International Journal of Social Science and Economic Research

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

THE FACTORS INFLUENCING THE INTENTION TO PURCHASE TRADITIONAL HUE CAKES AMONG YOUNG VIETNAMESE OF GENERATION Z

Associate Professor, Ph.D. Hoang Thanh Tung[1], Le Do Trung Quan[2] and Vo Tran Duy Anh[3]

[1]University of Labour and Social Affairs

[2]The Bear Creek School

[3]American International School

DOI: 10.46609/IJSSER.2023.v08i06.022 URL: https://doi.org/10.46609/IJSSER.2023.v08i06.022

Received: 12 June 2023 / Accepted: 28 June 2023 / Published: 30 June 2023

ABSTRACT

The traditional cakes of Hue, Vietnam have a long history and their flavors continue to delight the majority of diners. In today's modern life, there are many foods that young people can enjoy every day, but traditional products like the traditional cakes of Hue are not just about eating, they are about experiencing the flavors and appreciating the cultural beauty of the romantic city of Hue. In this study, a linear structural model was used to examine the factors influencing the "Intention to purchase traditional Hue cakes" by analyzing survey data from 313 young people belonging to Generation Z in Vietnam. Out of the 313 collected questionnaires, 296 were used for quantitative analysis of the impact of these factors. The four factors, namely "Attitude towards the product," "Subjective norms," "Perceived behavioral control," and "Perceived cultural value," were included in the model to examine their influence on the "Intention to purchase traditional Hue cakes." The results of the model showed that the factor "Perceived behavioral control" had the greatest impact, followed by the factors "Perceived cultural value," "Subjective norms," and "Attitude," at a significance level of 5%. These factors had positive correlations with the intention to purchase traditional Hue cakes, with respective impact levels of 0.378, 0.256, 0.188, and 0.130. This study aims to raise awareness among young people, specifically Generation Z in Vietnam, about traditional products such as Hue cakes so that they can understand and use these products to express their love for the country and their national spirit.

Keywords: Influencing factors, purchase intention, traditional Hue cakes, youth, Generation Z, Vietnam.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

1. Problem Statement

One of the prominent features of Hue is its culinary culture. The Hue dishes always leave a lasting impression on anyone who could taste them. Among these dishes, the traditional cakes of Hue hold a special place. When mentioning Hue cakes, especially the iconic or specialty ones, people always think of their long-standing history. These traditional cakes, despite their age, continue to satisfy the taste buds of most diners (Vietnam Plus, 2020). Another unique aspect of Hue cakes, which is rarely found elsewhere, is the variety of cakes made from different ingredients, yet all accompanied by fish sauce. For example, banh bot loc is made from tapioca flour, while "banh beo" is made from rice flour with similar ingredients. The ability of Hue people to utilize similar ingredients to create various cakes in terms of taste and appearance has enriched the diversity and quality of Hue cakes. Although the overall number of traditional Hue cakes is relatively small, they leave a lasting impression on those who have the chance to taste them.

In today's modern life, there are numerous food options available for young people to enjoy every day. However, traditional products like the traditional cakes of Hue are not merely about eating; they provide a sensory experience and allow people to appreciate the cultural beauty of the romantic city of Hue. In this study, we examine the factors influencing the purchase intention of traditional Hue cakes among young Vietnamese consumers from Generation Z (born between 1995 and 2012). Drawing upon theories of consumer behavior, reasoned action (TRA), theory of planned behavior (TPB), and theory of perceived cultural value, we investigate the impact of four factors on the purchase intention of traditional Hue cakes among young Vietnamese consumers from Generation Z. These factors include:

- Attitude toward traditional Hue cakes
- Subjective norms
- Perceived behavioral control.
- Perceived cultural value.

The research aims to answer the following questions: What is the level of influence of these factors on the purchase intention of traditional Hue cakes among young Vietnamese consumers from Generation Z? To what extent does the model explain the purchase intention of traditional Hue cakes among young Vietnamese consumers from Generation Z? To conduct this research, we designed an online questionnaire and surveyed young Vietnamese consumers born between 1995 and 2012 (Generation Z) in May 2023 to address the research questions.

2. Theoretical Background and Research Overview

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

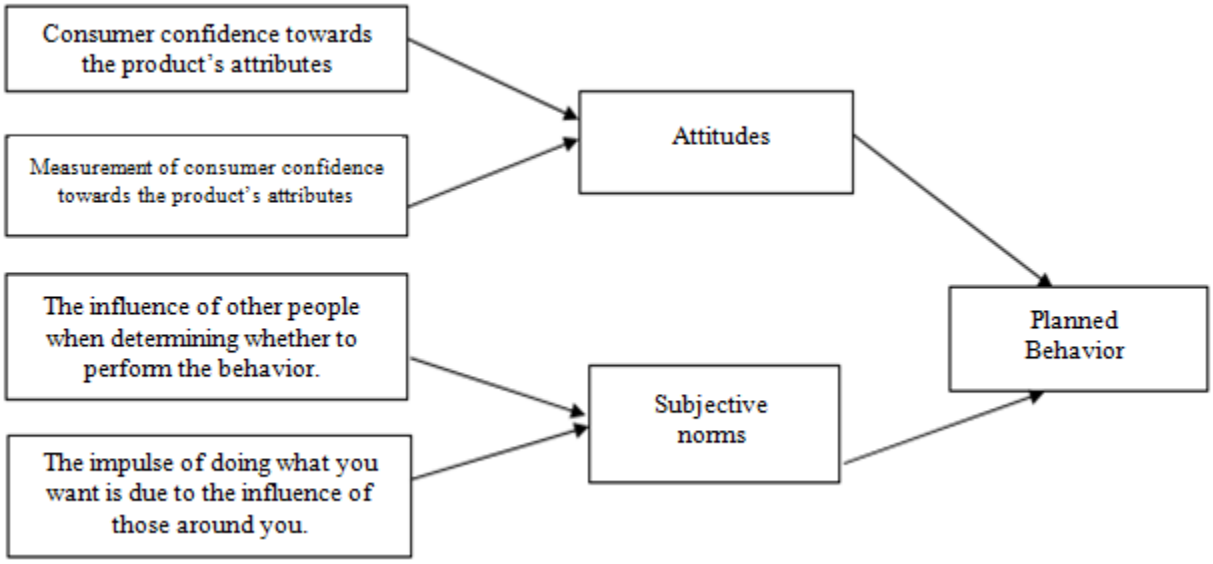
Volume:08, Issue:06 "June 2023"

2.1. Theoretical overview

Theory of consumer behavior - Maximizing consumer interests in terms of income, product prices, and consumer preferences. Consumer behavior is expressed when a consumer finds, purchases, uses, and rates products and services which they expect to satisfy their personal needs (Bennett, 1988). Consumer behavior is understood as a series of purchasing decisions that each consumer or group of consumers must make over time when choosing to use a product, service, idea, or activity (Munnukka, 2008).

Theory of Reasoned Action (TRA) - Fishbein and Ajzen (1975) proposed the TRA model to explain and predict the planned behavior of consumers in cases where approaching the product is necessary. This theory suggests that the intention to perform the action is the major predictor which determines their ultimate behavior and that this intention is, in turn, a function of their attitudes toward the product and subjective norms.

Figure 1. Theory of Reasoned Action (TRA) Model



Source: Fishbein, M & Ajzen, I (1975)

*(1) Attitude:*A state of emotion that expresses an individual's behavior through gestures, choice of words, facial expressions, emotional display, and other product-related behaviors.

(2) Subjective norms: Planned behaviors are influenced by the attitudes of related stakeholders towards the use of a product, and the stimuli of the product users are influenced by the behaviors and desires of the stakeholders.

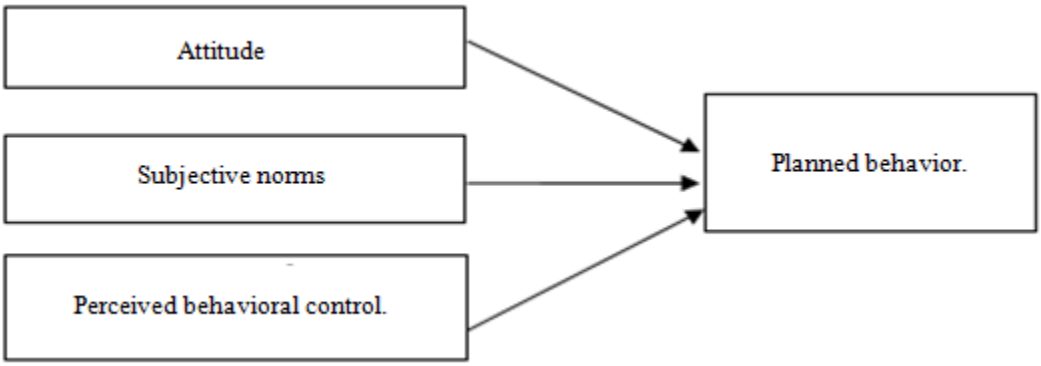
 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Theory of Planned Behavior (TPB) – Ajzen's TPB in 1991 suggests that people will only perform a certain behavior if they believe that this behavior will produce favorable results. This theory includes a set of relationships between attitudes, subjective norms, perceived behavioral control, and planned behavior.

Table 2. Theory of Planned Behavior – TPB



Source: Ajzen (1991)

(3) Perceived behavioral control: the perception of an individual of the level of difficulty when enacting a behavior (relative to the availability of required resources, knowledge, and opportunities to apply).

***Ethnocentrism* -** Aimed towards the consumption of products that encapsulate the national cultural identity. With the increase of globalization and growing competition in the field of international products and services, consumers are becoming increasingly concerned about their national cultural identity. Nationalist sentiments are reflected in the consumers' behaviors through an orientation towards domestic consumer products, which leads to ethnocentrism (Visa & Faihurst, 1999).

2.2. Research overview

The factor "Attitude", "Subjective Norm" and "Perceived Behavioral Control" are the factors in the TPB model, many studies on behavioral intention mentioned these factors.

Personal attitude, in theory, refers to the degree to which a person holds a favorable or unfavorable evaluation of a certain product. An individual with this attitude can be attracted to and take a stand on evaluative considerations (Liñán et al, 2009). A personal attitude toward the behavior or attractiveness of the proposed behavior or, in other words, the degree to which the individual holds a positive or negative valuation on purchasing organic foods are deemed to

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

influence consumption intention (Ajzen, 2002; Ajzen, 2001). The assumptions of this theory have been confirmed in numerous studies in marketing literature. For instance, refs (Asif et al, 2018; Wang et al, 2019; Jalilvand et al, 2020) argued that consumers' attitudes towards different products and brands have a significant impact on their purchase intention.

Subjective norms (SN) refer to the perception that others would approve of the decision of whether or not to consume. That is, an individual's perception of social pressure convinces one to perform the behavior in question or not (Ajzen, 2015; Ajzen,1985; Arvola et al, 2008). SNs consist of two interacting components: believing in the interest of other people, how one would like to see other people behave (normative beliefs), and negative or positive judgment about each belief (outcome evaluations).

Subjective norms are based on the preferences of the people the decision-maker relies on, as well as the individuals who wish to act following these preferences. The influence of others is an important factor in the determinants of behavior, which can be family, friends, and significant others (Lee et al., 2014).

Perceived behavioral control (PBC) is the third construct, which is defined as the perception of ease or difficulty of performing a particular behavior, i.e., the degree to which an individual feels that performance or nonperformance of the behavior in question is under their volitional control (Ajzen, 1985; Ajzen, 2002). Thus, it is the degree of control that one perceives over the performance of the behavior (Chen, 2007; Kang, & et al, 2006). However, PBC is dependent on perceived limitations and ability that influence the buying intention of consumers.

Regarding the factor of "Ethnocentrism," several studies have addressed this issue:

Tran Kim Dung (2015), a model was developed with three factors: domestic purchase significance (YNMHN), perceived quality (CLCN), and perceived cost (CPCN). The constructed linear regression model took the form: YDHV(Y) = 0.415 + 0.082*YNMHN* + *0.076*CLCN + 0.695*CPCN The research results also showed that the consumer intention in the Da Nang market regarding traditional cake products was influenced by factors such as perceived cost (CPCN), perceived quality (CLCN), and domestic purchase significance (YNMHN). In particular, the sensory value factor, which includes perceived cost and perceived quality, had a significant impact on consumer behavior intention. The study also revealed that consumers in the city had an ethnocentric inclination, thus prioritizing domestic purchases, and their attitude towards foreign products did not affect their consumer behavior intention.

Ngo Thi Khue Thu (2015) designed a quantitative study using a shortened CETSCALE survey to measure consumer ethnocentrism. It included six variables: (i) Preferring foreign products is an inappropriate behavior for Vietnamese people; (ii) Purchasing foreign products harms domestic

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

production; (iii) Buying foreign products only enriches other countries; (iv) Supporting the purchase of foreign products contributes to job loss for some Vietnamese people; (v) Vietnamese people should prioritize using Vietnamese products; (vi) We should only buy foreign products when they cannot be produced domestically. Furthermore, the basic characteristics of a buyer with ethnocentric tendencies were transformed into specific indicators and developed into a six-scale measurement: (i) This product represents the pride of our nation and is superior to products from other nations; (ii) Purchasing products made by Vietnamese people reflects my patriotism; (iii) These Vietnamese companies have produced the product well, so I don't need to consider purchasing products from other sources; (iv) I feel uncomfortable if my relatives use this product, which is an advantage for Vietnamese companies; (v) The person I give this product to will be dissatisfied if I buy a product from another country that they don't like; (vi) I trust the honesty of Vietnamese companies compared to some suspicious foreign countries. The research results showed that young people in the Central region had a relatively stable level of consumer ethnocentrism, although it was not very high.

Le Nguyen Hau & et al (2011) investigated the role of consumer ethnocentrism, perceived quality, and perceived price on the willingness of Vietnamese consumers to purchase domestic products (ready-to-wear clothing). The survey results from 422 consumers in Ho Chi Minh City showed that perceived price and ethnocentrism had a direct positive impact, while perceived quality had an indirect impact on the willingness to purchase domestic products. Perceived quality and ethnocentrism also had a positive impact on perceived price. This provided theoretical significance and implications for marketers related to the campaign "Vietnamese people use Vietnamese products."

Nguyen Thanh Long (2004) introduced three independent variables: perceived quality, ethnocentrism, and perceived cost, which influenced behavioral intentions. The study investigated how ethnocentrism and the perceived price of Vietnamese consumers influenced their intentions to purchase imported motorcycles from Japan and China. The research showed that the intention to purchase Chinese motorcycles depended only on perceived quality. Although the components of ethnocentrism were negatively correlated with the intention to purchase Chinese motorcycles, the regression coefficients did not reach the required level of significance. In the case of Japanese motorcycles, the intention to purchase was positively influenced by the perceived quality, perceived.

The research on traditional confectionery products in the thesis by Dang Hong Vuong (2021) conducted an analysis of the current state of the building and developing of the brand of traditional confectionery products through surveys and analysis of real data from production and business units in the Central Highlands and Central Coast regions. The research results showed that most of the traditional confectionery production and business establishments have a strong

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

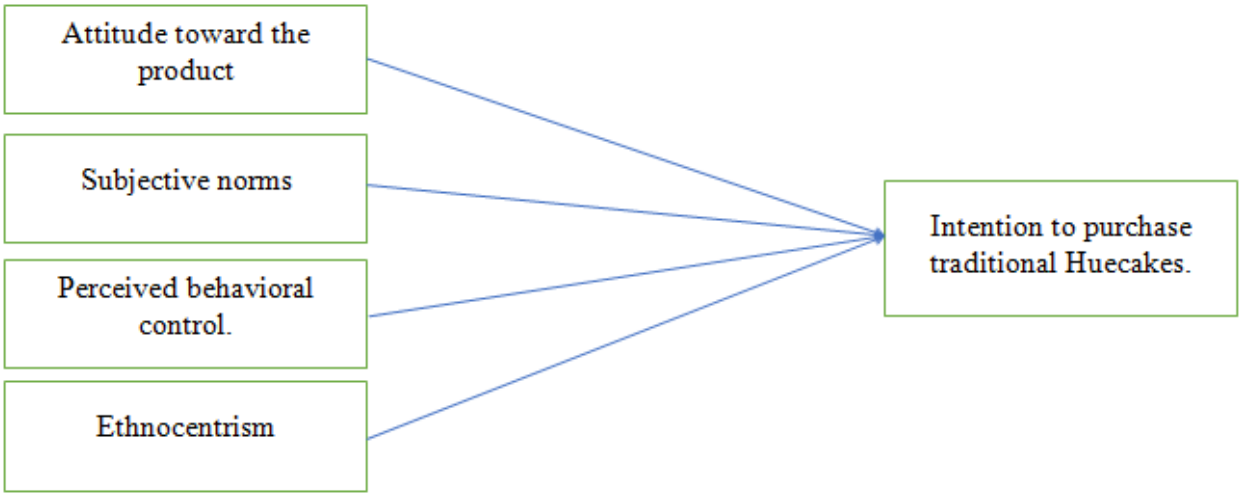
Volume:08, Issue:06 "June 2023"

awareness of the actual benefits that the brand brings. They are genuinely concerned about the process of brand building and development and have made significant investments in brand construction and development. They have also shown a relatively positive level of professionalism in brand management, sales promotion activities, and participation in the One Commune One Product (OCOP) program.

3. Proposed research model, measurement scales, and hypotheses

Based on the theoretical framework, a review of relevant studies, and the characteristics of traditional Hue cakes in Vietnam, the research team proposes a research model with factors included in the model: "Attitude towards the product," "Subjective norms," "Perceived behavioral control," "Cultural identity" influencing "Intention to purchase traditional Hue cakes" (Figure 3).

Figure 3. Proposed Research Model



Source: Proposal of The Research Team

Research Hypotheses:

Hypothesis H1: Attitude towards the product has a positive correlation with the intention to purchase traditional Hue cakes.

Hypothesis H2: Subjective norms have a positive correlation with the intention to purchase traditional Hue cakes.

Hypothesis H3: Perceived behavioral control has a positive correlation with the intention to purchase traditional Hue cakes.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Hypothesis H4: Cultural identity has a positive correlation with the intention to purchase traditional Hue cakes.

The research constructs are measured using the specific scales outlined in Table 1.

Table 1. Construction of variables and measurement scales in the model

STT	Encoding	Observed variables	Sources
I	**TD**	**Attitude**	Wang, & et al (2019)
1	TD1	I like Hue's traditional cakes	
2	TD2	I am fascinated by Hue's traditional cakes	
3	TD3	I am enthusiastic about Hue's traditional cakes	
4	TD4	Hue's traditional cakes bring me emotions	
II	**CCQ**	**Subjective Norm**	Arvola, & cộng sự (2008); Lee & et al (2014)
5	CCQ1	My intention to buy Hue traditional cake is influenced by the Vietnamese people around me	
6	CCQ2	Most of the Vietnamese around me think I should buy Hue traditional cake	
7	CCQ3	There are many information channels from the Vietnamese community for you to find out when you want to buy Hue traditional cakes	
8	CCQ4	Many Vietnamese people around me also buy Hue traditional cakes	
III	**NTKS**	**Perceived Behavioral Control**	Chen (2007); Kang, & et al (2006)
9	NTKS1	I can afford to buy Hue's traditional cakes	
10	NTKS2	Did I learn the knowledge and characteristics of Hue traditional cakes?	
11	NTKS3	I am willing to spend some money to buy Hue traditional cakes	
12	NTKS4	I am willing to buy Hue traditional cakes on holidays	
IV	**TVC**	**Ethnocentrism**	Tran Kim Dung (2015)
13	TVC1	Vietnamese people should know about Hue's traditional cake products	

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

14	TVC2	Buying Hue traditional cakes makes me feel nostalgic for my hometown	
15	TVC3	Vietnamese people should buy Hue traditional cakes on holidays	
16	TVC4	Buy Hue traditional cakes to show your love for the homeland	
V	**YD**	**Intentions**	Holak, S.L. & Lehmann, D.R. (1990)
17	YD1	Buying Hue's traditional cakes is an idea that I am having in mind	
18	YD2	I will buy Hue's traditional cakes soon	
19	YD3	I desire to consume more of Hue's traditional in my wardrobe	
20	YD4	I am willing to spend time and money to buy Hue's traditional cakes	

Source: Overview, Proposal of The Research Team

4. Research Method

4.1. Data collection method

The study was conducted in two main stages: preliminary research (including qualitative preliminary research and quantitative preliminary research) and formal research using quantitative methods. Qualitative preliminary research involved discussions with 5 young Generation Z individuals in Vietnam who like Hue traditional cakes and regularly use the product to supplement and adjust the variables and measurement scales. Quantitative preliminary research was conducted by surveying a small sample of young individuals (10 people) to evaluate the scales, ensure the coherence and consistency of the questionnaire, and make final adjustments before finalizing the questionnaire.

Once the survey questionnaire was completed, the research team distributed and collected the survey responses using a Google Form link

(https://docs.google.com/forms/d/e/1FAIpQLSfWn67XymLaLzzcBBWfHCqnD2IaCM6AJO5cDGrkTPWBaJXiOA/viewform).

A total of 313 responses were collected from Vietnamese Generation Z individuals.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

4.2. Data processing method

Quantitative research methods were employed to process the data collected from the survey of Vietnamese Generation Z individuals. The SMARTPLS software was used to test the hypotheses and assess the level of impact of the factors.

Step 1: Evaluate the measurement model.

Evaluating the measurement model is based on considering the values of the reliability of the scale, the quality of the observed variables, the convergence, and the discriminability.

- *Testing the quality of observed variables (outer loadings)*

The outer loadings of the observed variables are an index showing the degree of association between the observed variable and the latent variable (representative variable). In essence, outer loadings in SMART PLS are the square root of the absolute R2 value of the linear regression from the latent variable to the observed variable.

Hair et al. (2016) suggest that the outer loadings should be greater than or equal to 0.708 observed variables that are quality. To remember easily, the researchers rounded off the threshold of 0.7 instead of the odd number 0.708.

- *Assessing the reliability of the scale*

Assess the reliability of the scale on SMARTPLS through two main indicators, Cronbach's Alpha, and Composite Reliability (CR).

Composite Reliability (CR) is preferred by many researchers over Cronbach's Alpha because Cronbach's Alpha is lower reliable than CR. Chin (1998) suggested that in exploratory research, CR must be 0.6 or higher. According to confirmatory studies, the threshold of 0.7 is the appropriate level of the CR index (Henseler & Sarstedt, 2013). Many other researchers also agree that 0.7 is the appropriate threshold for most cases, such as Hair et al. (2010), and Bagozzi & Yi (1988).

Thus, the reliability of the scale on SMARTPLS is shown by Cronbach's Alpha ≥ 0.7 (DeVellis, 2012); Composite Reliability CR ≥ 0.7 (Bagozzi & Yi, 1988).

- *Testing the convergence*

Assessment of convergence on SMARTPLS based on average variance extracted AVE (Average Variance Extracted). Hock & Ringle (2010) suggest that a scale achieves convergent value if the AVE is 0.5 or higher. This level of 0.5 (50%) means that the average latent variable will explain

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

at least 50% of the variation of each sub-observed variable. Thus, convergence is assessed by Average Variance Extracted AVE ≥ 0.5 (Hock & Ringle, 2010).

- *Testing the discriminant validity*

Discriminant Validity is used to consider if a research variable is different from other research variables in the model. To evaluate the discriminant validity, Sarstedt et al (2014) suggested considering two criteria including cross-loadings and the measure of Fornell and Larcker (1981).

The cross-load coefficient is often the first approach to assess the discriminant validity of indicators (observed variables) (Hair, Hult, et al., 2017). The load factor of the observed (indicator) variable associated with the factor (latent variable) must be greater than any of its cross-load coefficients (its correlation) in the other factors.

Fornell and Larcker (1981) recommend that discriminability is guaranteed when the square root of the AVE for each latent variable is higher than all correlations between the latent variables. In addition, Henseler et al (2015) used simulation studies to demonstrate that discriminant validity is better evaluated by the HTMT index they developed.

With the HTMT index, Garson (2016) suggests that the discriminant value between the two latent variables is guaranteed when the HTMT index is less than 1. Henseler et al. (2015) propose that if this value is below 0.9, the value is less than 1. Discrimination will be guaranteed. Meanwhile, Clark & Watson (1995) and Kline (2015) use a more stringent threshold of 0.85. SMARTPLS prioritizes a threshold selection of 0.85 in evaluation.

Multicollinearity Test: In this study, the author used a measurement related to multicollinearity called the Variance Inflation Factor (VIF). High multicollinearity is indicated by VIF values greater than or equal to 5, while a model is considered free from multicollinearity when the VIF values are less than 5 (Hair et al., 2016).

Step 2: Assess the structural model.

After assessing the satisfactory measurement model, assess the structural model through the impact relationship, the path coefficient, the overall coefficient of determining R squared, and the impact coefficient f squared.

-*Assessing the impact of relationship*

To assess impact relationships, the results of the Bootstrap analysis were used. Based mainly on two columns (1) Original Sample (normalized impact factor) and (2) P Values (sig value compared with significance level 0.05).

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

- Original Sample: Normsalized impact factor of the original data. SMARTPLS has no unnormalized impact factor.
- Sample Mean: Mean standardized impact coefficient of all samples from Bootstrap.
- Standard Deviation: Standard deviation of the coefficient of normalization (according to the original sample).
- T Statistics: The value of the t-test (student test of the significance of the effect).
- P Values: The significance level of the t-test. This level of significance is considered with comparison thresholds such as 0.05, 0.1, or 0.01 (usually 0.05 is used).

- Assess the explanatory level of the independent variable for the dependent variable by the coefficient R^2 (R square)

To assess the R^2, the research team used the result of the PLS Algorithm analysis.

The R^2 value assesses the predictive accuracy of the model and shows the explanatory level of the independent variable for the dependent variable. R-squared ranges from 0 to 1, the closer to 1 show that the independent variables explain the dependent variable more. (Hair, Hult, et al., 2017).

5. Research results

5.1. Description of survey object

313 people from Generation Z took the survey, 183 (58.5%) were female, 127 (40.6%) were male, and 3 (1%) did not specify.

People who took the surveys were mainly people between 18-22 years old with 247 people or 78.9 percent. Next were people that are over 22 years old of whom 33 (10.5%) took the survey. Followed up by 27 (8.6%) people between 15-18 years old. Lastly, there were 6 (1.9%) people under 15 years old surveyed.

As for academic level distribution, there were 253 (80.8%) college/university students answered the survey. 32 (10.2%) were staff/experts/managers, 21 (6.7%) were high school students, and 7 (2.2%) were middle school students.

5.2. Survey result for Hue's traditional cuisine general information

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

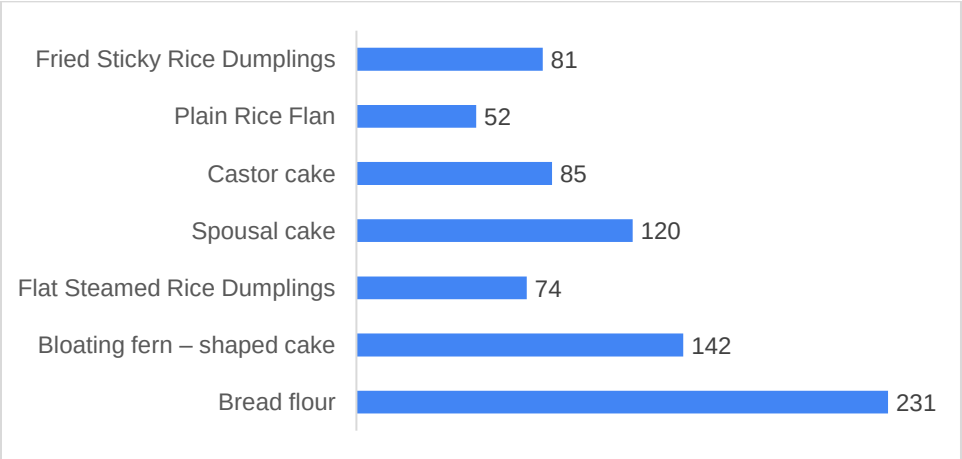
Volume:08, Issue:06 "June 2023"

Of 313 people who answered the survey, 161 (51.4%) of them have eaten traditional Hue "cakes", 11 (3.5%) of them often eat Hue's traditional "cakes", 141 (45%) of them have never eaten Hue's traditional "cakes".

Of 141 people who answered that they have never eaten Hue's traditional "cakes" before, 22 (15.6%) of them said that they are going to try it sometime in the future, 102 (72.3%) of them said that they are going to try Hue's traditional "cakes" when the there is an event/ when the time comes, and there were 17 (12,1%) people who said that they have never thought of trying Hue's traditional "cakes".

According to the survey about which traditional Hue "cakes" people like the most, 231 (78%) people said that they like Bot Loc cake, 142 (48%) people said that they like Beo cake, 120 (40.5%) people answered that they like Phu The cake, 28.7% (85) liked Duc cake, 27.4% (81) liked Ram cake, 74 (25%) liked Nam cake, and 52 (17.6%) liked Khoai cake.

Figure 1. Favorite Traditional Hue's "Cakes"



Source: Survey results

181 people answered would buy Hue's traditional "cakes" whenever they have the chance, 104 said that they would buy them at certain events, 62 answered that they would buy Hue's traditional "cakes" in Tet, 32 said on the weekends, and 5 said that they would buy Hue's traditional "cakes" on their birthdays.

About making Hue's traditional "cakes" on their own, the survey recorded that 50 people answered would sometime make Hue's traditional "cakes", and the rest said they have never made them before.

5.3. Inspection results

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

5.3.1. Results of evaluating the quality of observed variables in the measurement model

5.3.1.1. Check the quality of observed variables.

The quality of the observed variable is evaluated through the outer loading coefficient. The quality of observed variables affecting the intention to buy Hue traditional cakes of Vietnamese young people in Generation Z is shown in Table 2.

Table 2. Outer loadings of factors affecting the intention to buy Hue traditional cakes of Vietnamese young people.

	CCQ	NTKS	TD	TVC	YD
CCQ1	0.822				
CCQ2	0.874				
CCQ3	0.846				
CCQ4	0.885				
NTKS1		0.873			
NTKS2		0.859			
NTKS3		0.928			
NTKS4		0.917			
TD2			0.946		
TD3			0.951		
TD4			0.904		
TD1			0.921		
TVC1				0.881	
TVC2				0.939	
TVC3				0.929	
YD1					0.873
YD2					0.929
YD3					0.933
YD4					0.934

Source: The validation results from SMART PLS conducted by the research team

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

The results from table2 showcase the statistics of “outer load factor outer loadings” of the total “the total variable correlation coefficients” of the factors affecting Genz’s intentions to buy traditional Hue’s “cakes” are all > 0.7 (Hair & et al, 2016) showing that all the factors are valid.

5.3.1.2. Check the reliability of the scale.

Evaluating the credibility of the scale of the factors affecting Genz's intention to buy traditional Hue's "cakes" on PLS-SEM can be done by accessing 2 main statistics which are Cronbach's Alpha and Composite Reliability (CR)

Table 3. The reliability coefficient (Cronbach's Alpha) and composite reliability (Composite Reliability) of factors affecting the intention to buy Hue traditional cakes of Vietnamese young people in Generation Z

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CCQ	0.880	0.884	0.917	0.735
NTKS	0.917	0.919	0.941	0.800
TD	0.948	0.949	0.963	0.866
TVC	0.905	0.910	0.940	0.840
YD	0.937	0.940	0.955	0.842

Source: The validation results from SMART PLS conducted by the research team

According to the table3 after analyzing the credibility through Cronbach's Alpha of the factors gave us the following results: CCQ reached 0.880, NTKS reached 0.0917, TD reached 0.948, TVC reached 0.905, The intention to buy Hue's traditional "cakes" of Genz was 0.937.

Overall, all the factors satisfied the requirement which is being >0.7 (DeVellis, 2012), and do not violate any rules none of them should be deleted making all of the factors acceptable in terms of credibility.

The total credibility Composite Reliability (CR) of all of the observative factors was also >0.7 (Bagozzi & Yi, 1988). Therefore, the scales are reliable and can be used to analyze and used in the following analysis.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

5.3.1.3. Convergence

According to the given results in Table 3, the average variance extracted of the factors: CCQ was 0.735, NTKS was 0.800, the attitude was 0.866, ethnocentrism was 0.840, Genz's intention in buying Hue's traditional "cakes" were 0.842

So, the AVE statistic of all the factors was>0.5 (Hock & Ringle, 2010) showing that the model satisfies the requirements.

5.3.1.4. Discriminant Validity

The results from Table 4 are about the Fornell-Larcker of the research model about the factors influencing Vietnamese Genz's intentions in buying Hue's traditional "cakes" showing that: CCQ, NTKS, TD, TVC, YD. All of them must be ensured in terms of their distinctiveness because all of the AVE square root values on the diagonal are larger than the ones that are not on the diagonal. Therefore, the distinctiveness including the diagonal statistic and the Fornell and Lacker criteria satisfied the requirements.

Table 4. The Fornell-Larcker criterion of the research model of factors affecting the intention to buy organic food of consumers in Hanoi city.

	CCQ	NTKS	TD	TVC	YD
CCQ	0.857				
NTKS	0.739	0.895			
TD	0.692	0.767	0.931		
TVC	0.739	0.801	0.798	0.917	
YD	0.746	0.821	0.754	0.801	0.918

Source: The validation results from SMART PLS conducted by the research team

The result after accreditation in Table 5 showed that the HTMT statistic about the distinctiveness between the factors affecting the Vietnamese Genz's intention to buy Hue's traditional "cakes". If referred to Garson (2016) then the distinctiveness of the factors is valid (because they are all <1). According to Henseler and partners (2016), if this value >0.9, then the distinctiveness value would be valid. The HTMT values in Table 5 showcase the distinctiveness of all of the factors involved in the model.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Table 5. HTMT index of the research model of factors affecting the intention to buy organic food of consumers in Hanoi city

	CCQ	NTKS	TD	TVC	YD
CCQ					
NTKS	**0.819**				
TD	**0.752**	**0.824**			
TVC	**0.820**	0.880	0.865		
YD	**0.819**	0.884	**0.798**	0.866	

Source: The validation results from SMART PLS conducted by the research team

5.3.1.5. The value of f2

The f2 value represents the impact of a structure (factor) when it is removed from the model. The f2 values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes (Cohen, 1988) of the exogenous variable. If the effect size is < 0.02, it is considered to have no significant impact.

Table 6. Summary of f2 Values

	CCQ	NTKS	TD	TVC	YD
CCQ					0.055
NTKS					**0.164**
TD					0.021
TVC					0.068
YD					

Source: The validation results from SMART PLS conducted by the research team

In this model, according to Table 6, we can see the links between CCQ (0.055), NTKS (0.164), and TD (0.021); TVC (0.068) "have" an influence on the factors affecting the intention to purchase traditional Hue cakes among young Vietnamese Generation Z, all with f2 > 0.02, indicating no significant impact on the YD.

5.3.2. Evaluation of the impact using the structural model

5.3.2.1. Evaluation of the impact relationships

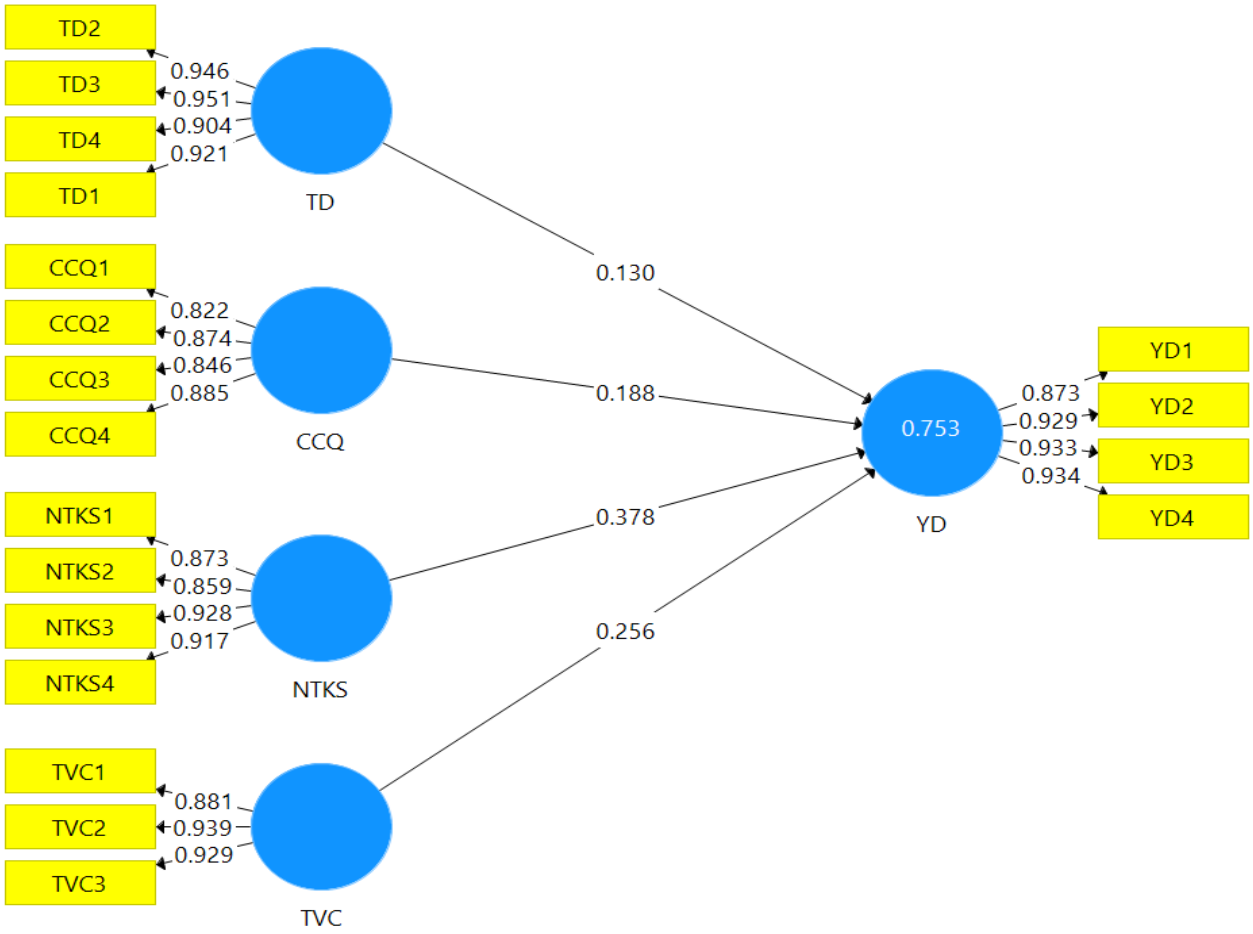
 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

The relationships and the level of influence of the factors affecting the intention to purchase traditional Hue cakes among young Vietnamese Generation Z, as shown in SMART PLS, are depicted in Figure 4.

Figure 4. Factors affecting the intention to buy Hue traditional cake of young Vietnamese Generation Z



Source: The validation results from SMART PLS conducted by the research team.

The results of the Bootstrap analysis for assessing the impact relationships are presented in Table 7. According to the table, the factors "Subjective Norms," "Perceived Behavioral Control," "Attitude," and "Ethnocentrism" have P values < 0.05. This indicates that these factors have statistically significant relationships with the intention to purchase traditional Hue cakes among Vietnamese Generation Z youth (Hypotheses H1, H2, H3, and H4 are accepted).

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Table 7. Path Coefficients in the Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CCQ -> YD	0.188	0.189	0.062	3.012	**0.003**
NTKS -> YD	0.378	0.377	0.068	5.560	**0.000**
TD -> YD	0.130	0.134	0.065	2.003	**0.046**
TVC -> YD	0.256	0.252	0.069	3.726	**0.000**

Source: The validation results from SMART PLS conducted by the research team.

The results of the analysis in Table 7 indicate that with a 95% confidence level, "Perceived Behavioral Control" (NTKS) has the strongest impact on the intention to purchase traditional Hue cakes among Vietnamese Generation Z youth, with a coefficient of 0.378. The next factor is "Perceived Diversity" (TVC) with a coefficient of 0.256, followed by "Subjective Norms" (CCQ) with an impact of 0.188, and "Attitude" (TD) with the lowest impact of 0.130.

5.3.2.2. Evaluation of the Overall Determination Coefficient R2 (R-squared)

The results of the PLS Algorithm analysis provide the R2 value, which reflects the explanatory power of the independent variables on the dependent variable. The R2 value measures the coefficient of determination, which is an indicator of how well the model fits the data (model's explanatory ability). According to Hair et al. (2011), suggested R2 values are 0.75, 0.50, or 0.25.

Table 8. Coefficients of Determination (R Square)

	R Square	**R Square Adjusted**
YD	0.753	0.750

Source: The validation results from SMART PLS conducted by the research team

The results from Table 8 show that R2 is equal to 0.753 and adjusted R2 is equal to 0.750, indicating a good fit for this research. Therefore, the independent variables in the model explained 75.3% of the "Intention to purchase traditional Hue cakes among Vietnamese youth".

5.3.3.3. Evaluation of the Standardized Root Mean Square Residual (SRMR) index

The Standardized Root Mean Square Residual (SRMR) index indicates the goodness of fit of the research model. According to Hu and Bentler (1999), a well-fitting model typically has an SRMR value below 0.08.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Table 9. Standardized Root Mean Square Residual (SRMR) Confidence Index

	Saturated Model	Estimated Model
SRMR	0.058	0.058

Source: The validation results from SMART PLS conducted by the research team

Based on the research results, the SRMR (Standardized Root Mean Square Residual) in Table 9 is 0.058, which is lower than 0.08. Therefore, it indicates that this model is suitable for analyzing data.

Conclusion

Conclusion In the analysis of the four factors considered, all four factors show significant effects on the "Intention to purchase traditional Hue cakes" among Vietnamese youth of Generation Z. Among them, "Perceived behavioral control" (NT) has the strongest impact with a coefficient of 0.378, indicating that a one-unit increase in perceived behavioral control will drive the intention to purchase traditional Hue cakes by 0.378 units. Next is the factor "Cultural identity" with a coefficient of 0.256, indicating that a one-unit increase in cultural identity will drive the intention to purchase traditional Hue cakes by 0.256 units. The factor "Subjective norms" has a coefficient of 0.188, indicating that a one-unit increase in subjective norms will drive the intention to purchase traditional Hue cakes by 0.188 units. The factor "Attitude towards the product" has the smallest coefficient of 0.130, indicating that a one-unit increase in attitude towards the product will drive the intention to purchase traditional Hue cakes by 0.130 units. The preliminary research results indicate the relationships between the factors and the intention to purchase traditional Hue cakes in Vietnam. However, the study had a small sample size of 313 survey responses collected, and only 296 responses were included in the analysis of the factor impacts. Additionally, the survey investigation was convenience-based and random, which also poses limitations in terms of sample size and survey quality. Furthermore, with only four factors included in the model, the study explains only 75.3% of the "Intention to purchase traditional Hue cakes," suggesting that there may be other factors influencing this intention. The research results provide a direction for future studies on traditional Hue cakes in Vietnam. In the future, the research team can expand the survey, conduct additional research on factors, and selectively target and filter survey participants to increase the sample size and improve the quality of survey responses, as well as enhance the explanatory power of the model.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

References

Ajzen, I (1985). *From Intentions to Actions: A Theory of Planned Behavior*. In Action Control: From Cognition to Behavior; Kuhl, J., Beckmann, J., Eds.; Springer: Berlin, Heidelberg, 1985; pp. 11–39.

Ajzen, I. (1991). *The theory of Planned Behavior*. Organizational Behavior and human decision processes, 50, 179-211

Ajzen, I (2001). *Nature and the operation of attitudes.* Ann. Rev. Psychol. 2001, 52, 27–58. https://doi.org/10.1146/annurev.psych.52.1.27

Ajzen, I (2002). *Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior 1*. J. Appl. Soc. Psychol. 2002, 32, 665–683. https://doi.org/10.1080/17437199.2014.883474.

Ajzen, I (2015). *The theory of planned behavior is alive and well, and not ready to retire A commentary on Sniehotta, Presseau, and Araújo-Soares.* Health Psychol. Rev. 2015, 9, 131–137. https://doi.org/10.1080/17437199.2014.883474.

Arvola, A.; Vassallo, M.; Dean, M.; Lampila, P.; Saba, A.; Lähteenmäki, L.; Shepherd, R (2008). *Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behavior*. Appetite 2008, 50, 443–454. https://doi.org/10.1016/j.appet.2007.09.010.

Asif, M.; Xuhui, W.; Nasiri, A.; Ayyub, S (2018). *Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis.* Food Qual. Prefer. 2018, 63, 144–150. https://doi.org/10.1016/j.foodqual.2017.08.006.

Bagozzi, R. and Yi, Y (1988). *On the Evaluation of Structural Equation Models.* Journal of the Academy of Marketing Sciences, 16, 74-94. http://dx.doi.org/10.1007/BF02723327

Bennett, P. D. (1988). *Marketing McGraw-Hillseries in marketing. McGraw-Hill College*

Chen, M.-F (2007). *Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits.* Food Qual. Prefer. 2007, 18, 1008–1021. https://doi.org/10.1016/j.foodqual.2007.04.004.

Chin, W.W. (1998). *The Partial Least Squares Approach for Structural Equation Modeling. In: Modern Methods for Business Research*, Lawrence Erlbaum Associates Publishers, Mahwah, 295-336.

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Clark, L. A., & Watson, D. (1995). *Constructing validity: Basic issues in objective scale development.* Psychological Assessment, 7(3), 309–319. https://doi.org/10.1037/1040-3590.7.3.309

Dang Hong Vuong (2021). *Research on factors affecting the commercial efficiency of consumer loyalty to the traditional confectionery production group in the Central-Central Highlands region.* Doctoral thesis in economics, University of Commerce

Devellis, R (2012). *Scale Development Theory and Applications. Sage Publications*, New York.

Fishbein, M & Ajzen, I (1975), *Belief, attitude, intention, and behavior: An introduction to theory and research, Addison- Wesley, Reading, MA*

Fornell, C., & Larcker, D. F. (1981). *Evaluating structural equation models with unobservable variables and measurement error.* Journal of Marketing Research, 18(1), 39–50. https://doi.org/10.2307/3151312

Garson, G.D (2016). *Partial Least Squares: Regression and Structural Equation Models.* Statistical Associates Publishers, Asheboro.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)(2nd ed.).* SAGE Publications.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (1st ed.).* Thousand Oaks, CA: Sage publications.

Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010*). Multivariate data analysis: A global perspective.* Pearson Education, London.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). *A new criterion for assessing discriminant validity in variance-based structural equation modeling.* Journal of the Academy of Marketing Science, 43(1), 115-135.

Henseler, J. and Sarstedt, M (2013). *Goodness-of-Fit Indices for Partial Least Squares Path Modeling.* Computational Statistics, 28, 565-580. https://doi.org/10.1007/s00180-012-0317-1

Hock, C., Ringle, C.M., & Sarstedt, M (2010). *Management of multi-purpose stadiums: Importance and performance measurement of service interfaces.* International Journal of Services Technology and Management, 14(2-3)

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Holak, S. L. & Lehmann, D. R. (1990). *Purchase Intentions and the Dimensions of Innovation: An Exploratory Model.* Journal of Product Innovation Management, Vol. 7, No. 1, pp. 59-73.

Jalilvand, M.R.; Samiei, N (2012). *The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran.* Mark. Intell. Plan. 2012, 30, 460–476. https://doi.org/10.1108/02634501211231946.

Kang, H.; Hahn, M.; Fortin, D.R.; Hyun, Y.J.; Eom, Y (2006). *Effects of perceived behavioral control on the consumer usage intention of e-coupons.* Psychol. Mark. 2006, 23, 841–864. https://doi.org/10.1002/mar.20136.

Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling.* Guildford Press.

Laque.vn (2022). *Learn about the traditional cakes of Hue.*https://laque.vn/tim-hieu-ve-cac-loai-banh-truyen-thong-cua-xu-hue/

Lee K.H., Bonn M.A., & Cho M. (2014). *Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity.* International Journal of Contemporary Hospitality Management, 27(6), 1157-1180. https://doi.org/10.1108/IJCHM-02-2014-0060.

Le Nguyen Hau, Tran Truc Quynh, Le Duc Anh (2011). *Vietnamese people use Vietnamese goods: The role of ethnocentrism and evaluation on the willingness to buy Vietnamese goods.* Science & Technology Development, Vol 14, No. Q3- 2011

Liñán, F.; Chen, Y.W (2009). *Development and Cross-Cultural application of a specific instrument to measure entrepreneurial intentions. Entrep.* Theory Pract. 2009, 33, 593–617.https://doi.org/10.1111/j.1540-6520.2009.00318.x

Munnukka, J. (2008). *Customers' Purchase Intentions as a Reflection of Price Perception. Journal of Product & Brand Management. Advances in Journalism and Communication, 6 No.2, 188-196. https://doi.org/10.1108/10610420810875106*

Nguyen Thanh Long (2004). *Ethnocentrism in Vietnamese consumer behavior towards Japanese and Chinese goods.* Master thesis, Vietnam National University, Ho Chi Minh City

Ngo Thi Khue Thu (2015). *Ethnocentrism of young people in the central market.* Journal of Science and Technology of Danang University. ISSN 1859-1531, No. 4(89).2015

 Copyright © IJSSER 2023, All rights reserved

ISSN: 2455-8834

Volume:08, Issue:06 "June 2023"

Sarstedt, M., Ringle, C. M., & Joseph F. Hair (2017). *Partial least squares structural equation modeling (PLS-SEM).* Handbook of Market Research. Springer International Publishing.

Tran Kim Dung (2015). *Research on the influence of ethnocentrism on consumers' intention to buy domestic goods – The case of confectionery products in Da Nang city market.* Thesis of Master of Business Administration. Da Nang University

Vietnam+ (2020). *Hue cuisine: The unique culture of the ancient capital.* https://www.vietnamplus.vn/am-thuc-hue-net-van-hoa-dac-trung-cua-vung-dat-co-do/644302.vnp

Vinpearl (2022). *LIST synthesizes the 15 most famous and delicious Hue cakes.* https://vinpearl.com/en/list-tong-hop-15-loai-banh-hue-thom-ngon-noi-tieng-nhat, accessed March 10, 2023

Visa, I., & Fairhurst, A (1999). *Factors underlying the phenomenon of consumer ethnocentricity: evidence from four central European countries.* The International Review of Retail, Distribution, and Consumer Research, 9(4). 321-337, http://doi.org/10.1080/095939699342444

Wang, X.; Pacho, F.; Liu, J.; Kajungiro, R (2019). *Factors influencing organic food* purchase intention in developing countries and the moderating role of knowledge. Sustainability 2019, 11, 209. https://doi.org/10.3390/su11010209.

 Copyright © IJSSER 2023, All rights reserved