KỶ YẾU

HỘI THẢO QUỐC TẾ DÀNH CHO CÁC NHÀ KHOA HỌC TRẺ KHỐI TRƯỜNG KINH TẾ VÀ KINH DOANH NĂM 2021

PROCEEDINGS

INTERNATIONAL CONFERENCE FOR YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS

ICYREB 2021

Volume 4

NGÂN HÀNG NHÀ NƯỚC VIỆT NAM

HỌC VIỆN NGÂN HÀNG

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NHÀ XUẤT BẢN LAO ĐỘNG

LABOUR PUBLISHING HOUSE

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APPLICATION OF MEANS-END CHAIN THEORY IN EXPLORING CONSUMERS' MOTIVATION TOWARDS ORGANIC FOOD

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Abstract

The study aims to explore the motivation of organic food consumption among consumers in Hue city. The authors applied means-end chain theory in 77 samples. The results showed health and happiness are drivers for organic food purchase. The organic product attributes as means to achieve consumption goals are "no chemicals", "food safety", "better sensory", "nutritious value", and "producers/ origin". Basing on the results, the research figured out some implications for organic food stores to motivate organic food purchase.

Keywords: *organic food, motivation, means-end chain.*

1. Introduction

Global organic food and drink sales had a remarkable development during just under 20 years, increased from 15.1 billion euros in 2000 to 96.7 billion euros in 2018. The average growth of the period 2000- 2018 is 27%. This product type has become popular in North America and EU countries with high income and living standards. The United States is the leading nation in sales with 40.6 billion euros, followed by Germany (10.9 billion euros) and France (9.1 billion euros) (Willer & Klicher, 2020). In response to the organic food trend, Vietnam had 2.2% agricultural land for organic agriculture and attracted 17,169 producers in 2018. Vietnamese organic food retail sale was about 18 million euros (Willer & Klicher, 2020).

The means-end chain (MEC) theory was proposed by Gutman (1982) to uncover how customers' perception of choice links to basic values. MEC forms the motivation hierarchically by characterizing the attributes of products or services as the means and desired values as the ends toward which consumers are striving (Gutman,1982). Laddering interview is usually applied in MEC to explore consumers' motivation towards a specific product.

Hue city is a small city in the central of Vietnam with about 350 thousand people. In recent years, organic food has been more available in organic food stores or supermarkets such as Que Lam Organic, Hue Viet Organic, Big C, and Co.opmart. However, the market growth is still slower than in other cities such as Hanoi, Ho Chi Minh City, and Da Nang. Thus, it is necessary to have consumer insights to know what drives the consumers to buy organic foods. In addition, most of the studies in organic foods in Vietnam were conducted in those big cities and focused on purchase intention or segmentation (Nguyen et al., 2019; Van

et al., 2019). In the context of organic food, this research uses the MEC theory to gain an insight into drivers for organic food purchases among Hue consumers.

2. Liturature review

2.1. Organic agriculture and organic food

European Union stated that organic farming is an agricultural method that aims to produce food using natural substances and processes. In other words, organic farming encourages the responsibility in using energy and natural resources; biodiversity, ecology balance and water quality maintenance; soil enrichment; widely- applied high animal welfare standards (Council of the European Union, 2007). Organic productions control inputs strictly such as water, soil, air sources, fertilizers and exclude the use of GMOs and products produced from or by GMOs. Organic foods are products originating from agriculture, including aquaculture, where such products are placed on the market or are intended to be placed on the market (Council of the European Union, 2007). They can be live or unprocessed agricultural products; processed agricultural products for use as food; feed; vegetative propagating material, and seeds for cultivation. The products of hunting and fishing of wild animals shall not be considered organic production (Council of the European Union, 2007). In the organic background, the USA also launched organic regulations and standards to provide a clear structure for organic goods production and satisfy consumer demand for trustworthy organic products while providing a fair marketplace for producers, distributors, and marketers. According to the United States Department of Agriculture (USDA), organic is a labeling term that indicates that the food or other agricultural products are produced through approved methods (USDA, 2015). EU Organic and USDA Organic are labeled on the product containing at least 95% organic ingredients (Council of the European Union, 2007; USDA, 2015).

2.2. Values and Vietnamese values

2.2.1. Values

Rokeach (1973) defined values as "enduring organisation of beliefs concerning preferable modes of conduct or end-states of existence along a continuum of relative preferable". Values direct the choice of human behaviour (Schwartz & Bilsky, 1987). According to Rokeach (1973), due to the connection between personal values and an individual's cognitive system, they are usually considered more stable and roots of human motivations. Human values are rooted in culture, society and personality (Rokeach, 1973). People tend to agree upon the shared values prioritites in their nations than across countries (Baker et al., 2004). According to Schwartz & Sagiv (1995), there are 10 basic human values including universalism, benevolence, tradition, conformity, security, power, achievement, hedonism, stimulation, and self-direction. The value theory was applied in several studies in order to get better understanding about the motivation towards foods produced by organic farming systems (Zanoli & Naspetti, 2002; Costa et al., 2004; Baker, 2004; Barrena & Sánchez, 2010; Zagata, 2014; Kim, 2014; Tlies, 2019).

2.2.2. Vietnamese values

Vietnam is a typical collectivistic society (Hofstede, 1991), where close long-term commitment to their group is highlighted. In a survey conducted by Tran Ngoc Them (2015), the four most important values to Vietnamese were "happiness in family life", "stable employment", "justice in society", and "wealth". Moreover, a study applying Schwartz value found that Vietnamese were less concerned with gratification of self-oriented needs and desires (self-direction, hedonism) and with productive or innovative task performance (achievement-power, stimulation). On the other hand, they paid much attention to maintaining primary relations through cooperation and support, following tradition (security-conformity-tradition), and helping members of their close groups (benevolence) but less concerned with the welfare of strangers (universalism) (Różycka-Tran, Truong, Cieciuch & Schwartz, 2017).

2.3 Means-end chain (MEC) theory

2.3.1. Means-end chain introduction

Perception is a process by which people select, organize and interpret information to form a meaningful picture of the world (Kotler et al., 2017, 174). Perception plays an important role in creating an attitude, belief, action, buying habits, and decision-making. Perception is impacted by stimuli and consumers' characteristics. Product is anything that can be offered to a market for attention, acquisition, usage or consumption that might satisfy a want or need (Kotler et al., 2017, 250). When receiving stimuli from products such as information or package, a relationship among those stimuli, consumer self-knowledge, and his memory is set up (Zanoli & Naspetti, 2002). The structural linkage among perceived product attributes, benefits, and values is performed through MEC (Gutman, 1982; Olson & Reynolds, 2001).

MEC theory considers the customers' decision-making as a process to solve problems, in which product attributes are tools to achieve personal values. In MEC, means are referred products or personal activities, and value (end) are values of happiness (Gutman, 1982). Attributes (A) are at the lowest level of the hierarchy, connect consequences (C) and values (V) are at the highest level.

Attributes (A) represent the observable or perceived characteristics of a product (Zanoli & Naspetti, 2002). Concrete attributes reflect the physical features of the product such as flavor while abstract attributes are multidimensional, for example, country origin or the brand name (Kim, 2014). Consequences are still more abstract, reflecting the outcomes of what customers experience with product characteristics. According to Olson & Reynolds (1983), the consequences are sub-divided into two types; functional consequences including direct and tangible derived from consumption, and psychological consequences regarding intangible, personal, and indirect outcomes. In organic food consumption, functional consequences might be benefits such as individuals' health or the environmental protections whereas psychological consequences would involve consumers' mental health, food enjoyment. Both kinds of consequences are connected to values. Personal values are highly

abstract central held and defined as an enduring belief that people seek to achieve through behavior (Rokeach, 1973).

2.3.2. Laddering

Laddering technique is an in-depth interview widely used in MEC. This method is useful for researchers to gain an understanding of how consumers perceive the attributes of products/services to achieve higher-order values in their life (Gutman, 1992). The continuously repetitive question is "Why is it important to you?" to build a connection A-C-V. There are two types of laddering methods including soft laddering and hard laddering (Grunert & Grunert, 1995; Zanoli & Naspetti, 2002). Soft laddering is based on unstructured in-deep interviews by consecutively asking "why" questions so that it can provide deeper consumers insights. However, soft laddering is costly, time-consuming in collecting data, training interviewers, and analyzing (Hofstede et al., 1998). Hard laddering provides interviewees a standardized questions and answers requiring them to answer to find out abstract levels. Hard laddering method may solve some disadvantages of soft laddering (Zanoli & Naspetti, 2002). There are several types of hard laddering such as paper-and-pencil (Zanoli & Naspetti, 2002), card sorting technique (Valette-Florence & Rapacchi, 1991), and association pattern technique (ATP) (ter Hofstede et al., 1998).

MEC is measured through 3 steps (Reynolds & Gutman, 1988): (1) eliciting of product/ service attributes that are most relevant to the consumer; (2) conducting an in-depth interview to reveal how the consumer connect product attributes to consequences and values; (3) building a hierarchical value maps (HVM) to describe the association networks of attributes, consequences, and values.

2.4. Values as drivers for organic food purchase

MEC theory has been widely applied in consumer motivation studies (Zanoli & Naspetti, 2002; Baker, 2004; Barrena & Sánchez, 2010; Zagata, 2014; Kim, 2014; Tlies, 2019). The most frequently found values are security, universalism, hedonism, and power.

Security is defined as safety, harmony and stability of relationships and of oneself (family security, national security, social order, clean, reciprocation of favors) (Schwartz & Sagiv, 1995). Several researches proved that health linking to security value is an important motive for organic food consumption (Schifferstein et al., 1998; Chen, 2009; Zepeda et al., 2012; Hansen et al., 2018; Nguyen et al., 2019; Kautish et al., 2019). Indeed, consumers have health consciousness when they face poor hygiene, chemical residues in foods. In comparision with organic food, the risk for contamination with detectable pesticide residues in conventional food was 30% higher (Smith-Spangler et al., 2012). Hence, organic foods are beneficial to human health due to their frehness, nutrition and safe (Boobalan & Nachimuthu, 2020). Studies applying MEC confirmed that the main value driving preferences for organic food was health in the connection to family well-being such as "a healthy and long life" (Zanoli & Naspetti, 2002), "well-being and health" (Baker et al., 2004), "quality of life and

security" (Barrena & Sánchez, 2010), "living a good quality lifestyle" (Zagata, 2014), "family is procted" (Tleis et al., 2019).

Universalism is referred as understanding, appreciation, tolerance and protection for the welfare of all people and for nature (broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment) (Schwartz & Sagiv, 1995). Environmental issues such as natural disasters, climate change and pollution attracted attention and concerns of the public (Mishal et al., 2017). Studies proved that conventional agriculture damaged the environment much than the organic. In conventional farming system, the risk of pesticides pollution of water bodies is higher (Reganold & Wachter, 2016). The amount of nitrate leaching, nitrous oxide emissions, ammonia emissions per unit of field area and energy consumption per-hectare in organic farms are lower than the figures of convensional farms (Tuomisto et al., 2012; Gattinger et al., 2012). People holding concerns more about the environment often consider the result of their behaviour in the environment. Moreover, Thøgersen & Olander (2003) found that environment-friendly behaviour arises from more universalism than any other value. "Responsibility for other creatures", "living in accordance with nature" are found in MEC researches in Germany and the Czech Republic " (Baker et al., 2004; Zagata, 2014). In addition, animal welfare closely relating universalism value significantly motivates consumers to choose organic food in a MEC study in Germany (Baker et al., 2004).

Hedonism is known as pleasure and sensuous gratification for oneself (pleasure, enjoying life, self-indulgence) (Schwartz & Sagiv, 1995). Consumer's belief about organic food being healthy make them feel better with a feeling of having healthy nutrients. It brings satisfaction among them for their healthy choices which leads to their emotional well-being (Apaolaza et al., 2018). A study in Brazil proved that "sensory appeal" impacted organic food intention among Brazilian consumers (Curvelo, Watanabe & Alfinito, 2019). MEC studies showed that one of the basic values for organic food motivation was pleasure, for example, "well-being, happiness, inner harmony" (Zanoli & Naspetti, 2002), "enjoyment" (Baker et al., 2004), "pleasure and enjoyment" (Barrena & Sánchez, 2010), "pleasure" (Kim, 2014).

Power is defined as social status and prestige, control or dominance over people and resources (social power, authority, wealth, preserving my public image) (Schwartz & Sagiv, 1995). Product is also useful for people to show their social class that they belong. Costa, Zepeda & Sirieix (2014) found that the social value of consumers was shown by organic food. The social value is up to the types of the purchase place and the additional green behaviors of consumers or producers. "Give me a sense of social belonging" linking to power value was among the three crucial values driving selections to organic food conducted by a MEC research in Spain (Barrena & Sánchez, 2010).

3. Methods

The study uses both qualitative and quantitative methods. In qualitative, soft laddering was applied on six organic consumers. After the research review, the list of attributes was

established in the elicitation stage. Participants were required to identify which attributes were the most relevant to them when purchasing organic food. To avoid the response bias, respondents were allowed to add attributes that were crucial to them personally. After that, they were asked, "Why is it important to you?". The laddering process repeated with why question after each answer. The answer usually starts with attributes and comes to consequences and values of the interviewee and ends when there is no more answer from him (Reynolds & Gutman, 1988). Through the in-depth interviews, we finally selected thirteen attributes, fourteen consequences, and eight values in which there are two new consequences.

Table 1: The list of attributes, consequences and values

Code	Description	Suggested
	Attributes	
A1	Certified	Zanoli & Naspetti (2002), Barrena & Sánchez (2010), Kim (2014)
A2	Food safety	Zanoli & Naspetti (2002)
A3	Natural product	Zanoli & Naspetti (2002), Kim (2014), Tleis et al (2019)
A4	Animal welfare	Baker et al (2004)
A5	Nutritional value	Zanoli & Naspetti (2002), Barrena & Sánchez (2010), Kim (2014), Tleis et al (2019)
A6	No chemincals	Baker (2004), Zanoli & Naspetti (2002), Kim (2014), Zagata (2014), Tleis (2019)
A7	Better sensory	Baker (2004), Zanoli & Naspetti (2002), Barrena & Sánchez (2010), Zagata (2014), Kim (2014),
A8	Safety of agricultural workers	Baker (2004)
A9	No genetically modified	Baker (2004), Kim (2014)
A10	Producer, origin	Kim (2014)
A11	Trust	Tleis et al (2019)
A12	Price	Barrena & Sánchez (2010)
A13	Information label	Barrena & Sánchez (2010)
	Consequences	
C1	Wholesomeness & physical well- being	Zanoli & Naspetti (2002)
C2	Enjoy eating	Baker et al (2004), Zanoli & Naspetti (2002)
C3	Lower environmental impact	Baker et al (2004), Zanoli & Naspetti (2002), Barrena & Sánchez (2010)
C4	Healthy eating habits	Zanoli & Naspetti (2002), Barrena & Sánchez (2010), Kim (2014)

C5	Easy to get information and identify the product	Zanoli & Naspetti (2002)
C6	Good value for money	Barrena & Sánchez (2010)
C7	Bring back memories	Barrena & Sánchez (2010), Tleis et al (2019)
C8	Feel traditional and familiar	Barrena & Sánchez (2010)
C9	Ensure my family's health and my own	Barrena & Sánchez (2010)
C10	Increasing energy and relaxion	Kim (2014)
C11	Avoid health risk	Barrena & Sánchez (2010)
C12	My children stay healthy	Tlies et al (2019)
C13	Foods stay fresh/good longer	Qualitative research
C14	Well- absorbed	Qualitative research
Values		
V1	A healthy and long life	Baker (2004), Zanoli & Naspetti (2002)
V2	Well- being, happiness, inner harmony	Baker (2004), Zanoli & Naspetti (2002), Barrena & Sánchez (2010), Tleis et al (2019)
V3	Personal achievement	Baker (2002)
V4	Altruism and relationship with others	Zanoli & Naspetti (2002)
V5	Sense of doing right things	Barrena & Sánchez (2010)
V6	Satisfaction	Barrena & Sánchez (2010), Kim (2014), Tleis et al (2019)
V7	Life quality	Baker & cộng sự (2004), Zagata (2014), Tleis et al (2019)
V8	Family is protected	Barrena & Sánchez (2010)

Continuously, a questionnaire for hard laddering was conducted with 2 parts. The first part included questions aims to screen the organic food consumers, followed by socio-demographic characteristics. In the second part, attributes, consequences, and values in Table 1 were arranged in the APT format: attribute- consequence (A-C) matrix and consequence-value (C-V) matrix. Two matrixes have the linkage through C. According to ter Hofstede et al (1998), in the A-C matrix, the columns and rows are filled by attributes and consequences respectively and the cell was the knot between attribute and consequence. C-V matrix was formed by consequences in the horizontal axis and values in the vertical axis. The respondents checked the cells to find out the strongest linkages that they believed.

Figure 1: A- C implication matrix

		Attributes (A)				
		A1	A2	A3	A…	An
Consequences (C)	C 1		x	x		
	C 2					x
	C 3		x	x	x	
	C…					x
	C n			x		

Figure 2: C-V implication matrix

		Values (V)				
		V1	V2	V3	V…	Vn
Consequences (C)	C 1		x	x		
	C 2					x
	C 3		x	x	x	
	C…					x
	C n			x		

The study surveyed consumers coming to organic food stores in Hue city. According to Costa et al. (2004), the sample size for hard laddering is at least 50. Therefore, the number of participants is 77 with the convenient sampling. The collected data were checked and then analyzed by descriptive statistics. A study using APT needs to identify important linkages whose frequency exceeds a certain threshold (cut-off) based on the total responses (Kang, 2013). The cut-off value can change depending on the sample size, linkage numbers, etc (Russella et al., 2004). The chain A-C-V is the connection between A-C and C-V through C. Therefore, the cut-off of the A-C matrix was the top 5% rank of the cell values, then the cut-off value of the C-V matrix was determined to make the number of C from three to five on the HVM (Kang, 2013). With this method, we can get a reasonable number of chains A-C-V.

4. Results and discussion

4.1. Sample description

Most participants are female with 87.0%, high education (>80% having college degree and above). The people aged from 35 to 60 are just under 70%. Personal income under 10 million dong occupies 35% while the higher income over 10 million is 65%. 80% people have children (baby or grandkid) in family.

Table 2: Sample description

Social demographic characteristics		Frequency (people)	Percentage (%)
Sex	Male	10	13.0
	Female	67	87.0
Education	High school degree	13	16.9
	College degree	21	27.3
	University degree/ Ms./ Ph.D	43	55.8
Age	18-34	19	24.6
	35-44	24	31.2
	45-60	28	36.4
	> 60	6	7.8

Personal income	< 10 million dong	27	35.1
	10-15 million dong	31	40.3
	>15 million dong	19	24.6
Children in family	Yes	15	19.4
	No	62	80.6

4.2. Means-end chain analysis

4.2.1. Attribute- Consequence and Consequence- Value implication matrixes

According to Table 3 and Table 4, the value in each cell in both matrixes refers to the frequency of each linkage A-C or C-V. The bigger value is, the stronger connection is. By following the top 5 % rank rule, we need to select 9 cells in Table 3 (5% of 182 cells). However, 11 bold and underlined cells in Table 3 were chosen because 4 cells contained frequency values equal (30). Then, the cut-off is 30. A-C linkages having a frequency lower than 30 were not kept in the next stage. 11 important linkages are A2-C1 (Food safety- Wholesomeness and physical well-being), A2-C11 (Food safety- Avoid health risk), A5- C1 (Nutritious value- Wholesomeness and physical well-being), A5-C12 (Nutritional value- My children stay healthy), A6-C1 (No chemicals- Wholesomeness and physical well-being), A6-C2 (No chemicals- Enjoy eating), A6-C11 (No chemicals- Avoid health risk), A6-C12 (No chemicals- My children stay healthy), A6-C13 (No chemicals- Food stay fresh/good longer), A7- C2 (Better sensory- Enjoy Eating), A10- C5 (Producer, origin- Easy to get information and identify products).

Table 3: Attribute-consequence implication matrix

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13
C1	0	**35**	15	0	**30**	**38**	20	0	10	0	0	0	0
C2	3	25	15	0	27	**30**	**49**	0	10	17	22	0	5
C3	0	0	21	0	0	27	0	0	10	0	0	0	0
C4	0	13	13	0	20	20	20	0	0	0	0	0	0
C5	23	0	0	0	0	0	0	0	0	**37**	25	0	27
C6	15	17	5	0	20	5	28	0	0	15	25	27	0
C7	0	0	17	17	0	0	0	0	0	0	0	0	0
C8	0	0	17	17	0	0	0	0	0	0	0	0	9
C9	23	23	19	0	23	29	28	0	10	15	27	0	19
C10	0	23	5	0	27	17	28	0	0	0	2	0	0
C11	17	**45**	20	20	23	**55**	20	0	12	0	17	0	0

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11	A12	A13
C12	15	28	22	20	**30**	**30**	20	0	20	0	19	0	0
C13	0	0	17	0	0	**41**	25	0	0	0	0	0	0
C14	0	19	15	0	29	25	29	0	0	0	0	0	0

In the next stage, 6 consequences selected in the A-C implication matrix would be considered in the C-V implication matrix. To keep 3-5 consequences in HVM, the cut-off of the C-V matrix was 45. Hence, there are 5 connections kept including C1-V1 (Wholesomenss & physical well-being- A long and healthy life), C2-V2 (Enjoy eating- Well-being, happiness, inner harmony), C5-V6 (Easy to get information & identify products- Satisfaction), C11-V1 (Avoid health risk- A long and healthy life), C12-V2 (My children stay healthy- Well-being, happiness, inner harmony). Then, A-C-V chains for HVM were established: A2-C1-V1, A6-C1-V1, A5-C1-V1, A6-C2-V2, A7-C2-V2, A10-C5-V6, A2-C11-V1, A6-C11-V1, A5-C12-V2, A10-C12-V2.

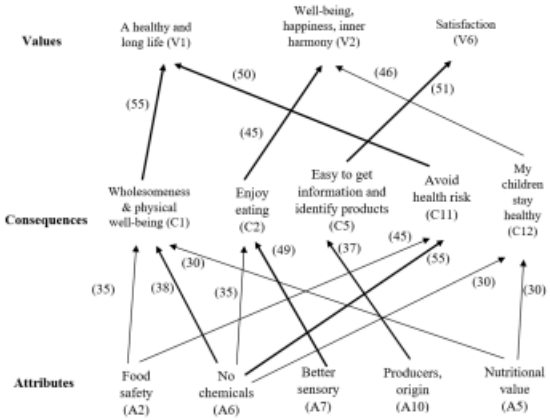
Table 4: Consequence-value implication matrix

	V1	V2	V3	V4	V5	V6	V7	V8
C1	**55**	43	35	5	0	35	35	30
C2	37	**45**	0	0	0	45	37	0
C3	20	21	10	7	30	7	25	25
C4	28	30	0	0	0	28	30	8
C5	0	32	15	25	4	**51**	25	17
C6	0	0	0	0	0	0	4	0
C7	0	17	5	5	0	17	0	0
C8	0	25	3	0	0	18	18	0
C9	30	40	35	30	28	35	33	47
C10	34	34	36	0	0	30	29	5
C11	**50**	40	28	3	0	35	37	37
C12	38	**46**	30	25	40	37	36	45
C13	0	5	0	0	0	37	35	7
C14	25	30	3	0	0	28	31	0

To understand the HVM it needs to begin from a specific attribute, then follow the arrow to go to the next stage (consequences), and to the highest level (values) (Kang, 2013). With that instruction, HVM about the motivations for organic food purchases was figured out.

The most important ladder in HVM leads from the attributes "no chemicals" (A6) and "food safety" (A2) via the consequence "avoid health risk" (C11) and "wholesomeness & physical well-being" (C1) to value "a healthy and long life" (V1). The second value chain leading to "satisfaction" (V6) is "producers, origin" (A10) mediated by "easy to get information and identify products". The final perceptual orientation was showed through the chain "nutritious value" (A5) and "no chemicals" (A6) → "my children stay healthy" (C12)→ "well-being, happiness and inner harmony", additionally supported by the chain "better sensory" (A7) and "no chemicals" (A6) → "enjoy eating" → "well-being, happiness and inner harmony" (V2), additionally supported by → "my children stay healthy" (C12).

Figure 3: Hiearchical value map with cut-off



4.2.2. Discussion and implication

Discussion

The HVMs revealed that security was the value driving organic food consumption. Security is considered as personal health or family well-being. This result is supported by the study of Różycka-Tran, Truong, Cieciuch & Schwartz (2017) when Vietnamese have a highlight on security value. Since consumers have health consciousness, they have a tendency to adopt "health behaviour" by purchasing products which are beneficial for health and improving their lifestyle (Rana & Paul, 2020). Furthermore, health motivation was found in both developed and developing countries such as Italy, Germany, UK, Spain, the Czech Republic, China and Lebanon (Zanoli & Naspetti; 2002, Baker et al., 2004; Barrena & Sánchez, 2010; Zagata, 2014; Thøgersen, Zhou, & Huang, 2016; Tleis et al., 2019).

This research found that hedonism as pleasure, enjoying life, self-indulgence was related to organic food purchase. Hedonism value results from not only the feeling of "my children are protected" but also "eating enjoyment". In a study about Vietnamese values of

Tran Ngoc Them (2015), "happiness in family life" closely connected to "children protection" is one of the most important values. It is undeniable that several women buy organic food for children (Tlies et al., 2019). Especially, children in modern society are easy to get obese or early puberty due to chemicals or growth hormones. As a result, organic foods are chosen for babies with the hope to stay healthy, and also this buying decision gives parents happiness or inner harmony when they can do the best things for new generations. Hedonism can relate to the finding that emotional well-being is originated from the satisfaction of selecting organic food as a healthy choice (Apaolaza et al., 2018). Moreover, the information about producers and origin is useful to get information and identify products and this consequence makes consumers' satisfaction. The reason why consumers in Hue city select organic food is that producers/ origin information is clearer in comparison with that of conventional foods in wet/ traditional markets. In addition, consumers believe that if they know about producers to ask someone or organizations to be responsible for unexpected cases after consumption, they will be satisfied. Therefore, hedonism among Hue consumers is a combination of personal pleasures and the feeling of doing meaningful things for relatives. Hedonism was found in a wide range of researches of Zanoli & Naspetti (2002), Baker et al. (2004), Barrena & Sánchez (2010), Kim (2014).

Previous studies proved that the value as a motivator for organic food purchase was "universalism" value (Baker et al., 2004; Thøgersen, 2007a; Zagata, 2014). However, among consumers in Hue city, universalism was found not to be a priority value in organic food motivation. Moreover, as a typically collectivistic nation, Vietnam shows benevolence value much than universalism (Różycka-Tran, Truong, Cieciuch & Schwartz, 2017). In other words, Vietnamese cares about members in their close group instead of strangers or the society overall. Therefore, this study results confirmed the idea that organic food consumption in developing countries is closely related to personality than to society (Thøgersen, Zhou, & Huang, 2016; Tlies et al., 2019).

Theoretical implications

Since organic food introduction into the market, researchers and business managers have focused on what can motivate customers to purchase organic products. This research sheds new light on the motivations toward organic food consumption among consumers in Hue city, Vietnam. The value theory of Schwartz (1995), MEC theory (Gutman, 1982), and Vietnamese values (Różycka-Tran, Truong, Cieciuch & Schwartz, 2017; Tran Ngoc Them (2015) were proposed to figure out the drivers for organic food purchase. Our findings suggest that security (health) and hedonism (pleasure) are priority values driving the preference for organic foods. The market for organic food has a rapid growth because the type of food is viewed as healthy products that bring health benefits for consumers (Suciu, Ferrari & Trevisan, 2019). Additionally, eating organic food was found to generate good moods (Apaolaza et al., 2018) or bring happiness or inner harmony (Baker, 2004; Zanoli & Naspetti, 2002; Barrena & Sánchez; 2010; Tleis et al., 2019). Therefore, the findings of this study

enrich empirical evidences on consumer motivation towards organic food in a collectivistic society such as Vietnam.

Practical implications

This study also provides some practical implications for organic stores. Firstly, stores need to emphasize also benefits and values that satisfy consumers during purchase. Making a connection between a new food product in the market and crucial values is an effective marketing (Shree, Gupta, & Sagar, 2017). Hence, the finding revealed by this study is useful for sellers to design and imply marketing and communication strategies to promote organic food consumption as a way that brings "health" and "happiness" for consumers and their beloved people. Secondly, producers should pay attention to key attributes of organic goods in the product design process namely "better sensory", "no chemicals", "food safety", "producers, origin" and "nutritious value". In detail, in production, manufacturers or farmers should obey the organic regulations such as no chemical usage, no GMOs, no synthetic fertilizer, etc. As a result, the products may meet the organic standards, then, contain those attributes that are proved as high quality in comparision with conventional foods in previous studies (Lairon, 2011; Brandt, 2011; Palupi et al., 2011; Smith-Spangler et al., 2012; Srednicka-Tober et al., 2016). Furthermore, the attributes should be combined with the consequences such as "avoid the health risk", "eating enjoyment", "children stay healthy", "wholesomeness and physical well-being", and "product origin identification" to convince consumers to purchase.

5. Conclusion

Organic food is a sustainable consumption trend in the modern society. The purpose of the study was to enhance the understanding of what drives organic food consumption practice in Hue city, Vietnam based on the value theory and MEC theory. The findings confirmed that health (security) and happiness (hedonism) were the main values motivating organic food purchase among Hue customers. Consumers considered organic products' attributes namely "no chemicals", "better sensory", "food safety", "producers, origin" and "nutritious value" to achieve their goals. However, this research has some limitations. The first is the small convenience sample including early adopters purchasing organic food in stores. It means that it is low representative. Thus, future studies should apply key results to larger and more widespread samples. Secondly, there was not notions about the differences among segmentations. Motivation is considered a valuable means to segment markets. Hence, researches in the future should cluster the motivations and make a comparison among groups about values, consequences and attributes so that suggested marketing plans for each segmentations will work effectively. The last is the process of building the list of attribute, consequence and value elements for APT approach. Six organic consumers participated in in-depth discussions to refine the elements in the eliciation stage. Future researchers should invite experts on organic food such as marketers, farmers, food manufacturers, policymakers to get more reliable results.

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PROCEEDINGS
INTERNATIONAL CONFERENCE FOR
YOUNG RESEARCHERS IN ECONOMICS AND BUSINESS
(ICYREB 2021)
Volume 4

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Branch in the South
No. 85 Cach Mang Thang Tam - District 1 - Ho Chi Minh City
Telephone: 028. 38390970 - Fax: 028. 39257205

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Assoc.Prof., Dr. PHAM THI HOANG ANH

Cover design
Dr. PHAM DUC ANH
NGUYEN NHAT MINH

Co-operative Publication
Hanoi Printing Join Stock Company
Address: Lot 6B CN5 Ngoc Hoi Industrial Zone - Thanh Tri - Hanoi

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Print 100 copies, size 20.5 x 29.5 cm in Hanoi Printing Joint Stock Company.
Address: Lot 6B CN5 Ngoc Hoi Industrial Zone - Thanh Tri - Hanoi
Publication Registration No: **4192-2021/CXBIPH/09-254/LĐ**
Publication Decision No: **1832/QĐ-NXBLĐ**, date of issue: 26 November, 2021
ISBN: **978-604-343-394-4.** Printing and copyright registration in 2021.