MINISTRY OF FINANCE

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THE RELATIONSHIP BETWEEN CONSUMER ETHNOCENTRISM AND PERCEIVED VALUE AND BRAND LOYALTY – A CASE STUDY OF LOCAL COFFEE CHAINS IN HO CHI MINH CITY

Major: Business Administration

Major Code: 9340101

INFORMATION ON NEW ACADEMIC AND THEORICAL CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

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Dissertation title: ***The relationship between consumer ethnocentrism and perceived value and brand loyalty – a case study of local coffee chains in Ho Chi minh City.***

Major: Business Administration   Code: 9340101

Ph.D. Candidate: Nguyen Thai Ha   Course: (1) 2017

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The summary of new contributions in terms of theory and practice of the thesis as follows:

1. Contributions in terms of theory and academic research

Firstly, most previous studies have focused on examining the factors influencing consumer ethnocentrism or the impact of consumer ethnocentrism on consumer behavior/attitudes. Research on the relationship between consumer ethnocentrism and brand loyalty has not been extensively explored. Therefore, this study delves deeper into the direct impact of consumer ethnocentrism on brand loyalty.

Secondly, the thesis has verified the positive relationship between consumer ethnocentrism with perceived value and brand loyalty simultaneously. It also examines the influence of consumer ethnocentrism on brand loyalty both directly and indirectly through perceived value.

Thirdly, most studies on consumer ethnocentrism have been conducted on tangible products. Research in the service sector is relatively limited, especially for chain store services. Hence, the author has conducted a study on consumer ethnocentrism in the

chain coffee store service sector to gain a new perspective on consumer ethnocentrism in this field.

Fourthly, the thesis has provided an additional scale of consumer ethnocentrism adjusted for the service sector in a developing country like Vietnam.

Fifthly, the study has verified the demographic differences in the impact relationship between consumer ethnocentrism with perceived value and brand loyalty for chain store services.

2. Contributions in terms of practical application

The study has proposed several managerial implications for Vietnamese enterprises operating domestic coffee chain stores to enhance marketing effectiveness in building brand loyalty by increasing consumer ethnocentrism and perceived value of customers. The research results also serve as a reference for relevant functional units to develop appropriate policies to enhance the competitiveness of domestic brands compared to foreign competitors in the coffee chain store business in Ho Chi Minh City in particular and in Vietnam in general.

Firstly, the research results indicate that the hypotheses were statistically significant and accepted, with the impact coefficients ranked from high to low as follows: Consumer ethnocentrism has the strongest impact on Perceived Value with an impact coefficient of 0.772; followed by Perceived Value impacting Customer Satisfaction with an impact coefficient of 0.730; Consumer ethnocentrism impacting Brand Loyalty with an impact coefficient of 0.393; Customer Satisfaction impacting Brand Loyalty with an impact coefficient of 0.239; and Perceived Value having the weakest impact on Brand Loyalty with an impact coefficient of 0.207. Additionally, after considering the role of the mediator variable in the model, the related hypotheses showed a significant increase in impact coefficients. This study demonstrates that increasing Consumer Ethnocentrism will enhance Perceived Value and Brand Loyalty. Customer Satisfaction will also increase with enhanced Perceived Value. And Brand Loyalty will increase with enhanced Perceived Value and Customer Satisfaction.

Secondly, the importance-performance matrix analysis shows that Consumer Ethnocentrism has high importance but underperforms. This indicates that while

Consumer Ethnocentrism significantly influences Brand Loyalty, the average score of observed variables of Consumer Ethnocentrism is low, suggesting that this factor is not rated highly. Hence, it is essential to prioritize proposing timely policies to improve the performance of Consumer Ethnocentrism (increase the average score), as otherwise, it will affect Brand Loyalty.

Thirdly, the multi-group analysis results for demographic variables show that of the five factors: gender, age, income, occupation, and education level, except for gender, which shows very little difference, the other four factors show certain differences among groups in some impact relationships. This provides a basis for proposing solutions for different customer groups to increase consumer ethnocentrism and perceived value to enhance customer satisfaction and, ultimately, brand loyalty to improve competitiveness.

PhD. Candidate

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