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COVID 19 AND FACTORS AFFECTING VIETNAMESE PEOPLE'S CONSUMPTION BEHAVIOR IN FOOD HYGIENE AND SAFETY

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ABSTRACT

In the last two years, Covid 19 has brought heavy consequences on the economy, society and public health of Vietnam. And the origin of this pandemic is believed to be from the consumption of wild animals in China. Besides, the issue of food hygiene and safety in Vietnam is always a painful issue which has not solved until now. Therefore, the topic "Covid 19 and factors affecting Vietnamese people's consumption behavior in food hygiene and safety" was chosen with the desire to contribute a part of solving these problems, contemporary issues of the country in the present and the near future. Research has shown that there are 7 factors affecting consumer behavior including: lifestyle, awareness, knowledge, beliefs, news, Covid 19 pandemic, influencers; and those factors impacted to the consumers with different levels. Hopefully the research results will be the foundation for marketers to come up with appropriate marketing strategies, towards the sustainable development of Vietnam.

Keywords: Covid-19; consumer behavior; food hygiene and safety; life style; awareness; knowledge; faith; news; epidemic; influencers.

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