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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

SUMMARY OF DOCTORAL THESIS

HO CHI MINH CITY - 2024

The thesis was completed in:

University of Finance – Marketing

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The dissertation will be defended in front of the Dissertation
Evaluation Council: University of Finance – Marketing,
at

The thesis can be found at:
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CHAPTER 1: OVERVIEW OF THE RESEARCH

1.1. THE NECESSITY OF RESEARCH

In today's market, as consumers have increasingly more choices of brands, businesses face the challenge of creating and maintaining brand loyalty. Brand loyalty is central to marketing theory and practice (Dick & Basu, 1994). It reflects consumers' commitment and preference for a specific brand over competitors, encompassing behaviors such as repeat purchases, positive word-of-mouth, and resistance to switching brands (Gremler et al., 2020; Oliver, 1999). Loyal customers drive increased sales and reduced costs (Brexendorf et al., 2010; Kumar & Shah, 2004). Therefore, brand loyalty is a highly sought-after attribute for businesses.

Numerous previous studies have examined the antecedents that promote brand loyalty, such as customer satisfaction (Gustafsson et al., 2005; Brakus et al., 2009; Dagger & O'Brien, 2010), perceived value (Gounaris et al., 2007; Coelho & Henseler, 2012), product and service quality (Bei & Chiao, 2006; Lai et al., 2009), brand trust (Chaudhuri & Holbrook, 2001; Sirdeshmukh et al., 2002; Mazodier & Merunka, 2012), and brand image (E. Kim & Ham, 2016; Nyadzayo & Khajehzadeh, 2016). Yazdi et al. (2024) also identified that the most common antecedents of brand loyalty are brand trust, satisfaction, brand perception, and perceived quality. However, consumer ethnocentrism has been relatively under-researched as a direct antecedent impacting brand loyalty, with relevant studies only appearing in recent years. For example, the study by Chaudhry et al. (2021) focused on products manufactured in one country but consumed in another, often with historical conflicts between the countries. This specificity highlights the need for further research in this area.

Consumer ethnocentrism theory is gaining attention, particularly in the context of competition between domestically produced and imported

products. Baber et al. (2024), through their comprehensive study, showed that globalization has increased market competition, encompassing both domestic and international products (Netemeyer et al., 1991). Consequently, consumers today enjoy greater freedom in choosing from various foreign brands due to their increasing availability (Kashi, 2013).

Consumer ethnocentrism is a psychological concept describing how consumers purchase products based on their country of origin. It refers to consumers' preference for products from one country over those from other countries or groups (Shimp & Sharma, 1987). Previous studies on ethnocentrism have discussed demographic differences contributing to variations in ethnocentrism (Caruana, 1996; Muchandiona et al., 2021). Thus, further examination of demographic differences in consumer ethnocentrism is necessary.

Research on consumer ethnocentrism has been conducted in several countries, including the USA (Brodowsky, 1998), Spain (Luis-Alberto et al., 2021), and Vietnam (Nguyen, 2011; Tran, 2015; Truong & Le, 2017; Nguyen et al., 2023). However, most previous studies have focused on tangible and durable products, with limited research on services, despite services contributing increasingly to national gross domestic product (GDP). Baber et al. (2024) also pointed out that among four categories studied in consumer ethnocentrism – durable goods, non-durable goods, fast-moving consumer goods, and services – services are the least studied.

The concept of perceived value relates to consumers' evaluation of the benefits they receive relative to the costs they incur when purchasing and consuming products. Perceived value plays a crucial role in consumer behavior and brand loyalty. Therefore, understanding the relationship between consumer ethnocentrism and perceived value is essential for businesses to develop effective interaction strategies with ethnocentric consumers.

The relationship between consumer ethnocentrism, perceived value, and brand loyalty is critically important for businesses operating in today's highly competitive global environment. By clarifying these relationships, marketers can devise strategies to enhance customer satisfaction and brand loyalty among ethnocentric consumers. Additionally, they can adjust their marketing efforts to effectively communicate products and services based on consumers' ethnocentric tendencies.

In today's flat economy, trade liberalization and the removal of international trade barriers have been benefiting consumers by providing access to a diverse range of products and services from various countries. The development of information systems, higher education levels, and technological advancements have given consumers a clearer understanding of products and services from around the world. Concurrently, with a portion of Vietnamese consumers favoring foreign brands, the Vietnamese market in general, and Ho Chi Minh City (HCMC) in particular, have become attractive potential markets for international brands. This poses a significant challenge for domestic brands to enhance their competitiveness within the local market.

According to market research company Q&Me, as of March 2023, the number of coffee shops of the 14 most prominent coffee chain brands in Vietnam increased by 133 stores, reaching 1,657 nationwide compared to 2022 (Hoang, 2024). Along with the trend of Vietnamese consumers favoring imported brands, this represents a very potential market for attracting foreign brands. This places a significant challenge on domestic brands to enhance their competitiveness on their home turf. Regarding the coffee chain services, the Vietnamese market, with its local coffee chains, has shown superiority over foreign coffee chains, despite the latter being globally renowned brands such as Starbucks, NYDC, Gloria Jean's Coffee, and Caffe Bene. The weaker position of global coffee chain brands in the Vietnamese market is not necessarily based on sales or the number of stores

but also on the slow market expansion and coverage.

The success of local coffee chains is a point of interest for this research, especially since other imported products/services are highly favored in Vietnam. Domestic enterprises are dominant, with hundreds of brands and thousands of stores of various types. Local coffee chains can establish a strong position in the hearts of consumers by understanding customer needs, updating global trends, adapting to the dynamic market development, expanding into potential-rich markets, and keeping the customer at the center of their strategies. The coffee chain market in HCMC has become a rapidly growing industry in recent years. However, there are challenges for the local coffee chain market in HCMC, such as intense competition from foreign brands, high rental costs, and rising raw material prices, which affect the profitability of coffee chains. Therefore, exploring the relationship between these factors through the thesis *“The Relationship Between Consumer Ethnocentrism, Perceived Value, and Brand Loyalty – A Case Study of Local Coffee Chains in HCMC”* is important and necessary.

1.2. RELEVANT EMPIRICAL STUDIES

According to Zeithaml (1988), perceived value is considered a comparison between the benefits received by consumers and what they have to pay. The study by Gallarza & Saura (2006) explained the mechanism of forming perceived value by examining the diverse benefits that consumers receive when using various types of services. When a product has distinct ethnocentric characteristics and attracts customer interest, customers will have a more positive bias towards that product, which influences their perceived value of the product. In the service sector, the better the customers perceive the service quality, the higher their perceived value. Competent staff, demonstrated through professional skills, enthusiasm, and the ability to provide product information, services, and promotional programs, will create goodwill and increase customers' perceived value (Sánchez et al., 2006). Brand reputation strongly affects customers' perceived value, fostering trust

and confidence in using the product or service (Zeithaml, 1988; Dodds et al., 1991; Petrick, 2002). Overall, these studies indicate that perceived value is a critical factor determining brand loyalty, especially in highly competitive industries where customers have many choices. Studies by Klein et al. (1998), C. Te Huang et al. (2010), and Balabanis et al. (2001) have demonstrated that consumer ethnocentrism plays a significant role in shaping consumer perceptions, attitudes, and behaviors. Additionally, Klein et al. (1998) and Kucukemiroglu et al. (2007) suggest that there are cultural differences in this regard.

1.3. RESEARCH GAP

From the theoretical and practical contexts mentioned above, this research identifies several gaps as follows:

First, most previous studies have focused on the factors influencing consumer ethnocentrism or the impact of consumer ethnocentrism on purchasing behavior and consumer attitudes. However, there has been limited research on the relationship between consumer ethnocentrism and brand loyalty.

Second, previous studies have not simultaneously examined the relationship between consumer ethnocentrism, perceived value, and brand loyalty. Additionally, they have not assessed the impact of consumer ethnocentrism on brand loyalty from both direct and indirect perspectives through perceived value.

Third, studies on consumer ethnocentrism have primarily focused on tangible products, with fewer studies in the service sector, especially chain store services. The intangible nature of services makes it difficult for customers to make clear choices when provided with a service. In contrast, when purchasing a physical product, consumers typically have the opportunity to choose between domestic and foreign goods. This indicates that the relationship between consumer ethnocentrism and services in Vietnam, particularly in HCMC, has not been fully and clearly researched.

Moreover, studies on consumer ethnocentrism using the CETSCALE, developed in the USA (a developed country) and adjusted through various studies in other countries (both developed and developing), are still limited in Vietnam, especially in the service sector.

1.4. RESEARCH OBJECTIVES

Objective 1: To explore the causal relationship between consumer ethnocentrism, perceived value, and brand loyalty in local coffee chains in HCMC.

Objective 2: Determine the impact relationship between consumer ethnocentrism, perceived value, and brand loyalty in local coffee chains in HCMC.

Objective 3: To test the demographic differences in the impact relationship between consumer ethnocentrism, perceived value, and brand loyalty – A case study of local coffee chains in HCMC.

Objective 4: To propose scientific and practical implications for local coffee chain businesses in HCMC by examining the impact relationship between consumer ethnocentrism, perceived value, and brand loyalty.

1.5. RESEARCH QUESTIONS

Question 1: Is there a cause and effect relationship between consumer ethnocentrism, perceived value and customer loyalty for local coffee chains in HCMC?

Question 2: What is the level of impact between consumer ethnocentrism, perceived value and customer loyalty for local coffee chains in HCMC?

Question 3: How does the impact between consumer ethnocentrism, perceived value and customer loyalty for local coffee chains in HCMC vary between demographic groups?

Question 4: What implications are necessary for local coffee chains in HCMC?

1.6. RESEARCH SUBJECTS AND SCOPE

❖ **Research Subjects:** The study focuses on consumer ethnocentrism, perceived value, brand loyalty, and the impact relationship between consumer ethnocentrism, perceived value, and brand loyalty for local coffee chains in HCMC.

❖ **Scope of the Research:**

Research time: Secondary data collection time (From January 2020 to May 2023); Primary data collection time (From September 2022 to October 2022).

Content Scope: Clarifying the concepts of consumer ethnocentrism, perceived value, and brand loyalty, with a focus on unidirectional ethnocentrism as the study investigates local coffee chains, not foreign brands. This thesis does not discuss the multidirectional nature of consumer ethnocentrism.

Geographical Scope: The research is conducted and surveyed in HCMC.

Survey Subjects: The quantitative research focuses on surveying individuals over 18 years old residing and/or working in HCMC who have directly consumed services at local coffee chains.

1.7. RESEARCH METHODS

This study employs a mixed-method approach, combining both qualitative and quantitative methods through four separate studies: in-depth interviews, focus group discussions, preliminary quantitative research, and official quantitative research. The statistical software SPSS 26 and SmartPLS 3.0 are used in this research.

1.8. SIGNIFICANCE OF THE RESEARCH

Scientific Significance

First, clarify the relationship between consumer ethnocentrism, perceived value, and brand loyalty based on related theories and previous

studies both domestically and internationally. This research measures and tests the proposed research model.

Second, this study proposes two directions to examine the influence of consumer ethnocentrism on brand loyalty, including direct effects and indirect effects through perceived value.

Third, the research integrates multiple methods, from descriptive research methods using traditional techniques such as statistics, analysis, and synthesis, to modern methods using qualitative and quantitative approaches such as focus group discussions, exploratory factor analysis (EFA), and structural equation modeling (SEM).

Practical Significance

The research proposes several management implications for Vietnamese businesses operating local coffee chains to enhance marketing effectiveness in building brand loyalty through increasing consumer ethnocentrism and perceived value. Additionally, the research results serve as a reference for relevant authorities to formulate appropriate policies to improve the competitiveness of domestic brands against foreign competitors in the coffee chain business sector in HCMC and Vietnam. Furthermore, the research findings contribute to the foundation for subsequent studies on consumer behavior by exploring the relationship between consumer ethnocentrism, perceived value, and brand loyalty.

1.9. STRUCTURE OF THE RESEARCH

Chapter 1 - Overview of the Research

Chapter 2 - Theoretical Basis and Research Model

Chapter 3 - Research Design

Chapter 4 - Research Results and Discussion

Chapter 5 - Conclusion and Management Implications

CHAPTER 2: THEORETICAL BASIS AND RESEARCH MODEL

2.1. THEORETICAL BASIS

2.1.1. Social Identity Theory

Social Identity Theory is a significant and broad topic in sociology and demography. It helps understand the differences between various groups and cultures and provides a foundation for research and applications in many fields. This theory has been applied by several authors in studies on consumer ethnocentrism (Huang et al., 2008; Zolfagharian et al., 2014; Zeugner-Roth et al., 2015; Fischer & Zeugner-Roth, 2017).

2.1.2. Theory of Consumption Value

Sheth et al. (1991) introduced the Theory of Consumption Value (TCV) to explain consumers' choices when shopping, outlining the reasons why customers choose to buy/use one product over another. This theory highlights the importance of balancing evaluations of values to make consumption decisions based on understanding, internal motivations, and external drivers (Kim et al., 2007). The Theory of Consumption Value is applied across a wide range of products, from consumer goods and industrial products to services and tourism.

2.1.3. Expectation Confirmation Theory

According to Oliver (1980), Expectation Confirmation Theory (ECT) is a cognitive theory aimed at explaining post-purchase satisfaction as a function of expectation, perceived performance, and confirmation of beliefs. ECT illustrates that post-purchase satisfaction will be positive if a product/service performs better than expected, thereby increasing satisfaction, and vice versa. ECT asserts that customer loyalty is significantly influenced by their previous experiences with the product or service. Satisfactory experiences are crucial for building and maintaining long-term relationships with consumers. ECT is widely used in customer behavior

research, especially in studies on satisfaction and loyalty (Tse & Wilton, 1988; Oliver, 1993; Anderson & Sullivan, 1993; Dabholkar et al., 2000; Bhattacharjee, 2001).

2.2. CONCEPTS USED IN THE RESEARCH

2.2.1. Consumer Ethnocentrism

Ethnocentrism, or consumer ethnocentrism, has been a subject of interest and research since the late 19th century, primarily focusing on sociology and human psychology (Evans, 1894; Bracq, 1902). Positive attitudes, loyalty, and beneficial behaviors are observed towards in-group members, while negative attitudes and judgmental behaviors are directed towards out-group members (Balabanis & Diamantopoulos, 2004). In the field of marketing, Shimp & Sharma (1987) introduced the concept of consumer ethnocentric tendencies, which refers to consumers' beliefs about the appropriateness and morality of purchasing foreign-made products.

2.2.2. Perceived Value

Perceived value is the overall assessment of a product or service's utility by the consumer, based on perceptions of what is received and what is given. Perceived value may include low price, desired benefits from the product, quality at the given price, and what consumers receive in return for what they pay. Other factors include price, product and service reputation, and emotional responses (Zeithaml, 1988). This research aligns with Sánchez et al. (2006)'s perspective on perceived value, using the theoretical scale GLOVAL. However, in constructing the research model, it was found that the social value factor was not significant in this study because social value represents pride, dignity, character, and the customer's prestige acknowledged and valued by society when using the service (Sánchez et al., 2006).

2.2.3. Brand Loyalty

Loyalty is an important aspect of customer behavior (Huang & Yu, 1999). Aaker (1991) defines brand loyalty as the attachment a customer has

to a brand; Yoo et al. (2000) and Yoo & Donthu (2001) suggest that loyalty can be reflected in customers' attitudes, as customers who trust and have a good impression of a brand will prefer to purchase that brand's products. This study uses Yoo & Donthu (2001)'s definition of brand loyalty and combines measures of status and behavior.

2.2.4. Local Coffee Chains

According to Appendix II, Decision 27/2018/QĐ-TTg on the Vietnamese Economic Sector System issued by the Prime Minister, coffee shops (in this study, the equivalent term used is coffee chains) belong to the beverage service industry (industry code 563 – 5630). Specifically, coffee shops are classified under group 56302: Coffee and refreshment shops, which include the activities of preparing and serving customers with various beverages such as coffee, smoothies, sugarcane juice, fruit juice, and other refreshments like black bean and green bean drinks, and etc.

2.3. RESEARCH HYPOTHESIS

Hypothesis H1: Consumer ethnocentrism positively impacts perceived value.

Hypothesis H2: Perceived value positively impacts brand loyalty.

Hypothesis H3: Perceived value positively impacts customer satisfaction.

Hypothesis H4: Customer satisfaction positively impacts brand loyalty.

Hypothesis H5: Consumer ethnocentrism positively impacts brand loyalty.

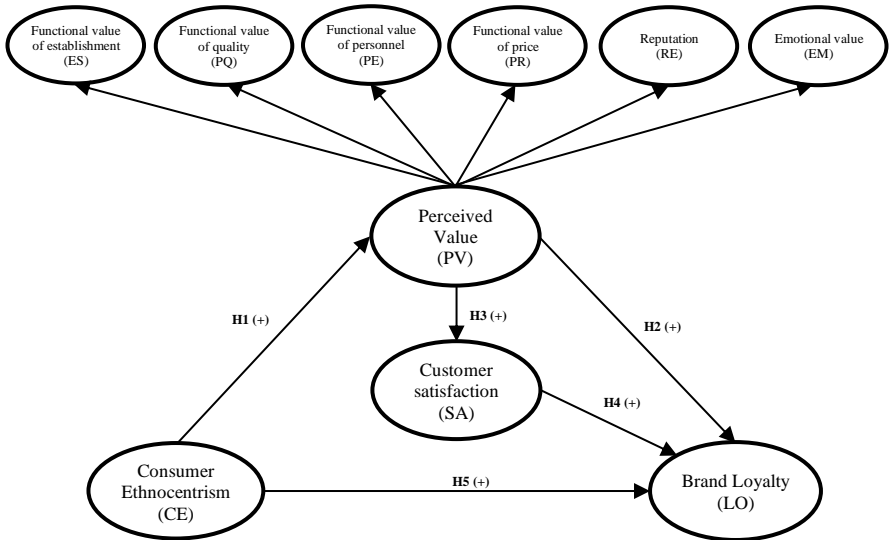


Figure 2.1. Proposed Research Model

CHAPTER 3: RESEARCH DESIGN

3.1. RESEARCH PROCESS

The research process includes the following stages:

Stage 1: Qualitative Research

Stage 2: Preliminary Quantitative Research

Stage 3: Official Quantitative Research

3.2. QUALITATIVE RESEARCH

Through a literature review to identify concepts and the relationships between concepts in the model, this research inherits variables/observed variables from previous studies.

Results of In-Depth Interviews

❖ Relationship between Research Concepts:

The results of in-depth interviews show that a panel of 10 experts, who are lecturers in the fields of business and management and managers of businesses in the field of local coffee chains in HCMC, agreed on the meanings and research hypotheses related to the relationships of the variables. Previously, the factor "Brand Reputation" was included in the model instead of the factor "Social Value," and all 05 experts agreed that this was theoretically reasonable and suitable for the practical research context in the field of local coffee chains in HCMC.

❖ Development of Measurement Scales for Research Concepts

Consumer Ethnocentrism Scale: includes 12 observed variables.

Perceived Value Scale: includes 31 observed variables.

Customer Satisfaction Scale: includes 3 observed variables.

Brand Loyalty Scale: includes 4 observed variables.

Results of Focus Group Discussions

All 4 variables and 48 observed variables in the model were accepted. After the qualitative research, the research model consisting of 4 variables

with 48 observed variables was included in the survey questionnaire for the subsequent preliminary research.

3.3. PRELIMINARY QUANTITATIVE RESEARCH

3.3.1. Survey Questionnaire Design

Based on the observed variables obtained from the literature review and the results of qualitative research on the measurement scales, additional content was included: introduction to the research, screening of survey subjects, and respondent information. A preliminary survey was formed to conduct the preliminary research to evaluate the completeness of the questions (statements) in terms of form and the respondents' ability to provide information. Based on this, the official survey questionnaire was adjusted and used for the official quantitative research. This study uses a Likert scale with five points ranging from "Strongly Disagree" to "Strongly Agree." The Likert scale is an ordinal scale that measures the degree of agreement of the research subjects, allowing respondents to create clear distinctions between attitudes (Likert, 1932)

3.3.2. Research Sample Design and Data Collection

The research sample was selected using a non-probability sampling method and convenience sampling technique. The approach involves direct sampling on-site at various local coffee chains in HCMC. The survey subjects are 300 customers in HCMC who have directly consumed services at local coffee chains to evaluate the reliability of the measurement scales using factor loading coefficients through SmartPLS 3.0 software.

3.3.3. Evaluation of Measurement Scale Reliability

The research results presented show that all observed variables have factor loading coefficients greater than 0.7; only CE1 and CE9 have factor loading coefficients of 0.697 and 0.539, respectively, falling within the range of 0.4 to under 0.7. In this preliminary research stage, the two observed variables CE1 and CE9 were retained because they have theoretical significance in some previous studies, and the author also wants to further

test their reliability in subsequent stages. Thus, according to Hair et al. (2021), all variables are reliable enough to be included in the official research.

3.4. OFFICIAL QUANTITATIVE RESEARCH

3.4.1. Survey Questionnaire Design

The official quantitative survey was developed based on the official measurement scales and additional content: research introduction, screening of survey subjects, and respondent information. In this study, the measurement scale used is the Likert scale with five points ranging from "Strongly Disagree" to "Strongly Agree."

3.4.2. Research Sample Design and Data Collection

For this study, the sample size for conducting the official quantitative research is determined to be 1,100. The research sample was selected using the convenience sampling method at various local coffee chains in HCMC.

3.4.3. Data Analysis

Evaluating a research model involves two parts:

(i) Evaluation of the Measurement Model: Testing normal distribution; Reliability of the scales; Internal consistency reliability; Convergent validity; Discriminant validity.

(ii) Evaluation of the Structural Model: Multicollinearity assessment (VIF); Hypothesis testing; Evaluation of the R^2 determination coefficient; Evaluation of f^2 effect size; Evaluation of Q^2 predictive relevance; Evaluation of q^2 effect size.

Testing the differences between demographic groups using multi-group analysis to compare the impact levels of independent variables on dependent variables in the model according to a qualitative variable.

Importance-Performance Map Analysis (IPMA) helps identify which variables in the model have relatively high importance but low performance.

CHAPTER 4: RESEARCH RESULTS AND DISCUSSION

4.1. EVALUATION OF THE MEASUREMENT MODEL

The model meets the required criteria for the reliability of the scales, internal consistency reliability, convergent validity, and discriminant validity.

4.2. EVALUATION OF THE STRUCTURAL MODEL (SEM)

❖ Multicollinearity Assessment (VIF) of the Structural Model:

All VIF values are < 5 , indicating no multicollinearity issues.

❖ Hypothesis Testing:

The results show the role of intermediary variables, which significantly increase the impact coefficients of the direct hypotheses H2 and H5. The impact relationship of Perceived Value on Brand Loyalty (hypothesis H2) has an increased impact coefficient of 0.174, and the impact relationship of Consumer Ethnocentrism on Brand Loyalty (hypothesis H5) has an increased impact coefficient of 0.295.

❖ R^2 Evaluation

Table 4.1: R^2 Coefficient

Variable	R^2 Value	Adjusted R^2 Value
Perceived Value (PV)	0,594	0,594
Customer Satisfaction (SA)	0,534	0,534
Brand Loyalty (LO)	0,554	0,553

❖ f^2 Effect Size Evaluation

Consumer Ethnocentrism (CE) has an f^2 value of 1,464, indicating a strong impact on Perceived Value (PV). Perceived Value (PV) also has a strong impact on Customer Satisfaction (SA) ($f^2 = 1,146$); while Consumer Ethnocentrism (CE) has a moderate impact on Brand Loyalty (LO) ($f^2 = 0.141$), while Perceived Value (PV) has a weak impact on Brand Loyalty

(LO) ($f^2 = 0.026$). Similarly, Customer Satisfaction has a small impact on Brand Loyalty (LO) ($f^2 = 0.059$).

❖ **Q² Predictive Relevance**

All Q² values are > 0, indicating that the structural model components have predictive relevance. The Q² values fall within the range of 0.25 – 0.5, suggesting that the independent variables have medium predictive accuracy for the research model.

❖ **q² Effect Size Evaluation**

All q² values are > 0,02 indicating that the independent variables have predictive relevance for the dependent variables. The q² values fall within the range of $0.02 \leq q^2 < 0.15$, indicating that the independent variables have a small predictive relevance for the dependent variables.

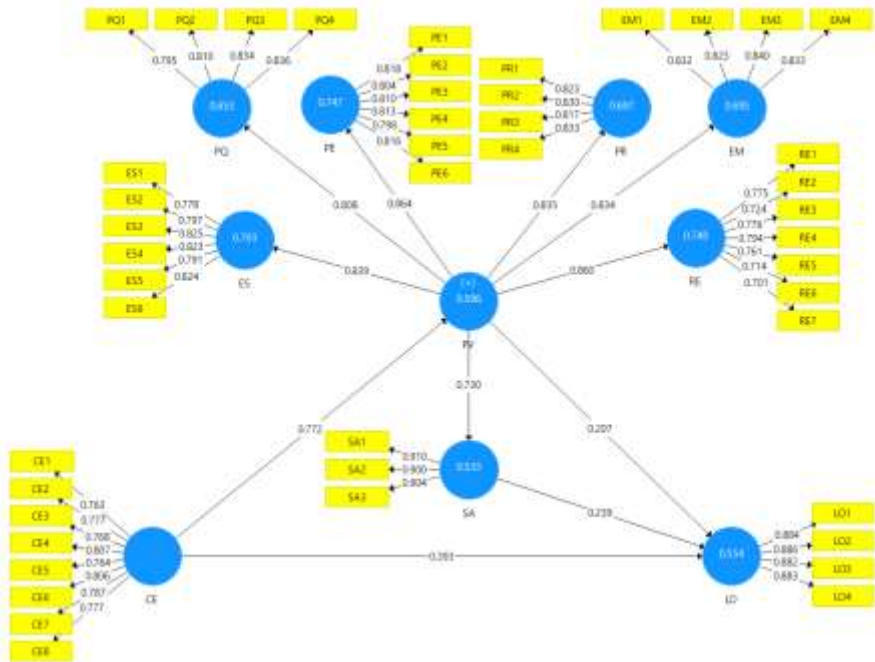


Figure 4.1: PLS-SEM Structural Model Results

4.3. IMPORTANCE-PERFORMANCE MAP ANALYSIS (IPMA)

The IPMA results show that the Consumer Ethnocentrism factor has high importance but low performance; the Perceived Value factor has low importance and low performance, while the Customer Satisfaction factor has low importance but high performance.

4.4. DIFFERENCES BETWEEN DEMOGRAPHIC GROUPS

Multi-Group Analysis by Gender: No differences between gender groups.

Multi-Group Analysis by Age: The impact relationships CE -> PV, PV -> SA, and CE -> LO do not differ by age as p-Value new > 0.05. However, the impact relationships PV -> LO and SA -> LO differ by age.

Multi-Group Analysis by Income: Except for the impact relationship CE -> LO, the other impact relationships (CE -> PV, PV -> LO, PV -> SA, and SA -> LO) do not differ by income as p-Value new > 0.05.

Multi-Group Analysis by Occupation: The impact relationships PV -> LO, SA -> LO, and CE -> LO do not differ by occupation as p-Value new > 0.05. The impact relationships CE -> PV and PV -> SA differ by occupation.

Multi-Group Analysis by Education Level: Except for the impact relationship CE -> PV, the other impact relationships (PV -> LO, PV -> SA, SA -> LO, and CE -> LO) do not differ by income as p-Value new > 0.05.

4.5. DISCUSSION OF RESEARCH RESULTS

Discussion of issues related to testing the relationships; testing the differences in demographic factors, and evaluating importance-performance (IPMA).

CHAPTER 5: CONCLUSION AND MANAGEMENT IMPLICATIONS

5.1. CONCLUSION

The research results show that the hypotheses have been tested and accepted with statistical significance. The impact coefficients are ranked from highest to lowest as follows: Consumer Ethnocentrism has the strongest impact on Perceived Value with an impact coefficient of 0.772; next is Perceived Value impacting Customer Satisfaction with an impact coefficient of 0.730; then Consumer Ethnocentrism impacting Brand Loyalty with an impact coefficient of 0.393; followed by Customer Satisfaction impacting Brand Loyalty with an impact coefficient of 0.239; and finally, Perceived Value impacting Brand Loyalty with an impact coefficient of 0.207. Additionally, after considering the role of intermediary variables in the model, hypotheses H2 and H5 have significantly increased impact coefficients.

Table 5.1: Hypotheses Testing and Conclusions

Hypothesis	Conclusion
H1: Consumer Ethnocentrism positively impacts Perceived Value.	Accepted
H2: Perceived Value positively impacts Brand Loyalty.	Accepted
H3: Perceived Value positively impacts Customer Satisfaction.	Accepted
H4: Customer Satisfaction positively impacts Brand Loyalty.	Accepted
H5: Consumer Ethnocentrism positively impacts Brand Loyalty.	Accepted

Additionally, the multi-group analysis results for demographic variables show that among the 05 factors (gender, age, income, occupation, and education level), except for gender with very slight differences almost non-existent, the other four factors exhibit certain differences between groups in some impact relationships.

Table 5.2: Summary of the Results of Demographic Factors Differences Testing

Impact Relationship	Demographic Factors				
	Gender	Age	Income	Occupation	Education Level
H1: CE -> PV	Rejected	Rejected	Rejected	Accepted	Accepted
H2: PV -> LO	Rejected	Accepted	Rejected	Rejected	Rejected
H3: PV -> SA	Rejected	Rejected	Rejected	Accepted	Rejected
H4: SA -> LO	Rejected	Accepted	Rejected	Rejected	Rejected
H5: CE ->LO	Rejected	Rejected	Accepted	Rejected	Rejected

Furthermore, the Importance-Performance Map Analysis (IPMA) shows that Consumer Ethnocentrism has high importance but low performance. This indicates that Consumer Ethnocentrism (CE) has a significant impact on Brand Loyalty (LO), but the average score on the observed variables of Consumer Ethnocentrism is low, suggesting that this factor is not being rated highly. Therefore, it is crucial to propose timely policies to improve the performance of Consumer Ethnocentrism (increase the average score) to avoid negatively affecting Brand Loyalty.

Based on the results, this research proposes several management implications for businesses and relevant authorities to consider, aiming to enhance the business efficiency of local coffee chains in HCMC.

Overall, the research has achieved the specific objectives set out, including:

Objective 1: Exploring the relationship between Consumer Ethnocentrism, Perceived Value, and Brand Loyalty for local coffee chains in HCMC.

Objective 2: Testing the relationship between Consumer Ethnocentrism, Perceived Value, and Brand Loyalty for local coffee chains in HCMC.

Objective 3: Testing the differences in demographic factors in the relationship between Consumer Ethnocentrism, Perceived Value, and Brand Loyalty – A case study of local coffee chains in HCMC.

Objective 4: Proposing management implications to enhance the business efficiency of local coffee chains in HCMC.

5.2. MANAGEMENT IMPLICATIONS

The basis for forming management implications is grounded in the research results, considering the tested and accepted impact relationships and the multi-group analysis results and importance-performance map analysis (IPMA).

First, Consumer Ethnocentrism should be prioritized for performance improvement, as it has high importance but low performance in relation to Brand Loyalty. Therefore, this implication focuses on proposing solutions to enhance consumer ethnocentrism for local coffee chains in HCMC. Additionally, the impact of Consumer Ethnocentrism on the components of Perceived Value supports the prioritization when proposing management implications to increase consumer ethnocentrism.

Second, Perceived Value is significant in the model and explained by six component variables. Thus, management implications related to Perceived Value are proposed, focusing on solutions to enhance Physical Value, Quality Value, Staff Value, Price Perception, Emotional Value, and Brand Reputation.

Third, the differences in some demographic factors in the impact relationships of variables in the model also open up several noteworthy management implications.

Fourth, some recommendations for policymakers to promote the development of local coffee chains.

5.3. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

First, the survey subjects are limited and do not encompass all local coffee chains in HCMC. The sampling method is convenient and relatively

distributed but does not have high representativeness.

Second, the research model only includes the concepts of Consumer Ethnocentrism, Perceived Value, Customer Satisfaction, and Brand Loyalty. The independent variables explain 55.3% - 59.4% of the variance in the dependent variables, suggesting that other factors may also play a role but were not included in this research model.

Third, due to the pandemic situation, the research duration might have led to changes in consumer behavior. Additionally, the theoretical framework has been studied and developed more since the beginning of the research, indicating that there may be new aspects in consumer behavior not captured in this study

LIST OF AUTHOR'S PUBLISHED RESEARCH WORKS RELATED TO THE DISSERTATION

SCIENTIFIC RESEARCH

Topic: Research on the impact of consumer ethnocentrism and perceived value on brand loyalty of consumers towards domestic coffee chain stores in Ho Chi Minh City.

Leader: Nguyen Thai Ha

Acceptance: 2023

Location: University of Finance - Marketing

Evaluation Result: Passed

PUBLICATIONS ON VIETNAMESE NATIONAL JOURNALS

1. Nguyen Thai Ha (2019). Perceived value of consumers for domestic coffee chains in HCMC. *Journal of Development and Integration*, 49 (59), 63-68.

2. Nguyen Thai Ha, Nguyen Xuan Truong, Dao Duy Huan (2023). The impact of consumer ethnocentrism on brand loyalty towards local coffee chains in HCMC. *Asia-Pacific Economic*, No. Dec (2023), 63-65.

3. Nguyen Thai Ha (2024). The impact of consumer ethnocentrism and perceived value on consumer brand loyalty for domestic coffee shop chain in Ho Chi Minh City. *Journal of Finance – Marketing*, No. 79, 87-101.

4. Nguyen, H. T. (2024). The impact of perceived value on customer satisfaction and brand loyalty: Research domestic coffee chains in Ho Chi Minh City. *Science & Technology Development Journal: Economics-Law & Management*, 8(1), 5098-5108.