

The Influence of Patriotic Advertising on Consumers' Intention to Purchase Domestic Cars in Vietnam

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Abstract: This study examines factors influencing Vietnamese consumers' intention to purchase domestic automobiles, applying Message Framing Theory, Norm Activation Theory, and Means-End Chain Theory. Key factors include personal norms, awareness of consequences, ascription of responsibility, consumer effectiveness, self-brand connection, and patriotic advertising. Structural equation modeling results show that personal norms strongly impact purchase intention, mediated by awareness of consequences and responsibility. Consumer effectiveness and self-brand connection also enhance purchase intention. Additionally, patriotic advertising, when strategically framed, boosts consumer engagement. These findings offer insights for domestic brands and policymakers in leveraging normative and emotional factors to strengthen market competitiveness.

Keywords: automobiles; domestic purchase intention; domestic brand; means-end chain theory; norm activation theory; message framing theory

I. INTRODUCTION

Domestic consumption, particularly in the automotive industry, plays a crucial role in driving Vietnam's economic growth. According to Ecole Nationale Supérieure de Statistique et d'Economie Appliquée (ENSEA), Abidjan, Cote d'Ivoire & Keho (2018), increasing domestic consumption demand is a key driver for economic development. In Vietnam, the government has identified the domestic market as a focal point, especially as growth pillars such as exports and investments face challenges (Báo Biên Phòng, 2024). The automotive industry, being one of the nation's strategic sectors, requires further development to reduce reliance on imports and strengthen economic resilience. However, the market share of domestic automobiles remains relatively low compared to imported vehicles, as consumers tend to favor foreign brands (CafeF, 2024). This presents a significant challenge for domestic manufacturers in enhancing competitiveness and shifting consumer perceptions.

Vietnam is a collectivist country with a strong sense of patriotism, as reflected in campaigns like "Vietnamese people prioritize Vietnamese goods." However, in the automotive sector, the preference for foreign products remains prevalent, as consumers perceive international brands to have superior reputation and advanced technology. Nonetheless, as the quality and pricing of domestic automobiles improve, non-economic factors such as social norms and ethical perceptions are becoming critical research areas in understanding purchase intentions. Therefore, this study not only contributes to the theoretical framework of consumer behavior but also provides essential managerial implications for domestic automobile manufacturers in designing appropriate marketing strategies to enhance competitiveness and drive domestic consumption.

1.1. Previous Study

Previous studies on domestic consumption have primarily focused on three main directions. First, research on the impact of campaigns promoting domestic goods suggests that while these campaigns influence consumer awareness, they have not demonstrated strong effectiveness in altering actual purchasing behaviors (Kucik & Pelc, 2017). Kührschelm (2020) further argued that although such campaigns may enhance national pride, they struggle to shift consumer habits when it comes to high-quality imported goods. This indicates that to promote domestic consumption, communication efforts alone are insufficient; product quality and perceived value also play vital roles.

Second, studies comparing consumer behavior towards domestic and imported goods reveal that consumers generally favor imported products due to brand recognition and perceived quality (Ahmed & d' Astous, 2001). However, in certain categories such as food and household items, domestic products are preferred due to trust in origin and reasonable pricing (Balabanis & Diamantopoulos, 2008).

Third, research on factors influencing domestic purchase intentions has identified three key groups of determinants. The first group consists of consumer-related factors, including consumer ethnocentrism, which has been shown to positively influence domestic purchase intentions, though its impact varies across different demographics and product categories (Granzin & Olsen, 1998; Dmitrovic et al., 2009). Another factor is country affinity, which may enhance consumer evaluations of products from foreign countries, though there is no clear evidence of a direct impact on purchase intentions (Ercis & Celik, 2019; Guo et al., 2018; Halim & Zulkarnain, 2017). Additionally, studies indicate that while country affinity for foreign countries can create positive perceptions of their products, it does not necessarily diminish evaluations of domestic goods (Oberecker & Diamantopoulos, 2011; Halim & Zulkarnain, 2017). However, research by Fazli-Salehi et al. (2020) later suggested that country affinity for foreign countries positively affects product evaluations not only for global brands but also for domestic brands.

Moreover, brand-related factors such as brand equity and brand image play an essential role in increasing domestic purchase intentions. A strong domestic brand can enhance consumer loyalty, while a positive brand image can influence consumer attitudes (Zeugner-Roth et al., 2015). Additionally, social factors such as social norms and national identity also impact domestic consumption behavior. In collectivist societies like Vietnam, social norms can strongly influence purchasing decisions, as national pride may drive consumers to prefer domestic products, particularly in industries with high symbolic representation.

1.2. Background Theory of Previous Studies

In research on domestic purchase intentions, the most applied theoretical models include the Theory of Planned Behavior (TPB), Social Identity Theory (SIT), and the Theory of Reasoned Action (TRA). TPB examines how attitudes, subjective norms, and perceived behavioral control influence purchase intentions (Chung & Thorndike Pysarchik, 2000). SIT explains how national identity impacts domestic purchase intentions (Zeugner-Roth et al., 2015). Meanwhile, TRA emphasizes the role of attitudes and social norms in shaping consumer decisions (Fishbein & Ajzen, 1975).

However, despite the extensive insights provided by previous research on domestic consumption, there remain significant research gaps. Earlier studies have primarily focused on economic and traditional consumer psychology factors but have yet to explore ethical aspects such as personal responsibility and consumer efficacy perceptions in depth. There is a gap in this research area, but no specific studies have addressed it, particularly in the automotive industry, where consumer purchasing decisions are often driven by personal benefits. Additionally, past research on domestic consumption in Vietnam has primarily examined fast-moving consumer goods (FMCG) and food products, while the automotive sector remains underexplored.

Therefore, this study employs foundational theories such as the Norm Activation Model (NAM), Message Framing Theory (MFT), and Means-End Chain Theory to elucidate the role of ethical factors in domestic automobile purchase intentions. Particularly, as Vietnam's automotive market evolves with the emergence of strong domestic brands like VinFast, this study will provide valuable contributions both theoretically and practically, assisting domestic automobile manufacturers in developing effective marketing strategies to enhance competitiveness and drive domestic consumption.

II. LITERATURE REVIEWS

2.1. Domestic Purchase Intention

Minbale et al., 2024 define domestic products as those manufactured within the territory of a country, utilizing the majority of that country's resources, and labeled as "made in" the country where consumers reside.

A similar definition was provided by Đặng (2017), stating that domestic products are goods produced, assembled, and services provided within the territory of a country, in compliance with the laws of that country; they are not imported goods or services from abroad. Additionally, Vietnamese-branded goods are those owned by businesses and

manufacturers operating within Vietnam and registered as originating from Vietnam. This definition aligns with the concept of the country of origin, where any product manufactured in Vietnam is considered a Vietnamese product.

According to Mai & Smith (2012), the willingness to purchase domestic products refers to consumers' readiness to buy domestically produced goods. Le et al. (2011) suggest that this concept is often synonymous with domestic purchase intention. It describes consumers' intention to prioritize domestically manufactured goods when they need to make a purchase (Đã ng, 2017). Another perspective from Zhao & Huang (2024) defines domestic purchase intention as consumers' preference for domestic products in their purchasing decisions.

Based on the above analysis, this study adopts the definition of domestic purchase intention as "consumers' preference for domestic products in their purchasing decisions" (Zhao & Huang, 2024).

2.2. Background Theory

2.2.1. Norm Activation Theory

The Norm Activation Theory (NAT) by Schwartz (1977) posits that moral norms determine human beliefs and behaviors (Shanka & Gebremariam Kotecho, 2023). This theory comprises three key factors: awareness of consequences, ascription of responsibility, and personal norms. When an individual recognizes the negative consequences of a behavior and feels responsible for those consequences, personal norms are activated, leading to socially or environmentally supportive behavior (Gao et al., 2017).

The relationship between these factors remains a topic of debate. Some studies suggest that awareness of consequences and ascription of responsibility moderate the influence of personal norms on behavior (Hopper & Nielsen, 1991). Another research direction argues that awareness of consequences leads to ascription of responsibility, which subsequently influences personal norms and behavior (Stern, 2000). A third perspective proposes that both awareness of consequences and ascription of responsibility directly impact personal norms, which in turn affect behavior (Bamberg & Schmidt, 2003).

The Norm Activation Theory has primarily been applied to explain pro-environmental behaviors such as energy conservation, recycling, and transportation choices (Black et al., 1985; Klöckner & Matthies, 2004). However, few previous studies have utilized this theory to explain consumer behavior regarding domestic product purchases.

2.2.2. Means-End Chain Theory

The Means-End Chain (MEC) theory explains consumer decision-making by linking product attributes to consequences and personal values (Reynolds & Olson, 2001). This model, developed by Reynolds & Gutman (2001), represents the attribute-consequence-value (A-C-V) chain, illustrating how consumers choose products based on their personal goals.

The extended model by Olson & Reynolds (2001) categorizes the elements of the chain into multiple levels. Attributes include concrete attributes (e.g., price, color) and abstract attributes (e.g., style, brand). Consequences are divided into functional consequences (e.g., convenience) and psychological consequences (e.g., sense of status). Personal values consist of instrumental values (e.g., ambition) and terminal values (e.g., prosperity).

The MEC theory helps to understand how products fulfill consumers' deeper needs, thereby supporting marketing strategies and product development.

2.2.3. Message Framing Theory

The Message Framing Theory (MFT), developed from the Prospect Theory by Kahneman & Tversky (2013), suggests that consumer decisions are influenced by how messages are framed, even when the meanings remain the same (de Bruijn, 2019). Message framing has been studied from two perspectives: sociology (how issues are presented) and psychology (which elements are emphasized to influence decisions) (Chong & Druckman, 2007).

MFT categorizes messages into three main types. Firstly, positive vs. negative framing: Emphasizing benefits (e.g., "Recycle to save the planet!") or highlighting negative consequences (e.g., "Stop killing the planet! Recycle now."). Research on the effectiveness of these two frames has been inconclusive (Ahn et al., 2015; Amatulli et al., 2019). Secondly, abstract vs. concrete framing: According to the Construal Level Theory, abstract messages are generalized (e.g., "Save energy by adjusting the air conditioner"), while concrete messages provide specific details (e.g., "Set your AC to 24°C to save \$50"). Thirdly, self-focused vs. other-focused framing: Highlighting personal benefits (e.g., "You will feel proud when you recycle") or emphasizing community impact (e.g., "Your community will be proud of you when you recycle").

2.3. Hypothesis Development

2.3.1. Self-brand Connection

Self-brand connection refers to the extent to which consumers perceive a brand as a reflection of their personal identity. According to Escalas & Bettman (2003), individuals tend to use brands to construct and express their self-image in society. When a brand aligns with a consumer's values, lifestyle, or aspirations, they feel a stronger connection to it. This relationship is reinforced when the brand provides positive personal experiences or fulfills psychological needs, such as self-affirmation and social belonging (Moore & Homer, 2008). As a result, consumers develop brand loyalty and preference in their purchasing decisions (Lin et al., 2017). For domestic brands, Self-Brand Connection can also be influenced by cultural identity and national pride. Consumers may view domestic brands as part of their personal identity or as a way to express their connection to the community, thereby increasing their intention to purchase (Escalas & Bettman, 2005; Fetscherin & Heinrich, 2015). Based on this foundation, the study proposes the hypothesis:

H1: Self-Brand Connection positively influences consumers' domestic purchase intention.

2.3.2. Consumer Ethnocentrism

Consumer ethnocentrism refers to the belief that purchasing domestic products is morally appropriate and beneficial to the national economy, while buying foreign products may be harmful (Shimp & Sharma, 1987; Sharma et al., 1994). Consumers with high ethnocentric tendencies prioritize domestic goods for economic, ethical, and national loyalty reasons (Zeugner-Roth et al., 2015). They often perceive imported products negatively, considering them as a threat to local industries (El Banna et al., 2018). According to Levy (1959), consumers do not only buy products for their functional benefits but also for the symbolic meaning associated with the brand. Fazli-Salehi et al. (2020) found that consumer ethnocentrism can positively influence Self-Brand Connection with domestic brands, though the extent of this effect varies by product category and country (Shih-Tung Shu et al., 2013). Consumers tend to choose brands that align with their cultural identity and self-image while avoiding those that do not fit their perception of national identity (Strizhakova et al., 2012). Based on the above, this study proposes the following hypotheses:

H2: Consumer ethnocentrism positively influences self-brand connection.

H3: Consumer ethnocentrism positively influences the domestic purchase intention.

2.3.3. Country Affinity and Its Relationship with Self-Brand Connection

Country affinity is defined as a sense of attachment, admiration, and empathy toward a foreign country, often developed through personal experiences or exposure to that country's cultural norms (Oberecker et al., 2008). According to Josiassen (2011), consumers may develop country affinity when they perceive cultural, linguistic, political, or economic similarities between themselves and a foreign nation. They may integrate this country into their personal identity and believe that their connection with it reinforces their self-concept (Nes et al., 2014). Country affinity is a distinct concept from country image perception and is primarily driven by personal emotions (Oberecker et al., 2008; Wongtada et al., 2012). Consumers tend to value foreign brands if they reflect the personality and standards of the country of origin (Magnusson et al., 2019). Notably, while affinity for foreign brands does not necessarily weaken the Self-Brand Connection with domestic brands (Fazli-Salehi et al., 2020), it can create conflicts in brand preference between domestic and foreign options. Oberecker & Diamantopoulos (2011) even argue that country affinity has a stronger influence on purchase intentions than consumer ethnocentrism. This means that even consumers with high national pride may still prefer foreign brands if they have strong affinity toward a particular country. As a result,

country affinity may weaken Self-Brand Connection with domestic brands(Wongtada et al., 2012). Based on the above, this study proposes the following hypothesis:

H4: Country affinity negatively influences the Self-Brand Connection with domestic brands.

2.3.4. Personal Norms

Norms are shared beliefs about how individuals should behave, reinforced through rewards or punishments(Schwartz, 1977). Norms are categorized into personal (internal) norms and social (external) norms(Ajzen, 1980). Personal norms stem from the perception of consequences and responsibility(Rosenthal & Ho, 2020), including internalized norms (a sense of guilt when failing to act) and integrated norms (a sense of obligation to act)(Thøgersen, 2009).According toAjzen (1991), adherence to personal norms fosters pride, while violations induce guilt. The Norm Activation Model (NAM) suggests that personal norms originate from social norms, shaping personal beliefs and identity(Hynes & Wilson, 2016). In this study, personal norms relate to the expectation of engaging in domestic consumption, driven by the awareness of economic consequences and the sense of responsibility to act.The Norm Activation Theory explains prosocial behaviors, such as purchasing organic food(ABBAS, 2019) or eco-friendly electronics(Hynes & Wilson, 2016). Similarly, domestic consumption is considered beneficial for the economy, creating jobs, reducing unemployment, and boosting GDP growth(Ayob & Hussain, 2016). Overreliance on imported goods can lead to trade deficits and job losses(Monacelli & Perotti, 2010). When individuals recognize these impacts, they may develop personal norms, which in turn enhance their domestic purchase intention(Schwartz, 1977). Based on the above, this study proposes the following hypothesis:

H5: Personal norms positively influence domestic purchase intention.

2.3.5. Awareness of Consequence, Ascription of Responsibility

In the Norm Activation Theory (NAT), three key factors—awareness of consequence, ascription of responsibility, and personal norms—are closely interconnected, collectively driving socially responsible behavior.Awareness of consequence refers to an individual's perception of the negative societal impacts of not engaging in a beneficial behavior. When a person understands the consequences of their consumption behavior, they are more motivated to act responsibly.

Ascription of responsibility is the personal sense of responsibility for those negative consequences. When individuals recognize the consequences, they are more likely to feel accountable and take action to mitigate the negative effects, thereby fostering a sense of personal responsibility.

Personal norms are an individual's moral beliefs and perceived obligation to engage in the right behavior. When people attribute responsibility to themselves for an issue, they develop stronger personal norms, increasing their motivation to engage in socially beneficial actions.

In the context of domestic consumption, awareness of the consequences of not purchasing domestic products (e.g., negative economic, employment, and cultural impacts) can heighten an individual's ascription of responsibility, which in turn activates personal norms, leading consumers to prioritize domestic products.

Based on the above reasoning, this study proposes the following hypotheses:

H6: Ascription of responsibility positively influences consumers' personal norms.

H7: Awareness of consequence positively influences consumers' ascription of responsibility.

H8: Awareness of consequence positively influences consumers' personal norms.

2.3.6. Consumer Effectiveness

Consumer effectiveness reflects an individual's confidence in their ability to create the positive impact they desire (Hanss & Doran, 2020). Ellen et al. (1991) define it as the belief that personal efforts can make a difference in solving a problem. In this study, consumer effectiveness refers to the belief that purchasing domestic products can positively contribute to the national economy.

The Norm Activation Theory (NAT) suggests that awareness of consequence and ascription of responsibility are key factors in shaping personal norms. However, many studies have extended NAT by incorporating consumer effectiveness as a critical antecedent. For example, research by (Yan & Chai, 2021) in China found that consumer effectiveness positively influenced personal norms in choosing green hotels. Similar results were observed in studies on environmentally responsible behaviors, such as using electric vehicles (He & Zhan, 2018) and energy-saving appliances (Song et al., 2019).

In the context of domestic consumption, if consumers believe that their purchasing behavior benefits the national economy, they are more likely to develop a moral obligation to support local products and businesses. Based on this reasoning, the following hypothesis is proposed:

H9: Consumer effectiveness positively influences consumers' personal norms.

Injunctive norms are a type of social norm that reflect the perceived social pressure to perform or refrain from a specific behavior (Vermeir & Verbeke, 2008). Unlike personal norms, which stem from internal moral obligations, social norms arise from collective expectations within a community and are reinforced through external rewards or sanctions (Harland et al., 1999).

Injunctive norms define morally acceptable or unacceptable behaviors within a society (Cialdini et al., 1991). These norms help individuals align their behavior with social groups and maintain value consistency (Cialdini & Goldstein, 2004). According to Social Identity Theory (Turner & Tajfel, 1986), people tend to adjust their behavior to conform to the norms of the groups they identify with.

Research by Doran & Larsen (2016) found that social norms positively influence pro-environmental behaviors and can be internalized as personal norms. This aligns with Norm Activation Theory (NAT), which suggests that personal norms are shaped by social norms (Schwartz, 1977). Similarly, Niu et al. (2023) confirmed that social norms play a crucial role in promoting environmentally friendly behaviors, as individuals adapt their perceptions to internalize these norms.

In the context of domestic consumption, when society strongly emphasizes the responsibility of individuals to support local products and brands, consumers are more likely to comply with these expectations to integrate socially and demonstrate their alignment with collective values (Jia et al., 2023). Based on this reasoning, the following hypothesis is proposed:

H10: Injunctive norms positively moderate the relationship between personal norms and the domestic purchase intention.

2.3.7. Patriotic Advertising

Patriotism reflects an individual's commitment and attachment to their nation, which can lead to behaviors demonstrating a willingness to make sacrifices for the country (Druckman, 1994). In marketing, patriotic advertising is considered a crucial strategy, utilizing national symbols, slogans, landscapes, and celebrities to evoke nationalistic emotions and strengthen the connection between brands and consumers. This sense of belonging not only helps brands establish a strong image but also fosters the domestic purchase intention, as consumers perceive buying local goods as an expression of patriotism (Shetty et al. (2021); Wasswa, 2017). According to (Raghavan, 2015), unity and national pride are fundamental elements in patriotic advertising, allowing brands to solidify their position in consumers' minds and create a strong emotional bond with the community.

The Means-End Chain Theory (MEC) explains the impact of patriotic advertising on consumer behavior through three levels of association. Initially, brands attract attention by incorporating patriotic elements such as national flags,

slogans, iconic landmarks, or appearances of local celebrities. These elements stimulate emotions of pride and patriotism, fostering a sense of connection with the brand. Once this emotional bond is established, consumers begin to view purchasing domestic products as a source of personal pride, reinforcing their belief that their consumption choices are not merely personal but also contribute to the well-being of the community and the nation's economic growth.

Additionally, the Message Framing Theory (MFT) highlights how the presentation of messages in patriotic advertising significantly influences consumer psychology. Some advertisements adopt a positive framing approach, emphasizing national pride, prosperity, and the benefits of supporting domestic goods, thereby generating positive emotions and encouraging consumers to make purchasing decisions. Slogans such as "Unyielding Vietnamese Spirit" aim to make consumers feel they are contributing to the nation's collective progress. Conversely, some messages focus on individual responsibility, portraying the purchase of domestic goods not just as a personal choice but as an action with broader societal and national implications. Slogans like "For a Stronger Vietnam" or "Act Today, Shape Tomorrow" build a sense of social responsibility, reinforcing the belief that consumer actions have a tangible positive impact on the community.

From these analyses, it is evident that patriotic advertising not only strengthens brand positioning but also enhances consumers' domestic purchase intention products by invoking national pride, fostering emotional connections with the brand, and reinforcing social responsibility. Therefore, this study proposes two hypotheses:

H11: Patriotic advertising has a direct impact on domestic purchase intention.

H12: Patriotic advertising strengthens the influence of consumer ethnocentrism on domestic purchase intention.

The model proposed in this paper is illustrated in Figure 1

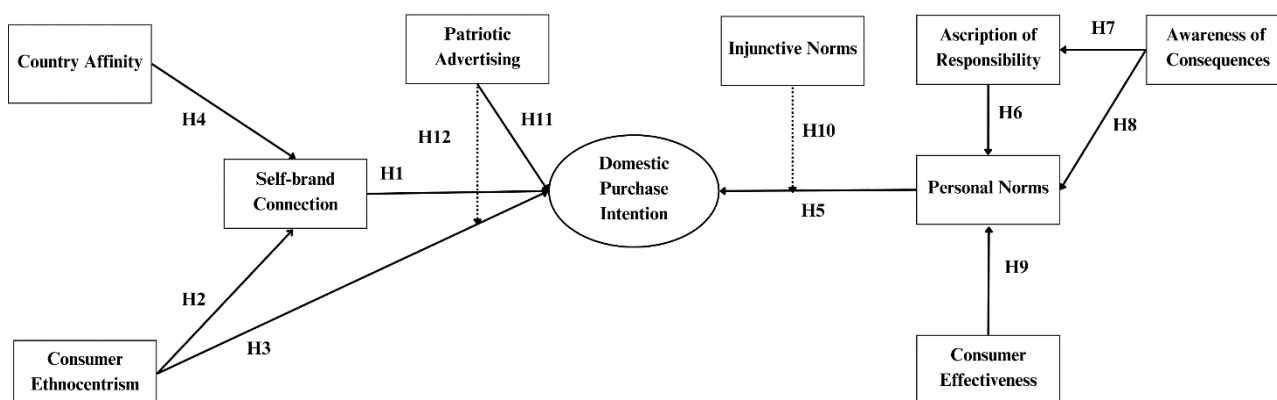


Figure 1: Proposed Model

III. MATERIAL AND METHODS

3.1. Participants and procedure

In this study, the research team conducted a survey targeting individuals aged 20 to 60 who are living and working across various cities in the country. The survey participants were selected based on their interest in the domestic automobile market, allowing for a more precise understanding of the factors influencing consumers' intention to purchase domestic cars in Vietnam.

Following the survey, the research team collected a total of 512 completed responses that met all necessary requirements in terms of information and answers. All responses were deemed valid for further data analysis. Descriptive statistics show that male respondents accounted for 54.7% (280 individuals), while female respondents made up 45.3% (232 individuals) of the total sample. Young consumers represented a significant proportion, with the 20-29 age group comprising 49.2%, followed by the 30-39 age group at 29.1%, whereas those aged 40 and above accounted for only 21.7%. Most survey participants had a high level of education, with 70.9% holding a university degree and 12.3% possessing a postgraduate qualification. Meanwhile, those with a high school diploma and college degree accounted for only 9.6% and 7.2%, respectively.

3.2. Measurement

All scales in this paper use a maturity scale and a 5-point Likert scale (ranging from 1, "completely disagree," to 5, "completely agree").

The measurement scales for the factors used in this study are adopted from previous research. Specifically, the scale for Consumer Ethnocentrism is derived from (Ouellet(Ouellet, 2007). The scale for Country Affinity is adopted from the study of(Bernard & Zarrouk-Karoui, 2014). The Awareness of Consequences scale is inherited from the research of Zhang et al. (2013). The Ascription of Responsibility scale is also based on the work ofZhang et al. (2013). Consumer Effectiveness scale follows the study ofKim & Choi (2005). The Personal Norms scale is drawn from the research ofZhang et al. (2013). The Injunctive Norms scale is adopted from the study ofMcDonnell et al. (2011). The scale for Patriotic Advertising is based on the research ofShetty et al. (2021). The Self-Brand Connection scale is inherited from the study ofEscalas & Bettman, 2003). Lastly, the Purchase Intention scale is derived fromRiefler (2012).

3.3. Data analysis

The data analysis process follows several steps:

Data Processing: The primary data collected from the survey is first cleaned by removing erroneous or incomplete responses that do not meet the requirements for analysis.

Data Encoding: The data is then encoded to facilitate input and analysis through statistical software.

After processing and encoding the data, the research team proceeds with data entry and analysis using SMART PLS 4.0 and SPSS 25.0. The study focuses on examining the impact of various factors on Vietnamese consumers' willingness to purchase domestically produced automobiles, including the moderating effects of specific variables.

Once the data has been collected and encoded, it is analyzed using multiple statistical tools, including Cronbach's Alpha for reliability testing, Composite Reliability (CR), Outer Loading, and Average Variance Extracted (AVE). Additionally, the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker Criterion are used to assess discriminant validity.

IV. RESULTS

4.1. Measurement model

The research results indicate that all variables have a Cronbach's Alpha coefficient greater than 0.6, ranging from 0.855 to 0.955, far exceeding the recommended threshold set by Robinson et al. (1991). Additionally, the Composite Reliability (CR) coefficients of the variables are all above 0.7, and in many cases exceed 0.8, aligning with the recommendations ofHair Jr et al. (2014), confirming the high reliability of the measurement scales.

Table 1: Scale Reliability Assessment Table

Factors	CronbachAlpha	Composite reality (rho_a)	Composite reality (rho_c)
AOC	0.920	0.924	0.943
AOR	0.930	0.930	0.950
CA	0.951	0.955	0.958
DPI	0.913	0.913	0.945
ETH	0.855	0.868	0.895
IN	0.860	0.953	0.911
PA	0.925	0.954	0.937
PCE	0.925	0.926	0.952
PN	0.900	0.901	0.931
SBC	0.908	0.910	0.928

Regarding convergent validity, the analysis of Outer Loadings and Average Variance Extracted (AVE) shows that most observed variables have loadings above 0.7, as suggested by Hock and Ringle (2010), except for PA4 (0.685). Furthermore, the AVE values of the factors range from 0.647 to 0.870, surpassing the 0.5 thresholds proposed by Fornell & Larcker (1981), indicating that the measurement scales achieve convergent validity.

Table 2: Average Variance Extracted (AVE)

Factors	Average Variance Extracted (AVE)
AOC	0.805
AOR	0.826
CA	0.716
DPI	0.852
ETH	0.630
IN	0.773
PA	0.653
PCE	0.870
PN	0.770
SBC	0.647

4.2. Structural Model

Collinearity Statistic (VIF) - Inner VIF

The Variance Inflation Factor (VIF) assesses the presence and degree of collinearity in the regression model. A lower VIF indicates a lower likelihood of collinearity issues. Ideally, VIF should be kept as low as possible (below 2) to ensure that multicollinearity does not occur. In this study, the VIF values of all independent variables are very low, specifically below 2, indicating that the dataset does not violate the assumption of multicollinearity.

Hypothesis Testing

The VIF analysis confirms that all independent variables in the model have $VIF < 2$, ensuring that multicollinearity is not an issue. Hypothesis testing was conducted using the Bootstrapping method, with a significance threshold of $p\text{-value} < 0.05$ and $T > 1.96$ to determine statistical significance. The results indicate that 9 out of 12 hypotheses were supported.

Specifically, factors such as Self-Brand Connection, Consumer Ethnocentrism, Personal Norms, Awareness of Consequences, Consumer Effectiveness, and Patriotic Advertising all have either direct or indirect positive impacts on the intention to purchase domestic cars. However, some hypotheses, particularly the moderating roles of Injunctive Norms and Patriotic Advertising in the relationship between Self-Brand Connection and Purchase Intention, were not statistically significant and were rejected. The findings highlight that individual psychological factors and perceptions of domestic value play a crucial role in shaping purchase intention for domestic cars, while some moderating variables do not have a significant impact.

Conclusion, H1, H2, H3, H5, H6, H7, H8, H9, and H11 were statistically significant, confirming the positive effects of factors such as Self-Brand Connection, Consumer Ethnocentrism, Personal Norms, and Awareness of Consequences

on Purchase Intention. H4, H10, and H12 were rejected as they did not meet the required p-value and T-value thresholds.

Table 3: Hypothesis Testing

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (O/STDEV)	P values	
H1: Self-brand connection positively influences consumers' domestic purchase intention	0.305	0.308	0.046	6.677	0.000	Support
H2: Consumer ethnocentrism positively influences self-brand connection.	0.545	0.545	0.036	15.04	0.000	Support
H3: Consumer ethnocentrism positively influences domestic purchase intention.	0.092	0.088	0.045	2.023	0.043	Support
H4: Country affinity negatively influences consumers' self-brand connection with domestic brands.	0.225	0.226	0.035	6.364	0.000	Non-Support
H5: Personal norms positively influence domestic purchase intention.	0.426	0.424	0.044	9.625	0.000	Support
H6: Ascription of responsibility positively influences consumers' personal norms.	0.305	0.306	0.043	7.073	0.000	Support
H7: Awareness of consequences positively influences consumers' ascription of responsibility.	0.606	0.606	0.036	16.624	0.000	Support
H8: Awareness of consequences positively influences consumers' personal norms.	0.366	0.364	0.046	7.931	0.000	Support
H9: Consumer effectiveness positively influences consumers' personal norms.	0.317	0.318	0.041	7.773	0.000	Support
H10: Injunctive norms positively moderate the relationship between personal norms and domestic purchase intention.	-0.053	-0.052	0.032	1.651	0.099	Non-Support
H11: Patriotic advertising positively influences domestic purchase intention.	0.115	0.115	0.025	4.595	0.000	Support
H12: Patriotic advertising positively moderates the relationship between self-brand connection and domestic purchase intention.	-0.055	-0.059	0.045	1.216	0.224	Non-support

V. DISCUSSION

Personal Norms

The study results indicate that personal norms have a direct and positive impact on the intention to purchase domestic cars ($\beta = 0.426$). When individuals feel a responsibility to support domestic products, they are more likely to choose locally manufactured cars. This finding aligns with Norm Activation Theory (NAT), which suggests that personal norms are activated when individuals recognize the consequences of their actions and feel responsible for them.

According to the (Cổng thông tin điện tử Bộ Công Thương, 2020), 17% of Vietnamese consumers exclusively purchase domestic products, while 59% frequently choose them when available. This suggests that beyond quality and price, personal norms also play a crucial role in purchase decisions. National pride and a sense of responsibility for the country's economic development serve as key motivators for domestic purchases.

Hùng & Thắng (2024) report further supports this finding, revealing that 82% of Vietnamese consumers prioritize domestic products, even when their price and features are not superior. This reflects a deep connection between consumer behavior and national values, where buyers are aware of the economic and social impact of their purchasing decisions.

Self-Brand Connection

Self-brand connection has a positive impact on the intention to purchase domestic cars, with a Beta coefficient of 0.305. When consumers feel that a domestic car brand reflects their values and personal identity, they are more likely to choose that brand. This is because local brands have a deeper understanding of Vietnamese consumers' needs, habits, and economic conditions. For example, domestic car models like VinFast are optimized for local traffic conditions, from size adjustments to flood-resistant features. Additionally, national pride plays a significant role in purchasing decisions. Many consumers are motivated to support "Made in Vietnam" brands as a way to express patriotism and contribute to the growth of the national economy.

Patriotic Advertising

Patriotic advertising also has a positive impact on the intention to purchase domestic cars, but with a Beta coefficient of 0.115, its influence is relatively modest. While such advertisements can evoke national pride and strengthen connections with domestic brands, consumers still prioritize rational factors such as quality, features, and price. In the automobile industry, product quality remains the key deciding factor. If domestic cars fail to meet consumer expectations, patriotic advertising may only increase brand awareness rather than drive actual purchases. In reality, imported cars continue to dominate a significant share of the market because consumers perceive them as more reliable and high-quality choices.

Ascription of Responsibility

The research findings indicate that ascription of responsibility has a positive impact on personal norms regarding domestic car purchases, but the effect is moderate ($\beta = 0.305$). When individuals feel responsible for the national economy, they tend to adjust their mindset to align with that responsibility. However, not everyone considers this a top priority. Those with strong patriotic values may view buying domestic cars as a duty, whereas those who prioritize personal benefits (such as quality, price, and technology) do not consider it a core factor in their decision-making.

Awareness of Consequences

Awareness of consequences has a significant impact on individual perceptions of purchasing domestic cars ($\beta = 0.366$). When consumers clearly understand the negative consequences of not buying local cars—such as business struggles, a weakening automotive industry, and job losses—they are more likely to perceive purchasing domestic cars as a meaningful act that benefits the community and the economy. This aligns with previous studies on environmentally friendly behaviors, which suggest that when consequences are clearly recognized, consumers are more inclined to change their behavior accordingly.

Perceived Consumer Effectiveness

Perceived consumer effectiveness has a positive impact on personal norms ($\beta = 0.317$), indicating that when consumers believe their purchasing behavior makes a real impact, they tend to adhere more strongly to their personal norms. This factor is reinforced by media, policies, and economic contexts, such as the "Vietnamese people prioritize Vietnamese goods" campaign or the impact of the COVID-19 pandemic, which encouraged consumers to support local businesses. However, the influence is not too strong since personal norms are shaped by multiple factors. Some consumers view buying domestic products as a rational choice rather than a moral responsibility, prioritizing quality and price over economic contributions. Additionally, individuals influenced by global consumer trends may be less concerned about the effectiveness of buying domestic products compared to those with strong patriotic values.

Consumer Ethnocentrism

Consumer ethnocentrism has a positive impact on the intention to purchase domestic cars, but the effect is weak ($\beta = 0.092$). Despite its limited influence, this factor still contributes to purchase decisions, reflecting a psychological preference for supporting domestic products.

VI. CONCLUSION & IMPLICATIONS

This study focuses on factors related to consumers' personal responsibility and the external influence of patriotic advertising on their intention to purchase domestic automobiles. However, a key limitation of this research is its emphasis on social factors while overlooking personal benefits that consumers may consider in their decision-making process. Overall, the findings suggest that while consumers acknowledge their responsibility toward the community, personal benefits still take precedence. Therefore, future research should adopt a more comprehensive approach by simultaneously examining both groups of factors—perceived social responsibility and personal benefits—to better understand their differential impact on consumers' purchase intentions.

Research indicates that personal norms play a crucial role in shaping consumers' intention to purchase domestically produced vehicles. This suggests that domestic automotive enterprises should focus on establishing and promoting a strong societal trend of supporting local car brands. One of the most effective ways to achieve this is through marketing campaigns that emphasize national pride and social responsibility.

Utilizing advertising messages linked to social benefits can enhance consumer awareness and goodwill toward domestic products. For instance, companies can implement initiatives similar to Xanh SM's model, where a small portion of each transaction is donated to community support funds. This not only improves the brand's reputation but also gives customers a sense of participating in a meaningful cause. Furthermore, to increase the emotional value of these contributions, businesses can introduce recognition programs such as personalized thank-you letters, online honor boards, or special vehicle markings for customers who partake in such campaigns.

Additionally, social media communication plays a key role in shaping consumer norms regarding domestic car purchases. Companies can leverage digital platforms to spread their message through interactive campaigns, such as hashtag challenges, customer experience-sharing videos, or collaborations with influencers to tell compelling brand stories. By combining entertainment with educational content, businesses can ensure that consumers absorb information naturally, thereby increasing awareness of the benefits of supporting local automotive brands.

Beyond marketing strategies, domestic car manufacturers should also align product development with the growing trend of sustainable consumption. VinFast's shift to electric vehicles and its decision to discontinue gasoline cars from 2022 is a prime example of how companies can position themselves in the global movement toward carbon reduction. Thus, developing electric vehicle models with incentives such as old-to-new trade-in programs, free maintenance for an initial period, or integrating energy-efficient technologies can make local products more appealing to consumers. At the same time, establishing or contributing to environmental funds—such as VinFast's Green Future Fund—can further strengthen the company's image as a socially responsible brand.

Moreover, pricing and distribution strategies should be optimized to improve accessibility for consumers. Vietnamese buyers tend to compare prices and perceived value between local and imported products, making it essential for businesses to introduce flexible financing options, such as installment plans, loyalty discounts, or test-drive programs to reduce decision-making anxiety. Expanding experiential showrooms, particularly in major shopping centers, or partnering with car rental services to allow customers to test vehicles before purchasing are also effective approaches to boosting brand awareness and consumer confidence.

In conclusion, to drive consumer intention toward domestic car purchases, businesses need a comprehensive strategy that focuses on building a socially responsible brand image, leveraging digital communication for awareness, aligning product offerings with sustainable consumption trends, and optimizing pricing and distribution channels. The integration of these elements not only enhances the competitiveness of domestic vehicles but also contributes to

fostering a long-term, sustainable, and nationally proud consumer culture.

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