

INFLUENCING FACTORS ON TOURISTS' PURCHASING BEHAVIOR OF MACAPUNO PRODUCTS IN TRA VINH PROVINCE

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TÓM TẮT:

The objective of the study is to identify the factors influencing tourists' purchasing behavior towards Macapuno in Tra Vinh province. The proposed research model includes seven factors: (i) Convenience; (ii) Marketing activities; (iii) Influence of relevant individuals; (iv) Nutritional value and characteristics of Macapuno; (v) Local influence; (vi) Friendliness of the local people; (vii) Price of Macapuno. To examine these relationships, the research team surveyed 182 tourists who visited Trà Vinh province and had purchased Macapuno at least once. After data cleaning, the team selected 165 valid responses for quantitative analysis. The research findings indicate that six out of the seven proposed factors influence tourists' purchasing behavior towards Macapuno. The factor "Price of Macapuno" does not affect tourists' purchasing behavior. Based on these findings, the study also proposes several solutions to enhance Macapuno business activities for vendors in Trà Vinh province.

Keywords: Purchasing behavior, Macapuno, province Tra Vinh.

1. Introduction

Macapuno is a type of coconut that is often mutated (Samonte, 1989). The Macapuno fruit has an unusual kernel, with a thicker coconut flesh compared to regular coconuts, with two distinct layers: the outer layer of coconut flesh adjacent to the husk has a texture resembling glutinous rice, while the inner layer of coconut flesh abuts the coconut water, which floats like foam (Torres, 1937). Tra Vinh province is one of the provinces with a large coconut cultivation area, ranking second nationwide after Ben Tre province. Regarding Macapuno, Tra Vinh province is the province with the strongest development of Macapuno varieties in the country, with a current area of 722.5 hectares, concentrated in Cau Ke and Chau Thanh districts (Man Quan, 2022).

To date, many studies have shown that cultivating Macapunos brings about greater economic

efficiency compared to cultivating regular coconuts. Specifically, the model of cultivating Macapunos typically yields profits of 286.03 million VND per hectare per year, higher than the model of cultivating regular coconuts, which yields profits of 55.78 million VND per hectare per year, equivalent to 5.13 times (Hai et al, 2020). Due to the economic benefits of cultivating Macapunos, scientists have embarked on the project "Building a model of cultivating Macapunos using embryo seedlings in Tra Vinh". Scientists have successfully researched Macapuno varieties using embryo seedlings to increase the proportion of Macapunos to 70-80%, instead of about 20% as before, opening up prospects for enriching the livelihoods of people cultivating Macapunos (Phong Vu, 2020).

Therefore, Macapunos, which have embryo seedlings that bring about Macapuno yields of up to

80% and provide high economic efficiency compared to regular coconut varieties, necessitate further research to understand purchasing habits regarding Macapuno products. This will be a top priority for researchers in the field of economics. Therefore, the study "Factors influencing the purchasing behavior of tourists towards Macapuno products in Tra Vinh province" is essential for Tra Vinh province. Understanding how tourists decide to purchase Macapuno products will provide valuable insights. The research aims to offer managerial implications to enhance business efficiency for Macapuno products, specifically targeting the tourist market in Tra Vinh province.

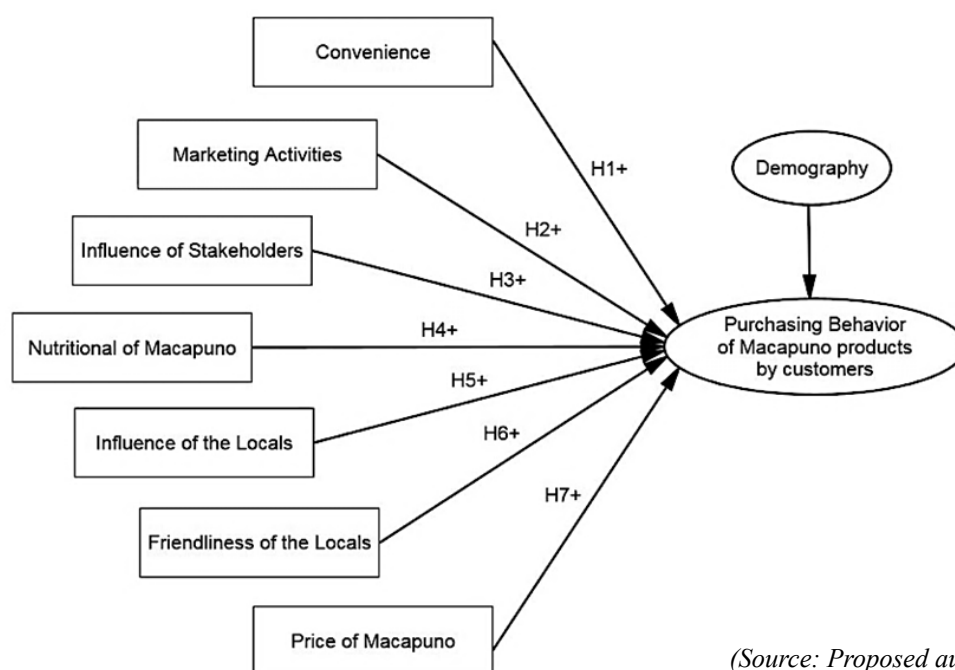
2. Research summary

Through exploration, the authors noted a lack of studies on Macapuno products, focusing instead on other products: Piyawajanusorn and Pimkord (2023) studied factors affecting consumer behavior towards imported fruits in Thailand, using data from 400 respondents. They found consumer attitudes, marketing activities, and promotions positively impacted purchasing decisions, though mixed marketing activities had a negligible and negative impact. Boca (2021) surveyed 1230 people in Maramures County, Romania, identifying a positive relationship between consumer preferences, attitudes,

and behavioral variables towards fruit and vegetable consumption. Jiang et al. (2021) analyzed factors influencing consumer behavior towards corporate-branded fruits using data from 312 consumers. They identified six factors: gender, convenience, taste, post-tasting evaluation, sampling, and influence from relatives and friends. Hsu (2014) studied food choice behaviors related to traditional Taiwanese food among 389 tourists, finding that attitude, subjective norms, and perceived behavioral control significantly predicted purchasing intentions.

In Vietnam, Tran Chi Truong and Nguyen Van Ngoc (2014) researched Phu Quoc fish sauce purchasing behavior, identifying eight influencing factors: consumption habits, social influence, brand image, product quality, safety, convenience, price, and marketing activities. Vo Thi An Nhi and Nguyen Thi Thanh Nguyet (2022) identified five factors influencing wine purchasing decisions in Vietnam: brand, origin, distribution channels, social influence, and personalization. Chu Quoc Vy (2020) studied beer purchasing behavior in Ho Chi Minh City, finding six significant factors: subjective norms, perceived control and financials, quality, price, distribution density, and promotions. Hoang Gia Tri Hai (2019) investigated instant noodle purchasing decisions in Tuy Hoa City, identifying six significant factors: product, enjoyment, trust, price, convenience, and

Figure 1. Research model



(Source: Proposed authors, 2024)

influence of relevant persons.

Overall, domestic studies on purchasing behavior adapt international models for specific products, using frameworks like Kotler and Armstrong's Consumer Buying Behavior Model, Ajzen's Theory of Planned Behavior, and the American Customer Satisfaction Index. These theories provide a comprehensive framework for understanding factors influencing tourists' purchasing behavior towards Macapuno products in Tra Vinh province, offering insights for enhancing business strategies.

3. Research model

To establish a basis for proposing a specific research model for the purchasing behavior of tourists buying Macapuno, the group of authors synthesized influencing factors from existing studies. Additionally, the authors conducted in-depth interviews with 20 vendors at stores selling Macapuno in Chau Thanh and Cau Ke districts. The interview results revealed five factors from previous studies and introduced two new factors: "Nutrition of Macapuno" (H4) and "Friendliness of the locals" (H6), based on the nutritional value and unique characteristics of the Macapuno as well as the hospitable, friendly, honest, and straightforward nature of the people in Tra Vinh province.

4. Research method

4.1. Approach to data collection

The study's data were collected through direct telephone interviews and online surveys of tourists who visited Tra Vinh province and purchased Macapuno. The authors contacted Macapuno selling locations in Chau Thanh and Cau Ke districts to gather tourist names and phone numbers. Data collection occurred from August to December 2023.

4.2. Data collection

According to Hair et al. (1998), the minimum sample size for exploratory factor analysis is five times the total number of measured variables ($n = 5 \times m$). Tabachnick and Fidell (1996) suggest a formula ($n = 50 + 8 \times m$) for the minimum required sample size. With 7 independent variables, the minimum is 106 observations. The study used 165 survey questionnaires, meeting these criteria.

4.3. Data Analysis

Data analysis techniques included reliability testing using Cronbach's Alpha, Exploratory Factor Analysis (EFA), Multiple Linear Regression analysis, and T-tests to assess differences between demographic and dependent variables.

5. Research results and discussion

5.1. Reliability of the scale

Table 1 shows that all Cronbach's Alpha coefficients exceed 0.7, indicating reliability. Additionally, the observed variables for the 8 scales (PBM, CONV, MKTG, STKH, NUTR, LOCS, FLOC, and PRMC) have item-total correlations > 0.3 , making all variables acceptable.

5.2. Exploratory Factor Analysis

5.2.1. Independent Variables

The study conducted an EFA on the independent variables. The first analysis with 28 observed variables formed 7 factor groups, but variables MKTG05 and MKTG06 appeared in multiple groups with factor score differences < 0.3 . These variables were removed, and a second EFA with 26 variables was conducted. The KMO coefficient was 0.729, and Bartlett's test was significant ($p < 0.05$), indicating suitability for EFA. The analysis extracted 7 factor groups with an Eigenvalue of 1.260, explaining

Table 1. Reliability Test of the Scale using Cronbach's Alpha Coefficient

Latent Variable	Observed Variable	Coefficient
Convenience (CONV)	CONV01, CONV02, CONV03, CONV04	0.802
Marketing Activities (MKTG)	MKTG05, MKTG06, MKTG07, MKTG08	0.718
Influence of Stakeholders (STKH)	STKH09, STKH10, STKH11, STKH12	0.929
Nutritional of Macapuno (NUTR)	NUTR13, NUTR14, NUTR15, NUTR16	0.844
Influence of the Locals (LOCS)	LOCS17, LOCS18, LOCS19, LOCS20	0.776
Friendliness of the Locals (FLOC)	FLOC21, FLOC22, FLOC23, FLOC24	0.789
Price of Macapuno (PRMC)	PRMC25, PRMC26, PRMC27, PRMC28	0.891
Purchasing Behavior of Macapuno	PBM29, PBM30, PBM31, PBM32	0.833

(Source: The results of the surveyed data analysis, 2024)

70.797% of the variance. All observed variables had factor loadings > 0.5 and formed 7 factor groups.

5.2.2. Dependent Variables

The EFA analysis for the dependent variable shows a KMO index of 0.644 and a significant Bartlett's test ($p < 0.05$). The EFA verifies the convergence of observed variables, confirming their appropriateness within a factor. The analysis extracted one factor with an Eigenvalue of 2.698 and a total variance of 67.446%, meeting the criteria. All observed variables had factor loadings > 0.5 .

5.3. Multiple Linear Regression Analysis

To understand the impact of each independent variable on the dependent variable, a systematic examination was conducted. Table 2 shows that all variables have a significant coefficient ($p = 0.000 < 0.05$) except for PRMC ($p = 0.334 > 0.05$). Therefore, all variables are statistically significant for the dependent variable, purchasing behavior of Macapuno products, except for the Price of Macapuno. The adjusted R-squared is 0.559 (F-test, $p = 0.000 < 0.05$), indicating that 55.9% of the variation in purchasing behavior is explained by the independent variables, with over 95% confidence.

ANOVA analysis yielded a Sig. = $0.000 < 0.05$. Therefore, overall, the independent variables are linearly correlated with the dependent variable. Thus, the linear regression model is appropriate

for the real data. The Durbin-Watson statistic = 2.050 falls within the range [1: 3], indicating no autocorrelation in the model. Additionally, the variance inflation factor (VIF) for all independent variables is < 10 . Therefore, the model does not suffer from multicollinearity.

5.4. Discussion of Research Findings

The Nutritional of Macapuno (NUTR) factor has the strongest impact on purchasing behavior with a standardized regression coefficient $\beta = 0.366$. Other factors, such as Influence of Stakeholders (STKH), Convenience (CONV), Influence of the Locals (LOCS), and Friendliness of the Locals (FLOC), also positively influence purchasing behavior. The Marketing Activities (MKTG) factor has the weakest positive impact. The Price of Macapuno (PRMC) does not significantly impact purchasing behavior, likely because Macapuno are a well-known specialty with unique features and high nutritional value, making price less of a concern for customers.

6. Conclusion

Based on the research findings, the authors propose the following policy implications to enhance Macapuno business operations in Tra Vinh province:

Macapuno has higher nutritional content compared to regular coconuts, including galactomannan, which helps regulate blood sugar, and other nutrients like protein, calcium, iron, fiber,

Table 2. Summary of Multiple Linear Regression Analysis Results

Factors	Unstandardized Coefficients		Standardized Coefficients	T-test	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.000	0.344		-2.907	0.004		
CONV	0.263	0.054	0.274	4.835	0.000	0.838	1.193
MKTG	0.112	0.033	0.192	3.418	0.001	0.853	1.173
NUTR	0.262	0.040	0.366	6.518	0.000	0.851	1.175
LOCS	0.266	0.055	0.254	4.845	0.000	0.978	1.022
FLOC	0.144	0.034	0.228	4.240	0.000	0.931	1.075
PRMC	0.034	0.035	0.051	0.968	0.334	0.982	1.019
STKH	0.185	0.036	0.282	5.160	0.000	0.898	1.113
Adjusted R-squared							0.559
F change							30.726
Sig. F Change							0.000
Durbin-Watson							2.050

(Source: The results of the surveyed data analysis, 2024)

and vitamins. Research institutions should continue to study and breed varieties with higher nutritional content and better taste.

For business owners: Stores should be in convenient, spacious locations for tourists; The sales process should be quick and standardized; Product information should include QR codes for origin verification; Marketing should feature attractive ads, eye-catching images, and promotional programs on social media platforms like Facebook, TikTok, and e-commerce sites; Stores should offer commissions to tour guides and build effective online sales channels; Staff should maintain a friendly attitude

and standardized sales processes.

For local authorities: Continue researching to develop better-tasting or low-fat Macapuno varieties; List nutritional values on packaging; Promote the “One Commune, One Product” (OCOP) program, focusing on Macapuno as Tra Vinh's specialty; Implement communication campaigns to enhance local pride and awareness of Macapuno.

The study is preliminary, surveying customers at retail points mainly targeting tourists. Future research should include e-commerce and social media buyers, and assess customer satisfaction to refine sales strategies and enhance the Macapuno brand in Tra Vinh ■

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN HÀNH VI MUA HÀNG CỦA KHÁCH DU LỊCH ĐỐI VỚI SẢN PHẨM MACAPUNO TẠI TỈNH TRÀ VINH

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TÓM TẮT:

Mục tiêu của nghiên cứu là xác định các yếu tố ảnh hưởng đến hành vi mua hàng của du khách đối với dừa sấp tại tỉnh Trà Vinh. Mô hình nghiên cứu đề xuất 7 yếu tố, bao gồm: (i) Sự tiện lợi; (ii) Hoạt động tiếp thị; (iii) Ảnh hưởng của các cá nhân liên quan; (iv) Giá trị dinh dưỡng và đặc điểm của Macapuno; (v) Ảnh hưởng của địa phương; (vi) Sự thân thiện của người dân địa phương; (vii) Giá cả của dừa sấp. Để kiểm tra các mối quan hệ này, nhóm tác giả đã khảo sát 182 du khách đến tỉnh Trà Vinh và đã mua dừa sấp ít nhất 1 lần. Sau khi làm sạch dữ liệu, nhóm tác giả đã chọn 165 câu trả lời hợp lệ để phân tích định lượng. Kết quả nghiên cứu cho thấy có 6 trong số 7 yếu tố từ mô hình đề xuất ảnh hưởng đến hành vi mua hàng của du khách đối với dừa sấp. Yếu tố “Giá cả dừa sấp” không ảnh hưởng đến hành vi mua hàng của du khách. Dựa trên những phát hiện này, nghiên cứu cũng đề xuất một số giải pháp để nâng cao hoạt động kinh doanh dừa sấp cho các cơ sở bán hàng tại tỉnh Trà Vinh.

Từ khoá: hành vi mua, dừa sấp, tỉnh Trà Vinh.