VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY

INTERNATIONAL UNIVERSITY

THE EFFECTS OF BRAND PERSONALITY AND SOCIAL MEDIA ON PURCHASE INTENTION OF AUTHENTIC AGRICULTURAL PRODUCTS:

THE VIETNAMESE CONTEXT

TRAN THI TUONG VI

PBAIU18005

SUMMARY INFORMATION ABOUT RESEARCH GAPS AND CONTRIBUTIONS OF

Doctor of Philosophy Dissertation in Business Administration

SUPERVISOR:

Dr. Ho Nhut Quang

Ho Chi Minh city – January, 2025

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DECLARATION

I thus certify that the graduation dissertation is entirely my own work, with the exception of quotations and sources that have been properly acknowledged. I further certify that it has not been submitted for any other course/degree at International University - VNUHCM or other schools earlier or simultaneously. The total number of words is 44.418.

Signature:

Tran Thi Tuong Vi

Date: January, 2025

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ABSTRACT

Agricultural products have been classified as commodities in previous research. However, there is a significant gap in the current marketing literature on genuine agricultural products. To address this, we propose a new conceptual model based on Social Identity Theory (SIT). To this end, this study explores how notions based on Social identity influence Purchase intention. In addition, we theoretically distinguish between related constructs — Brand personality, Social identity, Brand equity, Brand authenticity, and Consumer preference—and explore the moderating impacts of Social media. The model is empirically validated using a quantitative approach with SPSS and AMOS tools, utilizing data collected from a survey of over 600 users in Vietnam's northern, central, and southern regions. Our conclusions support existing research on authentic and unique brand marketing as well as social identity marketing. Thus, ultimately, our research makes substantial contributions to the fields of marketing and international business.

Keywords: *Brand personality, Brand authenticity, Brand equity, Social identity, Consumer preference, Purchase intention, Social media.*

CHAPTER 1: INTRODUCTION

1. Research Background

1.1 Global perspective on authentic agricultural products

Within an increasingly competitive commercial and industrial landscape, regions are continuously seeking distinctive products to differentiate themselves from rivals. Trade in genuine items, especially in the agricultural industry, is increasingly gaining momentum in international commerce. However, despite the growing demand for these commodities, farmers sometimes face challenges in locating viable outlets for their agricultural products.

Authenticity pertains to the alignment between a product's source, production methods, and marketing assertions, and the expectations of consumers regarding its naturalness, tradition, and dependability. In a similar vein, the influence of authenticity on consumer confidence in agricultural products was examined by (Cohen, 1988) and (Shankar et al., 2011). Specifically, they emphasised that the growing desire for locally produced, organic, and fair-trade goods is a component of a broader movement towards ethical consumption. The factor of authenticity exerts an impact on buying choices and fosters enduring brand loyalty.

1.2 Current scenerio of Vietnam authentic agricultural products

Vietnam, ranked as the 65th largest country globally, spans an impressive area of 331,699 square kilometers and has dedicated over 10.12 million hectares to agriculture. This commitment highlights the nation's reliance on agriculture as a critical part of its economy and cultural heritage. From 2000 to 2018, Vietnam achieved steady GDP growth, with annual increases ranging from 5% to 7%, a testament to the resilience and expansion of its economy. However, even as its economy grows, Vietnam faces significant challenges in bringing its authentic agricultural products to the global market. Notably, high-value commodities like Vietnamese weasel coffee and traditional silk textiles embody both the country's natural resources and its craftsmanship but struggle with international recognition and market penetration (VNA, 2023).

Consequently, social media has become instrumental in promoting these values and connecting consumers with agricultural brands that reflect their preferences for natural and sustainable practices. Social networking sites, namely Facebook and Twitter, impact consumer behaviour by offering users detailed product information and reviews from their peers, leading to heightened interest and purchase choices (Al-Menayes, 2015) (Muller et al., 2005).

2. Research gap

Based on the existing literature, prior scholars have stated that in examining genuine agricultural products, there is a notable dearth of comprehensive study on branding tactics specifically designed for products that have strong connections to particular geographical and cultural origins (Tran et al., 2023) and (Huang, 2012) and testing the influence of brand personality and social media on purchase intentions in the Vietnamese market Tran et al. (2023). Furthermore, some authors also have essential contributions to exploring the effect of social media on brand recognition in some industries, such as agriculture (Park et al., 2023) and previous studies, such (Gautam et al., 2020) and (Cucato et al., 2022), have demonstrated the importance of social media and brand personality in impacting the increasing of online agricultural marketplaces and experiments conducted by (T. T. Nguyen, 2020) investigating the influence of social media on the promotion of agricultural products. Moreover, studies by (D. H. Kim et al., 2021; E. Y. Kim et al., 2009) Kim and Ko (2022) and (Yin et al., 2010), focus on agricultural products just one country including Korea or China. The influence of social media on robusting trust in agricultural products have also studied by (Ali et al., 2020) and (Lee & Yurchisin, 2011). Fastinatingly, the impact of social media evidences and contributions of social media influencers and KOLs in agricultural marketing have been examined by (Al-Menayes, 2015).

However, there is still a significant gap in promoting agriculturally authentic products through social media. An analysis of cross-cultural comparisons needs to be added to express deeply through many ways in which authenticity is highly estimated, particular methods in which these people affect the branding of authentic agricultural products. Some studies do not take into account the unique effects of various platforms, such as Instagram versus Facebook, on brand personality or the inclination to purchase genuine agricultural products These items stem from unique culture and region, and have distinct qualities related to materials or production procedures. Application of generic marketing models to these genuine products may fail to consider their uniqueness. In light of the increasing significance of social media in molding consumer behavior, it is crucial to investigate the impact of these platforms on brand personality and the inclinations to purchase genuine items. This study aims to fill this research vacuum by examining the influence of social media on branding tactics for genuine agricultural products, thereby establishing a basis for more focused and efficient marketing endeavors in this domain.

3. Problem Statement

Upon further examination, it becomes evident that marketing research has categorized historically agricultural products as commodities, allocating little focus to branding techniques that distinguish genuine agricultural products linked to particular cultural or geographical origins. Although authenticity is increasingly recognized as a significant consumer value, the current body of research does not provide a thorough framework for comprehending the influence of brand personality and social identity on purchase intentions for these items, particularly within the realm of social media platforms.

Given the significant role of social media in influencing consumer behavior, especially in enhancing brand value and genuineness, it is imperative to examine the effects of these platforms on customer preferences for genuine agricultural products. Given their focus on generic product categories, existing models typically overlook the distinctive cultural and geographical characteristics of agricultural commodities that enhance their distinctiveness and authenticity.

I found it remarkable that the study, entitled "The Effects of Brand Personality and Social Media on Purchase Intention of Authentic Agricultural Products: The Vietnamese Context" offers empirical verification of this model through quantitative methodologies and data collected from more than 600 participants in Vietnam. This further emphasizes the necessity for more targeted research on genuine product branding strategies.

The study use quantitative methodologies in conjunction with quantitative data processing software such as SPSS and AMOS. Beyond analytical thinking for selecting an appropriate solution, the research methodology is comprised of three primary components: theoretical framework and analysis of real-life scenarios, branding and development.

4. Research objectives

- To find the most influential factors of brand personality on the purchase intention of authentic agricultural products?
- To explore the influence of brand personality, brand authenticity, brand equity on the purchase intention of authentic agricultural products through the consumer preferences as a mediator.
- To investigate the moderating effect of social media on the relationship between brand authenticity and purchase intention.
- To examine the role of social identity in shaping consumer preferences for authentic agricultural products.

5. Research questions

- What are the most influencial factors of brand personality on the purchase intention of authentic agricultural products?
- How does brand personality, brand authenticity, brand equity influence the purchase intention of authentic agricultural products through the consumer preferences as a mediator?
- What role does social media play in moderating the relationship between brand authenticity and purchase intention?
- How does social identity affect consumer preferences for authentic agricultural products?

6. Scope of research

The primary objective of this study is to examine the impact of social identity on the intention to purchase genuine agricultural products in Vietnam. Informed by social identity theory, this study designs and evaluates a conceptual model that combines important marketing concepts such as brand personality, social identity, brand equity, brand authenticity, and consumer preference. The main focus is on how social media influences and moderates these connections. In order to fill a gap in the current marketing literature, which has historically categorized agricultural products as commodities, this study aims to investigate the distinctive features of genuine agricultural products that are strongly linked to certain cultural or geographical origins.

7. Significance

This study advocates for the establishment of distinctive and enduring brands within the Vietnamese agriculture industry, particularly targeted towards genuine products. Designing a robust brand identity for these items will strengthen their market position, drive sales, and expand market share. Establishing a robust brand not only enhances the appeal of agricultural exports but also confers a competitive edge in both local and global markets. Through comprehending consumer brand perceptions and social branding, companies can exploit this knowledge to distinguish their products and enhance brand value. Hence, the brand assumes the role of a valuable resource that exerts an impact on customer decision-making and augments the entire worth of the organization.

8. Research methodology

The present study use quantitative research methodologies to investigate the research problem and provide a comprehensive and meticulous analysis of the associated occurrences. Although there has

been extensive research on agricultural products and brand personality in several domains, the particular emphasis on the authenticity of these products has not been extensively investigated. The aim of this study is to address the existing knowledge vacuum by conducting a thorough examination of the impact of authenticity in brand personality on customer behaviour, particularly in relation to Vietnamese agricultural products.

The approach primary methodological technique used in this work is quantitative analysis.

As I see it, this approach could be applied called the primary analytical technique in this work which was Structural Equation Modeling (SEM). The statistical method known as Structural Equation Modeling (SEM) enables the analysis of intricate correlations among several variables. On my closer inspection, it becomes clear that the utility of this approach in this study lies in its ability to enable the researcher to concurrently examine the direct and indirect correlations among authenticity, brand personality, and customer behavior.

In this study, the Structural Equation Modeling (SEM) model is used to determine scale accuracy and consistency. It also provides a solid framework for understanding the motivations of authenticity in the agricultural business. Furthermore, this study conducts a general, systematic, and meaningful investigation of the authenticity of customers' purchase intentions using the SEM model and other quantitative methodologies. These procedures validate conclusions based on concrete data and precise, reliable outcomes. Finally, the combination of subject analysis, approaching approaches, and SEM yields a broad structural method that allows for detailed study exploration while maintaining the rigorous and objectivity essential in quantitative research.

9. Research structure

The research's structure will be given in five chapters in the sequence that follows:

Chapter 1: Introduction.

Chapter 2: Literature Review.

Chapter 3: Research Methodology.

Chapter 4: Data analysis and Findings.

 Chapter 5: Conclusion and Recommendation.

CHAPTER 2: LITERATURE REVIEW

2.1 Agricultural context

Several prior scholars have focused on agricultural items. For instance, (An et al., 2016) published a research paper on variables influencing e-purchasing intentions for fresh agricultural products. They constructed a research framework to scrutinize the characteristics influencing internet-based buying intentions for new agricultural items. The results indicated that expectations for performance, expectations for effort, enabling circumstances, inspiration from hedonism, and individual creativity are linked to online purchasing intention, and that masculinity can moderate the influence of these components on online shopping intention.

2.2 Authentic products

Melissa and Robyn (2019) indicated out the relationship between the production firm and the customer about the significance of product authenticity and its impact on consumer demand. According to Cinelli & LeBoeuf (2020), the assessment of product authenticity by customers is not a random judgment but rather a deliberate process that follows a certain path. They assert that product authenticity must be supported by both quality and a clear message aligned with the manufacturing company's values. In their study, they demonstrate that authenticity is formed through the intrinsic value of a product, rather than relying solely on the marketing efforts of companies. Consumers validate and place faith in these internal qualities, which contribute to the perception of authenticity in the product. Product authentication is a common practice for established high-quality companies as well as emerging businesses in the market. Nevertheless, this study has not provided a comprehensive overview of the attributes associated with product authentication, but rather focuses solely on describing its identification traits.

(Moulard et al., 2021) conducted a research that addressed the challenges of product authentication within a broader human context, rather than focusing on a particular notion. The authenticity is determined using the Base Entity Referrent Correspondence, which relies on consumer knowledge of attributes such as identity, distinctiveness, and integration of components within the brand environment and the features of products that elicit sentiments in consumers. The defining attributes of Authentic Products have been documented and delineated comprehensively by three scholars, Joseph, Andrea, and Gaia, in their publication in 2021. In addition to offering a precise definition, the writers also link Authentic Products with the overall traits of consumer consumption. The

concept is presented with a greater emphasis on the viewpoint of consumers rather than an academic standpoint. Authentic Products are created by a research process that incorporates customer experiences of structured and synthetic authenticity. This approach involves several research parts that contribute to the overall meaning of the product. as: Accuracy, Integrity, Connectedness, Legitimacy, Proficiency and Originality (Smithers & Joseph, 2010):

2.3 Authentic products in the Vietnamese context

Prior research reveals a significant impact of celebrity endorsement on consumer purchasing behaviors in Vietnam. (Ho et al., 2020) conducted an in-depth investigation into the purchasing tendencies of Vietnamese consumers for usual, authentic fashion brands in 2020, identifying several key influences. Their findings underscore that a company's and its spokespersons' reputation, as well as the relatability of products to everyday experiences, play a pivotal role in shaping consumers' purchase intentions. Interestingly, other examined factors were not found to positively affect Vietnamese consumer behavior, highlighting a specific focus on reputation and product familiarity in this market.

2.4 Theoretical underpinning

2.4.1 Theory of Planned Behavior

In my previous work on this topic, I found that the hypothesis of reasoned action, as expounded by Fishbein and Ajzen in 1975, is generally regarded as a fundamental idea in the domain of forecasting human behavior, particularly in the realm of behavioral inclinations. This concept posits that behavior is shaped by the inclination to engage in action, which is in turn impacted by both attitudes towards the action and subjective requirements. Hence, the attitudes of customers are shaped by their perceptions of the action, which are in turn influenced by the anticipated results associated with the activity. Subjective norms are established by an individual's perception of the anticipated standards placed upon organizations they hold in high regard. Empirical research has consistently demonstrated the validity of this concept. On the other side, I can see that the Theory of Planned Behavior was proposed by (Ajzen, 2011) as a response to the limitations of the Theory of Reasoned Action. This framework operates on the premise that, according to this model, an extra element will impact customers' intentions to behave, their actual conduct, and their perceived ability to control their behavior.

2.4.2 Social Identity Theory

Based on similar attempts and (Hogg et al., 2004)'s research, I discovered that the Social Identity Theory is a sociological concept that emphasizes team activities and communications. In a theoretical framework, the "self" is defined as a collection of distinct identities, each linked to a certain social group. The basic premise is that belonging to a social group (such as ethnicity or a sports team) influences one's self-identification, perspective, and status within that group. Qualitative variables like as gender, religion, and language, as well as quantitative features, have a substantial impact on group dynamics. Social identity theory consists of two major components: the diverse descriptions of quantitative qualities across distinct subgroups and the methods of self-classification, negotiation, and depersonalization. Larger group numbers can result in a higher level of social identity, increasing rivalry between individual and social identities at several levels.

Social identity theory shares some similarities with identity theory in three areas: (1) qualitative individual norms facilitate the formation of subgroups; (2) quantitative individual norms are feasible within subgroups and at higher levels; and (3) advanced outcomes such as self-esteem, self-perception, and self-improvement. Based on this, Hogg et al. (2004) discovered the significance of self-categorization in relation to social comparison, implying that self-categorization is integrated into social identity theory through regulating mechanisms. Tajfel and his colleagues in social psychology proposed a concept known as Social Identity Theory in 1979. This idea describes how people' self-concepts are influenced by their social communications.

(Turner et al., 1979)'s Social Identity Theory, developed in 1979, emphasizes how people derive a portion of their identity from their associated social groups. This approach reveals the impact of group membership on self-perceptions and actions, as well as the interactions between ingroups (people from the same group) and outgroups.

2.4.3 Brand Equity

Brand equity, as defined by the Marketing Science Institute, refers to the comprehensive set of relationships and actions between consumers and a corporation that enable a brand to both attract a larger customer base and create higher profits compared to its competitors. Establishing brand equity is crucial for distinguishing a company in fiercely competitive markets.

From my prior studies on this topic, I found that according to (Datta et al., 2017), brand equity is the measure of how customers perceive the worth of a brand, which can either increase or decrease the value of a company or product. Hence, the power of a brand emerges as a crucial determinant of a company's success. From my other perspective, the presence of robust brand equity not only

influences consumer behavior but also directly affects the financial well-being of the organization. The value of brand equity can be defined as the collection of liabilities and assets linked to the brand name or symbol, as acknowledged by the brand's partners, including suppliers, distributors, and customers. (Drennan et al., 2015) argue that these assets and liabilities are intricately linked to the overall identity of the brand, including both the name and the symbol. Any alteration to these fundamental components, such as a logo redesign or a modification in the emblem, can greatly influence the whole worth of the brand. From the flip side, despite the extensive publicity of the shift, there is a significant possibility that the current brand value could be impacted, leading to a decline or perhaps complete disappearance of these intangible assets or liabilities. Brand equity may be defined as the additional worth that products or services has solely due to their association with a certain brand name (Drennan et al., 2015).

2.4.4   Brand Authenticity

Authenticity is commonly defined as the manifestation of integrity, genuineness, and veracity. Authenticity includes attributes such as genuineness, moral principles, honesty, minimalism, durability, and aesthetic appeal. Authenticity, as defined by (Newman & Dhar, 2014), encompasses qualities such as Genuine, authentic, and real. (Fritz et al., 2017) expanded upon a thorough framework that delineates essential elements of authenticity, such as a brand's connection to its surrounding environment, dedication to excellence, manufacturing techniques, origin, and uniformity in style. Authenticity is defined as the amalgamation of distinctiveness, purity, and moral principles, with a focus on the handcrafting of things rather than their standardized mass production by machines. Various research may offer varying interpretations of authenticity depending on the methodology, measurements, or presumptions used. Hence, the concept of authenticity can encompass several interpretations contingent upon the specific objective or situation in which it is employed.

2.4.5   Consumer Preference

Consumer preferences are crucial in determining the operational strategy of every firm. Through my experience with similar initiatives, I can verify that the primary objective of a company's marketing attempts is to comprehensively grasp and exploit consumer preferences in order to effectively promote its products and services. Consumer products that have widespread popularity are frequently the focus of comprehensive market research, as they offer valuable understanding of the factors that influence consumer behaviour. Nevertheless, numerous studies tend to prioritize the

core aspects of the product, brand image, and corporate identity, disregarding the intricacies of client attributes. (Kusumaningrum et al., 2021) argue that the examination of consumer preferences is essential for the purposes of product marketing and brand building. Gaining insight into consumer preferences enables firms to guarantee that their products or services align with the expectations and requirements of their customers.

2.4.6   Social Media

The emergence of the Internet has led to the proliferation of social media platforms, therefore giving rise to the notion of a network society (Lyu & Kim, 2020). The aforementioned societal transformation signifies a progressive transition from conventional modes of communication to interactions facilitated by networks, whereby outdated media are being reshaped and reinterpreted by the emergence of novel communication technologies (Kircaburun et al., 2020). Social media platforms have completely transformed communication, substantially broadening the range and extent of information sharing. By means of diverse digital platforms, such as Facebook, Twitter, Amazon, and Google, persons willingly provide personal information, encompassing their identities, interests, and social relationships, so enabling these platforms to offer more tailored experiences. In their 2017 study, (Vanwesenbeeck et al., 2017) define social media as a type of self-generated mass communication in which regular users produce material, enabling the sharing and distribution of news and useful information. By enabling access to prospective customers, this interaction transforms social platforms into formidable marketing instruments. The Internet is the fundamental infrastructure that facilitates various contemporary modes of communication (Liao et al., 2015).

2.4.7   Purchase Intention

The emergence of the Internet has led to the proliferation of social media platforms, therefore giving rise to the notion of a network society (Lyu & Kim, 2020). The aforementioned societal transformation signifies a progressive transition from conventional modes of communication to interactions facilitated by networks, whereby outdated media are being reshaped and reinterpreted by the emergence of novel communication technologies (Kircaburun et al., 2020). Social media platforms have completely transformed communication, substantially broadening the range and extent of information sharing. By means of diverse digital platforms, such as Facebook, Twitter, Amazon, and Google, persons willingly provide personal information, encompassing their identities, interests, and social relationships, so enabling these platforms to offer more tailored

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2.5   Hypothesis development

2.5.1   The theoretical foundation of the hypothesis

Stable characteristics such as gender or ethnicity, together with unique indicators of identification, are frequently associated with the notion of social identity. The concept of social identity is of great significance in the field of economics, since it offers commercial retailers excellent information about the predictive behavior of their customers in relation to various social groups. This information is essential for developing significantly more efficient and pertinent marketing efforts. Furthermore, apart from its significance in targeted advertising, social identity has been highlighted as crucial in comprehending various customer behaviours, especially within the luxury fashion industry (Khare, 2014).

Within the framework of social identity theory, persons who exhibit a strong identification with an in-group are more likely to display a pronounced inclination towards that group. The primary reason for this is that their individual assessments of the group are strongly linked to their self-concept, therefore rendering their judgments more self-referential. Consequently, individuals are more inclined to have a favorable perception of items and services that belong to their own group. Conversely, customers frequently hold unfavorable views of out-groups, particularly when it comes to buying foreign products. A significant number of individuals perceive the acquisition of imported goods as detrimental to the local economy, linking it to unemployment and sentiments of disloyalty or unpatriotic conduct.

2.5.2   *Relationship between the consumer attitude towards the consumer behavior intention*

The behavioral model, commonly known as the Fishbein model, was initially proposed by Fishbein and Ajzen in 1975. From other sense, the concept has been subjected to thorough empirical testing and has achieved robust validation from data in prior research on customer attitudes and their intentions to make a purchase (Ajzen, 1991). According to this theoretical framework, human

conduct is shaped by three primary elements: subjective norms, attitudes towards the behavior, and perceived behavioral control. More precisely, perceived behavioral control pertains to an individual's conviction in their capacity to exert influence over environmental limitations. Among these factors, pricing is commonly recognized as the primary external limitation. Research conducted by Fishbein and Ajzen revealed that the perception of control significantly influences consumers' intentions to make a purchase. Thus, it may be deduced that customers must possess a enough amount of disposable income in order to afford the acquisition of luxury items.

Hypothesis Foundation

According to recent studies, I was particularly impressed by the fact that the impact of brand personality on social identity arises from social identity theory, which elucidates the process by which different aspects of an individual's identity, including objectives, preferences, and actions, can undergo transformation following their integration into a collective entity, be it a group, team, or organization. As Hogg et al. (2004) and Ellemers et al. (2013) explain, people frequently modify their perception of their own identity when engaging with a broader social group. Within this particular framework, brand personality assumes a significant function by establishing a unique collection of human-like attributes that customers associate, therefore exerting an impact on their social identity. By linking their self-concept with a brand that embodies specific traits, individuals start to integrate the brand into their social identity, therefore establishing it as a fundamental component of their self-perception within a group.

In another sense, what caught my attention is that the significance of customer preferences on purchase intention is underscored by Kotler and Armstrong (2016), who contend that an individual's impression of a brand and external variables that may affect their decision-making process shape purchase intention. Purchase intention is a significant figure that illustrates the percentage of customers purchasing a product, shaped by preferences and brand aspects. Consumer preferences, affected by brand authenticity and social identity, may strengthen purchasing intentions for authentic agricultural products because they enhance a stronger emotional relation to the item.

From another view, I also observed curiously that the relationship between brand awareness and customer purchase intention is essentially impacted by social media, which plays an important intermediary role. According to Kircaburun et al. (2020), social media plays as an intermediary in the exchanges of buyers and sellers, as a result, allowing communication and expanding the marketing approach of a corporate. Social media plays a crucial construct in identifying purchase intention by giving brands a foundation to exhibit their personality, authenticity, and distinctive characteristics to a broad audience. Real-time interaction between consumers and brands enhanced

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by social media creating good condition for their preferences and motivating them to complete a transaction.

Considering these reasons, the goals of this study is to verify the suggested conceptual model and hypotheses in the framework of authentic agricultural items. The methodology concentrates the interactions between brand personality, social identity, brand value, and authenticity in relation to consumer preferences and purchase intentions. Social media plays an important role in moderating this relation. Understanding these relationships can bring helpful knowledge to how businesses can successfully enhance authentic agricultural products and cultivate more strong customer loyalty and buying intentions.

2.5.3 The effect of Brand Personality on Social Identity

If the brand personality of a company is regarded as dynamic, optimistic, and innovative, these characteristics will exert a more substantial influence on an individual's self-perception, particularly in regard to their own levels of performance. The potency of a group in shaping an individual's self-perception is such that even minor affiliations with a group can alter behavior. For instance, a study conducted by (Adam & Galinsky, 2012) revealed that individuals exhibited enhanced performance on activities demanding focus when they donned a laboratory coat, and engaged in more innovative thinking when they perceived themselves to be wearing an artist's smock. Nevertheless, the impact of group identification on individual identity can differ based on the specific group. For instance, strong connections to family, intimate friends, or a preferred musical group are more important in shaping an individual's sense of self compared to connections to larger social groupings, such as those residing in a certain brain region.

Self-brand connection was defined as the degree to which individuals have deeply incorporated specific brands into their self-perception (Parmar & Mann, 2021). Thus, it is anticipated that a more robust correlation between an individual's self-brand and a company's brand personality will enhance their personal affinity towards that brand. Therefore, considering the correlation between brand personality and social identity, I put forward the subsequent hypothesis:

H1: Brand personality has a positive impact on social identity.

2.5.4 The effect of Brand Personality on Brand Equity

Organizations strive to establish and develop distinctive brands with unique attributes (Beverland, 2006; (Chen, 2021) in order to differentiate themselves from competitors (O'Cass & Lim, 2002) and get a competitive edge. The establishment of a distinctive brand image by a firm is likely to

result in the development of robust consumer loyalty, mostly attributed to the unique characteristics of the brand (Willems, 2022). The aforementioned devotion subsequently results in a rise in the quantity of devoted consumers. Within the toy and video game sector, empirical studies have demonstrated that specific brand personality characteristics have a beneficial effect on both emotional and behavioral loyalty. The study conducted by (Lyu & Kim, 2020) revealed a direct relationship between the attractiveness of brand personality, the level of consumer identification with the brand, and customer loyalty. Put simply, when consumers perceive a brand's personality as attractive and relatable, they are more inclined to exhibit loyalty. In their study, (Wahyuni & Fitriani, 2017) investigated the correlation between brand personality and brand loyalty among clients of Islamic banking. Their findings revealed a robust and favorable association.

From other side, the brand personality framework was further validated by (Haupt et al., 2023) as a reliable instrument for evaluating the comprehensive brand equity. Their study investigated the correlation between logo design, brand personality, and brand equity, ultimately determining that company logos exhibiting appealing personality characteristics greatly augment brand equity. Multiple comprehensive research conducted in different sectors have continuously shown the favorable influence of brand personality on brand equity (Shang et al., 2006). Thus, taking into account the interplay between brand personality and brand equity, I offer the subsequent hypothesis:

H2: Brand personality has a positive influence on brand equity.

2.5.5   *The effect of Brand Personality on Brand Authenticity.*

According to Sardana et al., (2021), maintaining a favorable attitude towards a brand would result in a corresponding positive reaction from the brand in relation to client buying behavior. Authentic and original brands set principles and beliefs that direct the brand's actions and reactions in the market, greatly impacting customer perceptions of the brand. Furthermore, this phenomenon cultivates confidence and enhances the financial prosperity of enterprises and organizations.

The influence of brand authenticity on product selection is argued to be based on four facets of brand equity. His research revealed that the genuineness of a brand positively impacts the loyalty of sports audiences by virtue of its influence on brand value. The research results indicate that managers should give priority to brand authenticity as it significantly enhances brand trust. Brand authenticity is the unequivocal dedication to the promises and commitments made by a brand (Hernandez-Fernandez & Lewis, 2019). Validity and pertinence of the personality and characteristics linked to the destination brand must be authentic and substantiated by rigorous research.

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The study conducted by (Papadimitriou et al., 2015) revealed a robust and favorable correlation between brand personality and the attitudinal loyalty of followers. (Shahzad et al., 2020) provide evidence that brand personality serves as an intermediary in the relationship between brand experience and brand equity, therefore suggesting that brand personality has the potential to impact brand equity.

Considering the interplay between Brand personality and Brand authenticity, I propose the following hypothesis:

H3: Brand Personality has a positive impact on brand authenticity.

2.5.6 The effect of Social Identity on Consumer Preference

Social Identity Theory, postulated by Tajfel and Turner (1986), and further expanded by Turner's self-categorization theory (1985), posits that an individual's identity is comprised of two distinct elements: personal identity and social identity. Personal identification pertains to an individual's distinct perception of oneself, whereas social identity encompasses the diverse group affiliations to which an individual is affiliated, such as nationality, profession, or interests. Individuals exhibit a blend of different identities, and the circumstances in which they are situated often dictate which identity becomes more prominent, therefore impacting their conduct correspondingly. For instance, various circumstances may elicit varying responses from an individual depending on their parental responsibilities, national identification (e.g., Canadian), or affiliation with a specific interest group like golf (Brewer, 1993; Turner et al., 1979).

On the flip side, significantly, White and Argo (2009) also discovered that this dissociation reaction was diminished in persons who experienced a strong sense of affiliation with the group that was being endangered. Put simply, individuals who had a strong sense of collective self-esteem, which is based on their common group identity, were less susceptible to being influenced by unfavourable depictions of that group. Nevertheless, the researchers discovered minimal proof of an association effect, whereby social identity concerns result in heightened preferences for things linked to that respective identity. Given this, the authors propose that additional investigation is necessary to understand how social identity risks might result in either stronger or weaker associations with associated products.

I offer the following hypothesis based on the reciprocal relationship between social identity and consumer preferences:

H4: Social identity has a positive impact on consumer preference.

2.5.7 The effect of Brand Equity and Consumer Preference

Brand equity comprises the additional worth that a brand contributes to a product or service and has a substantial impact on consumer preferences. Keller and Lehmann (2006) argue that when a brand effectively generates value for its customers, it will have a favorable impact on their evaluation of the brand's marketing endeavors. Brand loyalty, a fundamental element of brand equity, refers to the degree of correlation between customers' views towards a brand and their tendency to make repeat purchases. Hence, fostering and preserving loyalty is a fundamental objective of marketing strategy. Nevertheless, the precise correlation between brand equity and loyalty has been a subject of discussion in the intellectual literature. Specifically, Aaker (1996) contended that brand loyalty is both a constituent and an outcome of brand equity. With closer scrutiny, it becomes apparent that the establishment of brand equity, according to Keller (1993), occurs when customers possess a high level of familiarity with a brand and retain robust, favorable, and unique connections in their memory. Thorough knowledge of the company and establishing an emotional bond are crucial for fostering enduring relationships with customers.

On the other hand, Fritz and colleagues (2017) broadened this idea by testing the relationship between consumer-based brand equity and consumer response via a dual mediation method. The study findings also illustrated an increasing relations between brand awareness, hedonic brand image, and consumer purchase intention. A direct relation between brand equity and purchase intention was specified by Lyu and Kim (2020), emphasized the importance of brand equity as a leader of customer preferences.

Drawing upon the knowledge collected from these examinations, I put forward the subsequent hypothesis:

   H5: Brand equity has a positive impact on consumer preference.

2.5.8   The effect of Brand Authenticity on Consumer Preference

The concept of brand authenticity, which was popular in the early 2000s, is today acknowledged as an essential component in establishing effective branding strategies. (Gilmore & Pine, 2007) give a concept of an authentic brand means judged things to be real, genuine, and warm. According to Beverland (2006), authenticity is now realized as a distinguishing characteristics in marketing, with some contents passed quality as the main factor of differentiation among businesses.

On one hand, scholarly research focuses that brand authenticity can play a powerful role for positioning (Beverland, 2009). Authentic coporates usually apply figures, tables for examples legacy, uniformity, and artistry to spread their genuineness to customers (Dwivedi & McDonald, 2018). Heritage has very crucial meaning since it relates a current brand to its past, popular

producing techniques, and historic sites. The study by (Moulard et al., 2021) showed that customers have tendancy to consider a brand's longevity as an signal of its sincerity and dedication, as a result, increasing their perception of its authenticity.

From other perspective, usage of a hierarchical impact model (Fishbein & Ajzen, 1975) to these findings shows that brand authenticity has a important effect on brand attitudes and perceived quality. A paper written by Moulard et al. (2021b) revealed that genuine brands result in enhanced quality expectations, a higher percentage of purchase, and more positive word-of-mouth marketing. Moreover, genuine brands are usually set the higher price as a premium due to the customers awareness for intangible value (Fritz et al., 2017b). So, in light of this, I propose the following hypothesis:

  H6: Brand authenticity has a positive impact on consumer preference.

2.5.9 *The effect of Consumer Preference on Purchase Intention*

Precise consumer preferences are crucial in shaping buying intention. Kotler (2003) highlighted that an individual's buying intention is shaped by both their personal preferences and external criteria. Not only does this indicate, previous research has extensively investigated the notion of customer brand preferences, which may be categorized into two distinct types: transaction-individual satisfaction and cumulative satisfaction (Chinomona et al., 2013). Brand pleasure, in turn, arises from the whole level of consumer experience with a brand. Several studies have demonstrated that brand satisfaction has a crucial role as a precursor to brand trust. Numerous empirical research have repeatedly shown that consumer satisfaction with a brand directly correlates with an increase in their trust in that brand, so fostering a more robust emotional loyalty. Enhanced brand pleasure also fosters loyalty, as contented consumers are more inclined to engage in repeat purchases, endorse the brand to others, and display reduced interest in rival products. Moreover, contented customers are more inclined to indicate greater levels of buy intentions (Chinomona et al., 2013). But it also suggests that consumer preference refers to the degree to which a brand is favoured over its competitors in the set of options considered by the consumer. It is separate from purchase intention, which focuses on the probability of the future acquisition of a specific brand. The model of reasoned action, proposed by Ajzen and Fishbein in 1977, posits that a favorable perception of a brand has an impact on the choice to buy that brand.

Given these dynamics, I propose the following hypothesis:

  H7: Consumer preference has a positive impact on purchase intention.

2.5.10 *The role of Social Media on the relationship between Brand Identification and customers' Purchase Intention*

Moreover, we could argue that in current marketing environment, social media has been becoming a crucial aspect of business operations, playing an important role for delivering product information and building brand perception. This content not only highlighted that its importance in these fields is not randomly but arises from its ability to robust brand exposure and shape customer behaviour also. Foundation for the relation between brand awareness and consumer purchase intention is the active interaction within the producers, the products or services suppliers, and the customers. The signals that Social media plays an essential mediator in this situation, for communication between buyers and sellers. The decision-making process of purchasers is enhanced by their purchasing intentions, while companies target increase the awareness and effectively deliver the products value by applying brand recognition (Kircaburun et al., 2020).

Additionally, it can be easily understood that, from the manufacturer view, social media operates as a strong tools to deliver effective communication to necessary consumers information, including constructs as product quality, user experience, and brand value. This platform permits customers to express freely their satisfaction or not, then influencing the public's view of the business. Hence, social media brings attractive opportunities as well as obstacles for enterprises nowadays. It also gives a reasonable location for customers to experience products with their requirements. However it still makes firms face both positive and negative comments. Social networking platforms like Facebook and YouTube have developed into excellent channels for consumers to approach generally reviews and fully assessments of product characteristics and worth (Martins et al., 2019). From my point of view, not only does this indicate significantly that in 2021, (Echchabi et al., 2020) and Martins et al. (2019) researched the role of social media as an important mediator between purchase intention and brand equity. The researchers approached the findings of the business brand equity and the product, has a essential effect on consumers' intentions for purchase decision via effective social media. The present study underscores the significance of social media as a marketing instrument, facilitating enterprises in augmenting brand recognition and stimulating customer intents towards their items. Rather than merely linking businesses and consumers, social media facilitates direct connection between the two. The ability for consumers to obtain product information from any location and engage with corporate representatives via social media obviates the necessity for direct communication. The present contact has the potential to elicit buy intention, so culminating in a final purchase choice. But it also suggests that considering the pivotal position of social media in the interface between businesses and consumers, it is unsurprising that numerous

research have investigated its influence. Upon considering this matter, it's also evident that (Khan et al., 2020) argue that the rapid expansion of digital media and social networks has led to the widespread establishment of brand identity, enabling consumers to make well-informed buying choices without the need to physically visit a store. In an other comparable research, Shaik and Dhir (2020) examined the function of social media from a business standpoint, specifically concentrating on its use in expanding brand reach. The research emphasized the intentional use of social media by firms to shape customer behavior, namely by leveraging their understanding of brand image, product value, and brand loyalty. Social media serves as a facilitative tool for communication.

Contemporary marketing approaches frequently give priority to social media for the purpose of brand growth, acknowledging the growing active involvement of consumers with platforms such as Instagram, Twitter, TikTok, Facebook, and YouTube. As customers allocate more time to these platforms, they assume significance as arenas for brand establishment and fostering customer loyalty. Nevertheless, the extensive scope and interactive nature of social media websites also present difficulties. The current ability of consumers to readily investigate other items poses a considerable problem for marketers in terms of sustaining brand loyalty. Thus, social media marketing encompasses not only the purpose of acquiring new clients but also the objective of enhancing the loyalty of current customers. Within a time of swift technological advancement, the loyalty towards a brand has emerged as a crucial determinant of economic success, particularly in fiercely competitive industries.

Given the dynamic relationship between consumer preferences and purchase intention, I propose the following hypothesis:

H8: Social media plays a moderating role in the impact of consumer preferences on purchase intention.

 In summary, the research hypothesis are totally suggested as:

  A total of eight hypotheses are proposed in the model, which are as follows:

  H1: Brand Personality has a positive impact on Social Identity.

  H2: Brand Personality has a positive impact on Brand Equity.

  H3: Brand Personality has a positive impact on Brand Authenticity.

  H4: Social Identity has a positive impact on Consumer Preference.

  H5: Brand equity has a positive impact on Consumer Preference.

  H6: Brand authenticity has a positive impact on Consumer Preference.

  H7: Consumer Preference has a positive impact on Purchase intention.

  H8: Social Media plays a moderating role in the impact of Consumer Preference on Purchase

intention.

2.6   Previous studies

No	Title, DOI	Author, year	Study Context	Methodology	Main findings
1.	The Vietnamese context: The effects of brand personality and social media on purchase intentions of authentic agricultural products DOI: 10.1504/JGBA.2023.138512	Tran, T.V., Ho, Q.N., Alang, T., & Nguyen, N.T. (2023)	Vietnam	Quantitative approach	Brand personality and social media significantly impact purchase intentions of authentic agricultural products, moderated by social identity
2.	The effect of social media communication on intention to vaccinate against COVID-19: A relationship mediated by perceptions of vaccine efficacy and safety. https://doi.org/10.1080/13527266.2023.2191618	Park, D., Schivinski, B., Duns-McKay, H., Heeren, B., & McLachlan, E. (2024).	US UK China	Survey-based research	Social media communication positively influences brand perception, enhancing purchase intention across industries.
3.	Promotion of food products through electronic platforms: A descriptive study. DOI: 10.1007/978-3-031-39158-3_41	Badri, N. (2020).	US China	Descriptive study analyzing Facebook page promotions	Electronic promotion through social media significantly boosts awareness and consumer engagement.
4.	Social media branding for organic agricultural products: An examination of consumers' trust and loyalty. DOI: 10.1016/j.jbusres.2022.05.013	Kim, J., & Ko, E. (2022).	South Korea	Quantitative analysis	Effective social media branding strategies positively influence customer trust and loyalty for organic agricultural products.

5.	Social media use in agricultural extension and marketing	Abdullah, I.I., & Al-Ruwaini, M.A. (2021).	Egypt	Field study of social media	Social media is an effective tool for agricultural product marketing, increasing reach and consumer engagement.
6.	The impact of brand trust on consumers' behavior toward agricultural products' regional public brand. DOI: 10.1371/journal.pone.0278765	Hu Xiaoyun et al. (2022)	China	Structural Equation Modeling	Trust in regional public brands positively impacts purchase intention and behavior.
7.	Brand perception and agricultural products' pricing strategies. •DOI: 10.1287/mksc.2021.1315	Amaldoss and Jain (2022).	US Australia	Quantitative analysis	Competitive pricing strategies enhance brand perception and consumer loyalty
8.	Effects of brand image and marketing on agricultural products in the digital era. •DOI: 10.1016/j.jbusres.2021.04.016	König et al. (2021)	US China	Survey-based study with 400 participants	A strong brand image built through social media marketing enhances purchase intention.
9.	Digital trust in agricultural product brands: *A comparative analysis.* •DOI: 10.1111/1477-9552.12312	Richards et al. (2020).	US China	Experimental design	Brand trust plays a significant role in driving online purchases of agricultural products.
10	Brand associations and purchase intentions in online agricultural markets. *Journal of Consumer Psychology.* • DOI: 10.1002/jcpy.1165	Escalas and Bettman (2019)	China	Structural modeling	Brand personality significantly shapes consumers' purchase intentions

11	Influence of social media interactions on brand loyalty in agricultural markets. *International Journal of Information Management* • DOI: 10.1016/j.ijinfomgt.2020.102245	Kwark et al. (2020)	India	Mixed methods	Active brand engagement on social media platforms strengthens consumer loyalty.
12	Consumer Buying Behavior Toward Online and Offline Shopping: Pre, During, and Post Covid-19 Pandemic • DOI: 10.26668/businessreview/2023.v8i5.1843	Roy, P., & Datta, D. (2023)	UK	Survey data analyzed	Social media significantly affects purchase intention in the post-COVID era, especially for agricultural products.
13	Evaluating the Impact of Social Media on Online Shopping Behavior During COVID-19 Pandemic: A Bangladeshi Consumer's Perspective • DOI: 10.1016/j.heliyon.2022.e10600	Miah, M.R., et al. (2022)	India & US	Quantitative surveys	Social media platforms like Facebook positively influenced the purchase intention of agricultural goods during the pandemic.
14	An Examination of the Factors Affecting Consumer's Purchase Decision in the Malaysian Retail Market DOI: 10.1108/PRR-08-2017-0034	Hanaysha, J.R. (2018)	Malaysia	Quantitative analysis of consumer surveys	Social media interaction and brand personality significantly influenced consumer behavior in agriculture.
15	COVID-19 Drives Consumer Behavior and Agro-Food Markets Toward Healthier and More Sustainable Patterns	Borsellino, V., et al. (2020)	Turkey	Case studies and surveys	Increased purchase intention for healthier and more authentic agricultural products due to

	• DOI: 10.3390/su12208366				social media marketing
16	Factors Affecting Purchase Intention Toward Agricultural Products in Thailand DOI: doi: 10.18178/ijssh.2017.7.5. 844	Pibulcharoen sit, S., et al. (2021)	Thailand	Quantitative analysis.	Brand personality positively influences the purchase of agricultural products.

2.7   Critify and discuss the research gaps

This paper emphasizes the several deficiencies in the investigation of genuine agricultural products and the influence of social media on customer behavior, namely on branding and intents to make a purchase. Amidst the extensive research undertaken from 2018 to 2024 on agricultural products and social media branding, there are still numerous crucial domains that have not been investigated:

Insufficient attention to genuine agricultural products: Although scholars like (Tran et al., 2023) and (Huang, 2012) have examined genuine agricultural products, there is a notable dearth of comprehensive study on branding tactics specifically designed for products that have strong connections to particular geographical and cultural origins. The significance of this gap lies in the fact that these items are often promoted in a different way compared to traditional agricultural commodities, where the fundamental element of their distinctive brand identity is authenticity. Notably, while Tran et al. (2023) examined the influence of brand personality and social media on purchase intentions in the Vietnamese market, their research did not explore the distinctiveness of products associated with geographical indicators or their wider cultural importance.

It's attractive to notify the absence of emphasis, as products have connection with specific locations generally owns an evidence increasing their attractiveness.

Ultimately, doing a study that specifically addresses these recognized deficiencies will make a substantial contribution to both the scholarly comprehension and real-world implementations in the realm of agricultural marketing. Marketers will acquire the essential resources to develop more efficient, authenticity-focused branding strategies that are pertinent to contemporary consumers, particularly in the post-pandemic era when values of trust and genuineness are progressively emphasized.

CHAPTER 3: RESEARCH METHODOLOGY

3.1   Introduction

The present chapter offers a thorough exposition of the research technique employed in the study, with the objective of filling a significant empirical void by investigating consumer purchase intentions towards genuine agricultural brands in Vietnam. Further expanding upon the literature explored in the preceding chapter, which encompasses subjects such as social identity, social media, and branding, this chapter explores the precise details of the study methodology, research philosophy, and theoretical framework. Furthermore, it addresses crucial elements such as population, sampling, research constraints, and the epistemological principles that support the study. The present chapter commences by addressing the epistemology and theoretical viewpoints that underpin the research, therefore establishing a robust basis for the employed approach. The author delineates the pragmatic strategy employed to achieve the study goals, underscoring the manner in which the methodology links theoretical perspectives to practical implementations. This section further elucidates the alignment of the research design, encompassing its methodological approach and methods, with the overarching research topics.

3.2   Variables

The variables discussed are presented in Table 3.

Table 1:Variables Used in the Study

No	Variables	Constructs	Sources
1	Independent variables	Brand personality	Aaker, 1997 (Davies et al., 2018); (Guido et al., 2010)
2		Brand equity	Drennan et al., 2015 Iglesias et al., 2019 Godey et al., 2016
3		Brand authenticity	Newman & Dhar, 2014 Fritz et al., 2017 M. Beverland, 2009
4		Social identity	Tajfel and Turner, 1986
5	Dependent variables	Purchase intention	Martins et al., 2019 Harrigan et al., 2017 (Takaya, 2019)
6	Mediator	Consumer preference	Kusumaningrum et al., 2021 Ebrahim et al., 2016 Byrne, 2020
7	Moderator	Social media	Vanwesenbeeck et al., 2017 Liao et al., 2015

3.3 The Research Design Process

Step	Research process
1	The research problem and the broad area is identifed
2	Literature review conducted with respective to the identified problem
3	Development of the theoretical framework as per the variables identified
4	The hypothesis is identified and developed
5	The sampling process is defined
6	Data collection
7	Data analysis using the statistical tools and technics
8	Discussion of findings, conclusion and recommendation

3.4 Previous research models

3.4.1 Model of Social Identity theory
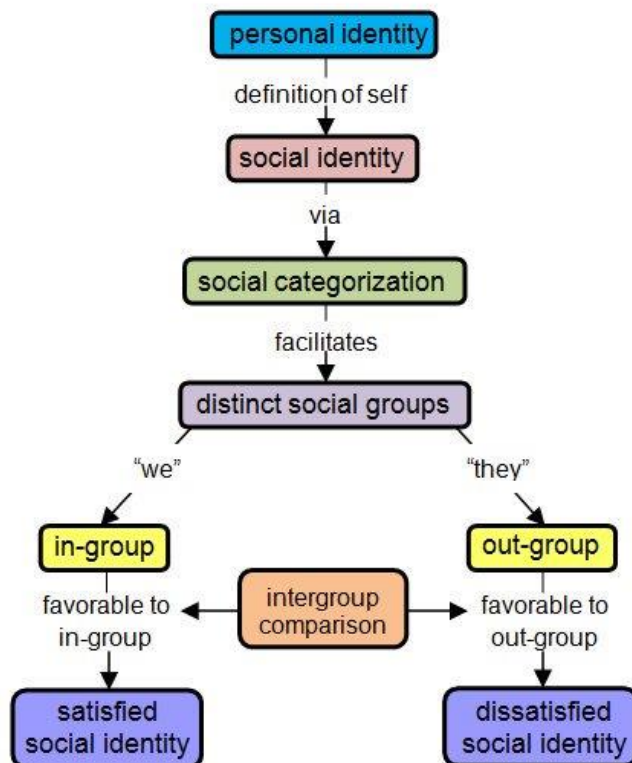
Figure 1: Model of Social Identity theory (Tajfel &Turner, 1979).

3.4.2 Model of Theory of Planned Behavior
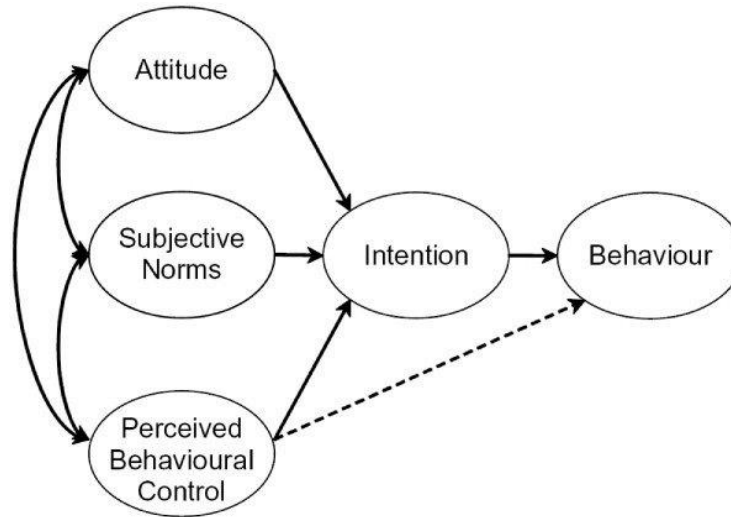
Figure 2: Model of Theory of Planned Behaviour (Ajzen, 1991)

3.4.3 Model of Brand Personality
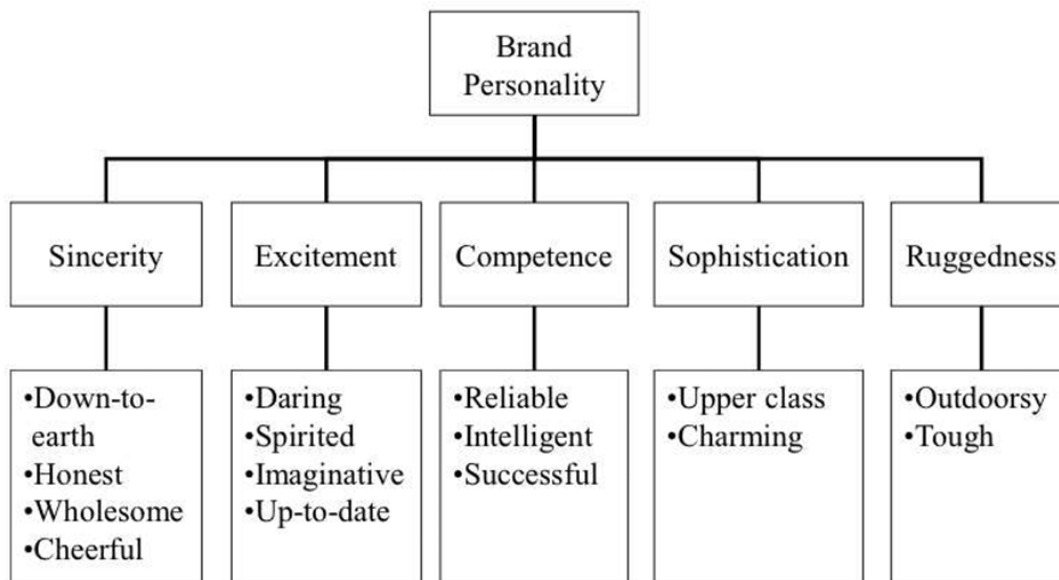
Figure 3: Model of Brand Personality (Aaker, 1997).

Aaker's (1997) brand personality model categorises brand personality into five fundamental dimensions, each encompassing unique attributes that enable brands to establish emotional bonds with consumers by mirroring specific human qualities.

3.4.4 Model of article "The impacts of Brand personality and Congruity on Purchase intention: Evidence from the Chinese Mainland's automobile market"
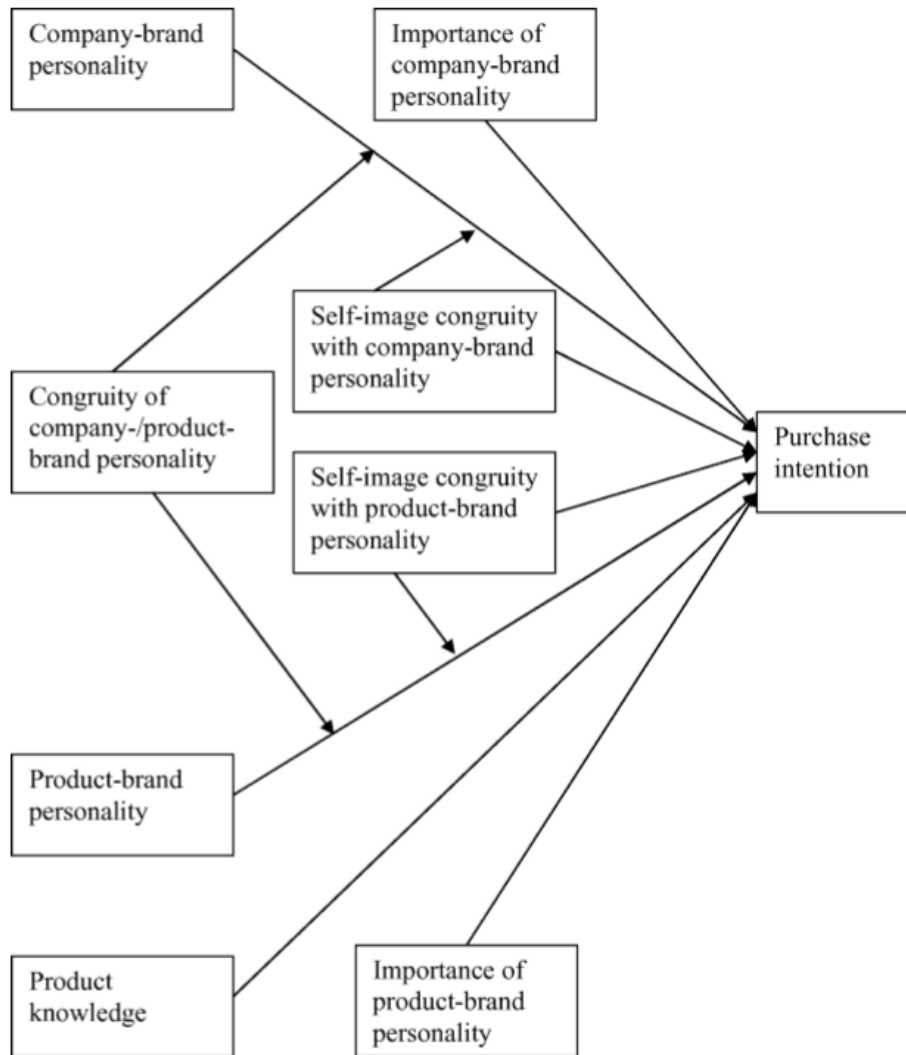
Figure 4: The article model "The Impacts of Brand Personality and Congruity on Purchase Intention: Evidence From the Chinese Mainland's Automobile Market" (X. Wang et al., 2009).

What really amazed me is that the model proposed by Wang et al. (2009) examines the correlation between brand personality and self-congruence, specifically investigating how this correlation affects consumer purchase intention in the Chinese automobile industry. The approach expands upon Aaker's (1997) conceptualization of brand personality, which entails ascribing human attributes to brands, and self-congruence theory, which posits that customers are more inclined to buy brands that mirror their own personality qualities. The model comprises three primary elements: brand personality, self-congruence (which corresponds to the alignment between a consumer's self-concept (whether real or ideal) and the brand identity), and purchase intention, which is affected by

the level of this alignment. The research revealed that a high level of alignment between the self-image of consumers and the personality of a brand had a favorable impact on their intention to make a purchase. This highlights the significance of connecting brand identity with the self-image of the target market in order to inspire consumption behavior (Wang et al., 2009).

3.4.5 Model of the article "The effects of the self and social identity on the intention to microblog: An extension of the theory of planned behavior"
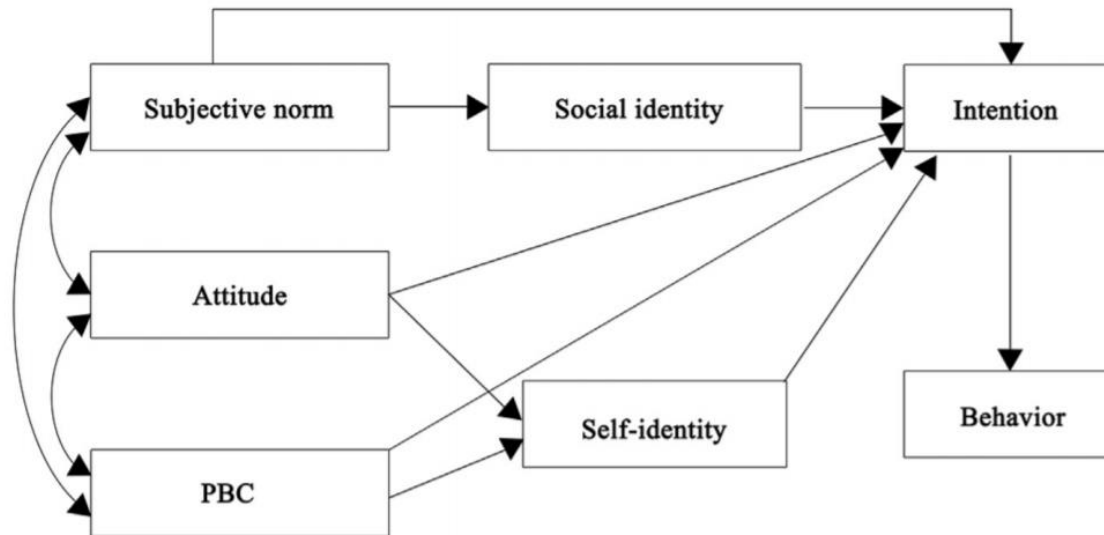
Fig. 1. The proposed path model of extended TPB.

Figure 5: The article model "The effects of the self and social identity on the intention to microblog: An extension of the theory of planned behavior" (Jiang et al., 2016).

So far, one might wonder is there any extension of the Theory of Planned Behaviour. Obviously, we can realize that the model developed by Jiang et al. (2016) expands upon the Theory of Planned Behaviour (TPB) by include self-identification and social identity as dimensions to elucidate individuals' intents to participate in microblogging. The first Theory of Planned conduct (TPB), introduced by Ajzen (1991), suggests that conduct is modulated by attitudes towards the behavior, subjective norms, and perceived behavioral control. In addition, Jiang et al. expand upon this concept by incorporating self-identity, which pertains to the degree to which an individual perceives microblogging as a component of their own identity, and social identity, which pertains to the manner in which affiliation with a community influences behavior. For instance, those who have a strong sense of identification with a microblogging community, such as Twitter influencers, are

more inclined to participate in microblogging. Their model postulates that these supplementary elements have a substantial impact on online behavior, particularly on platforms where self-expression and social connection are of utmost importance.

3.4.6   Model of Explaining consumers' intentions towards purchasing green food in Qingdao, China: The amendment and extension of the theory of planned behavior.
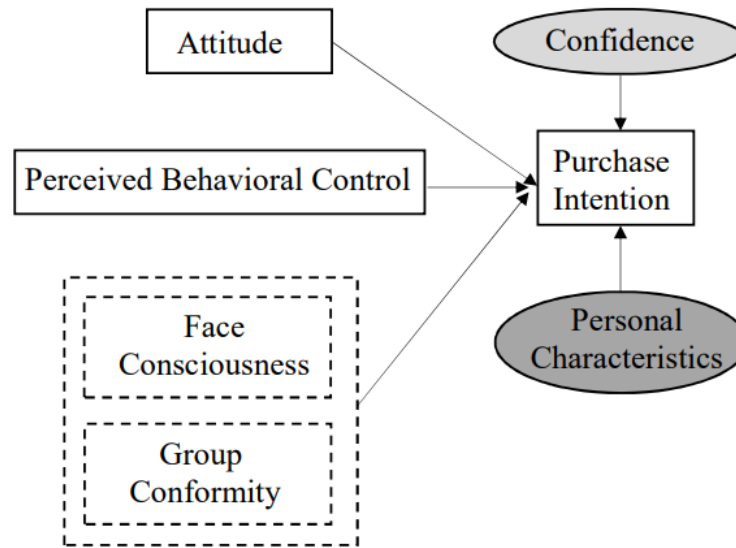
Figure 6 The Article Model of Explaining consumers' intentions towards purchasing green food in Qingdao (Qi & Ploeger, 2019)

As I think about this issue, it's obvious that Qi and Ploeger (2019) expanded upon the Theory of Planned Behaviour (TPB) to investigate the intentions of consumers in Qingdao, China to purchase environmentally friendly food. The Theory of Planned Behavior (TPB), orginally introduced by Ajzen (1991), suggested that behavioral intentions are affected by three factors: attitude, subjective standards, and perceived behavioral control. In the scope of green food consumption, attitude pertains to the positive perception that consumers have towards the acquisition of green food. Subjective norms, on the other hand, present the social influence that impacts consumers to purchase or not green products. Perceived behavioral control estimates the ease or difficulty that consumers attribute to the purchasing action of green food. Qi & Ploeger combined further elements to illustrate more exactly the complexity of green food consumption in China. The variables included in this research are environmental concern, which shows the level of consumer concern regarding environme;ntal issues; health concern, evaluating the importance consumers add to health-related

aspects; and perceived consumer efficacy (PCE), shows consumers' belief that their individual behaviors, for examples, purchasing ecofriendly foods, can help decrease environmental problems. These improvements suggest a more overall comprehension of the factors influencing the acquisition of environmentally friendly products in China, a country with increasing concerns of environmental and health issues, also faces obstacles which are relavant to the market and national culture.

3.4.7 Model of the article "Too exciting to fail, too sincere to succeed: The effects of brand personality on sensory disconfirmation"
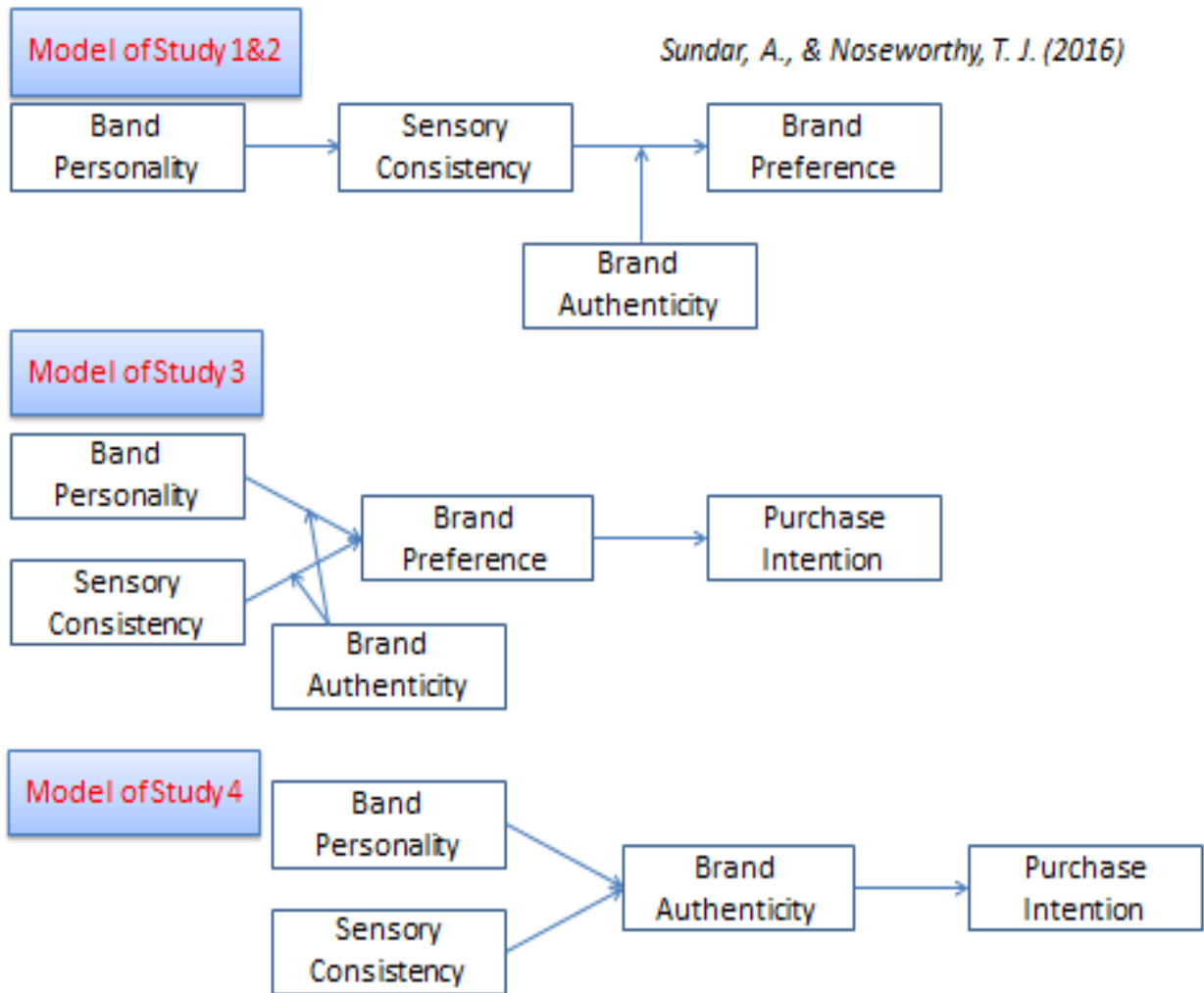
Figure 7: Tthe article model "Too exciting to fail, too sincere to succeed: The effects of brand personality on sensory disconfirmation" (Aparna Sundar & Theodore Noseworthy, 2016) .

A deeper consideration shows that the paper entitled "Too Excited to Fail, Too Sincere to Succeed: The Impact of Brand Personality on Perceptual Disconfirmation" investigated the influence of brand personality on customers' expectations of how a product will be perceived and their subsequent level of pleasure or discontent with that product. The model explored the correlation between dimensions of brand personality, namely excitement and sincerity, and perceptual disconfirmation, which arises when there is a discrepancy between anticipated and real sensory phenomena. Building off Aaker's (1997) paradigm, the research examines two primary brand personality characteristics: excitement, which refers to the perception of brands as daring and creative (e.g., Red Bull or Tesla), and sincerity, which refers to the perception of brands as truthful and grounded (e.g., Dove or Hallmark). Optimal perceptual disconfirmation occurs when actual sensory experiences surpass expectations, while inadequate perceptual disconfirmation occurs when actual sensory experiences fall short. Exciting brands tend to be more lenient towards consumers when they encounter disconfirmation because of their dynamic image, but truthful brands are expected to provide a consistent experience, which makes any perceived disconfirmation more severe to customer satisfaction.

3.5 Conceptual Framework

As I see it, this approach could the theoretical structure of this study is depicted in Figure 5, which emphasizes critical elements to investigate their correlation and influence on consumer behaviour, particularly towards genuine agricultural products. I found it remarkable that these factors including Brand Personality, Social Identity, Brand Value, and Brand Authenticity are identified as independent factors in the framework, with Consumer Preference for Authentic Agricultural Products serving as the mediating variable. Furthermore, Social Media is conceptualized as a moderating factor while Purchase Intention is defined as the dependent variable. Next, Social Identity Theory (Turner et al., 1979) and Brand Personality Theory (Aaker, 1997) serve as the fundamental theories around which this framework is built. These ideas establish a foundation for analysing the ways in which various structures influence the formation of purchase intentions for genuine agricultural products.

From similar projects, I can also agree that this model combines these crucial factors: Firstly, Brand personality relates to the particular collection of human-like qualities and attributes linked to a branded entity. Secondly, Brand personality, as studied by Aaker (1997), is esential for clarifying a product in a competitive industrial environment. In the scenario of authentic agricultural products, brand personality is specially associated with qualities like dependability, legacy, or simplicity—highly appealling characteristics to customers who value authenticity. Thirdly, The construct of

social identity, from Social Identity Theory (Turner et al., 1979), relates to the awareness of people relating to their membership in a particular social group and the efect of affiliation on their purchase selection. Social identity in the scenario of authentic agricultural products can be connected to cultural pride and geographical relations, leading customers to favorite products that build the values or customs of their social group. Next, Brand equity mentions the intrinsic value of a brand contributes to a commercial product, mostly affected by the way consumers aware.The strong brand equity generally leads to long-term customer loyalty and a willingness to pay premium prices. Brand equity in the field of agricultural products can be contributed to factors such as the product's heritage, reputation, and authenticity, all of which enhance positive consumer judgements. In the other sense, Brand authenticity: This construct is particularly important for distinct cultural or geographical evidence products. Brand authenticity relates to the perception that a authentic brand and products are faithful to their original sources. Brand authenticity plays a crucial role in influencing consumer trust and buying decisions for genuine agricultural products that frequently highlight local production methods, traditional traditions, and regional peculiarities. From other perspective, Consumer preference, when considered as a mediating variable, indicates the degree to which a consumer is likely to select a specific product depending on the characteristics of the brand. These independent variables (brand personality, social identity, brand values, and brand authenticity) define consumer choices within this framework and subsequently impact purchase intention. Consumers, for instance, may find a product that aligns with their social identity and authenticity values to be more appealing, thereby enhancing their probability of making a purchase. Lastly, what catches my eye is the factor Purchase intention, the dependent variable of this model, quantifies the probability that a buyer will buy genuine agricultural products. The conceptual framework aims to elucidate the final result, which is shaped by the interactions of the independent variables and mediated by social media. A comprehensive grasp of purchasing intention is crucial for marketers aiming to develop more efficient tactics for promoting genuine farm products.

To conclude, after analyzing the various aspects of the problem, I believe that this approach identifies social media as a moderator variable that significantly influences the link between the independent variables (brand personality, social identity, brand equity, and brand authenticity) and the dependent variable (purchase intention). Online social networking sites like Instagram, Facebook, and Twitter offer companies the chance to express their unique character, establish genuineness, and interact with customers on a personal level. Moreover, social media enables customers to establish virtual communities, therefore enhancing their social identity and favourable attitudes towards genuine products. Social media's moderating effect implies that its existence can

either amplify or diminish the impact of brand personality, social identity, and other variables on customer intention to make a purchase.

In the conceptual framework, several fundamental linkages are postulated:

According to recent studies, it is anticipated that brand personality, social identity, and brand authenticity will exert substantial favorable impacts on customers' inclination to buy genuine agricultural products. In my previous work on this topic, I agree that the relationship between independent variables (brand personality, social identity, brand equity, and brand authenticity) and purchase intention is indirectly mediated by consumer preferences. Social media serves as a moderator in the interaction between independent variables and purchase intention, effectively either enhancing or reducing the influence of these variables on consumer behaviour. On the other hand, to me, it looks like incorporating these variables and correlations, the framework offers a thorough model for comprehending the interaction between social media and different brand-related elements in influencing customer behavior towards genuine agricultural products. The knowledge obtained from this model can offer considerable direction to marketers aiming to improve their branding tactics and stimulate greater buy intentions among consumers who are interested in genuine, culturally significant products.

All things considered, I can see clearly that, after analyzing the various aspects of the problem, this paradigm is believed to offer a robust method for examining the dynamics of social identity, brand personality, and the moderating influence of social media. It highlights the significance of authenticity in influencing customer preferences and intentions to make purchases..
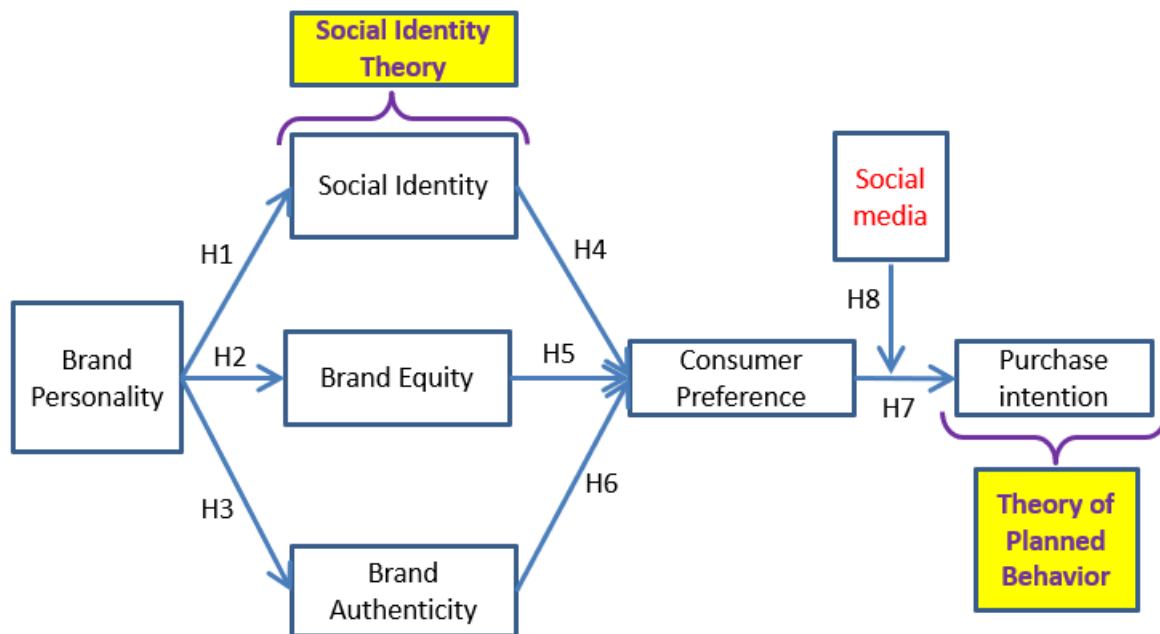
Figure 8: Conceptual Model

3.6 The proposed research model
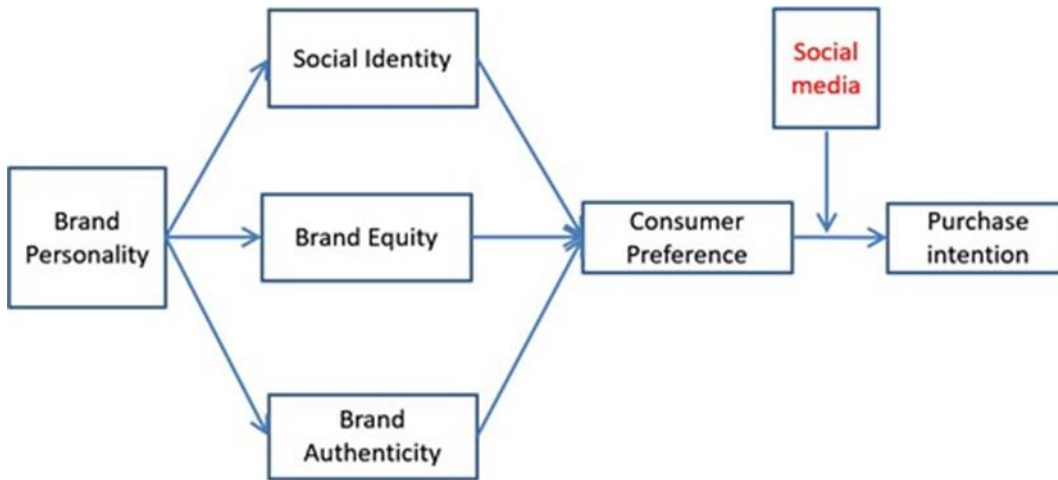
Figure 9: The proposed research model.

3.7   Research constructs

Table 2. Table of constructs

Control variables	Moderating variables	Mediating variables	Independent variables	Dependent variables
Gender	Social media	Consumer Preference	Brand Personality	Purchase Intention
Age			Brand Equity	
Income			Brand Authenticity	
Education			Social Identity	
Marriage status				
Job				
Living area				

3.8   Measurement scale

The survey employed in the quantitative part of this research was especially developed to be compatible with SPSS and AMOS software, therefore guaranteeing smooth integration for the

purpose of data analysis. A Likert scale spanning from 1 to 5 was employed to collect the viewpoints of participants, with each scale point designated as Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. Every item was strategically designed to accurately represent the opinions of the participants on the main factors in the research, so guaranteeing a thorough investigation of the connections between these concepts.

Variable measurement: The main variables were measured using known scales that were either adopted or modified from prior research to guarantee their validity and reliability. The operationalization of each variable was as follows:

From my aspect, this not only shows that Brand personality is assessed using Aaker's (1997) well recognized five-dimensional model, inclusive of sincerity, excitement, competence, sophistication, and robustness. This paradigm enables in-depth investigation of the human-like attributes ascribed to brands. Moreover, the Social Identity scale, derived from Tajfel and Turner's (1979) influential study on social identity theory, assesses the degree of group identification, self-categorization, and social influence. This measure quantifies the way in which consumers view their association with social groupings in connection to the brand.

From the other view, it also implies that Brand equity is assessed using a scale modified from Keller's (1993) brand equity theoretical framework, which specifically examines how customers perceive the value and loyalty towards a brand. These impressions are crucial for comprehending the impact of brand equity on buying behaviour. Besides, the measurement of brand authenticity is based on the dimensions of genuineness, distinctiveness, and consistency, as established by Morhart et al. (2015). In the context of agricultural products linked to geographical or cultural roots, this scale effectively measures the perceived authenticity of the brand.

I am convinced that Consumer Preference is compiled using a set of elements specifically created to evaluate consumer preferences for particular agricultural brands, this scale is employed to determine the degree to which consumers prefer certain brands depending on the measured characteristics. On the flip side, Purchase Intention is derived from an analysis of consumer buying behavior, this variable quantifies customers' inclination to buy the authentic agricultural products being investigated. The scale evaluates the probability of future purchase predicated on previous preferences and perceptions. Lastly, Social media, serving as a moderator variable, was assessed by quantifying the frequency and nature of engagements on platforms like Facebook and Instagram. This included metrics like as liking, sharing, and commenting on content associated to the business. This analysis elucidates the impact of social media on the correlation between the independent variables and the determination of purchase intention.

3.9   Sampling

The method of data collection for this study was implemented through convenience sampling which is the most suitable. To guarantee a overall representation of the population, the sample combined various constructs including income, location of residence, occupation, and education level. The study used a mix of online and offline surveys to overcome the obstacles presented by the COVID-19 epidemic during the data gathering phase spreading from January 2021 to March 2022. The most data percentage, comprising 60%, was collected through online surveys conducted using platforms like Google Forms and delivered widely using social media channels including Facebook, and Zalo. Offline surveys was around 40% remaining, guaranteeing the participation not have been accessible through internet channels. The poll spread a 14-month period and focused on high-income consumers from three main areas in Vietnam: North, Central, and South of Vietnam. To robust the level of trust, a pilot study with 30 people was interviewed before the official survey. The purpose of this checking phase was to enable the researchers to explore and resolve problems such as ambiguous questions, blur directions, and logistical difficulties. Through the systematic revision of the survey, the researchers successfully encreased the general quality and precision of the data collecting process and methodology. Pilot testing is particularly essential in studies that include complex methodologies or different variables, since it aids in the revision of the research instrument and techniques.

In all, this specific of data is good because 646 participants were invited to take part in the survey and 612 people responded gennerally. After applying a filter to exclude incomplete or unqualified responses, 34 samples were retained, yielding a response rate of 94.7%. This response rate is deemed satisfactory for carrying out exploratory factor analysis (EFA) and regression analysis, both of which need a significant amount of raw data to ensure accuracy.

In order to attain a substantial response rate, participants were notified that upon finishing the survey, they would get an updated promotional IELTS package (softcopy). This information likely influenced the respondents' inclination to take part. The survey was disseminated throughout the North, Central, and South areas of Vietnam. In the North and Central regions, the researcher personally conducted data collecting with the assistance of close friends, while in the South region, the survey was administered by personal administration.

Data analysis: The gathered data was reduced and processed using principle component analysis (PCA) with SPSS version 22 to examine the relationship between variables. Structural Equation

Modeling (SEM) was implemented using AMOS version 24. These methodologies facilitate the improvement of the data structure and the testing of the study hypotheses.

An analysis was conducted on a sample of 612 respondents from three primary areas of Vietnam. The selected sample size was determined to fulfill the minimum criteria for Structural Equation Modeling (SEM), which usually necessitates a larger sample size to guarantee stability and dependability. The socio-demographic characteristics of the respondents, including age, gender, education level, and geographic area, are presented in Table 1.

3.10   Data analysis

A systematic, multi-step procedure was followed to do the data analysis using SPSS software. The procedures comprised the assessment of Cronbach's Alpha Reliability, the application of Exploratory Factor Analysis (EFA), the use of Confirmatory Factor Analysis (CFA), and the implementation of Structural Equation Modeling (SEM). The data analysis was carried out in two primary phases:

This specific, initial data analysis is striking because descriptive statistics are employed at this stage to succinctly explain the demographic attributes of the sample, therefore offering an early comprehension of the data set. Evaluations of reliability and validity are also performed. Specifically, the scales' reliability is assessed by Cronbach's Alpha, which guarantees internal consistency among the scales. Additionally, exploratory factor analysis (EFA) is conducted to determine the construct validity of the scales, revealing how the variables are clustered and confirming their significance to the study paradigm.

Generally, I am convinced that analysis using Structural Equation Modeling (SEM): Further validation of the measurement model was achieved by doing a confirmatory factor analysis (CFA) using AMOS in conjunction with SEM. This stage evaluated the convergent and discriminant validity of the constructs, guaranteeing that each construct exhibited internal consistency and was well-defined from the others. The hypothesised correlations among the variables in the conceptual model were tested using path analysis. Various model fit indicators, including the comparative fit index (CFI), root mean square error of approximation (RMSEA), and chi-square (j^2), were analyzed to verify the satisfactory fit of the model to the data. Finally, a moderation study was performed to investigate how social media influences the connection between brand personality, social identity, and purchase intention.

Interestingly, I noticed that the empirical results gained from these analyses suggest significant support for the proposed hypotheses and add strong validation for the conceptual framework.

Similar to other research, the results emphasize the crucial impact of brand personality and social identity on purchase intentions for authentic agricultural products. It is noticable to realize the study showed social media as an important role in moderating these correlations, figuring out its significance in impacting consumer behaviour.

3.11   Questionnaire

One may wonder which method of collecting questionnaires is most effective and the thing that stands out the most is designed to collect quantitative insights into consumer perceptions of brand personality, social identity, brand value, brand authenticity, consumer preferences, purchase intentions, and the role of social media in influencing these variables, the questionnaire served as the main data collecting instrument for this study. The data collecting procedure entailed disseminating a meticulously designed questionnaire to a grand total of 612 participants. The survey instrument extended from four to six pages and was first developed in English before being translated into Vietnamese using the Direct Modification approach, guaranteeing that the questions were brief, succinct, and unambiguous. The initial segment of the questionnaire (Section A) was dedicated to gathering demographic data from participants, while Section B evaluated the predominant factors influencing Vietnamese consumer behavior. Excluding items pertaining to intention and monitoring, Section A has around 10–12 items assessed on a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree". Furrthermore, Section B is structured in a multiple-choice, closed-ended fashion. In order to promote engagement, the questionnaire includes demographic questions at the outset, recognising that sensitive data like age and income might impact respondents' inclination to participate.

I also paid a closer look to reveal that the questionnaire design adhered to a thorough and organized methodology to guarantee its alignment with the research goals of the study, therefore preserving clarity and consistency systematically (Azoulay & Kapferer, 2003). Initially, the investigation established precise definitions for the fundamental concepts of brand personality, social identification, brand equity, and purchase intention. To guarantee the validity and reliability, each construct was operationalized using well-established scales from the literature. For instance, the assessment of brand personality involved the use of dimensions such as sincerity, excitement, competence, sophistication, and robustness. Each dimension was assessed by means of precise and well focused questions. These dimensions were derived from Aaker's brand personality framework, a well acknowledged method for evaluating consumer experiences of brands. The majority of questions employ a 5-point Likert scale that spans from "strongly disagree" to "strongly agree,"

therefore offering a uniform and straightforward method for respondents to express their level of agreement with different assertions pertaining to brand personality, social identity, and other significant factors. Likert scales are highly efficient in capturing intricate subtleties in attitudes and perceptions, so enabling a more profound examination of how various constituents of brand personality and social identity impact purchase intentions. In addition, closed-ended questions facilitate the quantifying and statistical analysis of responses, therefore rendering the data appropriate for the application of more intricate statistical models like Structural Equation Modeling (SEM). Demographic questions were included to solicit fundamental respondent information, including age, gender, education level, area, and experience with agricultural products. This information will be used to examine the impact of demographic variables on responses pertaining to brand personality and purchase intention (Joshi et al., 2015).

Interestingly enough, this particular data point stands out because the questionnaire's content was meticulously designed to be straightforward, explicit, and unequivocal, so assuring that respondents could readily comprehend and react to the questions with precision. To accommodate the intended audience, the survey was made available in both English and Vietnamese, therefore guaranteeing ease of use and comprehensibility for local participants. Employing a bilingual strategy was crucial in reducing possible misinterpretations, particularly when aiming to engage individuals from various linguistic origins in Vietnam.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1   Introduction

The primary aim of this chapter is to examine the several elements that affect consumer attitudes towards luxury products and how these attitudes affect consumer purchase intention towards luxury goods specifically in the context of Sri Lanka. This chapter primarily focuses on the outcomes of the pilot test, sample characteristics, data screening, and data analysis using descriptive statistics to meet the research objectives reported in this work. The mediating role of consumer attitudes was evaluated using the Sobel test. Before the primary data collection, a pilot study was carried out to improve and assure the accuracy of all scales and evaluate their quality.

Initially, Factor Analysis was conducted on all the variables in the data analysis, including perceived luxury consumption value, brand awareness, brand love, personal identity, social impact, overall life value, and experiential value. During the second phase, the statistical associations between the variables were determined. The data analysis was conducted in accordance with references. The main procedures are outlined below.

1st step: A pilot test was performed to verify the questionnaire and the factors that were identified. The Cronbach alpha and KMO (Kaiser-Meyer-Olkin) values were computed to assess the dependability. Analysis of the data using exploratory factor analysis was conducted to find and validate the conceptualization of the constructs.

2nd step, regression analysis is conducted to establish the direct correlation between the specified variables and customer attitudes..

4.2 Descriptive Analysis

The aspirants' buyer demographics and behavioral traits are shown here. The demographics of the sample are shown in Table 5.

Table 3: Social demographic characteristics of participants

1	Gender	Male = 49.2%	Female = 49.5%	LGBT= 1.3%			
2	Age	18 to 25 = 6.2%	25 to <40 = 52.3%	40 to <50= 32.4%	>=55 = 9.2%		
3	Income	< 15 million = 15.8%	15 to < 25 million = 17.2%	25 to < 35 million = 48.4%	35 to < 50 million = 13.9%	> = 50 million = 4.7%	
4	Education	Highschool = 2.1%	Undergrad = 55.7%	Graduate = 42.2%			
5	Marriage status	Single = 37.9%	Married = 56.4%	Divorced = 5.7%			
6	Job	Officer = 38.9%	Lecturer = 17.5%	Business = 19.3%	Medical =5.4%	Marketing =8.8%	Others = 10.1%
7	Living area	North = 27.1%	Central = 23.5%	South = 53.4%			

The sample of this study exhibited a varied demographic composition encompassing several variables such as gender, age, income, education, marital status, occupation, and region of residence. Females constituted the largest gender group, at 49.5% of the respondents, closely followed by males at 49.2%. The LGBT population constituted a significantly smaller fraction, representing a mere 1.3% of the entire sample.

The majority of respondents, at 52.3%, fell within the age range of 25 to 40. The second most significant demographic consisted of those between the ages of 40 and 50, with 32.4% equivalent to 174 respondents. Merely 9.2% of the sample belonged to older age groups, specifically those

aged 55 and above, while the youngest group, comprising individuals aged 18 to 25, constituted a mere 6.2%.

The monthly income distribution of the sample exhibited a clustering of individuals within the medium income bracket. Nearly half, specifically 48.4%, indicated a monthly income ranging from VND25 million to VND35 million. Next, 17.2% of participants reported an income ranging from VND15 million to VND25 million. Further 15.8% of participants reported a monthly income below VND15 million, and 13.9% fell into the higher income bracket of VND35 million to VND50 million. A mere 4.7% of the participants indicated the receipt of an income beyond VND50 million.

From an educational standpoint, the sample was well educated. Of the respondents, 55.7% held a Bachelor's degree, while a notable 42.2% had obtained a Master's or Doctorate degree. Only a minute fraction, specifically 2.1%, indicated completion of only a high school education.

Regarding marital status, the majority surveyed group, including 56.4%, reported being married. 37.9% of the sample consisted of singles, while 5.7% of respondents were divorced.

Civil servants constituted the most significant occupational group among the respondents, with 38.9% of the sample. The next largest group consisted of business professionals, at 19.3%, and lecturers, representing 17.5%. A further 8.3% of respondents were employed in marketing, 5.4% were employed in the health sector, and 10.1% were engaged in a diverse range of occupations.

The geographical location of the respondents was also recorded, with the greatest proportion, 53.4%, living in the southern part of Vietnam. 27.1% of the sample resided in the Northern region, while 23.5% of respondents were located in the Central portion of the polity. This spatial dispersion offers diverse viewpoints from various parts of Vietnam.

The present demographic analysis offers a complete perspective on the sample, encompassing a diverse array of age groups, income levels, educational attainment, and professions throughout several areas of Vietnam.

4.3   Reliability Analysis

The dependability of the data sample was strictly evaluated using Cronbach's Alpha, a well acknowledged metric method for evaluating internal consistency in the study. A Cronbach's Alpha value over 0.7 is considered to be accepted by (Hair et al., 1998), as it illustrates a good degree of trustworthiness in the data set. The results in Table 6 show that the Cronbach's Alpha values for all nine variables overall passed the established limitation and boundary, therefore identifying the dependability and accuracy of the observed data. My closer precise look reveals that all measured values were not only greater than 0.7 but also above 0.8, indicating a higher degree of internal

consistency among the constructs. This high level of reliability guarantees that the measurements conducted in the study are consistent and dependable, as a result, strengthening the strict results and the integrity of the data utilized for further researches (Hair et al., 2010). Gaining these Cronbach's Alpha values confirms the study's strictly follow the necessary reliability criteria, therefore establishing a firm foundation for subsequent statistical assessment and hypothesis testing.

Table 4: Reliability Analysis for the Sample Data

Variable	Number of Items	Cronbach's Alpha
Brand Personality (BRAP)	06	0.933
Social Identity (SOID)	05	0.925
Brand Equity (BRAE)	06	0.893
Brand Authenticity (BRAAU)	07	0.924
Consumer Preference (COP)	05	0.873
Purchase Intention (PUIN)	07	0.926
Social Media (SOME)	07	0.914
Total	**43**	

4.4   Explore Factor Analysis (EFA)

It becomes evident that according to Kaiser (1974), the Kaiser-Meyer-Olkin (KMO) coefficient is a crucial metric for assessing the appropriateness of a sample in factor analysis. Based on his research, the KMO value should ideally fall within the range of 0.5 to 1. Values closer to 1 suggest a higher level of appropriateness for factor analysis. A KMO score falling below 0.5 signifies an inadequate sample size, rendering the sample inappropriate for factor analysis, as it would imply that the correlations among the variables are too weak to warrant more investigation. Furthermore, Kaiser highlighted the significance of the P value, often known as the significance level in statistical testing, in addition to the KMO coefficient. P value below 0.05 is required for factor analysis to be deemed valid. The aforementioned criterion signifies that the obtained results possess statistical significance, and the likelihood of the observed results being attributed to random chance cannot exceed 5%. Hence, it is crucial to verify that both the KMO value and the P value satisfy these restrictions in order to establish the validity and dependability of factor analysis, since they guarantee an appropriate sample and significant results. In Table 11 *Total variance explained,* the total variance extracted is reported as 64.66%, which exceeds the critical threshold of 50%. This indicates that only five out of the twenty total factors can effectively explain 64.66% of the variance

within the dataset. Additionally, the Eigenvalues for these five factors are all greater than 1, meeting the requirement for factor retention in exploratory factor analysis. Specifically, the highest Eigenvalue for factor 1 is 11.037, while the lowest is for factor 7, with an Eigenvalue of 1.778. These values highlight the relative importance of each factor in explaining the data's variance. Further insight is provided in Table 12 *Pattern matrix*, where the observed variables are appropriately loaded into the correct columns during the exploratory factor analysis, which suggests that the factor structure is sound. On one hand, this is a positive outcome, indicating that the variables have been accurately assigned to their respective factors. To ensure the robustness of these findings, the author proceeded with a Kaiser-Meyer-Olkin (KMO) test. The study's KMO coefficient, along with the P value from Bartlett's Test of Sphericity, is presented in Table 11.

Table 5: Kaiser-Meyer-Olkin (KMO) Statistics- Sample

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.922
Bartlett's Test of Sphericity	Approx. Chi-Square	18647.233
	df	903
	Sig.	.000

On the other hand, the obtained results in Table 7 indicated that the KMO coefficient was 0.922, falling within the prescribed range of 0.5 to 1. This suggests that the sample size used in the factor analysis was adequate. Furthermore, the stated P value was 0.05, which satisfied the level of significance. In order to establish the validity of factor analysis, (Kaiser, 1974) states that both the KMO and P values must be met. The obtained results validate the suitability of the data set for further analysis and establish the significance and reliability of the extracted parameters.

4.5   Confirmatory Factor Analysis (CFA)

Using the data set for EFA analysis often leads to the need to remove some observation variables for EFA to meet the requirements, and the data set used for running EFA is the original data set. As for the data set used for running CFA, it is the data set where some observation variables have been removed. Therefore, my clear explanation is that in my EFA results, I did not remove any variables at all.

Following the evaluation of Cronbach's Alpha and EFA to assess the viability of the study model and the hypotheses presented in Chapter 2, the author used AMOS 24 software to conduct CFA testing for the scale. The author's findings conform to the CFA testing criteria, namely the model

fit indices CMIN/df, GFI, CFI, TLI, RMSEA, and PCLOSE, based on data collected from a sample size of 612. Each of these indices is displayed in the table below.

In CFA analysis, the CMIN/DF ratio of 1.9313, as reported by (Bentler, 1990), satisfies the necessary criteria. Hence, the GFI, CFI, and TLI indices suggested by Bentler (1990), (Hu & Bentler, 1999) must have a value of 0.8 or above. Indeed, the GFI, CFI, and TLI indices in the study meet the aforementioned criteria since their values of 0.897, 0.957, and 0.954 respectively match the established criteria. The subsequent numerical value to be assessed is the Root Mean Square Error of Approximation (RMSEA). Values of RMSEA that are less than or equal to 0.08 will be considered acceptable. In this case, RMSEA = 0.039, they satisfy the necessary conditions for CFA assessment. Ultimately, the PCLOSE index of 1.000 exceeds the threshold of 0.05, consistent with the suggestion made by (Bentler, 1990). In general, the model fit values satisfy the CFA evaluation criteria set by the authors in prior research. Hence, it is possible to ascertain the results of the structural model for the study.
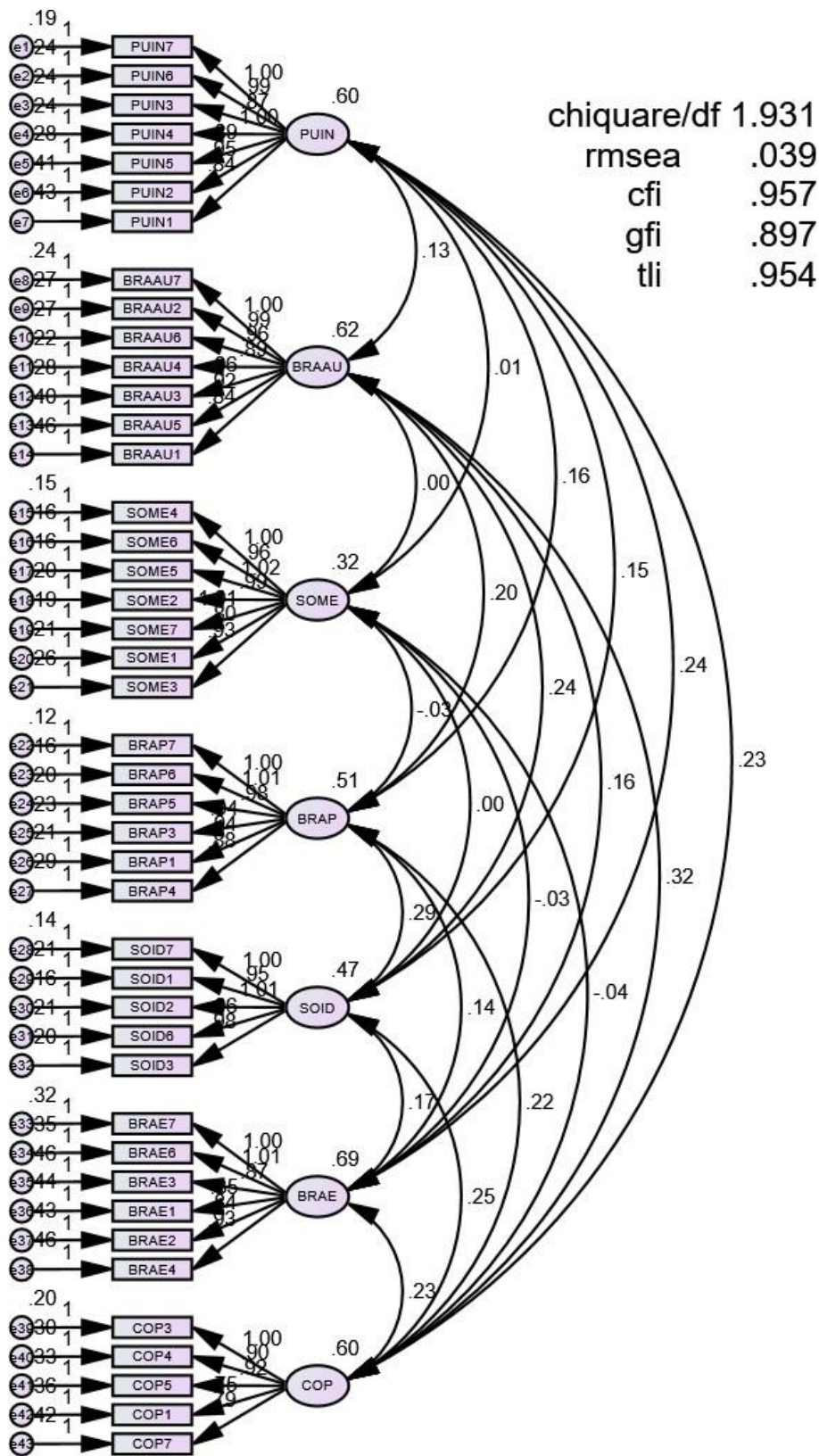
Figure 10: CFA model results

4.6 Reliability and Validity

Following the evaluation of the indices in the CFA analysis, the subsequent priority would be to assess the scale's convergent and discriminant capacity prior to testing the SEM model. There are two criteria to evaluate for convergent validity: Composite Reliability (CR) and Average Variance Extracted (AVE). The presence of a CR index equal to or over 0.7 is indicative of significant convergence, as the AVE index is equal to or exceeds 0.5. In order to establish discriminant validity, the Maximum Shared Variance (MSV) should be lower than the Average Variance Extracted (AVE).

Table 6: Reliability and Validity testing

	CR	AVE	MSV	ASV	BRAE	PUIN	BRAAU	SOME	BRAP	SOID	COP
BRAE	0.894	0.585	0.141	0.079	0.765						
PUIN	0.927	0.647	0.141	0.081	0.376	0.804					
BRAAU	0.926	0.642	0.267	0.114	0.239	0.210	0.801				
SOME	0.915	0.607	0.007	0.003	-0.071	0.029	-0.007	0.779			
BRAP	0.934	0.702	0.347	0.128	0.239	0.286	0.351	-0.073	0.838		
SOID	0.926	0.714	0.347	0.152	0.290	0.280	0.440	-0.010	0.589	0.845	
COP	0.876	0.587	0.267	0.152	0.362	0.376	0.517	-0.083	0.395	0.460	0.766

Table 8 presents a concise overview of the findings from the CFA study on convergence and discriminating. Firstly, both CR and AVE exceed 0.5. Given that both of these indices satisfy the criteria for evaluating convergence, it can be deduced that the convergence condition of the scale is rather robust. Next, the evaluation of discrimination is conducted by examining the relationship between the MSV and AVE ratios. Clearly, all indices in the MSV column are lower than the AVE indices displayed in the preceding table, therefore guaranteeing differentiation. Moreover, in the evaluation of discrimination, the author examines the comparison of the square root value of Average Variance Extracted (AVE) as shown in bold at the top of each scale, indicated by the red arrow, as per the table (Fornell & Larcker, 1981). The scores assigned to the respective variables are 0.765 for BRAE, 0.804 for PUIN, 0.801 for BRAAU, 0.779 for SOME, 0.838 for BRAP, 0.845 for SOID, and 0.766 for COP. Discrimination is ensured when the square root of the Average Variance Extracted (AVE) exceeds the correlation between this variable and other variables within the same region which is highlighted in yellow. Simply said, the prior discovery still guarantees the differentiation of the study structural model when examining the works of Fornell and Larcker.

4.7 Structural Equation Modeling (SEM)

4.7.1 Theoretical Background for the Selection of Statistical Methods

In the present thesis, which examines the influence of brand personality and social media on the intention to purchase genuine agricultural products in Vietnam, the careful choice of suitable statistical techniques is crucial for the empirical validation of the proposed model. The statistical decisions are guided by a theoretical framework that is firmly grounded in social identity theory, consumer behavior, and marketing literature.

Not only does this point to these theories collectively provide insights into the intricate connections among several constructs. The next part explores the theoretical foundation for choosing Structural Equation Modeling (SEM), regression analysis, and moderator analysis, and emphasizes their significance in accomplishing the research goals. Structural equation modeling (SEM) is an developed multivariate statistical methodology, supported by SPSS and AMOS, that allows the testing of complex interaction between observable and latent variables. SEM combines elements of factor analysis and multiple regression, delivering an enhanced conceptual framework for testing hypotheses about causal connections between entities. In this work, SEM demonstated to be worthy as it allowed the concurrent assessment of measurement models, which confirmed the accuracy and consistency of definitions and concepts like brand personality, social identity, and brand equity, as well as structural models, which explored the directional connections between these constructs. An essential element of SEM, confirmatory factor analysis (CFA) confirmed the measurement model by assessing the degree to which the results have relations with the theoretically model. The validation process is very important in order to guarantee the exact measurement of concepts such as brand personality and social identity. Path analysis features of SEM allow direct evaluation of suggested correlations between variables, like the impact of brand personality on social identity and customer preferences. This is essential for evaluating comprehensive theoretical models. The capacity of SEM to resolve latent variables, for examples brand equity and authenticity, which are not directly observed but withdrawn from other variables, results SEM a superior option for examining indirect impacts and moderating roles proposed in research (F. Hair Jr et al., 2014).

Hence, it further indicates that Structural Equation Modelling (SEM), particularly when used with AMOS, is very suitable for verifying the suggested conceptual model that integrates both direct and indirect relationships among variables such as brand personality, social identity, consumer preferences, and purchase intention. This enables a thorough evaluation of the overall adequacy of the model and simplifies the required modifications and improvements based on empirical evidence.

4.7.2 Theoretical foundation for regression analysis

To conclude, after analyzing the various aspects of the problem, I believe that the statistical technique of regression analysis is often used in consumer behavior research to investigate the association between a dependent variable and one or more independent variables. It is particularly useful for predicting outcomes such as purchase intention. This analysis is firmly grounded in probability theory and statistical inference. It aligns effectively with social identity theory by offering a systematic method to investigate the impact of factors like social identity and brand personality on customer preferences and behavior. The justification for employing regression analysis is based on multiple reasons. Standard and multiple regression analysis are essential for evaluating direct impacts, such as determining the influence of brand equity on consumer preferences, therefore revealing the magnitude and direction of these associations (F. Hair Jr et al., 2014).

Regression methods are particularly suited for analyzing moderating effects, such as investigating the interaction between social media and independent variables like brand authenticity in influencing purchase intention. The present dissertation used regression analysis in combination with Structural Equation Modeling (SEM) to validate the obtained results. Integrating this methodological combination improves the reliability of the direct and moderating effects detected in the structural model, therefore reinforcing the empirical data that supports the theoretical framework of the study.

4.7.3 Structural Model Test

The findings from testing the proposed structural model are below finalized. As demonstrated in Figure 2, the study model concentrates on checking the communicative effects among four key factors: Purchase Intention, Brand Personality, Brand Equity, and Consumer Preference. The model is designed to figure out how these variables interrelate and impact others within the the research background.

The model's fit to the data was evaluated applying some fit indices, all indicate a satisfactory alignment result. Particularly, the chi-square to degrees of freedom ratio ($\chi2/DF$) is 2.316, which is under the threshold level of 3, finalizing a good fit between the model and the observed data. Morover, the Comparative Fit Index (CFI) is 0.95, the Goodness-of-Fit Index (GFI) is 0.896, the Tucker-Lewis Index (TLI) is 0.947, and the Root Mean Square Error of Approximation (RMSEA) is 0.046, all are below the acceptable cutoff at the number of 0.08. These fit indices collectively

demonstrate that the structural model exhibits a good fit, affirming its validity and robustness in representing the proposed relationships among the variables.
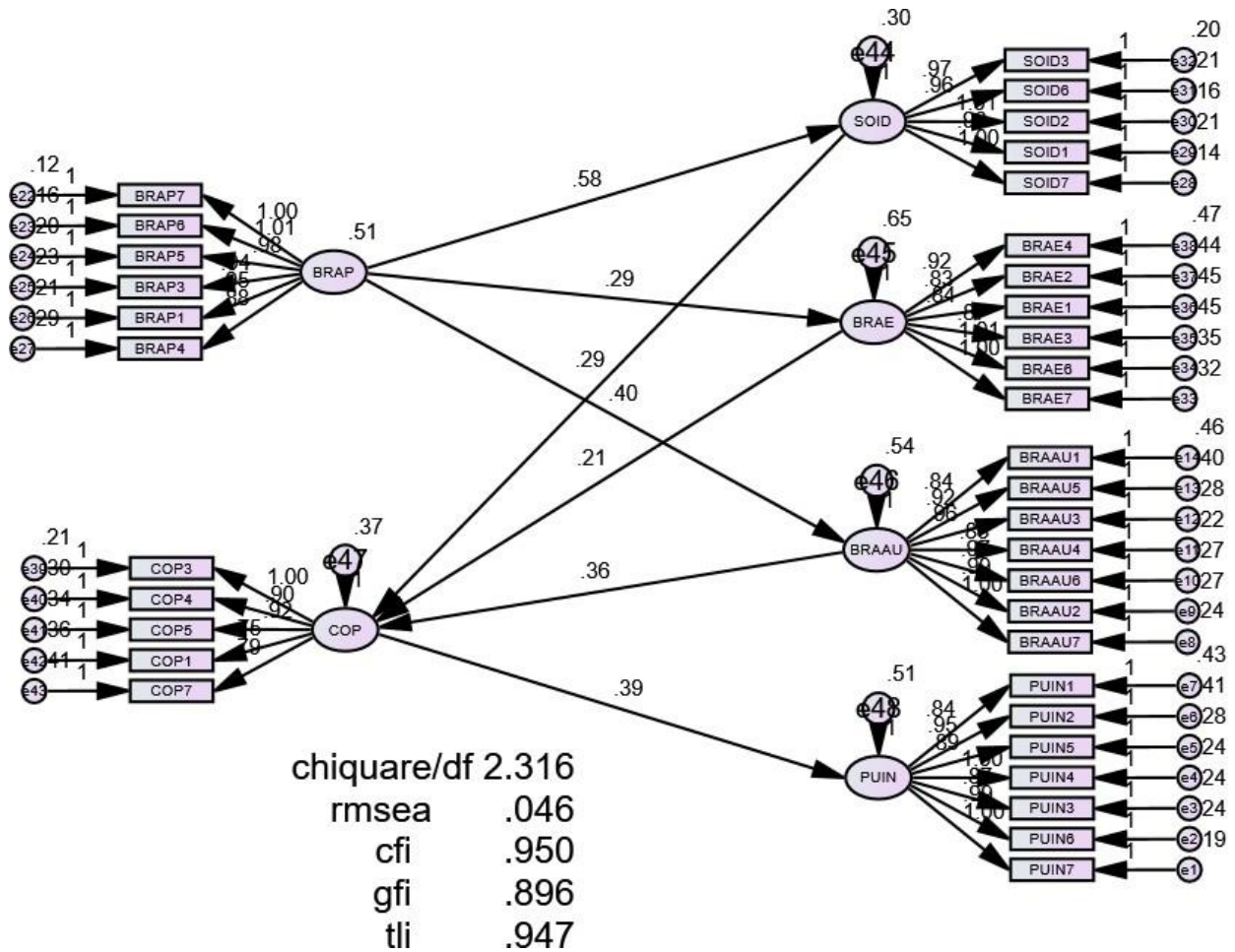
Figure 11: Structural Equation Modelling (SEM) test results for proposed research model

4.7.4 Hypothesis testing

All effect relationships in the model are significant since the P value is less than 0.05. Therefore, all hypotheses are accepted.

Table 7: The Standardized Regression Weights.

			Estimate	S.E.	C.R.	P	Label
SOID	<---	BRAP	.577	.038	15.190	***	
BRAE	<---	BRAP	.295	.051	5.806	***	
BRAAU	<---	BRAP	.405	.046	8.735	***	
COP	<---	BRAE	.208	.036	5.817	***	

COP	<---	BRAAU	.358	.039	9.216	***	
COP	<---	SOID	.288	.044	6.599	***	
PUIN	<---	COP	.392	.045	8.729	***	

Based on the Standardized Regression Weights table, the standardized regression coefficients offer a precise measure of the proportional impact of the independent variables on the dependent variable. More precisely, the coefficients indicate the degree to which Brand Personality impacts many aspects including BRAE (Brand Reputation and Equity), BRAAU (Brand Authenticity and Uniqueness), and SOID (Social Identity). Furthermore, these variables exert an impact on Consumer Preference, which subsequently affects Purchase Intention. A clear correlation exists between the magnitude of the influence and the absolute value of the coefficient, where greater coefficients signify more pronounced effects.

All things considered, it is clear that a more comprehensive analysis revealed that Brand Personality (BRAP) had the greatest influence on Social Identity (SOID), with the highest coefficient of 0.577. These findings suggest that Brand Personality exerts a substantial impact on the development of Social Identity in comparison to other variables. Further, the influence of Brand Personality on Brand Authenticity (BRAAU) was measured and found to have a coefficient of 0.405, suggesting a moderate to high effect. A coefficient of 0.208 indicates that the influence of Brand Reputation and Brand Equity (BRAE) on Consumer Preference (COP) is somewhat modest but yet significant. In addition, the coefficient of 0.392 for Customer Preference (COP) on buy Intention (PUIN) underscores the substantial correlation between customer preference and buy intention.

4.8 Testing the moderation hypothesis: detailed approach

The moderation hypothesis examines whether the strength or direction of the relationship between independent and dependent variables is influenced by a third variable, known as the moderator. This study proposes that social media could act as a moderator in the relationship between brand constructs (brand personality, social identity, brand equity, brand authenticity) and the purchase intention of genuine agricultural products in Vietnam. The moderation analysis helps determine how social media modifies the influence of brand constructs on purchase intention, providing insights for more effective marketing strategies:

4.8.1 Conceptual framework of the moderation hypothesis

The theoretical framework suggests that social media can either amplify or weaken the impact of brand constructs on purchase intention. Platforms like Facebook, Instagram, and TikTok serve as dynamic channels that enhance brand communication and consumer engagement.

The main objective is to ascertain whether and how social media modifies the direct impact of these brand structures on the intention to make a purchase. Statistical testing is necessary to assess the moderating effects.

4.8.2   Formulating the moderation hypotheses

Hypotheses are developed to test the moderating role of social media, such as the idea that social media strengthens the relationship between brand personality and purchase intention when its usage is high.

4.8.3   Data collection and preparation

Data is collected through surveys of consumers across Vietnam, using a 5-point Likert scale to measure agreement on various brand-related concepts.

4.8.4   Statistical Techniques

Data is collected through surveys of consumers across Vietnam, using a 5-point Likert scale to:

- **Moderation Analysis Using Multiple Regression (SPSS)**: Involves centering variables, creating interaction terms, conducting hierarchical regression, and analyzing the significance of interaction terms.

- **Moderation Analysis Using SEM (AMOS)**: Involves defining paths, creating interaction variables, testing models, comparing models with and without interaction terms, and analyzing moderation effects.

4.9   Recommendations based on moderation results

All things considered, it is clear that based on the results of the moderation analysis, several recommendations for practitioners can be made. In one sense, enhancing brand personality through social media is crucial. Brands should focus on creating engaging content that expresses their unique brand personality. By continuously providing related issues, they can enhance consumer perceptions and increase purchase intention. In another sense, robusting social identity in social media campaigns is also crucial. Campaigns should communicate with consumer values and connect with social communities, in line with social identity theory to create consumers emotion as a part of a larger group. Next, keeping authenticity in online communications is crucial. Brands can apply social media to reveal the authenticity of agricultural items, such as sharing behind-the-scenes views of the farming process and techniques or telling farmer's attrative story to robust perceived authenticity and brand equity. In summary, testing the moderation hypothesis concludes

worthy meanings into how social media impacts brand structure, assists to lead purchase intention, and suggests strategic steps on optimizing digital marketing for authentic agricultural products.

CHAPTER 5: CONSLUSION AND RECOMMENDATIONS

5.1 Main findings

According to the data processing outcomes in Chapter 4 and the proposed study approach in Chapter 2. The author asserts that Brand Personality influences the three characteristics of Brand Equity, Brand Authenticity, and Social Identity. Subsequently, Brand Personality indirectly influences the Purchase Intention of genuine agricultural products.

Purchase intention is not a novel research topic; nonetheless, it remains relatively uncommon in Vietnam, especially with the intent to purchase products from reputable agricultural suppliers facilitated by social media as a mediator. This study is the first effort to investigate and analyze the factors affecting purchasing intention in Vietnam's authentic agriculture sector through social media channels. The findings indicate that Brand Personality Credibility positively influences Brand Equity, Brand Authenticity, and Social Identity. This indicates that consumers who employ social media to seek online reviews of desired products require items that are reliable and transparent. Moreover, consumers tend to place greater trust in products endorsed by their social circles, including relatives, friends, colleagues, and partners, who share reviews on online platforms such as Facebook, Instagram, YouTube, and blogs. The credibility of the Brand Personality and the intermediary's evaluation of the things contribute to the business's Brand Equity, which is deemed reliable and trustworthy, leading to increased product appreciation and purchasing capability. A higher product rating enhances the development of Brand Personality, Brand Equity, and Brand Authenticity.

The three aspects of Brand Equity, Brand Authenticity, and Social Identity influence Consumer Preference, which in turn affects the level of purchase intention. It is optimal as all aspects exert a beneficial influence. The adoption and utilization of Brand Equity, Brand Authenticity, and Social Identity by consumers, whether inadvertently or deliberately, positively influenced their preferences in product selection.

Ultimately, when consumers exhibit a pronounced affinity for a specific item, they are more like to complete a purchase via Social Media. As social media increasingly evolves into a marketing

instrument for companies, the propensity to purchase, advocate products to others, and intentions for repeat purchases will significantly escalate.

5.2   Research findings

Brand Personality and Purchase Intention: The findings indicate a significant positive relationship between brand personality and purchase intention. Consumers are more likely to purchase authentic agricultural products when they perceive the brand to have distinctive, relatable traits.

Social Identity and Consumer Preference: Social identity plays a critical role in shaping consumer preferences, particularly for authentic products tied to local or cultural traditions. Vietnamese consumers identify with products that reflect their regional or cultural identity.

Moderating Role of Social Media: Social media platforms enhance the relationship between brand authenticity and purchase intention. Brands that effectively use social media to communicate their authenticity see a higher level of consumer engagement and intent to purchase.

Brand Authenticity and Equity: Authenticity significantly contributes to brand equity, which in turn influences consumer preference and purchase intention. This finding underscores the importance of authenticity in building long-term brand value.

Table 8: Hypothesis result

Hypothesis	Accept	Reject
H1: Brand personality has a positive impact on social identity	x	
H2: Brand personality has a positive impact on brand equity	x	
H3: Brand personality has a positive impact on brand authenticity	x	
H4: Social identity has a positive impact on Consumer preference	x	
H5: Brand equity has a positive impact on Consumer preference	x	
H6: Brand authenticity has a positive impact on Consumer preference	x	
H7: Consumer preference has a positive impact on Purchase intention	x	
H8: Social media plays a moderating role in the impact of Consumer preference on Purchase intention.	x	

Based on the above analysis, it can be seen that the results of the two standardized coefficients from the CFA analysis are statistically significant, reliable, and useful for predicting consumer

Purchase intention for authentic agricultural products. All independent variables (BRAE, BRAAU, SOME, BRAP, SOID, COP) are positively correlated with the dependent variable (PUIN). Thus, all hypotheses are accepted with 95% confidence.

5.3   Discussion

The findings of hypothesis testing in this work offer compelling evidence that all the relationships predicted in the model are statistically significant, as indicated by p-values below the standard threshold of 0.05. Therefore, all hypotheses are confirmed to be accepted. Table 5.8 presents a thorough analysis that offers valuable insights into the intensity and orientation of the connections among brand personality, brand equity, brand authenticity, social identity, consumer preference, and purchase intention, particularly in the authentic agricultural products industry in Vietnam.

The coefficients of the standardized regression indicate numerous significant results. In one sense, the standardized coefficient of 0.577 indicates that the contribution of Brand Personality (BRAP) to Social Identity (SOID) is the most significant. The substantial coefficient highlights the crucial influence of brand personality on the formation of customers' social identities, particularly in the realm of agricultural products, where there is clear personal association with brands. Brands that possess well defined and relatable personalities tend to elicit stronger associations from consumers, therefore strengthening their own social identities.

Besides, the correlation between Brand Personality and Brand Authenticity (BRAAU) is enhancing, as identified by a figure of 0.405. These results show that brands that illlustrate a unique and attractive personality are seen as more authentic. The sense of authenticity holds extremely importance in the background of agricultural products, as elements such as quality, origin, and ethical standards are highly estimated. Brand personality's substantial influence on authenticity concentration the necessity for agricultural coporates to remain and sustain unique and genuine personas in order to attract to consumers.

In another sense, the standardized coefficient of 0.295 for the impact of Brand Personality on Brand Equity (BRAE) proves to be statistically significant, although some situations are not as clear as earlier associations. The findings of this study show that an increasing and favorite brand personality has ability to robust the aspects brand value, brand loyalty, and brand recognition. Building a valuable brand equity for agricultural products is esential by nuturting an attractive personality, as it asists to be the popular brand in a market that is usually defined by casual conceptions of goods.

From another perspective, an analysis of the impact of Brand Equity (BRAE), Brand Authenticity (BRAAU), and Social Identity (SOID) on Consumer Preference (COP) showed coefficients of 0.208, 0.358, and 0.288 correspondingly. In these factors, Brand Authenticity showed the clearest influence, recommending that consumers highly estimate the brand authenticity when creating their preferences. Consistent with consumers' need for transparency and authenticity in agricultural items, which are usually assessed on the foundation of their dependability and authentic characters. The correlation coefficient of 0.392 between Consumer Preference (COP) and Purchase Intention (PUIN) illustrates a significant influence. The aforementioned discovery validates that the probability of purchase is directly influenced by consumer preferences, which are shaped by elements such as brand equity, authenticity, and social identity. The magnitude of consumer preference for a brand directly correlates with the level of intention to buy the goods associated with that brand. That underscores the need of aligning brand strategies with consumer preferences in order to successfully stimulate purchase intention.

5.4 Theoretical implications and theoretical contributions

This study significantly contributes to theory by incorporating social identity theory into the branding and marketing framework of authentic agricultural products. This study contests the idea of agricultural products as mere commodities by presenting a model that highlights their originality and distinctiveness. The primary theoretical implication is the demonstration of how brand personality, when congruent with social identity, can markedly affect purchase intentions for these products.

5.5 Revising and highligting the contributions to the current literature

The previous research on branding and consumer behavior has thoroughly examined the influence of brand personality and social media on consumer products overall. Nonetheless, there has been a notable deficiency in attention on the impact of these elements on genuine agricultural goods, particularly those linked to distinct cultural or geographic locales. This study addresses the gap by

5.6 Practical and managerial implications and contributions

The study has significant practical consequences for marketers and management involved with genuine agricultural products. Initially, enterprises must acknowledge the significance of cultivating a robust brand persona that corresponds with consumers' social identities. By highlighting the cultural or geographic roots of these products, marketers can leverage the

emotional and social ties people possess with their ancestry, therefore enhancing brand loyalty and buy intent.

The report underscores the significance of social media in branding initiatives. Managers have to utilize social media platforms to augment the visibility and authenticity of their offerings. Social media facilitates direct engagement with consumers, fosters user-generated content, and promotes community development, all of which enhance brand equity. The results indicate that a dynamic and genuine presence on platforms like Facebook, Instagram, and YouTube can substantially enhance the influence of brand personality on consumer behavior.

Moreover, the study offers practical recommendations for enterprises aiming to promote their genuine agricultural products in a competitive environment. By emphasizing brand authenticity and aligning marketing strategies with consumers' social identities, corporations can distinguish their products from generic competition. This focused strategy will enhance consumer trust and establish a competitive edge in both domestic and international markets. The examination of hypothesis testing results leads to the formulation of many recommendations for marketers and brand managers of genuine agricultural products in Vietnam.

5.7   Research shortcomings and limitations

To conclude, after analyzing the various aspects of the problem, I believe that the study offers useful insights; nonetheless, several limits must be recognized. The study primarily concentrated on customers in Vietnam, perhaps restricting the generalizability of the findings to other cultural or geographic contexts. Although Vietnam offers a fertile context for examining genuine agricultural products, the distinct attributes of other areas may lead to divergent consumer behaviors.

Secondly, the study employed a quantitative methodology utilizing survey data, which constrains the comprehension of the emotional and psychological affiliations people establish with authentic brands. A qualitative methodology, including interviews or focus groups, may yield profound insights into these relationships and offer a more thorough understanding of consumer motives.

Thirdly, although the moderating effects of social media were examined, the study failed to distinguish among various types of social media platforms. Diverse platforms (e.g., Instagram versus Facebook) may exert varying influences on consumer behavior, necessitating consideration of these distinctions in future study.

5.8 Future research directions and recommendations

5.8.1 Future research directions

In conclusion, after analyzing the different aspects of the problem, I believe that several future research directions can be continued in light of the findings of this research. At the beginning, future research could open the geographic scope of the study to include consumers from various countries and regions with particular cultural contexts. This would enable a more overall comprehension of the methods that consumer behavior is influenced by social identity in other market segments. Next, future researches could apply a mixed-methods approach, involving the combination of quantitative surveys with qualitative interviews or ethnographic studies. This will provide a deeper understanding of the emotional and psychological factors that influence consumer preferences for authentic agricultural products, especially in the context of brand personality and authenticity.

5.8.2 Recommendations

The recommendations for policies to promote genuine agricultural products: The research findings can be employed by policymakers to advocate for authentic agricultural brands, particularly in international markets. This can assist Vietnam's agricultural sector in gaining a competitive edge by capitalizing on its distinctive cultural and environmental heritage.

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• Recommendation 1: Brand Equity, Brand Authenticity, and Social Identity are positively impacted by Brand Personality (H1, H2, H3)

Business marketers must fortify Brand Personality in order to improve the credibility of Brand Equity, Brand Authenticity, and Social Identity. In the current era, it is crucial to establish a recognizable, cohesive brand that accurately depicts the brand's personality, particularly in light of the increased difficulty of establishing customer loyalty. Businesses can establish a connection with their current clientele and attract new ones by establishing a robust brand. Furthermore, it has the potential to motivate customers to spread information about the business on social media.

Furthermore, a robust brand is the outcome of a consistent endeavor to enhance authenticity, product quality, service, and personality. Communication is essential throughout the process; however, it must be conducted in a manner that is both skillful and positive, without being overly ostentatious, and, most importantly, authentic. The brand creation process can only be sustainable if it is rooted in authenticity.

Influences the psychological well-being of individuals, which in turn influences their purchasing behavior. If they are confident in the brand personality of the products that the majority of their peers, colleagues, and relatives purchase, it is highly likely that they will also opt for those product categories.

• Recommendation 2: Consumer Preference is positively impacted by regarding Brand Value, Brand Authenticity, and Social Identity (H4, H5, H6).

In order to enhance the credibility of Consumer Preference, corporate marketers must cultivate Brand Equity, Brand Authenticity, and Social Identity. Businesses should contemplate the implementation of objective marketing campaigns by encouraging product users to provide reviews, critiques, and ratings on brand awareness, brand loyalty, brand quality, brand associations, and other proprietary brand assets on their personal accounts, personal blogs, and e-commerce sites. Additionally, social identity pertains to an individual's perception of themselves in relation to the groups to which they adhere, including those defined by gender, race, nationality, and role. We frequently assess the brand personality of this product in comparison to that of other organizations prior to making a final decision. Similarly, businesses should establish a distinct page on their website that is designated as *Authenticity in Groups and Reviews of Us* or a forum that is exclusively dedicated to authentic agricultural societies and customers. This will enable them to exchange confidential information in order to monitor and assess the conversation rate of customer groups to which they ascribe.

• Recommendation 3: The mediating role of social media in the impact of consumer preference on Purchase Intention (H8) and the positive influence of consumer preference on Purchase Intention (H7)

Businesses will be able to access a large and high-quality reference resource for other customers when they are in the process of searching for product information, as a result of the high consumer interest on a branded website, where consumers are eager, actively sharing, and complaining about items. Simultaneously, marketers should create user interfaces and organize each item in product reviews according to its price, origin of components, utilization, and function. This will ensure that the consumer experience is clear, comprehensive, and comprehensible, thereby fostering their interest.

Additionally, marketers can enhance Purchase Intent by soliciting product evaluations, ratings, and comments from relevant social groups, including relevant experts, doctors, relatives, colleagues,

and friends, via Internet media platforms such as Facebook, TikTok, and YouTube. The product's reliability, authenticity, and quality are consistently demonstrated through expert evaluations, which significantly contribute to brand building. Businesses should also allocate adequate resources to their websites, guarantee that the page renders promptly, and present authentic and valuable product information images. Establish a fan page that encompasses all of the product/service's components and features. Utilize search engine optimization (SEO), landing pages, and targeted advertisements to enhance the website and Fanpage's ranking on Google search. Additionally, companies should seek KLOs, Celebrities, and Beauty Bloggers who satisfy three criteria: (1) possess a substantial number of followers and interactions, (2) are capable of utilizing the product/service, and (3) align with the brand's style and direction. Subsequently, they can indirectly disseminate information regarding the product to the audience via the Internet, thereby enhancing the credibility, visibility, and reach of the product/service to potential and new consumers.

5.9   Conclusion

Not only does this research point to the idea that purchase intention of authentic agricultural products is influenced by three critical variables: consumer preference, brand personality, and a combination of brand equity, brand authenticity, and social identification. These results are in agreement with the results of several previous investigations (Guido et al., 2010; Hogg et al., 2004; Keller, 1993; Beverland, 2005; Sardana et al., 2021; D'Souza and et al., 2020; Kircaburun and et al., 2020; The cameraman and et al., 1979; Kotler & Armstrong, 2016).

The outcomes of this investigation expand to our knowledge of the influence of brand-related factors on Purchase intention by focusing on the role of Social media as a moderator. This feature, focusing on the function of Social media as a moderator in the link between brand-related variables and Purchase intention has not been addressed in prior research using these elements in a comprehensive model, as proven here. The purpose of this results is to identify the most essential factors that impact the likelihood of purchasing a particular brand of authentic agricultural products in light of their present circumstances, as identified by social media.

It further suggests that in line with the study results, we have constructed a framework in which Social media plays rols as a moderating factor in all essential constructs, including brand personality, social identity, brand value, brand authenticity, and consumer preference. These factors are all essentially and meaningfully correlated with Purchase Intention. Lastly, our results prove that the Purchase intention of consumers is significantly influenced by Brand personality in

terms of Social identity, Brand value, Brand authenticity, and Consumer preference for authentic agricultural items. This paper constructed to the existing library of knowledge by highlighting consumers' perspectives on particular agricultural commodities and their influence on purchase intention and behavior. The findings are exceedingly pertinent to the ongoing discourse regarding the foundation of Social Networks and can figure out what is the impact of surname collision on trademark perception due to client interest.

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