

The Role of Mass Media to the People of Hanoi City in Regard of the Campaign “The Vietnamese Prioritizing Consuming the Goods Made in Vietnam”

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Abstract

The campaign titled “The Vietnamese Prioritizing Consuming the Goods Made in Vietnam” (TVPCGMIN) is considered as a guiding principle constructed by the Communist Party. It was issued on the 31st of July, 2009 in the Proclamation No. 264 -TB/TW from the Politburo. It remains as the main mission on the list of action plan of Fatherland’s Front Institution. In that setting, we questioned the role of mass media during this campaign. The research was based on random sample selection of 200 samples from Nguyen Trai ward which is considered the inner city area, and the An Thuong commune which is considered the suburb area of Ha Noi city. The research employed focus group interview of twelve individuals among which six were retailers and six were consumers. The results showed that the campaign had a significant influence on both residents of the inner city as well as the suburb area. Among them, cable television and newspapers had stronger impact than radio, internet, banners, community meetings, and word-of-mouth from the individual’s social network. After five years of campaigning, the movement altered people’s awareness, attitude and consumption toward the Vietnamese brand products. The research indicated that people pay more attention to domestic produce, however, they pointed out that there’s some room for improvement in regards of the visual aspect and quality, especially compared to foreign imported merchandises. In general, the research showed that local people preferred foreign imported goods to the domestic productions. They definitely favor digital products from Japan over all.

Key words: behavior; campaign; channels; consumer; impact; mass media; prioritizing; products; Vietnamese.

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1. Introduction

The campaign titled “The Vietnamese Prioritizing Consuming The Goods Made in Vietnam” (TVPCGMIN) is considered as a guiding principle constructed by the Communist Party. It was issued on the 31st of July, 2009 in the Proclamation # 264-TB/TW from the Politburo. It remains as the main mission on the list of action plan of Fatherland’s Front. The first and foremost reason to launch this campaign was the prominent effect of psychological "cult" in which foreign goods was considered better in quality and elevated social status of those who own it. The cult emerged after the implementation of “Innovation Act” which took place in 1986 and the formal pledge to integrate profoundly into the region’s and world’s economy.

This campaign was deployed synchronously among administration services, thus, attracted participation from a large number of the population. In 2013, five years since the day this campaign was launched, many provinces and cities have reported significant improvement of the Vietnamese goods’ ranking among other goods in the marketplace. The goods which are made in Vietnam have established a foothold in the consuming market. Many enterprises expanded their manufacturing size because of the increasing demand. The amount of employment also increases to fill in new opening positions.

This article will present some results of the research conducted to measure the impact of media on the outcome of this campaign.

Regarding related researches, we highly value the analysis from the books such as “The Vietnamese’s goods and the Vietnamese market” issued by The Center of Technology and Trading Information – published by the Ministry of Trading and Industry; “The Vietnamese’s Goods – Brands – Businessman – Consumer” issued on Trading Journal, published by Ministry of Industry in collaboration with the Joint Mass Medias and Brand Promotion Vietnam in 2011. This article is also referred from some other journals as listed in the references [3], [5,7].

However, we haven’t encountered any references that were issued after the date July 2013. There were none research that has studied the impact of mass media toward the people of Hanoi city in regard of the broadcast of the TVPCGMIN campaign. Therefore, this research wishes to address the impact of different forms of communication toward the attitude and the knowledge of consumers in the capital of Vietnam. Findings and conclusions of this research served as concrete evidence that support proposals made toward the authorities in order to enhance positive impact of the campaign.

2. Methodology

The study was conducted by Assoc. Prof. Vu Hao Quang and Nguyen Thi Ha Giang using random sampling method with sample size of 200 sample units in Nguyen Trai ward (inner city) and An Thuong commune (suburban area) in Hanoi. The topic also employs in-depth interview method of twelve individuals including six retail sellers and six consumers and the other eight are local media officers.

The theoretical approaches include symbolic interaction theory and functional theory and the social system

theory.

[According to symbolic interactionism by H. Mead and H. Blumer [6, 194- 230], people interact with one another by using the same symbolic meaning. Therefore, in order to influence the consumer's behavior, the media must convey the message that helps consumers understand the meaning of local good consumption. R. Merton's functional theory [2, 73-138] indicates that manifest functions are the type of action which has results that are consistent with the intended purpose. Whereas latent function is the type of action which does not lead to expected outcomes. For example, when the media intend to make buyers consume goods which are made in Vietnam, however, buyers incline toward consuming products made from the US or Japan, is an exhibit of latent function. T. Parsons' social system theory [4, 45-75] suggests that a system consists of sub-systems which are relatively independent and interrelated in function as a whole. In order to persist, each social system must perform four essential functions including adaptation, goal attainment, integration and latency. We used the social system theory to explain the relationship between sub-systems such as the mass media, consumers, and the distribution of imported goods.

3. Research results

3.1. The impact of the mass media on people's perception

3.1.1. Impact of the mass media

While Vietnam was facing many economy challenges during the early 21st century, the Political Bureau impelled the PCGMIV campaign to industrialize, and modernize the country utilizing endogenous strength, and ultimately improve the country's economy competitiveness among other countries in the area.

In order to execute the above-mentioned strategy, the Fatherland's Front Institution was assigned to draft the core objectives of the campaign as follow:

- Inspire Vietnamese's patriotism, raise the people' sense of self-reliance and pride in inland manufacturing, distributing and consuming in order to improve production capacity, competition in comply with the world's economy.
- Find out solutions to overcome *economic downturn*, and remain the stability of domestic production.
- Sustain the development of economy and society under the negative impact of economic crisis over the world.

Our study was conducted after the campaign was launched for 4 years. In our survey, 200 people were asked to share their source of information regarding this campaign. Among them, only 7.5% did not know it existed.

Instead of asking directly if the interviewee knows about the campaign, we asked them to select channels through which they learned about the campaign. Results obtained are as follow:

Table 1: Information channels through which people learn about the campaign.

Information channels		Frequency	Percent (%)
1.	Television, radio, newspaper	144	77.9
2.	Friends/relatives	66	35.6
3.	Online newspapers, forums	45	24.3
4.	Local radio channel	37	18.4
5.	Trade fair	28	15.0
6.	Slogan	29	15.5
7.	Association and Organizations	14	7.6
8.	Other	0	0.0

Source: Survey Data [3]

Along with quantitative data collected from this question, we also used qualitative data from interviewing the focus group. We found that each media channel has different impacts on people's awareness regarding the campaign.

- **Television, radio, newspaper:**

Table 1 shows that most people know the campaign through traditional media channels such as television, radio, and newspapers. According to the researchers' observation, most households possess at least one television, therefore, watching television has become a habit of most people. Moreover, there is a genuine belief among the people that information on television are the most reliable source. They believe the information must be closely supervised and checked for accuracy before being broadcasted. Considering the correlation between urban areas and suburbs, we found that people living in suburbs receive more information about the campaign through this category than people living in urban areas (84.4% versus 71.5%).

Friends and relatives:

Vietnamese pay high respect to relationship with friends and relatives, therefore their friends and relatives play an important role in spreading the information relates to this campaign. 35.6% of people who answered the questionnaire learned about this campaign through their friends and relatives. Vietnamese honor family love, kinship, relationship with neighbors to a point where these relationships can make great impact on their views ad opinions. This type of social control influence on the course of actions one might take.

- **Online newspapers and online forums**

Online newspapers and forums have now become quite popular, especially in urban areas. The values that this channel brings to everyone is enormous and that increasingly show its importance in social. The result of our survey showed that 24.3% of people in the survey learned about this campaign through websites and forums.

Young generation and people who have office jobs usually have instant access to internet, therefore they update new information online quickly. However, the information about this campaign was not issued widely on websites and online news nor attracted the attention of this population. A communication officer said: "I see young people and many in-service officers use their smartphones for hours on a daily basis to access "hot" news on the internet, while " the campaign information is not really appealing remembered. Therefore, information about the "campaign" should be enhanced both in width and depth on the mass media to be effective", (Depth interview, Male, Media Officer, 35 ages, Nga Tu So Ward).

- **Local radio stations**

Each neighborhood in Vietnam has its own radio station. The local authorities intend to periodically announce new policies or guidelines issued from the government through big stereos that are hang on electric pole or high-mast lighting throughout the area. However, the number of people interested in this media channel is insignificant. This reflect on the amount of people chose this option as the channel they learned about the campaign (18.4%).

"Only television without other media, local radio did not do anything". (female, 63 ages, drug seller in the pharmacy)

There are many objective reasons lead to restriction on this form of communication such as radio time limit, propagated content and radio time - starting at a certain time in the morning or afternoon. Besides, people are busy with their daily work, so they cannot listen to the radio. Even if they can, they also cannot remember the content. Usually, only retired people or those with free time can hear. Thus, the local radio stations are not a really effectiveness form of communication and not have impact on changed perceptions, attitudes of people to this campaign. In order to attract people, local radio stations first need to change the way radio transmit. So, figuring out an appropriate way of communication to attract people is really big problem.

- **Trade fair**

Hosting trade fair is one of the activities to promote the campaign. Nevertheless, only 15% of the sample learned about this campaign through attending trade fairs.

- **Banner, slogan**

With rich content and easily captured information, banners and slogans are common forms of propaganda in the cities' area. Through observations, banner and slogan of the campaign were distributed mainly in the inner-city areas, while very rare seen in the outer-skirt areas.

- **Association and Organizations**

Legislatures of social and political organizations such as the Women's Union Association, the Veterans Association, Ho Chi Minh Communist Youth Union were encouraged to participate in the campaign. However,

the number of people learned about this campaign through these unions is very trivial (7.6%). This number indicates that these organizations might not have implemented activities that speak volume to the people.

3.1.2. The impact media on the message of the campaign

- In order to evaluate the effectiveness of the media in conveying messages that align with the objectives of this campaign, we asked the following question: “According to you, what is the purpose of this campaign?”. The results are:

Table 2: The knowledge of people about the purpose of campaign

Purpose of campaign	Frequency	Percent (%)
1. Encourage people use Vietnam product	124	67.0
2. Improve the economy	106	53.7
3. 3. Improve the competition of Vietnam’s merchandise	74	40.0
4. Import restrictions	70	37.8
5. Promote patriotism	51	27.6
6. Other	14	7.60

(Source: Survey data) The purpose of the "campaign" has been clearly understood by the Hanoi people; 67% of respondents said that the campaign encouraged people to use Vietnamese goods; 53.7% said the campaign had improved the economy; 40 % said that the campaign to improve the competitiveness of Vietnamese merchandise. Hanoi people were aware of the campaign’s direct message which is to encourage Vietnamese using products made from their homeland, however, other options that indicated indirect effects of this campaign were not well received. For clarifying this, we asked a woman: *What do you think about the purpose of the campaign?* We received the following answer: *"Speaking for myself, the aim is to make everyone to use VIETNAM goods to develop the country, but our country's in deep recession"* (Woman, aged 55, retailer). This answer, along with the data in Table 2 allows us to say, people just think directly about primary purpose of the present campaign, while the in-depth meaning of the campaign such as patriotism or ethnic self-esteem have not been awakened significantly in their perceptions. We also asked “what does consuming Vietnamese merchandise mean to you?” in order to find out the meaning of people’s action.

Table 3: Meaning of consuming Vietnamese’ merchandise

Meaning of consuming Vietnamese’ merchandise	Frequency	Percent (%)
1. Propel production in Vietnam	130	65.0
2. Create jobs	129	64.5
3. Import restrictions	74	37.0
4. Show patriotism	70	35.0
5. Other	26	13.0

(Source: Survey data)

Table 3 shows that 65.0% of the respondents said the significance of the campaign is to promote the production

of Vietnam enterprises; 64.5% said helping make a lot employment.

Some believe that the use of the VIETNAM contributes restrict imports accounted for a smaller proportion than "Promoting the production of Vietnam enterprises" (37% versus 65%). However, there are also 35% of respondents said that, using Vietnam goods everyday has means of "Expressing patriotism".

- *The correlation between age and knowledge of people through the campaign.*

The correlation between age and knowledge of people through the campaign. Researching on the effects of age on perception, attitude and behavior of people through the campaign "Vietnamese people use the products made in Viet Nam", we found that there is relation between age and level of people's minds. There are certain differences of knowledge the significance of the campaign.

Table 3.1: The correlation between age and knowledge of the meaning the campaign (Unit: %)

Meaning of use Vietnam goods	Age				
	15 - 25	26 - 35	36 - 45	46 - 55	>55
- Make a job for employee	62.3	48.1	78.8	82.8	64.7
- Import restrictions	33.3	36.5	18.2	55.8	58.8
- Promote patriotism	29.0	28.8	30.3	48.3	64.7
- Promote production in Vietnam	68.1	71.2	54.5	62.1	58.8
- Other	13.3	9.6	18.2	13.8	11.8

(Source: Survey data)

In general, people in the different age group are appreciated the significance of the campaign, but a majority of people are not fully aware of the aspects of the campaign. Considering aspects of this: "Use Vietnam goods is the expressing of spirit of patriotism", we can see, for the elder, the awareness of this is higher; but young people are not paying much attention to the significance of campaign.

Specifically, 29.0% (15 to 25 years old), 28.8% (26 to 35 years old), 30.3% (36 to 45 years old), 48.3% (46 to 55 years old) and the highest rate belongs to over the age of 56 with 64.7%. The data showed that high proportion of the elderly people who have the spirit of patriotism.

That also means, the propaganda in general and the propaganda of the significance of the campaign in particular to the people, especially to the young generation is a problem that managers management, policy makers need to pay more attention.

3.1.3. The impact of the media on knowledge of physical geography and resource

89.1% of respondents have said that this campaign took place in over country. Primary mass media are television, radio that help people grasp the content of the campaign.

When we ask a woman about this problem, she says: "Over country, public information is much more than before, most families that have now TV, radio know about that." (40 years - woman, selling fruit). Another

woman says: "Information of the campaign have been being popular, even the elderly also has known about it. Plus, loudspeaker and getting wind of that." (62 years - woman, cultivator).

Although people have understood content and meaning of the campaign, but they have not understood fully the source of the campaign (Who has launched and Who has taken the initiative?).

Table 4: Major proponent of the campaign

Organization	Frequency	Percent (%)
1. Political Bureau	9	4.9
2. Other	54	29.2
3. None	122	65.9
Total	185	100.0

(Source: Survey data)

Table 4 shows that 65.9% of respondents don't know major proponent of the campaign because there isn't enough information of propaganda of source of the campaign. To help people better understand the Party's leadership role (Political Bureau) in the campaign, it is necessary to continue to communicate more specific and often.

3.2. The impact of media on people's attitude

3.2.1. Degree of people's interest in the campaign

Research on the level of interest of the people to the campaign, the survey results showed that there are three different opinion streams: high interest (32.4%), normal interest (64.4%), and uninterested people (3.2%). However, people who interested in "The Campaign" were the majority of the respondents (Table 5).

Table 5: Degree of people's interest in the campaign

Interest level	Frequency	Percent (%) not reality	Percent (%) reality
1. Very interest	60	30.0	32.4
2. Normal	119	59.5	64.4
3. No interest	6	3.0	3.2
4. No answer	15	7.5	100.0
Total	200	100.0	

(Source: Survey data)

The survey showed that only 3.2% of people do not care about the campaign. The main reason is that they are too busy with their work, one woman said: *"I do not care about it because there is no time, work through, always worry about looking after my child rather than worry about social problem"* (52 years old, woman, farmer)

The survey results showed that the campaign had a great influence on purchasing decisions of Vietnamese. Up to 81.1% of respondents said that the propaganda of campaign affects their purchasing decisions (38.4% big influence in there). Only 18.9% said the campaign did not influence their purchasing decisions at all.

Table 6: Influence of the campaign on purchasing decisions

Influence	Frequency	Percent (%) reality
1. Much influence	71	38.4
2. Normal	79	42.7
3. Not influence	35	18.9
Total	185	100.0

(Source: Survey data)

In fact, people like buying Vietnam goods, especially clothing and food. One woman said: *"My family purchased many Vietnam goods, particularly food and clothing items."* (23 years old, women, housewife). However, Vietnam commodity price are more expensive than Chinese one, because of that, traders encounter difficulties in the selection of goods. Other woman said: *"Chinese Goods will not be sold when many people hear rumors about. But Vietnam goods is too expensive to be able to sell, so that I hesitate a lot. For example, dragon fruit, VIETNAM goods really but it costs too much, people buy less"* (40 years old, woman, selling fruit).

Traders face with the dilemma of choosing between buying cheap Chinese goods or buying expensive Vietnam goods but selling badly. Learning more about this problem, we found that there is a link between the impact of the campaign on purchased decision and level of interest of people in the campaign (see results on Table 7).

Table 7: Correlation between the level of interest in campaign and the level of influence on buying decisions

(Recurrence: person)

Interest in campaign		Influence on buying decisions			Sum
		Much	Less	None	
Much interest	Frequency	42	9	9	60
	Column %	59.2	11.4	25.8	32.4
Normal	Frequency	29	70	20	119
	Column %	40.8	88.6	57.1	64.4
No interest	Frequency	0	0	6	6
	Column %	0.0	0.0	17.1	3.2

(Source: Survey data)

Through the data table above, we notice that there was being a tendency:

Those who are very interested in the campaign think that this campaign has much influence on their purchasing decisions, taking 59.2%. 88.6% of people who have normal level of interest rate said that the campaign has got a little influence on their purchasing decisions. Also, according to this trend, 100% people who did not care about the campaign said that the campaign hasn't affected their buying decision at all.

3.2.2. The attitude of people towards products made in Vietnam

In this section, we focus on the view when shopping people are interested in characteristic of products. The characteristic of products includes: price, model, producer, product quality, brand name. Origin source is where product was produced, the authors explore the level of concern, people care about products from Vietnam or not, or they buy follow the habit, or buying for preferences.

Table 8: The characteristic and the level of concern when buying goods (*Unit: %*)

Factor	Concern	Normal	Not concern
1. Price	54.0	42.5	3.5
2. Model	48.0	50.0	2.0
3. Origin	45.5	46.5	8.0
4. Quality	85.5	13.5	1.5
5. Brand	27.0	59.5	13.5

(Source: Survey data)

The table 8 shows that most of people go shopping are concerned about aspects of the product but at different levels.

In 5 matters above, when buying goods, the first question is the quality of the product. It has 85.5% of people are concerned about the quality of the product; 54.0% in the price; 48.0%, in the product design; 45.5% origin of production and finally is brand (27.0%).

The quality of good and safety hygiene food are problems that people always care about this because it effects to the health. A woman said:

"The impact on the health, one person in my village bought underwear, and it has something inside which it should be banned, it not good for VIETNAM, it effects the health ..., when watching TV, people carrying rancid meat, no origin, so we should be use good of Vietnam " (female, 64 years old, housewife).

To research more specific of the attitude of people with goods made by Vietnam, the authors asked: When go shopping, what factors does he/she decide to buy goods? The results were in Table 9.

Table 9: The most important factor affecting purchasing decisions of the people (from 1 to 5 according to decreasing level) (%)

Factor/ Level	1		2		3		4		5	
	Frequency	%								
1. Quality products	129	64.5	36	18.0	13	6.5	5	2.5	12	6.0
2. Brand name	4	2.0	28	14.0	27	13.5	48	24.0	83	41.5
3. Price	36	18.0	92	46.0	45	22.5	14	7.0	11	5.5
4. Models	8	4.0	27	13.5	61	30.5	63	31.5	36	18.0
5. Products made in Vietnam	19	9.5	34	17.0	40	20.0	53	26.5	42	21.1

(Source: Survey data)

Looking at the data, we know that the Quality of products is the most important factor affecting their purchasing decisions and accounted 64.5% in level 1; the second factor is the Brand name accounted 2.0 % in level 1 but 41.5 % in level 5; the third factor is the Price accounted 18.0 % in level 1 and 46.0 % in level 2; then the Fourth factor is the Models accounted 4.0 % in level 1 but 31.5 in level 4; the factor the Products made in Vietnam influences purchasing decisions accounted 9.5% (not high) in level 1 but 26.5% in level 4.

These figures show that we need to propagate the useful of goods made in Vietnam from which to the campaign “The Vietnamese Prioritizing Consuming The Goods Made in Vietnam” achieves greater efficiency.

3.2.3. The satisfaction level when people use Vietnam products

Sample results show that the satisfy level of buyer are various, it’s depend on product quality, product model, product price.

Table 10: Level of satisfaction when people use Vietnam products (Unit: %)

Level	Product Quality	Product Models	Product price
1. Very satisfied	8.5	1.5	1.0
2. Satisfied	41.3	21.1	14.6
3. Normal	48.2	75.9	75.4
4. Unsatisfied	2.0	1.5	9.0
Ttotal	100.0	100.0	100.0

(Source: Survey data)

At the satisfaction level, we see the highest percentage of respondents being "product quality" (41.3 %), while the highest percentage of the level “Unsatisfied” for product price is 9.0 %.

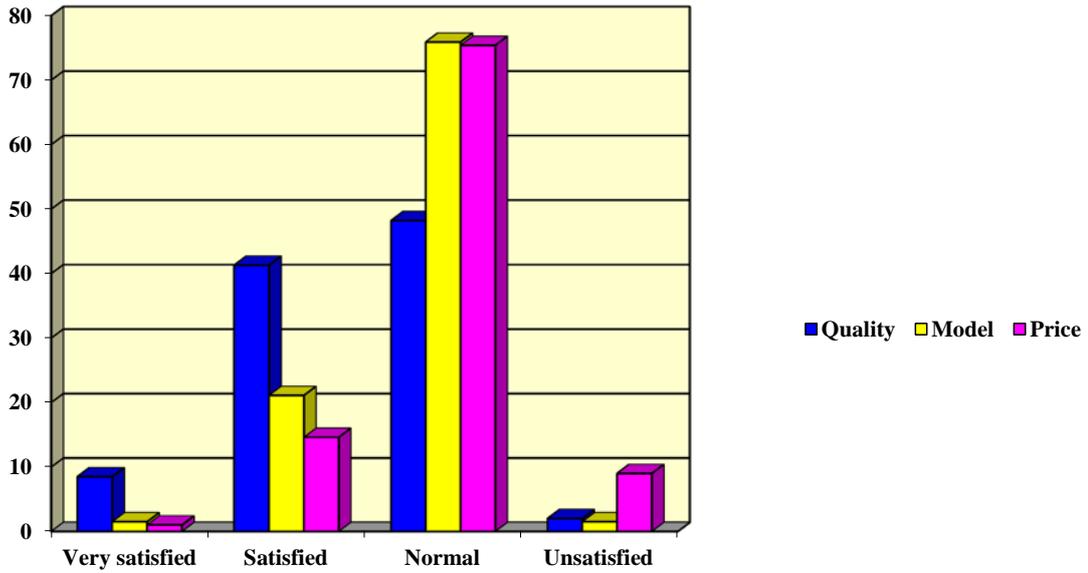


Figure 1: Level of satisfaction when people use Vietnam goods

(Source: Survey data)

Table 10 and figure 1 show that the majority of people using the products made by Vietnam, they satisfied in the normal range, 75.9%, with product design, 75.4% with the price and 48.2% with product quality.

Vietnamese feel satisfied with product quality more than pricing or designs when using Vietnam production, up to 41.3% satisfied with the product quality, product design is 21.1% and the price is 14.6%. However, up to 9.0% unpressured with the prices of Vietnam goods, they commented that goods prices remains high while the people live hardly.

- **The correlation between the living standards with attitude**

Table 11: Correlation between the family living standards with attention level about quality product

Attention level about quality product		Living standard		Sum
		Average	Better	
1. Attention	Frequency	116	54	170
	column %	82.9	90.0	85.0
2. Normal	Frequency	21	6	27
	column %	15.0	10.0	13.5
3. No attention	Frequency	3	0	3
	column %	2.1	0.0	1.5
Total	Frequency	140	60	200
	Ccolumn %	100.0	100.0	100.0

(Source: Survey data)

Looking at Table 11, most people are very concerned about the quality of the product. There are 90% of better living standard are care about quality of goods; the percentage on average living standard is 82.9%.

- ***The relationship between the living standard and concern level of product price***

Table 12: Correlation between the living standard and concern level of product price

Attention level about price of product		Living standard		Sum
		Average	Better	
1. Attention	Frequency	78	30	108
	Column %	55.7	50.0	54.0
2. Normal	Frequency	60	25	85
	Column %	42.9	41.7	42.5
3. No attention	Frequency	2	5	7
	Column %	1.4	3.8	3.5
Total	Frequency	140	60	200
	Column %	100.0	100.0	100.0

(Source: Survey data)

Table 12 shows that the people who have better living standard, concerned about price product is 50.0% while the average level is 55.7%; 54% of respondents (both average and above average) said they were concerned about the price of the product. While only 3.5% do not care about price. Table 12 also stated that there is no significant difference in the level of attention to the average and better group of the respondents. Both the better standard of living and the average standard of living are interested in price of products. It can be concluded that price is an important factor for both groups with the average and above average living standards.

* *The correlation between age and attitudes at the campaign*

The table 13 shows that there is a clear difference in the level of interest in products such as price, models, quality, brand name, or origin source are correlated with the age of the consumer.

Considering the level of attention, the characteristics of the product are ranked from high to low as follows: (I) quality (85%); (ii) price (54%); (iii) model (48%); (4i) origin (45.5%); (5i) brand (27%).

For quality characteristics, the age group > 55 had the highest interest rate of 94.4%; Group (36-45) was 93.9%); Group (26-35) had a rate of interest of 86.5%; The age group (46-55) had an interest rate of 86.2%; Group (15-25) was 76.8%.

Table 13: Correlation between age and attention level to the characteristics of product (*Unit: %*)

Attention level		Age					Sum
		15 - 25	26 - 35	36 - 45	46 - 55	>55	
Attention	Price	59.4	63.5	24.2	62.1	47.1	54.0
	Model	62.3	51.9	36.4	34.5	23,5	48,0
	Origin	46,4	40.4	57.6	55.2	17.6	45.5
	Quality	76.8	86.5	93.9	86.2	94.1	85.0
	Brand	20.3	32.7	45.5	20.7	11.8	27.0
Normal	Price	36.2	34.6	72.7	34.5	47.1	42.5
	Model	36.2	48.1	60.6	58.6	76.5	50.0
	Origin	42.0	53.8	39.4	37.9	70.6	46.5
	Quality	18.8	13.5	6.1	13.8	5.9	13.5
	Brand	56.5	63.5	45.5	69.0	70.6	59.5
No attention	Price	4.3	1.9	3.0	3.4	5.9	3.5
	Model	1.4	0.0	3.0	6.9	0.0	2.0
	Origin	11.6	5.8	3.0	6.9	11.8	8.0
	Quality	4.3	0.0	0.0	0.0	0.0	1.5
	Brand	23.2	3.8	9.1	10.3	17.6	13.5

(Source: Survey data)

Abbreviations: *Q* = quality; *B* = brand

For price characteristics, the level of interest of the age groups ranged from high to low as follows: age group (26-35) was 63.3%; Age group (46-55) was 62.1%; Age group (15-25) was 59.4%; Age group (> 55) was 47.1%; Age group (36-45) was 24.2%.

From the above we saw that the age groups 36 and older are more concerned about the quality of goods than the group of 35 or less; The (36-45) age group is less interested in commodity prices than the rest.

3.3. Impact of media to buying behavior

3.3.1. Trends in use goods of Vietnam

Nowadays, market become extremely diverse and can requires all needs. Within this articles, we only focus on buying behavior with four main items: Electronics, food, garment, and household goods.

Here are the results of research:

Table 14: Products, goods of the country which people buy about three years ago and now (2014) (Unit: %)

Country	Electronic goods		Food goods		Garment goods		Household goods	
	3 years ago	Now	3 years ago	Now	3 years ago	Now	3 years ago	Now
1. Japan	52.0	54.5	1.5	7.0	4.0	3.1	11.5	13.0
2. China	21.0	16.5	27.5	18.5	63.0	5.5	37.5	28.5
3. Thailand	7.5	10.0	5.5	3.0	3.5	6.0	8.5	8.5
4. Viet Nam	26.0	43.0	73.5	89.5	49.5	73.5	40.0	54.0
5. Other	8.0	12.0	2.5	5.5	6.5	6.0	3.0	5.0
6. No care	16.0	12.5	6.5	2.5	9.0	4.5	20.5	19.0

(Source: Survey data)

On table 14, we found difference from habit of using goods and different items in the period

- **Electronic goods**

Particularly, buyer choose products made from Japanese and the statistics are above 50%. Three years ago, it is 52.0% and now it increased slightly to 54.5%. Japan's electronics are very confident. People choose Japanese electronics because it's good and no toxic. When be asked, one woman said: " The goods made in Japan are good and non-toxic "(female, 63 years old, drug seller in the drugstore). In second rank (after Japan), people like buying the product made in Vietnam. The rate of buying goods has increased more significantly than three years ago from 26.0% to 43.0%. Electronics of China is one production that people choose after Japan and Vietnam, however compared with 3 years ago, the rate has decreased slightly from 21.0% to 16, 5%. Next is items from Thailand and electronic goods from European countries tend to increase.

- **Food goods**

In contrast to electronics, with food goods people prefer to buy and use the products of Vietnam with high rate and tends to increase more than 3 years ago. Three years ago the proportion of buying food in Vietnam were 73.5% and now has become 89.5%.

"Previously, I have not known what food goods were from China but now I could distinguish. Now we just eat grapefruit, bananas and other fruits grown by own "(female, 64 years old, housewife).

- **Garment goods**

The figures on table 14 shows that, three years ago, people used to buy garments from China with rate 63.0%, next is garments of Vietnam with 49.5 %. But three years later, we saw a big change, now people prefer the garments of Vietnam. 73.5% of the respondents have chosen Vietnamese garment goods, while the garments of China decreased to 53.5%. This proved that, at present, people are tending to use the garments of Vietnam more than foreign garments such as China.

- **Household goods**

Results of the study showed that people like buying household products made from three countries such as China, Vietnam, and Japan. Likely food goods, Vietnam household goods are bought the most, in present, the rate has increased from 40.0% to 54.0%. China's household goods are also purchased with a high rate of 37.5% three years ago and today the rate has also decreased 28.5%. Household goods of Japan were the third thing chosen in three years ago.

To specify of data, Figure 2 shows the change of Vietnam buying behavior three years ago and today.

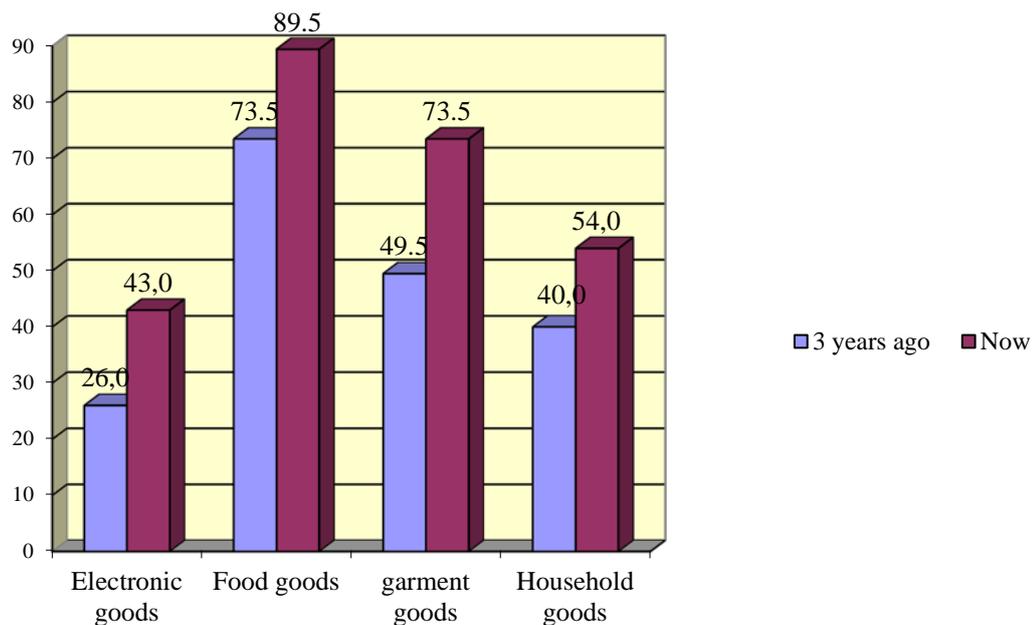


Figure 2: Changes in Vietnam buying behavior across the four items three years ago and now

(Source: Survey data)

Figure 2 shows that most Vietnam goods were bought in three years are food, garments, household goods, and finally electronics. This arrangement does not change in the current period, but looking at the chart we can see, the rate of buying garments of Vietnam increased the most (49.5% versus 73.5%), followed by electronics (26.0 versus 43.0), food (73.5% versus 89.5%) and household goods (40.0 versus 54.0%) are the same increase.

- **The reason consumers choose products of Vietnam**

Nowadays, there are a lot of reason that people chose the goods, products made of Vietnam. The table 15 below will show clearly us about the reason of buying products made in Vietnam.

Table 15: The reason consumers choose products Vietnam from four items (*Recurrence – %*)

Reason	Electronic goods		Food goods		Garment goods		Household goods	
	F	%	F	%	F	%	F	%
	1. Quality product	31	23.3	107	54.6	93	51.4	53
2. Friend introduce	31	23.3	19	9.7	33	18.2	9	6.3
3. Saw before	14	10.5	28	14.3	12	6.6	2	1.4
4. Nice model	9	6.8	20	10.2	38	21.0	4	2.8
5. Reasonable price	36	27.1	50	25.5	55	30.4	43	30.3
6. Habit	12	9.0	81	4.3	29	16.0	30	21.1
7. Safe for health	21	15.8	146	74.5	57	31.5	20	14.1
8. Develop country	50	37.6	37	18.9	46	25.4	39	27.5
9. Make a job	22	16.5	36	18.4	44	24.3	21	14.8
10. Other	10	7.5	13	6.6	17	9.4	25	17.6

(Source: Survey data); Abbreviation: F = Frequency

It has 10 reasons help us to find why people used to buy Vietnam productions from four items: Electronics, foods, garments and household goods. In general, there are variety of reasons and consideration which consumers decided to use Vietnam product.

- **With electronic**

37.6% of people suggested that using electronics made by Vietnam because they wanted to develop countries; 27.1% for reasonable price and the best favorite electronic products that Vietnamese customers used to buy are fans.

- **With food**

74.5% of people thought that Vietnam foods are safe for health; 56.5% believed in the quality of the food of Vietnam.

- **For garments**

These consumers chose products of Vietnam because they believed in quality products. The highest percentage

(51.4%) are the choice for quality products; the second reason was safe for health (31.5%). One woman said: *"I don't know I am wrong or not but when I have bought nice clothes made by Vietnam, I felt myself safer "*. (female, age 52, farmer).

After safety factors, this is "reasonable prices" factors (30.4%). However, during the survey, we found that a large part of people thought that the clothes in the market were produced by Vietnam manufacturing, especially the people in the region outskirts of Hanoi.

- **With consumer goods**

There were 37.3% of people buying consumer products of Vietnam because they believed in the quality of the product; then there were 30.3% buying for reasonable prices.

In electronics, the two elements "product quality" and "affordable" is selected (the respective percentages are 37.6% and 16.5%);

By the same analyzing, we have following results: food items are 18.9% and 18.4%; garments are 25.4% and 24.3%; household goods are 27.5% and 14.8%.

In summary, the factors of product quality and reasonable determine competition of Vietnam's products on the market today.

3.3.3. *The habit of using foreign products*

Now, many consumers appreciate the quality and design of foreign goods. However, frequency of use foreign goods is difference from customers, there are some of them usually to buy but some others rarely do that. In fact, only 34.5% are usually purchased foreign goods and 65.5% are rarely purchased them.

Table 16: Level of use foreign goods

Level	Frequency	Percent (%)
1. Usually	69	34.5
2. Rarely	131	65.5
3. Never	0	0.0
Total	200	100.0

(Source: Survey data)

To understand how the campaign " The Vietnamese Prioritizing Consuming The Goods Made in Vietnam" had an impact on foreign purchases of consumers, we have tried analyzing the correlations between the levels of

purchase and the levels of influence.

Table 17: Correlation Effects of the campaign to decide to purchase with the level of purchase foreign goods
(Recurrence: people)

Level of purchase of foreign goods		Effects of the campaign to decide to purchase			Total
		Strong influence	Weak influence	No influence	
Usually	Frequency	20	34	7	61
	%	27.0	43.0	21.9	33.0
Rarely	Frequency	54	45	25	124
	%	73.0	57.0	78.1	67.0
Total	Frequency	74	79	32	185
	%	100.0	100.0	100.0	100.0

(Source: Survey data)

Table 17 shows that The campaign had an impact on buying behavior of foreign goods. 27% of the customers of usual purchase of foreign goods said that the campaign had a strong influence on Vietnamese buying behavior, while 73% of the customers of rare purchase of foreign goods said that the campaign had a strong influence on the that behavior.

A paradox has taken place between the group of customers who usually buy foreign goods and the group rarely buy those goods. Looking at Table 17 in column Total, only 33% of respondents said that they usually buy foreign goods, while 67% rarely buy foreign goods.

By in-depth interviews, we found that people who rarely bought foreign goods were poor so they did not have enough money to buy even though they still loved the foreign brand. One customer said:

“foreign goods are both beautiful and better than domestic goods but I cannot afford to buy them”. (woman, customer in the supermarket at Nguyen Trai Ward, 45 years old). Clearly, the effect of media of the campaigns affects purchasing behavior of consumers.

❖ ***The reason people use foreign products***

What reason that people chose foreign products? According to the results of the study, the reasons of choice of foreign goods are:

Due to pretty models, reasonable price, Vietnam couldn’t produce, people believe in quality product while the quality of Vietnam goods is not as good as foreign goods. Here are the specific results:

Table 18: Reasons people choose products or goods of foreign

Reasons	Frequency	Percent (%)
1. Pretty Model	94	47.0
2. Vietnam couldn't produce	73	36.5
3. Reasonable price	64	32.0
4. Believe in quality	61	30.5
5. Quality of Vietnam goods is not as good as foreign	54	27.0
6. Others	8	4.0

(Source: Survey data)

Table 13 shows that the most important reasons for the decision to buy foreign goods at a high to low ratio are: (I) Pretty Model (47.0%); (ii) Vietnam couldn't produce (36.5%); (iii) Reasonable price (32.0%); (4i) Believe in quality (30.5%). The reason people chose buying foreign products derived from the comparison on the characteristics of the product such as: quality, price, model ... Moreover, people purchase goods in accordance with rule: "the maximum benefit, the minimum cost". When this rule equally between price and quality of Vietnam goods and foreign goods then the people would choose to buy goods made in Vietnam as even as the foreign goods.

4. Conclusion

The campaign " The Vietnamese Prioritizing Consuming The Goods Made in Vietnam" had strong impact on knowledge, attitude and behavior of Hanoian through mass media. However, television channels, radio, newspapers and "friends and family" channels are the most important. Communication channels such as internet, banners, trade fairs are not as strong as the above two channels. Research has shown that communication of the campaign to impact to suburban than urban through television, radio, newspapers because suburban residents have more free time than; Awareness of people that purchased Vietnam products contributes on the development of Vietnam company and create opportunity jobs for Vietnamese. However, when shopping, then they are not satisfied and not ready to buy goods by Vietnam for reasons of quality, model and price. People tend to choose goods according to the opinion, the electronics, the Japan and European goods are better than China, Thailand and Southeast Asia. Chinese goods have nice model and cheap price should attract buyers, although it's very dangerous. Knowledge of buying of Vietnam goods is the spirit of love for country. Older groups tend to say, "Vietnamese people use the products made in Viet Nam" is the spirit of patriotism. Meanwhile, only a few of the 15-25 years old (young) group have the same opinion; the age groups 36 years old and older are more concerned about the quality of goods than the group of 35 or less; the (36-45) age group is less interested in commodity prices than the rest.

The discovery of the characteristics of age, perception, attitudes and behavior of consumers towards the decision to buy Vietnamese goods is important for media in Vietnam at present.

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