

EXPERIENTIAL ENTREPRENEURSHIP



EXPERIENTIAL ENTREPRENEURSHIP

REPORT

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# ACKNOWLEDGEMENTS

We would like to express our heartfelt gratitude to everyone and everything who helped us during the research process. We would not have been able to complete the necessary milestones for this thesis without their assistance.

First and foremost, we would like to thank Dr. Nguyen Hoang Phuong Linh, who guided and assisted us directly. Dr. Nguyen Hoang Phuong Linh, with her knowledge, expertise, and acquisitions in the research sector, is always dedicated to teaching, motivating us throughout the learning process, and guiding us to overcome difficulties and challenges during our research so that we could efficiently complete this thesis.

Second, we are grateful to FPT University, Dr. Trinh Trong Hung (Head of Marketing), and the faculty members who supported and guided us throughout our four years at the university.

Finally, we want to thank everyone who participated in the survey and provided feedback. Their responses provided valuable information that helped us finish this study.

Ha Noi, December 2022

#### Authors of the thesis

**EXECUTIVE SUMMARY**

People in the era of an increasingly developed society have a special interest in health, the environment, and the green consumption movement. Therefore, the appearance of green food has solved consumers' concerns about food containing many chemicals today, and at the same time gradually switched from food using chemicals to green, eco-friendly food, non-toxic. Like many countries in the world, in Vietnam, green consumption is gradually becoming a new trend and consumers' awareness of green consumption and green products has also been enhanced. There have been surveys and research articles on consumer buying behavior toward green food and safe food in the Vietnamese market. However, there are still many research gaps on green and safe food consumption in Vietnam that have not been answered.

This study aims to understand Vietnamese consumers' perceptions of green food products and the attributes of green food packaging. In addition, this study also aims to examine the impact of packaging attributes on consumer buying behavior towards green food products in Vietnam.

In this study, we carry out qualitative and quantitative research. Qualitative research is used to collect through in-depth interviews to explore the current status of green food consumption in Vietnam and the attributes of green food packaging while consolidating the scale to suit the context Vietnamese market. Quantitative research was used to collect through survey and then analyzed using SPSS and Smart-PLS. The results obtained 602 valid answers, the research has shown that there are 4 main attributes of packaging that affect the buying behavior of Vietnamese consumers: (1) Packaging Color, (2) Packaging Printed Information, (3) Packaging Innovation, (4) Packaging Font Style. Based on the results, we will give advice to green food businesses, and green food packaging companies and propose to the government to improve and enhance the above attributes to attract consumers to make decisions to buy green foods.

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# CHAPTER 1. INTRODUCTION

## Topic background

People in the era of increasingly developed society have a special interest in health, the environment, and green consumption movements. Therefore, the appearance of green food

### Overview of green food products

##### *Current situation of food safety*

- Food safety in the world:

- the rest is likely to be used for medical purposes to promote animal growth. From there, it shows that chemicals that are not used for food are still abused in food.

##### *Trends of the Green food industry in the world and Vietnam*

* In the world:

With a global population expected to reach 9.8 billion by 2050 – that is, with two billion vities, will also help businesses be more willing to voluntarily comply with the Law on Environmental Protection, enhance people's quality of life, and support sustainable development goals.

##### *Legal, legal regulations on green food products*

* In the world:

The US government has come up with a strategy: Green consumerist businesses promote the virtues of their goods using eco-labels, which are "stickers on a product to alert cese attributes fully converge in eco-labeled goods. This is a green certification so that businesses' products will be able to compete successfully on the home market and achieve global exposure, particularly in areas with severe environmental regulations like the EU and the US.

### Packaging trends for current products

* In the world:

Every industry tends to be more developed. That means changes in the market affect the position and brand image of the manufacturer's products. At the forefront of the market shifturers is not only to adapt to emerging trends but also to forecast and inspire new trends through observation and advice visionary so that packaging can play an unprecedented role in modern life.

## Problem statements

### Food safety and contaminated food are matters of concern for many countries

hygiene violations is at an extremely dangerous "red alert" level because dirty food is spread throughout the market.

### Market share of Green food products:

Although green food and green consumption have become a movement in recent times, in Vietnam and many other countries around the world the green food market is still facing many difficulties. The consumption of green food has not been much, and the t, from which green and safe foods are included in the group of popular foods chosen by consumers for daily use.

### Green food buying behavior of Vietnamese consumers

Surveys and academic studies on consumer purchasing patterns for healthy and environmentally friendly food have been published in Vietnam. "Consumers are becoming at have not been answered. This urges the we to accelerate the implementation of more research on this topic to bring green food more popular among the Vietnamese people.

### Current status of green food packaging

m for green food businesses can clearly identify which elements of packaging they need to improve and thereby develop a good strategy to attract consumers to buy green food.

## Research objectives

The main purpose of this study is to determine the impact of packaging attributes on c

Objective 2: Examine the impact of packaging attributes on consumer buying behavior toward green food products in Vietnam.

## Research questions

There are 2 questions:

1. How do Vietnamese consumers perceive green food products and the attributes of green food packaging?
2. What are the impact of packaging attributes on consumer buying behavior toward green food products in Vietnam?

## Research scope

Time: Data was taken from 19/10 - 1/11/2022

The purpose of this study is to find out the impact of packaging attributes on customer Occupation: All professions

## Methodology and Data overview

In this study, a qualitative research method is used to collect data through in-depth for data analysis.

## Thesis outline

* Chapter 1: Introduction: Provide all the background information about the topic background with all the information needed for the research, including research umers.

# CHAPTER 2. KEY ACTIVITIES

## Product Manufacturing

### Game Development

- Conducting in-depth research on learning objectives, target audience, and age-appropriate game mechanics is crucial for creating an effective educational game. It involves identifying specific educational outcomes, understanding the characteristics of the target audience, and researching game mechanics and learning theories. This research provides valuable insights that inform the design process, ensuring that the game aligns with educational goals and meets the needs of the intended audience.

- Designing game concepts, storylines, characters, and levels that align with educational content is critical in game development. Once learning objectives and target audience have been established, the design phase begins. The goal is to create a compelling game concept that seamlessly integrates educational content into gameplay for effective learning. Engaging storylines or narratives are crafted to motivate players to progress and explore further. Relatable characters that support learning objectives enhance immersion. Careful planning and structuring of game levels or stages allows for the progressive introduction and reinforcement of educational concepts.

- Creating game assets such as graphics, animations, sound effects, and music is crucial for enhancing the appeal and effectiveness of an educational game. Age-appropriate graphics improve aesthetics and ensure they resonate with the target audience. Animations bring characters, objects, and actions to life, making the game more engaging and immersive. Suitable sound effects and background music complement gameplay, providing auditory cues and feedback that reinforce learning and emotional engagement. These elements work together to create an immersive and enjoyable educational gaming experience.

- Implementing interactive features, game controls, and user feedback mechanisms is crucial for creating an engaging and effective educational game. The implementation phase focuses on developing intuitive game controls that are easy for children to learn and use. Interactive features promote exploration, problem-solving, and critical thinking, ensuring active engagement with the educational content. User feedback mechanisms, such as hints, progress indicators, or rewards, guide and motivate players, fostering a positive learning experience. These elements work together to enhance interactivity and educational value.

### Content Creation

- Developing educational content for a game involves aligning it with learning objectives and curriculum standards. This requires defining the knowledge, skills, or concepts to be covered. Researching educational resources, curriculum guidelines, and expert recommendations is essential for ensuring alignment with educational standards and desired learning outcomes. Thorough research guides the creation of content that meets educational requirements and fosters effective learning experiences in the game.

- Creating lessons, quizzes, puzzles, and other interactive learning materials is essential to enhance the educational experience in a game. Lessons provide a structured and organized approach to presenting content, while quizzes and interactive exercises reinforce learning and assess progress. Including puzzles, challenges, and problem-solving activities promotes critical thinking skills and encourages players to apply their knowledge in practical and engaging ways.

- Incorporating multimedia elements such as videos, images, and audio is crucial to enhancing engagement in educational games. Videos provide visual demonstrations and real-life examples, while images and illustrations reinforce key concepts. Audio elements, such as voice-overs and sound effects, not only enhance engagement but also convey information effectively, making the learning experience more immersive and stimulating.

- Writing clear and concise instructions, explanations, and educational narratives is essential in educational games. Clear instructions ensure that players can easily navigate through activities, while concise explanations simplify complex concepts for comprehension. Educational narratives contextualize content, making it relatable and engaging for players, resulting in a meaningful and immersive learning experience.

- Ensuring that content is age-appropriate, well-structured, and pedagogically sound is crucial in educational games. Age-appropriate content caters to the cognitive abilities, language proficiency, and interests of the target audience. Structuring content logically allows for progressive learning, while adhering to sound pedagogical principles promotes active learning and meaningful engagement, maximizing the educational value of the game.

### User Experience Design

- Designing an intuitive and visually appealing user interface (UI) is crucial for a positive user experience. The UI design should engage the target audience while being organized in a logical and intuitive manner. Easy navigation and accessibility of features are prioritized, ensuring users can seamlessly interact with the game. Clear labels, buttons, and icons guide users through the game, making interactions intuitive and enhancing their overall experience.

- Optimizing user interactions, game controls, and feedback mechanisms is crucial for creating a seamless user experience. Responsive and smooth interactions that provide immediate feedback enhance engagement. Game controls should be intuitive, easy to learn, and aligned with the capabilities of the target audience. Incorporating interactive elements like drag-and-drop, gestures, or touch interactions further enhances engagement, creating a more immersive experience for the users.

- Conducting usability testing and gathering user feedback is crucial for improving the user experience (UX). Usability testing helps identify areas of improvement and optimize the UX. Collecting user feedback provides valuable insights into their experience and suggestions for improvement. Analyzing user behavior data helps identify areas for improvement and optimize the user flow within the game.

- Incorporating gamification elements such as rewards, badges, and leaderboards enhances user engagement. Rewards, badges, or virtual currency can incentivize progress and motivate users to complete tasks or achieve milestones. Designing leaderboards or ranking systems fosters healthy competition among users, encouraging better performance and creating a sense of achievement and social interaction within the game.

- Iterating on the design based on user feedback and data analytics is crucial for continually improving the user experience. Analysis of user feedback, behavior data, and metrics identify areas for improvement. The design can be iterated upon based on user feedback and data-driven insights, adjusting UI elements, interactions, or game mechanics. Ongoing monitoring of user feedback and engagement metrics ensures that the user experience is continually optimized, meeting the evolving needs and expectations of the users.

### Maintenance

- Regularly updating and improving the game based on user feedback and emerging educational trends is crucial. Gathering and analyzing user feedback provides insights into their experiences and suggestions for improvement. Reviewing user suggestions, bug reports, and feature requests helps identify areas for enhancement. Staying informed about emerging educational trends and advancements in game design and pedagogy ensures the game remains relevant and up to date with current educational practices.

- Conducting quality assurance testing is essential to identify and fix any bugs, glitches, or usability issues. Thorough testing validates the functionality of all game features, interactions, and educational content. Testing on different devices, operating systems, and screen sizes ensures compatibility and optimal performance for a diverse user base. Addressing any issues identified during quality assurance testing ensures a smooth and enjoyable user experience.

- Monitoring game performance, load times, and server stability ensures a smooth user experience. Monitoring load times, response times, and overall stability enables prompt identification and addressing of performance bottlenecks or server-related issues. Implementing monitoring tools or analytics enables tracking of key performance indicators, allowing for proactive measures to maintain optimal game performance and user satisfaction.

- Implementing security measures to protect user data and prevent unauthorized access is crucial. Encryption and secure data storage practices safeguard user information from unauthorized access. Authentication and authorization mechanisms control access to sensitive data, allowing only authorized users to view and interact with it. Regular updates and patching address security vulnerabilities and ensure compliance with data protection regulations.

- Providing ongoing technical support and troubleshooting for users is essential. Establishing user support channels allows users to seek assistance when needed. Responding promptly to user inquiries and technical issues ensures a positive user experience and maintains user satisfaction. Clear and helpful troubleshooting guides or tutorials can be provided to help users resolve common problems independently.

- Collaborating with the development team to implement feature enhancements and optimizations is crucial. Prioritizing user feedback and emerging needs, the development team can work on improving the game. Regular collaboration and communication optimize game performance, user experience, and educational effectiveness. Staying updated with the latest trends in technology, educational research, and game development helps incorporate improvements that enhance the overall quality of the game.

## Essential Activities

### Data analysis

Data analysis plays a critical role in improving learning outcomes and overall user experience. Market analysis provides insights into current trends, user preferences, and competitors, helping to inform decisions related to game content, design, and marketing strategies. User data analysis, such as engagement metrics, behavior patterns, and feedback, enables understanding of user needs, preferences, and learning styles. Analyzing this data can inform decisions related to game mechanics, content, and design, ensuring optimal learning outcomes and user experience. By leveraging data analytics, game developers can continuously improve the educational value and user experience of the game, catering to the evolving needs and expectations of the users.

### Human Resource Management

Human resource management (HRM) encompasses the recruitment, training, and development of employees. Recruitment involves identifying and attracting candidates with the required skills, experience, and qualifications to fill job positions. Once hired, training is provided to equip employees with the necessary knowledge and skills to perform their job duties effectively. Ongoing development opportunities, such as mentorship programs, leadership training, and skills training, enable employees to grow and advance within the organization. By investing in employee recruitment, training, and development, organizations can foster a skilled and motivated workforce that contributes to the success of the organization. Effective HRM practices also support employee retention, ensuring that valuable talent is retained within the organization.

### Financial Management

### Financial management encompasses various aspects of managing an organization's finances, including financial planning, capital management, revenue and expenditure management, and financial reporting. Financial planning involves forecasting future financial needs, setting financial goals, and creating a budget to achieve those goals. Capital management involves managing the organization's capital structure, including equity and debt financing. Revenue and expenditure management involves managing cash inflows and outflows, ensuring that the organization has sufficient funds to meet its financial obligations. Financial reporting involves preparing and presenting financial statements, including the balance sheet, income statement, and cash flow statement, to provide stakeholders with a clear understanding of the organization's financial performance. Effective financial management practices enable organizations to achieve financial stability, make informed financial decisions, and achieve long-term financial sustainability.

### Marketing

- The rise of the internet has revolutionized the way businesses and organizations communicate with their target audience. Online platforms such as websites, blogs, social media, and online advertising provide numerous opportunities to reach a wider audience and engage with them. Websites provide a digital presence for businesses, allowing them to showcase their products or services and provide information to potential customers. Blogs enable businesses to share their expertise, provide valuable insights, and establish themselves as thought leaders in their industry. Social media platforms enable businesses to engage with their audience, build brand awareness, and create a sense of community around their brand. Online advertising provides targeted advertising opportunities, allowing businesses to reach their desired audience with precision. By leveraging online platforms, businesses can expand their reach and build a strong online presence, leading to increased brand visibility, customer engagement, and ultimately, business growth.

- Interactive communities provide a platform for users to interact and collaborate with each other. These communities can take various forms, such as online forums, chat rooms, social media groups, or collaborative workspaces. Interactive communities enable users to share knowledge, experience, and insights with others who share similar interests or goals. They also foster a sense of belonging and create a supportive environment for users to engage with each other. Interactive communities can be beneficial for businesses and organizations as they can provide valuable insights into customer needs, preferences, and behavior. They can also be used to facilitate customer support and provide a platform for users to give feedback and suggestions. By fostering a strong and engaged user community, businesses and organizations can build brand loyalty and establish themselves as a trusted and valued resource in their industry.

- Building partnerships and communities with relevant organizations and schools can be beneficial for businesses and organizations. These partnerships can provide opportunities for collaboration, knowledge sharing, and resource sharing. For example, partnerships with schools can create opportunities for businesses to provide educational resources and programs to students, while also building brand awareness and establishing themselves as a valuable partner in the education sector. Collaborations with relevant organizations can provide access to new markets, customer segments, and resources, leading to increased business opportunities and growth. By building strong partnerships and communities, businesses and organizations can leverage the strengths and expertise of their partners, creating a mutually beneficial relationship that drives innovation and growth.

- Traditional marketing refers to the use of traditional media channels such as print, radio, television, and billboards to promote products or services to potential customers. While digital marketing has become increasingly popular in recent years, traditional marketing still has a place in reaching certain portions of potential customers. For example, older generations may be more likely to consume traditional media channels, making them a valuable target audience for traditional marketing efforts. Additionally, certain industries or businesses may still benefit from traditional marketing, such as local businesses looking to reach a specific geographic area. By using a combination of traditional and digital marketing strategies, businesses and organizations can reach a wider audience and maximize their marketing efforts.

# CHAPTER 3. METHODOLOGY

## Research philosophy

Research philosophy is concerned with the origin, nature and development of knowledge. According to Doyle et al. (2020), a research philosophy is a set of beliefs about how to h in finding and making recommendations for green food businesses in Vietnam.

## Research Approach

Saunders et al. (2012) define that “Research approach is best seen as a general plan and procedure for conducting the study". There are three types of research methods: deductive, ts and compare them with the results of the literature review to see if the hypothesis is accepted or rejected.

## Research methodology

Research methodology refers to how researchers systematically design and research to ensure that research objectives are accurate and that results are reliable. Quantitative and n and context of Vietnam.

### Qualitative research

##### *Definition*

chat-based online focus groups, video-based online focus groups.

##### *Advantage of qualitative method*

Qualitative research offers a much more flexible approach. Qualitative research makes it possible for researchers to explore things more deeply. Instead of organizing participant llows researchers to speculate more about what areas they choose to investigate and how to do it.

##### *Disadvantages of qualitative method*

The main limitation of qualitative research is that the process is time-consuming and labor-

### Quantitative research

##### *Definition*

Quantitative research focuses on collecting data from a large number of respondents using questionnaires or surveys with formal questions and predefined response options (Hair et and experimental study design. These five different types of quantitative studies have different data collection procedures.

##### *Advantage of quantitative method*

Quantitative data can be interpreted by statistical analysis because statistics follow maple to interpret your data and present your findings with less subjective error.

##### *Disadvantage of quantitative method*

However, in quantitative research, the focus on numbers is also found to be limited, d, often seeks to collect large numbers of data points. The larger the scope of the study, the higher the cost of this research.

**Conclusion**: In this study, we rely on a mix method. We use both qualitative and quantitative research methods to complement each other and minimize errors in the topic.

## Research Design

The study design included Determine the Research Design and Data Sources, Develop the

## Data collection methods

### Qualitative study

##### *Sampling method*

We conducted face-to-face and recorded interviews with 18 randomly selected people. The interviewees ranged in age, gender, geographic location, and occupation. Open-ended the interested in-depth interview participants, to solve and strengthen the current situation for the participants' green food brand in the Vietnam market.

##### *In-depth interview guidelines*

According to Guion, Diehl, and McDonald (2011), in-depth interviews will help

##### *Sample size*

Interviewing people until "data saturation" is attained is frequently used in interview research to justify the sample size (Francis et al. 2010). There are specific standards for

### Quantitative study

##### *Sampling method*

Acharya et al. (2013) indicated that “A sample is a subset of the population, chosen to represent the larger population.” Based on the sample taken to make statistical inferences e that are difficult to reach, so a snowball sampling method is used to reach and collect information from additional people through the group the original respondent was selected.

##### *Sample size*

In a study, determining the sample size is extremely important. The sample size affects the mber of valid samples obtained is 602 samples. This shows that the number of samples obtained satisfies the rule of thumb of Hair et al. (1998) and Hair et al. (2017).

##### *Questionnaire design*

The biggest advantage of the questionnaire is that it can collect a large number of responses from a large number of survey participants, thereby generating new findings of ing a 5-Point Likert Scale, ranging from strongly disagree to strongly agreed. Finally, "Conclusion", where we will thank the survey respondents and close the survey.

##### *Measurement sources and scales*

## Data analysis methods

### Qualitative study

In this study, we used content analysis to analyze the data. Content Analysis is a method that can discover the presence of specific words, topics, or concepts in the data. Content Analysis allows researchers to assess and quantify the meanings and relationships of t the elements that have a real impact on the customer's purchase intent.

### Quantitative study

In this research, we used SPSS to analyze the data. Statistical Package for Social Science, abbreviated as SPSS, is a software that is widely used in statistical analysis when re

with descriptive analysis, reliability analysis, correlation analysis, and regression analysis (Mujis, 2010).

In addition, Statistical Package for Social Science Version 20 software (SPSS) and he simultaneous measurement of latent concepts with theoretical models (Hulland et al., 1996). For these reasons, we choose the PLS-SEM approach to fit the model that we propose.

##### *Descriptive analysis*

Descriptive analysis is a type of statistical data analysis that presents, displays, or and Larcker, 1981). HTMT ≤ 0.9 (Henseler et al., 2015).

##### *Test of structural model*

* + effect factor for SMARTPLS.
  + P Values: The t-test's threshold for significance. This significance level will be compared to other comparison thresholds like 0.05.

##### *IPMA*

Importance-Performance Map Analysis, abbreviated IPMA, also known as Importance- Performance Matrix or Priority Chart, aims to evaluate the relationship between the ime

* + - * + Corner IV: Low performance, low importance

* + - 1. ***Multigroup analysis***

Multigroup Analysis: "Using multigroup analysis, you can examine whether estimates of group-specific parameters differ significantly across predefined data groups (e.g., outer

## Ethical considerations

Ethical considerations are a very important aspect of this research as the main objective is

# CHAPTER 4. ANALYSIS AND FINDINGS

## Preliminary research - Qualitative study

We conduct qualitative research through in-depth interviews starting from October 1st to October 7th, 2022. The total number of interviewees was 18 people.

### Objective of qualitative interview

We carried out qualitative research for this study in order to collect more information, the in order to serve, improve, and strengthen the scale and research model.

### Participants characteristics

Demographic data of 18 focused in-depth interviewers are presented in the below table. d than

### Results of qualitative study

##### *Consumer’s definition of green food product*

After interviewing 18 consumers in Vietnam about their undees mistaking green food for clean food and organic food.

##### *Consumer experience of green food products*

From the interview data of 18 people, the majority of consumers learn about green foods from advertisements, newspapers, word of mouth, or their own dietary needs, which they ly green food at reputable stores, such as large supermarkets, Vinmart, and green departments.

##### *Consumer’s perception of green food packaging*should improve a lot on its packaging attributes of green food to attract them to buy it. Not only the basic information elements but also the uniqueness in colors, fonts, images, etc., also help them consider the choice of using green food.

### Adjust the scale

To better defines the attributes of the packaging, wtant to help balance your spending.

## Results of quantitative study

### Descriptive analysis

##### *Data cleaning*

We choose the online survey form and collect the survey results (from October 19 to November 1, 2022). The total number of sampleis.

##### *Missing value*

In the process of collecting survey questionnaires, we use Google Forms for online surveys. Googlustomers have agreed to the most. In general, most neutral customers fill out the survey with the average value of the approximate factors from 3 to 5. Therefore, it is possible to consider all packaging factors that affect customers' buying behavior for green food products in Vietnam.

##### *Demographic analysis*

of 26–45, consumers are more interested in health, so they learn about and use green f

### Measurement model analysis

##### *Reliability and Convergent Validity*4 and PKG2 will reduce the AVE of PKG. So, we keep CBB4 and PKG2 in the model.

**Conclusion**: After 3 time runs of outer loading, CBB3; PKC8; PKG1; PKC6; PI5 and PKM1 will no longer be included in any future measures.

##### *Discriminant Validity*rding to the run data, the indexes of the HTMT table are all satisfied and less than 0.9. This means that all variables are unique and not related to each other.

### Structural model analysis

##### *Collinearity Statistics*he packaging interact with each other or whether there are other attributes of the packaging that influence consumer buying behavior.

# REFERENCE