

**NATIONAL ECONOMICS UNIVERSITY
ADVANCED EDUCATIONAL PROGRAMS**



BACHELOR THESIS

Major: International Business Administration

TOPICS:

**FACTORS AFFECTING PURCHASE INTENTION
OF FOREIGN DAIRY PRODUCTS IN HANOI**

BUI TIEN LONG

HA NOI - 2022

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HA NOI - 2022

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STATUTORY DECLARATION

I hereby declare that this dissertation is written and completed by myself.

I hereby declare that the dissertation is uniquely prepared by me after the completion of internship at Domestic Market Department - Ministry of Industry and Trade and completed the survey questionnaire in Dong Da district

I also confirm that the dissertation is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

I clearly marked and separately listed all the literature and all other sources which I employed producing this academic work, either literally or in content.

Hanoi, May 10th, 2022

Signature

Bui Tien Long

ABBREVIATIONS

No	Symbol	Original meaning
1	ATT	Attitude
2	BI	Behavioral Intention
3	C	Price and cost
4	EFA	Exploratory factor analysis
5	K	Product and Nutritional Knowledge
6	KMO	Kaiser-Meyer-Olkin
7	PBC	Perceived Behavioral Control
8	SN	Subjective Norm
9	SPSS	Statistical Package for the Social Sciences
10	TPB	Theory of Planned Behavior
11	TRA	Theory of Reasoned Action
12	UBT	Behavior

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EXECUTIVE SUMMARY

The bachelor dissertation named “Factors affecting purchase intention of foreign dairy products in Hanoi” provides an overview about consumer behavior, the theory of planned behavior (TPB) and dairy industry in Vietnam. Analytical, Data, Comparative and Using SPSS 25 to run regression model are used to approach and analyze this topic. The purpose of the paperwork is to find which factors affecting purchase intention of foreign dairy products in Hanoi, from that proposing recommendation to improve local dairy products consumption and compete with foreign dairy products. Besides, this thesis also gives some limitations and future research directions.

INTRODUCTION

1. Rationale

In recent years, according to Department of Domestic Product - Ministry of Industry and Trade (2021), Vietnam's substantial accomplishments in social economic advancement have increased both the state and the nation's influence in the global market. Accordingly, the achievement of 5-to-10-year targets has laid the groundwork for future socioeconomic development initiatives, which are characterized by a 6.5% annual GDP rate, or roughly 3500-3700 USD per person in 2021.

Aside from its achievements, Vietnam has overcome several hurdles in the age of globalization and integration. While our national economic efficiency is still improving, the more linked Vietnam becomes into international markets, the more competitiveness local enterprises produce. However, to compete with foreign brands, the Vietnamese market must concentrate more on native products as foreign products continues to expand, aided by advantages from free trade agreements.

In the context of international integration deepening, along with the increasing speed of penetration and market expansion of foreign distributors in Vietnam, this context creating increasingly competitive pressures on local enterprises.

Dr. Nguyen Van Than - Chairman of VINASME said that Vietnam is integrating more and more deeply, along with the speed of market penetration and market expansion of foreign distributors in Vietnam is increasing, which has put great pressure on domestic retailers. Many domestically produced goods have suffered a decline in market share and the absence of a Vietnamese brand. Meanwhile, Dr. Nguyen Tri Hieu, Chairman of the Verig Advisory Council, said that there are still limitations and barriers that prevent Vietnamese consumers from actually using Vietnamese products. "Many Vietnamese consumers have a foreigner mentality", in other words "Sính ngoại", which is preferring foreign-made products even if the same products are domestically produced with equivalent quality and even lower prices. Dr Nguyen Tri Hieu claim that it is not difficult to recognize the psychology of buyers when entering a supermarket and observing people buying garments, cosmetics, and food.

Previous studies on the relationship between the intention and behavior of consuming dairy products of foreign origin are still few, published products as well as in-depth research and evaluation are still vague. There have been a few surveys to evaluate the trends and general psychology of consumers, but there is still no focus on evaluating and applying the model.

In addition, the Covid-19 pandemic has severely affected the entire social context. According to Vázquez-Martínez and his partner (2021), the vast majority of respondents had changed their behavior in terms of their purchasing mode and the quantity and variety of products purchased regardless of the level of severity of the crisis in the consumer's country of residence. Consumers changed their purchasing behavior in one or more of the following aspects: (1) the purchasing mode, (2) the quantity of products, or (3) the type of product.

Given all the aforementioned, I choose this topic: *“Factors affecting purchase intention of foreign dairy products in Hanoi”* to complement my graduation thesis in Bachelor of International Business Administration.

2. Studies related to dissertation topic

The main subject: “Factors affecting purchase intention of foreign dairy products in Hanoi” related to many issues such as: organizational behavior, marketing, export, business administration, customer behavior, etc. There are a great number of published academic and research studies related to the topic came in many different forms such as: magazines, books, dissertations, etc. Some of the noble examples:

Firstly, Siddique, M. A. M.(2013) with “Explaining the role of perceived risk, knowledge, price, and cost in dry fish consumption within the theory of planned behavior” using theory of planned behavior (TPB) with three added variables to investigate factors affect dry fish consumption in Bangladesh

Secondly, Kashi, A. N. (2013) with “Exploring consumer purchase behaviour: Foreign versus local brands.” The author in this paper analyses factors affecting purchase intention on beverage in Pakistan, adding consumer ethnocentrism as the tendency to prefer domestic over foreign products.

Thirdly, Kaur, K., Singh, J., Kunasegaran, M., & Osman³, S. (2019) with “Theory of Planned Behavior and Mediating Effect of Consumer Ethnocentrism: purchasing intention of halal cosmetics among young working women in Malaysia.”. These authors using the theory of planned behavior (TPB) as a framework and consumer ethnocentrism as a mediating effect to analyses intention of young working women in Malaysia towards cosmetics

In addition, Nguyen Ngoc Dan Thanh and his associate (2022) with academic paper “The Impact of Consumer Ethnocentrism on Purchase Intention: An Empirical Study from Vietnam” have also used a theory of planned behavior as a framework (TPB) and consumer ethnocentrism to evaluate the intention and behavior of students to buy fashion products in Ho Chi Minh City

Although there are many studies, there has not been any research specifically focusing on which factors affecting purchase intention of the dairy market in Vietnam as well as to what extent that the Campaign “Vietnamese people prioritized Vietnamese products” affect customer behavior in general.

3. Research purpose and mission

3.1. Research purpose

The objective of the dissertation is to analyze factors affecting purchase intention of foreign dairy products in Hanoi thereby assessing the factors affecting the intention and behavior of local people buying foreign products to create a competitive premise for dairy enterprises in Vietnam

3.2. Research mission

- Clarifying theoretical framework about consumer behaviors and theory of planned behavioral and other factors that affecting purchase intention of foreign dairy products in Hanoi
- Evaluate the factors that affecting purchase intention of foreign dairy products in Hanoi
- Proposing several recommendations to promote local dairy products in Vietnam

3.3. Research question

In the process of conducting research for this dissertation, I have listed many questions relating to promote local dairy products in Vietnam, attached with current situation and recommendations. These are some questions that the dissertation will answer:

- (1) What factors affect the behavior of buying foreign dairy products from local people in Hanoi?
- (2) What are the differences between the demographic groups (income, sex, age, educational level, marital status, knowledge about the campaign “Vietnamese people prioritize Vietnamese products”) in the behavior of buying foreign dairy products from local people in Hanoi?
- (3) What are the recommendations for Vietnamese dairy enterprises in the context of competition from foreign enterprises?

4. Research objectives and scope

4.1. Objectives of research

The dissertation focuses on analyzing factors affecting purchase intention of foreign dairy products in Hanoi, from that author will research and give recommendations to boost local dairy products consumption in this day and age.

4.2. Scope of research

- Objects: Evaluating factors affect intention and buying behavior of foreign dairy products of local customers in Hanoi, Vietnam.
- Context: Vietnam’s dairy industry
- Main content: Promoting local dairy products in Vietnam by understanding what factors make Vietnamese customers choose foreign dairy products instead of local dairy products
- Time frame: Survey questionnaire from March 2022 to April 2022

5. Methodology

This dissertation applies the synthesis of research methods and economic management for specific research purpose.

5.1. Data collection methods

- **Document research methods:** Gathering secondary data provided by the Department of Domestic Market - Ministry of Industry and Trade of the Socialist Republic of Vietnam such as reports, annual reports, and relevance papers
- **Questionnaire survey methods:** The author using sampling investigation and gathering primary data, to specify
 - Research unit: Sample size estimate around 400 answers. The questionnaires were sent by the author to survey directly at home and online through the research target groups
 - Research subjects: The author evaluates the factors affecting the intention to buy foreign dairy products in Hanoi, specifically people living in Dong Da District. Dong Da district is one of the central districts in Hanoi city, with a large population.
 - Research scope: Consumers living in Dong Da district, Hanoi city, aged 18 and over. The author approaches surveyors through online and offline methods. The author expects the survey sample to be 450. After determining the expected research sample, the author will evenly divide the proportions between the groups of subjects. Details in the table below

When conducting research, the author conducts research and provides descriptive statistics on both the level of education and the marital status of the subjects. Since the educational level and marital status of each individual were not the primary goals of the author, scaling was not utilized in order to generate the intended study sample. Instead, the author focused on the overall population. Since it is impossible to estimate people's level of comprehension of the Campaign "Vietnamese people prioritized Vietnamese products", the author has decided to investigate based on a non-scale measure. Besides, the author uses Likert 5 when surveying. The estimation of the sample research can be found in **Table 0.1**, which can be found below.

Table 1: Estimate of sample research (expected)

Demographics		Frequency	Percentage (%)
Income	Under 2 Million VND	90	20
	From 2 Million VND - 5 Million VND	90	20
	From 5 Million VND - 10 Million VND	90	20
	From 10 Million VND - 20 Million VND	90	20
	Over 20 Million VND	90	20
Sex	Male	225	50
	Female	225	50
Age	18 - 24	114	25.3
	25 - 34	112	24.9
	35 - 44	112	24.9
	Over 45	112	24.9

*(Source: Author)***5.2. Data analysis**

From the collected data, it is necessary to compare and analyze the indicators, from which to make comments and conclusions. Using SPSS 25 to analyze regression model and Excel for descriptive statistical analysis. The author uses quantitative analysis method for this dissertation.

6. Research structure

The dissertation is divided into 3 parts as followed:

CHAPTER 1: THEORETICAL FRAMEWORK OF CONSUMER BEHAVIOR

CHAPTER 2: ANALYSIS OF THE QUANTITATIVE RESEARCH MODEL

CHAPTER 3: RECOMMENDATIONS TO PROMOTE LOCAL DAIRY PRODUCTS IN VIETNAM

CHAPTER 1: THEORETICAL FRAMEWORK OF CONSUMER BEHAVIOR

1.1 Definition of consumer behavior

The psychology of consumer behavior is very complex and constantly changing over time. The field of research on consumer behavior became popular in the early 60s of the 20th centuries. Around the world, there have been much research on this field and the concept of consumer behavior in a variety of ways.

According to the American Marketing Association, consumer behavior is defined as the interaction between environmental stimuli and human cognition and behavior through which people practice exchange behavior. In their research, two authors Hawkins and Mothersbaugh (2015) asserted that consumer behavior focuses on the study of individuals, groups and organizations, and the process they use to choose, buy, consuming and disposing of products, through which experiences to satisfy needs and influence this process on social consumers. Keller and Kotler (2011) re-emphasized the same thing in their research on marketing management when giving a definition of the consumption process including information search, decision making, use and disposal. The definitions of consumption behavior are temporal, with a representative approach to each period in which they were studied.

Louis Hawley, general director of Nielsen Vietnam, said that the Covid-19 epidemic has left many changes in consumers' habits and behaviors as well as created new trends, from actively purchasing products to consumers. safe for health to storing essential food at home. When consumers are looking for assurance of product quality, a familiar brand with clear origin and prestige is the fastest way to reach this need. Locally sourced products are extremely important in Vietnam and have an advantage over less familiar products.

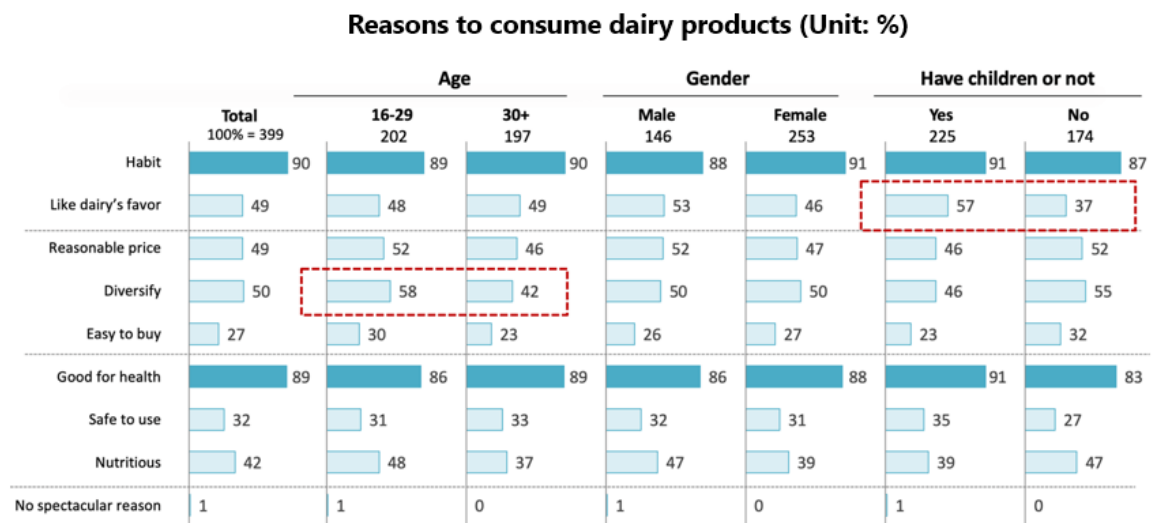
Besides, consumer behavior is a field of study that includes knowledge from many different fields such as psychology, sociology, anthropology, marketing, and economics. Besides, according to Lars Perner, research on consumer behavior also helps users become more intelligent. He gave an example:

“If you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32-ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this

fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.”

Therefore, behavioral research helps businesses identify gaps in their business, thereby supplementing and changing strategies in line with customers' consumer tastes. In addition, when consumers know their consumption behavior, they will also pay more attention to checking the unit cost labels on products to determine the profit in trading.

1.2 Dairy industry in Vietnam



Source: BEAN Survey (11/2020)

Figure 1.1: Reasons to consume dairy products

(Source: B&Company (2021))

Figure 1.1 is collected by the author from the BEAN Survey, which is a secondary survey data on why consumers choose to buy dairy products in Vietnam.

According to the research results of 399 respondents from BEAN Survey from November 2020, it can be seen that when choosing dairy products, 89% of 399 respondents say "Good for health" as a criterion, followed by Nutritious with 42% and Safe to use with 32%

Besides, reasonable price and diversification are also considered when choosing to buy dairy products, with 49% and 50% respectively. Consumers with children also tend to buy products with higher taste preferences than those without children.

Top 15 milk brands in terms of awareness and usage (Unit: %)

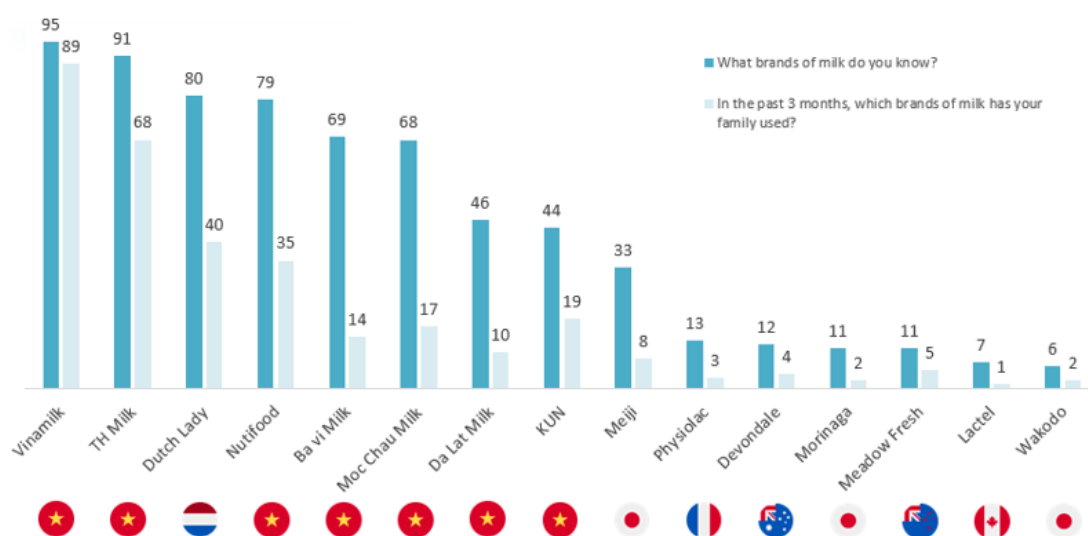


Figure 1.2: Top 15 milk brands in terms of awareness and usage

(Source: B&Company (2021))

As the Ministry of Industry and Trade planned in 2010, even when the domestic companies have achieved 1 billion liters of fresh milk production by 2020, it would only cover 38% of domestic demand, not to mention export factors. Ministry of Industry and Trade claimed that “The foreign milk brands have seized the chances and there are now more than 300 milk brands in the market”. Although domestic brands dominate the market in **Figure 1.2**, competition from foreign brands is still present.

Dairy goods from Japan, Singapore, and New Zealand are no longer subject to import taxes as a result of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), which might lower milk prices and increase competitiveness. The appearance of free trade agreements will help foreign dairy competitors increase their competitive opportunities. The European-Vietnam Free Trade Agreement (EVFTA) will also eliminate tariffs of 5 - 20% on European dairy products within the next 3-5 years.

Consumers, on the other hand, are clear about what they want in a milk brand, citing reasons such as "No additives (89.5%)" and "Quality" (73.4%). It is important to distinguish organic and highly nutritious products from low-cost alternatives, and several domestic enterprises have already done so. Foreign corporations have little choice but to use this as a competitive advantage.

1.3 Studies related to consumer behavior

1.3.1 Studies on behavioral intention

Vietnam is one of the Asian countries with high growth potential and is increasingly attracting many branded products originating from abroad. Above all, essential goods, such as dairy-based foods, are one of the market items that always have exciting competition not only among Vietnamese businesses but also international ones.

According to the results of the public opinion survey conducted by the Institute of Sociology, the Central propaganda and training commission, which was summarized by Department of Domestic Product - Ministry of Industry and Trade, the subjects of the investigation are enormous, including party members and people from all walks of life across the country. The investigation area includes Hanoi, Hai Phong, Quang Ninh, Lao Cai, Lang Son, Thanh Hoa, Thua Thien-Hue, Da Nang, Phu Yen, Lam Dong, Ba Ria - Vung Tau, Ho Chi Minh City, Can Tho, An Giang, Long An and some central agencies. The number of questionnaires distributed was 2250, the number of valid votes collected was 2148, reaching 97% as of June 2019. The results showed that the majority of respondents said that when there is a need to purchase goods, they are often interested in the following factors: "Quality" (85%); "Price" (74%); "Product safety for consumers' health" (68%); "Origin (manufactured from abroad) of products" (56%). A significant part (49%) is interested in the "Brand" of the product. Only 15% are interested in the product's "Mass Media Advertising Level".

For managers, understanding the psychology of consumers in general is important to be able to come up with methods, strategies as well as promote products and services to attract customers and consumption. The buying behavior of each individual needs to be attached to the organization in its business strategies. In recent years, there have been many global contributions of scientists to economic development, including works on people's consumption intentions in different fields.

Consumption intention is a customer's tendency to buy a product or take action to pay for it, as measured by their willingness to buy the product (Belch, 2009). Most studies on consumer intention are based on two prominent theories: Theory of reasoned action (TRA) and Theory of planned behavior (TPB). Accordingly, the theory of rational behavior TRA of Icek Ajzen and Martin Fishbein (1975) is one of the outstanding theories of behavioral intention research. This theory asserts that an

individual's intention is an important factor in predicting that actual behavior. This theory was concluded by Fishbein that "Attitudes" and "Subjective Norms" are two factors that influence an individual's intentions. In 1991, Ajzen developed the theory of rational action TRA into the theory of planned behavior TPB. In this theory, a person's intention to perform a behavior is influenced by three factors: "Attitude", "Subjective Norm" and "Perceived Behavioral Control".

1.3.2 Studies on behavioral intention and buying behavior

A number of domestic and foreign studies related to consumption intention have discovered many different influencing factors. These studies, although different in terms of product goals, are mostly approached from Ajzen's theory of planned behavior. According to the author, there are three main factors affecting the intention to consume, namely "Attitude", "Subjective Norm" and "Perceived behavior control".

According to a recent study by Nielsen - a global data analysis and measurement company, summarized by Ngoc Han and published on Ministry of Industry and Trade, there are 3 main drivers affecting post-Covid-19 consumers' buying behavior and habits worldwide, including: Quality & Efficiency; locally sourced products and technology. Survey results show that, compared to the global average, Vietnamese consumers have a stronger preference for local products, with 17% of consumers stating that they only buy domestic goods, and 59% said they mostly buy domestic goods (compared to global averages of 11% and 54%).

Before the pandemic, nearly two-thirds of Vietnamese consumers (69%) were willing to pay more for quality and safe products, far exceeding the global average of 49%. This trend is expected to grow even stronger, as consumers are increasingly seeking reassurance in the wake of the pandemic. These dynamics have fueled the significant development of trends such as consumers preferring domestic products, willing to pay higher for quality and healthy products while technology impacts. to how consumers search, shop, connect with brands and shop more online.

Notably, health has become the top concern in Vietnam for 4 consecutive quarters. In the first quarter of 2020, nearly half of Vietnamese consumers ranked health as the number 1 concern, leading countries around the world. Therefore, consumers are looking for products that are manufactured with the highest safety and quality standards, and contain complementary nutrients such as Vitamin C, Vitamin D, Omega 3 or probiotics. Consumers prefer Vietnamese products because they know

the origin and want to support Vietnamese businesses. This is one of the emerging desires in countries in the Recovery model according to Nielsen's post-Covid-19 life scenarios study. This provides an opportunity for local producers to reinforce information about provenance. However, local suppliers also need to provide good value products that match the general needs of consumers and ensure product availability on the shelves.

According to the survey results of the Institute of Sociology, the Central propaganda and training commission, the priority rate of using Vietnamese goods, although quite high, is still limited, partly due to the situation of counterfeit goods, imitation goods, and poor-quality goods. Quantity, goods infringing intellectual property, goods of unknown origin; The situation of smuggling, food hygiene, and safety also appear in the market. In addition, domestically produced products must face stiff competition from imported products of the same type, quality, and competitive price, and are supported by professional advertising by companies. As well as the challenge of tax cuts as committed by the ASEAN Economic Community, the campaign to procure Vietnamese goods faces many difficulties. The situation of counterfeit goods with the label "Made in Vietnam", and fake stamps certifying "High-quality Vietnamese goods" is still complicated and has not been strictly controlled in the market. confusion, anxiety, and loss of confidence of consumers in similar products produced in the country.

1.4. Theoretical framework of Theory of planned behavior

1.4.1. Theory of planned behavior (TPB)

The theory of planned behavior TPB (Theory of Planned Behavior) of Ajzen (1991) has been used by many domestic and foreign researchers to study the intention and behavior of consumers. Ajzen's Theory of Reasoned Action (TPB) (1991) is a development and extension of the Theory of Reasoned Action (TRA), which he and Fishbein previously worked on in 1975 and 1980.

In the Theory of Reasoned Action (TRA), Ajzen and Fishbein pointed out the importance of behavioral intention in predicting actual behavior. Besides, behavioral intention is also influenced by a group of factors from individual and social aspects, namely Attitude and Subjective norm, respectively. However, in his new study in 1991, Ajzen commented that the rational action model is not enough to explain the intention and rational consumption behavior, so he gave a rational model Theory of Planned Behavior.

In this new model, Ajzen retains the role of mediator of the central factor “Intention to buy”. According to Ajzen, intentions indicate the amount of effort attempted to perform a behavior. The greater the intention to perform the behavior, the higher the likelihood of performing the behavior. Intention in the theory of Reasoned Action (TRA) is influenced by two factors, "Attitude" and "Subjective norm". Coming to the Theory of Planned Behavior, Ajzen still supports these two factors, while adding the factor "Perceived behavioral control". The author believes that the more Attitude and Subjective norm tend to favor Intention to buy, the stronger Perceived Behavioral Control.

1.4.2. Other factors

Based on the survey results of the Institute of Sociology, the Central propaganda and training commission, it can be seen that the quality, price, and safety of products are considered as three main factors affecting the intention to purchase goods. The author uses the reference scale of the research of Mohammad Abdul Momin Siddique (2013) to serve the research on the influence of the "Price" and "Knowledge" factors, more specifically "Price and cost" and "Product and nutritional knowledge” to serve the research on the influence of these two factors on the consumption behavior of imported dairy products.

Table 1.1: The scale of price and cost and product and nutritional knowledge

Price and cost	Author
<ul style="list-style-type: none"> • International dairy product is not expensive • Consuming international dairy product is good value for money • I choose to consume international dairy product because it is economical 	Mohammad Abdul Momin Siddique (2013)
Product and nutritional knowledge	
<ul style="list-style-type: none"> • I know what kind of international dairy product is safe and unsafe to consume • I know what kind of international dairy product is healthy and unhealthy • I know kind of international dairy product is rich in nutrition 	Mohammad Abdul Momin Siddique (2013)

(Source: Mohammad Abdul Momin Siddique (2013))

The Campaign “Vietnamese people prioritized Vietnamese products” has been implemented since 2005, the campaign "Vietnamese people give priority to using Vietnamese goods" has received the participation of both the political system and the public. achieved many positive results, said Department of Domestic Product - Ministry of Industry and Trade.

According to the results of the social opinion survey of the Institute of Sociology, Central Propaganda and training commission in 2019, which was summarized by Department of Domestic Product - Ministry of Industry and Trade, 88% of consumers polled said they were interested in the Campaign; 67% of consumers self-identify that when buying goods, they will give preference to Vietnamese products, and 52% of respondents said that they always recommend their relatives and friends to use Vietnamese products. Additionally, a recent study by the global measurement company Nielsen shows that, after the COVID-19 pandemic, 76% of Vietnamese consumers prefer domestic products, especially those with brands attached with quality assurance and good for health.

1.5. Research model

Given the aforementioned, author want to propose research model, using 3 independent factors from the theory of planned behavior by Ajzek (1991) and add 2 more factors based on Mohammad Abdul Momin Siddique (2013) research, including Attitude, Subjective norm, Perceived behavioral control, Price and cost, Product and nutritional knowledge. In light of this, Price and cost, Product and nutritional knowledge are two factors suitable for the context of Vietnam in general, which is add based on investigation by Institute of Sociology, the Central propaganda and training commission in Vietnam and BEAN survey. With 2 dependent factors which are Behavioral intention and Behavior.

1.6. Research hypothesis

H1: Behavioral intention is significantly determined by attitude

H2: Behavioral intention is significantly determined by subjective norm

H3: Behavioral intention is significantly determined by perceived behavioral control

H4: Behavioral intention is significantly determined by price and cost

H5: Behavioral intention is significantly determined by product and nutritional knowledge

H6: Behavior is significantly determined by behavioral intention

H7: Knowing about the campaign “Vietnamese prioritized Vietnamese products” is the moderator variable for the behavior

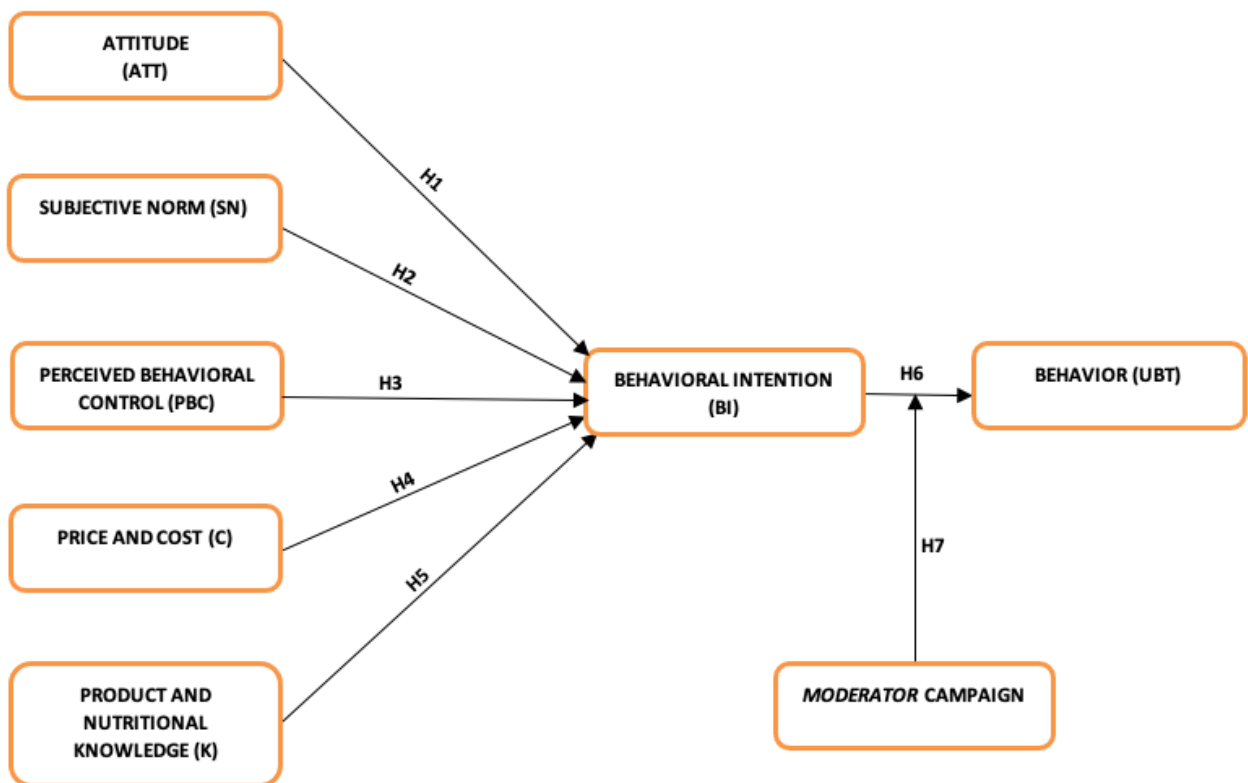


Figure 1.3: Building research model

(Source: Author)

CHAPTER 2: ANALYSIS OF QUANTITATIVE RESEARCH MODEL

2.1. Sample description

Preliminary investigation was conducted on a narrow scale, 15 questionnaires were issued internally to members who had participated in scientific research with the author. The purpose of the preliminary investigation is to complete the questionnaire and avoid errors and misunderstandings in the process of answering the questionnaire.

Table 2.1: Descriptive statistics of respondents

Demographics		Frequency	Percentage (%)
Income	Under 2 Million VND	67	17.3
	From 2 Million VND - 5 Million VND	61	15.8
	From 5 Million VND - 10 Million VND	118	30.5
	From 10 Million VND - 20 Million VND	97	25.1
	Over 20 Million VND	43	11.3
Sex	Male	136	35.2
	Female	250	64.8
Age	18 - 24	174	45.0
	25 - 34	76	19.7
	35 - 44	95	24.7
	Over 45	41	10.6
Education level	Highschool diploma	166	43.0
	Bachelor	170	44.0
	Master	50	13.0
Marital status	Not married	261	67.6
	Married	125	32.4
Knowing about the campaign “Vietnamese prioritized Vietnamese products”	Yes	140	36.2
	No	246	63.8

(Source: research results)

These questionnaires were not included in the analysis because these people do not live in Dong Da district. The final questionnaire survey form is presented in detail in the **Appendix 2**.

The official survey involving the questionnaire was carried out in the Dong Da district of Hanoi city. Consumers who are at least 18 years old are the focus of the survey, and it will collect data from those consumers in a variety of formats, including paper surveys, in-person interviews, and online questionnaires. These individuals were required to offer an analysis of the practices of local consumers who purchase foreign dairy products. Even though the author used a method of sampling that was convenient, the author still made an effort to ensure that the survey sample was representative of different aspects of consumers, such as their income, gender, age, educational level, marital status, and knowing about the Campaign “Vietnamese prioritized Vietnamese products”.

The number of answers collected in both online and in-person forms was 400 answers. The author has screened the survey, removed invalid votes, missing important information or missing more than 10% of information, checked the logic in some questions. In the end, the number of answers eligible for data entry and analysis was 386 votes.

The author checked the duplicity of the research sample and observed 386 votes, all of which were completely independent. There are 5 factors to distinguish including Attitude (ATT), Subjective norm (SN), Perceived behavioral control (PBC), Price and cost (C), Product and nutritional knowledge (K), Behavioral intention (BI) and Behavior (UBT).

According to **Table 2.1**, the data that the author investigates have a demographic distribution that is roughly proportional to one another. The number of responses obtained after screening was more than sufficient and within acceptable bounds for conducting an in-depth study.

Accordingly, "Consumer agrees" rated at 4 (agree) and 5 (Strongly agree); "Consumer Disagree" is rated at 1 (Absolutely not), 2 (Rarely) and 3 (Normal/Neutral). The author uses this conversion to evaluate descriptive statistics.

2.2. Descriptive statistics

2.2.1. Descriptive statistics about attitude (ATT)

Table 2.2: Descriptive statistics on attitude factors

No.	ATTITUDE ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I'm excited with foreign dairy products	4.0078	0.77790	Agree	289
				Disagree	97
2	I think that purchasing foreign dairy products is a good idea	4.1477	0.72896	Agree	322
				Disagree	64
3	I prefer foreign dairy products	4.1865	0.71454	Agree	323
				Disagree	63

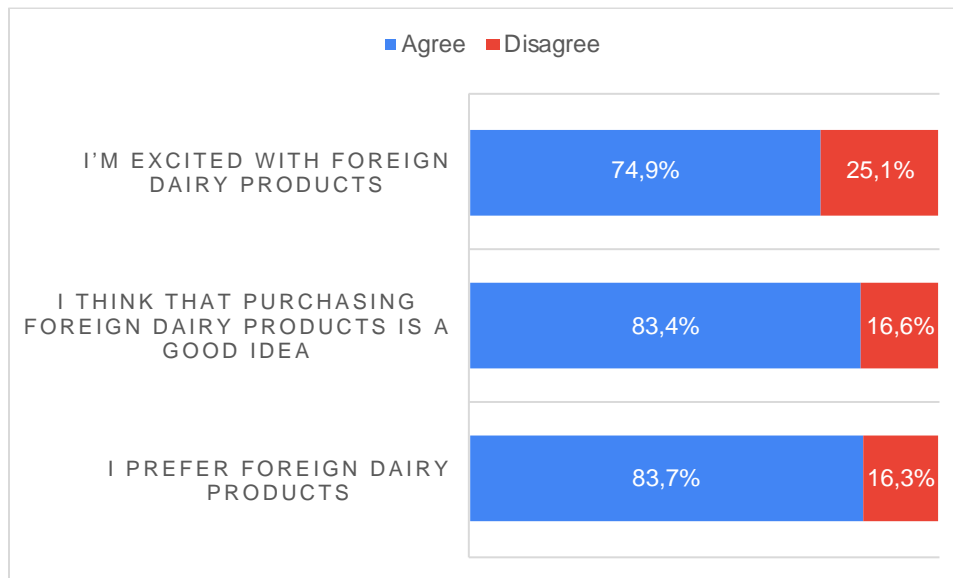


Figure 2.1: Statistical results about attitude

(Source: research results)

According to descriptive statistics about attitude, people have a tendency to excited with foreign dairy products (74.9%). This portion even higher when they think that purchasing foreign dairy products is a good idea, and they prefer foreign dairy products, with 83.4% and 83.7%, respectively. To specify, local people in Dong Da district, Hanoi have friendly attitude toward foreign dairy products. This is understandable given that many items are of a high standard as they have rigorous check before manufacturing and publishing to the market, therefore people are not prejudiced about the quality of their products.

2.2.2. Descriptive statistics about subjective norm (SN)

Table 2.3: Descriptive statistics on subject norm factor

No.	SUBJECTIVE NORM ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	My surrounding influence me to purchase foreign dairy products	3.8459	0.69856	Agree	262
				Disagree	124
2	My friends think I should purchase foreign dairy products	3.8394	0.72442	Agree	255
				Disagree	131
3	People close to me, and hope, I should purchase foreign dairy products	3.7332	0.69041	Agree	237
				Disagree	149

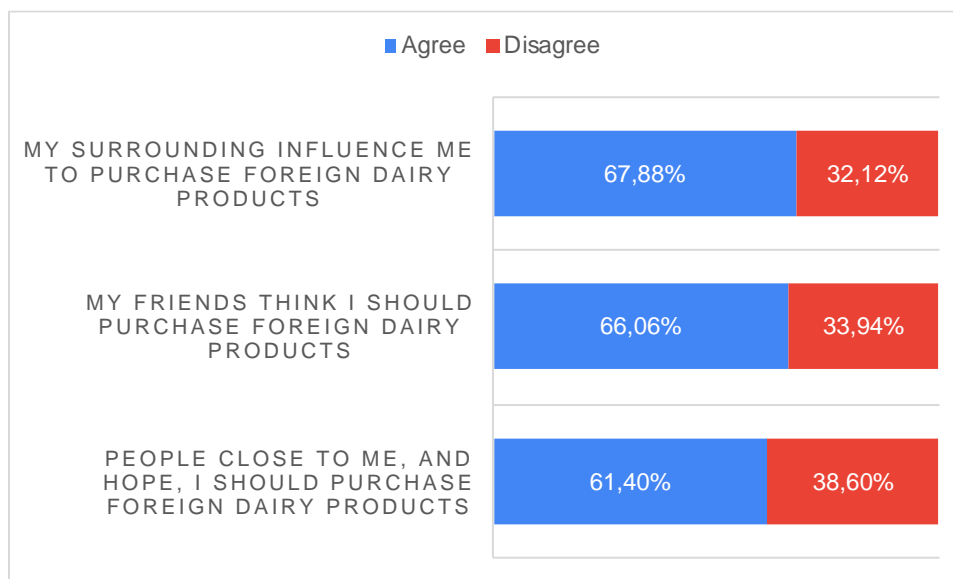


Figure 2.2: Statistical results about subjective norm

(Source: research results)

In terms of the subjective norm, the customers' surroundings have a significant influence on their decision to purchase foreign dairy products at a rate of 67 percent, whereas the customers' friends or people who are particularly close to them observed a lower rate, with 66 percent and 61 percent respectively.

2.2.3. Descriptive statistics about perceived behavioral control (PBC)

Table 2.4: Descriptive statistics on perceived behavioral control factor

No.	PERCEIVED BEHAVIORAL CONTROL ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I am capable of purchasing foreign dairy products	3.9249	0.73294	Agree	281
				Disagree	105
2	I am confident that I can purchase foreign dairy products	3.7927	0.77530	Agree	248
				Disagree	138
3	For me, the decision to purchase foreign dairy products is my own decision	3.8549	0.74881	Agree	266
				Disagree	120

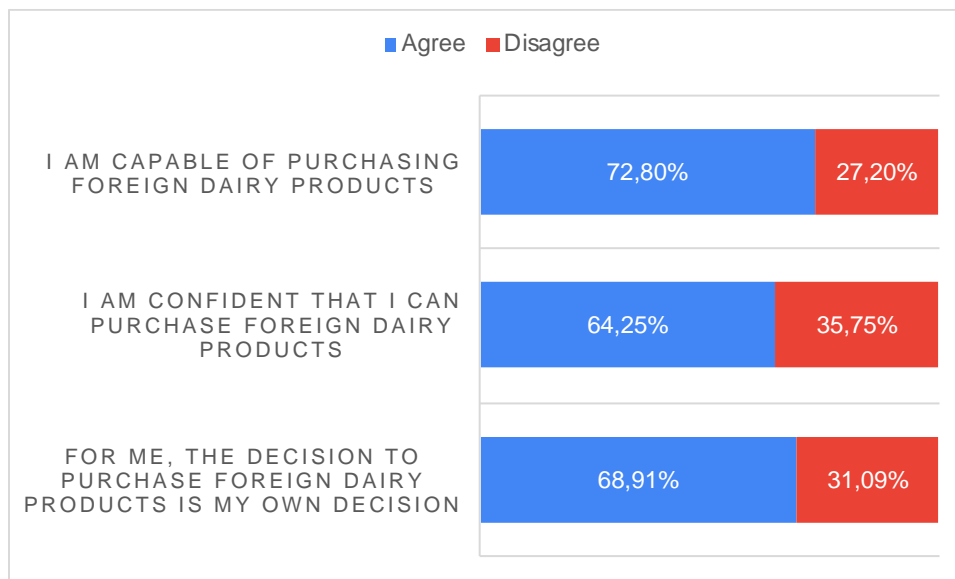


Figure 2.3: Statistical results about perceived behavioral control

(Source: research results)

Accordingly, the decision to purchase foreign dairy products is quite high, as observed by 68.91 percent, while the confidence that individuals can purchase foreign dairy products accounts for 64.25 percent of the total. This portion accounts for a

larger share of the total when it comes to the ability to buy dairy products from other countries, 72.8 percent.

2.2.4. Descriptive statistics about price and cost (C)

Table 2.5: Descriptive statistics on price and cost factor

No.	PRICE AND COST ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I choose to purchase foreign dairy products because it is economical	3.6503	0.72396	Agree	222
				Disagree	164
2	Purchasing foreign dairy products are good value for money	3.7150	0.66577	Agree	238
				Disagree	148
3	Foreign dairy products are not expensive	3.8420	0.74443	Agree	262
				Disagree	123

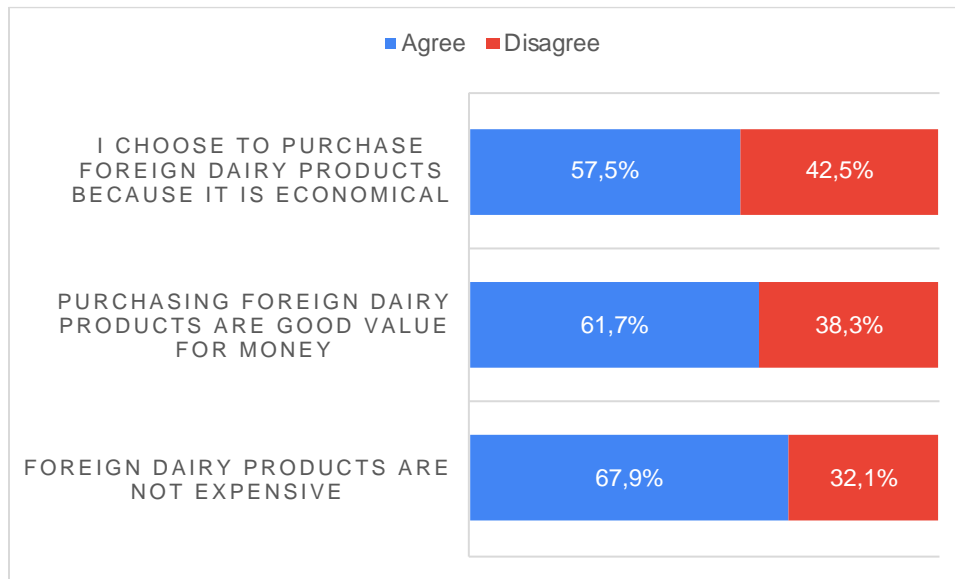


Figure 2.4: Statistical results about price and cost

(Source: research results)

With 222 local people in Hanoi agreeing that they choose foreign products because it is economical, and 238 respondents purchasing foreign dairy products as its good value for money, it can be seen that the price and cost of foreign dairy products are suitable for their money. This number is even higher in the criteria that foreign dairy

products are not expensive, with 262 respondents agreeing, which is account for 67,9%

2.2.5. Descriptive statistics about product and nutritional knowledge (K)

Table 2.6: Descriptive statistics on product and nutritional knowledge factor

No.	PRODUCT AND NUTRITIONAL KNOWLEDGE ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I know what kind of foreign dairy products are rich in nutrition	3.2228	.85712	Agree	133
				Disagree	253
2	I know what kind of foreign dairy products are healthy and unhealthy to purchase	3.1658	.83469	Agree	124
				Disagree	262
3	I know what kind of foreign dairy products are safe and unsafe to purchase	3.3135	.75088	Agree	146
				Disagree	240

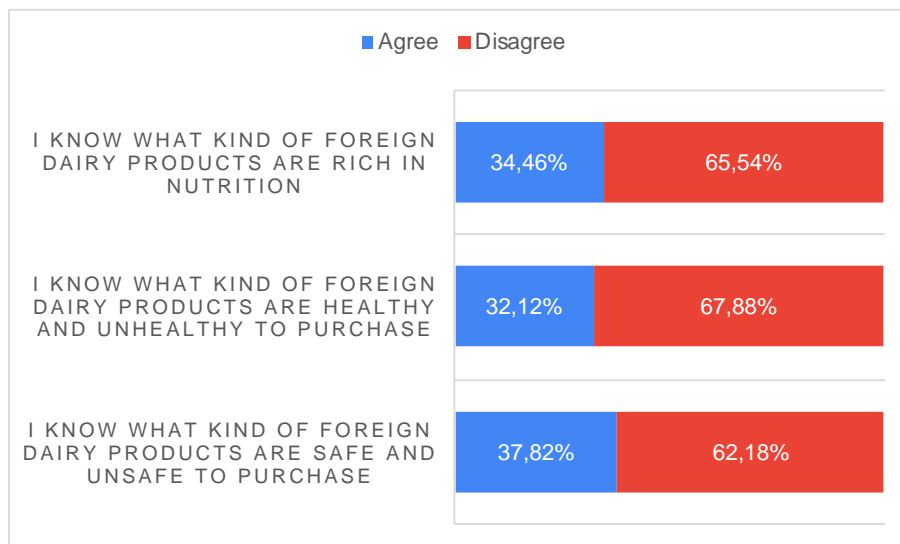


Figure 2.5: Statistical results about product and nutritional knowledge

(Source: research results)

Interestingly, the product and nutritional knowledge about foreign dairy products observed a surprising portion. To specify, local people in Hanoi do not know much about foreign dairy products' quality. 65.54% of respondents do not know what kind of foreign dairy products are rich in nutrition. This portion is even worse with 67.88% of respondents do not know about which products are healthy or unhealthy. Meanwhile, 37.82% of respondents know what kind of foreign dairy products are safe and unsafe to purchase.

2.2.6. Descriptive statistics about behavioral intention (BI)

Table 2.7: Descriptive statistics on behavioral intention factor

No.	BEHAVIOURAL INTENTION ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I will convince others to purchase foreign dairy products	4.0674	0.69926	Agree	310
				Disagree	76
2	I like to consume foreign dairy products	4.1425	0.68975	Agree	318
				Disagree	68
3	I like to purchase foreign dairy products	4.1218	0.70116	Agree	314
				Disagree	72

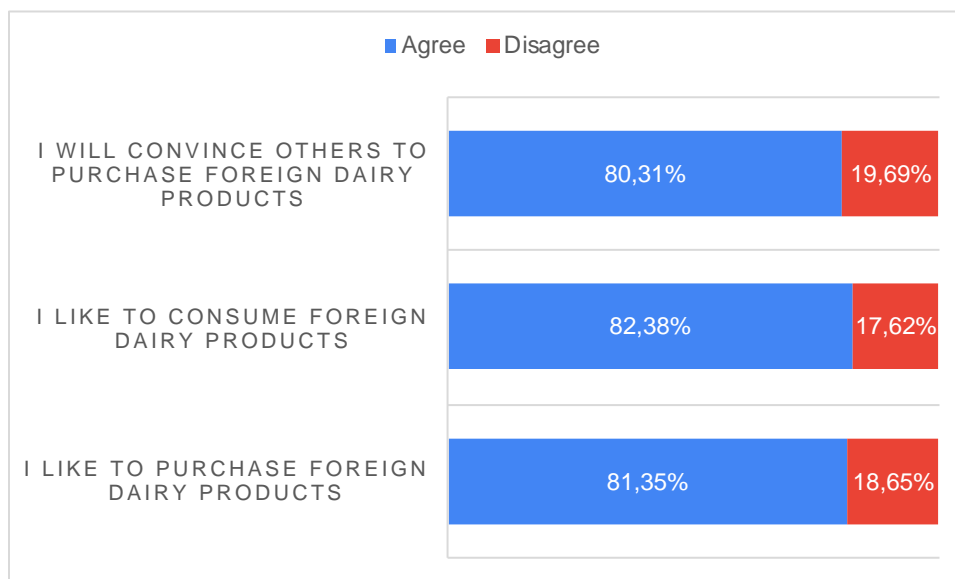


Figure 2.6: Statistical results about behavioral intention

(Source: research results)

Eighty-three-point three percent of people who took the survey said they would encourage others to buy dairy products from other countries. At the same time, 82.38 percent, and 81.35 percent of those who participated in the survey stated that they enjoy both purchasing and consuming dairy products from other countries. According to these numbers, the vast majority of respondents, in all likelihood, prefer dairy products from other countries.

2.2.7. Descriptive statistics about behavior (UBT)

Table 2.8: Descriptive statistics on behavior factor

No.	BEHAVIOUR ITEMS	Means	Std. Deviation	Evaluate	Frequency
1	I need foreign dairy products in my daily life	3.9041	0.81137	Agree	268
				Disagree	118
2	I will regularly purchase foreign dairy products	3.8290	0.82606	Agree	263
				Disagree	123
3	I will purchase foreign dairy products	3.7383	0.80996	Agree	245
				Disagree	141

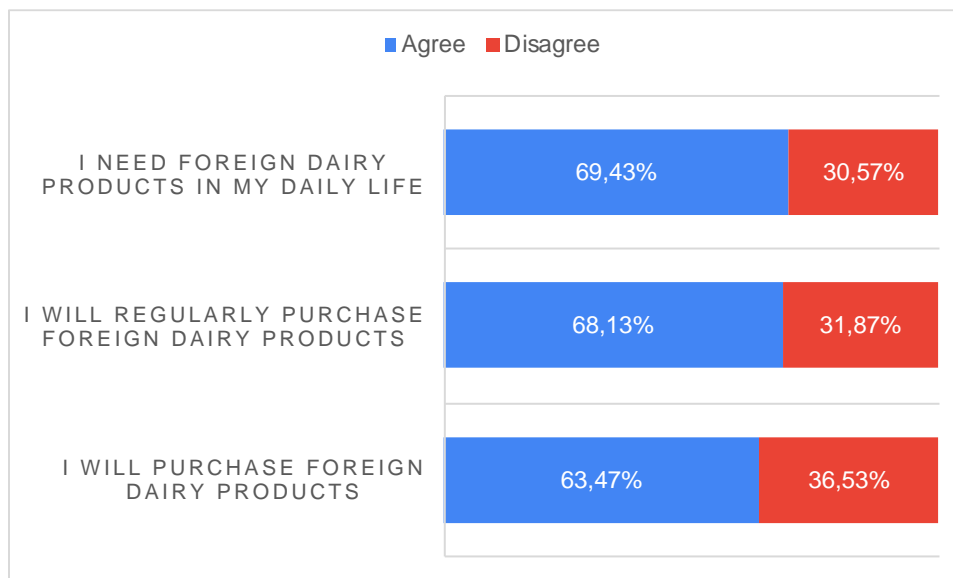


Figure 2.7: Statistical results about behavior

(Source: research results)

When it comes to their actual behavior, the portion of these items was observed at a lower rate with 69.43% of local people in Hanoi claim that they need foreign dairy

products in their daily life. While this portion drops negligibly to 68.13% of respondents will regularly purchase foreign dairy products. Finally, when being asked about their willingness to purchase foreign dairy products, only 63.47% of respondents agree. Clearly, when it comes to their actual behavior, we can see that one-third of respondents disagree and refuse to purchase foreign dairy products, with 118, 123 and 141 disagreeers corresponding to three aforementioned question in **Table 2.8**.

2.2.8. Descriptive statistics on intention and behavior according to surveyors' income

Table 2.9: Descriptive statistics about behavioral intention and behavior according to surveyors' income

ITEMS	Under 2M VND	2 - 5 Million VND	5 - 10 Million VND	10 - 20 Million VND	Over 20 Million VND	TOTAL
FREQUENCY	67	61	118	97	43	386
I like to purchase foreign dairy products	4.32	4.09	4.07	4.16	3.86	4.12
I like to consume foreign dairy products	4.28	4.21	4.05	4.18	3.97	4.14
I will convince others to purchase foreign dairy products	4.23	4.18	3.93	4.1	3.93	4.06
I will purchase foreign dairy products	3.77	3.78	3.75	3.78	3.46	3.73
I will regularly purchase foreign dairy products	3.92	4	3.77	3.8	3.62	3.82
I need foreign dairy products in my daily life	3.89	3.86	3.91	4.02	3.67	3.9

(Source: research results)

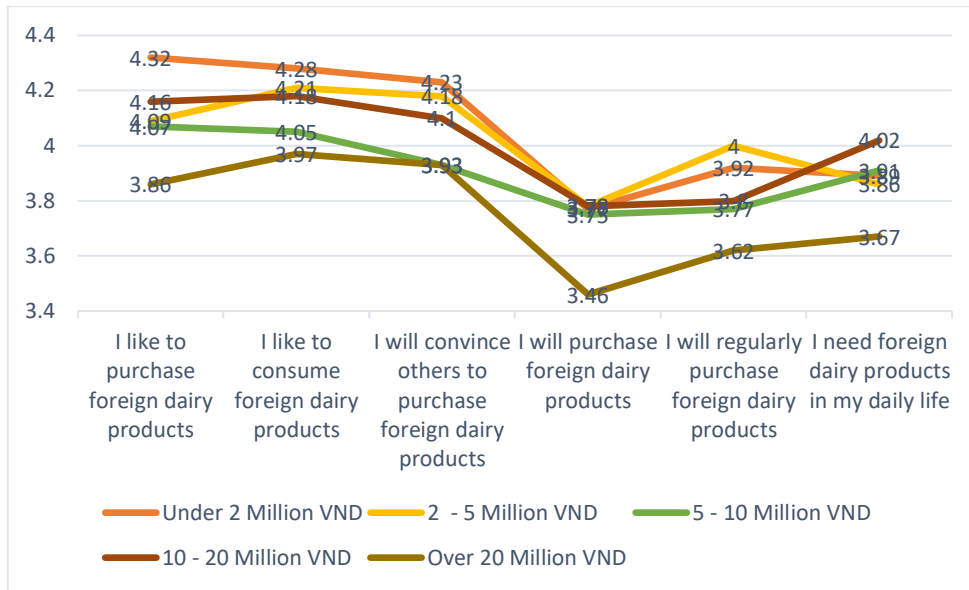


Figure 2.8: Statistical results about behavioral intention and behavior according to surveyors' income

(Source: research results)

The intentions and behaviors of persons based on their first four income groups in the survey are essentially identical to one another, with almost no differences at all. To specify, the income group under 2 million VND and income group from 2 – 5 million VND range from 3.77 – 4.32 and 3.78 – 4.21 respectively. The income group from 5 -10 million VND with and 10 – 20 million VND undergo ratio from 3.75 – 4.07 and 3.78 to 4.18 in the same order. However, the distinction is readily apparent in the high-income group, which has a monthly income of above 20 million VND. In this group, the ratio ranges from 3.46 to 3.93, in contrast to 3.78 to 4.32 in the four earlier groups. Specifically, the opinion “I will purchase foreign dairy products” undergo a drastic decline for all six demographic groups, and the highest income group observed with the lowest ratio, 3.62 compared to five other groups. Based on these findings, it appears that the income has an effect on the availability of choices for imported dairy products.

2.2.9. Descriptive statistics on intention and behavior according to surveyors' gender

Table 2.10: Descriptive statistics about behavioral intention and behavior according to surveyors' gender

ITEMS	Male	Female	TOTAL
FREQUENCY	136	250	386
I like to purchase foreign dairy products	4.14	4.11	4.12
I like to consume foreign dairy products	4.14	4.14	4.14
I will convince others to purchase foreign dairy products	4.04	4.08	4.06
I will purchase foreign dairy products	3.65	3.78	3.73
I will regularly purchase foreign dairy products	3.69	3.9	3.82
I need foreign dairy products in my daily life	3.76	3.98	3.9

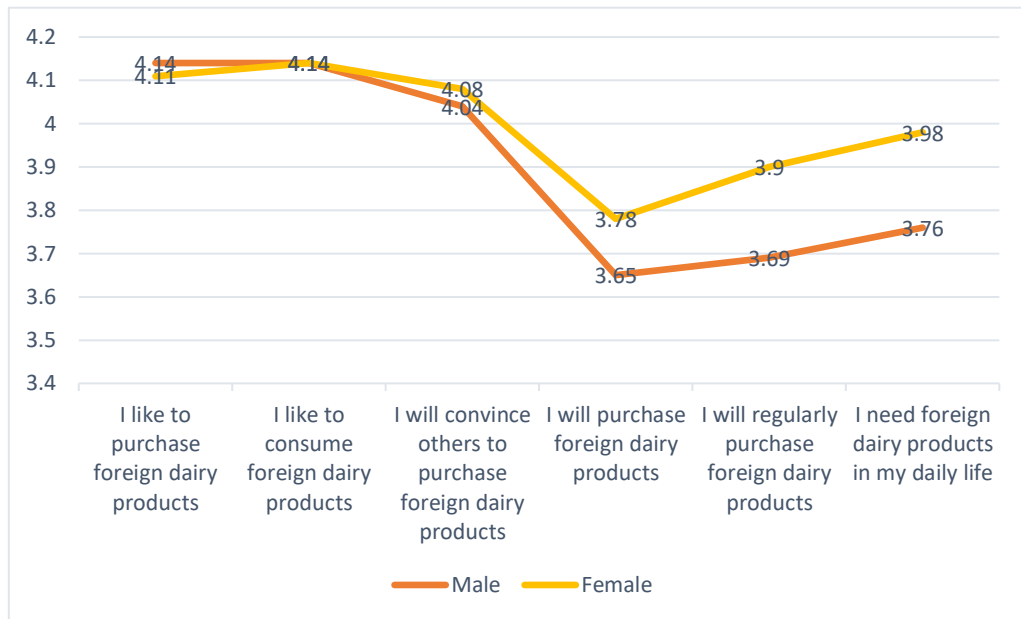


Figure 2.9: Statistical results about behavioral intention and behavior according to surveyors' income

(Source: research results)

Based on the survey's statistics of intention and behavior by gender, it can be seen that there is no difference in the gender groups of men and women. Specifically, male intentions are quite similar (4.04-4.14) when compared to female intentions (4.08-4.11). While the actual buying behavior is relatively different, from 3.65 to 3.76 and 3.78 to 3.9, corresponding to male and female respectively.

2.2.10. Descriptive statistics on intention and behavior according to surveyors' age

Table 2.11: Descriptive statistics about behavioral intention and behavior in four age groups

ITEMS	18 - 24	25 - 34	35 - 44	Over 45	TOTAL
FREQUENCY	174	76	95	41	386
I like to purchase foreign dairy products	4.2	4.14	3.92	4.17	4.12
I like to consume foreign dairy products	4.25	4.18	3.89	4.14	4.14
I will convince others to purchase foreign dairy products	4.2	4.02	3.85	4.07	4.06
I will purchase foreign dairy products	3.82	3.67	3.63	3.73	3.73
I will regularly purchase foreign dairy products	3.96	3.61	3.73	3.85	3.82
I need foreign dairy products in my daily life	3.95	3.8	3.89	3.9	3.9

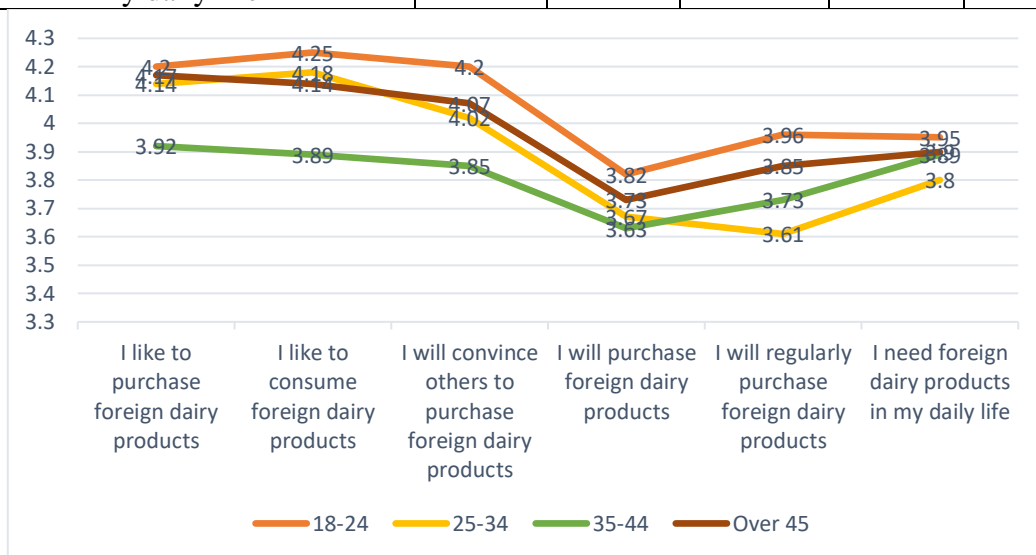


Figure 2.10: Statistical results about behavioral intention and behavior in four age groups

(Source: research results)

Descriptive statistics on intention and behavior in age group demonstrate that there is a minor difference in intention in the age group 35-44, and the mean index in intention is less than 4 (3.85-3.92) in intention. This is shown by the fact that the age group 35-44 has a mean index that is less than 4. However, behavior in all four age groups is similar when the average index ranges from 3.63 to 3.9. Usually, age is one of the factors that can make a relatively large difference. However, because the author only surveyed "dairy" products in general, the age here will be difficult to accurately assess.

2.2.11. Descriptive statistics on intention and behavior according to surveyors' educational level

Table 2.12: Descriptive statistics about behavioral intention and behavior according to surveyors' educational level

ITEMS	Highschool	Bachelor	Master	TOTAL
FREQUENCY	166	170	50	386
I like to purchase foreign dairy products	4.12	4.15	3.98	4.12
I like to consume foreign dairy products	4.16	4.17	3.96	4.14
I will convince others to purchase foreign dairy products	4.09	4.08	3.9	4.06
I will purchase foreign dairy products	3.69	3.84	3.5	3.73
I will regularly purchase foreign dairy products	3.8	3.94	3.52	3.82
I need foreign dairy products in my daily life	3.78	4.05	3.8	3.9

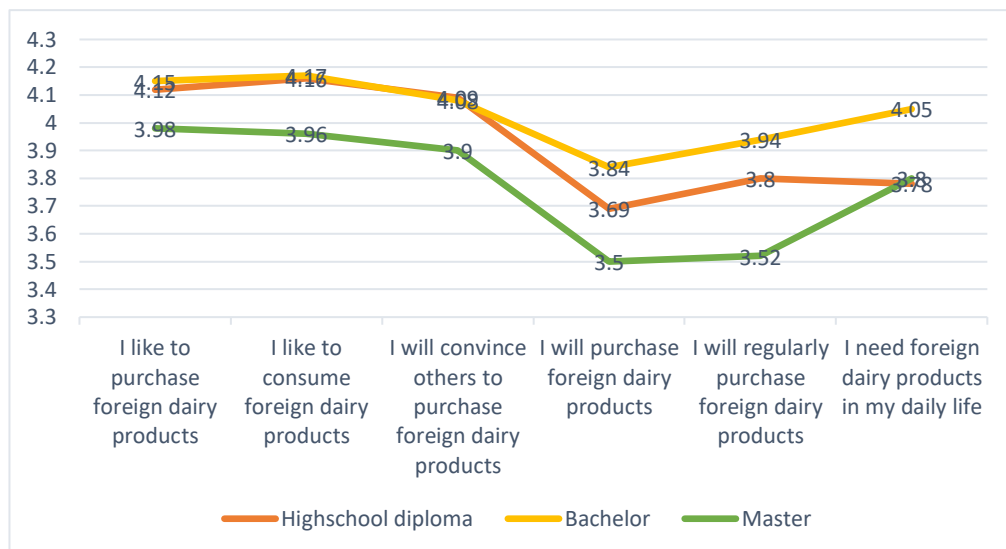


Figure 2.11: Statistical results about behavioral intention and behavior according to surveyors' educational level

(Source: research results)

Descriptive statistics on the intentions of the high school diploma and the bachelor group, ranged from 4.08 to 4.17. However, this number in the master group is only around 3.9 to 3.98 in intention. Significant differences were found in all three groups when asked about behavior. Specifically, the bachelor group has the highest purchase intention (3.84-4.05), followed by the graduate group (3.69-3.8), and followed by the master group (3.5-3.8)

2.2.12. Descriptive statistics on intention and behavior according to surveyors' marital status

Table 2.13: Descriptive statistics about behavioral intention and behavior according to surveyors' marital status

ITEMS	Not married	Married	TOTAL
FREQUENCY	261	125	386
I like to purchase foreign dairy products	4.16	4.02	4.12
I like to consume foreign dairy products	4.18	4.06	4.14
I will convince others to purchase foreign dairy products	4.11	3.96	4.06
I will purchase foreign dairy products	3.74	3.72	3.73
I will regularly purchase foreign dairy products	3.84	3.8	3.82
I need foreign dairy products in my daily life	3.88	3.94	3.9

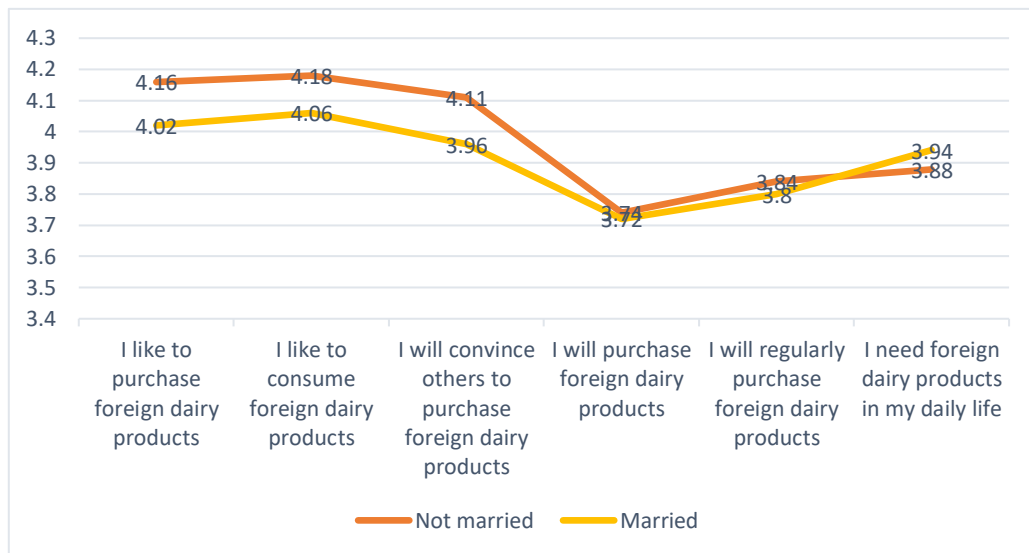


Figure 2.12: Statistical results about behavioral intention and behavior according to surveyors' marital status

(Source: research results)

The statistical intention of the unmarried group varied from 4.11 to 4.18 on average, while the number of the married group ranged from 3.96 to 4.06. When surveyed about their behavior, the unmarried group and the married group showed similar behavior (3.72-3.9).

2.2.13. Descriptive statistics on intention and behavior according to surveyors' known about the campaign "Vietnamese people prioritized Vietnamese products"

Table 2.14: Descriptive statistics about behavioral intention and behavior in two demographic groups know about the campaign

ITEMS	Know about the campaign	Not know about the campaign	TOTAL
FREQUENCY	140	246	386
I like to purchase foreign dairy products	3.9	4.24	4.12
I like to consume foreign dairy products	3.92	4.26	4.14
I will convince others to purchase foreign dairy products	3.86	4.18	4.06
I will purchase foreign dairy products	3.3	3.98	3.73
I will regularly purchase foreign dairy products	3.4	4.06	3.82
I need foreign dairy products in my daily life	3.38	4.19	3.9

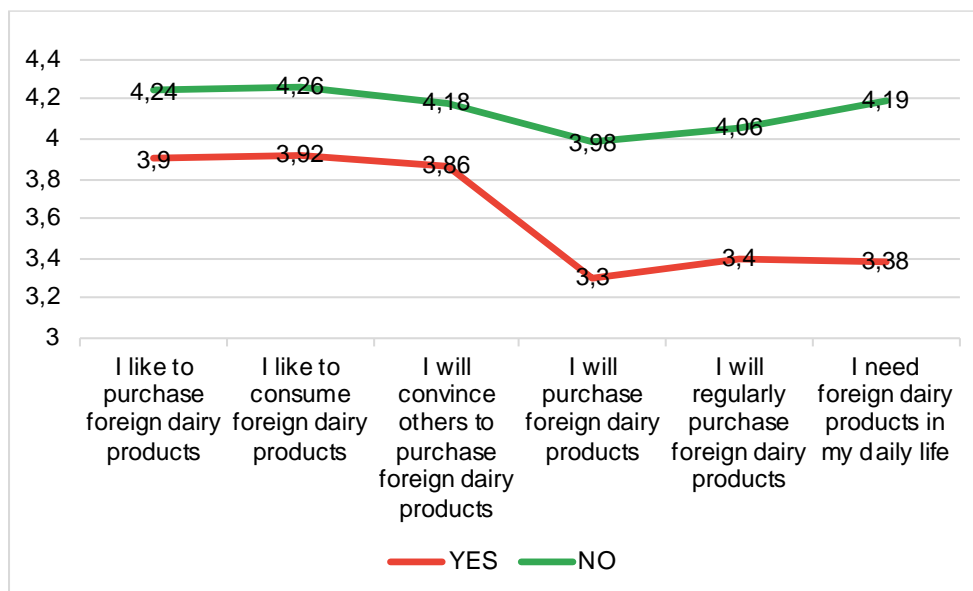


Figure 2.13: Statistical results about behavioral intention and behavior in two demographic groups know about the campaign

(Source: research results)

Looking at the line chart, there is a considerable divergence between the two demographic groups. In this context, the disparity between respondents who know about the campaign “Vietnamese people prioritized Vietnamese products” and who don’t. While the criterion of the intention of the group that knew about the campaign “Vietnamese people prioritized Vietnamese products” tended to be slightly lower than that of the group that did not know about the campaign, from 3.86 to 3.9 compared to 4.18-4.24, the willingness to buy from the first group observe disproportionally gap, from 3.3 to 3.4 compared to 3.98-4.19.

This significant difference between respondents who know about the campaign “Vietnamese people prioritized Vietnamese products” and who don’t is the premise for the author to run the group differential regression analysis in the following section

2.3. Data Analysis

2.3.1. Reliability tests

Table 2.15: Summary table after testing Cronbach's Alpha

No.	Factors	Code	No. of observe	Cronbach’s Alpha
Independent Factor				
1	Attitude	ATT	3	0.845
2	Subjective norm	SN	3	0.637
3	Perceived behavioral control	PBC	3	0.770
4	Price and cost	C	3	0.638
5	Product and nutritional knowledge	K	3	0.817
Dependent Factor				
6	Behavioral intention	BI	3	0.846
7	Behavior	UBT	3	0.813

(Source: research results)

Methods to check the reliability of the scale: In the research, the author used SPSS 25 software to process 666 answer sheets. The scales are preliminarily evaluated

through Cronbach's Alpha reliability test and calculation of the total variable correlation coefficient. Cronbach Alpha for hypothetical variables. Testing Criteria (Nunnally, J. (1978), Psychometric Theory, New York, McGraw- Hill). As mentioned above, 7 variables including 5 independent variables and 2 dependent variables are measured by 21 observed variables.

2.3.2. Validity tests

EFA exploratory factor analysis method: used to evaluate the validity of the scale. This method reduces a set of observed variables to a more significant set of factors. To meet the criteria in exploratory factor analysis, the value of KMO must be 0.5 or higher ($0.5 \leq KMO \leq 1$). Besides, to ensure the correlation between the observed variables, the Sig Bartlett's Test value must be less than 0.05. According to Hair & ctg (1998, 111), the factor loading coefficient (Factor loading) less than 0.5 will be excluded to ensure the practical significance of the scale. Authors Mayers, L.S., Gamst, G., Guarino A.J. (2000) mentioned that: In factor analysis, the method of extracting Principal Components Analysis coefficients along with Varimax rotation is the most commonly used method and stops when extracting factors with Eigenvalue equal to 1. The scale is accepted when the total variance extracted is greater than or equal to 50%.

EFA test for the independent variable. The influencing factor scale includes 32 observed variables and is tested for validity by exploratory factor analysis (EFA) with Principal extraction. Components and Varimax rotations. In the first test of EFA, the results met the requirements of this method. **Table 2.18** shows that KMO index is 0.736, greater than 0.5 and Bartlett's test has sig significance < 0.05 . That shows that the data used for factor analysis is appropriate and there is a correlation between the variables. The total value of variance extracted $> 50\%$, then it can be said that these 5 factors explain 67.719% of the variability of the data. The Eigenvalues of the factors are all high (>1), and the 5th factor has the lowest Eigenvalues of 1,294 > 1 . After conducting the test, the author has come up with 5 new factors to replace the other factor latent variables as the theoretical model:

- The first group of factors "**Attitude**" (ATT): includes 3 observed variables
- The second group of factors "**Product and nutritional knowledge**" (K): includes 3 observed variables

- The third group of factors "**Perceived behavioral control**" (PBC): includes 3 observed variables
- The fourth group of factors "**Price and cost**" (C): includes 3 observed variables
- The fifth group of factors "**Subject norm**" (SN): includes 3 observed variables

Table 2.16: Table of Total Variance

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.480	23.203	23.203	3.480	23.203	23.203	2.328	15.522	15.522
2	2.086	13.909	37.112	2.086	13.909	37.112	2.216	14.776	30.298
3	1.747	11.648	48.760	1.747	11.648	48.760	2.066	13.776	44.074
4	1.550	10.334	59.094	1.550	10.334	59.094	1.776	11.843	55.917
5	1.294	8.625	67.719	1.294	8.625	67.719	1.770	11.803	67.719
6	.751	5.008	72.727						
7	.703	4.684	77.411						
8	.571	3.810	81.221						
9	.543	3.621	84.842						
10	.463	3.087	87.929						
11	.442	2.945	90.875						
12	.433	2.887	93.762						
13	.359	2.393	96.155						
14	.306	2.043	98.198						
15	.270	1.802	100.00						

Extraction Method: Principal Component Analysis.

(Source: research results)

Table 2.17: EFA test results for independent variable

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
ATT1	.856				
ATT2	.865				
ATT3	.849				
C1				.796	
C2				.785	
C3				.670	
K1		.786			
K2		.899			
K3		.860			
PBC1			.802		
PBC2			.802		
PBC3			.831		
SN1					.675
SN2					.778
SN3					.775

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

(Source: research results)

Table 2.18: KMO analysis results for independent variable

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	1710.613
	df	105
	Sig.	.000

(Source: research results)

EFA test for the dependent variable. The author conducts exploratory factor analysis (EFA) to test the validity of the dependent variables. The scale includes 6 observed variables behavioral intention and use behavior. The author performed the test with Principal Components extraction and Varimax rotation.

The results of KMO and Bartlett's Test in **Table 2.20** confirm that factor analysis is appropriate for the collected data set when the KMO index is 0.794, greater than 0.5. The value of Sig Bartlett's Test <0.05 shows that the observed variables are correlated with each other in the population. The total value of variance extracted in **Table 2.19** meets the requirements at 76.454%; This means: 76.454% of the variation of the factors is explained by the observed variables. The Eigenvalues of the two factors are higher than 1, the second factor has lower Eigenvalues of 1,331>1.

Table 2.19: Table of Total Variance

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.256	54.266	54.266	3.256	54.266	54.266	2.302	38.371	38.371
2	1.331	22.188	76.454	1.331	22.188	76.454	2.285	38.083	76.454
3	.420	7.007	83.461						
4	.379	6.309	89.770						
5	.313	5.213	94.983						
6	.301	5.017	100.000						

Extraction Method: Principal Component Analysis.

(Source: research results)

Table 2.20: KMO analysis results for dependent variable

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.794
Bartlett's Test of Sphericity	Approx. Chi-Square	1044.886
	df	15
	Sig.	.000

(Source: research results)

Table 2.21: EFA test results for dependent variable

Rotated Component Matrix^a

	Component	
	1	2
UBT1		.834
UBT2		.872
UBT3		.848
BI1	.833	
BI2	.876	
BI3	.853	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

(Source: research results)

Therefore, based on the results of the EFA test, the author has added 2 new factors representing the original observed variables:

- **Behavioral Intention** (BI) factor includes 3 observed variables
- **Behavior** factor group (UBT): includes 3 observed variables

Therefore, author want to propose adjusted research model:

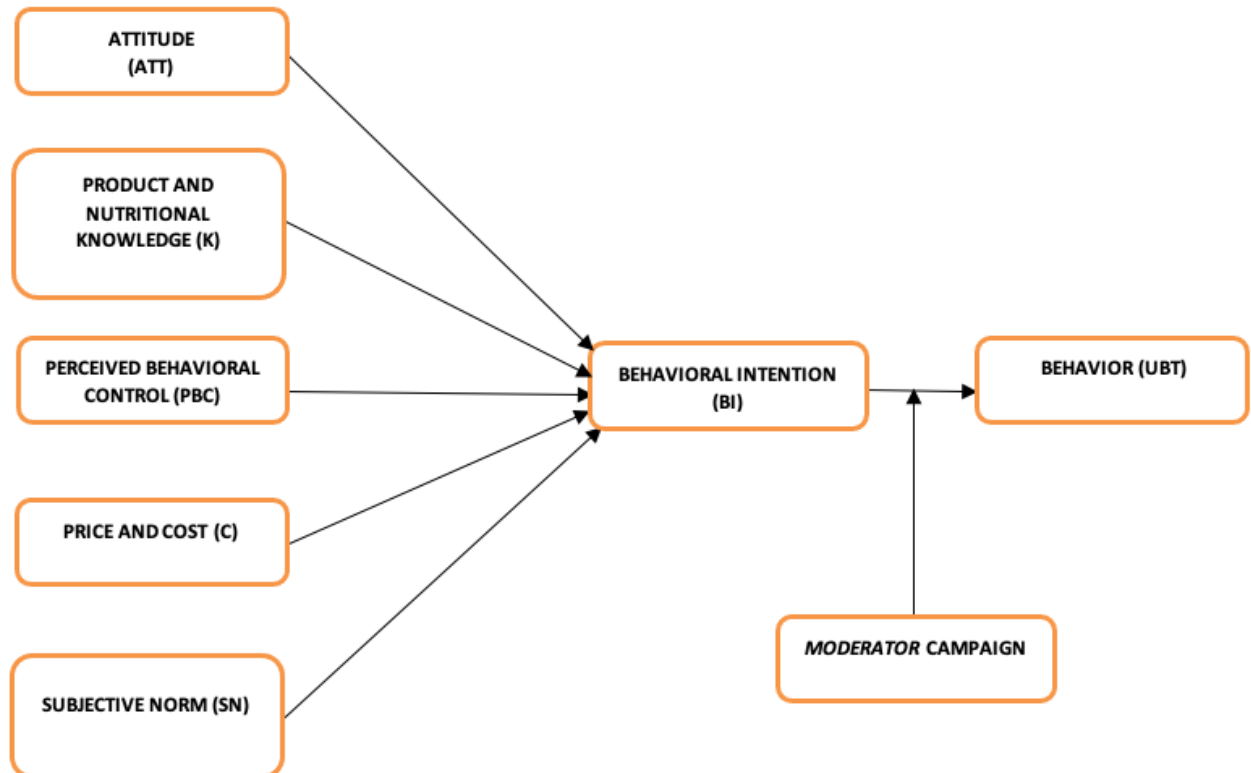


Figure 2.14: Adjusted research model

(Source: research results)

2.3.3. Result of the first regression model

Before analyzing the linear regression, the author analyzes the correlation between the variables by building the correlation coefficient matrix. Analysis results of the correlation matrix between variables Attitude (ATT), Price and cost (C), Product and knowledge nutrition (K), Perceived behavioral control (PBC), Subject norm (SN) presented in **Table 2.22**

Table 2.22: Correlation coefficient matrix

Correlations

		ATT	C	BI	K	PBC	SN
ATT	Pearson Correlation	1	.158**	.496**	.106*	.294**	.219**
	Sig. (2-tailed)		.002	.000	.037	.000	.000
	N	386	386	386	386	386	386
C	Pearson Correlation	.158**	1	.302**	.120*	.137**	.251**
	Sig. (2-tailed)	.002		.000	.018	.007	.000
	N	386	386	386	386	386	386
BI	Pearson Correlation	.496**	.302**	1	.145**	.354**	.326**
	Sig. (2-tailed)	.000	.000		.004	.000	.000
	N	386	386	386	386	386	386
K	Pearson Correlation	.106*	.120*	.145**	1	.108*	.132**
	Sig. (2-tailed)	.037	.018	.004		.034	.009
	N	386	386	386	386	386	386
PBC	Pearson Correlation	.294**	.137**	.354**	.108*	1	.209**
	Sig. (2-tailed)	.000	.007	.000	.034		.000
	N	386	386	386	386	386	386
SN	Pearson Correlation	.219**	.251**	.326**	.132**	.209**	1
	Sig. (2-tailed)	.000	.000	.000	.009	.000	
	N	386	386	386	386	386	386

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

(Source: research results)

From this result, we see that all sig indices of Pearson test are less than 0.05, so we can reject hypothesis H0: Correlation coefficient is 0. The author can conclude that there are five independent variables ATT, C, K, PBC, SN are correlated with the

dependent variable BI. This is also a necessary condition to be able to perform regression analysis in the following steps

However, when examining the results of Pearson correlation analysis, it shows that some independent variables are correlated with each other. The author therefore raises doubts about the problem of multicollinearity. This problem will be tested through the VIF coefficient in the linear regression analysis.

The first regression model:

$$BI = \alpha + \beta_1 (ATT) + \beta_2 (C) + \beta_3 (K) + \beta_4 (PBC) + \beta_5 (SN)$$

Using SPSS software, the author built a model to assess the impact of influencing factor variables: attitude (ATT), price and cost (C), product and nutritional knowledge (K), perceived behavioral control (PBC), and Subject norm (SN) to behavioral control (BI). The results of the first model linear regression are presented in **Table 2.23**.

To evaluate the fit of the first regression model (BI) to the data set, the author used adjusted coefficient R^2 . Through the analyzed results, the adjusted R^2 coefficient is 0.352, which shows that linear regression model is suitable for the data set at 35.2%.

To evaluate the fit of the overall linear regression model, the author used the F-test in the analysis of variance (ANOVA) table, which is presented in **Appendix 3**. The result shows the Sig value. very small (=0.00b) means that the built linear regression model fits the population. The VIF coefficients of the independent variables are all less than 2, so multicollinearity does not occur. Sig test t-regression coefficients of the independent variables that only 4 in 5 are less than 0.05, except Knowledge variable, so the independent variables are significant to explain the dependent variable, 1 variable is excluded from the model.

Accordingly, the regression coefficients of 4 independent variables that have an impact on the dependent variable BI (including ATT, C, PBC, SN) are all greater than 0. Therefore, those have the same effect on the dependent variable. Based on the magnitude of the normalized regression coefficient Beta, the impact level is ranked in descending order: ATT(0.376) > PBC(0.236) > C(0.173) > SN(0.157). In other words:

- Attitude factor has the strongest impact on behavioral intention

- Perceived behavioral control factor has the 2nd strongest impact on behavioral intention
- Price and cost factor has the 3rd strongest impact on behavioral intention
- Subject norm factor has the 4th strongest impact on behavioral intention

Table 2.23: Table of Model Summary and Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.442	.271		1.631	.104		
ATT	.353	.041	.376	8.577	.000	.878	1.139
C	.194	.048	.173	4.031	.000	.916	1.091
K	.038	.036	.044	1.043	.297	.966	1.035
PBC	.179	.043	.183	4.195	.000	.885	1.130
SN	.178	.050	.157	3.587	.000	.881	1.135

a. Dependent Variable: BI

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	.600 ^a	.360	.352	.49031	1.929

a. Predictors: (Constant), SN, K, PBC, C, ATT

b. Dependent Variable: BI

(Source: research results)

The normalized regression equation at the 5% significance level has the following results:

$$BI = 0.376(ATT) + 0.173(C) + 0.236(PBC) + 0.157(SN) + \epsilon$$

The regression coefficients are all greater than 0. Thus, all the independent variables included in the regression analysis have the same effect on the dependent variable. Then the author saves the regression results in the dependent variable and then continue to run the linear regression with the second regression model.

2.3.4. Result of the second regression model

To be able to test the second regression model, the author builds and tests the relationship between behavioral intention and behavior. Before building the model, author will test the correlation between the new independent variable BI..1 and the dependent variable

Table 2.24: Correlation coefficient matrix for second regression model

		BI..1	UBT
BI..1	Pearson Correlation	1	.458**
	Sig. (2-tailed)		.000
	N	386	386
UBT	Pearson Correlation	.458**	1
	Sig. (2-tailed)	.000	
	N	386	386

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: research results)

The findings of the analysis show that all sig indices generated by the Pearson test are lower than 0.05, which means that we can rule out the following hypothesis: It turns out that the correlation coefficient is 0. It is possible for the author to draw the conclusion that there are five independent variables, all of which are correlated with the dependent variable BI. This is another condition that must be met in order to be able to carry out regression analysis in the steps that are to follow.

The second regression model: $UBT = \alpha + \beta_1(BI..1)$

The regression results are presented in **Table 2.25** and **2.26**

Table 2.25: Table of Model Summary and Coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.458 ^a	.210	.208	.63375	1.489

a. Predictors: (Constant), BI..1

b. Dependent Variable: UBT

(Source: research results)

Table 2.26: Table of Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.681	.313		2.177	.030		
BI..1	.899	.089	.458	10.092	.000	1.000	1.000

a. Dependent Variable: UBT

(Source: research results)

To test the influence of the independent variables on the dependent variable, the author uses the adjusted coefficient R^2 . The Adjusted R Square coefficient has a value of 0.208, showing that 1 independent variable has an influence on 20.8% of the change of the dependent variable BI, the remaining 79.2% is due to out-of-model variables and random errors.

To evaluate the fit of the linear regression model, the author uses the F-test in the table of variance (ANOVA), which is presented in **Appendix 3**. The results of the ANOVA table with the value $\text{sig} = 0.000 < 0.05$ show that overall, the regression model predicts statistical significance on the outcome variable and fits the data set.

To check for multicollinearity, the author tested the variance exaggeration factor VIF. According to the results obtained after analysis, the VIF coefficients of the independent variables are all less than 2 so there is no multicollinearity.

With the significance level of 5%, the regression results show that the sig test t regression coefficients of all independent variables are less than 0.05, so this one independent variable is significant to explain the dependent variable UBT. Author did not remove any variables from the model.

According to the regression results, the regression coefficients of the independent variable BI that have an impact on the dependent variable UBT are all greater than 0. Therefore, it has a positive effect on the dependent variable. Based on the magnitude of the normalized regression coefficient Beta, impact level BI..1(0.458), meaning:

- Behavioral intentions have a strong influence on consumer behavior

The normalized regression equation at the 5% significance level has the following results:

$$UBT = 0.458(BI..1) + \varepsilon$$

Regression coefficient is greater than 0. Thus, the independent variables included in the regression analysis all have the same effect on the dependent variable.

Based on the size of the normalized regression coefficient Beta, the order of magnitude of impact from the strongest to the weakest of the independent variables on the dependent variable, the author can conclude that with 6 hypotheses from H1 to H6 have initially set out in the section Research hypothesis (section 1.6), 5 hypotheses are accepted corresponding to the variables, and 1 hypothesis is rejected.

2.4. Regression analysis according to demographic

Based on the synthesis of previous research results, compared with the results collected by the author from the survey, the author will research and conduct additional tests on some content related to the difference in images. The effect of user characteristics on the intention to use digital transformation applications of target groups.

The study will use 2 tools to test this difference. First, the author applies one-way analysis of variance (One way ANOVA) to test the mean value and determine whether there is a difference in intention to use between groups of objects with different characteristics or not. Then, the author will analyze the regression model combined with dummy variables to test the influence of the difference from behavioral intention to actual buying foreign dairy products.

After analyzing the difference between people who know about the campaign "Vietnamese prioritized Vietnamese products", we can see that the sig value of Levene Statistic is 0.262 (>0.05), so the 95% confidence level is correct. Hypothesis H0: "Equal variance" is accepted, we reject hypothesis H0.1: "Different variance". Therefore, the results of ANOVA analysis can be used.

The results of ANOVA analysis have sig = 0.000, so we can conclude that there is a difference in the purchasing behavior of people who know about the Campaign.

Table 2.27: Table of Test of Homogeneity of Variances

Test of Homogeneity of Variances

	Levene			
	Statistic	df1	df2	Sig.
UBT Based on Mean	1.263	1	384	.262
Based on Median	1.708	1	384	.192
Based on Median and with adjusted df	1.708	1	372.777	.192
Based on trimmed mean	1.182	1	384	.278

(Source: research results)

Table 2.28: Table of ONE-way ANOVA

ANOVA

UB

	Sum of				
	Squares	df	Mean Square	F	Sig.
Between Groups	45.913	1	45.913	118.151	.000
Within Groups	149.219	384	.389		
Total	195.132	385			

(Source: research results)

The author builds and tests a linear regression model, adding a dummy variable called "Campaign," with the baseline status for comparison as knowing about the campaign "Vietnamese people prioritized Vietnamese products," in order to test the difference in people's buying behavior under the influence of the campaign "Vietnamese people prioritized Vietnamese products". This allows the author to compare the results to the baseline status and determine whether or not the campaign had an effect (0,0). The information regarding the dummy variables can be found in **Table 2.29** below:

Table 2.29: Table of Dummy variables

	Yes	No
Campaign	0	1
<i>Note:</i> Campaign = 1 if people don't know about the campaign Campaign = 0 if people know about the campaign		

(Source: research results)

The author creates dummy variable, from that, being able to create interactive variable to evaluate the difference in knowing about the campaign that affects people's intention to buy behavior. Hence, there will be an interactive variable named BI.Campaign. The author will estimate the regression model with 2 variables (1 qualitative variable, 1 interactive variable) to find the difference in buying behavior under the influence of the campaign "Vietnamese people prioritized Vietnamese products".

The differential regression model that evaluates the difference in buying behavior under the influence of the campaign "Vietnamese people prioritized Vietnamese products" will have the form:

$$UBT = \eta + \eta_1(BI..1) + \lambda_1(BI.campaign)$$

The author presents the differential regression model in the **Table 2.30** below

Table 2.30: Table of Model Summary and Coefficients for second regression model

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.605 ^a	.366	.363	.56826	1.712

a. Predictors: (Constant), BI.campaign, BI..1

b. Dependent Variable: UBT

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.269	.287		4.418	.000		
	BI..1	.619	.085	.315	7.291	.000	.885	1.130
	BI.campaign	.173	.018	.421	9.726	.000	.885	1.130

a. Dependent Variable: UBT

(Source: research results)

Regression results show that the adjusted R^2 coefficient is 0.363, indicating that 1 variable included in the model has an influence on 36.3% of the change of the dependent variable UBT.

Through R^2 we can conclude that the differential regression model is suitable for the data set at 36.3%. The sig value in the ANOVA analysis table is $0.000b < 0.05$, so the linear regression model is suitable for the study. The ANOVA table is in **Appendix 3**.

The results of the regression model are different at the 5% significance level:

$$UBT = 0.315(BI..1) + 0.421(BI.campaign) + \varepsilon$$

The coefficient $\lambda_1(BI.campaign)$ in the regression model has a value of 0.421. That shows the difference in buying behavior under the influence of the campaign between those who don't know and know.

Specifically, in the case of other factors being held constant, the campaign will affect buying behavior in the group of people who do not know compared to those who do not know, which is 0.421. In other words, those who do not know about the campaign "Vietnamese people prioritized Vietnamese goods" tend to buy foreign dairy products more than those who do know about the campaign "Vietnamese people prioritized Vietnamese goods".

2.5. Summarize the results and test the thesis hypothesis

Table 2.31: Summarize the results of testing the research hypotheses

Hypothesis		Accreditation
H1	Behavioral intention is significantly determined by attitude	Accepted
H2	Behavioral intention is significantly determined by subjective norm	Accepted
H3	Behavioral intention is significantly determined by perceived behavioral control	Accepted
H4	Behavioral intention is significantly determined by price and cost	Accepted
H5	Behavioral intention is significantly determined by product and nutritional knowledge	Rejected
H6	Behavior is significantly determined by behavioral intention	Accepted
H7	Knowing about the Campaign “Vietnamese people prioritized Vietnamese products” is the moderator variable for the behavior	Accepted

(Source: research results)

From this result, the author can confirm that all the five proposed hypotheses (H1, H2, H3, H4, H6) are accepted, except one hypothesis (H5) is rejected. The hypotheses are affected to different degrees and will be presented in **Figure 2.15** below.

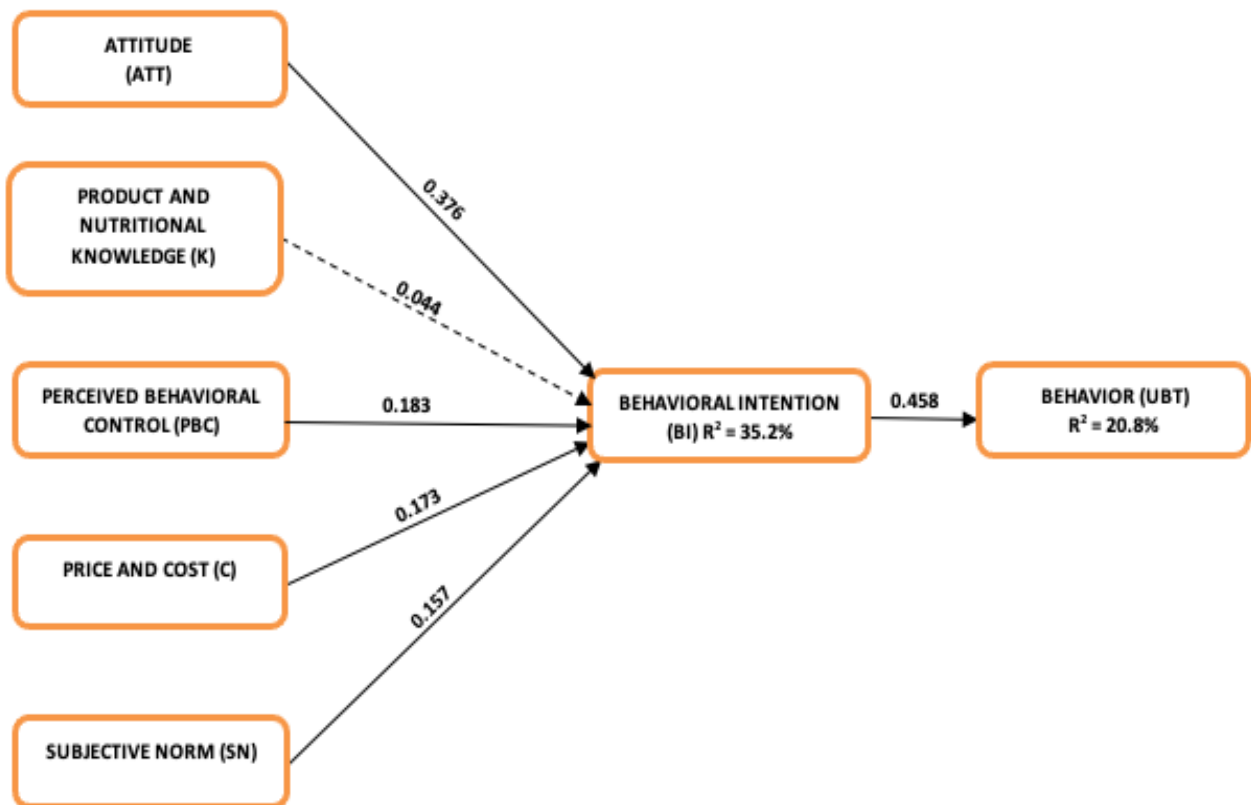


Figure 2.15: Result of the research model

(Source: research results)

- **Attitude**

With the reliability of the scale $\alpha = .845$ and standardized coefficients $\beta = 0.376$. This result shows that attitude has a strongest influence on intention. The more positive an attitude, the more positive the intention, and the more positive the action when it comes to selecting to make a purchase. This result also reveals that people's attitude toward imported dairy goods is very high, indicating that it is vital to work on creating image brands towards domestic dairy businesses.

- **Subjective norm**

With the reliability of the scale $\alpha = .637$ and standardized coefficients $\beta = 0.157$. The influence of family, relatives, and friends as well as important people on intention to buy behavior is also relatively high. This shows that each individual's perception contributes to each person's choice. Therefore, the Campaign “Vietnamese people

prioritized Vietnamese products” solution will motivate people to buy domestic dairy products instead of foreign dairy products.

- **Perceived behavioral control**

With the reliability of the scale $\alpha = .770$ and standardized coefficients $\beta = 0.183$. Perceived behavioral control has a secondary impact on intention and behavior. This factor represents the degree of behavioral control in the context that consumers are influenced by factors from their friends or their buying ability. This result contributes to prove the usability of the theory of planned behavior (Ajzen, 1991).

- **Price and cost**

With the reliability of the scale $\alpha = .638$ and standardized coefficients $\beta = 0.173$. Price and cost are the third strongest factor when surveyed about intention to buy foreign dairy products. This indicate that consumer still consider price and cost as a factor to buy products, and in this study, dairy products is an example. Dairy businesses in Vietnam ought to take advantage of the price advantage they have when competing directly with competitors from other countries, as Vietnam possesses inexpensive facilities and sources of raw materials.

- **Product and nutritional knowledge**

The reliability of the scale $\alpha = .837$ and standardized coefficients $\beta = 0.044$ should have given the author an acceptable result. However, the P-value coefficient does not meet the requirement, so this hypothesis is not accepted, not to mention knowledge of product nutrition was the least influential of all the factors. Consumers have a tendency to believe in product images rather than carefully researching products because dairy products typically have a specific audience to use, and this can be understood in the context of today's society. In addition, it's possible that the sample that was analyzed is to blame for the low level of impact that this factor had.

- **Behavioral intention**

With the reliability of the scale $\alpha = .846$ and standardized coefficients $\beta = 0.468$. When consumers have intention, then their buying behavior will be very high. This result is consisted with previous study by Ajzek (1991). This outcome is consistent with the work that Ajzek did in the past (1991). This study indicates that once consumers have the intention to acquire foreign dairy products, they are more likely to actually behave in a way that leads to the purchase and consumption of those items.

- **Moderator knowing about the Campaign “Vietnamese people prioritized Vietnamese products”**

It is very likely that the marketing campaign "Vietnamese people prioritized Vietnamese products" had a significant impact on the actual purchasing decisions made by customers. Those who were unaware of the campaign "Vietnamese people prioritized Vietnamese products" were **0.421** times more likely to buy foreign dairy products than domestic dairy products. This was the case even though all other factors had an equal amount of influence. People who are aware of the campaign "Vietnamese people prioritized Vietnamese products" will, to put it another way, priorities purchasing domestic dairy products over foreign dairy products when they go shopping for dairy products.

CHAPTER 3: RECOMMENDATIONS TO PROMOTE LOCAL DAIRY PRODUCTS IN VIETNAM

3.1. Prospects of local dairy products in Vietnam

3.1.1. Forecast of the development of Vietnamese dairy products

In the context of the post-Covid-19 pandemic, people's lives have reached a "new normal". Schools and services are reopening. In 2020 and 2021, milk revenue from schools and services to students in general will be reduced. In 2022, the outlook for the dairy industry will have a recovery and growth momentum. Domestic consumers are more and more interested in the origin of ingredients as well as the origin and safety of dairy products. Therefore, they often choose dairy products that are produced directly from raw milk over reconstituted dairy products. This selection trend is evident in urban areas, where consumer awareness is better and with higher incomes, they are willing to pay more for the best products.

3.1.2. Policy orientation of Vietnamese products

Resolution No. 50-NQ/TW dated August 20, 2019 of the Politburo on orientations to perfect institutions and policies, and improve the quality and efficiency of foreign investment cooperation by 2030 with the following tasks: develop mechanisms and policies to protect the domestic distribution market, create conditions for domestic enterprises to develop and be consistent with international commitments and Conclusion No. 77-KL/TW dated June 5, 2020 of Politburo on the policy of overcoming the impact of the Covid-19 pandemic to recover and develop the country's economy, which emphasized: Focusing on strongly developing the domestic market, effectively implementing solutions measures to stimulate domestic consumption, promote the movement "Vietnamese people give priority to using Vietnamese goods"

In addition, on October 20, 2020, at the National Assembly session, the Prime Minister emphasized: "In 2021 and the first time of the 5-year period 2021 - 2025, implement fiscal and expansionary solutions. suitable currency to stimulate aggregate demand, remove difficulties for production and business, key industries, and fields, promote growth, and minimize the impact of the epidemic. Find suitable solutions to both promote export and strongly develop the domestic market, focus on stimulating

consumer demand, develop the domestic distribution system, and build a brand of Vietnamese goods, and at the same time step up promotion. Diversify and expand import and export markets”.

3.2. Opportunities and challenges of promoting Vietnamese dairy products

3.2.1. Opportunities

The fourth industrial revolution opens many opportunities and poses many challenges for each country, organization and individual. This revolution has been having an increasingly strong impact on all areas of the country's economic and social life. With the current explosive development of science and technology and when the whole country is actively participating in the digital transformation process, digital services and products will play an increasingly important role.

3.2.2. Threats

Firstly, fierce competition with imported goods in terms of quality, price, and design. The continued implementation of the roadmap of commitments of the Free Trade Agreements, including the new EU-Vietnam Free Trade Agreements (EVFTA), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), and Agreement on Regional Comprehensive Economic Partnership (RCEP), these agreements will be an opportunity for Vietnam's economy to develop, but also a challenge for Vietnamese businesses when competing in the domestic market countries because the goods imported from developed countries into the Vietnamese market are increasing with more favorable conditions. It requires great efforts from the business community and support by specific and appropriate policies of the state. Domestically produced dairy products face stiff competition from imported products of the same type, quality, and competitive price, and are supported by professional advertising from foreign companies. Meanwhile, the psychology of consumers increasingly wants to use quality products, beautiful designs and competitive prices, so it will create more pressure for Vietnamese businesses.

Second, the psychology of foreign product preference, in Vietnamese word “Sính ngoại”, still exists in a part of consumers (according to the social opinion survey report of the Institute of Sociology, the Central propaganda and training commission, 67% of respondents said that since the campaign "Vietnamese people prioritized Vietnamese products", they themselves have "determined that when buying goods, they will give priority to using Vietnamese goods").

Third, the communication process for the Campaign on the media has not been synchronized to form an effective communication campaign, so it has not really had a strong impact on consumer psychology and behavior. There is still a part of people who buy foreign goods and imported brands.

Fourth, the Covid-19 Pandemic has comprehensively and deeply affected all countries in the world. As a country with an integrated economy, with a large openness, Vietnam has also been affected by many serious impacts on all socio-economic fields. In that context, the domestic market has really been a pedestal for domestic production and business enterprises; The distribution industry is one of the driving forces for economic development.

Fifth, market research is still the weakness of Vietnamese enterprises, especially small and medium enterprises. Vietnamese enterprises are currently ignoring an important issue in their development strategy that is their market access research. This is also one of the reasons why thousands of businesses produce goods but cannot sell them because the market is saturated or there is no demand. In fact, the focus on research and market access has brought many successes to many businesses.

In addition, many Vietnamese businesses still lack experience and sales skills, especially customer service and consulting skills. This is compounded by the fact that the lack of orientation for consumers to know and understand which products to buy. This is also a common weakness of domestic enterprises. Many businesses still lack experience and professional sales skills to attract customers. Therefore, although many Vietnamese products have quality and brand names, the aforementioned problem could lead to dire repercussions. To specify, local dairy products in Vietnam such as TH True milk or Vinamilk have their own representative store, however, medium enterprise or small enterprise, most of them only sell at large distribution systems such as supermarkets or small grocery stores

3.3. Recommendations to promote consuming Vietnamese dairy products

3.3.1. Recommendations for the Department of Domestic Market

Firstly, Department of Domestic Market should intensify campaign to convey information and communication work to mobilize domestic consumers to know, understand and properly appreciate the quality of Vietnamese goods and campaign "Tinh hoa hàng Việt Nam", focus the ability to produce, meet the consumption needs of Vietnamese enterprises.

Second, promote information and communication to mobilize Vietnamese businesses to be aware of their roles and responsibilities to improve the quality and competitiveness of Vietnamese goods; implementation of commitments to protect the interests of consumers; gradually build, protect, and develop brands for Vietnamese goods not only in the domestic market but also reaching out to regional and international markets.

Third, take advantage of the media on the internet to provide official information and actively promote Vietnamese goods and businesses.

Fourth, develop propaganda content about the Campaign in schools and all levels of education, especially universities and colleges. Besides, developing regular programs and categories to promote Vietnamese products and goods; reflect and provide timely, accurate and objective information on the implementation of the Campaign of all sectors and levels. Additionally, developing and implementing communication programs about products and goods of Vietnamese enterprises, creating favorable conditions for businesses, especially small and medium enterprises, cooperatives, and business households to have opportunities to associations to promote their products and goods on the mass media

Fifth, update and publish regularly and promptly the list of domestically produced machinery, equipment, supplies and raw materials, and domestically manufactured information technology products and services, to serve the needs of customers. organizations and individuals exploit and use.

Sixth, diversify propaganda activities about the Campaign with appropriate forms and contents at public places, public cultural institutions such as libraries, cultural houses, etc. state agencies, socio-political organizations; integrating communication activities with better, more attractive and richer forms, using information technology, marketing, culture, art, and movies through which to promote Vietnamese goods and businesses ; compiling propaganda materials about the Campaign and coordinating to integrate it into action programs of ministries, branches, etc.

Seventh, propagating, disseminating, and raising awareness of businesses and consumers about e-commerce, 4.0 models through reports and multi-channel communication activities in the online environment.

Eighth, closely coordinate with the Vietnam Fatherland Front and mass organizations at all levels to effectively organize the implementation of the Campaign “Vietnamese people prioritized Vietnamese products”

3.3.2. Recommendations for company/ consumer association

Firstly, research to develop policies and apply appropriate measures to strengthen linkages in the supply chain of Vietnamese goods associated with quality management and food safety.

Secondly, research and propose policies to strengthen and expand the distribution system, build civilized and modern distribution channels for local dairy products, diversify distribution types, establish a system of retail outlets to sustain sales

Thirdly, in order for consumers to trust and prioritize using local dairy products, Vietnamese businesses should continue to promote the spirit of dynamism, creativity, dare to think, dare to do. Each enterprise, businessman, and business manufacturer promotes Vietnamese intellectual bravery and takes the lead in implementing domestic market development in association with the Campaign “Vietnamese people prioritized Vietnamese products”.

Fourth, Investigate and survey consumer tastes, preferences and demand for products and goods of enterprises in the market; establish a distribution system to bring goods and services to consumers and fulfill commitments of enterprises to consumers.

Finally, focusing on products with product criteria that ensure attractive designs, good effects, and ensure safety and sustainability for consumers, accompanied by after-sales services. In addition, Vietnamese dairy enterprises promote cooperation, linkage, and use of domestically produced techniques, machinery, equipment and raw materials.

3.3.3. Recommendations for others

Vietnamese consumers continue to promote the spirit of patriotism, pride and national pride, proactively prioritize purchase and use local dairy products in their daily lives, expressing the beauty in the priority culture. Use Vietnamese products first, encourage family members and friends to prioritize using not only local dairy products but also all others products.

Besides, sharing information and knowledge about the Campaign “Vietnamese people prioritized Vietnamese products” is one of the most pivotal factors in order to boost these local dairy purchase. Learn and propagate about product quality, avoid distorting about product quality when there is no accurate information, damaging the image of Vietnamese dairy products

3.4. Limitations and future research directions

3.4.1. Limitations

This thesis will of course have limitations. The first limitation of this study belongs to the survey sample. Due to being selected by convenient method, although the author has tried to get a representative in Dong Da district, with demographics including income, age, gender. However, the sample might not provide assurance in terms of representativeness or generality requirements.

The second limitation of the dissertation comes from the translation and conversion of equivalent factors. Some technical factors or terms may not be completely translated, leading to confusion for readers and respondents.

The third limitation of the study belongs to the survey sample. Accordingly, when assessing whether the "Vietnamese people prioritized Vietnamese products" campaign is known or not, the author only uses 2 answers, Yes and No, instead of 4 levels that are "frequently inquired", "know but not often", "know very little", and "absolutely don't know".

3.4.2. Future research directions

Further studies should focus on other products that Vietnamese enterprises are also developing, such as automobiles or smartphones or even online payment services. Focus on factors that many scholars have already researched such as green consumption (Paul, Modi and Patel (2016)), consumer ethnocentrism (Manalu, V. G., & Adzimatunur, F. (2020); (Mehrukh Salmann and Uswa Naeem (2015); (Cheng Lu Wang and Zhen Xiong Chen (2004); Miguel (2021)) to investigate. Expanding the sample size on the societal and national level should also be considered applied in future studies.

According to the report of the Steering Committee of the Campaign "Vietnamese people prioritized Vietnamese products in 2019, the factors of price - quality - origin - form have always been the criteria considered and calculated by consumers before purchasing. So far, there has been a change in the direction of "Brand - price - origin", especially the criterion "Brand" chosen by consumers first is also a very new point, expressing views, love higher demand of people when material living standards improve. Accordingly, the author's research results also show that nutritional quality has a low impact on consumers' purchase intention. Further studies should focus on "Brand" and "Origin" to assess purchase intention and behavior.

Besides, focusing on the Campaign moderator variable "Vietnamese people prioritized Vietnamese products" is also one of the potential factors for further research. Additionally, Further studies should also consider running models based on other theories, adding variables more suitable for the Vietnamese context, or expanding research based on the theoretical framework that the author has proposed. so that you can synthesize, compare, and compare the results.

CONCLUSIONS

Vietnam, which is a country with an economy that is still developing, is making every effort to achieve a high position not only in Southeast Asia but also on the international stage. Dairy products are one of the main basic commodities that contribute to the growth of the Vietnamese economy. Vietnam is an agricultural country, thus in addition to leading products such as coffee and rice, dairy products are also one of the leading products.

It is crucial to the success of any organization to comprehend and seize the customer psychology in order to achieve favorable financial outcomes. The author uses Ajzen's Theory of Planned Behavior (TPB) model as a theoretical framework in the study. Research on behavior based on this model has partially shed light on the factors impacting product purchase intention and behavior of foreign dairy products.

With the intention of promoting and maintaining the position of Vietnamese dairy businesses in the context of international integration, the topic "Factors affecting purchase intention of foreign dairy products in Hanoi" is a topic suitable for the behavioral context in this day and age because consumer behaviors have changed after the conclusion of Covid-19. This is because of the goal of promoting and maintaining the position of Vietnamese dairy businesses in the context of international integration. After doing some research on the matter, I was able to better understand the levels of impact that "Attitude," "Subjective Norm," "Perceived Behavioral Control," "Price and Cost," and "Product and Nutritional Knowledge" had. A distinction was found between the group of people who were aware of the campaign "Vietnamese people valued Vietnamese products" and those who were unaware of the campaign in terms of their intentions and behaviors about purchases of foreign and local dairy goods.

Based on the findings of the study, the author has provided some suggestions for the Domestic Market Department of the Ministry of Industry and Trade, dairy businesses in Vietnam, and consumers in general, with the goal of encouraging the intention and behavior of purchasing local dairy products among the Vietnamese population. To be more specific, one of the most admirable things to do is to put more effort into promoting the campaign "Vietnamese people prioritized Vietnamese products."

In addition to this, the author discussed a few possibilities, difficulties, and prospects for the dairy business in Vietnam in the following year. Besides, this dissertation points out some limitations as well as future directions for any additional students or

academics who want to investigate factors affecting foreign dairy products in general or other products such as cars, mobile phone apps, online purchase services, etc. Finally, this dissertation points out some limitations as well as future directions for any additional students or academics who want to investigate these factors.

Because of my limited amount of time and my limited knowledge of self, I am certain that there are some flaws in my dissertation. I am looking forwards to the feedback that I will receive from my professors so that I can finish my dissertation.

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Appendixes

APPENDIX 1: The process of formation and development of the Department of Domestic Market under the Ministry of Industry and Trade

1.1. Background of the Domestic Market Department - Ministry of Industry and Trade

- Organize the implementation of mechanisms and policies on trade and domestic market development; develop trade and ensure a balance between supply and demand of goods, essential commodities for mountainous areas, islands, deep-lying, remote areas, border areas, and ethnic minorities under the law; on transaction methods and commercial business types as prescribed by law.
- To assume the prime responsibility for, and coordinate with ministries and branches in, directing and regulating the circulation of goods.
- Assume the prime responsibility for and coordinate with ministries, branches, and localities in managing and developing commercial services under the law.
- To assume the prime responsibility for and coordinate with the Ministry of Finance in administering prices for several commodities under the law.
- Assume the prime responsibility for and coordinate with ministries, branches, and localities in formulating policies on commercial infrastructure development (including markets, supermarkets, trade centers, shopping centers, goods auction centers, commodity exchange, logistics center, goods warehouse, fair and exhibition center, retail store) under the law.

1.2. Functions and missions of the Domestic Market Department

1.2.1. Functions of the Domestic Market Department

The Domestic Market Department is an organization under the Ministry of Industry and Trade, performing the function of advising and assisting the Minister of Industry and Trade in state management of commerce and the domestic market in accordance with the law.

1.2.2. Missions of the Domestic Market Department

1. Formulate and submit to the Minister for approval, promulgate or submit to competent authorities for approval and promulgate mechanisms, policies, strategies,

programs, plantings, legal documents on trade, domestic market, which includes trade in rural, mountainous, remote, border, island, and ethnic areas.

2. Assume the prime responsibility for and coordinate with relevant agencies in formulating and submitting to the Minister for approval and promulgation:

- Regulations on criteria and standards for the development of market organization models; type of organization that distributes related commercial goods and services; commercial infrastructure by territories, localities, sectors, groups, or products as assigned by the Minister.
- Regulations on transaction methods and modern commercial business types (franchise, commodity exchange, goods auction floor, logistics center, telephone sales, telemarketing video, radio, etc.) under the state management of the Ministry.
- Regulations on goods and services banned from business, restricted from industry, and subject to conditional business; on conditions for trading in goods and commodities: tobacco, alcohol, petrol, oil, and gas as prescribed by law and as assigned by the Minister.
- Regulations on management of goods distribution activities of traders and enterprises conducting commercial activities in the domestic market (type of organization of goods distribution and distribution of goods and related trade); develop the distribution network of goods, gasoline, gas, alcohol, tobacco; to stipulate the reserve of petrol and oil for circulation according to the provisions of law and as assigned by the Minister.
- Regulations on organization, management, and commercial development model in mountainous, island, remote, border and ethnic minority areas (including markets, border markets, trade centers), supermarkets and related commercial service establishments) as assigned by the Minister.
- Regulations on food safety management for commercial establishments trading in alcohol, beer, beverage, processed dairy products, vegetable oil, processed products of flour, starch, and cakes, jams, candies, containers, and other food products circulating on the market; establishments trading in a variety of food products under the management of 02 ministries or more (excluding wholesale markets and agricultural auction markets) by law.
- Prescribe programs and policies for rural commercial development, approaches to support the development of production, business, and people's lives in mountainous, remote, border and island areas and ethnic minority areas.

- Regulations on criteria for rural commercial infrastructure under the national target program on building new countryside.

3. Recommendation on the implementation, direction, guidance, monitoring, inspection, review, and evaluation of the performance of mechanisms, policies, strategies, programs, planning, legal documents, regulations management regulations on trade and domestic market after being approved and promulgated.

4. Appraisal, approval, grant, adjustment, extension, deprivation of the right to use, revocation of licenses, certificates, certificates of commercial business according to the provisions of law:

- Business license, certificate, certificate of satisfaction of business conditions for tobacco, alcohol, petrol, and gas.
- Certificate of business establishment meeting all food safety conditions.
- Establishing the Goods Exchange, ratifying the operation charter of the Goods Exchange.
- Coordinating with the Department of Planning in appraising and considering the granting of licenses to set up retail establishments of foreign-invested economic organizations in Vietnam.
- Other types of licenses, certificates, and certificates of commercial business as assigned by the Minister.

5. Recommend and organize the work of regulating the circulation of goods, ensuring the balance of supply and demand of essential commodities, ensuring food quality and safety, stabilizing, and promoting the domestic market to develop sustainably; perform the duties of standing on the domestic market management team; market research, analysis, forecast commodity prices, especially essential goods.

6. Assume the prime responsibility for and coordinate with functional units of the Ministry of Finance in administering prices for several commodities as prescribed by law (such as petrol, milk, and functional foods for children under six years old). Coordinate with functional units of the Ministry of Finance to stabilize liquefied petroleum gas prices (LPG).

7. The Ministry's focal point in organizing and implementing activities to implement the Campaign "Vietnamese people give priority to using Vietnamese goods."

8. Recommendation on developing, implementing, inspecting, and supervising mechanisms and policies (including strategies, programs, master plans, legal documents, etc.) on trade infrastructure development regulated trade.

9. Submit to the Government for promulgation regulations on food business conditions in markets, supermarkets, and other types of commerce in accordance with the law.

10. Organize or coordinate in international cooperation activities; scientific and technological research; development of national standards and technical regulations, environmental protection, sustainable consumption, human resource training, and other activities in the field of trade and domestic market as assigned by the Minister.

11. To summarize and report on the operation and implementation of the domestic trade and market law under the Ministry's management for all economic sectors nationwide.

12. Coordinate with the Department of Organization and Personnel in performing the state management of professional associations/associations operating in their assigned areas of responsibility under the law.

13. Assume the prime responsibility for or coordinate with units in the Ministry in guiding, directing, monitoring, synthesizing, and inspecting the performance of state management of trade and domestic market under the Ministry of Industry and Trade regulations, laws, and regulations of the Ministry.

14. Coordinate with units in the Ministry:

- Multi-level sales management, development of e-commerce activities and domestic trade promotion.
- Carry out tasks according to target programs and national target programs (New countryside program, population and health program, sustainable development program) according to regulations and assignment of the Ministry chief.

1.3. The relationship of the domestic market department to other departments



Figure A1.1. Organizational Chart of Ministry of Industry and Trade

(Source: Ministry of Industry and Trade of the Socialist Republic of Vietnam)

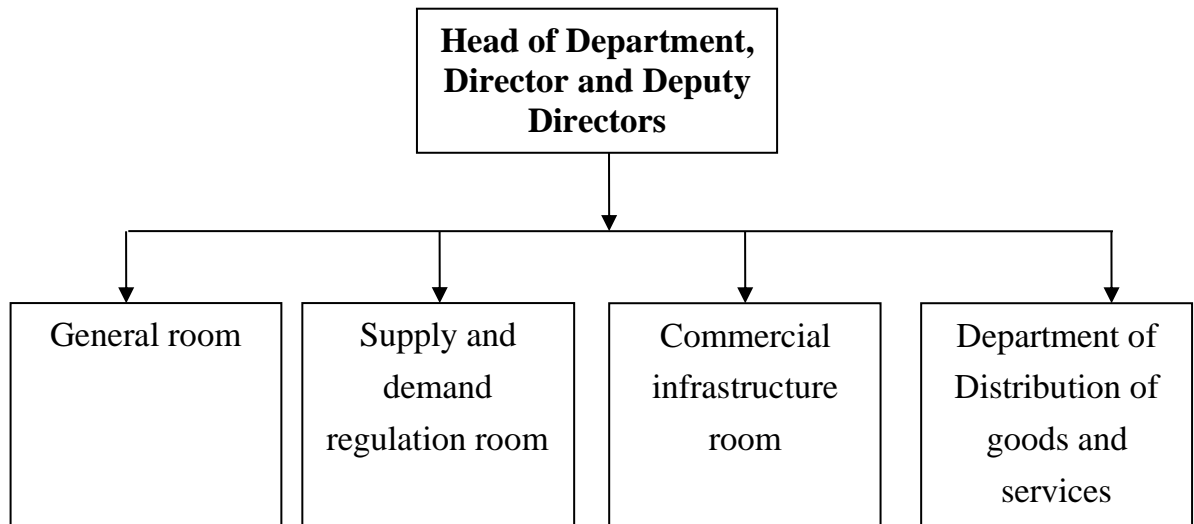


Figure A1.2. Organization chart of the Domestic Market Department

(Source: Ministry of Industry and Trade of the Socialist Republic of Vietnam)

APPENDIX 2: Questionnaire

PHIẾU ĐIỀU TRA

NGHIÊN CỨU CÁC NHÂN TỐ ẢNH HƯỞNG TỚI Ý ĐỊNH MUA SẢN PHẨM SỮA CÓ NGUỒN GỐC NƯỚC NGOÀI CỦA NGƯỜI DÂN VIỆT NAM TẠI QUẬN ĐÔNG ĐA TRÊN ĐỊA BÀN THÀNH PHỐ HÀ NỘI

Kính chào quý khảo sát viên!

Hiện nay tác giả từ Viện Đào tạo Tiên tiến - Chất lượng cao - POHE – Trường Đại học Kinh tế Quốc dân đang thực hiện nghiên cứu về các nhân tố ảnh hưởng tới ý định mua sản phẩm sữa ngoại của người dân Việt Nam trên địa bàn thành phố Hà Nội nhằm xác lập những căn cứ cho việc đánh giá hành vi tiêu dùng của người Việt Nam và đưa ra những kiến nghị, giải pháp để đánh giá khảo sát ý định hành vi người tiêu dùng.

Rất mong các quý khảo sát viên **ĐÁNH GIÁ** chính xác và đầy đủ nhất theo các câu hỏi dưới đây!

Thông tin các quý khảo sát viên cung cấp sẽ hoàn toàn được giữ bí mật và chỉ sử dụng cho mục đích nghiên cứu. Tác giả xin trân trọng cảm ơn!

I. Phần thông tin chung NGƯỜI TRẢ LỜI (Vui lòng chỉ chọn 1 phương án trả lời cho mỗi câu hỏi)

1. Thu nhập hiện tại	<input type="checkbox"/> Dưới 2 triệu VND	<input type="checkbox"/> 2 triệu VND - 5 triệu VND	<input type="checkbox"/> 5 triệu VND – 10 triệu VND	<input type="checkbox"/> Khác (Ghi rõ):.....
	<input type="checkbox"/> 10 triệu VND - 20 triệu VND	<input type="checkbox"/> Trên 20 triệu VND		
2. Giới tính:	<input type="checkbox"/> Nam	<input type="checkbox"/> Nữ	<input type="checkbox"/> Khác	
3. Độ tuổi hiện tại:	<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 25 - 34	<input type="checkbox"/> 35 - 44	<input type="checkbox"/> Trên 45
4. Trình độ học vấn hiện tại:	<input type="checkbox"/> Tốt nghiệp THPT	<input type="checkbox"/> Đại học	<input type="checkbox"/> Thạc sỹ	
5. Tình trạng hôn nhân:	<input type="checkbox"/> Chưa kết hôn	<input type="checkbox"/> Đã kết hôn		
6. Biết về cuộc vận động “Người Việt Nam ưu tiên dùng hàng Việt Nam”:	<input type="checkbox"/> Có	<input type="checkbox"/> Không		

II. Phần đánh giá hành vi mua sản phẩm sữa có nguồn gốc nước ngoài của người dân Hà Nội

(Vui lòng chỉ chọn 1 phương án trả lời phù hợp nhất cho mỗi câu hỏi)

II.1. Nhóm tổ chất thứ nhất: THÁI ĐỘ

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
6. Tôi thích mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Tôi nghĩ rằng việc mua các sản phẩm sữa có nguồn gốc nước ngoài là một ý tưởng hay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Tôi rất hứng thú đối với các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.2. Nhóm tổ chất thứ hai: CHUẨN MỰC CHỦ QUAN

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
9 Những người thân trong gia đình tôi nghĩ rằng tôi nên mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Bạn bè thân thiết của tôi nghĩ rằng tôi nên mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Những người khác (đồng nghiệp, thân tượng) quan trọng với tôi nghĩ rằng tôi nên mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.3. Nhóm tổ chất thứ ba: NHẬN THỨC KIỂM SOÁT HÀNH VI

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
12 Tôi vẫn sẽ mua những sản phẩm sữa có nguồn gốc nước ngoài cho dù bạn bè khuyên tôi không nên mua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Tôi hoàn toàn kiểm soát được việc mua sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Tôi có đủ khả năng mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.4. Nhóm tổ chất thứ tư: NHẬN THỨC GIÁ CẢ

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
15 Các sản phẩm sữa có có nguồn gốc nước ngoài không đắt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Tiêu thụ các sản phẩm sữa có nguồn gốc nước ngoài xứng đáng với giá trị tiền bỏ ra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Tôi chọn các sản phẩm sữa có nguồn gốc nước ngoài vì nó phù hợp với kinh tế bản thân	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.5. Nhóm tổ chất thứ ba: SỰ HIỂU BIẾT

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
18 Tôi biết lựa chọn các mặt hàng sữa có nguồn gốc nước ngoài an toàn để sử dụng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 Tôi biết lựa chọn các mặt hàng sữa có nguồn gốc nước ngoài tốt cho sức khỏe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Các sản phẩm sữa có nguồn gốc nước ngoài giàu chất dinh dưỡng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.6. Nhóm tổ chất thứ tư: Ý ĐỊNH TIÊU DÙNG

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
2 Tôi thích lựa chọn những sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Tôi thích sử dụng những sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Tôi sẽ thuyết phục mọi người cũng lựa chọn những sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II.7. Nhóm tổ chất thứ ba: HÀNH VI TIÊU DÙNG

	1	2	3	4	5
	Hoàn toàn Không Đồng ý	Không Đồng ý	Bình thường	Đồng ý	Hoàn toàn Đồng ý
24 Tôi sẽ mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25 Tôi thường xuyên mua các sản phẩm sữa có nguồn gốc nước ngoài	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26 Các sản phẩm sữa nước ngoài là một phần không thể thiếu trong đời sống hàng ngày của tôi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

XIN CẢM ƠN QUÝ KHÁCH SÁT VIÊN ĐÃ HỖ TRỢ TÁC GIẢ THỰC HIỆN NGHIÊN CỨU NÀY!

APPENDIX 3: ANOVA^a Table

ANOVA^a Table for the first regression model:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.488	5	10.298	42.835	.000 ^b
	Residual	91.352	380	.240		
	Total	142.839	385			

a. Dependent Variable: BI

b. Predictors: (Constant), ATT, KNOWLEDGE, COST, PBC, SN

ANOVA^a Table for the second regression model:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.903	1	40.903	101.840	.000 ^b
	Residual	154.229	384	.402		
	Total	195.1320.	385			

a. Dependent Variable: UBT

b. Predictors: (Constant), BI..1

ANOVA^a Table for the third regression model:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.452	2	35.726	110.633	.000 ^b
	Residual	123.680	383	.323		
	Total	195.132	385			

a. Dependent Variable: UB

b. Predictors: (Constant), BI.Campaign, BI..1

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập - Tự do - Hạnh phúc

PHIẾU ĐÁNH GIÁ SINH VIÊN THỰC TẬP

Sinh viên: Bùi Tiên Long

Mã số sinh viên: 11183007

Khóa: 60 Thuộc Viện Đào tạo Tiên tiến, Chất lượng cao & POHE – ĐHKQTĐ

Đã hoàn thành đợt thực tập tại đơn vị: Vụ Thị Trường trong nước - Bộ Công Thương

Địa chỉ: 54 Hai Bà Trưng, Trần Hưng Đạo, Hoàn Kiếm, Hà Nội

Bộ phận/vị trí thực tập: Phòng tổng hợp

Từ 10/01/2022 đến 15/05/2022.

Đơn vị nhận xét về quá trình thực tập của sinh viên như sau:

STT	Tiêu chí đánh giá	Tốt	Khá	Trung bình	Kém
1	Tinh thần, thái độ thực tập	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Ý thức chấp hành kỷ luật	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Ý thức chấp hành thời gian thực tập	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Tác phong làm việc chuyên nghiệp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Kỹ năng tin học	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Khả năng ngoại ngữ trong công việc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Khả năng hòa nhập, thích nghi với môi trường làm việc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Khả năng hoàn thành công việc được giao	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Tính năng động, sáng tạo trong giải quyết công việc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Tính hữu ích của đợt thực tập đối với đơn vị thực tập	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Nhận xét chung:

Điểm đánh giá quá trình thực tập:..... /10

Ngày tháng ... năm

Xác nhận của Đơn vị

Cán bộ hướng dẫn thực tập

Điện thoại:.....

Email:.....

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập - Tự do - Hạnh phúc

XÁC NHẬN CỦA GIÁO VIÊN HƯỚNG DẪN

Kính gửi: Viện đào tạo Tiên tiến, Chất lượng cao và POHE

Họ tên GVHD: Tiến sĩ Đào Thanh Tùng

Đơn vị công tác:

Xác nhận:

Sinh viên: Bùi Tiến Long

Lớp: Quản trị Kinh Doanh Quốc Tế Tiên Tiến 60A

Đã thực tập đợt 2 trong thời gian từ: _____ đến _____

Về tinh thần, ý thức, thái độ:

Về trình độ, năng lực học tập và nghiên cứu:

Hà Nội, ngày, tháng,.....năm 2022

Giáo viên hướng dẫn

(Họ tên, chữ ký)

TRƯỜNG ĐẠI HỌC KINH TẾ QUỐC DÂN
VIỆN ĐÀO TẠO TIÊN TIẾN, CHẤT LƯỢNG CAO VÀ POHE

NHẬT KÝ THỰC TẬP

Họ và tên sinh viên: Bùi Tiến Long

Mã số SV: 11183007

Chuyên ngành: Kinh doanh Quốc tế
60A

Lớp: QT KDQT TT

Chương trình Tiên tiến

Khóa: 60

Giảng viên hướng dẫn: TS. Đào Thanh Tùng

Cơ quan thực tập: Vụ Thị Trường trong nước - Bộ Công Thương

Địa chỉ cơ quan thực tập: 54 Hai Bà Trưng

STT	THỜI GIAN	NỘI DUNG THỰC TẬP	XÁC NHẬN CỦA GVHD
1	10/1/2022 - 28/1/2022	- Liên lạc với GVHD, lên khung nội dung luận văn tốt nghiệp, thống nhất tên đề tài và khung lý thuyết, cơ sở lý luận - Đầu mối liên lạc tại Vụ Thị trường trong nước về việc khảo sát giảm thải nhựa các doanh nghiệp	
2	14/2/2022 - 25/02/2022	- Xin số liệu thứ cấp từ Vụ Thị trường trong nước - Thiết kế bảng hỏi, kiểm tra thông tin bảng hỏi và chuẩn bị tiến hành điều tra khảo sát xin dữ liệu sơ cấp	
3	28/2/2022 - 22/04/2022	- Hỗ trợ các công chức tại Vụ Thị trường trong nước, chuẩn bị cho các sự kiện nội bộ - Điều tra, khảo sát bảng hỏi bằng hai hình thức online và offline tại địa bàn quận Đống Đa, Tp. Hà Nội	
4	25/04/2022 - 29/05/2022	- Tiến hành xử lý dữ liệu từ kết quả điều tra khảo sát - Bắt đầu viết luận án dựa trên kết quả khảo sát - Hoàn thiện, bổ sung giấy tờ từ Vụ Thị trường trong nước và chuẩn bị hồ sơ để bảo vệ luận án tốt nghiệp	

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Giáo viên hướng dẫn

(Họ tên, chữ ký)