

EFFECT OF PROMOTION OF FARMERS' TRUST ORGANIC FERTILIZERS IN THE MEKONG RIVER DELTA

Trinh Phuoc Nguyen^{1,3}, Nguyen Thi Diem Hang^{2,3}

¹Deputy Director Research Center for Rural Development, An Giang University

²Faculty of Economics and Business Administration, An Giang University

No. 18 Ung Van Khiem, Long Xuyen City, An Giang Province, Vietnam

³Vietnam National University, Ho Chi Minh City, Vietnam

Abstract

The customer's trust is seen as a key for the survival to any enterprises wanting to maintain sustainably in the competitive market at present time. Enterprises need to experience ceaseless efforts to gain their customer's trust. In addition, the quality of the product, there are many other factors contributing to build and strengthen the trust of consumers. This study is to determine factors of marketing activities which have impacts on the trust of organic fertilizer in The Mekong Delta. The study was conducted with two promotion tools (Advertisement and PR), surveyed 350 subjects in the Mekong Delta region, Vietnam. Descriptive statistics, EFA analysis and MLR regression analysis were used to find the advertisement and PR's impact on the farmers' trust.

The analysis results showed, the usefulness of PR activities (UPR), forms of activities and confidence in the product from PR (FCPR), frequency of advertising (FA), advertising means (AMA) message and quality of information published from advertising (MQA) all have great impacts on farmers' trust. From the above results, the authors propose a number of governance implications such as: businesses need to carefully study the psychological characteristics, preferences, and habits of target customers when they approach the advertising program and PR, through which they know their perception of advertising frequency to choose appropriate advertising frequency; provide complete, necessary and truthful information; develop PR programs with a focus on usefulness for the target audience and the community.

Keywords: advertisement, promotion, trust, organic fertilizer

I. Introduction

According to the Ministry of Agriculture and Rural Development, the development of organic fertilizers is the inevitable direction of Vietnam's agriculture, both in the short term and in the long term (Ministry of Agriculture and Rural Development, 2020, p. 1). At the same time, further strengthening the development and use of organic fertilizers, building a clean agriculture, organic agriculture, contributing to improving the quality of agricultural products and protecting the environment (Ministry of Agriculture and Rural Development, 2020, p. 1). According to FAO data, the imbalanced use of fertilizers, the abuse of inorganic fertilizers have led to the phenomenon of agricultural land declining fertility, some areas have been seriously degraded due

to erosion, leaching, laterite chemical, sour and salty acidification, of which the area of severe degradation was up to 2.0 million hectares. In addition to the negative environmental impacts, the abuse of inorganic fertilizers also leads to many food safety problems such as residues of heavy metals and nitrates in agricultural products (Ministry of Agriculture and Rural Development, 2018, p. 5).

Currently, the country has 180 enterprises have been granted permits for organic fertilizer production. The total capacity of organic fertilizer production facilities is 2.5 million tons/year, accounting for 8.5% of the total capacity of domestic fertilizer producers and nearly 1/10 of the Inorganic fertilizer production capacity (26.7 million tons/year) (Ministry of Agriculture and Rural Development, 2018, p. 2)

Businesses always pay attention to market access and have many marketing activities to help the product to the farmer. Therefore, in order to stand firm in such an extremely competitive environment, each business needs to build up customers' trust and confidence in its products. The trust of farmer is the competitive power, almost impossible to imitate, easy to lose but very difficult to rebuild.

It can be said that trust for products and brands of enterprises is an extremely valuable intangible assets that businesses need to preserve. Sandro (2007) asserted: stated that trust of customers is competitive strength, almost inimitable, easy to lose but very difficult to rebuild it and credibility is the awareness of customer loyalty.

Moreover, with the frequency as well as marketing activities going on in the quite complex fertilizer market, there are many questions that force organic fertilizer businesses to answer such as: Is it easy to trust the company's products through marketing activities? For instance. Can customers easily trust products through promotion activities or not? How do marketing activities affect customer confidence? Does customer's confidence increase for products?

How do marketing activities affect farmers' creditworthiness? Is it increasing farmers' confidence in the product?

Therefore, the study is to determine factors of marketing activities which have impacts on the trust of organic fertilizers in The Mekong Delta to assess in an authentic way. The impact of marketing activities on the confidence level of farmers in organic fertilizer in particular as well as all products of other businesses circulating in the market in general.

2. Theoretical basis and research model

2.1. Theoretical basis

2.1.1. Organic fertilizer

According to the Ministry of Agriculture and Rural Development: Organic fertilizers include two groups: traditional organic fertilizers and industrial organic fertilizers.

Traditional organic fertilizers are fertilizers derived from animal wastes or by-products of cultivation, husbandry, processing of agricultural, forestry and aquatic products, green manure, organic waste, processed peat. variable according to the traditional incubation method. In this group can be divided into 5 sub-groups: manure, litter, peat, green manure and other organic manure.

Industrial organic fertilizers are fertilizers processed from different organic sources to form fertilizers better than the original raw materials. Currently, industrial organic fertilizers are divided into the following categories: organic fertilizers, mineral organic fertilizers, bio-organic fertilizers and micro-organic fertilizers (Ministry of Agriculture and Rural Development, 2018, p. 1)

The amount of organic fertilizer products being produced, traded and used by the Ministry of Agriculture and Rural Development is 713 products compared to the total number of fertilizer products (14,318 products), the remaining 93.7% is inorganic fertilizers (13,423 products) and 1.3% are biological fertilizers (182 products). Thus, the number of fertilizer products being domestically produced, traded and used domestically is more than 19 times more than the number of organic fertilizer products (Ministry of Agriculture and Rural Development, 2018, p. 1)

The Ministry of Agriculture and Rural Development, our country has very favorable conditions to produce organic fertilizers, playing a very important role in maintaining and protecting fertility and soil productivity. The making an important contribution to the development of stable and organic farming. In addition, using organic fertilizers also contributes to reducing greenhouse gas emissions (Ministry of Agriculture and Rural Development, 2018, p. 4)

2.1.2. The role and importance of trust

Sandra & Robinson (1996) defined the most inclusive trust as follow: "Trustees expect trust, trust and expectation of recipients. the trust will bring benefits, advantages, or at least not cause disadvantages to them".

In addition, customer trust is extremely important to the success and failure of a business. In addition, to serve businesses, especially for financial services, insurance, etc., the issue of customers' trust is even more important (Chris & Adina, 2010). Coulter and Coulter (2003) stated that having a firm belief in their financial institution is more important than getting more interest, and they explained that the abstraction of most products and services and to build and regain customers' trust is extremely difficult for businesses.

2.1.3. Relationship between Promotions and Personal Offers and Customer Credibility

Consumers may know about a promotion about a product, but not change their consumer behavior (Begoña & Rodolfo, 2006). John and Michael (1998), Andaleeb and Anwar (1996) argue that salespeople have a certain influence on the development of customer trust in products and businesses, as well as in the maintain relationships with customers. In addition, promotion is

the most influential tool in the product/brand selection process. Promotion is the marketing activity supporting sales in a way that increases the value of temporary products to stimulate consumption in the short term. Promotions come in many forms, in which promotion prices are often mentioned, even in many cases when referring to promotions, they are interpreted as price promotions (Begoña & Rodolfo, 2006).

In addition, promotion is the most influential tool in the product/brand selection process. Promotion is a promotional activity to support sales with the nature of temporarily increasing product value to stimulate consumption in the short term (Philip Kotler, 2017)

2.1.4. The relationship between Advertising and Customer Credibility

Lafferty and Goldsmith (1999) asserts that consumer attitudes towards advertising media are an important factor affecting belief formation and product consumption behavior. Le Thi Thu Trang and Tran Nguyen Toan Trung (2014) believed that the element of advertising message, if it conveys the content of the product, will have a certain impact on the perceived value and consumer behavior of the customer. Results from Nielsen (2013) research on the trustworthiness of consumers' advertising show that: consumer confidence in each form of advertising is different, it depends on perceptions, the preferences, the reception convenience of each person for that form of advertising. Also according to Nielsen (2013), with the rapid increase in online advertising forms, it still does not erode consumer confidence in traditional advertising channels.

Yasin and Kadir (2008) pointed out an interesting and entertaining advertising message that would have a positive effect on building consumer confidence in the product. Pham Minh Tien and Le Quoc Hieu (2015) affirmed that the quality of published information is one of the most influential factors in establishing consumer confidence. According to Bauer and Geysler (1968), a good advertising message must persuade consumers, touch their psychology, the more consumers like and be impressed with the advertising message, the better.

According to Phuong Lien (2015) the appearance of advertising plays a very important role because it is a reminder tool, imprinted on consumers' minds about product presence, consolidation and construction. Consumer confidence in the product.

2.1.5. Relationship between Public Relations and Customer Credibility

Establishing, maintaining relationships with stakeholders and increasing their credibility is the main and most important goal of relationship implementation. public of any organization (Rawlins, 2007). Anderson (1971) stated that (i) Reliability of information and (ii) The expertise of public relations are the two most important factors to establish trust in customers and partners. However, Ohanian (1990) added the element of the Public Relations Activity to their research and concluded that the three key elements of public relations performance have an impact on establishing the trust of customers is: (i) Reliability of information, (ii) The professionalism of the operation and (iii) The attractiveness of the operation.

Ngo Thi Hien (2007), Moi Ali (2001) argued that public relations activities are not aimed at community interests and social responsibility often attracts consumers' attention.

2.2. Research model proposed

A research model for the topic "effect of promotion of farmers' trust organic fertilizers in the Mekong river Delta" was built after the author brief a number of Vietnamese and foreign research papers, articles and topics and synthesize the elements of advertising and public relations in turn as follows: (i) Advertising means, (ii) Advertising message, (iii) Quality of advertising information, (iv) Advertising frequency, (v) Forms of PR activities, (vi) The usefulness of PR activities, (vii) Confidence in the product from PR.

Accordingly, the hypotheses and research models of the thesis are built as follows:

Research hypothesis:

Advertising means: Lafferty & Goldsmith (1999) affirmed that the attitude of consumers towards means of advertising. It is an important factor affecting the formation of trust and consumer behavior. Thus, the hypothesis for this factor is built as follows:

H1: The higher the farmer's feeling has towards the advertising medium, the higher the confident level of customer has in the product.

Advertising message: Yasin & Kadir (2008) think that an interesting and entertaining advertising message will have a positive effect in building customer trust in products. Since then, we have the following hypothesis:

H2: The higher the farmer perception of the advertising message, the higher the level of customer confidence in the product

Quality of information published from advertising: Shavitt (1999) affirms that highly reliable advertising information will have a significant impact on consumer acceptance of the product when their initial attitude is detrimental. Therefore, the assumption for this factor is:

H3: The higher the farmer's perception of the quality of the published information, the higher the level of customer confidence in the product

Frequency of advertising: The frequency of advertising is very important because it is a tool that reminds consumers about the presence of the product, reinforces and builds consumer confidence in the products (Phuong Lien, 2015). So the hypothesis is given to factors such as the following:

H4: Feeling of farmers for frequency of advertising the higher the level of trust of customers for Product higher

Forms of PR activities: According to Moi Ali (2001), if the customer appreciates the PR program that an organization brings, it means that the image and products of the company will create a better impression in the minds of customers. Therefore, the hypothesis given for this factor is as follows:

H5: The higher the farmer's perception of the form of PR activities, the higher the level of customer confidence in the product

The usefulness of PR activities: According to Ngo Thi Hien (2007) and Moi Ali (2001), the establishment of scholarship funds, funds to support poor children or activities aimed at protecting the environment ... always attracts the attention of many. mass islands. Therefore, the hypothesis for this factor is as follows:

H6: The higher the farmer perception of the usefulness of PR activities, the higher the level of customer confidence in the product

Confidence in the product from PR: According to Ngo Thi Hien (2007), PR activities are an opportunity for businesses to update and provide more information about themselves. This is an opportunity for businesses to improve their reputation and build trust from customers. Therefore, the hypothesis for this factor is built as follows:

H7: The higher the farmer perception of the quality of published information, the higher the level of customer confidence in the product

It can be seen that elements of the Advertising and Public Relations tool are reviewed author summarizes from previous studies and builds research hypotheses for the topic as mentioned above are not comprehensive. elements of the Advertising and Public Relations tool-specific. But these are outstanding factors, mentioned and analyzed by the authors in many documents and research topics in recent times. Therefore, the author has selected the above factors to include in his research model.

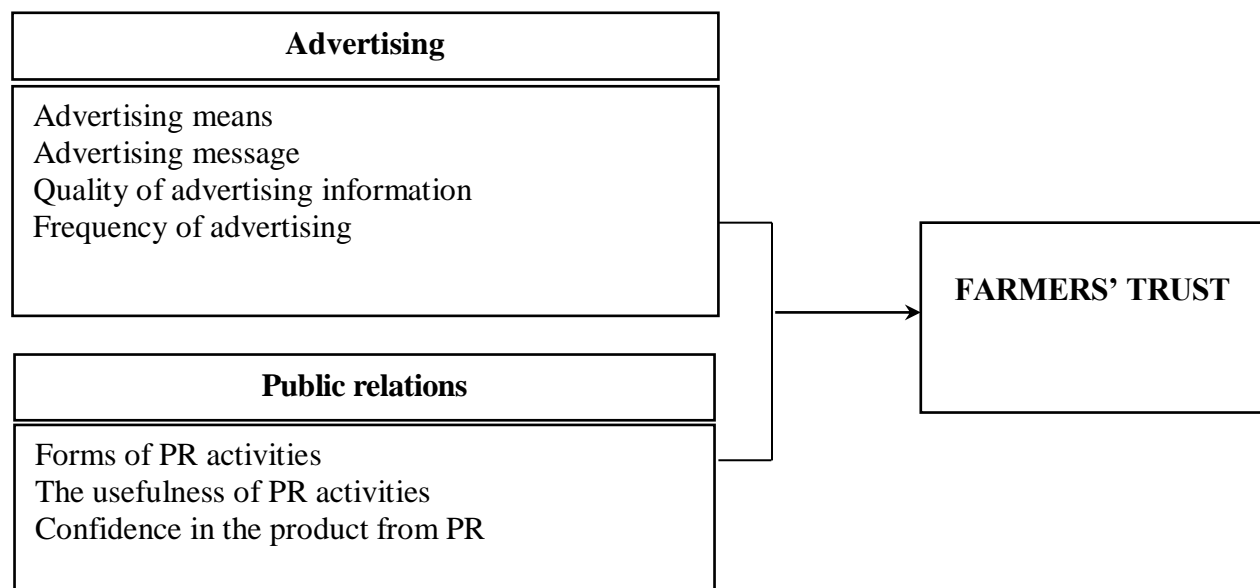


Figure 1: Recommended model effect of promotion of farmers’ trust organic fertilizers in the Mekong river Delta

3. Research methodology

3.1 Methods of data collection

Authors use selection methods convenient sample with geographical stratification criteria is to interview 350 farmer in the Mekong Delta region to view advertising activities, participating in PR activities of organic fertilizers trading companies by questionnaires prepared.

3.2 Methods of data Analysis

The analytical methods are used in solving the objectives, testing the research hypotheses of the topic, including: descriptive statistical methods, analysis of examination factors breaking (EFA) and multiple linear regression analysis.

4. Results and discussion

4.1. Analyzing the reliability of the elevator through cronbach'alpha coefficients

Hoang Trong and Chu Nguyen Mong Ngoc (2008), Cronbach's Alpha coefficient has a value from 0.8 to nearly 1 indicating a very good measurement scale: From 0.7 to nearly 0.8 indicates that the usable scale and Cronbach's Alpha with a value of 0.6 or more are usable in case the concept is new or new to respondents in the research context.

The results of Cronbach's Alpha analysis on the elements of Advertising and Public Relations affect the credit level of customers are summarized based on two factors: Total variable (Item - Total Correlation) and Cronbach's Alpha if variable (Cronbach's Alpha if Item Deleted) is as follows: in all scales including: (1) Advertising means; (2) Advertising message; (3) Quality of information published from advertising; (4) Frequency of advertising; (5) Forms of PR activities; (6) Usefulness of PR activities; (7) Confidence in the product from PR and (8) Trust level has Cronbach's Alpha coefficient of over 0.6. With the above Cronbach's Alpha values, the measurement scales are usable in the research context of the topic (Nunnally & Burnstein, 1994)

Table 1: Results of the analysis of the last Cronbach's Alpha coefficient

The observed	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Advertising means Cronbach's Alpha total =0.801				
AMA1	9.72	3.823	0.537	0.793
AMA2	10.06	4.292	0.543	0.784
AMA3	10.05	3.631	0.742	0.689
AMA4	9.98	3.636	0.655	0.73
Advertising message Cronbach's Alpha total = 0.949				
AME1	6.52	2.829	0.879	0.936
AME2	6.57	2.814	0.894	0.925
AME3	6.55	2.873	0.907	0.916
Quality of information published from advertising Cronbach's Alpha total = 0.948				
QA1	10.31	7.462	0.822	0.947
QA2	10.19	7.552	0.849	0.939
QA3	10.10	6.87	0.909	0.92
QA4	10.10	6.912	0.917	0.918
Frequency of advertising Cronbach's Alpha total = 0.893				
FA1	10.83	6.679	0.793	0.851
FA2	10.62	7.68	0.722	0.878
FA3	10.57	7.215	0.734	0.873
FA4	10.74	6.793	0.812	0.843
Forms of PR activities: Cronbach's Alpha total = 0.889				
FPR1	6.50	2.062	0.795	0.831
FPR2	6.47	2.078	0.731	0.887
FPR3	6.49	2.004	0.823	0.806
The usefulness of PR activities Cronbach's Alpha total = 0.928				
UPR1	10.51	5.362	0.87	0.895
UPR2	10.53	5.442	0.82	0.911
UPR3	10.53	5.132	0.857	0.899
UPR4	10.62	5.433	0.787	0.922
Confidence in the product from PR Cronbach's Alpha total = 0.936				
CPR1	9.94	4.764	0.857	0.915
CPR2	9.98	4.679	0.893	0.903
CPR3	9.93	4.699	0.856	0.915
CPR4	10.05	4.826	0.794	0.935
Trust level Cronbach's alpha total = 0.636				
Trust1	6.70	1.678	0.545	0.384
Trust2	6.57	2.309	0.39	0.61
Trust3	6.75	2.209	0.414	0.58

4.2. Exploratory factor analysis (efa)

4.2.1. Independent variables

Test results of correlation between factors, we have $KMO = 0,898 > 0.5$; Sig. Bartlett's Test test = $0,000 < 0.05$. Hypothesis H_0 is completely rejected at the significance level $\alpha = 5\%$ or the variables are correlated with each other and perfectly consistent with the exploratory factor analysis. This is followed by the factor matrix with the Varimax rotation shown in the following table:

Table 2. Results Rotated Component matrix

The observed	Component				
	1	2	3	4	5
QA4 (Advertising information about products that outperform products of the same type)	0.862				
AME2 (Message from advertising that conveys content that needs to be known about the product)	0.859				
AME3 (Message from advertising is simple, easy to remember)	0.851				
QA3(adinformation about the product very useful)	0.847				
AME1(message from advertising to convince him/her to buy the product)	0.842				
QA2(Advertisin information about products offered exactly)	.841				
QA1 (Advertisements to highlight product features)	0.807				
CPR2 (Product programs, activities and events bring more information)		0,843			
FPR3 (You like the form of programs, events, and propaganda activities of the product)		0.828			
CPR1 (You believe in industry experts participating in product programs, activities and events)		0.817			
FPR1 (There are many programs, events to introduce and support the use of the product)		0.772			
FPR2 (Forms of programs, events, propaganda activities of brand that is close to everyone)		0.748			
CPR3 (The programs, activities and events of the product bring a lot of useful information)		0.74			
CPR4 (You believe in the information that programs, activities and events bring about)		0.711			
UPR3 (Brandprograms, activities, events that really benefit the community)			0.866		
UPR1 (Brandprograms, activities, events help you are more aware of your needs)			0.863		
UPR2 (Programs, activities, events of the brand to help you understand more about your shopping ability)			0.851		
UPR4 (Programs, activities Brand events and events are really useful for the environment)			0.803		
FA4 (You are not boring when seeing advertising images of products)				0.788	
FA3 (You see bi Products advertised at many pharmacies)				0.784	
FA1 (Products advertised regularly on television)				0.784	
FA2 (Products advertised regularly on newspapers/magazines/internet)				0.757	

AMA3 (You appreciate the advertising of the product published in newspapers/magazines/internet)					0.806
AMA4 (You appreciate the advertising signs for products placed in pharmacies)					0.795
AMA2 (You highly appreciate advertising product is on television)					0.743
AMA1(He/ she caught products advertising on many different media)					0.609
Eiginvalue	11.060	2.945	2.306	1.842	1.736
Cumulative (%)	42.537	53.864	62.732	69.817	76.493

The factor shows that there are 26 variables in the EFA, if considering the Eiginvalue standard in the analysis is $1,736 > 1$, 26 observations were withdrawn to 5 factors. In this table, we also see the accumulative variance of Comulative by $76.493\% > 50\%$ so 5 factors are extracted to explain nearly 76% variation of data (percentage of variance). The factor load factor of all variables is greater than 0.5 and satisfies the requirement of this research requirement.

Table 2 shows that the two groups of factors: Quality of information published from advertising and advertising message into 01 group, the research team adjusts to the factor **Message and Quality of information published from advertising (MQA)** to include in the regression model.

In addition, two groups of factors: Confidence in the product from PR and Forms of PR activities are grouped into 1 group, the research team adjusts to factors **Forms of activities and Confidence in the product from PR (FCPR)** to include in the regression model.

4.3.2 Dependent variables

We have results of KMO coefficient testing = $0.601 > 0.5$; Sig. Bartlett's Test test = $0.000 < 0.05$. Hypothesis H0 is completely rejected at the significance level $\alpha = 5\%$ or the variables are correlated with each other and perfectly consistent with the exploratory factor analysis.

From the results table In the above factor, it can be seen that all three observed variables have factor loadings greater than 0.5 and satisfactory in factor analysis.

Table 3: Results Rotated Component matrix

The observed	Component 1
He/she trusted product	0.837
He/she continues to use the product in the future	0.732
He/she trusted brand and reputation of the company Supplying products	0.706

From the results of the factor matrix above, it can be seen that all three observed variables have factor load coefficients greater than 0.5 and meet the requirements in factor analysis.

On the basis of EFA analysis, the authors built a research adjustment model, specifically as follows:

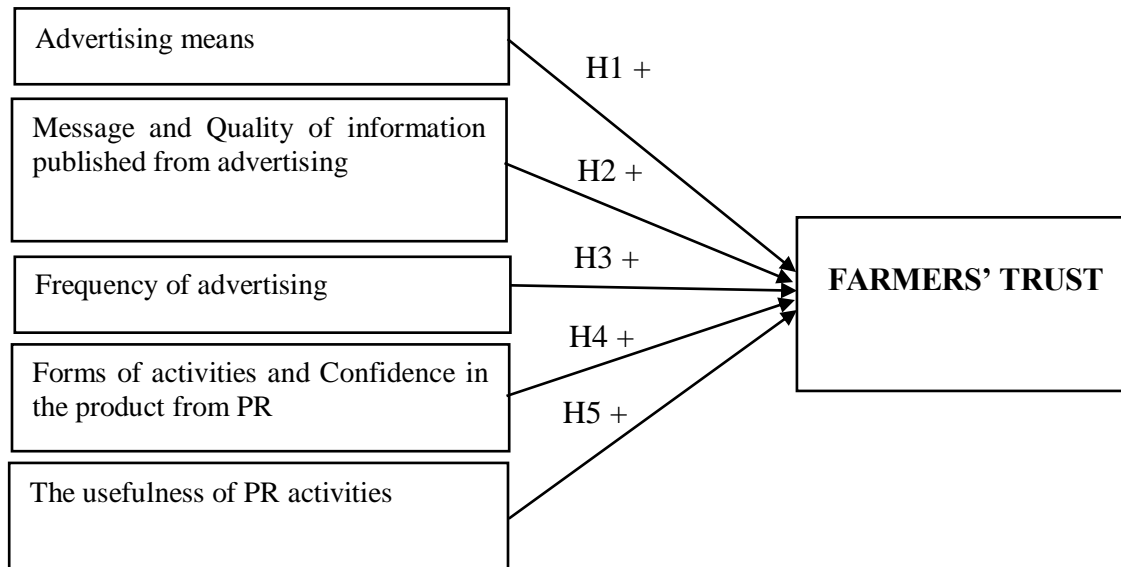


Figure 2: Research adjustment model effect of promotion of farmers’ trust organic fertilizers in the Mekong river Delta

H1: The higher the farmer's feeling has towards the advertising medium, the higher the confident level of customer has in the product

H2: The farmers' perception of the Message and Quality of information published from advertising, the higher the farmer's confidence level towards the product.

H3: Feeling of farmers for frequency of advertising the higher the level of trust of customers for Product higher

H4: Farmers' perception in terms of Forms of activities and Confidence in the product from PR, the higher the level of confidence farmers have to their products.

H5: The higher the farmer perception of the usefulness of PR activities, the higher the level of customer confidence in the product

4.4. Regression analysis

The summary results show that the coefficient of determination $R^2 = 0.613$ and the adjusted coefficient R^2 in the model is 0.608. In addition, the F-test shows significance level $Sig = 0.00$, which shows that the appropriateness of the model is 60.8% or in other words the independent variables explain 60.8% of the variance of dependent variable. In addition, the Durbin-Watson test of 1,777 showed no similar correlation.

To consider the influence of each factor on the dependent variable Trust level, we consider the following regression weight table:

Table 4. ANOVA table of the model

	Sum of squares	df	Mean squared	F	Sig.
Regression	93,507	5	18,701	109,164	,000 ^b
Residual	58,932	344	0.171		
Total	152,439	349			

Table 4 shows Sig. = 0.00 is less than 0.05, so the linear regression model is built in accordance with the overall.

To consider the impact of each factor on dependent variables intend to buy one considers the table weighted regression follows:

Table 5: Weighted regression (Coefficients)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			T	VIF
Constant	0.146 0.827			0.121	0.409		
FCPR	0.268	0.042	0.264	6.42	0.000	0.667	1.499
UPR	0.274	0.035	0.315	7.851	0.000	0.696	1.437
FA	0.174	0.032	0.230	5.444	0.000	0.630	1.587
AMA	0.146	0.041	0.140	3.557	0.000	0.726	1.378
MQA	0.080	0.034	0.101	2.338	0.020	0.604	1,655

From the above regression results, we have the regression function rewritten as follows:

$$\text{TRUST} = 0,315*\text{UPR} + 0,264*\text{FCPR} + 0, 23*\text{FA} + 0, 14*\text{AMA} + 0,101*\text{MQA}$$

Consider the regression weight table. As a result, we see five factors: The usefulness of PR activities (UPR), Forms of activities and Confidence in the product from PR (FCPR), Frequency of advertising (FA), Advertising means (AMA) Message and Quality of information published from advertising (MQA) has a positive impact on the dependent variable TRUST because the regression β of these five factors is statistically significant ($p < 0.05$). If we consider the impact of these five factors on the dependent variable TRUST, we have the order of effects from high to low of each factor corresponding to the standardized beta level as follows: UPR ($\beta = 0.315$), FCPR ($\beta = 0.264$), FA ($\beta = 0.23$), AMA ($\beta = 0.14$) and finally the MQA ($\beta = 0.101$). Besides, the multicollinearity test has VIF values less than 2, this shows that the variables in the model do not have the phenomenon of multicollinearity.

5. Conclusion

In this study, the author achieved the following results:

The study applied the theoretical basis of marketing, credibility and especially clarifying the relationship between satisfaction and satisfaction, trust of customers. Thereby affirming the importance of trust in creating and maintaining solid relationships with existing and new customers, step by step creating present value and value for opportunities, future growth of the business. In addition, the study has inherited the results from the studies of a number of individuals and organizations both at home and abroad on the relationship between the Advertising tool and the Public Relationship with the level of trust from there. The author synthesizes and proposes his research model.

The study proposes a number of relevant governance implications to improve the effectiveness of the Advertising and Public Relations tool implementation of enterprises on the market for organic fertilizer products, specifically. These are: The usefulness of PR activities (UPR), Forms of activities and Confidence in the product from PR (FCPR), Frequency of advertising (FA), Advertising means (AMA) Message and Quality of information published from advertising (MQA), the higher the farmer confidence level for the product.

References

- Andaleeb and Anwar. (1996). Factors Influencing customer trust in salespersons in a developing country. *Journal of International Marketing*, 4(4), 35–52.
- Bauer, & Geyser. (1968). Proceedings of the 1996 Academy of Marketing Science (AMS) Annual Conference.
- Begoña, AA, & Rodolfo, VC (2006). Consumer evaluations of sales promotion: The effect on brand choice. *European Journal of Marketing*. Publisher: Emerald Group Publishing Limited.
- Ministry of Agriculture and Rural Development. (2018). Current situation and solutions for organic fertilizer development March 9, 2018. Organic Fertilizer Development Conference.
- Ministry of Agriculture and Rural Development. (2020). Directive No. 117 / CT-BNN-BVTV dated January 7, 2020 on strengthening the development and use of organic fertilizers.
- Brad L. Rawlins. (2007). Trust and PR practice. Brigham Young University.
- Chris, H., & Adina. (2010). The Role of Trust in Consumer Relationships. ESCP Europe Business School.
- Coulter, KS, & Robin A. (2003). The effect of industry knowledge on Trust in service relationships. *International Journal of Research in Marketing*, 20(1), 31–43.
- Hoang Trong, & Chu Nguyen Mong Ngoc. (2008). Analyze research data with SPSS. Hong Duc Publishing House.

- John E Swan, & Michael R Bowers. (1998). Customer Trust in the Salesperson: An Integrative Review and Meta-Analysis of the Empirical Literature. *Journal of Business Research*, 44(2), 93–107.
- Lafferty, & Goldsmith. (1999). Celebrity Entrepreneur Endorsement and Advertising Effectiveness. *Procedia - Social and Behavioral Sciences*, 130, 11–20.
- Le Thi Thu Trang, & Tran Nguyen Toan Trung. (2014). Research on powdered milk consumption behavior for children under 6 years old in Can Tho city. *Can Tho University Journal of Science*, 33, 26–37.
- Moi Ali. (2001). *Essential Managers: Effective Public Relations*. Ho Chi Minh City General Publishing House.
- N. Anderson. (1971). Integration theory and attitude change. *Psychological Review*, 78, 171–206.
- Ngo Thi Hien. (2007). PR and popular forms of PR in Vietnam [Graduate thesis]. Hanoi Foreign Trade University.
- Nielsen. (two thousand and thirteen). *Under the Influence: Consumer Trust in Advertising. Global Survey of Trust in Advertising 2013*.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trust-worthiness and Attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Pham Minh Tien, & Le Quoc Hieu. (2015). Building customer trust: An important factor in driving buying intent in the TV retail model in Vietnam. *Ho Chi Minh City Economic Development Review*, 26, 107–127.
- Philip Kotler, LHA (translation). (2017). *Understand marketing from A to Z*. Young publishers.
- Phuong Lien. (2015). Shortcomings of advertising on television. *Art and Culture Magazine*, 362.
- Sandra, L., & Robinson. (1996). Trust and Breach of the Psychological Contract. *Administrative Science Quarterly*, 41(4), 574–579.
- Sandro, C. (2007). *Trust in market relationships: An interpretative model*. Edward Elgar Publishing.
- Shavitt. (1999). Survey of internet users' attitudes toward internet advertising. *Journal of Interactive Marketing*, 13(3), 574–599.
- Yasin, & Kadir. (2008). Consumers 'Attitude Towards Online Advertising Consumers' Attitude Towards Online Advertising: The Study On Informational Responses. *Universiti Tunku Abdul Rahman*.