

**Investigation Factors of Brand Personality Affecting on Purchase Intentions Towards Authentic Agricultural Products in Vietnam**

**Tuong-Vi Thi Tran<sup>1,2</sup>, Quang Nhut Ho<sup>1,2</sup>, Nhu-Ty Nguyen<sup>1,2,\*</sup>, Truong-Phuc Le<sup>3</sup>, Hoai-Anh Duc Nguyen<sup>4</sup>**

*<sup>1</sup>School of Business, International University, Vietnam*

*<sup>2</sup>Vietnam National University HCMC, Quarter 6, Linh Trung ward, Thu Duc City, HCMC, Vietnam*

*<sup>3</sup>Inspectorate Department of Ho Chi Minh City, Department of Industry and Trade Vietnam, Vietnam*

*<sup>4</sup>University of Foreign Languages - Information Technology, Ho Chi Minh City, Vietnam*

*\*Corresponding author: nhutynguyen@hcmiu.edu.vn, nhutynguyen@gmail.com*

**ABSTRACT.** This study investigates how theoretical framework for brand personality ([1]) influence on authentic agricultural products purchase intention. The model is operationalized by a quantitative method process with SPSS and AMOS software. The survey was completed by 627 persons. Multiple regression demonstrated the factors of brand personality, brand equity; brand authenticity are important predictors of consumer purchase intention for authentic agricultural products. Consumer preference as the mediator, with a positive weight, explains the purchase intention. The results are also analyzed in different circumstances by monthly income and residence area in Vietnam. This study helps marketers examined how Vietnamese customers view their brands and their rivals therefore what competitors of these authentic agricultural brands can do to enhance the customer purchase intention. The purchase intention findings may be used to identify those brand personality attributes that appear to be most essential in explaining customer preferences.

## I. INTRODUCTION

Branding is one of the most important factors of achieving successful brand in enterprise. The brand offers a warranty, a trustworthy relationship ([19]), and a promise to the customers. Nowadays, marketers have been starting to exploit the authenticity as a positioning of a brand

---

Received: Mar. 25, 2023.

2020 Mathematics Subject Classification. 91B74.

Key words and phrases. brand personality, purchase intention, brand equity, consumer preference.

approach and an attractive product and we have entered the "Age of Authenticity," so it is critical to grasp the relevance of the authenticity on client habits, view it like the greatest means for interaction involving clients and businesses ([21]).

Purchase intent, or clients's proclivity or inclination to purchase a specific item or service in the future, can indicate the likelihood of purchase. Previous research on predicting elements such as consumption behaviour, ([39]), turnover intention ([27]), continuance intention ([23]), entrepreneurial intention ([7]), ([17]), ([6]), ([18]), purchase decision ([2]), purchase intention ([9]), ([38]), have been conducted in a variety of theoretical and practical contexts. However, there has been limited prior study on the brand personality influence on agricultural product purchase intention ([34]), ([33]), and there has been no research on the effect of brand personality on this willingness for the authentic market in Vietnam.

Consequently, the article aim is to better understand the links between brand personality perceptions and purchasing intentions for real agricultural products. Finally, the findings of this study could be used to help genuine agricultural enterprises have a thorough understanding of their customers. This study integrates with past researches in a relevant subject to assist organizations in developing business strategies and capturing consumers perspectives in the Vietnamese environment.

Regarding the situation of authentic products in Vietnam, the influence of celebrity consumption has a significant impact on the consumption behavior of Vietnamese people. A study was conducted on the consumption behavior of Vietnamese individuals towards famous fashion brands in Vietnam. Research variables are built; These include: the attractiveness of the product to consumers, the technical skills in using reason or emotion to perform consumer behavior, the reputation of the business and the brand representative, the association related to the items customers have ever consumed or to their lifestyle characteristics and behavioral intentions. With a total of 252 interviews conducted, the authors came to the conclusion that the reputation of the business and the brand representative; as well as similarity to the products they come into contact with every day plays an important role in consumer intention. Other variables do not have a positive influence on the consumption behavior of Vietnamese consumers studied ([26]).

Another study by a group of authors at Banking University, Vietnam studied the relationship between the factors: Authenticity, Customer Satisfaction and Brand Equity. The authors, after studying the model, have come to the conclusion that the brand value of the product and the customer's satisfaction is one of the main factors affecting the Authenticity of the product. Through

the model, businesses can market their products to consumers based on the value of their products rather than external factors ([43]).

## II. LITERATURE REVIEW

*Brand Personality* symbolizes a collection of human-like features of a specific brand ([1]). Comparable to "big five" human personality model ([32]), brand personality is measured in five categories according to each person's personality. According to ([1]), the human-like five-factor features identifies five aspects of brand personality in America: Sincerity (e.g., down-to-earth, genuine, sincere, and honest), excitement (e.g., daring, exciting, imaginative, and trendy), competence (e.g., spiritually enlightened, dependable, protected, and optimistic), sophistication (e.g., glamorous, upper-class, good looking, and enchanting), and ruggedness (e.g., hard, adventurous, male, and west). Aaker's methodology is so popular that most academic publications have used it since 1997. Each country has its own adaptation ([40])... Although they share the same methodology, the studies differ in three main points: Methodology used, aspects found, and conclusions. In the study of ([40]), a dimension called gender was found. In another study conducted by ([44]), 7 factors were found including: Professionalism, persistence, affection, sincerity, sophistication, sophistication and success. In addition, the brand personality dimensions show that there are differences between men and women. The study found that women rate brands more highly for style and success, while men value durability and professionalism more highly. The three aspects of ([44]) that correspond to Aaker's results are certainty, sophistication and sincerity.

Brand personality can be defined by an individual's feelings of love or hate towards a brand. Image and attitude of brand are closely related to brand equity. High brand value will make customers feel more loved, thereby increasing sales. So, brand personality is a component of brand identity that contributes to brand equity. Brand personality is also an essential component of marketing because shoppers tend to choose products with which they are already known, rather than deep-seated product attributes. Over time, brand images are stored in the consumer's brain. When it comes to purchasing decisions, consumers use stored data to make decisions ([44]). Therefore, a unique, different brand image will help consumers remember data better, thereby creating better brand equity. This shows that brand personality is a contributing factor to a company's success. But, brand personality is not well understood in terms of importance and benefits for a business. However, the influence of brand personality is different for different product groups. Although the brand personality

effect is greater than product features for items with limited interaction, with high-interaction products, product attributes have a greater influence. higher benefit. Besides, some aspects of brand personality such as competence, loyalty... are important factors for predicting customer satisfaction ([40]). Aaker (1997) ([1]) explained why some companies use their aspects to build their individuality. Several brands, for example, have turned to genuine or authentic to create brand identity. Some companies also use these phrases in their slogans such as: Dockers Authentic, Genuine Jockey Comfort... Excitement is an effective feature with sports products, cosmetics... Dynamic avatar images will help customers feel better than weak, boring images.

*Brand Equity* can be defined as the value added by products and services ([15]). The Institute of Marketing Science defines brand equity like the combo of associations and behaviors of customer and company allowing a brand to reach more customers and more profit than otherwise ([12]). Value of a company or a product can be equalized or subtracted from the brand. Another study describes brand equity as a combination of liability and brand equity connected with a known to partners brand or symbol. These assets or liabilities are associated with that brand's name or logo. In the event of a change in the name or logo of the brand, the total assets and liabilities may be affected or disappeared, although the move to the new logo has been widely publicized. Also, it can be considered as the added value from products and services ([15]). The approach customers perceive, feel, and conduct toward a brand reflects its equity and thereby make purchasing decisions, it is reflected in the revenue and profit that the product or brand makes. bring to the company. It also creates a difference that helps consumers choose that brand over other brands, even though the products have similar characteristics and properties. Brand equity is stored in the hearts and minds of consumers. While brand equity is important, it is only part of the success of a brand and company. It is most important to understand that brand equity is an intangible asset created by promoting communication.

Brand equity can simply be understood as the value created from the brand, thanks to its name that can create emotions, connect with consumers' thoughts. Brand equity creates a competitive advantage for the company. First, a big brand creates the foundation to produce new products. Second, a good brand value will help the company to overcome the crisis, develop the business quickly or orient the consumer trend ([20]). Brand equity can generate large cash flows for a company in a variety of ways. First, it helps the company attract more new customers or re-engage departed customers. Second, it helps to increase the loyalty level of a customer. Third, brand equity

helps companies improve profit margins by limiting promotions. Fourth, brand equity makes it easier for companies to expand their business. Fifth, brand equity is the foundation to help distributors expand their business, giving them a competitive advantage over other competitors. Nowadays, the level of market competition is increasingly fierce, especially in the retail sector. Understanding the brand value is a premise for the company to be able to allocate resources more effectively. Brand equity can be broken down into a set of brand equity, also known as brand equity dimensions. These brand value aspects are the bridge between overall brand value and marketing activities. According to ([29]) effective brand values need to be identified and enhanced, ineffective brand values need to be adjusted or eliminated. Managers need to distinguish effective or ineffective values to better adjust and enhance business value

*Consumer Preference* has a significant impact in the business operation of business. The main marketing activities in the market are eager to reach and exploit Consumer Preference to make their products and services successful in the market. Products that are popular with the masses are always attractive research objects in the market. However, many studies focus on the core values of products, brands and corporate image rather than on consumer attributes.

Byrne (2020) ([10]) demonstrated that consumer preferences are based on real experiences where they can see the value of the product consumption process directly. Consumer preferences can be born even if the customer has never used the product before. He also affirmed the indispensable role of Consumer Preference research in product marketing and brand development. Real-life product experiences are important ways to affirm the value of products to the process of exploiting customer needs. This information is quickly transferred to the brain and remembered because they stimulate the consumer's desire to buy goods. Consumer preferences consist of a series of different responses, both subjective and objective, from the outside. This is a transition between consumer experience and consumer preferences; and the product description process no longer plays an important role in shaping consumer preferences. Consumption experiences help drive the consumer advocacy process to come alive; easily enter the consumer's subconscious and become a reliable source of information ([16]).

Consumer preferences carry the characteristics of individual tastes or people who are in demand for a certain product or product. Each product has unique features and values through their use. Today, as consumers favor a variety of versatile and highly applicable products that are gradually dominating the market, the study of Consumer preferences becomes more important than ever.

Especially when the technology revolution occurs, consumers become easily accessible to ready-made goods to meet their needs without going through intermediary sales channels like in the past ([10]).

*Purchase Intention:* Intentions are represented by various derivatives such as motivation to act, willingness to exert effort, or level of effort to achieve a goal. Consumption intention indicates the extent as well as the ability of consumers to be willing to spend money to purchase a specific item in the coming ([34]). The consumer's consumption decisions most fundamentally describe the attitude to consume a certain product with the level of willingness to pay; or similar as a sign of purchasing behavior. The consumer behavior of customers often determines their intention to consume ([5]).

Many studies have demonstrated a positive correlation between consumption intention and purchase decision. In which, the intention to consume becomes the motive for an individual to buy a good. In the process of analyzing consumer behavior, consumer intent plays an important role in orienting consumers to products that satisfy their needs. This process is developed gradually from the previous recognition of the product and when the memory again arises, the consumer often decides to buy that good because it is considered as information coming from the product itself. their basic subconscious ([25]). Ordinary consumers will look for product features to consider whether the product really meets their needs or not before committing to consumption behavior. However, this consideration is greatly influenced by prior cognitive processes; entails product perception biases rather than a highly rational decision. Currently, the methods are mainly done through the Internet or advertising on social media where they regularly access to find out information ([45]).

*Authentic Products:* In 2019, Cinelli and LeBoeuf (2020) ([11]) conducted product authenticity research; based on the relationship between the producer company and the consumer on the meaning of the product authenticity and quality of that product with the consumer's desire to consume. They concluded that product authenticity is a directional process rather than a random judgment of consumers towards a company's product and brand. It affirmed that product authenticity must be accompanied by quality and the message that the manufacturing company orients in their products. Further, authors showed the process of formation of authenticity based on product's intrinsic value rather than the successful marketing process of enterprises; These internal values are confirmed by consumers and trusted into the product. Product authentication based on higher quality brands are normal or new brands appearing in the market. However, this study has not given an

overall picture of the properties of product authentication but only describes its identity characteristics ([11]).

Another study ([36]) raised the issues of product authentication in an overall environment of a human; rather than a single concept. Through the Base Entity Correspondence, the authenticity is defined based on consumer awareness based on properties: identification, distinction and integration of factors in the brand context and characteristics products in consumers' feelings.

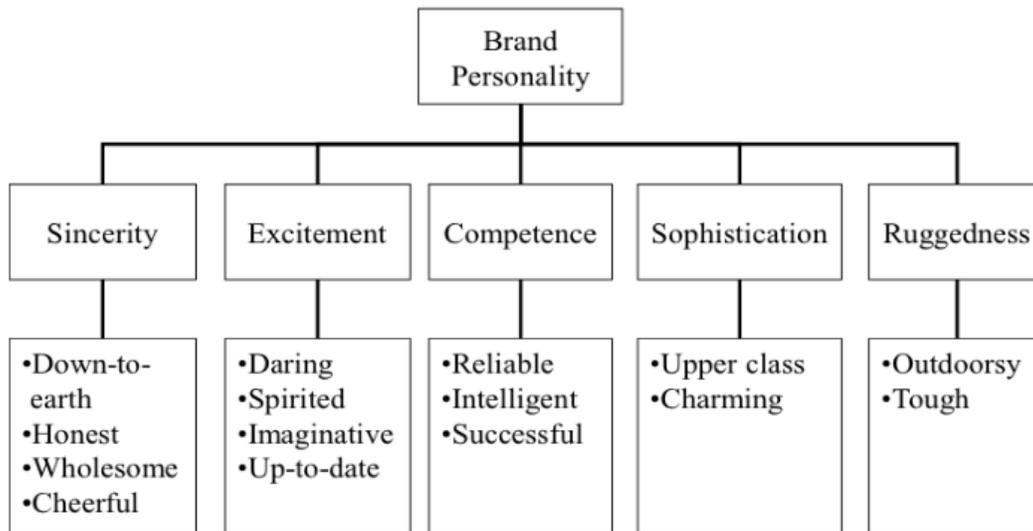
The characteristics of Authentic Products have been published and defined overall by three researchers ([37]). Not only do they provide a clear definition, but the authors also associate Authentic Products with the general characteristics of consumers' consumption. The definition is given more from a consumer perspective rather than an academic one. Authentic Products are developed based on consumer experiences of structured and synthetic authenticity; the research process gives a meaning related that includes the following research elements: Accuracy, Integrity, Connectedness, Legitimacy, Proficiency and Originality:

Table 1: Elements of Authenticity

Component	Definition
1. Accuracy	The extent to which a provider is perceived as transparent in how it represents itself and its products and/or services and, thus, reliable in terms of what it conveys to customers.
2. Connectedness	The extent to which a customer feels engaged, familiar with, and sometimes even transformed by a source and/or its offering.
3. Integrity	The extent to which a provider is perceived as being intrinsically motivated, not acting out of its own financial interest, while acting autonomously and consistently over time.
4. Legitimacy	The extent to which a product or service adheres to shared norms, standards, rules, or traditions present in the market.
5. Originality	The extent to which a product or service stands out from mainstream offerings present in the market and does so without unnecessary embellishments.
6. Proficiency	The extent to which a provider is perceived as properly skilled, exhibiting craftsmanship and/or expertise.

(Source: ([37]))

*Brand personality theoretical framework* ([1]) with five categories according to each person's personality. According to ([1]), the human-like five-factor features identifies five aspects of brand personality in America: Sincerity (e.g., down-to-earth, genuine, sincere, and honest), excitement (e.g., daring, exciting, imaginative, and trendy), competence (e.g., spiritually enlightened, dependable, protected, and optimistic), sophistication (e.g., glamorous, upper-class, good looking, and enchanting), and ruggedness (e.g., hard, adventurous, male, and west) ([13]).

Figure 1: *Brand personality theoretical framework* ([1])

### *Brand personality and purchase intention*

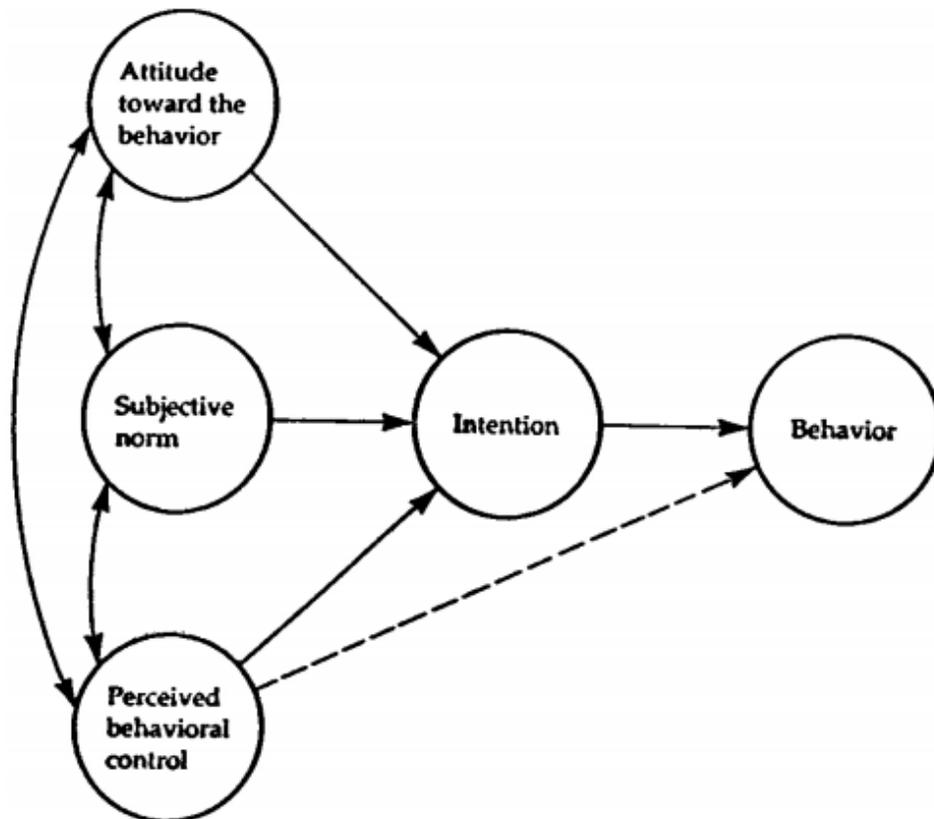
Consumers prefer to make purchase decisions based on pre-formed brand pictures in their brains rather than on original traits or characteristics of the product itself, making brand personality one of the most essential concerns in marketing ([14]). The significance of a brand's stored memories in customer decision-making has been widely recognized ([30]). Through period, brands establish strong connections in the minds of customers, allowing them to retrieve information stored in their thoughts in order to make decisions: once retrieved, the knowledge gives a cause to purchase the product ([1]). Through period, brands establish strong connections in the minds of customers, allowing them to retrieve information stored in their thoughts in order to make decisions: once retrieved, the knowledge gives a cause to purchase the product. In conclusion, brand personality is seen as a key aspect in terms of preference and choice for a business' success. Nonetheless, the significance of brand personality and its impact on purchase intent has not been well recognized. According to several research, brand personality qualities, independent of product category, have a considerable effect on brand selection ([30]).

*Theory of Planned Behavior* ([1]): A crucial aspect in the theory of planned behavior, as in the original theory of reasoned action, is the person purpose to undertake a certain activity. Intentions are thought to convey the motivating variables that impact an action; they are signs of how difficult individuals are willing to try, as well as the effort they intend to put in to accomplish the activity. In general, the stronger the intention to engage in an activity, the more likely its performance should be. However, it should be noted that a behavioral intention may only be shown in conduct if the

activity is under volitional control, that's also, if the individual can choose whether or not to do the action.

While certain actions may fit this condition relatively well, the behavior of the majority is influenced by due to unfavorable variables such as the availability of necessary resources and possibilities (e.g., time, money, skills, cooperation...). These elements, taken together, show people's genuine power on their conduct. To the degree that an individual has the necessary chances and assets and desires to engage in the behavior, he or she should be successful ([1]).

Figure 1: Theory of Planned Behavior ([1])



### III. Hypothesis and research model

#### *Brand Personality and Purchasing Intention Relationships*

Prior study has shown that brand personality influences purchasing intention ([22]).

#### *Brand Personality and Brand Equity Relationships*

([44]) brand personality structure identified as a useful technique for assessing total brand equity.

#### *Brand Equity and Consumer Preference Relationships*

According to the researchers, brand equity emerges whenever “customer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory” ([30]).

#### *Consumer Preference and Purchase intention Relationships*

([30]) stated that purchase intention could also be affected by an individual's perceptions and unforeseeable circumstances.

As a result, in the authentic agricultural scenario, we would like to confirm the following hypothesis

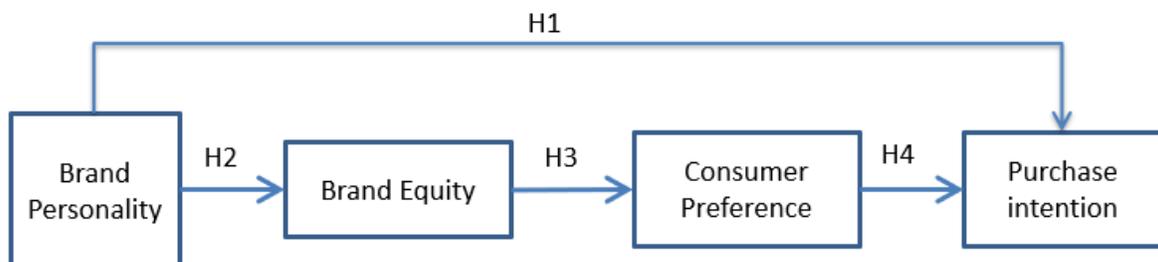
H1: There is a link exists between Brand Personality and Purchase Intention

H2: There is a link exists between Brand Personality and Brand Equity

H3: There is a link exists between Brand Equity and Consumer Preference

H4: There is a link exists between Consumer Preference and Purchase intention

#### *Research Model*



## IV. METHODOLOGY

### *Participants*

A total of 612 individuals were recruited from three major regions of Vietnam: the North, Central, and South via both direct and online survey ([23]). Table 1 illustrates the general social demographic features of the participants.

Table 2. Social demographic characteristics of participants

1	Gender	Male = 49.2%	Female = 98.7%	LGBT=1.3%			
2	Age	18 to 25 = 6.2%	25 to <40 = 52.3%	40 to <50= 32.4%	>=55 = 9.2%		
3	Income	< 15 million = 15.8%	15 to < 25 million = 17.2%	25 to < 35 million = 48.4%	35 to < 50 million = 13.9%	> = 50 million = 4.7%	

4	Education	Highschool = 2.1%	Undergrad = 55.7%	Graduate = 42.2%			
5	Marriage status	Single = 37.9%	Married = 56.4%	Divorced = 5.7%			
6	Job	Officer = 38.9%	Lecturer = 17.5%	Business = 19.3%	Medical = 5.4%	Marketing = 8.8%	Others = 10.1%
7	Living area	North = 27.1%	Central = 23.5%	South = 53.4%			

### *Measure scale*

*Brand personality* was assessed using a five-factor scale that included the five elements of brand personality described by ([1]): Sincerity, Excitement, Competence, Sophistication, and Ruggedness.

*Brand Equity*: A five-item survey was utilized for evaluation. from ([31]) and ([40]) such as brand awareness, brand association, brand loyalty, perceived quality and brand knowledge.

*Consumer Preference* was measured by a five-item questionnaire adopted from ([16]) and ([10]) including product, price, place, promotion and time experience.

*Purchase intention*: A five-item survey was utilized to evaluate social commerce conceptions, perspectives regarding source credibility, and collective capacities adapted from ([28]) and elements as emotional value, social value, product evaluation ([35]) were used to assess purchase intention.

### *Data collection and analysis*

All questionnaire items were created in both English and Vietnamese prior to the formal online and offline survey for data collection. We then undertook a pilot test with 30 participants. Totally, 646 people were asked to participate in the survey, with 612 responding fully, for a rate response of 94.7%. The information structure was simplified with principal component analysis, SPSS version 22, AMOS version 24 and SEM to study the association between variables.

## V. ANALYSIS OF RESULTS

### *Variables Descriptive Statistics*

The research variables descriptive statistics are in Table 3. The average results of participants on brand personality (BRAP=3.77), brand equity (BRAE=2.78), consumer preference (COP=2.84), and purchase intention (PUIN=2.27) are all higher than 2 over 5, suggesting that the four factors are well-liked by our test group that influence authentic agricultural product selection.

Table 3. Descriptive Statistics

	N	Min	Max	Mean	Std. Devia
BRAP	612	1.00	5.00	3.7772	.71085
BRAE	612	1.00	4.83	2.7821	.80597
COP	612	1.00	5.00	2.8444	.72196
PUIN	612	1.00	4.43	2.2792	.75347
Valid N (listwise)	612				

*Reliability test*

From the result, the Cronbach's alpha value of model constructs as BRAP (0.933), BRAE (0.893), COP (0.873), and PUIN (0.926) all are greater than 0.5. It demonstrates that the original scale of this aspect is very dependable, and the objects included are cohesive.

*Exploratory Factor Analysis – EFA*

Figure 2. KMO and Bartlett's Test

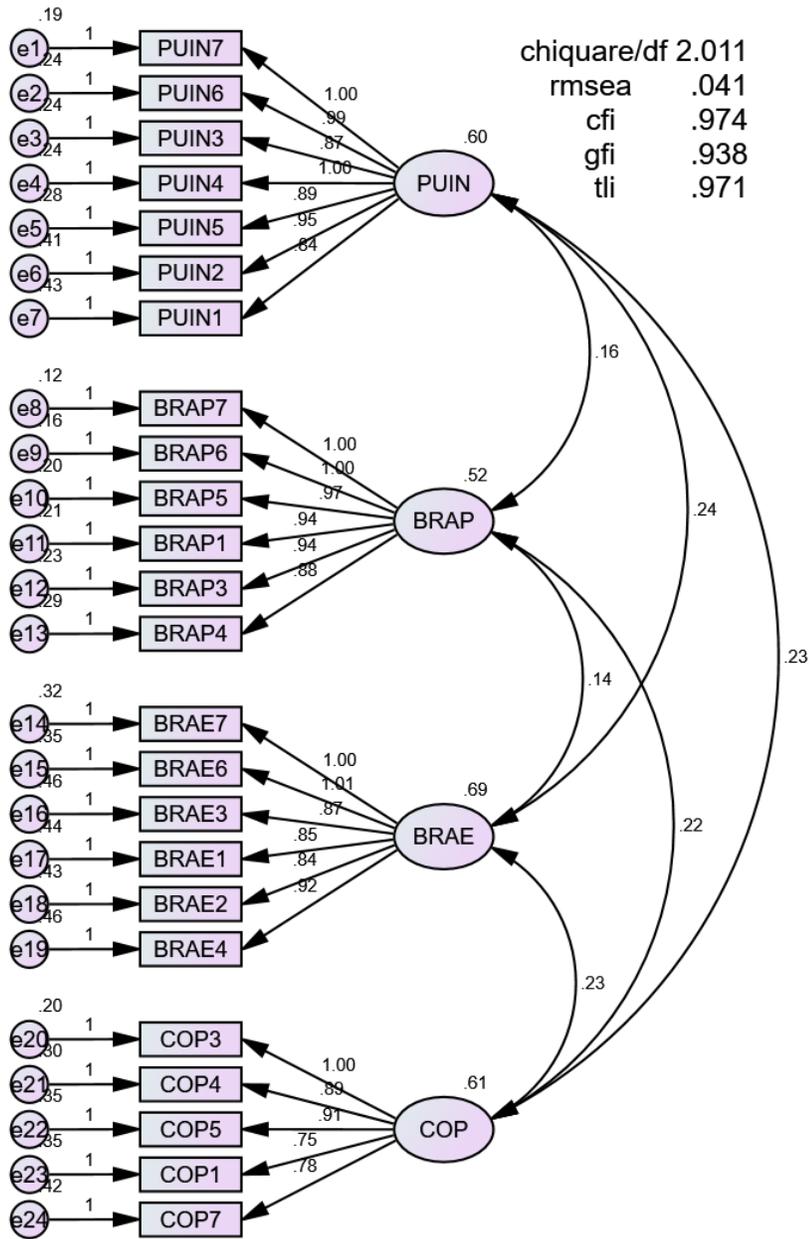
KMO Measure of Adequacy Sampling.		.927
Bartlett's Test of Spher	Appro. Chi-Square	9746.211
	df	276
	Sig.	.000

Each KMO is 0.927 ( $> 0.5$ ) in all three sessions of the factor analysis procedure, and each Total Variance Explained is at 63.745 (over 50%), demonstrating the suitability of factor analysis. Similarly, Bartlett's test of sphericity was meaningful, with a sig. level of 0.000 ( $p$  below 0.001), indicating considerable correlation among the variables and allowing the study to continue.

The pattern matrix of variables (final round) result has been separated into four groups of variables including PUIN, BRAP, BRAE, COP with below method:

Extraction Method: Principal Axis Factoring and Rotation Method: Promax with Kaiser Normalization. Rotation converged in 5 iterations

Figure 3. CFA result



Confirmatory Factor Analysis – CFA

As illustrated in figure 3, these figures with GFI = 0.938, TLI = 0.971, CFI = 0.974 (> 0.8), Chi-square/df = 2.011 (< 3), RMSEA = 0.041 (< 0.08) show the measurements validity and reliability. Therefore, the study results ensure model fit condition.

As a result, no factor in this model needs to be removed. All elements should be retained in this study for the following phase of the data analysis procedure.

#### *Reliability and Validity*

The degree to which items are free of random error and so produce consistent outcomes was quantified in terms of composite reliability. The following local fit criteria were used to evaluate the model's local fitness: indicator reliability more than 0.30, standardised factor larger than 0.60, and a significant t-value; a mean variance explained (AVE) greater than 0.50; and a composite reliability (CR) better than 0.60 ([8]).

From Table 4, all MSV scores are smaller than AVE, and all SQRTAVE values are higher than all Inter-Construct Correlations, ensuring discriminability.

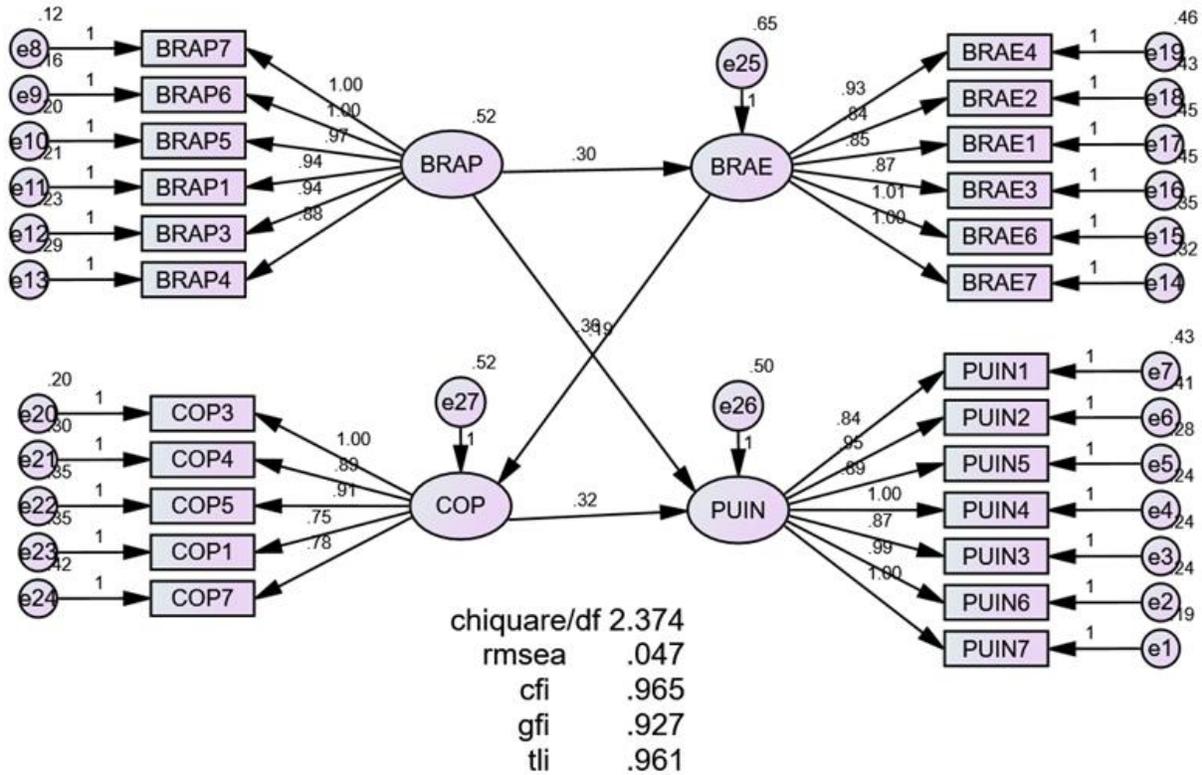
Table 4: Confirmatory factor analysis (CFA) fitting Indices

	CR	AVE	MSV	ASV	BRAE	PUIN	BRAP	COP
BRAE	0.894	0.585	0.141	0.109	0.765			
PUIN	0.928	0.647	0.141	0.121	0.376	0.805		
BRAP	0.934	0.702	0.155	0.098	0.238	0.286	0.838	
COP	0.876	0.587	0.155	0.142	0.361	0.375	0.394	0.766

#### *Structural Equation Modeling – SEM*

The model is evaluated using Chi-square, Chi-square/df, Comparative Fit Index (CFI), Tucker & Lewis Index (TLI), and Root Mean Square Error Approximation (RMSEA) in this research. GFI, TLI, and CFI has to be equal or more than 0.9, and Chi-square/df must be equal or less than 2. (In some circumstances, Chisquare/df 3 can be allowed), and RMSEA is equal to or less than 0.08 (RMSEA  $\leq$  0.05 is excellent) (Hair et al., 1998).

Figure 4. SEM result



From figure 4, the research framework may be thought of as a relationship assessment with four variables Purchase Intention, Brand Personality, Brand Equity and Consumer Preference. The calculated model then reasonably matches the input., with  $\chi^2/DF=2.374 (< 3)$ , CFI =0.965, GFI= 0.927, TLI=0.961 and RMSEA= 0.047 (< 0.08). These indicators suggested that the model's fit was adequate.

Figure 5. Regression Weights

			Estimate	S.E.	C.R.	P	Label
BRAE	<---	BRAP	.295	.050	5.844	***	
COP	<---	BRAE	.355	.042	8.518	***	
PUIN	<---	COP	.318	.042	7.542	***	
PUIN	<---	BRAP	.189	.044	4.335	***	

From the figure 5, the CR (T-test) is greater than 2 so these factors have statistically significant at 95% of confident level. Otherwise, P-value = 0.000 of all variables are under 0.05, as a result, all variables have statistically significant.

Table 5. Hypothesis result

<i>Hypothesis</i>	<i>Accept</i>	<i>Reject</i>
H1: There is a link exists between Brand Personality and Purchase Intention	x	
H2: There is a link exists between Brand Personality and Brand Equity	x	
H3: There is a link exists between Brand Equity and Consumer Preference	x	
H4: There is a link exists between Consumer Preference and Purchase intention	x	

## VI. Discussion and Conclusions

The study proposed three strategies to boost client purchase intention: Enhance Brand Personality to improve Purchase Intention Probability; Increase Brand Equity to enhance Purchase Intention; Higher Customer Preference to boost Purchase Intention.

According the research result, Purchase Intention of Authentic agricultural product is affected by 03 factors including Brand Personality, Brand Equity, Consumer Preference. This paper have same results of some previous researches such as ([22]); ([30]). Furthermore, the current study's findings expand our understanding of the function of brand equity and consumer preference as two mediators in the influence of brand-related constructs on purchase intention, that hasn't been explored in previous studies for these sorts of factors within an integrative approach as proposed here. This study's objective is to determine the most powerful elements influencing consumers' readiness to purchase a certain brand of genuine agriculture products depending on their existing situation. Towards that goal, we created a model that encompasses all important brand structures, including brand personality, brand equity, and consumer preference and purchase intention.

## VII. Implications, Limitations and Future Research

### *Implications*

This set of results is extremely consistent with the literature. Our findings indicate that customer acceptance of a widespread product, such as an authentic agricultural product, is predicated on its aesthetic elements, brand personality, and equity. This study is important for companies that produce and offer authentic agricultural products. They can use these findings to boost customer purchasing

power for authentic agricultural products. Furthermore, these organizations might develop business strategies that focus on Brand Personality in order to enhance client Purchase Intention.

### *Limitations*

Although every effort was made in this work to reduce constraints, some limitations remain for upcoming research. Firstly, the research was limited to Vietnamese consumers in the downtown area. As a result, transcend cultural and economic prejudices, it can be fascinating and practical to test its validity and generalizability in other nations in Asian (e.g., Japan and South Korea). Secondly, brand-related concepts affirmed their impacts on purchase intention but other brand-related dimensions that might impact purchase intention, as well as their additional predictors, must be both theoretically and experimentally tested for future researches such as product quality, word-of-mouth, social media.

Conflicts of Interest: The authors declare that there are no conflicts of interest regarding the publication of this paper.

### References

- [1] J.L. Aaker, Dimensions of Brand Personality, *J. Market. Res.* 34 (1997), 347-356. <https://doi.org/10.2307/3151897>.
- [2] Z. Abdullah, M.M. Anuar, M.R. Yaacob, Cause-Related Marketing Purchase Decision: Do Religiosity and Attitudes Matter, *J. Glob. Bus. Adv.* 14 (2021), 684-704. <https://doi.org/10.1504/jgba.2021.123556>.
- [3] I. Ajzen, The Theory of Planned Behavior, *Organ. Behav. Human Decision Processes.* 50 (1991), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t).
- [4] I. Ajzen, The theory of planned behaviour: Reactions and reflections, *Psychol. Health.* 26 (2011), 1113–1127. <https://doi.org/10.1080/08870446.2011.613995>.
- [5] A.A. Ali, A. Abbass, N. Farid, Factors Influencing Customers' Purchase Intention in Social Commerce, *Int. Rev. Manage. Market.* 10 (2020), 63–73. <https://doi.org/10.32479/irmm.10097>.
- [6] A.D. Alonso, N. Alexander, Entrepreneurial Intentions in an Emerging Industry: An Exploratory Study, *J. Int. Bus. Entrepreneur. Develop.* 10 (2017), 406-426. <https://doi.org/10.1504/jibed.2017.088709>.
- [7] I. Anwar, M.T. Jamal, I. Saleem, P. Thoudam, Traits and Entrepreneurial Intention: Testing The Mediating Role of Entrepreneurial Attitude and Self-Efficacy, *J. Int. Bus. Entrepreneur. Develop.* 13 (2021), 40-60. <https://doi.org/10.1504/jibed.2021.112276>.
- [8] R.P. Bagozzi, Y. Yi, On the evaluation of structural equation models, *J. Acad. Market. Sci.* 16 (1988), 74–94. <https://doi.org/10.1007/bf02723327>.

- [9] A.R.K. Monfared, M. Ghaffari, M. Barootkoob, M.M. Malmiri, The Role of Social Commerce in Online Purchase Intention: Mediating Role of Social Interactions, Trust, and Electronic Word of Mouth, *J. Int. Bus. Entrepreneur. Develop.* 13 (2021), 22-39. <https://doi.org/10.1504/jibed.2021.112264>.
- [10] D.V. Byrne, Current Trends in Multidisciplinary Approaches to Understanding Consumer Preference and Acceptance of Food Products, *Foods*. 9 (2020), 1380. <https://doi.org/10.3390/foods9101380>.
- [11] M.D. Cinelli, R.A. LeBoeuf, Keeping It Real: How Perceived Brand Authenticity Affects Product Perceptions, *J. Consum. Psychol.* 30 (2019), 40–59. <https://doi.org/10.1002/jcpy.1123>.
- [12] H. Datta, K.L. Ailawadi, H.J. van Heerde, How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response? *J. Market.* 81 (2017), 1–20. <https://doi.org/10.1509/jm.15.0340>.
- [13] G. Davies, J.I. Rojas-Méndez, S. Whelan, M. Mete, T. Loo, Brand personality: theory and dimensionality, *Journal of Product & Brand Management.* 27 (2018) 115–127. <https://doi.org/10.1108/jpbm-06-2017-1499>.
- [14] A. Dick, D. Chakravarti, G. Biehal, Memory-Based Inferences during Consumer Choice, *J. Consum. Res.* 17 (1990), 82. <https://doi.org/10.1086/208539>.
- [15] J. Drennan, C. Bianchi, S. Cacho-Elizondo, S. Louriero, N. Guibert, W. Proud, Examining the Role of Wine Brand Love on Brand Loyalty: A Multi-Country Comparison, *Int. J. Hospital. Manage.* 49 (2015), 47–55. <https://doi.org/10.1016/j.ijhm.2015.04.012>.
- [16] R. Ebrahim, A. Ghoneim, Z. Irani, Y. Fan, A Brand Preference and Repurchase Intention Model: The Role of Consumer Experience, *J. Market. Manage.* 32 (2016), 1230–1259. <https://doi.org/10.1080/0267257x.2016.1150322>.
- [17] A. Echchabi, M.M.S. Omar, A.M. Ayedh, Entrepreneurial Intention Among Female University Students in Oman, *J. Int. Bus. Entrepreneur. Develop.* 12 (2020), 280-297. <https://doi.org/10.1504/jibed.2020.110251>.
- [18] V. Gautam, A. Basu, A. Basu, T. Singh, Entrepreneurial Attributes and Intention Among Management Students: A Longitudinal Approach to Evolution And Applicability of Conceptual And Empirical Constructs, *J. Int. Bus. Entrepreneur. Develop.* 12 (2020), 156-182. <https://doi.org/10.1504/jibed.2020.106189>.
- [19] H.M. Gelaidan, H.A. Mabkhot, O.S.A. Kwifi, The Mediation Role of Brand Trust and Satisfaction Between Brand Image and Loyalty, *J. Glob. Bus. Adv.* 14 (2021), 845-862. <https://doi.org/10.1504/jgba.2021.125010>.
- [20] B. Godey, A. Manthiou, D. Pederzoli, J. Rokka, G. Aiello, R. Donvito, R. Singh, Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior, *J. Bus. Res.* 69 (2016), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>.

- [21] K. Grayson, R. Martinec, Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings, *J. Consum. Res.* 31 (2004), 296–312. <https://doi.org/10.1086/422109>.
- [22] G. Guido, A.M. Peluso, M. Provenzano, Influence of Brand Personality-Marker Attributes on Purchasing Intention: The Role of Emotionality, *Psychol. Rep.* 106 (2010), 737–751. <https://doi.org/10.2466/pr0.106.3.737-751>.
- [23] M.T. Ha, G.D. Nguyen, M.L. Nguyen, A.C. Tran, Understanding the Influence of User Adaptation on the Continuance Intention Towards Ride-Hailing Services: The Perspective of Management Support, *J. Glob. Bus. Adv.* 15 (2022), 39–62. <https://doi.org/10.1504/jgba.2022.127208>.
- [24] J.F. Hair, R.E. Anderson, R.L. Tatham, W.C. Black, *Multivariate Data Analysis* (5th ed.), Prentice-Hall, (1998).
- [25] P. Harrigan, U. Evers, M. Miles, T. Daly, Customer Engagement with Tourism Social Media Brands, *Tourism Manage.* 59 (2017), 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>.
- [26] T.V. Ho, T.N. Phan, V.P. Le-Hoang, The Authenticity of Celebrity Endorsement on Purchase Intention-Case on Local Fashion Brand in Vietnam, *Int. J. Manage.* 11 (2020), 1347–1356.
- [27] S. Huma, T. Javaid, S. Ishtiaque, Factors Affecting Turnover Intention of Logisticians: Empirical Evidence From Pakistan, *J. Glob. Bus. Adv.* 14 (2021), 568–586. <https://doi.org/10.1504/jgba.2021.118735>.
- [28] S. Hussain, Y. Li, W. Li, Influence of Platform Characteristics on Purchase Intention in Social Commerce: Mechanism of Psychological Contracts, *J. Theor. Appl. Electron. Commer. Res.* 16 (2021), 1–17. <https://doi.org/10.4067/s0718-18762021000100102>.
- [29] O. Iglesias, S. Markovic, J. Rialp, How Does Sensory Brand Experience Influence Brand Equity? Considering the Roles of Customer Satisfaction, Customer Affective Commitment, and Employee Empathy, *J. Bus. Res.* 96 (2019), 343–354. <https://doi.org/10.1016/j.jbusres.2018.05.043>.
- [30] K.L. Keller, Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, *J. Market.* 57 (1993), 1–22. <https://doi.org/10.1177/002224299305700101>.
- [31] Md.M. Khudri, N. Farjana, Identifying the Key Dimensions of Consumer-based Brand Equity Model: A Multivariate Approach, *Asian J. Market.* 11 (2016), 13–20. <https://doi.org/10.3923/ajm.2017.13.20>.
- [32] K. Kircaburun, S. Alhabash, Ş.B. Tosuntaş, M.D. Griffiths, Uses and Gratifications of Problematic Social Media Use Among University Students: A Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives, *Int. J. Ment. Health Addiction.* 18 (2018), 525–547. <https://doi.org/10.1007/s11469-018-9940-6>.
- [33] E.L. Lopes, R.T. Veiga, Increasing Purchasing Intention of Eco-Efficient Products: The Role of the Advertising Communication Strategy and the Branding Strategy, *J. Brand Manage.* 26 (2019), 550–566. <https://doi.org/10.1057/s41262-019-00150-0>.

- [34] J. Martins, C. Costa, T. Oliveira, R. Gonçalves, F. Branco, How Smartphone Advertising Influences Consumers' Purchase Intention, *J. Bus. Res.* 94 (2019), 378–387.  
<https://doi.org/10.1016/j.jbusres.2017.12.047>.
- [35] M. McGowan, E. Shiu, L.M. Hassan, The Influence of Social Identity on Value Perceptions and Intention, *J. Consumer Behav.* 16 (2016), 242–253. <https://doi.org/10.1002/cb.1627>.
- [36] J.G. Moulard, R.D. Raggio, J.A.G. Folse, Disentangling the Meanings of Brand Authenticity: The Entity-Referent Correspondence Framework of Authenticity, *J. Acad. Market. Sci.* 49 (2020), 96–118.  
<https://doi.org/10.1007/s11747-020-00735-1>.
- [37] J.C. Nunes, A. Ordanini, G. Giambastiani, The Concept of Authenticity: What It Means to Consumers, *J. Market.* 85 (2021), 1–20. <https://doi.org/10.1177/0022242921997081>.
- [38] J.S. Rai, M.N. Itani, A. Singh, A. Singh, Delineating the Outcomes of Fans' Psychological Commitment to Sport Team: Product Knowledge, Attitude Towards the Sponsor, and Purchase Intentions, *J. Glob. Bus. Adv.* 14 (2021), 357-382. <https://doi.org/10.1504/jgba.2021.116720>.
- [39] R. Rebouças, A.M. Soares, The consumption behaviour of beginner voluntary simplifiers: an exploratory study, *J. Glob. Bus. Adv.* 14 (2021), 433-452. <https://doi.org/10.1504/jgba.2021.118751>.
- [40] X. Tong, J.M. Hawley, Measuring Customer-Based Brand Equity: Empirical Evidence From The Sportswear Market in China, *J. Product Brand Manage.* 18 (2009), 262–271.  
<https://doi.org/10.1108/10610420910972783>.
- [41] X. Tong, J. Su, Y. Xu, Brand Personality and Its Impact on Brand Trust and Brand Commitment: An Empirical Study of Luxury Fashion Brands, *Int. J. Fashion Design Technol. Educ.* 11 (2017), 196–209.  
<https://doi.org/10.1080/17543266.2017.1378732>.
- [42] I. Ajzen, M. Fishbein, *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, 1980.
- [43] V.D. Tran, T.N.L. Vo, T.Q. Dinh, The Relationship between Brand Authenticity, Brand Equity and Customer Satisfaction, *J. Asian Finance Econ. Bus.* 7 (2020), 213–221.  
<https://doi.org/10.13106/JAFEB.2020.VOL7.NO4.213>.
- [44] H. Vahdati, S.H. Mousavi Nejad, Brand Personality toward Customer Purchase Intention: The Intermediate Role of Electronic Word-of-Mouth and Brand Equity, *Asian Acad. Manage. J.* 21 (2016), 1–26.  
<https://doi.org/10.21315/aamj2016.21.2.1>.
- [45] C.W. Wu, The Performance Impact of Social Media in the Chain Store Industry, *J. Bus. Res.* 69 (2016), 5310–5316. <https://doi.org/10.1016/j.jbusres.2016.04.130>.