

FACTORS AFFECTING THE DECISION TO PURCHASE OCOP ITEMS OF YOUNG CONSUMERS IN THE MEKONG DELTA REGION

● NGUYEN TRUNG TIEN - NGUYEN DINH BAO DUY
- NGO LY QUYNH ANH - TRUONG THI KIEU TIEN - TRAN THI TUYET TRINH

ABSTRACT:

This study aims to identify the factors influencing young consumers' decisions to purchase One Commune, One Product (OCOP) items in the Mekong Delta region. Data were collected from 230 young consumers who use OCOP items, and the analysis was conducted using a multivariate regression method. The results indicate that marketing campaigns exert the most significant influence on purchase decisions, followed by consumer attitude, social influence, product reliability, and moral norms. These findings provide valuable insights for enhancing the effectiveness of marketing strategies and improving the appeal of OCOP items to young consumers.

Keywords: OCOP items, purchase decision, young consumers, Mekong Delta.

1. Introduction

The "One Village, One Product - OVOP" program was initiated in Japan, aiming to develop the local economy by improving the quality of products based on the traditional cultural beauty of each village. This model has spread globally, and Vietnam has implemented the "One Commune, One Product" (OCOP) program in 2013, focusing on developing advantageous agricultural, non-agricultural and service products in each locality, to promote the rural economy, preserve culture and develop sustainably. However, the OCOP program still faces some limitations such as small scale, unfinished

products and weak capacity of the subjects in terms of resources, production and trade organization.

The Mekong Delta, with an area of nearly 40,000 km² and a population of 18 million, is a fertile land with an economy based mainly on agriculture and handicrafts. It has achieved certain success in the OCOP (program with 2,046 products recognized as achieving OCOP 3 stars or higher with 922 OCOP entities). The study was conducted to measure the factors affecting the purchase decisions of OCOP items of young consumers in the Mekong Delta, thereby proposing management implications to promote

rural economic development and raise young consumers' awareness of the value of local products.

2. The research overview

2.1. Concept of OCOP items

OCOP items are local products or regional specialties, developed from local ecological, cultural and technological advantages, implemented by small and medium enterprises, cooperatives, cooperative groups, and registered production households. Each product and service bears the unique mark of the production area, making it easier for consumers to differentiate between similar products.

2.2. Research on factors affecting the decision to purchase OCOP items

2.2.1. Domestic research

Bao and Nga (2023) studied the factors affecting the intention to buy products under the One Commune One Product (OCOP) program of consumers in Ho Chi Minh City. The results showed that the intention to buy OCOP items was influenced by 4 factors: Subjective norms, Perceived behavioral control, Attitude, and Moral norm.

Nguyen Nhat Le (2023) discovered that consumers' decision to buy Quang Tho Centella Tea in Thua Thien Hue is influenced by factors in descending order of impact: Subjective norms, Product, Brand, Sales activities and Price.

2.2.2. Foreign research

Shin and Hancer (2016) based on the theory of planned behavior to research the role of attitude, subjective norm, perceived behavioral control and moral norm in the intention to purchase local products. The results showed that 4 factors: Attitude, Subjective norm, Perceived behavioral control and Moral norm significantly influence the intention to purchase local products, with Attitude having the strongest impact.

Vongurai and Borikarnhuttakij (2016) explored factors associated with Bangkokian's purchase intention toward OTOP products. The results showed that

6 factors Perceived quality, Attitude toward package, Personal societal perception, Certification, Marketing campaign, Purchase intention have a positive impact on the intention to purchase OTOP products.

Akasarakul et al. (2017) based on TRA theory and TAM model to study the factors affecting the intention to purchase OTOP products in Thailand on e-commerce websites. The results showed that all 4 factors Product credibility, Website credibility, Perceived ease of use, Social influence have a positive impact on the intention to purchase OTOP products on e-commerce websites.

Van Engelenhoven (2020) study showed that the intention to buy local food is positively influenced by factors such as: Perceived behavioural control, Moral norms and Subjective norms. However, Attitudes and Habitual behaviour have a negative impact on the intention to buy local food.

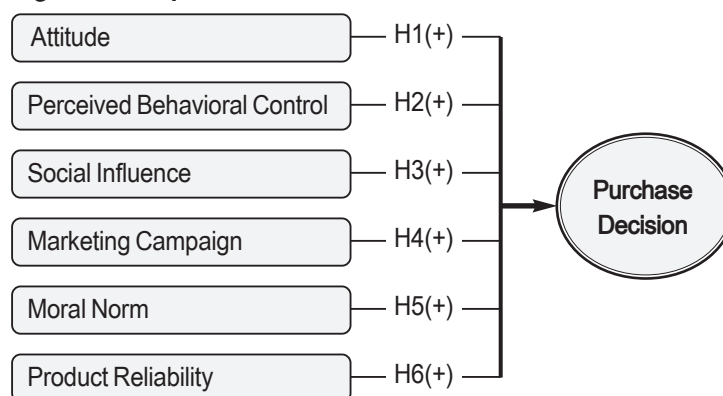
2.3. Research model

Based on domestic and foreign research, the research team proposed a research model of factors affecting the decision to purchase OCOP items of young consumers in the Mekong Delta, including 6 factor groups with 27 observed variables, including: Attitude, Perceived Behavioral Control, Social Influence, Marketing Campaign, Moral Norm and Product Reliability.

Research hypotheses:

H1: Attitude has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

Figure 1. Proposed research model



Source: Proposal of our team

H2: Perceived Behavioral Control has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

H3: Social Influence has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

H4: Marketing Campaign has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

H5: Moral Norm has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

H6: Product Reliability has a positive impact on young consumers' decisions to purchase OCOP items in the Mekong Delta.

3. Research method

The data used were collected using a convenience sampling method. To conduct regression analysis best, the sample size needs to ensure the formula: $n \geq 8m + 50$ (Tabachnick & Fidell, 1996). The research model has 5 independent variables, the research team conducted a survey of 230 respondents. The data collection period is from August 2024 to October 2024. The study used Cronbach's alpha coefficient, Exploratory factor analysis and Linear regression to test the above hypotheses.

4. Research results and discussion

4.1. Cronbach's alpha reliability test

The results of Cronbach's alpha reliability showed that 28 independent observed variables

met the conditions in reliability analysis (Cronbach's alpha coefficient of the scale > 0.6 and the correlation coefficient of the total variable > 0.3).

4.2. Exploratory factor analysis (EFA)

EFA results for independent variables: KMO coefficient = 0.824 ($0.5 \leq \text{KMO} \leq 1$); Barlett's test had Sig. = 0.000 ≤ 0.05 ; the total variance extracted was 65.223% ($> 50\%$) showing that the EFA model was suitable. Through the factor analysis process the results were 6 factor groups with 24 observed variables, including: Product Reliability (PR), Moral Norm (MN), Marketing Campaign (MC), Attitude (AT), Perceived Behavioral Control (PBC), Social Influence (SI). (Table 2)

EFA results for dependent variables: KMO coefficient = 0.736 ($0.5 \leq \text{KMO} \leq 1$); Barlett test had Sig. = 0.000 ≤ 0.05 ; total variance extracted was 65.485% ($> 50\%$) showing that the EFA model was suitable. EFA analysis results showed that the Purchase Decision (PD) consists of 4 observed variables (PD3, PD4, PD2, PD1).

4.3. Linear regression analysis

The analysis results showed that the model had an adjusted R^2 coefficient of 52.7%, which meant that the variation in purchasing decisions explained by the factors is 52.7%; the significance level of 1% (sig = 0.000) indicated that the linear regression model fit the data set, the model can be used. The Durbin-Watson coefficient = 1.857 was in the range of 1.5 to 2.5, showing that the model did not

Table 1. The reliability of the scale

No.	Scale	Observed variables are eliminated	Cronbach's Alpha	Quality
1	AT	AT5	0.820	Good Quality
2	PBC	PBC5	0.767	Quality
3	SI	SI1	0.661	Quality
4	MC	No	0.816	Good Quality
5	MN	No	0.844	Good Quality
6	PR	No	0.827	Good Quality
7	PD	No	0.808	Good Quality

Source: Data analysis results, 2024

Table 2: Results of exploratory factor analysis for independent variables

Observed variables	Load factor					
	1	2	3	4	5	6
PR5	0.867					
PR3	0.825					
PR4	0.666					
PR1	0.585					
PR2	0.582					
MN1		0.882				
MN4		0.858				
MN2		0.806				
MN3		0.739				
MC2			0.871			
MC3			0.824			
MC1			0.706			
MC4			0.525			
AT4				0.769		
AT3				0.713		
AT2				0.711		
AT1				0.662		
PBC3					0.794	
PBC2					0.791	
PBC4					0.790	
PBC1					0.658	
SI4						0.811
SI3						0.694
SI2						0.634

Source: Data analysis results, 2024

have autocorrelation and the VIF coefficient < 2 showed that the regression model had no multicollinearity.

Standardized regression equation:

$$PD = 0.425*MC + 0.363*AT + 0.354*SI + 0.3*PR + 0.1*MN$$

Through table 3, the analysis results showed that the factors Product Reliability (PR), Moral Norm (MN), Marketing Campaign (MC), Attitude (AT),

Social Influence (SI) are statistically significant at the 1% level.

Marketing Campaign factor has the strongest impact on the decision to buy OCOP items of young consumers in the Mekong Delta, with a regression coefficient of $\beta = 0.425$. If the Marketing Campaign factor increases by 1 unit, the decision to buy OCOP items of young consumers in the Mekong Delta will increase by 0.425 units.

Table 3. Regression model results

Symbol	Factor	Standardized regression coefficient	t	Level of significance
PR	Product Reliability	0.300	6.594	0.000
MN	Moral Norm	0.100	2.205	0.028
MC	Marketing Campaign	0.425	9.350	0.000
AT	Attitude	0.363	7.978	0.000
PBC	Perceived Behavioral Control	0.038	0.843	0.400
SI	Social Influence	0.354	7.784	0.000

Source: Data analysis results, 2024

Attitude factor ($\beta = 0.363$) has a positive impact on the decision to buy OCOP items of young consumers in the Mekong Delta. If the Attitude factor increases by 1 unit, the decision to buy will increase by 0.363 units.

Social Influence factor ($\beta = 0.354$), Product Reliability factor ($\beta = 0.3$), Moral Norm factor ($\beta = 0.1$) have a positive impact on the decision to buy OCOP items of young consumers in the Mekong Delta.

5. Conclusion

The research findings indicate that five factors positively affect young consumers' decisions to

buy OCOP items in the Mekong Delta, with "Marketing Campaign" having the strongest impact. To effectively optimize marketing campaigns, businesses need to implement a multi-channel promotion strategy that combines traditional and digital media, while also taking advantage of social commerce and organizing direct interactive events. This approach will enhance the coverage and influence of the OCOP brand, strengthen customer trust, and build sustainable relationships, helping to shape long-term development strategies and ensure competitiveness ■

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Authors information:

1. Master. NGUYEN TRUNG TIEN¹

2. NGUYEN DINH BAO DUY²

3. NGO LY QUYNH ANH²

4. TRUONG THI KIEU TIEN²

5. TRAN THI TUYET TRINH²

¹Faculty of Administration, University of Economics Ho Chi Minh City - Vinh Long Campus

²Student, University of Economics Ho Chi Minh City - Vinh Long Campus

CÁC NHÂN TỐ ẢNH HƯỞNG ĐẾN QUYẾT ĐỊNH MUA SẢN PHẨM OCOP CỦA NGƯỜI TIÊU DÙNG TRẺ TẠI KHU VỰC ĐỒNG BẰNG SÔNG CỬU LONG

● ThS. **NGUYỄN TRUNG TIẾN¹**

● **NGUYỄN ĐÌNH BẢO DUY²**

● **NGÔ LÝ QUỲNH ANH²**

● **TRƯƠNG THỊ KIỀU TIÊN²**

● **TRẦN THỊ TUYẾT TRINH²**

¹Khoa Quản Trị, Đại học Kinh tế TP. Hồ Chí Minh - Phân hiệu Vĩnh Long

²Sinh viên Đại học Kinh tế TP. Hồ Chí Minh - Phân hiệu Vĩnh Long

TÓM TẮT:

Nghiên cứu được thực hiện nhằm xác định các nhân tố ảnh hưởng đến quyết định mua sản phẩm OCOP của người tiêu dùng trẻ tại khu vực Đồng bằng sông Cửu Long. Dữ liệu thu thập từ 230 người tiêu dùng trẻ đã và đang sử dụng sản phẩm OCOP, và áp dụng phương pháp hồi quy đa biến để phân tích dữ liệu. Kết quả nghiên cứu cho thấy cho thấy yếu tố Chiến dịch Marketing có mức độ tác động mạnh nhất đến quyết định mua sản phẩm OCOP của người tiêu dùng trẻ, tiếp theo lần lượt là các yếu tố Thái độ, Ảnh hưởng xã hội, Độ tin cậy của sản phẩm và Chuẩn mực đạo đức

Từ khóa: sản phẩm OCOP, quyết định mua, người tiêu dùng trẻ, Đồng bằng Sông Cửu Long.