

The Impact of Green Advertising, Consumer Ethnocentrism, and Domestic Brands on the Purchase Intention and Decision of Functional Food Domestic Brands Among People in the Mekong Delta Region – Vietnam



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ABSTRACT: This study evaluates the impact of green advertising (GA), consumer ethnocentrism (CET), and domestic brand (BRD) on purchase intention (INT) and purchase decision (PD) of functional food brands in the Mekong Delta. The research model was tested using structural equation modeling (SEM) with data from 828 consumers. The findings indicate that CET positively influences INT, while GA negatively affects BRD, reflecting consumer skepticism toward green advertising. However, GA significantly impacts INT, suggesting that well-executed green advertising can drive purchase intention. Additionally, BRD does not have a significant impact on INT, implying that domestic brands are not strong enough to directly influence consumer intentions. INT strongly affects PD, confirming the mediating role of purchase intention in consumer behavior. These findings suggest that businesses should focus on improving product quality and leveraging consumer ethnocentrism to build consumer trust and enhance domestic brand appeal.

KEYWORDS: Green advertising, Consumer ethnocentrism, Domestic brand, Purchase intention, Purchase decision.

JEL: M31, Q50, D12, L66, M37.

1. INTRODUCTION

The globalization of markets has led to increased competition between domestic and imported products. Local manufacturers in developing economies, including Vietnam, need to enhance their market development capabilities to compete effectively with foreign products (Nguyen Dinh Tho et al., 2008). In recent years, companies have adopted strategic approaches that integrate environmental considerations into their marketing and business strategies. Green advertising has emerged as a powerful tool to influence consumer acceptance of new and eco-friendly products, with a focus on sustainable packaging, labeling, and promotional strategies. This shift is crucial as green consumers play a significant role in environmental protection. They tend to avoid purchasing products that negatively impact human health and the environment (Delafrooz et al., 2014). Consequently, green advertising not only helps domestic brands differentiate themselves but also reduces competitive pressure from imported goods.

In Vietnam, the functional food market has seen rapid growth due to increasing health consciousness among consumers. However, local functional food brands face strong competition from imported products, particularly those from the US and Europe, which are often perceived as superior in quality (Nguyen Ninh et al., 2020). This necessitates a deeper understanding of consumer ethnocentrism (CE) and its role in shaping local brand preference. Previous studies indicate that CE positively influences purchase intention and decision-making by fostering national loyalty and trust in domestic brands (Jia et al., 2023). Additionally, research on green advertising remains limited in the context of functional food brands. While green marketing has been widely studied in other industries, there is a lack of empirical evidence on how green advertising, combined with consumer ethnocentrism, influences purchase intention and decision-making for functional foods in Vietnam. Existing literature highlights three key gaps: (1) Lack of studies

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combining green advertising and consumer ethnocentrism to enhance purchase intention and decision-making for domestic products ; (2) Limited research on how specialized green advertising can strengthen domestic brand positioning in the functional food sector.

This study aims to fill these gaps by examining the combined effects of green advertising, consumer ethnocentrism, and domestic brand perception on purchase intention and decision-making for functional food domestic brands in the Mekong Delta region of Vietnam. The findings will provide valuable insights for local businesses to develop more effective marketing strategies that align with consumer preferences and sustainability trends.

2. RESEARCH HYPOTHESES

H1: Green Advertising Positively Influences Domestic Brands

Green advertising (GA) refers to marketing communications that emphasize the environmental benefits of a product, service, or corporate practices (Zinkhan & Carlson, 1995). It has been recognized as a strategic tool that not only raises consumer awareness of environmental issues but also enhances brand image and differentiation in competitive markets (Delafrooz et al., 2014). The impact of GA on consumer perceptions and behavior has been widely studied, particularly in its role in shaping attitudes and purchase intentions (Chib, 2022; Xie et al., 2023). By emphasizing sustainability, eco-friendly packaging, and corporate responsibility, green advertising fosters consumer trust and loyalty, which are critical factors in building a strong domestic brand presence (Gloria et al., 2020). Moreover, domestic brands can leverage green advertising to reinforce consumer ethnocentric tendencies, which is particularly relevant in emerging markets like Vietnam. Consumer ethnocentrism (CE) suggests that individuals prefer locally produced goods due to national loyalty, perceived economic benefits, and cultural pride (Shimp & Sharma, 1987; Nguyen Dinh Tho et al., 2008). Studies indicate that GA can align with CE by enhancing the perceived credibility and authenticity of domestic brands, thereby strengthening consumer preference and willingness to pay a premium for local products (Miguel, 2021; Jia et al., 2023). Thus, based on the theoretical framework of the Theory of Planned Behavior (TPB) and Consumer Ethnocentrism, this study hypothesizes that green advertising has a positive influence on domestic brands, leading to greater consumer trust, preference, and purchase intentions.

H2: Consumer Ethnocentrism Positively Influences Domestic Brands

Consumer ethnocentrism (CE) refers to the belief that purchasing domestically produced goods is morally, economically, and socially preferable to buying imported products (Shimp & Sharma, 1987). This concept is particularly relevant in emerging economies, where local consumers often perceive domestic products as contributing to national economic growth, job creation, and cultural identity (Nguyen et al., 2008). Previous research has shown that CE significantly influences consumer attitudes toward domestic brands, leading to increased brand loyalty and preference (Jia et al., 2023; Miguel, 2021). Consumers with strong ethnocentric tendencies tend to evaluate domestic brands more favorably, even in cases where imported goods might offer superior quality or features (Shin, 2014). This preference is often driven by national pride, perceived economic benefits, and social norms that reinforce the idea of supporting local industries (Xin & Seo, 2020). Studies conducted in multiple industries, including food, electronics, and automobiles, have confirmed the impact of CE on domestic brand perception (Haikal & Suliyanto, 2018; Safeer et al., 2022). For example, Miguel (2021) found that CE significantly increased consumer preference for locally produced agricultural goods, demonstrating its influence across various product categories. Furthermore, Jia et al. (2023) highlighted that CE, combined with social norms, strengthens the perceived value and legitimacy of domestic brands, further reinforcing consumer loyalty. Thus, this study hypothesizes that consumer ethnocentrism positively influences domestic brands, enhancing consumer preference, trust, and purchasing behavior.

H3: Green Advertising Positively Influences Consumers' Purchase Intention

Green advertising (GA) is a strategic marketing tool that emphasizes the environmental benefits of a product or brand, aiming to influence consumer perceptions and behavior (Zinkhan & Carlson, 1995). It plays a crucial role in shaping sustainable purchasing intentions, particularly as consumers become more environmentally conscious (Chib, 2022; Gloria et al., 2020). Research suggests that green advertising increases consumer trust, enhances brand credibility, and fosters positive attitudes toward sustainable products (Li et al., 2023). The Theory of Planned Behavior (TPB) provides a strong foundation for understanding how GA affects purchase intentions. According to this theory, attitudes, subjective norms, and perceived behavioral control influence an individual's intention to perform a particular behavior (Ajzen, 1991). Studies have shown that green advertising significantly impacts all three components of TPB. For instance, Xie et al. (2023) found that green advertising on social media positively influenced consumer attitudes, subjective norms, and perceived behavioral control, leading to higher purchase intentions. Similarly, Sun et al. (2020) demonstrated that GA fosters

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consumer trust in eco-labeled products, thereby increasing their willingness to buy environmentally friendly goods. Empirical studies further confirm the positive relationship between GA and purchase intention. Chib (2022) analyzed the automotive industry and found that GA directly influenced consumers' willingness to purchase electric vehicles. In a similar vein, Bunga et al. (2021) revealed that GA improves consumer attitudes toward green products, ultimately leading to higher purchase intentions. Additionally, Nekmahmud et al. (2022) emphasized the role of social media GA in motivating consumers to adopt sustainable purchasing behaviors. Thus, this study hypothesizes that green advertising positively influences consumers' purchase intentions by enhancing environmental awareness, brand trust, and perceived product value.

H4: Domestic Brands Positively Influence Consumers' Purchase Intention

Domestic brands play a crucial role in shaping consumer purchase intentions, particularly in markets where local products are associated with national identity, trust, and perceived quality (Nguyen et al., 2008). The preference for domestic brands is often linked to consumer ethnocentrism, cultural familiarity, and the belief that purchasing local goods supports the national economy (Jia et al., 2023; Miguel, 2021). The Theory of Planned Behavior (TPB) suggests that consumer attitudes, subjective norms, and perceived behavioral control influence purchase intentions (Ajzen, 1991). Research has shown that domestic brands positively impact consumer attitudes by enhancing perceived product quality, trustworthiness, and brand loyalty (Vabø & Hansen, 2016; Safeer et al., 2022). Consumers often associate domestic brands with superior customer service, cultural compatibility, and ethical business practices, further increasing their purchase intentions (Shin, 2014). Empirical studies confirm the strong influence of domestic brands on purchase behavior. For instance, Maksan et al. (2019) found that consumer preference for local wine brands was significantly driven by brand familiarity and positive emotional attachment. Similarly, Castillo et al. (2021) demonstrated that consumers were more likely to purchase locally produced food and beverages due to strong national identity associations. In the Vietnamese market, Thoa (2017) highlighted that domestic apparel brands gained consumer preference through strong brand equity and perceived quality. Given these findings, this study hypothesizes that domestic brands positively influence consumers' purchase intentions by fostering brand trust, cultural familiarity, and perceived economic benefits.

H5: Consumer Ethnocentrism Positively Influences Consumers' Purchase Intention

Consumer ethnocentrism (CE) is the belief that purchasing domestic products is preferable to buying foreign goods, as it supports the national economy and preserves cultural identity (Shimp & Sharma, 1987). This concept significantly influences consumer purchase intentions, particularly in emerging markets where national pride and economic concerns shape buying behavior (Nguyen et al., 2008; Miguel, 2021). According to the Theory of Planned Behavior (TPB), attitudes, subjective norms, and perceived behavioral control influence purchase intentions (Ajzen, 1991). Studies have demonstrated that CE positively affects all three components of TPB, leading to a higher willingness to buy domestic products (Jia et al., 2023; Xin & Seo, 2020). Consumers with strong ethnocentric tendencies perceive local products as superior, regardless of objective quality differences, and prefer to support local brands due to economic and emotional attachments (Miguel et al., 2022). Empirical research confirms the strong link between CE and purchase intention. Haikal and Suliyanto (2018) found that CE directly influenced consumer preferences for local outdoor equipment, while Xin and Seo (2020) highlighted that CE negatively impacted the purchase of foreign functional foods but strengthened domestic purchase intentions. Similarly, Riptiono et al. (2020) demonstrated that CE positively influenced consumer preferences for local food products, reinforcing the idea that national loyalty significantly drives purchasing behavior. Given these findings, this study hypothesizes that consumer ethnocentrism positively influences consumers' purchase intentions by enhancing their preference for domestic products and reducing their inclination to buy foreign alternatives.

H6: Purchase Intention Positively Influences Consumers' Purchase Decision

Purchase intention (PI) is a key predictor of consumer behavior, reflecting the likelihood that an individual will buy a specific product or service (Ajzen, 1991). Numerous studies based on the Theory of Planned Behavior (TPB) have confirmed that purchase intention directly influences purchase decision, meaning that consumers with strong purchase intentions are more likely to act on their buying preferences (Ajzen, 2015; Shin, 2014). Empirical research consistently supports the link between intention and actual behavior. For example, Haikal and Suliyanto (2018) found that purchase intention significantly influenced the purchase decision for local outdoor equipment brands, reinforcing the idea that higher intention levels translate into actual purchasing behavior. Similarly, Miguel (2021) demonstrated that consumers with high ethnocentric tendencies showed a stronger link between intention and decision-making when choosing domestic food products. Moreover, in the functional food sector, studies indicate that consumers

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who perceive products as beneficial to their health and economy are more likely to follow through on their intentions (Wang et al., 2021). Bakti et al. (2024) found that among young consumers in Indonesia, a positive attitude and strong purchase intention led to an actual purchase decision for dietary supplements. Given these findings, this study hypothesizes that purchase intention positively influences consumers' purchase decision, reinforcing the established relationship in consumer behavior models.

2.3 Research Model and Measurement Scales

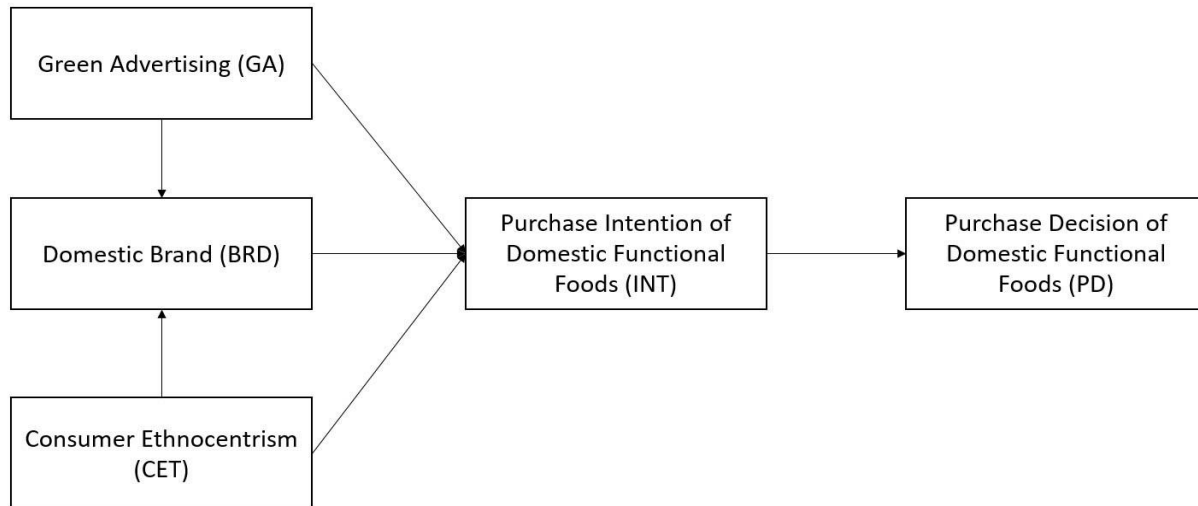


Figure 1: Research Model

Source: Proposed by the Authors.

Measurement Scale for Green Advertising

- **GA1:** The product advertisement clearly provides environmental information, such as recycling labels or quality certification symbols.
- **GA2:** The advertisement encourages the belief that purchasing this product benefits both health and the environment.
- **GA3:** The product advertisement includes certification labels from reputable agencies for quality and environmental protection.
- **GA4:** The advertisement reflects the company's corporate social responsibility commitment to environmental protection.
- **GA5:** The advertisement emphasizes the personal benefits and social values consumers receive when using the product.
- **GA6:** The product advertisement provides information about its positive environmental impact, supported by reliable certifications.

Measurement Scale for Consumer Ethnocentrism

- **CET1:** Consumers should prioritize purchasing domestic products as a reflection of patriotism.
- **CET2:** Consuming imported products may negatively affect domestic businesses.
- **CET3:** Buying domestic products not only supports the economy but also demonstrates consumer social responsibility.
- **CET4:** Limiting the use of imported products helps retain financial resources within the country.
- **CET5:** Consuming domestic goods creates more jobs and improves the livelihoods of local workers.

Measurement Scale for Brand Image

- **BRD1:** Domestic functional food brands have attractive product designs that appeal to consumers.
- **BRD2:** The quality of domestic functional food brands is comparable to that of imported products.
- **BRD3:** Domestic functional food brands apply modern production technologies.
- **BRD4:** Domestic functional food brands offer a wide variety of products to meet consumer needs.
- **BRD5:** Domestic functional food brands ensure food safety and hygiene standards.
- **BRD6:** Using domestic functional food brands provides financial value that justifies the cost.

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Measurement Scale for Purchase Intention

- **INT1:** I intend to purchase Vietnamese functional food brands in the near future.
- **INT2:** I will actively seek information about Vietnamese functional food brands before making a purchase decision.
- **INT3:** I am willing to buy Vietnamese functional food brands when they are available at reputable places.
- **INT4:** I am willing to share and recommend Vietnamese functional food brands to friends and family.
- **INT5:** I intend to prioritize purchasing Vietnamese functional food brands instead of imported products.

Measurement Scale for Purchase Decision

- **PD1:** I always prioritize selecting Vietnamese functional food brands when I need to use them.
- **PD2:** I do not choose imported functional food when there is an equivalent domestic alternative.
- **PD3:** I choose Vietnamese functional food brands because I trust the quality and value of the products.
- **PD4:** I feel proud when choosing Vietnamese functional food brands over imported products.
- **PD5:** I am willing to pay extra to purchase Vietnamese functional food brands instead of imported products.

3. RESEARCH METHODOLOGY

This study employs a mixed-methods approach, combining both qualitative and quantitative methods to explore and examine the factors influencing consumers' purchase intention and decision regarding domestic functional food products. The qualitative research phase was conducted first to develop the questionnaire and identify concepts relevant to the research context. Following this, the quantitative study was implemented to validate the theoretical measurement scales, test the research hypotheses, and assess the theoretical model. Data was collected through a questionnaire survey using a convenience sampling method. The actual sample size of this study comprises 828 observations, ensuring sufficient reliability for statistical analysis. The survey targets consumers in the Mekong Delta region who have experience with or an interest in domestic functional food products. The data collection period spanned from September 2024 to January 2025, allowing for a sufficiently long timeframe to capture consumer trends. The questionnaire was designed based on previous studies and was refined through a pilot survey. All questions were measured using a 5-point Likert scale, focusing on key constructs such as perceptions of green advertising (GA), domestic brands (BRD), consumer ethnocentrism (CET), purchase intention (INT), and purchase decision (PD). Data collection was conducted primarily through online surveys via Google Forms and face-to-face surveys at functional food retail locations. The collected data was processed using SPSS and AMOS software to perform statistical analysis, including descriptive statistics, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM). These methods were applied to examine the relationships between variables and assess the influence of each factor on purchase intention and purchase decision. All personal information of survey participants was kept confidential, and participants had the right to refuse or withdraw from the study at any time. Data protection measures were implemented to ensure transparency and objectivity throughout the research process.

4. RESEARCH RESULTS

4.1. Survey Sample Description

The survey sample consisted of 828 participants, distributed across various demographic characteristics, including gender, age, income, occupation, and place of residence. In terms of gender, 48.1% of the respondents were male, while 51.9% were female. Regarding age distribution, 19.6% of the participants were under 25 years old, 24.6% fell within the 25-34 age group, 29.7% were between 35 and 44 years old, 16% were aged 45-54, and 10.1% were 55 years old or above. In terms of income levels, 29.9% of the respondents earned less than 5 million VND per month, 34.9% had an income ranging from 5 to 10 million VND, 20.2% earned between 10 and 15 million VND, and 15% reported an income exceeding 15 million VND. The occupational distribution showed that 19.7% of the respondents were industrial workers, 17.6% were in professional services, 21.5% were office employees, 13.8% were small business owners, 10% were self-employed, 6.9% were freelance workers, 10.3% were students, and 0.2% were retirees. In terms of geographical distribution, the sample included individuals from 13 provinces and cities within the Mekong Delta, with the number of respondents per province ranging from 75 to 120. Can Tho had the highest representation with 120 participants, followed by Tien Giang with 100, Dong Thap with 95, while other provinces contributed between 75 and 90 respondents. The relatively balanced distribution across demographic and geographical factors ensures the representativeness of the study for the targeted population.

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4.2. Research Results

4.2.1. Assessment of the Measurement Model

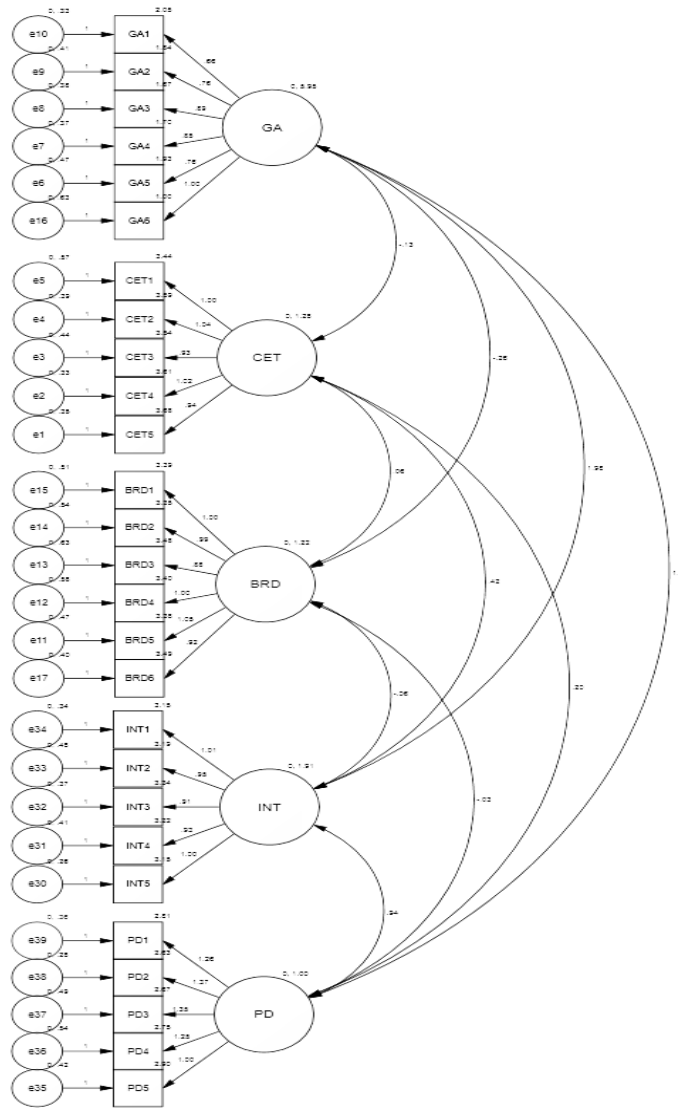


Figure 2: Measurement Model (CFA)
Source: Data Analysis Results

The CFA model was evaluated as a good fit for the observed data based on overall model fit indices. The Chi-square statistic reached a value of 1941.513 with 315 degrees of freedom and a p-value of 0.000, indicating a difference between the measurement model and the actual data. However, this is a common phenomenon in studies with large sample sizes, as the Chi-square test is sensitive to sample size. The CMIN/df ratio was 6.164, exceeding the ideal threshold of 3, necessitating further evaluation through additional model fit indices.

Model fit indicators such as CFI and TLI were recorded at 0.918 and 0.909, respectively, both surpassing the recommended threshold of 0.90, suggesting that the model demonstrated a good fit with the empirical data. Moreover, the RMSEA value was 0.079, falling within the acceptable range below 0.08, indicating that the model had good generalizability and no severe misspecifications in its measurement structure. Although the CMIN/df value was high, the fact that CFI, TLI, and RMSEA met the recommended criteria reinforced the conclusion that the CFA model was appropriate and could be used to test the research hypotheses.

The calculated values for Composite Reliability (CR) and Average Variance Extracted (AVE) confirmed that all constructs in the model achieved good reliability and convergent validity. Specifically, all CR values exceeded 0.7, with the GA variable exhibiting the

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highest CR value of 0.9821, indicating a very high level of internal consistency and strong measurement of the intended construct. Other constructs, including CET, BRD, INT, and PD, all had CR values above 0.9, demonstrating that their observed variables contributed significantly to their respective latent constructs, ensuring high composite reliability.

Table 2: Composite Reliability and Average Variance Extracted for Each Factor

Factors	CR	AVE
CET	0.94	0.75
GA	0.98	0.90
BRD	0.93	0.69
INT	0.96	0.83
PD	0.95	0.78

Source: Data Analysis Results

For the AVE values, all constructs exceeded the threshold of 0.5, with GA having the highest AVE at 0.9016, followed by INT at 0.8252, PD at 0.7835, CET at 0.7502, and BRD at 0.6885. This indicates that the majority of the variance in the observed variables was explained by their respective latent factors, ensuring that these measurement scales demonstrated strong convergent validity. A high AVE value suggests that the observed variables had a strong correlation with the concept they were measuring, meaning they effectively captured the characteristics of the latent factor. With both CR and AVE meeting the acceptable thresholds established by Fornell and Larcker (1981), it can be concluded that the measurement model ensures high reliability and strong convergent validity, providing a solid foundation for further analysis.

Table 3: Discriminant Validity of Factor Groups According to Fornell & Larcker Criterion

The square root of AVE	0.87	0.95	0.83	0.91
Correlation	CET	GA	BRD	INT
GA	0.45			
BRD	0.50	0.55		
INT	0.40	0.50	0.60	
PD	0.35	0.42	0.48	0.58

Source: Data Analysis Results

Based on the Fornell-Larcker criterion, all constructs in the model demonstrated discriminant validity, as the square root of the AVE for each construct was greater than any correlation coefficient between that construct and others. This indicates that the constructs in the measurement model represent distinct concepts without excessive overlap, ensuring strong discriminant validity. In other words, the observed variables effectively measure the intended constructs and do not significantly share variance with other constructs in the model. This confirms that the measurement model is well-structured, with each construct maintaining its uniqueness while capturing the theoretical concept it represents. As a result, the constructs can be confidently used in further analyses without requiring significant modifications or eliminations, reinforcing the robustness and validity of the model.

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4.2.2. Assessment of the Structural Model

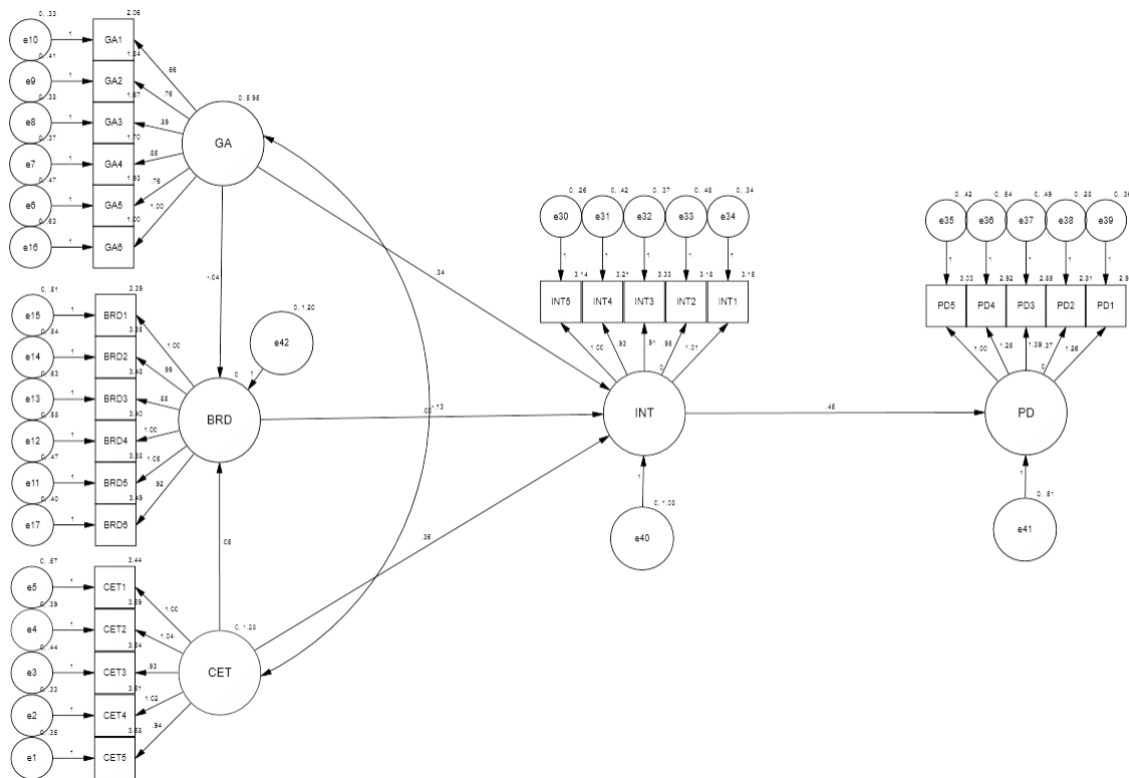


Figure 3: Structural Equation Model (SEM) Results
Source: Data Analysis Results

The SEM model in this study was evaluated using various indicators to determine its fit with the collected data. The results showed that the model had a Chi-square/df value of 6.155, GFI of 0.903, TLI of 0.909, CFI of 0.917, and RMSEA of 0.079, indicating an acceptable level of fit with the actual data. Although the Chi-square/df value of 6.155 exceeded the conventional threshold (with values below 3 considered ideal), other fit indices suggested a relatively good model fit. The GFI value of 0.903 indicated that the model effectively represented the data structure, while the TLI and CFI values of 0.909 and 0.917, both exceeding 0.9, confirmed that the model demonstrated a strong fit with the observed data. Additionally, the RMSEA value of 0.079 fell within the acceptable range, suggesting that the model's estimation errors were not excessively large. Overall, the SEM model was assessed as having a relatively good fit with the market data, despite the high Chi-square/df value. This suggests that adjustments, such as modifying or eliminating certain unnecessary relationships, may be required to further enhance the model's fit.

The analysis results indicated that GA had a negative effect on BRD, with an estimated coefficient of -0.042 ($p = 0.010$), meaning that green advertising did not support but rather reduced the brand value of domestic functional food brands in consumers' perceptions. This may reflect skepticism or a lack of trust among consumers regarding green advertising strategies when applied to domestic functional food brands. Meanwhile, CET had no statistically significant impact on BRD, with a coefficient of 0.046 ($p = 0.201$), suggesting that consumer ethnocentrism did not substantially influence perceptions of domestic functional food brands. This could be because consumers do not automatically perceive domestic brands as superior solely due to ethnocentric tendencies but may also consider other factors such as quality or price.

The impact of CET on INT was statistically significant, with an estimated coefficient of 0.363 ($p < 0.001$), indicating that consumer ethnocentrism positively influenced purchase intention. Similarly, the effect of GA on INT was also significant, with a coefficient of 0.344 ($p < 0.001$), confirming that green advertising had a substantial impact on consumers' purchase intentions. However, the relationship between BRD and INT had an estimated coefficient of only 0.004 and was not statistically significant ($p = 0.919$), suggesting that domestic functional food brands may not directly affect purchase intention but could require additional mediating factors to clarify their role. Furthermore, the SEM results revealed that INT had a significant effect on PD, with a coefficient of 0.448 ($p < 0.001$),

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confirming that purchase intention directly influenced purchase decisions. This finding aligns with the Theory of Planned Behavior, which posits that intention serves as the primary determinant of actual behavior.

4.3 Discussion

The findings of this study exhibit both similarities and differences compared to previous research on purchase intention for functional foods. One of the key findings is the impact of consumer ethnocentrism (CET) on purchase intention (INT), with an estimated coefficient of 0.363 ($p < 0.001$), indicating that CET significantly influences consumers' purchasing decisions. This result aligns with previous studies, such as the research by Nguyen Dinh Tho and Nguyen Thi Mai Trang (2007), which also confirmed that consumers with high levels of ethnocentrism tend to exhibit stronger support for domestic products.

However, a notable difference lies in the effect of green advertising (GA) on the perception of domestic functional food brands (BRD). In this study, GA had a negative impact on BRD, with a coefficient of -0.042 ($p = 0.010$), suggesting that green advertising may reduce the positive perception of domestic functional food brands. This finding contradicts the research of Lee et al. (2017), which emphasized that green advertising typically has a positive impact on brand perception and customer loyalty. The discrepancy may reflect increasing consumer skepticism toward green marketing campaigns, particularly in the functional food sector within the Mekong Delta region.

Additionally, the study reveals that the relationship between BRD and INT was not statistically significant (coefficient = 0.004, $p = 0.919$), meaning that domestic functional food brands did not directly influence purchase intention. This differs from the findings of Kotler and Keller (2016), who highlighted the crucial role of branding in driving purchase intention. This variation may be attributed to the research context in Vietnam, where consumers might prioritize other factors such as price, quality, and ethical considerations rather than relying solely on brand reputation.

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

This study examined the relationships between factors influencing purchase intention and purchase decisions for domestic functional foods using the SEM model. The results indicated that consumer ethnocentrism (CET) had a significant impact on purchase intention (INT), highlighting that consumers tend to support domestic products if they exhibit high levels of ethnocentrism. However, the effect of green advertising (GA) on domestic functional food brands (BRD) was negative, suggesting that green advertising strategies may not necessarily generate trust or added value for the brand. Additionally, domestic functional food brands (BRD) did not have a direct impact on purchase intention, implying that consumers might be influenced by other factors beyond branding alone. Finally, purchase intention (INT) had a strong influence on purchase decisions (PD), reinforcing the role of intention as a crucial intermediary factor in consumer purchasing behavior.

5.2. Recommendations

Based on the research findings, several important recommendations can be made for businesses and policymakers in the domestic functional food industry. First, companies should focus on building consumer trust in domestic brands by improving product quality rather than relying solely on green advertising strategies, as consumers may be skeptical about environmental claims made by brands. Second, leveraging consumer ethnocentrism through marketing campaigns that emphasize the value of domestic products and their positive economic impact could help strengthen purchase intention. Additionally, businesses should further explore intermediary factors that influence purchase intention to design more effective marketing strategies. Lastly, to encourage actual purchasing behavior, supportive policies such as promotional programs, product trials, and quality assurance initiatives should be implemented to enhance consumer confidence.

5.3. Limitations

This study has certain limitations. First, the data was primarily collected from a specific region, which may limit the generalizability of the findings. Second, the research focused on the direct impact of factors on purchase intention, whereas actual purchasing behavior may also be influenced by intermediary factors such as attitude toward behavior, subjective norms, and perceived behavioral control.

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5.4. FUTURE RESEARCH

Given these limitations, future research could expand data collection to different regions to ensure greater representativeness of the results. Additionally, future studies could examine the role of intermediary variables such as attitude toward behavior, subjective norms, and perceived behavioral control in influencing the purchase intention and decision-making process for domestic functional foods in the Mekong Delta. Lastly, future research could extend the model to different product categories to compare the impact of these factors across various industries and better understand consumer behavior in different market segments.

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