

SUMMARY OF THE NEW FINDINGS OF THE DOCTORAL DISSERTATION

1. Dissertation Title: ***“Vietnamese Farmers’ Perceptions and Behaviors toward OCOP Product Promotion Communication”***
2. Major: Public Relations
3. Code: 9.32.01.08
4. PhD Candidate: Tran Thi Thuy Duong
5. Supervisors: Associate Professor Dr. Do Chi Nghia and Associate Professor Dr. Pham Huong Tra
6. Training Institution: Academy of Journalism and Communication
7. New Findings of the Dissertation

The dissertation develops an analytical framework for examining Vietnamese farmers’ perceptions and communication behaviors regarding the promotion of OCOP products by integrating the Theory of Planned Behavior (TPB), Social Cognitive Theory (SCT), and Participatory Communication Theory. This interdisciplinary approach contributes to enriching the theoretical foundation of development communication studies in Vietnam.

The dissertation approaches farmers as communication actors in OCOP product promotion activities rather than merely as recipients of information. The findings clarify the role of farmers in sharing and disseminating information about OCOP products in the context of digital transformation.

The dissertation provides empirical evidence collected from 988 farmers across five localities representing different socio-economic regions of Vietnam. The findings reveal a gap between perceptions and actual communication participation behaviors, while also identifying the influence of self-efficacy and supporting conditions on farmers’ engagement in OCOP product promotion communication.

Based on the research findings, the dissertation proposes solutions to enhance digital communication capacity and strengthen the active role of farmers in OCOP product promotion communication, thereby contributing to the effectiveness of the OCOP Program implementation in the current period.

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