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# Determinants Influencing the Hanoi Customers' Brand Loyalty to Shampoo Items

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**Abstract**
A key idea in strategic marketing is loyalty. Customers who are genuinely loyal must exhibit both behavioral loyalty (repeat purchases) and attitudinal loyalty (Ho & Truong, 2013) [9]. The study was carried out using qualitative and quantitative research methods using the data of 245 consumers who regularly use shampoo products through online and face-to-face questionnaires. Collected data are processed by SPSS 22.0 software through reliability analysis, exploratory factor analysis, and a regression model. Research results have provided one more piece of evidence about the correlation between factors including (i) product enthusiasm, (ii) customer's perceived value, (iii) customer satisfaction, (iv) brand trust, (v) brand commitment, and (vi) price compatibility with Hanoi customers' brand loyalty to shampoo items. Based on the research results, several recommendations are proposed to improve Hanoi customers' brand loyalty to shampoo items.

**Keywords:** Loyalty Brand, Shampoo, Marketing, Determinants Influencing, Business Administration

**JEL Codes:** M31, L81, C52, M10

## 1. Introduction

Brand building and development are matters of survival for Vietnamese businesses. The essence of branding is to create brand loyalty among the majority of customers. The field of fast-moving consumer goods (FMCG) in general and shampoo in particular in Vietnam is growing rapidly with increasingly fierce competition.

A key idea in strategic marketing is loyalty. Customers who are genuinely loyal must exhibit both behavioral loyalty (repeat purchases) and attitudinal loyalty (Ho & Truong, 2013) [9].

The competition between brands in different contexts, such as retailing goods to customers (Jung *et al*., 2021) and providing services to customers (Khoi & Le, 2022) [12], has become increasingly fierce. Brands use different strategies to build relationships with customers (Le *et al*., 2021) and to retain customers and turn them into brand ambassadors (Kumar *et al*., 2019) [14].

Previous studies have shown that there are many different factors affecting the brand loyalty of consumers to different products and services. However, there has not been a complete study on Hanoi customers' brand loyalty to shampoo items.

For the above reasons, studying Hanoi customers' brand loyalty to shampoo items will help shampoo businesses plan marketing strategies and policies to maintain and develop a loyal customer base. In addition, the results of this study also contribute to perfecting the theoretical framework of product brand loyalty in the field of marketing.

## 2. Literature Review and Research Hypothesis

### 2.1 Product Enthusiasm

LeClerc and Little (1997) [16] demonstrated that brand loyalty interacts with product interest. The study by Kim *et al*. (2004) [13] provided further evidence that product interest has a strong relationship with intention and behavior.

According to Mittal and Lee (1989) [18], brand engagement is understood as a consumer's interest in a brand and creates a motivation to motivate consumers to make appropriate decisions in a particular situation.

Some scholars argue that consumers have low brand loyalty and look for other alternatives when purchasing products of low interest. Besides, some other scholars found that the level of interest determines the relationship between consumers and brand loyalty. Based on this, we propose the following hypothesis:

Hypothesis H1: Product enthusiasm has a positive effect on Hanoi customers' brand loyalty to shampoo items.

### 2.2 Customer's Perceived Value

The customer's perceived value includes practical value, social value, and emotional value. Functional value is the utility derived from the quality of the product and the performance of the expected functions of the product. A product acquires functional value through the possession of outstanding physical or functional attributes. Social value is the utility derived from associating a product with a certain social group or groups. Products acquire social value through association with specific religious, cultural, socioeconomic, and demographic groups. Emotional value is the utility derived from a product's ability to evoke an emotional state in the customer. A product has emotional value when it is associated with a certain feeling or when it perpetuates those feelings.

Perceived value has an influence on customer loyalty (Dodds *et al*., 1991) [6]. So, the hypothesis put forward is:

Hypothesis H2a: Practical value that consumers perceive from a brand effect on Hanoi customers' brand loyalty to shampoo items.

Hypothesis H2b: The emotional value that consumers perceive from a brand's effect on Hanoi customers' brand loyalty to shampoo items.

Hypothesis H2c: Social value that consumers perceive from a brand's effect on Hanoi customers' brand loyalty to shampoo items.

### 2.3 Customer Satisfaction

This is the state the customer reaches when the product's features or the product itself meet the customer's expectations. The academics found that customer satisfaction influences the attitudinal factors of brand loyalty, namely perception, emotion, and intention to act.

Fornell (1996) [7] asserted that customer satisfaction positively affects brand loyalty in terms of the ability to repeat purchases and the willingness to pay a high price. Oliver (1999) [20] argues that customer satisfaction is the beginning of the transition to the highest state of loyalty. Therefore, the following hypothesis can be made:

Hypothesis H3: Customer satisfaction with the brand has a positive influence on Hanoi customers' brand loyalty to shampoo items.

### 2.4 Brand Trust

Brand trust, according to Chaudhuri & Holbrook (2001) [4], is the capacity of a normal customer to believe that a brand can carry out the function that was promised to them.

Morgan and Hunt (1994) [19] and Chaudhuri & Holbrook (2001) [4] assert that brand trust will lead to brand loyalty among customers. Therefore, hypothesis H4 is as follows:

Hypothesis H4: Brand trust has an effect on Hanoi customers' brand loyalty to shampoo items.

### 2.5 Brand Commitment

The key to genuine brand loyalty is customer commitment (Amine, 1998) [1]. From an investment perspective, brand commitment is an individual's long-term orientation to the relationship, which includes both the intention to not change the brand and emotional attachment (Sung & Campbell, 2009) [24]. According to Park *et al*. (2010) [21], customers who are committed to the brand will actively invest their resources in the brand to maintain their relationship with it. Therefore, the hypothesis H5 is posed as:

Hypothesis H5: Brand commitment has a positive influence on Hanoi customers' brand loyalty to shampoo items.

### 2.6 Price Compatibility

According to Bucklin *et al*. (1998) [2], product price has a great influence on customer choice and purchase decisions. If customers perceive the product's price as not commensurate with the value it provides, they may not buy it. According to Cadogan and Foster (2000) [3], price may be the most important factor for the average customer. Customers with high brand loyalty are willing to pay high prices for the brands they prefer. Therefore, the purchase intention of these customers is less affected by price. Loyal customers may accept high prices because they want to avoid taking risks (Yoon & Kim, 2000) [26]. Therefore, hypothesis H6 is put forward as:

Hypothesis H6: Price compatibility has a positive effect on Hanoi customers' brand loyalty to shampoo items.

**Table 1:** Scale of factors affecting Hanoi customers' brand loyalty to shampoo items

| Code | Scale | Sources |
|---|---|---|
| | **Product enthusiasm (QT)** | |
| QT1 | When purchasing this kind of thing, I always think the brand is vital. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| QT2 | Products with various names come in various quality levels. | |
| QT3 | For me, picking the appropriate product is crucial. | |
| QT4 | I pay special attention to the issues that can occur while selecting a product of this nature. | |
| QT5 | Purchasing this item is crucial to my life. | |
| | **Practical value (CN)** | |
| CN1 | This product's design is appealing to me. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| CN2 | I often select goods with rather high-quality requirements. | |
| CN3 | I often select goods that guarantee consistent quality. | |
| | **Social value (XH)** | |
| XH1 | Utilizing this product will enhance how other people see me. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| XH2 | I frequently go for companies that reflect my personality. | |
| XH3 | Being a user of this brand makes me feel proud. | |
| | **Emotional value (CX)** | |
| CX1 | I feel comfortable about this company. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| CX2 | This brand brings me joy. | |
| CX3 | This brand is one I enjoy owning. | |
| | **Customer satisfaction (HL)** | |
| HL1 | Overall, when using this brand, I believe I am satisfied. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |

| | | |
|---|---|---|
| **Brand trust (NT)** | | |
| NT1 | I can affirm that this company is sincere. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| NT2 | This brand has my faith. | |
| NT3 | This brand has never let me down. | |
| **Brand commitment (CK)** | | |
| CK1 | This brand appeals to me a lot. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| CK2 | It will be difficult for me to modify my choice for this brand. | |
| CK3 | To change my preference for this brand will require careful consideration. | |
| CK4 | I won't change my taste, even though my best friend recommends another brand. | |
| **Price compatibility (GC)** | | |
| GC1 | The cost of this brand is reasonable. | Punniyamoorthy and Raj (2007) [23]; experts' opinions |
| GC2 | The cost of this brand is fair. | |
| GC3 | This brand is imitated at a low price. | |

To measure the factors affecting brand loyalty, we use the scale of Punniyamoorthy and Raj (2007) [23] and, based on the opinions of experts, adjust it to suit the research context in Vietnam. Male (see Table 1). Punniyamoorthy and Raj (2007) [23] compiled a scale of factors affecting brand loyalty from Sweeney and Soutar (2001) [25], Delgado (2003) [5], and Pritchard *et al*. (1999) [22].

## 3. Methodology

### 3.1 Research Models

Based on the results of previous studies and experts' opinions, we built a research model (see Fig 1).

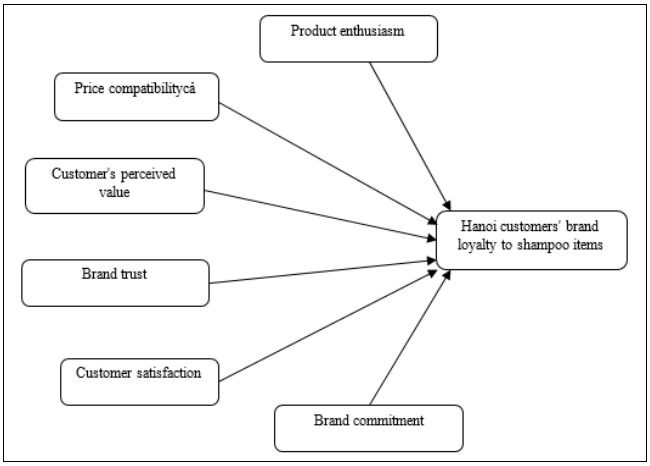


**Fig 1:** Research models

### 3.2 Qualitative Research Methods

In order to provide a scale (observed variables) and a model, qualitative research must synthesis, categorize, and establish the relationship between the aggregated variables from the findings of earlier investigations.

### 3.3 Quantitative Research Methods

The research model includes a dependent variable, Hanoi customers' brand loyalty to shampoo items, five observed variables (Luc & Le, 2023) [17], and six independent variables. For the independent variable, which is the respondent's perception of the influence of the independent variable on the dependent variable, the observed variables of the independent variable are designed with a 5-level Likert scale (1: absolutely no influence; 5: strongest influence).

After collecting and cleaning 245 survey questionnaires, the authors coded the necessary information, entered, and analyzed the data using SPSS software with reliability analysis of the scale through the Cronbach Alpha coefficient, exploratory factor analysis (EFA) to evaluate and eliminate inappropriate questions or questions with duplicate elements in each item, and finally with model regression for data analysis.

## 4. Results

### 4.1 Cronbach'Alpha

By using scale analysis, it can eliminate inconsonant variables and reduce errors in the research model. Therefore, only variables that have total correlation coefficients (corrected item-total correlation) greater than 0.3 and Cronbach's alpha coefficients equal to or greater than 0.6 are accepted (Hoang & Nguyen, 2008 [10]; Hair *et al*., 2010 [8]). By analyzing Cronbach's alpha analysis of determinants that have an influence on the Hanoi Customers' Brand Loyalty to Shampoo Items (6 determinants with 20 observed variables), the result is presented in Table 2. The result shows that all Cronbach's alpha coefficients are above 0.6, and all corrected item-total correlations of observed variables are above 0.3. Thus, all variables of the research model are suitable for the next analyses (Hair *et al*., 2010) [8].

**Table 2:** Results of analysis of Determinants Confidence of Scales in the Model

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| **QT: 0.752, N = 4** | | | | |
| QT1 | 14.27 | 5.426 | .624 | .674 |
| QT2 | 14.45 | 5.317 | .647 | .652 |
| QT3 | 14.13 | 5.451 | .618 | .686 |
| QT4 | 13.62 | 4.856 | .586 | .703 |
| **CN: 0.812, N = 3** | | | | |
| CN1 | 8.01 | 1.475 | .623 | .744 |
| CN2 | 8.45 | 1.835 | .685 | .643 |
| CN3 | 8.12 | 1.622 | .631 | .654 |
| **XH: 0.687, N = 3** | | | | |
| XH1 | 6.45 | 2.433 | .612 | .604 |
| XH2 | 5.94 | 1.677 | .589 | .572 |
| XH3 | 5.58 | 2.134 | .606 | .622 |
| **CX: 0.736, N = 2** | | | | |
| CX1 | 5.62 | 2.219 | .596 | .652 |
| CX2 | 6.47 | 1.584 | .615 | .574 |
| **GC: 0.742, N = 2** | | | | |
| GC1 | 5.26 | 2.473 | .672 | .723 |
| GC2 | 5.17 | 2.016 | .688 | .692 |
| **NT: 0.834, N=3** | | | | |
| NT1 | 6.23 | 2.473 | .612 | .633 |
| NT2 | 6.57 | 2.537 | .608 | .574 |
| NT3 | 6.45 | 2.532 | .596 | .643 |
| **CK: 0.814, N=3** | | | | |
| CK1 | 10.25 | 2.136 | .603 | .715 |
| CK2 | 10.37 | 2.142 | .577 | .768 |
| CK4 | 10.34 | 2.128 | .606 | .701 |

### 4.2 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was conducted through component analysis and varimax, and the results yielded 21 attributes of independent variables.

The results of factor analysis in Table 3 show that 0.5<KMO = 0.762< 1. Bartlett's testimony shows sig. = 0.000 < 0.05, which means variables in the whole are interrelated.

After implementing the rotation matrix, there were eight determinants with load factors greater than 0.5; eigenvalues were greater than 1, and the variance explained was 77.888% (see Table 4). These statistics demonstrate that research data analysis for factor discovery is appropriate. Through the quality assurance of the scale and the test of the EFA model, we have identified eight determinants influencing the Hanoi Customers' Brand Loyalty to Shampoo Items (Hair *et al*., 2010) [8].

### 4.3 Regression Model Analysis

Based on the adjusted model after the exploratory factor analysis, we use a multiple regression model as follows:

$$TT = \alpha + \beta_1 QT + \beta_2 CN + \beta_3 XH + \beta_4 HL + \beta_5 GC + \beta_6 NT + \beta_7 CK + \beta_8 CX$$

**Table 3:** KMO and Bartlett's Test

| **Kaiser-Meyer-Olkin Measure of Sampling Adequacy.** | | **.762** |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4,157.245 |
| | Df | 334 |
| | Sig. | 0.000 |

**Table 4:** Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.754 | 12.465 | 12.465 | 3.754 | 12.465 | 12.465 | 3.754 | 12.465 | 12.465 |
| 2 | 3.241 | 10.738 | 23.203 | 3.241 | 10.738 | 23.203 | 3.241 | 10.738 | 23.203 |
| 3 | 2.487 | 10.149 | 33.352 | 2.487 | 10.149 | 33.352 | 2.487 | 10.149 | 33.352 |
| 4 | 2.359 | 9.826 | 43.178 | 2.359 | 9.826 | 43.178 | 2.359 | 9.826 | 43.178 |
| 5 | 2.166 | 9.537 | 52.715 | 2.166 | 9.537 | 52.715 | 2.166 | 9.537 | 52.715 |
| 6 | 1.835 | 9.054 | 61.769 | 1.835 | 9.054 | 61.769 | 1.835 | 9.054 | 61.769 |
| 7 | 1.748 | 8.628 | 70.397 | 1.748 | 8.628 | 70.397 | 1.748 | 8.628 | 70.397 |
| 8 | 1.607 | 7.491 | 77.888 | 1.607 | 7.491 | 77.888 | 1.607 | 7.491 | 77.888 |
| 9 | .827 | 4.023 | 81.911 | | | | | | |
| 10 | .764 | 3.548 | 85.459 | | | | | | |
| …. | …. | …. | …. | | | | | | |
| ….. | ….. | ….. | ….. | | | | | | |
| …. | …. | …. | …. | | | | | | |

**Table 5:** Model Summary[b]

| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin – Watson** |
|---|---|---|---|---|---|
| 1 | .746[a] | 0.556 | 0.524 | 0.62435083 | 1.673 |

a. Predictors (Constant): QT, CN, XH, HL, GC, NT, CK, CX
b. Dependent Variable: TT

**Table 6:** Anova[a]

| **Model** | **Sum of Squares** | **Df** | **Mean Square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| Regression | 305.175 | 8 | 24.787 | 41.057 | .000[b] |
| Residual | 243.700 | 560 | .626 | | |
| Total | 548.875 | 568 | | | |

a. Dependent Variable: TT
b. Predictors: (Constant): QT, CN, XH, HL, GC, NT, CK, CX

**Table 7:** Coefficients[a]

| **Model** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **T** | **Sig.** | **Collinearity Statistics** | |
|---|---|---|---|---|---|---|---|
| | **B** | **Std. Error** | **Beta** | | | **Tolerance** | **VIF** |
| (Constant) | .009 | .029 | | 1.873 | .065 | | |
| QT | .124 | .034 | .125 | 3.291 | .001 | .635 | 1.559 |
| XH | .049 | .032 | .049 | 2.342 | .014 | .681 | 1.446 |
| CN | .178 | .034 | .177 | 5.703 | .000 | .766 | 1.293 |
| HL | .184 | .033 | .186 | 7.068 | .000 | .632 | 1.554 |
| CK | .201 | .031 | .201 | 9.286 | .000 | .715 | 1.367 |
| GC | .086 | .028 | .085 | 2.935 | .005 | .982 | 1.008 |
| NT | .263 | .030 | .262 | 10.125 | .000 | .766 | 1.280 |
| CX | .062 | .031 | .062 | 2.768 | .008 | .644 | 1.478 |

a. Dependent Variable: TT

Results from Tables 5, 6, and 7 show that:

Multicollinearity testing: all variance inflation factors (VIF) of independent variables are under 2, so the multicollinearity of the model is low (Hoang & Chu, 2008; Hair *et al*., 2010) [10, 8]. Therefore, this regression model does not violate any of the CLRM's basic assumptions.

ANOVA testing result: Level of significant (Sig.) = 0.000 implies that the multiple regression model is suitable for the data.

Coefficient of $R^2$ (R Square) = 0.556, which means 55.6% of the Hanoi Customers' Brand Loyalty to Shampoo Items will be explained by the regression model (Hair *et al*., 2010).

The research model result indicates that all independent variables QT, CN, XH, HL, GC, NT, CK and CX are significant (sig. < 0.05) to the Hanoi Customers' Brand Loyalty to Shampoo Items (Hair *et al*., 2010) [8].

Determinants that have an influence on the Hanoi Customers' Brand Loyalty to Shampoo Items are presented in the following standardized regression model:

$$TT = 0.125QT + 0.049XH + 0.177CN + 0.186HL + 0.201CK + 0.085GC + 0.262NT + 0.062CX$$

Thus, H1, H2a, H2b, H2c, H3, H4, H5 and H6 are supported.

## 5. Discussion and Implications

The above results show that the factors affecting Hanoi customers' brand loyalty to shampoo items include product enthusiasm, practical value, social value, emotional value, customer satisfaction, brand trust, brand commitment, and price compatibility. However, these factors may vary depending on the specific product.

The analysis results also show the degree of influence of each factor on Hanoi customers' brand loyalty to shampoo items as follows: Hanoi customers' brand loyalty to shampoo is most influenced by the brand trust factor (B = 0.262), followed by the brand commitment factors (B = 0.201); customer satisfaction (B = 0.186); practical value factor (B = 0.177); product enthusiasm (B = 0.125); price compatibility factor (B = 0.085); emotional value factor (B = 0.062); and finally the social value factor (B = 0.049).

Different levels of influence of each factor on Hanoi customers' brand loyalty to shampoo items suggest for firms the order of priority in investing resources in other aspects. together. Specifically, the investment is to ensure satisfaction, build and maintain brand trust and brand commitment, and ensure functional value, which will have a great influence on Hanoi customers' brand loyalty to shampoo items.

Businesses should provide user-friendly communication channels for customers to use in order to retain customer satisfaction with brands and products. For instance, employing social networking sites or earning lots of points to engage with customers (by giving out free things at theaters, malls, and other public places and gaining feedback from them). Additionally, businesses might undertake research surveys on a regular basis to identify problems that require fixing, modifications, or new demands from clients. Customer loyalty to the brand will also rise as a result of loyalty policies or programs.

Practical value is necessary; however, if we only focus on the functional value of the product without paying attention to the emotional value that the brand can bring to the customer, it is very likely that the product will not last long in the minds of consumers. The simplest emotion is a hobby. What customers find interesting, they will care about and arise to meet that need. If we do a good job of eliciting the emotions of our customers, our product will have a distinct advantage in the market. For example, if all the shampoo ads advertise the best, cleanest, most fragrant, and smoothest hair, it will be very difficult for customers to choose for themselves an appropriate product. As a result, causing them confusion and a lack of trust. Therefore, in advertisements for the same product, customers tend to like products that are partly related to their needs and thoughts, which they pay attention to and feel comfortable and happy with when choosing and using them (emotions).

The primary responsibility of the distribution channel is to present the product, or to make it accessible and ready for purchase where it is needed. Businesses need to find potential markets so they can quickly offer goods to clients. Customers will undoubtedly use the company's products without hesitation once they are widely distributed and available in all the appropriate locations, providing customers with peace of mind.

The second task is to let consumers know. Businesses need to take all necessary measures, such as displaying products, hanging advertising items, etc., to influence consumers, making it easier for them to decide to buy products. At the point of sale, a product only has a few seconds to grab the buyer's attention. A good display location at the store helps reach customers quickly.

The third task is to turn the point of sale into a place to promote the product. When entering the stores, consumers can be overwhelmed with a wide variety of goods; they always wonder and consider their choices with the desire to choose the most suitable product. Consumers often buy based on emotions. They care a lot about the benefits of the product. They want to know what specific benefits the products and services will bring to them personally. And the staff at the store is the person who directly meets the customer and is the most convenient person to grasp the psychology, needs, and attitude of the customer, thereby offering solutions to remove their concerns and win customers. The impression of the dealer will be an important factor in helping the customer make a purchase decision.

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