Consumer Behavior Analysis for Vietnamese High-quality Goods Certificate. Evidence in Ho Chi Minh City

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Abstract: This study investigates the experimental study of consumer behavior when buying with coffee and T-shirt with high quality certificates and without ones. Based on the Behavior Perspective Model, the paper developed a conceptual frame to identify the relationship between learning history and purchase intention, and in turn; purchase intention has some different level of effects on utilitarian reinforcement and informational reinforcement. By using partial least squares–structural equation modeling and multigroup analysis (PLS-SEM, PLS-MGA) to explore a sample size of 180 participants, who are volunteers to conduct the experimental survey, the findings showed that learning history has a significant impact on purchase intention. Moreover, purchase intention has a stronger effect on utilitarian reinforcement than informational reinforcement. However, after implement multigroup analysis, the results showed that there was no significant difference between two separated groups.

Keywords: High-quality goods certificate, learning history, consumer behavior.

1. INTRODUCTION

Ethical consumerism is the new propensity in the market nowadays. It is a major factor that drives various ethical approaches to trade and become a subject for many researchers. Most of the previous studies about ethical consumerism issues have been developed from fast moving consumer goods to the fashion industry. Ethical purchasing has the contrary relationship with moral responsibility based on many types of research (Achabou and Dekhili, 2013; Davies, Lee, and Ahonkhai, 2012; De Pelsmacker, Driesen, and Rayp, 2005). Under the public attention, several brands had scandals about ethical issues. For instance, the cosmetic firm committed racial discrimination; or outlawed Chinese immigrant workers in Italian sweet shop in Prada's factory (Achabou and Dekhili, 2013). In Vietnam, with the rising of Vietnamese high-quality goods certificates and ethical certificated organization, many firms have been pressured to make the decision

signaling social responsibility. Therefore, many researchers and marketers became aware of the importance of ethical demand in competitive market (Browne *et al.* 2000). Nevertheless, while dealing with the ethical purchase intention, the motivation before purchasing, external, and internal rewards after purchasing are the main subject to analyze how the purchase intention drives (Patricia C. Nicelli, 2016). Foxall (2007) showed the conceptual framework, which is the behavior perspective model (BPM) combined the environmental setting, the experience of the consumer, and the consequence of the behavior produces with two types of reinforcement expectation of the customer (Yan *et al.*, 2012).

The Vietnamese High Quality Product Association organizes annual awards ceremony to honor the excellent enterprises that meet criteria related to good quality and origin, and comply with regulations on consumers' and labors' rights, corporate social responsibility and environmental protection practices. This award is called the High Quality Vietnamese Goods Certificate (HQVGC). In 2017, there are only 500 Vietnamese enterprises received this award. However, a few studies have explored the effect of this certificate on customer behavior.

Therefore, the purpose of this study is to investigate factors that influence purchase intention of HQVGC to have a better understanding of what internal and external rewards that consumers can switch from the expectation of consumer choice. The study also added social capital as one of main sub-factors for measuring learning history that drives purchase intention. By using PLS-SEM and PLS-MGA to analyze 180 correspondents participating into an experimental test of consumer behavior when buying coffee and T-shirt with the HQVGC and without the quality certificate, the findings showed that learning history can influence purchase intention, and in turn purchase intension has a positive relationship with two sources of reinforcement provided by available products and services. However, after conducting the multi-group analysis of two groups of participants, who care for and did not care for HQVGC when buying coffee and T-shirt. There is no significant difference between both groups.

2. LITERATURE REVIEW

The BPM provided the new perspective to consumer behavior of the junction of learning history, behavior setting, and the result of behavior produced (Foxall, 2007). This model is suitable for explaining when buying the product-brand. With two reinforcements, the customer can produce inherent desire feeling on purchasing the right goods as well as the external desire by social reputation, and judge.

2.1. Learning History

Learning history of product is considered as preliminary of consumer purchasing behavior. This factor is also the second antecedent in the BPM. It implies the previous knowledge of the subject with regard to past experience in similar situations. However, in the BPM, it is measured by a single-dimensional construct. In this paper, it is reflected as a second order construct.

In previous studies, knowledge of ethical certification has positively influenced on eco-behavior (Castaneda, Martinez, Marte, and Roxas, 2015). Knowledge of products plays an important role that influences the compliance of price premium (Oh and Abraham, 2016). Shaw and Clark (1999) acknowledged the role of the information source, advertising, and labeling for the construction of attitude and behavior. Another study of Shaw and Shiu (2002) reported that the mechanism of information about ethical issues

determines belief, attitude, and behavior. Thus, the antecedent step of purchase intention is that the customer has to recognize and has knowledge of ethical certification products. Lack of information can generate ignorance and rejection toward products (Pedregal and Ozcaglar-Toulouse, 2011). Besides, knowledge can influence the attitude, by which can affect behavior (Hunt and Vitell, 1986, 1993). Hence, the significant knowledge could positively impact on purchase intention of the consumer.

Another aspect of learning history is skepticism. Basau and Hicks (2008) has shown their work that label cannot ensure the effectiveness of the ethical program and their concerned labels. In their research, "Dolphin-safe Tuna" associated with dolphin free labeling of tuna can raise the skepticism of customer because the label can only make sure that the fishing method for catching tuna, and does not ensure that there was no dolphin killed. The ethical product has been endured by the lack of credibility, confusion of the effectiveness of ethical label, and lack of information, or perceives information wrongly. (Carrigan and Attalla, 2001; Maignan and Ferrell, 2004). De Pelsmacker and Wim Janssens (2007) have formed a focus group to explore the importance of ethical certification knowledge. They found that the lack of information and low-quality fact makes participants less interested, more skeptical about that certification, and generates the perception of unattractiveness, waste, and scarcity. For example, one experiment of Milkman (2004) that sold two brands of T-shirt: SweatX which is certified by California Fairtrade Organization, and the popular AllStar brand. The findings showed that with the same price, and quality, customers bought more AllStar T-shirt than Sweat X because they did not know about SweatX.

The impact of knowledge, information, general attitude, and skepticism on the assessment of money spending on the ethical certificated product investigated in 615 Belgian consumers (De Pelsmacker and Janssens, 2007). They proved that the existence of knowledge of customers, a degree of skepticism about the potency of ethical certification determines directly and indirectly to their attitudes. Moreover, the attitude toward the particular brand based on the respondent's appraisal of the result that happened in the past (Foxall, 2007). Hence, we first withdraw a conclusion that knowledge of customer, and the level of skepticism reflect as two sub-factor of learning history.

Social Behaviors are engaged to enhance adequately the ethical human behaviors that were influenced by social norms, rules, and standards (Goldstein, Cialdini, and Griskevicius, 2008; Kim, Lee, and Hur, 2012; White *et al.*, 2009). Another study found that purchase behavior relies on the cultural background to identify the needs of customer (De Pelsmacker *et al.*, 2005; Grankvist and Biel, 2007). In the context of Vietnam, individuals tend to have collectivistic mindsets that relate to "other-serving" behaviors and established based on the social norm, and belief of the others (Markus and Kitayama, 1991). The concept of social capital has been argued among many scholars (Woolcock, 2001, p.70) referred it is as "the norms and network that facilitate collective action." Social capital is a valuable source of information about ethical issues and identifies its. Thoyre (2011) showed that social capital is the tool for precise information spreading through community needs and cooperation of collective action toward the particular community. Consumers learn about individual issues through interacting with family, friend, and neighbors in the communities. Based on social capital, information of ethical standard can trigger collective action of communities (Thoyre, 2011). The customer can learn extra information from the community and consider themselves as the role model for the better trade. Catney *et al.* (2013) suggest that social capital can shape the sequence of various sources of knowledge called community Knowledge Network (CKN) that speeding knowledge creation and sharing within the community (Ormerod and Ross, 2013). In conclusion, social capital reflects as another sub-factor of learning history. Hence, we propose the following hypotheses:

H1: Learning history associate positively purchase intention.

H1a: The more the people know about HQVGC; the learning history has a stronger effect on purchase intention of certificated products than non-certificated ones.

2.3. Reinforcements in the Study

In the BPM model, Foxall (2007) developed two reinforcements that are utilitarian and informational reinforcement. Informational reinforcement is considered as being seen by others while purchasing. One study has investigated this term about anonymous versus observable, and personal reputation concern in ethical purchasing showed that being observed by others creates the higher evaluation of ethical certification signal than non-observable ones (Kimura *et al.*, 2012). Foxall (2015) demonstrated that human social and economic behavior is reflected by two sources of reinforcement, including utilitarian reinforcement and informational reinforcement. The first one is the receipt of functional benefits that refer material satisfactions. The latter one is performance feedback, which implies an indication of how well the customers are doing.

Ethical scrutiny has been lower ethical purchase regardless of internally or externally based reward. (Achabou and Dekhili, 2013; Davies *et al.*, 2012). In "fast fashion" industry, young consumers seem to be less considered to the ethical issue when buying the latest fashion (Joy *et al.*, and Wang, and Chan, 2012). Therefore, social pressure can effect to the two sources of reinforcement. It means when customers are aware of the high-quality good certificate, their behavior is reflected and sustained by the pattern of two sources of reinforcement, which are provided by the available high-quality product certificate. Therefore, the following hypotheses are supported:

H2: Purchase intention is associated positively with utilitarian reinforcement.

H2a: The more the customers are aware of HQVGC; purchase intention has a greater impact on utilitarian reinforcement of certificated products than non-certificated ones.

H3: Purchase intention associates positively informational reinforcement.

H3a: The more the customers are aware of HQVGC; purchase intention has a larger effect on informational reinforcement of certificated products than non-certificated ones.

Figure 1 presents the research model. Here, the factor of learning history is a second order construct.
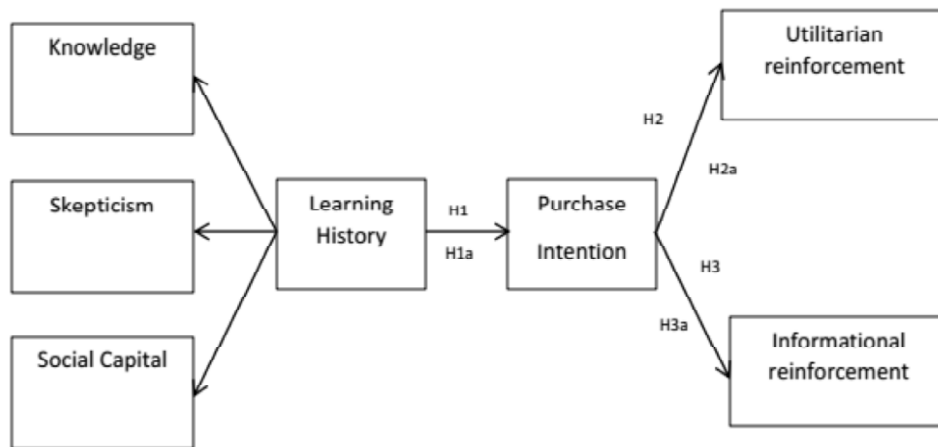

Figure 1: Conceptual framework and hypothesizes.

3. RESEARCH METHOD

3.1. Data Collection

The quantitative study applies to address problem statements developed in the literature review. The authors conducted an experimental study with 180 participants separated by two groups. Group A including 90 participants are aware of High Quality Vietnamese Goods Certificate when buying the experimental products (coffee and T-shirt). And Group B including 90 participants do not care for this certificate when buying two experimental products. The participants will see two products with HQVGC, which are Trung Nguyen Coffee, and Viet Tien men-shirt, respectively. And then, they also look at two other Vietnamese products without high-quality certificates, which are Huong Phuoc Coffee, and Owen men-shirt.

Vietnamese products with high-quality gcertificates.

Vietnamese products without high-quality certificates

The measurement scale was adapted from previous studies to build up the survey questionnaire with 5-point-Likert scale (1 = strongly disagree, 5 = strongly agree). Table 1 presents the measurement scale of this study. The participant received a coupon value of US$1.00 after completing the survey.

Table 1
Measurement scale

Measurement scale	Source	Items
Utilitarian reinforcement	Burton, Lichtenstein, Netmeyer, and Garretson, 2015	6
Information reinforcement	Gottlieb, 2015	5
Knowledge	DePelsmaker and Jannsens, 2007	3
Skepticism	DePelsmaker and Jannsens, 2007	5
Social capital	Adler and Kwon, 2002; Woolcock and Narayan, 2000, Putnam, 2000	6
Purchase Intention	Till and Busler (2000)	5

Table 2 describes demographics of participants. A number of female and male are equal. Most of them are young generation and work diversify jobs.

Table 2
Demographics

Characteristics	Frequency	Percentage
Gender		
Male	90	50%
Female	90	50%
Age Group		
18-24	113	62.7
25-34	24	13.3
35-44	14	7.7
45-54	14	7.7
55-64	12	6.6
> 64	3	1.6
Income		
Less than 2 million VND	43	24
2-5 million VND	54	30
5-10 million VND	53	29.4
Over 10 million VND	30	16.6
Careers		
College Students	84	46.7
Businessman/ Entrepreneur	24	13.3
Doctorate	11	6.1
Housekeeping	9	5
Teacher/Lecturer	20	11.1
Employee	32	17.8

4. ANALYSIS AND RESULTS

4.1. Analyze Rechnique

Smart PLS 3.0 was applied to analyze data. The measurement model criteria are based on factor loading, indicator reliability, internal consistency reliability, and validity of the measurement model. This method is appropriate for theory building, and requires small sample size. Moreover, it does not require normal distribution, and investigate the predictive value of the casual model. Furthermore, the Smart PLS can implement multigroup analysis. Learning History was formed as the second-order construct, by which learning history is the reflective-reflective construct. For second-order construct, we used repeated indicator, because both latent variables are the exogenous construct. Table 3 describes the descriptive statistics of two groups in the data collection.

Table 3
Descriptive statistics

Construct/Associated items			Group A		Group B	
			Mean	*SD*	*Mean*	*SD*
Purchase Intention (PI1, PI2, PI3, PI4 and PI5)	1.	How likely are you to buy HQVGC items over conventional item with the price above?	2.589	1.104	2.922	1.067
	2.	How likely are you to buy HQVGC items without mentioning the price?	3.667	1.075	4.011	0.837
	3.	How probable are you to buy conventional items without mentioning the price?	2.644	1.158	2.478	0.945
	4.	How certainty are you to buy HQVGC items over conventional items without mentioning the price?	3.800	0.933	3.933	0.800
	5.	How likely are you to buy HQVGC items over conventional items with HQVGC cost 20% more than the conventional price?	2.889	1.149	3.111	1.048
Utilitarian Reinforcement (UR1, UR2, UR3, UR4, UR5 and UR6)	1.	Buying private label brands makes me feel good.	3.533	0.909	3.767	0.731
	2.	I love it when private label brands are available for the product categories I purchase	3.167	0.946	3.211	0.925
	3.	For most product categories, the best buy is usually the private label brand	3.478	0.980	3.767	0.803
	4.	In general, private label brands are poor-quality products.	2.367	0.994	2.211	1,049
	5.	Considering value for the money, I prefer private label brands to national brands	3.311	0.985	3.644	0.750
	6.	When I buy a private label brand, I always feel that I am getting a good deal.	3.311	0.962	3.778	0.757
Informational Reinforcement (IR1, IR2, IR3, IR4 and IR5)	1.	Projecting the right image	3.544	0.909	3.733	0.854
	2.	Presenting myself in a positive light	3.511	0.969	3.656	0.921
	3.	Being thought of favorably	3.378	0.984	3.356	0.946
	4.	Being well regarded	3.344	1.013	3.267	0.929
	5.	Making a good impression	3.489	0.992	3.689	0.927

Contd. table 3

Construct/Associated items			Group A		Group B	
			Mean	SD	Mean	SD
Knowledge (K1, K2 and K3)	1.	HQVGC aims at creating better trade conditions for farmers and workers in Vietnam	4.056	0.705	4.078	0.687
	2.	HQVGC strives for paying more honest prices to producers in Vietnam	3.856	0.739	4.111	0.706
	3.	HQVGC strives for sustainable development of excluded and/or disadvantaged producers in Vietnam.	4.056	0.689	4.033	0.674
Skepticism (SK1, SK2, SK3, Sk4 and SK5)	1.	HQVGC is too much like charity: purchasing HQVGC products does not solve anything in the long run. It just eases your conscience	2.944	0.982	3.256	0.949
	2.	HQVGC products lack credibility	3.200	0.957	3.511	0.860
	3.	HQVGC makes me think of a colonial attitude by means of which we impose our norms to others.	3.156	0.953	3.378	1.006
	4.	HQVGC cannot work on a larger scale	2.856	0.889	3.089	0.877
	5.	HQVGC is not compatible with free-market principles: it is impossible to trade fairly and be profitable.	2.933	0.867	3.178	0.877
Social Capital (SC1, SC2, SC3, SC4 and SC5)	1.	Learning from friends about HQVGC issues	3.311	1,025	3.411	0.905
	2.	Learning from friends about products with HQVGC	3.244	1,060	3.422	0.977
	3.	Learning from family about HQVGC	2.856	0.969	3.222	1.020
	4.	Neighbors and community appreciate the high value of HQVGC	3.289	0.958	3.522	0.922
	5.	Neighbors encourage buying products with HQVGC.	3.244	0.909	3.767	0.895

4.2. Evaluation of Measurement Model

Table 4 shows the indicators of the reflective measurement model, which are purchase intention, utilitarian reinforcement, and informational reinforcement. Specifically, learning history, a second order factor, was measured by three sub-factors, including knowledge, skepticism, and social capital. After dropping 5 items (UR4, SK1, SC2, PI3, IR1), the factor loading of remaining items exceed the critical value of 0.4. To establish internal consistency, consistency reliability of coefficient is applied to assess the construct and should be higher than 0.7 (Chin, 2010; Hair *et al.*, 2016). Table 4 shows that all reflective variances in were higher than 0.7. It means that the items and the measurement model are reliability.

Convergent validity and discriminant validity are applied to prove the validity of results (Hair *et al.*, 2012). Convergent validity is established when the AVE value of reflective variances should be higher than 0.5 (Bagozzi and Yi, 1988; Nunnally and Bernstein, 1994). Table 4 shows that the AVE values were higher than 0.5 of each group. Next, we will evaluate the discriminant validity to see each latent variance is different from the other construct in the model (Chin, 2010; Hair *et al.*, 2017). Heterotrait-monotrait (HTMT) ratio is prior criterion compared to the other assessment like Fornell-Larcker criterion (Henseler, Ringle, and Sarstedt, 2015; Voorhees, Brady, Calantone, and Ramirez, 2016). For each construct, the discriminant validity has been established if the result of HTMT criteria is below the critical value of 0.85 (Henseler *et al.*, 2015). Each latent variable is satisfied with the criteria requirement of discriminant validity (Table 5.1 and 5.2). Therefore, this measurement model is acceptable reliability and validity.

Table 4
Assessment of measurement model

Construct	Model	Factor Loading	Internal Consistency(CR)	AVE
Informational Reinforcement(IR)	Overall	0.861-0.879	0.927	0.760
	Group A	0.886-0.894	0.939	0.792
	Group B	0.823-0.868	0.914	0.728
Utilitarian Reinforcement (UR)	Overall	0.781-0.852	0.888	0.664
	Group A	0.793-0.900	0.907	0.709
	Group B	0.675-0.803	0.836	0.561
Knowledge (K)	Overall	0.716-0.832	0.836	0.630
	Group A	0.755-0.857	0.846	0.647
	Group B	0.6-0.862	0.820	0.610
Skepticism (SK)	Overall	0.665-0.820	0.846	0.647
	Group A	0.516-0.844	0.820	0.539
	Group B	0.697-0.841	0.833	0.556
Social Capital (SC)	Overall	0.613-0.893	0.865	0.620
	Group A	0.727-0.882	0.892	0.676
	Group B	0.469-0.909	0.825	0.556
Purchase Intention (PI)	Overall	0.683-0.788	0.832	0.554
	Group A	0.676-0.792	0.831	0.553
	Group B	0.656-0.799	0.823	0.539

Table 5.1
Discriminant validity of Group A (HTMT$_{.85}$ criterion)

	IR	K	PI	SC	SK	UR
IR						
K	0.499					
PI	0.544	0.512				
SC	0.220	0.198	0.273			
SK	0.107	0.185	0.303	0.219		
UR	0.558	0.289	0.827	0.390	0.240	

4.3. Evaluation of Structural Model

After evaluating the reliability and validity of the measurement model, the predictive quality of the conceptual model began to check the coefficient of endogenous latent variable (R^2). According to Chin (1998), these values are considered as small to substantial performance. However, in the field study of consumer behavior, the R^2 value of 0.2 is determined as high predictive accuracy (Hair *et al.*, 2014a). The next step is to examine

Table 5.2
Discriminant validity of Group B (HTMT$_{.85}$ criterion)

	IR	*K*	*PI*	*SC*	*SK*	*UR*
IR						
K	0.493					
PI	0.495	0.436				
SC	0.228	0.179	0.354			
SK	0.182	0.197	0.333	0.421		
UR	0.546	0.407	0.703	0.399	0.312	

the blindfolding procedure by assessing Q^2 value (Tenenhaus *et al.* 2005). All values of Q^2 are greater than 0 and in the range of 0.067-0.287. Therefore, the testing results showed that the PLS-SEM has a high predictive relevance. Table 6 illustrates all results of R^2 and Q^2.

Table 6
The result of R^2 and Q^2

	R^2		Q^2	
	Group A	*Group B*	*Group A*	*Group B*
IR	0.203	0.162	0.141	0.103
K	0.528	0.200	0.287	0.106
PI	0.242	0.172	0.099	0.067
SC	0.356	0.615	0.207	0.287
SK	0.158	0.518	0.052	0.253
UR	0.436	0.304	0.283	0.146

4.4. Assessment of Multigroup Analysis

Multigroup analysis was implemented to compare the path coefficients between two groups at the same model, which explains the different effects between groups. Before doing so, the measurement model should be qualified, and measurement invariance should be established (Hair *et al.*, 2016; Henseler *et al.*, 2015; Sarstedt *et al.*, 2011, 2016). With the complex composite model of PLS-SEM, Henseler *et al.* (2015) recommended the measurement invariance of composites (MICOM) method for PLS-SEM. For accessing measurement invariance, MICOM is the three-step process includes:

1. the configured invariance assessment,
2. the establishment of compositional invariance assessment and
3. an assessment of equal means and variances.

Following the MICOM procedure, Table 7 illustrates the results of partial measurement invariance of two groups. After examining permutation, if the result is partial measurement invariance, then Multigroup Analysis is implemented. The p-value of differences between path coefficients lower than 0.05 or higher than 0.95 indicates at the 5% level significant differences between specific path coefficients across two groups (Henseler *et al.*, 2009; Sarstedt *et al.*, 2011).

Table 7
Results of invariance measurement testing using permutation of group A and B

	[1]		[2]	[3]		[4]		[5]	[6]
		C = 1	CIs		Difference	(CIs)	Difference	(CIs)	
IR	Yes	0.970	[0.540,1]	Yes	0.001	[–0.286,0.282]	–0.07	[–0.454,0.444	Yes
PI	Yes	0.994	[0.981,1]	Yes	0.001	[–0.305,0.298]	–0.05	[–0.457,0.447]	Yes
UR	Yes	0.997	[0.997,1]	Yes	0.002	[–0.296,0.303]	–0.07	[–0.523,0.521]	Yes
LH	Yes	0.878	[0.878,1]	Yes	0.001	[-0.290,0.307	-0.02	[-0.385,0.372]	Yes

[1]: Configured invariance (Same algorithms for both groups).

[2]: Compositional invariance (Correlation ¼ 1)

[3]: Partial measurement invariance established

[4]: Equal mean value

[5]: Equal variance

[6]: Full measurement invariance established

5. TESTING HYPOTHESIZES

H 1, 2, 3 is supported. Table 8 shows the testing results after conducting a bootstrapping procedure of 5000 subsamples. Learning history has a positive and significant impact on purchase intention. This finding supports hypotheses 1. Similarly, Hypothesis 2, 3 are also supported. This implies that purchase intention has a positive relationship with both Utilitarian and Informational reinforcement.

Table 8
The path coefficients and testing hypotheses.

Overall

	Path Coefficient	T–value	P–value	VIF
LH –> PI	0.467	12.671	0.000	1
PI –> IR	0.426	12.715	0.000	1
PI –> UR	0.618	21.757	0.000	1

H 1a, 2a, 3a is not supported. Table 9 shows the result of path coefficient and significant level of differences between two groups. According to PLS-MGA and permutation method, the p-value of Henseler's MGA should be above 0.95, and the p-value of permutation should be below 0.05 to become the significant differences (G.David Garson, 2012). However, the *p*-value of two methods are not in the critical range. Therefore, there is no path coefficient difference in both groups.

Table 9
Results of PLS-MGA learning history of group A and group B

Hypothesis	Relationship	Path coefficient differences	P-value Henseler's MGA	P-value Permutation test	Supported
H1a	LH–>PI	0.074	0.455	0.603	No/No
H2a	PI –>UR	0.047	0.422	0.300	No/No
H3a	PI –> IR	0.108	0.139	0.711	No/No

5. DISCUSSION

The findings show learning history has a positive impact on purchase intention (H1 was accepted). This result was consistent with some previous findings that knowledge has the substantial impact on consumer experience and attitude, and has meaningful effect on purchasing decision (Hunt and Vitell, 1993; Shaw and Clarke, 1999; Vitell *et al.*, 2001). The results of some earlier researchers have been approved the relevance of skepticism that influenced learning history of customers (Roberts, 1995, 1996; Shaw and Shiu, 2002, 2003; DePelsmaker and Jannsens, 2007). Moreover, we found that social capital played a major role in learning the history of participants who know about Vietnamese high quality goods certification. Social capital is the sources of normative pressure and encouraging individual behaviors in a network of social relationships. Hence, this finding was in line with the previous studies (Thoyre, 2011; Falk and Kilpatrick, 2002).

The purchase intention has a positive impact on both utilitarian reinforcement, and informational reinforcement. This result also confirmed the original BPM (Foxall, 2007) and was in line with other previous findings (Elison *et al.*, 2007; and Achabou and Dekhili, 2013). Thus, the internal rewards, which are hedonic, utilitarian, and external rewards, are informational reinforcement, social approval will be increased. Brand managers, or marketers can confer this idea to promote the post-purchase of customer to improve the customer satisfaction and retention.

The paper also investigated whether two groups of participants, who care for and did not care for HQVGC when buying coffee and T-shirt. There is no significant difference between both groups. First of all, the customers in Vietnam may focus on value of use and price sensitive rather than the product quality when buying coffee and T-shirts. Several previous studies also found the similar results for that consumers might not care for certificated product when buying clothing. In addition, consumers of luxury goods mainly concentrate on the intrinsic quality of the product (Achabou and Dekhili, 2013; Davies *et al.*, 2012). Moreover, consumers themselves may not realize which one is a high quality product, unless they spent time researching (Davies *et al.*, 2012). Specifically, in the experimental products, including coffee and T-shirt, customer loyalty may be one of the reasons that result in no differences. It implies that consumers only bought coffee or T-shirts that they are familiar with and reasonable price or buy at convenience stores.

Patricia C. Nicelli (2016) showed that the purchase intention was decreased for the commodity products, but there is no effect for certificated products. The other studies also found that high level of knowing about certificated products has no effect to purchase intention (Hudson, Hudson, and Edgerton, 2013). In contrast, the study of Peloza *et al.* (2013) supported that the level of knowing certificated promote the willingness to pay commodity goods. In addition, customers may consider quality of products rather than to impress the others. This result is in contrast with the result of Patricia C. Nicelli (2016).

5.3. The Implication for Practice

The result of the study indicates that there are no significant differences between the effects of learning history on purchase intention in two different groups. One of these reasons is that most of the HQVGC products in Vietnam are fruits, coffee, and clothing, which are very common in the market. Therefore, the differences between conventional and HQVGC products may be ambiguous to the consumers. The producer registered HQVGC label for the advantage of exporting goods rather than selling in the domestic market. It is necessary to improve the awareness of customer by informing messaging, or marketing HQVGC label. For example, ethical Vietnamese high-quality goods marketers can spread HQVGC information

through social media, or open HQVGC market to increase the knowledge and social approval of HQVGC when consumers make a purchase decision. With the positive influence of bonding social capital, viral marketing is appropriate in the collective community to expand a network, and brand information. Another practical solution is that opening fair trade stores, where only sell products with HQVGC. By doing so may enhance the awareness of consumers.

The product quality also plays a significant role in the result of the study. The HQVGC has not created customer trust and loyalty in Vietnam. In contracts, there are many of the quality certifications such as ISO 9001, CCI that are very popular. One study found that 30-40% of Belgian consumers favored conventional product over ethical products after the blind test (Rousseau, 2015). The experiment of Milkman (2004) has the same result that the participant chose popular product rather than the certificated ones. The marketers should focus on this point to find the effective way promoting ethical Vietnamese high-quality products.

5.4. Implication for Theory

BPM considers learning history as the single dimension. Patricia C. Nicelli (2016) includes knowledge and skepticism as the factors that influence fair trade learning. In this study, we add one subfactor of the social capital, which includes the social connection and collective culture. The result shows that learning history has a positive effect on purchase intention.

The BPM model associated with the setting which occurred, the learning history of the consumer, and the reward of post-purchase, the attitude-behavior gap is still the unresolved question. Moreover, participants have the higher internal reward than external reward in while publicly purchasing the Vietnamese high-quality goods.

5.5. Limitation and Suggestion for Future Research

We implemented the quantitative to conduct the research through online surveys over the Internet. However, it limits the imagination of purchase setting situation and less social pressure on making the purchase decision. Moreover, we found that participants likely conducted many surveys to get more rewards. Thus, the experiment at stores can be a good way to improve the accuracy and diminish the bias responses.

The Vietnamese high-quality goods and commodity items are not distinct enough for the customer. For the Vietnamese high-quality goods, we selected coffee and T-shirt, which are the most two popular products of HQVGC sold in Vietnam. However, there are so many substitute products without HQVGC that consumers can buy at many stores. Therefore, it may occur the situation when there is no different result between two groups.

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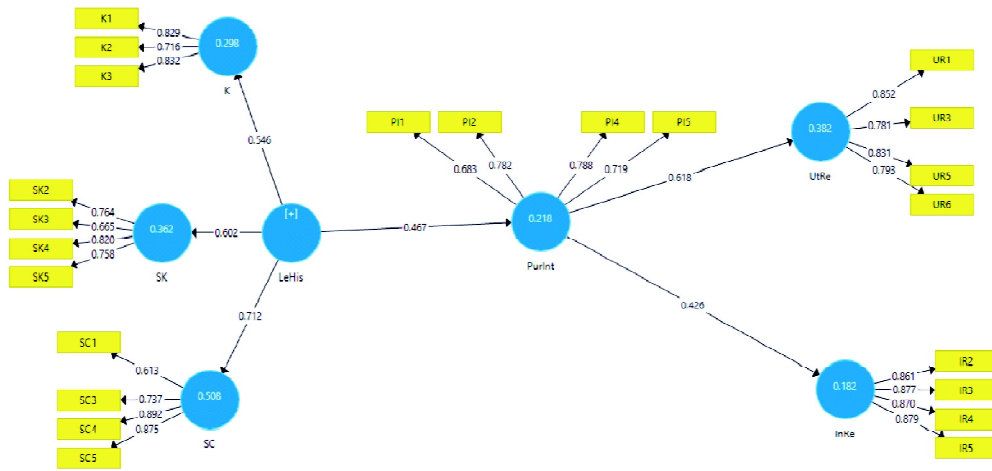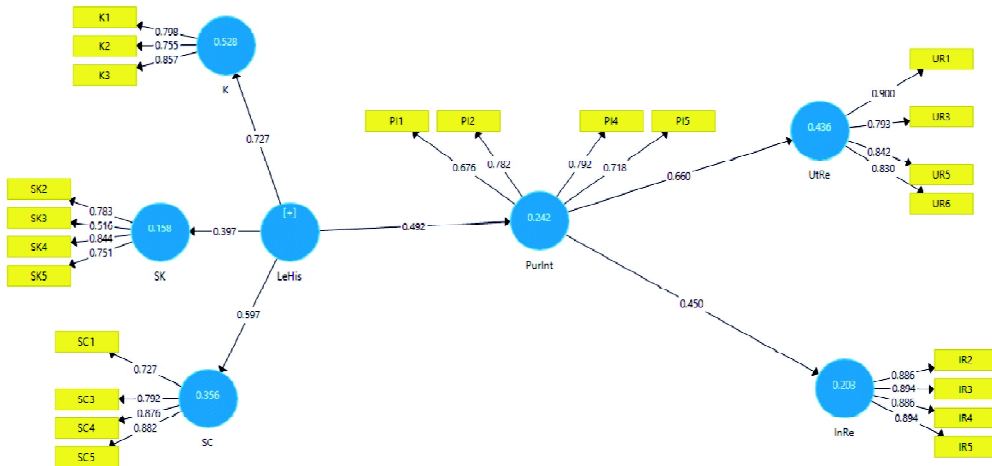
APPENDIX

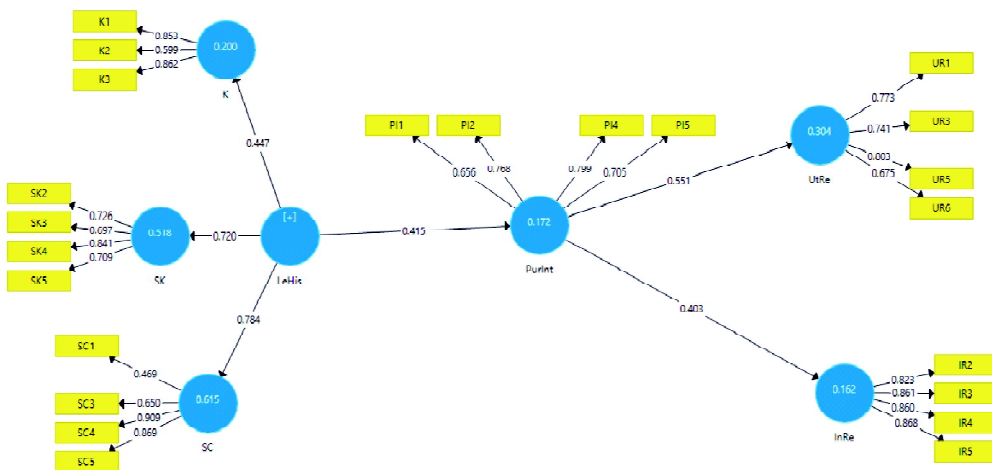**Figure 2: The path coefficient of overall**

Figure 3: The path coefficient of Group A

Figure 4: The path coefficient of Group B