BRAND AUTHENTICITY AND SOCIAL IDENTITY THEORY AS DRIVERS OF PURCHASE INTENTION TOWARDS THE SUSTAINABLE DEVELOPMENT OF VIETNAMESE WEASEL COFFEE WITH THE MEDIATING ROLE OF VIETNAMESE LAW CONTEXT

a Tran Thi Tuong Vi, b Ho Nhut Quang, c Nguyen Duc Hoai Anh, d Vu Hai Nam

ABSTRACT

Objective: This article aims to test the effect of cues signaling authenticity on purchase intention and overall brand equity, mediated by the consumer preference for authentic fruits. It also presents Brand Authenticity and Social Identity Theory as drivers of Purchase Intention towards the sustainable development of Vietnamese Weasel coffee with the mediating role of Vietnamese law context.

Method: Authors have used SPSS, AMOS and SEM method with reference on Planned Behavior concept/theory.

Result: Our findings indicate that First, creating more products is better to affect intention to buy (consumers/consumer intention). Second, social identity /value affect people and consumer intention to buy. Third, three elements (Brand Authenticity, Brand Equity, Consumer Preference) affecting intention to buy fruits of consumers

Conclusion: This study assists marketers in examining how Vietnamese customers perceive their authentic brands and their competitors, as well as what policymakers of these authentic fruit brands can do to increase customer purchase intention.

Keywords: brand authenticity, brand equity, consumer preference, purchase intention.

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AUTENTICIDADE DA MARCA E TEORIA DA IDENTIDADE SOCIAL COMO MOTORES DA INTENÇÃO DE COMPRA PARA O DESENVOLVIMENTO SUSTENTÁVEL DO CAFÉ DA DONINHA VIETNAMITA COM O PAPEL DE MEDIADOR DO CONTEXTO DA LEI VIETNAMITA

RESUMO

Objetivo: Este artigo tem como objetivo testar o efeito de sinais de autenticidade na intenção de compra e no patrimônio geral da marca, mediado pela preferência do consumidor por frutas autênticas. Ele também apresenta a Teoria de Autenticidade da Marca e Identidade Social como impulsionadores da Intenção de Compra para o desenvolvimento sustentável do café vietnamita Weasel com o papel mediador do contexto da lei vietnamita.

Método: Os autores usaram o método SPSS, AMOS e SEM com referência no conceito/teoria do comportamento planejado.

Resultado: As nossas conclusões indicam que, em primeiro lugar, a criação de mais produtos é melhor para afetar a intenção de comprar (intenção dos consumidores/consumidores). Em segundo lugar, a identidade/valor social afeta as pessoas e a intenção do consumidor de comprar. Terceiro, três elementos (autenticidade da marca, participação patrimonial da marca, preferência do consumidor) que afetam a intenção de comprar frutos dos consumidores

Conclusão: Este estudo ajuda os profissionais de marketing a examinar como os clientes vietnamitas percebem suas marcas autênticas e seus concorrentes, bem como o que os formuladores de políticas dessas marcas de frutas autênticas podem fazer para aumentar a intenção de compra do cliente.

Palavras-chave: autenticidade da marca, equidade da marca, preferência do consumidor, intenção de compra.

1 INTRODUCTION

In the 21st century and even in recent years many scientists has focused on researches on brand’s authenticity and its use, although not so many researches in Vietnam on authentic fruits.

Previous studies was conducted on turnover intention (Huma et al., 2021), continuance intention (Ha et al., 2022), entrepreneurial intention (Anwar et al., 2021), (Echchabi et al., 2020), (Alonso & Alexander, 2017), (Gautam et al., 2020), purchase decision (Abdullah et al., 2021), purchase intention (Barootkoob et al., 2021), but not so many researches conducted on brand authenticity influence in Vietnam (for authentic fruits).
2 THEORETICAL FRAMEWORK

2.1 FACTOR DEFINITION

2.1.1 Authenticity

We see below table:

<table>
<thead>
<tr>
<th>Authors</th>
<th>Year</th>
<th>Content, results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilmore &amp; Pine</td>
<td>2007</td>
<td>Offer (is it) true to itself and what it is (saying)</td>
</tr>
<tr>
<td>Chen</td>
<td>2008</td>
<td>Retailers are responsible for controlling private label products, and deciding on marketing activities, advertising, packaging, selling prices, as well as inventory issues</td>
</tr>
<tr>
<td>Molleda</td>
<td>2009</td>
<td>A hard concept as authenticity consisting elements such as trustworthy, original, real and sincere, etc.</td>
</tr>
<tr>
<td>Hang, NPT &amp; Huong, NTP</td>
<td>2023</td>
<td>Identify and measure factors affecting consumers' intention to purchase Satra private label products in the city. Ho Chi Minh. Research results show that there are 6 factors that influence consumers' intention to purchase Satra private label products in the city. Ho Chi Minh City with the impact levels from high to low respectively: Trust, Perceived price in currency, Perceived price, Perceived quality, Consumer attitude and Awareness of private label products. From there, management implications are proposed to help the Satra retail system better understand consumers' purchasing intentions, apply them to marketing strategies, and promote the business of Satra private label products.</td>
</tr>
</tbody>
</table>

Source: author synthesis

Next in below table we recognize that 6 factors/elements (Integrity, Connectedness, …) of authenticity:

![Figure 1 - Elements of Authenticity](image)

Source: Nunes et al., 2021

*Brand Authenticity, brand equity and Conceptualization of brand equity and consumer preferences:

We see below table:
Table 2 - Summary of studies related

<table>
<thead>
<tr>
<th>Authors</th>
<th>Year</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arnould &amp; Price</td>
<td>2003</td>
<td>Buyers (when buy a product)- they will seek real values that have meanings in their lives</td>
</tr>
<tr>
<td>Drennan et al</td>
<td>2015</td>
<td>(so called brand equity) definition as 2 factors combined: brand equity connected and liability (combined) with symbol or partner brand</td>
</tr>
<tr>
<td>Aaker</td>
<td>1991</td>
<td>Author gave definition (brand awareness so called), consumer will recall a brand in category of product</td>
</tr>
</tbody>
</table>

Source: author synthesis

Next element is Purchase Intention (PI): (Ajzen, 1991)

As Ali et al, 2020 showed that, PI is willingness that describe attitude to buy/consume a product/service (intent to pay to buy it) so called their intention to consume (consumers).

2.2 PREVIOUS THEORETICAL FRAMEWORKS

Figure 2: Brand Equity theoretical framework

Figure 3- Brand authenticity theoretical framework

Source: Aaker (1991)

Source: Moulard et al., 2021b
There is a related Theory of Planned Behavior (Ajzen, 1991): showed that people will try (how difficult) and efforts to create activity (shown behavioral intention) influenced by variables.

3 METHODOLOGY
3.1 HYPOTHESIS AND RESEARCH MODEL

We summarize in below fig 3:

<table>
<thead>
<tr>
<th>Concept</th>
<th>Authors</th>
<th>Year</th>
<th>Contents, results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand authenticity and purchase intention rel</td>
<td>Grayson &amp; Martinec</td>
<td>2004</td>
<td>Including 3 conditions for instance: deceit/truth; b) no contradiction b.t the two (authentic iconically, and indexically authentic market offer)</td>
</tr>
<tr>
<td>Consumer preference and purchase intention rel</td>
<td>Wang, EST</td>
<td>2010</td>
<td>Two elements influencing it - purchase intention (consisting of perceptions of individual and circumstances, not see)</td>
</tr>
<tr>
<td>Brand equity and purchase intention</td>
<td>Wu PCS et al</td>
<td>2011</td>
<td>PI defined as ability or plan of buyers to buy products maybe in future</td>
</tr>
<tr>
<td>Brand equity and consumer preference rel</td>
<td>Beverland</td>
<td>2005b</td>
<td>Factors such as genuine, sincere, driven by enthusiasm</td>
</tr>
<tr>
<td></td>
<td>Keller</td>
<td>1993</td>
<td>Favorable and strong brand kept in consumer memory</td>
</tr>
</tbody>
</table>

As a result, in the authentic fruits scenario, we would like to confirm the following hypothesis

H1: There is a link exists between Brand Authenticity and Purchase Intention
H2: There is a link exists between Consumer Preference and Purchase intention
H3: There is a link exists between Brand Equity and Purchase intention
H4: There is a link exists between Brand Authenticity and Consumer Preference
H5: There is a link exists between Brand Equity and Consumer Preferences

3.2 RESEARCH MODEL

![Research model](image)

Source: Prepared by Authors (2023)

3.3 PARTICIPANTS

Participants include 612 people and below table show their features (demographic):

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>LGBT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>49.2%</td>
<td>98.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td></td>
<td>Age</td>
<td>18 to 25 = 6.2%</td>
<td>25 to &lt;40 = 52.3%</td>
<td>40 to &lt;50 = 32.4%</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>6.2%</td>
<td>52.3%</td>
<td>32.4%</td>
</tr>
<tr>
<td></td>
<td>Income</td>
<td>&lt; 15 million = 15.8%</td>
<td>15 to &lt; 25 million = 17.2%</td>
<td>25 to &lt; 35 million = 48.4%</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>15.8%</td>
<td>17.2%</td>
<td>48.4%</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>Highschool = 2.1%</td>
<td>Undergrad = 55.7%</td>
<td>Graduate = 42.2%</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>2.1%</td>
<td>55.7%</td>
<td>42.2%</td>
</tr>
<tr>
<td></td>
<td>Marriage status</td>
<td>Single = 37.9%</td>
<td>Married = 56.4%</td>
<td>Divorced = 5.7%</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>37.9%</td>
<td>56.4%</td>
<td>5.7%</td>
</tr>
<tr>
<td></td>
<td>Job</td>
<td>Officer = 38.9%</td>
<td>Lecturer = 17.5%</td>
<td>Business = 19.3%</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>38.9%</td>
<td>17.5%</td>
<td>19.3%</td>
</tr>
<tr>
<td></td>
<td>Living area</td>
<td>North = 27.1%</td>
<td>Central = 23.5%</td>
<td>South = 53.4%</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>27.1%</td>
<td>23.5%</td>
<td>53.4%</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)
3.4 MEASURE SCALE

*Brand Equity*: A five-item survey was utilized for evaluation. from (Khudri & Farjana, 2016) and (Tong & Hawley, 2009) such as brand awareness, brand association, brand loyalty, perceived quality and brand knowledge.

*Consumer Preference* was measured by a five-item questionnaire adopted from Noor et al. (2018) and Kusumaningrum et al. (2021) including product, price, place, promotion and time experience.

Authors use SPS, MAOS and SEM method.

4 RESULTS AND DISCUSSION

4.1 VARIABLES DESCRIPTIVE STATISTICS

We see from below table mean 2.81 (BRAp) and 3.45 (BRAE) , etc. More than 2 /5 (so well-liked).

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Devia</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAP</td>
<td>612</td>
<td>1.00</td>
<td>5.00</td>
<td>2.81</td>
<td>1.06</td>
</tr>
<tr>
<td>BRAE</td>
<td>612</td>
<td>1.00</td>
<td>4.83</td>
<td>3.45</td>
<td>0.93</td>
</tr>
<tr>
<td>COP</td>
<td>612</td>
<td>1.00</td>
<td>5.00</td>
<td>2.9</td>
<td>1.04</td>
</tr>
<tr>
<td>PUIN</td>
<td>612</td>
<td>1.00</td>
<td>4.43</td>
<td>2.28</td>
<td>0.90</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>612</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5- Descriptive Statistics

Source: Prepared by Authors (2023)

4.2 RELIABILITY TEST

We show objects included: cohesive.

4.3 EXPLORATORY FACTOR ANALYSIS – EFA

<table>
<thead>
<tr>
<th></th>
<th>KMO Measure of Adequacy Sampling</th>
<th>Bartlett's Test of Spher</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.927</td>
<td>Appro. Chi-Square</td>
<td>9947.571</td>
</tr>
<tr>
<td></td>
<td></td>
<td>df</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table 6 - KMO and Bartlett's Test

Source: Prepared by Authors (2023)

Figure 6- CFA result

Source: Prepared by Authors (2023)

Figure 7-SEM Result

Source: Prepared by Authors (2023)
Table 7 - Regression Weights

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>COP</td>
<td>BRAE</td>
<td>.239</td>
<td>.040</td>
<td>6.032</td>
<td>***</td>
</tr>
<tr>
<td>COP</td>
<td>BRAAU</td>
<td>.385</td>
<td>.041</td>
<td>9.350</td>
<td>***</td>
</tr>
<tr>
<td>PUIN</td>
<td>BRAAU</td>
<td>.096</td>
<td>.044</td>
<td>2.174</td>
<td>.030</td>
</tr>
<tr>
<td>PUIN</td>
<td>BRAE</td>
<td>.248</td>
<td>.042</td>
<td>5.963</td>
<td>***</td>
</tr>
<tr>
<td>PUIN</td>
<td>COP</td>
<td>.231</td>
<td>.049</td>
<td>4.723</td>
<td>***</td>
</tr>
</tbody>
</table>

Source: Author estimation

So we analyze that:

In above figure we see that: there is suitability of analysis of factors as variance of 62.531 (over 50%). Next, the model show fit to condition as results shown validity and reliability.

Table 8 - Hypothesis result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Accept</th>
<th>Reject</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is a link exists between Brand Authenticity and Purchase Intention</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>H2: There is a link exists between Consumer Preference and Purchase intention</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>H3: There is a link exists between Brand Equity and Purchase intention</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>H4: There is a link exists between Brand Authenticity and Consumer Preference</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>H5: There is a link exists between Brand Equity and Consumer Preferences</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

5 CONCLUSION

First, creating more products is better to affect intention to buy (consumers/consumer intention).

Second, social identity /value affect people and consumer intention to buy.
Third, three elements (Brand Authenticity, Brand Equity, Consumer Preference) affecting intention to buy fruits of consumers.

Fourth is the issue of sustainable development of weasel coffee or fruit products. It might need certain solutions not only just branding issues. According to Decision 4635/QD-BNN-KHCN dated November 15, 2017 approving the national product development framework project "high quality Vietnamese coffee", requesting the Ministry of Agriculture and Rural Development to direct Relevant units will soon complete the publication of a set of high quality coffee criteria and management system.

Pilot implementation of businesses using high-quality Vietnamese coffee certification marks. Continue to direct localities to implement assigned content according to the project, especially planning high-quality coffee production areas. In addition, the Ministry of Agriculture and Rural Development is requested to direct the organization and implementation of the project to develop Vietnamese specialty coffee for the period 2021-2030. The coffee industry coordination board needs to include the content of developing high quality coffee and specialty coffee in national coordinated action programs...

Finally, we need to solve problems and difficulties such as: Coffee production in our country still faces many difficulties due to the effects of market fluctuations and climate change; The area of old coffee beans is increasing rapidly; Household production is the mainstay, the role of cooperatives is limited; Production association organization still has many shortcomings; Investment capital for coffee development is still limited...

Implications and direction or future works, Our study still focus on centres of city in Vietnam, so it need and can be expanded to other big cities and countries in Asia such as Korea, Japan, etc.

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