness and business results for SMEs operating in Ho Chi Minh City. In particular, the marketing theory of green marketing affects competitiveness and business results; theory of competition and development in competitiveness associated with environmental protection. The results have proven that 8 hypotheses expressing the correlation between 3 factors of green marketing, competitiveness, and business results of SMEs are accepted, they have a cause-and-effect relationship with each other.

Third, the thesis has built an impact model and measurement scale of the above three factors, in which competitiveness plays an intermediary role for SMEs operating in Ho Chi Minh City. The results have proven that there are two hypotheses showing the indirect impact through the mediating role of competitiveness, namely responsibility management capacity and information technology capacity, on the relationship between green marketing and the business performance of SMEs.

1.6.2 Practical contributions

Firstly, the thesis has made a number of implications for related policies by determining the influence of green marketing factors and the degree of influence on competitiveness and business results. The implications have practical significance and can be a useful reference for city business administrators and macro managers at Ho Chi Minh City in building sustainable business policies associated with protecting the current green environment.

Second, research is not only meaningful to policymakers and universities but can also be a meaningful reference for researchers and lecturers teaching related content and applying green marketing, both developing business activities and protecting the environment.

1.7 Structure of the study

The layout of the thesis is expected to be divided into 5 chapters

Chapter 1: Overview of the research topic

Chapter 2: Theoretical foundations and research models

Chapter 3: Research Design.

Chapter 4: Research results and discussion.

Chapter 5: Conclusion and managerial implications.

CHAPTER 2: THEORETICAL BASIS AND RESEARCH MODEL

2.1 Some research concepts

2.1.1 Green Marketing

2.1.1.1 Concepts

Green marketing is a form of marketing that aims to reduce human impact on the environment through design, process, packaging, branding and consumption (Delafronz et al., 2014).

Charter (2017) green marketing is an integral and responsible management process that includes identifying, anticipating, responding to and fulfilling stakeholder needs in order to achieve zero adverse impacts on people and natural environment.

Thus, there is no universal definition of green marketing, but the common ground can be seen in the above definitions, so in this topic, the author introduces the concept of green marketing as the commitment of organizations focused on green marketing, into products and services that are not harmful to the environment, conduct marketing activities in a way that is responsible for the environment and stakeholders

2.1.1.2 Difference between traditional marketing and green marketing

2.1.1.3 Reasons for businesses to implement green marketing

2.1.1.4 Perspectives on green marketing

2.1.1.5 The thesis's perspective on green marketing

2.1.1.6 Components of green marketing

The concept of green marketing according to the approach of the thesis is composed of 3 components according to the approach of Papadas et al (2017).

a) Green Marketing Strategy

Green Marketing strategy refers to the long-term goals, actions and policies of senior management in focusing special attention on environmental strategies and targeting stakeholders. In other words, according to Papadas et al. (2017), green marketing strategy is the degree

to which an organization integrates environmental requirements in its marketing strategic decisions.

b) Green Marketing Tactics

Green marketing tactics involve short-term problems and decisions (Papadas et al., 2017). Tactical actions and decisions of businesses change the way of implementing traditional Marketing to become greener in an overall Marketing mix. Or more specifically, Papadas et al. (2017) define green marketing tactics as the extent to which organizations embody environmental values in marketing decisions at the tactical level. This component according to Papadas et al (2017) includes product-related decisions aimed at reducing environmental impact; reduce the negative environmental impact of marketing communications activities in promotion, while communicating the environmental benefits of the product; methods to improve the environment in the supply chain; adjusted pricing policies for green products.

c) Internal green marketing

Internal green marketing involves creating environmental values throughout the organization to further develop a green corporate culture (Papadas and Avlonitis, 2014). This is also the perspective that shapes the approach to the internal green marketing component of the thesis. According to Papadas et al. (2017), internal green marketing is the degree of synchronization of the environmental values of the enterprise into all internal stakeholders of the organization. It is as important for a company to convey green values to its employees as it is to convey its mission message to their consumers (Wells et al., 2015), so environmental values that enterprises pursue at the strategic level should be shared and communicated among stakeholders within the enterprise, with the focus being on employees. Actions that convey environmental values to employees of the business described by Papadas et al (2017) include:

employee training; efforts to promote environmental awareness in the organization; and environmental leadership activities.

2.1.2 Competitiveness

2.1.2.1 Resources

2.1.2.2 Concepts

Enterprise-level competitiveness is a firm's ability to design and market a product or service that is superior to that offered by its competitors (Kartini et al. events, 2018).

Flanagan et al. (2007) gave the view that the competitiveness of enterprises is based on competitive advantage and competitive strategy, the view is based on strategy, the view is based on resource capacity, the market-oriented point of view and in addition a process-based perspective

2.1.2.3 Perspectives on competitiveness

2.1.2.4 The thesis's perspective on competitiveness

2.1.2.5 Components of competitiveness

Within the framework of the thesis, the author considers the components of competitiveness including: management responsibility capacity of managers and information technology capacity and dynamic capacity of enterprises.

a) Responsibility management capacity

Edgar et al (2017), the capacity to manage responsibility involves being accountable for all consequences from management decisions made, this is a management approach in which decisions are made. based on values from the perception of the link between business and society and the environment. This view is also the approach that the thesis supports.

b) Information technology capacity

For the concept of IT competence, the thesis agrees with the approach of Tippins and Sohi (2003), Chae et al (2018) and Chen et al (2020). Accordingly, the most supported, Tippins and Sohi (2003) with the assumption that companies also own basic information technology resources (software,

hardware, IT staff...), assert Information technology capacity assessment is composed of the following components: information technology knowledge; operating information technology; information technology objects. Although independent, all three of these components are necessary and indispensable for achieving IT competence (Tippins and Sohi, 2003). In other words, the components need to have coherence and correlation.

c) Dynamic capacity

Dynamic capabilities include the recognition, capture, and transformation needed to establish and deploy a business model (Teece and David, 2017). This capability allows a business to upgrade its conventional capabilities; directing its and partners' resources towards highly profitable activities. To do this, businesses need to develop and coordinate their resources (and those of partner businesses) to solve problems. Even shape changes in the market, or the business environment in general.

Basically, dynamic competence consists of three main aspects: awareness, capture and transformation (Teece and David, 2017). On the other hand, looking at different angles and perspectives based on the approach, it is possible to identify different dynamic components/types. For example, Teece (2012), setting up an early-stage business model relies as much on art and intuition as on science and analysis. This is also part of dynamic capabilities, and can hardly be automated or completely replaced (Teece, 2012).

2.1.3 Business results

2.1.3.1 Concepts

The term business results is widely applied to many areas of management. Li et al (2019) argue that business results are the results of the simultaneous implementation of economic, environmental and social goals of an enterprise in a concern for the interests of the enterprise and its stakeholders. mandarin.

2.1.3.2 Perspectives on business results

2.1.3.3 The thesis's view on business results

2.1.3.4 Components of business results of the thesis

Most of the studies have established a scale of sustainable business performance of enterprises based on three main components, based on the sustainable development goals of enterprises in their operations (economic, environmental and society) (Takala and Pallab, 2000; Rajesh, 2019; Li et al., 2019). Because of the similarities in the thesis' approach to the concept of performance-oriented performance and the views of these authors. Accordingly, business results of enterprises are evaluated on three components of sustainability.

a) Economic results

Rajesh (2019) provides four main criteria used to measure the economic performance of companies, including: financial health, economic performances, and potential financial profits. potential financial benefits and trading opportunities. In particular, financial health shows the internal financial stability of companies. While the economic performance component is used to measure the value of the company as assessed by shareholders, senior management and the government. The potential financial gain aspect refers to the evaluation of other financial benefits.

b) Environmental results

Studying the product life cycle can measure the possible impacts on all of these resources (Rajesh, 2019). Accordingly, Rajesh (2019) stated that the resources include: Air resources refer to monitoring the impact on air quality levels in the area due to business activities; Water resources refers to the assessment of clean and safe water resources through monitoring water use and discharge/treatment of wastewater and pollutants; Land resources refer to assessments through monitoring activities aimed at reducing impacts on soil and biodiversity. The problem of soil pollution is a major cause of soil resource depletion; Mineral and energy resources refer

to assessments of how corporate activities affect the depletion of energy and non-renewable energy sources.

c) Social results

In the social aspect, Rajesh (2019) mentions factors related to internal human resources that may include employment stability, employment status, health and safety at work, and capacity development. force.

Referring to social sustainability, Rajesh (2019) refers to the component: Employment stability, this component refers to the impacts of business activities that can affect the working opportunities of workers in company; Current status of employment refers to the aspect of ensuring issues of human rights, labor justice, and gender equality in accordance with the provisions of law and social ethics; Health and safety are assessed through preventive/prevention measures as well as handling of health or safety incidents of employees in the enterprise; and Capacity development focuses on exploiting two aspects including: research and development and career development.

2.2 Theoretical framework

2.2.1 Stakeholder theory

2.2.2 The theory of corporate social responsibility pyramid model

2.2.3 Competition theory

2.2.4 Resource-based theory

2.2.5 Sustainable core trinity theory

2.2.6 Thesis analysis framework

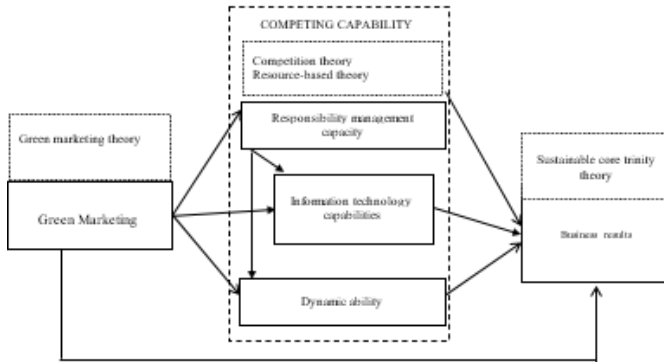


Figure 2.1. Analytical framework

2.3 Small and medium enterprises

2.4 Research hypothesis

2.4.1 Green marketing affects business results

2.4.2 Green marketing affects competitiveness

2.4.2.1 Green marketing affects responsibility management capacity

2.4.2.2 Green marketing affects information technology capacity

2.4.2.3 Green marketing affects dynamic capacity

2.4.3 Competitiveness affects business results

2.4.3.1 Responsibility management capacity affects business results

2.4.3.2 Information technology capacity affects business results

2.4.3.3 Dynamic capacity affects business results

From the research hypothesis, the author synthesizes specific research models as shown in Table 2.2

Table 2.2. Synthesize research hypothesis

TT	Hypothetical content	Expected
H1	Green marketing positively affects business results	(+)
H2a	Green marketing positively affects responsibility management capacity	(+)
H2b	Green marketing positively affects information technology capacity	(+)

H2c	Green marketing positively affects dynamic capacity	(+)
H3a	Responsibility management capacity positively affects business results	(+)
H3b	Information technology capacity positively affects business results	(+)
H3c	Dynamic capabilities positively affect business results	(+)
H4a	Responsibility management capacity positively affects information technology capacity	(+)
H4b	Responsibility management capacity positively affects dynamic competence	(+)
H5a	Responsibility management capacity acts as an intermediary between green marketing and business results	
H5b	Information technology capabilities act as an intermediary between green marketing and business results	
H5c	Dynamic capabilities act as an intermediary between green marketing and business results	

2.5 Proposed Research Model

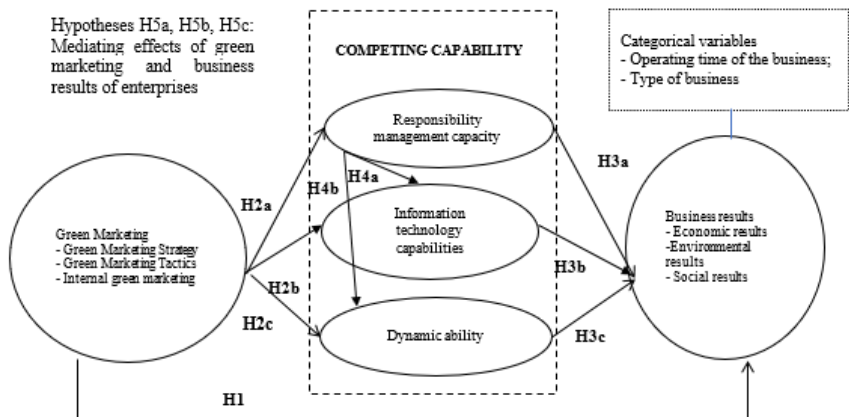


Figure 2.2. Proposed research model

CHAPTER 3. STUDY DESIGN

3.1 Research Process

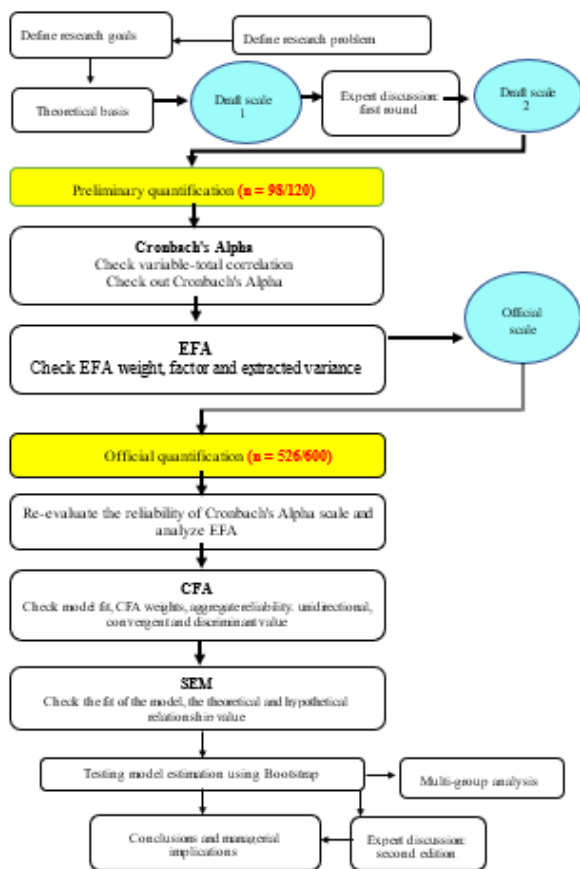


Figure 3.1. research process

(Source: Research by the author, 2021)

3.2 Scale

3.2.1 Scales

3.2.1.1 Green marketing scale

3.2.1.2 Scale of competitiveness

3.2.1.3 Scale of business results

3.2.2 Adjusting the scales

3.2.2.1 Green marketing scale

Table 3.1. Green marketing scale

Variable Symbols	Element	Statements	References
CLM1	Green Marketing Strategy	Enterprises apply environmental policies to select partners.	Papadas et al (2017)
CLM2		Enterprises invest in R&D for environmentally friendly products/services.	Papadas et al (2017)
CLM3		Enterprises make efforts to use renewable energy sources.	Papadas et al (2017)
CLM4		Enterprises are willing to receive comments on activities for environmental benefits.	Papadas et al (2017)
CLM5		Enterprises conduct market research to detect green demand.	Papadas et al (2017)
CLM6		The business prioritizes targeting environmentally conscious customers.	Papadas et al (2017)
CTM1	Green Marketing Tactics	Businesses prioritize e-commerce to be more environmentally friendly.	Papadas et al (2017)
CTM2		Businesses prioritize digital media to promote their products/services to be more environmentally friendly.	Papadas et al (2017)
CTM3		Enterprises minimize the use of papers in work if possible	Papadas et al (2017)
CTM4		Enterprises prioritize the use of recycled materials in their products/services.	Papadas et al (2017)
CTM5		Enterprises are willing to accept higher costs for environmental products/services.	Papadas et al (2017)
MXN1	Internal green marketing	Environmental actions of employees are recognized and rewarded.	Papadas et al (2017)
MXN2		Candidates who have participated in environmental	Papadas et al (2017)

Variable Symbols	Element	Statements	References
		activities will be prioritized for recruitment by the Enterprise.	
MXN3		Enterprises communicate to employees about the company's green marketing strategy.	Papadas et al (2017)
MXN4		Enterprises encourage employees to use environmentally friendly products/services.	Papadas et al (2017)
MXN5		Your employees believe in the organization's environmental values	Papadas et al (2017)

3.2.2.2 Scale of competitiveness

Table 3.2. Responsibility management capacity scale

Variable Symbols	Element	Statements	References
NLQ1	Responsibility management capacity	We manage based on integrity, truth, professionalism.	Edgar et al (2017)
NLQ2		We govern transparently and openly on an ethical basis.	Edgar et al (2017)
NLQ3		When making decisions, we always avoid influencing stakeholders.	Edgar et al (2017)
NLQ4		We listen to stakeholders' views before making decisions.	Edgar et al (2017)
NLQ5		We manage towards a willingness to change for the benefit of all stakeholders.	Edgar et al (2017)

Table 3.3. Information technology capacity scale

Variable Symbols	Element	Statements	References
NLC1	Information technology capabilities	Businesses are very knowledgeable about using information technology to improve operations.	Tippins and Sohi (2003)

NLC2		The enterprise's information technology staff is very professional.	Tippins and Sohi (2003)
NLC3		Enterprises with high technical and professional qualifications in information technology.	Tippins and Sohi (2003)
NLC4		Enterprises have the knowledge to communicate with customers and partners using information technology.	Tippins and Sohi (2003)

Table 3.4. Dynamic Capacity Scale

Variable Symbols	Element	Statements	References
NLD1	Dynamic ability	The company easily recognizes the changes of the environment	Teece and David (2017)
NLD2		The company well grasps the opportunities of the business environment	Teece and David (2017)
NLD3		Companies change quickly to adapt and take advantage of opportunities	Teece and David (2017)

3.2.2.3 Scale of business results

Table 3.5. Scale of business results

Variable Symbols	Element	Statements	References
KQK1	Result economy	The business achieves its goals within budget constraints.	Li et al (2019)
KQK2		The business achieves its financial goals.	Li et al (2019)
KQK3		The business satisfies the financial goals of investors.	Li et al (2019)
KQM1	Result environment	The business succeeds in reducing energy consumption.	Li et al (2019)
KQM2		Businesses succeed in reducing waste.	Li et al (2019)
KQM3		Businesses reduce the level of harm to the environment.	Li et al (2019)

KQX1	Result society	The business has been successful in meeting the needs of its customers.	Li et al (2019)
KQX2		The enterprise has met the needs of users.	Li et al (2019)
KQX3		The business has met the government's request	Li et al (2019)
KQX4		Businesses meet the needs of the community.	Li et al (2019)

3.2.3 Design of the preliminary survey questionnaire

3.3 Research Methods

3.3.1 Qualitative Research

3.3.1.1 Introduction to qualitative research

3.3.1.2 Objectives of qualitative research

3.3.1.3 Qualitative research methods

3.3.1.4 Qualitative research design

3.3.1.4 Discussion with experts

3.3.1.5 Qualitative research results

3.3.2 Preliminary quantitative research

3.3.2.1 Objectives of preliminary quantitative research

3.3.2.2 Preliminary quantitative research methods

3.3.2.3 Description of survey program and survey sample

3.3.2.4 Preliminary assessment of the reliability of the scale

3.3.2.5 Exploratory factor analysis EFA

3.3.2.6 Conclusion on preliminary quantitative research results

3.3.3 Formal Quantitative Research

3.3.3.1 Description of survey program and research sample

3.3.3.2 Descriptive statistics

3.3.3.3 Evaluation of scale reliability by Cronbach's Alpha

3.3.3.4 Evaluation by exploratory factor analysis method

3.3.3.5 Confirmatory factor analysis method

3.3.3.6 Linear Structural Model Analysis (SEM)

3.3.3.7 Check the role of the intermediate variable

3.3.3.8 Model estimation using Bootstrap

3.3.3.9 Multigroup analysis

CHAPTER 4. RESEARCH RESULTS AND DISCUSSION

4.1 Overview of Small and Medium Enterprises in Ho Chi Minh City

4.2 Research results

4.2.1 Descriptive statistics

4.2.1.1 Statistics of the official study sample

Table 4.1. Statistics on business characteristics

		Amount	Percent (%)
Time business activities	Less than 1 year	4	0,8
	From 1 to less than 5 years	138	26,2
	From 5 to 10 years	295	56,1
	From 10 years or more	89	16,9
	Total	526	100,0
Type of business	Limited liability company	129	24,5
	Joint Stock Company	133	25,3
	Partnerships	120	22,8
	Private enterprise	144	27,4
	Total	526	100,0

(Source: Processing results from the author's official survey data)

4.2.1.2 Descriptive statistics of observed variables

4.2.2 Evaluation of the reliability of the scale

4.2.3 Exploratory factor analysis for green marketing scale, competitiveness and business results

4.2.4 Confirmatory factor analysis

4.2.4.1 The results of factor analysis confirm the green marketing variable

4.2.4.2 The results of factor analysis confirm the variable competitiveness

4.2.4.3 The results of factor analysis confirm the business results variable

4.2.4.4 Confirmatory factor analysis results CFA

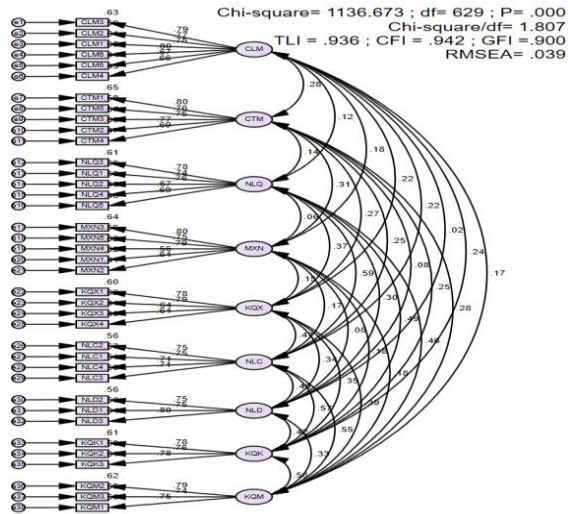


Figure 4.1. Critical measurement model (normalized)

(Source: Processing results from the author's official survey data)

4.2.4.5 Test of reliability, convergence and discriminant value

4.2.5 Testing the theoretical model by linear structural model

4.2.5.1 Analysis results of linear structural model

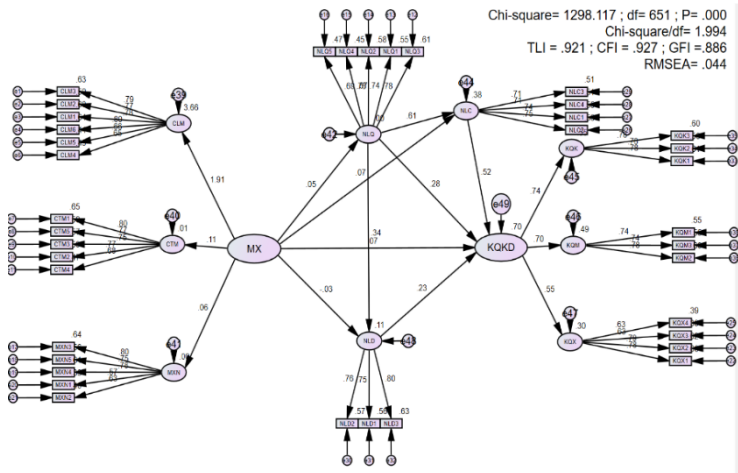


Figure 4.2. SEM results of the proposed theoretical model (normalized)

(Source: Processing results from the author's official survey data)

4.2.5.2 Estimation of the adjusted theoretical model by bootstrap

Table 4.2. Estimation results by bootstrap

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	C.R
MX	--->	NLQ	0,026	0,001	0,053	0,001	0,001	1
MX	--->	NLC	0,025	0,001	0,069	0,001	0,001	1
MX	--->	NLD	0,024	0,001	-0,031	0,001	0,001	1
NLQ	--->	NLC	0,042	0,001	0,607	-0,001	0,001	-1
NLQ	--->	NLD	0,046	0,001	0,338	-0,001	0,001	-1
NLQ	--->	KQKD	0,089	0,002	0,283	-0,001	0,003	-0,33333
NLC	--->	KQKD	0,111	0,002	0,52	0	0,004	0
MX	--->	KQKD	0,041	0,001	0,067	-0,002	0,001	-2
NLD	--->	KQKD	0,065	0,001	0,238	0,004	0,002	2

(Source: Processing results from the author's official survey data)

4.2.6 Verification of the intermediary role

Table 4.3. Test results of indirect effects

Indirect Path	Unstandardized Estimate	Standardized Estimate	P-Value	Lower-Upper	Conclude
MX --> NLQ --> KQKD	0,006	0,013*	0,021	0,002-0,015	Accept
MX --> NLC --> KQKD	0,016	0,032**	0,001	0,007-0,030	Accept
MX --> NLD --> KQKD	-0,003	-0,007+	0,091	-0,009-0,000	Rejected

(Source: Processing results from the author's official survey data)

4.2.7 Hypothesis testing

Table 4.4. Summarize the results of testing the research hypotheses

Hypothesis	Content Hypothesis	Sig.	Expectations	Result
H1	Green marketing positively affects business results of businesses	0,000	+	Accept
H2a	Green marketing has a positive effect on corporate responsibility management	0,161	+	Accept
H2b	Green marketing positively affects the information	0,002	+	Accept

	technology capacity of enterprises			
H2c	Green marketing positively affects the dynamic capacity of enterprises	0,205	+	Rejected
H3a	Responsibility management capacity positively affects business results of enterprises	0,000	+	Accept
H3b	Information technology capacity positively affects business results of enterprises	0,000	+	Accept
H3c	Dynamic capabilities positively affect business results of enterprises	0,000	+	Accept
H4a	Responsibility management capacity positively affects information technology capacity	0,000	+	Accept
H4b	Responsibility management capacity positively affects dynamic competence	0,000	+	Accept
H5a	Responsibility management capacity acts as an intermediary between green marketing and business results			Accept
H5b	Information technology capabilities act as an intermediary between green marketing and business results			Accept
H5c	Dynamic capabilities act as an intermediary between green marketing and business results			Rejected

(Source: Author's compilation)

4.2.8 Multigroup structure analysis

4.2.8.1 Testing the multi-group model uptime

4.2.8.2 Testing the multi-group model by type of business

4.3 Discussion of research results

CHAPTER 5. CONCLUSIONS AND MANAGEMENT IMPLICATIONS

5.1 Conclusion

The results of the study achieved the research objectives and answered the research questions, including:

(1) The results of the measurement model show that the scales are reliable and valid. The green marketing scale is a multi-directional scale that includes three components of green marketing strategy, green marketing tactics, and internal green marketing with 12 observed variables. Competitiveness is a multi-directional scale that includes three components: responsibility management capacity, information technology capacity, dynamic capacity with 16 observed variables, and Business performance is a multi-directional scale consisting of three components. economic results, environmental results, social results with 10 observed variables

The results of the theoretical model show that there is a good agreement between the theoretical model and market data, and the rejection or acceptance of the hypotheses has practical significance in practice. There are 09 hypotheses in the research model, of which 08 are accepted as hypothesis H1, H2a, H2b, H3a, H3b, H3c, H4a and H4b and one is rejected as hypothesis H2c

(2) The study also developed and found the intermediate variable of competitiveness through 3 scales of information technology capacity, responsibility management capacity, dynamic capacity contributing to the influence on business results. business of SMEs when implementing green marketing. In which, there are 2 hypotheses: H5a; H5b is accepted, the hypothesis H5c is rejected. Testing the intermediate impact of green marketing and business results is also confirmed the partial mediated effect.

(3) On the basis of research results through qualitative and quantitative methods confirming the relationship of green marketing, competitiveness and business results of SMEs, the author proposes some managerial implications. to improve the business performance of SMEs.

5.2 Management Implications

Through the research results, it has been proved that the business results of enterprises are directly and indirectly affected by many different factors, namely green marketing factors (strategic, tactical, internal), business capacity, competition (information technology capabilities, responsibility management capabilities, dynamic capabilities) on the impact on business results (economic, environmental and social). However, the influence of green marketing factors and competitiveness proves that green marketing does not affect dynamic capacity. Therefore, the thesis suggests some governance implications for SMEs in Ho Chi Minh City. Ho Chi Minh as follows

5.2.1 Implications based on green marketing

5.2.1.1 Implications based on green marketing strategy

5.2.1.2 Implications based on green marketing tactics

5.2.1.3 Implications based on internal green marketing

5.2.2 Implications for management based on competitiveness

5.2.2.1 Implications based on information technology capabilities

5.2.2.2 Implications based on responsibility management capacity

5.2.2.3 Implications based on dynamic capabilities

5.2.3 Implications for improving business results

5.3 Limitations of the study and directions for further research

5.3.1 Limitations of the study

5.3.2 Further research directions

THE LIST OF PUBLICATIONS RELATED TO THE DISERTATION

- Ngo Tan Hiep (2022). Performance of businesses under the impact of green marketing, *International Journal of Multidisciplinary Research and Growth Evaluation*, 03 (541-544)
- Ngo Tan Hiep (2022). The Impact of Information Technology Capabilities on Business Performance, *International Journal of Scientific Research and Engineering Development*, Volume 5 Issue 3, May-June 2022.
- Ngo Tan Hiep, Nguyen Van Nam, Le Vu Ha (2022). The impact of green marketing on competitiveness and business results: The case of a Logistics enterprise in Ho Chi Minh City, *Industry and Trade Magazine*, 16, 6/2022.
- Ngo Tan Hiep (2023). The mediating role of dynamic capabilities, information technology capabilities and responsibility management capabilities on the green marketing relationship and business results of small and medium-sized enterprises in Ho Chi Minh City, *Industry and Trade Magazine*, 2, 9/2023.
- Ngo Tan Hiep, Luu Hoang Giang, Cao Thi Thanh Truc (2023). The impact of green marketing factors on business performance of logistics enterprises in Ho Chi Minh City, *Proceedings of the National scientific conference*, Van Hien University, March 2023.