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## Exploring Brand Loyalty in Online Shopping: The Context of Vietnam's Household Appliances Market

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### Abstract:

In the dynamic e-commerce landscape, where online shopping has become a fundamental aspect of consumer behavior, a profound comprehension of the factors influencing brand loyalty is imperative for businesses striving to excel in the digital marketplace. This study aims to investigate the factors influencing brand loyalty of consumers in Viet Nam, with a specific focus on household appliance brands. Additionally, it seeks to elucidate the mediating role of customer satisfaction and brand trust in influencing brand loyalty. The study provides valuable information for developing effective brand strategies, helping strengthen customer loyalty, and increasing market share for home appliance brands. The research will employ a qualitative and quantitative approach, gather primary data through a structured questionnaire survey. The data analysis will be conducted using Smart PLS 4 and SPSS 26. The results of the study indicate that there are several factors influencing brand loyalty, including brand image, brand identification, brand awareness, brand trust, and customer satisfaction. This underscores the importance of applying the research findings to optimize brand management and marketing strategies.

**Paper type** Research paper

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

## 1. Introduction:

In the dynamic e-commerce landscape, where online shopping has become a fundamental aspect of consumer behavior, a profound comprehension of the factors influencing brand loyalty is imperative for businesses striving to excel in the digital marketplace. This research endeavors to unravel the intricate web of brand loyalty within the context of Vietnam's household appliances market, shedding light on the pivotal roles played by customer satisfaction and brand trust.

Brand loyalty holds significant importance in consumer purchasing behavior and has garnered special attention from researchers and marketers in today's digital age with the evolution of e-commerce. Since Brown (1952) introduced the concept of "brand loyalty," it has been a focal point for researchers. Under the pressure of fierce competition and limited resources for businesses, retaining customers has become a vital tool to ensure the survival and growth of enterprises (Li, 2006). According to Lewis (1942), loyalty influences the quantity and frequency of purchases, making it more cost-effective than serving and attracting new customers.

As the Vietnamese economy experiences rapid growth and technological advancements, the household appliances market is witnessing a surge in online transactions. Consumers are not only presented with a plethora of choices but are also empowered with the ability to voice their opinions and experiences through various online platforms. In this environment, brand loyalty emerges as a crucial determinant for the sustained success of businesses operating in the online retail sector.

According to Statista, the Vietnamese household appliances market is projected to generate revenue of \$8.2 billion in 2023, reaching nearly VND 200 trillion, with an annual growth rate of 5.15%. The Covid-19 pandemic has altered consumer buying behavior, creating a demand for upgrading household appliances. With people spending more time at home, the importance of upgrading family-oriented products has increased. Appliances such as electric/gas stoves, refrigerators, washing machines, air conditioners, and microwaves are integral to daily life within households. The household appliances market is a sizable, diverse, and competitive industry, providing significant opportunities for development and large-scale business.

This study aims to explore the nuanced relationships between brand loyalty, customer satisfaction, and brand trust, providing valuable insights for both academia and industry practitioners. By focusing on the unique dynamics of the Vietnamese market, this research seeks to contribute to a broader understanding of consumer behavior in the digital era and offer actionable strategies for businesses to enhance brand loyalty in the competitive landscape of online household appliances retail.

## 2. Literature review:

### 2.1. Brand Loyalty (BL)

Loyalty to a brand serves as a key indicator of the depth of a customer's connection with that particular brand. Within the realm of marketing, this concept holds significant importance, reflecting the strength of the customer's bond with the brand (Laroche *et al.*, 2012; Wantini *et al.*, 2021). Customers who exhibit loyalty often opt for a specific brand even when presented with competing alternatives that may offer superior product features from various perspectives (Laroche *et al.*, 2012). Brand loyalty, as defined by Wantini *et al.* (2021), represents a measurable degree of attachment that customers feel toward a brand. It manifests as a profound psychological commitment to consistently repurchase or use a preferred product or service in the future. The significance of brand loyalty extends to its pivotal role in shaping effective marketing strategies (Juwaeni *et al.*, 2022; Haudi *et al.*, 2022; Purwanto *et al.*, 2022).

## 2.2. Brand Image (BI):

According to Aaker (1991), brand image is a compilation of associations embedded in the memory, often in a meaningful manner. It encompasses the amalgamation of consumer perceptions and beliefs regarding a brand (Campbell, 1998). This encompasses all the perceptions reflected in consumers' memories regarding a particular brand (Ismail and Spinelli, 2012). Brand image encompasses impressions, beliefs, and ideas held by individuals about a brand (Samadou and Kim, 2018; Tho *et al.*, 2017; Samoggia *et al.*, 2021).

Research indicates a correlation between brand image and brand trust (Wu & Liu, 2022; Liao *et al.*, 2009), with brand image serving as a crucial factor influencing consumers' trust in a brand (Tan *et al.*, 2011). Consumer perception of the brand and trust in the brand fall within the realm of emotional psychology, specifically involving the psychological endorsement of brand value, fostering belief, and acceptance of the inherent brand image.

Studies by Simbolon *et al.* (2020), Putri and Yasa (2022), Bernarto and Purwanto (2022) highlight a positive impact of brand image on customer satisfaction. A favorable brand image has the potential to elevate consumer satisfaction. Conversely, the positive influence of brand image on consumer emotions leads to a heightened sense of confidence when engaging with a specific product brand, ultimately enhancing satisfaction. This underscores that a favorable reputation is cultivated through satisfaction with products and services. With a positive reputation, consumer expectations for a brand's products emerge, and if these expectations are met, consumer satisfaction is likely to be reinforced (Putri and Yasa, 2022).

H1: Brand Image positively influences Brand Loyalty (BL).

H2: Brand Image positively influences Brand Trust (BT).

H3: Brand Image positively influences Customer Satisfaction (CS).

## 2.3. Brand Identification (BID):

Brand identification, as outlined by Hughes and Ahearne (2010), involves the establishment of social relationships through the integration of brand identity perceptions. Aaker (2014) defines brand identification as a collection of brand-related associations that either respond to a network or sustain a brand marketing strategy. It represents how a company positions itself or its products and services in the minds of consumers. Drawing from customer/brand identity research (Bhattacharya & Sen, 2003; Tuskej *et al.*, 2013), customers tend to form connections with brands that are positively evaluated. The strength of brand identification plays a pivotal role in fostering long-term relationships and loyalty between the brand and its customers (Villagra *et al.*, 2021).

Theoretical perspectives connect brand identification with the concept of brand trust (Nikhashemi *et al.*, 2015). Trust is a precursor to a relationship, as customers tend to identify with reliable companies or brands to assert themselves and enhance their self-esteem (Dunn and Schweitzer, 2005). Simultaneously, brand identification significantly influences brand trust (So *et al.*, 2013; Rather and Camilleri, 2020; He *et al.*, 2012).

Customer satisfaction arises when a brand's actual performance either exceeds or aligns with their pre-existing expectations (Yi & La, 2004). Brand identification creates a more favorable context for customers to assess the brand's performance in comparison to their initial expectations. In cases where expectations are confirmed or surpassed, customers with strong brand identification experience heightened satisfaction, reinforcing their trust in the brand and contributing to the preservation of their self-esteem. Conversely, when expectations regarding brand performance are not met, customers with strong brand identification tend to exhibit less dissatisfaction due to their heightened emotional attachment (Chaudhuri & Holbrook, 2001). They also demonstrate increased resilience to negative brand information and experiences (Bhattacharya *et al.*, 2003).

H4: BID positively influences BL (Brand Loyalty).

H5: BID positively influences BT (Brand Trust).

H6: BID positively influences CS (Customer Satisfaction).

#### **2.4. Brand Awareness (BA):**

Brand awareness, as defined by Keller (1993), is the capacity of consumers to recognize and recall a brand in various situations, aided by brand cues stored in their minds. Affirming this perspective, Sundararaj & Rejeesh (2021) highlight that brand awareness constitutes a crucial component of the overall knowledge system in a customer's mind, influencing their ability to recognize the brand across different situations. Aaker and Keller (1990) have highlighted that a brand possessing high awareness and a positive image has the potential to enhance customer loyalty. When businesses launch new products or enter new markets, they should enhance their brand awareness because brand awareness has a positive relationship with loyalty (Peng, 200; Çelik, 2022; Tuinesia *et al.*, 2022).

Brand awareness is the earliest stage in the process of building a strong brand. When consumers become aware of a brand, they begin to form trust in that brand. Therefore, the brand introduction process plays a crucial role in shaping consumer trust in evaluating the value the brand brings (Sandra and Haryanto, 2010).

A brand creates a mental connection between the customer and the product. Brands that are easily remembered and recognized by customers often lead to satisfaction for them. Thus, strong brand awareness can positively influence customer satisfaction (Maulida and Indah, 2020; Darmawan, 2019).

H7: Brand Awareness positively influences Brand Loyalty

H8: Brand Awareness positively influences Brand Trust

H9: Brand Awareness positively influences Customer Satisfaction

#### **2.5. Brand Trust (BT):**

Brand trust represents the inclination to depend on a brand, irrespective of risks or factors unrelated to that specific brand. It encompasses expectations related to reliability, consistency, competence, or predictability concerning the brand's performance in products sold under its name (Chaudhuri and Holbrook, 2001; Becerra & Korgaonkar, 2011). The concept of brand trust encompasses the consumer's willingness to depend on a brand when confronted with risks, anticipating that the brand will yield positive outcomes (Lau & Lee, 1999). Trust, in the context of brand relationships, serves to reduce ambiguity in situations, enabling customers to rely on a particular brand product known for its trustworthiness. Brand loyalty, consequently, emerges as the outcome of trust in the brand or the promises that establish valuable connections (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994).

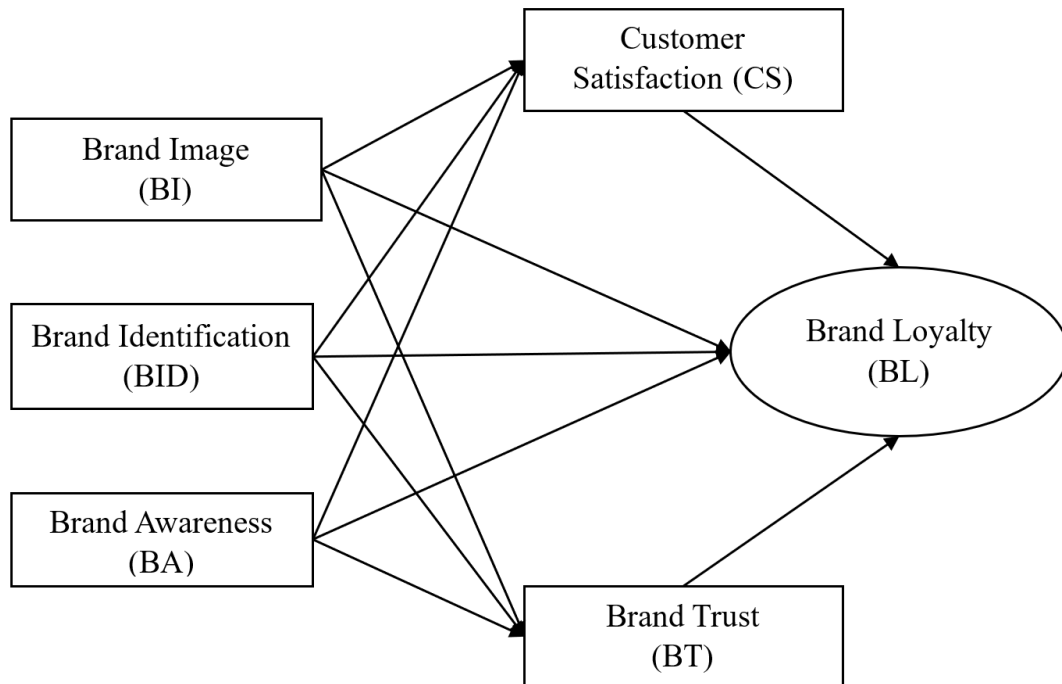
H10: Brand trust positively influences brand loyalty.

#### **2.6. Customer Satisfaction (CS):**

Customer satisfaction results from the disparity between customers' initial expectations of a brand and the actual performance of that brand (Oliver, 1999). Earlier research has proposed that customer loyalty is a direct outcome of customer satisfaction (Delgado-Ballester & Munuera-Alemán, 2001). The phase of satisfaction occurs when customers align with the company's offerings, and loyalty is solidified following the initial acceptance phase (Susanty and Kenny, 2015). Building upon the findings of Jones and Suh (2000), an elevated level of customer satisfaction is linked to an increase in brand loyalty. Customer satisfaction is often the foundational step in the establishment of customer loyalty to a brand and subsequently paves the way for long-term relationships while enhancing the organizational image (Kayani *et al.*, 2020).

H11: Customer satisfaction has a positive impact on brand loyalty.

Figure 1. Research Model



### 3. Research methods:

The research process involved three main steps: qualitative research, preliminary quantitative research, and formal quantitative research. In the qualitative phase, direct interviews were conducted with consumers in Viet Nam to gather feedback on the questionnaire's structure and language, as well as to assess the validity of measurement scales and select relevant observed variables for the research model. The preliminary quantitative research confirmed the suitability of six proposed factors for the Vietnamese context, which were subsequently included in the formal quantitative study. The formal quantitative research consisted of two stages: preliminary and formal. Prior to developing the measurement scales, a pilot survey was conducted with a sample size of 50 to evaluate the reliability and appropriateness of the measurement scales and observed variables. Following the pilot survey, the main data collection for the formal quantitative research was conducted using a convenience sampling method. The participants, consumers in Viet Nam aged between 18 and 40, were selected based on convenience and accessibility. An online survey questionnaire was employed to collect data, resulting in 424 valid responses after data cleaning. The cleaning process involved removing incomplete or invalid questionnaires that had missing information or did not meet the study's target group criteria. The final valid sample size for analysis was 424. The quantitative questionnaire comprised 25 observed variables measured on a 5-point Likert scale, ranging from (1) "Strongly Disagree," (2) "Disagree," (3) "Neutral," (4) "Agree," to (5) "Strongly Agree."

#### 4. Result:

##### 4.1. Descriptive statistics :

Regarding gender, out of the 424 surveyed customers, 205 were male, accounting for 48.3%, and 219 were female, accounting for 51.7%. Concerning age, the age groups 26-35 years and 36-45 years constitute the majority, with percentages of 36.1% and 32.1% respectively; the remaining 31.8% of the sample falls within the age range of 18-25 years. Regarding the duration of product usage, the highest is the usage period from 6 months to less than 1 year, accounting for 39.2%, while the lowest is under 6 months (22.4%). In terms of income, the highest income group ranges from 7 to 10 million VND, accounting for 24.3%, and the lowest income group is above 15 million, constituting 15.1%. There is not much variation in the research sample, making it suitable for the research purpose.

**Table 1.** Survey Sample Statistics

		Frequency	Percentage (%)
<b>Gender</b>	Male	205	48.3
	Female	219	51.7
<b>Age</b>	18 - 25 years	135	31.8
	26 - 35 years	153	36.1
	36 - 45 years	136	32.1
<b>Income</b>	Below 3 million VND	97	22.9
	3 - 7 million VND	83	19.6
	10 - 15 million VND	103	24.3
	10 - 15 million VND	77	18.2
	Above 15 million VND	64	15.1
<b>Product Usage</b>	Below 6 months	95	22.4
	6 months - 1 year	166	39.2
	Above 1 year	163	38.4
<b>Total</b>		424	100

##### 4.2. The measurement model :

The measurement model evaluation includes four crucial indices: reliability, observed variable quality, discriminant validity, and convergent validity of the scales.

**Reliability:** Both Cronbach's Alpha (CA) and Composite Reliability (CR) coefficients are utilized to assess reliability. According to Hair *et al.*, (2019), both coefficients for each scale should be  $> 0.7$  to ensure reliability. The examination results indicate that all scales meet reliability requirements, with CA and CR values exceeding 0.7, enabling further analysis steps.

**Observed Variable Quality (Outer Loading):** According to Hair *et al.*, (2013), an outer loading coefficient of  $\geq 0.708$  is necessary to ensure the quality of observed variables. Table 2 has been tested and confirmed that all observed variables meet this requirement, with outer loading coefficients ranging from 0.794 to 0.924.

**Convergent validity** is assessed using the AVE (Average Variance Extracted) coefficient. According to the standard set by Fornell % Larcker (1981), the AVE coefficient should be  $\geq 0.5$  to confirm convergent validity. The results indicate that the AVE coefficients for all scales are  $> 0.5$  (ranging from 0.697 to 0.823), ensuring their convergent validity.



**Table 2.** Reliability, outer loading and convergent validity

Scales	Observed Variables	Outer loading	CA	CR	AVE
Brand Awareness (BA)	The brand name I know stands out among competing brands	0.885	0.879	0.917	0.734
	I can easily recognize my brand name among other brands	0.800			
	When I think of a leading brand, my brand is the first one that comes to mind	0.893			
	I can easily identify my brand's logo	0.847			
Brand Image (BI)	Compared to other brands, my brand is highly rated	0.794	0.891	0.920	0.697
	My brand is known for providing high-quality products	0.832			
	My brand is known for having reliable benefits and customer care	0.862			
	My brand has distinctive banners and logos	0.866			
	My brand has innovative products and activities aimed at the future	0.819			
Brand Identification (BID)	Criticism of this brand feels like a personal attack	0.869	0.838	0.903	0.755
	I'm especially interested in other people's opinions about this brand	0.870			
	When the brand is praised, it's like a personal compliment.	0.869			
Brand Loyalty (BL)	I will not switch to another brand in the future	0.883	0.936	0.951	0.795
	I will recommend my brand to others	0.871			
	I will defend the brand image in front of customers of other brands	0.919			
	I will try other products provided by my brand	0.884			
	I am always loyal to my brand	0.901			
Brand Trust (BT)	I trust the products of this brand	0.854	0.896	0.928	0.763
	I depend on this brand	0.866			
	This brand is reliable	0.895			
	This brand is safe	0.878			
Customer Satisfaction (CS)	Overall, I am satisfied with the quality of products from my brand	0.881	0.928	0.949	0.823
	The products from my brand completely meet my expectations	0.905			
	I feel very satisfied with my brand	0.918			
	I rate the products and services of my brand positively	0.924			

To assess the discriminant validity of the scales, we employed the Heterotrait-Monotrait (HTMT) ratio developed by Henseler *et al.*, (2015). The HTMT ratio is considered a more robust measurement method for evaluating discriminant validity compared to the previous standard, the Fornell-Larcker criterion. According to the HTMT standard, values for pairs of constructs should be lower than or equal to 0.85 ( $\leq 0.85$ ) to ensure discriminant validity (Kline, 2015). The results in Table 3 indicate that the HTMT ratios are all below 0.85, demonstrating that the constructs in the model achieve the necessary level of discriminant validity.

**Table 3.** Discriminant Values

	BA	BI	BID	BL	BT	CS
BA						
BI	0.166					
BID	0.159	0.100				
BL	0.302	0.469	0.579			
BT	0.146	0.563	0.546	0.709		
CS	0.394	0.415	0.512	0.606	0.541	

#### 4.3. The structural model :

According to Hulland & Bentler (1999), a Standardized Root Mean Square Residual (SRMR) value  $< 0.1$  is considered appropriate for practical purposes. With an SRMR of 0.048, the research model is concluded to be consistent with real-world data.

The structural model was tested following the steps outlined by Hair and colleagues (2016). The results indicate that multicollinearity does not occur in the independent variables (latent independent variables). Specifically, all Variance Inflation Factor (VIF) coefficients are smaller than 2, lower than the permissible standard of 5 (Hair *et al.*, 2011).

The  $R^2_{adjBL}$  coefficient of 0.547 indicates that 54.7% of the variance in brand loyalty is explained by the independent variables in the model. The  $f^2$  effect size coefficients all exceed 0.02 (except for H8), ranging from 0.022 to 0.380, demonstrating the degree of impact of the independent variables on the dependent variable from small to large effects (Cohen, 1988). The  $Q^2$  coefficient, determining the model's predictive ability, is 0.430 ( $< 0.5$ ), indicating a moderate level of model predictability (Cohen, 1988).

To apply these research findings, the model was re-evaluated using the Bootstrap method with 5000 iterations. The t-value results are all greater than 1.96, indicating that Bootstrap meets the standards (except for H8) (Henseler *et al.*, 2009).

Hypothesis testing results demonstrate that all factors in the hypothesis impact brand loyalty. Brand trust has the highest impact ( $\beta = 0.362$ ), followed by brand identification ( $\beta = 0.228$ ), customer satisfaction ( $\beta = 0.193$ ), brand image ( $\beta = 0.140$ ), and finally brand awareness ( $\beta = 0.107$ ). Additionally, there is a positive correlation between brand image and brand identification with brand trust, with impact coefficients of 0.467 and 0.436, respectively. Brand identification, brand image, and brand awareness all positively impact customer satisfaction, with impact coefficients of 0.391, 0.305, and 0.257, respectively.



**Table 4.** Testing the PLS - SEM structural model

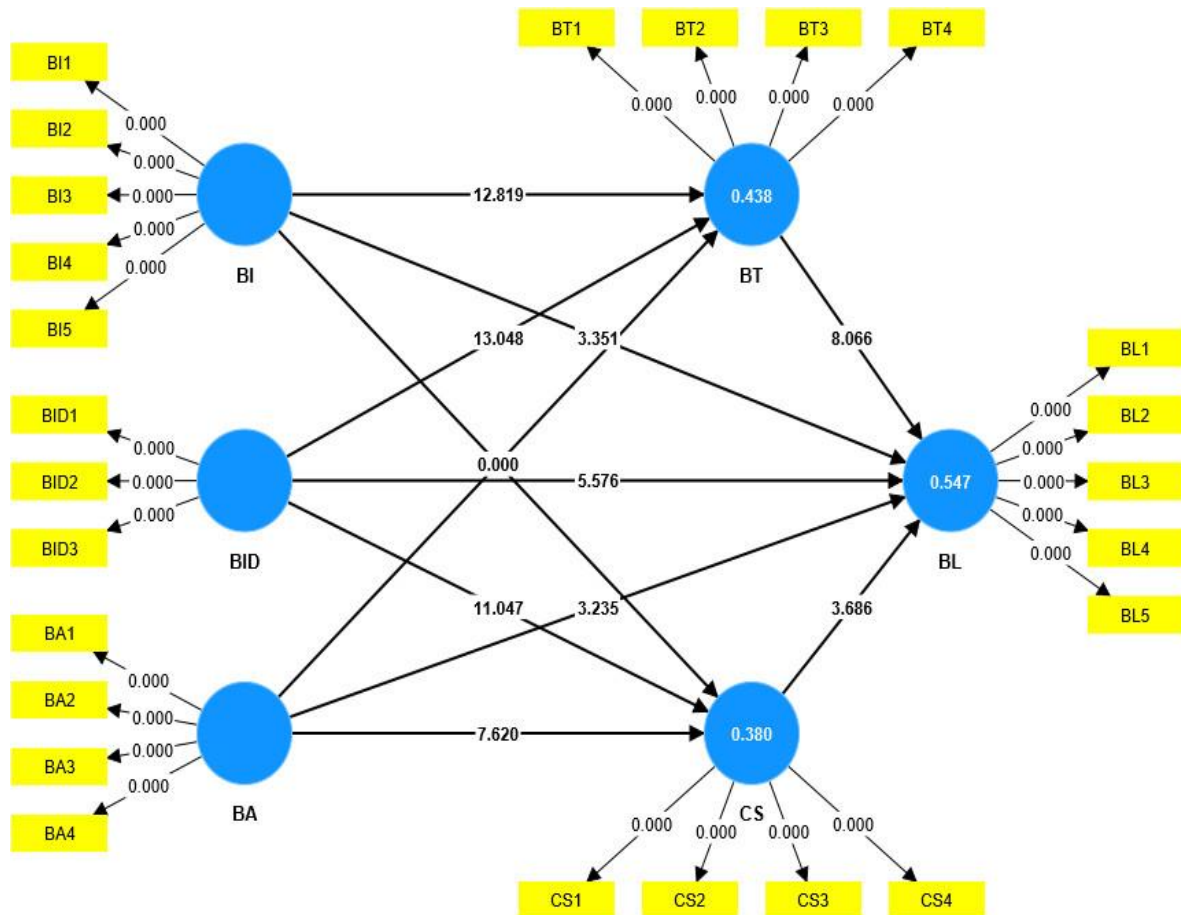
	$\beta$	Sample Mean	Standard deviation	T statistics	P Value	VIF	F - Square	Result
BA -> BL	0.107	0.107	0.033	3.235	0.001	1.153	0.022	Accpect
BA -> BT	0.000	0.000	0.037	<b>0.000</b>	1.000	1.041	<b>0.000</b>	Reject
BA -> CS	0.257	0.258	0.034	7.620	0.000	1.041	0.103	Accpect
BI -> BL	0.140	0.142	0.042	3.351	0.001	1.490	0.029	Accpect
BI -> BT	0.467	0.467	0.036	12.819	0.000	1.028	0.380	Accpect
BI -> CS	0.305	0.305	0.036	8.457	0.000	1.028	0.147	Accpect
BID -> BL	0.228	0.229	0.041	5.576	0.000	1.514	0.077	Accpect
BID -> BT	0.436	0.436	0.033	13.048	0.000	1.024	0.332	Accpect
BID -> CS	0.391	0.391	0.035	11.047	0.000	1.024	0.242	Accpect
BT -> BL	0.362	0.359	0.045	8.066	0.000	1.872	0.156	Accpect
CS -> BL	0.193	0.194	0.052	3.686	0.000	1.694	0.049	Accpect
$R^2_{adjBL} = 0.547; R^2_{adjBT} = 0.438; R^2_{adjCS} = 0.380$ $Q^2_{BL} = 0.430; Q^2_{BT} = 0.431; Q^2_{CS} = 0.373$								

According to the test results in Table 5, customer satisfaction is determined as an intermediate factor in the relationship between brand image, brand identification, and brand awareness towards brand loyalty. The respective impact coefficients are 0.075, 0.056, and 0.050, all with a P-value < 0.05 and a t-value > 1.96, indicating a statistically significant impact. Additionally, brand trust is also an intermediary in the relationship between brand image and brand identification with brand loyalty. The impact coefficients are 0.169 and 0.158, both with a P-value < 0.05 and a t-value > 1.96, demonstrating a statistically significant impact.

**Table 5.** Testing the mediating role of CS and BT

	$\beta$	Sample Mean	Standard deviation	T statistics	P Value
BID -> BT -> BL	0.158	0.157	0.024	6.542	0.000
BA -> CS -> BL	0.050	0.050	0.015	3.387	0.001
BI -> BT -> BL	0.169	0.168	0.026	6.477	0.000
BA -> BT -> BL	0.000	0.000	0.013	0.000	1.000
BID -> CS -> BL	0.075	0.076	0.024	3.151	0.002
BI -> CS -> BL	0.059	0.060	0.019	3.176	0.002

Figure 2. PLS – SEM model



## 5. Conclusion:

### 5.1. Discussion:

The text discusses the impact of various factors on brand loyalty for household appliances in VietNam. There are five influencing factors, namely "Brand Trust," "Brand Image," "Brand Awareness," "Brand Identification," and "Customer Satisfaction." The coefficients of the five independent variables are all greater than 0 and positive, indicating that these variables positively affect brand loyalty at a 95% confidence level ( $\text{sig} < 0.05$ ). Therefore, hypotheses H1, H2, H3, H5, H4, H7, H9, H6, H10, and H11 are accepted.

"Brand Trust" ( $\beta = 0.362$ ) positively influences Brand Loyalty (BL). When consumers trust a brand, they are more likely to engage with and make positive interactions with that brand. This finding aligns with previous studies (Adha and Utami, 2021; Jamshidi and Rousta, 2021; Tuti and Sulistia, 2022).

"Brand Identification" ( $\beta = 0.228$ ) has a positive impact on BL. Brand recognition goes beyond visual representation and extends to how the brand interacts and creates experiences for customers. Strong and positive brand recognition can enhance customer loyalty. This is consistent with prior research (Rather *et al.*, 2022; Japiana and Keni, 2022; Harjadi *et al.*, 2023).

"Customer Satisfaction" ( $\beta = 0.193$ ) positively influences BL. Customer satisfaction is a key factor in building and maintaining brand loyalty. Meeting customer needs and expectations creates a positive environment that helps retain customers. This is in line with previous studies (Revaldi *et al.*, 2022; Dwidienawati *et al.*, 2022; Hussein and Yuniarinto, 2022).

"Brand Image" ( $\beta = 0.140$ ) positively influences BL. Understanding brand image can create a positive and lasting impression, contributing to the establishment and maintenance of brand loyalty. This finding is consistent with prior research (Çelik, 2022; Mahothan, 2022).

"Brand Awareness" ( $\beta = 0.107$ ) positively influences BL. Brand awareness is the foundation for customers to develop loyalty. When customers have a clear understanding of the brand's value, features, and impression, they tend to form a long-term and positive connection with the brand. This is consistent with earlier publications (Çelik, 2022; Zhao *et al.*, 2022; Nugraha and Sugiat, 2023).

Additionally, "Brand Image" positively affects "Brand Trust." This result aligns with previous studies (Bilgin and Kethüda, 2022; Wu and Liu, 2022; Putri and Indriani, 2022). "Brand Identification" also positively influences "Brand Trust," as evidenced by earlier research (So *et al.*, 2013; Rather and Camilleri, 2020).

## 5.2. Management implications:

To build brand loyalty for home appliance products, businesses need to pay attention to influential factors such as brand trust, brand identification, customer satisfaction, brand image and brand awareness.

To build brand trust, the quality of products and services is undeniably crucial. Focusing on high-quality content and sponsoring events and charitable projects are effective ways to build a strong brand. Additionally, honesty and transparency from the business towards customers are decisive factors. Maintaining business promises, consistency between words and actions, and demonstrating attentiveness and respect for customer needs all play vital roles.

To enhance brand identification businesses can implement a multi-channel approach, including email marketing, digital advertising, direct mail, and social media, as well as building communities on platforms such as forums and blogs. This approach allows customers to find and recognize your brand everywhere in the online space, creating a comprehensive brand vision and reinforcing the brand's position as a reliable source of information in the business sector. It is crucial for managers to regularly assess brand identification in customer surveys, with a focus on increasing brand visibility.

For customer satisfaction, listening to their opinions and continuous improvement are key. Customer satisfaction is not only about meeting needs but also the result of a comfortable and convenient shopping experience. To increase satisfaction and loyalty, businesses need to innovate continuously, build trust, and always listen to customer feedback to ensure continuous satisfaction.

Brand image is crucial, and therefore, to build brand image, it is essential to focus on branding and brand association through marketing activities. This helps a specific home appliance brand become the preferred choice for customers. In other words, if customers are not aware of your brand's factors when they search for a particular home appliance, it is challenging for them to choose that product. Therefore, home appliance companies and brand managers should carefully consider their brand marketing strategy to maintain customer brand identification and recall compared to competitive counterparts.

To create a strong brand awareness, businesses need to understand their target audience and goals. This process involves building a unique "identity" for the brand, leveraging the internet, and using a combined approach with consistency in marketing campaigns. Marketing activities must be flexible, tailored to specific goals, and closely related to the brand identity.

### 5.3. Limitations and future research:

The research focuses on specific aspects of brand loyalty but recognizes that there are many other important facets. Future research should consider more dimensions to provide a more comprehensive understanding. The study's participant pool is limited to consumers in Viet Nam. Expanding the participant pool could help understand the diversity in brand loyalty. Customer interaction is a complex and dynamic process. Future research should examine the level of interaction from a long-term perspective to gain deeper insights into changes over time. Extend this research by exploring more product categories to understand how brand loyalty can vary across different industries and specific product categories.

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