

## FACTORS AFFECTING THE PURCHASING DECISION TO BUY THE FRESH FOOD – EMPIRICAL STUDY IN VISSAN STORES, HO CHI MINH CITY, VIETNAM

Vu Minh Hieu<sup>1</sup>, Vu Anh Minh<sup>2</sup>

<sup>1</sup>Faculty of Business Administration, Van Lang University, Ho Chi Minh city, Vietnam

<sup>2</sup>MBA student, Van Lang University, Ho Chi Minh city, Vietnam

E-mail: [lvuminihieu@vanlanguni.edu.vn](mailto:lvuminihieu@vanlanguni.edu.vn), [vuanhminhvissan@gmail.com](mailto:vuanhminhvissan@gmail.com)

Received: 20.05.2020

Revised: 17.06.2020

Accepted: 04.07.2020

### Abstract

With the recent development of the economy and technological revolutions, lifestyle, income, and consumer behavior have changed dramatically. Additionally, the satisfaction of customers' needs and concerns should be constantly done in all organizations. , this study is to explore factors affecting the purchasing decision to buy fresh food in Vissan stores in Ho Chi Minh City, Vietnam. The qualitative and quantitative methods have been employed through content analysis, the consultations with 5 experts, 2 group discussions, and 3 in-depths structured interviews with 20 random customers, and 300 surveyed questionnaires with the customers. The findings show 5 factors as Promotion, Income, Price, Place, and Product in the empirical evidence of factors impacting on consumers' decisions on purchasing the fresh food. This results will be a valuable source of information for the Vissan Corporation in their management and for pedagogical activities for all same cases.

**Keywords**--- Consumer behavior, Fresh food, Ho Chi Minh City, Purchasing decision, Vissan stores

© 2020 by Advance Scientific Research. This is an open-access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>)  
DOI: <http://dx.doi.org/10.31838/jcr.07.08.326>

### INTRODUCTION

Along with the development of the economy and technological revolutions, there are great changes in lifestyle, income, and consumer behavior. In addition, each customer has its own characteristics, behaviors, expectations of customer service, and shopping needs, etc. In business, satisfying customers' needs and understanding their concerns are being constantly explored in most of the organizations.

As an emerging nation with a large population of more than 96.2 million people, Vietnam's domestic consumer market has great potential thanks to its young and dynamic population structure (An Nguyen, 2019) and contribute to the strong growth of his economics. Besides, with the higher living standards, the Vietnam consumption trends have been changed. Just over the past 10 years, shopping habits and consumer trends in Vietnam are changing dramatically (The Vinh, 2019). Daily shopping has been changed from the traditional markets modern supermarkets to convenience stores and online shopping channels (The Vinh, 2019; Deloitte, 2020). The shopping frequency by Vietnamese consumers at convenience stores, mini supermarkets, etc. is increasing rapidly. According to the report of Nielsen shopper Trend in 2017, Vietnamese consumers buy in traditional markets at 22 times per month, in the supermarkets at 2 times per month, in the convenience stores at 3 times per month, and in the grocery stores at 8 times per month (Nielsen, 2017).

In addition, Vietnam's retail industry is considered one of the attractive and potential markets in Southeast Asia, and more investors have been being attracted to join (Dieu Thien, 2019). As of 2019, there are nearly 200 trade centers as supermarkets, convenience stores have been opened by domestic and foreign investors (Deloitte, 2020). This is a huge challenge for domestic retail businesses to face tougher competition and it requires businesses to come over by the effective management policies, appropriate development directions as well as not attracting and retaining customers. For the Vietnamese businesses, there are many difficulties and challenges they must face as attraction and retention of customers to create a competitive advantage and identify the unique brand position in the hearts of customers.

As people's living standards are improved, consumers have a higher demand for the consumption of goods in general and fresh food in particular (Bao Ngoc, 2020). These changes are done for the sense of health protection and utilization. Therefore, the emergence of modern selling channels as supermarkets and convenience stores has created opportunities to access many types of clean, safe, and convenient food products for consumers (Huan & Phuong, 2010). By the year 2014, in Ho Chi Minh City, there have been nearly 100 shopping centers, 240 traditional markets, and more than 730 convenience stores (Quang Ha, 2014).

As stated in the webster online dictionary (2020), fresh food means "that is not preserved by canning or dehydration or freezing or smoking". According to the Vietnam Food Safety Law of 2010, fresh food is unprocessed food including meat, eggs, fish, seafood, vegetables, tubers, fresh fruits, and other unprocessed foods". The size of Vietnam's fresh food market each year is estimated to be worth \$ 27 billion and is continuing to grow. Sales of fresh food are forecasted to increase by 4.3% per annual (Babuki, 2019). Also, in terms of the distribution channel, it also indicates that 85% of consumers buy fresh food at traditional markets, and only 15% purchases at the modern channels and fresh foods have been occupied a huge volume in foreign-invested channels of which are growing at a rate of 28% per year. As a consequence, a big question arises if the habits of fresh food consumption have changed from the traditional to the modern channels. Therefore, this study is to explore factors affecting the purchasing decision to buy the fresh food in Vissan stores in Ho Chi Minh City. The results will be a valuable source of information for the Vissan Corporation in their management and for pedagogical activities for all same cases.

### LITERATURE REVIEW

#### Concepts of consumers and consumer behavior

Customer, to date, has been defined in various modes upon to the viewpoints of the researchers or policy-makers. As in the Investopedia dictionary (2020), a customer is "a person or company that receives, consumes or buys a product or service and can choose between different goods and suppliers". Also, from the Vietnam Law on the protection of consumers' rights

(2015), a consumer is “a person who purchases or uses goods and/or services for personal use or use for families or use for organizations”. More of that, the terms customer and consumer are nearly synonymous and often used interchangeably. In other words, they are often the ultimate users. The term “ultimate consumer” is used to emphasize the end-users of any good or service that they have paid for. Customers are human beings, companies, or entities that purchase goods and services (Investopedia dictionary, 2020). In terms of individual consumers, they buy goods and services for their own use, for family, relatives, and friends and they are called "end consumers" (Kotler & Armstrong, 2008). As for the consumers as organizations including enterprises, administrative and non-business units, etc., they buy products and services for the activities of agencies and organizations. However, in consumer behavior research, individual consumers are mainly focused, hence, this study is also to focus on individual consumers.

Along with the growth of the size and market of businesses, consumer behavior must put into the research to fit organizations with the appropriate and accurate decisions and build an effective marketing plan to attract and develop customers. (Kotler & Armstrong, 2008). According to Kotler (2001), research on consumer behavior is a crucial task due to its great influence on the decision-making process on marketing strategies of organizations.

Consumer behavior is to explore how individuals are selected, buying or use and disposal of products, services, and how different experiences or ideas that meet consumer needs and wants (Kotler, 2001; Solomon et al., 2014). Also, Peter & Olson (2005) define consumer behavior as “The dynamic interaction of affect and cognition, behavior and environmental events by which human beings conduct the exchange aspect of their lives” Schiffman & Kanuk (2000) assume consumer behavior study focuses on how people make choice to spend their resources including the period of time, funds, and work on items and these actions are directly concerned on selecting, obtaining, using, and removing of goods and services and perceptions to meet their satisfaction, including the purchasing decision that preface and follow these actions.

At present, consumer behavior study is to satisfy the demands of its customers. (Karsaklian, 2008) and it is the “study of the processes involved when individuals or group select, buy, use or offer products, services, ideas or experiences to satisfy needs and wants” (Solomon et al., 2014). For Mowen & Minor (2003), consumer behavior is the study of purchasing units and trading processes involved in the acquisition, use and disposal of goods, services, experiences, and ideas. According to Engel et al. (1995), consumer behavior includes activities that people engage when they obtain and consume products and services. Objectively, consumer behavior is a series of complex behavioral stages determined by the characteristics of consumers under the impact of marketing activities

**Factors affecting consumer behavior**

Kotler & Armstrong (1993) highlight the key factors affecting consumer decision making as motivations, personality, and perceptions. For Engel et al. (1995), consumer behavior variables are of environmental influences, individual differences, and personal factors. To Schiffman & Kanuk (2000), the influences can be psychological, personal, social, and cultural rights. Later, Churchill & Peter (2003) affirms the factors impacting on consumer behavior are social, cultural, situational, personal marketing, among others. Besides, for the factors impacting the consumer behavior, Miniard et al. (2002), he affirms there are 2 factors as the psychology and personality.

This is also agreed by Kotler & Armstrong (2006/2008) in which psychology is related to motivation, perception, learning, beliefs and attitudes and personality includes age and life-cycle stage, occupation, economic circumstances, lifestyle, personality, and self-concept. Moreover, psychological factors like motive and perception (Kotler & Armstrong, 2006/2008) ability and knowledge (Hastings, 2007), attitudes (positive or negative feelings) or personality and lifestyle (Kotler & Armstrong, 2008; Hastings, 2007) and the social or environmental factors as the consumer wants, values or beliefs are influenced by the opinion of leaders, person’s family, reference groups, social class and culture (Kotler & Armstrong, 2006/2008; Hastings, 2007). According to Hardesty & Bearden (2009) and Hastings (2007), social class can be; occupation, education, income, wealth, race, ethnic groups, and possessions.

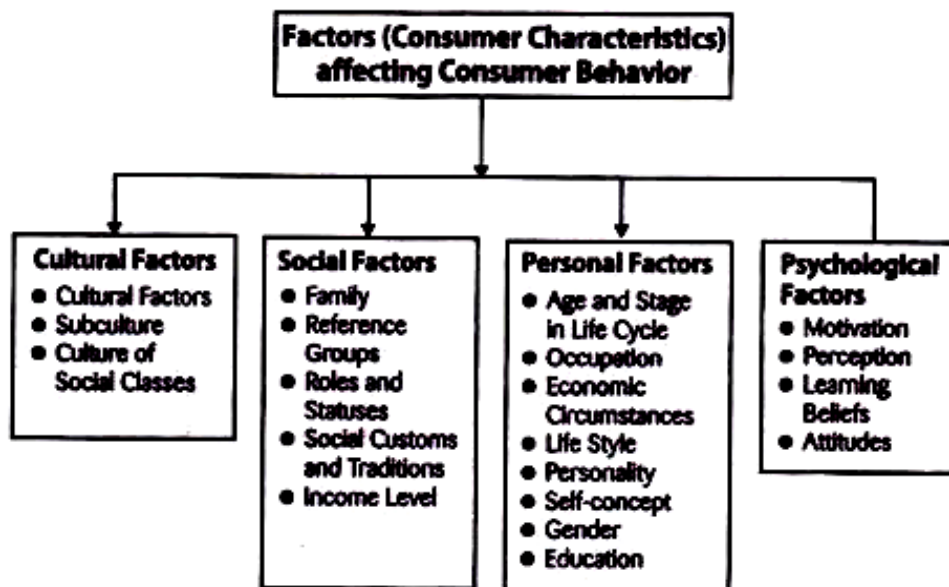


Figure 1. Factor affecting customer behavior

Source: <https://www.yourarticlelibrary.com/marketing/consumer-behavior/factors-affecting-consumer-behaviour-with-diagram/48599>

**Concept of food and fresh food**

Cambridge dictionary (2020) defines food as “something that people and animals eat, or plants absorb, to keep them alive”. In this study food is the product that people eat, drink in fresh or preprocessed, processed, and preserved forms. Food does not include cosmetics, cigarettes, and substances used as pharmaceuticals. As stated in Webster’s online dictionary (2020), fresh food means “that is not preserved by canning or dehydration or freezing or smoking”.

It includes vegetables, fruits, meat, aquatic products, etc. According to the Vietnam Food Safety Law of 2010, fresh food is unprocessed food including meat, eggs, fish, seafood, vegetables, tubers, fresh fruits, and other unprocessed foods”. Generally, fresh food is generally defined as the primary agricultural product which have not been deeply processed (Cui, 2011).

**Overview of related studies**

As presented, literature of consumer behavior indicates the consumer decision is influenced by internal and external factors. They may have a range of thoughts, feelings and experiences about the environment and the product itself. However, confirming the factors impacting the consumer behavior in fresh food consumption, Dai et al. (2001) make a study in Zhang Zhou City, China and affirms the price and quality are the factors influencing consumer’s preference for purchasing channels. Chamhuri & Batt (2013) found that Malaysian people feel more convenient and prefer shopping at modern retail outlets because of the various types of fresh food along with better display of goods.

They also indicated that freshness of the product, competitive price, good environment are the factors attracting consumers to purchase fresh meat in modern retail outlets. In the study of Singh & Neeraj (2018) on consumer’s concern on vegetables safety and dependence on information channel, among various factors as the freshness, the price, the total quality, the shelf life, the purchase place, the brand outlet, the place of origin, the results indicate that freshness and price were the main factors affecting the consumer’s decision to buy vegetables. More of that, in the study of Herath (2019) on the consumer behavior and attitudes in purchasing vegetables, the results conclude the price, health factors, the quality of vegetables, home gardening and the situation are most affected.

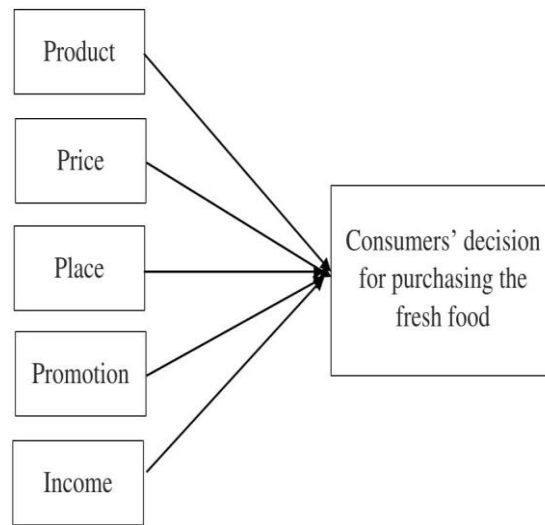
In Vietnam, a number of related researches exists. Maruyama & Trung (2007) has confirmed the proximity, freshness and price are main factors on consumer decisions on fresh food purchase. Later, Ngoc & Nhat (2013) study on factors affecting consumer decisions on choosing a super-market channel for purchasing fresh food in Ho Chi Minh City and confirm the consumer’s decision was influenced by product, package, place and price.

According to Hai & Duy (2014), the factors affecting consumers’ different choices between traditional markets and supermarkets have been the age, the reputation and service style, the shopping space, the average income, the price and policies on consumer care, the safety, the quality and variety of goods.

Also, According to Hoa & Thao (2015), they confirms the factors affecting the consumer decision on choosing a supermarket for purchasing fresh food in Hue City are the convenience of the location and arrangement, the convenience of services and the products.

As in the study of Hoa et al. (2019), the result show 6 factors affect the decision of the consumers buying vegetables at supermarkets including: Technical characteristics, convenient location, characteristics of the shop, promotions, health concerns and trust.

**Proposed research model**



**Table 1 . Summary of the independent variables**

No.	Factors	Authors
1	Product	Dai et al. (2001); Zhou et al. (2003); Maruyama & Trung (2007); Chamhuri & Batt (2013); Chu et al. (2013); Ngoc & Nhat (2013); Luu et al. (2014); Hai & Duy (2014) Hoa & Thao (2015); Singh & Neeraj (2018); Herath (2019)
2	Price	Dai et al. (2001); Zhou et al. (2003); Maruyama & Trung (2007); Chamhuri & Batt (2013); Chu et al. (2013); Ngoc & Nhat (2013); Luu et al. (2014); Hai & Duy (2014); Hoa & Thao (2015); Singh & Neeraj (2018); Herath (2019)
3	Place	Maruyama & Trung (2007); Ngoc & Nhat (2013), Hai & Duy (2014); Singh & Neeraj (2018); Herath (2019)
4	Promotion	Chamhuri & Batt (2013); Ngoc & Nhat (2013); Luu et al. (2014)
5	Income	From consultation with experts

The hypotheses of the model are formed as follows

- Hypothesis H1: The product has a positive influence on the consumer decision for purchasing fresh food in the Vissan stores.
- Hypothesis H2: Prices have a positive effect on the consumer decision for purchasing fresh food in the Vissan stores.
- Hypothesis H3: The location has a positive effect on the consumer decision for purchasing fresh food in the Vissan stores.
- Hypothesis H4: Marketing has a positive influence on the consumer decision for purchasing fresh food in the Vissan stores.
- Hypothesis H5: Income has a positive influence on the consumer decision for purchasing fresh food in the Vissan stores.

**RESEARCH METHODOLOGY**

To achieve the study objectives, 2 kinds of the secondary data and primary data have been employed.

- Regarding the secondary data, the authors use content analysis to explore and determine the concepts and factors impacting on consumer behavior and purchasing decisions of the customers from the related literature and theories in the published journals, books and other sources like websites, businesses’ reports, etc.
- In terms of the primary data, the authors possess the consultations with 5 experts including researchers, business owners, and managers for exploration of the hidden factors and

measurement scales for the study. Furthermore, group discussions and 3 in-depths structured interviews have been done with 20 random customers to gain a deep understanding of the measurement scales (observed variables). This is also a crosscheck for better results.

After attaining the results from the qualitative method, questionnaire is established as the key tool to collect data. The questionnaire content is adapted from previous studies as Dai et al. (2001); Zhou et al. (2003); Maruyama & Trung (2007); Chamhuri & Batt (2013); Chu et al. (2013); Ngoc & Nhat (2013); Luu et al. (2014); Hai & Duy (2014); Hoa & Thao (2015); Singh & Neeraj (2018); Herath (2019). Before launching out for the official survey, pilot tests have been done with 10 customers to check comprehensibility and deliver feedbacks to improve the clarity of the questionnaire.

As known, this study is the post-positivism rigor and Hair et al. (2010) defines the sample size should be as  $N = 5 \cdot \text{item}$  (where

item means observed variables) and Tabachnick & Fidell (2001, 2007) confirms the sample size should be as  $N = 8 \cdot \text{var} + 50$  (where var means independence variables using in the regression model).

Therefore, the study uses 300 surveyed questionnaires with the customers in Vissan stores in Ho Chi Minh city. In addition, it should be explained that the sampling technique in this study is the convenience technique. After all, the data is processed with statistical techniques as Cronbach's Alpha, EFA, T-Test, ANOVA, etc. for answering research questions.

## FINDINGS AND DISCUSSIONS

### Findings and discussions

The results of measurement scales by Cronbach's Alpha of factors affecting the consumers' decision to buy fresh food at Vissan stores are as follows:

Table 2. Reliability Statistics

codes	Items	The first analysis		The second analysis	
		Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
SP1	Products meet the quality assurance	.445		.321	.775
SP2	Products are diversified	.351		.574	.455
SP3	Products are classified clearly	.454	X		
SP4	Products have definitely origin information	.623	X		
SP5	Products have information on production and expiry date evidently.	.407		.587	.443
<b>Cronbach' Alpha</b>		.519			.674
GC1	Price is listed apparently.	.517		.878	.878
GC2	Price can be checked and compared	.461		0.760	.760
GC3	Price matched with its quality	.696	X		
GC4	Price is very competitive	.734	X		
GC5	Price is stable	.437		.719	.935
<b>Cronbach' Alpha</b>		.642			.904
DD1	The store is placed in the city center or density populated area	.432		.908	.568
DD2	The stall is clean and hygienic	.748	X		
DD3	The stall is arranged properly	.618	X		
DD4	The stall is at a convenient location	.511		.642	.844
DD5	The shops are spacious and airy	.569		.600	.880
<b>Cronbach' Alpha</b>		.644			.843
CT1	Many promotions are available for fresh food	.723		.702	.786
CT2	Privileges are provided for loyal customers	.746		.595	.831
CT3	Promotions are widely advertised	.733		.545	.853
CT4	Price is reduced per day or periodically	.841	X		
CT5	New products are introduced	.652		.880	.704
<b>Cronbach' Alpha</b>		.786			.841
TN1	Product purchase is upon on your income	.709		.702	.823
TN2	The purchase will be higher if the income is also higher at the store	.661		.870	.748
TN3	The higher income, the more you buy fresh food	.688		.747	.802
TN4	If the income does not increase, the purchase of fresh food will decrease	.859	X		
TN5	If the income does not increase, the purchase of fresh food at the store will be affected	.710		.517	.890
<b>Cronbach' Alpha</b>		.775			.859
QD1	I buy fresh food at the store due to good quality	.566		.559	.518
QD2	I buy fresh food at the store due to the right price	.561		.430	.693
QD3	I buy fresh food at the store due to its convenience.	.661	X		
QD4	I buy fresh food at the store due to attractive promotions	.621		.378	.636

FACTORS AFFECTING THE PURCHASING DECISION TO BUY THE FRESH FOOD – EMPIRICAL STUDY IN VISSAN STORES, HO CHI MINH CITY, VIETNAM

QD5	I buy fresh food at the store due to a clear origin	.608		.411	.614
<b>Cronbach' Alpha</b>		.658			.661

The result shows 9 observed variables have been removed from the measurement scales of the research model and 21 direct measurement variables have been remained. After testing the reliability of the scales with Cronbach's Alpha coefficient, the author continues to conduct EFA has also been conducted for independent factors and dependence factor.

- EFA for independent factors: After two analyzes, SP3 variable has been removed
- EFA for dependent factor: After one analysis, QD3 variable has been removed

**Table 2.** Rotated component matrix

	Components				
	1	2	3	4	5
SP1					.686
SP2					.757
SP5					.762
GC1			.892		
GC2			.918		
GC5			.792		
DD1				.953	
DD4				.839	
DD5				.778	
CT1	.786				
CT2	.743				
CT3	.774				
CT5	.912				
TN1		.755			
TN2		.903			
TN3		.872			
TN5		.658			

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 Rotation converged in 6 iterations

**Table 3.** Results of EFA analysis

Items	Code	Loading factor
<b>KMO</b>	=	<b>0.573</b>
<b>Cumulative % = 75.981%</b>		
<b>Product - FACT5-1</b>		
Products meet the quality assurance	SP1	.686
Products are diversified	SP2	.757
Products have information on production and expiry date evidently.	SP5	.762
<b>Price - FACT3-1</b>		
Price is listed apparently.	GC1	.892
Price can be checked and compared	GC2	.918
Price is stable	GC5	.792
<b>Place - FACT4-1</b>		
The store is placed in the city center or density populated area	DD1	.953
The stall is at a convenient location	DD4	.839
The shops are spacious and airy	DD5	.778
<b>Promotion - FACT1-1</b>		
Many promotions are available for fresh food	CT1	.786
Privileges are provided for loyal customers	CT2	.743
Promotions are widely advertised	CT3	.774
New products are introduced	CT5	.912
<b>Income - FACT2-1</b>		

Product purchase is upon on your income	TN1	.755
The purchase will be higher if the income is also higher at the store	TN2	.903
The higher income. the more you buy fresh food	TN3	.872
If the income does not increase. the purchase of fresh food at the store will be affected	TN5	.658

**Table 4.** Component Matrix of dependence factor

Items	Code	Loading factor
<b>KMO = 0.673</b>		
<b>Cumulative % = 50.706%</b>		
<b>Sản phẩm - FACT5-1</b>		
I buy fresh food at the store due to good quality	QD1	.802
I buy fresh food at the store due to the right price	QD2	.690
I buy fresh food at the store due to attractive promotions	QD4	.647
I buy fresh food at the store due to a clear origin	QD5	.682

Extraction Method: Principal Component Analysis.  
 1 components extracted

**Table 5.** Correlations

	FACT1-1	FACT2-1	FACT3-1	FACT4-1	FACT5-1	FACT1-2
FACT1-1 Pearson Correlation	1	0,000	0,000	0,000	0,000	0,480**
Sig. (2-tailed)		1,000	1,000	1,000	1,000	,000
N	300	300	300	300	300	300
FACT2-1 Pearson Correlation		1	0,000	0,000	0,000	0,426**
Sig. (2-tailed)			1,000	1,000	1,000	,000
N		300	300	300	300	300
FACT3-1 Pearson Correlation			1	0,000	0,000	0,505**
Sig. (2-tailed)				1,000	1,000	,000
N			300	300	300	300
FACT4-1 Pearson Correlation				1	0,000	0,163**
Sig. (2-tailed)					1,000	,005
N				300	300	300
FACT5-1 Pearson Correlation					1	0,456**
Sig. (2-tailed)						,000
N					300	300
FACT1-2 Pearson Correlation						1
Sig. (2-tailed)						
N						300

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The result depicts the data has no multicollinearity phenomenon and it is suitable for estimation of the regression model. Furthermore, to test for the significance of the regression model, two coefficients as adjusted R<sup>2</sup> and F test have been used.

**Table 6.** Model summary

Model	R	R2	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	0,949 <sup>a</sup>	0,901	0,899	0,31746800	2,114

a. Predictors: (Constant). REGR factor score 5 for analysis 1. REGR factor score 4 for analysis 1. REGR factor score 3 for analysis 1. REGR factor score 2 for analysis 1. REGR factor score 1 for analysis 1

b. Dependent Variable: REGR factor score 1 for analysis 2



As the analysis results.  $R^2$  is at 0.901. meaning that the data is fitted with the research model. Furthermore. the adjusted  $R^2$  reaches 0.899. explaining that 89.9% of the variation of the dependent variables has been explained by 5 independent variables in the model. Besides. the result in the model is  $d$  at 2.114. Also.  $1.728 < d < 2.275$  ( $dU = 1.725$  and  $d$  is in the range  $dU < d < 4 - dU$ ). thus. it can be concluded that the model has no first-order autocorrelation and the regression model does not violate the assumption of independence of error.

Table 7. ANOVA<sup>b</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	269.369	5	53.874	534.537	.000 <sup>a</sup>
Residual	29.631	294	.101		
Total	299.000	299			

a. Predictors: (Constant). REGR factor score 5 for analysis 1. REGR factor score 4 for analysis 1. REGR factor score 3 for analysis 1. REGR factor score 2 for analysis 1. REGR factor score 1 for analysis 1  
 b. Dependent Variable: REGR factor score 1 for analysis 2

The result of the tablet means that the combination of the existing independent variables in the model can explain the variation of the dependent variable. The linear regression model built is in accordance with the existing data set.

Table 8. Coefficients<sup>a</sup>

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		$\beta$	Std. Error	$\beta$		
Independence factors	(Constant)	9.929 E-17	0.018		.000	1.000
	FACT1-1-Promotion	.480	.018	.480	26.123	.000
	FACT2-1-Income	.426	.018	.426	23.194	.000
	FACT3-1-Price	.505	.018	.505	27.498	.000
	FACT4-1-Place	.163	.018	.163	8.866	.000
	FACT5-1-Product	.456	.018	.456	24.851	.000

Dependence factor: FACT1-2: consumers' choice for purchasing fresh food in Vissan stores

The regression model is as follows:  
**Decisions = 0.480\*Promotion + 0.426\*Income + 0.595\*Price + 0.163\* Place + 0.456\*Product**

The estimation function with the adjusted  $R^2$  is 89.9%, meaning that the consumers' decision to choose the Vissan store for purchasing fresh products is well explained by 5 factors as promotion, income, price, location, and product. Regression coefficients in the model are statistically significant. Therefore, it is concluded that the five hypotheses are supported.

**Recommendations for business**

From the findings, the study shows 5 factors as Promotion, Income, Price, Place, and Product in the empirical evidence of factors impacting on consumers' decisions on purchasing the fresh food, the authors formulate some recommendations as follows

- Building up the perception of customers about the price. In practice, price is not the crucial factor in the marketing program (An Ha, 2019). Fresh food is always available and abundant but there is a significant price difference between supermarkets and other sales channels and customers will purchase their right quality and money. Therefore, the appropriate policy of prices should be set to attract consumers as clear quotations, easy check and price comparison, and price stability.
- Developing more attractive promotion policies. As known, good promotion policies will make consumers remember and understand products better. Besides, consumers prefer to buy good products at affordable and promoted prices. Hence, the business should take this advantage to send out appropriate promotion policies and programs as loyal customer care, more advertising campaigns, new product introduction to existing customers and potential customers, home delivery service, VIP cards, etc.

- Assuring product quality and diversity. In general, fresh food has always been appreciated by consumers. In case, the products are diversified, consumers have more choices and completely, customers will choose the better quality, fresher, safer items. Therefore, product diversity and qualities should be invested heavily to ensure freshness. Simultaneously, Clear origin information of the products should be provided. To achieve those, close relationships with suppliers and the compliance with standards on food hygiene and safety should be strengthened. Additionally, the enhancement of the preservation and maintenance technology and processes should be implemented.

- Fostering the care to the layout of the stalls. The location also plays a crucial role in purchasing decisions. Almost customers prefer shopping at the convenient place for saving time. Hence, businesses should select or pay attention to the location factor. The store should be installed and built in the centers, near residential areas and places convenient for transportation; or spacious and airy places. More of that, the stalls must be arranged accordingly to facilitate customers to choose and shop. Also, the store should be hygiene.

**CONCLUSIONS**

The study was an attempt to understand factors affecting the decision to buy fresh food at the Vissan stores in Ho Chi Minh city Vietnam. The results of model test with the surveyed data achieved high reliability. The level of explanation of the model reaches 90%. As a consequence, five factors as Promotion, Income, Price, Place, and Product have positive impacts on consumers' decisions on purchasing the fresh food. The limitation of the study is on the sample which is done with the convenient technique.

Thus, the sample of the study has a limitation. In this study, the statistical techniques as Cronbach Alpha reliability test, EFA, ANOVA, etc. have been used. To have higher significance of the model, the structural equation modeling with broaden factors should be applied. This is an endeavor for further research.

**REFERENCES**

1. An Nguyen (2019). *Great potentials for domestic consumer market by a dynamic young population*

- structure.<http://dangcongsan.vn/kinh-te/thi-truong-tieu-dung-trong-nuoc-nhieu-tiem-nang-nho-ket-cau-dan-so-tre-nang-dong-542570.html>
2. Kotler, P. & Armstrong, G. M. (2008). *Principles of Marketing*. Pearson/Prentice Hall
  3. Babuki (2019). *Vietnam fresh food market*. <https://babuki.vn/thi-truong-thuc-pham-tuoi-song-viet-nam/>
  4. Bao Ngoc (2020). *Which direction do consumer trends change?*<https://congthuong.vn/xu-huong-tieu-dung-thay-doi-theo-huong-nao-134478.html>
  5. Cui, B. (2011). The choice behavior in fresh food retail market: A case study of consumers in china. *International Journal of China Marketing*, 2(1), 68-76.
  6. Deloitte (2020). *Deloitte's report on consumer behavior in the retail industry in Vietnam*<https://blog.tomorrowmarketers.org/bao-cao-cua-deloitte-hanh-vi-nguoi-tieu-dung-trong-nganh-vi-phan-le-tai-viet-nam/>
  7. Dieu Thien, (2019). *Vietnam's retail market "Fertile land attracts foreign investors"*. <http://thoibaotaichinhvietnam.vn/pages/kinh-doanh/2019-06-11/thi-truong-ban-le-viet-nam-manh-dat-mau-mo-hut-nha-dau-tu-ngoai-72573.aspx>
  8. Hastings, G. (2007). *Social Marketing : Why Should the Devil Have All the Best Tunes* Butterworth-Heinemann.
  9. Huan, B. T & Phuong, T. T. K. (2010). The impact of supermarket appearance on fresh food manufacturing industry in Ho Chi Minh City, Da Nang and its vicinity, Urbanization in the Central provinces and the Central Highlands and socio-economic issues. Political publishing house.
  10. Karsaklian, E. (2008). *Consumer behavior*. Paulo: Atlas.
  11. Nielsen Shopper Trend (2017). *Infographic: Vietnamese like shopping as an entertainment tool*. <https://www.nielsen.com/vn/vi/insights/report/2017/nielsen-shopper-trend-infographic-2017/>
  12. Quang Ha (2020). *Trade centers, supermarkets in Ho Chi Minh City: How many are enough?*<https://zingnews.vn/trung-tam-thuong-mai-sieu-thi-tai-tp-hcm-bao-nhieu-la-du-post477867.html>
  13. Solomon, M. R. (2015). *Consumer behavior: buying, having, and being*. Upper Saddle River, NJ: Pearson Education.
  14. Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2014). *Consumer behavior: A European perspective*. Harlow: Pearson Higher Education.
  15. The Vinh (2019). *Adapting new consumer trends*.<http://tapchitaichinh.vn/tai-chinh-kinh-doanh/thich-ung-xu-huong-tieu-dung-moi-315925.html>
  16. Cambridge (2020). Definition of Food. <https://dictionary.cambridge.org/dictionary/english/food>
  17. Chamhuri, N, & Batt J. P. (2013). Exploring the factors influencing consumers' choice of retail store when purchasing fresh meat in Malaysia. *International food and agribusiness management review*, 16(3s), 99-122.
  18. Churchill, G. A & Peter, J. P (2003). *Marketing: Creating Value for Customers*. Irwin Professional Pub.
  19. Dai, J, Huang, H., & Chen, Y. (2001). Factors influencing consumer's preference for purchasing channels – an empirical analysis based on ZhangZhou City. *WIT Press*, Vol. 60.
  20. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*. Florida.
  21. Hai, L. D. T. & Duy, V. L. (2014). Analysis of customer behavior in traditional market and supermarket in Can Tho City. *Can Tho University Journal of Science* 30, 1-7.
  22. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R.L. (2010). *Multivariate data analysis*. Upper Saddle River, NJ: Pearson.
  23. Tabachnick, B. & Fidell, L. L. S. (2001). *Using multivariate statistics* (4<sup>th</sup> Ed). Needham Heights, MA: Allyn & Bacon.
  24. Tabachnick, B. & Fidell, L. L. S. (2007). *Using multivariate statistics* (6<sup>th</sup> Ed). Needham Heights, MA: Allyn & Bacon.
  25. Hardesty, D. & Bearden, W. (2009). Consumer Behavior and Retailing. *Journal of Retailing*, 85(3), 239-244.
  26. Herath, US, (2019). Consumer Behavior and Attitudes in Purchasing Vegetables. *Agricultural Research & Technology: Open Access Journal*, 20(2). 90-95
  27. Hoa, N. T. M & Thao, N. P. (2015). Factors affecting the consumer decision on choosing a supermarket for purchasing fresh food in Hue city. *Hue University Journal of Science*, 113(14), 41-49.
  28. Hoa, V., Thai, P. & Phuong, N. (2019). Factors influencing the decision to buy fruits and vegetables from supermarket channel of consumers in Nha Trang. *Science & Technology Development Journal - Economics - Law and Management*, 2, 22-35.
  29. Investopedia dictionary (2020). Definition of customer. <https://www.investopedia.com/terms/c/customer.asp>.
  30. Kotler, P. & Armstrong, G. (1993). *Marketing an Introduction*. Prentice-Hall, New Jersey, USA.
  31. Kotler, P. & Armstrong, G. (2006). *Principles of Marketing*. Upper Saddle River: New Jersey: Prentice-Hall.
  32. Kotler, P. (2001). *A Framework for Marketing Management*. Prentice Hall.
  33. Maruyama, M., & Trung, L. V. (2007). Supermarkets in Vietnam: Opportunities and Obstacles. *Asian Economic Journal*, 21(1), 19-46.
  34. Engel, J. F., Blackwell, R. D. & Miniard, P. W. (2002). *Consumer behavior*. Harcourt Education.
  35. Mowen, J. C & Minor, M. S. (2003). *Comportamento do consumidor*. Prentice-hall.
  36. Ngoc, C. N. M & Nhat, P. T (2013). Analysis of factors effecting customer decision in choosing supermarket for purchasing fresh food of customer in Ho Chi Minh City. *UEF Journal of Development and Intergration*, 10(20), 46-51.
  37. Peter, J. P., & Olson, J. C. (2005). *Consumer Behaviour and Marketing Strategy*. New York McGraw-Hill/Irwin.
  38. Schiffman, G. & Kanuk, L. (2000). *Consumer Behavior*. Prentice Hall, Inc., Englewood Cliff.
  39. Singh, K. & Neeraj. (2018). A Study on Factors Affecting Consumers Decision to Purchase Vegetables. *International Journal of Current Microbiology and Applied Sciences*, 7(2), 1211-1222
  40. Webster online dictionary (2020). *Definition of fresh food*.<https://www.webster-dictionary.org/definition/fresh%20food>
  41. An Ha (2019). *When product price is not a decisive factor*.<http://vietq.vn/khi-gia-ca-san-pham-khong-con-layeu-to-quyet-dinh-d163251.html>
  42. Kantar Worldpanel (2019). *Vietnam Fresh Food Market*<https://babuki.vn/thi-truong-thuc-pham-tuoi-song-viet-nam/>