RESEARCH ON SELECT FACTORS AFFECTING THE INTENTION TO BUY FRESH FOOD IN THE TRADITIONAL MARKETS OF SOUTH CENTRAL COASTAL REGION, VIETNAM

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Abstract

This empirical research is conducted to analyze some factors affecting to the intention of buying fresh food in the traditional markets of south central coastal region, Vietnam. Analytical Factor Analysis (EFA) and descriptive statistical methods were used to analyze a number of factors affecting the intention to purchase fresh food in the traditional markets of the coast south central Vietnam. The results of this study have shown that: the convenience, quality of products, price of products have a strong influence on the intention to buy fresh food in traditional markets of the South Central Coast, Vietnam. Based on that, the author proposes some suggestions to help suppliers to be able to attract more consumers to buy fresh food in traditional markets.

Keyword: Intention of buying, fresh food, consumer, traditional market, Vietnam

INTRODUCTION

After more than thirty years of market reform, Vietnam's economy has experienced tremendous growth both in terms of economic growth and social change. Along with the current flow together with the process of rapid integration, the system of modern shopping places has appeared alot and rapidly in the urban areas of Vietnam. This system of modern shopping

places have strongly influences the psychology and behavior of Vietnamese consumers. A big ratio of Vietnamese consumers are quick to adapt to this system. This has changed the structure of Vietnam's retail trade system in terms of economic composition, level of civilization and consumer confidence.

The modern retail trade system has many advantages, especially in the context of Vietnamese consumers preferring foreign goods and the seriousness of having to control food hygiene and safety under the oath of the Prime Minister in term of 2016 – 2021. This situation seems to be that the traditional market system of Vietnam will be "veto" in an early way.

But it still has strong vitality, according to statistics from the Ministry of Industry and Trade, in 2015, the modern retail market share in Vietnam will account for about 25% of total retail sales (forecast to reach 45% by 2020); traditional retail market share accounted for 75% of total retail sales (modern retail channel here is system of supermarkets, department stores and convenience stores; Market system is distributed in all areas from urban to rural areas and individual grocery stores of individual business households are classified into traditional retail channels. In addition to economic contribution, this traditional market also has many cultural and social values: bold cultural mark, soul of Vietnam, reflected in transactions and in the market culture (Linh Anh, 2012). Consumers who go to a local market often want to buy a traditional local product, so this is also a good channel for promoting and selling Vietnamese goods. (Ha Anh, 2013) . Therefore, studying on some factors affecting the intention to buy fresh food in traditional markets of the South Central Coast is needed.

Literature review

Tarkiainen et al (2005) when study about intention to buy safe food, they use theory of plan behaviour, with the data collected from Finland. To carry out this study, the author has proposed hypotheses about the health and subjective norms that affect attitudes toward safe food. Consequently, the attitude toward safe food will affect the intention to buy safe food beside two other factors that are perception of price and perception of the availability of the product. However, the authors 'findings confirm that the intention to buy safe food can be predicted by consumers' attitudes toward safe food, and the attitudes of consumers to this product are depended on the subjective standards of each person. Also studied on the intention to buy safe food, Robin (2007) conducted a study in China with an observation volume of 136 observations in 66 stores of two large supermarkets, the aim of the study was to identify the characteristics of consumers' safe eating behavior. Research shows that consumers tend to buy in groups and influence their mutual interest in the group. Consumers often read labels before buying, but they are less interested in the flyers.

Using the theory of planned behavior to predict the purchase of safe food by Indonesian women, Sudiyanti (2009) uses a quantitative method to analyze the factors that influence the intention to buy safe food with 406 observations is made. The results show that subjective norms are the most influential factors in the intention to purchase safe food. Another aspect that researchers exploited is the fresh food market, considering the factors that affect the choice of fresh food at retail stores, by Norshamliza Chamhuri and Peter J. Batt (2013), five groups of factors influence the intention to purchase fresh food at traditional markets or at modern retail stores: the perception of the consumer in terms of product quality, the guarantee of the product Halal, good relationship with retailers, competitive price and convenient shopping environment.

Meanwhile, Goldman et al. (1999) suppose that although modern supermarkets "grow" a lot in Asian countries like China, Indonesia, Japan, Singapore, Taiwan ... but The supermarket system still can not dominate the fresh food line to attract consumers for reasons such as: In traditional markets, retailers are able to provide the desired quantity and quality of products, particularly with fish or meat products. Consumers who want to buy fresh produce, live fish , this modern retail system such as supermarkets or other convenience stores are not can meet the requirements. Because of this, both traditional markets and modern shops will coexist in parallel.

Alexandru M. Degerat et al. (2000) focused on answering the question of brand names that are more valuable at online stores or traditional markets. The research team focused on the differences in conditions when shopping at online stores and stores traditionally, from there to consider how that difference affects the choice of the consumer.

In Vietnam, studying on factors that affect the choice of fresh food, Chu Nguyen Mong Ngoc and his colleagues used the supermarket channel for the purchase of products; specifically the objective of the study is to analyze the relationship between the factors and the decision to choose a supermarket of HCM consumers when buying fresh food. Research conducted on 120 samples, the research results show that the factors affecting the decision to buy fresh food at the supermarket channel include factors related to products, form of packaging, price and location, while the factor related to promotional activities is not impact clearly on the decision to buy fresh food at supermarkets.

RESEARCH METHODOLOGY

The author conducted a survey of 210 consumers - Consumers who buy fresh food in traditional markets of three cities: Quy Nhon City - Binh Dinh Province, Da Nang City and Nha Trang City of Khanh Hoa province to check the questionnaire before carrying out the whole survey. 210 survey questionnaires were divided equally among the three provinces:

✓ 70 survey questionnaires in Binh Dinh province

✓ 70 survey questionnaires in Da Nang city

✓ 70 survey questionnaires in Nha Trang city, Khanh Hoa province

The time to take the trial survey: From August, 2017 to the end of October 2017. Consumers selected for the survey by convenient sampling method are those who are doing shopping or have done shopping fresh food in the traditional markets of three cities: Nha Trang, Da Nang and Quy Nhon.

Primary data was collected from consumer interviews - Fresh food buyers in traditional markets or in supermarkets using standardized questionnaires.

After gathering information, the author have cleaned the data, in case the number of samples after cleaning was not enough to ensure the minimum number of samples, the author conducted further interview to ensure the number The sample size of the questionnaire was sufficient to meet the minimum requirement for statistical analysis.

With 210 survey questionnaires distributed, the author collected 185 survey questionnaires, after entering data, some questionnaires did not meet the requirement of information completeness, the author made the removal those survey cards, the remaining 150 survey cards meet the information requirements of study, author make data input into exel software and perform analysis.

Exploratory Factor Analysis (EFA) and descriptive statistical methods were used to analyze a number of factors affecting the intention to purchase fresh food in the traditional markets of the coast south central Vietnam, with the help of SPSS software 20.0

RESULTS

Descriptive statistic the observation

With 150 observations, the results of the descriptive statistics are as follows:

Table 1: Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	26	17.3	17.3	17.3
	Female	124	82.7	82.7	100.0
	Total	150	100.0	100.0	

Almost of the respondents are female, with a frequency of about 82.7%, which is justified because of the Vietnamese tradition as well as the traditional South Central coastal region, women are often the caregivers for food and housework in the home

Table 2: Average income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 3 million dong	26	17.3	17.4	17.4
	From 3 million dong - below 5 million dong	40	26.7	26.8	44.3
	From 5 million dong - below 10 million dong	69	46.0	46.3	90.6
	Above 10 million dong	14	9.3	9.4	100.0
	Total	149	99.3	100.0	
Missing	System	1	.7		
Total		150	100.0		

The results of the survey showed that the average income of selected consumers in the group of 5 to 10 million was highest at 46%, followed by the group of 3 to 5 million with a rate of about 26.7% of the total number of observations.

Analyzing the factor affecting on the intention to buy fresh food

in traditional market of south central coastal, Vietnam

(1) Quality product variable

To analyze factor, the first author take the KMO and Bartlett test

Table 3. KMO and Bartlett test (1)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
	Approx. Chi-Square	277.220
Bartlett's Test of Sphericity	Df	10
	Sig.	.000

From the table above, KMO = 0.818, Bartlett test has Sig. = 0.000 <0.05 indicates that the observations are correlated in magnitude with a significance level of 99%. So the research model of the author is appropriate

Then, perform factor analysis with Eigenvalues> 1 with one group of factors extracted with a level of interpretation of 60.648% From that, the author extracted the factorial rotation matrix:

Table 4. Component Matrix[a] [(1)]

	Component
	1
CL1. Quality of fresh food at traditional market is good	.757
CL2. Quality of fresh food at traditional market is better than other places	.811
CL3. Quality of fresh food at traditional market is good avoid the risk for health	.836
CL4. The origin of fresh food in traditional markets is clear	.678
CL5. Fresh food in the traditional market is always fresh than in other places	.801

With the coefficient of CL3: "The quality of fresh food in traditional markets is good to avoid health risk" is 0.836, the author chooses this variable as the variable representing the quality variable. Quality groups with 5 observation variables are categorized into only one group factor. We have equations:

FACCL= 0.757CL1 + 0.811 CL2 + 0.836 CL3 + 0.678 CL4 + 0.801 CL5

(2) Variable of Price

The first, author take the KMO and Bartlett test:

Table 5. KMO và Bartlett test (2)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	401.444
	Df	15
	Sig.	.000

From the table above: KMO = 0.787, Bartlett test has Sig. = 0.000 <0.05 indicates that the observations are correlated in magnitude with a significance level of 99%. So the research model of the author is appropriate

Then, performing factor analysis with Eigenvalues> 1 with a set of factors extracted with an explanation level of 57.520%. From there the author has a rotation matrix:

Table 6. Component Matrix[a] [(2)]

	Component
	1
GB1. Price of fresh food at Traditional market is proper	.745
GB2. Price of fresh food at Traditional market is cheaper than other place	.668

GB3. I am willing to pay high prices when buying fresh food in traditional markets	.751
GB4. I can bargain for prices when buying fresh food in a traditional market	.785
GB5. I can easily compare the prices of fresh food in traditional markets compared to other places.	.753
GB6. I was offered a preferial price because of being a patron	.837

The price group with six observed variables is categorized into a only factor group, with the equation:

FACGB= 0.745GB1 + 0.668 GB2 + 0.751 GB3 + 0.785 GB4 + 0.753 GB5 + 0.837 GB6

With coefficients of the variable GB6: "I was buying at a preferential price because of being a patron" was 0.837, the author choose this variable as the variable representing the variable selling price.

(3) Convinience variable

Using the KMO and Bartlett test to test the fit of the model:

Table 7. KMO and Bartlett test (3)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	532.225
	Df	45
	Sig.	.000

From the table above: KMO = 0.770; Bartlett test has Sig. = 0.000 <0.05 indicates that the observations are correlated in magnitude with a significance level of 99%. So the research model of the author is appropriate.

Then, performing factor analysis with Eigenvalues> 1, there has two groups of factors that are explained at 31.922% and 53.804%, respectively. Rotated Component Matrix as below:

Table 8. Rotated Component Matrix[a]

	Component	
	1	2
TL1. At traditional market, the fresh food is very diversity	.613	
TL2. At traditional market, the fresh food is devided clearly	.515	.567
TL3. Traditional market is opening day by day	.687	
TL4. Traditional market is opening so early	.726	

TL5. Traditional markets offer a variety of fresh produce to choose	.790	
TL6. Traditional market near home and convenient		.597
TL7. Just call the order, the seller will bring to your home	.578	
TL8. It is easy to change the item	.686	
TL9. Place to buy is convenient		.739
TL10. Easily find places to shop for fresh food		.748

Based on the rotated matrix of these factors, two factors were extracted into two groups: The author set the name convenience variable group 1 is the variety of commodities and the time of operation of the market, this group consists of 6 variables: TL1, TL3, TL4, TL5, TL7, TL8. Illustrating the contents of the variety of food at the traditional market; the opening hours of the market as well as the flexibility of shopping and payment methods; the convenience group 1 denoted FACTL (1) has the equation:

FACTL (1) = 0.613 TL1 + 0.687 TL3 + 0.726 TL4 + 0.790 TL5 + 0.578 TL7 + 0.686 TL8

The author set the name convenience group 2 is the convenience of the traditional market, this group includes 4 observation variables: TL2, TL6, TL9, TL10 show the convenience of selecting locations near the house as well as the face goods are sold conveniently. This group is denoted by FACTL (2) and the equation is as follows:

FACTL (2) = 0.567 TL2 + 0.597 TL6 + 0.739 TL9 + 0.748 TL10

(4) Saleman variable

Table 9. KMO and Bartlett test (4)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	335.805
	Df	15
	Sig.	.000

From the table above: KMO = 0.762, Bartlett test has Sig. = 0.000 <0.05 indicates that the observations are correlated in magnitude with a significance level of 99%. So the research model of the author is appropriate

Then, performing factor analysis with Eigenvalues> 1 with two factorial groups were drawn with explanatory rates of 40.157% and 69.362%, respectively. From there the author extracted the rotation matrix:

Table 10. Rotated Component Matrix[a (2)]

	Component	
	1	2
NB1. Saleman know very well about product	.843	
NB2. Saleman recognize customers when making regular purchases	.896	
NB3. I have a good relationship with saleman in traditional market	.888	
NB4. I go to the traditional market because of having an appointment to chat with salesman		.602
NB5. I go to the traditional market because I like talking, transaction with saleman		.755
NB6. I can buy the debt (buy the debt) when buying in the traditional market because of good relationship with the seller		.817

Based on the results obtained, two factors were extracted into two groups: The author identifying the vendor variable 1 is the acumen and knowledge of the vendor, the salesman 1 denoted FACNB (1) has the equation:

FACNB (1) = 0.843 NB1 + 0.896 NB2 + 0.888 NB3

This group consists of 3 observation variables that represent the saleman's understanding of the product, the acumen of regular customer engagement, and good relationships.

About the group of saleman 2, consists of 3 observation variables: NB4, NB5 and NB6. This group is denoted by FACNB (2) and the equation is as follows:

FACNB (2) = 0.602 NB4 + 0.755 NB5 + 0.817 NB6

The FACNB Group (2) sut the name is the relationship between the buyer and the seller in the traditional market, with the content showing that sometimes customers visit the market with the purpose of talking with the seller.

RECOMMENDATIONS

Firstly, continuously to improve the quality of products, to ensure the origin of products, freshness of products, meet the increasing demand of consumers.

Secondly, ensure that the price of the product is competitive compared to other suppliers of the same product

The third, rearranging the booth to create attractive and convenient for consumers when choosing a traditional market to buy items.

Fourthly, it is necessary to further enhance the responsibility of the seller with his products to the consumer, the seller himself must understand his product in order to be able to refer to the consumer.

The fifth, ensuring security in the market area, creating peace of mind and trust for consumers when they shopping.

FURTHER RESEARCH

The current research conducted an investigation in south central coastal region of Viet Nam; therefore, survey sample sizes could not make generalizations of the current situation of the whole territory of Vietnam. In further research, the author will conduct data surveys in the region or the entire territory of Vietnam

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