



Unveiling the Mechanisms behind Consumer Loyalty to Domestic Products: The Role of “Vietnamese People Prioritize Using Vietnamese Products” Campaign

Quyen-Anh Pham¹, Yen-Nhi Nguyen¹, Thuy-Vy Vu¹, Hong-Ngan Thi Dao¹,
Mai-Huong Vu Tran¹, My-Trinh Bui^{1*}

¹ International School, Vietnam National University Hanoi, Vietnam

*Corresponding author: trinhbm@vnuis.edu.vn

Abstract

Research purpose: This study aims to explore the relationship between patriotism and willingness to repurchase domestic products among Vietnamese consumers in the context of the “Vietnamese people prioritize using Vietnamese products” campaign. The study draws on the Stimulus-Organism-Response (SOR) framework to build the research model.

Research motivation: In the context of global economic integration and increasing competition between domestic and imported goods, this study explores the role of patriotism in shaping Vietnamese consumers’ intention to repurchase domestic products and what key factors are influencing the relationship between them.

Research design, approach, and method: The study used quantitative methods with 340 Vietnamese consumers. Structural equation modeling using PLS-SEM was performed to assess the relationships between constructs.

Main findings: Patriotism has no direct impact on consumer nationalism or repurchase. Instead, its impact flows through brand reputation, nationalism, product quality and consumer knowledge, with attitudes towards the “Vietnamese people prioritize using Vietnamese goods” campaign further reinforcing intentions and repurchase behavior.

Practical/managerial implications: This study highlights the role of patriotic messages in building national brands, combined with improving product quality and information transparency. At the same time, it is necessary to invest in campaigns that evoke national pride, raise product standards and consumer awareness, thereby building loyalty, enhancing economic autonomy and promoting sustainable development for the Vietnamese market.

Keywords: *Patriotism, Consumer Ethnocentrism, “Vietnamese people use Vietnamese products” Campaign, Perceived Quality, and Willingness to Repurchase.*

1. INTRODUCTION

The trend of deep international economic integration has facilitated the expansion of products and brands across borders (Hong et al., 2023). Free trade not only helps international businesses reach more customer segments but also brings significant advantages such as taking advantage of economies of scale, strengthening global brand image and optimizing production costs (Kim et al., 2019). In addition, this also gives consumers a more diverse choice of goods and services. In the context of globalization and increasingly deep international economic integration, Vietnam has actively participated in important organizations such as the WTO and implemented free trade agreements such as EVFTA, CPTPP and RCEP. The signing and implementation of these agreements not only opens up opportunities to access international markets for Vietnamese goods but also means that the domestic market faces increasingly fierce competitive pressure from foreign goods.

Before the integration period, Vietnamese goods were protected by tariff barriers and centralized distribution, so they were low-priced, easily accessible and had little competition; consumers made choices mainly based on their needs and ability to pay, not on brand or origin. The process of international economic integration, especially with the emergence of imported goods from the US, China and free trade agreements, has created great

pressure on prices, quality and brands for Vietnamese goods. In response, the Government has launched national campaigns such as "Vietnamese people prioritize using Vietnamese goods" (initiated in 2009 and strengthened in 2023 under Plan No. 710/KH-MTTW-BCĐTW) to promote patriotism, self-reliance and build a culture of domestic consumption. Domestic companies are also participating, such as Vinamilk with its "Healthy You, Healthy Vietnam" campaign or VinFast with its 60% localization rate for electric vehicles, contributing to enhancing the national image.

However, imported products are often associated with high quality, innovation and sophisticated design, especially in industries such as electronics, fashion and cosmetics (Batra et al., 2000; Zeugner-Roth et al., 2015). Consumers may be attracted by advanced technology and strong brand reputation (Riefler et al., 2012). Therefore, competition from foreign goods is still fierce, requiring continued research on the relationship between national spirit, patriotism and consumer behavior, as well as the role of quality, habits and social influence in product choice decisions (Nguyen Hong Quan et al., 2024; Truong & Le, 2017).

Although many previous studies have affirmed the role of patriotism, nationalism and ethnocentrism in shaping positive attitudes towards domestic goods (Tao et al., 2024; Zeugner-Roth et al., 2015), there are still significant gaps. First, most of the new studies focus on attitudes or consumer intentions, with little consideration of actual purchase behavior, resulting in an incomplete picture of domestic consumption (Bernabéu et al., 2022). Second, many studies ignore other important variables such as perceived quality, brand reputation, satisfaction, and the impact of communication campaigns. Third, most of the empirical evidence comes from developed countries, where the socio-economic context is different from Vietnam.

To fill this gap, the study focuses on exploring the relationship between patriotism and domestic repurchase intention of Vietnamese consumers in the context of the campaign "Vietnamese people use Vietnamese goods". Specifically, the study analyzes the direct and indirect effects of patriotism through mediating variables such as nationalism, perceived quality, brand reputation, and satisfaction, while examining the moderating role of product knowledge. By building a multidimensional model, the study both contributes to the theory of consumer behavior in emerging markets and brings practical value to businesses and policy makers in developing communication and product strategies and strengthening sustainable domestic markets.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) framework, introduced by (Mehrabian & Russell, 1974), explains how external cues activate internal psychological states that subsequently determine behavioral outcomes. Huang (2023) further added that SOR helps assess the step-by-step thought process of an individual in predicting, receiving, and responding to stimuli from the external world and internal perceptions, making it an ideal framework to understand different user behaviors in a digital environment. This perspective illuminates the emotional pathways through which patriotic appeals influence consumer choices.

S. Wang et al. (2017) note that "the SOR paradigm effectively captures the emotional processing of nationalistic appeals in marketing communications, which subsequently influences purchase intentions." Their findings reveal how patriotic messaging evokes affective responses that mediate consumer decision-making. The emotional dimension is particularly relevant in the Vietnamese context, where marketing often leverages patriotic sentiment. Hien et al. (2020) examined the "Vietnamese people use Vietnamese products" campaign using SOR principles and discovered that "emotional responses to patriotic appeals mediated the relationship between campaign exposure and purchase intentions."

In our research model, the stimuli include patriotic messaging, national campaign exposure, and domestic product attributes. These stimuli activate internal psychological states (the organism component) such as consumer ethnocentrism, nationalism, and perceived quality. These internal states then lead to behavioral

responses in the form of satisfaction and willingness to repurchase domestic products. By employing SOR theory, we can systematically examine how patriotic stimuli trigger affective and cognitive reactions that influence quality perceptions and ultimately drive repurchase intentions for domestic products among Vietnamese consumers.

2.2. Research hypothesis

Research consistently shows a positive relationship between patriotism and consumer ethnocentrism. Balabanis & Siamagka (2014) confirmed that patriotic sentiments significantly predict ethnocentric tendencies across multiple countries, highlighting the emotional dimension of patriotism in shaping preferences for domestic products. Charinsam & Speece (2025) further found that Thai consumers' patriotic feelings elevated the perceived quality of local brands, sometimes surpassing those from developed countries. These results suggest that emotional attachment to one's nation can override conventional country-of-origin effects and directly activate ethnocentric consumer behavior. Based on this, this study proposes the following hypothesis:

- **H1:** Patriotism has a positive effect on Consumer Ethnocentrism.

Consumer ethnocentrism influences perceived quality through perceptual bias favoring domestic products. According to Siamagka & Balabanis (2015), ethnocentrism involves affective, cognitive, and behavioral dimensions, with cognitive bias leading consumers to systematically rate domestic products higher. Chrysochoidis et al. (2007) also noted that ethnocentric consumers tend to overestimate local quality while underestimating foreign alternatives. In emerging markets, Charinsam & Speece (2025) showed that such biases are reinforced by cultural associations embedded in branding. These findings indicate that consumer ethnocentrism enhances perceived quality of domestic goods. Based on the above discussion, this study proposes the following hypothesis:

- **H2:** Consumer Ethnocentrism has a positive effect on Perceived Quality of domestic products.

Patriotism also shapes willingness to repurchase domestic products. Saxena et al. (2023) found that cultural dimensions such as collectivism strengthen repurchase intentions when products align with shared national values. Similarly, Charinsam & Speece (2025) showed that patriotic feelings foster long-term loyalty to local brands that reflect collective identity. These insights suggest that patriotism not only drives initial preference but also supports repeat purchasing as a reaffirmation of national pride. Thus, we suggest the following hypothesis:

- **H3:** Patriotism has a positive effect on Willingness to Repurchase.

Knowledge about product origin can strengthen the relationship between patriotism and domestic consumption behavior (Muhamad et al., 2016; Yoon et al., 2013). However, different levels of knowledge cause consumers to evaluate and process product quality and origin differently (Biswas & Sherrell, 1993; Cordell, 1997). If domestic products are highly valued, good knowledge about the product will strengthen trust and promote repurchase due to both trust in quality and desire to support domestic products and vice versa. Therefore, it is necessary to understand the level of consumer understanding of product quality and origin and its influence on purchase decisions (Alba & Hutchinson, 2000). Based on this, this study proposes the following hypothesis:

- **H4:** Consumers' product knowledge has a moderating role in the relationship between patriotism and willingness to repurchase.

Previous studies indicate that patriotism is a key factor shaping consumer attitudes toward local products. Skallerud & Wien (2019) found it significantly influences preferences for domestic goods, while Čvirik (2021) identified it as a main driver of favorable attitudes. Similarly, Amarullah & Handriana (2023) confirmed a positive link between patriotism and support for "buy local" campaigns. Highly patriotic consumers show strong emotional attachment to their homeland, reinforcing awareness of national sustainability and fostering positive views toward pro-national initiatives such as domestic product campaigns.

- **H5:** Patriotism has a positive effect on Attitude towards "Vietnamese people use Vietnamese products" Campaign

Consumer ethnocentrism is predicated on the consumer's belief that they ought to favor domestic goods since doing so will boost their economy. The product evaluations influence majors in the reputation of the brand itself (Mitchell & Olson, 1981). Therefore, domestic brands benefit when the country's image is evaluated positively, because trust is formed not only from the brand itself but also from associations with its "nationality". Consumer ethnocentrism improves the reputation and image of domestic brands by acting as an emotional and cognitive motivator.

- **H6:** Consumer Ethnocentrism has a positive impact on Brand reputation

Consumer ethnocentrism has been shown to positively influence consumers' evaluations and attitudes toward domestic products. Individuals with strong ethnocentricity frequently have a negative opinion of imported goods and believe that purchasing locally is a moral obligation (Guo & Zhou, 2017; Prince et al., 2019). Amarullah & Handriana (2023) further confirmed that such ethnocentric beliefs contribute to more favorable attitudes toward "buy local" campaigns, particularly during national crises like COVID-19. In such contexts, consumer ethnocentrism reinforces a protective stance toward the local economy, motivating more positive attitudes toward domestic consumption initiatives.

- **H7:** Consumer Ethnocentrism has a positive effect on Attitude towards "Vietnamese people use Vietnamese products" Campaign

Ethnocentrism reflects a social moral belief that the consumption of foreign goods is inappropriate behavior that can harm the national economy and threaten the jobs of domestic citizens (Prince et al., 2019). Castelló et al. (2017) believes that the main motivating factor behind the formation of consumer nationalism is national spirit. According to ethnocentrism, people prefer to consume more when they have a stronger sense of nationalism. The concept of consumer ethnocentrism, which was created based on the definition of ethnocentrism, includes concerns about the morality of purchasing imported goods, personal prejudices against imports, and the fear of economically damaging one's favorite nation by doing so (Prince et al., 2019).

- **H8:** Nationalism has a positive impact on Consumer Ethnocentrism

Nationalism is an important factor influencing the perception and consumption behavior of domestic products. According to Tsai & Tiwasing (2021), the higher the level of nationalism, the more consumers care about the country and tend to support domestic products over foreign goods. Nationalism is also expressed through the use of national symbols as a way to evoke emotions, thereby promoting the behavior of choosing domestic products (Kühschelm, 2020). In Vietnam, research by Nguyen Van Tuyen & Tran Van Binh (2022) shows that buying domestic products shows loyalty, protects national economic interests and positive attitudes of people with national spirit with campaigns such as "Vietnamese people use Vietnamese goods". Therefore, the hypothesis is proposed as follows:

- **H9:** Nationalism has a positive effect on Attitude towards "Vietnamese people use Vietnamese products" Campaign.

In the context of consumption, people with high levels of self-reliance tend to believe in their own and their community's productive capabilities, thus favoring domestic goods and limiting imports (Thaung Htet, 2022). Research also shows that they believe in domestic economic strength, which is a reason to prioritize domestic goods (Nguyen & Pham, 2021), and the combination of personal self-reliance and belief in national productive capabilities promotes domestic consumption, thereby increasing ethnocentrism (Vida & Reardon, 2008). Therefore, the hypothesis is proposed as follows:

- **H10:** Self-Reliance has a positive impact on Consumer Ethnocentrism.

Studies have shown that self-reliance is closely related to attitudes toward inward-looking economic policies. Tao et al. (2024) mentioned that self-reliance in existing studies is often used to express consumer hostility, thereby strengthening confidence in a country's domestic production capacity and reducing dependence on imported goods. Heiman & Just (2021) emphasized that increased patriotism will increase hostility due to stronger

consumer nationalism. In the context of Vietnam, consumers with high levels of self-reliance tend to positively evaluate and strongly support campaigns to encourage domestic consumption such as "Vietnamese people use Vietnamese goods" to boost the domestic economy (Pham & Nguyet, 2022). Therefore, the hypothesis is proposed as follows:

- **H11:** Self-Reliance has a positive effect on attitudes toward the "Vietnamese people use Vietnamese goods" campaign.

Customers' decisions about the perception of product quality are significantly influenced by brand reputation. According to Baek et al. (2010), a positive brand reputation not only represents prior marketing initiatives but also plays a significant role in assisting customers in lowering their level of uncertainty while making purchases. A strong brand reputation can enhance the perception of product quality (Widjajanta, 2020). When a company builds a solid reputation over time, customers are more likely to trust the quality of its products, as reputation is the cumulative result of previous quality products. This makes it easier for consumers to make positive judgments about the quality of a company's products without much direct verification or evaluation.

- **H12:** Brand reputation has a positive impact on Perceived Quality

The "Vietnamese people use Vietnamese products" campaign has a great impact on domestic consumers. The national marketing campaign not only raises awareness of domestic products but also significantly influences consumer attitudes toward these products, particularly in terms of perceived quality (Le Thi Hai HA et al., 2022). According to Le et al. (2011), perceived quality is often influenced by marketing efforts. When consumers develop a positive attitude toward the "Vietnamese people use Vietnamese products" campaign, they tend to perceive domestic products as being of higher quality. Additionally, campaigns that emphasize national pride and product reliability can strengthen consumer trust, thereby enhancing their perceived quality of domestic goods (Tú & Dũng, 2018). Thus, the hypothesis is proposed as follows:

- **H13:** Attitude towards "Vietnamese people use Vietnamese products" Campaign has a positive impact on Perceived Quality

Previous studies confirmed that high perceived quality leads to greater customer satisfaction (Baumgarth & Binckebanck, 2011; Taylor et al., 2007). Consumers often compare products against one another, and when products exhibit minimal differentiation, quality becomes a key competitive factor (Ganguli & Roy, 2011). When customers perceive a high level of quality, they tend to develop greater trust in the brand, fostering a positive psychological state during product usage (Parasuraman et al., 1988). Businesses that can effectively meet customer expectations regarding quality are more likely to enhance customer satisfaction (Szymanski & Henard, 2001). Therefore, perceived quality is considered a fundamental determinant of customer satisfaction. The hypothesis is given as follows:

- **H14:** Perceived Quality has a positive impact on Satisfaction.

Social media has become vital in marketing, serving as a tool for promotion and relationship building (Papasolomou & Melanthiou, 2012). Consumers also rely on mass media to shape perceptions and decisions (Nguyen et al., 2011). The campaign "Vietnamese people use Vietnamese goods" exemplifies effective communication, with reports showing positive shifts in consumer awareness and behavior after 10 years (Thy Thao, 2019). Similarly, Dang Hung Vu & Pham Thi Huyen Tran (2021) confirmed its positive effect on purchase intention in Long Xuyen, while the "100% ♥ Indonesia" campaign showed similar impacts in Indonesia (Salehudin, 2016).

- **H15:** Attitude towards "Vietnamese people use Vietnamese products" Campaign has a positive impact on Willingness to Repurchase

According to Kotler & Keller (2016), after consumers buy a product or service, consumers evaluate their experience, which in turn determines their level of satisfaction or dissatisfaction. Customer satisfaction would significantly affect in shaping post-purchase behavior, and the desire to repurchase intention will be formed

(Abou-Shouk & Khalifa, 2017). Repurchase intention itself is based on consumers' positive experiences with a brand, which foster trust and commitment. Brown et al. (2005) assert that satisfied customers not only return to buy the product but also praise the product that bought it in front of others, exhibit reduced sensitivity to competing brands and advertisements, and demonstrate a greater willingness to pay premium prices. Based on the existing literature, the following hypothesis is proposed:

- **H16:** Satisfaction has a positive impact on Willingness to Repurchase.

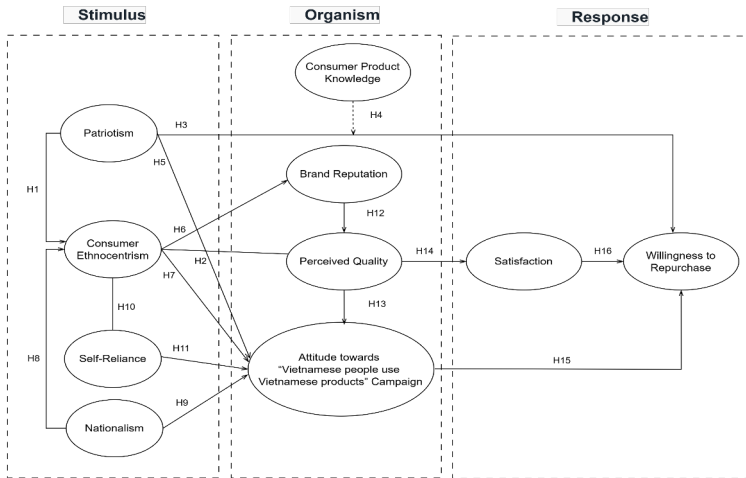


Figure 1: Conceptual Framework

3. RESEARCH METHOD

The study used a quantitative survey-based method, following a deductive logic, in which hypotheses were developed from previous studies and statistically tested. Data were collected through an online questionnaire and analyzed using SPSS and SmartPLS 4. The survey consisted of 43 questions on a 7-point Likert scale, including questions related to the scale for each concept adopted from previous studies (Kosterman & Feshbach, 1989), (Keillor et al., 1996), (Edwards et al., 2003) (Meier-Pesti & Kirchler, 2003)...

In addition, a convenience sampling method was applied to optimize costs and time, ensuring accessibility and willingness of participants.

The survey received 340 valid responses. SPSS was then used for data cleaning and descriptive statistics, while SmartPLS 4 applied the method of partial least squares (SEM-PLS) (Sabol et al., 2023). Table 1 summarizes the demographic results.

Table 1: Characteristic of Respondents

Characteristic	Classification	Frequency	Percentage (%)
Gender	Male	106	31.2
	Female	234	68.8
Age	18 - 24.9	296	87.1
	25 - 34.9	28	8.2
	35 - 45	9	2.6
	>45	7	2.1
Education	High School and Below	33	9.7
	College	11	3.2

	University	276	81.2
	Postgraduate	20	5.9
Income	Under 5 million	223	65.6
	5 - 10.9 million	77	22.6
	11 - 16.9 million	23	6.8
	17 - 25 million	10	2.9
	Over 25 million	7	2.1
Frequency of domestic purchases per week	Rarely	25	7.4
	Never	3	.9
	Sometimes	154	45.3
	Often	130	38.2
	Very Often	28	8.2

4. RESEARCH RESULTS AND DISCUSSION

4.1. Research Results

To evaluate whether an observed variable is significant, the study assesses the outer loading coefficient. Sarstedt et al. (2017) recommend that the outer loading coefficient for an observed variable to be considered meaningful should be 0.7 or higher. The results show that the loading coefficients of all remaining observed variables are above the threshold of 0.7 (Table 2), indicating that the individual reliability of the observed variables in the study is satisfactory (J. Hair et al., 2022a).

Table 2: Construct validity

Outer loadings		Outer loadings		Outer loadings		Outer loadings	
ATT1	0.938	CPK2	0.912	NAT5	0.933	PQ3	0.94
ATT2	0.952	CPK3	0.922	PAT1	0.971	PQ4	0.939
ATT3	0.945	CPK4	0.881	PAT2	0.973	SAT1	0.912
ATT4	0.956	CE1	0.866	PAT3	0.978	SAT2	0.927
ATT5	0.94	CE2	0.904	PAT4	0.958	SAT3	0.922
BR1	0.877	CE3	0.808	PAT5	0.839	SAT4	0.943
BR2	0.905	CE4	0.822	WTR1	0.937	SR1	0.9
BR3	0.917	NAT1	0.81	WTR2	0.954	SR2	0.932
BR4	0.948	NAT2	0.912	WTR3	0.963	SR3	0.937
CPK x PAT	1	NAT3	0.932	PQ1	0.908	SR4	0.939
CPK1	0.882	NAT4	0.881	PQ2	0.921	SR5	0.929

Note: ATT=Attitude towards “Vietnamese people use Vietnamese products” Campaign, BR=Brand Reputation, CPK=Consumer Product Knowledge, CE=Consumer Ethnocentrism, NAT=Nationalism, PAT=Patriotism, WTR=Willingness to Repurchase, PQ=Perceived Quality, SAT=Satisfaction and SR=Self-Reliance

According to J. Hair et al. (2019), the reliability of the scale was assessed based on Cronbach's Alpha and Composite Reliability (rho_C), with an acceptance threshold of ≥ 0.70 (DeVellis, 2012; J. Hair et al., 2013). The results (Table 3) show that all scales exceeded this threshold, ensuring internal reliability. Of which, the CE scale had the lowest level (Alpha = 0.868; rho_C = 0.910), while ATT and PAT had the highest (Alpha = 0.970; rho_C = 0.977). This confirms that all scales have very good reliability.

The study evaluated the convergence index (AVE) according to the standard ≥ 0.50 (Höck & Ringle, 2010), and the results showed that all scales exceeded this threshold, ensuring convergent validity and meeting the requirements of quantitative research.

Table 3: Results of Measurement Model Assessment

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.971	0.971	0.977	0.896

BR	0.932	0.935	0.952	0.832
CPK	0.921	0.923	0.944	0.808
CE	0.872	0.880	0.913	0.724
NAT	0.937	0.938	0.952	0.800
PAT	0.969	0.974	0.977	0.893
WTR	0.948	0.950	0.966	0.905
PQ	0.946	0.947	0.961	0.860
SAT	0.945	0.945	0.960	0.858
SR	0.959	0.960	0.969	0.861

The HTMT index was used to assess discriminant validity, with acceptance thresholds of < 0.85 (good) and < 0.90 (acceptable) (Henseler et al., 2015). The results show that most pairs of concepts are below 0.85; SAT and PQ only achieved 0.868 but were still below 0.90, thus ensuring discriminant validity. Thus, the scales in the model all meet the requirements.

The hypothesis testing results in Table 4 show that hypotheses H2, H4, H5, H6, H7, H8, H9, H10, H11, H12, H13, H14, H15, and H16 are supported, with t-statistics exceeding the threshold of 1.645 ($t > 1.645$) and p-values less than 0.005 ($p < 0.005$). Notably, the relationship between Perceived Quality and Satisfaction has the highest path coefficient ($\beta = 0.812$; $t = 33.168$; $p < 0.001$), indicating a strong influence of perceived quality on consumer satisfaction. Additionally, the relationships from Consumer Ethnocentrism to Brand Reputation ($\beta = 0.534$) and from Brand Reputation to Perceived Quality ($\beta = 0.481$) also show significant impacts.

Table 4: Results of Hypothesis Testing

H	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Concluded
H1	PAT -> CE	0.025	0.026	0.064	0.394	0.694	Unsupported
H2	CE -> PQ	0.084	0.085	0.041	2.021	0.044	Supported
H3	PAT -> WTR	0.039	0.042	0.036	1.109	0.268	Unsupported
H4	CPK -> WTR	0.228	0.229	0.052	4.386	0	Supported
H4	CPK x PAT -> WTR	-0.006	-0.005	0.021	0.262	0.793	Unsupported
H5	PAT -> ATT	0.152	0.147	0.072	2.12	0.034	Supported
H6	CE -> BR	0.534	0.536	0.046	11.504	0	Supported
H7	CE -> ATT	0.148	0.148	0.055	2.675	0.008	Supported
H8	NAT -> CE	0.225	0.225	0.066	3.438	0.001	Supported
H9	NAT -> ATT	0.299	0.3	0.065	4.589	0	Supported
H10	SR -> CE	0.403	0.401	0.066	6.067	0	Supported
H11	SR -> ATT	0.266	0.269	0.077	3.468	0.001	Supported
H12	BR -> PQ	0.481	0.482	0.05	9.578	0	Supported
H13	ATT -> PQ	0.367	0.365	0.051	7.177	0	Supported
H14	PQ -> SAT	0.812	0.813	0.024	33.168	0	Supported
H15	ATT -> WTR	0.24	0.238	0.064	3.742	0	Supported
H16	SAT -> WTR	0.453	0.453	0.067	6.763	0	Supported

On the other hand, three hypotheses, including H1, H3, and the extended H4 (CPK x PAT -> WTR), are not supported as they fail to meet the statistical significance threshold ($p > 0.05$).

4.2. Discussion

The results from the measurement model show that perceived quality, brand reputation, and satisfaction have a strong influence on willingness to repurchase domestic products. These findings are consistent with the Stimulus-Organism-Response (SOR) Model, which emphasizes the role of cognitive and emotional factors in shaping consumer behavior.

Brand reputation directly affects consumer satisfaction. When consumers feel secure about a well-known brand, they will return to buy products of that brand. Satisfaction, which is built from product quality, customer service, and shopping experience, also plays an important mediating role in promoting repurchase behavior.

Satisfied consumers not only continue to buy products but also recommend them to others. Satisfaction has a strong impact on repurchase decisions, strengthening the relationship between positive emotions and consumer behavior, and satisfied customers will become loyal, continue to use the product and support the brand's sustainable development.

Attitude towards the campaign has a strong impact on consumer behavior and loyalty to domestic products. When consumers support the "Vietnamese people prioritize using Vietnamese products" campaign, they tend to repurchase domestic products. This positive attitude not only increases satisfaction but also improves attitudes towards domestic products, making them feel proud and confident in product quality. This campaign can also enhance loyalty to domestic brands, especially when combined with patriotic emotions and product quality. The relationship between attitude towards the campaign and Patriotism, Nationalism, Consumer Ethnocentrism is strengthened, motivating consumers to act for the national interest. However, this effect is stronger when the campaign focuses on product quality to maintain long-term consumption behavior.

It is noteworthy that patriotism has no clear relationship with national consumption and willingness to repurchase, which is contrary to the expectations from previous studies. The results show that although patriotism is important, it is not a decisive factor in determining domestic product purchase behavior. Modern consumers in Vietnam prioritize practical factors such as quality, trust and satisfaction, rather than national pride. This reflects current consumption trends, where consumers shop based on perceptions of quality, price and brand rather than patriotism. The study also shows that product knowledge does not strengthen the relationship between national sentiment and consumption behavior. Consumers increasingly evaluate products based on actual quality and personal experience, rather than just based on sentiment or patriotism. However, product knowledge still has a positive effect on repurchase intention of domestic products, confirming that the more consumers know about the product, the more willing they are to repurchase it.

5. CONCLUSION & RECOMMENDATION

5.1. Conclusion

This study uses the Stimulus–Organism–Response (SOR) model to analyze Vietnamese repurchase behavior, showing that perceived quality, satisfaction, and attitude toward the campaign are key factors, reflecting the increasingly pragmatic consumption trend. Nationalism plays an important role in reinforcing brand reputation and product quality, thereby increasing satisfaction and repurchase intention. However, the results also show that practical factors such as quality, brand trust, and transparency have a stronger influence than patriotism or national pride, thereby challenging traditional views and affirming that consumer values are shifting towards quality and independence in choice.

5.2. Theoretical contributions

This study contributes to the field of consumer behavior by integrating four national identity factors into a comprehensive model for the first time (Akbarov, 2022; Dmitrovic et al., 2009; Jia et al., 2023; Thomas et al., 2020), clarifying the mechanisms influencing repurchase behavior in Vietnam. The results show that product quality, brand trust, and autonomy have stronger impacts than patriotism or nationalism (Lu Wang & Xiong Chen, 2004; Shimp & Sharma, 1987), consistent with recent studies on new consumer values (Balabanis et al., 2001; Zeugner-Roth et al., 2015; Kaynak & Kara, 2002).

5.3. Practical Implications

For consumers, the results highlight that emotional factors such as patriotism, nationalism, and self-reliance, though influential in the past (Han, 1988; Lu Wang & Xiong Chen, 2004; Sharma et al., 1995), are no longer decisive. Instead, perceived quality and satisfaction are the strongest drivers of repurchase. Consumers are therefore encouraged to evaluate domestic products based on functional value, balancing national pride with rational analysis (Zeugner-Roth et al., 2015).

For businesses, the study suggests three priorities. First, leverage cultural identity as a competitive advantage by integrating national elements into products and campaigns. For instance, Cocoon successfully differentiates itself using indigenous ingredients and sustainability values. Second, prioritize product quality as a prerequisite for satisfaction and loyalty. Investment in R&D, technology, and standardized quality management is essential. Third, extend focus to post-purchase services, responsiveness, and transparency. Regular satisfaction tracking and clear communication can foster repeat purchases and word-of-mouth. Moreover, building strong brand reputation through transparency and consumer education enhances trust and positive attitudes.

For the government, support should go beyond patriotic campaigns to creating long-term incentives for businesses, such as R&D investment, tax reductions, and technology transfer support. Promoting cultural values alongside transparent traceability platforms can further strengthen consumer trust and loyalty to domestic products.

5.4. Limitations of the study and future research

This study is limited by the fact that the sample was young, highly educated, mainly in the North, and based on self-reported intentions rather than actual behavior, so generalizability is limited. Further research should expand the sample in terms of age, income, and region, apply behavioral tracking to strengthen the evidence, and consider specific product groups. In the context of digitalization, exploring the role of online media and social networks in spreading patriotic messages is also a potential direction.

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