Research on Consumers' Brand Loyalty towards Paint Products in Vietnam

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Abstract

Recent years in Vietnam, the race in the paint market between domestic products and imported products is always stressful. This study aimed on learning the components that have an impact on the consumption of paint commodity in Viet Nam. These are the concern level of consumers, functional value of products, social value of products, price matching and the brand belief of consumers, customer satisfaction and customer commitment. Besides, few studies that explore the attitude, trend, complaint behaviors, and rejection competitors' products of the consuming paints in Viet Nam and all of the hypotheses were analyzed by confirmatory factor analysis in LISREL 8.8. Finally, the final results show that half of the hypotheses are rejected but the elevated value of research is to supply a research process that can be applied to other specific merchandise.

Keywords: Paint products, Paint-Printing Ink Industry, Brand Loyalty, Consumer, Viet Nam, LISREL.

Introduction

Paint Products Industry Overview

Nowadays, the real estate market has been recovering and is growing strongly with a number of ongoing projects in all provinces and cities in Vietnam. This is also the foundation for the demand growth of the paint industry. The paint market in Vietnam in 2018 has undergone significant changes after a year of the great construction market. Many apartments, buildings, and houses are built and completed. In 2018 with more than 38,000 licensed construction permits, construction demand increased by more than 80% of total permits issued. Data represent strong growth in the construction market: decorative materials and paints especially wall paint products... According to VPIA (Vietnam Paint Printing ink Association), the total paint consumption in Vietnam is nearly 250 million liters/year, of which decorative paint accounts for about 190 million liters that accounts for about 65% of total demand and reaching a value of about 54% of the whole industry.

It can be said that "a piece of cake" market share of paint companies in Vietnam paint market is always a problem that has never been "hot". Especially in the current context, when society is growing, the demand

for paint is increasing; the war for market share of paint companies becomes even fiercer than ever. This is clearly shown when a series of paint brands appear on the market. According to statistics, by the end of 2018, the paint market in Vietnam had more than 600 paint manufacturing enterprises (up 10% compared to the previous year). In addition to the many successful paint brands such as Paint UTU, Kova, Dulux, Petrolimex Paint and Jotun ... there are many paint lines that had quickly "gone into the past" due to poor quality, unable to satisfy high-quality demand of customers.

Currently, Vietnam Market has about 600 enterprises producing and distributing paint, of which about 100 are foreign-invested enterprises. According to VPIA's report, in the last 5 years, foreign paint had a small quantity but accounts for 65% of the Vietnam market, domestic paint only accounts for 35% but was growing.

Famous foreign paint firms: AkzoNobel, Jotun, Nippon, Baumatic ... are popular all over the world and are present in Vietnam. Foreign paint covers all types. Just learning about the paint market can analyze that each type of foreign paint has its own unique features. Exterior paint products serve many purposes such as airport paint, seagoing ships, galvanized steel coatings and wood.

The famous paint companies: Petrolimex Paint, Kova, Eagle ... account for 35% of the market is a domestic manufacturer. However, the domestic paint market still has positive growth. Compared to foreign paint, and interior paint, although good quality, cannot compete with the reasons for advertising investment and foreign paint has entered the market for a long time. To gain market share, domestic paint firms need to invest in promoting products through media and community programs. Discount is also a way for paint companies to compete with each other and the foreign paint market. Deep discounts are not only applied by large firms but many new types of paints also have discounts of 30 - 50% compared to the price of the company. Notably, some domestic enterprises boldly conquer foreign markets such as Crayola of Petrolimex Paint, stone paint products, bulletproof coatings of Kova firms ...

Brand Loyalty Overview

Brand loyalty is an influential notion in customer behavior research (Day, 1969; Huang & Yu, 1999). Buyers are deemed faithful to the brand when they favor buying further products of a regular brand and repeat (Chaudhuri, 1999).

In theory, Amine (1998) and many other scholars studying branding had shown that brand loyalty guides to extraordinary consequences. Consumers would lay their reliance on the brand, protect the brand from conflicting information, and urge others to purchase the brand. In extension, consumers also acquire repeating brands and deny buying competing names.

Practically, it is no accident that firms must pay special attention and be interested in loyal customers. Maintaining a large faithful customer base fetches many advantages to businesses, including (1) permanent consumption and sales mass; (2) decrease business expenses; (3) the brand is much more protected; (4) carelessness or mistakes of enterprises are more easily admitted and neglected. That is why in the prior decade, many studies had been carried out in both theory and practice to find sufficient measures to create and sustain customer loyalty.

Nowadays, customers are becoming more aware of the product quality and expecting more than before. The change of values, norms, and behaviors in later generations makes they are less likely to target only one brand per line. The competition is frequently grim, the influence of promotions and reduction price, the blowing of the Internet, a human living in the "flat" cosmos /that only with one click they can get the goods or services that can fulfill their demands. Enterprises are increasingly challenging to make a deviation contrasted to the competitive brand. That guides to brand loyalty the product is difficult to keep stable. So the problem is that businesses need to do to maintain customer loyalty to their brand in the scene?

In previous studies, some focused on loyalty programs; some directions came up with measuring brand loyalty; only a few were trying to identify factors that affected brand loyalty and developed a model of the interrelation between these factors and the medium into a brand. The approach of these studies, however, considers brand loyalty to be dependent variable while it can be considered a synthetic variable that includes different aspects (eg: loyalty and behavioral loyalty). In addition, existing model elements need to be assessed in terms of relevance to the Vietnamese context in order to eliminate unnecessary factors and add new appropriate elements. Therefore, this study with the direction of the consumer to build the construct model for Vietnamese enterprises to build and develop customer loyalty is an urgent issue in both theoretical and practical aspects.

Literature Review

Brand loyalty is viewed as a very significant subject for enterprises. Thence, many researchers had tried to research and introduce concepts of brand loyalty and the components that affect them. So far, the concepts of brand loyalty could be synthesized in three ways, such as *(1)* behavior; *(2)* following the viewpoint; and *(3)* merging behavior and viewpoint. In the first path, brand loyalty was more of buying a brand than other brands. The second approach was that consumers are considered loyal when consumers had a determined viewpoint towards the brand. The third way was that consumers not only purchase the brand often but also have a determined viewpoint on the brand.

Consumer brand loyalty could be categorized into different categories based on different criteria. Brown *(1952)*, and Aaker *(1991)* classified according to their degree of loyalty. Assael *(1992)* classifies based on the level of interest and observed distinction between brands.

Gounaris and Stathakopoulos *(2004)* based on factors of purchasing behavior, emotional attachment, and social influence on consumers. Rundle-Thiele *(2001)* classifies based on expression; combined the attitude, behavior, and character of the customer. It is the mixtures of different features that make this assortment well reflect the different manifestations of brand loyalty.

The Concern Level

The interest in "awareness" and the "passion" that customers use for determined merchandise. These two factors had changed consumer behavior: people with high levels of "awareness" and "passion" (or high levels of interest) will enhence information searching. More customers have a lower level of interest or a degree of desire affecting customers' perceptions (Krugman, 1965). This contributes to explaining whether customers buy products after careful consideration and selection but also customers made quick buying decisions, less information search or neglecting advertising programs.

Some studies found that the difference between attitudes towards products and the purchasing intention is greater when the product with a higher level of interest compared to the lower (Petty and Cacioppo, 1981).

Some scholars argued that consumers have low brand loyalty and look for other options when purchasing products of low interest. Besides, some other scholars discovered that the level of interest determines consumer relationships with brand loyalty. Concerned about brands were understood by consumers' interest in a brand and creates an incentive for consumers to make appropriate decisions in a specific situation (Beatty and Kahle, 1988).

Thus, prior researches had pointed out that low or high levels of interest with different effects on brand loyalty. It seems that high levels of interest will lead to more loyal customers with the brand.

H1*:* The concern level of customers positively effects on Brand Loyalty.

Function Perceived Value

Functional value is a benefit obtained from the features of the product and the display of the expected functions of the product. A product has a functional value through the possession of outstanding physical or functional attributes. Functional values are formed from attributes such as reliability and durability. Functional value is considered the main motivation for consumers to choose products/brands (Seth et al, 1991).

The principle of branding emphasizes that a brand wants to succeed; it needs to rely on good products (functional value).

H2*:* The functional perceived value of customers positively effects on Brand Loyalty.

Social Perceived Value

Social value is a utility obtained from the association of products with one or several certain social groups. Products get social value by creating links with religious, cultural, socio-economic, and demographic groups. Products used in crowded places or shared products or shared with others are often greatly affected by social value (Seth et al, 1991).

The principle of branding emphasizes that a brand wants to succeed; it needs to create a link between target customers and the community (social value).

H3*:* The social perceived value of customers positively effects on Brand Loyalty.

Price Matching

Prices significantly impacts on customers' choices and purchasing decisions. If customers find that the product price is not commensurate with the value that the product offers, they may not buy it (Bucklin et al, 1998).

Prices may be the most important factor for ordinary customers (Cadogan & Foster, 2000). High-brand loyalty customers are ready to meet high prices for their favorite brands. Therefore, the intention of buying these customers is less affected by price. Customers decide to purchase through price comparison with the perceived price and the perceived value. If the perceived value of the good is steeper, the customer /will buy immediately. Faithful buyers can accept high prices because they want to avoid risks (Yoon & Kim, 2000). These customers are less affected by price.

H4*:* Price matching positively effects on Brand Loyalty.

Belief in Brand

Trust in the brand as a sense of peace that consumers get in their interrelation with the brand. This interrelation is formed on consumers' opinion that the brand is trustworthy and accountable for their benefits. This explanation has filtered issues such as (1) trust in brands related to customers ready to take ventures by trust in the brand's engagement; (2) trust in brands formed on a feeling of confidence and stillness; (3) belief in brand exists when there is a possibility of mistakes in merchandise selection (Delgado-Ballester, 2001).

To formulate this "belief", buyers rely on their previous involvement and their past communications with the brand (Rempel, 1985; Ravald & Gronroos, 1996). Faith in the brand will commence to loyalty to the brand of the buyers (Morgan & Hunt, 1994). Besides, the trust in the brand will conduct to brand loyalty

about attitudes and buying behavior (Chaudhuri & Holbrook, 2001). Belief in brands has a great influence on consumer commitment to the brand (Delgado-Ballester, 2001).

The belief in the brand is that an ordinary consumer is compliant to "believe" in the capability that the brand will have an implementation of commitments function to the consumer.

H5*:* Belief in a brand of customers positively effects on Brand Loyalty.

Customer Satisfaction

Previous studies had shown that consumer satisfaction affects loyalty. In some studies, enhanced customer contentment raises brand loyalty in terms of buyback power and allows high prices (Fornell, Johnson, Anderson, Cha & Bryant, 1996). Customer contentment is also "the origin of the transfer to the greatest element of loyalty" (Oliver, 1999).

Customer satisfaction indirectly influences brand loyalty through brand attitudes (Suh & Yi, 2006). Brand satisfaction is as the consequence of the subjective assessment, in which the brand brings in excess of consumer expectations (Engel et al., 1990). Some research indicated that customer satisfaction will lead to customer commitment to the brand. Commitment to the brand is an essential requirement for real brand allegiance (Bloemer & Kasper, 1995).

In short, satisfaction is a fundamental requirement for brand allegiance. It affected on brand loyalty through its effect on brand, emotion, and behavior, and brand commitment.

H6*:* The satisfaction of customers positively effects on Brand Loyalty.

Customer Commitment

Brand commitment is considered to be associated with attitudes and is described as "the pledge or engagement of a self-person to the choice of the brand within a category of products". The brand loyalty is customer commitment (Amine, 1998). There are two reasons for commitment: psychological impact such as the feeling of brand attachment; or cognitive motives such as perceiving risks or perceiving differences between competing brands.

H7*:* The commitment of customers effects on Brand Loyalty.

Brand Loyalty

Brand loyalty is the level of a consumer constantly buying products of the same brand. The components of brand loyalty include loyalty to attitudes, complaining behaviors, loyalty trends, and rejection of competitors' products (Bennett and Rundle-Thiele, 2005) …

Customers maintain loyalty to a particular brand, presented that the brand has the goods they need. They do not buy products from different suppliers. Loyalty brand subsists when consumers consider the brand has suitable product features and quality with a fair price. Even if other brands market such products at a cheaper price or higher quality, consumers still prefer the brand they are loyal and trustworthy.

H8a*:* Brand Loyalty positively effects on Attitude.
H8b*:* Brand Loyalty negatively impacts on Complaint behaviors.
H8c*:* Brand Loyalty positively influences on Trend.
H8d*:* Brand Loyalty positively affects on Rejection the competitive brands.
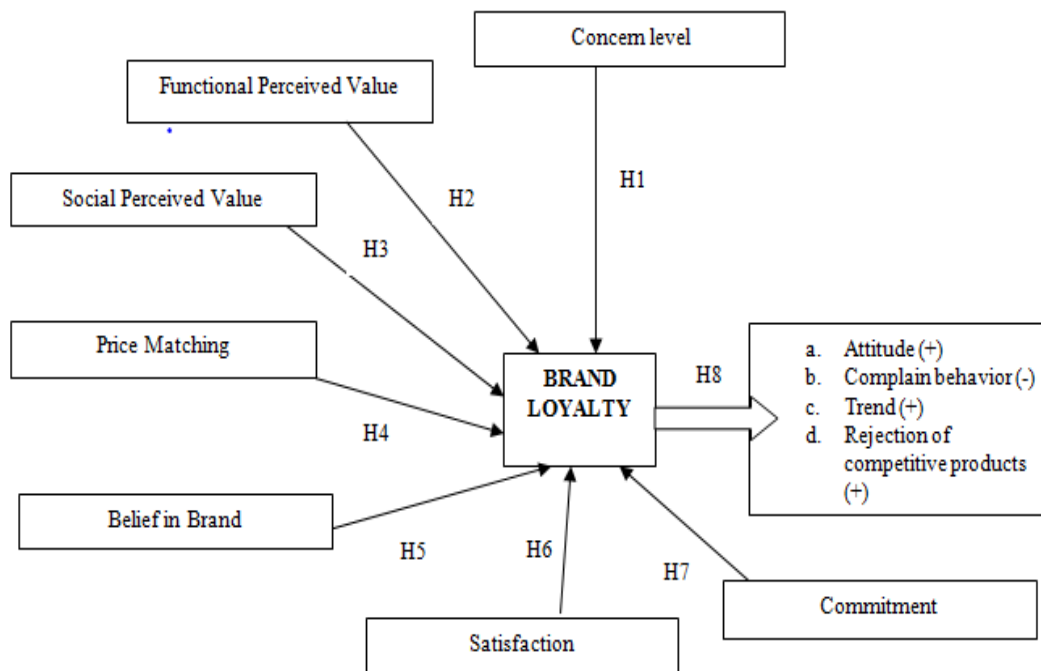
The conceptual model is shown in Figure 1.

Figure 1: The conceptual Model and Hypotheses

Methodology

This study aims to sympathize what factors influence on Vietnamese consumers' brand loyalty towards paint products. To accomplish this purpose, we tested a research model by creating a survey as a tool to gather data from samples. Respondents were asked to describe their experience when using recently paint products.

A research questionnaire was designed in details and splited into three parts. The first part was developed to measure 7 factors that may be influential (concern level, functional value, social value, price matching, brand belief, customer satisfaction, customer commitment), brand loyalty of attitude, complaint behavior, trend and rejection competitors' products with 46 items. All the 46 questions were measured on Likert scale of 5 steps to assess the respondents' level of agreement with each problem from (1) very unlikely agree to (5) strongly agree.

The second one was designed to examine the probability of using paint products by the respondents including frequency of use, the probability of repurchase as well as the reasons for loyalty to the paint product of the consumers. At the same time, through a questionnaire to note the popular painting brands in Vietnam market and the acceptable costs when purchasing this product. The final part included personal data questions like gender, age, education, career, and income. Graphic statistics will be performed in this study as well.

Sample

The respondents of this study were consumers who often use and purchase paint products. A total of 382 questionnaires were distributed in Vietnam, among them, 7 respondents have not been completed. Finally, 375 usable responses were collected which is 98%.

Methodology

The questionnaire issues for computing brand loyalty in Part 1 of this research were handled with Linear Structural Relationship (LISREL) 8.8 software to adjudicate and mete across the interrelation within the factors: CL = Concern Level, FV = Function Value, SV = Social Value, PM = Price Matching, BB = Belief in Brand, CS = Customer Satisfaction, CC = Customer Commitment, BL = Brand Loyalty, LA = Loyalty in Attitude, LC = Loyalty in Complain Behavior, LT = Loyalty in Trend, LR = Loyalty in Rejection competitor products.

To test the hypotheses, confirmatory factor analysis (CFA) was applied in this research which analyzed it by LISREL 8.8 software. This software fit for evaluating the model. Covariance matrix was required as the input data while using LISREL software to analyze confirmatory factor analysis (CFA), so the average result was transferred to Microsoft Excel 2013 for creating a covariance matrix.

Descriptive statistics were analyzed by Statistica 10 software to compile personal data owing to the variety of sample information gathering in gender, age, educational background, career industry and earnings monthly. This method would help to spread the distribution data and explain the proportion of objective sample data of this study.

Results

Descriptive Statistics

Table 1 illustrated a total of 375 respondents consisted of 216 (57.6%) male respondents and 159 (42.4%) female respondents. Nearly half of them were aged between 26 to 35 (41.9%), followed by 37% aged between 36 to 45 and 11.2% aged between 46 to 55, the minority of respondents were over 55 years old which are 4.84% and 5.06% were aged between 18 to 25.

The group of undergraduate and college or diploma accounted for 42.67% and 32.8%, respectively, followed by 18.4% the graduate degree and 6.13% high school. The majority of respondents came from the construction industry and interior and exterior design (total 61.07%) who work directly with paint products, which brings a high level of reliability. In addition, the table also shows that respondents had a high average income, typically earning from $500 to over $1500, accounts for 84.**3%** with 316 samples**.**

Table 1**:** Descriptive statistics **(**N **=** 375**)**

Characteristics	Frequency	Percentage	Characteristics	Frequency	Percentage
Gender			**Industry**		
Male	216	57.60	Manufacture	18	4.84
Female	159	42.40	Labor	26	6.93
Age			Construction	117	31.20
From 18 to 25	19	5.06	Interior design	112	29.87
From 26 to 35	157	41.90	Service	63	16.80
From 36 to 45	139	37.00	Other	39	10.36
From 46 to 55	42	11.20			
Over 55	18	4.84			
Education			**Income**		
High school	23	6.13	Less $250	12	3.20
College or Diploma	123	32.80	$250-$500	47	12.50
Undergraduate Degree	160	42.67	$500-$1000	141	37.60
Graduate Degree	67	18.40	$1000-$1500	95	25.30
Other	-	-	More than $1500	80	21.00

Probability Usage

Table 2.1 shows the probability of consumers will repurchase paint products they have bought before. Most of the subjects will buy again (85.6%), especially 44% of respondents will be loyal to the products with the probability of over 90%. People who are not sure about the decision only account for 0.8%.

Respondents tend to consume paint products many times per year. It can be realized in Table 2. Over half of the sample utilizes more than 5 times and 30% of participants buy 4-5 times per year, means once a quarter or every 2 months. (see Table 2.2)

The total price for each contract was given in Table 3. The greatest part of respondents afford to have the fit-out process computed between $2,000 to $4,500 (35.8%), followed by contract value from $600 to $2,000 (34.4%) and even the value more than $4,500 (14.9).

Table 2: The probability of repurchase

Probability	n	%
Under 50%	3	0.8
50%-70%	51	13.6
70%-90%	156	41.6
Over 90%	165	44

Table 3: The frequency of using

Frequency	n	%
1 time/year	29	1
2-3 times/year	138	10
4-5 times/year	106	30
Over 5 times/year	102	59

Table 4: The total price

Price	n	%
Less than $250	15	4
$250-$600	41	10.9
$600-$2,000	129	34.4
$2,000-$4,500	134	35.8
More than $4,500	56	14.9

Confirmatory Factor Analysis and Model Testing

Confirmatory factor analysis (CFA) was applied to perform the proposed model by LISREL 8.8 software with covariance matrix in Table 3. Covariance Matrix is a descriptive measure of the linear association between two variables. A positive value symbolized a trend of the linear relationship while the negative figure showed the decreasing of the linear relationship.

In spite of Normal Theory Weighted Least Squares Chi-Square and RMSEA were significant (X^2 = 767.051, RMSEA = 0.242, p = 0.00) on account of the data were collected from the huge sample size. This should not be the cause that the model should be declined. (Tanaka, 1987). As LISREL supplies many means to test the Goodness or fitness of model, so other tests shall be examined to computing the most exact evaluation.

RMSR is the square root of the average of the square of the residuals. The less the RMSR means the less error, and the larger good fit of the model. The value of the RMSR is deemed to equal 0.1 or less to satisfy the well-fit model. Fortunately, RMSR has reached 0.0445 that intimates it exposed a good fit of the model.

Table 5: Covariance Matrix
(CL = Concern Level, FV = Function Value, SV = Social Value, PM = Price Matching,

	CL	FV	SV	PM	BB	CS	CC	BL	LA	LC	LT	LR
CL	**0.206**											
FV	0.130	**0.196**										
SV	0.096	0.082	**0.299**									
PM	0.069	0.072	0.101	**0.358**								
BB	0.104	0.084	0.126	0.182	**0.400**							
CS	0.032	0.020	0.100	0.081	0.154	**0.799**						
CC	0.092	0.083	0.116	0.108	0.170	0.132	**0.227**					
BL	0.029	0.025	0.075	0.052	0.052	0.085	0.057	**0.094**				
LA	0.032	0.028	0.084	0.058	0.058	0.095	0.064	0.090	**0.226**			
LC	0.006	0.005	0.016	0.011	0.011	0.018	0.012	0.041	-0.072	**0.476**		
LT	0.010	0.009	0.026	0.018	0.018	0.030	0.020	0011	0.101	-0.072	**0.273**	
LR	0.035	0.030	0.091	0.063	0.103	0.103	0.069	0.099	0.126	-0.125	0.161	**0.259**

BB = Belief in Brand, CS = Customer Satisfaction, CC = Customer Commitment,
BL = Brand Loyalty, LA = Loyalty in Attitude, LC = Loyalty in Complain behavior,
LT = Loyalty in Trend, LR = Loyalty in Rejection competitor production)

Hypotheses Testing

T-value is the starting rate of the estimated value of a parameter from its assumed value with its standard error, which is the crucial pointer to review that the prime prognosticated model may be supported or denied. In this research, t-value bigger than 1.96 or smaller than -1.96 designates the significance of estimate at 0.00 probability levels ($p < 0.01$).

As the structural estimate and t-value are shown in Figure 2 and Table 6, the result of concern level factor (estimate value= -0.02, t-value = -0.30), function value (estimate value = -0.02, t-value = -0.38) and belief in brand (estimate value = -0.04, t-value = -1.30) were not significant, so H1, H2 and H5 were rejected.

In contract, the other four factors in sequence is the social value (estimate value = 0.02, t-value = 6.00) and price matching (estimate value = 0.07, t-value = 2.19) have a great influence on brand loyalty, both hypothesis 3 and hypothesis 4 were supported. Brand loyalty has been predicted by customer satisfaction (estimate value = 0.07, t-value = 3.74) and customer commitment (estimate value = 0.07, t-value = 2.98).

The outcomes display that brand loyalty had a consequence on attitude (estimate value = 1.12, t-value = 16.45), trend (estimate value = 0.35, t-value = 3.62) and rejection of competitors products (estimate value = 1.21, t-value = 16.76). Complain behaviors hasn't been affected by brand loyalty (estimate value = 0.21, t-value = 1.60). Thus, hypotheses 8a, 8c, 8d were accepted and hypothesis 8b was denied.
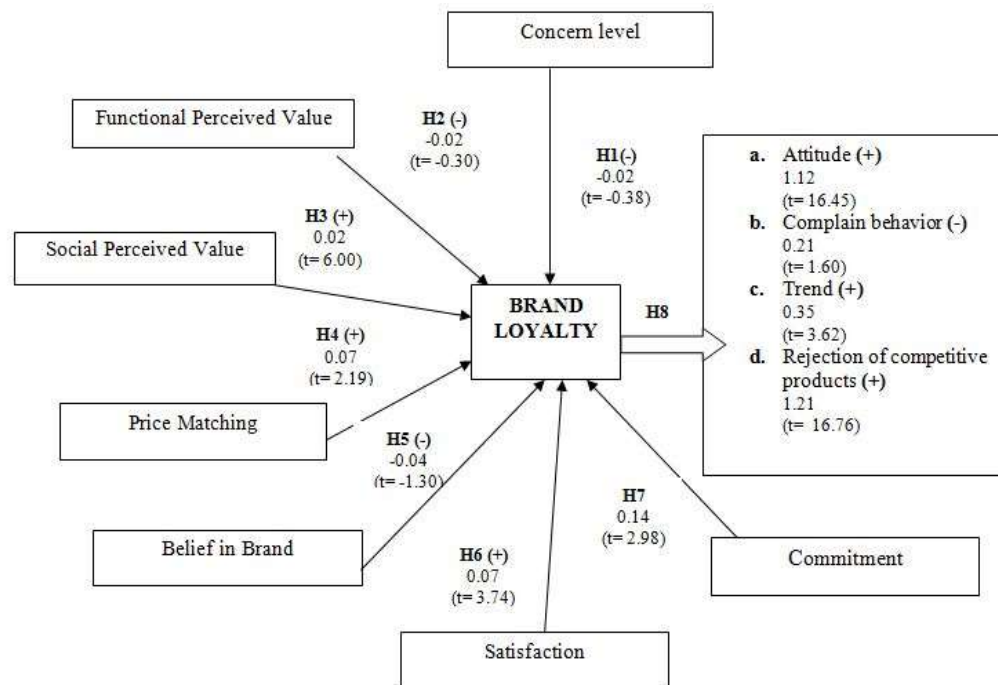
Figure 2: Result of the conceptual model

Table 6: Hypotheses results

Hypothesis	Estimates	t-value	Results
H1. Concern Level → Brand Loyalty	-0.02	-0.30	Rejected
tH2. Function Value → Brand Loyalty	-0.02	-0.38	Rejected
H3. Social Value → Brand Loyalty	0.02	6.00	Supported
H4. Price Matching → Brand Loyalty	0.07	2.19	Supported
H5. Belief in Brand → Brand Loyalty	-0.04	-1.30	Rejected
H6. Customer Satisfaction → Brand Loyalty	0.07	3.74	Supported
H7. Customer Commitment → Brand Loyalty	0.14	2.98	Supported
H8a. Brand Loyalty → Attitude	1.12	16.45	Supported
H8b. Brand Loyalty → Complain behavior	0.21	1.60	Rejected
H8c. Brand Loyalty → Trend	0.35	3.62	Supported
H8d. Brand Loyalty → Rejection competitive products	1.21	16.76	Supported

t-value bigger than 1.96 or smaller than -1.96 are displayed in underlined letters.

Conclusion and Discussion

Discussion

This research studied and analyzed which factors effect on brand loyalty of paint products consumers in Vietnam. The main results of this study are four factors were positively effect on brand loyalty which are social value (hypothesis 3), price matching (hypothesis 4), customer satisfaction (hypothesis 6) and customer commitment (hypothesis 7). These factors were chosen from prior researches (Seth et al, 1991; Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Bucklin et al., 1998; Amine, 1998; Oliver, 1999). The long-term research is still very relevant to the current market, shows that consumer loyalty is still largely dependent on some of the primary factors.

The influence of social value indicates consumers' need to show off when using this product. This is quite reasonable because when choosing interior or exterior paints, everyone will be interested in comments. Psychology puts an eye on reviews. No one can live alone and have no relationship with anyone, society is that relationship. Social psychology really affects the purchasing of paint. The level of impact of each factor on brand loyalty of Vietnamese consumers in paint products recommends businesses to prioritize investment into different issues. These will be very important factors that businesses need to consider.

Meanwhile, three factors were not significantly affected on brand loyalty which is concern level (hypothesis 1), function value (hypothesis 2), belief in brand (hypothesis 5) that means the quality of paint products on the market today has no big difference, suggests to businesses that they need to ensure the supply of good products to satisfy consumers demand. Besides, to raise consumer trust, the prerequisite is that the high quality of products and services. Moreover, firms ought to be honest and sincere with their consumers and the public. Honesty and sincerity can be determined by keeping a reputation in business, being consistent in words and actions, listening, respecting the psychology, and interests of customers ... Furthermore, businesses can use the promotion, discount, or free trial ... to let consumers know the product and brand and then pay the attention as well as create trust with them.

According to the H8a, H8c, H8d were supported, the brand loyalty was significantly related to customer attitude, trend and rejection of competitive products. The survey results indicated that Vietnamese consumers mostly consume some of the famous paint brands in the market such as Dulux, Nippon, Mykolor, Petrolimex Paint, Alphanam, Kova ... and they do not want to switch to others. The reasons for these choices are including the interest to the product, the colorful and diversified colors and the durability of the paint products... Customers are satisfied with the product and continue to choose more in the next times or for most of the purchase as well as the desire to try other products of the same brand. Some also tend to reject competing products, even if they are cheaper or slightly higher in quality.

Limitation and Future Research Suggestion

The level of impact of each factor on the brand loyalty of Vietnamese consumers in paint products suggests that enterprises prioritize investment in resources into different issues. Specifically, the investment for satisfaction assurance; create and maintain trust in the brand as well as make a commitment to the brand; ensuring functional value will have a great impact on brand loyalty of Vietnamese consumers.

There are many models and theories of behavioral analysis. However, the study cannot study in particular all the models and theories; and the results are only true for paint products at the present time. Due to time limitation, the investigation was conducted only on a small group of consumers. The scales of influencing factors also need to be adjusted suitability for different consumer groups. Many other factors that can affect brand loyalty such as regional characteristics, income, culture, habits, consumer familiarity… should be more considered in future studies.

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