

## Factors affecting consumer intentions and decisions to purchase OCOP products: Exploring the role of pride in local specialties

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### ABSTRACT

The purpose of the study is to identify factors affecting consumers' intention and decision to purchase OCOP products as well as to test the impact of intention to purchase OCOP products on Vietnamese consumers' decision to purchase OCOP products through a case study in Thanh Hoa province. This study uses a combination of qualitative and quantitative research methods. Qualitative research aims to test the reasonableness of each scale and screen observed variables. Quantitative research methods are used through the collection and processing of data from 250 consumers who have purchased OCOP products. Data are collected, processed and analyzed using PLS-SEM software. Based on the use of TAM consumer behavior theory and the development of 4P marketing elements to build a research model. The study added the fifth P, Pride in Local Specialties, as a new factor to match the characteristics of OCOP products. The results of the study showed that the factors: (1) Pride in Local Specialties; (2) Product Awareness; (3) Price Perception; (4) Convenience in Shopping and (5) Product Communication all have a positive impact on consumers' intention to buy OCOP products. The results of the study also showed that the intention to choose OCOP products (INT) has a great impact on consumers' decision to choose OCOP products (DEC).

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## 1. Introduction

The “One Village One Product” (OVOP) program originated in Japan in 1979 to enhance the value of local products, tourism and culture. Currently, the program has been popular in more than 150 countries with names such as OVOP (One Village One Product), OCOP (One Community One Product), OTOP (One Town One Product). In Vietnam, OCOP was first implemented in 1997 and has now expanded to 63 provinces and cities with more than 15,000 OCOP products with 3 stars or more from nearly 1,000 business entities (Ministry of Agriculture and Rural Development, 2024). Thanh Hoa is a North Central region of Vietnam with the 5th largest area in the country and the 3rd largest population. Thanh Hoa focuses on agricultural development, so the OCOP programs are of great interest to the locality. By the end of 2024, Thanh Hoa had 637 recognized OCOP products, including 566 3-star products, 60 4-star products and 1 5-star product, produced by 474 entities in 27 districts, towns and cities (Thanh Hoa Department of Agriculture and Rural Development, 2024). After being classified as OCOP, the products all grew by 15-20% in scale, quantity and revenue, contributing to the transformation of agricultural production according to value chains, standardization and traceability. However, the program still faces some limitations such as small product scale, low value, unclear characteristics, difficulty in accessing the market and not meeting consumer demand. In particular, buyers' awareness and trust in OCOP products are still limited, mainly due to ineffective promotion and distribution, and effective activities are needed to promote the

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consumption of products. To solve consumption problems, research on consumer behavior in the intention and decision to purchase OCOP products is very necessary to have more effective policies.

Research on purchasing behavior has become popular, however, there are not many empirical studies that study the decision to purchase OCOP products through the intermediate variable of purchase intention. Moreover, there is no study that combines the marketing Mix model (4P) and the TAM model. In addition, with the characteristics of OCOP products being products with strong cultural characteristics of local specialties, this study has added the factor of Pride in Local Specialties (proud of local specialty products) as the 5th P in the research model of influencing factors. Through a literature review, topics on consumer behavior at home and abroad are very diverse. Research on purchasing behavior has become popular, however, there have been few empirical studies on the decision to purchase OCOP products through the intermediate variable of purchase intention. On the other hand, the combination of Kotler's (1994) consumer behavior theory with Ajzen's (1991) theory of planned behavior (TPB); Technology acceptance theory (TAM) proposed by Davis et al. (1989) to study consumer behavior of agricultural products is quite limited. Moreover, there has been no study that combines the marketing Mix model (4P) and the TAM model. In addition, with the characteristic that OCOP products are products with strong cultural characteristics of local specialties, this study has added the factor of Pride in Local Specialties (proud of local specialty products) as the 5th P in the research model of influencing factors. Recognizing the research gap and novelty in both theory and practice, the research team has built a research model and evaluated the Factors affecting consumers' intention and decision to buy OCOP products. This research will contribute to the basis for businesses trading in OCOP products to have information about the factors affecting consumers' intention to buy OCOP products. From there, businesses can orient themselves to make effective decisions on production, communication and sales.

## 2. Literature review and hypothesis development

### 2.1. Literature review

The likelihood of consumers purchasing a product or utilizing a service can be described as their purchase intention (Sam et al., 2009). Similarly, intention encompasses the underlying factors that drive and encourage consumers to make buying decisions (Hawkins & Mothersbaugh, 2010). In Ghosh's (1990) study on purchase decisions, it is said that customers tend to make final decisions based on their previous intentions. Therefore, marketing researchers have affirmed that consumer intention is an effective way to predict consumer behavior (Spears & Singh, 2004). The connection between intention and behavior is extensively discussed in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). The Technology Acceptance Model (TAM), introduced by Davis (1985), is among the most widely used frameworks for predicting individual behavior in adopting and utilizing technology. Derived from the Theory of Reasoned Action (TRA), TAM focuses specifically on explaining the adoption of information technology systems, whereas TRA serves as a broader model for understanding human behavior. In recent research, TAM has been extensively applied as a theoretical foundation to analyze individuals' acceptance of various technological innovations. Numerous studies have explored the intention to purchase OCOP or OTOP products. For instance, Bao, N., & Nga, N. (2023) applied the Theory of Planned Behavior as the primary framework, integrating it with the Norm Activation Model for research and development. Their findings indicated that four key factors—Subjective Norms (1), Perceived Behavioral Control (2), Attitudes (3), and Ethical Norms (4)—positively influence consumers' intention to buy OCOP products in Ho Chi Minh City. The conclusion also proposed solutions for business owners selling OCOP products to promote consumption. Anh (2024) also used the (TPB) model to study the factors affecting the purchase intention of Hanoi consumers for OCOP products. The author tested the influence of 06 factors including: (1) Attitude towards OCOP products; (2) Local connectivity; (3) Reference group; (4) Perception of quality; (5) Perception of price; (6) Perception of packaging (Chen, 2007).

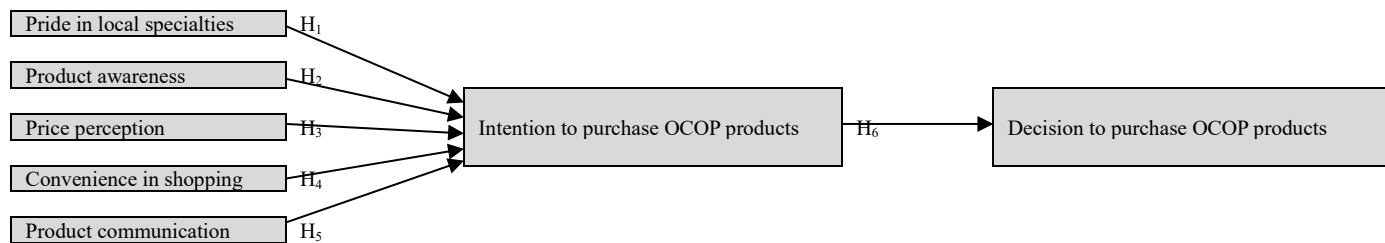
Thuan et al. (2024) conducted a study on the factors influencing consumers' intention to purchase OCOP-certified products in Can Tho City. By applying the multivariate regression analysis method, their research revealed that several factors—including OCOP product attributes, perceived price, sales location, awareness of OCOP products, food safety, and subjective norms—positively affect consumers' purchasing intentions. Shin and Hancer (2016) conducted a study on the intention to purchase local food products in the US and confirmed that Ethical Standards had a positive impact on consumers' purchase intentions, customers considered buying local food as an activity for the environment and supporting the local workforce. Permarupan et al. (2021) studied factors influencing the decision to purchase local products in Malaysia". pointed out that perceptions of Product Quality, Attitude towards Promotional Programs and Influence of Information have a positive relationship with Purchase Decision.

The research team of Phan Thi Thanh Hoa et al. (2022) studied "The Influence of Beliefs, Attitudes and Subjective Norms on the Intention to Purchase OCOP Products of Vietnamese Consumers". Using the research method of fixed effects model (FEM) and random effects model (REM), the work found three factors that have a positive influence with the same name as the topic: Belief, Attitude and Social Influence. With Jantarach (2007) studying the intention to buy OTOP food products of consumers in Nonthaburi Province, it was shown that Knowledge about the OTOP program; Positive attitude towards the product; and Social influence of information were considered by over 70% of the respondents to have a positive influence on the purchase decision. There have

been a number of other studies investigating consumer behavior in the form of purchase intentions for products and services both domestically and internationally, specifically: In a study on consumers' intention to purchase organic food in the Czech Republic, author Kristýna (2011) built a research model consisting of 5 factors affecting consumers' intention to purchase organic food including: attitude, subjective norms, perceived availability, price and product knowledge. Another study by Hoa et al. (2022) used a fixed effects model (FEM) and a random effects model (REM) to study the positive influence of belief, attitude and norm factors on the intention to purchase OCOP products. Of which, the belief factor has the greatest influence. Thus, there are many studies on consumer behavior affecting the intention to purchase products with local characteristics similar to OCOP products, but there are not many studies evaluating the intention to purchase decision. In addition, the factor of Pride in Local Specialties is mentioned in studies but has not been clearly studied.

## 2.2. Conceptual framework

The study was based on related concepts and theories on consumer shopping behavior as well as recent related studies to build a research model on factors affecting consumers' decision to purchase OCOP products in Thanh Hoa province. Based on Kotler's (1994) consumer behavior theory, Ajzen's (1991) theory of planned behavior (TPB); Technology Acceptance Theory (TAM) proposed by Davis (1993) and the results of previous research works, the author proposed the following factors: Pride in Local Specialties; Product Awareness; Price Perception; Convenience in Shopping and Product Communication. In addition, the author conducted in-depth interviews with 20 consumers about factors affecting the intention to buy OCOP products according to behavioral theory. Most of them said that the above factors affect their behavioral intentions. On that basis, the author identified 05 independent variables that affect the intermediate variable Consumers' Intention to buy OCOP products (including 5 scales), and the variable Decision to buy OCOP products (including 4 scales) as in model 1:



**Fig. 1.** Conceptual framework

## 2.3 Hypothesis development

### *Pride in local specialties*

In the study of Shin and Hancer (2016), the authors found that one of the reasons is that individuals consider buying local food as an environmental activity and support the development and promotion of the local economy. The author group Chandon et al. (2011) conducted a study on factors affecting the choice of private label brands in the French retail market. The research results showed that there are 05 variables affecting the choice variable: attitude towards private label brands, perceived price, store image, purchase intention and value consciousness. In which, attitude towards private label brands and value consciousness have a direct impact on the choice of goods. Anh (2024) in the opinion that Attitude towards OCOP products and Local Connectivity have the influence of some factors on the intention to buy OCOP products of Hanoi consumers. Thuan et al. (2024). Research on factors affecting consumers' intention to buy OCOP certified products in Can Tho city also confirmed that understanding of OCOP products and subjectivity have the same impact. In addition, OCOP products are local specialties, so this study named the variable Pride in Local Specialties. These are both moral emotions that motivate consumers to choose products with local brands, and attitudinal factors towards local brands, and they have a direct impact on consumers' choices. Consumers tend to choose to shop online because they feel proud of local specialties. Therefore, the hypothesis is:

$H_1(+)$ : *Pride in local specialties has a positive impact on consumers' intention to buy OCOP products.*

### *Product awareness*

Product is the first tool that businesses use in the marketing mix. Product factors have been used by many researchers as one of the important aspects affecting product purchase intention (Ngoc & Nhat, 2013; Masayoshi & Trung, 2006). These studies show that product factors such as quality assurance, product origin, product diversity affect the intention to buy products and decide where to shop. From the perspective of consumer behavior research, Permarupan et al. (2021), Anh (2024), and Nguyen et al. (2008) also believe that product awareness has an important influence on purchase intention. Therefore, the hypothesis is:

$H_2 (+)$ : *Product awareness has a positive impact on the intention to buy OCOP products.*

#### *Price perception*

Price is a very sensitive tool in the Marketing Mix. Price has long been considered an important predictor of customer choice. Price is a monetary sacrifice to obtain a product or a signal of product quality (Lichtenstein et al., 1993; Zeithaml, 1988). Abdourahmane (2022) considers price/cost as a measure of the factor Perceived behavioral control in the intention to purchase OTOP products. According to Magnusson et al. (2001), consumers often think that the price of safe products will be higher than the price of conventional products. Thus, the price of safe products plays a major role in generating consumers' purchase intentions and purchase behavior. To verify this relationship, the author proposes the hypothesis:

$H_3 (+)$ : *Price perception has a positive influence on consumers' intention to purchase OCOP products.*

#### *Convenience in shopping*

In the marketing mix, the third tool is Place - Shopping location. But nowadays, the trend of online shopping has become extremely popular, so location is no longer an effective tool as traditional. Therefore, in this study, we use the variable Perceived convenience in shopping. Specifically, are the forms and methods of payment diverse, is the payment safe and does not encounter errors that cause financial loss, is the payment easy and fast, ... these are the requirements that consumers set when buying OCOP products. In addition, shopping habits are also one of the main factors that create and explain direct and indirect usage behavior through behavioral intentions. However, according to Nguyen et al. (2014), habits have an insignificant impact on behavioral intentions to use technology. Raman and Don (2013) pointed out that Habits do not have a positive impact on behavioral intentions or usage behavior. To verify this relationship, the author proposes the hypothesis:

$H_4 (+)$ : *Convenience in shopping has a positive impact on consumers' intention to purchase OCOP products.*

#### *Product Communication*

In marketing theory, Communication is known as one of the important tools in attracting customers to choose products. Permarupan et al. (2021) based on TPB theory evaluated the factors affecting the purchase decision of local products in Malaysia and confirmed that Attitude towards promotion programs and Information influence have a positive relationship with Purchase Decision. Similar research on OTOP products in Thailand Jantarach (2007) also confirmed that Social Information Influence was considered by over 70% of respondents to have a positive influence on purchase decisions. In Vietnam, the research group of Phan Thi Thanh Hoa et al. (2022) studied "The influence of Beliefs, Attitudes and Subjective Norms on the intention to buy OCOP products of Vietnamese consumers". The study found that Social Influence has a positive relationship with product purchase intention. Therefore, to verify this relationship, the author proposes the following hypothesis:

$H_5(+)$ : *Product communication has a positive impact on consumers' intention to purchase OCOP products.*

#### *Relationship between Intention to Use and Consumer Purchase Decision of OCOP Products*

Venkatesh et al. (2003) recognized that Behavioral Intention is an important predictor of Usage Behavior. Wang (2016) concluded that Behavioral Intention has a direct impact on Employees' Usage Behavior of e-learning systems. Similarly, in the findings of Nguyen et al. (2014) illustrated that Behavioral Intention has a positive impact on the Usage Behavior of cloud-based e-learning systems. Pham et al. (2020) indicated that Behavioral Intention has a strong impact on Teachers' Usage Behavior. Based on the above reports, the author hypothesizes:

$H_6 (+)$ : *There is a positive relationship between intention to use and consumers' purchase decision of OCOP products.*

### **3. Research Methodology**

The research process combines qualitative research methods, preliminary quantitative research and formal quantitative research. The results of the qualitative research aim to test the reasonableness of each scale, screen observed variables, and preliminarily confirm that the 05 factors proposed in the research model are suitable and qualified for inclusion in the quantitative research. The study employed a quantitative research approach combined with a convenience sampling method. The sample size was determined based on the formula proposed by Tabachnick and Fidell (1996, 2019), which states that for correlation regression analysis, the appropriate sample size should be  $n \geq 8 \times m + 50$ , where  $m$  represents the number of variables. In this case, with  $m = 7$ , the minimum required sample size was  $n \geq 8 \times 7 + 50 = 106$ . To ensure sufficient representation, the study collected 250 observations. Data were

gathered by distributing questionnaires directly to individuals who had purchased OCOP products in Thanh Hoa province. Of the 250 questionnaires distributed, 246 were returned, and after screening, 212 valid responses met the study's requirements. The survey was conducted between December 10, 2024, and December 30, 2024, using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The data were collected as primary data through a survey. First, the author checked and eliminated invalid questionnaires. Then, these primary data were entered into Excel for storage, followed by transferring the data to SPSS software for descriptive statistics and at the same time, using SMART PLS 3.0 software to evaluate the scale and determine the importance of the factors as well as test the hypotheses.

## 4. Research Results

### 4.1. Descriptive statistics of the research sample

The total number of questionnaires distributed was 250 and 246 were collected. The unqualified questionnaires were eliminated and the remaining number of questionnaires included in the analysis was 212 (84.8%). The research sample was selected based on the convenience sampling method and was distributed according to the following demographic variables:

Regarding the region: The majority of consumers are concentrated in the midland plains with 101 people, accounting for 47.6%. Of which, Thanh Hoa city is the market area that the subjects are most targeting (there are 46 consumers in Thanh Hoa city, accounting for 21.7%). The next area is the coastal area with 58 consumers, accounting for 27.4%. Finally, the mountainous area with 53 consumers, accounting for 25%. In addition to the market in Thanh Hoa city, the remaining areas are mainly where consumers use local OCOP products.

In terms of gender: 60.8% of consumers are female. This rate is much higher than the 39.5% of consumers who are male. This result is also suitable because most OCOP products are food and consumer goods, so the proportion of female consumers will be higher than that of men.

In terms of age: OCOP product consumers are concentrated between 41-60 years old with 93 people, accounting for 43.9%. This is the age group with a relatively stable income and a lot of concern about health, so they tend to prioritize using products that ensure quality even though the price is higher than the price of similar products on the market. Next is the group of consumers aged 25-40 with 83 people, accounting for 39.2%. The group under 25 years old has 24 people, accounting for 11.3% and finally the group over 60 years old with 12 people, accounting for 5.7%. The above results show that there is a consistency between reality and survey results, and also indicate that the younger generation of consumers is beginning to care about using safe products for their health.

Regarding education level: consumers with high school degrees or lower have the highest proportion with 77 people, accounting for 36.3%. Second is the group of consumers with intermediate/college degrees with 61 people, accounting for 28.8%. There are 58 consumers with university degrees, accounting for 27.4% and finally the group of consumers with postgraduate degrees with 16 people, accounting for 7.5%. Thus, although the level of consumers with university degrees or higher is not high (accounting for 34.9%), they are still interested in using local products that are of good quality and safe for the health of themselves and their families.

### 4.2. Measurement model validation

To ensure the measurement model, the author used the PLS method to evaluate the characteristics of all the scales used in this study. Because all the scales mentioned in this study contain reflective indicators, validity and reliability testing is necessary (Hair et al., 2014). Each indicator was tested to see if it is suitable to measure the target intention. The test results showed that the PP5 variable of the Price Perception scale and the INT5 variable of the OCOP Purchase Intention scale had an outer loading factor of less than 0.7, so they were eliminated. Re-analyzing the model after removing the PP5 and INT5 variables, the test results in Table 1 show that all scales have internal consistency (outer loading factors of indicators/variables are all greater than 0.7, Cronbach's Alpha and composite reliability of the scales are all greater than 0.7). In addition, the composite reliability (CR) of the scales ranges from 0.865 to 0.936, the average variance extracted (AVE) of the scales all meet the cut-off point, indicating satisfactory reliability with a range from 0.898 to 0.948. The results demonstrate that the choice of measurement model is appropriate. In addition, to assess the discrimination of the scales, the study uses the Heterotrait-monotrait (HTMT) index. The test results in Table 1 on the discriminant validity of the scale show that the scale has discriminant validity with the square root of AVE being larger than any correlation coefficient value in the column and row containing it.

**Table 1**  
Results of the model's convergent and discriminant validity assessment

|     | Cronbach's alpha | Composite reliability (rho_a) | Average variance extracted (AVE) | CS    | DEC   | INT   | PA    | PC    | PL    | PP    |
|-----|------------------|-------------------------------|----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| CS  | 0.855            | 0.865                         | 0.902                            | 0.835 |       |       |       |       |       |       |
| DEC | 0.926            | 0.926                         | 0.948                            | 0.352 | 0.905 |       |       |       |       |       |
| INT | 0.902            | 0.906                         | 0.932                            | 0.428 | 0.647 | 0.879 |       |       |       |       |
| PA  | 0.871            | 0.884                         | 0.911                            | 0.229 | 0.438 | 0.44  | 0.848 |       |       |       |
| PC  | 0.914            | 0.936                         | 0.933                            | 0.253 | 0.607 | 0.537 | 0.379 | 0.837 |       |       |
| PL  | 0.858            | 0.865                         | 0.904                            | 0.246 | 0.65  | 0.545 | 0.477 | 0.485 | 0.838 |       |
| PP  | 0.85             | 0.876                         | 0.898                            | 0.015 | 0.11  | 0.227 | 0.134 | 0.072 | 0.22  | 0.829 |

Source: Data analysis results

#### 4.3. Structural model validation

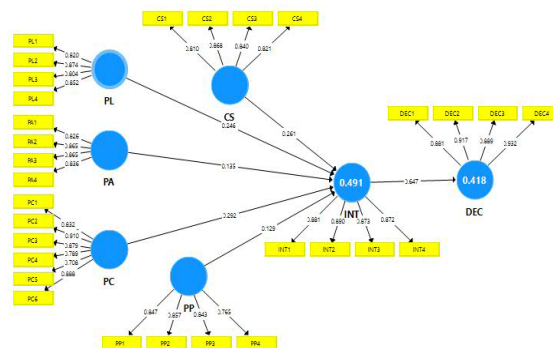
Path Coefficients are regression coefficients of the path representing the relationship between latent variables in the SEM model. At this step, it is not possible to conclude which impact path is statistically significant or not statistically significant. To be able to have a p-value, it is necessary to go to Bootstrap analysis on SMARTPLS. The Path Coefficients results after Bootstrap analysis are shown in Table 2. The results in Table 2 show that most of the impacts have P Values equal to  $0.000 < 0.05$ , so these impacts are all statistically significant. The research hypotheses from H1 to H6 are all accepted, meaning that the factors: (1) Pride in Local Specialties; (2) Product Awareness; (3) Price Perception; (4) Convenience in Shopping and (5) Product Communication both have positive impacts on consumers' intention to purchase OCOP products. The research results also show that the intention to choose OCOP products (INT) has a great impact on consumers' decision to choose OCOP products (DEC).

**Table 2**  
Results of testing the research hypothesis

| Hypothesis |           | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Decision |
|------------|-----------|---------------------|-----------------|----------------------------|------------------------|----------|----------|
| H1         | PL → INT  | 0.246               | 0.244           | 0.068                      | 3.625                  | 0.000    | Accepted |
| H2         | PA → INT  | 0.135               | 0.130           | 0.068                      | 1.996                  | 0.046    | Accepted |
| H3         | PP → INT  | 0.129               | 0.134           | 0.046                      | 2.831                  | 0.005    | Accepted |
| H4         | CS → INT  | 0.261               | 0.265           | 0.062                      | 4.192                  | 0.000    | Accepted |
| H5         | PC → INT  | 0.292               | 0.295           | 0.060                      | 4.836                  | 0.000    | Accepted |
| H6         | INT → DEC | 0.647               | 0.648           | 0.052                      | 12.332                 | 0.000    | Accepted |

Source: Data analysis results

The results of the PLS-SEM linear structural model analysis are presented in the following figure:



**Fig. 2.** Results of PLS-SEM structural equation model analysis

Source: Results of data analysis

Besides, the adjusted  $R^2$  value reflects the explanatory power of the independent variables on the dependent variable within the research model. A higher  $R^2$  indicates greater predictive accuracy. In this study, the adjusted  $R^2$  for INT is **0.479**, meaning that the independent variables account for **47.9%** of the variance in the dependent variable. The remaining **52.1%** is attributed to systematic errors and other external factors not included in the model.

**Table 3**  
Results of  $R^2$

|     | R-square | R-square adjusted |
|-----|----------|-------------------|
| DE  | 0.419    | 0.416             |
| INT | 0.491    | 0.479             |

Source: Data analysis results

\*Effect value  $f^2$

In addition to assessing the  $R^2$  values in the endogenous structure, in the case of an exogenous structure changing that changes  $R^2$ , this omitted change can be used to assess whether the omitted structure has a significant impact on the endogenous structure. This measure is called the impact coefficient  $f^2$ . The  $f^2$  coefficient assesses the strength or weakness of the impact of the independent variable on the dependent variable. If:  $f^2 < 0.02$  the impact level is extremely small or has no impact;  $0.02 \leq f^2 < 0.15$  is a small impact level;  $0.15 \leq f^2 < 0.35$  is a medium impact level;  $f^2 \geq 0.35$  is a large impact level (Cohen, 1988). According to the data obtained, the  $f^2$  values range from 0.026 - 0.121, reflecting the "small" impacts of the independent variables on the dependent variable. In addition, the research results also show that the variable of intention to choose OCOP products (INT) has a very large impact on consumers' decision to choose OCOP products (DEC) with  $f^2 = 0.721 > 0.35$ .

**Table 4**  
Results of  $f^2$  values and level of influence

| Relationships | $f^2$ value | Affecting level |
|---------------|-------------|-----------------|
| CS → INT      | 0.121       | Small           |
| PA → INT      | 0.026       | Small           |
| PC → INT      | 0.120       | Small           |
| PL → INT      | 0.076       | Small           |
| PP → INT      | 0.031       | Small           |
| INT → DEC     | 0.721       | High            |

Source: Data analysis results

## 5. Discussion

By applying the combination of TAM theory and Marketing Mix theory, the study has shown the impact of 05 factors on the intention to buy OCOP products of consumers in Thanh Hoa province (Fig. 2). The research results show that the factors in the research model all have the same influence on the intention to buy products in the following order:

Product Communication has the strongest impact on the intention to buy OCOP products of consumers (coefficient  $\beta = 0.292$ ). This can be explained by the fact that through product communication activities, consumers can access products quickly at cheaper prices, saving more time. This result is similar to many previous studies such as Permarupan et al. (2021).

Convenience in Shopping is the second factor affecting consumers' intention to buy OCOP products with a coefficient of  $\beta$  value of: 0.261. This shows that today's customers value comfort in their shopping experience. This is also consistent with many similar studies such as Chandon et al. (2011); Shin and Hancer (2016); Phan Thi Thanh Hoa et al. (2022). However, it should be emphasized that the convenience in shopping mentioned here does not completely overlap with the perspective of shopping location in marketing mix theory. Customers today do not consider geographical location as an obstacle and convenient forms of sales, especially sales and payments on online platforms, bring more convenient experiences to customers. Pride in Local Specialties is the third factor affecting consumers' intention to buy OCOP products ( $\beta$  coefficient is 0.246). In previous studies, this factor was referred to as community support activities or local connection (Shin & Hancer, 2016; Anh, 2024). In the qualitative research results, the authors discovered that although the price of OCOP products may be slightly higher than similar products, consumers still give priority. Especially for tourists, they may prioritize buying OCOP products as a local specialty while they are not qualified to evaluate similar products. The quantitative results in this study once again confirm the role of this factor in the intention and decision to buy OCOP products. The factors Product Awareness and Price Perception ranked 4.5 in the factors and are also factors that have a positive impact on the intention to buy OCOP products of consumers in Thanh Hoa province (coefficient  $\beta$  values are: 0.135 and 0.129 respectively). This result is also similar to many previous studies (Bao & Nga, 2023; Anh, 2024; Abdourrahmane, 2022; Shin & Hancer, 2016).

The results of testing hypothesis H6 also show that there is a close relationship between Behavioral Intention and Usage Behavior ( $\beta$  coefficient = 0.647). The findings are also consistent with previous studies in the same field (Jantarach, 2007; Anh, 2024).

## 6. Conclusion

The study developed and tested a model based on the TAM consumer behavior theory, combined with the elements of 4P marketing, and added a new factor - Pride in Local Specialties (PL) to match the characteristics of OCOP products. The research results showed that five main factors positively affected consumers' intention to purchase OCOP products, including: Product Communication (PC), Convenience in Shopping (CS), Pride in Local Specialties (PL), Product Awareness (PA) and Price Perception (PP). Of which, Product Communication had the strongest influence, showing the important role of promoting and providing information about OCOP products to consumers. In addition, the study also confirmed that the intention to choose OCOP products (INT) has a strong impact on the actual purchase decision (DEC). This emphasizes the importance of building an effective marketing strategy to promote purchase intention and convert it into purchase behavior. From the above findings, the study not only contributes theoretically when expanding the 4P marketing model, but also brings practical value to businesses and managers in building OCOP product development strategies, focusing on important factors to improve accessibility and increase purchase rate from consumers.

## 7. Implications

According to research, Product Communication and Convenience in Shopping have a positive impact on consumers' intention to buy OCOP products. This shows that factors that facilitate purchasing behavior such as product availability and price have an impact on intention. Customers who buy OCOP products are proven to be easily influenced by society and press information from people around them, so there is a need for promotional measures to help buyers realize this motivation. On that basis, managers need to make efforts to influence and enhance consumers' attitudes towards consuming OCOP products in a positive direction by creating a good image of the product through communication activities promoting the uses and benefits of OCOP products. In addition to traditional marketing channels, businesses should have a communication strategy on online channels such as social networks and websites to bring green products closer to consumers. Use articles, images, videos with information about OCOP products and influential people in society to inspire consumption of OCOP products. In addition, managers of OCOP product businesses need to have solutions to develop products in the direction of product diversity, quality and availability; Implement reasonable pricing policies suitable for product quality; Improve and upgrade product quality.

In addition to the above solutions, businesses need to focus on the following specific solutions: To encourage customers to buy OCOP products, it is necessary to focus on communicating pride in local specialties and marketing policies such as:

First, Create a unique customer experience. OCOP products are often local specialties with their own distinct characteristics, so it is necessary to organize product introduction events and trial programs for customers, especially visitors and tourists in the locality. Product experience programs aim to create conditions for customers to evaluate quality and decide to buy.

Second, Build and convey an attractive brand story. Currently, OCOP products all have product stories. However, to increase the spiritual value of the products, it is possible to incorporate cultural and historical stories and affirm national traditions. Building and conveying the story behind each product not only helps to increase the emotional value for customers but also highlights the uniqueness of the product. This story can be shared through media platforms, articles, videos or advertising campaigns with the message that the product is also a symbol of cultural inheritance, deeply symbolic of history and local characteristics. This will create a strong connection between the product and the customer.

Third, it is necessary to use modern media channels and online sales systems to make it convenient for customers to shop. Use platforms such as Facebook, Instagram and TikTok to reach a wider customer base. Sharing beautiful product images, production process videos or customer feedback will increase brand awareness and stimulate consumer curiosity. Influencer Marketing Campaigns such as collaborating with influencers, celebrities or culinary experts to introduce products. In addition, it is necessary to expand the distribution network through cooperation with retail stores, restaurants, hotels, online trading floors and local tourism units to bring specialty products into the supply chain. Connect with travel companies to bring specialty products into tours, making it easy for tourists to access and shop.

Fourth, ensure product quality: Product quality is the most important factor determining the success of specialty products. It is necessary to ensure that food safety and hygiene standards, as well as factors such as taste, color, and nutritional value, are always maintained stably.

Fifth, apply promotional and value-added policies. Specialty gift packages are also an attractive option for customers looking for



unique gifts. In addition, there should be customer loyalty policies: Point accumulation programs or membership cards for returning customers will help maintain long-term relationships, while encouraging customers to spend more.

Combining the above solutions not only helps increase the attractiveness of specialty products but also creates a sustainable marketing strategy, aiming at the long-term development of OCOP products.

On the government's side, it is necessary to raise people's awareness of the meaning and importance of consuming OCOP products for the environment and health of individuals and the community. Actively encourage relatives and families to consume OCOP products, considering this a responsibility and honor of each person in society. In addition, these OCOP products are required to improve the attributes of OCOP products towards meeting Vietnamese and international standards, and create a smooth purchasing journey to actively support the control of consumer behavior.

## 8. Limitations and future research directions

Although the research objectives have been achieved, the study still has certain limitations. Limitations and future research directions: Firstly, there is no difference in age, occupation, education level, number of family members and income of consumers in the intention to buy OCOP products. Therefore, in the future, demographic variables should be added to the research model. Secondly, in addition to the factors proposed in the study, there are still factors that also affect consumers' intention to buy OCOP products such as: sales staff, food safety, sales location, opinions of relatives... not mentioned in the research model, need to be added in subsequent studies. Thirdly, this study conducted a convenience sample with a limited sample size (n = 250), so the generalizability of the study is not high. Therefore, subsequent studies should expand the scope of the study with a larger sample size.

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