

CONSUMERS BEHAVIOR TOWARDS ORGANIC FOOD PRODUCTS: CASE IN VINH LONG CITY

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ABSTRACT:

The study was conducted to determine the factors affecting consumers' decision to purchase organic food in Vinh Long province. The final data was collected from 340 consumers who had purchased organic food and applied the Linear regression analysis method to analyze the data using SPSS 20 software. The results of the regression analysis showed that the factor Product quality had the strongest impact on consumers' decision to purchase organic food in Vinh Long province, followed by the factors Health awareness, Convenience, Reliability awareness, Attitude towards the product.

Keywords: Purchase decision, organic food, consumers, Vinh Long province.

1. Introduction

The rapid development of industry leads to many current environmental problems such as dusty air, heavily polluted environment. In addition, the application of new scientific and technical achievements in animal husbandry, cultivation also increase the risk of food being contaminated due to pesticides residues including: herbicides, growth stimulants, chemical residues of preservatives in vegetables, tuber and fruit, growth factor residues in animal's meat. Therefore, consumers have been increasingly using safe food products to get healthy, especially organic food. Organic food gradually appears in supermarkets and retail stores to response the needs of consumers' clean products.

Consumption of organic food is really a new trend to help consumers in Vinh Long province

feel secure and reduce concerns about food hygiene and safety problems. The study was conducted to analysis the impact of factors affecting decision purchase organic food of consumers in Vinh Long province, thereby proposing some solutions to promote consumption of products.

2. The research overview

2.1. Definition of organic food

According to the Center for Science and Technology Information and Statistics, 2016, organic agriculture is “a production method that manages the farm and its environment as a single system. Organic food is products produced based on natural farming or breeding systems, without the use of fertilizers and pesticides, herbicides, preservatives, growth antibiotics (World Health Organization).

2.2. Factors influencing the decision to purchase organic food

Product quality has a positive impact on consumers' purchase of organic food (Dickieson and Arkus, 2009; Alamsyah and Angliawati, 2015; Trinh, 2021). Besides, Higuchi and Avadi (2015) show that purchasing decision of organic food is mainly influenced by perceived quality in the future. In addition, Anh and Dung (2024) also show that Quality of product has a positive impact on consumers' purchase intention of organic food and purchase behavior organic food.

In particular, brand trust has a positive effect on the purchase of organic food products (Dickieson and Arkus, 2009). Humaira and Hudrasyah (2016) show that consumers' level of trust in organic food is important because trust will determine their buying behavior. Besides, trust in communication of organic food has a strong impact to purchase decision (Dumortier et al, 2017). Nguyen and Tran (2021) find that trust is mediating in the relationship between attitude, subjective norm and perceived behavioral control.

According to Lockie et al (2002), Tran et al (2019), the strongest motivation for consumers to buy organic food is health. Besides, research by Sasananan (2017) also shows that health concern is one of the leading factors leading to consumers' preference when deciding to buy organic rice in Bangkok, Thailand. Furthermore, the actual buying behavior for organic food in Aceh, Indonesia is significantly affected by health concerns (Darsono, 2018). Ali's study (2021) also confirms that health consciousness is positively related to Chinese university students' buying behavior of organic food. Health Awareness has a positive impact on consumers' purchase decision of organic food (Lam and Ngoc, 2024).

Steptoe et al (1995) investigate and conclude that convenience factor including the purchase and preparation of food, such as ease of preparation, simple cooking, purchased at the store near the workplace, available products at stores and

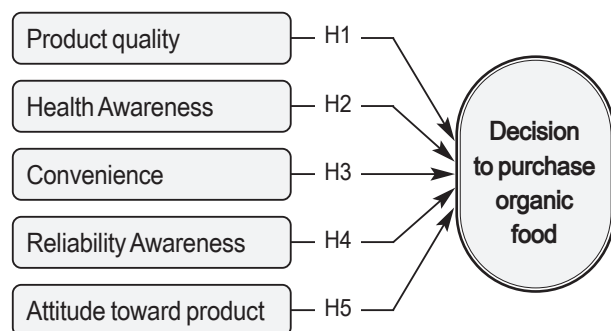
supermarkets has an impact on purchasing food. Convenience factor at stores positively affects consumers' decision to buy organic agricultural products (Trinh, 2021), and the location of sale has a significant influence on decision buy organic food (Ikasari et al, 2016; Vo, 2017).

In addition, Singh and Priyanka (2017) find that attitudes toward organic food positively influence consumers' organic food purchasing behavior in India. Attitude towards organic food has a positive impact on the intention to buy organic food (Ahmed & colleagues, 2020) and positive impact on consumers' purchase behavior organic food (Anh and Dung, 2024).

2.3. Research Model

Based on the results of previous studies on factors affecting the decision to purchase organic food products, the study proposes five factors, consist of: Product quality (QUAL), Health Awareness (AWHE), Convenience (COVI), of Reliability Awareness (AWTR), Attitude toward product (ATTI).

Figure 1. Proposed research model



Source: Proposal of our team

Research hypotheses:

H1(+): Product quality has a positive influence on the decision to purchase organic food

H2(+): Health Awareness has a positive influence on the decision to purchase organic food

H3(+): Convenience has a positive influence on the decision to purchase organic food

H4(+): Reliability Awareness has a positive influence on the decision to purchase organic food

H5(+): Attitude toward product has a positive influence on the decision to purchase organic food

3. Research method

To conduct regression analysis best, the sample size needs to ensure the formula: $n > 8m + 50$ (Tabachnick & Fidell, 1996). The project is expected to have 5 groups of factors, so the minimum sample size is 90. The topic selects 340 observations. The study used the statistical method to describe and test the scale's reliability using Cronbach's alpha coefficient, EFA discovery factor analysis, and linear regression determine the level of factors affecting the decision purchase of organic food products.

4. Research results and discussion

4.1. Cronbach's alpha reliability test

The Cronbach's alpha reliability test results showed that the 27 observed variables met the conditions in the reliability analysis (Cronbach's alpha coefficient of the scale > 0.6 and the correlation coefficient of the total variable > 0.3).

greater than 50%. Through the factor analysis process with the principal component analysis and varimax rotation, the results were 5 factor groups with 22 observed variables, including: Attitude (ATTI), Product Quality (QUAL), Reliability Awareness (AWTR), Health Awareness (AWHE), Convenience (COVI). (Table 2)

4.2.2. Analysis of dependent variable factors

Results of exploratory factor analysis EFA for dependent variables: coefficient KMO = 0.769 ($0.5 < \text{KMO} < 1$); Barlett's Test has significance level Sig. = 0.000 ≤ 0.05 ; The result of the Eigenvalues parameter is 2.566 > 1 ; value of total variance extracted = 74.145% ($> 50\%$). The results of exploratory factor analysis show Decision to purchase includes DECI3, DECI4 and DECI2, DECI1.

4.3. Linear regression analysis

The model has an Adjusted R squared of 52.5%; that is, the variation in purchase decision explained by five factors is 52.5%. The analysis

Table 1. The reliability of the scale

No.	Scale	Observed variables are eliminated	Cronbach's Alpha	Quality
1	QUAL	No	0.821	Good Quality
2	AWHE	AWHE5	0.718	Quality
3	COVI	COVI3	0.769	Quality
4	AWTR	AWTR2	0.798	Quality
5	ATTI	No	0.895	Good Quality
6	DECI	No	0.809	Good Quality

Source: Data analysis results, 2024.

4.2. Exploratory factor analysis (EFA)

4.2.1. Analysis of independent factors

The KMO value is intended to consider the appropriateness of a factor analysis. The results of KMO reached a value of 0.783 ($0.5 < \text{KMO} < 1$); Barlett's Test on the correlation of the observed variables has significance level Sig. = 0.000 ≤ 0.05 ; The Eigenvalues parameter result is 1.248 > 1 ; The total variance extracted is 71.445%,

results show that the significance level of 1% (Sig = 0.000) shows that the linear regression model is suitable for the data set and can be used. The Durbin-Watson coefficient = 1.936, ranging from 1.5 to 2.5, shows that the model has no autocorrelation and the VIF coefficient < 2 , indicating that the regression model has no phenomenon multicollinearity.

Standardized regression equation:

Table 2. Exploratory factor analysis results for independent variables

Observed variables	Component				
	1	2	3	4	5
ATTI5	0.929				
ATTI1	0.929				
ATTI4	0.850				
ATTI2	0.779				
ATTI3	0.694				
QUAL5		0.859			
QUAL3		0.818			
QUAL4		0.641			
QUAL1		0.602			
QUAL2		0.563			
AWTR3			0.833		
AWTR4			0.808		
AWTR1			0.730		
COVI5			0.521		
AWTR5			0.506		
AWHE2				0.760	
AWHE3				0.755	
AWHE4				0.738	
AWHE1				0.667	
COVI1					0.801
COVI4					0.717
COVI2					0.609

Source: SPSS analysis results, 2024.

$$Y = 0.110*ATTI + 0.433*QUAL + 0.233*AWTR + 0.379*AWHE + 0.347*COVI$$

Through Table 3, the analysis results show that Attitude (ATTI), Product Quality (QUAL), Reliability Awareness (AWTR), Health Awareness (AWHE), Convenience (COVI) are statistically significant at the 1% level.

QUAL is the factor that has the strongest impact on the decision to purchase organic food of Vinh Long City consumers ($\beta = 0.433$). The results of this analysis are similar to research by Dickieson and Arkus, 2009; Trinh, 2021, Anh and Dung, 2024). If Product Quality factor increases by 1 unit, the decision to purchase organic food of Vinh Long City consumers will increase by 0.433 units.

The Health Awareness factor positively affects the decision to purchase organic food. If Health Awareness factor increases by 1 unit, the purchase decision will increase by 0.379 units.

Factors Convenience ($\beta = 0.347$, Reliability Awareness ($\beta = 0.233$), Attitude toward product ($\beta = 0.110$) positively affect the decision to purchase organic food of consumers in Vinh Long City.

5. Conclusion

The research results analyze the organic food consumer behavior in Vinh Long City and the influence of each factor on purchase

decision. The factors that positively affect purchase decision organic food are Product quality (QUAL), Health Awareness (AWHE), Convenience (COVI), of Reliability Awareness (AWTR), Attitude toward product (ATTI). To promote consumption of organic food in the market of Vinh Long City, the research team proposes a number of solutions for business.

Table 3. Linear regression analysis

Observed variables	Factor	Standardized Regression Coefficient	t	Significance level
ATTI	Attitude toward product	0.110	2.253	0.025
QUAL	Product quality	0.433	8.910	0.000
AWTR	Reliability Awareness	0.233	4.786	0.000
AWHE	Health Awareness	0.379	7.798	0.000
COVI	Convenience	0.347	7.134	0.000
Adjusted R Square = 52.5% Sig. value of the F test F = 0.000 Durbin-Watson value = 1.936				

Source: Data analysis results, 2024

Firstly, it is necessary to strengthen the communication, introduction and promotion of safety food the health benefits of organic food to consumers. Secondly, businesses constantly

improve the quality and increase the range of organic food on sale. Finally, businesses need to develop more stores and points of sale for organic food to increase convenience ■

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HÀNH VI CỦA NGƯỜI TIÊU DÙNG ĐỐI VỚI SẢN PHẨM THỰC PHẨM HỮU CƠ: NGHIÊN CỨU TẠI TỈNH VĨNH LONG

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TÓM TẮT:

Nghiên cứu được thực hiện nhằm xác định các nhân tố ảnh hưởng đến quyết định mua thực phẩm hữu cơ của người tiêu dùng tại tỉnh Vĩnh Long. Dữ liệu cuối cùng thu thập được từ 340 người tiêu dùng đã từng mua thực phẩm hữu cơ và áp dụng phương pháp hồi quy đa biến để phân tích dữ liệu bằng phần mềm SPSS 20. Kết quả phân tích hồi quy cho thấy yếu tố Chất lượng sản phẩm có mức độ tác động mạnh nhất đến quyết định mua thực phẩm hữu cơ của người tiêu dùng tại tỉnh Vĩnh Long, tiếp theo lần lượt là các yếu tố Nhận thức về sức khỏe, Sự tiện lợi, Nhận thức về Độ tin cậy, Thái độ đối với sản phẩm.

Từ khóa: quyết định mua, thực phẩm hữu cơ, người tiêu dùng, tỉnh Vĩnh Long