

Research on Determinants of Brand Loyalty of Consumer: Evidence from Organic Food Industry in Vietnam

Nguyen Cuong Nam^{1, a,*}, Li Wei²

¹Department of Economics and Management, Faculty of Management Science and Engineering, Chongqing University of Posts and Telecommunications, Chongqing 400065, China;

²Department of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing 400065, China;

^anguyencuongnam94@gmail.com

Abstract

Purpose: The paper “Research on determinants of brand loyalty of consumer: Evidence from organic food industry in Vietnam” is conducted with the approach from consumer for the purpose of estimating appropriate determinants influencing on brand loyalty of consumer in the context of Vietnamese economy, especially in organic food industry. **Design/ Methodology/ Approach:** The previous concept model is enhanced by integrating the perceived values literature, brand trust literature and brand social responsibility image literature. Empirical data were collected from 450 consumers in some big cities in Vietnam through a survey of 30 questions including personal information and questions for nine sections – nine variables of the research. Mediation and moderation model assessment procedures are used to analyze the data. **Findings:** The empirical results indicate that price worthiness and brand trust directly impact on brand loyalty of consumer while three perceived values including functional value, social value, emotional value and brand social responsibility image influence on brand loyalty of consumer through the mediator effect of customer satisfaction. Besides, the results also show that customer involvement has a significant moderating effect in the relationship between customer satisfaction and brand loyalty. **Originality/value:** Thanks to the research results, the author suggests a range of efficient solutions as well as effective marketing strategies for Vietnamese enterprises to build, maintain and promote the brand loyalty of customer, which is an imperative issue in both theoretical and practical aspects.

Keywords

Brand loyalty; organic food in Vietnam; customer satisfaction; marketing; brand trust; customer involvement; customer loyalty.

Paper type: Research paper.

1. Introduction

1.1. Brand Loyalty

In terms of theory, Amine (1998) and many scholars who have conducted the researches on brand stated that brand loyalty leads to a range of significant impacts for the growth of enterprises or their brand. [1] In fact, if consumers have the loyalty for the brand they are using, they will tend to protect the brand from unfavorable information and encourage as well as introduce others to buy products of the brand. More importantly, the customer will buy this brand many times and refuse to buy the products of competitive brands.

In practical terms, it is evident to note that companies always focus on paying attention and special care to the group of loyal customer and their satisfaction to the brand as well as the services of the company. Maintaining a huge number of loyal customers brings many benefits for enterprises, including:

- (1) Maintaining stably sale volume and revenue of the company
- (2) Reducing business expenses
- (3) Protecting brand
- (4) The negligence or error of enterprises would be more accepted and ignored.

This is the reasons why currently there have been many both theoretical and practical researches on effective solutions to build and maintain the customer's loyalty. However, there is a range of changes in the loyalty of customer in the recent situation. Customer is increasingly wise and their expectation is much more than before. The changes of values, standards and behaviors of the future generations have made customer require more choices in brand of a product. In fact, the competition in the market has been increasingly drastic as well as the influences of advertising programs, sale promotional campaigns as well as the Internet development, customers just need to click to search the products or services that meet their need with an affordable price and high quality in a short time. As a result, it is harder for the enterprises to create unique differences compared with other competitive brands. This leads to the difficulties in maintaining the stability of brand loyalty. Therefore, the enterprises need to come up with solutions to maintain the stable numbers of customer who is loyal with their brand in the context of current economy.

1.2. Organic Food

Facts indicated that the term "organic" refers to the way agricultural products are grown and processed. While the regulations vary from country to country, in the U.S., organic crops must be grown without the use of synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers. According to Lawrence Robinson, Jeanne Segal, Ph.D., and Robert Segal, M.A. (June, 2019), organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic foods [2].

Organic food has become one of the most fastest-growing consumption trends in the cuisine industry not only in the world but also in Vietnam. According to a study on Vietnamese organic enterprises, the current market capacity is estimated to be VND 3.5 trillion (€131 million) a year. According to the statistics of FiBL and IFOAM, the area of cultivating organic in Vietnam has stably increased over the years, reached the peak of 43,000 hectares by 2014 and is on the list of top 10 countries which have the largest organic cultivated area in Asia. This report also showed that export value of organic products in Vietnam reached 551 million euros in 2014 with rice, tea, coffee and essential oils. Meanwhile, consumption in the domestic market has limited, only 2 million euros / year and vegetables are the main consumption products.

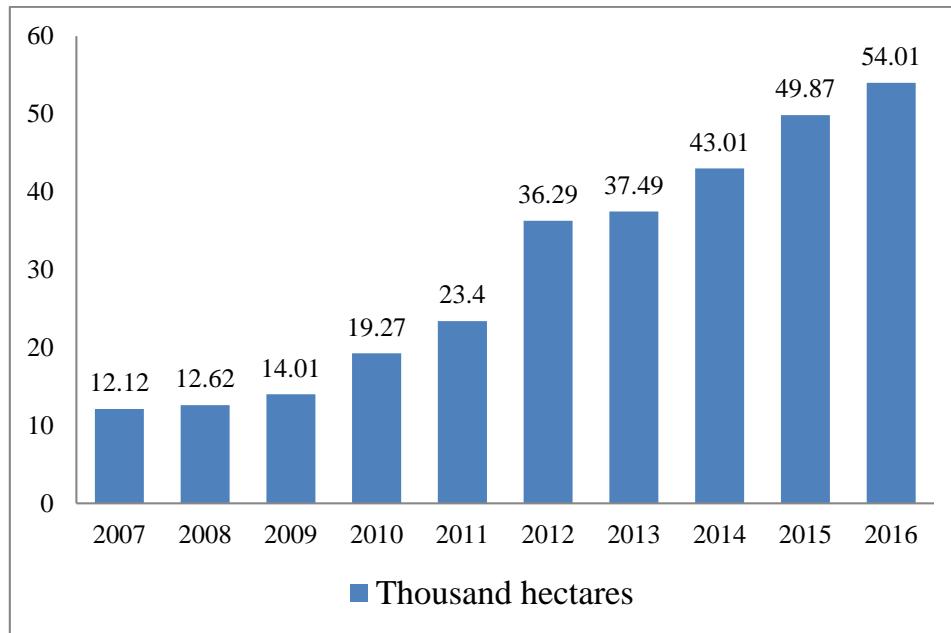


Figure 1. The development of organic agricultural area In the period of 2007 – 2016 in Vietnam
(Source: ADDA Vietnam 2016)

2. Theoretical Backgrounds and Hypothesis Development

2.1. Perceived Value and Brand Loyalty

The perceived value can be regarded as a 'consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given'. The assessment denotes comparison of a product's 'get' and 'give' components. Several prior research studies strongly validated the theme that perceived value contributes to customer loyalty. Reich held strongly suggested that there is a strong value–loyalty linkage in his work on loyalty.

The following four dimensions can be used to describe the Consumer Perceived Value:

- H1: There is a positive and direct relationship between functional value and brand loyalty.
- H2: There is a positive and direct relationship between emotional value and brand loyalty.
- H3: There is a positive and direct relationship between social value and brand loyalty.
- H4: There is a positive and direct relationship between price worthiness and brand loyalty.

2.2. Brand Trust and Brand Loyalty

The relationship between loyalty and brand trust has been explained by Garbarino and Johnson (amongst other authors) in their work. They highlighted the importance of trust in developing positive and favorable attitudes. Brand trust is the central construct for any long-term relationship. So, in the consumer-brand domain it may be an important contributor to the kind of emotional commitment that leads to long-term loyalty. So it seems reasonable to expect that the higher the feeling of trust in a brand, the more the consumers are loyal to it [4].

H5: There is a positive and direct relationship between brand trust and brand loyalty.

2.3. Brand Social Responsibility Image and Brand Loyalty

There are few studies addressing the relationship of brand social responsibility image and brand loyalty from consumers' perspective concluding that there is a positive relationship between brand social responsibility image and brand loyalty. However, scarce evidence has been found of the direct relationship of brand social responsibility image and customer satisfaction and brand loyalty (Poolthong and Mandhachitara)[5].

H6: There is a positive and direct relationship between brand social responsibility image and brand loyalty.

2.4. Mediation Effects of Customer Satisfaction

Lin et al., (2006) proposing a totally mediation effect of customer satisfaction that their study achieved the main aims when discovered a significant mediating effect of customer satisfaction on the relationship between perceived value and brand loyalty[6]. In other words, customer satisfaction enhances the influence of perceived value on the loyalty, including four values as below:

H7: Customer Satisfaction has a significant mediating effect in the relationship between Functional Value and Brand Loyalty.

H8: Customer Satisfaction has a significant mediating effect in the relationship between Social Value and Brand Loyalty.

H19: Customer Satisfaction has a significant mediating effect in the relationship between Emotional Value and Brand Loyalty.

H10: Customer Satisfaction has a significant mediating effect in the relationship between Price Worthiness and Brand Loyalty.

Literature supports the direct relationship of brand trust with brand loyalty. Moreover, literature also provides sample evidence of the direct relationship of customer satisfaction with brand loyalty, it is, therefore customer satisfaction needs to be tested as a mediator between brand trust and brand loyalty. Therefore, based on the above discussion it is hypothesized that:

H11: Customer Satisfaction has a significant mediating effect in the relationship between Brand Trust and Brand Loyalty.

Many researches proved the direct relationship of brand social responsibility image and customer involvement with brand loyalty. Moreover, literature also provides sample evidence of the direct relationship of customer satisfaction with brand loyalty, it is, therefore customer satisfaction needs to be tested as a mediator between brand social responsibility image and customer involvement with brand loyalty. Therefore, based on the above discussion it is hypothesized that:

H12: Customer Satisfaction has a significant mediating effect in the relationship between Brand Social Responsibility Image and Brand Loyalty.

2.5. Customer Satisfaction and Brand Loyalty

Loyalty can be judged, explored and investigated via customer satisfaction as it is often considered as strong predictor of loyalty. Customer satisfaction is considered as one of the important factor and has dominant influence on brand loyalty. Roger Hallowell explained that there is direct relation between satisfaction and loyalty, satisfied customers become loyal and dissatisfied customers move to another company [7]. Faullant, et al. in his study about customer satisfaction on loyalty explained that cognitive evaluation made by consumers will shape their satisfaction level. The satisfaction that has been formed will produce the consumer loyalty. Various study have concluded that customer satisfaction is the main factor of the loyalty formation, where the loyalty level increased by the increasing level of satisfaction.

H13: Customer satisfaction has a positive effect on brand loyalty.

2.6. Moderator Effect of Customer Involvement

Consumer involvement will affect the level of customer satisfaction. This is caused by the influence of consumer evaluations before consuming the product (pre-usage) and evaluation after consuming the product (post-usage). In contrast to the high involvement consumers, who have high expectation on the product, low involvement consumers tend to have a low level expectation on the product. This is because a simple evaluation process conducted by the

consumer to the product that will be consumed (Bolting and Woodruff, 1988; Oliver and Bearden, 1983 in Shaffer and Sherrell [8]. The low evaluation will have an impact on consumer purchasing decisions; that purchasing could be not appropriate and will lower the levels of customer satisfaction over the product

H14: Customer Involvement has a significant moderating effect in the relationship between Customer Satisfaction and Brand Loyalty.

The research model is proposed based on the concept model of Amed I. Moola and Christo A. Bisschoff (2013) with the reliable variables as below:

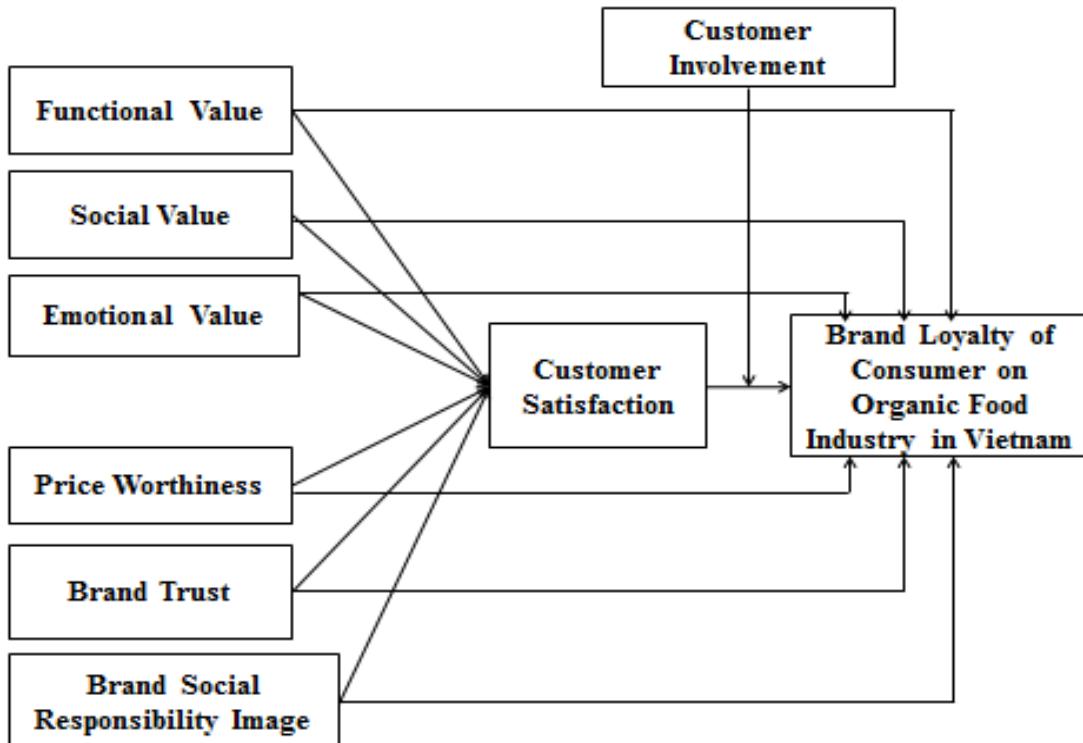


Figure 2. Concept model of the research

3. Methodology

A research methodology is the way of systematically solving the research problem. The research methodology enlightens the methods to be followed in research activities starting from investigation to presentation.

3.1. Measure Assessment

The scale of the study was developed through the review of the main measurement scales used in previous studies related to brand loyalty of consumer and customer's satisfaction.

The author use Likert scale of 5 grades to assess the extent of the respondents with each variable (in which 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 - strongly agree). Based on the scale establishment of previous researches about brand loyalty of the customers, the author established the scale for this research, including nine factors which totally 30 items, in which Customer Involvement (5 items); Functional Value, Social Value, Emotional Value, Price Worthiness, Brand Trust, Brand Social Responsibility Image (3 items), and Customer Satisfaction (4 items).

The remaining three variables (3 items) are used to measure brand loyalty of consumer.

Table 1. Measurement of key variables

Items	Variables	Items	Variables
CI1	I really concern about brands when buying this product.	PW2	The price of this brand is reasonable
CI2	Products with different name have different quality.	PW3	The price of this brand is cheap
CI3	Choosing the suitable products is really important to me	BT1	This brand is really reliable and loyal to me.
CI4	I am very interested in the problems arising when choosing this type of product	BT2	This brand never makes me disappointed.
CI5	The purchase of this product is very important to my life	BT3	Overall, I trust this brand.
FV1	I love the appearance of the product that I chose	BSRI1	I believe this product is concerned with respecting and protecting the natural environment and ecosystem.
FV2	I often choose the products with quite good quality standards.	BSRI2	I believe that using this product is concerned with improving the health benefits of the society.
FV3	I often choose the products with stable quality	BSRI3	My preferred brand is a socially responsible brand than other brands.
SV1	Using this product will improve how the others acknowledge me	CS1	My preferred brand completely meets my purchase expectations.
SV2	I usually choose the brand that present how I am	CS2	I always have positive experiences after using my preferred brand.
SV3	I proud of using this brand.	CS3	This brand meets all my needs.
EV1	This brand makes me feel comfortable.	CS4	Overall, I am satisfied with my preferred brand.
EV2	This brand brings the happiness to me.	BL1	I will say positive things about my preferred brand.
EV3	When finding this brand, I feel that I want to use it immediately	BL2	I will recommend my preferred brand to someone who seeks my advice.
PW1	The price of this brand is worthy its quality	BL3	Overall, I consider myself loyal to my preferred brand.

3.2. Questionnaire Design and Measure

For the purpose of collecting the data, the structured questionnaire consisting of two parts was designed. The first part incorporated questions concerning the demographic (e.g. gender; age; educational background) and visiting organic farm experiences of the responders. The second part was divided into nine sections – nine variables of the research, including functional value; social value; emotional value; price worthiness; brand trust; brand social responsibility image; customer satisfaction; customer involvement and brand loyalty.

3.3. Data Collection Procedure

The author conducts interviews with consumers in big supermarket and organic store located in Hanoi and Haiphong City. Based on the interviews, the author uses SPSS software to analyze the factors (EFA) and Cronbach's Alpha to keep the meaningful and reliable changes. The author

then conducts testing to evaluate the significance of the model as well as the impact of each factor to the brand loyalty of consumers on organic food industry in Vietnam.

The criteria of five samples for an observed variable have been recommended by. Thus, sample size for this study equals to $n=30 \times 5$, that means at least 150 respondents are accepted for this study.

Table 2. Demographic profile of respondents (N=351).

Variable	Items	Count	%
Gender	Male	113	32.2
	Female	238	67.8
Age	18-22	8	2.3
	23-26	169	48.1
Education	27-40	144	41.0
	41-50	20	5.7
Occupation	Over 50	10	2.8
	Have not graduated from high school	6	1.7
Relationship Status	Graduated from high school	18	5.1
	Graduated from technical school or college	103	29.3
Going to gym/fitness club	Graduated from university	203	57.8
	Undergraduate	21	6.0
Monthly Income	Administrative Officer	27	7.7
	Working for medium or small business	23	6.6
Experiences of visiting organic farm	Working for big business	266	75.8
	Freelancer	35	10.0
Relationship Status	Single	145	41.3
	Married	159	45.3
Going to gym/fitness club	Divorced	4	1.1
	Widow	6	1.7
Monthly Income	Single dad/Single mom	37	10.5
	Yes	251	71.5
Experiences of visiting organic farm	No	100	28.5
	Under 5 million VND	3	.9
Monthly Income	From 5 to under 10 million VND	33	9.4
	From 10 to under 15 million VND	57	16.2
Experiences of visiting organic farm	From 15 to under 20 million VND	89	25.4
	From 20 to under 25 million VND	108	30.8
Experiences of visiting organic farm	Over 25 million VND	61	17.4
	Yes	214	61.0
	No	137	39.0

4. Results

4.1. Descriptive Statistics and Correlations

After analyzing the descriptive statistics, it is witnessed that female has higher intention of purchasing organic products than male.

Besides, the people of age groups between 27 and 40 and between 23 and 26 are people who have high intention to purchase organic food and organic products. According to the statistics of the table, the people who graduated from university making up the highest percentages (57.8%) of the total with 203 people, following by 103 people who graduated from technical school or college, which accounts for 29.3% of the total.

There are some controlling variables that are the new innovations of this research, including "going to the gym", "having kids"; and "visiting organic farm", which supports clearly for the

research about the potential customers who have high intention to buy and use organic products. To be more specific, there are up to 71.5% people who often go to the gym have intention to buy and use organic food or organic products with 251 people while there are just 28.5% people who have used organic food do not go to the gym. Besides, it is evident that people having kids have high intention to buy and use organic products and care about their children's food quality with 208 people whose home has kids, making up 59.3% of the total; and there are 40.7% people answering "no" for this question. Finally, the table also shows the result of descriptive statistics for the controlling variable "Visiting organic farm" which is one of the most interesting innovations of this research. Specifically, there are 61% percentages of surveyed people who used to visit the organic farm. Thus, they could gain more knowledge about organic products and their benefits to both the environment and human's health while there are 39% answered "no" to this question.

Pearson correlation was computed to determine the correlation between the variables for this study and the result is displayed in Table 3.

The results show that there is a positive and significant relationship between all influencing factors and brand loyalty of consumer in organic food industry in Vietnam, correlation coefficients of brand loyalty of consumer with influencing factors are; with customer involvement ($r=.433$), functional value ($r=.419$), social value ($r=.410$), emotional value ($r=.427$), price worthiness ($r=.433$), brand trust ($r=.497$) and customer satisfaction ($r=.433$) and they were all significant at p-values equal to .000 ($p < 0.001$).

Table 3. Correlations analysis

Variables	Correlations								
	CI	FV	SV	EV	PW	BT	BSRI	CS	BL
Customer Involvement (CI)	1								
Functional Value (FV)	.153**	1							
Social Value (SV)	.466**	.187**	1						
Emotional Value (EV)	.409**	.229**	.470**	1					
Price Worthiness (PW)	.228**	.260**	.196**	.260**	1				
Brand Trust (BT)	.178**	.223**	.260**	.283**	.195**	1			
Brand Social Responsibility (BSRI)	.191**	.120*	.169**	.165**	.194**	.435**	1		
Customer Satisfaction (CS)	.132*	.253**	.156**	.215**	.243**	.248**	.233**	1	
Brand Loyalty (BL)	.433**	.419**	.410**	.427**	.433**	.497**	.415**	.433**	1

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4.2. Measurement Assessment

After analysis and rejecting the variables that are not significant for the standard of reliability statistics, the results of Cronbach's Alpha coefficients for nine variables show that all constructs have higher scores than that of the acceptable level of Cronbach's Alpha 0.7, between 0.773 and 0.892. All the scale items are statistically significant at the significance level of 0.05. Therefore, the data of this research have good convergent validity.

Besides, the results of KMO and Bartlett's Test shows the $0.5 \leq KMO = 0.882 \leq 1$; therefore, it is evident that the data for factors analysis is totally supported. Specifically, the Bartlett's Test of Sphericity is 4938.980 with the Sig. is $0.000 < 0.05$, which means that the coefficients are all accepted for factor analysis.

4.3. Hypotheses Testing Results

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Regression allows you to make statements about how well one or more independent variables will predict the value of a dependent variable. In this research, five regression models are used for factors analysis.

Table 4. Regression analysis results

Variables	Model 1		Model 2		Model 3		Model 4		Model 5	
	Beta	Sig.								
Functional Value (FV)	.226	.000	.107	.061			.202	.000		
Social Value (SV)	.163	.000	.120	.030			.136	.002		
Emotional Value (EV)	.148	.001	.120	.033			.148	.000		
Price										
Worthiness (PW)	.149	.000	.001	.988			.121	.006		
Brand Trust (BT)	.213	.000	.036	.537			.173	.001		
Brand Social Responsibility Image (BSRI)	.114	.016	.177	.005			.106	.020		
Customer Satisfaction (CS)					.433	.000	.226	.000	.793	.001
Customer Involvement (CI)									.742	.000
Customer Satisfaction + Customer Involvement (CS+CI)									.496	.040
R ²		.535		.512		.509		.583		.528
Adjusted R ²		.527		.503		.508		.574		.523

The ordinary least square multiple regressions were run to test the hypotheses. The mediation and moderation hypotheses were assessed using Baron and Kenny's (1986) procedures. The variance inflation factor (VIF) values of all regression models are checked. The largest VIF value

is 1.621, well below the suggested cut off value 10 (Hair et al., 1998). The result suggests that we obtained valid regression results.

According to the statistics, Sig. value of all factors in model 1 and model 4, including FV, SV, EV, PW, BT and BSRI are all less than 0.05. Therefore, model 1 and 4 indicates that there is a positive and direct relationship between functional value, social value, emotional value, price worthiness, brand trust, brand social responsibility image and brand loyalty. Thus, H1; H2; H3; H4; H5 and H6 are supported.

Furthermore, from the statistics of model 3, it is clear that customer satisfaction has a positive effect on brand loyalty with Sig. value = 0.000. Therefore, H13 is supported.

As shown in model 2, Sig. value of SV; EV; BSRI = 0.030; 0.033; 0.005 < 0.05 respectively while value of FV = 0.061 (>0.05); Sig. PW = 0.988 (>0.05) and Sig. BT = 0.537 (>0.05). Thanks to these statistics, it is evident that customer satisfaction has a significant mediating effect in the relationship between social value, emotional value, brand social responsibility image and brand loyalty while FV; PW and BT are not significant.

More importantly, model 5 shows that the interaction between customer involvement and customer satisfaction has a positive effect on brand loyalty of consumer (Sig. value of CS; CI and CS+CI = 0.001; 0.000 and 0.040 (>0.05). Thus, customer involvement positively moderates the impact of customer satisfaction on brand loyalty of consumer. Hence, H14 is supported.

4.4. Sobel Test

(Sobel, 1982) noted that Sobel test is an alternative which is used to estimate whether a mediator carries the influence of an Independent Variable to a Dependent Variable. According to the statistics of Table 4, it is necessary to conduct the Sobel test for these components: FV; PW and BT. It is a conservative test.

Table 5. Results of Sobel Test

Paths	Z Value	Conclusion	Mediator
FV-CS-BL	1.58398	Significant	Significant partially
BT-CS-BL	0.0174	Not significant	Not significant
PW-CS-BL	0.58464	Not significant	Not significant

After calculating Z value of Sobel Test, the results of table 6 show that the Path FV-CS-BL is significant with the Sobel value is 1.58398 while the path BT-CS-BL and PW-CS-BL is not significant. As well as this, this value of two paths BT-CS-BL and PW-CS-BL is 0.0174 and 0.58464 respectively.

In a conclusion, the Mediator variable CS is significant partially in the path of FV-CS-BL and not significant partially in the path of BT-CS-BL and PW-CS-BL. Thus, two components BT (Brand Trust) and PW (Price Worthiness) directly influence on Brand Loyalty, not through the mediator variable Customer Satisfaction (CS) while component FV (Functional Value) impacts on BL (Brand Loyalty) through mediator variable CS (Customer Satisfaction). To summary, hypotheses H7, H8, H9, and H12 are supported in this concept model. And, hypotheses H10, H11 in the concept model are not significant.

5. Discussion

5.1. Theoretical Implications

According to the research results, six independent variables, including Functional Value (FV); Social Value (SV); Emotional Value (EV); Price Worthiness (PW); Brand Trust (BT) and Brand Social Responsibility Image (BSRI) totally influence on the dependent variable Brand Loyalty (BL). Besides, the research results also shown that Customer Satisfaction has a significant mediating effect in the relationship between Functional Value; Social Value; Emotional Value; Brand Social Responsibility and Brand Loyalty. Additionally, the author focused on identifying moderating effects of customer involvement. As a result, this research gained insights into organic industry in Vietnam's marketing strategies with several findings as follows.

5.2. Managerial Implications

Firstly, based on the Standardized Coefficients of Beta, the order from strongest to lowest influencing level of independent variables to dependent variable (BL) is: FV (0.226) > BT (0.213) > SV (0.163) > PW (0.149) > EV (0.148) and BSRI (0.114), which means that factor Functional Value is the greatest factor influencing on brand loyalty of consumer on organic food industry in Vietnam; follow by Brand Trust; Social Value; Price Worthiness; Emotional Value and Brand Social Responsibility Image. In other word, to maintain and enhance the brand loyalty of consumer, especially in organic food industry, Vietnamese companies doing business in manufacturing and purchasing the organic products have to come up with the solutions as well as the marketing strategies to both attract customers and maintain stable numbers of loyal customer by promotion the perceived value of customer about functional value; social value; emotional value and price worthiness. Besides, the companies also need to spread their social responsibility image of their brand to the customer, and the most significant factor is brand trust of customers by enhancement their awareness about the high quality, benefits and the perceived value affecting on their health and environment of the organic products.

Secondly, Customer Satisfaction was confirmed to be a mediator in the analysis. In terms of the result of mediator variable Customer Satisfaction (CS) in the path between all independent variables and dependent variable Brand Loyalty (BL), it is witnessed that Customer Satisfaction has a great mediating power between its determinants including Functional Value; Social Value; Emotional Value; Brand Social Responsibility and Brand Loyalty, which is probably because that customers who feels highly satisfied with successful usage experiences may over emphasized the influence of the factors that are closely related to their satisfaction on loyalty. This leads to a conclusion that increasing the degree of customer satisfaction through improved functional value; social value; emotional value and the awareness about brand social responsibility image of customer is an efficient tool to maintain brand loyalty of consumer. When consumers find the perceived values including functional value; social value; emotional value to be high, they will form a high degree of customer satisfaction toward the organic products. The awareness of brand social responsibility of customer is also a determinant playing a significant role in customer satisfaction development. Meanwhile, the research result shown that there is not significant mediating effect of Customer Satisfaction in the path between Price Worthiness; Brand Trust and Brand Loyalty, which means that Price Worthiness and Brand Trust directly impact on the Brand Loyalty without through the mediator variable Customer Satisfaction.

Finally, turning to the result of moderator variable Customer Involvement in the path between mediator variable Customer Satisfaction and dependent variable Brand Loyalty, Customer Involvement has a significant moderating effect in the relationship between Customer Satisfaction and Brand Loyalty. Results of this research found it interesting, that the higher consumer involvement in organic products is, the higher brand loyalty is with the customer

satisfaction. Thus, the role of the high and low consumer involvement variable as a moderating variable becomes significant. It means that the high-and low consumer involvement still do an evaluation (consumer involvement) of the product to be consumed, especially with the quite expensive products like organic products. These results are very useful for marketing practitioners as reference in designing advertising strategies and product segmentation strategy.

5.3. Recommendations

In order to build and maintain the brand loyalty of Vietnamese consumer to organic products, it is extremely significant to Vietnamese enterprises to research and analyze the influencing factors such as perceived values, especially functional value; social value; emotional value and price worthiness of the products; customer satisfaction; brand trust, customer involvement as well as brand social responsibility image.

Firstly, the quality of products plays the most crucial role in building the brand loyalty of customer, which is mainly due to the fact that the better the quality of products is, the higher degree of brand trust of customers is. In addition, the enterprises need to be honest and decent to their customers by maintaining the reputation of their business, listening and respecting the psychology, purchasing habit and benefits of customers... More importantly, the companies should come up with the discount programs, promotions or organizing the activities of trying new products freely in some special occasions or events such as Black Friday; big sale 11-11; Tet Holiday; Christmas... This attracts more attentions of customers to their products as well as expanding their brands on the organic market, which promotes customer's brand trust.

In order to maintain the customer satisfaction to brand and products, business needs to establish information communication channels which connect customers and enterprises such as using social media or organize some offline activities such as giving free gifts in the public places, especially at the theater, shopping malls... to interact with the customers. Thanks to it, the company can receive the response information as well as the feedback from the customer to understand clearly about their needs, their requirement to enhance the quality of products. Furthermore, business should conduct the researches to find out the issues that they need to improve, change or detect new demands of the customers. Last but not least, organizing the discount programs for loyal customers is also an effective method to enhance the customer commitment to the brand or products.

In terms of functional value of product, business manufacturing the organic products needs to note that they have to make sure about the real quality and the outstanding advantages as well as the positive effects of organic products on their health, their beauty... comparing with normal products. More importantly, the companies need to show the customers that their products are tested and approved by the standard quality verification system for organic products by printing verification stamp or label attaching with the products.

Besides, the customers also tend to buy the products that show their social class to others. In fact, the customers will buy or have intention to buy the products that makes them feel interested in and proud of being the person who uses this brand. The companies should propose the advertisement programs for their brand which is different, unique and more exciting with other brands, attracting the attention of customer as well as showing the outstanding quality of their brand and the content of advertisement needs to relate to the customer's demands when buying the same product on the same market. For organic products with high quality, the price stability should be consider by the companies; because this research's results, once the customers find the price worthiness with the quality of products, their degree of brand loyalty will increase gradually. Furthermore, decreasing the price which is lower than other products' price on the market is not an efficient way for companies to

enhance the degree of brand loyalty of consumer; because this will negative affect on their psychology of thinking about the real quality of the products.

6. Conclusion

In a conclusion, the empirical results estimated and evaluated significant determinants influencing on brand loyalty of consumer on organic food industry in Vietnamese market, in which customer satisfaction plays a mediating role in the relationship of functional value, social value, emotional value, brand responsibility image and brand loyalty of consumer. Besides, customer satisfaction facilitates brand loyalty of consumer with the positively moderating role of customer involvement. More importantly, the research also recommends a range of efficient solutions as well as effective marketing strategies for Vietnamese enterprises to establish and promote the brand loyalty of customer.

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