Understanding Vietnamese Consumers Purchase Intention

Advances in Business, Management and Entrepreneurship Recent Developments In Vietnamese Business And Finance
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Southeast Asia and the ASEAN Economic Community
The Future Opportunities and Challenges of Business in Digital Era 4.0
The SAGE Handbook of Marketing Ethics
Food, Health and Safety in Cross Cultural Consumer Contexts
The concept of cross-cultural perspectives in research in food is important in general and particularly so in relation to human perception in food and health. Food concepts are very different across different jurisdictions. Different markets and cultures have varying perspectives on what is considered a palatable, acceptable, or useful food or food product; in simple terms, one size does not fit all in the majority of cases. Specific markets thus need targeted food design, to be successful from a myriad of perspectives. In this Special Issue anthology "Food, Health and Safety in Cross-Cultural Consumer Contexts", we bring together articles that show the wide range of studies from fundamental to market applicability currently in focus in sensory and consumer science in food, health, and safety cross-cultural contexts. From the included perspectives, it is abundantly clear that there is a need for much knowledge related to future food design linked to cross-cultural contexts and that this will continue to be critical to the success of food transfer in global food markets.

Recent Developments In Vietnamese Business And Finance

The ultimate success or failure of a business, in modern society, depends on a variety of factors across all levels of the organization. By utilizing dynamic technology and management techniques, businesses can more efficiently reach their goals and become successful in the growing market. Management Strategies and Technology Fluidity in the Asian Business Sector is a critical scholarly resource that examines the collaboration in business, management, and technology in Asia. Featuring coverage on a broad range of topics such as business ethics, entrepreneurship, and international trade, this book is geared towards academicians, students, and managers seeking current research on business in Southeast Asia.

Proceedings of IAC in Vienna 2018

Tourism is identified as one of the major potential industries of Thai economy. Tourism is considered to be a top priority for the following reasons: Firstly, it is an industry requiring much labor, thus it provides many jobs for city residents, by which it helps to solve unemployment for society. Secondly, it is an industry which brings with it many important benefits, improving the social-economic situation, and enhancing income for people. Thirdly, it can promote peace, enhancing common understanding and building a unified and sustainable country. In the last years, Thailand’s tourism industry has made significant progress and contributed significantly to the economic development and social progress of the nation. In the context of international integration, the Thailand government has focused on developing the tourism industry even further, enhancing service quality, and expanding operations scale. As a result, the number of tourists coming to Thailand has increased significantly between
2009 and 2015. This study investigates the perceived value, satisfaction and revisit of Russian tourists who visit Thailand on the basis of selected tourism destinations in Bangkok, Thailand.

**Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices**

This book constitutes a through refereed proceedings of the International Conference on Economics, Management, Accounting and Business - 2018, held on October, 8-9, 2018 at Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia. The conference was organized by Faculty of Economics and Business Universitas Muhammadiyah Sumatera Utara. The 74 full papers presented were carefully reviewed and selected from 152 submissions. The scope of the paper includes the followings: Management, Economics/Sharia Economics, Accounting/Sharia Accounting, Taxation, Digital Technology, Human Resource Management, Marketing, Financial, Banking/Sharia Banking, Education (Economics, Accounting), Assurance/Assurance Sharia, Actuarial, Information Technology, Agricultural Economic, Entrepreneurship Technology, Business/Entrepreneurship, Internet Marketing/e-Business.

**The Goals of Sustainable Development**

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians.

**Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications**

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business
management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

**Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications**

As industrialisation continues to evolve, exacerbating environmental problems such as global warming and climate change have raised the concern across the globe. Road transport is primarily the most notable source of pollution in the world. With the sophistication in environmental technology, a variety of environmentally friendly products have been introduced in the market and hybrid vehicle is highly recommended. However, in Malaysia automotive market demand for hybrid vehicle is still considered very low compared to non-hybrid vehicles and thus to conduct a study on consumer's adoption toward hybrid car is timely. The study investigated the relationships between marketing mix (4Ps), environmental concern, governmental incentive and purchase intention of hybrid car in Malaysia. A total of 372 valid samples were collected using convenience sampling technique. The Structural Equation Modelling (SEM) by using Smart-PLS was employed to investigate the significance of individual path correlations, measurement model, and overall fit of structural model. The results of the study revealed that marketing mix (4Ps), governmental incentive, attitude, subject norm and perceived behavioural control showed a significant and positive relationship with hybrid car purchase intention. In addition environmental concern exhibits the moderation effect among those relationships.
The 1st International Conference on Tourism, Management and Technology is motivated by improving the quality of research and development relating to tourism, management and technology fields. Thus, this conference has aims: (1) to bring together the scientists, researchers and practitioners, and lecturers. (2) To share and to discuss theoretical and practical knowledge about innovation in tourism, management and technology fields. The conference took place in Universiti Kuala Lumpur, Malaysia, on August, 17th 2019. There are 34 papers that are participated from various topics. The conference involves tourism, management and technology fields, such as; Media and Technology in Tourism, Innovation in Tourism, The Theoretical Perspective on Tourism, Sustainable Tourism, Gender and Diversity Issue in Tourism, Technology and Management on Tourism, Law in Tourism, Health Tourism, Tourism Policy and Planning, Tourism and Environment, Finance in Tourism. Specifically, this conference can be used as a scientific forum for accommodating discussion among young researchers that originated from Indonesia in the field of Tourism, Management and Technology. Therefore, the invited speakers in this conference are the researchers that are well-known and reputable in the world. We would like to thank the organizing committee and the members of reviewers for their kind assistance in reviewing the papers. We would also extend our best gratitude to keynote speakers for their invaluable contribution and worthwhile ideas shared in the conference. Furthermore, ICTMT is hoped to be able to be used as academic media to exchange ideas and as a result it will succeed in deciding the recommendation related to the tourism, management and technology phenomenon.

**Risk Measures with Applications in Finance and Economics**

This book analyses various aspects of social responsibility, corporate responsibility, sustainability and governance. Rather than focusing narrowly on a single perspective, it investigates a number of problems and scenarios that can all be considered an aspect of one of these fields, and shows how they are all related to each other and to the problems and issues facing businesses. This approach is based on the tradition of the Social Responsibility Research Network, which in its 15-year history has sought to broaden the discourse and to treat all research in these areas as inter-related and relevant to business. The book collects the best papers presented at the 15th International Conference on Corporate Social Responsibility and 6th Organisational Governance Conference held in Melbourne, Australia in September 2016.

**Perspectives on Consumer Behaviour**
Electronic Word of Mouth

Academic Studies in Administrative Sciences

This book is an introduction to the ASEAN Economic Community (AEC), the economic community founded by Southeast Asian nations. It provides both economic profiles of the member nations and an explanation of the Community itself. This book also discusses the impact of China on the AEC. The book is a starting point for research into the region or into any member country, whether for academic or for business purposes. With over 170 tables and figures as well as an abundance of historical facts, the book offers data-based insights.

Sustainable Packaging

This book sheds light on the emerging research trends in intelligent systems and their applications. It mainly focuses on three different themes, including software engineering, ICT in education, and management information systems. Each chapter contributes to the aforementioned themes by discussing the recent design, developments, and modifications of intelligent systems and their applications.

ICTMT 2019

The advent of the Internet has created valuable opportunities for developing electronic Word-of-Mouth, especially YouTube. Vietnamese consumers now have more platforms to share their ideas and experience of using the products. The research investigates the impact of a YouTube video as a form of electronic Word-of-mouth on Vietnamese consumers purchase intention in the cosmetics industry and the reason for that impact. With that purpose, the conceptual framework was developed based on the Information Adoption Model. This research employed structural equation modeling based on the surveys of 207 Vietnamese respondents to certify the conceptual framework. The empirical results confirm that YouTube video as a form of electronic Word-of-mouth has a positive significant impact on Vietnamese consumers purchase intention in the cosmetics industry under the effect of four factors, including a number of likes, views and subscriptions, source credibility, perceived
usefulness and information adoption of a YouTube video. This result suggests that Vietnamese consumers decide the
credibility of a YouTube video based on a number of likes, views, and subscriptions. Once the credibility of the source is
determined, consumers use this determinant along with perceived usefulness to determine whether they should adopt the
information provided by the YouTube video to make purchase intention. The advent of the Internet has created valuable
opportunities for developing electronic Word-of-Mouth, especially YouTube. Vietnamese consumers now have more platforms
to share their ideas and experience of using the products. The research investigates the impact of a YouTube video as a form
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Economic, Educational, and Touristic Development in Asia

The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and
economic consequences. This facilitates a business environment built around the practical regulations and transparency
necessary to ensure ethical and responsible business practice. Corporate Social Responsibility: Concepts, Methodologies,
Tools, and Applications is a vital reference source on the ways in which corporate entities can implement responsible
strategies and create synergistic value for both businesses and society. Highlighting a range of topics such as company
culture, organizational diversity, and human resource management, this multi-volume book is ideally designed for business
executives, managers, business professionals, human resources managers, academicians, and researchers interested in the
latest advances in organizational development.

Papers in ITJ EMAST 11(11) 2020

As the global economy continues to evolve, the idea of sustainability has become a prevalent area of concentration.
Businesses are searching for more environmentally and socially conscious practices as the market distances itself from the
industrial age. Implementing sustainable initiatives starts with entrepreneurs, as these individuals are the foundation for
creating and building profitable societies. Understanding the practice of sustainable entrepreneurship is pivotal in predicting
future trends in business and the economy. Building an Entrepreneurial and Sustainable Society provides emerging research
exploring the theoretical and practical aspects of sustainability within entrepreneurship and its applications in modern
socioeconomics. Featuring coverage on a broad range of topics such as public policies, internationalization, and social innovation, this book is ideally designed for entrepreneurs, business specialists, professionals, researchers, managers, economists, educators, scholars, and students seeking current research on the evolution of sustainable entrepreneurship and its contextual factors.

**Advances in Design, Music and Arts**

Loyalty is one of the main assets of a brand. In today’s markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand’s portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

**An Application of Theory of Buying Behavior to Examine Vietnamese Consumers’ Purchase Intention of Counterfeit Luxury Products**

This book presents the outcomes of recent endeavors that will contribute to significant advances in the areas of communication design, fashion design, interior design and product design, music and musicology, as well as overlapping areas. Gathering the proceedings of the 7th EIMAD conference, held on May 14–15, 2020, and organized by the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal, it proposes new theoretical perspectives and practical research directions in design and music, while also discussing teaching practices and some areas of intersection. It addresses strategies for communication and culture in a global, digital world, that take into account key individual and societal needs.
ICEMAB 2018

Business practices in emerging markets are constantly challenged by the dynamic environments that involve stakeholders. This increases the interconnectedness and collaboration as well as spillover effect among business agents, that may increase or hold back economic stability. This phenomenon is captured in this proceedings volume, a collection of selected papers of the 10th ICBMR 2016 Conference, held October 25—27, 2016 in Lombok, Indonesia. This ICBMR’s theme was Enhancing Business Stability through Collaboration, and the contributions discuss theories, conceptual frameworks and empirical evidence of current issues in the areas of Business, Management, Finance, Accounting, Economics, Islamic Economics, and competitiveness. All topics include aspects of multidisciplinarity and complexity of safety in research and education.

Enhancing Business Stability Through Collaboration

Tourism Management of Russian Behavioral Intention toward Thailand

The progression of the independent states that were created after the collapse of the Soviet Union has become a prevalent area of research as these countries continue to make infrastructural strides. These regions possess vastly desirable natural resources including oil, gas, and minerals, causing this section of the world to have rising global importance as they continue to improve their economy, educational systems, and tourism industries. Economic, Educational, and Touristic Development in Asia is a pivotal reference source that provides a thorough examination of the contemporary progression of several recently formed countries within Central Asia. While highlighting topics such as hospitality marketing, anti-corruption reform, and entrepreneurship, this publication explores the technological, educational, and security enhancements being made in these areas, as well as how this region can strengthen its prosperity by strategically utilizing their globally-coveted natural resources. This book is ideally designed for economists, higher education faculty, provosts, chancellors, scholars, practitioners, policymakers, business professionals, marketers, restaurateurs, hotel managers, tour developers, travel agencies, government officials, strategists, educators, researchers, and graduate students.

Country of Origin Effect
The main objective of this book is to provide a general platform for researchers to present and discuss their studies in administrative sciences. Administrative sciences include but are not limited to public administration, political science, economics, business management, finance and econometrics. In this book, there are eight (8) papers selected to go through a strict peer-reviewed process and published. The scope of these studies consists of public administration, sociology, political science, business management, economics, and finance.

**What is the Impact of the YouTube Videos as a Form of Electronic Word-of-Mouth on Vietnamese Consumers Purchase Intention in the Cosmetics Industry and Why?**

This new handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions.

**ICoSMI 2020**

This book evaluates Country of Origin (COO) research from new critical perspectives, providing insights on how COO shapes both consumer behaviour and business trends, and how marketers can overcome or take advantage of COO in their strategies. The contributors explore a variety of strategies for utilising Country of Origin, including how country image can influence market entry positioning strategies, and how brand heritage can be utilised as a communication tool. There is also a study of what percentage of online products require COO identification, and whether this percentage correlates to customer satisfaction. Several contributors look at consumers’ preference for food in relation to COO and authenticity, and further chapters explore the impact of consumer identification with a nation on how they evaluate brands. As Country of Origin is increasingly evaluated by consumers and used by marketers to safeguard locally-owned products, this book will be of interest to those studying the relationship between country-authentic brands and their promotion in the global marketplace. This book was originally published as a special issue of the Journal of Promotion Management.

**Proceedings of International Conference on Emerging Technologies and Intelligent Systems**
**The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries**

International Academic Conferences: Global Education, Teaching and Learning (IAC-GETL 2018) and Management, Economics, Business and Marketing (IAC-MEBM 2018) and Transport, Logistics, Tourism and Sport Science (IAC-TLTS 2018)

**Artificial Intelligence in Intelligent Systems**

This book introduces the students, researchers and practitioners into the subject and enabling technologies and applications pertaining to technology, entrepreneurship and business development through research articles, case studies etc. It is primarily intended for academic purposes for learners of computer science, management, accounting and information systems disciplines, economics, entrepreneurship. Publishing chapters in the book is a new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales. As many students in all levels, graduates and undergraduates in addition to research, professionals are not able to get sufficient resources because of the language concern.

**Factors Affecting Consumers’ Purchase Intention in Vietnam Helmet Market**

International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies publishes a wide spectrum of research and technical articles as well as reviews, experiments, experiences, modelings, simulations, designs, and innovations from engineering, sciences, life sciences, and related disciplines as well as interdisciplinary/cross-disciplinary/multidisciplinary subjects. Original work is required. Article submitted must not be under consideration of other publishers for publications.

**Customer Loyalty and Brand Management**

This book constitutes the refereed proceedings of the artificial intelligence in intelligent systems section of the 10th Computer Science Online Conference 2021 (CSOC 2021), held online in April 2021. Artificial intelligence in intelligent systems topics are
presented in this book. Modern hybrid and bio-inspired algorithms and their application are discussed in selected papers.

**Vietnamese Consumers' Purchase Intention Toward Second-hand Electronic Products: The Moderating Role of Face-saving Pressure**


**Consumer Dilemma to Purchase Hybrid Car**

This book explores key factors associated with consumer behaviour, from both a theoretical and practical perspective. It particularly focuses on the consumer in the 21st century - educated and conscious, but also impatient, disloyal and capricious. The book is divided into three main parts: the first part discusses the theoretical and legal aspects of consumers’ behaviour, analysing the government’s role in regulating consumer behaviour and the role of the European Union. The second part then examines organisational strategies, such as omni-channel retailing and branding products. And lastly, the third part describes consumer behaviours in the context of individual products and services, from coffee to energy.

**Management Strategies and Technology Fluidity in the Asian Business Sector**

**Building an Entrepreneurial and Sustainable Society**
Behavioral Finance

One of the main challenges faced by all entrepreneurs, is the need to growth. Growth is part of all organizations, it implies continuous growth of sales, purchases, number of employees, profit and thus the growth of the enterprise. Most innovations that are part of the organizations are derived from the internal organization. Industrial Revolution 4.0 provides both opportunities and challenges to all entrepreneurs to grow their business. The rapid development of technology and all digital aspects create opportunities of innovation in organizations. These proceedings provide details beyond what is possible to be included in an oral presentation and constitute a concise but timely medium for the dissemination of recent research results. It will be invaluable to professionals and academics in the field of business, entrepreneurship and economics to get an understanding of recent research developments.

The Effect of Coronavirus Disease (COVID-19) on Business Intelligence

Risk measures play a vital role in many subfields of economics and finance. It has been proposed that risk measures could be analysed in relation to the performance of variables extracted from empirical real-world data. For example, risk measures may help inform effective monetary and fiscal policies and, therefore, the further development of pricing models for financial assets such as equities, bonds, currencies, and derivative securities. A Special Issue of “Risk Measures with Applications in Finance and Economics” will be devoted to advancements in the mathematical and statistical development of risk measures with applications in finance and economics. This Special Issue will bring together the theory, practice and real-world applications of risk measures. This book is a collection of papers published in the Special Issue of “Risk Measures with Applications in Finance and Economics” for Sustainability in 2018.

Baltic Business and Socio-Economic Development 2009

As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience’s reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a
necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

**Southeast Asia and the ASEAN Economic Community**

Proceedings of the 5th International Conference on Innovation and Entrepreneurship held in Cyberjaya, Malaysia on 26th-27th April 2017.

**The Future Opportunities and Challenges of Business in Digital Era 4.0**

This book is the proceeding of the International Conference on Sustainable Management and Innovation (ICoSMI 2020) that was successfully held on 14-16 September 2020 using an online platform. The conference was mainly organized by the Department of Management IPB University in collaboration with Leibniz University of Hannover, Universiti Putera Malaysia, Kasetsart University, Tun Hussein Onn University of Malaysia, Tamil Nadu Teachers Education University, Deakin University, University of Adelaide, Forum Manajemen Indonesia, FE Pakuan University, FE Gajah Mada University FEB University of North Sumatra and FEB Andalas University, SBM Bandung Institute of Technology, FEB Lampung University, Perbanas Institute Jakarta, FE Bina Nusantara University, and SBE Prasetiya Mulya University. This conference has brought academic researchers, business practitioners as well as graduate students together to exchange their experiences and research results about most aspects of innovation and sustainability, and discuss the practical challenges encountered and the solutions adopted. About 402 delegates across the world including Indonesia, Malaysia, Thailand, Spain, China, and India have attended and presented their research works in the conference. The proceeding consists of 80 high-quality papers that were selected from more than 250 submitted papers. The papers are classified into 12 themes, namely Finance for Sustainability, Industry 4.0 and Future Business Sustainability, Policy and Strategy for Sustainable Innovation and Supply Chain, Smart Agriculture Management for Environmental Sustainability, and Sustainable Human Resources. Finally, we would like to express the greatest thanks to all colleagues in the steering and organizing committee for their cooperation in administering and arranging the conference as well as reviewers for their academic works and commitment to reviewing papers.
Recent Developments in Vietnamese Business and Finance, is the first volume in the series titled Vietnam and the Global Economy. This edited volume is a collection of papers presented at the International Conference on Business and Finance (ICBF) 2019, organized by the Institute of Business Research (IBR), University of Economics Ho Chi Minh City, Vietnam, and focuses on recent issues in business and finance with Vietnam as the main focus of study. The book covers various issues from innovation to gender equality and the banking sector, with analyses on the policies and managerial implications.

**Food, Health and Safety in Cross Cultural Consumer Contexts**

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