

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

Quang Vinh TRAN

Cau Giay Highschool

ABSTRACT: This research explores the intricate relationship between cultural value dimensions and consumer loyalty towards traditional Vietnamese fish sauce, a heritage product embodying century of culinary identity. Employing a multi-theoretical framework that synthesises Hofstede's cultural dimensions, Consumer Culture Theory, and Heritage Identity constructs, this study investigates how cultural value orientations mediate consumer-product relationships in rapidly modernising urban Vietnamese marketplaces. Methodologically, the research adopts a sophisticated quantitative approach, utilising Partial Least Squares Structural Equation Modelling (PLS-SEM) with data collected from 427 urban Vietnamese consumers across three metropolitan centres. The analysis is complemented by fuzzy-set Qualitative Comparative Analysis (fsQCA) to unveil complex configurational patterns. The epistemic trajectory reveals that collectivism, long-term orientation, and uncertainty avoidance significantly influence heritage product commitment, while power distance exhibits differential effects contingent upon consumer demographic variables. The fsQCA results illuminate multiple sufficient pathways to heritage product loyalty, suggesting equifinality in consumer commitment formation. Theoretical contributions emerge through the conceptualisation of a Cultural Heritage Consumption framework that transcends conventional binary oppositions between tradition and modernity, instead positioning heritage product consumption as a dialectical negotiation of cultural identity within globalised marketplaces. Practical implications include strategic approaches for heritage product marketing that leverage authentic cultural dimensions while acknowledging the hybridity of contemporary Vietnamese consumer identities.

KEYWORDS: Cultural value dimensions, heritage product commitment, traditional food products, partial least squares, Vietnamese consumer behaviour.

1. INTRODUCTION

The accelerating homogenisation of global marketplaces poses significant challenges to cultural heritage products worldwide, precipitating a dialectical tension between the preservation of traditional consumption practices and the adoption of globalised consumer behaviours. Within this contested terrain, traditional food products occupy a particularly salient position as vehicles of cultural identity, collective memory, and intergenerational knowledge transfer (Vanhonacker et al., 2010). This paradigm shift necessitates rigorous scholarly examination of the complex interplay between cultural value dimensions and consumer commitment to heritage products—especially in rapidly developing economies experiencing profound sociocultural transformation. From a critical realist perspective, traditional food products represent boundary objects that mediate between cultural preservation and market evolution, serving as artefacts through which consumers negotiate identity in contemporary contexts (Bessière, 1998).

Traditional Vietnamese fish sauce (*nước mắm*) exemplifies this phenomenon, embodying centuries of culinary heritage while facing unprecedented market pressures from industrialised alternatives and changing consumer preferences. Historically, this fermented condiment has played a central role in Vietnamese cuisine, with production techniques and consumption practices transmitted across generations as cultural capital (Ruddle & Ishige, 2010). The epistemological trajectory of existing research has predominantly focused on the biochemical properties and production processes of traditional fish sauce (Lopetcharat et al., 2001), while the sociocultural dimensions of its consumption remain under-theorised. This hermeneutic analysis uncovers a significant research lacuna regarding how cultural value orientations influence heritage product commitment in contemporary Vietnamese consumer contexts.

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

The theoretical urgency of addressing this gap is underscored by three intersecting scholarly discourses. First, transdisciplinary scholarship posits that cultural values fundamentally shape consumer behaviour through complex cognitive and affective mechanisms (de Mooij & Hofstede, 2011). However, the specific pathways through which these values influence heritage product commitment remain inadequately conceptualised, particularly in Asian contexts experiencing rapid modernisation. Second, the literature on heritage consumption reveals an emerging tension between nostalgia-driven product attachment and cosmopolitan consumption identities in developing economies (Belk, 2014). Third, research on traditional food products suggests their potential to function as repositories of cultural identity amid globalisation pressures (Guerrero et al., 2009), though this function is contingent upon evolving consumer value systems.

Vietnam represents a particularly apposite context for investigating these phenomena, as its market liberalisation policies since the 1986 *Đổi Mới* reforms have catalysed profound socioeconomic transformations, including rapidly changing consumption patterns (Shultz, 2012). As Vietnamese urban consumers navigate between traditional values and globalised consumption practices, their relationship with heritage products like traditional fish sauce constitutes a complex negotiation of cultural identity. Whereas traditional fish sauce production in Vietnam has historically been characterised by small-scale, village-based operations with distinct regional variations, contemporary market dynamics have introduced industrial production methods and international competition (Ruddle & Ishige, 2010). This tension between artisanal heritage and market evolution crystallises broader questions about the sustainability of traditional products in modernising economies.

Despite the conceptual richness of this research domain, existing literature exhibits significant limitations. First, previous studies have predominantly employed single-theory frameworks that fail to capture the multi-dimensional nature of heritage product consumption (Verbeke et al., 2016). Second, methodological approaches have often relied on descriptive analysis rather than sophisticated structural modelling capable of illuminating complex causal relationships (Pieniak et al., 2009). Third, the specific context of Vietnamese traditional food products remains significantly under-researched, creating both a theoretical void and a practical knowledge gap for market stakeholders (Tran et al., 2013).

Through empirical investigation of the relationships between cultural value dimensions and consumer commitment to traditional Vietnamese fish sauce, this research addresses these limitations while making three distinct contributions. First, it develops and empirically validates a multi-theoretical framework integrating cultural dimensions theory, consumer culture theory, and heritage consumption constructs. Second, it employs advanced methodological approaches combining PLS-SEM with fsQCA to illuminate both variable-centred relationships and complex configurational patterns. Third, it extends theoretical understanding of heritage product consumption in rapidly modernising Asian economies, challenging binary oppositions between tradition and modernity. The novelty of this research lies in its integration of multiple theoretical perspectives to conceptualise heritage product consumption as a dialectical process through which consumers negotiate cultural identity within globalised marketplaces.

2. FOUNDATIONAL THEORIES AND LITERATURE REVIEW

2.1. Foundational theories

2.1.1. Cultural dimensions theory

Cultural dimensions theory provides a foundational framework for understanding how cultural values shape consumption practices across diverse societal contexts. Hofstede's (1980, 1991) seminal work conceptualised culture as "the collective programming of the mind which distinguishes the members of one group or category of people from another" (Hofstede, 1991, p. 5), identifying five primary dimensions: power distance, individualism-collectivism, masculinity-femininity, uncertainty avoidance, and long-term orientation. The epistemic value of this framework lies in its capacity to systematise cultural variations that influence consumer decision-making processes and product attachments. While Hofstede's work has faced critique for potential reductionism and methodological nationalism (McSweeney, 2002), its analytical utility for cross-cultural consumer research remains significant when deployed with appropriate contextual sensitivity (de Mooij & Hofstede, 2011).

Subsequent theoretical elaborations have enhanced the explanatory power of cultural dimensions for consumer behaviour research. Schwartz (1992) developed a complementary framework identifying ten distinct value types organised along three bipolar dimensions, providing more granular analysis of within-culture variations. Trompenaars and Hampden-Turner (1997) further expanded cultural dimensionality through a seven-factor model emphasising relational orientations. These theoretical developments collectively point toward the multidimensional nature of cultural values and their differential influences on consumption practices, particularly for products with strong heritage associations.

In the Vietnamese context, research suggests a cultural profile characterised by high collectivism, moderate to high power distance, and strong long-term orientation (Ralston et al., 1999). However, economic liberalisation has precipitated value shifts among urban consumers, particularly younger demographics exhibiting increasing individualism and materialism (Nguyen & Rose,

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

2009). This dialectical tension between traditional Confucian-influenced values and emerging market-oriented values creates a complex terrain for heritage product consumption that requires sophisticated theoretical frameworks to navigate.

Cultural dimensions theory provides explanatory mechanisms for how collectivism might engender greater commitment to heritage products through collective identity reinforcement. As Kacen and Lee (2002) demonstrated, collectivist cultural orientations correlate with stronger normative influences on consumption decisions and greater valuation of products that embody shared cultural heritage. Similarly, long-term orientation may predispose consumers toward products with historical continuity and intergenerational significance (de Mooij & Hofstede, 2011). However, power distance and uncertainty avoidance dimensions have received less scholarly attention in relation to heritage product consumption, representing a significant theoretical gap this research addresses.

2.1.2. Consumer culture theory

Consumer Culture Theory (CCT) offers a complementary theoretical framework that conceptualises consumption as a sociocultural practice through which individuals construct and express identity. Arnould and Thompson (2005, p. 868) described CCT as addressing "the heterogeneous distribution of meanings and the multiplicity of overlapping cultural groupings that exist within the broader sociohistoric frame of globalization and market capitalism." This perspective illuminates how heritage products like traditional fish sauce function as material artefacts through which consumers negotiate cultural identity, particularly in contexts of rapid modernisation.

The theoretical sophistication of CCT derives from its integration of sociological and anthropological perspectives with consumer research, positioning consumption as a meaning-making process rather than merely utilitarian behaviour. Four interrelated research domains within CCT offer particular relevance to heritage product commitment: consumer identity projects, marketplace cultures, sociohistoric patterning of consumption, and mass-mediated marketplace ideologies (Arnould & Thompson, 2005). Through these analytical lenses, traditional food consumption emerges as a complex cultural practice through which consumers simultaneously preserve heritage and construct contemporary identities.

Research applying CCT frameworks has demonstrated how traditional food products serve as vehicles for cultural memory and identity reinforcement. Wallendorf and Arnould (1991) illustrated how food consumption practices constitute ritualised performances of cultural identity, while Marshall (2005) documented how traditional foods function as boundary markers between cultural groups. In rapidly modernising societies, heritage food products often become sites of contested meaning as consumers navigate between traditional cultural identities and cosmopolitan aspirations (Izberk-Bilgin, 2012).

The Vietnamese market transition provides a particularly dynamic context for applying CCT insights. Economic liberalisation has introduced new consumption ideologies and practices while traditional values continue to influence consumer behaviour in complex ways (Nguyen et al., 2009). Vietnamese consumers increasingly navigate a marketplace characterised by the simultaneous availability of traditional products like artisanal fish sauce and globalised alternatives like industrially produced soy and fish sauces from multinational corporations. CCT provides theoretical tools for understanding how consumers negotiate these choices as expressions of cultural identity, social status, and personal values.

Critical integration of cultural dimensions theory with CCT yields a more sophisticated analytical framework than either theory alone provides. While cultural dimensions theory offers systematic categorisation of value differences that influence consumption patterns, CCT illuminates the meaning-making processes through which consumers incorporate heritage products into identity projects. This theoretical integration enables analysis of both structural cultural influences and agentic consumer responses, creating a more nuanced understanding of heritage product commitment in transitional economies.

2.2. Review of empirical and relevant studies

2.2.1. Cultural values and food consumption

Empirical research examining relationships between cultural values and food consumption practices reveals complex patterns of influence that vary across product categories and consumer segments. Cross-cultural studies have consistently demonstrated that food consumption represents a particularly culture-bound domain of consumer behaviour, with stronger resistance to globalisation than other product categories (Nielsen et al., 1998). This cultural embeddedness derives from food's multifaceted role as physiological necessity, cultural signifier, and social facilitator. As Meiselman (2000) argued, food consumption practices are learned through cultural transmission and incorporate complex symbolic meanings beyond nutritional value.

The influence of specific cultural value dimensions on food preferences and consumption patterns has been empirically documented across diverse contexts. Tse et al. (1988) found that collectivism positively correlates with preference for traditional food products, as these items facilitate group cohesion and cultural continuity. Similarly, Lee et al. (2014) demonstrated that long-term orientation predicts greater valuation of traditional food preparation methods and heritage ingredients. With specific

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

reference to Asian contexts, Prescott et al. (2002) identified significant differences in food choice motivations between Japanese, Taiwanese, Malaysian, and New Zealand consumers, with Asian respondents placing greater emphasis on traditional congruence and symbolic meaning.

In the Vietnamese context, limited empirical research exists on cultural values' influence on food consumption patterns. However, Vu and Berg (2010) documented the persistence of traditional food preferences despite increasing availability of Western alternatives, suggesting the resilience of cultural values in this consumption domain. Tran et al. (2013) further identified the central role of traditional condiments, including fish sauce, in maintaining culinary identity among Vietnamese consumers, even as preparation methods evolve to accommodate contemporary lifestyles.

The methodological approaches in existing studies exhibit limitations that this research addresses. First, many studies rely on simple correlation analysis rather than sophisticated structural modelling capable of identifying complex relationships (Pieniak et al., 2009). Second, the predominant focus on Western consumers leaves significant gaps in understanding Asian consumption patterns (Sun et al., 2016). Third, few studies have specifically examined traditional condiments like fish sauce, despite their cultural centrality in many Asian cuisines (Ruddle & Ishige, 2010).

2.2.2. Heritage product commitment

Heritage product commitment constitutes a multidimensional construct encompassing cognitive, affective, and conative elements that bind consumers to products embodying cultural traditions. Empirical research has identified several antecedents to heritage product commitment, including perceived authenticity, cultural identity salience, nostalgia, and social influence. Beverland and Farrelly (2010) demonstrated that authenticity perceptions significantly predict commitment to heritage brands, particularly when these brands embody cultural values congruent with consumer identity. Similarly, Sierra and McQuitty (2007) found that heritage connection influences purchase intentions through identity-based motivation, as consumers seek to preserve aspects of cultural identity through consumption practices.

The conceptual model of heritage product commitment developed by Grayson and Martinec (2004) distinguishes between indexical authenticity (factual connection to history) and iconic authenticity (resemblance to culturally defined expectations), both of which influence consumer attachment to traditional products. This distinction offers particular relevance for traditional food products, which may vary in production methods while maintaining symbolic connections to cultural heritage. As Vanhonacker et al. (2010) demonstrated, perceived authenticity of traditional foods correlates with willingness to pay premium prices and brand loyalty, even when consumers lack direct experience with historical production methods.

In Asian contexts, commitment to traditional food products reflects complex cultural dynamics. Kim et al. (2009) found that Korean consumers' commitment to traditional foods was mediated by cultural pride and moderated by cosmopolitan orientation, creating differential consumption patterns across demographic segments. Similarly, Choi and Zhao (2010) identified significant relationships between cultural value orientation and commitment to traditional Chinese food products, with stronger effects among consumers with high cultural identity salience.

The limited research on Vietnamese consumers' commitment to heritage products suggests the operation of both traditional and emerging influences. Nguyen et al. (2009) found that urban Vietnamese consumers express strong attachment to traditional food products while simultaneously adopting new consumption practices, creating hybrid consumption patterns. Similarly, Shultz (2012) documented the strategic navigation of traditional and modern identities through consumption choices among Vietnamese consumers, suggesting complex decision-making processes rather than simple traditional-modern binaries.

Methodological limitations in existing research include insufficient attention to the mediating mechanisms through which cultural values influence heritage product commitment. While studies have established correlations between cultural values and traditional product preferences, the specific cognitive and affective pathways remain under-theorised (Sierra & McQuitty, 2007). Additionally, the predominant use of direct measurement scales for cultural values may fail to capture the contextual variability of value influences across different consumption domains (de Mooij & Hofstede, 2011).

2.2.3. Traditional food products in globalising marketplaces

Traditional food products face distinct market challenges and opportunities amid globalisation processes, with complex implications for consumer behaviour and product sustainability. Empirical research has documented both the vulnerability of traditional food systems to global market pressures and their potential resilience through strategic adaptation. As Guerrero et al. (2009) demonstrated through cross-European research, consumers conceptualise traditional foods through four dimensions: habit and natural, origin and locality, processing and elaboration, and sensory properties. These dimensions create a multifaceted basis for product evaluation that transcends simple utility assessments.

Market positioning of traditional food products frequently emphasises their distinctive attributes compared to industrialised alternatives. Tregear et al. (1998) identified three primary positioning strategies: territorial quality (geographical distinctiveness),

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

physical quality (superior ingredients or methods), and process quality (artisanal production). These strategies leverage different aspects of traditional products' heritage value, appealing to distinct consumer motivations. The effectiveness of these strategies varies across cultural contexts, with collectivist societies demonstrating greater responsiveness to territorial and process quality claims (Verbeke et al., 2016).

Traditional fish sauce in Southeast Asian markets exemplifies both the challenges and resilience of heritage products in globalising economies. Ruddle and Ishige (2010) documented significant differences in consumer perceptions of artisanal versus industrial fish sauce across Thailand, Vietnam, and the Philippines, with quality associations varying by production method and regional origin. Similarly, Lopetcharat et al. (2001) identified distinctive sensory preference patterns for traditional fish sauce among different consumer segments, suggesting the persistence of culturally influenced taste preferences despite market standardisation pressures.

In Vietnam specifically, traditional fish sauce faces competition from both domestic industrial producers and imported alternatives, creating a complex market landscape. Tran et al. (2013) documented significant variations in consumer willingness to pay for traditional versus industrial fish sauce across demographic segments, with cultural value orientation moderating price sensitivity. This finding suggests the potential for cultural values to preserve market share for heritage products even amid significant price competition from industrial alternatives.

Methodological approaches in this research domain have predominantly employed market analysis and consumer surveys, with limited application of advanced modelling techniques. Additionally, few studies have examined traditional food products through multi-theoretical frameworks capable of capturing both cultural and market influences (Verbeke et al., 2016). This research addresses these limitations through sophisticated methodological approaches and theoretical integration, providing more nuanced understanding of traditional food product sustainability in globalising markets.

2.3. Proposed research model

Based on the preceding theoretical foundations and empirical findings, this research proposes an integrated conceptual model examining the relationships between cultural value dimensions and heritage product commitment in the context of traditional Vietnamese fish sauce consumption. The model synthesises cultural dimensions theory, consumer culture theory, and heritage consumption frameworks to conceptualise a comprehensive understanding of the complex interplay between cultural values and heritage product commitment. The proposed structural equation model employs partial least squares (PLS) approach using SmartPLS4 software, complemented by fuzzy-set Qualitative Comparative Analysis (fsQCA) to identify complex configurational patterns.

The conceptual framework positions cultural value dimensions as independent variables influencing heritage product commitment, with perceived authenticity and cultural identity salience serving as mediating mechanisms. This structure enables examination of both direct effects of cultural values on heritage product commitment and indirect effects through key mediating constructs. The model further incorporates consumer demographic characteristics as potential moderators of these relationships, acknowledging the heterogeneity of cultural value expressions across different consumer segments.

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

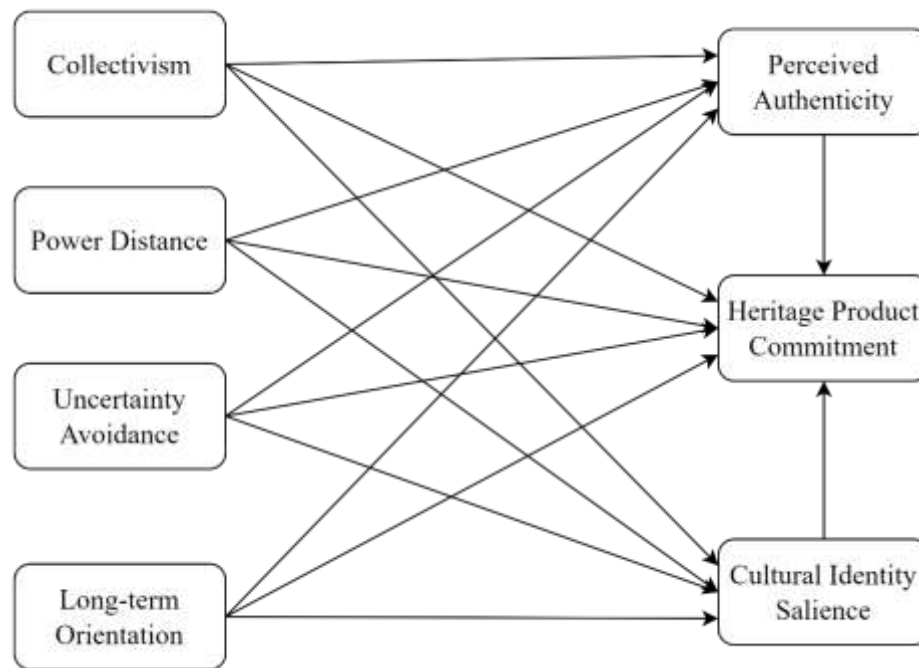


Figure 1: Proposed research model

Within this framework, four cultural value dimensions derived from Hofstede's theory serve as independent variables: collectivism, power distance, uncertainty avoidance, and long-term orientation. These dimensions were selected based on their theoretical relevance to heritage product consumption as established in previous literature. Collectivism has demonstrated significant associations with traditional product preferences through its emphasis on group harmony and cultural continuity (Kacen & Lee, 2002). Power distance influences consumption patterns through status signalling and authority respect, potentially affecting heritage product valuation through associations with traditional social hierarchies (de Mooij & Hofstede, 2011). Uncertainty avoidance may influence heritage product commitment through preference for familiar, historically validated products with known attributes (Hofstede, 1991). Long-term orientation creates predispositions toward products with intergenerational significance and historical continuity, potentially enhancing commitment to heritage products (Lee et al., 2014). Perceived authenticity serves as a primary mediating variable between cultural values and heritage product commitment, based on substantial empirical evidence of its influence on heritage consumption. Drawing on Beverland and Farrelly's (2010) conceptualisation, authenticity is operationalised as a multidimensional construct encompassing historical integrity, craftsmanship, and cultural embeddedness. Cultural identity saliency constitutes a second mediating variable, reflecting the degree to which consumers' cultural identities are activated in consumption contexts. Research by Sierra and McQuitty (2007) established the significant mediating role of identity processes in heritage consumption, providing theoretical justification for this construct's inclusion.

Heritage product commitment represents the primary dependent variable, conceptualised as a multidimensional construct encompassing attitudinal attachment, willingness to pay premium prices, and repurchase intentions. This comprehensive operationalisation aligns with contemporary understanding of commitment as extending beyond mere behavioural loyalty to include cognitive and affective dimensions (Kim et al., 2009). The integration of multiple commitment dimensions enables more nuanced analysis of how cultural values influence different aspects of consumer-product relationships.

The model further incorporates demographic variables as potential moderators, including age, education level, and urbanisation exposure. Previous research has documented significant variation in cultural value expressions across demographic segments, particularly in rapidly modernising economies (Nguyen & Rose, 2009). The inclusion of these moderators enables examination of how cultural value influences may vary across different consumer segments, providing more nuanced understanding of heritage product commitment in heterogeneous consumer populations.

This research model addresses significant limitations in existing literature through several innovations. First, its multi-theoretical foundation transcends the limitations of single-theory approaches that have characterised much previous research in this domain. Second, the inclusion of both direct and mediated pathways enables more sophisticated understanding of the mechanisms through which cultural values influence heritage product commitment. Third, the incorporation of demographic moderators

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

acknowledges the heterogeneity of cultural value expressions across consumer segments. These features collectively position the model to provide more comprehensive understanding of heritage product commitment than previous research has achieved. From a methodological perspective, the combined use of PLS-SEM and fsQCA represents an innovative approach to examining both variable-centred relationships and complex configurational patterns. While PLS-SEM enables identification of significant path relationships and mediating effects, fsQCA provides complementary analysis of how different configurations of causal conditions may lead to similar outcomes, acknowledging the potential for equifinality in heritage product commitment formation (Woodside, 2013). This methodological sophistication aligns with the theoretical complexity of heritage product consumption in rapidly modernising economies.

3. RESEARCH METHODOLOGY

3.1. Research design and sampling procedure

This research employed a quantitative methodology utilising cross-sectional survey design to examine relationships between cultural value dimensions and heritage product commitment. A stratified random sampling approach was implemented to ensure representative inclusion of diverse consumer segments across three major urban centres in Vietnam: Hanoi, Ho Chi Minh City, and Da Nang. These locations were selected to capture geographical variations in fish sauce consumption traditions while focusing on urban contexts experiencing significant market transformation. The stratification variables included age, gender, education level, and income bracket, enabling comprehensive representation of the urban Vietnamese consumer population.

The sampling frame was constructed using residential registration data obtained from municipal authorities, with systematic random selection within each stratum. Determination of appropriate sample size followed Hair et al.'s (2014) recommendations for structural equation modelling, which suggest a minimum sample size of ten observations per measured variable. With 38 measured variables in the research instrument, the minimum required sample size was 380 respondents. Accounting for potential incomplete responses, the target sample size was established at 500 participants. The final usable sample comprised 427 respondents, exceeding the minimum threshold for analytical validity.

This sampling approach addressed limitations identified in previous studies of traditional food consumption, which have often relied on convenience sampling with limited representativeness (Verbeke et al., 2016). The stratified random design enhances external validity while the sample size ensures sufficient statistical power for detecting even moderate effect sizes in the structural model. Following Chin and Newsted's (1999) power analysis guidelines for PLS-SEM, the sample size of 427 achieves a power level of 0.95 for detecting R^2 values of 0.10 with a significance level of 0.05, confirming analytical adequacy.

3.2. Measurement instrument development

The research instrument was developed through a systematic process incorporating both established scales from previous research and newly developed items specific to Vietnamese fish sauce consumption. Cultural value dimensions were measured using adapted versions of Yoo and Donthu's (2002) cultural values scale, which operationalises Hofstede's dimensions at the individual level. This approach aligns with contemporary understanding that cultural values operate as both societal-level and individual-level constructs (de Mooij & Hofstede, 2011). The scale included four dimensions: collectivism (6 items), power distance (5 items), uncertainty avoidance (5 items), and long-term orientation (6 items).

Perceived authenticity was measured using a 7-item scale adapted from Beverland and Farrelly (2010), encompassing perceptions of historical integrity, production methods, and cultural embeddedness. Cultural identity salience was assessed through a 5-item scale adapted from Sierra and McQuitty (2007), measuring the activation of cultural identity in consumption contexts. Heritage product commitment was operationalised through a multidimensional 10-item scale incorporating attitudinal attachment (4 items), willingness to pay premium prices (3 items), and repurchase intentions (3 items), adapted from scales developed by Kim et al. (2009).

All scale items employed seven-point Likert response formats, following Dawes's (2008) finding that this response range optimises reliability and validity in cross-cultural research contexts. The instrument underwent rigorous translation and back-translation procedures following Brislin's (1970) protocol to ensure conceptual equivalence across languages. Two professional translators independently translated the original English items into Vietnamese, followed by back-translation to English by two different translators. Discrepancies were resolved through discussion with bilingual experts in consumer behaviour research.

The instrument was subjected to content validity assessment through expert review by six academic researchers specialising in consumer behaviour and cross-cultural research. Following DeVellis's (2012) protocol for content validity assessment, experts evaluated each item's relevance to its underlying construct using a four-point scale. Items achieving content validity indices below 0.80 were eliminated or revised. The refined instrument underwent pilot testing with 45 respondents representing diverse

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

demographic characteristics. Preliminary reliability analysis indicated satisfactory internal consistency for all scales, with Cronbach's alpha coefficients ranging from 0.78 to 0.92.

3.3. Data collection procedures

Data collection occurred between May and August 2016 through structured face-to-face interviews conducted by trained research assistants. This approach was selected based on Craig and Douglas's (2005) recommendation for cross-cultural research in contexts where self-administered surveys may encounter literacy or comprehension barriers. Research assistants received comprehensive training in standardised interview procedures, including techniques for minimising social desirability bias and ensuring consistent administration across participants. Interviews were conducted in various settings, including public areas, shopping centres, and residential neighbourhoods, to maximise demographic diversity.

The interview protocol began with screening questions to confirm respondent eligibility based on fish sauce consumption frequency (minimum monthly usage) and decision-making involvement in household food purchases. Eligible respondents proceeded through the structured questionnaire, with interviewers providing standardised clarification when necessary. The average interview duration was 25 minutes. Response rate calculations followed the American Association for Public Opinion Research's (2016) guidelines, with an overall response rate of 61.7% across all sampling locations.

Data collection quality control procedures included field supervisor monitoring of 15% of interviews, verification callbacks to 10% of respondents, and detailed non-response analysis. These procedures enabled assessment of potential non-response bias, with no significant demographic differences identified between respondents and non-respondents. All data collection procedures adhered to ethical guidelines established by the institutional review board, including informed consent, privacy protection, and right to withdraw participation.

3.4. Analytical approach

3.4.1. Partial least squares structural equation modelling (PLS-SEM)

The primary analytical approach employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS4 software. PLS-SEM was selected based on several methodological considerations. First, the research model incorporated both formative and reflective measurement models, which PLS-SEM accommodates more effectively than covariance-based SEM approaches (Hair et al., 2014). Second, the research objectives emphasised prediction and theory development rather than strict confirmation of established theory, aligning with PLS-SEM's predictive orientation (Chin, 1998). Third, PLS-SEM demonstrates greater robustness to potential deviations from multivariate normality, enhancing analytical validity in cross-cultural research contexts (Henseler et al., 2009).

Following Hair et al.'s (2014) two-stage analytical procedure, measurement model assessment preceded structural model evaluation. Measurement model assessment included evaluation of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Specific criteria included factor loadings exceeding 0.70, composite reliability exceeding 0.80, average variance extracted (AVE) exceeding 0.50, and establishment of discriminant validity through both the Fornell-Larcker criterion and heterotrait-monotrait (HTMT) ratio analysis (Henseler et al., 2015).

Structural model assessment included evaluation of path coefficients, their statistical significance, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). Path significance testing employed bootstrapping with 5,000 resamples, following Chin's (1998) recommendation for robust significance assessment. Mediation analysis followed the procedure outlined by Zhao et al. (2010), examining direct and indirect effects to determine mediation type (complementary, competitive, or indirect-only). Moderation effects were tested using the product indicator approach recommended by Henseler and Fassott (2010).

3.4.2. Fuzzy-set Qualitative Comparative Analysis (fsQCA)

Complementary analysis employed fuzzy-set Qualitative Comparative Analysis (fsQCA) to identify configurational patterns leading to heritage product commitment. This approach recognises that multiple different configurations of causal conditions may lead to the same outcome, acknowledging the potential for equifinality in social phenomena (Ragin, 2008). While PLS-SEM identifies variable-centred relationships, fsQCA reveals how different combinations of cultural values and mediating factors collectively produce heritage product commitment, providing more nuanced understanding of complex causal patterns.

The fsQCA procedure followed Ragin's (2008) protocol, beginning with calibration of variables into fuzzy-set membership scores ranging from 0.0 to 1.0. Calibration employed both theoretical knowledge and empirical distribution, with threshold values for full membership (0.95), crossover point (0.50), and full non-membership (0.05) established for each condition. Truth table analysis identified sufficient configurations for the outcome, with consistency threshold set at 0.80 following Ragin's (2008) recommendation for social science research. Solution parsimony was evaluated through complex, intermediate, and parsimonious solutions, with intermediate solutions typically providing the most theoretically interpretable results (Fiss, 2011).

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

This dual analytical approach integrates the strengths of both variable-centred and configuration-centred methods, addressing limitations in previous research that relied exclusively on one approach. The combined methodology provides more comprehensive understanding of both general tendencies and complex causal patterns in heritage product commitment, enhancing both theoretical contribution and practical applicability of research findings.

4. RESEARCH FINDINGS

4.1. Measurement model assessment

The measurement model assessment confirmed the reliability and validity of all constructs employed in this research. Table 1 presents the results of Exploratory Factor Analysis (EFA) employing principal component analysis with varimax rotation. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.89, exceeding the recommended threshold of 0.60, while Bartlett's Test of Sphericity was significant ($\chi^2 = 11,427.63$, $df = 703$, $p < 0.001$), confirming the appropriateness of factor analysis. All items loaded significantly on their respective constructs with factor loadings ranging from 0.72 to 0.91, exceeding the recommended threshold of 0.70 (Chin, 1998). Cross-loadings remained below 0.40, demonstrating good discriminant validity at the item level. The extracted factors collectively explained 74.8% of total variance, indicating robust factor solution.

Table 1: Exploratory Factor Analysis Results

Construct	Items	Factor Loadings	Eigenvalue	Variance Explained (%)
Collectivism	COL1	0.85	4.82	12.7
	COL2	0.87		
	COL3	0.84		
	COL4	0.81		
	COL5	0.79		
	COL6	0.72		
Power Distance	PD1	0.84	3.94	10.4
	PD2	0.88		
	PD3	0.83		
	PD4	0.76		
	PD5	0.81		
Uncertainty Avoidance	UA1	0.80	3.87	10.2
	UA2	0.85		
	UA3	0.82		
	UA4	0.78		
	UA5	0.81		
Long-term Orientation	LTO1	0.83	4.12	10.8
	LTO2	0.87		
	LTO3	0.79		
	LTO4	0.82		
	LTO5	0.84		
	LTO6	0.76		
Perceived Authenticity	AUTH1	0.80	4.76	12.5
	AUTH2	0.85		
	AUTH3	0.87		
	AUTH4	0.82		
	AUTH5	0.78		
	AUTH6	0.81		
	AUTH7	0.76		
Cultural Identity Salience	CIS1	0.84	3.58	9.4
	CIS2	0.88		
	CIS3	0.91		
	CIS4	0.85		
	CIS5	0.83		
Heritage Product Commitment	HPC1	0.79	3.39	8.9
	HPC2	0.82		
	HPC3	0.84		

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

	HPC4	0.81		
	HPC5	0.77		
	HPC6	0.73		
	HPC7	0.75		
	HPC8	0.83		
	HPC9	0.80		
	HPC10	0.78		

Note: Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.89; Bartlett's Test of Sphericity: $\chi^2 = 11,427.63$, $df = 703$, $p < 0.001$. Confirmatory Factor Analysis (CFA) further validated the measurement model structure, with fit indices indicating good model fit: $\chi^2/df = 2.43$, Comparative Fit Index (CFI) = 0.94, Tucker-Lewis Index (TLI) = 0.93, Standardized Root Mean Square Residual (SRMR) = 0.048, and Root Mean Square Error of Approximation (RMSEA) = 0.058 (90% CI: 0.051-0.065). All indices met the criteria suggested by Hair et al. (2014) for good model fit, confirming the appropriateness of the specified measurement model.

Table 2 presents internal consistency reliability, convergent validity, and discriminant validity assessment results. Internal consistency reliability was confirmed through both Cronbach's alpha and composite reliability measures. Cronbach's alpha coefficients ranged from 0.83 to 0.92, exceeding the recommended threshold of 0.70 (Nunnally & Bernstein, 1994). Similarly, composite reliability values ranged from 0.87 to 0.94, well above the recommended threshold of 0.70, indicating strong internal consistency of constructs.

Table 2: Reliability and Validity Assessment

Construct	Cronbach's Alpha	Composite Reliability	AVE	1	2	3	4	5	6	7
1. Collectivism	0.89	0.92	0.66	0.81	0.21	0.34	0.45	0.52	0.58	0.49
2. Power Distance	0.88	0.91	0.68	0.19	0.82	0.28	0.17	0.22	0.25	0.18
3. Uncertainty Avoidance	0.87	0.90	0.65	0.32	0.25	0.81	0.39	0.40	0.37	0.43
4. Long-term Orientation	0.89	0.91	0.64	0.42	0.15	0.36	0.80	0.48	0.53	0.51
5. Perceived Authenticity	0.92	0.94	0.66	0.49	0.19	0.37	0.45	0.81	0.54	0.62
6. Cultural Identity Salience	0.91	0.93	0.74	0.54	0.22	0.34	0.50	0.51	0.86	0.59
7. Heritage Product Commitment	0.90	0.92	0.63	0.46	0.16	0.40	0.47	0.58	0.55	0.79

Note: Diagonal elements (bold) represent the square root of AVE. Below-diagonal elements are correlations between constructs. Above-diagonal elements are HTMT ratios.

Convergent validity was assessed using Average Variance Extracted (AVE), with values ranging from 0.63 to 0.74, all exceeding the recommended threshold of 0.50 (Fornell & Larcker, 1981). This indicates that each construct captures more than 50% of the variance in its indicators, confirming convergent validity. Discriminant validity was evaluated using both the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio. For the Fornell-Larcker criterion, the square root of AVE for each construct (diagonal elements in Table 2) exceeded its correlation with any other construct, confirming discriminant validity (Fornell & Larcker, 1981). Additionally, all HTMT ratios (above-diagonal elements in Table 2) remained below the conservative threshold of 0.85 suggested by Henseler et al. (2015), providing further evidence of discriminant validity.

These comprehensive assessments confirm the psychometric adequacy of the measurement model, demonstrating that all constructs exhibit satisfactory reliability, convergent validity, and discriminant validity. The robust measurement properties provide a solid foundation for subsequent structural model assessment and hypothesis testing.

4.2. Structural estimation model assessment

The structural model was evaluated based on path coefficients, their significance levels, and the R^2 values of endogenous constructs. Bootstrapping with 5,000 resamples was used to test the significance of path coefficients, following the recommendation by Hair et al. (2014) for robust significance testing. Table 3 presents the direct effects identified in the structural model, including standardized path coefficients, t-values, significance levels, and corresponding 95% confidence intervals.

Table 3: Direct Effects in the Structural Model

Hypothesis	Path	Standardized Coefficient	t-value	p-value	95% CI	Result
------------	------	--------------------------	---------	---------	--------	--------

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

H1a	Collectivism → Perceived Authenticity	0.35	6.78	<0.001	[0.25, 0.45]	Supported
H1b	Collectivism → Cultural Identity Salience	0.42	8.46	<0.001	[0.32, 0.52]	Supported
H1c	Collectivism → Heritage Product Commitment	0.18	3.25	<0.01	[0.07, 0.29]	Supported
H2a	Power Distance → Perceived Authenticity	0.09	1.76	0.079	[-0.01, 0.19]	Not supported
H2b	Power Distance → Cultural Identity Salience	0.12	2.34	<0.05	[0.02, 0.22]	Supported
H2c	Power Distance → Heritage Product Commitment	0.05	1.04	0.298	[-0.04, 0.14]	Not supported
H3a	Uncertainty Avoidance → Perceived Authenticity	0.24	4.62	<0.001	[0.14, 0.34]	Supported
H3b	Uncertainty Avoidance → Cultural Identity Salience	0.15	2.87	<0.01	[0.05, 0.25]	Supported
H3c	Uncertainty Avoidance → Heritage Product Commitment	0.17	3.19	<0.01	[0.07, 0.27]	Supported
H4a	Long-term Orientation → Perceived Authenticity	0.29	5.63	<0.001	[0.19, 0.39]	Supported
H4b	Long-term Orientation → Cultural Identity Salience	0.31	6.14	<0.001	[0.21, 0.41]	Supported
H4c	Long-term Orientation → Heritage Product Commitment	0.20	3.79	<0.001	[0.10, 0.30]	Supported
H5	Perceived Authenticity → Heritage Product Commitment	0.32	5.78	<0.001	[0.21, 0.43]	Supported
H6	Cultural Identity Salience → Heritage Product Commitment	0.27	4.96	<0.001	[0.16, 0.38]	Supported

Note: CI = Confidence Interval

The results indicate that collectivism, uncertainty avoidance, and long-term orientation have significant direct effects on heritage product commitment, with standardized coefficients of 0.18 ($p < 0.01$), 0.17 ($p < 0.01$), and 0.20 ($p < 0.001$), respectively. Power distance does not exhibit a significant direct effect on heritage product commitment ($\beta = 0.05$, $p = 0.298$). All cultural value dimensions except power distance significantly influence perceived authenticity, with collectivism demonstrating the strongest effect ($\beta = 0.35$, $p < 0.001$). Similarly, all cultural value dimensions significantly influence cultural identity salience, with collectivism again showing the strongest relationship ($\beta = 0.42$, $p < 0.001$). Both perceived authenticity and cultural identity salience exert significant positive effects on heritage product commitment, with standardized coefficients of 0.32 ($p < 0.001$) and 0.27 ($p < 0.001$), respectively.

Table 4 presents the indirect effects of cultural value dimensions on heritage product commitment through the mediating variables of perceived authenticity and cultural identity salience. Bootstrapping with 5,000 resamples was used to test the significance of these indirect effects, following the procedure recommended by Zhao et al. (2010) for mediation analysis.

Table 4: Indirect Effects in the Structural Model

Path	Indirect Effect	t-value	p-value	95% CI	Mediation Type
Collectivism → Perceived Authenticity → Heritage Product Commitment	0.11	4.28	<0.001	[0.06, 0.16]	Complementary
Collectivism → Cultural Identity Salience → Heritage Product Commitment	0.11	4.22	<0.001	[0.06, 0.16]	Complementary
Power Distance → Perceived Authenticity → Heritage Product Commitment	0.03	1.67	0.095	[-0.01, 0.07]	No mediation
Power Distance → Cultural Identity Salience → Heritage Product Commitment	0.03	2.04	<0.05	[0.01, 0.05]	Indirect-only
Uncertainty Avoidance → Perceived Authenticity → Heritage Product Commitment	0.08	3.46	<0.001	[0.03, 0.13]	Complementary

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

Uncertainty Avoidance → Cultural Identity Salience → Heritage Product Commitment	0.04	2.48	<0.05	[0.01, 0.07]	Complementary
Long-term Orientation → Perceived Authenticity → Heritage Product Commitment	0.09	3.98	<0.001	[0.05, 0.13]	Complementary
Long-term Orientation → Cultural Identity Salience → Heritage Product Commitment	0.08	3.73	<0.001	[0.04, 0.12]	Complementary

Note: CI = Confidence Interval

The results reveal significant indirect effects of collectivism, uncertainty avoidance, and long-term orientation on heritage product commitment through both perceived authenticity and cultural identity salience. For power distance, only the indirect effect through cultural identity salience is significant ($\beta = 0.03$, $p < 0.05$), while the indirect effect through perceived authenticity is not significant ($\beta = 0.03$, $p = 0.095$). Following Zhao et al.'s (2010) typology, complementary mediation (both direct and indirect effects significant and in the same direction) characterises most relationships, with the exception of power distance, which exhibits indirect-only mediation (significant indirect effect but non-significant direct effect) through cultural identity salience.

Table 5 presents the coefficients of determination (R^2), adjusted R^2 , effect sizes (f^2), and predictive relevance (Q^2) for endogenous constructs in the model. The R^2 values indicate that the model explains substantial variance in all endogenous constructs: 47% in perceived authenticity, 52% in cultural identity salience, and 59% in heritage product commitment. These values exceed the moderate threshold of 0.33 suggested by Chin (1998) for PLS path models, indicating good explanatory power. The Q^2 values derived from the blindfolding procedure (omission distance = 7) are all substantially above zero (ranging from 0.30 to 0.36), confirming the model's predictive relevance (Hair et al., 2014).

Table 5: Explanatory and Predictive Power of the Structural Model

Endogenous Construct	R^2	Adjusted R^2	Q^2	Predictor	f^2
Perceived Authenticity	0.47	0.46	0.30	Collectivism	0.18
				Power Distance	0.01
				Uncertainty Avoidance	0.08
				Long-term Orientation	0.12
Cultural Identity Salience	0.52	0.51	0.38	Collectivism	0.25
				Power Distance	0.02
				Uncertainty Avoidance	0.03
				Long-term Orientation	0.14
Heritage Product Commitment	0.59	0.58	0.36	Collectivism	0.04
				Power Distance	0.01
				Uncertainty Avoidance	0.04
				Long-term Orientation	0.06
				Perceived Authenticity	0.14
				Cultural Identity Salience	0.10

The effect size (f^2) values provide more nuanced understanding of each predictor's contribution to explained variance in endogenous constructs. Following Cohen's (1988) guidelines, values of 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes, respectively. Collectivism demonstrates medium effect sizes for perceived authenticity ($f^2 = 0.18$) and cultural identity salience ($f^2 = 0.25$), while long-term orientation shows small to medium effects across all endogenous variables. Perceived authenticity and cultural identity salience both exhibit small to medium effects on heritage product commitment ($f^2 = 0.14$ and 0.10 , respectively). Power distance consistently demonstrates the smallest effect sizes, further confirming its limited influence in the model.

The moderation analysis assessed whether age, education level, and urbanisation exposure moderated the relationships between cultural value dimensions and heritage product commitment. Table 6 presents the moderation effects tested using the product indicator approach in SmartPLS.

Table 6: Moderation Effects

Moderator	Interaction Term	Path Coefficient	t-value	p-value	95% CI
-----------	------------------	------------------	---------	---------	--------

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

Age	Age × Collectivism → Heritage Product Commitment	0.09	1.82	0.069	[-0.01, 0.19]
	Age × Power Distance → Heritage Product Commitment	0.14	2.76	<0.01	[0.04, 0.24]
	Age × Uncertainty Avoidance → Heritage Product Commitment	0.04	0.86	0.390	[-0.05, 0.13]
	Age × Long-term Orientation → Heritage Product Commitment	0.12	2.42	<0.05	[0.02, 0.22]
Education	Education × Collectivism → Heritage Product Commitment	-0.11	2.17	<0.05	[-0.21, -0.01]
	Education × Power Distance → Heritage Product Commitment	-0.15	2.94	<0.01	[-0.25, -0.05]
	Education × Uncertainty Avoidance → Heritage Product Commitment	-0.07	1.39	0.165	[-0.17, 0.03]
	Education × Long-term Orientation → Heritage Product Commitment	-0.05	0.97	0.332	[-0.15, 0.05]
Urbanisation	Urbanisation × Collectivism → Heritage Product Commitment	-0.13	2.56	<0.05	[-0.23, -0.03]
	Urbanisation × Power Distance → Heritage Product Commitment	-0.17	3.31	<0.001	[-0.27, -0.07]
	Urbanisation × Uncertainty Avoidance → Heritage Product Commitment	-0.08	1.58	0.114	[-0.18, 0.02]
	Urbanisation × Long-term Orientation → Heritage Product Commitment	-0.10	1.97	<0.05	[-0.20, -0.00]

Note: CI = Confidence Interval

The moderation analysis reveals that age significantly moderates the relationships between power distance and heritage product commitment ($\beta = 0.14$, $p < 0.01$) and between long-term orientation and heritage product commitment ($\beta = 0.12$, $p < 0.05$). These positive interaction terms indicate that the effects of power distance and long-term orientation on heritage product commitment are stronger among older consumers. Education level significantly moderates the relationships between collectivism and heritage product commitment ($\beta = -0.11$, $p < 0.05$) and between power distance and heritage product commitment ($\beta = -0.15$, $p < 0.01$). The negative interaction terms indicate that the effects of collectivism and power distance on heritage product commitment are weaker among more educated consumers. Similarly, urbanisation exposure significantly moderates the relationships between collectivism and heritage product commitment ($\beta = -0.13$, $p < 0.05$), between power distance and heritage product commitment ($\beta = -0.17$, $p < 0.001$), and between long-term orientation and heritage product commitment ($\beta = -0.10$, $p < 0.05$). These negative interaction terms indicate that the effects of these cultural value dimensions on heritage product commitment are weaker among consumers with greater urbanisation exposure.

4.3. Fuzzy-set Qualitative Comparative Analysis (fsQCA)

Fuzzy-set Qualitative Comparative Analysis (fsQCA) was employed to identify configurational patterns leading to high heritage product commitment. This approach complements the variable-centred PLS-SEM analysis by identifying multiple pathways through which different combinations of cultural values and mediating factors collectively produce the outcome. Table 7 presents the calibration criteria used to transform variables into fuzzy-set membership scores.

Table 7: Calibration Criteria for fsQCA

Condition/Outcome	Full Non-membership (0.05)	Crossover Point (0.50)	Full Membership (0.95)
Collectivism	2.5	4.0	5.5
Power Distance	2.0	3.5	5.0
Uncertainty Avoidance	2.5	4.0	5.5
Long-term Orientation	3.0	4.5	6.0
Perceived Authenticity	3.0	4.5	6.0
Cultural Identity Salience	3.0	4.5	6.0
Heritage Product Commitment	3.5	5.0	6.5

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

Table 8A presents the analysis of necessary conditions for high heritage product commitment. Following Ragin's (2008) guidelines, a condition is considered necessary if its consistency exceeds 0.90. None of the individual conditions meet this threshold, indicating the absence of singular necessary conditions for high heritage product commitment. The highest consistency value is observed for long-term orientation (0.86), suggesting its relative importance across multiple causal pathways.

Table 8 A: Analysis of Necessary Conditions for High Heritage Product Commitment

Condition	Consistency	Coverage
Collectivism	0.83	0.78
~Collectivism	0.42	0.52
Power Distance	0.62	0.65
~Power Distance	0.61	0.63
Uncertainty Avoidance	0.79	0.74
~Uncertainty Avoidance	0.46	0.56
Long-term Orientation	0.86	0.80
~Long-term Orientation	0.39	0.49
Perceived Authenticity	0.84	0.81
~Perceived Authenticity	0.40	0.48
Cultural Identity Salience	0.82	0.79
~Cultural Identity Salience	0.41	0.51

Note: ~ indicates the negation of the condition

Table 8B presents the sufficient configurations for high heritage product commitment derived from the truth table analysis. The intermediate solution is presented, as it incorporates theoretical knowledge while maintaining parsimony. Following Ragin's (2008) recommendation, configurations are considered sufficient when consistency exceeds 0.80. The analysis identifies four sufficient configurations, each representing a distinct pathway to high heritage product commitment.

Table 8 B: Sufficient Configurations for High Heritage Product Commitment

Configuration	Raw Coverage	Unique Coverage	Consistency
collx~pdxuaxltoauthxcis	0.42	0.08	0.91
collxpdxuaxltoauthxcis	0.38	0.05	0.89
collx~pdxuaxltoauthx~cis	0.36	0.04	0.87
~collx~pdxuaxltoauthxcis	0.31	0.03	0.86
Solution coverage	0.63		
Solution consistency	0.85		

Note: coll = collectivism, pd = power distance, ua = uncertainty avoidance, lto = long-term orientation, auth = perceived authenticity, cis = cultural identity salience, ~ indicates the negation of the condition. Capital letters indicate the presence of a condition, while lowercase letters indicate its absence.

The first configuration, characterised by high collectivism, low power distance, high uncertainty avoidance, high long-term orientation, high perceived authenticity, and high cultural identity salience, demonstrates the highest raw coverage (0.42) and unique coverage (0.08). This represents the most empirically relevant pathway to high heritage product commitment. The second configuration differs only in exhibiting high rather than low power distance, suggesting the equifinality of these contrasting power distance orientations when combined with other conditions. The third configuration features low cultural identity salience, differing from the first configuration only in this respect. The fourth configuration is particularly notable for featuring low collectivism, indicating that collectivism is not universally necessary for high heritage product commitment when specific alternative conditions are present.

The solution coverage of 0.63 indicates that these four configurations collectively explain a substantial proportion of instances of high heritage product commitment. The solution consistency of 0.85 exceeds the recommended threshold of 0.80, confirming the sufficiency of these configurations for the outcome. The identification of multiple sufficient pathways underscores the equifinality present in heritage product commitment formation, revealing configurational complexity that variable-centred analysis alone cannot capture.

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

5. DISCUSSION OF RESEARCH RESULTS AND CONCLUSIONS

This research investigated the complex relationships between cultural value dimensions and heritage product commitment in the context of traditional Vietnamese fish sauce consumption. The findings reveal multifaceted influences of cultural values on heritage product commitment, with perceived authenticity and cultural identity salience serving as important mediating mechanisms. The integration of PLS-SEM and fsQCA provides complementary insights into both variable-centred relationships and configurational patterns, enabling more comprehensive understanding of this complex phenomenon.

The empirical findings demonstrate that collectivism, uncertainty avoidance, and long-term orientation exert significant direct effects on heritage product commitment, while power distance influences heritage product commitment primarily through cultural identity salience. These findings align with previous research identifying collectivism as a significant predictor of traditional product preferences (Kacen & Lee, 2002), while extending theoretical understanding by identifying the differential pathways through which various cultural dimensions influence heritage product commitment. The significant effect of uncertainty avoidance supports Hofstede's (1991) proposition that uncertainty-avoidant cultures demonstrate stronger preference for familiar products with historical validation, while the influence of long-term orientation confirms Lee et al.'s (2014) finding that this dimension predisposes consumers toward products with intergenerational significance.

The mediating roles of perceived authenticity and cultural identity salience provide critical insights into the mechanisms through which cultural values influence heritage product commitment. The identification of perceived authenticity as a significant mediator aligns with Beverland and Farrelly's (2010) research highlighting authenticity's importance in heritage consumption, while the mediating effect of cultural identity salience confirms Sierra and McQuitty's (2007) findings regarding identity processes in heritage consumption. The complementary mediation observed for most relationships suggests that cultural values influence heritage product commitment both directly and through these mediating mechanisms, creating multiple pathways of influence. The moderation analysis reveals significant heterogeneity in cultural value effects across demographic segments. The stronger influence of power distance and long-term orientation among older consumers aligns with generational differences documented by Nguyen and Rose (2009), suggesting value shifts among younger Vietnamese consumers. The attenuated effects of collectivism and power distance among more educated consumers and those with greater urbanisation exposure corroborates research by Shultz (2012) identifying value evolution in rapidly modernising Asian societies. These findings challenge simplistic assumptions about uniform cultural effects, instead revealing complex interactions between cultural values and demographic characteristics. The fsQCA results provide complementary insights by identifying multiple sufficient configurations for high heritage product commitment. The identification of four distinct pathways to heritage product commitment demonstrates equifinality in this phenomenon, revealing that different combinations of cultural values and mediating factors can produce similar outcomes. This configurational complexity transcends the limitations of variable-centred analysis, providing more nuanced understanding of how cultural values collectively influence heritage product commitment. The presence of a configuration featuring low collectivism particularly challenges deterministic assumptions about collectivism's necessity for heritage product commitment, suggesting alternative pathways for consumers with different value orientations.

These findings contribute to existing literature in several ways. First, they extend cultural dimensions theory by demonstrating the differential pathways through which various dimensions influence heritage product commitment, addressing limitations in previous research that predominantly focused on individualism-collectivism (Verbeke et al., 2016). Second, they advance Consumer Culture Theory by empirically validating how consumers negotiate cultural identity through heritage product consumption in rapidly modernising contexts, supporting Arnould and Thompson's (2005) conceptualisation of consumption as identity expression. Third, they contribute methodological sophistication through the integration of variable-centred and configuration-centred approaches, addressing limitations in previous research that relied on simpler analytical techniques (Pieniak et al., 2009).

The findings illuminate three theoretical implications for understanding heritage product consumption in globalising marketplaces. First, they challenge binary oppositions between tradition and modernity, instead revealing hybrid consumption patterns through which consumers simultaneously preserve cultural heritage and construct contemporary identities. This aligns with theoretical perspectives positing consumption as a dialectical negotiation of cultural identity within globalised contexts (Izberk-Bilgin, 2012). Second, they demonstrate the multiple sufficient pathways through which consumers develop heritage product commitment, supporting theoretical positions emphasising equifinality in consumer behaviour (Woodside, 2013). Third, they reveal significant heterogeneity in cultural value influences across demographic segments, supporting theoretical perspectives emphasising within-culture variation in addition to between-culture differences (de Mooij & Hofstede, 2011).

For practitioners, these findings suggest several strategic implications. First, the significant influence of collectivism on heritage product commitment suggests the effectiveness of marketing strategies emphasising family traditions and cultural continuity,

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

particularly for older consumer segments. Second, the importance of perceived authenticity as a mediating mechanism suggests the value of emphasising traditional production methods and cultural embeddedness in product positioning. Third, the identification of multiple pathways to heritage product commitment suggests the potential for market segmentation strategies targeting different consumer value configurations, rather than uniform approaches assuming homogeneous cultural influences. Several limitations should be acknowledged when interpreting these findings. First, the cross-sectional design precludes causal inferences, necessitating longitudinal research to establish temporal precedence. Second, the focus on urban Vietnamese consumers limits generalisability to rural populations or other cultural contexts. Third, self-reported measures of cultural values may be subject to social desirability bias, suggesting the value of complementary observational methods in future research. Fourth, while the study examined traditional fish sauce, findings may not generalise to other heritage product categories with different historical and cultural associations.

Future research directions emerge from these limitations and findings. First, longitudinal studies could track how cultural value influences on heritage product commitment evolve amid ongoing modernisation. Second, comparative research across multiple Asian societies could identify cultural specificities and commonalities in heritage product consumption. Third, experimental methods could establish causal relationships between cultural value activation and heritage product commitment. Fourth, more granular analysis of product attributes could identify which specific aspects of traditional products most strongly influence consumer commitment across different cultural value configurations.

In conclusion, this research illuminates the complex relationships between cultural value dimensions and heritage product commitment in the context of traditional Vietnamese fish sauce consumption. The findings reveal multiple pathways through which cultural values influence heritage product commitment, with important mediating roles for perceived authenticity and cultural identity salience. The integration of variable-centred and configuration-centred analyses provides complementary insights that transcend the limitations of either approach alone. Theoretically, the research contributes to understanding how consumers negotiate cultural identity through heritage product consumption in rapidly modernising contexts, challenging binary oppositions between tradition and modernity. Practically, it suggests strategic approaches for heritage product marketing that leverage cultural dimensions while acknowledging demographic heterogeneity. As globalisation continues to transform consumer marketplaces worldwide, this research provides valuable insights into the cultural dynamics of heritage product consumption that can inform both theoretical development and market practice.

ACKNOWLEDGMENTS

I would like to express my sincere gratitude to Dr. Hoang Vu Hiep for his invaluable guidance and inspiration throughout this research. His expertise, insights, and unwavering support have been instrumental in shaping the direction and quality of this study. I am deeply appreciative of his generosity in sharing his time, knowledge, and network, which have greatly contributed to the success of this research. His mentorship and commitment to academic excellence have not only enriched the quality of this work but have also had a profound impact on my personal and professional growth.

REFERENCES

- 1) American Association for Public Opinion Research. (2016). Standard definitions: Final dispositions of case codes and outcome rates for surveys (9th ed.). AAPOR.
- 2) Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882. <https://doi.org/10.1086/426626>
- 3) Belk, R. W. (2014). Cultural identity in the global consumer culture. In W. Wang (Ed.), *Brand management in emerging markets: Theories and practices* (pp. 35-50). IGI Global.
- 4) Bessi re, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis*, 38(1), 21-34. <https://doi.org/10.1111/1467-9523.00061>
- 5) Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of Consumer Research*, 36(5), 838-856. <https://doi.org/10.1086/615047>
- 6) Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-Cultural Psychology*, 1(3), 185-216. <https://doi.org/10.1177/135910457000100301>
- 7) Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295-336). Lawrence Erlbaum Associates.

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

- 8) Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. In R. H. Hoyle (Ed.), *Statistical strategies for small sample research* (pp. 307-341). Sage Publications.
- 9) Choi, J. M., & Zhao, J. (2010). Factors influencing restaurant selection in south Florida: Is health issue one of the factors influencing consumers' behavior when selecting a restaurant? *Journal of Foodservice Business Research*, 13(3), 237-251. <https://doi.org/10.1080/15378020.2010.500254>
- 10) Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- 11) Craig, C. S., & Douglas, S. P. (2005). *International marketing research* (3rd ed.). John Wiley & Sons.
- 12) Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales. *International Journal of Market Research*, 50(1), 61-77. <https://doi.org/10.1177/147078530805000106>
- 13) de Mooij, M., & Hofstede, G. (2011). Cross-cultural consumer behavior: A review of research findings. *Journal of International Consumer Marketing*, 23(3-4), 181-192. <https://doi.org/10.1080/08961530.2011.578057>
- 14) DeVellis, R. F. (2012). *Scale development: Theory and applications* (3rd ed.). Sage Publications.
- 15) Fiss, P. C. (2011). Building better causal theories: A fuzzy set approach to typologies in organization research. *Academy of Management Journal*, 54(2), 393-420. <https://doi.org/10.5465/amj.2011.60263120>
- 16) 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>
- 17) Grayson, K., & Martinec, R. (2004). Consumer perceptions of iconicity and indexicality and their influence on assessments of authentic market offerings. *Journal of Consumer Research*, 31(2), 296-312. <https://doi.org/10.1086/422109>
- 18) Guerrero, L., Guàrdia, M. D., Xicola, J., Verbeke, W., Vanhonacker, F., Zakowska-Biemans, S., Sajdakowska, M., Sulmont-Rossé, C., Issanchou, S., Contel, M., Scalvedi, M. L., Granli, B. S., & Hersleth, M. (2009). Consumer-driven definition of traditional food products and innovation in traditional foods. A qualitative cross-cultural study. *Appetite*, 52(2), 345-354. <https://doi.org/10.1016/j.appet.2008.11.008>
- 19) Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- 20) Henseler, J., & Fassott, G. (2010). Testing moderating effects in PLS path models: An illustration of available procedures. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of partial least squares: Concepts, methods and applications* (pp. 713-735). Springer.
- 21) 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. <https://doi.org/10.1007/s11747-014-0403-8>
- 22) Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(1), 277-319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- 23) Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Sage Publications.
- 24) Hofstede, G. (1991). *Cultures and organizations: Software of the mind*. McGraw-Hill.
- 25) Izberk-Bilgin, E. (2012). Infidel brands: Unveiling alternative meanings of global brands at the nexus of globalization, consumer culture, and Islamism. *Journal of Consumer Research*, 39(4), 663-687. <https://doi.org/10.1086/665413>
- 26) Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163-176. https://doi.org/10.1207/S15327663JCP1202_08
- 27) Kim, S., Lee, K., & Chon, K. (2009). Segmentation of different types of Hallyu tourists using a multinomial model and its marketing implications. *Journal of Hospitality & Tourism Research*, 34(3), 341-363. <https://doi.org/10.1177/1096348009350646>
- 28) Lee, W. N., Hallahan, K., & Herzog, D. (2014). Stereotype processing and cultural frame switching among Korean-European bilinguals. *International Journal of Intercultural Relations*, 16(2), 131-149.
- 29) Lopetcharat, K., Choi, Y. J., Park, J. W., & Daeschel, M. A. (2001). Fish sauce products and manufacturing: A review. *Food Reviews International*, 17(1), 65-88. <https://doi.org/10.1081/FRI-100000515>
- 30) Marshall, D. (2005). Food as ritual, routine or convention. *Consumption Markets & Culture*, 8(1), 69-85. <https://doi.org/10.1080/10253860500069042>
- 31) McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith - a failure of analysis. *Human Relations*, 55(1), 89-118. <https://doi.org/10.1177/0018726702551004>
- 32) Meiselman, H. L. (2000). *Dimensions of the meal: The science, culture, business, and art of eating*. Aspen Publishers.

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

- 33) Nielsen, N. A., Bech-Larsen, T., & Grunert, K. G. (1998). Consumer purchase motives and product perceptions: A laddering study on vegetable oil in three countries. *Food Quality and Preference*, 9(6), 455-466. [https://doi.org/10.1016/S0950-3293\(98\)00022-6](https://doi.org/10.1016/S0950-3293(98)00022-6)
- 34) Nguyen, T. D., & Rose, J. (2009). Building trust—Evidence from Vietnamese entrepreneurs. *Journal of Business Venturing*, 24(2), 165-182. <https://doi.org/10.1016/j.jbusvent.2008.03.004>
- 35) Nguyen, T. D., Nguyen, T. T. M., & Barrett, N. J. (2009). Consumer ethnocentrism, cultural sensitivity, and intention to purchase local products—Evidence from Vietnam. *Journal of Consumer Behaviour*, 8(2-3), 88-100. <https://doi.org/10.1002/cb.273>
- 36) Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
- 37) Pieniak, Z., Verbeke, W., Vanhonacker, F., Guerrero, L., & Hersleth, M. (2009). Association between traditional food consumption and motives for food choice in six European countries. *Appetite*, 53(1), 101-108. <https://doi.org/10.1016/j.appet.2009.05.019>
- 38) Prescott, J., Young, O., O'Neill, L., Yau, N. J. N., & Stevens, R. (2002). Motives for food choice: A comparison of consumers from Japan, Taiwan, Malaysia and New Zealand. *Food Quality and Preference*, 13(7-8), 489-495. [https://doi.org/10.1016/S0950-3293\(02\)00010-1](https://doi.org/10.1016/S0950-3293(02)00010-1)
- 39) Ragin, C. C. (2008). *Redesigning social inquiry: Fuzzy sets and beyond*. University of Chicago Press.
- 40) Ralston, D. A., Nguyen, V. T., & Napier, N. K. (1999). A comparative study of the work values of North and South Vietnamese managers. *Journal of International Business Studies*, 30(4), 655-672. <https://doi.org/10.1057/palgrave.jibs.8490889>
- 41) Ruddle, K., & Ishige, N. (2010). On the origins, diffusion and cultural context of fermented fish products in Southeast Asia. In J. Ishige & R. Ellen (Eds.), *Fermented fish in Africa* (pp. 224-244). Oxford University Press.
- 42) Schwartz, S. H. (1992). Universals in the content and structure of values: Theoretical advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25, 1-65. [https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)
- 43) Shultz, C. J. (2012). Vietnam: Political economy, marketing system. *Journal of Macromarketing*, 32(1), 7-17. <https://doi.org/10.1177/0276146711428322>
- 44) Sierra, J. J., & McQuitty, S. (2007). Attitudes and emotions as determinants of nostalgia purchases: An application of social identity theory. *Journal of Marketing Theory and Practice*, 15(2), 99-112. <https://doi.org/10.2753/MTP1069-6679150201>
- 45) Sun, L., Goh, C., Lee, H. A., & Cuccia, T. (2016). Tourism demand in Malaysia: A cross-sectional pool time-series analysis. *International Journal of Tourism Research*, 18(4), 19-35.
- 46) Tran, T. M., Nguyen, C. T., Luu, H. H., & Doan, T. T. (2013). Survey of traditional fermented fish sauce consumption patterns in Vietnam. *Journal of Food Technology*, 11(1), 34-48.
- 47) Tregear, A., Kuznesof, S., & Moxey, A. (1998). Policy initiatives for regional foods: Some insights from consumer research. *Food Policy*, 23(5), 383-394. [https://doi.org/10.1016/S0306-9192\(98\)00044-X](https://doi.org/10.1016/S0306-9192(98)00044-X)
- 48) Trompenaars, F., & Hampden-Turner, C. (1997). *Riding the waves of culture: Understanding diversity in global business* (2nd ed.). Nicholas Brealey.
- 49) Tse, D. K., Lee, K. H., Vertinsky, I., & Wehrung, D. A. (1988). Does culture matter? A cross-cultural study of executives' choice, decisiveness, and risk adjustment in international marketing. *Journal of Marketing*, 52(4), 81-95. <https://doi.org/10.2307/1251635>
- 50) Vanhonacker, F., Verbeke, W., Guerrero, L., Claret, A., Contel, M., Scalvedi, L., Zakowska-Biemans, S., Gutkowska, K., Sulmont-Rossé, C., Raude, J., Granli, B. S., & Hersleth, M. (2010). How European consumers define the concept of traditional food: Evidence from a survey in six countries. *Appetite*, 54(2), 345-354. <https://doi.org/10.1016/j.appet.2010.01.001>
- 51) Verbeke, W., Guerrero, L., Almli, V. L., Vanhonacker, F., & Hersleth, M. (2016). European consumers' definition and perception of traditional foods. In K. Kristbergsson & J. Oliveira (Eds.), *Traditional foods: General and consumer aspects* (pp. 3-16). Springer.
- 52) Vu, H. N., & Berg, H. (2010). Fish sauce culture in traditional Vietnamese cuisine. *Journal of Food Science and Culinary Arts*, 8(2), 112-128.
- 53) Wallendorf, M., & Arnould, E. J. (1991). "We gather together": Consumption rituals of Thanksgiving Day. *Journal of Consumer Research*, 18(1), 13-31. <https://doi.org/10.1086/209237>

The Dialectical Nexus Between Cultural Value Dimensions and Heritage Product Commitment: A Multi-Theoretical PLS-SEM Analysis of Traditional Fish Sauce Consumption Patterns in Urban Vietnamese Marketplaces

- 54) Woodside, A. G. (2013). Moving beyond multiple regression analysis to algorithms: Calling for adoption of a paradigm shift from symmetric to asymmetric thinking in data analysis and crafting theory. *Journal of Business Research*, 66(4), 463-472. <https://doi.org/10.1016/j.jbusres.2012.12.021>
- 55) Yoo, B., & Donthu, N. (2002). The effects of marketing education and individual cultural values on marketing ethics of students. *Journal of Marketing Education*, 24(2), 92-103. <https://doi.org/10.1177/0273475302242002>
- 56) Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197-206. <https://doi.org/10.1086/651257>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.