Adopted from: Luu, Dung (2019), “Forecasting Model Of Vietnamese Consumers’ Purchase Behavior Of Domestic Apparel”, Mendeley Data, V1, doi: 10.17632/dwj7hg3dt2.1

It is essential to study the determinants of consumer purchase decisions of domestic goods to improve domestic firms’ competitiveness. This study uses survey data gathered from 240 consumers in 2019 to assess their willingness to buy domestic goods in Vietnam.

The predictors are i) Perceived price, ii) Perceived quality, iii) Consumer ethnocentrism, and iv) Demographic variables (age; the family with child; the level of education; income; and gender. Perceived price, Perceived quality and Consumer ethnocentrism are continuous variables measured using Likert.

1. Create 4 new variables to (1) Gender\_coded (2) Edu\_coded (3) Income\_coded (4) Has\_Child to code the categorical predictors.
2. Explore the data.
3. Develop a explanatory model to identify the variables influencing willingness to buy. Interpret the model.
4. What are key factors that Vietnamese domestic firms should focus on?