

Factors Affecting Spontaneous Buying Behavior of Consumers at Bach Hoa Xanh System in Ho Chi Minh City

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Abstract

The study is carried out to achieve the following objectives: Identify the factors affecting the spontaneous purchasing behavior of consumers at stores of the Bach Hoa Xanh system in Ho Chi Minh City. around the original factors: In-store atmosphere, promotions and shopping emotions; Measure the influence of the identified factors; Using qualitative and quantitative research methods, the study surveyed 213 customers who have experienced shopping at stores of the Bach Hoa Xanh chain in Ho Chi Minh City by convenient sampling method. With the support of SPSS software version 22 and Amos version 20, the author carried out the steps of descriptive statistics, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and linear structural analysis (SEM).

Research results have shown two factors that have a direct impact on the spontaneous purchasing behavior of Bach Hoa Xanh consumers in Ho Chi Minh City, including: Promotions (standardized regression coefficient of 0.170) and shopping sentiment (standardized regression coefficient reached 0.478). The dependent variable shopping emotion is affected by 2 independent factors: Atmosphere at the store and promotions. The impact of these two factors is quite strong, reaching 0.627 and 0.336, respectively. Atmosphere factor at the store does not directly affect spontaneous purchasing behavior but indirectly through the mediated variable shopping emotion. All accepted hypotheses reached the 95% confidence level. The author's research will be a source of documents and information for managers of the Bach Hoa Xanh chain in Ho Chi Minh City to adjust business strategies to suit each business period.

Key-words: Purchasing Behavior, Store, Promotion, Bach Hoa Xanh, Vietnam.

JEL: M21, G30, G32.

1. Introduction

Bach Hoa Xanh is considered a modern shopping supermarket chain with a lot of popular and familiar consumer products, chosen by a large number of consumers, with many affiliated stores. The

supermarket chain system Bach Hoa Xanh has been growing rapidly in the South in recent years, covering more and more densely on the map of the retail market for essential life products of the Southern provinces. In particular, the stores of Bach Hoa Xanh system are often designed next to traditional markets, competing directly in the "red ocean". Both locations offer the same products, but currently buying and selling at stores belonging to Bach Hoa Xanh system has an advantage over traditional markets. The key to helping the store chain under the Bach Hoa Xanh system, despite being "late birth", but still compete fairly with the traditional market, comes from the unique and attractive things that the chain stores bring to consumers.

When shopping at supermarkets in general and Bach Hoa Xanh in particular, consumers often have a plan at home about what they will buy to serve their family's needs. However, when the real shopping experience at the supermarket system, sometimes the consumer's buying behavior is completely opposite from the original thought. They can choose Hao noodles instead of planning to buy Tien Vua noodles. Spontaneous buying behavior is considered an interesting and relatively new research area in Vietnam. The selection of research on this subject needs to be carefully considered in terms of independent factors that can influence and influence spontaneous purchasing behavior. The correct and accurate identification of factors is an important prerequisite.

For managers, especially managers at Bach Hoa Xanh chain stores in Ho Chi Minh City, the research results help to identify the factors that affect the buying behavior of the customers. consumer development, revolving around selected original factors: In-store atmosphere, promotions and shopping emotions. The level of influence of the identified factors helps managers have more useful information, as a basis for making policies and measures suitable to the actual situation at the system, thereby improving the experience of the system. customer experience. The research results are also an important premise for the management of the traditional markets when it is possible to propagate the good and effective points from the business model of the Bach Hoa Xanh store chain to the small traders at the market, contributing to gradually change the shopping environment of traditional markets.

2. Literature Review

Customers who change their purchase intention or generate a purchase intention are called spontaneous buying behavior, stemming from two factors: Store layout and promotions (Sondakh & Kalangi, 2020). An attractive promotion program of a brand has made customers change their buying intention, switching from one product to another. Store layout is one element of the store's

atmosphere factor. A harmonious store atmosphere will help increase the level of shopping excitement of customers, eliciting in customers' minds new and unexpected shopping intentions.

Research on the influence of two factors: Atmosphere at the store and promotions on the spontaneous buying behavior of consumers is quite popular in Indonesia and West Asian countries. In these areas, the authors' research trends often analyze the impact of two factors in store atmosphere and promotions, respectively, on the spontaneous buying behavior of consumers. Sometimes, researchers choose only one of two factors to analyze affecting spontaneous purchasing behavior. Specifically, from a large variable (in-store atmosphere or promotion), the authors break down into smaller factors to clearly reflect the degree of influence. In Vietnam, a study on spontaneous purchasing behavior was conducted in 2014 by Cho et al with the content: "Spontaneous buying behavior of Vietnamese consumers in supermarkets" (Cho et al., 2014).

The limitation of this study comes from the survey subjects and research samples. Subjects under the age of 30 have not yet covered the differences of the target groups. Moreover, the research has not shown any specific supermarket chains in Vietnam. Just mentioning the supermarket chain without specifically mentioning the general intangible will create a sense of ambiguity for the reader. In fact, in about 2014 and earlier, the supermarket chain system has not developed as aggressively as it is today. At that time, supermarket chains such as Big C, Coop Mart, ... were the leading names in the retail consumer product industry. In terms of research scope compared to the present, it is still limited. After more than 7 developments of society, rapid changes in technology have created new names in the market such as Bach Hoa Xanh, Coop Food or Satra Food.

The current supermarket chain is being expanded much more than the past data. With this macro change, the author hopes to find new interesting points around the old topic in Ho Chi Minh City, with the audience being customers of Bach Hoa Xanh supermarket chain., contributing to help identify and find out more relevant factors affecting spontaneous purchasing behavior of consumers. The selection of the research scope including stores of the Bach Hoa Xanh system in Ho Chi Minh City not only solves the limitations of the previous study in terms of research scope but also shows a moderate level of volume for university graduation thesis. With this study, the author will expand the age of customers to improve the research results, providing the most honest view of the current spontaneous buying trend. And Huy, D.T.N (2015) also stated management and governance principles in his paper for corporations.

Some Theories Supported

Maslow's Hierarchy of Needs

Human needs are divided into two groups: basic needs and advanced needs. Maslow proposed five basic human needs and their hierarchical nature (Maslow, 1943). Maslow's hierarchy of needs theory is in the system of views on personality of the school of humanistic psychology and is the ultimate theory. It is the opposite of behavioral psychology and psychoanalysis. Humanistic psychology differs from these two trends in that it does not create a unified theoretical face of personality. Maslow's hierarchy of needs is one of the important theories in management. The theory given has a great influence because of its application in all fields, especially in human resource management and marketing management.

Maslow's hierarchy of needs consists of five basic levels of needs:

Level 1: Biological Needs: Biological needs are defined as basic biological and physical needs that anyone needs to be met in order to survive, such as food, water, and water. Drinking, sleeping, light, air, sex, excretion, etc. All of these needs are the most basic needs, so when they have not been achieved, it will urge and compel people to have to. act, even struggle to be satisfied.

Level 2: Safety needs: People always want to be protected from dangers in life, this is reflected in the need for housing, health care, living in a safe area. security, society ruled by law, etc.

Level 3: Social needs: are the needs to want to join a community group, a social organization, want to be loved, make friends and stick together. This shows that people have a need to communicate to develop.

Level 4: The need for recognition and respect: This need refers to the fact that each person wants to be liked and respected by those around him through recognition of his achievements and status. Meeting this need will bring about positive effects, when a person is encouraged and praised for the results of their labor, they tend to work more enthusiastically and effectively. Level 5: Need for self-expression: Maslow describes this need as a person who is able to fully demonstrate his or her abilities and abilities in a comprehensive way to express himself and assert himself. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms to describe the pattern to which human motivation works. The author uses Maslow's theory of need for research based on the consumer's need to buy safe food/products in today's modern society. People gradually tend to prefer to buy/experience products in relatively safe places, with stable prices. They tend to be afraid to “pay

the price” when buying. Choosing to buy at supermarket chains, specifically Bach Hoa Xanh helps them to partly solve the problem, in contrast to choosing to buy at traditional markets when the quality of goods is immeasurable and sometimes cut-off occurred again.

Research by Author Rahanatha and Ratih (2020)

Research content and context: The study was conducted at the Starbucks system in Badung Regency and Denpasar city - Indonesia in 2020. The research content shows the role of lifestyle in regulating the influence of promotions and in-store atmosphere on sales performance at Starbucks through transform spontaneous purchasing behavior.

Research model: The authors have formed a different research model compared to other studies when adding regulatory factors/variables to the model. Specifically, the lifestyle variable was added to adjust for 2 independent variables: Promotions and in-store atmosphere. Moderator variable - Lifestyle, does not directly affect the dependent variable (spontaneous purchase behavior) but indirectly affects by moderating the influence of two independent variables. The research model includes four research hypotheses. Hypothesis H1 and hypothesis H2 are two hypotheses stated about the relationship between two independent variables and the dependent variable. Hypothesis H3 and hypothesis H4 describe the moderating relationship of the moderator variable with respect to two independent variables.

Research Methods: The study used quantitative research method. A sample of people who have purchased at Starbucks, taken using a random sampling technique. Data were processed using descriptive statistics and linear regression analysis with the help of SPSS software.

Results: The results show that promotions (corresponding to hypothesis H1) have a positive and significant impact on spontaneous purchases, store atmosphere (corresponding to hypothesis H2) has no effect on customer satisfaction. Spontaneous purchases and lifestyle (corresponding to 2 hypotheses H3 and H4) moderate the effects of promotions and store atmosphere when customers make spontaneous purchases.

3. Methodology

Method and Data

In the preliminary qualitative research, the author observes the purchasing behavior of consumers at stores of Bach Hoa Xanh system from districts in Ho Chi Minh City. From there, the

author has access to consumer buying trends. Besides, the method of in-depth interviews with industry experts or customers who have experienced shopping is also selected to reinforce the variables of the research model. This is the premise for the author to calibrate the scale for the first time with the questions appropriately adjusted compared to the original scale.

Preliminary quantitative research is carried out based on the results of preliminary qualitative research. The questionnaire is built based on a calibrated scale (edited from the original scale to suit the research context).

The author will conduct a survey with a sample of 30 to 50 customers. With the obtained preliminary quantitative survey results, the author uses the SPSS tool to analyze the reliability of the scale for each factor through Cronbach's Alpha coefficient. With a modest number of samples, the returned Cronbach's Alpha coefficient helps the author to see if the direction of the research is really correct. This step of survey and analysis helps the author to soon identify errors coming from the scale and the set of questions. From there, the author calibrated the scale for the second time to give the official scale for the research.

Formal quantitative research: The survey is designed from the official research scale. The author conducts a survey of research subjects with the corresponding number of samples. Research data is processed through SPSS, Excel and Amos software through the following steps: descriptive statistics, reliability testing of the scale, exploratory factor analysis EFA, confirmatory factor analysis CFA and SEM structural analysis.

4. Main Results

According to Gerbring & Anderson (1988), with 95% confidence, the scale reaches convergence value when the normalized weights are above 0.5 and has statistical significance ($p < 0.05$). From the table of results about the normalized weights of the observed variables, it can be concluded that the scale achieves convergence when none of the observed variables' weights is less than 0.5.

In terms of scale reliability: The composite reliability index (CR) of all four factors is above 0.6; The index of extracted variance (AVE) of all four factors is above 0.5. This satisfies the reliability criteria that Hair et al. (2010) gave. From there, the author concludes that the scale is reliable.

Table 1- Discriminant Validity Test Định

	Estimate	S.E.	C.R.	P
IB <--> SA	0,127	0,068	12,785	***
IB <--> SE	0,140	0,068	12,616	***
IB <--> SP	0,136	0,068	12,668	***
SA <--> SE	0,140	0,068	12,616	***
SA <--> SP	0,158	0,068	12,386	***
SE <--> SP	0,140	0,068	12,616	***

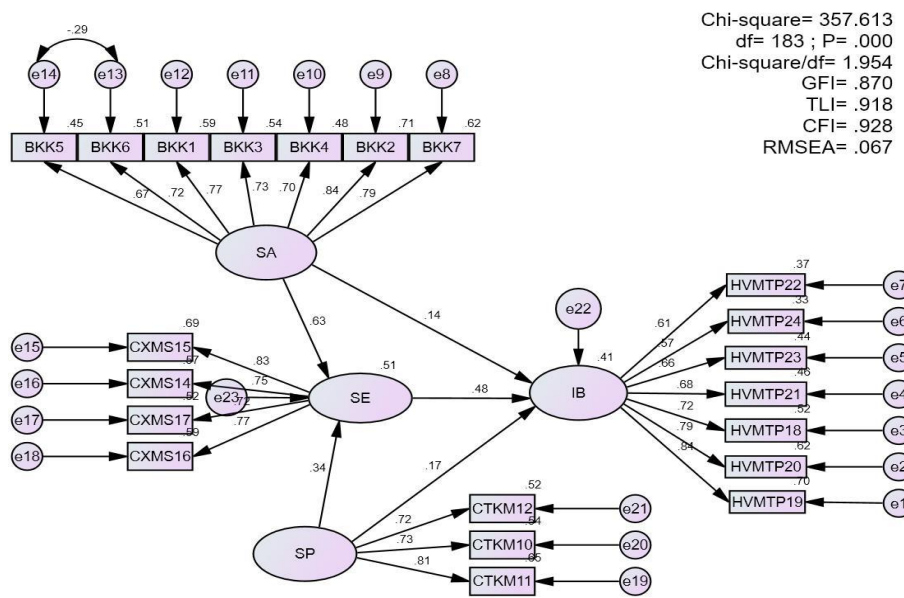
In terms of discriminability, in the critical model, concepts gain discriminant value when the correlation between variables (factors) is really different from 1. The results show that the coefficients p are all less than 0.05, the correlation coefficient between the factors is less than 1 at the 95% confidence level. Therefore, the scale has discriminant value.

The scale after factor analysis confirms that CFA completely satisfies the conditions to proceed to the next step of analysis - SEM linear structure analysis.

SEM Liner Structure Analysis

The model includes 4 concepts (factors) that are included in the SEM linear structural analysis: Atmosphere in the store, promotions, shopping emotions and behavior spontaneous purchase. To run the SEM model, the author uses the results from the CFA factor confirmatory analysis and adjusts the model to match the post-correction research model. After running SEM, the results returned are as follows:

Figure 1- SEM Results of Theoretical Model



Comment: The results of SEM analysis have shown: Chi-square = 357.613, the model has 183 degrees of freedom, $p = 0.000$, Chi-square/df = 1,954, GFI coefficient = 0.870, TLI coefficient = 0.918, coefficient CFI = 0.928, RMSEA = 0.067. Theoretically, the fit of the model is tested through the coefficients just presented. In their study in 1993, Segars and Grover stated that if these values are equal to 1, the model is perfect. In case, these values are in the range of 0.8 - 0.9, then the model is acceptable at a relative level (Segars & Grover, 1993). The author inherits this statement for his research and concludes that: The model achieves a good fit with market data when the required criteria are satisfied.

Table 2 - Results of Testing the Causal Relationship of Research Concepts

Relation	Estimation non standardized	S.E	Estimation standardized	C.R	P
SE <--- SP	0,267	0,057	0,336	4,686	***
SE <--- SA	0,522	0,071	0,627	7,315	***
IB <--- SE	0,563	0,137	0,478	4,117	***
IB <--- SA	0,132	0,093	0,135	1,423	0,155
IB <--- SP	0,159	0,075	0,170	2,107	0,035

Comment: For research in the field of social sciences, all suggested causal relationships have a confidence level of 95%, that is, $p \leq 0.05$ (Cohen, 1988). With this statement combined with the results of testing the causal relationship of research concepts, there are 4/5 relationships reaching the required level ($p 0.05$), including causal relationships. the following effects: Each causal relationship between promotions and shopping emotions; The causal relationship between in-store atmosphere and shopping emotion; The causal relationship between promotions and spontaneous purchasing behavior; The causal relationship between shopping emotion and spontaneous purchasing behavior. Particularly, the relationship between the atmosphere at the store and spontaneous purchasing behavior has $p = 0.155$, which is above the allowable level, which means that it is not reliable, leading to the rejection of the relevant research hypothesis.

From the bases that the analysis results have shown, the author comes to the following conclusions about the research hypotheses:

The results of SEM linear structure analysis show that there are 2 factors that positively affect the spontaneous buying behavior of consumers at Bach Hoa Xanh system in Ho Chi Minh City, of which 1 effect mediator. Compared with previous research results, in this study, the variable shopping emotion continues to be a strong influencing factor for spontaneous purchasing behavior, with weight 0.478, standardized. Regardless of the changes coming from the research context, the final results still

demonstrate the importance of the emotional factor of shopping for the spontaneous buying behavior of consumers. The acceptance of hypothesis H5 of the study is completely correct and has scientific basis when the analysis data shows that the p value is below 0.05 (satisfying the requirements for acceptance or rejection). drop a research hypothesis). With the obtained results, the study has shown the impact of the emotional factor of shopping on spontaneous buying behavior. This is the factor that has the strongest impact on spontaneous purchasing behavior of Bach Hoa Xanh consumers in the city.

The hypothesis of the relationship between promotions and spontaneous buying behavior continues to be supported by research data at the chain of Bach Hoa Xanh stores in Ho Chi Minh City. According to the results, the promotion program at Bach Hoa Xanh Ho Chi Minh City is the factor affecting spontaneous buying behavior in the study, with a weight of 0.170, standardized. With the coefficient $p < 0.05$, the hypothesis H3 is accepted with the same positive impact, showing that promotions play an important role in the business results of the chain stores. Management levels need to recognize this and take reasonable adjustment steps to bring about optimal business results, especially in the current stressful epidemic situation. Consumers tend to buy in hoards. Consumer purchases in this moment are spontaneous. They often buy goods in bulk. Understanding the impact and role of the promotion program helps to fully grasp the opportunity and improve the revenue situation of the whole system.

In terms of the independent variable affecting the intermediate dependent variable, the atmosphere at the store has a strong impact on the shopping emotion of consumers, when it reaches a fairly high weight (0.627, standardized. chemical). The p coefficient is below 0.05, meeting the minimum requirements to accept the research hypothesis. Therefore, the hypothesis H2 is accepted, proving that: The atmosphere at the store is an important factor, stimulating the shopping emotions of consumers. With a positive impact on shopping emotions, the atmosphere at the store is like a key that opens a new door for spontaneous buying. Atmosphere at the store is a factor that has no direct impact on spontaneous purchasing behavior (hypothesis H4 is rejected when p coefficient is greater than 0.05), but indirectly affects buying behavior. spontaneous purchase through the emotion-mediated variable shopping. These are considered special factors, closely related to each other, difficult to separate, significantly affecting spontaneous purchasing behavior in particular and business results in general of the system. chain of Bach Hoa Xanh stores in the city.

Finally, promotions also have a significant impact on shopping emotions, but the impact is somewhat lower than the in-store atmosphere factor. The weights are at 0.336 and have been normalized. Hypothesis H1 about the relationship between promotions and shopping emotions is

accepted when the returned data show that the p-coefficient is less than 0.05, satisfying the requirement to accept the hypothesis of author Cohen (1988).). The resulting data reflects: The promotion program factor is a very strong factor, on the one hand affecting the emotions of shopping, on the other hand, affecting spontaneous buying behavior. Managers need to consider this as a prerequisite and remarkable factor in decisions to adjust the business strategy of the whole Bach Hoa Xanh system.

The Bootstrap Test of the Model's Reliability

After completing the SEM linear structure analysis, the author performs bootstrap test to test the reliability of the model. The Bootstrap method performs with the number of repeated samples N times. Estimates from N samples are averaged, and this value tends to be close to the population estimate. The smaller the difference between the mean estimated by Bootstrap and the model estimate with the original sample, allowing the conclusion that the model estimates can be trusted. For this study, the bootstrap sample size selected by the author is N = 1,000, using bootstrap ML with the following results:

Table 3 - Results Bootstrap

Relation	SE	SE-SE	Mean	Bias	SE – Bias
SE <--- SP	0,108	0,002	0,332	-0,005	0,003
SE <--- SA	0,079	0,002	0,627	0,000	0,003
IB <--- SE	0,098	0,002	0,483	0,005	0,003
IB <--- SA	0,114	0,003	0,134	-0,001	0,004
IB <--- SP	0,097	0,002	0,165	-0,004	0,003

Comment: Through testing, the results show that there is a difference in mean and error of mean for bootstrap estimate and initial model estimate, but the magnitude is very small and trivial. Therefore, the estimation of this research model is reliable.

5. Discussion

From the SEM results, the author comes to the conclusion: Promotions and store atmosphere have a positive and significant impact on consumers' shopping emotions. Besides, the promotion program also has a positive impact on the spontaneous purchasing behavior of Bach Hoa Xanh consumers in Ho Chi Minh City Onion.

Consumers' spontaneous purchases are also affected by shopping emotions with a positive and quite significant impact.

From the research data, the results show that of the two factors affecting spontaneous purchasing behavior, the emotional factor of shopping has the strongest impact with the impact level reaching a standardized weight of 0.478. The relatively high level of impact of shopping emotions opens up new and interesting things for managers of Bach Hoa Xanh chain stores in Ho Chi Minh City. Specifically, in the process of developing business strategies, managers should pay attention to this factor and make appropriate adjustments. In addition to focusing on spending time on independent factors affecting shopping emotions, managers should develop more programs aimed at increasing the positive emotions of consumers when shopping. use. One of the policies that should be considered is making membership cards for customers shopping at Bach Hoa Xanh system. This, on the one hand, contributes to creating new values for customers when shopping at Bach Hoa Xanh (accumulating points to enjoy benefits with high points or giving gifts every customer's birthday, ...). On the other hand, it makes customers feel that they are an important part of the Bach Hoa Xanh chain, stimulating them to buy more and become loyal customers of Bach Hoa Xanh.

6. Conclusion

From the theoretical basis, the research model has been applied and developed with a sample of 213 customers who have shopped at the chain stores of the Bach Hoa Xanh system in Ho Chi Minh City. The research results bring practical values that contribute to practice as follows:

- Research scale: The author has distilled and inherited from previous studies. Research results show that this scale is reliable and can be used for similar studies.

About the factors of the research model: The research model includes 4 factors, of which there are 2 independent factors (atmosphere at the store and promotions), 1 intermediate dependent variable (Feelings at the store and promotions). shopping experience) and 1 dependent variable (spontaneous buying behavior). The study has shown two factors that have a direct impact on the spontaneous purchasing behavior of Bach Hoa Xanh consumers in Ho Chi Minh City:- Promotion (normalized regression weight equal to 0.170); Shopping sentiment (normalized regression weight equal to 0.478). Two independent variables store atmosphere and promotions together have a positive effect on the intermediate dependent variable (Shopping Emotions). The regression coefficients that normalize the impact of these two factors on Shopping Emotion are 0.627 and 0.336, respectively. With the results of this study, the author concludes: The promotion variable is a variable that has a strong and positive

impact on business performance, if it is known to make the most of its intrinsic potential. Because, on the one hand, it affects the emotions of shopping, on the other hand, it also affects the spontaneous buying behavior of consumers. Both effect coefficients are positive, demonstrating the positive impact that the promotion variable brings. Although the at-store atmosphere variable has no direct effect on spontaneous purchasing behavior, it has a very strong impact on the emotional shopping variable, and indirectly affects the spontaneous purchase behavior variable.

7. Limitation of Research

We can expand our research model for other industries and other markets.

The sampling method is convenient, so the representativeness is not high, not reflecting the characteristics of the population. Due to the impact of the Covid pandemic during the 4th outbreak, the scope of the study was narrowed due to the limited approach to survey subjects. Research needs to expand the scope of research in chain stores of the same type as Bach Hoa Xanh to identify the differences and bring more accurate research results.

This research is quite new in Vietnam, so most of them only accept theories obtained from previous studies on the factors affecting spontaneous purchasing behavior of consumers. In the future, further studies need to expand the research concepts and clarify the factors in order to find out new factors that affect the spontaneous buying behavior of consumers.

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