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The Impact of Social Media Content Quality on Brand Awareness and Purchase Intention for OCOP Products among Consumers in Ho Chi Minh City

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Abstract

In February 2023, The Vietnam Trade Promotion Center for Agriculture collaborated with TikTok Vietnam to build communication and promotion programs for OCOP - One Commune One Product. This is considered one of the outstanding events and has a positive impact on the campaign to elevate Vietnamese agricultural products and specialties. On the basis of these nationally significant activities, the authors conducted this research with the aim of exploring the impact of content quality on the social network Tik Tok on brand awareness and product purchase intention OCOP product, concurrently examines the mediating role of hedonic motive and utilitarian motive in these relationships. The study uses the partial least squares structural equation modeling (PLS-SEM) to analyze data, including 262 survey samples of users in Ho Chi Minh City who know and have watched live streams about OCOP products on Tiktok. The results show that Content quality has significant effects on brand awareness, hedonic motive and utilitarian motive. Brand awareness has an impact on purchase intention and also plays as a partial mediator between content quality and purchase intention. Besides, hedonic motives and utilitarianism both also play mediating roles in the relationship between content quality and purchase intention, and content quality and brand awareness.

Keywords: social media, content quality, brand awareness, purchase intention

1. Introduction

OCOP products are goods and tourism services of local origin, branded, bearing the characteristics of local culture and advantages. The One Commune One Product (OCOP) program is a key program for economic development in rural areas towards promoting internal resources and increasing value added, an important solution and task in the implementation of the National target program on new-style rural area building. With this mission, OCOP products become the goal and motivation for rural people to develop production, improve income and living. With the aim of enhancing market and consumer access, the 2021 – 2025 period focused on promoting digital transformation in the OCOP program.

In Vietnam, TikTok is the third most popular social media platform, with an average usage time of up to 41 hours 14 minutes per month (We Are Social, 2024). The proliferation of social media has changed the way companies and brands engage with and reachout to their customers. This quickly expanding marketing channel provides unparalleled opportunities for building brand awareness (Godey et al., 2016). Social media have also transformed the way brand content is

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created, circulated, and consumed, giving consumers infinite opportunities for accessing brand information and using this information to make purchase decisions (Tsai & Men, 2013). Therefore, the cooperation between the Ministry of Agriculture and TikTok is one of the major and important opportunities to help OCOP entities increase their product brand awareness among consumers and boost purchase intention. However, there is currently a lack of research on communication content about OCOP products and how they influence consumer behavioral outcomes. Therefore, this study aims to examine how the quality of content communication about OCOP programs or products on TikTok affects consumers' brand perceptions and purchase intentions within the framework of stimulus-organism-response (S-O-R). The research results contribute to retesting the SOR model on a specific type of product, OCOP, and also propose implications for sellers in building content to promote these products in a way that creates emotional motivation and benefits for customers, contributing to increased brand awareness and purchase intention.

2. Literature Review

Social media. Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios (Safko & Brake, 2009). Social media has become a powerful sales tool, but brand building and communication remain important. Some businesses are even generating revenue directly through social media. This trend, called "social commerce," emerged in 2005 and keeps growing alongside the success of social media platforms. According to Wang & Zhang (2012), social commerce involves using social media that support social interactions and user contributions to assist activities in the buying and selling of products and services online and offline.

Content Quality. Firm-generated content on social media refers to any form of informational communication that is entirely created and controlled by business and is shared directly through their official social media pages (Poulis et al., 2019). The quality of a company's social media communication content, from the perspective of customer perception, is crucial for brands to build and maintain more favorable online relationships with customers on social media. In this study, content quality refers to the consumer’s perception on the accuracy, completeness, relevance and timeliness of brand-related information on the brand page (Carlson et al., 2018).

Brand Awareness. Brand awareness is one of the key determinants identified in most brand equity models (Keller, 1993; Yoo et al., 2000). According to Keller (1993), brand awareness includes brand recall and brand recognition. Brand recognition requires consumers to correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue.

Purchase intention. Purchase intention is a term derived from the concept of “intention” in the field of behavioral science (Kian et al., 2017). Purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future (Wu et

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al., 2011) and is considered a standard step in predicting actual purchasing behavior (Childers et al., 2001). This study specifically examines online purchase intention, the probability that consumers will be swayed to purchase a product online after encountering a brand on social media platforms.

The S-O-R model. The S-O-R (Stimulus-Organism-Response) model, proposed by Mehrabian & Russell (1974), is based on environmental psychology. According to Mehrabian & Russell (1974), stimuli from the environment and brands act as signals that shape individuals' cognitive and emotional responses, which in turn influence their behavior. Stimulus are related to marketing programs implemented to support the brand, including products, advertising, sales staff appeal, and store atmosphere. Conversely, the organism refers to the consumer's mental and emotional state, including their thoughts and feelings. Finally, responses include variables such as trust, commitment, purchase intention, and loyalty (Jacoby, 2002).

Content quality and brand awareness. Previous research indicates that innovative and attractive content attracts individuals' attention to the brand (Buckley et al., 2012). Considering customers' goals and emotional needs to create helpful brand content and emotionally engaging content will make it easier for customers to interpret and remember brand knowledge and understand the brand's value proposition (Payne et al., 2008). The results from Barreda et al. (2015) studied in the tourism industry indicate that the quality of content that businesses post on social media affects the level of individuals' brand awareness over time and allows these individuals to recognize and recall the brand. Therefore,

H1a. Content quality is positively related to brand awareness

Content quality, hedonic motive and utilitarian motive. Hedonic motive refers to the entertainment factor associated with certain activities, in this case, the result of entertainment and enjoyment from using the TikTok channel about OCOP brands/products. From an emotional perspective, social media users are seen as those who seek joy, entertainment, and enjoyment, and the experience of comfort/ease (Manthiou et al., 2013). According to Muntinga et al. (2011), enjoyment, relaxation, and entertainment are the main factors that lead social media users to increase their consumption of brand-related content. According to Muniz & O'Guinn (2001), discussions about unique or complex aspects of a product often bring significant enjoyment to customers. The conclusion from the study by Nambisan & Baron (2009) is that the more product content there is, the more positive the impact on customers' belief that participating in the virtual customer environment will bring them joy.

Utilitarian motivation is defined as rational and goal-oriented, and it is concerned with the effectiveness and value of a tool (Voss et al., 2003). From a utilitarian perspective, consumers are interested in purchasing products in a convenient, time-saving, and easily accessible manner Childers et al. (2001). Utilitarian-oriented consumers use social media pages of a specific brand to seek out useful and relevant content that aligns with their goals (Pöyry et al., 2013).

In Sultan et al. (2021) study on organic product purchase intention, the findings revealed that marketing communication positively and significantly influences both hedonic and utilitarian

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attitudes. Results from Dabbous & Barakat (2020) research indicate that the quality of content businesses communicate on their social media pages positively impacts both hedonic and utilitarian motivations. Consequently, the following statements are posited:

H1b. Content quality is positively related to hedonic motive

H1c. Content quality is positively related to utilitarian motive

Hedonic motivation, utilitarian motivation and purchase intention. Hedonic and utilitarian motivations are two important values when choosing to participate in the social media environment (Foster, 2010). Anderson et al. (2014) emphasized that both hedonic and utilitarian motivations can play a significant role in consumer purchasing decisions. Utilitarian motivation has been concluded to have a positive impact on online purchase intention (To et al., 2007). Results from Childers et al. (2001) study suggest that both hedonic and utilitarian motivations have a positive impact on consumers' online purchase intention. Therefore,

H2a. Hedonic motive is positively related to purchase intention.

H3a. Utilitarian motive is positively related to purchase intention.

The mediating effect of hedonic and utilitarian motivation. In Sultan et al. (2021) study on organic product purchase intention, hedonic and utilitarian attitudes were employed as mediators in the relationship between marketing communication channels and behavioral intention. The findings of that study revealed that hedonic attitude fully mediates the relationship between marketing communication and behavioral intention, while utilitarian attitude fully mediates the relationship between marketing communication and behavioral intention.

Practical consumers, those motivated to use a specific brand's social media pages, tend to avoid time-consuming activities like posting or commenting unless necessary. They are more interested in seeking out content that aligns with their goals (Dholakia et al., 2004). Social media communication content that resonates with the goals of utilitarian consumers will lead them to consume more of the brand's posted content. Social media users who consume content for informational purposes will increase their awareness and knowledge of specific issues (Shao, 2009). Capturing specific consumer emotions such as fear, shame, excitement, and happiness has a stronger effect on explaining purchase intention, especially when these emotions arise from specific stimuli (Michaelidou & Hassan, 2014). Thus, the following hypotheses

H2b, c: Hedonic motive mediates the positive relationship between quality content and (b) purchase intention, (c) brand awareness.

H3b, c: Utilitarian motive mediates the positive relationship between quality content and (b) purchase intention, (c) brand awareness.

Brand awareness and purchase intention. Brand awareness is the basic and most important threshold in any brand-related search and directly affects consumer purchasing decisions (Kapferer, 2004). According to (Keller, 1993), brand awareness plays a crucial role in consumer

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purchasing decision-making. Brand awareness increases the likelihood of a brand being included in the set of considered brands when making a purchase decision. The results of previous studies have shown that brand awareness has a significant and positive impact on purchase intention (Hutter et al., 2013; Lee et al., 2019; Swastika & Keni, 2021). Moreover, increasing brand awareness through exposure to and interaction with brand-generated content on social media platforms positively impacts customer purchase intention (Dabbous & Barakat, 2020). Therefore, the research hypothesis is proposed as:

H4a. Brand awareness is positively related to purchase intention.

H4b. Brand awareness mediates the positive relationship between quality content and purchase intention.

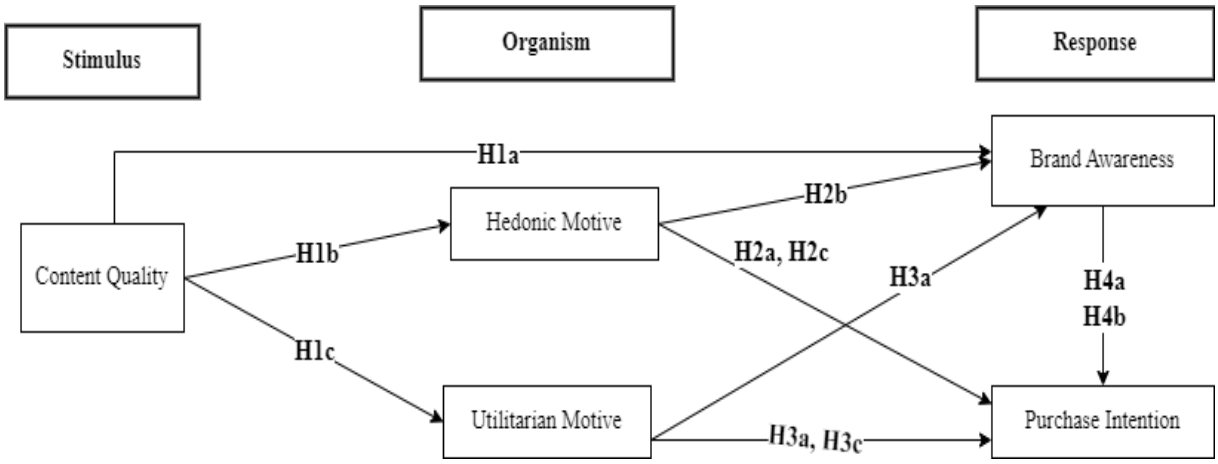


Figure 1. Proposed model

3. Research Method

Sample and data collection. The survey was conducted online via Microsoft form from January to April, 2024. Within the questionnaire, four filter questions were included in order to screen respondents: “Do you have a TikTok account that you have accessed during last month?”, “Do you live in Ho Chi Minh city?”, “Are you familiar with the One Commune One Product (OCOP) program?” and “Have you ever watched videos about the One Commune One Product (OCOP) program on the TikTok social media platform?”. Only respondents who choose “Yes” to all four questions continue to answer the next part of the survey. There was a total of 406 respondents, of which 262 met the screening criteria. The sample consisted 71.4% females and 28.6% males.

Measurements. This study uses validated scales from prior literature and adapted to approriate the current context. Scale for content quality (3 items) were adopted from Dabbous & Barakat (2020). Hedonic motivation scale (4 items) was selected from Carlson et al. (2018) and Kim & Ko (2010). Utilitarian motivation (3 items) was developed by Childers et al. (2001). Brand awareness (4 items) was adapted from Tong & Hawley (2009) and purchase intention (3 items) from Torr et al. (2017). All items were measured using a five-point likert-scale varying from

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1=strongly disagree to 5=strongly agree.

Data analysis. The PLS-SEM technique was used for data analysis and hypothesis testing purposes. IBM SPSS and SmartPL 3 were used. Using SPSS 20, the research calculates Cronbach's α to test the reliability of the constructs. In addition, SmartPLS 3 was used to conduct the confirmatory factor analysis necessary to assess the validity and reliability of each construct. The SEM technique was used to validate the model hypotheses. SEM is known as a very popular second-generation technique that allows simultaneous modeling of relationships among several independent and dependent constructs. Since the proposed model contains multiple mediators, this study tested simultaneously the impact of the mediating effects of hedonic and utilitarian motivations, and brand awareness on the relations between the independent variables of interest, namely content quality and consumers' purchase intentions. Additionally, the bootstrapping technique with 5000 iterations and 95% bias-corrected confidence intervals was used to test for the multiple mediating effects and quantitatively assess the indirect effects in the proposed model (Preacher & Hayes, 2008). Bootstrapping is a nonparametric approach that is considered very powerful when testing indirect effects, particularly since it does not make any assumptions about the shape of the distribution (MacKinnon et al., 2004).

4. Finding and Discussion

Reflective measurement model assessment

Table 1. Results for convergent and reliability test

Constructs	Items	Outer loading	AVE	Cronbach's	CR
Content Quality	CQ1	0.771	0.643	0.722	0.843
	CQ2	0.796			
	CQ3	0.836			
Hedonic Motive	HM1	0.835	0.663	0.831	0.887
	HM2	0.837			
	HM3	0.753			
	HM4	0.829			
Utilitarian Motive	UM1	0.819	0.645	0.726	0.845
	UM2	0.806			
	UM3	0.784			
Brand Awareness	BA1	0.843	0.691	0.851	0.900
	BA2	0.814			
	BA3	0.819			
	BA4	0.850			
Purchase Intention	PI1	0.838	0.683	0.768	0.866
	PI2	0.854			
	PI3	0.787			

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The reliability of the constructs is assessed using two criteria, the Cronbach's Alpha and the composite reliability (CR). To ensure internal consistency Cronbach's Alpha should be above 0.7. Moreover, according to Wasko & Faraj (2005) the CR values should exceed 0.7. The results presented in Table 1 indicate internal consistencies as both Cronbach's Alpha and CR rates are above 0.7 for all constructs.

Convergent validity is assessed using three criteria: (1) the CR of all dimensions should be greater than 0.7; (2) the average extracted variance (AVE) should be higher than 0.5 (Hair et al., 2017); and (3) the factor loadings of all items should be greater than 0.7 (Fornell & Larcker, 1981). Results are presented in Table 1. All the 5 constructs used in this study fulfilled the requirements for reliability and convergent validity. The CR were above the minimum of 0.7 and the AVE values were all above 0.5. The loadings of all items exceed 0.6. Hence, it can be assumed that the various constructs are reliable and have convergent validity.

Table 2. HTMT results

	CQ	HM	UM	BA	PI
CQ					
HM	**0.903**				
UM	0.866	**0.820**			
BA	0.857	0.754	**0.813**		
PI	0.931	0.810	0.874	0.892	

The discriminant validity is also ensured by examining the Heterotrait-Monotrait (HTMT) ratio (Table 2), and the results show that the HTMT values of the reflective constructs are less than 1 (Garson, 2016). Thus, overall evaluations of the reflective measurement model are found satisfactory.

Structural model hypothesis verification results. The evaluation of the structural model (see Table 3) includes a few assessments, comprising coefficients of determination (R^2), predictive relevance (Q^2) (Hair et al., 2017). The coefficient of determination shows the nomological validity, predictive accuracy or explanatory power and ranges between 0 and 1. It was also found that an R^2 value of 0.75, 0.50, and 0.25 for endogenous latent variables can be described as large, moderate, and weak, respectively (Hair et al., 2017). Both R^2 and R^2 adj results show that the model's endogenous constructs have moderate predictive accuracy or explanatory power. To examine predictive relevance (Q^2), the blindfolding procedure within PLS-SEM was followed. A Q^2 value of 0.02, 0.15 or 0.35 sequentially shows that an exogenous construct has a small, medium, or large predictive relevance for a certain endogenous construct (Hair et al., 2017). Thus, the construct cross-validated redundancy approach test results (Q^2 values in Table 3) indicate that the predictive relevancies of the model's constructs are large. Besides, it should be noted that both R^2 and Q^2 metrics assess a PLS-SEM model's in-sample predictions and the results in the above show that the in-sample predictions are satisfactory.

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Table 3. Results of R^2, adjusted R^2, and Q^2

Constructs	R^2	R^2_{adj}	Q^2
Hedonic Motive (HM)	0.497	0.495	0.323
Utilitarian Motive (UM)	0.400	0.398	0.251
Brand Awareness (BA)	0.552	0.547	0.373
Purchase Intention (PI)	0.613	0.609	0.411

Hypothesis test results

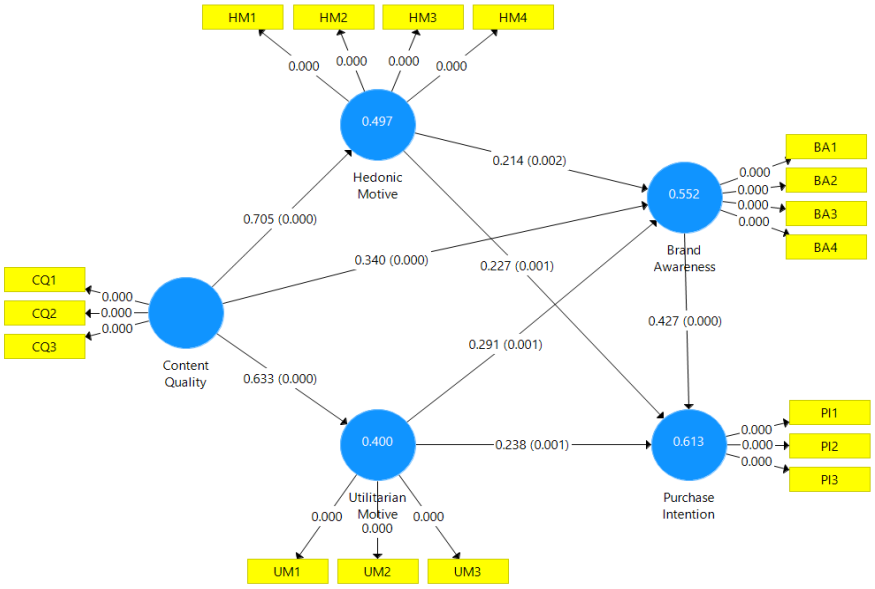


Figure 2. The structural model.

Since the overall fit of the model was approved, hypotheses were tested using structural equation modeling. The estimation results presented in Table 4 exhibited that all the paths were significant.

Table 4. Hypothesis test results

Hypothesis	$\beta - values$	**P value**	**Hypothesis Verification**
H1a: Content Quality (CQ) → Brand Awareness (BA)	0.340	0.000	Accepted
H1b: Content Quality (CQ) → Hedonic Motive (HM)	0.705	0.000	Accepted
H1c: Content Quality (CQ) → Utilitarian Motive (UM)	0.633	0.000	Accepted

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H2a: Hedonic Motive (HM) → Purchase Intention (PI)	0.227	0.001	Accepted
H3a: Utilitarian Motive (UM) → Purchase Intention (PI)	0.238	0.001	Accepted
H4a: Brand Awareness (BA) → Purchase Intention (PI)	0.427	0.000	Accepted

The remaining regression weights βs were all statistically significant. Content quality has a positive and noteworthy consequence on brand awareness (β=0.340, p<0.001). Material excellence also has a highly positive significant impact on hedonic motive and utilitarian motive, the respective standardized estimated coefficients are β=0.705, p<0.001 for hedonic motive and β=0.633, p<0.001 for utilitarian motive. These results show that content quality works positively in enhancing customers' brand awareness and increasing both their hedonic and utilitarian motives related to social media use hence supporting hypotheses (H1a, H1b, H1c).

In addition, both hedonic motive and utilitarian motive have a positive substantial influence on the consumer purchase intention with a stronger effect for utilitarian (β=0.238, p<0.005 versus 0.227, p<0.005). Hypotheses H2a and H3a are supported.

Finally, brand awareness has a positive outcome on the consumer purchase intention (β=0.427, p<0.001).

Table 5. Mediation test results

Hypothesis	Direct effect	Indirect effect	Result
H2b: CQ → HM → BA	HM → BA $\beta = 0.214$, $p = 0.002$	$\beta = 0.151$, $p = 0.003$	Complementary mediation
H2c: CQ → HM → PI	HM → PI $\beta = 0.227$, $p = 0.001$	$\beta = 0.160$, $p = 0.001$	Complementary mediation
H3b: CQ → UM → BA	UM → BA $\beta = 0.291$, $p = 0.001$	$\beta = 0.184$, $p = 0.004$	Complementary mediation
H3c: CQ → UM → PI	UM → PI $\beta = 0.238$, $p = 0.001$	$\beta = 0.150$, $p = 0.004$	Complementary mediation
H4b: CQ → BA → PI	BA → PI $\beta = 0.427$, $p = 0.000$	$\beta = 0.145$, $p = 0.009$	Complementary mediation

Based on the results obtained in the previous section, the existence of hedonic motive as a mediator between content quality and online purchase intention is tested. This section also assesses whether utilitarian motive mediates the relationship between content quality and

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consumer online purchase intention. Finally, the section evaluates whether brand awareness acts as a mediator between content quality and online purchase intention.

The bootstrapping results for these specific indirect effects are summarized in Table 5. The indirect effect is considered important if the p-value is lower than 0.05, hence the null hypothesis stating that the indirect effect is 0 will be rejected at the 95% confidence level. Table 5 reports the non-standardized regression weights. As illustrated in Table 5, the impact of content quality on brand awareness is mediated by hedonic motive, utilitarian motive and brand awareness, hypotheses H2b and H3b are supported. Furthermore, the impact of content quality on online purchase intention is moderated by hedonic motive, utilitarian motive and brand awareness, hypotheses H2c and H3c are supported. In addition, the mediating role of brand awareness is confirmed in the relations between content quality and purchase intention, hypotheses H4b is supported.

As new media and content formats explode onto the scene, social media users are increasingly drawn to platforms that entertain and inform them. When content resonates with viewers, it sparks positive emotions, fosters engagement, and equips them with valuable insights about the brand. This positive experience paves the way for gradual brand awareness and ultimately, a nurtured desire to purchase.

The quality of the communication content that brands post on social media has a positive impact on brand awareness. This finding is consistent with research by Barreda et al. (2015). Social media platforms are central to introducing product and brand information to customers (Muntinga et al., 2011). The more rich, reliable, and up-to-date information consumers receive, the higher the likelihood that they will remember and recognize the brand name through their use of social media pages (Biedenbach & Marell, 2010).

The Impact of Brand Social Media Content Quality on Hedonic and Utilitarian Motivations. The quality of communication content that brands post on social media plays a significant role in influencing consumer behavior, particularly in driving both hedonic and utilitarian motivations. This positive impact stems from the ability of high-quality content to fulfil consumers' needs for both enjoyment and practicality. The findings of this study align with previous research conducted by Dabbous & Barakat (2020) and Sultan et al. (2021), which highlight the importance of social media content in shaping consumer motivations. Online brand-related activities by consumers can be categorized into three primary aspects: consumption, contribution, and creation. Consumption refers to the process of engaging with brand content, such as reading posts, watching videos, or interacting with brand representatives. Contribution involves actively participating in brand-centric activities, such as sharing content, writing reviews, or participating in contests. Information and entertainment serve as two primary drivers for motivating users to consume brand content on social media (Muntinga et al., 2011). High-quality content that is both informative and entertaining can effectively capture user attention and encourage engagement. Businesses' social media communication strategies can significantly impact the level of user engagement with social media content (Mishra, 2019). By understanding the factors that drive enjoyment-oriented and needs-based, brands can tailor

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their content accordingly to maximize engagement and achieve their marketing objectives.

Hedonic and utilitarian motivations play significant roles in influencing consumer purchase intention. Hedonic motivations stem from the emotional aspects of shopping, such as enjoyment and pleasure, while utilitarian motivations are driven by practical considerations, such as convenience, cost-saving, and product value. The findings of this study align with previous research conducted by Childers et al. (2001) and Babin et al. (1994), which highlight the importance of both hedonic and utilitarian motivations in shaping consumer purchasing behavior. In this study, function-oriented were found to have a stronger impact on purchase intention (β=0.238, $p<0.005$) compared to enjoyment-oriented (0.227, $p<0.005$). This finding is consistent with prior research indicating that online shopping is primarily driven by practical purposes (Blake et al., 2005; To et al., 2007). Consumers often choose online shopping for the practical benefits it offers, such as convenience, cost savings, product availability, and information diversity (To et al., 2007).

Brand awareness plays a significant role in influencing consumer purchase intention. This positive impact stems from the ability of strong brand awareness to increase the likelihood that consumers will consider and ultimately choose a particular brand when making a purchase decision. The findings of this study are consistent with previous research conducted by Lee et al. (2019), which highlights the crucial role of brand awareness in consumer purchasing behavior. According to Keller (1993), brand awareness contributes a critical factor to consumer decision-making due to three main reasons: (1) Top-of-Mind Awareness: When consumers think of a product category, it is essential that they consider the brand. Enhanced Brand familiarity increases the probability that the brand will be included in the consideration set; (2) Brand Differentiation: Strong brand awareness can influence brand choice within the consideration set, even in the absence of other distinctive brand associations; (3) Brand Image Formation: Brand recognition impacts consumer decisions by influencing the formation and strength of brand associations in consumers' minds. These associations contribute to the overall brand image and perception.

Brand awareness serves a mediating purpose in the relationship between the quality of communication content that brands post on social media and consumer purchase intention. This discovery corresponds with research carried out by Dabbous & Barakat (2020), which highlights the moderating function of brand awareness in shaping consumer behavior. As brand consciousness increases through exposure to brand content on social media, clients become more familiar with the brand and its offerings. This enhanced brand awareness makes the brand more likely to be considered and ultimately chosen when making a purchase decision (Su & Huang, 2011). Social media platforms provide an effective channel for brands to build awareness and establish a strong presence among target audiences. By consistently delivering high-quality content that resonates with consumers, brands can effectively increase brand perception and visibility. Strong brand awareness can also contribute to reducing perceived risk in consumer decision-making. When consumers are aware of a brand and have positive associations with it, they are more likely to perceive the brand's products or services as trustworthy and worth considering (Lee et al., 2019)

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5. Conclusion

The novelty of this study lies in its contribution to the research methodology of OCOP products in the context of social media marketing and digital platform elevation. Unlike previous studies on OCOP products in Vietnam, which mostly employed the TPB model, this research adopts the SOR model to assess the impact of online stimuli, specifically the quality of communication content, on consumer brand awareness and purchase intention towards OCOP products. Furthermore, the study identifies that the quality of communication content influences purchase intention and brand awareness of OCOP products through the hedonic motive and utilitarian motive of consumers on the TikTok social media platform in Ho Chi Minh City.

The communication quality significantly influences the motivation and perception of benefits among TikTok users who engage with content from OCOP TikTok channels. Thus, creators of TikTok media should effectively utilize content that aligns with the goals and values of the OCOP program or its products. To influence users' motivations positively on social media, it's essential to focus platform video content on showcasing product benefits, features, and origins. To enhance users' enjoyment, TikTok content should highlight the cultural significance and ethical advantages of OCOP products, including pride, empathy, gratitude, environmental awareness, and preservation of ethnic traditions. These elements not only shape consumer perception of the OCOP brand but also bolster support for Vietnamese products. To raise awareness of the OCOP program and products, TikTok videos should inform viewers about the program's objectives and how products or services can attain OCOP certification.

Finally, this study might suffer from some limitations, firstly in terms of the sample size used in the survey and its composition as data was only collected for consumer in Ho Chi Minh city having an active TikTok account and watched video about OCOP on TikTok, secondly regarding the social media stimuli included in the proposed model and which were narrowed down to content quality, thirdly the use of purchase intention instead of actual purchase due to the difficulty in gauging consumers' actual purchases. Building on this study's findings, future researchers can test the proposed model for different age groups, different types of OCOP product and within the scope of a nation.

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