

Research Article

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Analysis of customer's purchase intention and purchase decision for domestic products at local markets in Tien Giang province, Vietnam

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Abstract

Purpose – The main objective of this paper is to analyze some factors influence consumer's purchase intention related to essential product categories in Tien Giang province, Vietnam.

Design/methodology/approach – The paper critically examines the model of some factors affected to consumer's purchase decision at traditional markets. The research data have been collected from groups of 403 respondents in 05 first- ranked markets, 21 second-ranked markets and 18 third-ranked markets located in Tien Giang province. Author has applied Cronbach's Alpha test, Analysis and Factors Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) model to test and verify suggested models and hypotheses.

Findings – The review of author's model revealed that some key factors are cultural sensitivity, consumer ethnocentrism, perceived value and consumer trends that affect customers' purchase intention.

Practical implications – The growth of literature in the field of the study seems to have developed sequentially, providing a continuous updating and learning from the findings/observations of predecessors. This study is to give information based on the consumer approach for domestic enterprises in orientating their production and distribution to meet the demands of consumers. In addition, It might be useful for local government having policies and management tools more effectively to protect consumers.

Keywords

*local market;
Vietnam;
domestic products,
purchase intention*

Introduction

Vietnam government has been strongly built up trading diplomat relationship into regional and international economic integration for more than 40 years. So far, the country has legalized trading agreement with 165 countries, bilateral trade agreement with 72 countries (*Industry and Trade Department, 2016*). Those trade agreements have been activated to achieve multiple benefits. It has been seen that Vietnam manufacturers keep fighting with their competitors for survival. They do not have many

choices, they may run after their clients demand by importing instead of producing or they have to close down their business.

So, this study aims to identify some factors influencing on consuming domestic products behavior. From the perspective of consumers, local manufacturers are needed to measure the demand of their end-clients to provide appropriated products as well as services in order to satisfy the consumers' expectation.

Literature review

The theory of reasoned action (Ajzen&Fishbein, 1969, 1980) provides a model that has potential benefits for predicting the intention to perform a behavior based on an individual's attitudinal and normative beliefs. Individual intention is affected by two factors as attitude and subjective norm. Attitude is what the possible outcomes, how they are good or bad, and how likely they are to occur. Subjective Norm is normative belief about whether each person approves or disapproves of the behavior and motivation to do what each referent person thinks is good for them. The literature is replete with research in which the theory of reasoned action and the theory of planned behavior have been used to empirically evaluate decision behavior of individuals. However, there is a gap in the literature with regards to the possible applications of these theories to small business.

Theory of planned behavior (Ajzen, 1991) is found to be well supported by empirical evidence. Intentions to perform behaviors of different kinds can be

predicted with high accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control; and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior. Attitudes, subjective norms, and perceived behavioral control are shown to be related to appropriate sets of salient behavioral, normative, and control beliefs about the behavior, but the exact nature of these relations is still uncertain. The limited available evidence concerning this question shows that the theory is predicting behavior quite well in comparison to the ceiling imposed by behavioral reliability.

In this study, the author has based on theoretical model of Nguyen Dinh Tho and Nguyen Thi Mai Trang (2010) to identify influential factors on consuming domestic products at local markets in case of Tien Giang province, Vietnam. The important factor influencing the buying behavior of domestic goods is the ethnocentrism (Herche, 1994, Klein & Ettenson, 1999, Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2011), cultural sensitivity (Kamaruddin & Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2011), and the product judgement (Klein, 2002, Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2011).

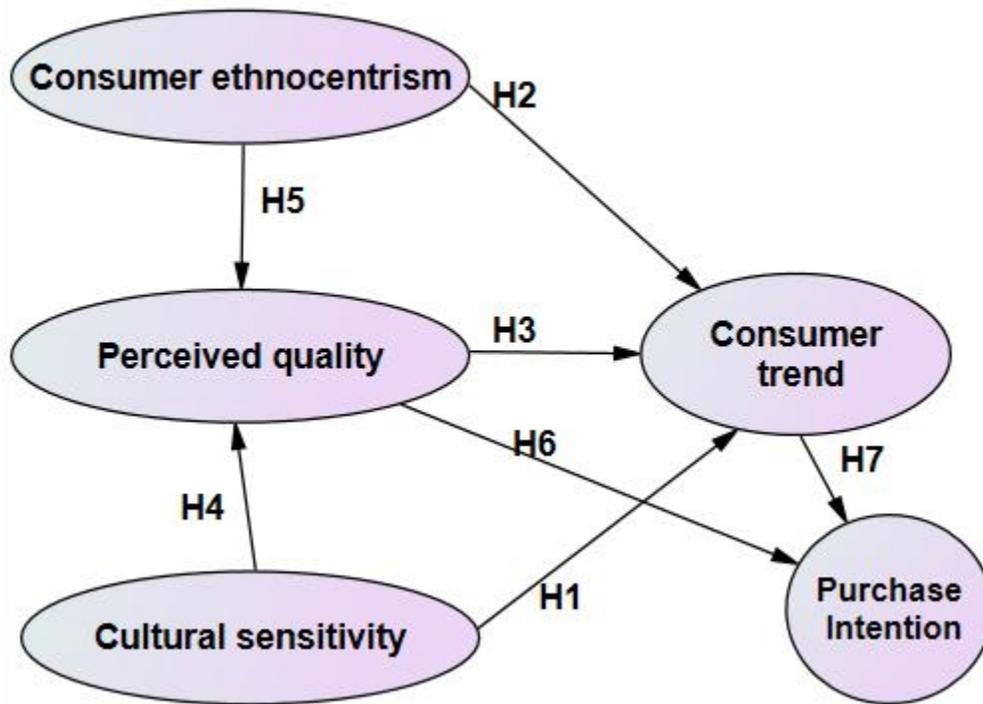


Figure 1. Models and hypotheses proposed by author

Consumer trend of domestic goods: According to the American Marketing Association, consumer behavior is the interaction between environmental stimulation and human perceptions. Through interaction, people change their behavior. According to Kotler & Levy (1969), consumer behavior is a specific behavior of an individual when making decisions to purchase, use and dispose of a product or service. Consumer behavior is a process that allows an individual or group of people to choose, purchase, use a product or service, satisfy their needs or desires "(Solomon Micheal, 1992).

Cultural sensitivity

Culture can be defined as the whole of beliefs, values and customs that are formed by the learning process and it directs the consumer behavior of the members of society (Schiffman & Kanuk, 2000). Individuals in a society have different experiences and attitudes towards the values of different cultures and their cultures (Nguyen DinhTho et al., 2011). Members of a particular culture, if they have the opportunities to interact with members of another culture, their prejudices against cultures other than their own culture are often reduced (Sharme et al. a, 1995). This characteristic is expressed through cultural sensitivity, in other words, cultural sensitivity indicating the level of recognition and recognition of the values of cultures other than one's culture (Nguyen DinhTho et al., 2011). The research results of Nguyen DinhTho et al. (2011) show that cultural sensitivity is a factor influencing domestic purchase intention. Consumer ethnocentrism is derived from the more general psychological concept of ethnocentrism. Therefore, the author have hypothesized H1 and H4 as follows:

H1: Cultural sensitivity affects consumer trend on domestic products (expectation +)

H4: Cultural sensitivity affects perceived value on domestic products (expectation +)

Perceived value

There is a relationship between perceived value, price quality and risk. Consumer may use price as an indicator of quality, this create price-quality relationship. If price used in the role price has a positive relation with perceived value and intention (Monika Kukar, Nancy M, & Kent B, 2012, p. 65). And also the difference in price among products creates perceived value (Kanagal). As the price of the product increases (within the price range set by individual consumer), perception of value increases to

some extent. On the contrary perception of value will decrease if the price is beyond the price range set by the consumer (William b Dodds, Kent B. Monroe, Dhruv greval, 1991). Consumers consider the product quality and the price before their final decision of purchasing. If the product is unacceptable to pay for, the perceive value is less (William b Dodds, Kent B. Monroe, Dhruv greval, 1991).

Perceived value is the subjective feeling of consumers to the quality of a product (Zeithaml, 1988; Netemeyer et. al., 2004); it is the consumer's subjective feeling about the qualities that a product can bring to them (Tho et. al., 2011). Perceived value brings value to consumer and it is reason they purchase this product rather than others (Yoo et. al., 2000). High perceived quality means consumers can recognize the difference and the superiority of the products due to plentiful amount of experiences related to that brand (Yoo et. al., 2000). As the result, if a particular domestic product is perceived to have higher quality by consumers, they will express fondness to it due to the attributes which are more appealing to them and will want to possess this products more than others (Tho et. al, 2011). Consumers will also have a preference of this product over other competing products (Zeithaml, 1988; Yoo et. al., 2000). Therefore, hypothesis H3 and H6 can be as follow:

H2: The perceived value affects consumer trend on domestic product (expectation +)

H6: The perceived value affects purchase intention on domestic product (expectation +)

Consumer ethnocentrism

Basically, ethnocentric individuals tend to view their group as superior to others. As such, they view other groups from the perspective of their own, and reject those that are different and accept those that are similar (Netemeyer et al., 1991; Shimp& Sharma, 1987). This, in turn, derives from earlier sociological theories of in-groups and out-groups (Shimp& Sharma, 1987). Ethnocentrism, it is consistently found, is normal for an in-group to an out-group (Jones, 1997; Ryan & Bogart, 1997). Consumer ethnocentrism specifically refers to ethnocentric views held by consumers in one country, the in-group, towards products from another country, the out-group (Shimp& Sharma, 1987). Consumers may believe that it is not appropriate, and possibly even immoral, to buy products from other countries. Purchasing foreign products may be viewed as improper because it costs domestic jobs and hurts the economy.

Shimp and Sharma (1987) have noted that consumer ethnocentrism gives the individual a sense of identity, feelings of belonging, and, most importantly, an understanding of what purchase behavior is acceptable or unacceptable to the in-group. Moreover, they argue that consumer ethnocentrism is closely correlated to patriotism, politico-economic conservatism, and dogmatism. For their part, Sharma, Shimp, and Shin (1995) maintain that consumer ethnocentrism is positively correlated to patriotic and conservative attitudes, but has a negative correlation with cultural openness. Accordingly, a consumer who has a high ethnocentric tendency will be dogmatic and not open to foreign cultures, and as such consumer will have generally unfavorable attitudes toward foreign culture and products. As mentioned above, consumer ethnocentrism derives from the more general construct of ethnocentrism, which can be defined as people viewing their in-group as central, as possessing proper standards of behavior, and as offering protection against apparent threats from out-groups (Brislin 1993). Moreover, when the impact of consumers' ethnocentrism and perception of the country of origin on their attitude toward a certain product are considered simultaneously, consumer ethnocentrism is likely to offset the impact of the perception of the country-of-origin. Therefore, the author have hypothesized H2 and H5 as follows:

H2: consumer ethnocentrism affects consumer trend on domestic product (expectation +)

H5: consumer ethnocentrism affects perceived quality on domestic product (expectation +)

Consumer trend

The consumer trend for health related products is increasing in demand (Dimitrova, Kaneva, & Gallucci, 2009). From a sociological point of view, researchers have suggested that consumers' concern for environment has been a moral basis of some consumption practices (Shaw & Newholm, 2002). In earlier research on consumption, Baudrillard (1981) has proposed the theory of sign value, which he expressed that according to his sign theory, environmentally friendly consumption is a sign indicating morality and ethics in the social context. Personal value gives an internal reference to what is good, beneficial, important, valuable, excellent, desirable and helpful on observation of consumer behavior (Schwartz, 2003). According to Schwartz (2006), values are concepts or beliefs about desirable end-states or practices that rise above particular circumstances, guide choice or evaluation of

purchasing behavior and events and are requested by relative importance. Personal values of consumer's serve as a focal point in many cognitive tasks, for example attitude formation or decision-making about a brand purchase. However, the empirical relationships between personal values and behaviors is generally low (Michael, 1984). Personal values are also recognized as an important factors in environmentally-friendly purchase decision (Burgess, 1992), with several studies confirming the relationship between personal values and environmentally friendly purchase decision (Lee, 2011; Van der Werff, Steg, & Keizer, 2013), and between personal values and sustainable ethical purchase decision (Miroso et al, 2013). Consequently, personal values change due to increasing environmental concerns and are increasingly important for businesses to understand consumer behavior from environmental aspects (Fraj & Martinez, 2006). Therefore, the current study incorporates four dimensions of personal values namely health consciousness, environmental consciousness, appearance consciousness, and need for uniqueness affected the purchase decision of buyers. Thus, the following hypothesis is proposed:

H7: Consumer trend affects purchase intention on domestic products (expectation +)

Purchase intention

According to TPB (Ajzen, 1991), human behaviour is determined by intention and perceived behavioural control. Behaviour is influenced by the intention to perform the behaviour. According to Conner and Norman (2005), intention is the proxy determinants of behaviour. Intentions themselves are influenced by attitudes towards the behaviour, subjective norms and perceived control over the behaviour. The weight for each construct is determined empirically and varies across different behaviours. Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important keypoint for consumers during considering and evaluating of certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool use in predicting purchasing process. In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their purchase decision will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).

Methodology of the Research

Research process: This study has been combined qualitative and quantitative research methods. Qualitative research method has been conducted by interviewing 30 respondents in 02/2017 to modify observational variables that have been used to measure research concepts. Quantitative research has been conducted through direct interviews with 403 consumers at 05 first- ranked markets, 21 second-ranked markets and 18 third-ranked markets located in TienGiang province, Vietnam from 02/2017 to 05/2017 by convenient sampling using a detailed questionnaire to test model and research hypotheses.

Data processing techniques: Collected data was evaluated by means of Cronbach's Alpha reliability analysis, EFA, CFA, and SEM to test and verify suggested models and hypotheses.

Results and Discussion

Status of market operations in Tien Giang province: Until 06/2017, there are 176 markets consisting of 05 first- ranked markets (2.8%), 21 second-ranked markets (11.9%) and 152 third-ranked markets (85.3%) located in Tien Giang province with more than a market per village on average. There are 24 urban markets, 152 rural markets, 03 fruit markets.

Table No 1. Statistics for local markets in Tien Giang province

Unit: markets

Place		Ranked Markets		
		First-ranked markets	Second-ranked markets	Third-ranked markets
My Tho City	14	2	1	11
Go Cong Town	13	1		12
Chau Thanh District	18		4	14
Cho Gao District	20	1	2	17
Cai Be District	35		5	30
Tan Phuoc District	6		2	4
Go Cong Dong District	16		2	14
Go Cong Tay District	18		4	14
Tan Phu Dong District	7			7
Cai Lay District	17			17
Cai Lay Town	12	1	1	10
Total	176	5	21	150

(Source: Industry and Commerce Department of Tien Giang Province)

Description of research sample

Research process: Among 403 respondents, there are 102 females (25.2 %), 303 males(74.8 %) among total respondents; and 143 respondents earning less than 3 million VND per month (35.3%), 246 earning from 3 to less than 5 million VND (60.7%), 16 earning above 5 million VND (4 %). Therefore, almost respondents of research are average customers with limited income. Among 405 respondents, there are 100 respondents at first- ranked markets (24.7%), 210 respondents at second-ranked markets (51.9%) and 90 respondents at third-ranked markets (23.5%).

Data processing techniques: Collected data was evaluated by means of Cronbach's Alpha reliability analysis, EFA, CFA, and SEM to test and verify suggested models and hypotheses.

Results analysis of scales' reliability

The results presented in Table No.2 shows that in the observation variables have been used to measure research concepts in the reliability analysis of the scale via the Cronbach's Alpha coefficient (Cronbach's Alpha coefficient > 0.6 and correlation coefficient – total > 0.3, Nunnally & Burnstein, 1994).

Table 2. Results of the reliability analysis of research concepts

Variables	Cronbach's Alpha
Cultural sensitivity VH	
VH1: Product packaging in Vietnamese is easy to understand	0,864
VH2: Traditional food of Vietnam is familiar to my taste	
VH3: Religious factors affect my buying decision	
VH4: Festivals and fairs affect my buying decision	
VH5: Family role always affects my shopping	
Consumer ethnocentrism TVC	
TVC1: The government needs to put some barriers to imports (such as product quality requirements, consumer health, environmental protection in the country)	0,872
TVC2: Government should encourage the import of products that can not be produced in Vietnam	
TVC3: Domestic product brand will be selected over imported goods without product brand	
TVC4: Domestic goods are of good quality and price are more suitable than Chinese goods of the same type	
TVC5: I only buy foreign goods when these products in Vietnam a lack of quality	
TVC6: I only buy foreign goods when not produced in the country	
Perceived Value GTCN	
GTCN1: I think that Vietnam products have reasonable price	0,894
GTHN2: I think domestic products give me the satisfaction, suit my needs	
GTHN3: I often choose go to traditional market not only to buy products but also to communicate with others	
GTHN4: At the market, I can negotiate prices with the seller	
GTCN5: Buy Vietnam products at the market, I receive promotional gifts, discounted regularly	
GTCN6: I feel Vietnam products are safe for health	
GTCN7: I feel domestic products are durable and easy to use	
Consumer trend XH	
XH1: I have the ability to buy products independently	0.829
XH2: I like shopping more for myself than for my family	
XH3: I always like the best products or services to serve	
XH4: I always have a high demand for being connected to the Internet for shopping	
XH5: I am always interested in healthy products for myself and my family	
Purchase intention YDINH	
YDINH1 First I always think about the features and usefulness when buying products	0.893
YDINH2 Experience, habits of using domestic products affect my purchase intention	
YDINH3 Personality, preferences affect my purchase intention	
YDINH4 I will continue to buy domestic products to meet my needs	
YDINH5 I often intend to buy items based on the introduction of my family and friends	

(Source: author's survey data, 2017)

The results of EFA

The results of EFA presented in Table No.3 and Table No.4 show suggested scales have been satisfied the standard. EFA factors affecting the purchase intention

are respectively extracted into 06 factors corresponding to observe variables with KMO of 0.851 (>0.6) and Sig. of 0.000 <0.05. The EFA results are analyzed by Varimax rotation method.

Table No.3 EFA results of factors affecting purchase intention

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
VH1			.763	
VH2			.765	
VH3			.767	
VH4			.717	
VH5			.714	
XH1				.676
XH2				.721
XH3				.719
XH4				.695
XH5				.706
TVC1		.732		
TVC2		.720		
TVC3		.756		
TVC4		.758		
TVC5		.760		
TVC6		.710		
GTCN1	.727			
GTCN2	.698			
GTCN3	.767			
GTCN4	.718			
GTCN5	.792			
GTCN6	.684			
GTCN7	.760			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				.933
Bartlett's Test of Sphericity	Approx. Chi-Square			4530.771
	df			253
	Sig.			.000

(Source: Author' survey data, 2017)

Note. Coefficients measure figures is $2/d.f.ratio < 5$ (Schumacker & Lomax, 2004), $TLI > 0.90$ (Hair et. al, 2006), $CFI > 0.95$ (Hu & Bentler, 1999), $RMSEA < 0.07$ (Hair et. al, 2006), $p - value > 0.05$ (Hair et. al, 2006).

Table No.4 EFA results of purchase intention on domestic products

Component Score Coefficient Matrix		
	Component	
	1	
Ydinh1	.241	
Ydinh2	.229	
Ydinh3	.237	
Ydinh4	.247	
Ydinh5	.239	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	1143.262
	df	10
	Sig.	.000

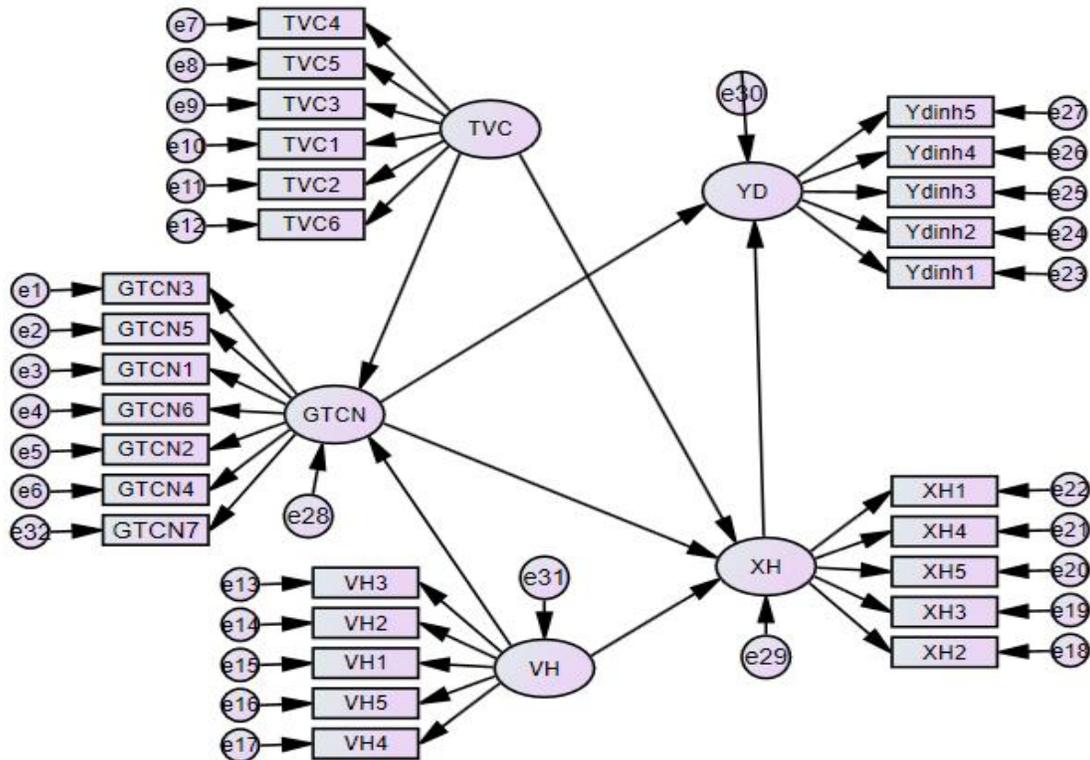
(Source: Authors' survey data, 2017)

Note. Coefficients measure figures is $2/d.f.ratio < 5$ (Schumacker & Lomax, 2004), $TLI > 0.90$ (Hair et. al, 2006), $CFI > 0.95$ (Hu & Bentler, 1999), $RMSEA < 0.07$ (Hair et. al, 2006), $p - value > 0.05$ (Hair et. al, 2006).

Results of CFA

The CFA results presented in Figure No.2 shows that all scales meet the requirements for reliability, average

variance extracted, convergent validity, discriminant validity and unidirectional.



Chi-square=643.715;df=343;CMIN/df=1.877;p=.000;
TLI=.944;CFI=.949; RMSEA=.047;

Figure No.2- Results of study test

(Source: Author' survey data, 2017)

The results of the test hypotheses

significance level of 0.05, the corresponding confidence level of 95% as follows:

The results of the test hypotheses presented in Table No.5 show that all hypotheses are acceptable at

Table No.5 Test hypothesis test results

			Estimate	S.E.	C.R.	P	
GTCN	<---	TVC	.917	.122	7.487	***	Supported H5
GTCN	<---	VH	.438	.056	7.808	***	Supported H4
XH	<---	GTCN	.042	.025	1.683	.092	Supported H3
XH	<---	TVC	.331	.055	5.994	***	Supported H2
XH	<---	VH	.232	.028	8.258	***	Supported H1
YDINH	<---	XH	1.283	.148	8.656	***	Supported H7
YDINH	<---	GTCN	.403	.052	7.746	***	Supported H6

(Source: Author' survey data, 2017)

Discussion and conclusion of the research

Discussion

Purchase intention of domestic products (YDINH) is affected by consumer trend (XH) and perceived value (GTCN) as follows:

$$YDINH = 1.283 XH + 0.403 * GTCN$$

This implies that consumer's purchasing intention for domestic goods at local markets in Tien Giang province are influenced by consumer trend as 1.283 and perceived value as 0.403. In which, the factor of consumer trend is affected by these factors such as cultural sensitivity (VH), consumer ethnocentrism (TVC) and perceived value (GTCN) as follows:

$$XH = 0.331 * TVC + 0.232 * VH + 0.042 GTCN$$

$$GTCN = 0.913 * TVC + 0.438 * VH$$

This means that:

(i) The results of the study show that the most important role of consumer ethnocentrism plays in consumer trend at local markets with estimate of as 0.331.

(ii) Moreover, purchasing intention at the local market is also led by Vietnam culture, its subculture, etc..These things have been influenced by cultural sensitivity as well as their social environment. By identifying and understanding the cultural sensitivity that influence their customers, businesses have the opportunity to develop a strategy, a marketing message and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers to better meet the needs of its customers and increase sales. Cultural sensitivity has the effect on purchase intention with estimate of as 0.232;

(iii) Further, it is shown in which way the results of such this study can support local businesses in adapting domestic products in accordance with consumers' opinions on quality and preference. Perceived value of domestic products and its relationship to purchase intention. In detail data, customers at local markets thought that Vietnam products have reasonable price, suit their needs. In addition, they often choose markets not only to buy products but also to communicate with others, and they can negotiate prices with the seller at local markets. That is one of reason why traditional markets in Vietnam often has been crowded everyday even having other mordern models such as supermarket, shopping malls, etc. Perceived value factor has the effect on consumer trend with estimate of as 0.042;

(iv) In addition, the study also shows that for essential commodities, consumer ethnocentrism with a high beta coefficient of 0.913 means that consumers still favor domestic goods towards to their perceived value. The cultural sensitivity factor also contributes to the perceived value of consumers in the country with estimate of as 0.438.

Conclusion

The study has been formulated multiple data sources. Author has developed those database based on primary and secondary sources. Tien Giang province has many types of markets with various types of products from traditional villages to other products from other places. Market is a part of socio-economic Vietnamese life that has been reputed through history of agricultural economy. Those domestic manufacturers might need to consider these factors to meet their consumers' demands. They may know consumers in 21-century have more than one option to decide which products they might decide to buy or not to buy. Many other customers have gained very much their rights and they know how to spend their money for what products have good stable quality. Consumers are to decide their needs, so manufactures need to keep them as loyal customers who might support local producers because of good quality and good services, not any other reasons. In the consumers' trend of global integretion, many people tend to like using imported products from developed countries because they might believe in its quality and good reputation. This is another of factors related to local authority whose may need to maintain the preservation and development the cultural characteristics of a region by its policy.

There are many other challenges for domestic producers how to satisfy their end-buyers and also their distributors' channel across markets. Because of herd mentality, sellers in the markets may promote products they receive premium commission manufactures rather than others. To solve the profit/loss math, this is never been easy for any small and medium manufactures to handle their distribution system. It might be launched in smart marketing strategies or trade protectionism for domestic manufacturers. This research developed a linkage between some factors which are mentioned above.

However, with limited time and author's knowledge, there might have some restricted point of views in analyzing the whole picture of macro economic and limited study in local markets in Tien Giang province by convenient sample method which was not representative for the whole of research targets. It also has other factors author does not mention in this study.

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