

Factors Affecting Intention to Purchase Organic Agriculture Products among Vietnamese

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Globally, customer intention to purchase has become the essential part of the product and organization's success in the market. More recently, the idea has captured the attention of academic and policymakers alike. Therefore, the current article analyses product quality features such as agreeableness, emotional stability conscientiousness, openness to experience and extroversion on the intention to purchase organic agricultural products in the context of Vietnam. The study also analyses the mediating role of customer satisfaction between the association of product quality features and intention to purchase organic products in Vietnam. The present study uses questionnaires to collect data pertaining to the health sector of Vietnam. The current study employs the smart-PLS to analyze the constructs and items' reliability as well as the association among constructs. The results show that product quality features except extroversion have a positive and significant association with intention to purchase organic products in Vietnam. The results also reveal that customer satisfaction significantly and positively mediates among the associations of product quality features and intention to purchase organic products in Vietnam. This study is suitable for policymakers while formulating policies that may directly or indirectly affect customers' intention to purchase organic agricultural products.

Key words: Product quality features, agreeableness, emotional stability, conscientiousness, extroversion, organic products, openness to experience.

1. INTRODUCTION

The promotion of organic agriculture is a hot topic among researchers and academics in today's era of unprecedented industrialization, technological progress and increased chemical usage. Organic agriculture is a production system that protects the quality of soil, environmental quality, and the health of living beings. This system is dependent on the ecological processes, biodiversity, and the naturally occurring cycles aligning with geographical conditions instead of man-made inputs that have potentially negative impacts. Organic agriculture includes traditions, innovativeness, creativity, and scientific ways to benefit the shared environment as well as to promote positive social relations and quality living standards (Ferdous et al., 2021). Organic agriculture is quite different from traditional agriculture, where synthetic chemical substances like fertilizers and insecticides are used with a view to maximizing the production (Nikol et al., 2021). As in other economic sectors, it is the intention of consumers to make purchases for the products which ultimately determine the economic and, thus, the operational performance of the firm. Purchase represents the willingness of the consumers to buy – a willingness that is shaped by the thinking, emotions and buying power of consumers (Yormirzoev et al., 2021). The perceived product personality is a business concept that defines the company's brand image among consumers. Product personality is a set of personality characteristics that people use to describe a particular product. Product

personality traits can influence the consumers' interaction with a product and how it is reviewed or evaluated. Accordingly, it is likely to design products with the help of predetermined personality traits (Peschel et al., 2019).

Our study analyzes perceived product personality traits and their influences on consumers' intention to purchase organic agriculture products (IPOAP) for the economy of Vietnam. Vietnam is a lower-middle-income economy. It is a mixed socialist-oriented market economy, and currently ranks as the 37th largest economy according to the nominal gross domestic product, which accounts for \$369.5 billion for 2021 (Ngo et al., 2021). Throughout the past few years, the country has been making rapid progress in the health sectors, and in this regard, a lot of development has been made in the organic product sector. The Vietnamese market for health and wellness products was valued at \$5 billion in 2019, grew at a compound annual growth rate of nearly 9% during the previous five years (Zhao et al., 2021). In 2019, with retail sales of \$130 million, organic food and beverages represented a modest percentage of the health and wellness business in Vietnam. Because of a rise in the number of customers with increasing disposable incomes, increased tastes for high-value and high-quality products, and higher demand that increases over local supply, Vietnam has experienced a remarkable marketing growth for organic food and beverage products (Bui et al., 2021). Although organic food and beverage have previously been considered a niche sector in this country due to the high price of goods,

demand for high-quality, safe products has increased as the country's economy expands and living standards improve. Despite challenges in the wake of the COVID-19 pandemic, and the ensuing economic slowdown in 2020, Vietnam quadrupled its imports of organic food and beverage goods from the United States compared to the

same period last year (Van Tung et al., 2021). Some statistics related to the consumption share of organic product market is given as under in Figure 1.

Vietnam Organic Fertilizers Market: Consumption Share in %, by Organic Residues, 2019

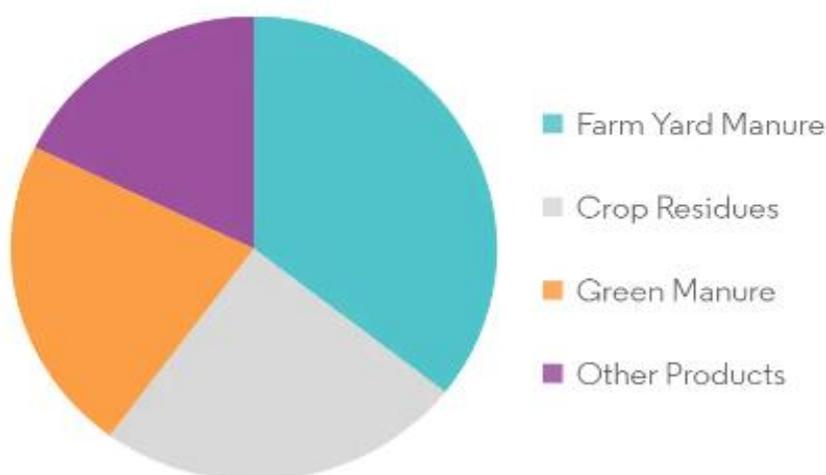


Figure 1: Consumption share of Vietnam organic market

Although the Vietnamese government and some public entities have started to pay attention to organic agriculture development, there are challenges for the industry, and a major lack of awareness in this regard. Thus, the enterprises dealing in organic agriculture products are still unable to make due progress. For this reason, the current study seeks to encourage the production and use of organic agriculture products. The aim of our study is to explore the influences of five perceived product personality traits and their impacts on consumers' IPOAP. The article analyses the mediating impacts of customer satisfaction between perceived product personality traits and consumers' IPOAP. The current study is a gap study on account of its contribution to the literature. Prior to this study, a few studies have addressed the influences of perceived product personality traits on consumers' IPOAP. This study is an initiative to show the role and impact of perceived product personality traits on consumers' IPOAP. It is also a pioneer study of its kind to analyse the influences of analyzing five perceived product personality traits on consumers' IPOAP in the context of Vietnam. The use of customer satisfaction is a mediator between five perceived product personality traits and consumers' IPOAP is a contribution to literature.

The structure of the paper is designed as follows. The second part of the paper analyzes the nexus among perceived product personality traits and consumers' IPOAP on the basis of an in-depth literature review. In the third part, that is, the research design, the process to collect data, and analytical techniques are described. This is

followed by a section highlighting the key implications of the study as well as the study conclusions. Towards the end, the author puts forth a number of suggestions to direct future research works on the subject.

2. LITERATURE REVIEW

Organic agricultural products are produced without using chemicals, synthetic processes, and pesticides with an intention to protect the quality of soil, environmental quality, and health of living beings (H. V. Nguyen et al., 2021). The marketing of organic products is dependent on consumers' satisfaction levels and their intention to purchase the products. The consumers' purchase intention is formed by their perception of the products quality and other features—the perceived product's personality traits, which are designed on the basis of predetermined consumers' perceptions (D. T. Nguyen et al., 2021). The role of perceived product personality traits in consumers' IPOAP has been a topic of several past research studies. Some of these have been cited below.

Products agreeableness is one of the perceived product personality traits which determines a consumers' intention (Dangi to purchase a product (Prentice et al., 2019). Product agreeableness is the tendency or inclination of a product to show care and kindness towards consumers or the public. Organic agriculture products which have no chemical effects, or hazardous influences, protect the health of the consumers who use them, have more agreeableness, that is, they generate feelings of empathy and care for others and can therefore, motivate consumers

to make purchases et al., 2020). A research study by Küster et al. (2017) investigated the Perceived product agreeableness and physical appearance and their influence on individual attitudes and behaviors (purchase intention). The authors analyzed the relationship among the aforementioned factors using a sample of 300 young consumers. PLS technique was applied for analysis. The study reveals that when consumers want low-fat products and organic products that have the ability to reduce or maintain fat, they prefer to purchase these products. Thus, we postulate the following hypothesis:

H1: Perceived product agreeableness has a positive role on the intention to purchase.

Every product is basically invented or produced with an objective to perform a particular task. Consequently, so it is designed and sold in pursuance of this central objective. This is known as products' conscientiousness, and it affects the consumers' intention to purchase the concerned product and retain it with the concerned company. The same holds true in the case of dealing with organic products (Farias et al., 2019). Though the organic products are taken as clean and are preferred for this reason, if they do not fulfil the main objective for which they are being purchased, it adversely affects the consumers' intention to make purchases (Tong et al., 2018). Chaturvedi et al. (2020), conducted a research survey with 640 respondents to explore the Big Five personality traits in products as constructs of organic food purchase intention in the emerging market of India. The results of analysis by CFA and SEM test methods show that the products' personality trait conscientious has a positive association with consumers' IPOAP. Therefore, we postulate the following hypothesis on the basis of literary reviews:

H2: Perceived product conscientiousness has a positive impact on intention to purchase.

According to the opinion of Saraiva et al. (2021), the sustainability of the features of the product like the ability to meet the primary need, accuracy, reliability, care for users, and alignment to consumers' emotions and values is needed to ensure sustainability in purchase intention. Against changing circumstances in organization climate, product design, change of technology, legal and financial issues, and economic conditions, products' ability to align with consumers' emotions, values, and goals must not be changed. A study was conducted by Wang et al. (2019), which analyzes factors affecting organic food purchase intention in developing countries. Three hundred and fifty responses were collected from Kenya, and 331 responses were collected from Tanzania. For validation, confirmatory factor analysis was employed, and with the help of structural equation modelling, the results were analyzed. The study concluded for organic products which have emotional sustainability for the product consumers, there is a high purchase intention of consumers. Hence:

H3: Perceived product emotional stability has a positive impact on intention to purchase.

The study presented by Sagheb et al. (2020), analyzes 13 factors affecting purchasing intention, including five product personality traits, within the context of Iran. Questionnaires were distributed among 384 foreign food product consumers in Iran after applying systematic sampling techniques. They identify the nexus among the understudy constructs. The study implies that when the products are extrovert in meeting the requirements of the products without imparting any negative impact on the health and their surroundings, the consumers show a willingness to keep on buying the same products. A study conducted by de Morais Watanabe et al. (2020) analyzes the association between perceived products personality traits and consumers' IPOAPs. The study examines products extroversion as a product's ability to be energetic, agile, and responsive to customers' demands in performing their function. Customers want good and fast-affecting products. Therefore, when the products are extrovert, they are more inclined to buy. Thus, we can hypothesize:

H4: Perceived product extroversion has a positive impact on intention to purchase.

Product openness to experience is another equally significant dimension of perceived product personality. It plays a significant role in determining the consumer's buying attention for products. Organic products which directly and indirectly affect environmental quality and the health of living beings must have the quality of being open to experience. The products' openness to experience entails the quality to be flexible or changeable according to the changing requirements of customers or changing market trends. When organic companies have a brand image whereby the products are seen as flexible and changeable as required, consumers prefer to be loyal to the company (Lu et al., 2018). A study was conducted by Puska et al. (2018) to investigate the impact of perceived products personality characteristics on consumers' buying intention for the organic food industry. This study concluded that consumers' attitude towards the company, its buying attention, and their loyalty to the brand/product improves when products have openness to experience. Hence:

H5: Perceived product openness to experience has a positive impact on intention to purchase organic products.

According to the arguments of Klein et al. (2019), product perceived agreeableness affects consumers satisfaction and their purchase behaviors. As organic products are considered eco-friendly products and therefore have the ability to agree with the emotions and attitudes of people who are health-conscious, environmentally aware, and caring for others, and for this reason, customers feel satisfied while thinking about using concerned products. The level of their satisfaction towards the organic products motivates them to make large purchases. A study conducted by Ali et al. (2020) examines the relationship among halal brand perceived quality, brand satisfaction, customer trust, and customer loyalty within a holistic framework. The cross-sectional data were collected from

481 Chinese Muslims studying at nine universities located in 3 cities of China with the help of personal and online surveys. The study demonstrated that organic products which are free from such chemicals or substances which is not considered halal are more likely not to satisfy the members of Muslim society or some other group and thus, have a negative impact on consumer's intention to purchase. Hence, it can be hypothesized:

H6: Customers' satisfaction mediates among the product agreeableness and intention to purchase.

Carzedda et al. (2018), presents their arguments for the claims that products' personality trait known as conscientiousness have a significant impact on customers attitude towards products (customer satisfaction) and purchase intention. In their opinion, mostly organic products are purchased to fulfil specific needs. Economic factors and social and environmental features of the products have secondary importance while making purchase decisions. Therefore, the products tendency to meet their primary functions determine the consumer's satisfaction towards the product and their purchase intention. In a literary article, Persaud et al. (2017) analyze the factors affecting behavior vis-a-vis purchasing organic products. The study collected data from 988 Canadian consumers of organic products through an online survey, and structural equation modelling was applied to test the relationship. The study results show that the conscientiousness of the products to undertake their primary functions along with other quality features improves the consumers' satisfaction level towards the products and high satisfaction improves their purchase intention. For this reason, it is hypothesized that:

H7: Customers' satisfaction mediates among product conscientiousness and intention to purchase.

In literary research conducted by Asif et al. (2018), on analysis of determinants affecting organic food purchasing intentions, the researcher analyze the products perceived personality trait, emotional stability, the customer's satisfaction, and purchase intention. Data were taken from 271 respondents from Pakistan, 245 respondents from Turkey and 220 respondents from Iran. For data analysis, the structural equation modelling was applied. The study highlights that the products which have emotional stability and do not contradict the consumers' emotions, values, and desires regarding the products; the consumers feel satisfied that they are getting products according to wish and will have the same quality in future, this satisfaction and trust improves the consumers' purchase intention. A study by Ardizzone et al. (2019) examines shows even if circumstances change as long as the product continues to execute its functions at a high level, consumers believe they are not wasting their money and are more likely to acquire the product. On the basis of authors' views, it can be hypothesized that:

H8: Customers' satisfaction mediates between the product emotion stability and intention to purchase.

Empirical research by Sun et al. (2018), identifies and explores the relationship between the products personality traits, consumers attitudes towards green buying, and intention to purchase green products. For data collection, a survey questionnaire technique was used, and Chinese consumers were targeted as the respondents. Data were examined with SPSS and Smart PLS 2.20. The study examines green (organic) products' extroversion and its impact on the market. The study concluded that when the products are energetic in performing their functions, responsive to the consumers' needs, and have the ability to gain popularity among consumers because of their green features, they are able to ensure customer trust and satisfaction. The emotional and cognitive satisfaction of consumers turns into their willingness to purchase green (organic) products. In literary research, Samant et al. (2019) present their arguments regarding the association between products extroversion, consumers' satisfaction towards organic products and the consumers' intention to purchase. This study concludes that the existence of personality traits like extroversion in organic products stirs consumers' satisfaction, confidence, and purchase intention. Based on the above discussion, we can postulate the following:

H9: Customers' satisfaction mediates between the product extroversion and intention to purchase.

The customers' satisfaction level denotes their positive thinking towards the quality of the product or services provided as well as the price factor. The intention of the consumers to buy products or stay with the same company is dependent on their thinking towards the products and company conduct. In the modern world, innovation and green improvement is a necessary element in marketing. The products which are flexible and open to experience are more innovative. The satisfaction of the consumers in regards to product quality improves if it is shown that products are able to change with changes in market trends. This increased satisfaction motivates consumers to make purchases. The study conducted by Yu et al. (2021), organic food image and customers developing behavior is related to consumer trust and buying intention. Two hundred sixty-nine customers of organic food enterprises in the southwest of China were selected as samples for analysis. The study results show that when organic products are open to experience, consumers experience high level of satisfaction and are more willing to make purchases. Thus, it can be hypothesized:

H10: Customers' satisfaction mediates among the product openness to experience and intention to purchase.

3. RESEARCH METHODOLOGY

The researchers investigate the relationship between product quality features and IPOAP while investigating the mediating role of customer satisfaction among the nexus of product quality features and IPOAP in Vietnam. The present study has adopted questionnaires to collect data from the health sector of Vietnam. The employees who are monitoring the purchaser intention towards the healthy

products of the health department are the respondents of the study. Purposive sampling was used to select the respondents, and physical visits were used to distribute the questionnaires. A total of 1125 surveys were distributed, but after ten days, only 758 surveys have received which indicates a 67.37 per cent response rate.

The current study employed the smart-PLS to analyze the constructs and item's reliability and association among constructs. It provides effective results when the "large sample size" and "complex framework" are used by the researchers (Hair et al., 2019) as the current study has used

a large sample size and complex framework. In addition, five predictors were used by the current study that is, as agreeableness (AG) with five items, conscientiousness (CN) with eight items, extroversion (EX) with three items, emotional stability (ES) with twelve items and open to experience (OE) with four items that are adopted from the study of Guido et al. (2010). In addition, the current study also used customer satisfaction (CS) as the mediating variable with six items and intention to purchase organic agricultural products (IPOAP) with ten items. These variables and their linkages are shown in Figure 2.

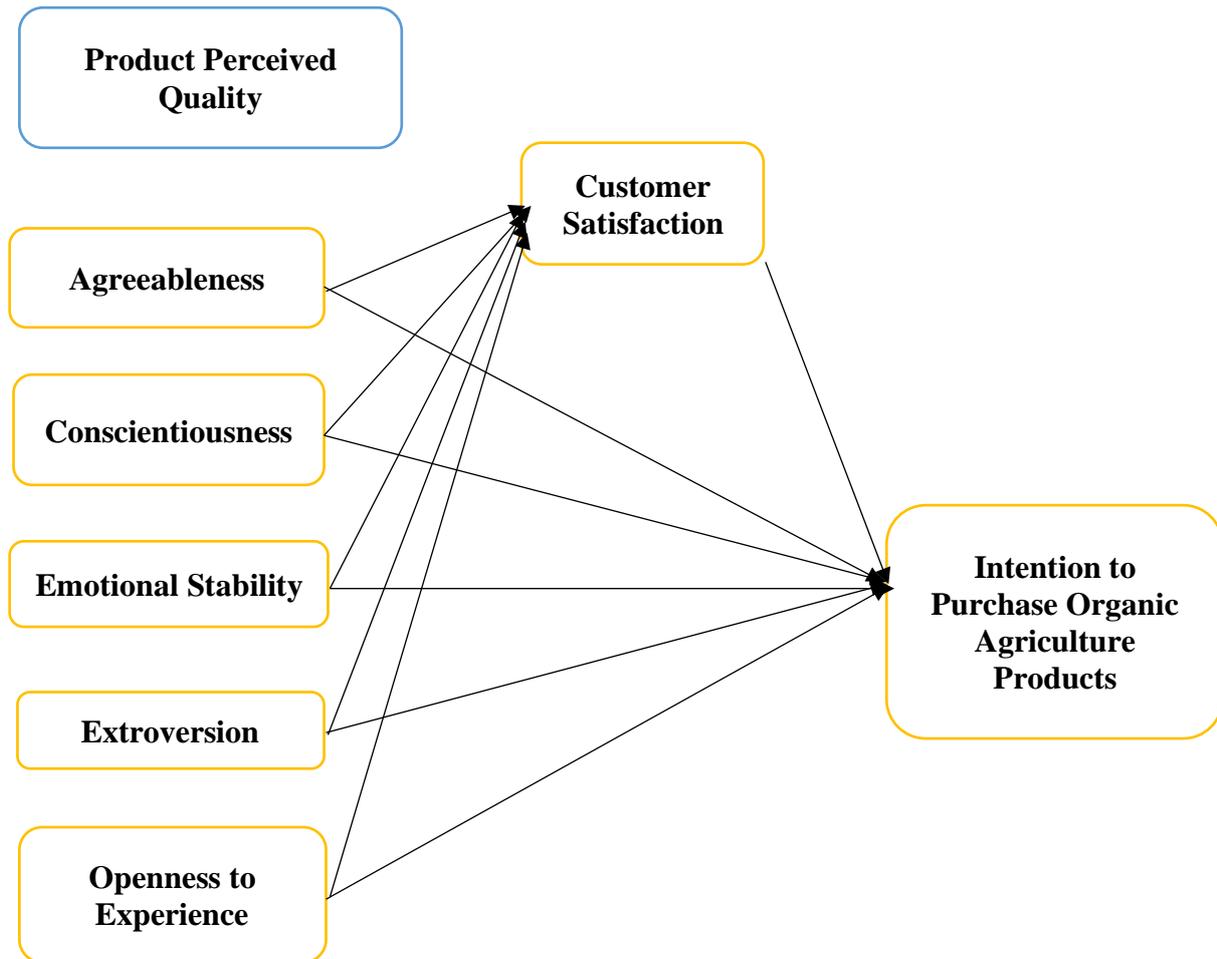


Figure 2: Theoretical model

4. RESEARCH FINDINGS

The findings section highlighted the correction between the items of the selected constructs known as convergent validity. The figures highlighted that composite reliability (CR) and Alpha values are bigger than 0.70, and results also reveal that average variance extracted (AVE) along with loadings values are also higher than 0.50. These results indicate that convergent validity is a valid and high association between items. Table 1 shows these results.

The findings section has highlighted the correction

between the selected constructs which is known as discriminant validity. "Fornell Larcker" with "cross-loading" were used to test the nexus among predictors. The figures highlighted that the values that indicated the association with construct itself are not lower than the values that indicated the nexus with other variables. These results indicated that discriminant validity denotes a valid and low association between constructs. Table 2 and Table 3 depict these results.

Table 1: Convergent validity

Constructs	Items	Loadings	Alpha	CR	AVE
Agreeableness	AG1	0.908	0.913	0.939	0.793
	AG2	0.851			
	AG3	0.893			
Conscientiousness	AG5	0.910	0.881	0.906	0.548
	CN1	0.741			
	CN2	0.807			
	CN3	0.785			
	CN4	0.751			
	CN5	0.622			
	CN6	0.771			
	CN7	0.771			
Customer Satisfaction	CN8	0.655	0.860	0.896	0.590
	CS1	0.797			
	CS2	0.833			
	CS3	0.735			
	CS4	0.749			
	CS5	0.807			
Emotional Stability	CS6	0.677	0.907	0.922	0.519
	ES1	0.731			
	ES11	0.686			
	ES12	0.700			
	ES2	0.731			
	ES3	0.629			
	ES4	0.724			
	ES5	0.775			
	ES6	0.772			
	ES7	0.733			
	ES8	0.722			
	ES9	0.708			
Extroversion	EX1	0.641	0.746	0.811	0.592
	EX2	0.849			
	EX3	0.803			
Intention to Purchase Organic Agriculture Products	IPOAP1	0.685	0.893	0.913	0.539
	IPOAP10	0.732			
	IPOAP2	0.722			
	IPOAP4	0.716			
	IPOAP5	0.756			
	IPOAP6	0.753			
	IPOAP7	0.756			
	IPOAP8	0.720			
	IPOAP9	0.766			
	Openness to Experience	OE1			
OE3		0.747			
OE4		0.717			

Table 2: Fornell Larcker

	AG	CN	CS	ES	EX	IPOAP	OE
AG	0.891						
CN	0.325	0.741					
CS	0.186	0.495	0.768				
ES	0.349	0.650	0.647	0.720			
EX	0.084	0.108	0.310	0.256	0.769		
IPOAP	0.341	0.671	0.654	0.711	0.252	0.734	
OE	0.230	0.463	0.501	0.533	0.274	0.624	0.777

In addition, the latest approach such as Heterotrait Monotrait (HTMT) ratio was also used to test for discriminant validity. The figures highlighted that the values are lower than 0.85. These results indicate that discriminant validity is in favor as it shows low association between constructs. Table 4 shows these results.

The structural modelling shows the direct association first, and the results indicate that product quality features except extroversion have a positive and significant association with IPOAP in Vietnam and therefore, we accept H1, H2, H3 and H5. However, the results also indicated that extroversion has an insignificant association with IPOAP in Vietnam and therefore, the study rejects H4. Table 5

shows these results.

Table 3: Cross-loadings

	AG	CN	CS	ES	EX	IPOAP	OE
AG1	0.908	0.307	0.163	0.309	0.078	0.296	0.196
AG2	0.851	0.267	0.130	0.326	0.042	0.272	0.161
AG3	0.893	0.289	0.177	0.304	0.077	0.329	0.251
AG5	0.910	0.294	0.187	0.309	0.099	0.313	0.203
CN1	0.239	0.741	0.331	0.433	0.035	0.456	0.298
CN2	0.266	0.807	0.404	0.565	0.085	0.570	0.397
CN3	0.296	0.785	0.376	0.486	0.113	0.497	0.291
CN4	0.306	0.751	0.357	0.441	0.084	0.494	0.310
CN5	0.162	0.622	0.365	0.476	0.065	0.500	0.322
CN6	0.226	0.771	0.333	0.459	0.036	0.479	0.382
CN7	0.255	0.771	0.377	0.464	0.064	0.491	0.356
CN8	0.167	0.655	0.375	0.503	0.150	0.467	0.375
CS1	0.156	0.438	0.797	0.591	0.238	0.578	0.375
CS2	0.140	0.369	0.833	0.446	0.296	0.441	0.384
CS3	0.154	0.414	0.735	0.439	0.199	0.476	0.390
CS4	0.147	0.356	0.749	0.534	0.223	0.538	0.366
CS5	0.119	0.325	0.807	0.412	0.253	0.405	0.351
CS6	0.133	0.357	0.677	0.509	0.217	0.526	0.427
ES1	0.195	0.499	0.575	0.731	0.197	0.655	0.395
ES11	0.323	0.456	0.371	0.686	0.139	0.503	0.340
ES12	0.301	0.462	0.405	0.700	0.107	0.522	0.294
ES2	0.258	0.561	0.436	0.731	0.223	0.659	0.409
ES3	0.168	0.372	0.472	0.629	0.231	0.516	0.399
ES4	0.240	0.453	0.540	0.724	0.203	0.572	0.419
ES5	0.272	0.480	0.441	0.775	0.239	0.632	0.342
ES6	0.224	0.458	0.524	0.772	0.199	0.636	0.482
ES7	0.247	0.482	0.544	0.733	0.194	0.634	0.448
ES8	0.245	0.411	0.367	0.722	0.169	0.512	0.315
ES9	0.332	0.502	0.374	0.708	0.097	0.527	0.332
EX1	0.094	0.143	0.190	0.176	0.641	0.218	0.195
EX2	0.048	0.004	0.281	0.233	0.849	0.200	0.242
EX3	0.057	0.119	0.235	0.176	0.803	0.162	0.188
IPOAP1	0.210	0.422	0.502	0.500	0.216	0.685	0.364
IPOAP10	0.262	0.514	0.495	0.628	0.184	0.732	0.564
IPOAP2	0.287	0.498	0.487	0.618	0.207	0.722	0.623
IPOAP4	0.230	0.483	0.474	0.587	0.185	0.716	0.472
IPOAP5	0.268	0.521	0.446	0.595	0.145	0.756	0.554
IPOAP6	0.205	0.542	0.500	0.598	0.188	0.753	0.411
IPOAP7	0.244	0.538	0.497	0.591	0.213	0.756	0.393
IPOAP8	0.262	0.450	0.475	0.597	0.185	0.720	0.333
IPOAP9	0.278	0.453	0.448	0.634	0.144	0.766	0.366
OE1	0.288	0.422	0.486	0.498	0.220	0.592	0.860
OE3	0.132	0.289	0.323	0.307	0.265	0.392	0.747
OE4	0.077	0.352	0.331	0.411	0.162	0.440	0.717

Table 4: Heterotrait Monotrait ratio

	AG	CN	CS	ES	EX	IPOAP	OE
AG							
CN	0.362						
CS	0.206	0.563					
ES	0.390	0.723	0.711				
EX	0.111	0.178	0.413	0.328			
IPOAP	0.375	0.753	0.735	0.791	0.333		
OE	0.268	0.589	0.636	0.658	0.417	0.776	

The structural modelling shows the direct association first, and the results indicate that product quality features except extroversion have a positive and significant association with IPOAP in Vietnam and therefore, we accept H1, H2,

H3 and H5. However, the results also indicated that extroversion has an insignificant association with IPOAP in Vietnam and therefore, the study rejects H4. Table 5 shows these results.

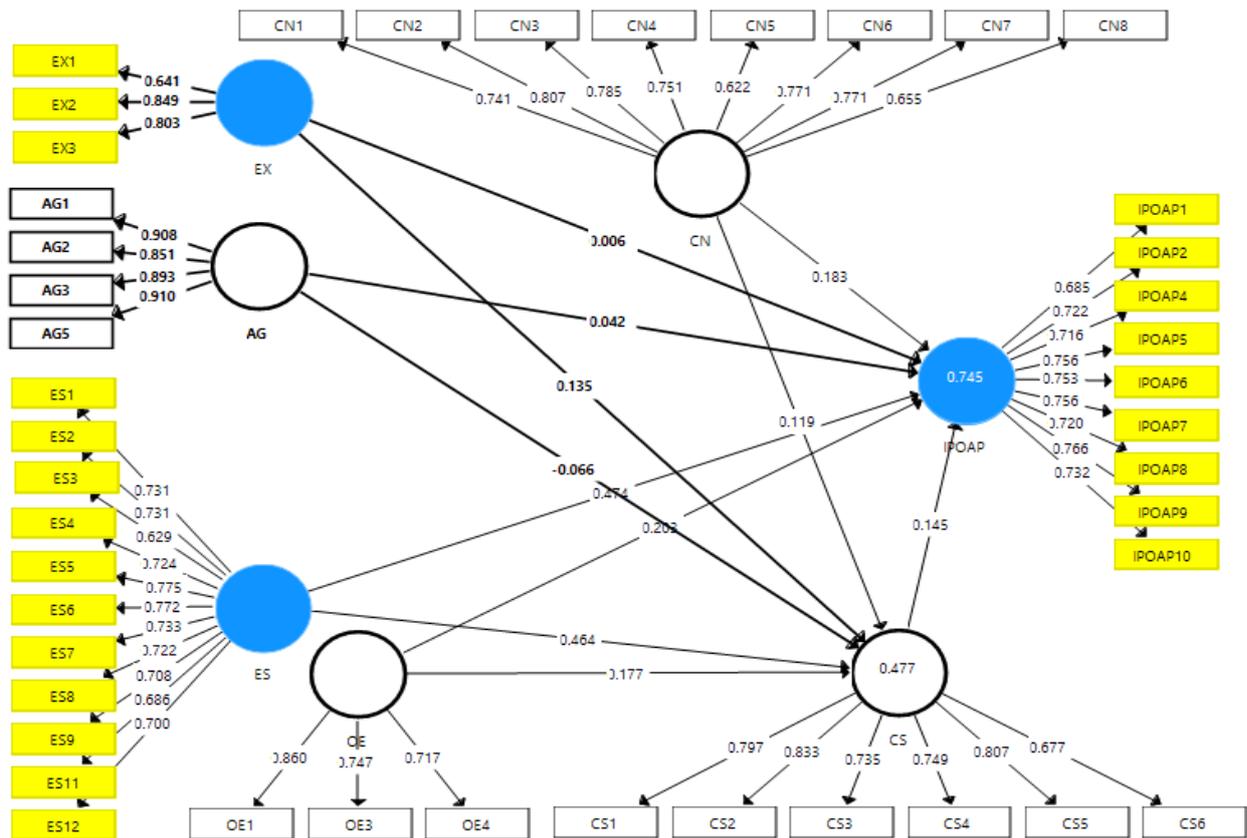


Figure 3: Measurement model assessment

Table 5: Direct path

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
AG -> IPOAP	0.042	0.019	2.243	0.027	0.005	0.076
CN -> IPOAP	0.183	0.029	6.351	0.000	0.136	0.231
CS -> IPOAP	0.145	0.030	4.845	0.000	0.086	0.193
ES -> IPOAP	0.474	0.029	16.378	0.000	0.417	0.533
EX -> IPOAP	0.006	0.020	0.309	0.758	-0.035	0.039
OE -> IPOAP	0.203	0.032	6.435	0.000	0.143	0.257

The structural modelling also shows the indirect association and the results reveal that customer satisfaction significantly and positively mediates among the

associations of product quality features and IPOAP in Vietnam and therefore, the study accepts H6 to H10. Table 6 shows these results.

Table 6: A mediation analysis

Relationships	Beta	S.D.	T Statistics	P Values	L.L.	U.L.
AG -> CS -> IPOAP	0.010	0.003	2.758	0.007	0.016	0.093
OE -> CS -> IPOAP	0.026	0.008	3.400	0.001	0.013	0.040
ES -> CS -> IPOAP	0.067	0.017	4.024	0.000	0.036	0.099
CN -> CS -> IPOAP	0.017	0.006	2.929	0.004	0.007	0.030
EX -> CS -> IPOAP	0.020	0.006	3.383	0.001	0.010	0.031

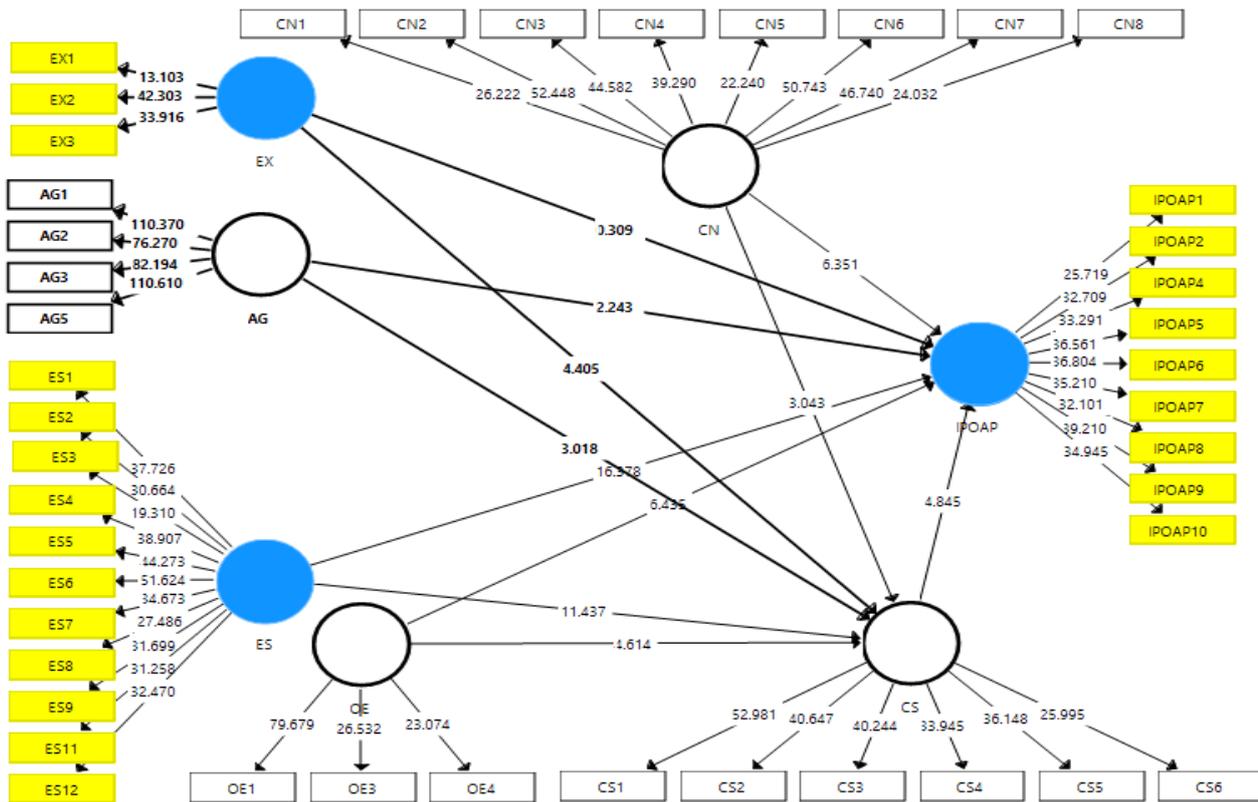


Figure 4: Structural model assessment

5. DISCUSSION AND IMPLICATIONS

The results point to a positive association between agreeableness, the dimension of perceived product personality and IPOAP. These results are supported by the past study of [Prentice et al. \(2019\)](#) which shows that when products have the ability to satisfy the emotions of consumers and are able to care for their surroundings and health, IPOAP increases. The results indicate the existence of a positive association between conscientiousness, the dimension of perceived product personality and IPOAP. These results are supported by the past study of [Konuk \(2018\)](#), according to which, if organic products like organic food, organic medicine, and energy products from organic agriculture can fulfil the main objective, the consumers' intention to purchase these products increases. The results show that there is a positive association between emotional stability, the dimension of perceived product personality and IPOAP. These results are in line with the past study of [Saleki et al. \(2019\)](#), where the results similarly show that when consumers have a perception of products' emotional stability, they feel inclined to purchase. The current results show that there is a positive but insignificant association between extroversion and IPOAP. These results agree with the study of [Ventre et al. \(2020\)](#), which implies that the highly exported organic products sometimes not giving positive and fast results in developing consumers purchase intention. The results revealed that there is a positive association between perceived product personality dimension, openness to experience and IPOAP. These results match with the

results of a study by [Hansen et al. \(2018\)](#), which focuses on the quality of the product of openness to experience for attracting high purchase intention in the case of organic products.

The study results have also indicated that customer satisfaction is a mediator between product agreeableness and IPOAP. These results are in line with the past study of [Ghali \(2020\)](#), which suggests that products' ability or tendency to empathize and care for users and others enhances consumers' satisfaction and motivates them to make a purchase. The results indicate that customer satisfaction mediates between product conscientiousness and IPOAP. These results match with the study of [Le-Anh et al. \(2020\)](#), which shows that the fulfilment of the main objective of the products satisfies the consumers, which results in enhanced purchase intention. The results indicate that customer satisfaction mediates between product emotional stability and IPOAP. These results are in line with the past study of [Carfora et al. \(2019\)](#), which shows that even in the face of changing circumstances, if the product still performs its functions with the same potential, consumers feel they are not wasting their money and therefore, tend to purchase the products. It has also been indicated by study findings that customer satisfaction is a mediator between product extroversion and IPOAP. These results are in line with the past study of [Aschemann-Witzel et al. \(2019\)](#). The results of this study also show that organic product extroversion has a positive impact on customer satisfaction, and the customers' satisfaction shapes their intention to purchase. The results indicate that

customer satisfaction mediates between product agreeableness and IPOAP. These results are supported by the past study of Barari et al. (2021), who argue that customer satisfaction is improved by the flexibility of products and that it leads to an increase in consumer intention to purchase these products.

The current study has both theoretical and empirical implications. This study makes a significant contribution to the literature. The study demonstrates the significance of perceived products personality in terms of marketing and developing customers' loyalty. The study analyzes five perceived product personality traits and their influences on consumers' IPOAP. This is one of the initial struggles to describe the mediating influences of customer satisfaction on the association between the five perceived product personality traits to purchase organic agriculture products. For these reasons, this study is a valuable addition to existing literature. The current study also has great significance in emerging economies like Vietnam. This study elaborates on how to promote the enterprises dealing in organic agriculture products enhancing the consumer intention. This study guides the management in the organic industry as well as other industries in general on how they should design their policies to retain existing customers and attract new ones towards their products. This study is suitable for policymakers while they are formulating policies related to the IPOAP. The study suggests that with the effective implementation of perceived product personality traits, the consumers' IPOAP can be increased.

6. CONCLUSION AND LIMITATIONS

The current study was conducted to explore how perceived product personality traits, determine consumers' IPOAP. It was also conducted with a view to analyze the influences of five perceived product personality traits on consumers' IPOAP. The study applied the quantitative research method. It did so by acquiring data pertaining to five perceived product personality traits and their influences on consumers' IPOAP from Vietnam. The results indicated that when items can fulfil consumers' emotions while also caring for the environment and their health, their desire to buy organic agriculture products grows. The results showed that if organic products from organic agriculture can achieve the main goal, consumers' willingness to buy them increases. The results indicated that with the development of emotional stability in organic agricultural products, consumers prefer to purchase the same products. The results showed that organic agriculture products which have quick response-ability in performing their functions while serving the consumers, can catch customers' intentions. Similarly, the quality of the product to be open to new experiences is useful for attracting high purchase intention for organic products on the part of consumers. The study results showed that the effective implementation of perceived product personality traits improves customers' satisfaction which, in turn, brings about a remarkable increase in the consumers' IPOAP.

Despite its theoretical contributions, there are a number of limitations of the current study. These limitations must be removed for a more comprehensive, general, and valid study in the future. First of all, the study analyzes only the influences of product personality traits on consumers' IPOAP. Thus, the study is not comprehensive, and the authors in future must analyze the additional possible factors which can affect consumers' IPOAP. Secondly, this study has selected Vietnam as a country to examine influences of five perceived product personality traits on consumers' IPOAP. Therefore, findings from this study may not be valid in other developing or developed countries because of the change in economic conditions. For a general study, the future must analyze both developing and developing economies.

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