

Exploring Brand Loyalty in Online Shopping: The Mediating Impact of Customer Satisfaction and Brand Trust in the Context of Vietnam's Household Appliances Market

Thai Dong Tan
Industrial University of Ho Chi Minh City
tantd24031@pgr.iuh.edu.vn

Nguyen Thi Phuong Giang
Industrial University of Ho Chi Minh City
nguyenthiphuonggiang@iuh.edu.vn

ABSTRACT

In today's rapidly evolving e-commerce environment, where online shopping has become integral to consumer behavior, understanding the factors influencing brand loyalty is crucial for businesses aiming to succeed in the digital market. This research seeks to explore the determinants of brand loyalty among consumers in Vietnam, particularly in the context of household appliance brands. Furthermore, the study aims to shed light on the mediating effects of brand trust and customer satisfaction on brand loyalty. The insights gained will be instrumental in formulating effective brand strategies, enhancing customer loyalty, and expanding market share for home appliance brands. A mixed-method approach, combining quantitative and qualitative techniques, will be employed. Primary data will be collected through a structured questionnaire survey, with analysis carried out using SPSS 26 and Smart PLS 4. The findings reveal that brand trust, identification, awareness, image, and customer satisfaction significantly impact brand loyalty. These insights highlight the necessity of leveraging the study's results to refine brand management and marketing strategies.

Keywords: Brand loyalty, brand trust, online shopping, customer satisfaction, home appliance brands.

1. INTRODUCTION

In Vietnam, domestic household appliance brands like SunHouse, Kangaroo, SATO, and Philips are long-standing fixtures in the market and are closely associated with the local population. However, these brands are now facing intense competition and a significant decline in market share due to the aggressive entry of prominent foreign apparel brands. As regional and international economic integration deepens, particularly with the

advancements brought about by the Fourth Industrial Revolution—such as increased awareness, better information exchange, and enhanced cross-border e-commerce capabilities—Vietnamese enterprises face the pressing challenge of sustaining business success. This situation necessitates that these companies focus on customer retention and fostering brand loyalty as key strategies to navigate the heightened competition. Consequently, this study seeks to provide Vietnamese household appliance businesses with critical insights to prevent further market share erosion to foreign apparel brands, enabling them to devise effective strategies and policies to remain competitive and prosper in the era of globalization and rapid technological progress. While numerous studies have examined the factors influencing brand loyalty, such as [1], [2], [3]. A lack of research has focused on the factors influencing brand loyalty towards Vietnamese household appliance products, particularly in intense competition from imported household goods. This gap highlights the necessity of studying Vietnamese consumers' loyalty to domestic household appliance brands, especially in identifying the factors that influence brand loyalty, understanding how these factors relate to consumer behavior, and determining strategies to enhance loyalty among Vietnamese consumers toward domestic brands.

Brand loyalty is a critical aspect of consumer purchasing behavior, gaining significant attention from researchers and marketers, especially in today's digital age driven by the evolution of e-commerce. Since Brown first introduced the concept of "brand loyalty," it has remained a central topic in marketing research. [4]. Given the intense competition and limited resources available to businesses, retaining customers is essential for ensuring the survival and growth of enterprises. [5]. Brand loyalty is also foundational to brand equity, a key marketing concept that measures the strength of the customer-brand relationship. [6], [7].

As reported by Statista, Vietnam's household appliances market is expected to reach \$8.2 billion (approximately VND 200 trillion) in revenue by 2023, with an estimated annual growth rate of 5.15%. The COVID-19 pandemic has been crucial in shaping consumer purchasing patterns, driving a higher demand for household appliance upgrades.

The General Statistics Office reports that, on average, Vietnamese households spent around 8.4 million VND on household appliances in 2023. With a population nearing 100 million and growing consumer demand, Vietnam is emerging as a key market for

electronic and smart home appliance brands. The Ministry of Industry and Trade estimates the Vietnamese household appliance market to be worth between \$12.5 and \$13 billion, with household appliances comprising up to 9% of total personal expenditures. As people spend more time at home, the demand for family-oriented products has increased, making essential appliances such as air conditioners, stoves, washing machines, refrigerators, and microwaves indispensable. This vast, diverse, and highly competitive market offers significant opportunities for growth and large-scale business ventures.

In the current competitive landscape, brand image, identification, and awareness are crucial in shaping consumer behavior and ensuring brand success. Brand image influences consumer perceptions, brand identification builds loyalty, and brand awareness attracts new customers. Including these elements in the research model is vital for understanding consumer-brand relationships and developing effective brand strategies. This study examines the complex interactions among customer satisfaction, brand loyalty, and brand trust, offering valuable insights for scholars and industry professionals. By examining the unique characteristics of the Vietnamese market, this study seeks to enhance the understanding of consumer behavior in the digital age while offering practical strategies for businesses to foster brand loyalty in the highly competitive online household appliance sector.

2. LITERATURE REVIEW

2.1 Brand loyalty (BL)

Brand loyalty is a crucial indicator of the strength of a customer's connection to a brand, reflecting the intensity of their attachment. In marketing, this concept is fundamental as it demonstrates the strength of the bond between the customer and the brand. [8], [7]. Loyal customers consistently choose a particular brand, even when presented with competing alternatives that may offer superior product features from different perspectives [8]. As outlined in the article, brand loyalty is defined as the measurable degree of attachment customers exhibit toward a brand, reflected in a strong psychological commitment to repeatedly purchase or use a preferred product or service in the future [7]. Brand loyalty is important because of its critical role in shaping and informing effective marketing strategies. [9], [10].

2.2 Brand Image (BI)

According to Aaker, brand image is a collection of associations stored in memory, often organized meaningfully. [11]. It encompasses the overall perceptions and beliefs that consumers hold about a brand. [12]. This includes all the impressions and ideas consumers have regarding a particular brand. [13]. Thus, Brand image is a composite of the thoughts, beliefs, and perceptions individuals associate with a brand. [14], [15], [16].

Research has demonstrated a correlation between brand image and brand trust. [17] [18], with brand image being a key factor that influences consumers' trust in a brand [19]. Consumer perceptions of a brand and their trust in it are deeply rooted in emotional psychology, involving a psychological endorsement of its value, leading to belief in and acceptance of the brand's image.

Several studies have shown that brand image positively affects customer satisfaction [20], [21], [22]. A strong brand image can enhance consumer satisfaction, as positive perceptions of a brand boost confidence in engaging with its products, ultimately leading to higher satisfaction levels. This suggests that a brand's reputation is built on consumers' satisfaction with its products and services. When a brand enjoys a positive reputation, consumer expectations are naturally elevated, and when these expectations are met, satisfaction is further reinforced [21].

H1: BI positively influences Brand Loyalty (BL).

H3: BI positively influences Customer Satisfaction (CS).

H2: BI positively influences Brand Trust (BT).

2.3 Brand Identification (BID)

As described by [23], brand identification involves forming social connections by aligning consumers' perceptions with a brand's identity. Aaker defines brand identification as a collection of brand-related associations that either establish a network or strengthen a brand's marketing strategy [24]. It reflects how a company positions itself, its products, or its services in consumers' minds. Research on customer and brand identity suggests that individuals are likelier to associate with brands they perceive favorably [25], [26]. The degree of brand identification plays a crucial role in fostering long-term relationships and strengthening customer loyalty [27].

Theoretical models establish a connection between brand identification and trust [28].

Trust is a fundamental component of relationships, as customers tend to identify with dependable companies or brands to reinforce their self-identity and enhance self-esteem [29]. Studies have demonstrated that brand identification has a significant influence on brand trust [30], [31], [32].

Customer satisfaction occurs when a brand's performance meets or exceeds customer expectations [33]. Brand identification contributes to a more favorable assessment of a brand's performance relative to initial expectations. When these expectations are met or surpassed, customers with strong brand identification are more likely to experience higher satisfaction, further reinforcing their trust in the brand and enhancing their self-esteem. Conversely, if a brand underperforms, customers with strong brand identification may demonstrate lower levels of dissatisfaction due to their more profound emotional attachment [34]. They are also more resistant to negative information and adverse brand experiences [35].

H4: Brand Identification positively influences Brand Loyalty (BL)

H5: Brand Identification positively influences Brand Trust (BT)

H6: Brand Identification positively influences Customer Satisfaction (CS)

2.4 Brand Awareness (BA)

Keller defines brand awareness as a consumer's ability to recognize and recall a brand across different contexts, facilitated by brand-related cues stored in memory [36]. Sundararaj and Rejeesh further emphasize that brand awareness is a crucial component of a customer's knowledge system, shaping their ability to identify the brand in various situations [37]. Additionally, Aaker and Keller highlight that strong brand awareness can significantly enhance customer loyalty when combined with a positive brand image [38]. When businesses introduce new products or enter new markets, increasing brand awareness is essential, as there is a positive correlation between brand awareness and customer loyalty [23], [24].

Brand awareness acts as the initial stage in building a strong brand. As consumers become familiar with a brand, they develop trust in it. Therefore, introducing a brand plays a vital role in shaping consumer trust and influencing perceptions of its value [41].

A brand establishes a mental connection between the customer and the product, and easily recognized and recalled brands tend to enhance customer satisfaction. Consequently, strong brand awareness positively impacts customer satisfaction [42], [43].

H7: BA positively influences Brand Loyalty

H8: BA positively influences Brand Trust

H9: BA positively influences Customer Satisfaction

2.5 Brand Trust (BT)

Brand trust refers to a consumer's willingness to rely on a brand, even when faced with risks or factors beyond the brand's control. It involves the expectation that the brand will consistently deliver reliable, competent, and predictable performance in the products it offers [25], [26]. Brand trust reflects the consumer's readiness to depend on a brand in uncertain situations, expecting the brand to produce favorable outcomes. [27]. In the context of brand relationships, trust helps reduce uncertainty, allowing customers to rely on a brand's products due to their perceived trustworthiness. As a result, brand loyalty often stems from this trust, forming firm, valuable connections between the brand and the consumer. [25], [28].

Delgado et al. define brand trust as customers' expectations regarding a brand's reliability and intentions, especially in situations that pose risks to them. [29]. Kundu and Datta highlighted that trust is crucial in determining service quality and customer satisfaction. [30]. Pappas et al. found positive and significant effects of brand trust on customer satisfaction in their research on online shopping in Greece. [31].

H10: BT positively influences brand loyalty.

H11: BT positively influences customer satisfaction

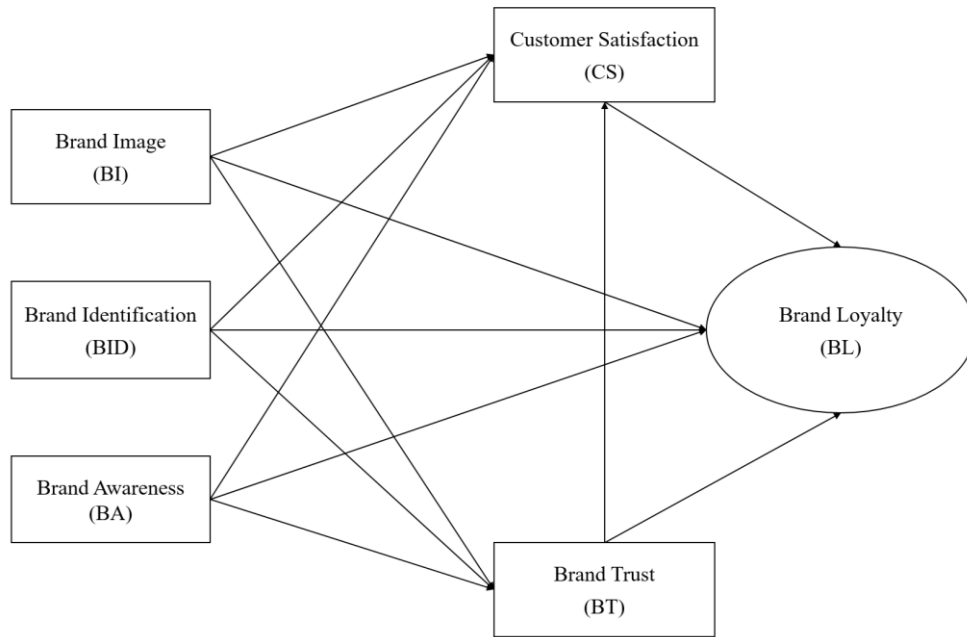
2.6 Customer Satisfaction (CS)

Customer satisfaction arises from the gap between customers' initial expectations of a brand and the brand's actual performance [50]. Previous research suggests customer loyalty is directly influenced by customer satisfaction [32]. The satisfaction phase begins when customers' expectations align with the company's offerings, ultimately fostering loyalty after the initial adoption stage [33]. Building on the work of Jones and Suh, higher levels of customer satisfaction are associated with increased brand loyalty [34]. Customer satisfaction often serves as the foundational step in developing customer loyalty, laying the groundwork for long-term relationships and enhancing the organization's image [35]

H12: Customer satisfaction has a positive impact on brand loyalty.

Figure 1 depicts the proposed research model in this study.

Figure 1. Proposed Research Model



3. RESEARCH METHODS

The research process was conducted in three main phases: qualitative research, preliminary quantitative research, and formal quantitative research. In the qualitative phase, in-depth interviews with Vietnamese consumers were conducted to refine the questionnaire's wording and structure, validate measurement scales, and identify relevant observed variables for the research model. The preliminary quantitative phase aimed to assess the applicability of the six proposed factors within the Vietnamese context. The findings from this phase informed the formal quantitative study, which was divided into two stages: a pilot survey and the primary data collection. A pilot survey involving 50 participants examined the reliability and appropriateness of the measurement scales and observed variables. A convenience sampling method was employed for the primary data collection, targeting individuals aged 18 to 40. Data were collected through an online survey, yielding 442 valid responses after a thorough data-cleaning process to remove incomplete or irrelevant entries. Consequently, the final sample size for analysis was 442. The questionnaire included 25 observed variables, measured on a 5-point Likert scale ranging from (1) "Strongly Disagree" to (5) "Strongly Agree."

4. RESULT

4.1. Descriptive statistics

Table 1 summarizes the demographic characteristics of the 442 surveyed customers. Of the participants, 213 were male, representing 48.2%, while 229 were female, representing 51.8%. The age distribution shows that most respondents were in the 26-35 age group (36%) and the 36-45 age group (32.3%). The remaining 31.7% of the sample was in the 18-25 age range. Regarding the duration of product usage, the most common usage period was between 6 months and less than one year, accounting for 39.1%, whereas the shortest usage period, under six months, was reported by 22.4% of the respondents. For income levels, the most significant proportion of participants fell into the 7 to 10 million VND range, constituting 24.2%, while the minor proportion had incomes exceeding 15 million VND, representing 15.1%. The relatively uniform distribution of these demographic factors indicates that the sample is well-suited for the research objectives.

Table 1. Demographic Characteristics of Respondents

		Frequency	Percentage (%)
Income	Below 3 million VND	101	22.9
	3 - 7 million VND	87	19.7
	7 - 10 million VND	107	24.2
	10 - 15 million VND	80	18.1
	Above 15 million VND	67	15.1
Age	18 - 25 years	140	31.7
	26 - 35 years	159	36.0
	36 - 45 years	143	32.3
Gender	Male	213	48.2
	Female	229	51.8
Product Usage	Below six months	99	22.4
	Six months - one year	173	39.1
	Above one year	170	38.5
Total		442	100

4.2. Evaluation of the measurement model

The assessment of the measurement model involves four key aspects: convergent validity, observed variable quality, reliability, and discriminant validity.

Reliability: The reliability of the scales is evaluated using Cronbach's Alpha (CA) and Composite Reliability (CR) coefficients. A threshold of 0.7 or higher for both CA and CR indicates acceptable reliability [55]. The analysis confirms that all scales satisfy this criterion, as their CA and CR values exceed 0.7, ensuring the data's suitability for further examination.

Observed Variable Quality (Outer Loading): The quality of observed variables is determined through outer loading coefficients, with a recommended minimum value of 0.708 [56]. As presented in Table 2, all observed variables surpass this threshold, with

coefficients ranging from 0.799 to 0.946.

Convergent Validity: Convergent validity is measured using the Average Variance Extracted (AVE) coefficient. Following Fornell and Larcker's guidelines, an AVE value of at least 0.5 is required to establish convergent validity [57]. The findings indicate that all scales achieve this requirement, with AVE values ranging from 0.718 to 0.852, confirming their convergent validity.

Table 2. Evaluation of Scale Reliability and Convergent Validity

Scales	Measurement Indicators	Outer loading	CA	AVE	CR
Brand Awareness (BA)	My brand's name stands out distinctly compared to competing brands.	0.873	0.837	0.754	0.902
	I can quickly identify my brand's name among other brands.	0.869			
	My brand is the first to come to mind when considering leading brands.	0.863			
Brand Image (BI)	In comparison to other brands, my brand receives high ratings.	0.799	0.901	0.718	0.927
	My brand is recognized for delivering high-quality products.	0.857			
	My brand is known for its dependable benefits and customer service.	0.882			
	My brand features unique banners and logos.	0.869			
	My brand is known for its innovative products and forward-looking initiatives.	0.826			

Scales	Measurement Indicators	Outer loading	CA	AVE	CR
Brand Identification (BID)	Negative comments about this brand feel like a personal affront.	0.914	0.943	0.852	0.958
	I have a strong interest in how others perceive this brand.	0.928			
	Praise for the brand feels like a personal compliment.	0.946			
Brand Loyalty (BL)	I do not plan to switch to a different brand in the future	0.895	0.947	0.824	0.959
	I would recommend my brand to others.	0.891			
	I am prepared to defend my brand's image against competitors.	0.932			
	I am willing to explore other products offered by my brand.	0.901			
	My loyalty to my brand is unwavering.	0.919			
Brand Trust (BT)	I have confidence in the products of this brand.	0.868	0.903	0.775	0.932
	I rely on this brand.	0.881			
	This brand is trustworthy.	0.899			
	This brand is secure.	0.873			
Customer Satisfaction (CS)	I am generally pleased with the quality of products from my brand.	0.882	0.927	0.820	0.948
	The products from my brand fully meet my expectations.	0.911			
	I am thrilled with my brand.	0.915			
	I view the products and services of my brand positively.	0.914			

The Heterotrait-Monotrait Ratio (HTMT) method, introduced by Henseler et al. [58], is utilized to ensure the robustness of discriminant validity in the model. This approach is considered more reliable for discriminant validity than the Fornell-Larcker criterion. According to HTMT guidelines, discriminant validity is confirmed when the HTMT values between construct pairs do not exceed 0.85 [36]. As shown in Table 3, the HTMT ratios for all pairs of constructs are below 0.85, confirming that the model meets the required discriminant validity thresholds.

Table 3. Discriminant Values

	BA	BI	BID	BL	BT	CS
BA						
BI	0.091					
BID	0.208	0.227				
BL	0.567	0.494	0.107			
BT	0.541	0.54	0.314	0.686		
CS	0.509	0.384	0.156	0.633	0.542	

4.3. The structural model

According to Hulland, a Standardized Root Mean Square Residual (SRMR) value below 0.1 is acceptable for practical application [60]. With an SRMR of 0.041, the research model demonstrates a strong fit with real-world data.

As presented in Table 4, the structural model was assessed following the methodology outlined by Hair et al. (2016) [61]. The findings reveal no signs of multicollinearity among the independent variables, as all Variance Inflation Factor (VIF) values remain below 2, which is well within the acceptable limit of 5 [37]. The R^2_{adj} (BL) coefficient of 0.562 shows that the independent variables in the model account for 56.2% of the variance in brand loyalty. The f^2 effect size coefficients range from 0.026 to 0.316 (excluding H6), indicating varying degrees of impact from small to significant. [38]. The Q^2 coefficient of 0.425 suggests the moderate predictive capability of the model. [38].

The model was reassessed using the Bootstrap method with 5,000 iterations. The results indicated that all t-values exceeded the threshold of 1.96, confirming the robustness of the Bootstrap analysis, except for H6 [64]. The hypothesis testing results demonstrate that

all proposed factors significantly influence brand loyalty. Among them, brand trust exerts the most substantial impact ($\beta = 0.318$), followed by customer satisfaction ($\beta = 0.272$), brand awareness ($\beta = 0.239$), and brand image ($\beta = 0.214$). Furthermore, brand awareness, image, and identification positively correlate with brand trust, with impact coefficients of 0.416, 0.430, and 0.125, respectively. Similarly, brand awareness, image, and trust positively affect customer satisfaction, with impact coefficients of 0.320, 0.210, and 0.251, respectively.

Table 4. Results of the PLS-SEM Structural Model Test

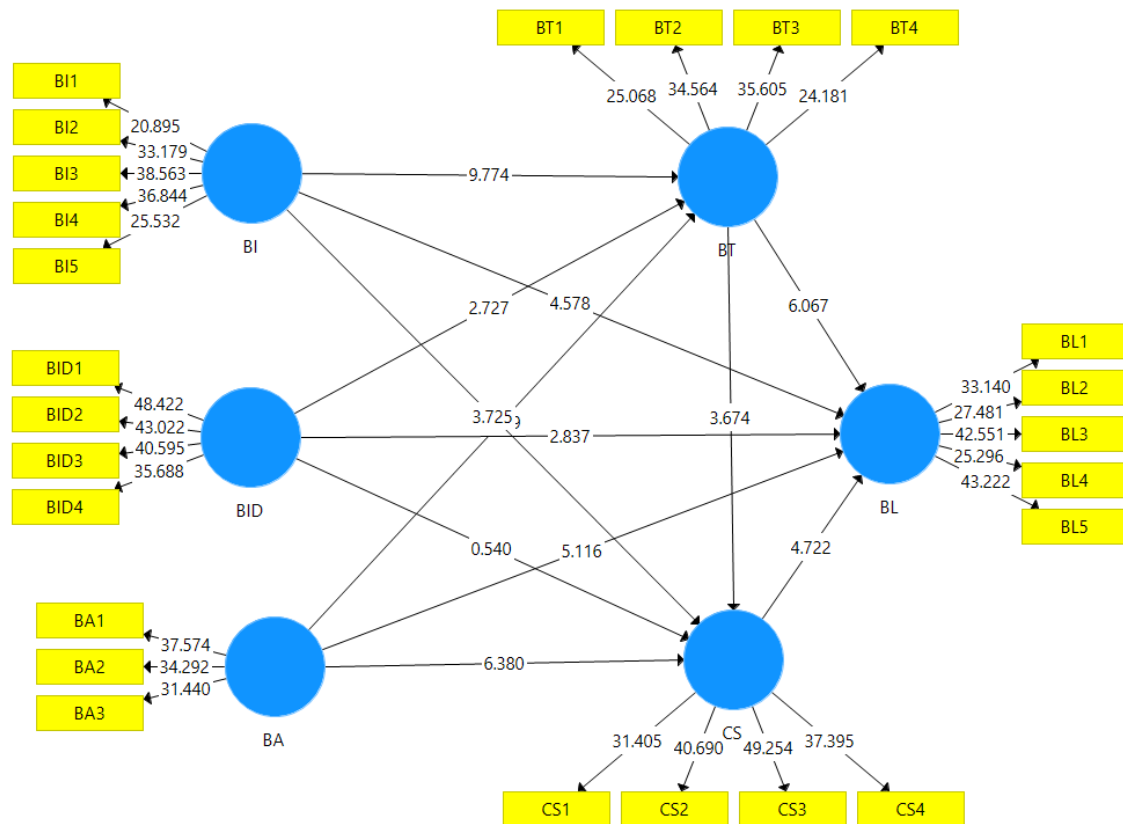
	β	Sample Mean	F - Square	P Value	T statistics	Standard deviation	VIF	Result
BA -> BL	0.239	0.238	0.088	0.000	5.167	0.046	1.503	Accept
BA -> BT	0.416	0.418	0.299	0.000	9.895	0.042	1.038	Accept
BA -> CS	0.32	0.32	0.114	0.000	6.539	0.049	1.349	Accept
BI -> BL	0.214	0.214	0.073	0.000	4.536	0.047	1.446	Accept
BI -> BT	0.43	0.433	0.316	0.000	9.89	0.043	1.048	Accept
BI -> CS	0.21	0.211	0.048	0.000	3.851	0.055	1.379	Accept
BID -> BL	-0.119	-0.117	0.029	0.005	2.79	0.042	1.109	Reject
BID -> BT	0.125	0.125	0.026	0.006	2.729	0.046	1.080	Accept
BID -> CS	-0.029	-0.029	0.001	0.593	0.535	0.055	1.108	Reject
BT -> BL	0.318	0.314	0.124	0.000	6.046	0.053	1.890	Accept
BT -> CS	0.251	0.25	0.053	0.000	3.759	0.067	1.795	Accept
CS -> BL	0.272	0.275	0.114	0.000	4.724	0.058	1.509	Accept
$R^2_{adjBL} = 0.562$; $R^2_{adjBT} = 0.438$; $R^2_{adjCS} = 0.380$ $Q^2_{BL} = 0.425$; $Q^2_{BT} = 0.426$; $Q^2_{CS} = 0.286$								

As shown in Table 5, customer satisfaction is a mediating factor in the relationship between brand awareness, brand image, and brand trust with brand loyalty. The respective impact coefficients are 0.087, 0.068, and 0.057, all statistically significant (p -values < 0.05 , t -values > 1.96). Additionally, brand trust mediates brand image, awareness, and identification with brand loyalty. The impact coefficients for these relationships are 0.136, 0.132, and 0.040, respectively, further confirming statistical significance (p -values < 0.05 , t -values > 1.96).

Table 5. Examining the Mediating Role of CS and BT

	β	T statistics	Standard deviation	P Value	Sample Mean
BA -> BT -> BL	0.132	5.07	0.026	0.000	0.131
BI -> BT -> BL	0.136	4.9	0.028	0.000	0.136
BID -> BT -> BL	0.04	2.603	0.015	0.009	0.039
BA -> CS -> BL	0.087	3.474	0.025	0.001	0.089
BI -> CS -> BL	0.057	2.87	0.02	0.004	0.058
BID -> CS -> BL	-0.008	0.507	0.016	0.612	-0.009
BT -> CS -> BL	0.068	2.64	0.026	0.008	0.069
BA -> BT -> CS	0.104	3.566	0.029	0.000	0.104
BI -> BT -> CS	0.108	3.47	0.031	0.001	0.108
BID -> BT -> CS	0.031	2.068	0.015	0.039	0.032

Figure 2 displays the results of PLS-SEM testing regarding the factors influencing brand loyalty among Vietnamese consumers towards household goods brands.

Figure 2. PLS-SEM model

5. DISCUSSION

The text analyzes how different factors influence brand loyalty for household appliances in Vietnam, highlighting four key variables: Brand Awareness, Brand Image, Brand Trust, and Customer Satisfaction. The analysis reveals that all four variables positively affect brand loyalty at a 95% confidence level, as indicated by positive and significant coefficients ($\text{sig} < 0.05$). Consequently, hypotheses H1, H2, H3, H5, H7, H8, H9, H10, H11, and H12 are supported.

Key findings include: Brand Trust ($\beta = 0.362$) significantly impacts Brand Loyalty (BL). Higher trust in a brand leads to increased consumer engagement and positive interactions, corroborating previous research. [39], [40], [41].

Customer Satisfaction ($\beta = 0.193$) also significantly influences BL. Satisfied customers are more likely to remain loyal to the brand, aligning with prior studies. [42], [43], [44].

Brand Image ($\beta = 0.140$) has a positive effect on BL. A strong brand image helps form and sustain brand loyalty, consistent with previous research. [23], [45].

Brand Awareness ($\beta = 0.107$) positively impacts BL. Clear brand awareness lays the groundwork for loyalty, as customers who understand a brand's value and features are more likely to develop a lasting connection. [23], [46], [47].

Furthermore, the analysis shows that brand image positively affects brand trust, supported by findings from earlier studies. [48], [17], [49]. Brand Identification positively influences Brand Trust, as noted in previous research. [50], [51].

In conclusion, the analysis emphasizes that building and maintaining customer trust is crucial for fostering brand loyalty. Brand management strategies should, therefore, prioritize building and sustaining trust. Additionally, effective management of Brand Image is essential for cultivating Brand Trust, indicating that brand image strategies should be closely integrated into the overall brand strategy. To further enhance Customer Satisfaction, businesses should maintain consistency and foster a strong brand identity.

6. CONCLUSION

6.1. Managerial implication

To foster brand loyalty for home appliance products, businesses should focus on key factors, including brand trust, customer satisfaction, brand identification, brand image, and brand awareness.

Building Brand Trust: The quality of products and services is crucial for establishing brand trust. Effective strategies include producing high-quality content, sponsoring events, and engaging in charitable projects. Transparency and honesty are also vital—businesses should keep their promises, maintain consistency between their words and actions, and respect customer needs.

Enhancing Brand Identification: A multi-channel approach is essential for strengthening brand identification. This can involve digital advertising, email marketing, direct mail, social media, and creating communities on forums and blogs. Such efforts help customers find and recognize the brand across various online platforms, building a comprehensive brand image and reinforcing the brand's reputation as a reliable source of information. Regular assessment through customer surveys is crucial for monitoring and improving brand visibility.

Improving Customer Satisfaction: Customer satisfaction goes beyond meeting needs; it encompasses providing a comfortable and convenient shopping experience. To enhance satisfaction and loyalty, businesses should continually innovate, build trust, and listen to customer feedback. Continuous improvement and responsiveness to customer opinions are key.

Developing Brand Image: A strong brand image is vital for customer preference. Businesses should focus on effective branding and brand association through targeted marketing activities. If customers are unfamiliar with the brand's attributes, they may struggle to choose it over competitors. Therefore, home appliance companies must carefully strategize their brand marketing to enhance customer recognition and differentiation.

Creating Brand Awareness: Understanding the target audience and setting clear goals are fundamental to building brand awareness. Developing a unique brand identity and maintaining consistency in marketing campaigns is crucial. Businesses should use a

flexible approach, tailoring marketing activities to specific goals and closely aligning them with the brand's identity.

6.2. Theoretical implication

The findings of this study offer valuable theoretical insights into brand loyalty within Vietnam's household appliances sector. The research highlights the critical role of brand trust in fostering consumer loyalty. The significant influence of Brand Image underscores how brand perception is crucial for building loyal consumer relationships, emphasizing the importance of brand positioning, messaging, and visual identity in shaping consumer behavior and preferences. The positive link between brand awareness and loyalty illustrates how visibility and recall impact consumer choices. Additionally, the study reveals that Brand Identification—where consumers align with a brand's values and culture—strengthens emotional connections and drives loyalty. The importance of Customer Satisfaction in sustaining brand loyalty is reaffirmed, showcasing its central role in maintaining long-term consumer relationships. This research advances the theoretical understanding of brand loyalty by identifying its multifaceted determinants in Vietnam's household appliance market. By focusing on brand trust, identification, image, awareness, and customer satisfaction, the study provides valuable insights for academics and practitioners aiming to cultivate enduring consumer relationships in this market.

6.3. Limitation and future research

While this study addresses key aspects of brand loyalty, it acknowledges the existence of other relevant dimensions. Future research should explore additional factors to gain a more comprehensive understanding of brand loyalty. The current study is limited to consumers in Vietnam, so expanding the participant pool to include a broader demographic could provide insights into diverse brand loyalty patterns. Given that customer interaction is a dynamic and evolving process, future studies should examine these interactions over a longer timeframe to understand changes in brand loyalty better. Extending this research to include various product categories could reveal how brand loyalty varies across different industries and product types.

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