



Received: 01-11-2023
Accepted: 10-12-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Supermarkets' Activities in Vietnam Aim at Green Consumption and Green Growth in Vietnam

Vu Thi Kim Duong

University of Labour and Social Affairs, Hanoi, Vietnam

Corresponding Author: Vu Thi Kim Duong

Abstract

The development of supermarkets stimulates the development of manufacturing and service industries, contributing to increasing the circulation value of goods, increasing the number of jobs for society, and helping consumers have good conditions. In shopping based on the variety of goods, flexibility in shopping time and reduction in shopping costs. That also means that natural resources and other resources are used more and the environment will suffer more impacts from economic growth, especially the growth of service economic sectors. Serving increasing consumer demand in both quantity and quality of goods and services. In the economy, regarding input factors and output factors, supermarkets play an important role in implementing green growth. Supermarkets can influence manufacturers and suppliers to improve the efficiency of resource use, especially minimizing damage to the natural

environment in exploitation and use. Natural resources into production, reduce emissions and waste from production directly into the environment, use them reasonably and comply with legal regulations on labor in production and business. Consumers need to be consulted and guided, need to satisfy their needs in conditions suitable to the living environment, and need to be raised aware of green consumption trends and the benefits of improving quality. Life is associated with green growth, which has an important contribution from supermarkets in sales and communication activities. The article studies the need to develop supermarkets towards green consumption and green growth, the current status of the development of supermarkets in Vietnam and solutions to develop supermarkets towards promoting green consumption and green growth. Next time.

Keywords: Green Growth, Green Consumption, Green Supermarket

1. Introduction

According to Deloitte's 2019 report on the top 250 retail brands in the world, the leading brands are concentrated in supermarkets in the US, Europe, and Asia Pacific. Along with the development in the domestic market is the extensive development of supermarkets in foreign markets. The presence of a supermarket brand will lead to the opening of many stores and points of sale according to the market. Supermarket chain in each country in which it appears. That development leads to an increase in the amount of production, an increase in the amount of consumer goods and services, and at the same time creates pressure on the living environment due to emissions, waste, and the need for raw materials. Materials of production, due to increased waste from consumption, increased use of resources supporting the satisfaction of consumer needs such as water resources, electricity, and natural landscape. That is threatening the green growth goals of the world community, threatening the shortage of natural resources, threatening the loss and lack of rights to enjoy the benefits of the living environment. Beauty and the consequences suffered by the polluted environment, scarce and depleted resources of future generations anywhere in the world.

Business innovation activities towards green growth of supermarkets ^[9] are summarized into three outstanding activities:

- Innovate products and business product structure towards green growth, especially increasing the presence of energy-saving products, organic agricultural products, and products that comply with product measures green export and consumption.
- Innovate corporate governance in the direction of green management, increase awareness of saving energy costs, enhance the capacity to manage, operate, and carry out supermarket operations to the entire system according to growth thinking. Green growth.

- Develop relationships with manufacturers, suppliers and customers towards the commitment of all parties to contribute to green growth through new contract terms on quality standards and processes production, communication programs, customer service.

2. The need to develop supermarkets in the direction of promoting green consumption and green growth

The development of supermarkets marks the development of distribution services, especially the development of the retail market through sales through supermarkets, contributing to creating better shopping conditions for people., and at the same time create new developments in society. Therefore, the distribution sector, which has an important contribution from supermarkets (such as the US WalMart supermarket system), is always considered the sector that creates the most added value and number of jobs in most of the countries. Throughout countries around the world ^[1]. Acer Group's leader Stan Shih launched the "Stan Shih Smile" model to help demonstrate that ^[8].

In their role, supermarkets contribute to the implementation of green growth goals through their impact on manufacturers, input suppliers, and consumers ^[3], include:

- Actively support safe agricultural production, ensuring soil fertility for crops and the natural growth of livestock to create quality agricultural products associated with environmental protection. Market at a reasonable price for consumers.
- Strengthen cooperation with businesses in green production such as placing purchasing stations near production areas, setting strict standards on raw material sources, waste treatment, and emissions, especially supporting green production. Green production right in the locality where the supermarket system is present.
- Cooperate well with transportation service providers and warehouse services in reducing emissions into the environment and saving energy.
- Encourage and orient customers in responsible consumption associated with green growth.
- Ensure to provide customers with quality products, especially food products that balance life and are associated with the natural environment.
- Commit to the authorities in the economical use of electricity, water, materials, and display tools, increasing the value of reused waste in the construction and operation of the chain's stores.

3. Current status of supermarket development towards promoting green consumption and green growth in Vietnam

Recognizing the importance of green consumption and green growth in ensuring food safety and hygiene for consumers, the author conducted a consumer survey on food hygiene and safety issues. In fact, every year, up to 600 million people have health problems, and 420 thousand people die due to eating food contaminated with bacteria, viruses, parasites, toxins and chemical residues in food. Food. This problem also causes losses of about 95 billion

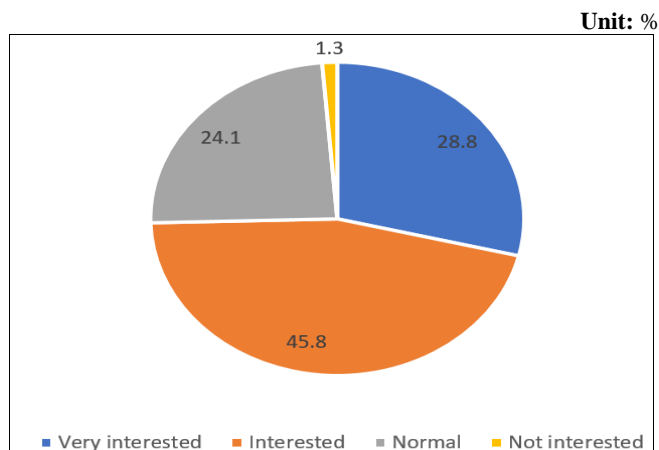
USD to production in low- and middle-income countries, especially one of the main causes of climate change and environmental pollution. Water and soil environment today in almost every country in the world. Children under 5 years old and residents of low-income and developing countries are the most sensitive groups affected by food hygiene and safety issues. Therefore, food safety and hygiene is the common responsibility of all systems including the government, business producers and consumers in the green growth trend ^[4].

To promote green consumption, many large supermarket chains nationwide are making efforts to convert and replace non-degradable plastic bags into environmentally friendly, easily decomposable packaging to store goods for customers. A representative of Saigon Co.op said that 14 years ago, the Co.opmart chain responded to the policy of saving packaging with the slogan "Saving packaging is protecting the environment". The unit also organizes the program "Day without plastic bags". In 2022, the unit also launches a green consumption campaign with the theme "Green families act together". Specifically, more than 100 supermarkets and 500 stores belonging to Saigon Co.op across the country, combined with thousands of businesses, will directly participate in displaying green products and green production solutions.

The author used non-probability sampling method, combined with convenience sampling method, sent survey questionnaires to 200 people. The survey questions focus on the content of consumers' level of concern about food hygiene and safety, perception of the safety of daily food consumption, and location choice. Buy food. The questions are given in the form of closed questions, with available options to choose the appropriate option.

If in the past, supermarkets only focused on meeting consumer needs for diverse, low-priced products, the supermarket's costs and profits ensured maximum benefits for businesses, then today, they commit to Participating in conditions to ensure green growth will likely reduce the benefits of supermarkets, increase the complexity of supermarket management activities, but in return will help supermarkets increase their image positioning in society. Associations and consumers. The supermarket's intermediary role will help manufacturers, suppliers and consumers have the opportunity to participate in implementing responsibility for the environment, future generations and sustainable development. Sustainability in today's world. On the other hand, food safety and hygiene is always associated with green agricultural production in a way that is friendly to the natural environment and at the same time requires food manufacturers, processors, and Enterprises that produce products to serve the packaging and preservation of products in compliance with consumer safety standards. However, according to the combined results of 200 surveys collected from consumers along with the author's observations and practical experiences, the results of research on consumer perceptions of hygiene and safety issues Foods are compiled according to a number of survey criteria, showing:

Regarding the level of consumer concern about food hygiene and safety issues



Source: Author's survey, 2022

Fig 1: Consumers' level of peace of mind about food safety

Research results show that 28.8% of consumers care a lot and 45.8% care a lot about food hygiene and safety, 24.1% have a normal level of concern, showing that consumers Consumers are aware and consider the issue of food hygiene and safety as necessary and must be given a lot of attention. Only 1.3% of respondents are less concerned about food hygiene and safety.

Feel the level of food safety for everyday consumer products:

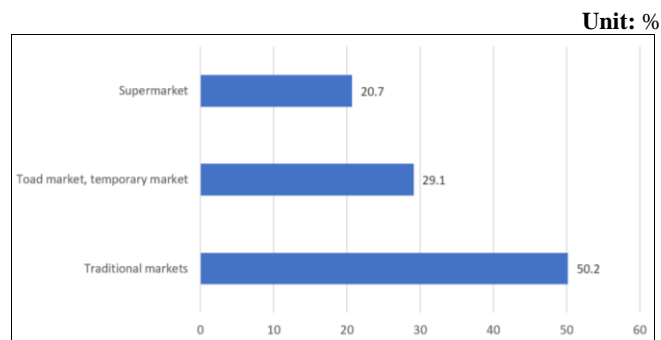
Table 1: Consumers' perception of food safety

Food	Safety assessment rate (%)
Meat, products processed from meat	65.2
Fish, seafood, products processed from seafood, seafood and lemongrass	71.4
Rice and rice substitutes	73.5
Vegetables, tubers and products processed from vegetables and tubers	70.6
Fruits and products made from fruits	64.8
Drinks	73.1
Milk and dairy products	78.7

Source: Author's survey, 2022

Consumers' perception of food hygiene and safety quality for essential daily consumption foods, research results show that: Only milk and dairy products are perceived by consumers in safety level (78.7%), for all other foods, consumers are confused, not knowing whether the food they consume is safe or not. This is a worrying reality as the rate of deaths from cancer in Vietnam is increasing, and health diseases are also increasing with complex manifestations. Consumers are always in a state of fear when consuming food but are still required to use it for daily living purposes.

Place to buy food every day



Source: Author's survey, 2022

Fig 2: Consumers' daily food purchase locations

Regarding places to choose to buy daily food, traditional markets still dominate as the number one choice of consumers (50.2%), toad markets and temporary markets (29.1%), and food distribution channels. going to the supermarket is still a smaller choice (20.7%). On the one hand, the development of supermarkets in Vietnam is not commensurate with the market's potential, on the other hand, because of consumers' habit of consuming fresh, new products every day, traditional markets are still the place to be. Convenience for consumers. This is also an opportunity for supermarkets to develop in the future when the trend of choosing modern, civilized, consumer shopping channels that ensure adequate food safety and hygiene standards is increasing along with the improvement of food safety and hygiene standards. High awareness of environmental protection, energy saving, support for green growth and green consumption among Vietnamese people.

4. Solutions to develop supermarkets in the direction of promoting green consumption and green growth

The survey information further confirms the need for supermarkets to strengthen communication that supermarkets are a safe shopping channel for consumers. Currently, the potential of Vietnam's retail market for supermarkets is huge and, in the future, it will be a popular shopping channel when consumers and businesses share the same goal of living green. Some recommendations are suggested for supermarkets in developing their business towards green consumption and green growth, which are:

First, green growth is a trend that needs to be responded to with a high sense of responsibility by all members in the value creation and consumption chain. The intermediary role of supermarkets really has a great influence on producers and consumers. At the same time, supermarkets themselves are also under competitive pressure from customers when business requirements associated with green growth are considered one of the top criteria in supermarkets' customer service.

Second, increasing labor productivity, reducing costs while ensuring green growth requirements will put pressure on manufacturers to balance profits, environmental responsibility, and safety for consumers. It is a difficult decision for consumers.

Therefore, supermarkets need to join hands with manufacturers in ensuring output sales, orienting customers to green consumption and accepting to pay prices for green added values.

Third, not only does it create pressure on manufacturers and suppliers through commitments on green product sources and at the same time orienting customers to green consumption, supermarkets themselves must also strictly comply with green regulations. Green management conditions within the system such as saving electricity and water energy, using sales tools such as counters, shelves, and environmentally friendly packaging.

When supermarkets truly recognize and implement early and thoroughly business innovation measures towards green growth, it will be a plus point in attracting more customers to shop at supermarkets, contributing to increasing sales. Increase the number of customers who are conscious of green consumption while encouraging green production to develop for a green, sustainable world.

5. Conclusion

In Vietnam, according to State regulations, establishments producing and trading environmentally friendly products with the "Vietnam Green Label" will enjoy incentives and support in terms of land and capital; Exemption and reduction of taxes and fees on environmental protection. Currently, consumers around the world, including Vietnam, are moving towards green, environmentally friendly products and consider it a standard for high quality products and services. Many experts believe that the change in consumer habits will be both an opportunity and a challenge for supermarkets in providing goods according to green, clean criteria, and transparent product information to attract customers. Consumption.

6. References

1. Benoun Hassid. Distribution: Acteurs et Stratégies, Gestion, 1993.
2. Nguyen The Chinh, Dang Quoc Thang. Green growth strategy: Trend of the times. University of Economics - Hanoi National University, 2020.
3. Deloitte. Global Powers of Retailing, 2019.
4. Food and Agriculture Organization of United Nations (FAO). The State of food security and nutrition in the world, 2018.
5. Green Economy Initiative (GEI). Green Economy Report, 2011.
6. Vietnam Business Council for Sustainable Development (VBCSD). Guidance document for CEOs towards a circular economy, Hanoi, 2015.
7. Organization for Economic Cooperation and Development (OECD). Promoting the transition towards green growth, 2011.
8. Armando Rungi, Davide Del Prete. The Smile Curve: Where Value is Added along Supply Chains. IMT School for Advanced Studies Lucca, 2017.
9. United Nations Environment Program (UNEP). Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication, 2011.