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# BEHAVIORAL INTENTION TOWARDS ONLINE FOOD PURCHASING AFTER THE SOCIAL DISTANCING PERIOD OF COVID-19 IN DANANG CITY, VIETNAM

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Social distancing due to Covid-19 exposes consumers to abnormal situations and forces them to passively change their buying behaviors, leading to partly shifting to online shopping channel choices. This study was conducted right in the social distancing period in Danang City, from August 20th to September 15th, 2020. By developing a conceptual framework integrating predicting intentions models TAM, TRA, TPB with VAB model (Homer and Kahle, 1988), and Perceived Risks, this study recognizes an ongoing trend in online purchasing of Vietnam consumers during- and post-Covid 19. Together with a witnessed upward trend in online food purchasing behaviors during the social distancing period, online markets also anticipate a positive growth of buying intentions after social distancing. These behavioral intentions are affected not only by the original anchors from TAM, TRA, TPB models but also by personal values and perceived risks.

**Keywords:** The intention to online food shopping, social distancing, Covid19.

**JEL Classifications:** D10

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## 1. Introduction

With the impact of Covid-19 pandemic, Governments in several nations, including Vietnam, passively enforced measures such as social distancing in various levels of strictness. These enforcement also fostered E-commerce and home delivery (Unnikrishnan and Figliozzi, 2020). In 2020, in US, E-commerce's market increased more than 30% in its size (Rattner, 2020), and in Vietnam, E-commerce's market increased 18% with the estimated value of 11.8 billions of USD (Kemp, 2021). E-commerce brought many usefulness to consumers such as the reducing of shopping time and efforts, the capability of shopping in anywhere (Forsythe et

al., 2006) or comfortable shopping, the diversity of goods and the transparency of pricing (Javadi et al., 2012) and the safety in the Covid-19 pandemic.

Food is considered a difficult commodity to develop e-commerce due to the diversity and heterogeneity of products, high requirements for direct experience (touching, smelling, trying...) and sensitivity about delivery methods (Hays et al., 2005), especially in developing countries, in which consumers are more familiar with face-to-face transactions, and do not trust the transaction process (Uwemi et al., 2016). However, Covid-19 pandemic has changed consumer behavior towards online purchases, including online grocery shopping

(Chang and Meyerhoefer, 2021; Unnikrishnan and Figliozi, 2020). In the special situation of Covid-19 pandemic, how the food buying behavior of Vietnamese consumers change was an unexplored question.

To study shopping intention, many researchers have long proposed models such as The Theory of Reasoned Action model (TRA) (Fishbein and Ajzen, 1975), The Technology Acceptance Model TAM (Davis, 1985), The Planned Behavior model (TPB) (Ajzen, 1991) or Perceived Risks model (Naiyi, 2004), the Values - Attitudes - Behavior (VAB) model (Homer and Kahle, 1988). The above models have been applied in studying shopping intention of many different product categories around the world (Brand et al., 2020). For online food purchase intention, since the 2000s, many authors have used widely recognized models such as TRA, TAM and TPB to study the behavior and intention of online food shopping buyers (Brand et al., 2020; Hansen, 2008; Hansen et al., 2004; Pauzi et al., 2017; Troise et al., 2020; Tsydybey and van Wijk, 2014; Zhao and Bacao, 2020). Recently, some authors use new models such as Kim and Hall (2021), Lee et al. (2019) using the VAB model, and Lee (2009), Xie et al. (2017) and Pauzi et al., (2017) combined the theory of Perceived Risk into TRA, TAM, TPB models to predict consumers' intention to online food shopping (OFS).

With the impact of the Covid 19 pandemic, consumer behavior has changed a lot. This study was conducted with the two objects: (1) Exploring online food buying behavior during the period of social distancing because of Covid19 and (2) Identifying factors affecting the intention to buy fresh food after social distancing period because of Covid19. The study was carried out using a quantitative method, with the investigation of 500 samples of consumers in Da Nang during the social distancing period from August 20 to September 15, 2020.

## 2. Literature review

### 2.1. Online food purchase intention

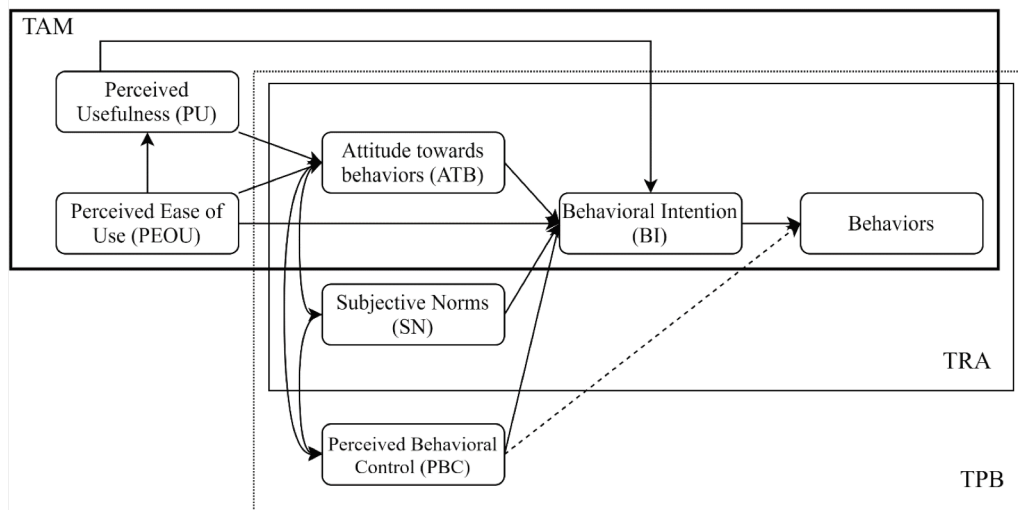
Food is a special commodity that is highly essential, has a short period of storing, has a variety of products, and is accompanied with high demands on direct experience (touching, smelling,

trying ...) and sensitivity about delivery methods. Hays et al., (2005)... With these unique characteristics, academia around the world has had many studies to explain the behavior of food consumers, such as research on the intention to buy organic food (Aitken et al., 2020; Asif et al., 2018; Rana and Paul, 2017), intention to choose a supply channel (Byun et al., 2009; Huang et al., 2020). Especially, with the trend of online shopping, although buying food is rated as less attractive (Schuster and Sporn, 1998; Tsydybey and van Wijk, 2014), many researchers have tried to explain the intention to buy food online (Brand et al., 2020; Driediger and Bhatiasavi, 2019; Mehrolia et al., 2020; Pauzi et al., 2017; Tsydybey and van Wijk, 2014; Uwemi et al., 2016). These studies generally confirm that consumers intend to buy food online and that the intention is influenced by attitude towards behavior (ATB), subjective norm (SN), perceived usefulness (PU), perceived ease of use (PEOU), and perceived behavioral control (PBC). In Vietnam, research on online food buying behavior is an interest of several researchers (Kim Dang et al., 2018; Nguyen et al., 2019).

### 2.2. Models used for studying purchase intention

The intention to online shopping is understood as the degree to which a consumer is willing to purchase a product through an online store (Pavlou, 2003). The relationship between intention and behaviors was first mentioned by Fishbein & Ajzen (1975) in Theory of Reasoned Action (TRA) with the hypothesis that individuals will behave based on their attitudes and intentions. In 1989, the TRA model was expanded, called the TAM Technology Acceptance Model, with the addition of two factors affecting an individual's attitude interpretation of individuals' intentions for new technological products: (1) Perceived Ease of Use and (2) Perceived Usefulness. By 1991, Ajzen (1991) developed the TRA model into the Theory of Planned Behavior (TPB) by adding the variable Perceived behavioral control, which is defined as "an individual's perception of ease or difficulty in performing a particular behavior".

In addition to the three widely recognized models, behavioral intention is also explained by the relationship between Values, Attitudes and



Source: Fishbein & Ajzen (1975); Davis (1989); and Ajzen (1991).

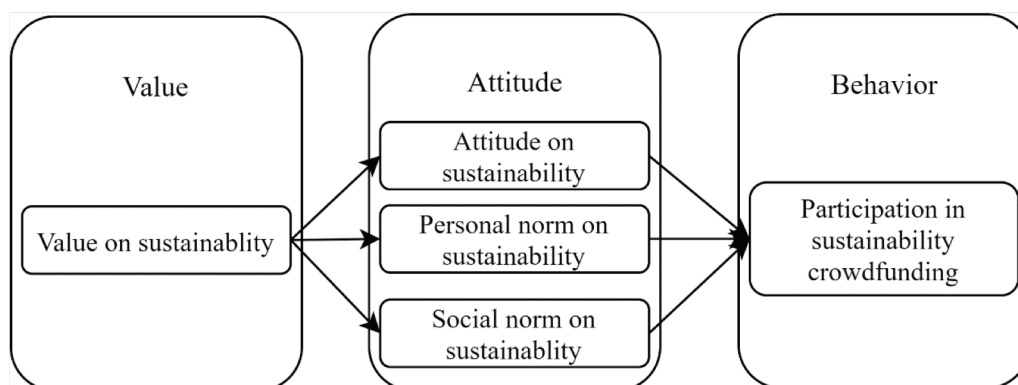
**Figure 1:** Theoretical frameworks of TRA, TPB and TAM

Behaviors (Homer and Kahle, 1988) and online shopping behavior can be predicted according to this model (Tudoran et al., 2009). In 2014, Tsydybey used the VAB model to study the intention to online food shopping (OFS), with the personal value measured according to the theoretical framework of Hofstede (1980) and Schwartz (1992) including universal, individual and collective values. The research has found that personal values have an impact on the intention to online food shopping, through attitudes. People who have individual values tend to look for convenient and time-saving ways of shopping. Meanwhile, people with

collective values tend to want to preserve the world as it is and are reluctant to change if they perceive that the new ideas contradict the opinions of other concerned individuals. Not only explaining the impact of Values - Attitudes on Behavior, Kim and Hall, (2021) conducted research to find the relationship between the factors of the TAM, TRA, and TPB models such as: social norms, subjective norms with personal values and attitudes.

### 2.3. Conceptual model and research hypotheses

Most of the studies on online food shopping (OFS) are based on three main models, namely TAM, TRA and TPB, such as the study using



Source: Kim and Hall (2021).

**Figure 2:** Applying VAB model in the study of Kim & Hall (2021)

Behjati's TPB model (2012) or the study using a combination of TAM, TRA and TAM models of Troise et al., (2020), Hansen et al. (2004), Bhattacharjee (2002). Some researchers also try to add other variables to the TAM, TRA, and TPB models. For examples, Tsydybey and van Wijk (2014) and Hansen (2008) added to these models with personal value factors, and Brand et al. (2020) did with the personal norms and past experience.

This study stems from the TPB model's three main independent variables: Attitude towards behavior (ATB), Subjective norm (SN) and Perceived behavioral control (PBC) that affect behavioral intention. In the context of online shopping, attitude is the attitude towards using the Internet to purchase goods or services from a retail website Lin, (2007), subjective norm (SN) refers to the perceived degree of social pressure to perform or not to perform a behavior (Ajzen, 1991) and perceived behavioral control is a negative perception related to the degree of difficulty in planning to online shopping (Brand et al., 2020).

And in online shopping, there have been many studies confirming that Attitude (ATB) has a positive impact on purchase intention (Lim and Ting, 2012; Nguyen et al., 2019; Tsydybey and van Wijk, 2014; Xie et al., 2017), that subjective norm (SN) has a positive effect on behavioral intention (Ahmad, 2020; Hansen, 2008; Tsydybey, 2014) and that perceived behavioral control (PBC) has a negative impact on behavioral intention (Behjati et al., 2012; Bhattacharjee, 2000; George, 2004; Song and Zahedi, 2001; Troise et al., 2020).

*H1: Attitudes toward OFS will have positively affects intention to online food shopping;*

*H2: Subjective norm has positively affects intention to online food shopping;*

*H3: Perceived behavioral control negatively affects intention to online food shopping.*

In one of the developments of the TRA model, the TAM model, Davis (1989) states that Attitudes were affected by Perceived Usefulness (PU) - the degree to which an individual believes the system will bring about efficiency and by Perceived ease of use (PEOU) - the degree to which a person believes that using the system will bring them more leisure

and less effort (Byun et al., 2009; Lim and Ting, 2012; Nguyen et al., 2019; Xie et al., 2017).

*H4a: Perceived Usefulness of online shopping positively affects attitudes toward OFS;*

*H4b: Perceived Ease of use of online shopping positively affects attitudes toward OFS.*

Attitudes are not only affected by perceived usefulness and perceived ease of use. According to the VAB model of Homer and Kahle (1988), Attitudes are also affected by personal values. Schwartz (1992) argues that individuals possess a set of values that help them shape their lives. This set of values influences their preferences and behaviour. In the study of online shopping, many authors have found a positive effect of personal values on individuals' attitudes (Ahmad et al., 2020; Hansen, 2008; Lee et al., 2019).

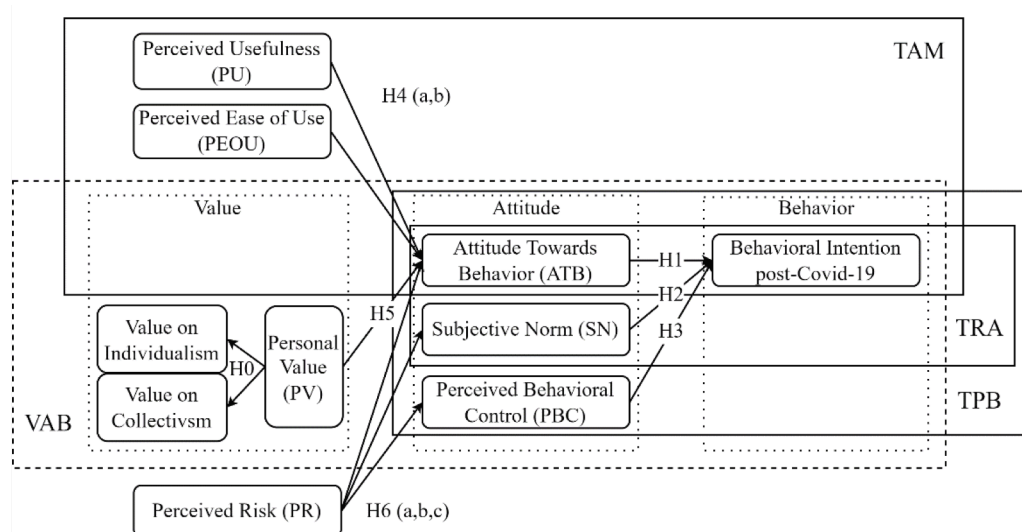
*H5: Personal values positively affects attitudes toward OFS.*

In online shopping context, one of the differences from traditional shopping behavior is the impact of perceived risks (PR) on purchase intention. Perceived risk is defined by Peter (1976) as a type of loss that is anticipated from a subjective perspective, or by Featherman (2003) as a loss that is likely to occur in the pursuit of a desired outcome. According to Naiyi (2004), perceived risk is an individual's perception of the possibility of negative and uncertain consequences, which is the loss of a transaction. Many studies around the world have confirmed the role of perceived risk in modifying the factors in the TPB model (Xie et al., 2017). Research by Lee (2009) concluded that PR has a negative effect on attitudes and subjective norms in using e-banking. As regards for perceived behavioral control, the findings of Xie et al., (2017) showed that perceived risk negatively perceived behavioral control in the case of intention to use e-government, and PBC in Xie's study (2017) reflects positivity (i.e., has the ability to master behavior), so the correlation is inverse compared to this study.

*H6a,b: Perceived risk negatively affects attitudes toward OFS and subjective norms in the context of OFS;*

*H6c: Perceived risk negatively affects perceived behavioral control in the context of OFS.*





**Figure 3:** Proposed conceptual model

### 3. Data and methodology

#### 3.1. Measurements

The research model includes 01 dependent variable, the intention to buy food online (BI) after social distancing, measured by 01 item from Brand et al. (2020) and 07 independent variables. Attitude (ATB) is defined as the degree to which a person has a favorable or unfavorable assessment of online food shopping, developed from 06 items in the study of Hansen (2008) and Nguyen et al. (2019). Subjective norm (SN) is the perceived level of social pressures for doing or not doing OFS, measured by 03 items of Brand et al. (2020). Perceived behavioral control (PBC) is the perception of difficulty in planning to OFS, measured by five items from Tsydybey and van Wijk (2014). Perceived usefulness is the degree to which an individual believes the system will bring increased efficiency to their work, measured by 03 items from Xie et al. (2017). And perceived ease of use is the degree to which a person believes that using the system will bring them more leisure and less effort, measured by 03 items from Xie et al. (2017). Perceived risk (PR) is an individual's perception of the possibility of negative and uncertain consequences, which is the loss in a transaction, measured by 04 items from Naiyi (2004) about product risks and 04 items from Huseynov (2016) about delivery risks. Personal

value (PV) refers to an individual/collective structure, in which collective values (PVC) emphasize collective interests, measured by five items from Schwartz (1994, 1992) and individual values are independence in choice and openness to new experiences, measured by 06 items from Schwartz (1994, 1992).

Besides, to assess the behavior and intention to OFS after the social distancing, this study first analysis the Likert scale rating with means and standard deviations (S.D.) (Norman, 2010). And to evaluate the proposed model, we respectively conducted exploratory factor analysis (EFA), confirmation factor analysis (CFEA), assessment of reliability of the scale through convergent validity and internal consistency reliability, and structural equation modeling (SEM).

#### 3.2. Data collection

After the 99-day absence of infections over the country, an epidemic wave broke out again in Da Nang and turned the city into the epicenter of the epidemic for two months. To prevent the spread, the City has required the citizens to practice social distancing, according to the directive 19, and can shop just only by entrance coupon ticket offered once every three days. Social distancing made traditional shopping difficult, forcing people to switch to online shopping. In that situation, many retail systems have made rapid changes. Many

supermarkets, retail systems, and even small traders in the market have also converted to online platforms such as zalo, facebook, website... In Da Nang, which has suffered the heavy devastation of Covid-19 had to implement social distancing from July 24<sup>th</sup> to September 23<sup>rd</sup>, 2020, all citizens were restricted in movement, and ones who want to go to the market had to do so with an entrance coupon ticket once every three days.

In order to study OFS behavior during the social distancing period and the OFS intention post-social distancing, we conducted a study from August 20<sup>th</sup> to September 15<sup>th</sup>, 2020. We sent 500 online questionnaires to students having relatives or families in Da Nang. The selection of participants was based on the method of purposive sampling. The results obtained 176 valid questionnaires, with 88% female and 90% aged between 24 and 64, distributed across 6 districts in Da Nang city. The participations were asked about the behavior of OFS before, during the social distancing period and the intention to OFS after the social distancing.

**Table 1:** Behaviors and the intention to OFS before, during, and after the social distancing due to COVID-19

	Before social distancing		During social distancing		Intention post-social distancing	
<b>Yes</b>	37	21.02	110	62.50	105	59.66
<b>No</b>	139	78.98	66	37.50	71	40.34
<b>Total:</b>	<b>176</b>	<b>100</b>	<b>176</b>	<b>100</b>	<b>176</b>	<b>100</b>
<b>1</b>	142	80.68	44	25.00	6	3.4
<b>2</b>	13	7.39	23	13.07	47	26.7
<b>3</b>	9	5.11	52	29.55	63	35.8
<b>4</b>	7	3.98	44	25.00	40	22.7
<b>5</b>	5	2.84	13	7.39	20	11.4
<b>Total:</b>	<b>176</b>	<b>100</b>	<b>176</b>	<b>100</b>	<b>176</b>	<b>100</b>
<b>Mean</b>	<b>1.41</b>		<b>2.77</b>		<b>3.12</b>	

## 4. Results and Discussion

### 4.1. Exploratory Factor Analysis

The results of exploratory factor analysis (EFA) with Varimax rotation show that: items ATB05-07 were excluded from the model, so the construct of ATB is measured by 04 items ATB01-04. Subjective norm correctly achieved 03 items that are SN01-03. For perceived behavioral control (PBC), the item PBC05 is excluded, and then the remaining construct was measured by PBC01-04. In particular, the

results of EFA analysis showed that the PEOU03 item was excluded and the remaining 02 items measuring PEOU and 03 items measuring PU variables were combined into one group. Besides, for individual values, PVI04 and PV06 were excluded, and for collective values, 03 items PVC02-04 were remained for the scale of PVC. The results of the analysis, in turn, eliminated 03 items PR06-08 because they did not meet the required factor loading, and perceived risk (PR) was measured by 05 items (PR01-05).

### 4.2. Reliability and validity of the scale

The reliability of the scale was tested by convergent validity (CV), including factor loading - FL, total variance extracted (TVE), and total correlation (TC), and by internal consistency reliability (ICR), including composite reliability (CR) and Cronbach's Alpha (CA) with the threshold of satisfactory for both of these metrics being greater than 0.6 or preferably above 0.7 (Hair Jr., 2016).

### 4.3. Structural model and hypotheses test

First, we conduct confirmatory factor analysis (CFA) for the observed variables to check the appropriateness of the scale for the research model. CFA results show that the scale is consistent with actual research data. (CMIN/DF= 1.564, CFI = 0.88, SRMR = 0.07, RMSEA = 0.057 and PClose = 0.123) (Hu & Bentler, 1999). Then, SEM structural modeling was performed. The basic values of the SEM model demonstrate the appropriateness of the

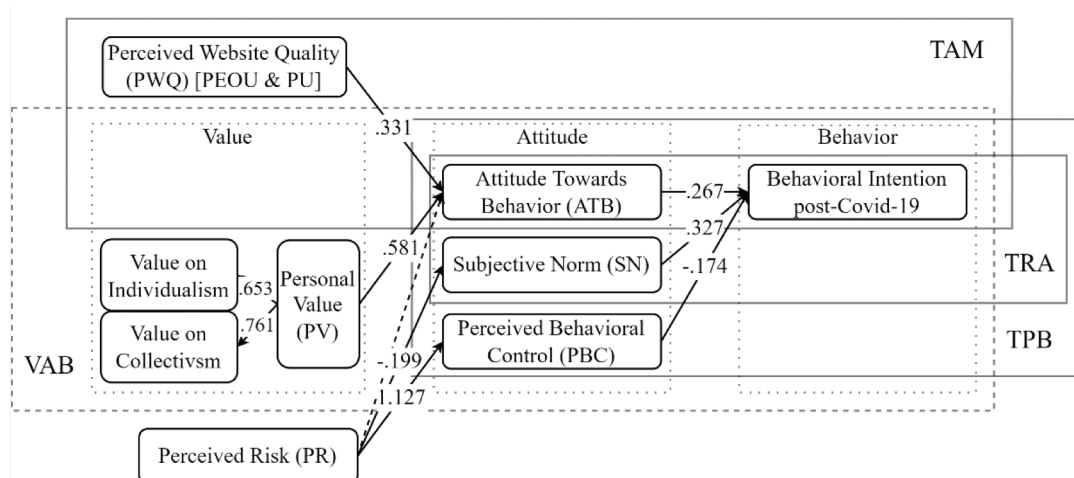


**Table 2:** The results of evaluation of the scale

Items		CV			ICR		Items		CV			ICR	
		FL	TC	TVE	CR	CA			FL	TC	TVE	CR	CA
Subjective norm (SN)	SN01	0.85	0.69	0.74	0.82	0.82	Collective Value (PVC)	PVC01	0.53	0.37	0.56	0.60	0.60
	SN02	0.90	0.71					PVC02	0.71	0.44			
	SN03	0.80	0.64					PVC03	0.81	0.44			
Attitude (ATB)	ATB01	0.53	0.44	0.51	0.68	0.67	Perceived Website Quality (PWQ)	PWQ01	0.53	0.44	0.54	0.80	0.78
	ATB02	0.61	0.50					PWQ02	0.58	0.54			
	ATB03	0.78	0.38					PWQ03	0.76	0.63			
	ATB04	0.62	0.52					PWQ04	0.82	0.60			
Perceived Behavioral Control (PBC)	PBC01	0.50	0.48	0.55	0.70	0.73		Perceived Risk (PR)	PWQ05	0.81			
	PBC02	0.70	0.51				PR01		0.74	0.52			
	PBC03	0.73	0.51				PR02		0.83	0.46			
	PBC04	0.84	0.59				PR03		0.62	0.58			
Individual Values (PVI)	PVI01	0.77	0.53	0.57	0.77	0.74	PR04		0.59	0.63	0.54	0.77	0.78
	PVI02	0.87	0.65				PR05	0.71	0.62				
	PVI03	0.76	0.57										
	PVI04	0.58	0.44										

model (CMIN/DF = 1.638, CFI = 0.85, SRMR = 0.08, RMSEA = 0.06, and PClose = 0.03).

Lee (2009), or Xie et al. (2017). In which, good attitude towards OFS (ATB) and subjective norm

**Figure 4:** Result of SEM analysis (standardized coefficient).

To test hypotheses of the research model, the path coefficients and P-values were calculated. The results show that most of the model's hypotheses are accepted with P-values below 5%, except for the impact of perceived risk (PR) on attitude towards OFS (ATB). In turn, hypotheses H1, H2, H3 based on the TPB model theory are accepted and this is also supported by the research of Hansen (2008),

(SN) have a positive impact on intention (BI) while perceived behavioral control (PBC) that is considered an increase in negative aspects (i.e., the more difficult consumers are to plan a purchase, the lower they have the intention to buy). In addition, the VAB model also show relevance through the hypothesis H5 is that personal value (PV) has a positive effect on attitude, similar to the research findings of Lee et

al., (2019) and Kim and Hall (2021). In addition, the grouping of perceived usefulness (PU) and perceived ease of use (PEOU) into PWQ was tested to have a positive effect on attitude (H4). Finally, perceived risk (PR), which is considered important in predicting online shopping behaviors (Naiyi, 2004), has a negative effect on subjective norm (SN) and a significant positive effect on perceived behavioral control (PBC). Lee (2009) and Xie et al. (2017) also supported similar hypotheses.

Although perceived risk (PR) has been confirmed to affect attitude (ATB), according to several previous studies on online choices (Lee, 2009; Xie et al., 2017), in this study the hypothesis was not approved (H6a). Some previous studies on online shopping also showed similar conclusions about the rejecting of influence of perceived risk on attitude (Crespo et al., 2009; Marza et al., 2019). According to Crespo et al. (2009), perceived risk has directly affect consumers only when they have never experienced online services and for consumers who have used online channels, perceived risk only reduces perceived benefits but does not directly affect consumers' attitudes significantly. In this study, some individuals did not try OFS, at least 37.5% of participants, so the impact of perceived risk on attitude may be modified, leading to reject hypothesis H6a. The study of Marza et al. (2019) on attitudes towards online shopping also came to the same conclusion.

## 5. Conclusion

Under restrictions on movement and on traditional shopping during the social distancing period due to Covid-19, consumers seemed to be put in a situation of passive adoption of online food shopping. Trying a new shopping channel during the social distancing left at least different experiences that they did not ever face before and leads to new shopping intentions for consumers even after the social distancing or the Covid-19 pandemic. The results showed that 40% of respondents have started to buy food online since the social distancing. Furthermore, they were willing to shopping food online after the social distancing (MEAN(BI)=3.12).

Some of anchors including consumers' perceptions and beliefs played a vital role in fostering the future intention to OFS. From the experience of social distancing, consumers perceived that OFS was useful and easy (MEAN(PWQ)=3.46), then had positive attitudes towards OFS (MEAN(ATB)=3.88) (H4), and had the increased intention to OFS after the social distancing (H1). In addition, although the perceived risk related to OFS was relatively high (MEAN(PR)=3.44), this factor did not affect the intention (rejecting H6a), the fact that can be explained by that consumers already had clear trust in online buying channels (Marza et al., 2019). According to the SEM results, the personal value of the consumer also created positive attitudes

**Table 3:** Result of SEM analysis.

Hypothesis	Path from/to	Coefficient	Standardized coefficient	S. E.	C. R.	P-Values	Test result
H1	ATB → BI	.690	.267	.236	2.923	.003	<b>Supported</b>
H2	SN → BI	.424	.327	.104	4.061	***	<b>Supported</b>
H3	PBC → BI	-.375	-.174	.168	-2.235	.025	<b>Supported</b>
H4	PWQ → ATB	.301	.331	.132	2.279	.023	<b>Supported</b>
H5	PV → ATB	.847	.581	.363	2.336	.019	<b>Supported</b>
H6a	PR → ATB	-.035	-.046	.110	-.317	.751	<b>Not supported</b>
H6b	PR → SN	-.302	-.199	.141	-2.145	.032	<b>Supported</b>
H6c	PR → PBC	1.029	1.127	.188	5.478	***	<b>Supported</b>
H0	PV → PVC	1.234	.761	.343	3.947	***	<b>Supported</b>
	PV → PVI	1.000	.653				

(H5). The value orientation of consumers was quite strong (MEAN(PV)=3.84), which meant that individuals were mostly willing to explore new ways (MEAN(PVI)=4.06) while still fairly tried to conserve several aspects that are long-existing (MEAN(PVC)=3.55). The results of the study showed that personal value contributed to the modification of attitudes towards OFS, and at the same time, attitudes with social norms and perceived behavioral control still a fit to the TPB model and had significant impacts on the OFS intention (H1-3). In online shopping, perceived risk played an important role (Naiyi, 2004). The results suggested that consumers perceived a higher level for risks in OFS experienced a lower level of subjective norm, meaning that consumers were less affected by surrounding relationships, and experienced a higher level of perceived behavioral control, meaning that the more difficult it is in planning to buy fresh food online (H6b,c).

In this study, perceived usefulness (PU) and perceived ease of use (PEOU) were combined into perceived quality of OFS website system (PWQ) (Al-Debei et al., 2015). This factor referred to the overall quality and performance of an OFS website, and it is also a measure of how simple, smooth, reliable and effective the website design and use were. The PWQ factor in the study reflects the functionality of a website in terms of ease of navigation, responsiveness, interactivity and ease of access (Aladwani, 2006; Al-Debei, 2014), representing perceived ease of use (PEOU). On the other hand, a website's search engine referred to the speed and efficiency of the data collection process and information about the product's price, performance, attributes and other aspects, representing perceived usefulness (PU).

Among the predictors of intention to OFS after social distancing developed from the TPB theoretical framework, attitude towards OFS (ATB) is the strongest predictor, the impact supported by previous studies (Hansen, 2008; Tsydybey and van Wijk, 2014) in addition to subjective norm (SN) and perceived behavioral control (PBC). Individuals who have more positive attitudes towards OFS (higher ATB) during the social distancing and are more influenced by network of relationships (higher

SN) will have a stronger intention to OFS than others (higher BI) (H1-2) while perceived behavioral control contributed to predicting a decrease in purchase intention (H3), meaning that the more difficult consumers feel in planning to buy food online (higher PBC), the less intention they will have (lower BI).

#### 6. Limitations of the study

Although the research objectives have been achieved, this study still has limitations. Firstly, the study was conducted in only one city affected by Covid-19, so generality may be affected. Secondly, as Ajzen (1991) suggested, the prediction of behavioral intention (BI) by attitude (ATB), subjective norm (SN), and perceived behavioral control (PBC) can vary between the variant situations and behaviors considered, leading to that the proposed model should be tested with various groups of consumers who have different demographic characteristics. ♦

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### Summary

Covid-19 với giãn cách xã hội trên diện rộng đã đẩy người tiêu dùng vào những tình huống đặc biệt, khiến họ buộc phải thay đổi hành vi, nhiều người dân đã buộc phải chuyển sang các hình thức đi chợ online, mua thực phẩm trực tuyến. Nghiên cứu này đã được thực hiện ngay trong giãn cách xã hội tại Đà Nẵng, từ 20/08 đến 15/09 năm 2020. Bằng việc sử dụng các mô hình nghiên cứu hành vi dự định TAM, TRA, TPB kết hợp với mô hình VAB (Homer & Kahle, 1988) và nhân tố Nhận thức rủi ro, chúng tôi đã nhận thấy xu hướng phát triển trong mua sắm thực phẩm trực tuyến (MSTT) của người tiêu dùng Việt Nam trong và sau đại dịch Covid19. Hành vi mua thực phẩm trực tuyến tăng mạnh trong giai đoạn giãn cách và họ có ý định mua cao sau giãn cách. Ý định này ngoài việc bị tác động bởi các biến trong 3 mô hình truyền thống là TAM, TRA, TPB thì còn bị tác động bởi Giá trị cá nhân và Nhận thức rủi ro.

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