Bơ ông Hoàng
Từ 1990

MKTG1418

MARKETING INTELLIGENCE

CLIENT PROJECT TEAM REPORT

Group: 01
Team **AvoCANDO**
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I. EXECUTIVE SUMMARY

This report focuses on reflecting Vietnam's market research for Bơ Ông Hoàng (BOH) - a Bình-Phước-based premium organic avocado brand seeking suitable marketing investments in reaching its business-to-consumer (B2C) consumers. The objective is to identify BOH's suitable consumer segments via characteristics, behaviors and perceptions, which can then form corresponding marketing strategies for efficient awareness-raising.

Therefore, background research is performed on Vietnamese agriculture industry, fresh-fruit shopping, consumption and communication behaviors. Afterward, descriptive, exploratory and causal research methods are applied to describe consumers' characteristics and behaviors, explore their perceptions and investigate the cause-and-effect relationship between these factors. To do this, qualitative and quantitative data are collected via primary sources with online/face-to-face surveys and in-depth interviews. The target population includes consumers aged 25-55 with a monthly household income of above VND 25M, consuming fresh fruits at least three times a week and purchasing them at least once a week, in which the planned sample size is 724 and the actual is 834. The sample is obtained via convenience, judgment and quota sampling methods.

Based on data analysis, age, alongside other variables, have significant relationships with purchase willingness. Correspondingly, two clusters with high purchase willingness are determined: Freshie (25-34) and Safetie (35-55). While Freshie are younger with active fresh fruit consumption, Safetie are older with high consciousness for fruits' origin. Nevertheless, both prioritize fresh fruits' safety, taste and good value with main information sources including Facebook, Zalo, Google search, retail stores and word-of-mouth (WOM). Moreover, although they consider BOH's brand name "high-quality" and "expensive", they think of its trademark as "funny" and "cute" with estimated price of only VND 65K/kg, mismatching BOH's premium image.

Further explanations will be presented in the report to help BOH identify its target segments for suitable online and offline marketing investments in reaching its B2C market.

II. ASSIGNMENT 1 RECAP

1. BOH Situation Brief

BOH is best known for its organic avocados with **innovative cultivation processes**. Priced at VND 95K/kg (Thanh 2022), BOH's Mã Dưỡng avocados have **premium quality**, meeting export standards and high traceability. Thus, BOH has received multiple awards for its performance and an annual 8-billion-VND avocado sales profit (Thien Nong Farm 2022).

Beginning as a business-to-business retailer, BOH relies mainly on its partners' offline stores (Nam An market, Food3Sach, etc.), social media and e-commerce (Tiki, Lazada, etc.) to reach consumers. Consequently, BOH **lacks direct end-users communication**, hindering its exposure and presence among Vietnamese consumers. Moreover, BOH's online channels are significantly unengaging and generic, mostly about farming technologies and qualifications, indicating low potential to reach end-users (Figure 1 & 2). Hence, **further market research is needed** to enhance BOH-consumers communication, in which its **management decision problem is to identify suitable marketing investment to communicate with B2C consumers**.

Figure 1. *BOH's Facebook is generic and lacks resonated content to engage with B2C consumers (Facebook 2022)*

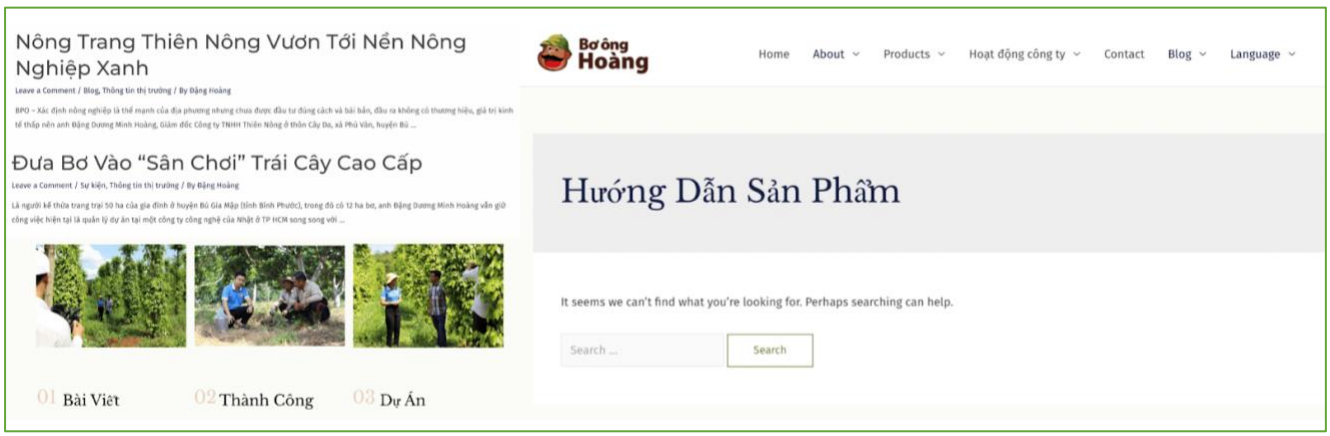

Figure 2. *BOH's website mainly focuses on the company's activities while abandoning product promotions and content (BOH 2022)*

2. Research Background

a. Vietnam's Agricultural Trends

With COVID-19 logistic disruption hindering consumers' approach, local farmers began to **digitalize** by selling independently on e-commerce platforms, which was highly received among consumers (Vietnam Plus 2021). For its convenience, this "**farm-to-home**" trend persists even post-pandemic as a significant market trend with a 268% increase in farmers' online presence, including avocado retailers (Thanh Nien 2020).

b. Consumption and Shopping Trends

Besides emerging online distributions, consumption shifts toward **organic products** due to increased post-pandemic **health concerns** (Vietnam News 2022). Particularly, search volume for "organic food" increased by 30%, with 79% of Vietnamese consumers willing to pay more for organic products (Nguyen 2021; Tran and Nguyen 2021). Moreover, the unprecedentedly growing avocado consumption following post-pandemic healthy lifestyles facilitates brands to dive in (TRIDGE 2020; Karst 2021). However, with more authentic experiences, **physical retailers still hold more credibility** among consumers (Vietnam Credit 2021).

c. Communication Behaviors

Vietnamese consumers are highly active online, with over 6 hours daily on social media (Kemp 2022). In fact, nearly 98% of Vietnamese own at least one social media account, notably **Facebook and Zalo** (Kemp 2022). Meanwhile, 85.2% reported discovering new brands on at least one social platform (Kemp 2022). Facebook, with 69.79%, is also the main channel for brands' website traffic referrals thanks to its huge audience base and wide advertising reach.

d. Research Background Limitations

Due to **time limit** and **resource unavailability**, the aforementioned research is yet to define BOH's avocado consumer personas and behaviors for suitable decisions on marketing investments, which are to be identified in this research.

3. Research Problem Statement

Based on BOH's research limitations and symptoms of **generic communication and content**, two problems are assumed. First, BOH **cannot specify its target consumers** as lacking information on their characteristics, purchasing and communication behaviors, as well as perceptions of general avocados and BOH. This leads to the second problem: BOH's **inability to choose appropriate marketing tactics** for its marketing investment.

Accordingly, two research problem statements are proposed. First, to **identify different potential avocado consumer segments** for BOH via the relationships between consumers' characteristics and

purchasing, communication behaviors, as well as their perceptions of general avocados and BOH. Correspondingly, the research is to **discover marketing channels and tactics** fitting the identified segment(s) for marketing investment decision-making.

4. Unit of Analysis and Research Variables

To **describe** BOH's target consumer traits, behaviors while **discovering their influences** on purchase, consumption and communication preferences, independent and dependent variables are utilized.

Unit of analysis	Independent variables	Dependent variables
Individual consumer	*Demographics:* • Age • Gender • Marital status • Occupation • Income • Education level *Geographics:* • City/Area	• Consumption and purchasing frequency • Monthly fresh fruits spending Purchasing channel • Digital communication channel • Information source • Level of importance regarding safety/sustainable method/international standard
	Dietary and cuisine behaviors and preferences: • Dietary routines/knowledge/behaviors • Level of Western-style cuisine • Importance of healthy eating • Considering criteria • Willingness to track origin/trace/cultivation method/technology • Top-of-mind brands • Top-of-mind brands' purchasing frequency	• New agricultural brands' purchase willingness

Meanwhile, several variables are to **describe** and **explore** consumers' awareness, perceptions and attitudes of general avocados and BOH avocados.

Unit of analysis	Type of variable	Research variables
Individual consumer	General avocados awareness, perceptions and attitudes	• Avocado perception/knowledge • Interests in avocados farming methods

		• Avocados brands discovery and perception • Paying willingness • Avocados purchase criteria
	BOH avocados awareness, perceptions and level of interest	• Impressions about BOH's brand name and trademark • Desired information • Paying willingness for BOH avocados • Avocados purchase criteria *For consumers having purchased BOH:* • BOH avocados evaluation • BOH avocados satisfaction *For consumers having not purchased BOH:* • Interest in BOH avocados • BOH avocados purchasing likelihood • BOH avocados' concerns

5. Research Objectives and Questions

Research objectives	Detailed questions

1. To identify the influences of consumers' demographics on fresh fruit consumption & purchase, communication channels and information sources	• What are their **demographics** (age, gender, occupation, income, marital status, education level)?
	• Which **city/area** do they live in?
	• **How often** do they **consume** and **purchase** fresh fruits?
	• How much do they **spend** monthly on fresh agricultural products?
	• Which **channel** do they often go to when buying fresh agricultural products?
	• What **digital communication platforms** are they most active on?
	• What are their main **information sources** for fresh agricultural product brands?
	• How **important** is fresh fruits' safety/sustainable method/international standard to them?
	• How do their **demographics affect:**
	  ○ Their fresh fruit **consumption and purchase frequency**?
	  ○ Their average monthly **spending** on fresh agricultural products?
	  ○ Their preferred **channels** for buying fresh agricultural products?

	○ Their most active **digital communication channels**? ○ Their most preferred **information sources** for fresh agricultural product brands? • Their **importance level** for fresh fruits' safety/sustainable method/international standard?
2. To determine the influences of consumers' dietary and cuisine behaviors on their willingness to buy a fresh agriculture product brand	• How are their **dietary routines, knowledge** and **behaviors**? • To what **extent** are their diets **Western-styled**? • How **important** is **healthy-eating** to them? • What are their **criteria** for choosing **fresh fruits**? • To what extent are they **willing** to track fresh fruits' origin/trace/cultivation method/technology? • What are their **top-of-mind** fresh agricultural **brands**? **How often** do they buy from these brands? • How do their **dietary and cuisine behaviors affect** their **willingness** to try a new fresh agriculture product brand?
3. To assess and measure consumers' awareness, perceptions and attitudes toward general avocado brands	• What is their **perception** of avocados? • What is their **knowledge** of avocados? • How **willing** are they to learn more about avocado **farming process**? • How **willing** are they to **pay** more for organic avocados? • If they already experienced an avocado brand, what are their **discovery** and **perception**? • How much are they **willing to pay** for different avocados types? • What criteria are used to determine these avocados' pricing?
4. To assess and measure consumers' awareness, perceptions and levels of interest in BOH avocados	• Have they **heard** about BOH **before**? If yes, **where** did they hear about it? • What **impression** do they have of BOH's brand name and trademark? **Why**? • What **information** do they wish to know more? **Why**? • How much are they **willing to pay** for BOH avocados? • What criteria are used to determine BOH's avocados' pricing? *For consumers having purchased BOH:* • What is their **evaluation** of BOH avocados? **Why**? • What is their **satisfaction** toward BOH? *For consumers having not purchased BOH:* • To what extent are they **interested** in BOH? • How **likely** are they to buy BOH? Why? • What are some **concerns** they may have for BOH?

III. RESEARCH DESIGN

To guide the whole research project, BOH's **Research Design Framework** is proposed below.

Research Objective	Nature of problem	Data source	Data type	Data collection	Communication techniques
1.To identify the influences of consumers' demographics on fresh fruit consumption & purchase, communication channels and information sources	Descriptive & Causal	Primary	Quantitative & Qualitative	Survey In-depth interview	Online and/or Face-to-face
2.To determine the influences of consumers' dietary and cuisine behaviors on their willingness to buy a fresh agriculture product brand					
3.To assess and measure consumers' awareness, perceptions and attitudes toward general avocado brands	Descriptive & Exploratory				
4.To assess and measure consumers' awareness, perceptions and levels of interest in BOH avocados					

Figure 3. *5 sub-steps of Research Design for BOH's market research project*

1. Research Design

Considering high possibilities of **demographics influencing consumer behaviors**, objective 1 is to discover the impacts of consumer traits on fresh fruit consumption (Kumar and Kumar 2019). This can be achieved through **causal research** to understand the cause-and-effect relationship between consumers' traits (independent variables) and consumption patterns, communication channels and information sources (dependent variables) (Qualtrics n.d.). However, as BOH has yet to define its target audiences, **descriptive research** is first applied to determine consumers' traits, collecting both **qualitative and quantitative data** to fully acknowledge their behaviors (McCombes 2022).

Following demographics and characteristics research, objective 2 further investigates the **effects of consumers' dietary preferences on purchase willingness** (Qualitrics n.d.). Similarly, **descriptive and causal research** is applied. Particularly, individuals' dietary and cuisine preferences are first defined to study their influences on agricultural products' purchase willingness. While **qualitative data** is used for dietary knowledge, preferences and behaviors, **quantitative data** can reflect the intensity of their impacts on purchase willingness. Specifically, Likert scale is utilized to explore expressed attitudes and their influencing levels on purchase likelihood (Vinney 2019).

Meanwhile, with lacking information on consumers' attitudes, objectives 3 and 4 seek to assess their **awareness, perceptions and attitudes towards general avocado brands and BOH**. Besides using **descriptive research** to collect the above data, **exploratory research** with open-ended questions is

utilized to collect **quantitative and qualitative data**, thus fully representing consumers' opinions (George 2022; Vigroux 2019). Through these objectives, BOH can leverage consumers' insights and brand differentiators for better communication.

2. Data Collection

a. Data Collection Methods

A combination of **survey** and **in-depth interview** is applied throughout. Specifically, survey is a cost-efficient method for describing and gaining insights from large populations via scrutinized questionnaires (Nayak and Narayan 2019). Covering a large scale, survey has greater statistical power for time-saving numerical data conversion and statistical analysis (Jones et al. 2013). Additionally, survey anonymity can avoid socially desired answers, thus encouraging more accurate responses (DeFranzo n.d.).

However, survey's fixed questionnaires can prevent probing and leading questions (Nayak and Narayan 2019). Therefore, in-depth interview is employed to uncover consumers' detailed purchasing behaviors, awareness, attitudes and perceptions toward general avocados and BOH. By focusing on each research objective to obtain respondents' feelings, experiences and perspectives, in-depth interview can capture highly valuable consumer findings (Reddy n.d.; CFR n.d.).

b. Data Source

Aiming to identify BOH's target consumers, up-to-date and authentic **primary data** is crucial for accurate information gathering (Formplus Blog 2022). Collected from original sources, primary data can tackle research objectives precisely with direct answers to research questions (Prasanna 2022). Moreover, since BOH avocados are mostly distributed to Ho Chi Minh-based retailers, BOH can investigate specific potential consumers from major cities via primary source (Formplus Blog 2022).

c. Communication Techniques

Three communication techniques are utilized: **face-to-face, online** and **questionnaire tool**. First, face-to-face, with the highest physical interaction, offers more space for open-ended questions and visual/physical aids to support the interviewing experience (Doyle n.d.). By allowing interviewers to adjust the interview based on interviewees' body language or responses, face-to-face ensures higher response rate and data quality (DeFranzo n.d.). In BOH's case, this technique is convenient and effective for RMIT undergraduates to collect data from acquaintances. Simultaneously, online execution can ensure safety, flexibility and convenience. Though not as interactive, it is the best for solving time, cost and distance issues while ensuring smooth data collection processes (Lefever et al. 2007). To record responses effectively, Qualtrics questionnaire is leveraged thanks to its accessible online format, survey design, SPSS data export and user-friendly interface to assist the questionnaire-filling process such as uncompleted answers notifications (Qualtrics n.d.).

d. Data Analysis Techniques

To process qualitative and quantitative data, **NVivo** and **SPSS** are used simultaneously. First, NVivo can process qualitative data by serving different data types and languages, organizing and visualizing them by theme and case while sharing them with other researchers (Dollah et al. 2017). In this research, NVivo's autocoding is applied to analyze and cluster qualitative data, especially those affecting purchase willingness and BOH perceptions.

Meanwhile, SPSS can analyze quantitative data by offering suitable graph types matching each data analysis requirement for easier BOH's cause-and-effect relationship visualization, thus extracting in-depth insights (William 2022).

e. Data Collection Procedure

Questions are asked **from general to specific**, providing a clear context for more accurate and reliable answers. Furthermore, positive questions are asked before negative ones to avoid biased responses, similarly to unaided questions before aided ones to ensure authentic and unaffected responses (Wallace n.d.).

Part A: Pre-interview	**A1: Demographics, general consumption and purchase, communication channels (Q1-9B) - Objective 1** ***Fixed alternatives*** *questions* • **Nominal:** Demographic (location, gender, occupation, marital status) • **Ordinal:** Demographic (age, income, education level) Frequency of fresh fruit consumption and purchase Frequency of communication channel usage **A2: Fresh fruit spending, purchasing channels, information sources alongside general dietary/cuisine knowledge and behaviors (Q13-27) - Objective 1 & 2** ***Fixed alternatives*** *and* ***open-ended*** *questions* • **Nominal:** Dietary/Fresh agricultural product behaviors and knowledge Top-of-mind fresh fruit brands Information sources • **Ordinal:** Expenditure on fresh fruits Percentages of purchasing channels Importance (healthy eating, fresh fruit consideration factors) Frequency of fresh fruit brand usage Fresh fruit criteria importance Agreement (statements of fresh fruit consumption and purchase) • **Interval:**

	Western-styled diet usage **A3: Avocado knowledge and behaviors (Q28-29) - Objective 3** ***Fixed alternatives*** *questions* • **Ordinal:** Agreement (statements of avocado perceptions, knowledge and consumption)
Part B: In-depth interview	**Objective 3 (Q30-36)** ***Open-ended*** *questions are utilized to fully represent consumers' perceptions towards avocado brands on the market.*
Part C: Evaluation of BOH	**Objective 4 (Q36-56)** ***Fixed alternatives*** *and* ***open-ended*** *questions* • **Nominal:** Awareness, impression, concerns about BOH Information sources • **Ordinal:** Level of satisfaction, interest and willingness to buy BOH Price willing to pay for BOH

3. Sampling Plan and Method

As age and monthly household income are required, **population clustering of age and household income level** will be calculated.

a. Target Population

25-55 Vietnamese with at least VND 25M monthly household income is this research's target population. There are 29.5M Vietnamese households, of which 28% have monthly household income above VND 25M (Helgi Library 2022; Statista 2022). On average, each household has **1.46 members** aged 25-55 (TCTK 2020). Therefore, **the estimated population size** is **12,059,600 people** (Appendix 1). Since researchers are unable to acquire any legitimate population lists, no sampling frame is used.

b. Sample Size

- **Proposed Sampling Plan**

The research applies **Yamane Sampling Calculation Formula** to calculate the population's sample size (Classgist 2022), which has approximately **400 respondents** with **e (Degree Of Error Expected) = 0.05**.

There are **362** RMIT enrolments in the Marketing Intelligence course, and each must conduct at least two interviews (Appendix 2). Hence, the **planned sampling size** is **724**, with qualified outcomes to minimize numerical errors.

- **Actual Sampling Plan**

The actual sample size is **834 usable responses** - 110 higher than expected.

c. Sampling Methods

Non-probability sampling is used with 3 methods:

- **Convenience sampling:** Contact two convenient respondents such as friends, family and coworkers.
- **Quota sampling:** As the research expects 100% of respondents are aged 25-55 with monthly household income of VND 25M+, quota sampling is applied. Specifically, non-proportional quota is chosen since the total population does not reflect the same proportion.
- **Judgment sampling:** To avoid individuals aged under 25 or with income below VND 25M, judgment sampling is used to assume the respondents' age and income from their occupation, which is not among the research's population.

d. Sampling Errors

- **Population Specification Error:** Due to lacking secondary research about premium organic avocado users, this research can have ill-defined population, minimized by calculating population based on Vietnam's number of households, age percentage and monthly household income.
- **Random Sampling Error** from interviewees who randomly answer or do not focus through survey, telecall and focus group.

$$n = \frac{N}{1 + N(e^2)}$$

N = Population of interest = 12,059,600
n = Actual sample size = 834
→ e = Random sampling errors = 3.46%

With an error margin of 5%, a 3.46% random sampling error is low, indicating accurate results as actual sample size is fairly compatible with calculated population.

- **Selection (Non-response) Error** from interviewees who are unwilling to finish or skip the questions (Zahid and Shabbir 2018).

$$Non - response\ error = \frac{planned\ sample\ size - actual\ sample\ size}{planned\ sample\ size}$$

As planned sample size is smaller than actual sample size (724<834), non-response error does not exist.

IV. ANALYSIS AND FINDINGS

1. Consumer Overview

a. Demographics

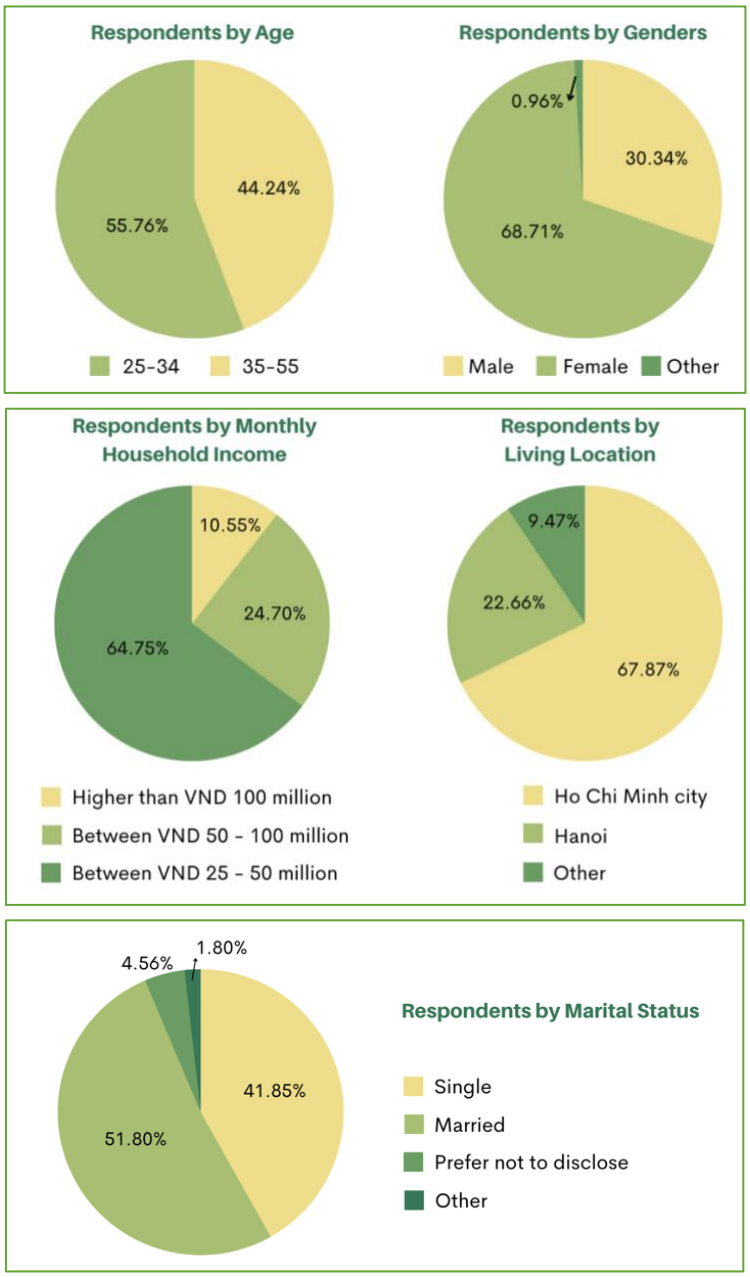

Figure 4. *Respondents by their Demographics (Age, Gender, Income & Location)*

Among 834 respondents, 55.76% are 25-34, whilst 44.32% are 35-55, implying insights collected will favor the 25-34 segment due to sampling biases. Notably, **female** respondents dominate males (68.71% vs 30.34%), with more **married** individuals (51.80%). Moreover, most respondents are from **big cities** (67.87% - HCMC, 22.66% - Hanoi), with wide monthly income range of VND 25-100M. Specifically, the **middle-high income** group (VND 25-50M) (BMI 2021) - BOH's target audience, accounts for 64.75%, indicating huge potential for BOH to acquire them.

b. Fresh Fruit Consumption

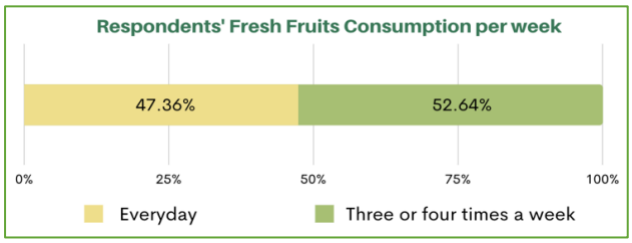

Figure 5. *Respondents by their weekly fresh fruit consumption frequency*

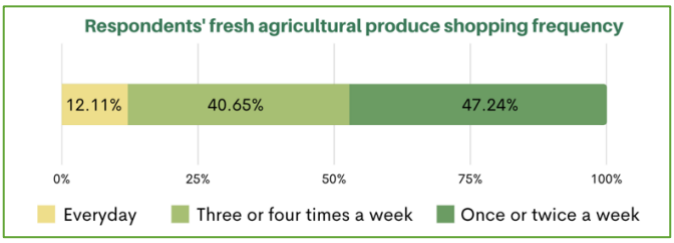

Figure 6. *Respondents by their weekly fresh fruit purchase frequency*

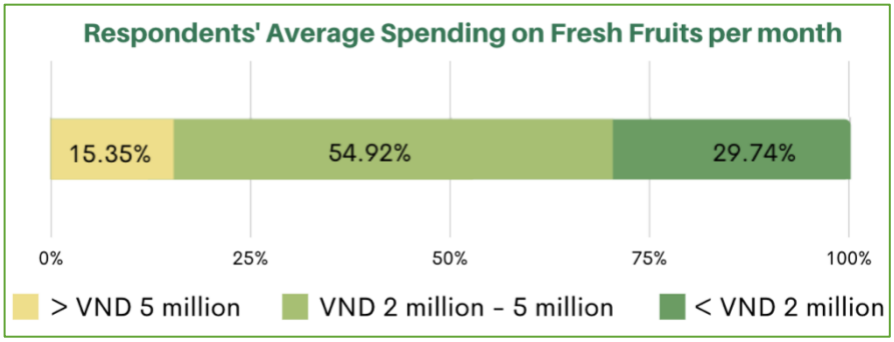

Figure 7. *Respondents by their monthly spending on fresh fruits*

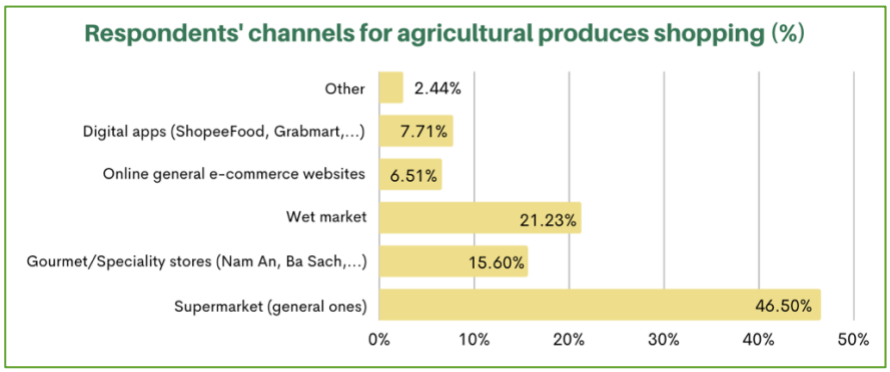

Figure 8. *Respondents by fresh fruit purchasing channels*

Most consume fresh fruits **3-4 times** (52.64%) and shop for them **1-2 times** weekly (47.24%) with roughly **VND 2-5M** in expenditure (54.92%). Notably, traditional fresh fruit shopping channel - **supermarket** is favored (46.50%), while gourmet/specialty stores and e-commerce - BOH's B2B distribution channels only account for 15.60% and 6.52%.

2. Significant Relationships (Hypothesis Testing)

Age and monthly income *can have significant influences on variables (Meng and Oka 2021). Hence, the subsequent hypotheses are tested.*

Hypothesis 1 (H1): Age and monthly household income have significant influences on monthly average fresh fruit spending

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.032	.122		8.447	<.001
	Age	.184	.046	.140	3.973	<.001
	Monthly Household Income	.152	.034	.157	4.468	<.001

a. Dependent Variable: Average spending for fresh agricultural products

Figure 9. *Multiple Regression outputs: Age, Monthly household income with Monthly average fresh fruit spending*

Age and monthly household income both have considerable effects on monthly fresh fruit spending (p-value<0.05). Additionally, as b1 and b2 slopes are positive, **older and/or wealthier consumers tend to have higher monthly average fresh fruit spending**.

Hypothesis 2 (H2): Age has significant influences on communication channels' usage frequency

Correlations

			Age	Youtube	Zalo	Facebook	TikTok	Instagram
Spearman's rho	Age	Correlation Coefficient	1.000	-.256**	.276**	-.130**	-.477**	-.652**
		Sig. (2-tailed)	.	<.001	<.001	<.001	<.001	<.001
		N	834	834	834	834	834	834

Figure 10. *Spearman's correlation outputs between Age and 5 digital communication channels*

Spearman's correlation shows a significant relationship between consumers' age and usage frequencies of the mentioned platforms. With p-value<0.05 and correlation coefficient<0, the age-frequency relationship for Facebook, Instagram, YouTube and TikTok is significant and negative, implying **younger consumers are more active on these platforms,** while **older ones tend to use Zalo more often** due to the positive coefficient.

Hypothesis 3 (H3): Age has significant influences on fresh fruit purchasing channels

Correlations

			Age	Supermarket (general ones)	Gourmet/Specialty stores (e.g., Nam An, Ba Sach, Green Food, Soi Bien, Bac Tom)	Wet market	Online general e-commerce websites	Digital apps such as Shopee Food, Grab Mart, Baemin Mart, Tiki Ngon	Other
Spearman's rho	Age	Correlation Coefficient	1.000	-.052	.013	.121**	-.050	-.261**	.056
		Sig. (2-tailed)	.	.136	.702	<.001	.146	<.001	.108
		N	834	834	834	834	834	834	834

Figure 11. *Spearman's correlation outputs between Age and Fresh fruit purchasing channels*

Spearman's correlation indicates significant impacts of age on purchasing platform selections. Particularly, with p-value<0.05, age has strong impacts on consumers' selection of wet markets and digital apps. Considering **digital apps'** negative coefficient, **younger consumers are more likely to purchase here**, while **older ones opt for wet markets,** based on its positive coefficient. Meanwhile, age has no considerable effect on other selections.

Hypothesis 4 (H4): Age has significant influences on consumers' food safety preferences

Correlations

			Age	It is important for me that the fresh produce I bought is safe for consumption	It is highly important that the fresh produce I buy is farmed using sustainable methods	It is important to me that the fresh produce I bought meet international standards for organic or safety
Spearman's rho	Age	Correlation Coefficient	1.000	.088*	.045	.096**
		Sig. (2-tailed)	.	.011	.195	.006
		N	834	834	834	834

Figure 12. *Spearman's correlation outputs between Age and 3 important factors about food safety preferences*

With p-value<0.05, age significantly affects consumers' food safety preferences, particularly "safe for consumption" and "meeting international standards for organic or safety". Since their coefficients are positive, **older consumers are likelier to prioritize safe consumption and international standards**.

Furthermore, ***significant independent variables*** *possibly impacting respondents' purchase willingness are tested in the hypothesis below.*

Hypothesis 5 (H5): Dietary routines have significant influences on consumers' purchase willingness

Correlations

		Purchase Willingness	Keto Diet	Clean Eat	Raw	Low Carb	Vegetarian	Ohsawa	Intermittent Fasting	Eat only one or two meals, fasting for 16 hours a day (including sleeping time at night)
Purchase Willingness	Pearson Correlation	1	.012	.100**	.064	.057	.087*	.063	.012	.002
	Sig. (2-tailed)		.729	.004	.064	.101	.012	.068	.721	.965
	N	834	834	834	834	834	834	834	834	834

Figure 13. *Pearson's correlation outputs between Dietary routines and Consumers' purchase willingness*

As p-value<0.05, clean eaters and vegetarians have higher purchase willingness. With a positive Pearson correlation, **the more eaters are involved in clean eating and vegetarian diets, the more likely they are to buy new fresh fruit brands.**

Hypothesis 6 (H6): Perceived level of importance of healthy eating has significant influences on consumers' purchase willingness

Correlations

		Purchase Willingness	Healthy Eating Importance Level
Purchase Willingness	Pearson Correlation	1	.109**
	Sig. (2-tailed)		.002
	N	834	834

Figure 14. *Pearson's correlation outputs between Healthy eating importance level and Consumers' purchase willingness*

Perceived importance of healthy eating among consumers can have significant influences on their purchase willingness (p-value<0.05). Due to positive correlation, **consumers with higher prioritization for healthy eating are more likely to buy new fresh fruit brands.**

Hypothesis 7 (H7): Brand factors have significant influences on consumers' purchase willingness

Correlations

		Purchase Willingness	Country of origin	Product packaging	Taste	Organic farming	Brand reputation being widely known/popular	Good value (the right price for the product value)
Purchase Willingness	Pearson Correlation	1	.117**	.035	.070*	.160**	.162**	.066
	Sig. (2-tailed)		<.001	.315	.043	<.001	<.001	.056
	N	834	834	834	834	834	834	834

Figure 15. *Pearson's correlation outputs between 6 brand factors and Consumers' purchase willingness*

According to Pearson Correlation, country of origin, organic farming and brand reputation are factors significantly influencing consumers' purchase willingness (p-value<0.05). Therefore, **brands with preferred origins, organic farming and good reputation are likelier to be tried out.**

Hypothesis 8 (H8): Consumers' prioritization of fresh produces' safety, sustainable methods and international standards have significant influences on their purchase willingness

Correlations

		Purchase Willingness	It is important for me that the fresh produce I bought is safe for consumption	It is highly important that the fresh produce I buy is farmed using sustainable methods	It is important to me that the fresh produce I bought meet international standards for organic or safety
Purchase Willingness	Pearson Correlation	1	.151**	.120**	.107**
	Sig. (2-tailed)		<.001	<.001	.002
	N	834	834	834	834

Figure 16. *Pearson's correlation outputs between Important level of fresh produces' safety, sustainable methods, international standards and Consumers' purchase willingness*

Produces' safety, sustainable farming methods and international standards have significant relationship with consumers' purchase willingness (p-value<0.05). With positive correlations, **the more important these factors are considered, the likelier consumers are to purchase new fresh fruit brands.**

Hypothesis 9 (H9): Consumers' interests in brands' origin, cultivation methods, technology and tracing products' origin have significant influences on their purchase willingness

Correlations

		Purchase Willingness	I am willing to spend time reviewing the origin and cultivation methods of my fresh produces	I am interested in the technology used to produce the fresh fruits/vegetables that I buy	If there is a way to trace the origin of the produce, I will definitely check it
Purchase Willingness	Pearson Correlation	1	.080*	.097**	.137**
	Sig. (2-tailed)		.021	.005	<.001
	N	834	834	834	834

Figure 17. *Pearson's correlation outputs between Consumers' interests in brands' origin, cultivation methods, technology and tracing products' origin and Their purchase willingness*

Similarly, due to p-value<0.05 and positive correlation, consumers with **higher interests in agricultural products' origin, cultivation methods, technology and traceability are more willing to try new fresh fruit brands.**

3. Consumer Segmentation

a. Cluster Overview

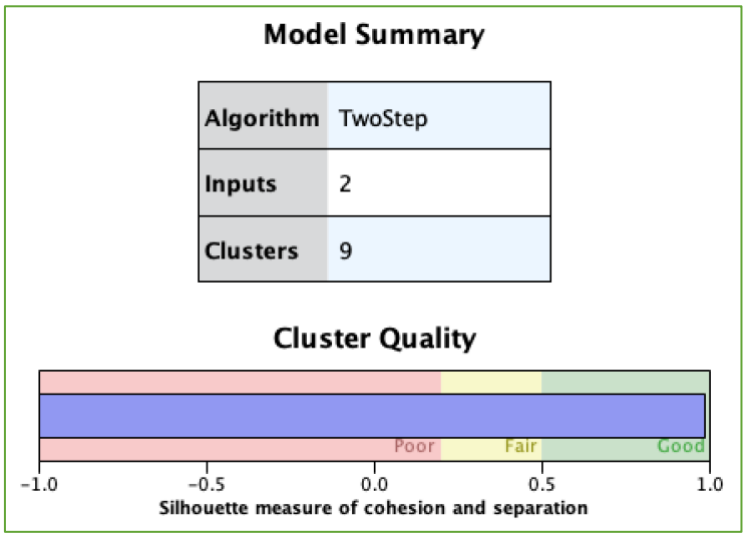

Figure 18. *TwoStep Cluster - Model summary and Cluster quality (SPSS)*

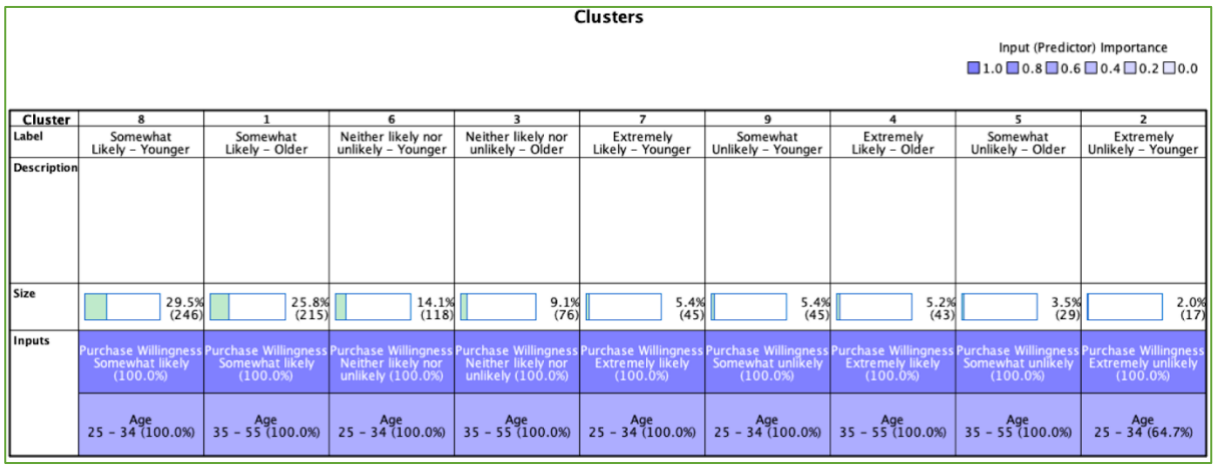

Figure 19. *TwoStep Cluster - Age and Purchasing willingness (SPSS)*

To evaluate BOH's most potential consumers, clusters of individuals with purchase willingness from "unlikely" to "likely" are determined, specifically through **SPSS's TwoStep Cluster** to detect the optimal cluster number and interpret consumer profiles (IBM 2017). Via two variables (age and purchase willingness), **9 clusters** of purchase willingness ranging from "extremely unlikely" to "extremely likely" are identified with significantly high cluster quality, indicating good conditions (Figure 18) (Şchiopu 2010).

Regarding the most potential consumers, "**somewhat likely**" and "**extremely likely**" purchase willingness clusters are chosen: **Cluster 7&8** (N=291) aged 25-34 and **Cluster 1&4** (N=258) aged 35-55. These groups are named **Freshie** and **Safetie**, respectively, implying young active fresh fruit consumers and older safety-conscious consumers.

b. Demographics

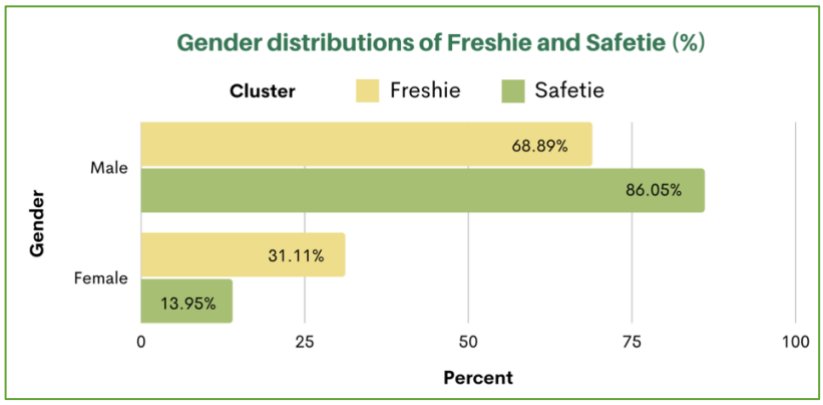

Figure 20. *Gender of both clusters*

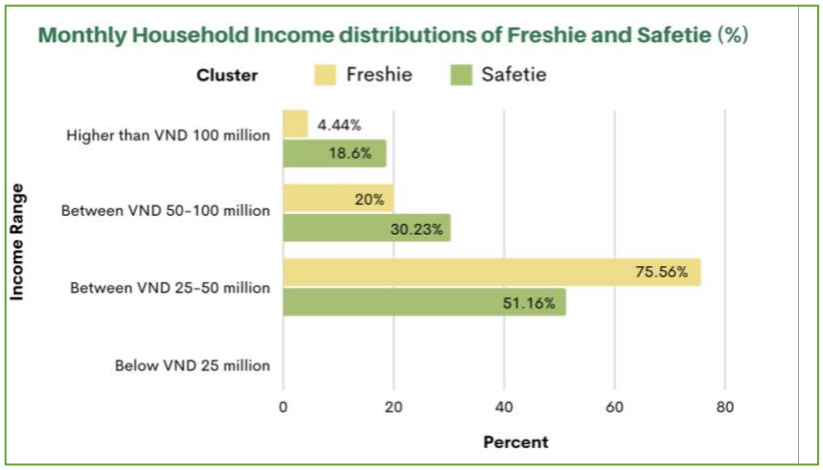

Figure 21. *Monthly Household Income of both clusters*

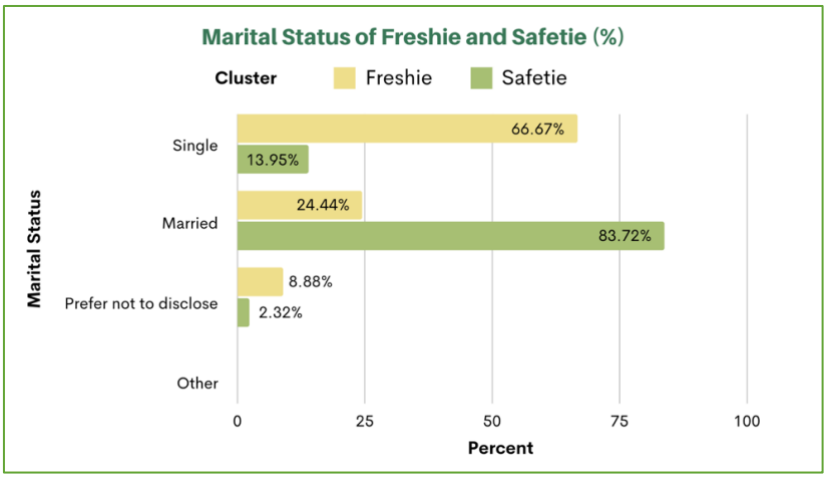

Figure 22. *Marital status of both clusters*

There are more **females** than males in Freshie (68.89% vs. 31.11%). Their monthly income is mostly **VND 25-50M** (75.56%) with more **single** individuals - 66.67% (**F1**). **Similarly**, Safeties are mainly females (86.05%) with incomes of VND 25-50M (51.16%); however, most are **married** - 83.72% (**F2**).

c. Fresh Fruit Purchasing Behaviors and Preferences

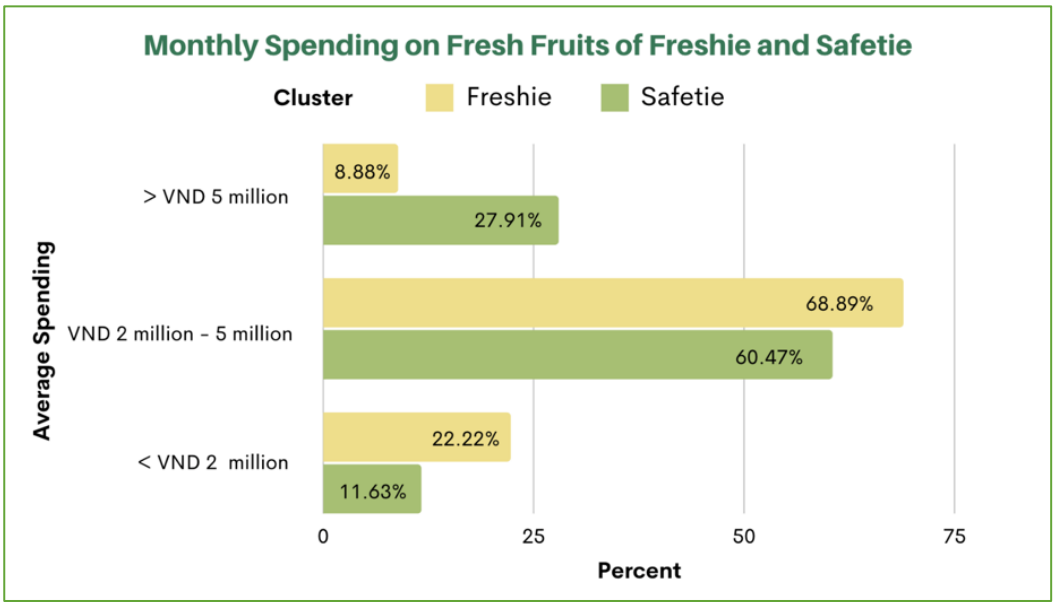

Figure 23. *Monthly spending on fresh fruits of both clusters*

Regarding fresh fruit average monthly spending, both groups are most likely to spend **VND 2-5M/month** (F3). However, 27.91% of Safetie spend more than 5M/month while Freshie is 8.8%, indicating **Safetie is willing to spend more on fresh fruits** (F4).

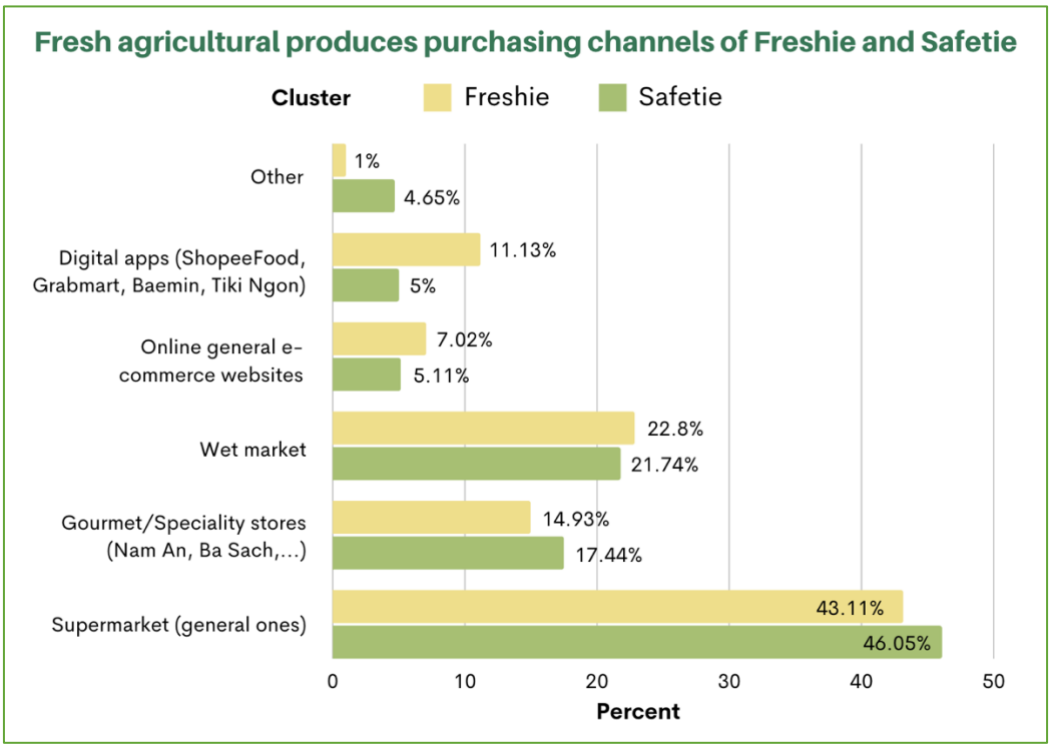

Figure 24. *Freshie and Safetie's fresh fruit purchasing channels*

Notably, **supermarkets, wet markets** and **gourmet/specialty stores** are Freshie and Safetie's top three fresh fruit purchasing channels (F5).

Diet Routine	Mean Index	
	Freshie	Safetie
Keto Diet	2.4	2.23
Clean Eat	**3.64**	**3.58**
Raw	2.4	2.21
Low Carb	3.42	3.44
Vegetarian	3.33	3.19
Ohsawa	2.07	2.0
Intermittent Fasting	2.42	2.09
Intermittent Fasting 16:8	2.11	2.12

Figure 25. *Diet routine mean index of Freshie and Safetie*

Clean Eat's highest mean index in both clusters implies this is the most preferred dietary routine for Freshie and Safetie (**F6**).

Considering Factors	Mean Index	
	Freshie	Safetie
Country of origin	3.78	4.14
Product packaging	3.24	3.42
Taste	**4.67**	**4.4**
Organic farming	3.93	4.4
Brand reputation being widely known/popular	3.73	4.02
Good value (the right price for the product value)	**4.44**	**4.42**

Figure 26. *Considering factors mean index of Freshie and Safetie*

Prioritized Factors	Mean Index	
	Freshie	Safetie
It is important for me that the fresh produce I bought is safe for consumption	**4.33**	**4.67**
It is highly important that the fresh produce I buy is farmed using sustainable methods	3.93	3.91
It is important to me that the fresh produce I bought meet international standards for organic or safety	3.69	4.16

Figure 27. *Prioritized factors mean index of Freshie and Safetie*

Taste and **Good value** are both clusters' most considered factors when purchasing fresh fruits from new brands, alongside **Safety** (Figure 26&27). Hence, taste, good value and safety will influence Freshie and Safetie's willingness to buy new fresh fruit brands (**F7**).

Interested Factors	Mean Index	
	Freshie	Safetie
I am willing to spend time reviewing the origin and cultivation methods of my fresh produces	3.2	3.51
I am interested in the technology used to produce the fresh fruits/vegetables that I buy	3.33	3.44
If there is a way to trace the origin of the produce, I will definitely check it	**3.62**	**4.07**

Figure 28. *Interested factors mean index of Freshie and Safetie*

Notably, both clusters are interested in **tracing fresh products' origin** (**F8**), which is beneficial for BOH considering its advanced tracing technology (Digital Diary).

d. Communication Channel & Source of Information

Digital Communication Channels	Mean Index	
	Freshie	Safetie
YouTube	4.18	3.93
Zalo	**4.38**	**4.84**
Facebook	**4.78**	**4.74**
TikTok	3.67	2.19
Instagram	4.02	1.95

Figure 29. *Digital communication channels mean index of Freshie and Safetie*

Facebook and **Zalo** are both segments' main communication channels, indicating potential touchpoints for BOH to communicate efficiently with consumers (**F9**).

Information Sources	Mean Index	
	Freshie	Safetie
From seeing the products in the retailers' stores	**2.03**	**2.72**
From Google search	**2.05**	1.44
From family and friends' stories	1.44	**2.03**
From online newspaper articles	1.4	1.53
From online customer reviews	1.75	1.88
From online advertising	1.69	1.7
From digital influencers	1.125	0.33

Figure 30. *Sources of information mean index of Freshie and Safetie*

Most Freshie know about fresh fruit brands through **retail stores** and **Google search**, hence they are the most popular information sources (**F10**). Meanwhile, Safetie commonly discover fresh fruit brands via **retail store** and **WOM** from family and friends (**F11**).

e. General Avocado Perception

Figure 31. *General perception of avocados in Word Cloud format*

"**Healthy**", "**delicious**", "**nutrition**" are most commonly used to describe avocados. This indicates that avocado is perceived as a nutritious and healthy fruit with a delicious taste (**F12**), matching consumers' taste and health criteria above.

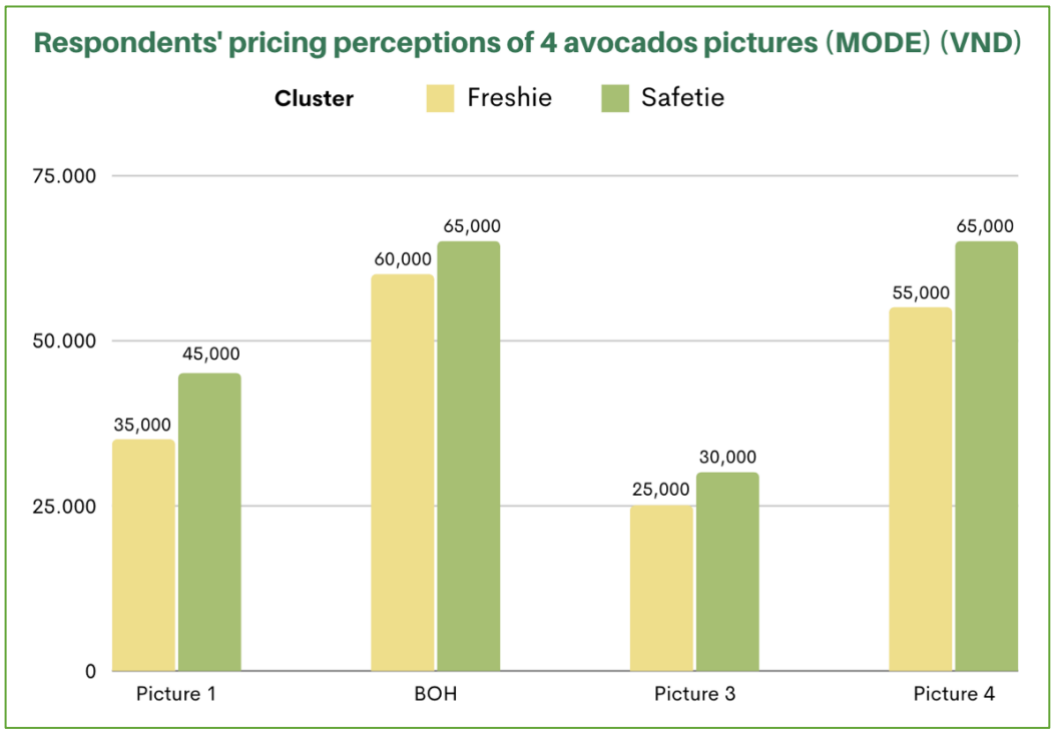

Figure 32. *Respondents' pricing perceptions toward 4 avocados' pictures*

Both clusters are willing to pay more for avocados with branded trademarks (Picture 2&4), specifically VND 55K-65K/kg. This shows that they perceive **avocados with logos as higher quality with higher price** (**F13**). However, respondents' expected price for BOH's avocados is **much lower** than its current price (VND 55-65K/kg vs. VND 95K/kg) (**F14**).

f. BOH Perception and Attitude

Figure 33. *Consumers' top-of-mind keywords when hearing of BOH in Word Cloud format*

Figure 34. *Consumers' top-of-mind keywords when seeing BOH's trademark in Word Cloud format*

When hearing about "Bơ Ông Hoàng", respondents perceive it as "**high-quality**", "**expensive**" and "**organic**" (**F15**), implying that BOH's brand name fits its desired premium positioning. However, with the happy farmer's face and cartoonlike visuals on BOH's trademark, consumers considered it "**funny**", "**friendly**" and "**cute**", mismatching the previous premium perception (**F16**).

Figure 35. *Consumers' concerns about BOH in Word Cloud format*

Moreover, since the brand name and trademark provide limited information, **concerns regarding quality, price and taste** are common among consumers prior to purchasing BOH (**F17**). For instance, concerns like "Are BOH's avocados certified?", "Is it more expensive than other brands?" and "Is it more delicious than other brands?" are what BOH needs to address to attract potential consumers.

V. RECOMMENDATION

Based on the aforementioned findings, recommendations are given following the **SOSTAC Framework**'s first 3 stages: Situation Analysis, Objectives and Strategy (Figure 36).

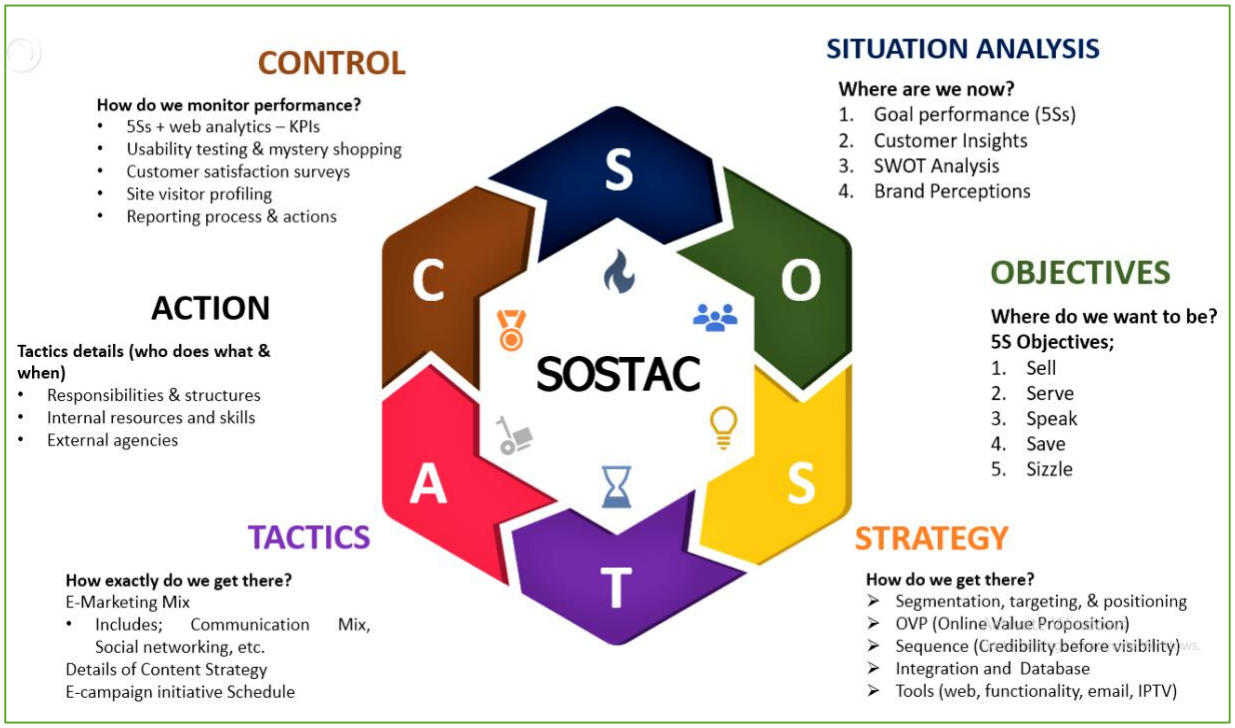

Figure 36. *SOSTAC Framework (MAK 2021)*

1. Situation Analysis

Based on BOH's findings of Freshie (25-34) and Safetie (35-55) (Appendix 5), three major pain points are determined: **good value, safety** and **taste** (**F7**). Specifically, due to the high engagement in clean-eating, they are more interested in purchasing new branded fresh fruits (**H5**) (**F6**), with price (good value), quality (safety) and taste as major concerns during these purchases (**F7, F17**).

Particularly, they expect products' pricing to be compatible with perceived values and are willing to pay more for high-quality products. These are mostly implied through trademarks as products with logos tend to have higher pricing (**F13**). However, consumers' perceptions of BOH's logo are "friendly", "funny" and "cute" instead of being consistent with the previous perceived "high-quality" and "expensive" BOH brand name (**F15, F16**). Thus, the majority are willing to pay only VND 65K/kg for BOH compared to its actual price of VND 95K/kg (**F14**). Consequently, **BOH's premium image is not maintained**, causing **lower perceived value and pricing perception**.

2. Objective

After identifying target segments and their insights, BOH should reach and communicate with them to market its premium organic avocados via **effective marketing strategies based on its insights**.

3. Strategy

Due to mismatching trademark perceptions, **rebranding** is recommended for BOH to be perceived as premium and good value (Beise-Zee 2021). BOH's first priority is to show its reason-to-believe of **premium functional and emotional benefits** regarding **origin, technologies and quality assurance**. These can help BOH stand out and strengthen its premium image, especially since consumers consider outstanding quality (56%) and function (51%) as strong premium indicators (WARC 2019). For functional benefits, promoting BOH's tracing technology can highlight its safety attributes to answer both consumer segments' concerns (**F7, F8**). Next, communication of BOH's credible features can contribute to avocados' delicious perception, fitting previous findings about taste being a major fresh fruit consideration factor (**F7**) (Péneau et al. 2009). Regarding premium emotional advantages' improvement, currently, BOH's trademark is considered "friendly", "cute" and "funny" (**F16**) whereas premium brands' visual perceptions are commonly "premium", "professional", "high-quality" and "exclusivity" (Lee et al. 2015). Therefore, BOH should **alter its trademark** for higher professionalism and trustworthiness to trigger consumers' awareness and preferences. Moreover, when compared with competing premium brands, BOH is more affordable, such as Danocado (VND 100-110K/kg) (Danocado 2022) or Organica (VND 120-175K/kg) (Organica 2022). By successfully communicating its above functional and emotional benefits, BOH can be **perceived as good value with premium quality at affordable prices**, thus satisfying consumers' needs (**F7**).

For efficient premium image building, BOH is suggested to leverage both **online and offline communication**. Digitally, Facebook and Zalo are consumers' most active platforms (**F9**), thus they should be mainly used in connecting consumers. Since BOH is only available on Facebook, it can create a Zalo Official Account to invest in ads and update its newest offerings (CRMViet n.d.). However, as social media launching is resource-expensive, it is more feasible for BOH to **first utilize its Facebook page** with huge opportunities to promote its rebranding and more engaging posts. Specifically, BOH's **Facebook content marketing** should be relevant and address consumers' concerns regarding safety, taste and value. For instance, with clean-eaters (**F6**), BOH can post clean-eating recipes featuring avocado dishes with attractive images and vivid descriptions to emphasize its avocados' taste. Leveraging this into user-generated content (UGC) contests promoted via clean-eating Facebook community groups can encourage recipes' trying, creation and sharing among friends and families (Figure 37). Thus, **WOM** - a common information source of target consumers (**F11**), is boosted to increase brand awareness and engagement. Furthermore, for Freshie single females (**F1**), BOH can invest in self-care content like "Feed yourself with the best avocados" while for Safetie married females (**F2**), family-oriented "Best fruits for kids" content can be utilized, alongside BOH's tracing technology promotion for attention trigger and assurance. Additionally, as Google search is among the most popular information sources for fresh fruit brand discovery (**F10**) with consumers' avocado perceptions of "healthy", "nutrition", "delicious" (**F12**), BOH can emphasize **SEO marketing** by utilizing these keywords for higher rankings on consumers' search queries and enhanced awareness (Papagiannis 2020).

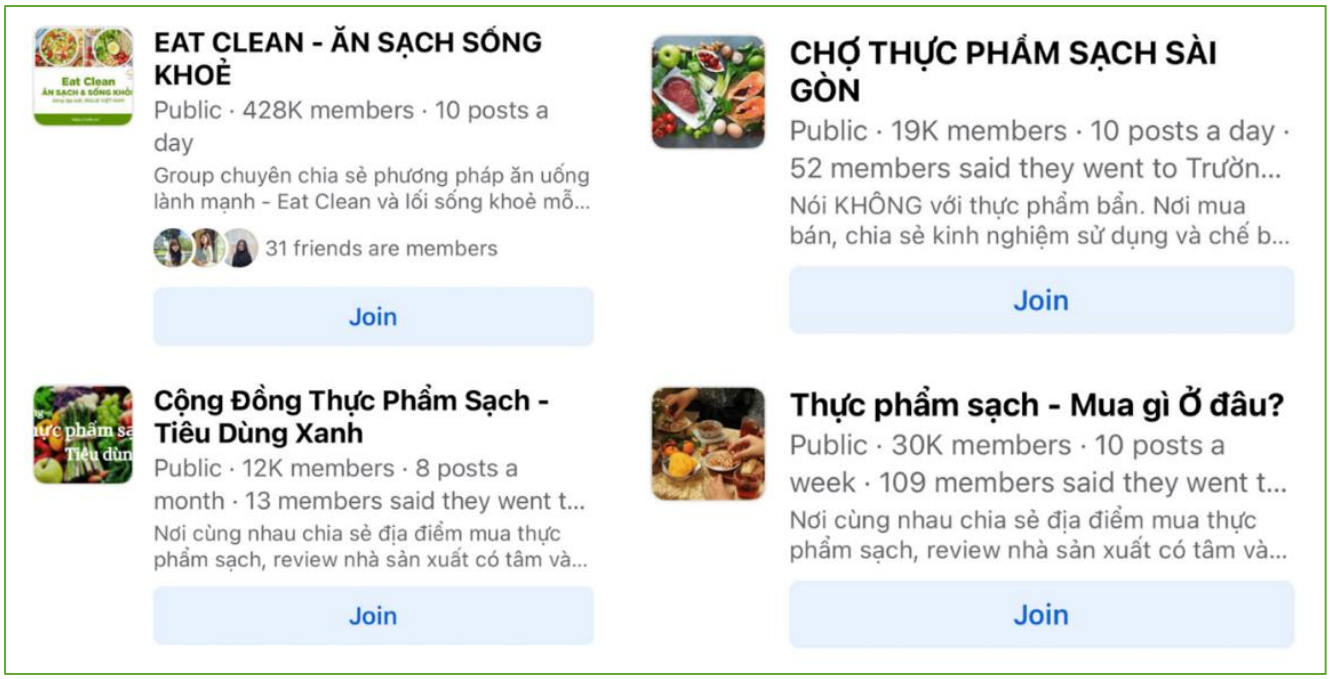

Figure 37. *Popular Facebook community groups about clean-eating and organic products where BOH can utilize WOM (Facebook 2022)*

Regarding offline strategies, as retail store is a major information source for both groups (F11) while gourmets remain a top-three location for fresh fruit purchases (F5), BOH can consider its **partnered retailers as potential communication channels**. Particularly, **point-of-sale displays** promoting technology and safety assurance can improve BOH's awareness and premium positioning. Meanwhile, **sampling booths** can encourage trials to build high-quality brand perceptions, specifically after experiencing BOH's delicious taste (F7) (Kim et al. 2014; Cheng et al. 2018). In the long run, this can be expanded to **supermarkets** - the most common fresh fruit purchasing location (F5) to reach more consumers. However, investments in **available retailer networks should be prioritized** due to the cost-effectiveness and convenience of existing distribution and relevant consumer base.

VI. CONCLUSION

1. Conclusion

Conclusively, the research found that BOH's main consumer segments: Freshie (24-35) and Safetie (35-55), are highly interested in delicious, safe and good-value fruits, discovered and communicated mainly via social media, Google search, retail stores and WOM. Regarding BOH's current problems of generic communication and mismatching trademark perception, a rebranding strategy is suggested to emphasize BOH's premium image that can address aforementioned concerns (safety, taste and good value). To do this, utilization of Facebook content marketing, SEO marketing and offline promotions are recommended.

2. Limitations

The research's limitations are presented with detailed impacts and possible solutions.

a. Limitations Summary

Category	Limitation	Impact
Sampling design	No sampling frame	Population parameters are either undiscovered or difficult to specify.
Sample bias	As data is collected via Assignment 3A, most responses are from students' families, friends and colleagues, thus creating biases in location distribution (67.87% Ho Chi Minh, 22.66% Ha Noi) and Degree level distribution (69.3% Bachelor).	Inequality in location and Degree level distribution may lead to different choices and knowledge of avocados.
Sample size limitation	22.78% have heard of BOH, but only 2.68% have purchased BOH (Appendix 3).	This reduces the precision of consumers' perceptions, attitudes and preferences toward BOH's avocados.
Questionnaire limitation (Appendix 4)	• **Q9B:** The term "platform" may be misunderstood as social platforms, not e-commerce. • **Q28:** The term "I am not too fond of avocados" can be misunderstood as dislike. • **Q33, Q49:** There are numerous subquestions to be answered within one answer box, which complicates the data analysis process. • **Q34-Q36:** Sample pictures are not consistent in format and quality for accurate price evaluation and comparison.	Unclear questions and sample pictures mislead interviewees, causing inaccurate responses. Numerous subquestions in one answer box lead to overload of data in one response, thus complicating data analysis on NVivo and SPSS.
Data collection method	• Convenience, judgment, and non-proportional sampling cannot represent the population. • Respondents might not be honest when answering questions through surveys and in-depth interviews (Dawn et al. 2013).	Precision level is decreased by convenience, judgment, non-proportional sampling and respondents' dishonesty.

Data collection process	Many students are not used to delivering surveys and/or in-depth interviews for data collection. Some interviews were delivered online so there were misspellings in collected responses. Some did the survey themselves without real respondents.	The manipulated data will be inaccurate, which cannot support the client in solving their problems. Furthermore, misspellings and inconsistent languages require more time to clean and filter data.
Data analysis process	Some responses are irrelevant or unclear. Several interviewers failed to translate answers to English alongside some mistranslated English responses.	

b. Solutions

Limitation	Solution
Sampling design	Non-probability sampling methods (Bouza 2021).
Sample bias	Simple random sampling, in which samples are strictly selected by chance, is used to prevent sample bias (Sevil and Yildiz 2017).
Sample size limitation	None
Questionnaire limitation	These questions should be carefully reviewed and modified for easier data collection and analysis.
Data collection method	Building rapport and trust from the start can encourage more authentic responses (Wiley et al. 2021).
Data collection process	Responses submitted without transcripts should be eliminated to minimize fake data from dishonest students.
Data analysis process	Students should be offered types of information needed and example answers for each qualitative question.

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VIII. APPENDICES

Appendix 1: Explanation for population calculation

Qualified respondents must meet the following criteria:

1. Give consent to participating in the questionnaire
2. Between 25 and 55 years old
3. Have a monthly household income of VND 25,000,000 and above
4. Consume fresh fruits at least three times a week
5. Go shopping for fresh produces at least once a week
6. Completed the questionnaire within a reasonable amount of time (i.e., not a speeder) and provided logical and reasonable patterns of answers

Appendix 1.1. *Criteria of the qualified respondents for the research (Canvas 2022)*

From the criteria, the population of the research will be people from 25 to 55 years old with the monthly household income of at least VND 25M.

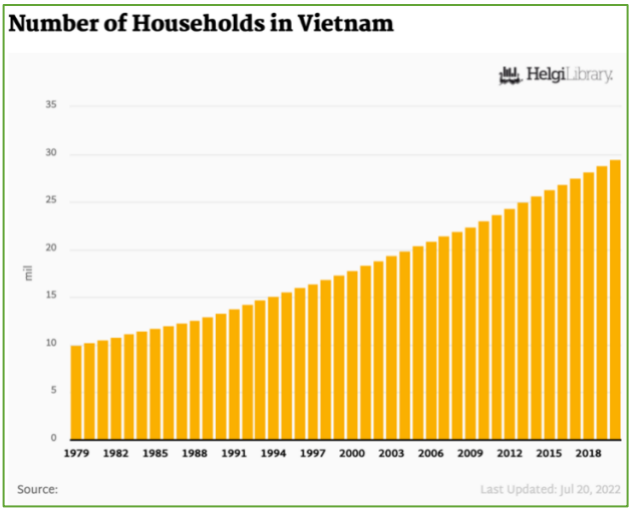
There are 29.5M households in Vietnam (Appendix 1.2)

28% of households have income over VND 25M/month (Appendix 1.3)

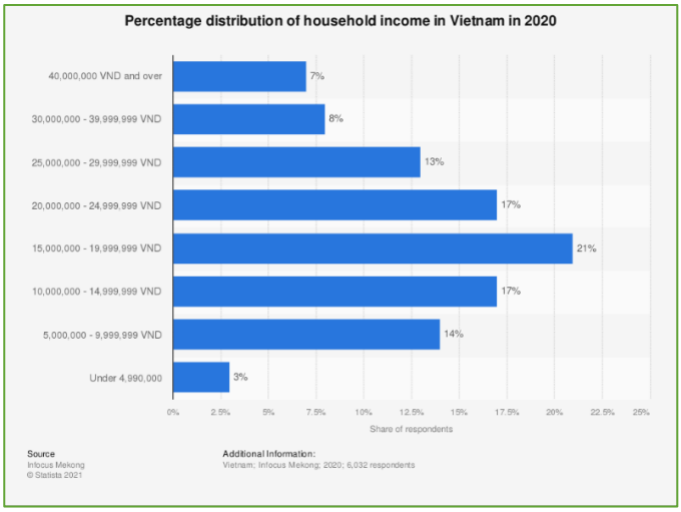
→ 28% * 29,500,000 = 8,260,000 (households with monthly household income over VND 25M)

On average, each household has 1.46 member between the age of 25 and 55 (TCTK 2020)

→ Total sampling population = 8,260,000 * 1.46 = **12,059,600**

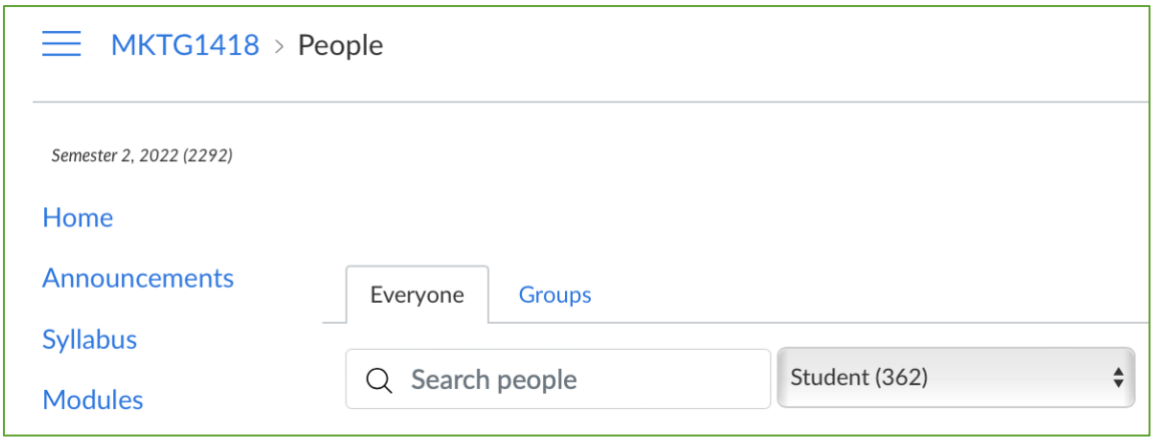


Appendix 1.2. *Number of Vietnamese households from 1979 to 2020 (Helgi Library 2022)*

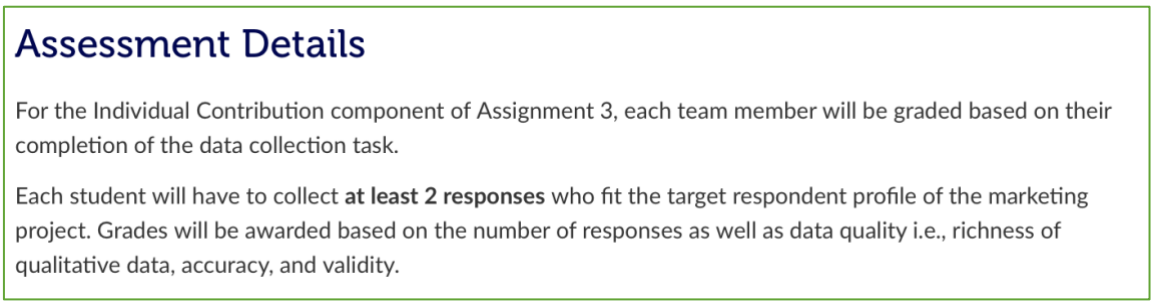


Appendix 1.3. *Percentage of household income in Vietnam in 2020 (Statista 2022)*

Appendix 2: Explanation for planned sample size calculation

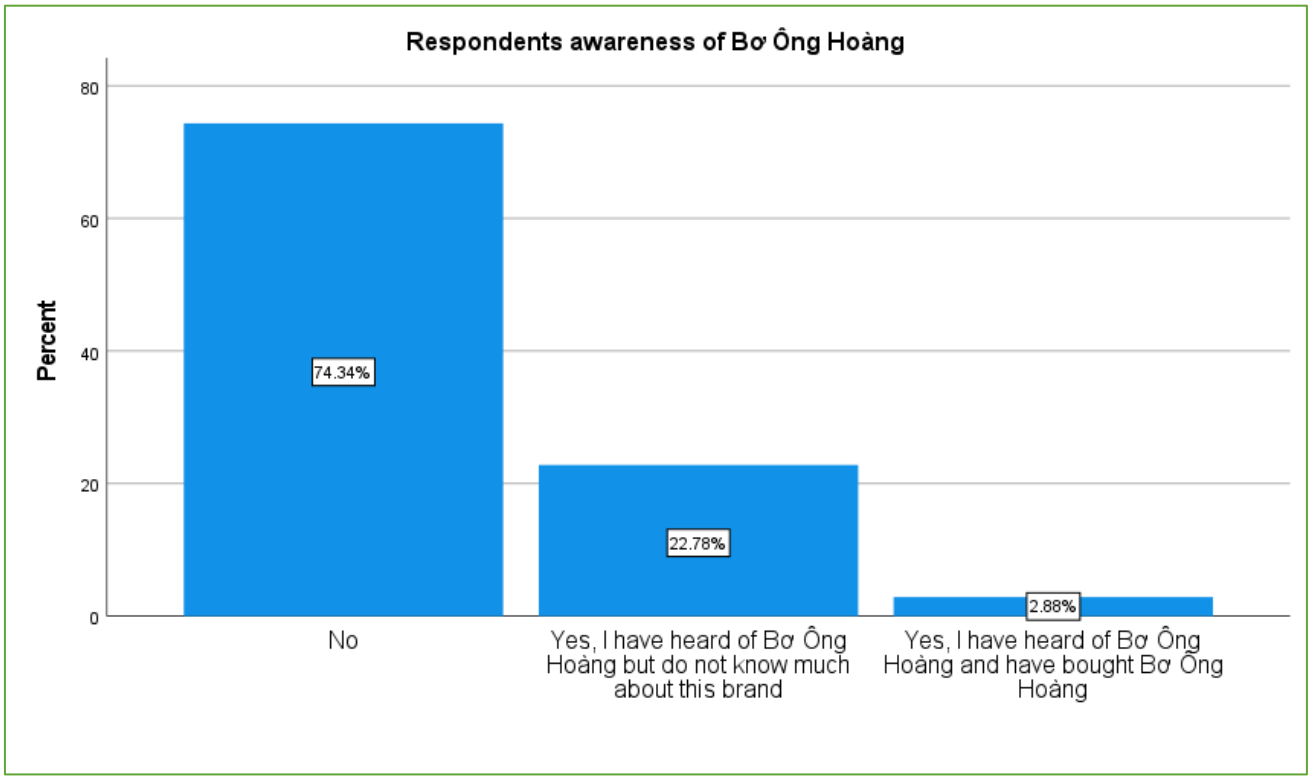


Appendix 2.1. *There are 362 students who are enrolled in Marketing Intelligence course in Semester 2/2022 (Canvas 2022)*

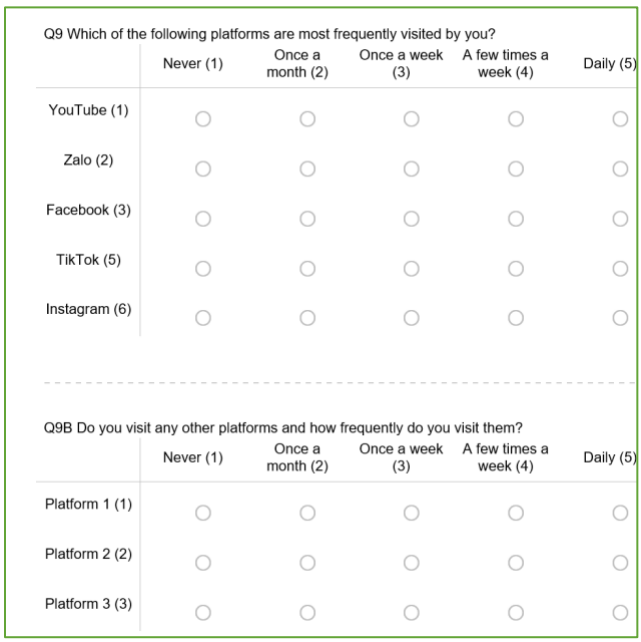


Appendix 2.2. *Each student is required to collect at least 2 responses that fit the target respondents' requirement (Canvas 2022)*

Appendix 3: Respondents' awareness of BOH



Appendix 4: The questionnaire limitations



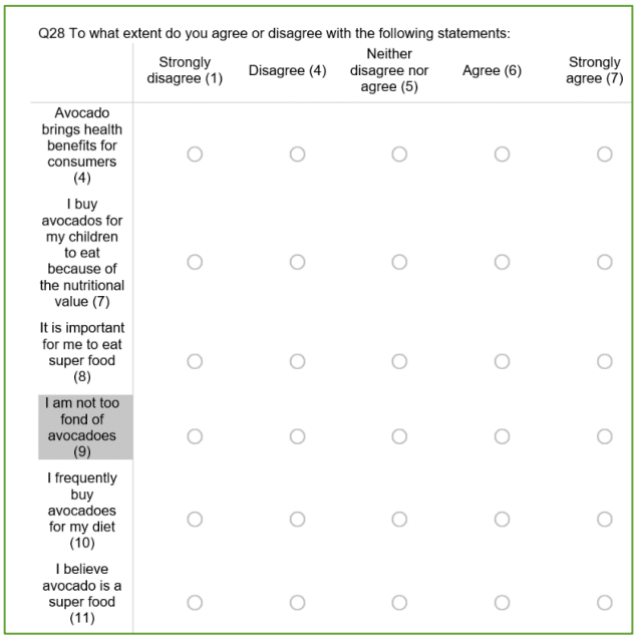
Q9 Which of the following platforms are most frequently visited by you?

	Never (1)	Once a month (2)	Once a week (3)	A few times a week (4)	Daily (5)
YouTube (1)	○	○	○	○	○
Zalo (2)	○	○	○	○	○
Facebook (3)	○	○	○	○	○
TikTok (5)	○	○	○	○	○
Instagram (6)	○	○	○	○	○

Q9B Do you visit any other platforms and how frequently do you visit them?

	Never (1)	Once a month (2)	Once a week (3)	A few times a week (4)	Daily (5)
Platform 1 (1)	○	○	○	○	○
Platform 2 (2)	○	○	○	○	○
Platform 3 (3)	○	○	○	○	○

Appendix 4.1. *Question 9 & Question 9B*



Q28 To what extent do you agree or disagree with the following statements:

	Strongly disagree (1)	Disagree (4)	Neither disagree nor agree (5)	Agree (6)	Strongly agree (7)
Avocado brings health benefits for consumers (4)	○	○	○	○	○
I buy avocados for my children to eat because of the nutritional value (7)	○	○	○	○	○
It is important for me to eat super food (8)	○	○	○	○	○
I am not too fond of avocadoes (9)	○	○	○	○	○
I frequently buy avocadoes for my diet (10)	○	○	○	○	○
I believe avocado is a super food (11)	○	○	○	○	○

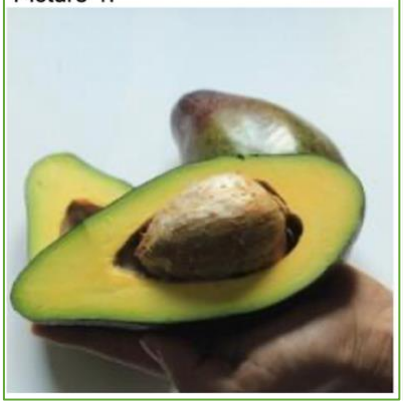
Appendix 4.2. *Question 2*

Q33 Please share with us your knowledge about avocado?

Probing questions:
- What are the geographic areas that are known for high quality avocadoes that first to your mind?
- Any knowledge about different types/species of avocados?
- How do we know if the avocadoes are good quality? What factors do you base on?
- Where do you often buy avocadoes? Wet market and online/ecommerce through friends of mine
- When do you often buy avocadoes? When they are available (in season)
- For what purpose do you buy avocadoes? Main purpose is to eat and drink smoothies, making fruit salads.

Appendix 4.3. *Question 33*

Picture 1:



Picture 2:

Picture 3:

Picture 4:

Appendix 4.4. *4 pictures of Question 34, 35 & 36*

Q49 **If the respondent has bought Bơ Ông Hoàng products before:**

Could you give three words as evaluations of Bơ Ông Hoàng products?
Could you explain why you give the above answer?

Appendix 4.5. *Question 49*

Appendix 5: Summary of Research Findings

LABEL	FINDINGS
H1	**Age** and **monthly household income** have significant influences on **monthly average fresh fruit spending**
H2	**Age** has significant influences on **communication channels' usage frequency** of consumers
H3	**Age** has significant influences on fresh fruit **purchasing channels**
H4	**Age** has significant influence on consumers' **food safety preferences**
H5	**Dietary routines** have significant influences on consumers' **purchase willingness**
H6	Perceived level of **importance of healthy eating** has significant influences on consumers' **purchase willingness**
H7	**Brand factors** have significant influences on consumers' **purchase willingness**
H8	Consumers' prioritization of fresh produces' **safety, sustainable methods** and **international standards** have significant influences on their **purchase willingness**
H9	Consumers' interests in **brands' origin, cultivation methods, technology** and **tracing products' origin** have significant influences on **purchase willingness**
F1	Most **Freshie** are female, with monthly income range of VND 25-50M, and **majorly single**
F2	Most **Safetie** are female, with monthly income range of VND 25-50M, and **majorly married**
F3	**Both clusters** are most **likely to spend VND 2-5M/month** on fresh fruits

F4	**Safetie** is willing to **spend more on fresh fruits**
F5	**Supermarkets, wet markets and gourmet/specialty stores** are both clusters' top three fresh fruit purchasing channels
F6	**Freshie** and **Safetie** are most likely to engage in **Clean Eat**
F7	**Taste, good value and safety** are top three criteria for Freshie and Safetie to buy a fresh fruit brand
F8	**Both Freshie and Safetie** are most interested in **tracing the origin of fresh produce** while purchasing
F9	**Facebook** and **Zalo** are the main communication channels for **both clusters**
F10	**Freshie** know their top fresh fruit brands through **retail stores** and **Google search**
F11	**Retail store** and **WOM from family and friends** are the most popular information sources for **Safetie**
F12	Respondents perceive avocado as a **nutritious** and **healthy** fruit with a **delicious** taste
F13	Respondents perceive **avocado with logo** as **higher quality** with **higher price**
F14	Respondents' **perceived price for BOH**'s avocados is **much lower than** its **current price** (VND 55-65K/kg vs. VND 95K/kg)
F15	Respondents perceive BOH's brand name as **high-quality, expensive** and **organic**
F16	BOH's trademark is viewed as **funny, friendly** and **cute**, mismatching its previous premium perception
F17	**Price, quality** and **taste** are respondent's **concerns** prior to purchasing BOH

Appendix 6: Task Allocation

STUDENT NAME	STUDENT ID	TASK
Nguyen Tran Thu An **Pham Tran Nam Phuong**	s3877957 s3878392	Executive Summary Assignment 1 Recap Recommendation Conclusion
Diep Phan Anh Tai **Cao Tra Giang**	s3877322 s3818240	Data Collection Method Sampling Plan and Method Limitation
Tran Hoang Minh Chau **Nguyen Viet Thong**	s3864166 s3652987	Research Design Analysis and Findings Report Design and Format