POLITYKA ENERGETYCZNA – ENERGY POLICY JOURNAL

2025 ✦ Volume 28 ✦ Issue 2 ✦ 169–190

DOI: 10.33223/epj/205276

Le Thi Nguyen[1], Kien Trung Duong[2], Minh Dat Nguyen[3]

Factors influencing public acceptance of wind power project development in Vietnam

Abstract: The sustainable development of a nation must encompass all three aspects: economic, social, and environmental. Strong development of wind power contributes to reducing greenhouse gas emissions, a commitment Vietnam has made to the international community. However, to successfully achieve this goal, public acceptance plays a crucial role in ensuring the social aspect of the energy transition process and sustainable development in Vietnam. Therefore, it is essential to conduct studies on the current state of public acceptance of wind power projects and the factors influencing this acceptance. Based on these insights, appropriate interventions and solutions can be proposed to enhance public support. This study aims to identify the factors affecting residents' acceptance of wind power projects in Vietnam and compare the differences in acceptance between survey groups from the perspective of Behavioral Reasoning Theory (BRT). Such research is crucial in the context of Vietnam's strong focus on developing wind energy in the coming years. The results reveal both similarities and differences with existing research. It also emphasizes the important role of intermediate variables, such as „reasons for" and „reasons against" within the model. The newly introduced variable, Government policy on wind power development, demonstrates an influence on acceptance comparable to other significant factors, such as reducing greenhouse gas (GHG) emissions and decreasing dependence on other energy sources. The research findings also provide

✉ Corresponding Author: Kien Trung Duong; e-mail: kiendt@epu.edu.vn

[1] Electric Power University, Viet Nam; ORCID iD: 0009-0001-7943-8720; e-mail: lent@epu.edu.vn

[2] Electric Power University, Viet Nam; ORCID iD: 0000-0002-8591-2775; e-mail: kiendt@epu.edu.vn

[3] Electric Power University, Viet Nam; ORCID iD: 0000-0002-2267-4917; e-mail: minhndm@epu.edu.vn

© 2025. The Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution-ShareAlike International License (CC BY-SA 4.0, http://creativecommons.org/licenses/by-sa/4.0/), which permits use, distribution, and reproduction in any medium, provided that the Article is properly cited.

a basis for proposing adjustments to the regulations regarding the minimum distance between residential areas and wind turbines.

Keywords: public acceptance, wind power, Net Zero, environment

Introduction

Net Zero by 2050 is a strong commitment made by Vietnam at the 26th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP26), held in Glasgow, Scotland (United Kingdom) in 2021. To ensure its commitment at COP26, Vietnam has set targets to control greenhouse gas emissions from power generation to 204–254 million tons in 2030 and 27–31 million tons in 2050. Towards peak emissions of no more than 170 million tons by 2030, provided that international partners fully and substantively implement commitments under JETP (Viện Năng lượng 2023). The 8th National Power Development Plan aims to significantly develop renewable energy sources for electricity production, reaching 30.9––39.2% by 2030 and aiming for 67.5–71.5% by 2050 (Thủ tướng Chính phủ 2023). Specifically, wind power is expected to account for 10.60–17.62% (14,925–27,880 MW) by 2030 and 26.51––31.38% (130,050-168,550 MW) by 2050, whereas this source currently contributes only 1% (539 MW) (Thủ tướng Chính phủ 2023). It can be seen that this is a challenging and not easy task for Vietnam.

Residents' acceptance is critical for effectively implementing energy policies and technologies (Anderson et al. 2017; Suškevičs et al. 2019). Conversely, a lack of residents' acceptance can act as a barrier to developing renewable energy projects (Pasqualetti et al. 2002; Wolsink 2018). Residents' acceptance of energy sources and how this can be explained have become prominent topics for scientists in recent years (Devine-Wright et al. 2017; Gaede and Rowlands 2018).

Research on social acceptance of renewable energy sources has been conducted over the past few decades, resulting in the publication of thousands of studies. Moreover, the number of publications on this topic has shown an increasing trend, with a particularly notable surge in recent years (Thi et al. 2025).

In Vietnam, most research focuses on understanding consumers' intentions, willingness to pay, and factors that shape the adoption behavior of renewable energy technologies. This research direction is related to the second dimension, market acceptance, as outlined in the three-dimensional social acceptance framework (Wüstenhagen et al. 2007).

Studies on social acceptance in the remaining two dimensions (socio-political or community acceptance) in Vietnam are scarce. They can only include research on public awareness of the benefits, risks, beliefs, and acceptance of nuclear energy (Ho et al. 2019). Another study investigated public awareness of biofuel use in Vietnam (Chaiyapa et al. 2021). Vietnam is poised to enter a period of significant energy transition, aiming to achieve net zero emissions by

2050. Therefore, studying community acceptance of wind power projects is one of the urgent requirements in Vietnam in the new context.

This study addresses several research questions, as follows:

Research Question 1: How do local communities perceive and accept wind power projects?

Research Question 2: What factors influence residents' acceptance of wind power development in Vietnam, and to what extent do these factors affect their acceptance?

Research Question 3: Do acceptance levels vary significantly across different respondent groups?

1. Theorical background

1.1. Social acceptance

Acceptance can be understood as the balance between pros and cons (benefits and risks), resulting in a final decision in favor of or against an action, project, or technology (Ajzen 1991; Ajzen and Cote 2008; Fischhoff 1994).

Upham et al. define acceptance as "(...) a favorable or positive response (including attitude, intention, behavior and where appropriate – use) relating to a proposed or a technology or socio-technical system, by members of a given social unit (country or region, community or town and household, organization)" (Upham et al. 2015).

Schweizer-Ries (2008) defines the term "acceptance" of renewable energy in terms of attitudes and actions. Specifically, the definition distinguishes between the following four levels of (non)-acceptance: passive acceptance, referred to as "approval", and active acceptance, referred to as "support"; passive non-acceptance, referred to as "rejection", and active non-acceptance, referred to as "resistance" (Schweizer-Ries 2008).

A widely cited study is the paper written by Wüstenhagen et al. (2007), which introduces a concept that distinguishes between three dimensions of social acceptance, namely socio-political, community, and market acceptance (Schumacher 2019; Wüstenhagen et al. 2007).

1.2. Behavioral reasoning theory

Behavioral Reasoning Theory (BRT) is a novel approach to understanding behavior that considers both the reasons for and the reasons against an innovation within a model (Westaby, 2005). The BRT model is an integration of the Theory of Planned Behavior with context-specific reasoning factors. This theory illustrates the relationship between beliefs, reasons, global

motivations, intentions, and human behavior (Le-Anh et al. 2023). BRT has been shown to be a highly effective model for studying the impact of reasoning on intention and behavior (Westaby et al. 2010; Sahu et al. 2020).

BRT not only enables scholars to distinguish between „reasons for" and „reasons against," but it also facilitates the assessment of the influence of these factors on human behavior by employing a single decision-making model (Sahu et al. 2020). Therefore, BRT provides a more comprehensive explanation of behavior compared to other theories by incorporating context-specific reasons directly related to the issue being studied, helping individuals justify their actions (Westaby 2005). Furthermore, BRT demonstrates the important link between values, beliefs, reasons (both for support and against), attitudes, and behavioral intentions (Fig. 1). Scholars have applied BRT to investigate human behavior in various fields, such as organic food consumption (Tandon et al. 2020), excessive alcohol consumption (Tandon et al. 2020), decision-making in management (Westaby et al. 2010), and even mobile banking adoption (Gupta and Arora 2017).

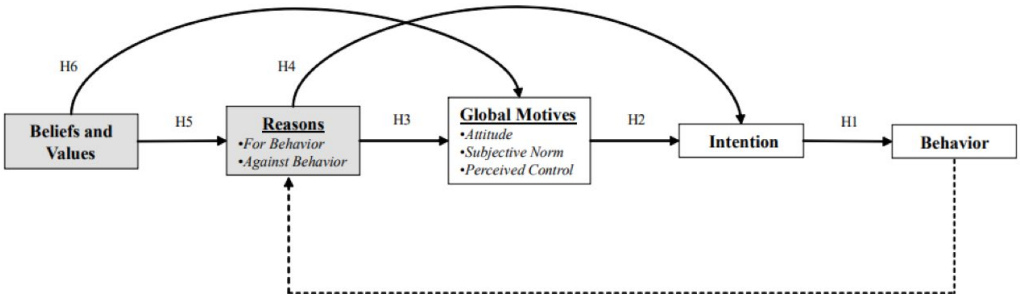

Fig. 1. Behavioral Reasoning Theory
Source: Westaby 2005

Rys. 1. Teoria rozumowania behawioralnego

The authors chose to apply Behavioral Reasoning Theory (BRT) due to its several notable advantages. While BRT overlaps with other behavioral theories, it offers distinct benefits and greater explanatory value. First, BRT incorporates two key constructs – reasons for and reasons against – which provide a more nuanced explanation of human decision-making. These reasons play a critical role in shaping both intention and actual behavior. Second, the constructs of reasons for and reasons against are developed within specific contextual frameworks tailored to the study population, thereby yielding richer and more context-sensitive insights. Third, BRT introduces additional cognitive pathways through these reasons, enhancing understanding of individual behavior and the decision-making process. Fourth, BRT emphasizes the pivotal role of values or beliefs in predicting reasons, intentions, and behaviors. Prior studies have demonstrated that models based on BRT often show stronger explanatory power for dependent variables compared to other behavioral theories.

2. Research methodology

2.1. Research design

2.1.1. Selection of research method

In this study, the authors employ a mixed-methods approach. The mixed-methods approach combines both qualitative and quantitative research methods (Molina-Azorin 2016; George 2021). The combination of literature review, interviews, expert consultations, and surveys based on questionnaires enhances the validity of the measures and the quality of the research findings (Semanchin Jones and Logan-Greene 2016).

2.1.2. Research process

The study comprises four stages, as illustrated in Figure 2.

Stage 1: This stage involves applying a literature review method to develop the research model and the preliminary survey questionnaire. The influencing factors in the model are identified as latent variables, which are measured using indicators based on a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Stage 2: The proposed model and indicators are refined based on expert opinions following the consultation process.

Stage 3: A quantitative research method is used in this stage to refine the research model and indicators through a pilot survey and subsequent analysis of the results. A pilot survey of 180 residents from three provinces-Hai Phong, Quang Binh, and Binh Thuan-was conducted. The survey forms were printed and distributed directly to the residents. To facilitate convenient, easy, and effective engagement with the local people, the research team enlisted the help of acquaintances who were residents in those areas to introduce and assist in conducting the survey. The primary focus of the analysis in this step is to evaluate the reliability of the indicators before proceeding with the formal large-scale quantitative study.

Stage 4: The mixed-methods approach continues to be applied in this stage to analyze the results of the official survey and assess the research outcomes. The official survey was conducted in eight provinces and cities in Vietnam, including Hai Phong, Quang Binh, Binh Thuan, Nghe An, Daklak, Dong Nai, Dak Nong, and Ninh Thuan. These areas either already have wind power projects developed or have the potential for wind power project development.

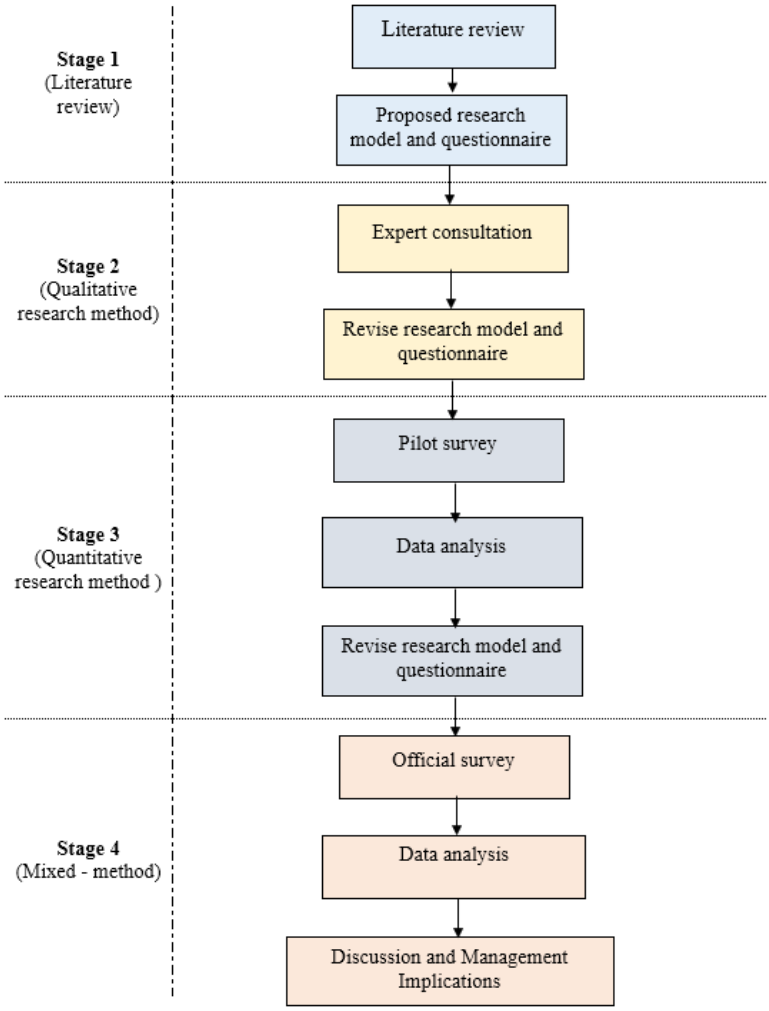

Fig. 2. Research Process
Source: authors own work

Rys. 2. Proces badawczy

2.2. Proposed research model and hypotheses

The authors, based on the theory of social acceptance, BRT, and an overview of existing studies both domestically and internationally, have developed a research model to evaluate the local community acceptance of wind energy development in Vietnam (Fig. 3).

Table 1 presents the eight research hypotheses proposed by the authors. These hypotheses will be confirmed or rejected based on the empirical data of the study.

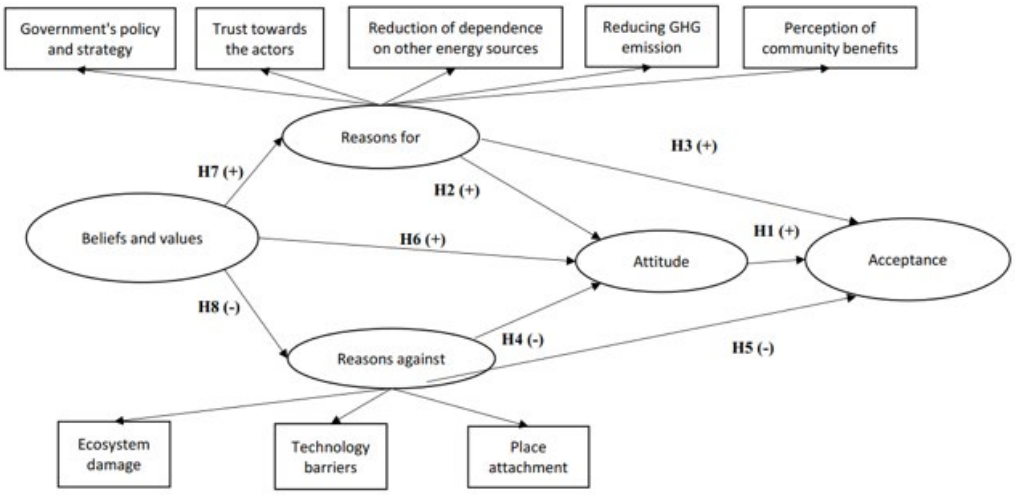

Fig. 3. Research model for residents' acceptance of wind energy projects
Source: authors own work

Rys. 3. Model badawczy dotyczący akceptacji projektów związanych z energią wiatrową przez mieszkańców

Table 1. Proposed research hypotheses

Tabela 1. Proponowane hipotezy badawcze

Symbol	Hypothesis Content
H1	Attitudes toward wind energy projects (TD) have a positive effect on the acceptance of wind energy projects (CN).
H2	"Reasons for" the development of wind energy projects (LDUH) positively influence the residents' attitude toward wind energy projects (TD).
H3	"Reasons for" the development of wind energy projects (LDUH) have a positive effect on the acceptance of wind energy projects (CN).
H4	"Reasons against" the development of wind energy projects (LDPD) negatively influence the residents' attitude toward wind energy projects (TD).
H5	"Reasons against" the development of wind energy projects (LDPD) have a negative effect on the acceptance of wind energy projects (CN).
H6	Values and beliefs (GT) positively influence the residents' attitude toward wind energy projects (TD).
H7	Values and beliefs (GT) positively influence "reasons for" the development of wind energy projects (LDUH).
H8	Values and beliefs (GT) negatively influence "reasons against" the development of wind energy projects (LDPD).

Source: authors own work.

3. Research results

3.1. Sample description

Out of the total sample of 502 respondents from the surveyed areas, 244 were male (48.6%), and 258 were female (51.4%). Respondents under 23 years old represented 6.4%, the smallest percentage in the sample. Those aged between 23 and 29 accounted for 16.1%. The most significant portion of the study sample, comprising 37.8%, consisted of respondents aged 30 to 45 years. Those aged between 46 and 62 years represented 30.9%, while respondents over 62 years old comprised 8.8%, the smallest percentage in this age category.

In terms of education, the largest group (57.2%) consisted of residents with general education, including individuals who had either not completed or had completed high school. People with a technical or higher education qualification made up 23.9%, while 17.9% held a university degree. The smallest group (1.0%) consisted of those with postgraduate education.

Regarding occupation, farmers, foresters, and fishermen formed the largest group (29.3%), followed by business and self-employed individuals (18.1%), other professions (18.3%), and workers (17.3%). Civil servants made up 12.7%, while managers had the lowest proportion at 4.2%.

Among the nine surveyed regions, 5 had operational wind energy projects, accounting for 56.4% of the sample; the remaining 43.6% came from areas without such projects. In regions with wind farms, 53% of respondents lived over 1000 meters away. In areas without wind projects, most respondents had little (44.3%) or some (41.6%) knowledge of wind energy, while very few were either completely unaware or well-informed (Table 2).

3.2. Evaluation of the impact of factors on acceptance

Subsequently, the authors conducted reliability tests to assess the quality of the indicators, as well as the degree of convergence, discrimination, multicollinearity, and statistical significance of the weights for the first-order measurement model, the higher-order measurement model, and structural model evaluations, using SPSS 26 and SMARTPLS 4 software.

Figure 4 illustrates the structural model of the study, showing the relationships between the variables in the model. The R^2 values, path coefficients, outer loadings, and p-values are also presented in the model.

After performing the analyses and evaluations with a P-value < 0.05, 7 out of 8 hypotheses in the model were confirmed to be statistically significant.

Table 2. Summary of descriptive statistics

Tabela 2. Podsumowanie statystyk opisowych

Variables		Frequency	Percent [%]	Cumulative percent [%]
Gender	Male	244	48.6	48.6
	Female	258	51.4	100.0
Age	< 23	32	6.4	6.4
	23–29	81	16.1	22.5
	30–45	190	37.8	60.4
	46–62	155	30.9	91.2
	> 62	44	8.8	100.0
Education	High school or below	287	57.2	57.2
	Vocational/College	120	23.9	81.1
	Bachelor or equivalent	90	17.9	99.0
	Postgraduate	5	1.0	100.0
Income (million VND)	< 5	66	13.1	13.1
	5–10	324	64.5	77.7
	10–20	79	15.7	93.4
	20–30	29	5.8	99.2
	> 30	4	0.8	100.0
Occupation	Management staff	21	4.2	4.2
	Civil servants, government employees	64	12.7	16.9
	Business/Self-employed	91	18.1	35.1
	Farmers, forestry, and fishery workers	147	29.3	64.3
	Workers	87	17.3	81.7
	Others	92	18.3	100.0
Area with or without project	Project available	283	56.4	56.4
	No project available	219	43.6	100.0
Distance	Under 300 m	16	5.7	5.7
	301 ~ 400 m	12	4.2	9.9
	401 ~ 500 m	27	9.5	19.4
	501 ~ 1000 m	78	27.6	47.0
	Longer than 1000 m	150	53.0	100.0
Knowledge about wind power	Don't know anything	25	11.4	11.4
	Know a little	97	44.3	55.7
	Know	91	41.6	97.3
	Fully understand	6	2.7	100.0

Source: authors own work.

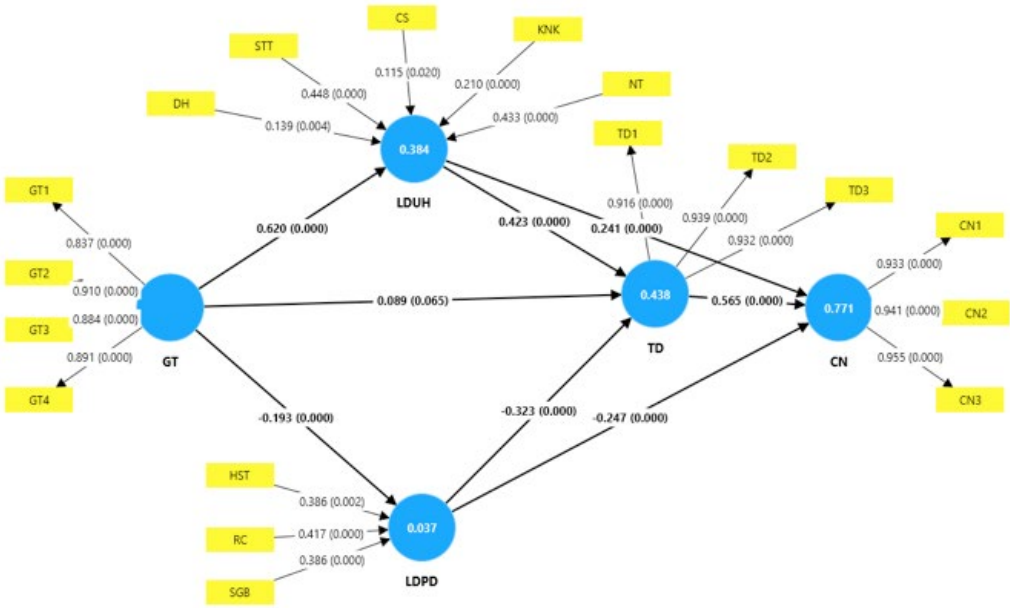

Fig. 4. Structural model of the study
Source: authors own work

Rys. 4. Model strukturalny badania

Hypothesis H1: The attitude toward wind energy projects has a positive effect on the acceptance of these projects, which is statistically significant. The research results indicate that this factor is the most influential in determining residents' acceptance and support of wind energy projects in the model, with a regression coefficient of 0.565 (Table 3). This finding affirms that an individual's attitude toward an issue tends to shape their behavior regarding that issue. These results are consistent with the conclusions in previous studies (Huijts et al. 2012; Tandon et al. 2020).

Hypothesis H2: Among the factors included in the model, "reasons for" is the most significant determinant of attitude, with a regression coefficient of 0.423 (Table 3). Among the factors contributing to the formation of the "reasons for" trust towards the actors and the perception of community benefits, the two most influential are trust towards the actors and the perception of community benefits, with impact coefficients of 0.448 and 0.433, respectively (Table 3). Other factors have a progressively smaller influence, including the reduction of greenhouse gas emissions, government policies and strategies, and reducing dependency on other energy sources, with corresponding impact coefficients of 0.210, 0.139, and 0.115 (Table 3).

Hypothesis H3: The direct impact coefficient of the "reasons for" on residents' acceptance is 0.241 (Table 3). Beyond this direct effect, the research results indicate that the "reasons for" also contribute indirectly to public acceptance through the mediator variable of attitude, with an impact coefficient of 0.239 (Table 4). Consequently, the total impact of the "reasons for" on

Table 3. Direct impact results

Tabela 3. Wyniki bezpośredniego oddziaływania

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CS -> LDUH	0.115	0.115	0.050	2.321	0.020
DH -> LDUH	0.139	0.137	0.048	2.891	0.004
HST -> LDPD	0.386	0.385	0.122	3.161	0.002
KNK -> LDUH	0.210	0.210	0.055	3.846	0.000
NT -> LDUH	0.433	0.430	0.050	8.734	0.000
RC -> LDPD	0.417	0.416	0.115	3.616	0.000
SGB -> LDPD	0.386	0.379	0.076	5.104	0.000
STT -> LDUH	0.448	0.447	0.050	8.956	0.000
GT -> LDPD	–0.193	–0.197	0.045	4.303	0.000
GT -> LDUH	0.620	0.621	0.033	18.849	0.000
GT -> TD	0.089	0.084	0.048	1.843	0.065
LDPD -> CN	–0.247	–0.248	0.027	9.040	0.000
LDPD -> TD	–0.323	–0.323	0.036	8.950	0.000
LDUH -> CN	0.241	0.242	0.032	7.633	0.000
LDUH -> TD	0.423	0.427	0.046	9.250	0.000
TD -> CN	0.565	0.563	0.033	17.090	0.000

Source: authors own work.

Table 4. Indirect impact results

Tabela 4. Wyniki dotyczące wpływu pośredniego

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
GT -> LDPD -> TD -> CN	0.035	0.036	0.010	3.599	0.000
GT -> LDUH -> TD -> CN	0.148	0.150	0.021	7.028	0.000
GT -> LDUH -> TD	0.262	0.265	0.032	8.256	0.000
GT -> LDPD -> TD	0.062	0.064	0.017	3.638	0.000
GT -> TD -> CN	0.050	0.047	0.027	1.871	0.061
GT -> LDUH -> CN	0.149	0.150	0.022	6.881	0.000
LDPD -> TD -> CN	–0.183	–0.182	0.023	7.955	0.000
GT -> LDPD -> CN	0.048	0.049	0.012	3.963	0.000
LDUH -> TD -> CN	0.239	0.241	0.031	7.762	0.000

Source: authors own work.

public acceptance amounts to 0.480 (Table 5). These findings highlight that the "reasons for" is a significant influencing factor on public acceptance. Among the factors influencing the "reasons for," trust in the actors involved emerges as the primary determinant affecting public acceptance. This aligns with findings from Pellegrini-Masini's study in Scotland (Pellegrini-Masini 2020). Other studies have also pointed out that trust in wind energy developers influences the level of acceptance of projects (Toke 2005; Wolsink 2007; Devine-Wright 2008; Agterbosch et al. 2009; Jones and Eiser 2009; Aitken 2010; Devine-Wright and Howes 2010; Rand and Hoen 2017; Sonnberger and Ruddat 2017).

Table 5. Total impact results

Tabela 5. Wyniki całkowitego oddziaływania

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
GT -> CN	0.430	0.431	0.036	11.876	0.000
GT -> LDPD	–0.193	–0.197	0.045	4.303	0.000
GT -> LDUH	0.620	0.621	0.033	18.849	0.000
GT -> TD	0.413	0.413	0.044	9.278	0.000
LDPD -> CN	–0.430	–0.430	0.032	13.607	0.000
LDPD -> TD	–0.323	–0.323	0.036	8.950	0.000
LDUH -> CN	0.480	0.483	0.037	12.943	0.000
LDUH -> TD	0.423	0.427	0.046	9.250	0.000
TD -> CN	0.565	0.563	0.033	17.090	0.000

Source: authors own work.

Additionally, the perception of community benefits plays a crucial role in shaping the "reasons for" wind energy projects. Public attitudes and acceptance of a project are positively influenced when individuals perceive direct benefits for themselves, their families, and their community, such as improvements related to employment, the economy, the environment, and ownership rights. This result supports conclusions from previous studies conducted in Spain and other countries (Del Río and Burguillo 2009; Breukers and Wolsink 2007; Maruyama et al. 2007; Warren and McFadyen 2010; Boon and Dieperink 2014; Walker et al. 2014; Enevoldsen and Sovacool 2016). The reduction of greenhouse gas emissions is another significant reason influencing project acceptance, consistent with some other studies (Boudet 2019; Roddis 2020). Furthermore, this study introduces a new variable—government policies and strategies—which is confirmed to have a statistically significant effect. This variable reflects the specific context of Vietnam's transition to renewable energy, as the authors sought to explore whether it influences public attitudes and acceptance in Vietnam. Finally, the reduction of dependency on other energy sources is also confirmed as a factor influencing project acceptance. This finding aligns with the research of Kira Schumacher (2019) and Soland et al. (2013), which have highlighted that

the development of wind energy projects reduces reliance on imported energy sources (Soland et al. 2013; Schumacher 2019).

Hypothesis H4: The "reasons against" the development of wind energy projects negatively influence public attitudes toward these projects, as evidenced by the survey data. The regression coefficient of –0.323 confirms this negative impact (Table 5). The "reasons against" consist of three factors: ecological damage, technological barriers, and attachment to place. Among these, technological barriers are the most significant, with a regression coefficient of 0.417 (Table 3). The other two factors, ecological damage and attachment to place, each have a regression coefficient of 0.386 (Table 3).

Hypothesis H5: The regression coefficient for the "reasons against" is –0.247 (Table 3), indicating an adverse effect on public acceptance. Additionally, the "reasons against" exert an indirect effect on acceptance through the mediator variable of attitude, with a coefficient of –0.183 (Table 4). Consequently, the total impact of the "reasons against" on public acceptance is –0.430 (Table 5), indicating a significant negative influence. Among the "reasons against" technological barriers-such as instability, weather dependency, and noise disturbance are the most significant. This factor was explicitly identified as a primary cause of project rejection in the surveyed areas of Đaklak, aligning with the findings of Jensen et al. (2014). Ecological damage, which poses risks to humans and wildlife and affects agricultural, forestry, and fisheries activities, was also confirmed as a major contributor to opposition. This factor was similarly cited as a primary reason for the non-acceptance of the projects in Đaklak, consistent with evaluations from prior studies (Wang and Wang 2015; Gove et al. 2016). Finally, attachment to place, though with a smaller impact coefficient, is another reason for opposition. This finding aligns with previous research (Pellegrini-Masini 2020; Pasqualetti 2011; Barry et al., 2008; Bertsch et al. 2016; Liebe and Dobers 2019).

Hypothesis H6: Although the survey data do not directly support this hypothesis, values and beliefs were still identified as factors influencing public attitudes and acceptance of wind energy projects through two mediating variables: "reasons for" and "reasons against" with a powerful impact on the "reasons for" Consequently, the total impact of values and beliefs on public attitudes and acceptance is recorded with corresponding regression coefficients of 0.413 and 0.430 (Table 5). This finding can be attributed to the public's lack of sufficient information and limited awareness of the positive outcomes associated with wind energy projects. As a result, their values and beliefs regarding environmental concerns are insufficient to form a positive attitude toward the projects directly. The public requires more specific information and clearer reasons for and against wind energy to evaluate and develop their attitudes toward these projects. Thus, through the mediating variables, "reasons for" and "reasons against," the influence of values and beliefs on public attitudes and acceptance has been statistically confirmed, with high regression coefficients.

Hypothesis H7: The regression coefficient for this effect is 0.620 (Table 3), the highest in the research model, underscoring the significant role and impact of values and beliefs on the "reasons for" the project. These findings confirm that values and beliefs serve as foundational factors in their relationship with the "reasons for," as explained by BRT.

Hypothesis H8: The relationship has a regression coefficient of –0.193 (Table 3), confirming the direct impact of values and beliefs on "reasons for" and "reasons against." Consequently, through the connections in the research model, values and beliefs are found to influence public attitudes and acceptance, with corresponding regression coefficients of 0.413 and 0.430 (Table 5). These findings further highlight the differences between support and opposition responses to wind energy projects, attributing these differences to variations in individuals' values and beliefs regarding such projects.

3.3. Average differences between respondent groups

Independent sample t-test

An independent t-test analyzed acceptance of wind energy by gender and local project presence.

Tables 6 and 7 indicate that women are significantly more supportive of local wind energy projects than men, contrasting with previous findings that men generally exhibit higher acceptance of renewable energy (Agyekum et al. 2021). Conversely, some studies have found that women are more environmentally conscious and thus more supportive of clean energy (Lorache et al. 2001). However, some studies have found no significant gender differences in wind energy acceptance (Ali et al. 2023; Guan et al. 2020).

The results in Tables 6 and 8 indicate no statistically significant difference in the acceptance of wind energy projects between residents in areas with existing wind projects and those in areas without such projects. These findings contradict some studies, which suggest that exposure to wind energy reduces the acceptance of such projects (Zerrahn 2017; Dugstad et al. 2020).

One-way ANOVA analysis

The results reveal a significant difference in the average acceptance of wind energy projects among various groups based on the analyzed factors. To better understand these differences, the authors conducted pairwise comparisons within the ANOVA.

Those under 23 showed higher acceptance of wind energy projects than older age groups, with acceptance decreasing with age. Younger people are more open to new technologies, while older respondents, concerned about noise and landscape preservation, tended to oppose the projects. These findings align with previous studies (Bertsch et al. 2016; Agyekum et al. 2021; Ali et al. 2023).

The group with a basic education level exhibited lower acceptance of wind energy projects compared to the groups with intermediate and vocational education levels, as well as those with university education. This suggests that individuals with higher educational attainment are more supportive of environmentally friendly policies and actions, and are more willing to adopt renewable energy technologies, than those with lower educational levels. These findings are consistent with some studies (Agyekum et al. 2021; Ali et al. 2023), but they contrast with the findings of another study (Brannstrom et al. 2022).

Table 6. Mean values of the groups

Tabela 6. Średnie wartości dla grup

		N	Mean	Std. Deviation	Std. Error Mean
Gender	Male	244	3.0956	1.28477	0.08225
	Female	258	3.3669	1.15981	0.07221
Area with or without project	Project available	283	3.3145	1.27920	0.07604
	No project available	219	3.1324	1.15436	0.07800

Source: authors own work.

Table 7. Independent sample t-test of gender

Tabela 7. Niezależny test t dla próby płci

	Levene's Test for Equality of Variances		T – test for Equality of Means			
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Equal variances assumed	6.118	0.014	–2.486	500	0.013	–0.2713
Equal variances not assumed			–2.479	487.89	0.014	–0.2713

Source: authors own work.

Table 8. Independent sample t-test for groups living near the project and those without a project

Tabela 8. Niezależny test t dla grup mieszkających w pobliżu projektu i grup bez projektu

	Levene's Test for Equality of Variances		T – test for Equality of Means			
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Equal variances assumed	7.303	0.007	1.650	500	0.100	0.18207
Equal variances not assumed			1.671	488.31	0.095	0.18207

Source: authors own work.

Acceptance of wind energy projects was higher among all occupational groups except farmers, forestry workers, and fishermen, who faced the most negative impacts – such as soil erosion, road damage, reduced crop yields, and health issues – due to project construction and operation.

Table 9. One-way ANOVA analysis

Tabela 9. Jednokierunkowa analiza wariancji ANOVA

Variables	Test of Homogeneity of Variances		ANOVA
	Levene statistic	Sig	sig
Age	5.756	0.000	0.000
Education	17.495	0.000	0.000
Occupation	8.548	0.000	0.000
Income	5.990	0.000	0.000
Province/city	9.110	0.000	0.000
Distance	10.237	0.000	0.000
Knowledge about wind power	2.031	0.111	0.012

Source: authors own work.

The group with an income ranging from 5 to 10 million VND exhibited higher acceptance of wind energy projects compared to the groups with incomes of 10–20 million VND and 20–30 million VND. This finding contrasts with results reported in previous studies (Bertsch et al. 2016; Agyekum et al. 2021). Participants in the 5–10 million VND income bracket expressed expectations that wind energy projects would create additional job opportunities in their local areas, enabling them to increase their income. As a result, they were more willing to accept and support these projects.

Daklak had the lowest acceptance and highest opposition to wind energy projects, with residents reporting negative impacts such as turbine noise, crop and livestock damage, road erosion, and a lack of perceived community benefits. As a result, most respondents strongly opposed further development of the project.

The groups living at distances of <300 m, 301–400 m, and 401–500 m from the wind turbines all showed significantly lower acceptance compared to those living at distances of 501–1000 m and >1000 m. Additionally, the group living at a distance greater than 1000 m demonstrated higher acceptance than the group living between 501 and 1000 m. These findings align with previous results, which examined the impact of distance on project acceptance (Guan and Zepp 2020). Acceptance levels among respondents were recorded as extremely low at shorter distances, but as the distance increased, their attitudes became more moderate, resulting in higher levels of acceptance.

Furthermore, the data indicate that individuals with a clearer understanding of wind energy exhibited higher acceptance compared to those with less knowledge. This result is consistent with previous findings (Agyekum et al. 2021) and supports the author's hypothesis that knowledge and understanding of wind energy enable respondents to recognize and appreciate that the benefits of wind energy development outweigh the negative impacts. These findings suggest that countries planning to integrate wind energy should prioritize improving public education about wind energy.

Conclusion and management implications

Firstly, the research findings indicate that public acceptance of wind power project development in Vietnam remains relatively low. While certain regions, such as Binh Thuan and Ninh Thuan, demonstrate a high level of acceptance, other areas, including Dak Lak and Dak Nong, exhibit significantly lower levels of acceptance, with some communities expressing clear opposition to further project development. The adverse effects of wind power projects on agricultural activities and daily life have had a significant impact on these regions.

Secondly, public acceptance is significantly influenced by several factors, including reasons for and against, attitudes, values, and beliefs. Among the reasons for this, trust in stakeholders and perceived community benefits are the most influential. Regarding reasons against, the strongest determinant, according to empirical data, is technological barriers, particularly concerns related to the noise generated by wind turbines. Based on the analysis of these influencing factors, the authors propose several management implications and policy recommendations as follows:

- The processes of project assessment, approval, and investor licensing, as well as contractor selection, should be conducted rigorously, prioritizing reputable enterprises with established market credibility.
- Careful evaluation and selection of project sites, construction locations, and equipment are essential. Additionally, communication and engagement activities must be conducted prudently, ensuring the provision of complete, detailed, accurate, and timely information about the project, including both its positive and negative impacts. Such transparency is essential for building a positive image and fostering public trust in local authorities and the businesses involved.
- Designing the project with aesthetic considerations and leveraging its potential for tourism can enhance job opportunities, economic benefits, and asset values for residents and the broader community.
- Government policies and strategic plans regarding wind power development, along with the associated national benefits, should be communicated to the public in a clear, comprehensive, and accurate manner.
- Revising the current minimum distance regulation for wind power projects from residential areas, increasing it from 300 meters to at least 500 meters. Research findings indicate that public acceptance of wind energy projects increases significantly when the nearest wind turbine is located 500 meters or more, ideally 1,000 meters, from residential dwellings. The Vietnamese Government has also mandated the Ministry of Industry and Trade to review and consider adjustments to the current distance regulations applicable to wind power projects.

Finally, the results of this study provide evidence that perspectives, levels of acceptance, and support for wind energy projects vary significantly across different demographic groups based on gender, age, educational level, profession, income, geographical location, and understanding of wind energy. Therefore, the authors recommend tailoring communication plans, methods, and content to the specific needs and characteristics of these demographic groups. Based on the

analysis results, communication strategies should be adjusted to focus on fostering community acceptance by carefully identifying target groups and crafting key messages that resonate with them. Moreover, communication efforts should prioritize providing accurate, precise, and reliable information to build a foundation of trust between decision-makers and the public. This trust is essential for gaining and maintaining public acceptance of wind energy projects.

The Authors have no conflicts of interest to declare.

References

Agterbosch et al. 2009 – Agterbosch, S., Meertens, R.M. and Vermeulen, W.J.V. 2009. The relative importance of social and institutional conditions in the planning of wind power projects. *Renewable and Sustainable Energy Reviews* 13(2), pp. 393–405, DOI: 10.1016/j.rser.2007.10.010.

Agyekum et al. 2021 – Agyekum, E.B., Ali, E.B. and Kumar, N.M. 2021. Clean Energies for Ghana—An Empirical Study on the Level of Social Acceptance of Renewable Energy Development and Utilization. *Sustainability* 13(6), DOI: 10.3390/su13063114.

Aitken, M. 2010. Wind power and community benefits: Challenges and opportunities. *Energy Policy* 38(10), pp. 6066–6075, DOI: 10.1016/j.enpol.2010.05.062.

Ajzen, I. 1991. The theory of planned behavior. *Organizational Behavior and Human Decision Processes* 50(2), pp. 179–211, DOI: 10.1016/0749-5978(91)90020-T.

Ajzen, I. and Cote, N.G. 2008. Attitudes and the prediction of behavior. [In:] *Attitudes and Attitude Change*, pp. 289–311.

Ali, M. et al. 2023 – Ali, M., Irfan, M., Ozturk, I. and Rauf, A. 2023. Modeling public acceptance of renewable energy deployment: a pathway towards green revolution. *Economic Research-Ekonomska Istraživanja* 36(3), DOI: 10.1080/1331677X.2022.2159849.

Anderson et al. 2017 – Anderson, B., Böhmelt, T. and Ward, H. 2017. Public opinion and environmental policy output: a cross-national analysis of energy policies in Europe. *Environmental Research Letters* 12(11), p. 114011, DOI: 10.1088/1748-9326/aa8f80.

Barry et al. 2008 – Barry, J., Ellis, G. and Robinson, C. 2008. Cool Rationalities and Hot Air: A Rhetorical Approach to Understanding Debates on Renewable Energy. *Global Environmental Politics* 8(2), pp. 67–98, DOI: 10.1162/glep.2008.8.2.67.

Bertsch et al. 2016 – Bertsch, V., Hall, M., Weinhardt, C. and Fichtner, W. 2016. Public acceptance and preferences related to renewable energy and grid expansion policy: Empirical insights for Germany. *Energy* 114, pp. 465–477, DOI: 10.1016/j.energy.2016.08.022.

Boon, F.P. and Dieperink, C. 2014. Local civil society based renewable energy organisations in the Netherlands: Exploring the factors that stimulate their emergence and development. *Energy Policy* 69, pp. 297–307, DOI: 10.1016/j.enpol.2014.01.046.

Boudet, H.S. 2019. Public perceptions of and responses to new energy technologies. *Nature Energy* 4(6), pp. 446–455, DOI: 10.1038/s41560-019-0399-x.

Brannstrom, C. et al. 2022. What explains the community acceptance of wind energy? Exploring benefits, consultation, and livelihoods in coastal Brazil. *Energy Research & Social Science* 83, DOI: 10.1016/j.erss.2021.102344.

Breukers, S. and Wolsink, M. 2007. Wind power implementation in changing institutional landscapes: An international comparison. *Energy Policy* 35(5), pp. 2737–2750, DOI: 10.1016/j.enpol.2006.12.004.

Chaiyapa et al. 2021 – Chaiyapa, W., Nguyen, K.N., Ahmed, A., Vu, Q.T.H., Bueno, M., Wang, Z., Nguyen, K.T., Nguyen, N.T., Duong, T.T., Dinh, U.T.T., Sjögren, A., Le, P.T.K., Nguyen, T.D., Nguyen, H.T.A., Ikeda, I. and Esteban, M. 2021. Public perception of biofuel usage in Vietnam. *Biofuels* 12(1), pp. 21–33, DOI: 10.1080/17597269.2018.1442667.

Claudy et al. 2015 – Claudy, M.C., Garcia, R. and O'Driscoll, A. 2015. Consumer resistance to innovation – a behavioral reasoning perspective. *Journal of the Academy of Marketing Science* 43(4), pp. 528–544, DOI: 10.1007/s11747-014-0399-0.

Del Río, P. and Burguillo, M. 2009. An empirical analysis of the impact of renewable energy deployment on local sustainability. *Renewable and Sustainable Energy Reviews* 13(6–7), pp. 1314–1325, DOI: 10.1016/j.rser.2008.08.001.

Devine-Wright, P. 2008. Reconsidering public acceptance of renewable energy technologies: A critical review. *Delivering a Low Carbon Electricity System: Technologies, Economics and Policy* [Preprint].

Devine-Wright et al. 2017 – Patrick Devine-Wright, P., Batel, S., Aas, O., Sovacool, B., Labelle, M.C. and Ruud, A. 2017. A conceptual framework for understanding the social acceptance of energy infrastructure: Insights from energy storage. *Energy Policy* 107, pp. 27–31, DOI: 10.1016/j.enpol.2017.04.020.

Devine-Wright, P. and Howes, Y. 2010. Disruption to place attachment and the protection of restorative environments: A wind energy case study. *Journal of Environmental Psychology* 30(3), pp. 271–280, DOI: 10.1016/j.jenvp.2010.01.008.

Dugstad et al. 2020 – Dugstad, A., Grimsrud, K., Kipperberg, G., Lindhjem, H. and Navrud, S. 2020. *Acceptance of National Wind Power Development and Exposure: A case-control choice experiment approach*. [Online] http://www.ssb.no/en/forskning/discussion-papers [Accessed: 2025-05-05].

Enevoldsen, P. and Sovacool, B.K. 2016. Examining the social acceptance of wind energy: Practical guidelines for onshore wind project development in France. *Renewable and Sustainable Energy Reviews* 53, pp. 178–184, DOI: 10.1016/j.rser.2015.08.041.

Fischhoff, B. 1994. *Acceptable Risk_A Conceptual Proposal*. [Online] http://www.piercelaw.edu/risk/vol5/winter/fischhof.htm [Accessed: 20205-05-05].

Gaede, J. and Rowlands, I.H. 2018. Visualizing social acceptance research. *Energy Research & Social Science* 40, pp. 142–158, DOI: 10.1016/j.erss.2017.12.006.

George, T. 2021. *Mixed Methods Research | Definition, Guide & Examples, Scribbr*. [Online] https://www.scribbr.com/methodology/mixed-methods-research/ [Accessed: 2024-07-18].

Gove et al. 2016 – Gove, B., Williams, L.J., Beresford, A.E., Roddis,P., Campbell, C., Teuten, E., Langston, R.H.W. and Bradbury, R.B. 2016. Reconciling Biodiversity Conservation and Widespread Deployment of Renewable Energy Technologies in the UK. *PLoS ONE* 11(5), DOI: 10.1371/journal.pone.0150956.

Guan, J. and Zepp, H. 2020. Factors Affecting the Community Acceptance of Onshore Wind Farms: A Case Study of the Zhongying Wind Farm in Eastern China. *Sustainability* 12(17), DOI: 10.3390/su12176894.

Gupta, A. and Arora, N. 2017. Consumer adoption of m-banking: a behavioral reasoning theory perspective. *International Journal of Bank Marketing* 35, DOI: 10.1108/IJBM-11-2016-0162.

Ho et al. 2019 – Ho, S.S., Oshita, T., Looi, J., Leong, A.D. and Chuah, A.S.F. 2019. Exploring public perceptions of benefits and risks, trust, and acceptance of nuclear energy in Thailand and Vietnam: A qualitative approach. *Energy Policy* 127, pp. 259–268, DOI: 10.1016/j.enpol.2018.12.011.

Huijts et al. 2012 – Huijts, N.M.A., Molin, E.J.E. and Steg, L. 2012. Psychological factors influencing sustainable energy technology acceptance: A review-based comprehensive framework. *Renewable and Sustainable Energy Reviews* 16(1), pp. 525–531, DOI: 10.1016/j.rser.2011.08.018.

Institute of Energy 2023. National power development for the period 2021–2030 with a vision to 2050 (*Viện Năng lượng 2023. Phát triển điện lực quốc gia thời kỳ 2021–2030 tầm nhìn đến năm 2050*) (*in Vietnamese*).

Jones, C.R. and Eiser, J.R. 2009. Identifying predictors of attitudes towards local onshore wind development with reference to an English case study. *Energy Policy* 37(11), pp. 4604–4614, DOI: 10.1016/j.enpol.2009.06.015.

Laroche et al. 2001 – Laroche, M., Bergeron, J. and Barbaro-Forleo, G. 2001. Targeting Consumers Who Are Willing to Pay More for Environmentally Friendly Products. *Journal of Consumer Marketing* 18(6), pp. 503–520, DOI: 10.1108/EUM0000000006155.

Le-Anh et al. 2023 – Le-Anh, T., Nguyen, M.D., Nguyen, T.T. and Duong, K.T. 2023. Energy saving intention and behavior under behavioral reasoning perspectives. *Energy Efficiency* 16(2), DOI: 10.1007/s12053-023-10092-x.

Liebe, U. and Dobers, G.M. 2019. Decomposing public support for energy policy: What drives acceptance of and intentions to protest against renewable energy expansion in Germany? *Energy Research & Social Science* 47, pp. 247–260, DOI: 10.1016/j.erss.2018.09.004.

Maruyama et al. 2007 – Maruyama, Y., Nishikido, M. and Iida, T. 2007. The rise of community wind power in Japan: Enhanced acceptance through social innovation. *Energy Policy* 35(5), pp. 2761–2769, DOI: https://doi.org/10.1016/j.enpol.2006.12.010.

Molina-Azorin, J.F. 2016. Mixed methods research: An opportunity to improve our studies and our research skills. *European Journal of Management and Business Economics* 25(2), pp. 37–38, DOI: 10.1016/j.redeen.2016.05.001.

Pasqualetti, M.J. 2011. Opposing Wind Energy Landscapes: A Search for Common Cause. *Annals of the Association of American Geographers* 101(4), pp. 907–917, DOI: 10.1080/00045608.2011.568879.

Pasqualetti et al. 2020 – Pasqualetti, M.J., Gipe, P. and Righter, R.W. 2002. A Landscape of Power. [In:] *Wind Power in View*. *Energy Landscapes in a Crowded World*, pp. 3–16, DOI: 10.1016/B978-012546334-8/50001-2.

Pellegrini-Masini, G. 2020. *Wind Power and Public Engagement: Co-operatives and Community Ownership*. London: Routledge, DOI: 10.4324/9780429491894.

Prime Minister 2023. Decision on approving the National Power Development Plan for the 2021–2030 period, with a vision to 2050. Decision No. 500/QD-TTg dated May 15, 2023 (*Thủ tướng Chính phu 2023. Quyết định Phê duyệt Quy hoạch phát triển điện lực quốc gia thời kỳ 2021–2030, tầm nhìn đến năm 2050. QĐ số 500/QĐ-TTg ngày 15/5/2023*) (*in Vietnamese*).

Rand, J. and Hoen, B. 2017. Thirty years of North American wind energy acceptance research: What have we learned? *Energy Research & Social Science* 29, pp. 135–148, DOI: 10.1016/j.erss.2017.05.019.

Roddis, P.R. 2020. Public acceptance of renewable energy in Great Britain: determinants, dimensions and decision-making. PhD thesis, University of Leeds.

Sahu et al. 2020 – Sahu, A.K., Padhy, R.K. and Dhir, A. 2020. Envisioning the future of behavioral decision-making: A systematic literature review of behavioral reasoning theory. *Australasian Marketing Journal* (*AMJ*) 28(4), pp. 145–159, DOI: 10.1016/j.ausmj.2020.05.001.

Schumacher, K. 2019. *Public acceptance of renewable energies – an empirical investigation across countries and technologies*. Karlsruhe: KIT Scientific Publishing, DOI: 10.5445/KSP/1000097148.

Schweizer-Ries, P. 2008. Energy sustainable communities: Environmental psychological investigations. *Energy Policy* 36(11), pp. 4126–4135, DOI: 10.1016/j.enpol.2008.06.021.

Semanchin Jones, A. and Logan-Greene, P. 2016. Understanding and responding to chronic neglect: A mixed methods case record examination. *Children and Youth Services Review* 67, pp. 212–219, DOI: 10.1016/j.childyouth.2016.06.011.

Soland et al. 2013 – Soland, M., Steimer, N. and Walter, G. 2013. Local acceptance of existing biogas plants in Switzerland. *Energy Policy* 61, pp. 802–810, DOI: 10.1016/j.enpol.2013.06.111.

Sonnberger, M. and Ruddat, M. 2017. Local and socio-political acceptance of wind farms in Germany. *Technology in Society* 51, pp. 56–65, DOI: 10.1016/j.techsoc.2017.07.005.

Suškevičs, et al. 2019 – Suškevičs, M., Eiter, S., Martinat, S., Stober, D., Vollmer, E., de Boer, C.L. and Buchecker, M. 2019. Regional variation in public acceptance of wind energy development in Europe: What are the roles of planning procedures and participation? *Land Use Policy* 81, pp. 311–323, DOI: 10.1016/j.landusepol.2018.10.032.

Tandon et al. 2020 – Tandon, A., Dhir, A., Kaur, P., Kushwah, S. and Salo, J. 2020. Behavioral reasoning perspectives on organic food purchase. *Appetite* 154, DOI: 10.1016/j.appet.2020.104786.

Thi et al. 2015 – Thi, L.N., Dat, M.N. and Trung, K.D. 2025. Social Acceptance of Renewable Energy: A Literature Review. *Strategic Planning for Energy and the Environment*, pp. 1–34, DOI: 10.13052/spee1048-5236.4411.

Toke, D. 2005. Explaining wind power planning outcomes. *Energy Policy* 33(12), pp. 1527–1539, DOI: 10.1016/j.enpol.2004.01.009.

Upham et al. 2015 – Upham, P., Oltra, C. and Boso, À. 2015. Towards a cross-paradigmatic framework of the social acceptance of energy systems. *Energy Research & Social Science* 8, pp. 100–112, DOI: 10.1016/j.erss.2015.05.003.

Walker et al. 2014 – Walker, B.J.A., Wiersma, B. and Bailey, E. 2014. Community benefits, framing and the social acceptance of offshore wind farms: An experimental study in England. *Energy Research & Social Science* 3, pp. 46–54, DOI: 10.1016/j.erss.2014.07.003.

Wang, Shifeng and Wang, Sicong 2015. Impacts of wind energy on environment: A review. *Renewable and Sustainable Energy Reviews* 49, pp. 437–443, DOI: 10.1016/j.rser.2015.04.137.

Warren, C.R. and McFadyen, M. 2010. Does community ownership affect public attitudes to wind energy? A case study from south-west Scotland. *Land Use Policy* 27(2), pp. 204–213, DOI: 10.1016/j.landusepol.2008.12.010.

Westaby, J.D. 2005. Behavioral reasoning theory: Identifying new linkages underlying intentions and behavior. *Organizational Behavior and Human Decision Processes* 98(2), pp. 97–120, DOI: 10.1016/j.obhdp.2005.07.003.

Westaby et al. 2010 – Westaby, J.D., Probst, T.M. and Lee, B.C. 2010. Leadership decision-making: A behavioral reasoning theory analysis. *The Leadership Quarterly* 21(3), pp. 481–495, DOI: 10.1016/j.leaqua.2010.03.011.

Wolsink, M. 2007. Planning of renewables schemes: Deliberative and fair decision-making on landscape issues instead of reproachful accusations of non-cooperation. *Energy Policy* 35(5), pp. 2692–2704, DOI: 10.1016/j.enpol.2006.12.002.

Wolsink, M. 2018. Social acceptance revisited: gaps, questionable trends, and an auspicious perspective. *Energy Research & Social Science* 46, pp. 287–295, DOI: 10.1016/j.erss.2018.07.034.

Wüstenhagen et al. 2007 – Wüstenhagen, R., Wolsink, M. and Bürer, M.J. 2007. Social acceptance of renewable energy innovation: An introduction to the concept. *Energy Policy* 35(5), pp. 2683–2691, DOI: 10.1016/j.enpol.2006.12.001.

Zerrahn, A. 2017. Wind Power and Externalities. *Ecological Economics* 141(C), pp. 245–260.

Le Thi Nguyen, Kien Trung Duong, Minh Dat Nguyen

Czynniki wpływające na akceptację społeczną projektów związanych z energią wiatrową w Wietnamie

Streszczenie

Zrównoważony rozwój kraju musi obejmować wszystkie trzy aspekty: gospodarczy, społeczny i środowiskowy. Silny rozwój energetyki wiatrowej przyczynia się do zmniejszenia emisji gazów cieplarnianych, co jest jednym ze zobowiązań Wietnamu wobec społeczności międzynarodowej. Jednak aby skutecznie osiągnąć ten cel, akceptacja społeczna odgrywa kluczową rolę w zapewnieniu procesu transformacji energetycznej i zrównoważonego rozwoju w Wietnamie. Dlatego też niezbędne jest przeprowadzenie badań dotyczących obecnego stanu akceptacji społecznej projektów związanych z energią wiatrową oraz czynników wpływających na tę akceptację. Na podstawie tych spostrzeżeń można zaproponować odpowiednie działania i rozwiązania mające na celu zwiększenie poparcia społecznego. Celem niniejszego opracowania jest identyfikacja czynników wpływających na akceptację projektów związanych z energią wiatrową przez mieszkańców Wietnamu oraz porównanie różnic w akceptacji między grupami badanymi z perspektywy teorii rozumowania behawioralnego (BRT). Badania takie mają kluczowe znaczenie w kontekście silnego nacisku Wietnamu na rozwój energii wiatrowej w nadchodzących latach. Wyniki ujawniają zarówno podobieństwa, jak i różnice w stosunku do dotychczasowych badań. Podkreślają one również ważną rolę zmiennych pośrednich, takich jak „powody za” i „powody przeciw” w ramach modelu. Nowo wprowadzona zmienna, polityka rządu w zakresie rozwoju energetyki wiatrowej, wykazuje wpływ na akceptację porównywalny z innymi istotnymi czynnikami, takimi jak redukcja emisji gazów cieplarnianych (GHG) i zmniejszenie zależności od innych źródeł energii. Wyniki badań stanowią również podstawę do zaproponowania zmian w przepisach dotyczących minimalnej odległości między obszarami mieszkalnymi a turbinami wiatrowymi.

Słowa kluczowe: akceptacja społeczna, energia wiatrowa, Net Zero, środowisko