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**PERCEPTIONS AND BEHAVIORS OF VIETNAMESE
FARMERS TOWARD PROMOTIONAL COMMUNICATION
FOR OCOP PRODUCTS**

Major: PUBLIC RELATIONS

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**ABSTRACT OF THE DOCTORAL DISSERTATION IN PUBLIC
RELATIONS**

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INTRODUCTION

1. Rationale for the Study

In the context of international economic integration and digital transformation, the development of brands and enhancement of value for local agricultural products has become an urgent requirement for Vietnam. The rural area, with over 60% of the population, plays an important role not only in the economy but also in culture and livelihoods. Communication, especially digital communication, increasingly plays a key role in promoting products, spreading cultural values, and expanding markets for agricultural products.

The One Commune One Product (OCOP) program, implemented since 2018, has achieved many positive results with tens of thousands of products recognized, contributing to enhancing economic value and preserving local identity. However, the effectiveness of communication and the level of brand recognition of OCOP products are still limited, especially as small producers such as farmers and cooperatives have not effectively utilized digital communication tools and modern distribution channels.

Although farmers are identified as the central subjects of the OCOP program, in reality, they mainly participate in the production stage, while communication activities are primarily handled by intermediaries. Limitations in skills, knowledge, and access to technology make it difficult for farmers to effectively participate in promotional activities, creating a "bottleneck" in the value chain. In addition, current studies on OCOP mainly focus on policies and product development, while there is a lack of in-depth studies on the awareness and communication behavior of farmers.

Therefore, the topic is carried out to analyze the current status of awareness, behavior, and factors affecting the communication and promotion activities of OCOP products by farmers, while proposing solutions to enhance communication capacity in the context of rural economy and digital transformation.

2. Research Objectives and Research Tasks

2.1. Research Objectives

Based on a systematic review and analysis of theoretical approaches to cognition and behavior of Vietnamese farmers and communication for promoting OCOP products, this dissertation aims to clarify the current state of farmers' perceptions and communication behaviors regarding OCOP product promotion in Vietnam. On that basis, the study proposes solutions to enhance farmers' awareness and communication behaviors in promoting OCOP products, in alignment with regional characteristics, production capacity, and local socio-cultural conditions in Vietnam.

2.2. Research Tasks

To achieve the above objectives, the dissertation undertakes the following research:

First, to review previous studies related to Vietnamese farmers' perceptions and behaviors toward communication for OCOP product promotion and to identify existing research gaps;

Second, to systematize key concepts and theoretical frameworks related to farmers' perceptions and behaviors in OCOP communication; to propose a theoretical framework and research model; and to develop a system of measurement scales for the research constructs;

Third, to survey, analyze, and assess the current state of perceptions and communication behaviors of Vietnamese farmers in promoting OCOP products in selected representative localities;

Fourth, to propose practical solutions to enhance farmers' awareness and communication behaviors in OCOP product promotion, appropriate to regional characteristics, production levels, and local socio-cultural conditions.

3. Research Object and Scope

3.1. Research Object

The research object of this dissertation is Vietnamese farmers' perceptions and behaviors toward promotional communication activities for OCOP products.

3.2. Research Participants

The research participants are farmers who are directly involved in production and participation in the OCOP Program in selected representative localities across Vietnam.

3.3. Research Scope

Temporal scope: The thesis is conducted from November 2024 to 2026, corresponding to the period when the OCOP program is adjusted according to Decision 919/QĐ-TTg and promotes digital communication.

Spatial scope: The empirical investigation was carried out in three representative localities with well-developed OCOP products, namely Bac Ninh, Quang Ninh, Nam Dinh, Ha Tinh and Ca Mau provinces.

3.4. Research Limitations

The dissertation uses a purposive sampling method with 5 localities representing different regions to compare the level of OCOP communication development. The sample is not nationally representative, so the research does not generalize widely but focuses on analyzing the differences in perceptions and communication behaviors of farmers according to each local context. The results are valuable references, helping to identify influencing factors, supporting conditions, and barriers to serve the improvement of policies and further research.

4. Theoretical, Political–Legal Foundations and Research Methods

4.1. Theoretical Foundations

This study is grounded in modern communication theories, including the Theory of Planned Behavior (Ajzen, 1991), Social Cognitive Theory (Bandura, 1986), and Participatory Communication Theory, which collectively provide the theoretical basis for constructing the proposed research framework and analytical model.

These theories are employed to explain the relationships between farmers' perceptions, attitudes, beliefs, self-efficacy, and empowerment, as well as their promotional communication behaviors in the context of OCOP products.

4.2. Political and Legal Foundations

The dissertation is conducted on the theoretical foundations of Marxism–Leninism, Ho Chi Minh Thought, and the viewpoints of the Communist Party of Vietnam on agriculture, farmers, and rural development. In addition, the study is informed by the Party's guidelines and the State's policies on rural economic development associated with the OCOP Program.

These political and legal foundations provide an institutional and policy framework for analyzing farmers' participation in promotional communication and for proposing solutions aligned with national development strategies.

4.3. Research Methods

Documentary research method: This method is used to systematize the theoretical and practical basis related to perceptions, behaviors, and communication promoting OCOP products. The dissertation collects, selects, and analyzes sources such as research works, monographs, scientific articles, agricultural sector reports, and policy documents on the OCOP Program. At the same time, documents from international organizations and development communication models are referenced to compare and supplement the theoretical foundation. The documentary research helps shape the research model and build appropriate survey tools for the dissertation.

Quantitative survey method using questionnaires: The dissertation constructs a questionnaire to survey Vietnamese farmers with a system of differentiated questions for each research object to quantify the factors studied in the thesis.

Research sample:

The research subjects of the dissertation are farmers in 5 provinces: Quang Ninh, Bac Ninh, Nam Dinh, Ha Tinh, and Ca Mau, who are participants in the OCOP Program (Section 2.1.4), identified according to the following criteria:

- (i) Individuals or farming households living in rural areas.
- (ii) Directly participate in the production, processing, or business of OCOP products or potential OCOP products;
- (iii) Belong to one of the OCOP product groups according to the official classification of the Program (section 2.1.3);
- (iv) Have experience receiving and/or participating in the communication and promotion

activities of OCOP products at the local level.

The sampling method is purposive sampling combined with stratification by OCOP product groups, based on official reports from localities to ensure accurate reflection of reality.

The total sample is 1,000, evenly distributed across 5 provinces (200 for each province), then further divided according to the proportion of each product group and adjusted for reasonable rounding.

* In Nam Dinh, the "cosmetics" group (1 product) is combined into the "medicinal materials & products from medicinal materials" group to unify the group system among localities.

*In Ca Mau, there are no products in the medicinal materials and ornamental plants groups, so no samples are allocated for these two groups.

*In Ha Tinh, there are no products in the community tourism service group, so no samples are allocated for this group.

In the research sample, the selected OCOP enterprises are all small enterprises originating from rural production; the respondents are farmers directly producing and managing the products, so it does not change the nature of the research subjects.

Survey implementation process:

(1) Pilot survey with 10–20 farmers to check the clarity and appropriateness of the questionnaire and adjust the scale;

(2) Training for supporting staff on research objectives, questionnaire content, and data collection methods to ensure consistency; (Appendix 1a)

(3) The official survey is conducted directly through structured questionnaire interviews, in coordination with local officials and OCOP organizations to approach and guide respondents. (Appendix 1)

During the survey process, the response sheets are checked on-site to eliminate invalid sheets (missing information, answering one option, or illogical responses). After collection, the data is cleaned before entering SPSS to ensure the reliability and accuracy of the research results.

Reason for choosing stratification by OCOP product group:

Stratification by OCOP product group aims to ensure alignment with the official classification system and local specifics, while also helping to analyze differences in perceptions and communication behaviors to propose appropriate solutions.

The questionnaire uses a 5-point Likert scale to measure perceptions and communication behaviors of OCOP, designed to fit the context of farmers and allows analysis by locality, product group, and demographics. Data is processed using SPSS with descriptive and comparative statistical methods to clarify the current situation and influencing factors.

Focus group discussion method: The researcher organized 06 focus group discussions, corresponding to 06 groups of farmers representing different OCOP product groups at various locations. Each discussion group consists of farmers who are directly involved in the production and/or promotion of OCOP products. The process of organizing group discussions is carried out in the following steps:

-Step 1: Introduce the research objectives, principles of information confidentiality, and create an open exchange atmosphere.

- Step 2: Start with open-ended questions about the farmers' real experiences.

- Step 3: Implement discussions based on main topics, combining guiding questions and encouraging participants to exchange and critique each other.

- Step 4: Summarize and confirm the main contents with the participants.

The discussion content focuses on:

- Farmers' awareness of the communication and promotion of OCOP products.

- Farmers' behavior regarding the communication and promotion of OCOP products.

- Difficulties in the process of communicating and promoting OCOP products and the need for support from the farmers' perspective.

The specific content of the group discussion questions is presented in Appendix 2 of the thesis.

Processing and Coding Group Discussion Data: Data collected from 06 group discussions

were fully recorded, then transcribed verbatim and processed using qualitative content analysis methods. The coding process was carried out in two rounds:

- Open coding: Identify primary codes from the data, focusing on awareness, communication behavior, difficulties, and support needs.
- Axial coding: Group and link codes into general themes, clarifying the relationship between awareness, behavior, and influencing factors.

In-Depth Interview Method: The in-depth interview method is used to collect detailed information from subjects in the OCOP ecosystem. A total of 6 semi-structured interviews were conducted with a set of guiding questions, flexibly adjusted according to reality. The selected subjects were purposefully chosen, representing management agencies, organizations, experts, and OCOP producers. The detailed content of the question framework is presented in Appendix 4.

The interview content focuses on the main issues:

- The role and level of participation of farmers in the communication and promotion of OCOP products;
- Limitations and difficulties in the process of implementing communication and promotion activities for OCOP products by farmers;
- Factors influencing farmers' awareness and behavior in communicating and promoting OCOP products;
- Recommendations and proposals to enhance communication effectiveness and promote farmers' participation in the future.

Processing and Analyzing In-Depth Interview Data: The in-depth interview data were recorded, transcribed, and analyzed using qualitative content analysis methods. The coding process includes identifying main themes (awareness, behavior, influencing factors) and synthesizing them into general groups to clarify the relationships between the factors (the detailed coding table is presented in Appendix 5). The results are used as supplementary data to explain and compare with quantitative analysis and group discussions, with representative excerpts presented in Appendix 6.

Methods of Analysis and Synthesis: Used to systematize quantitative and qualitative data. Quantitative data is processed by SPSS (descriptive statistics, comparison), while qualitative data is coded by theme. The combination of the two sources helps to compare, supplement, and enhance reliability and depth of analysis.

5. Research Questions, Hypotheses, and the Proposed Research Model

5.1. Research Questions and Hypotheses

1. What is the current state of Vietnamese farmers' perceptions regarding communication for OCOP product promotion?
2. How are Vietnamese farmers' communication behaviors in promoting OCOP products formed and manifested?
3. Are there significant differences in farmers' perceptions and communication behaviors across demographic groups and studied geographical areas?

5.2. Research Hypotheses

- **H1:** Vietnamese farmers' perceptions of communication for OCOP product promotion tend to be positive, reflected in relatively high levels of understanding of OCOP products and positive attitudes and beliefs regarding the role of communication in enhancing product value and marketability.
- **H2:** Communication behaviors of Vietnamese farmers in promoting OCOP products have emerged but remain episodic, unstable, and largely passive, as indicated by infrequent participation, limited forms of engagement, and low levels of self-generated promotional content.
- **H3:** There are statistically significant differences in perceptions and communication behaviors regarding OCOP product promotion among Vietnamese farmers across demographic groups and geographical areas studied.

5.3. Proposed research model of the study

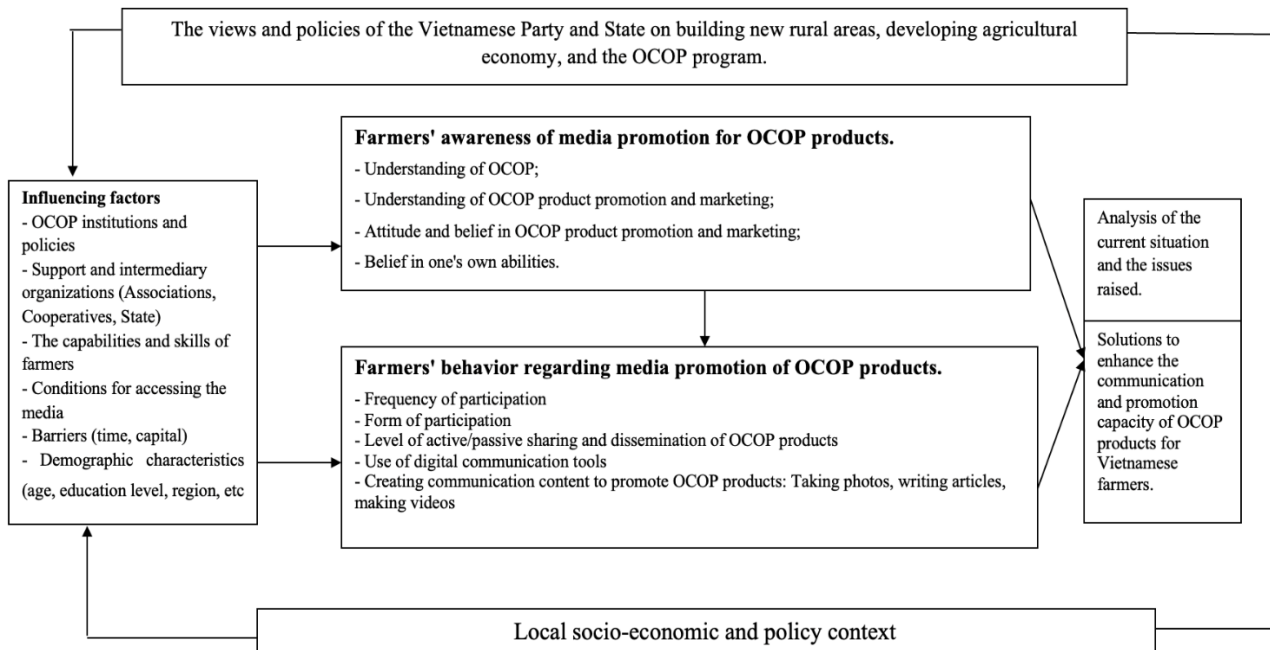


Figure 1. Research model on the perception and communication behavior of promoting OCOP products by Vietnamese farmers (proposed by the author)./

The proposed research model is developed based on the Theory of Planned Behavior (Ajzen, 1991), Social Cognitive Theory (Bandura, 1986), and Participatory Communication Theory. It aims to explain the relationships among awareness, beliefs, self-efficacy, empowerment, and Vietnamese farmers' OCOP product promotion and communication behaviors.

In the context of OCOP, when farmers have full knowledge, a positive attitude, believe in the effectiveness of communication and in their own abilities (such as taking photos, writing articles, posting content), they will tend to participate more actively in product promotion activities. At the same time, the participatory communication approach shows that when they are empowered and have a voice in the content creation process, they will actively share and create locally relevant messages. Based on that, the model identifies farmers' perception as the central factor, contributing to determining the level and manner of participation in promoting OCOP products.

The communication behavior promoting OCOP products of farmers is reflected through the frequency and form of participation, the level of proactive information sharing, the ability to use digital communication tools, and the capacity to create content such as taking photos, writing articles, and producing videos.

The influencing factors in the model include: institutions, OCOP policies; the role of supporting organizations (government, associations, cooperatives); the capacity, skills, and access to communication of farmers; along with barriers such as time, cost, and demographic characteristics, local context. These factors affect communication behavior in two ways: both through shaping perceptions and directly influencing the participation and practice process.

The components in the model are measured by a system of indicators linked to concepts such as knowledge, attitude, belief, self-efficacy, level of participation, and behavior. A 5-point Likert scale is used to measure cognitive factors and influencing factors, while behavior is measured by a frequency scale to reflect the actual level of participation of farmers.

6. Novel Contributions of the Dissertation

First, the dissertation contributes to the theoretical systematization of promotional communication by placing Vietnamese farmers at the center of analysis as active communication agents in the OCOP value chain, rather than as passive beneficiaries. This perspective enriches existing approaches to agricultural

communication and rural development communication.

Second, based on the integration of the Theory of Planned Behavior, Social Cognitive Theory, and Participatory Communication Theory, the study develops a comprehensive analytical framework and proposes a research model that explains the relationships among farmers' perceptions, motivations, self-efficacy, empowerment, and their promotional communication behaviors for OCOP products. This model extends the application of these theories to the context of community-based agricultural promotional communication in Vietnam.

Third, through empirical investigation in three representative localities—Bac Ninh, Quang Ninh, and Nam Dinh—the dissertation provides reliable and systematic evidence on the current state of Vietnamese farmers' awareness, motivations, and behaviors related to promotional communication for OCOP products. The findings contribute new empirical insights to the existing literature on agricultural communication and the OCOP Program.

Fourth, grounded in empirical findings and contextual analysis, the dissertation proposes practical and feasible solutions aimed at enhancing farmers' perceptions and promotional communication behaviors for OCOP products. These solutions emphasize capacity building, empowerment, and the effective use of digital communication tools, thereby contributing to the sustainable development and long-term effectiveness of the OCOP Program in Vietnam.

7. Theoretical and Practical Significance of the Dissertation

7.1. Theoretical Significance

The dissertation contributes to enriching the theoretical foundations of promotional communication by clarifying the roles of farmers as active participants in community-based promotional communication for OCOP products. By integrating the Theory of Planned Behavior, Social Cognitive Theory, and Participatory Communication Theory, the study expands the applicability of these theoretical frameworks to the context of agricultural communication and rural development in Vietnam.

In addition, the proposed analytical framework and research model provide a systematic approach for examining the interrelationships among farmers' perceptions, motivations, self-efficacy, empowerment, and promotional communication behaviors. These contributions help bridge existing gaps in the literature and offer a theoretical reference for future studies in the fields of promotional communication, agricultural communication, and community-based communication.

7.2. Practical Significance

From a practical perspective, the findings of the dissertation offer empirical evidence that can support policymakers, local authorities, and organizations involved in the OCOP Program in designing communication strategies and capacity-building initiatives tailored to farmers. The proposed solutions provide practical guidance for enhancing farmers' awareness, motivation, and participation in promotional communication for OCOP products.

Furthermore, the study's recommendations may serve as a reference for developing training programs, digital communication support mechanisms, and participatory communication models that strengthen farmers' communication capacity. These practical implications contribute to improving the effectiveness of OCOP promotional communication, enhancing product competitiveness, and supporting the sustainable development of rural economies in Vietnam.

8. Structure of the Dissertation

In addition to the introduction, conclusion, references, and appendices, the dissertation is structured into four main chapters:

Chapter 1 presents an overview of the research situation related to the dissertation topic, reviews relevant domestic and international studies, and identifies research gaps to establish the theoretical and practical foundations for the study.

Chapter 2 discusses the theoretical foundations, research framework, proposed research model, hypotheses, and research methods employed in the dissertation.

Chapter 3 The current state of awareness and actions of Vietnamese farmers regarding the promotion and marketing of OCOP products.

Chapter 4 Some issues raised and solutions to improve awareness and behavior of Vietnamese farmers regarding the promotion and marketing of OCOP products.

CHAPTER 1: AN OVERVIEW OF RESEARCH RELATED TO VIETNAMESE FARMERS' PERCEPTIONS AND BEHAVIORS IN PROMOTIONAL COMMUNICATION FOR AGRICULTURAL AND OCOP PRODUCTS

1.1. Studies on agricultural product promotion and OCOP

The works addressing this topic follow four main directions: (i) theories and models of agricultural marketing communication; (ii) digital communication and multi-channel approaches; (iii) regional branding, public marketing, and the role of institutions; (iv) development communication, innovation diffusion, and community participation..

1.1.1. Studies on Theory and Models of Agricultural Communication - Marketing

Research on agricultural marketing and communication shows the development from a production-focused mindset to a market-oriented and consumer-focused approach. Meulenberg (1986) pointed out that farmers often play a passive role in marketing and communication activities, while his 1995 study emphasized the necessity of coordination among stakeholders in the agricultural value chain. Wierenga (1997) continued to affirm the role of marketing in the context of globalization and changing consumer behavior, while also showing that communication increasingly becomes a strategic tool to connect products with the market. Additionally, studies on agricultural communication by Boone, Meisenbach, and Tucker (2000), Irani and Doerfert (2013), Harder, Roberts, and Lindner (2021) all emphasize the role of communication in building image, establishing trust, promoting stakeholder participation, and connecting producers with the public. Overall, research works have confirmed that communication is not only a supporting activity for marketing but also an important factor in creating product value, building brands, and developing agricultural markets, laying the theoretical foundation for research on OCOP product promotion..

1.1.2. Studies on Digital Communication, Social Media, and Multichannel Approaches in Promoting Agricultural Products

Research on digital communication in agriculture has developed strongly since the 2010s along with the popularity of the Internet, smartphones, and social media. Generally, studies focus on three main directions: the role of social media in accessing and disseminating agricultural information; the application of multi-channel communication and integrated marketing communication in promoting agricultural products; along with evaluating the effectiveness and limitations of digital platforms for agricultural communication and marketing activities.

Studies by Chhachhar and Hassan (2013), Mittal and Mehar (2016), Balkrishna and Deshmukh (2017) show that digital technology and social media have promoted the transition from one-way agricultural communication to multi-dimensional interaction, helping farmers access, share information, and actively participate in the process of creating communication content. Research by A.A.I. Sari, M.H. Jamil, and M. Munizu; V.A. Voytyuk, T.E. Marinchenko, and M.M. Voytyuk (2021) shows that effective agricultural product promotion needs to combine multi-channel and multi-tool approaches in the direction of integrated marketing communication (IMC). Meanwhile, Guntukogula Pattabhi Sandeep, Pasunoori Prashanth, Middhe Sreenivasulu, and Anne Madavilata point out that the effectiveness of agricultural communication on social media also depends on the age, digital capability, and readiness to receive information of farmers.

Overall, studies mainly focus on the effectiveness of technology and digital platforms, while the role of farmers as direct subjects in creating and disseminating communication content, especially in the OCOP program, has not been fully researched.

1.1.3. Studies on Regional Branding, Public Marketing, and the Role of Institutions

Studies show that regional branding and institutional interventions play an important role in promoting agricultural products. The studies of Pu Xu et al. (2024), Halloran & Martin (1989), Patterson et al. (1999) indicate that regional branding and institutional interventions are crucial in building market trust and promoting agricultural products. Research on Japan's OVOP model and Thailand's OTOP confirms that effective communication needs to be linked with brand stories, local identity, and community participation, in which farmers are the subjects spreading the product image. In addition, Luiza Bohmer Wendt and Marcelo André Machado (2022) emphasize the role of branding and partnerships in expanding agricultural markets. However, current studies have not clarified the relationship between farmers'

perceptions, trust in institutions, and communication behavior in programs like OCOP, creating a research gap that needs to be further explored.

1.1.4. Studies Approaching Development Communication, Diffusion of Innovation, and Community Participation

Studies on development communication and participatory communication by Rogers (2003), Servaes (1996; 2008), Moya Bydawell (2022), Melkote and Steeves (2001; 2015) all emphasize the role of two-way dialogue, participation, and empowerment of communities in the agricultural development process. Rogers argues that the adoption of innovations depends on social networks and community interactions, while Servaes, Moya Bydawell, Melkote, and Steeves assert that people need to be involved in the process of building, implementing, and spreading communication messages.

Empirical studies by FAO (2012), Kaur (2022), Madhusudan Neupane et al. (2024) continue to show that communication only achieves sustainable effectiveness when linked with training, capacity building, and active participation of farmers. However, current studies mainly focus on communication serving agricultural development and knowledge transfer, while considering farmers as direct subjects participating in product promotion, building images, and spreading local brand values, especially in the OCOP program, remains limited..

1.2. Studies on the Perceptions of People and Farmers Regarding Agricultural Product Promotion Communication

Related studies can be categorized into three main approaches: (i) perception as a process of receiving and processing information; (ii) perception in the context of digital communication and agricultural digital transformation; and (iii) perception linked to institutions, intermediary organizations, and rural development programs.

1.2.1. Studies Approaching Cognition as the Process of Receiving and Processing Agricultural Communication Information

Studies approaching the perceptions of people and farmers as a process from accessing, understanding, evaluating to applying information. Many works agree that agricultural information does not automatically transform into action if the recipient lacks the capacity to process information or trust in the source.

Oladele and Balarane (2012) show that the use of market information primarily depends on the ability to understand and interpret information rather than the level of access to channels. From the ICT perspective, Bonephace, Gui, and Makawia (2022) point out the paradox between high information demand and low usage levels due to limitations in awareness and skills. Riaz, Shah et al. (2022) also affirm that farmers prioritize highly reliable interpersonal channels, especially for market information. In the context of Vietnam, studies emphasize the need to shift perceptions towards market thinking and agricultural marketing (Nguyễn Thị Thanh Huyền, 2015), while also indicating that the digital knowledge and skills divide remains a "bottleneck" for promoting OCOP products (Lê Thị Thu Hương, 2024; Lưu Văn Duy, 2024). Overall, perception in agricultural communication is the ability to understand, evaluate, and connect information.

1.2.2. Studies on Cognition in the Context of Digital Communication and Agricultural Digital Transformation

Studies on digital communication and digital transformation in agriculture show that digital technology has changed the communication environment, while also placing new demands on farmers' awareness. The consensus is that there is a clear gap between positive awareness of ICT and the ability to translate it into sustainable communication usage and participation.

Studies by Van Campenhout et al. (2020), Sethy and Mukhopadhyay (2020), Kiambi (2021), Maleko and Ukpogong (2025) show that positive perceptions of ICT only translate into behavior when media content is visual, easy to understand, relevant to practical needs, and supported by appropriate skills, infrastructure, and support mechanisms. Research by Abdulai, Fraser, and KC (2023) and Abdulai et al. (2023) in Ghana further confirms the gap between perceptions and behaviors in using digital technology due to limitations in digital capacity, infrastructure, and access to services.

In Vietnam, Nguyen Thu Ngan (2024) and Hoang Gia Hung et al. (2024) showed that OCOP entities and farmers highly appreciate the role of ICT, but its application in communication and product promotion

is limited due to a lack of resources, skills, and appropriate communication strategies. Generally, studies agree that awareness of digital communication depends on practical skills, experiences, and specific benefits of technology; however, the role of farmers as communication entities in the digital environment has not yet been fully studied.

Studies consistently show that awareness of digital media in agriculture is not merely an attitude towards technology but is closely linked to practical capabilities and specific benefits. The gap between awareness and behavior in digital transformation is a key issue that needs to be clarified when studying the communication strategies used by farmers to promote OCOP products.

1.2.3. Studies on awareness linked to institutions, intermediary organizations, and development programs

An important research direction examines farmers' perceptions in relation to institutions, intermediary organizations, and rural development programs. FAO (2012), Anterpreet Kaur (2022), Guntukogula Pattabhi Sandeep et al. (2022), and Madhusudan Neupane et al. (2024) all suggest that farmers' perceptions and communication behaviors are shaped through social interaction, community learning, training, empowerment, and participation in development activities. In this context, farmers are not only recipients of information but also active participants in disseminating the value and story of their products.

In Vietnam, studies by Bui Phuong Dinh and Do Van Quan (2023), Nguyen Van Lam et al. (2023), and Pham Hong Phuc (2024) show that cooperatives, digital transformation, the press, and intermediary institutions play an important role in connecting farmers with the market, building brands, and promoting OCOP products. However, the effectiveness of communication is still limited by organizational capacity, communication skills, resources, and coordination mechanisms among the parties involved. The studies also indicate that positive awareness of communication, technology, and the market is not enough to form proactive and sustainable communication behavior. The gap between farmers' awareness and behavior in promoting OCOP products remains an issue requiring further research.

1.3. Studies on the behavior of the public and farmers regarding agricultural product promotion communication

Studies show that the communication behavior for promoting agricultural products, including searching for, receiving, sharing, and creating content, is influenced by many factors related to the level of initiative and sustainability. From a public relations perspective, Grunig and Hunt (1984) emphasized a symmetrical two-way communication model, in which the public (farmers) are the active participants and co-creators of information.

Hallahan and colleagues (2007) view strategic communication as a purposeful process aimed at influencing perceptions, attitudes, and behaviors, while Kunsch (2009) emphasizes the role of relationship management and stakeholder engagement. From an integrated marketing perspective, Kotler and Keller (2016) and Fill argue that communication behavior is influenced by the coordination of communication tools, messages, and social context. Thus, the communication behavior of farmers in OCOP needs to be seen as active participation in the communication ecosystem, not only receiving but also interacting and creating content to build product images.

1.3.1. Studies on the behavior of searching, receiving, and using agricultural communication information

Studies approaching the communication behavior of farmers as a process influenced by information needs, search habits, trust in information sources, and social context show that accessing information does not automatically lead to behavior if farmers do not transform information into decisions and actions. Oladele and Balarane (2012) show that the effectiveness of information use mainly depends on cognitive capacity, while Riaz and colleagues (2022) emphasize the role of reliable interpersonal channels in information-seeking behavior.

In Vietnam, studies show that the behavior of seeking and using information varies by generation and level of engagement with digital media. Đào Thị Hương (2025) shows that young farmers are more proactive on social media, but usage behavior only forms when information is linked to economic benefits and applicability. Similarly, Nguyễn Ngọc Quỳnh and Nguyễn Thị Ngân (2025) show that farmers still prioritize familiar information sources such as agricultural extension officers and cooperatives, while digital

channels mainly serve as supplementary.

Overall, studies affirm that communication behavior promoting agricultural products spreads effectively through community networks and intermediary institutions. This is particularly significant for OCOP, where the reliability of information sources and the role of intermediary actors determine farmers' ability to receive, use, and participate in product promotion communication.

1.3.2. Studies on the behavior of participating in digital communication and social networks in agriculture.

Kanjina's (2021) study in Thailand shows that social media helps disseminate knowledge, connect markets, and form online farmer networks based on trust and social interaction. Meanwhile, Abdulai and colleagues (2023) in Ghana point out a significant gap between perception and behavior as the rate of continued use of digital agricultural services remains low due to limitations in digital skills, infrastructure, and support from intermediary institutions.

In Vietnam, Trần Cao Uy and colleagues (2024) show that Facebook and YouTube have become important channels supporting farmers in accessing information and promoting products, but the level of participation in digital communication still depends on educational level, infrastructure conditions, and participation in community organizations. Dharmawan's (2024) research emphasizes the role of training, consulting, and incentive mechanisms in promoting farmers' active participation on social media. Similarly, Nguyễn Thị Lan Anh and Đào Thị Hương (2025) show that young farmers, while aware of the importance of social media, still use it situationally and lack long-term strategies.

Overall, studies show that the digital communication behavior of farmers is influenced by awareness, digital capacity, support conditions, and organizational environment. Although social media creates opportunities for farmers to co-create content, most still remain in the role of receiving information rather than actively building and disseminating communication messages.

1.3.3. Studies on the Influencing Factors and Barriers to Farmers' Communication Behavior

Studies by Evans (2018), Ayim, Kassahun, Te, kinerdogan & Addison (2022), Sethy and Mukhopadhyay (2020) show that the digital communication behavior of farmers is influenced by technological infrastructure, digital skills, economic resources, and support mechanisms. Although farmers generally have a positive awareness of technology, barriers related to skills, equipment, costs, and practice conditions limit the maintenance of digital communication and marketing behaviors. Although farmers often have a positive perception of technology, barriers related to skills, equipment, costs, and practical conditions limit the maintenance of digital communication and marketing behaviors.

Based on this, Novak, Alif, Juvancic, and Sumrada (2024) apply the Theory of Planned Behavior (TPB) and indicate that attitude and perceived behavioral control are the strongest factors influencing farmers' intentions to participate in online activities. This result aligns with Ajzen (1991) and the TAB-SAT model of Gopal et al. (2021), showing that behavior formation depends not only on perception but is also linked to skills, experience, support conditions, and confidence levels when performing. Overall, studies affirm that the promotional communication behavior of agricultural products is the result of the interaction between perception, personal capacity, environmental conditions, and support systems. Positive perception alone is not enough to create proactive communication behavior without the capacity to implement and a favorable environment for farmers' participation.

1.4. Studies on Factors Influencing People's Perception and Behavior Regarding Product Promotion Communication

Studies both domestically and internationally often approach these influencing factors in four main groups: (i) personal factors and subject capacity; (ii) media environment and technological infrastructure; (iii) intermediary institutional factors and social networks; (iv) policy factors and institutional context. This approach allows for an explanation of why, despite the same level of positive perception, the communication behavior of people shows significant differences between groups and areas.

1.4.1. Personal Factors Group: Perception, Self-Efficacy, and Socio-Demographic Characteristics

Many studies both domestically and internationally affirm that perception, belief in self-efficacy, and socio-demographic characteristics significantly influence farmers' communication behavior. The research by Babu, Glendenning, Asenso-Okyere, and Govindarajan (2011) shows that education level,

income, production scale, and level of organizational participation have a clear impact on information-seeking behavior. Novak et al. (2024) further affirm that perceived behavioral control is a strong factor influencing farmers' intentions to participate in online activities.

Additionally, B. Raja MadhuShekar et al. (2023), along with studies by Luru Văn Duy (2024), Lê Thị Thu Hương (2024), and Hoàng Gia Hùng et al. (2024), show that young farmers with higher education levels and good technology experience tend to engage in digital communication more actively. Overall, the ability to transition from perception to communication behavior depends not only on understanding but is also linked to confidence, implementation capacity, and personal characteristics of the farmers.

1.4.2. Group of factors related to communication environment and technology infrastructure.

Many studies show that technological infrastructure and media environment are important conditions affecting farmers' communication behavior. FAO (2011) and the World Bank (2017) affirm that communication effectiveness depends not only on technical infrastructure but is also linked to ease of use, suitability for local contexts, and the ability to support two-way interaction. Digital communication only becomes effective when combined with training, consulting, and direct support forms for farmers.

Studies by Ayim, Kassahun, and Tekinerdogan (2020), Erlangga (2023), Sethy and Mukhopadhyay (2020), Abdulai et al. (2023), Moruppa and Ijabula (2021) show that although ICT and social networks help expand access to information, the effectiveness of use is still limited by infrastructure quality, digital skills, service design, and the degree of alignment with farmers' actual needs. In Vietnam, Phạm Thị Thanh Hiền and Trần Tuấn Anh (2025), Nguyễn Tiến Dũng, Hoàng Gia Hùng, and Nguyễn Thị Diệu Thảo (2025) also point out that limitations in infrastructure, appropriate applications, and digital capacity are significant barriers to agricultural communication activities..

1.4.3. Group of factors related to intermediary institutions and social networks

Many international and experimental studies affirm the important role of intermediary institutions and social networks such as cooperatives, farmers' associations, agricultural extension systems, and community groups in shaping the awareness and communication behavior of farmers. Studies such as Ramberg (2020), Adamaagashi, Erezi, and Emeka (2023) show that farmers tend to receive and trust information through familiar social relationships rather than official communication channels, thereby affirming the role of social networks as a "communication bridge" in agriculture.

In Vietnam, Nguyễn Thị Thu Hương and Trần Quang Huy (2022), Phạm Thị Thu Hà (2022), Bùi Phương Đình and Đỗ Văn Quân (2023), Nguyễn Văn Lam and colleagues (2023) all show that intermediary institutions not only transmit information but also play a role in interpreting, localizing, and reinforcing trust, helping farmers easily transform information into practical behavior, especially in promoting OCOP products. Similarly, Mahama and colleagues (2024), Kakara and colleagues (2025), and Morrison (2025) emphasize the role of agricultural extension and the farmer-to-farmer extension model in disseminating knowledge through direct interaction and reliable networks.

Overall, studies agree that the effectiveness of agricultural communication depends not only on the content of the message but also strongly on the structure of social networks, the level of trust, and the participation of intermediary institutions. These are important factors that help promote the reception and transformation of information into communication behavior of farmers.

1.4.4. Group of factors related to policies and institutional context.

Many studies show that policies and institutional contexts play a guiding role, creating a "framework for action" for awareness and communication behavior in promoting agricultural products. Unlike individual factors or communication environments that have a direct impact, policies influence indirectly but decisively through the establishment of development goals, resource allocation, and communication implementation mechanisms at the grassroots level.

Halloran and Martin (1989) indicate that state-led agricultural promotion programs can easily become formalistic if they lack evaluation mechanisms and are not linked to the market benefits of farmers, reducing the motivation to participate. Similarly, Patterson and colleagues (1999) show that the economic effectiveness and awareness of promotional programs only achieve low levels when communication is not synchronized and not linked to a clear market strategy.

OECD (2019) emphasizes that policy communication is only effective when "translated" into specific benefits such as market expansion or increased income; if it only stops at promoting general goals,

it is difficult to create sustainable behavior. In the context of Vietnam, Hoàng Thanh Lam and colleagues (2018) show that OCOP shapes communication through ranking mechanisms and trade promotion, thereby promoting the initiative of producers. Trần Thị Thu Hương (2021) also points out that specifying policies into training and direct communication support helps increase participation levels, while administrative implementation makes people's behavior passive. A synthesis of studies shows that policies and institutions not only regulate but also "shape" the entire communication ecosystem.

The effectiveness of agricultural product promotion communication is only sustainable when policies are transformed into specific benefits, while also being linked to individual factors, environmental factors, and social networks to promote the active participation of farmers..

1.5. Assessment of the results achieved from the overview works and research gaps

1.5.1. Results achieved from the overview works

Firstly, farmers are identified as the central subjects in agricultural communication in general and agricultural product promotion in particular.

Secondly, concurrent studies affirm that the effectiveness of communication does not depend on the quantity of information but is closely linked to accessibility, understanding level, practical capacity, and alignment with demographic and social characteristics, digital capacity, and production conditions of farmers.

Thirdly, communication promoting agricultural products/OCOP is only truly effective when placed within a synchronized marketing strategy, with organizational linkage and a focus on people through empowerment and community capacity building.

Fourthly, studies in Vietnam have formed a multidimensional theoretical system on agricultural communication and OCOP, shifting from pure production thinking to a "multivalue" approach – combining economy, culture, livelihoods, and digital transformation.

1.5.2. Research Gaps

The overview shows that there are still many research gaps, including: (1) a lack of studies viewing farmers' communication behavior as an independent component with clear indicators, especially in the digital communication environment; (2) insufficient validation of the mechanism of transformation from awareness to behavior and the role of intermediary variables such as digital capacity, self-efficacy, subjective norms, and institutional support; (3) a lack of in-depth research in the context of OCOP as an institutional program and national brand; (4) limitations in comparative designs by locality, product group, and farmer characteristics; and (5) a lack of quantitative-qualitative integration focusing on farmers to clarify motivations, experiences, and mechanisms of participation in communication in practice..

1.5.3. Research Orientation of the Thesis from the Gaps

Based on the research gaps, the thesis approaches farmers as communication subjects in promoting OCOP products, rather than merely as information recipients. Grounded in TPB, SCT, and participatory communication, the research analyzes the relationship between awareness, self-capacity, support conditions, and OCOP communication behavior, while also examining the influence of contextual factors and socio-demographic characteristics. Through the combination of quantitative and qualitative methods, the thesis provides empirical evidence on the current state of communication behavior and proposes solutions to enhance farmers' participation capacity in communication within the OCOP program.

Summary of Chapter 1

Research both domestically and internationally shows that the effectiveness of communication in promoting agricultural products, especially OCOP, primarily depends on the awareness, capacity, and level of participation of farmers, rather than just the quantity or channels of communication. Digital communication opens up many opportunities but also reveals the gap between awareness and sustainable behavior if there is a lack of skills, institutional support, and specific benefits. In Vietnam, research still lacks a systematic approach to the process of transformation from awareness to communication behavior of farmers in the OCOP program, providing a scientific basis for the thesis to continue research.

CHAPTER 2 THEORETICAL AND PRACTICAL FOUNDATIONS OF VIETNAMESE FARMERS' PERCEPTIONS AND BEHAVIORS AND PROMOTIONAL COMMUNICATION FOR OCOP PRODUCTS IN THE CURRENT CONTEXT

2.1. Key Concepts of the Study

2.1.1. *Concepts of Perception and Behavior*

Concept of perception:

Perception is understood as the process through which individuals actively receive, process, and reflect objective reality based on the interaction among information, social context, and personal experience. Through this process, knowledge, attitudes, beliefs, and behavioral orientations are formed.

Concept of behavior:

Behavior refers to the ways in which individuals act and respond in specific situations, manifested through actions, verbal expressions, or inaction. Behavior is influenced by perception, motivation, and social context. Approaches from psychology, behavioral science, and interdisciplinary studies consistently view behavior as a phenomenon that can be observed, measured, and analyzed.

2.1.2. *Concepts of Communication and Promotion*

Concept of communication:

Communication is the process of exchanging and sharing information among individuals, groups, and communities through various messages and media in order to foster mutual understanding, social connection, and positive change. The essence of communication is not one-way information transmission but a two-way interactive process in which participants receive, interpret, and respond to messages.

Concept of promotion:

Promotion is a purposeful communication activity aimed at introducing, highlighting, and disseminating information about products, services, or ideas to target audiences, thereby influencing awareness, attitudes, and behaviors.

2.1.3. *Concepts of Agriculture, Agricultural Products, and OCOP Products*

Concept of agriculture:

Agriculture is a fundamental sector of material production, encompassing crop cultivation, livestock production, forestry, and fisheries, and is closely associated with livelihoods, food security, and sustainable development. In Vietnam, farmers increasingly participate in processing, services, and promotional communication, particularly within the OCOP Program.

Concept of agricultural products:

Agricultural products include outputs from agriculture, forestry, fisheries, and salt production, covering both raw and processed goods. These products are closely linked to farmers' livelihoods and provide food and industrial raw materials, while also holding potential for enhanced economic, cultural, and local brand value. They serve as the foundation for OCOP products and related promotional communication.

Concept of OCOP products:

OCOP products consist of local goods and tourism services that embody economic, cultural, and community livelihood values. They are categorized into food, beverages, medicinal products, handicrafts, ornamental plants, and tourism services, and are evaluated and ranked from one to five stars according to government criteria. OCOP products are key objects of promotional communication, in which farmers act as both producers and storytellers who disseminate values and build market trust.

Concept of promotional communication for OCOP products:

Promotional communication for OCOP products refers to the process of sharing and disseminating product-related information among stakeholders—including governmental agencies, organizations, enterprises, and farmers—in order to enhance awareness, trust, and behaviors related to interest, consumption, and participation in communication. Farmers occupy a central position as both producers and co-creators of content, playing a decisive role in communication effectiveness, particularly on digital platforms

2.1.3. *Concept of Farmers*

Farmers are individuals who primarily reside in rural areas, directly engage in agricultural production and related livelihood activities, and maintain close ties to local communities and indigenous

culture. In the context of the OCOP Program, farmers are not only producers but also active participants in communication and promotion, contributing to the dissemination of the economic and cultural values of products to communities and markets.

2.2. Theories Related to the Study

2.2.1. Theory of Planned Behavior (TPB)

Ajzen's Theory of Planned Behavior posits that behavior is determined by behavioral intention, which is influenced by attitudes, perceived social norms, and perceived behavioral control. Applied to promotional communication for OCOP products, farmers are more likely to participate actively when they perceive communication as effective, receive support from communities and intermediary organizations, and have confidence in their own capacity to perform communication activities. TPB provides a framework for analyzing the relationships among perception, intention, and behavior, thereby informing solutions to enhance farmers' proactive participation.

2.2.2. Social Cognitive Theory (SCT) – Albert Bandura (1986)

Bandura's Social Cognitive Theory emphasizes that human behavior results from the interaction among personal factors (perceptions, beliefs, emotions), behavior, and the social environment. Key concepts include observational learning and self-efficacy, which explain how individuals learn from role models and develop confidence in their ability to perform behaviors. In the context of OCOP promotional communication, SCT suggests that farmers engage more actively when they possess knowledge, positive attitudes, and self-belief; observe successful peer farmers; and operate within a supportive social environment. This theory helps identify cognitive and environmental factors influencing farmers' communication behaviors and informs strategies to enhance skills, self-efficacy, and active participation.

2.2.3. Participatory Communication Theory – Paulo Freire (1970)

Participatory Communication Theory views communication as a two-way dialogical process in which communities are active participants and co-creators of content rather than passive recipients. This approach emphasizes participation, empowerment, and respect for local knowledge. Applied to OCOP promotional communication, the theory indicates that when farmers are directly involved in creating and disseminating messages, they develop greater awareness, a stronger sense of ownership, and more proactive and sustainable communication behaviors.

2.3. Practical Foundations Concerning Vietnamese Farmers and the OCOP Program

2.3.1. Perspectives of the Communist Party and the State on Agriculture, Farmers, and Rural Areas

The Party and the State identify farmers as the central actors in agricultural and rural development. Party Congress documents and Resolution No. 26-NQ/TW emphasize the development of modern, sustainable agriculture linked to new rural development, while enhancing farmers' roles in production, brand building, and communication participation, particularly within the OCOP Program and the digital transformation context.

2.3.2. Economic, Cultural, and Psychological Characteristics of Vietnamese Farmers

Economically, agricultural production remains largely small-scale and fragmented, with unstable incomes. Although OCOP and digital transformation create opportunities to increase product value, access to capital, technology, and communication resources remains uneven.

Culturally, Vietnamese farmers are strongly community-oriented, value solidarity, diligence, and experience, yet tend to be cautious, experience-based, and risk-averse toward innovation.

Psychologically, farmers exhibit strong attachment to their hometowns and value stability, while short-term production thinking and limitations in collaboration and brand building persist. In the digital transformation era, especially among younger farmers, openness to new knowledge, digital technologies, e-commerce, and product promotion is increasing.

2.3.3. Roles of Vietnamese Farmers in OCOP Promotional Communication

First, farmers are identified as the central actors in agricultural development, rural economic development, and new rural construction.

Second, farmers possess unique advantages in authentically storytelling products and building consumer trust.

Third, farmers play a vital role in preserving and promoting indigenous cultural values through product communication.

Fourth, farmers serve as core actors in knowledge communication and agricultural product promotion.

Fifth, farmers are increasingly becoming proactive agents in digital communication for promoting their agricultural products.

Sixth, despite being primary producers, farmers have not yet been fully positioned as central actors within the agricultural promotional communication system.

2.3.4. Policies and Legal Framework of the OCOP Program

Decision No. 490/QĐ-TTg (May 7, 2018) approving the OCOP Program for 2018–2020 laid the foundation for developing regional specialty products, organizing production along value chains, and building brands.

Decision No. 919/QĐ-TTg (August 1, 2022) approving the OCOP Program for 2021–2025 identifies OCOP as a core task in new rural development, expands product categories, and strengthens market linkages.

Decree No. 98/2018/NĐ-CP on encouraging production–consumption linkages and Directive No. 25/CT-TTg (2020) on processing, mechanization, and market expansion provide a basis for promoting value chain integration, enhancing quality, branding, and market access for rural products.

The Resolution of the 13th National Party Congress continues to emphasize modern agricultural development, digital transformation, and innovation in communication methods, with OCOP serving as a concrete program to operationalize the strategy for sustainable rural economic development.

2.3.5. The Overall Communication Model of the OCOP Program and Participating Stakeholders

In terms of structure, the OCOP communication system operates as a multi-level model comprising central, local, and grassroots levels. The central level provides strategic orientation, local levels organize implementation, and grassroots actors directly communicate products and disseminate local values, creating a two-way flow of information.

Regarding communication stakeholders, OCOP communication involves state management agencies, enterprises and cooperatives, and farmers as the central actors, with support from social organizations, the press, and technology enterprises.

Communication targets include consumers, enterprises, cooperatives, distribution systems, management officials, and local communities. Communication channels combine both traditional and modern media.

2.4. Socio-Environmental Conditions Influencing Perceptions and Promotional Communication Behaviors for OCOP Products

2.4.1. Social Conditions

Demographic characteristics such as age, gender, and educational attainment significantly influence access to and use of digital communication. Younger and more educated farmers tend to be more proactive, whereas older farmers, those with lower education levels, and women face limitations in skills and confidence.

Organizational and intermediary institutions—such as cooperatives, local authorities, and enterprises—play key roles in guiding, supporting, and enhancing farmers’ communication capacity through training, market linkages, and communication platforms.

Community factors and social networks, particularly word-of-mouth communication and peer learning within rural communities, strongly influence the diffusion of communication behaviors and OCOP product promotion, especially in the context of expanding social media use.

2.4.2. Environmental Conditions

Digital infrastructure and access conditions determine farmers’ levels of communication participation, with regional disparities creating significant differences in digital communication adoption.

The OCOP communication environment, combining traditional and digital channels, offers numerous promotional opportunities while also posing challenges related to content competition and information credibility.

Market and consumption environments, characterized by increasing demands for quality, traceability, and product storytelling, compel farmers to place greater emphasis on communication and brand building.

Finally, the policy environment and local implementation capacity directly affect farmers' ability to translate policy orientations into concrete communication behaviors.

Chapter 2 Summary

Chapter 2 systematizes the theoretical and practical foundations of Vietnamese farmers' perceptions, behaviors, and promotional communication activities related to OCOP products, clarifying their roles as communication agents within the context of a market economy and digital transformation. Behavioral and communication theories are applied to analyze the formation of perceptions and communication behaviors, while highlighting differences in farmers' levels of participation under varying social and environmental conditions. This chapter thus provides the foundation for constructing the research model and conducting empirical research in subsequent chapters.

CHAPTER 3: CURRENT STATUS OF AWARENESS AND BEHAVIOR OF VIETNAMESE FARMERS REGARDING THE PROMOTION OF OCOP PRODUCTS

3.1. Overview of the Research Sites and Research Subjects

3.1.1. Characteristics of the Research Sites

Quang Ninh Province

Quang Ninh, a gateway province in Northeast Vietnam, possesses diverse natural conditions and agricultural spaces, providing a solid foundation for a wide range of OCOP products. With strong economic growth, well-developed digital infrastructure, and a high rate of Internet use, local residents have relatively easy access to information and communication activities. The OCOP Program in the province has developed robustly, with numerous products closely linked to material zones and local identity, supported by a multi-platform communication ecosystem and digital skills training initiatives. As a result, farmers in Quang Ninh demonstrate relatively proactive awareness and participation in OCOP promotional communication, making the province a representative model for this study.

Bac Ninh Province

Bac Ninh, located at the northern gateway of Hanoi in the Red River Delta, has a well-developed industrial economy alongside rural areas and traditional craft villages, which form the foundation for OCOP products imbued with indigenous cultural values. OCOP activities in the province primarily focus on processed foods and handicrafts distributed across craft villages and traditional production areas. Promotional communication for OCOP products remains at a moderate level, relying mainly on fairs and traditional channels, while digital application is uneven. Consequently, Bac Ninh represents a typical case reflecting the differentiation in farmers' perceptions and communication behaviors in the context of digital transformation.

Nam Dinh Province

Nam Dinh is a coastal delta province with long-standing agricultural and craft village traditions. Prior to administrative restructuring, the province had more than 500 OCOP products, mainly processed foods and agricultural products. Although OCOP activities have achieved positive outcomes, production and communication remain small-scale, and digital marketing capacity is limited. Following the merger with Ha Nam and Ninh Binh, the scale of OCOP has expanded, creating an urgent need to enhance communication capacity. Therefore, Nam Dinh was selected as a representative locality for provinces where OCOP communication is developing along a traditional–transitional trajectory.

Ha Tinh Province

Ha Tinh is a North Central province with diverse natural conditions, favorable for developing OCOP products linked to local specialties. The OCOP program has achieved positive results but is still limited in production scale, processing, and brand building. Communication activities are transitioning from traditional to digital, but the capacity of the entities, especially small households, is still limited. Therefore, Ha Tinh was selected as a representative area for the group of localities with OCOP communication in a transitional phase, which is not yet uniform.

Ca Mau Province

Ca Mau is a coastal province in the southernmost part, with advantages in developing aquatic products and OCOP products linked to wetland ecosystems. The OCOP program has achieved certain

results with products mainly being aquatic and food, but is still limited in production scale, chain linkage, and brand building. Communication activities still mainly depend on traditional channels, while the digital communication application capacity of the entities is low. Therefore, Ca Mau was chosen as a representative area for the group of localities with a low level of OCOP communication development, mainly through traditional methods.

3.1.2. Demographic Characteristics of Survey Participants

The survey results of 988 farmers participating in the production and business of OCOP products show:

Regarding age: The survey sample has an average age of 39.33, mainly consisting of young and middle-aged farmers – the group directly participating in OCOP activities and promotional communication. This structure reflects a group capable of combining production experience with digital technology usage capacity.

Regarding gender: The gender structure in the survey sample is quite balanced (male 51.9%, female 48.0%), reflecting the participation of both genders in OCOP activities. Males usually take on production and management roles, while females are active in processing, sales, and communication. This shows that OCOP promotional communication is a common participation space for both men and women.

About the OCOP Product Group: The survey shows that 100% of participants directly produce and trade OCOP, in which the food group accounts for the majority (75.3%). Other groups such as handicrafts drinking, handicrafts, medicinal materials... account for a lower percentage, indicating a limited level of diversification and dependence on local advantages.

Product group distribution by province: The distribution of OCOP product groups among provinces shows clear differences in development orientation. Nam Dinh and Ca Mau focus strongly on food groups; Bac Ninh stands out with handicrafts; Quang Ninh has a relatively balanced structure; Ha Tinh is more diverse with many product groups.

Regarding household income: The income of farmers in the survey sample is mainly at an average and fairly average level, with over 50% reaching 20 million VND/month or more, indicating a relatively stable economic foundation. However, income disparity still exists, leading to differences in the ability to invest in communication activities.

3.2. Current status of Vietnamese farmers' awareness of OCOP product promotion communication

3.2.1. Level of understanding of OCOP products among farmers

Farmers have a fairly high level of understanding of OCOP but it is not uniform, mainly focusing on production benefits, while awareness of value to consumers is still limited. This shows that thinking is still more production-oriented than market-oriented, affecting the motivation to participate in communication.

Only about 40.8% correctly understand the OCOP objectives, reflecting a scattered awareness. Therefore, it is necessary to enhance training towards improving market thinking and communication capacity to promote more effective participation.

3.2.2. Level of understanding of how to communicate and promote OCOP products among Vietnamese farmers

Farmers have high awareness of popular communication channels such as social media, the Internet, and television, indicating a trend towards accessible and quick-effective communication. However, organizational and strategic channels are less recognized, reflecting a fragmented understanding of communication.

Although they know the channels, practical capacity is still limited, mainly stopping at simple actions like posting and sharing, while content creation skills (photography, video recording) are still weak. This shows the gap between awareness and implementation capacity, causing communication activities to lack proactivity and strategy.

3.2.3. Attitudes and beliefs about OCOP product promotion communication among Vietnamese farmers

- Farmers' attitudes towards OCOP product promotion communication

Farmers have a positive attitude towards OCOP communication, reflected in a fairly high level of agreement: they should participate in communication (4.04/5) and believe that communication helps

enhance product value (3.97/5). However, the level of considering communication as truly necessary is lower (3.67/5), indicating agreement but not yet a commitment to action. This reflects the gap between awareness and behavior: farmers acknowledge the role of communication but are hesitant to participate due to a lack of skills and confidence, causing communication not to become a mandatory activity in production and business.

- Belief in OCOP product promotion communication among Vietnamese farmers

Farmers' belief in OCOP communication is at a medium and fairly positive level but not solid, with 50.3% at a medium level, 34.0% at a high level, and only 3.2% at a very high level. This shows that they are not skeptical but also do not have enough trust to promote proactive action.

In specific aspects, farmers believe in the effectiveness of communication (benefits for farmers: 4.22/5; increased purchasing power: 4.03/5; accurate information: 3.93/5), but evaluate the attractiveness lower (3.58/5) and think that communication is still lacking and weak (3.73/5). The results show that trust is conditional: they believe in the role of communication but do not yet trust the actual implementation. This gap reduces the motivation to act, causing positive attitudes not to transform into proactive communication behaviors.

3.2.4. Self-efficacy of Farmers

Farmers' self-efficacy in OCOP communication is still limited and uneven. They are more confident with simple tasks such as posting and sharing content (3.72/5), but lack confidence in skills that require proactivity and creativity such as taking photos (2.61/5), writing articles (2.56/5), and independently implementing communication (2.56/5).

This shows the gap between awareness and the ability to perform: farmers understand the role of communication but do not have enough confidence to act. The main barrier lies not in awareness but in a lack of skills and experience, causing communication behaviors to be neither proactive nor effective.

3.3. Current status of Vietnamese Farmers' Behavior in promoting OCOP products

3.3.1. Actual Behavior of Farmers in Promoting OCOP Products

- Frequency of Participation

Farmers' OCOP communication behaviors have formed but the frequency is still low and unstable. Most only perform at an average level, with 56.4% sharing information and 57.8% posting on social media 2–5 times in 3 months; the group maintaining high frequency accounts for a low percentage. For direct activities, the group participating in fairs/events 2–3 times has the highest proportion (35.5%), showing a clear timing aspect.

This reflects that communication is mainly intermittent, not yet becoming a regular activity. The reasons are linked to limitations in time, skills, and confidence, causing even with awareness and positive attitudes, farmers still do not maintain proactive and sustainable communication behaviors.

- Forms of Participation

Farmers participate in OCOP communication through both digital and direct channels, but mainly choose easily executable forms. The most common are posting on social media (51%), communicating with acquaintances (43.5%), and participating in fairs (43%). Forms that require proactivity and broader outreach are lower, such as sharing in community meetings (30.5%), introducing when asked (27.8%), inviting to try (24.9%), and especially sharing links/articles at only 11.4%.

The results show that communication behavior is still characterized as "participating but not proactive," mainly within familiar scopes, due to limitations in skills, resources, and confidence, thus not expanding into strategic and widespread communication activities.

- Use of Digital Communication Tools

The use of communication tools by OCOP farmers is shifting towards digitalization but remains polarized. Smartphones are used the most (51.1%), while 37.2% still primarily rely on word of mouth, indicating that two forms of communication coexist. However, the use of digital tools is mainly at a basic level (taking photos, posting), while tools requiring higher skills such as computers and email account for only 16%. Traditional media such as flyers (10.4%) and loudspeakers (8.4%) are used less.

The results show that farmers have accessed technology but have not utilized it effectively, due to limitations in skills, experience, and confidence, causing the transition to digital communication to be slow and uneven.

- Behavior of Creating Communication Content to Promote OCOP Products

The level of proactive creation of OCOP communication content by farmers is still low. Only 21.9% maintain it regularly, 21.1% occasionally, while 42.1% never do it and 14.9% only do it when requested. The results show that communication behavior is passive, mainly stopping at the basic participation level, and has not mastered the activity of content creation. The main reason is due to limitations in capacity and confidence, causing farmers not to consider content creation as a regular and proactive activity in production and business.

- Regarding the Form of Self-Created Content that Farmers Have Implemented

A large proportion of farmers have never created OCOP communication content (41.7%). Among those who participated, the most common forms are writing posts on Facebook/Zalo (41.6%) and filming product introduction videos (34.5%). Activities that require higher skills, such as purposeful photography (18.5%), writing content for cooperatives/localities (10.2%), and writing comments and introductions (6.4%), account for a low percentage.

The results show that content creation is still at a basic level, personal in nature, and unstable, reflecting the gap between access to tools and content creation capacity. Therefore, the OCOP communication behavior of farmers is still in the initial formation stage and depends on external support.

3.3.2. Motivation and Intention to Participate in OCOP Product Promotion Communication of Farmers

- Intention to Participate:

The intention to participate in OCOP communication among farmers has formed at a fairly high level, with an average score of 3.59/5 (intention to participate in the future) and 3.53/5 (willingness to share when given the opportunity). The majority of farmers agree to participate, indicating a shift from awareness to intention to act.

- Expectations about Results:

Farmers' expectations regarding OCOP communication are quite clear but lean towards short-term benefits. They have high expectations for increasing income (3.92/5) and better sales (3.84/5), while expectations for market expansion are lower (3.45/5), indicating a perspective mainly linked to direct consumption effectiveness.

- Level of Empowerment:

The level of empowerment in OCOP communication activities among farmers reaches a fairly average level (about 3.33–3.42/5), reflecting that participation has been recognized but is not truly subjective. Farmers are mainly “facilitated to participate” rather than participating as co-creators of content.

Specifically, the aspect of “cooperatives/government facilitating participation” is rated the highest (3.41), but the rate of uncertainty remains high (33.8%), indicating that the support mechanism is not stable. Content related to direct rights, such as “being able to contribute content” (3.34) and “being encouraged to share” (3.33), is at a lower level, reflecting that the level of participation is still directional. Meanwhile, the perception of “being listened to” (3.42) is higher, but it has only stopped at recognizing the spirit, not actual decision-making rights.

3.4. Testing the measurement scale and analyzing the factors influencing communication behavior in promoting OCOP products

3.4.1. Testing the reliability and validity of the measurement scale

- Scale of understanding of OCOP products: The scale of understanding of OCOP products achieved good reliability and validity (Cronbach's Alpha = 0.826; KMO = 0.698; Sig. = 0.000). All observed variables met the requirements for variable-total correlation, factor loading, and overall correlation coefficient, so they were retained to form the composite variable NHANTHUC used in correlation and regression analyses.

- The scale measuring the perceived ability to carry out OCOP product promotion and communication activities. After removing variable B8.4, which did not meet the requirements, the scale measuring the perceived ability to carry out OCOP product promotion and communication activities achieved acceptable reliability and validity (Cronbach's Alpha = 0.785; KMO = 0.532; Sig. = 0.000). The

remaining three observed variables were retained to construct the composite variable KHANANGTT for subsequent analyses.

- *Scale of attitudes and beliefs regarding OCOP product promotion media*: The scale of attitudes and beliefs regarding OCOP product promotion media achieved good reliability and validity (Cronbach's Alpha = 0.808; KMO = 0.761; Sig. = 0.000). All observed variables met the requirements for item-total correlation, factor loading, and overall correlation coefficient, and were used to form the composite variable THAIDONIEMTIN for subsequent correlation and regression analyses.

- *The scale of self-confidence in participating in OCOP product promotion and communication*. After removing variable B16.3 which did not meet the requirements, the scale of self-confidence in participating in OCOP product promotion and communication achieved high reliability and validity (Cronbach's Alpha = 0.883; KMO = 0.644; Sig. = 0.000). The remaining three observed variables were retained to construct the composite variable SELFEFF for use in subsequent correlation and regression analyses.

3.4.2. Correlation analysis between research variables

Pearson correlation analysis results showed that self-capacity had the strongest positive correlation with OCOP product promotion communication behavior ($r = 0.237$; $p < 0.01$), followed by support conditions ($r = 0.132$; $p < 0.01$). Meanwhile, awareness of OCOP products did not have a statistically significant correlation with behavior ($r = 0.009$; $p > 0.05$). In addition, awareness had a positive correlation with support conditions ($r = 0.292$; $p < 0.01$), while self-capacity had a weak negative correlation with support conditions ($r = -0.156$; $p < 0.05$). The results indicate that farmers' participation in OCOP product promotion communication is significantly influenced by personal capacity and support conditions compared to awareness alone, and this provides a basis for further regression analysis.

3.4.3. Analysis of factors influencing the intention to participate in OCOP product promotion and marketing.

The results of the multiple linear regression show that the model, including the independent variables of self-capacity and supporting conditions, is statistically significant in explaining the communication and promotion behavior of OCOP products among farmers. The multiple correlation coefficient reached $R = 0.293$; the coefficient of determination $R^2 = 0.086$ and the adjusted $R^2 = 0.083$, indicating that the model explains approximately 8.3% of the variation in the study's behavior. The Durbin-Watson coefficient = 1.602 confirms the absence of autocorrelation in the residuals. The ANOVA test results show that the model fits the research data ($F = 30.673$; Sig. = 0.000). Therefore, the regression model is accepted and can be used to assess the extent to which factors influence the communication and promotion behavior of OCOP products among farmers.

3.4.4. Analysis of factors influencing communication behavior in promoting OCOP products.

Regression analysis revealed that communication behavior promoting OCOP products was positively influenced by self-confidence (Beta = 0.263; Sig. = 0.000) and supportive conditions (Beta = 0.177; Sig. = 0.000), while perception had no statistically significant impact (Sig. = 0.678). The results are consistent with social cognition theory, emphasizing the role of individual capabilities and a supportive environment in promoting farmers' communication behavior.

Summary of Chapter 3

Chapter 3 clarifies the current state of Vietnamese farmers' perceptions, intentions, and promotional communication behaviors related to OCOP products, as well as influencing factors, based on survey data and qualitative research conducted in Quang Ninh, Bac Ninh, and Nam Dinh. The findings reveal that although awareness and participation intentions are relatively high, communication behaviors remain insufficiently proactive and sustainable, relying mainly on word-of-mouth and external support. Limitations in capacity, digital skills, and supportive environments persist. These findings provide an empirical basis for proposing solutions in Chapter 4.

CHAPTER 4 SOME ISSUES RAISED AND SOLUTIONS TO ENHANCE AWARENESS AND BEHAVIOR OF VIETNAMESE FARMERS ABOUT OCOP PRODUCT PROMOTION COMMUNICATION

4.1. Issues raised from the supportive environment and conditions for implementing OCOP product promotion communication by farmers.

4.1.1. Limitations in the supportive environment and conditions for implementing OCOP product promotion communication.

The results show that the OCOP communication environment simultaneously contains both supporting and hindering factors, but they are not balanced. Social factors such as community support are rated quite positively, while institutional factors (training, infrastructure, skills) are only at an average level, reflecting that the supporting ecosystem is not strong enough to promote proactive communication behavior.

Regarding barriers to accessing information, the biggest difficulty is the lack of time (57%), followed by high product prices (36.2%), unsuitable content (30.9%), and difficulties in accessing reliable information sources (24%). In contrast, barriers related to technology equipment are only at a low level (3.1%), indicating that the main issue does not lie in the tools but in time, relevance, and trust in information.

Additionally, factors such as the habit of consuming familiar products (23.5%) and not clearly perceiving the differences of OCOP (10.5%) also affect information reception. In-depth interviews show that farmers find it difficult to participate in regular training due to time constraints and difficulties in applying it in practice.

Regarding support capacity, training activities on OCOP communication are still few and not regular, mainly being fragmented, and have not helped form sustainable skills.

Overall, the limitation does not lie in the lack of information or technology, but in the discontinuity of support, lack of content relevance, and lack of practical opportunities. From the perspective of TPB, participatory communication, and social awareness, this reduces perceived behavioral control and limits the ability to transform positive awareness into proactive and sustainable communication behavior of farmers.

4.1.2. The differences in environmental, social, and policy conditions among the three surveyed localities and the issues raised in OCOP product promotion communication.

The results show that the OCOP communication environment among localities is not homogeneous but forms different supporting structures, creating clear differences in the conditions and communication behavior of farmers.

Regarding supporting factors, Nam Dinh and Ca Mau stand out in community strength (4.07–4.79), while Bac Ninh and Quang Ninh have advantages in infrastructure and supporting institutions (about 3.4–3.7). Ha Tinh is at an intermediate level, with no distinctly superior factors. Notably, Ca Mau has quite good digital infrastructure (4.11) and strong community support, but is very low in training from cooperatives (1.26), indicating an imbalance between formal and informal support.

Regarding barriers, Ca Mau is also the locality with the highest levels in most factors such as lack of time (4.23), lack of equipment (4.18), and limited digital skills (3.98), while Nam Dinh is relatively lower. Specifically, the factor "not trained" is very low in Ca Mau (1.54), reflecting the lack of synchronization between access and practical training.

In general, localities all have their own "imbalances": either between community and institutions, or between infrastructure and capacity, or between access and practical ability. This indicates that there is no unified OCOP communication environment model among the provinces.

The results affirm that the limitations in OCOP communication are not only due to material conditions but mainly due to the lack of synchronization between support – skills – practice. Therefore, solutions need to be designed in a segmented manner, suitable for the specific characteristics of each locality rather than applying uniformly.

4.2. Issues raised from the current state of awareness and behavior of farmers about OCOP product promotion communication.

4.2.1. The gap between positive perception and actual communication behavior.

The research results show that farmers have formed many positive foundations in OCOP

communication. First, the level of understanding about OCOP is quite good (3.78–4.24/5), as farmers not only recognize the program but also associate it with production, consumption, and income benefits.

Second, awareness of communication channels is quite clear, with social media (56.4%) and television/press (53.7%) being the most common, reflecting the shift towards a multi-channel communication environment.

Third, attitudes and beliefs are generally positive, with high evaluations of the role of communication (3.90–3.97) and clear expectations for economic effectiveness such as increased consumption and income.

Fourth, participation behavior has been activated, with 64.3% of farmers sharing information 3 times or more in 3 months, and most have participated in fairs, events, or product introductions.

Finally, a preliminary technological foundation has been formed, as many farmers have used smartphones to take photos, record videos, and post content, although still at a basic level. Overall, farmers have a relatively complete foundation of awareness, attitudes, initial behaviors, and tools, facilitating the development of OCOP communication in the next phase.

4.2.2. Limitations in capacity and belief in the ability to implement OCOP product promotion communication.

Alongside positive results, OCOP communication among farmers still has many limitations and a clear gap between awareness and behavior.

First, the belief in farmers' self-capacity in communication activities is still not high.

Second, limitations in digital communication skills reduce the ability to proactively create and maintain communication content.

Third, the correlation and regression analysis results in Chapter 3 show that belief in self-capacity is one of the factors positively influencing farmers' intention to participate in OCOP product promotion communication.

Fourth, limitations in practical capacity are also linked to a lack of training and ongoing support activities.

Overall, these limitations reflect that OCOP communication has not yet reached a proactive and professional level, while also showing the simultaneous impact of personal capacity limitations and an unsynchronized support environment.

4.2.3. Conflicts in the process of forming the role of farmers as subject of OCOP product promotion communication.

First, there exists a contradiction between the instrumental economic perception and the requirements of communication that build long-term values.

Second, there exists a contradiction between the expansion of communication space and the contraction in the practical capacity of farmers.

Third, there exists a contradiction between increased participation and the low sustainability of communication behavior.

Fourth, there exists a contradiction between the presence of supporting institutions and the absence of substantial empowerment mechanisms.

Finally, there exists a contradiction between the strong diffusion of the local community and the limited market expansion capacity.

4.3. Directions to enhance farmers' awareness and behavior regarding OCOP product promotion communication.

First, the direction is to shift from an instrumental perception to a value-based and long-term communication mindset.

Second, the direction is to link the expansion of communication space with enhancing the practical capacity of farmers.

Third, the direction is to shift from momentary behavior to regular and sustainable communication behavior.

Fourth, the direction is to shift from external support to empowering farmers in communication.

Fifth, the direction is to connect community communication with market expansion in the digital environment.

4.4. Solutions to enhance awareness and behavior of Vietnamese farmers regarding OCOP product promotion communication in the next period.

4.4.1. General Solutions Applicable to Vietnamese Farmers.

First, enhance awareness and communication thinking in promoting OCOP products as a long-term branding strategy in the digital environment.

Second, train digital communication skills in a practical, interactive, and hands-on manner.

Third, promote the active role of farmers in community communication through exemplary learning and diffusion models.

Fourth, diversify forms, content, and communication channels suitable for the characteristics of farmers.

Fifth, link the promotion of OCOP products with digital transformation and community media education.

4.4.2. Specific solutions according to the conditions of each locality.

For Quang Ninh Province: the focus is not on expansion but on standardizing and professionalizing OCOP communication. It is necessary to build a unified content standard (articles, videos, images), establish a digital communication support team at the district level, and require each OCOP product to have a fan page, introductory video, and regular postings. At the same time, strengthen the linkage of OCOP with tourism through booths, QR codes, and digital content to enhance experience and market accessibility.

For Bac Ninh Province: the solution focuses on linking according to craft villages and synchronizing community communication. It is necessary to build a common communication channel for each craft village, a collective brand identity, and organize digital skills training according to production household clusters. At the same time, implement the model "each household has a digital sales channel" and enhance cooperation with universities to support the production of communication content.

For Nam Dinh Province: It is necessary to develop the OCOP community communication model through commune-level clubs (10-15 people), regular activities, supporting each other in production and posting content. The cooperative plays a coordinating role, and each product should have a person in charge of communication to ensure continuity.

For Ha Tinh Province: Focus on practical training "hands-on", each lesson linked to a specific skill and requiring the creation of a product right in class. After training, there should be a Zalo group for support and local forces (youth union, students) to mentor, helping people transition from "knowing" to "being able to do".

For Ca Mau Province: Prioritize simplifying communication linked to sales, focusing on Facebook/Zalo, using ready-made sample content, guiding posting frequency and customer care. Assign young people in the family to be in charge of communication and increase the role of cooperatives in product consumption.

Chapter 4 Summary

Chapter 4 clarifies key issues arising from Vietnamese farmers' perceptions, intentions, and behaviors regarding OCOP promotional communication, while highlighting differences in infrastructure, the roles of cooperatives and local governments, and skill-related barriers across the three provinces. Despite generally positive awareness, proactive communication behaviors remain limited and dependent on external support. The proposed directions emphasize farmers' roles as central actors, integrating digital, community-based, and intermediary-supported communication. Both general and locality-specific solutions are advanced to build a multi-layered and sustainable OCOP communication ecosystem.

CONCLUSIONS AND RECOMMENDATIONS

1. Conclusions

Firstly, from a theoretical perspective: the research clarifies the relationship between perception, attitude, belief, intention, and communication behavior, while also considering the role of the environment, society, and policies in the context of digital communication.

Secondly, from a practical perspective: the research results in 5 provinces show that farmers have a positive perception and attitude towards OCOP communication, while also beginning to participate through activities such as sharing information, using social media, and attending events. However, there is a clear gap between perception and behavior: communication behavior is still situational, unstable, and lacks proactivity. The reasons are not only due to personal capacity but also environmental factors such as lack of time, limited digital skills, inappropriate content, and discontinuous support mechanisms. Therefore, OCOP communication has not become a regular practice in the production and business activities of farmers.

Thirdly, the dissertation points out that the OCOP communication environment among localities is not homogeneous, with each province having its own structure regarding infrastructure, institutions, and the level of community dissemination. Quang Ninh has a relatively synchronized support system; Bac Ninh is strong in traditional crafts but lacks connectivity; Nam Dinh stands out in community; Ha Tinh has a gap between perception and capacity; while Ca Mau has a paradox between access conditions and implementation ability. Therefore, OCOP communication needs to be designed in a regional manner and tailored to each locality.

Fourthly, the dissertation identifies 5 main structural contradictions in OCOP communication: between short-term thinking and long-term requirements, between tool access and practical capacity, between increased participation and low sustainability, between external support and empowerment, and between community dissemination and market expansion. These contradictions reflect a transitional state, where farmers have not yet fully become the subjects of communication.

Fifthly, based on that, the dissertation proposes a system of solutions including general orientation and local solutions, focusing on raising awareness, developing digital communication capacity in a practical direction, enhancing community communication, promoting empowerment, and linking with agricultural digital.

2. Recommendations

Firstly, for state management agencies, it is necessary to identify OCOP communication as a strategic component in rural economic development and digital transformation, while integrating it into the entire product cycle and adding criteria for assessing the communication capacity of OCOP subjects, along with enhancing practical digital skills training.

Secondly, for local governments and intermediary institutions, it is necessary to shift from momentary support to building a sustainable communication ecosystem, in which cooperatives and related organizations play a coordinating role, while also developing community communication models at the grassroots level.

Thirdly, for farmers, it is necessary to change the mindset of viewing communication as part of production and business, proactively enhance capacity, maintain regular communication activities, and leverage digital platforms to expand the market.

Fourthly, for training institutions and support organizations, it is necessary to strengthen connections with localities, implement practical training, and mobilize students and experts to participate in supporting OCOP communication.

Fifthly, for future research, it is necessary to expand the scope to inter-regional and interdisciplinary levels and delve into analyzing the impact of digital technology, artificial intelligence, and data ecosystems on agricultural communication.

LIST OF THE AUTHOR'S SCIENTIFIC PUBLICATIONS RELATED TO THE DISSERTATION

1. Tran Thi Thuy Duong (2024), *The role of digital transformation in communication and promotion of OCOP products*, Journal of Journalists, No. 468, August 2024.
2. Tran Thi Thuy Duong (2024), *Mass communication in agricultural digital transformation and its contribution to ensuring food security in Vietnam*. In G. N. Trofimova (Ed.), *Sredstva massovoi kommunikatsii v mnogopolyarnom mire: Problemy i perspektivy* (Vol. 2, pp. 379–387), Moscow: Peoples' Friendship University of Russia (RUDN University).
3. Tran Thi Thuy Duong (2025), *Applying Stuart Hall's message encoding–decoding model to enhance Vietnamese farmers' awareness of OCOP product communication and promotion*, Journal of Political Theory and Communication, Special Issue, January 2025.
4. Tran Thi Thuy Duong (2025), *Farmers' brand awareness in relation to communication and promotion of OCOP products*, Journal of Journalists, No. 494, April 2025.
5. Tran Thi Thuy Duong (2025), *Applying natural language processing–based AI tools in analyzing Vietnamese farmers' OCOP product communication behavior: Opportunities and challenges*, In Proceedings of the National Conference “Communication in the Artificial Intelligence Space”, June 2025. ISBN: 978-632-632-117-5.
6. Tran Thi Thuy Duong (2025), *The role of farmers in communication and promotion of OCOP products in Vietnam: A media ecology approach*, Journal of Political Theory and Communication, Special Issue, December 2025.
7. Tran Thi Thuy Duong (2026), *Vietnamese farmers' perceptions of communication for promoting OCOP products: Current situation and emerging issues*. Journal of Political Theory and Communication, March 2026 special issue.
8. Tran Thi Thuy Duong (2026), *Promoting the role of farmers in the communication and promotion of OCOP products today*, Journal of Political Theory and Communication, June 2026 special issue.