

INFORMATION ON NEW CONCLUSIONS OF DOCTORAL DISSERTATION

(Information will be posted on the Website)

Name of dissertation: Factors Influencing Consumers' Organic Food Purchasing Behavior in Hanoi.

Major: **Business Administration**

Code No: **9340101**

Name of PhD. Student: Dang Quoc Huong

Advisors: Assoc. Prof. Dr. Le Anh Tuan – Electric Power University

Training Institution: **Electric Power University**

Summary of new contributions of the Dissertation

Firstly, the dissertation examined the influence of TPB factors in the context of Hanoi. The factors of attitude, perceived behavioral control, and household norms all demonstrated strong impacts on the intention and behavior of purchasing organic food. These findings align with the TPB framework and highlight unique characteristics of the Vietnamese context, where family norms play a critical role.

Secondly, the thesis has developed an additional scale for the Household Norms factor in order to assess its impact. The results revealed that household norms significantly influence intention and behavior, particularly in the cultural context of Hanoi, where consumer decisions are often strongly shaped by family dynamics. This represents an important contribution to adapting and expanding the TPB model.

Thirdly, the dissertation tested the moderating role of trust within the TPB framework. The findings showed that trust in organic food labels only moderated the relationship between attitude and intention, with no significant moderating effect on other relationships in the model, contrary to initial hypotheses. This highlights the importance of considering specific cultural and consumer perception factors when applying the TPB model, especially in contexts like Hanoi, where social values and economic factors can strongly influence consumer behavior.

Fourth, the thesis conducted a test to examine the differences between demographic groups. Specifically, the study used ANOVA analysis combined with Tukey's post-hoc test to assess the impact of demographic factors (such as age, occupation, and income) on three factors: the intention to purchase organic food, trust in organic food, and actual organic food purchasing behavior. The results revealed significant differences between the groups based on these

demographic factors. These findings provide a solid foundation for a deeper understanding of organic food consumption behavior in Vietnam, thus offering relevant policy implications.

Finally, based on the theoretical insights, the dissertation proposed several practical solutions for businesses supplying organic food, including:

1. Increase awareness and foster a positive attitude towards organic food.
2. Promote purchasing intention through incentive strategies.
3. Improve the accessibility of organic food to consumers.
4. Strengthen the role of communities and social enterprises.
5. Build a culture of health and environmental consciousness within families.

Advisor
(Signature)

Assoc. Prof. Dr. Le Anh Tuan

Hà Nội, April, 2025
PhD. Student
(Signature)

Dang Quoc Huong