

INFORMATION OF DOCTORAL DESSERTATION

Title of thesis: **Vietnamese's food choice model:
An Approach from food products and consumers**

Sector: **Food and Beverage Processing**

Major code: **62.54.02.01**

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1. DESSERTATION SUMMARY:

Food choice is a complex behavior of human beings to learn and selected food products to use food products. In this thesis, we outlined a new approach in the modeling of selected food products by Vietnamese consumers by (1) determining the cognitive structure of consumers when choosing food, (2) to evaluate the important role of the sensory properties of selected food products in order to determine the optimal product model consumer oriented and (3) validate and assess the afraid to use new food and food involvement degree, an personal trait factor related to interaction between food and consumer products. Therefore, the problems were addressed in the thesis:

- ✓ **Problem 1:** Identify the cognitive structure of consumers in the product groups of green tea (traditional products), and pasteurized dairy (non-traditional products) based on the approach of the MEC (means-end chain) by in-depth interviewing techniques (laddering technique) in order to determine the factors affecting the cognitive structure of consumers when choosing dairy products as well as green tea ACV structure (attribute-consequence-value).
- ✓ **Problem 2:** Determine sensory properties, some physio-chemical properties of some green tea products and strawberry sterilized milk products. Besides, the consumer test was carried out to determine consumer's liking of those product in order to determine the characteristics according to the driven of consumers.
- ✓ **Problem 3:** Validate food neophobia scale (FNS) to assess and food involvement scale (FIS) determine the food neophobia and food involvement degree of Vietnamese consumers and some factors that increase new food acceptance.

2. CONTRIBUTIONS OF DESSERTATION:

- ✓ **Result 1:** Identify the cognitive structure of Vietnamese consumers when choosing green tea (traditional food) and sterilized milk products (non-traditional food). The difference in terms of cognitive structures was found as well as the influence of age and gender factors.

- ✓ Result 2: Explore the new method by using means-end approach for Vietnamese consumers to identify the key factors in determining the motives underlying the choice of food products.
- ✓ Result 3: Suggest product optimization model of food products for green tea and strawberry sterilized milk products, an important application in food product development.
- ✓ Result 4: Validate food neophobia scale (FNS) and food involvement scale (FIS) as well as determine the food neophobia and food involvement degree and some affects to change new food acceptance of Vietnamese consumers
- ✓ Result 5: Suggest a new approach in Vietnamese consumer food choices research.

3. APPLIED AND THEORETICAL IMPLICATIONS

- ✓ The approach method in this thesis can be applied in the food quality and food development department of food manufacturer, to help develop the suitable model of specific products for each consumer group. This approach will help food companies overcome obstacles and difficulties in Vietnam conditions to improve food products and related to consumer choices, it means that food companies both understands consumers' habits and food properties and especially explore their linkage.
- ✓ The success of a food product is that food manufacturers have to understand consumers and product characteristics, especially sensory properties.

4. FURTHER RESEARCH OF DESSERTATION

- ✓ Examine some friendly factors to environment and ethnic concerns ... to new food acceptance.
- ✓ More verification to improve value level and determine the methods to carry out. Value factor could be the same perception in the other cultures.
- ✓ Build up and develop more scales related to food choice applied to Vietnamese consumers.
- ✓ Set up the relations between emotions and cognitive structure of Vietnamese consumers.

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