



## FACTORS INFLUENCE THE INTENTION OF VIETNAMESE TEENAGERS TO BUY “MADE IN VIETNAM” SPORTS SHOES

BY

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### Abstract

The article examines the different factors influence the intention to buy “Made in Vietnam” sports shoes of Vietnamese teenagers. Using quantitative research method, we collect data from 258 (teenagers) respondents, of which 169 have worn or intended to buy “Made in Vietnam” sports shoes. We processed the survey result by “SMARTPLS” software. According to our model, there are 7 factors taken into consideration: (1) Perceived price, (2) Product quality, (3) Product design, (4) Service quality, (5) Brand, (6) Reference group, (7) Ethnocentrism. Four factors at 5% of significance level that show greater impact on “Intention to buy Made in Vietnam sports shoes of Vietnamese youth”. Specifically, “Ethnocentrism” (TVC) has the strongest impact with a result of 0.583, followed by “Product price” (GC) at 0.177, “Reference Group” (NTK) at 0.128 and “Product Quality” (CL) has the lowest impact level of 0.126.

**Keywords:** Impact factors, purchase intention, sports shoes, made in Vietnam, Vietnamese youth

### 1. Raise the issues

Vietnam is the third largest footwear producer in Asia, and fourth in the world. Vietnam’s footwear export is the world second - largest, only behind China. Annually, Vietnam exports more than 1 billion pairs of shoes different markets around the world, exchanging for the country’s foreign currency revenue (VIAa, 2022).

According to the Vietnam Leather, Footwear, and Handbag Association (LEFASO), the export turnover of the leather and footwear industry accounts for approximately 10% of the total export turnover of the country every year. In addition, the industry also meets at 50% of domestic consumption demand and creates jobs for more than a million workers (Binh Duong Department of Industry and Trade, 2018).

However, the consumption of domestic products hasn’t changed much since the domestic market and consumption quantity are still in their infancy. Currently, Vietnam has about 800 companies in the footwear industry, most of which are small enterprises (70% are small and medium enterprises). With a consumption increase of about 8% per year, shoes and

sandals consumption will reach more than 10 million pairs/year. In 2020, footwear consumption in Vietnam was around 355 million pairs. It is expected that the domestic market will be beneficial for the footwear industry. Therefore, the leather and footwear industry need to capture tastes of customers in order to adjust the quality and design of products, to meet the customers’ demands, and develop the shoe consumption market in general. All for the goal: “Vietnamese citizens use Vietnamese manufactured products”. (VIA, 2022b)

In order to examine the factors influence the consumption behavior of young people with “Made in Vietnam” sports shoes and promoting the use of domestic products in general and sports shoes in particular, our study is designed to answer the following questions: (1) What are the factors that influence the intention to buy “Made in Vietnam” sports shoes of Vietnamese youth (born from 1995 to 2012); (2) The influence degree of each factor on the intention of buying “Made in Vietnam” sports shoes.

## 2. Theoretical basis and research overview

### 2.1. Theoretical basis

**Theory of consumer behavior.** Consumers want to maximize their potential benefits within the income, preferences, and product price. Shopping behavior of consumers is expressed in searching, purchasing, using, and evaluating products and services that they expect meeting a certain standard (Bennett, 1988). Consumer behavior is a series of decisions related to purchasing goods that each individual or groups must decide over time about choosing to use a particular product, service, idea or activity (Munnukka, 2008).

**Theory of Reasoned Action (TRA).** Fishbein and Ajzen (1975) proposed a rational behavioral theory (TRA) model to explain and predict behavioral intentions in accepting a product. This theory suggests that “intention” is the best predictor for the final action, and simultaneously determined by attitudes as well as standard subjects.

(1) Attitude: An emotional state that can express an individual's behavior through gestures, words, facial expressions, visual expressions, and things related to products.

(2) Subjective standards: Behavioral intentions and the motive of users are influenced by attitudes, behaviors, and desires of affiliated individuals towards the use of products

**Theory of Planned Behavior (TPB) by Ajzen (1991).** TPB theory posits people will display a certain behavior if they believe that the behavior yields valuable results. The theory includes a set of relationships between attitudes, subjective norms, perceived control, and expected behavior.

(3) Cognitive-behavioral monitoring test. An individual's perception of how difficult to perform a behavior (relative to the availability of resources, knowledge, and application's chances).

**Theory of ethnocentrism.** Pursuing product consumption that contains national cultural identity. With the increase and development of globalization, as well as international products and services, consumers are more concerned about their cultural identity. Patriotism is reflected in consumers' behavior through the propensity of purchasing domestic products – ethnocentric orientation. (Visa, I., & Faihurst, A, 1999)

### 2.2. Research overview

Research by Thu N.T.M (2019) on shoe purchase intention of BQ shoe company (YD), pointed out 6 major factors: (i) Perceived price (GCCN); (ii) Product Quality (CLSP); (iii) Product Design (TKSP); (iv) Service Quality (CLDV); (v) Brand (TH); (vi) Reference group (NTK). Using quantitative research method, we build a linear regression equation with (YD, BQ shoe company) as the dependent variable. The study also shows that the factor (TKSP) has the greatest impact (0.25) and the factor CLSP has the lowest influence (0.098). In 2021, Tung N.X and his colleagues studied factors

affecting the intention to buy sports shoes of teenagers based on the model of intended behavior (TPB), in which he included three independent variables: (i) Attitude (A); (ii) Subjective norm (SN); (iii) Perceived behavioral control (C). In addition, the fourth factor is (iv) Past behavior to the dependent variable is “Teenagers' intention to buy sports shoes” (PI). With 303 valid responses, the results show that the “past behavior” variable (PB) is not significant in explaining the volatility of the “purchase intention” variable. After removing the variable PB, the research team tested their steps and built a regression equation, then concluded that there are 3 factors affecting the intention to buy sports shoes of students. Research on factors affecting the propensity to buy sports shoes in teenagers at Tra Vinh University, Hung N.T and Quynh T.T.X (2021) utilized sets of descriptive statistical methods, testing reliability of scale measured by Cronbach's Alpha coefficient, analyze exploratory factor (EFA) to combine observed variables into groups of factors for the basis of linear regression analysis. The results show that four factors positively affect the trend of choosing to buy shoes: product quality (CLSP) with  $\beta = 0.119$ , price (GC) with  $\beta = 0.101$ , service (DV) with  $\beta = 0.0205$  and brand (TH) with  $\beta = 0.587$ . In contrast, the reference group (NTK) with  $\beta = -0.097$  has a negative influence on the propensity to buy products. Research by Ly N.H (2018) shows the influence of different factors on the intention to buy sports shoes of Hanoi students including (1) Popularity (DP); (2) Appearance (NH); (3) Professional Knowledge (KT); (4) Relevancy (LQ); (5) Information/content (ND); (6) Interaction (TGT); (7) Trust (TIN). The results were tested by factor analysis method EFA with all 7 independent variables, reliability was assessed by Cronbach's Alpha reliability coefficient. The relationship between the dependent variables and the independent variables is presented in the form of a regression equation. The results have shown that the trust factor has the strongest impact, the appearance factor has the least impact. Chiu, W, Kim, T & Won, D (2018) used applied research method (MGB) to investigate the behavioral intention of consumers buying sportswear online in Korea. Results show that there are 6 main contributing factors. In which, “Attitude”, “Subjective norm”, “Emotions predict positive”, “Frequency of past behavior”, “Desire” have a positive effect, the factor “Predicted negative emotions” has a negative effect on consumers' behavior. Research by Ching-Hui Lin, Hong-Bo Chen (2022) analyzes the impact of peer reviews and communication on college students' intention to buy sneakers via SNS (Social networking sites). Research results show that Nike is the brand that students are likely to buy the most; there are differences in assessment and peer communication between different genders and ages; reviews and peer-to-peer communication can predict purchase intention.

A case study in Malaysia, Ming, W.W.P et al (2022) showed that product pricing, endorsements, and promotions have strong influence over teenagers' purchasing shoes intention. Conversely, product brand and quality have an inverse relationship with Gen Z's intention to buy sports shoes.

Research by Ko, Eunju, et al (2006) compares the intention of buying sports shoes in 2 countries China and Korea. Results show that China tends to be more concerned about product origin than Korea. However, origin has no effect on perceived prices in Korea and China. Along with that, Chinese consumers believe that sports shoes originated from developed countries are better - quality than those in less developed countries. Research also shows that brand image plays an important role. Research on the intention to buy sports shoes of gen Y in Padang, Indonesia, Eddo Nanda Oketarici (2014) shows that the country of origin and product design have a significant influence on the purchase intention of consumers for domestic and international sport shoes. On the other hand, price has a significant effect only when consumers decide to buy local/domestic sports shoes and brand image has a prominent influence when intended to buy foreign sports shoes only. Research by Hanh P.T.H (2020) discusses a general overview of the domestic market for Vietnamese footwear products, outlines the production and consumption activities, thereby assessing the achievements and limitations. From there, two groups of solutions are proposed to improve the domestic market of Vietnamese footwear products, including a macro solution: emphasizing on the role of Government; and a micro solution: emphasizing the role of businesses. businesses and individuals in promoting and building Vietnamese footwear brands. Research by Hau L.N, Quynh T.T, Anh L.D (2011) explores the role of consumer ethnocentrism, perceived quality, and perceived price on the willingness to buy domestic products of Vietnamese consumers. In their survey research, the results of 422 respondents in Ho Chi Minh City show that price perception and ethnocentrism have a positive and direct impact, while perceived quality has an indirect impact on willingness to buy domestic goods. Perceived quality and ethnocentrism have a positive effect on perceived price.

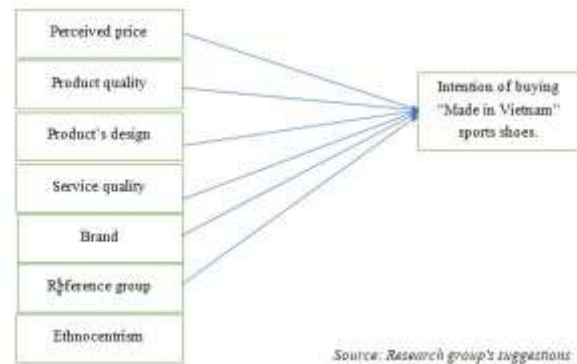
Regarding the ethnocentrism of young people, there is a study by Thu N.T.K (2015). The author confirmed that young people in the Central region of Vietnam have a relatively stable consumer ethnocentrism, but the level remains low. Ethnocentrism is expressed through the dominance in purchasing Vietnamese local and traditional products, such as clothing, household appliances, fresh milk, etc. Dung T.K (2015) uses the "Ethnocentrism" scale of consumers' intention to buy domestic goods – The case of confectionery products in Da Nang city market. In the description of the scale data, the author commented: The ethnocentrism of the Vietnamese is quite high. This feature is consistent with our tradition from the past to the present. With such high ethnocentrism, consumers think that prioritizing Vietnamese goods is absolutely right.

**2.3. Research model and hypothesis**

Based on a theoretical overview, an overview of related studies, and the characteristics of sports shoes made in Vietnam, the research team proposes a research model with these following factors: “Perceived price”, “Product quality”, “Product’s design”, “Service quality”, “Brand”, “Reference group”, “Ethnocentrism” affect “Intention of buying “Made in Vietnam” sport shoes (Figure 1)

group”, “Ethnocentrism” affect “Intention of buying “Made in Vietnam” sport shoes (Figure 1)

**Figure 1. The proposed model**



**Research hypothesis:**

- Hypothesis H1: Perceived price has a positive relationship with the intention of buying “made in Vietnam” sports shoes.
- Hypothesis H2: Product quality has a positive relationship with the intention of buying “made in Vietnam” sports shoes.
- Hypothesis H3: Product design has a positive impact on the intention of buying “made in Vietnam” sports shoes.
- Hypothesis H4: Service quality has a positive relationship with intention of buying “made in Vietnam” sports shoes.
- Hypothesis H5: Brand has a positive relationship with intention of buying “made in Vietnam” sports shoes.
- Hypothesis H6: Reference group has a positive relationship with intention of buying “made in Vietnam” sports shoes.
- Hypothesis H7: Ethnocentrism has a positive impact on the intention of buying “made in Vietnam” sports shoes.

The research scale is specified by the Table.

**Table 1. Basis of forming variables and scale factors in the model**

Ord - er	Code	Observed variables	References
<b>I</b>	<b>GC</b>	<b>Perceived price</b>	
1	GC1	“Made in Vietnam” sport shoes have stabilized price	Hung, N.T and Quynh, T.T.X (2021); Eddo Nanda Oketarici (2014); Dung, T.K (2015); Hau, L.N, Quynh, T.T, Anh, L.D (2011); Minh, N.T.N (2019)
2	GC2	“Made in Vietnam” sport shoes’ price are competitive on the market	
3	GC3	“Made in Vietnam” sport shoes worth the price	
4	GC4	“Made in Vietnam” sport shoes offer various price	

		ranges	
5	GC5	“Made in Vietnam” sport shoes offer suitable price with your income	
<b>II</b>	<b>CL</b>	<b>Product quality</b>	Hung, N.T and Quynh, T.T.X (2021); Hau, L.N, Quynh, T.T, Anh, L.D (2011); Minh, N.T.N (2019)
6	CL1	“Made in Vietnam” sport shoes are dulcet	
7	CL2	“Made in Vietnam” sport shoes are made from fined materials	
8	CL3	“Made in Vietnam” sport shoes are durable	
<b>III</b>	<b>TK</b>	<b>Product’s designs</b>	Minh, N.T.N (2019)
9	TK1	“Made in Vietnam” sport shoes are well-designed	
10	TK2	“Made in Vietnam” sport shoes have a variety of models	
11	TK3	“Made in Vietnam” sport shoes offer many different colors	
12	TK4	“Made in Vietnam” sport shoes are made in a variety of sizes	
13	TK5	“Made in Vietnam” sport shoes are well-packaged	
<b>IV</b>	<b>DV</b>	<b>Service quality</b>	Hung, N.T and

14	DV1	There are many stores that distribute “Made in Vietnam” sport shoes	Quynh, T.T.X (2021); Minh, N.T.N (2019)
15	DV2	Store employees are friendly and enthusiastic	
16	DV3	Customers are offered information about the products	
17	DV4	Excellent warranty and after-sale service	
18	DV5	Excellent refund/exchange / complaint	
19	DV6	Excellent consultant / Employee understands customers’ needs	
<b>V</b>	<b>TH</b>	<b>Brand</b>	Hung, N.T and Quynh, T.T.X (2021); Ching-Hui Lin, Hong-Bo Chen (2022); Eddo Nanda Oketarici (2014); Minh, N.T.N (2019)
20	TH1	There are many prestigious Vietnamese sport shoes brands on the market	
21	TH2	Many brands are well-known	
22	TH3	Many brands’ names are easy to remember and familiar with customers	
<b>VI</b>	<b>NTK</b>	<b>Reference group</b>	
23	NTK 1	Asking friends for opinions before buying made in Vietnam sport	Hung, N.T and Quynh, T.T.X (2021); Minh, N.T.N (2019)

		shoes	
24	NTK 2	Used to / Currently / Will ask family and friends for opinions before buying Vietnamese sport shoes	
25	NTK 3	Caring about friends' reaction of buying Vietnamese sport shoes	
26	NTK 4	Caring about family's reaction of buying Vietnamese sport shoes	
27	NTK 5	Asking someone for review before buying Vietnamese sport shoes	
28	NTK 6	Choose friends based on sharing same shoe brands	
<b>VII</b>	<b>TVC</b>	<b>Ethnocentrism</b>	Dung, T.K (2015); Hau, L.N, Quynh, T.T, Anh, L.D (2011)
29	TVC 1	Vietnamese should use "Made in Vietnam" sport shoes	
30	TVC 2	Owning a Vietnamese sport shoes will make you feel comfortable	
31	TVC 3	Owning a Vietnamese sport shoes will please you	
32	TVC	I will be wearing	

	4	Vietnamese sport shoes in important sport matches	
33	TVC 5	I will be wearing Vietnamese sport shoes in important sport matches	
<b>VIII</b>	<b>YD</b>	Intentions of buying made in Vietnam sport shoes	Minh, N.T.N (2019); Ly, N.H (2018)
34	YD1	I will introduce Vietnamese sport shoes to everyone	
35	YD2	I will prioritize using Vietnamese sport shoes to support Vietnamese organizations	
36	YD3	I will review Vietnamese sport shoes	
37	YD4	I will pay more attention to Vietnamese sport shoes	
38	YD5	I will buy Vietnamese sport shoes in the future	
39	YD6	I will buy Vietnamese sport shoes when I'm having demands for shoes	

### 3. Research Methods

#### 3.1. The method of data collection

The research team conducted a preliminary survey and discussed 25 people who are knowledgeable and often use sports shoes made in Vietnam. Discuss using a preliminary scale with factors affecting the intention to buy sports shoes made in Vietnam. Participants in the discussion were free to give their opinions on aspects of sports shoes made in Vietnam. The preliminary study sample size is 22 (n=25). Preliminary research results are used to complete the research

questionnaire and research model. After having a complete survey form, the research team sent and collected the survey form using the link on Google Form (<https://docs.google.com/forms/d/e/1FAIpQLSeCK6-6h1snZsjGrb9WTjvZBADQNJMDihFgGuRO6Zqq9h74WA/viewform>) with the target audience are young Vietnamese.

The data collection method conducted by the research team is based on the convenience sampling method and the “snowball” method (the method of finding the next object based on the suggestion or introduction of the interviewee) to ensure the required sample size. The number of questionnaires collected was 258, in which the number of young people who used and intend to use Made in Vietnam sports shoes was 169, so the number of valid votes included in the quantitative analysis was 169.

**3.2. Data processing methods**

Quantitative research method was conducted to process data collected from a survey of young Vietnamese consumers on the factors affecting the intention to buy sports shoes made in Vietnam. SMARTPLS software is used to test the hypothesis and evaluate the impact of the factors.

**Step 1: Evaluate the measurement model.**

Evaluation of the measurement model is based on considering the values of the quality of the observed variables (outer loadings), the reliability of the scale (Cronbach's Alpha), the Convergence and Discriminant Validity.

**Step 2: Evaluate the structural model.**

After evaluating the satisfactory measurement model, evaluate the structural model through the impact relationship, the path coefficient, the overall coefficient determining R squared, the impact coefficient f squared.

**4. The level impact of factors on the intention to buy Made in Vietnam sports shoes of Vietnamese youth**

**4.1. Survey subjects and some comments about Made in Vietnam sports shoes**

The survey subjects were young people aged 13 to 28 years old. The total number of votes collected is 258, of which 161 are male (62.4%), 95 are female (36.8%) and 2 do not want to mention (0.8%), which shows that the male gender tends to be more interested in sports shoes.

In terms of age, 120 people had a year of birth between 2006 and 2010 (46.5%); 68 people in the age group 2001 - 2005

(26.4%), and 27.1% of the respondents were born in 1995 - 2000. Most of the respondents in the survey are going to school (70.5%), and the remaining 29.5% are currently going to work.

The monthly income or family allowance of the survey respondents varied: 23.3% had an income or allowance of less than 1 million VND, followed by 31.4% from 1 to less than 2 million dongs, 13.2% of survey respondents had from 2 to less than 5 million dongs per month, 32 survey respondents answered that their income or allowance is from 5 to 10 million dong/month (12.4%) and 51 you have an income/allowance of more than 10 million VND (19.8%).

When asked about whether they had ever bought Made in Viet Nam sports shoes, 190 respondents said they had bought them (73.6%) and 68 respondents had never bought them (26.4%). Out of 190 respondents who said they had purchased, 166 liked Biti's sports shoe brand (87.4%), followed by Thuong Dinh shoe brand (40%), Vina Shoes (32.1%), Ananas (24.2%), Juno (21.6%) and some other shoe brands such as RieNevan, Midaz, COX Shoes...

Survey respondents have multi-dimensional views on the advantages of Made in Vietnam sports shoes, specifically 153 people think that Made in Vietnam sports shoes are affordable (81.4%), followed by the dynamic comfort (46.8%), youthful and convenient (42%), diverse designs (30.9%), eye-catching colors (28.7%), and some other advantages such as high durability, good quality, delicate and novel, showing personality, smooth to use...

Regarding the intention to buy Made in Vietnam sports shoes in the near future, 71 respondents will definitely buy (27.5%), and 98 respondents will consider (38%). Meanwhile, there are 89 respondents who have not thought of buying Made in Vietnam sports shoes in the near future (34.5%).

**4.2. Results of testing the impact of factors on the intention to buy Made in Vietnam sports shoes**

**4.2.1. Results of evaluating the quality of observed variables in the measurement model**

**4.2.1.1. Check the quality of observed variables**

The quality of the observed variable is evaluated through the outer loadings coefficient. The quality of observed variables affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth is shown in Table 2.

**Table 2. Outer loadings of factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth**

	CL	DV	GC	NTK	TH	TK	TVC	YD
CL1	0.756							
CL2	0.794							
CL3	0.827							
DV1		0.760						
DV2		0.848						



DV3		0.843						
DV6		0.709						
GC1			0.888					
GC2			0.858					
GC4			0.737					
GC5			0.810					
NTK1				0.913				
NTK2				0.880				
NTK5				0.746				
TH1					0.898			
TH2					0.879			
TH3					0.853			
TK1						0.786		
TK2						0.735		
TK3						0.842		
TK4						0.752		
TVC1							0.910	
TVC2							0.906	
TVC3							0.832	
TVC5							0.780	
YD1								0.923
YD2								0.864
YD3								0.878
YD4								0.901
YD5								0.801

Source: Test results of the research team

When running the model for the first time, there are 9 scales DV4, DV5, GC3, NTK3, NTK4, NTK6, TK5, TVC4, YD6 with outer loadings < 0.7 that have been removed from the model. The results from Table 1 show that the outer loadings of all correlation coefficients of all variables affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth are > 0.7 (Hair & et al. al, 2016) shows that the observed variables are significant.

**4.2.1.2. Check the reliability of the scale**

Assessing the reliability of the scale of factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth on PLS-SEM through two main indexes, Cronbach's Alpha and Composite Reliability (CR).

**Table 3. Reliability coefficient (Cronbach's Alpha) and Composite Reliability of factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CL	0.717	0.754	0.835	0.629
DV	0.801	0.813	0.870	0.627
GC	0.843	0.860	0.895	0.681
NTK	0.802	0.812	0.885	0.721
TH	0.851	0.869	0.909	0.769
TK	0.793	0.814	0.861	0.608
TVC	0.879	0.881	0.918	0.737
YD	0.923	0.927	0.942	0.765

Source: Test results of the research team

According to Table 3, after analyzing the reliability test by Cronbach's Alpha coefficient of the factor, the results are: Product quality (CL) reached 0.717; Service quality (DV) reached 0.801; Perceived price (GC) reached 0.843; Reference group (designer) reached 0.802; Brand (TH) reached 0.851; Design (TK) reached 0.793; Ethnocentrism (TVC) reached 0.879; Intent (YD) reached 0.923. Thus, all the scales satisfy the condition > 0.7 (DeVellis, 2012) and do not violate any rule to exclude variables, so no variables are excluded and are acceptable in terms of reliability.

Composite Reliability (CR) of all observed variables is also > 0.7 (Bagozzi & Yi, 1988). Therefore, the scale is reliable, has analytical significance, and is used in subsequent factor analysis.

4.2.1.3. Convergence

According to the data analysis results in Table 3, the average variance index extracted AVE (Average Variance Extracted) of the factors: Quality (CL) reached 0.629; Services (DV) reached 0.627; Price (GC) reached 0.681; Reference group (designer) reached 0.721; Brand (TH) reached 0.769; Design (TK) reached 0.608; Ethnocentrism (TVC) reached 0.737; Intent (YD) reaches 0.765

Thus, the average variance extracted AVE (Average Variance Extracted) of all variables is > 0.5 (Hock & Ringle, 2010), which shows that the model satisfies the conditions of convergence.

4.2.1.4. Discriminant Validity

The results in Table 4 on the Fornell-Larcker criterion of the research model on factors affecting the intention to buy Made

in Vietnam sports shoes of Vietnamese youth show the following factors: Product quality (CL); Service quality (DV); Perceived Price (GC); Reference group (designer); Trademark (TH); Design (TK); Ethnocentrism (TVC); Intent (YD) is discriminatory because all AVE square roots on the diagonal are higher than their off-diagonal values. Therefore, in terms of discriminant validity in two criteria including cross-load coefficient and Fornell and Larcker's criteria, the condition is satisfied.

Table 4. Fornell-Larcker criteria of the research model on factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese young people

	CL	DV	GC	NTK	TH	TK	TVC
CL	0.793						
DV	0.659	0.792					
GC	0.657	0.538	0.825				
NTK	0.646	0.619	0.683	0.849			
TH	0.492	0.737	0.375	0.455	0.877		
TK	0.627	0.680	0.568	0.622	0.626	0.780	
TVC	0.664	0.572	0.781	0.776	0.429	0.625	0.859

Source: Test results of the research team

The test results in Table 5 give the HTMT index on the discriminant nature of the factors affecting the intention to buy Made in Vietnam sports shoes. According to Garson (2016), the discriminant of the variables is certain, the HTMT value in Table 4 to see the discriminant of the factors is included in the model (because all are < 1).

Table 5. HTMT index of the research model of factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese young people

	CL	DV	GC	NTK	TH	TK	TVC	YD
CL								
DV	0.895							
GC	0.826	0.651						
NTK	0.816	0.757	0.835					
TH	0.670	0.892	0.450	0.546				
TK	0.838	0.847	0.655	0.759	0.801			
TVC	0.795	0.669	0.897	0.926	0.493	0.708		
YD	0.823	0.676	0.887	0.896	0.457	0.657	0.989	

Source: Test results of the research team

4.2.1.5. Function value f<sup>2</sup>

The function value f<sup>2</sup> represents the influence of the structure (factor) when removed from the model. The f<sup>2</sup> values correspond to 0.02, 0.15, and 0.35, corresponding to the small, medium, and large effects (Cohen, 1988) of the exogenous variable. If the effect size < 0.02, it is considered to have no effect.

Table 6. Summary table of f<sup>2</sup> values

	CL	DV	GC	NTK	TH	TK	TVC	YD
CL								0.040
DV								0.006
GC								0.068
NTK								0.034





TH								0.006
TK								0.004
TVC								0.564
YD								

Source: Test results of the research team

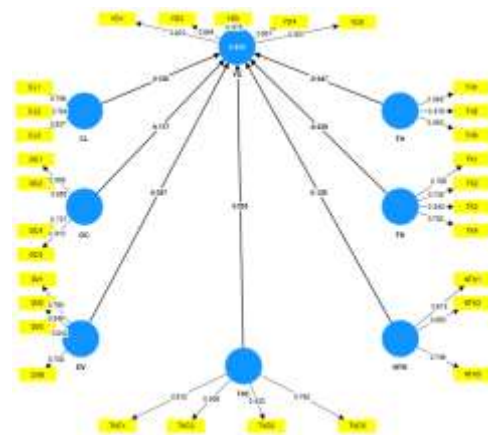
In this model, in Table 6, we see that there are links between CL (0,04); GC (0.068); Designer(0.034), and TVC (0.564); “yes” affects the intention to buy Made in Vietnam sports shoes,  $f^2 > 0.15$  is considered to have a medium impact. The factors DV (0.006), TH (0.006), and account (0.004) with  $f^2 < 0.02$  are considered to have no influence on the intention to buy Made in Vietnam sports shoes of Vietnamese young people.

**4.2.2. Results of impact assessment by a structural model**

**4.2.2.1. Evaluation of impact relationships**

The relationship and influence of factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth on SMARTPLS are shown in Figure 2.

**Figure 2. Factors affecting the intention to buy Made in Vietnam sports shoes of Vietnamese youth**



Source: SMARTPLS test results of the research team

The results of Bootstrap analysis to evaluate the impact relationships are shown in Table 7. Accordingly, the factors “Service quality”, “Price”, “Reference group”, and “Ethnocentrism” has P Values  $< 0.05$ , this reflects that these factors are statistically significant enough to show a positive relationship on the intention to buy Made in Vietnam sports shoes of Vietnamese young people. The factors “Service Quality”, “Brand”, and “Product Design”, have P Values  $> 0.05$ . This reflects that these factors are not statistically significant enough to show the relationship has the same effect on the intention to buy Made in Vietnam sports shoes of Vietnamese youth.

**Table 7. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
CL -> YD	0.126	0.127	0.060	2.091	<b>0.037</b>
DV -> YD	0.057	0.056	0.054	1.067	<b>0.287</b>
GC -> YD	0.177	0.181	0.057	3.118	<b>0.002</b>
NTK -> YD	0.128	0.129	0.062	2.073	<b>0.039</b>
TH -> YD	-0.047	-0.049	0.047	0.983	<b>0.326</b>
TK -> YD	-0.039	-0.038	0.057	0.678	<b>0.498</b>
TVC -> YD	0.583	0.579	0.065	9.020	<b>0.000</b>

Source: SMARTPLS test results of the research team

The test results in Table 6 show that with 95% confidence, “Ethnocentrism” (TVC) has the strongest impact on the intention to buy Made in Vietnam sports shoes of Vietnamese young people with an impact level of 0.583; followed by the factor “Product Price” (GC) with an impact of 0.177, the “Reference Group” (NTK) factor with an influence of 0.128; followed by the factor “Product Quality” (CL) with an impact level of 0.126.

**4.2.2.2. Evaluation of the overall coefficient of determination R2 (R square)**

The results of the Algorithm PLS analysis give the value R2, reflecting the level of explanation of the independent variable

for the dependent variable. The R2 index measures the overall coefficient of determination (R-square value), which is a metric to measure the model fit of data (the explainability of the model). Hair et al (2010) suggested an R-square value at 0.75, 0.50, or 0.25.

**Table 8. Coefficient of explanatory strength of independent variable for the dependent variable (R Square)**

	R-square	R-square adjusted
YD	0.839	0.832

Source: Test results of the research team

The results from Table 8 show that R2 equals 0.839 and R2 adjusted by 0.832 is appropriate in this case study, so the independent variables in the model explain 59.3% of “Intent to buy Made sports shoes.” in Vietnam of Vietnamese youth”.

**4.2.2.3. Standardized Root Mean Square Residual index (SRMR)**

Standardized Root Mean Square Residual (SRMR): This index indicates the relevance of the research model. According to Hu and Bentler (1999), the SRMR index must be less than 0.08 or 0.1. In addition, Henseler et al. (2014) also suggested that the SRMR index is the goodness of fit index of the PLS-SEM model that can be used to avoid parameter bias in the model.

**Table 9. Standardized Root Mean Square Residual (SRMR) Reliability Index**

	Saturated model	Estimated model
SRMR	0.085	0.085

Source: Test results of the research team

The results of the SRMR study in Table 9 of the research results were  $0.085 < 0.1$ . In doing so this model is suitable for topic data analysis.

**5. Exchange discussion**

Out of 7 factors, all four factors are considered at 5% significance level, showing that there is an impact on “Intent to buy sports shoes of Vietnamese youth”. In which, “Ethnocentrism” (TVC) has the strongest impact on the intention to buy Made in Vietnam sports shoes of Vietnamese young people with an impact of 0.583 showing that when ethnocentrism increases by 1 unit, it will promote intention to buy Made in Vietnam sports shoes is 0.583 units; Next is the factor “Product Price” (GC) with an impact of 0.177, showing that when the perceived product price increases by 1 unit, the intention to buy Made in Vietnam sports shoes increases by 0.177 units. taste; factor “Reference group” (NTK) has an influence of 0.128, when the reference group increases the influence by 1 unit, the intention to buy Made in Vietnam sports shoes increases by 0.128 units; Finally, the factor “Product Quality” (CL) has an impact of 0.126, when product quality increases by 1 unit, it will promote the intention to buy Made in Vietnam sports shoes by 0.126 units.

From the survey results and testing the influence of the factors in the model on the intention of young people to buy Made in Vietnam sports shoes, the research team proposes the following suggestions:

Ethnocentrism has the strongest impact on the intention to buy Made in Vietnam sports shoes because most young people will prioritize using Vietnamese products. Therefore, manufacturers and businesses need to have strategies to improve their image, position, reputation, and quality as well as have important competitive advantages compared to other foreign shoe markets in order to attract more customers. More

and more young people consume domestic leather goods in general and sports shoes in particular.

Enterprises, factories that manufacture and distribute Made in Vietnam sports shoes need to conduct a review of cost items that can directly or indirectly affect the price of the product. Because product prices are positively related to the intention to buy sports shoes made in Vietnam, businesses do not need to have a competitive price strategy, find ways to minimize costs to product discount.

The reference group also plays a positive role in the intention to buy Made in Vietnam sports shoes. Therefore, businesses and companies of Made in Vietnam sports shoes need to focus on communication, marketing, and product promotion activities. At the same time, focus on in-depth research on the perception and belief of customers, especially young people, about shoes in general and domestic sports shoes in particular.

Product quality has the lowest impact on the intention to buy Made in Vietnam sports shoes, however, product quality has a positive impact on the intention to buy shoes. Therefore, manufacturers and suppliers of Made in Vietnam sports shoes also need to focus on controlling and maintaining stable product quality. High quality of Made in Vietnam sports shoes, promoting the potentials and advantages of the product not only in the domestic market but also in the world market.

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