

PURCHASE INTENTION OF ORGANIC FOOD PRODUCTS AMONG CONSUMERS IN THAI NGUYEN CITY, VIET NAM

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ABSTRACT

This study applied TPB model to analyze the purchase intention of organic food products among consumers in Thai Nguyen City, Viet Nam. A quantitative research was conducted through a survey of 298 valid cases of consumers in Thai Nguyen City. For the purposes of analysis, descriptive analyzes were chosen. The findings have implications for companies in the organic food industry, retailers, and market regulators. The study also provides guidelines and suggestions for retailers and marketers dealing in organic food products and aims to expand the organic food product market.

Keywords: Consumer, organic food, purchase intention.