



Investigating the Determinants of Repeat Purchase Intentions for One Commune One Products in Digital Platforms

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ABSTRACT

As technology continues to evolve, the rise of digital platforms has revolutionized the way consumers engage with products, especially in the context of e-commerce. This shift is particularly relevant for the promotion of OCOP (one commune one product) products, which are central to local economic development efforts in Vietnam. To succeed in this competitive landscape, it is essential to understand what drives consumers to repurchase OCOP products on digital platforms. This research focuses on evaluating key factors such as customer awareness, satisfaction, and the shopping experience that influence repeat purchases. The study draws on survey responses from 364 consumers who have previously bought OCOP products online, using Smart PLS 4.0 software to analyze the data. The findings highlight the importance of enhancing customer satisfaction and the overall digital experience to foster repurchase intentions, offering valuable insights for businesses looking to strengthen customer loyalty. The outcomes of this research also contribute to broader discussions on e-commerce and rural economic development in Vietnam.

Keywords: One Commune One Products, Repurchase Intention, Digital Platforms

JEL Classifications: D12, L81, Q13, R11

1. INTRODUCTION

In the context of the Industry 4.0 revolution, the rapid development of digital platforms has significantly changed consumer behavior, especially in terms of product purchases. Among these trends, OCOP (One Commune One Product) products—part of a government-funded initiative—have gained increasing attention for their role in promoting local economic development. The OCOP program plays an important role in branding and enhancing the value of agricultural products and handicrafts in rural areas of Vietnam (Nguyen et al., 2023).

The OCOP (One Commune, One Product) program is an initiative to develop the regional economy in Vietnam, formed based on the “One Village, One Product” (OVOP) movement originating in Japan in 1975. The goal of the program is to promote typical

agricultural and non-agricultural products and services of each locality, thereby increasing income and improving people’s lives. This program encourages the participation of private and collective economic sectors, in order to develop and commercialize products with competitive advantages (Hoang Thanh et al., 2018). Vietnam has applied for the OCOP program since 2013, with many provinces and cities implementing it simultaneously. By 2019, the program has recorded hundreds of OCOP products with 3-5 star standards, showing potential and effectiveness in rural economic development. OCOP not only focuses on economic growth but also contributes to the preservation of local culture and the improvement of the quality of life.

When the COVID-19 pandemic occurred, e-commerce in Vietnam developed strongly, becoming a major shopping method for consumers. The increase in online shopping during social

distancing has created opportunities for OCOP products to reach a wider market through e-commerce platforms. According to research (Ngo, 2023), consumers have adjusted their shopping habits, shifting from traditional shopping to online forms, with a special emphasis on convenience and safety. While this increase presents many opportunities, maintaining interest and intent to acquire products remains a major challenge. Research shows that understanding the factors that influence acquisition intent is necessary so that businesses can develop effective and sustainable marketing strategies. Success in e-commerce depends not only on attracting new consumers but also on creating a positive shopping experience to encourage them to return.

Several studies have looked at related concepts in a variety of contexts. For example, (Sunarta et al., 2023) has emphasized the role of satisfaction as an intermediary in impacting loyalty and performance, especially in the areas of tourism and organizations. In the context of customer experience (Phuong and Thi, 2022) argues that customer satisfaction is shaped not only by direct interactions but also by the overall experience, including the pre-and post-purchase stages. This implies that a comprehensive understanding of consumer satisfaction is needed to drive loyalty and repeat purchases.

However, research on the specific factors influencing the intention to acquire OCOP products on digital platforms is still limited. Recent studies have shown that satisfaction not only promotes loyalty but also has a positive impact on acquisition intent (Garcia et al., 2020; Jung, 2021; Ongkowijoyo, 2022). Factors such as product quality, service, and packaging all influence customer satisfaction and acquisition decisions (Pobee, 2021; Ismail, 2022) but these insights may not fully apply to the unique characteristics of OCOP products, which often carry distinct cultural values and community significance.

However, the application of the OCOP program on digital platforms has not been fully studied, especially the influence of customer satisfaction and experience on product acquisition decisions. Understanding these factors can help businesses develop more effective marketing strategies, thereby optimizing the consumer experience and strengthening their loyalty. Therefore, this study aims to explore these important aspects, providing essential information for businesses in promoting the success of the OCOP program and contributing to the sustainable development of the rural economy (Thị and Vãn, 2022).

2. LITERATURE REVIEW

2.1. Concept

2.1.1. Repurchase intention

Repurchase intention is a customer's subjective attitude toward their future purchase behavior (Pham et al., 2018; Wijaya and Farida, 2018). It arises when a person has made at least one purchase before and therefore it is directly influenced by these transactions, specifically when a person has a positive perception of past purchases, they tend to increase their intention to acquire in the future (Setyorini and Nugraha, 2016). Online acquisition intent is also seen as a consumer who is interested in making a purchase

using online shopping, the consumer's online shopping activity will be reviewed in the future, and the consumer is interested in recommending online shopping because they have used online shopping (Komaladewi and Indika, 2017; Zhou et al., 2009)

2.1.2. Products with OCOP certification

OCOP products are products and services participating in the National OCOP Program. According to Decision 919/QĐ-TTg, OCOP products are tourism goods and services of local origin, branded, with local cultural characteristics and advantages. OCOP products will be evaluated and classified according to 03 levels: District, provincial and central levels. After the evaluation, the product will be classified from 01 stars to 05 stars and be granted OCOP product certification valid within 36 months (Tuyên, 2023).

The "One Commune One Product" (OCOP) program initiated by the Ministry of Agriculture and Rural Development, focuses on the development of agricultural, non-agricultural products and services with strengths at the commune level and in the wider area. The goal of the program is to build a product value chain, combined with tourism development, in order to meet market demand and improve competitiveness.

OCOP certification is the process of evaluating and confirming product quality as well as production processes, ensuring that the standards of the program are met. Products that achieve OCOP certification will receive many policy incentives, support trade promotion and product promotion and contribute to promoting local economic development.

2.1.3. Digital platforms

Digital business platforms are a type of business based on value-creating interactions between producers and end consumers (Parker et al., 2016). The platform provides an open infrastructure, encourages the interaction of participants, and establishes governance conditions for them. The overarching purpose of a digital business platform is a harmonious combination between users, facilitating the exchange of goods, services or currencies in society, thus helping to generate value for all participants (Nguyen et al., 2021).

2.2. Theoretical Model

2.2.1. Technology acceptance model theory (TAM)

The technology acceptance model (TAM) originated from the theory of reasoned action (TRA) by (Fishbein and Ajzen, 1975) and was tailored to model user acceptance of technology systems (Davis, 1989). According to research by Wen et al. (2018), the technology acceptance model (TAM) has shown that humans tend to be characteristic and economical in predicting technology usage behavior. This relates to how humans generally aim to minimize personal effort and maximize perceived benefits. The primary objective of TAM is to explore the influence of external factors on users' beliefs, attitudes, and behaviors. According to TAM, there are two crucial personal beliefs: Perceived Usefulness (PU) and perceived ease of use (PEOU). These two variables help explain aspects of consumer behavior. Specifically, when users find technology easy to use, they require less effort to achieve good efficiency in using that technology. Similarly, if users perceive

many benefits from using technology, their likelihood of accepting and using that technology will be higher.

2.2.2. *Technology acceptance model*

Theory The unified theory of acceptance and use of technology (UTAUT) model was developed by (Venkatesh et al., 2003), to explain user behavior when approaching new technology. This model suggests that there are four main factors that influence technology usage intentions and behaviors, including performance expectations, effort expectations, social influence, and favorable conditions. Specifically, in the context of research on the intention to continue to buy OCOP products on digital platforms, performance expectations can be a factor in evaluating the convenience and effectiveness of these platforms for consumers. When the platform is easy to use and brings clear benefits, users tend to continue shopping for OCOP products through digital channels.

2.2.3. *E-commerce acceptance model theory (E-CAM)*

According to Lee et al. (2001), the E-commerce acceptance (E-CAM) model, which combines the TAM model and the risk perception theory, has provided insight into the factors influencing the conversion of internet users into leads. In the context of researching the intention to acquire OCOP-certified products on digital platforms, it is important to raise awareness about the platform's ease of use and usefulness. At the same time, it is necessary to minimize the perception of risks associated with products/services and online transactions to promote acquisition intent (Lee et al., 2001).

2.2.4. *Reuse intent model theory*

According to Hellier et al. (2003), the intent to acquire reflects the level of commitment and desire of consumers to repeat the purchase action. Key factors that influence a customer's intent to acquire include brand awareness, brand experience, brand personality, and the brand's alignment with the consumer itself. In particular, brand knowledge is formed from five main components: Product attribute awareness, price awareness, appearance awareness, brand personality and similarity between the brand and individual consumers.

The research of Ebrahim et al. (2016) has expanded the acquisition intent model, with a particular focus on the role of brand experience in shaping consumer preferences and purchase intent. This study also highlights that understanding brand preferences and customer acquisition intent requires considering both the personal experience factor and brand perception. From there, factors belonging to perception such as price, product appearance, and brand personality are all appreciated more when consumers have a positive brand experience.

2.2.5. *Brand model theory*

Brands are defined as associations in the minds of consumers, including tangible and intangible elements. (Steenkamp et al., 2012), brand value contains product attributes and the benefits it brings, combined with psychological or emotional factors, thereby helping consumers identify and distinguish the brand. The brand also represents the promise of performance and value that

consumers expect (Chiaravalle and Schenck, 2007). In the study of OCOP product trust and intent to acquire on digital platforms, brand value plays a key role in shaping and strengthening consumer trust. Tangible factors such as OCOP product quality, clear origin, and high-quality standards help create initial trust. At the same time, intangible elements such as national pride and positive associations with the OCOP brand help consumers feel that choosing to buy products not only meets material needs but also aligns with their personal values and emotions. It is the combination of these factors that will directly affect the intention to acquire the product, clarifying the relationship between brand value and consumer behavior on digital platforms.

2.3. *Hypotheses*

The relationship between confirmation and satisfaction has been explored in various contexts within the literature. (Ariani, 2023) found that job satisfaction (JS) did not influence in-role performance (IRP) or extra-role performance (ERP) in small and medium scale manufacturing companies. (Vinh, 2023) highlighted the role of satisfaction as a mediator in influencing tourist loyalty in recreation farm tourism. (Sunarta et al., 2023) investigated the mediating role of job satisfaction in the relationship between organizational justice and job procrastination behavior. (Serang et al., 2023) focused on the impact of work motivation on job satisfaction among family planning instructors. (Ridwan et al., 2023) examined the influence of emotional intelligence, education, and training on job satisfaction for the Head of State Madrasah Aliyah. (Annathurai et al., 2023) studied the impact of operation revitalization strategies on customer satisfaction in power generation plants. (Beura et al., 2023) emphasized the importance of meeting customer expectations and enhancing perceived experience for digital payment continuance intention. (Putra et al., 2023) identified factors affecting customer loyalty to the indrive application, including customer satisfaction. (Rantung et al., 2023) analyzed the influence of brand gestalt on customer satisfaction and repurchase intention in small and medium enterprises (SMEs). (Hung and Huy, 2023) explored the relationship between human resource policy, job satisfaction, and organizational commitment in small and medium enterprises in Vietnam. These studies collectively contribute to understanding how confirmation influences satisfaction in various organizational and consumer contexts. Therefore, we propose the hypothesis:

H₁: Confirmation positively affects consumer satisfaction with OCOP products.

Price has long been seen as an important factor influencing customer choices. According to (Lichtenstein et al., 1993), price is not only a financial sacrifice that customers have to pay to get a product, but also a signal of product quality. This is reinforced by (Magnusson et al, 2001), who argue that consumers often assume that safety products cost more than conventional products, so the price of safety products plays an important role in the formation of consumers' purchase intention and buying behavior. Recent studies have continued to explore more deeply the role of price in impacting customer satisfaction. (Al Haraisa, 2022) points out that, "price has a strong impact on customer satisfaction, especially when it is combined with confidence in the value of the product." This is especially seen in the tourism and hospitality sector, where

price is seen as an indicator of the value of a service. (Said et al., 2023) also emphasized that Generation Z has a very high price sensitivity, and a reasonable pricing strategy is a decisive factor in attracting and retaining young consumers on e-commerce platforms such as Shopee. “The implementation of reasonable pricing is key to Gen Z’s online shopping decisions” (Said et al., 2023). Research by (Ploythanachai et al., 2023) shows that the perception of value and technology also strongly influences customer buying behavior. In this context, price is not merely a number but also a reflection of how the product is perceived in the eyes of consumers. From the results of this study, it can be seen that price perception not only affects purchase intention but also has a significant impact on customer satisfaction, especially for OCOP certified products. Therefore, we propose the hypothesis:

H₂: Awareness of the price of OCOP certified products has a positive effect on consumer satisfaction.

Useful perception is defined as the degree to which an individual believes that a product or service can improve efficiency or performance in their operations (Davis, 1989). In the context of OCOP products, consumers’ perception of usefulness reflects the belief that these products not only bring better value but also contribute to improving the quality of life and supporting sustainable business and consumption activities (Rahmayanti et al., 2021). Recent research has confirmed that useful perceptions are a key factor influencing customer satisfaction in many areas. According to (Beula et al., 2022), “useful perceptions play an important role in improving customer satisfaction, contributing to loyalty and improving the relationship between customers and businesses.” Furthermore, (Kurniasari et al., 2022) have shown that the perception of usefulness is one of the main factors influencing the behavior of small and medium-sized businesses in adopting e-fulfillment services, demonstrating that an understanding of the value of a product can drive satisfaction and purchase decisions. Additionally, (Beura et al., 2022) emphasize the importance of cognitive experience in maintaining intent to use digital payment services, showing that meeting customer expectations and raising useful awareness are key factors in forming positive attitudes towards products. Similarly, (Putra et al., 2023) also assert that customer satisfaction is influenced by the quality of electronic services, which in turn is governed by application design and reliability. From these studies, it can be seen that the perception of usefulness is not only a theoretical concept but also has a practical impact on consumer satisfaction and loyalty in various industries. Therefore, we propose the hypothesis.

H₃: Consumer awareness of usefulness has a positive effect on satisfaction with OCOP products

The quality of information strongly affects consumers’ trust in products. (Yuan et al., 2020) indicates that food traceability systems impact perceived value and purchase intent. Research by (Mican and Sitar-Taut, 2020) highlights that trust in online stores and product reviews are decisive factors in shopping. (Eytam et al., 2020) show that product design also affects trust, while (Banerjee et al., 2021) assert that user-generated content has a great impact on product perception. (Zhang et al., 2021) emphasized the importance of information in the return policy, and (Sudaryanto et al., 2022) pointed out that brand effectiveness and product quality

determine purchase intent. Therefore, we propose the hypothesis. Information quality refers to the extent to which a system provides valuable and important information to users in a timely and accurate manner (Ariesty et al, 2021) Information quality affects customer satisfaction in e-commerce (Kumar and Ayodeji, 2020). Besides, the quality of electronic services has a positive impact on customer satisfaction and loyalty (Marliyah et al., 2021). The role of information quality in the online shopping experience is also emphasized (Nguyen et al., 2021). From these results, it can be affirmed that the quality of information provided has a positive impact on consumer satisfaction with OCOP products. Therefore, we propose the hypothesis:

H₄: The quality of information provided has a positive impact on consumer satisfaction with OCOP products

H₅: The quality of information provided has a positive impact on consumer confidence in OCOP certified products.

Product return services have a significant influence on customer satisfaction and loyalty in many industries. Research by (Cotarelo et al., 2021) highlights that product return dimensions in logistics quality (LSQ) play a key role in improving satisfaction, especially in omnichannel purchasing scenarios. (Dewi, 2020) shows that factors such as tangibility, reliability, responsiveness, assurance, and empathy all significantly affect customer satisfaction and loyalty. Furthermore, (Goutam et al., 2021) points out that privacy concerns also impact online satisfaction, emphasizing the need to address these issues. Therefore, focusing on service and product quality, along with paying attention to privacy, will make an important contribution to improving the customer experience and encouraging loyalty. Therefore, we propose the hypothesis

H₆: Product return service has a positive effect on consumer satisfaction with OCOP products.

Customer satisfaction is a subjective assessment based on an understanding of a product or service, reflecting how it feels when their needs are satisfied (Anifa and Sanaji, 2022). It is formed from the cumulative experience after use, when the customer compares the results received with the initial expectations (Mufashih et al, 2023). In e-commerce, satisfaction is crucial in retaining existing customers and attracting new ones. Recent studies have shown that satisfaction not only promotes loyalty, but also has a positive impact on acquisition intent (Garcia et al., 2020; Jung, 2021; Ongkowijoyo, 2022). Factors such as product quality, service, and packaging all influence customer satisfaction and acquisition decisions (Pobee, 2021; Ismail, 2022). Therefore, prioritizing customer satisfaction is necessary to enhance acquisition capabilities in many industries. Therefore, we propose the hypothesis:

H₇: Customer satisfaction has a positive impact on the intention to acquire OCOP certified products.

Trust is an important factor in using mobile payment apps, especially when users need to provide personal information and bank accounts. Many recent studies show that trust has a positive impact on the intention to continue using e-wallets and acquisition intentions in contexts such as Airbnb (Mao et al., 2020) and e-commerce (Widiandita et al, 2020; Armilawati et al, 2020; Anifa and Sanaji, 2022). Factors such as the online shopping experience

and perceived risk also contribute to building trust (Lăzăroiu et al., 2020). Understanding these factors will help businesses improve customer satisfaction and loyalty, thereby increasing acquisition intent. Therefore, we propose the hypothesis:

H₈: Consumer confidence in OCOP-certified products positively impacts their acquisition intentions.

The quality of customer experience plays an essential role in determining consumer satisfaction and loyalty in many industries. Recent studies have shown that customer satisfaction and trust positively influence acquisition intent, as in the context of Airbnb (Mao et al., 2020) and e-commerce (Widiandita et al., 2020). Moreover, service quality and perceived value from customer experience are also decisive factors in enhancing acquisition intent (Miao et al., 2022). From these results, it can be seen that the quality of customer experience will have a positive impact on the intention to acquire OCOP products on digital platforms. Therefore, H₉ is proposed: The quality of customer experience has a positive impact on the intention to acquire OCOP products on digital platforms. Therefore, we propose the hypothesis:

H₉: The quality of customer experience has a positive impact on the intention to acquire OCOP products on digital platforms.

2.4. Research Model

Based on the review of previous studies, new exploratory studies and consultation with consultants, the authors proposed a research model consisting of 6 independent variables, 2 mediating variables and 1 dependent variable. The main objective is to study “The factors influencing the repurchase intention of OCOP products on digital platforms.” The proposed research model illustrates the relationship between independent variables and dependent variables through the mediating variable as in Figure 1.

3. RESEARCH METHODOLOGY

To understand the factors affecting the intention to acquire OCOP-certified products on digital platforms, the authors conducted research using two methods qualitative research and quantitative research. By choosing a quantitative research method that allows for accurate measurement of the relationship between variables, the authors have collected data from various sources to ensure the diversity and richness of information. The group exploits scientific research articles and topics, along with documents related to the research topic, creating a solid theoretical basis and an overview of the research context. To measure the values of the variables, the team used a 5-level Likert scale, which allows participants to express their level of agreement or disagreement with the factors. After the questionnaire is edited and finalized, formal research is conducted by collecting information through an auto-fill questionnaire, making it easy for participants to provide feedback. Survey activities are conducted in the North, Central and South regions, in order to ensure the representativeness and diversity of the survey samples.

The selection of objective qualitative methods of data ensures the accuracy of the study results, facilitating the assessment of the impact and significance of the main variables in the study sample. Qualitative research methods focus on collecting and analyzing non-numerical data to deeply understand human phenomena, opinions, emotions, and behaviors. The authors team used techniques such as focus and observation groups, but did not use in-depth interviews. This method helps to provide a detailed, flexible view and detect new aspects of the problem. However, the disadvantage is that it is difficult to generalize the results for large populations and may be affected by researcher bias.

Figure 1: Research model

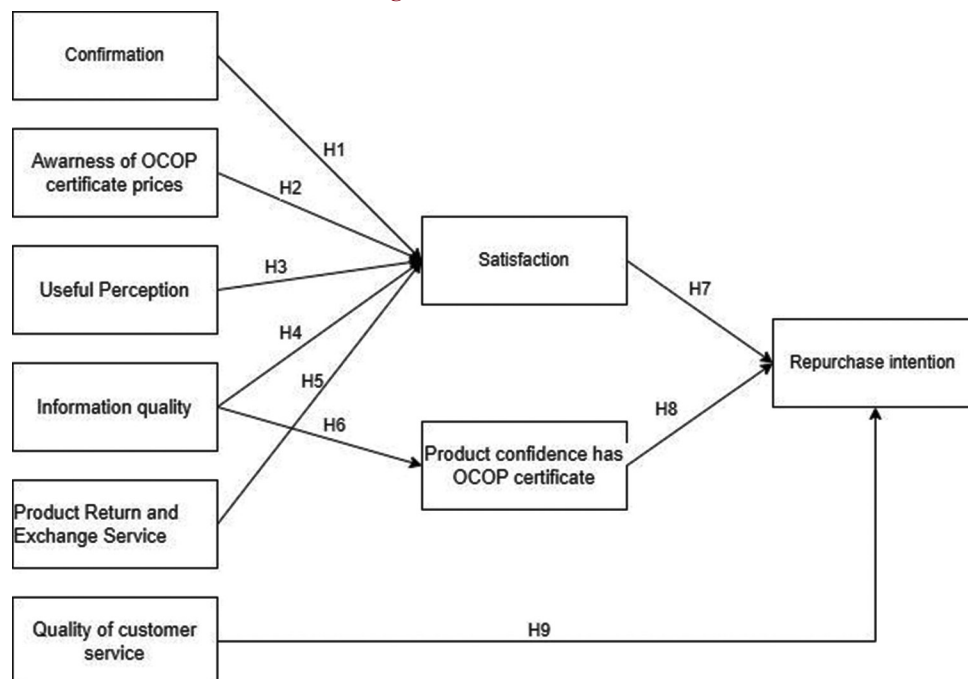


Table 1: Sample distribution

Personal information	Details	Quantity	Percentage
Sex	Male	193	53
	Female	171	47
Age	Under 18 years old	15	4
	From 18 to 25 years old	276	76
	From 25 to 35 years old	48	13
	Over 35 years old	25	7
Income	Under 5 million	204	56
	From 5 to 10 million	95	26
	From 10 to 20 million	21	6
	Over 20 million	44	12
Education	College	26	7
	Highschool	42	11
	Intermediate	6	2
	University	290	80
Residence	North	137	37
	Central	108	30
	South	119	33

Table 2: Cronbach's alpha, AVE, outer loadings

Factor	Cronbach's alpha	Composite reliability	AVE	Outer loadings
AOCp	0.808	0.874	0.635	0.763-0.823
C	0.734	0.849	0.653	0.799-0.83
CEQ	0.814	0.89	0.729	0.841-0.865
CPT	0.848	0.0892	0.623	0.723-0.842
CS	0.8	0.883	0.715	0.82-0.868
IQ	0.76	0.862	0.676	0.806-0.837
PRES	0.784	0.874	0.698	0.825-0.857
RI	0.832	0.888	0.665	0.801-0.839
UP	0.843	0.888	0.614	0.742-0.838

AVE: Average variance extracted

4. RESEARCH RESULTS

4.1. Descriptive Statistics

The survey results shown in Table 1 indicate that most of the survey participants were comprised of young adults aged 18-25 (76%) with a gender distribution of 53% male and 47% female respondents. This age concentration aligns well with the study's focus on digital platforms, as young adults typically demonstrate higher engagement with e-commerce.

The educational profile shows a strong skew toward higher education, with 80% of respondents holding university degrees, suggesting a well-informed consumer base. Geographic distribution across Northern (37%), Central (30%), and Southern (33%) regions provides a balanced nationwide perspective.

However, the income distribution, predominantly under 5 million VND (56%), reflects the young, student-heavy sample composition. While these demographics may limit generalizability to older or higher-income populations, they effectively represent the key demographic segment most likely to engage with digital purchasing platforms, thereby strengthening the study's practical implications for OCOP product marketing strategies targeting young, educated consumers.

4.2. Measurement Model Evaluation

Table 2 demonstrates the robust reliability and validity of the measurement model through multiple statistical indicators. The

internal consistency reliability is confirmed by satisfactory Cronbach's Alpha coefficients (ranging from 0.734 to 0.848) and strong composite reliability values (0.849-0.892), all exceeding the recommended threshold of 0.7. Convergent validity is established through average variance extracted (AVE) values between 0.614 and 0.729, surpassing the minimum requirement of 0.5. The outer loadings further validate the measurement model, with values ranging from 0.723 to 0.868, well above the acceptable threshold of 0.7, indicating strong relationships between indicators and their respective constructs. Notably, customer experience quality (CEQ) displayed the highest consistency in its measurements with outer loadings between 0.841 and 0.865.

Tables 3 and 4 present the discriminant validity assessment through the heterotrait-monotrait (HTMT) ratio analysis and the Fornell-Larcker criterion. The HTMT analysis reveals that most construct pairs maintain ratios below the conservative threshold of 0.85, confirming discriminant validity. Notable exceptions include the relationships between customer satisfaction (CS) and repurchase intention (RI) (0.889), and information quality (IQ) with CS (0.853) and RI (0.855), which are theoretically justified in the e-commerce context. The Fornell-Larcker criterion further validates the discriminant validity, as demonstrated by the square root of AVE for each construct (ranging from 0.784 to 0.854) exceeding their respective inter-construct correlations. These results particularly highlight the strong relationship between customer satisfaction and repurchase intention (0.727), while also emphasizing the significant role of information quality and product return services in the digital OCOP marketplace.

4.3. Structural Model Evaluation

Table 5 illustrates the model's explanatory power through the coefficient of determination (R^2), which measures the variance explained in each endogenous construct (Shmueli and Koppius, 2011). The results demonstrate robust predictive capability, with Customer Satisfaction showing the highest explained variance ($R^2 = 0.605$), followed by Repurchase Intention ($R^2 = 0.565$), while Awareness of OCOP Certificate Prices exhibits moderate explanatory power ($R^2 = 0.327$).

Table 6 presents the structural model assessment results, demonstrating robust statistical validity and predictive power. The VIF values for all relationships range from 1.000 to 1.861, well below the conservative threshold of 3.0, indicating no concerning multicollinearity issues among the predictor variables. The bootstrapping results ($n = 5000$) reveal that eight out of nine hypothesized relationships are statistically significant at $P < 0.01$, with t-statistics exceeding 2.57, except for $CEQ \rightarrow CS$ ($t = 1.118$, $P = 0.263$). The path coefficients (β) show particularly strong effects for $IQ \rightarrow AOCp$ (0.572) and $CS \rightarrow RI$ (0.555), demonstrating the crucial role of information quality and customer satisfaction in driving OCOP repurchase intentions. Regarding effect sizes, $IQ \rightarrow AOCp$ demonstrates the largest impact ($f^2 = 0.486$), followed by $CS \rightarrow RI$ ($f^2 = 0.380$), both indicating large effects. Most other relationships show small to medium effect sizes (f^2 ranging from 0.027 to 0.144),

Table 3: Heterotrait-monotrait

Factor	AOCP	C	CEQ	CPT	CS	IQ	PRES	RI	UP
AOCP									
C	0.611								
CEQ	0.35	0.443							
CPT	0.47	0.627	0.487						
CS	0.745	0.764	0.431	0.639					
IQ	0.728	0.658	0.451	0.598	0.853				
PRES	0.731	0.632	0.345	0.585	0.812	0.755			
RI	0.652	0.714	0.424	0.613	0.889	0.855	0.763		
UP	0.57	0.512	0.387	0.404	0.583	0.543	0.495	0.523	

Table 4: Discriminant - fornell - larcker criterion

Factor	AOCP	C	CEQ	CPT	CS	IQ	PRES	RI	UP
AOCP	0.797								
C	0.472	0.808							
CEQ	0.283	0.344	0.854						
CPT	0.39	0.496	0.406	0.789					
CS	0.6	0.586	0.350	0.529	0.846				
IQ	0.572	0.495	0.357	0.484	0.667	0.822			
PRES	0.584	0.482	0.277	0.479	0.646	0.584	0.836		
RI	0.536	0.56	0.350	0.518	0.727	0.683	0.619	0.816	
UP	0.474	0.405	0.319	0.344	0.482	0.439	0.404	0.442	0.784

Table 5: R-square and R-square adjusted

Factor	R-square	R-square adjusted
AOCP	0.327	0.325
CS	0.605	0.600
RI	0.565	0.562

Table 6: Structural model testing

Relationship	(O)	T-statistics	P-values	VIF	f2	Result
C- >CS	0.226	5.362	0.000	1.528	0.085	Accepted
CEQ- >CS	0.039	1.118	0.263	1.226	0.003	Rejected
UP- >CS	0.121	2.727	0.006	1.373	0.027	Accepted
IQ- >CS	0.319	6.245	0.000	1.789	0.144	Accepted
IQ- >AOCP	0.572	9.440	0.000	1.000	0.486	Accepted
PRES- >CS	0.291	5.962	0.000	1.675	0.128	Accepted
CPT- >RI	0.171	3.692	0.000	1.404	0.048	Accepted
CS- >RI	0.555	10.103	0.000	1.861	0.380	Accepted
AOCP- >RI	0.136	2.670	0.008	1.581	0.027	Accepted

suggesting meaningful contributions to the model's explanatory power.

The relationship between customer experience quality and customer satisfaction (CEQ→CS) failed to meet the significance threshold ($t = 1.118$, $P = 0.263$), despite showing acceptable multicollinearity ($VIF = 1.226$). This unexpected finding suggests that, in the context of OCOP products on digital platforms, customer experience quality may not directly influence customer satisfaction as originally hypothesized. This could be attributed to other mediating factors or the possibility that OCOP customers prioritize different aspects such as information quality ($IQ \rightarrow CS$: $t = 6.245$, $P = 0.000$) and product return services ($PRES \rightarrow CS$: $t = 5.962$, $P = 0.000$) over general experience quality when forming satisfaction judgments. Therefore, the CEQ→CS relationship should be eliminated from the final structural model.

5. DISCUSSION

5.1. Discussion of Research Results

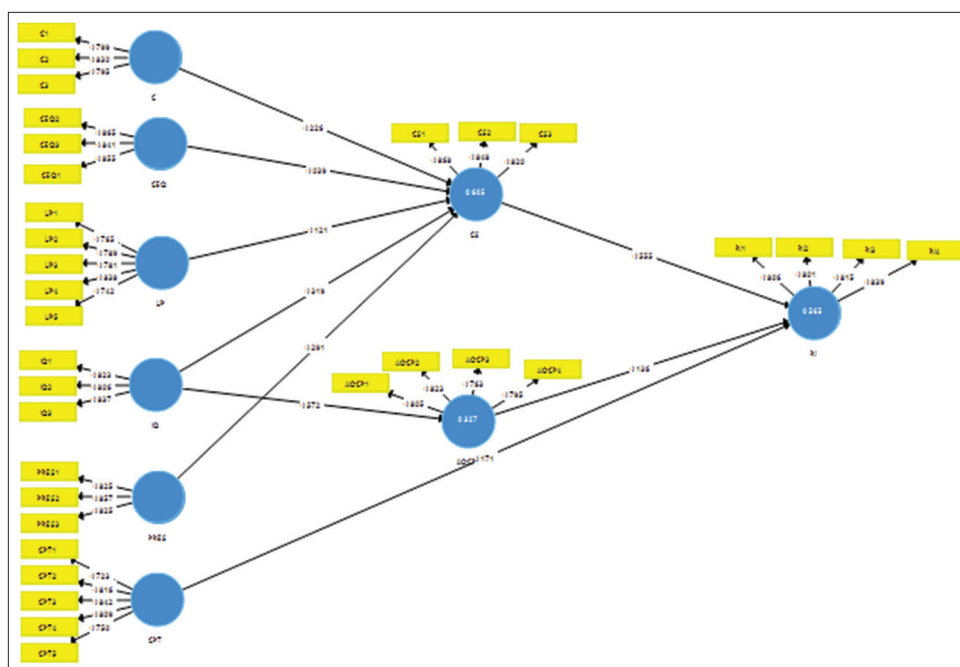
The measurement model demonstrates strong reliability and validity, with all constructs exceeding recommended thresholds for cronbach's alpha (0.734-0.848), composite reliability (0.849-0.892), and average variance extracted (0.614-0.729). These results confirm the robust construction of measurement scales for studying OCOP product repurchase intention in digital platforms.

The structural model assessment reveals significant relationships among key constructs, with eight out of nine hypothesized paths showing statistical significance ($P < 0.05$). Customer Satisfaction emerges as a crucial determinant of Repurchase Intention ($\beta = 0.555$, $t = 10.103$), exhibiting the strongest direct effect among all relationships. This is further supported by its substantial effect size ($f^2 = 0.380$) and strong mediating role in the model.

Information Quality demonstrates a particularly strong influence in the model, showing significant direct effects on both Customer Satisfaction ($\beta = 0.319$, $t = 6.245$) and AOCP ($\beta = 0.572$, $t = 9.440$). Its large effect size on AOCP ($f^2 = 0.486$) underscores the critical role of information quality in shaping customers' awareness and understanding of OCOP products.

The mediating effects analysis substantiates the model's theoretical framework, with five out of six intermediate hypotheses showing significance. Notable mediating paths include $IQ \rightarrow CS \rightarrow RI$ ($\beta = 0.177$, $t = 4.637$) and $PRES \rightarrow CS \rightarrow RI$ ($\beta = 0.162$, $t = 5.244$), highlighting the importance of customer satisfaction as an intervening mechanism.

Model result diagram



However, the relationship between customer experience quality and customer satisfaction failed to achieve significance ($t = 1.118$, $P = 0.263$, $f^2 = 0.003$), suggesting that traditional experience quality metrics may not be as relevant in the OCOP digital context as other factors.

The model demonstrates strong explanatory power, particularly for customer satisfaction ($R^2 = 0.605$) and repurchase intention ($R^2 = 0.565$), indicating that the selected constructs effectively explain variance in these key outcome variables. These R^2 values suggest that the model captures the essential factors influencing OCOP product repurchase intentions on digital platforms.

5.2. Management Implications

5.2.1. Senior management of companies with OCOP-certified products

Senior management of companies with OCOP-certified products needs to prioritize digital transformation in their business operations. This involves developing comprehensive digital product portfolios that include detailed product descriptions, high-quality images, certification details, and transparent pricing information. To build consumer trust, they need to maintain consistent product quality standards and implement responsive customer service systems. Additionally, businesses should invest in digital marketing capabilities and develop standardized information presentation formats that effectively communicate their products' unique value propositions and certification status to customers.

5.2.2. Digital platform administrators

Digital platforms play a crucial role as intermediaries and should create specialized OCOP product sections with enhanced display features that highlight certification and quality attributes. Administrators should implement unified information templates to ensure consistent product presentation across all OCOP sellers, making it easier for customers to compare products and make

informed decisions. The development of integrated customer feedback systems would help build trust and transparency in the marketplace. Platforms should also provide comprehensive training programs for OCOP sellers, focusing on digital marketing strategies, customer service best practices, and effective use of platform features. These improvements would create a more professional and trustworthy environment for OCOP product sales.

5.2.3. Government support

Government intervention is essential for sustainable OCOP digital commerce development. Authorities should introduce certification cost-sharing programs to reduce the financial burden on businesses and minimize production costs. Establishing a dedicated digital transformation fund would help enterprises upgrade their technological capabilities and online presence. The government should develop clear guidelines for standardized OCOP product information presentation across all digital platforms, ensuring consistency and reliability. Price stabilization policies could help maintain product affordability while ensuring fair returns for producers. Additionally, implementing a comprehensive quality monitoring system for online OCOP products would maintain standards and protect consumer interests, ultimately building stronger trust in the OCOP certification program.

5.3. Limitations of the Study

First, the geographical scope was limited to specific regions, which may not fully represent the diverse OCOP product market across different areas.

Second, a significant limitation of this study pertains to the size and composition of the survey sample, which primarily focused on current consumers of OCOP products. This might have omitted insights from non-consumers and their reasons for not purchasing these products, making it difficult for the study to be comprehensive.

Third, the complexity of measuring brand equity components in the OCOP context presented challenges in capturing all relevant dimensions accurately.

Additionally, the timeframe of the study presented in this relatively short survey period limited the thorough identification and validation of factors affecting OCOP brand equity and consumer behavior, potentially missing seasonal variations and long-term trends that could have provided more comprehensive insights into the research objectives.

5.4. Suggestions for Future Research

Future research should consider several key directions to build upon this study's findings. Researchers could expand the geographical scope to include multiple regions or conduct comparative studies across different provinces to provide a more comprehensive understanding of OCOP brand equity. Long-term longitudinal studies would be valuable to track changes in consumer perceptions and brand equity over time. Additionally, future studies could incorporate both qualitative and quantitative methods to gain deeper insights into consumer behavior and decision-making processes. Furthermore, investigating the relationship between OCOP brand equity and actual market performance metrics would provide valuable practical implications for businesses and policymakers.

6. CONCLUSION

This study examines the relationship between brand equity components and consumer purchase intention for OCOP-certified products. Through a systematic research approach, the study investigated key variables including brand awareness, perceived quality, brand association, and brand loyalty as fundamental elements of OCOP brand equity. The research employed quantitative methods, surveying consumers of OCOP products to understand how these brand equity components influence their purchasing decisions.

The findings revealed significant relationships between brand equity components and consumer purchase intention. Brand awareness emerged as a crucial factor in consumers' recognition and recall of OCOP products. Perceived quality showed a strong positive correlation with purchase intention, indicating consumers' high regard for OCOP certification standards. Brand associations demonstrated how consumers connect OCOP products with local values and quality assurance. Brand loyalty findings suggested that satisfied customers tend to become repeat buyers of OCOP products, contributing to sustainable market growth.

These findings provide valuable insights for various stakeholders in the OCOP ecosystem. For manufacturers and producers, the results suggest focusing on quality consistency and clear brand communication to enhance brand awareness and perceived quality. Marketing managers should emphasize local identity and quality certification in their branding strategies to strengthen brand associations. For OCOP program administrators, the findings indicate the importance of maintaining strict quality standards and supporting businesses in building strong brand equity. Local

authorities and policymakers can use these insights to refine OCOP certification criteria and development programs.

Despite the noted limitations, this research contributes significantly to understanding OCOP brand equity dynamics and their impact on consumer behavior. It provides a foundation for future studies while offering practical guidelines for enhancing OCOP product success in the market. The findings underscore the importance of a holistic approach to building and maintaining brand equity in the OCOP context, ultimately supporting the program's goal of promoting local product development and economic growth.

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