LE BA THUONG

SUMMARY OF DOCTORAL THESIS

ANALYZING THE IMPACT OF THE RELATIONSHIP BETWEEN BRAND LOVE AND BRAND JEALOUSY ON INDIVIDUAL CUSTOMERS' INTENTION OF PURCHASING CARS IN VIETNAM MARKET

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1.1.1. Practical context

Cars are a type of industrial product that is fashionable and has high value. It not only meets practical needs but also satisfies the emotional expression of consumers. When a person uses a car, it is not only a means of transport but also a face that shows their class and personality to society. Through the car, it will highlight their appearance and enhance their appearance. ego and create a striking impression in the eyes of others. There are 10 best-selling car brands in the Vietnamese market in 2022, showing that Toyota achieved the most with sales of 91,115 cars, accounting for 25.4% of the market share. Next, the Hyundai brand achieved sales of 81,582 vehicles, mainly Accent models sold. Next, the Kia brand reached 3rd place, thanks to the K3 and Seltos car models contributing to the overall growth of the Kia brand with total sales of 60,729 cars, accounting for a market share of about 17%. The Japanese car brand Mitsubishi achieved sales of 39,861 vehicles. With models suitable for consumers' budgets, the hot Xpander currently on the market has sold 21,238 vehicles. Besides, in 2022, Mazda will achieve sales of 36,052 vehicles, bringing success to THACO. CX-5 is the key product of the Mazda brand. At the same time, Honda achieved total sales of 30,654 vehicles, of which the B City sedan achieved sales of 14,696 vehicles and CR-V is a highly popular car model with consumers with sales of 9,578 vehicles. Finally, American Ford launched the Vietnamese market with 5 new products, all of which are high-clearance vehicles, and sales were quite successful with sales reaching 28,847 vehicles, Ford Vietnam's business results in 2022. reaching the highest level in many years (Vietnam Automobile Manufacturers Association, 2022).

1.1.2. Theoretical context

When studying the relationship between brands and consumers, it is very complex and multidimensional, and therefore it is necessary to view the brand relationship as an overall structure, not individually. When consumers have brand trust, they will easily have intentions about their behavior with that brand (Delgado et al., 2005), because with brand trust, they will easily have feelings. emotional brand love (Singh et al., 2020) to make a decision to buy a brand that will not be influenced much by other influences such as comparing the price, quality, and design of your brand. preference with other brands (Hasdiansa et al., 2018). According to Caroll

and Ahuvia (2006), brand love is similar to love between couples, placed in the context of products and brands, and is also experienced in many different forms. When the consumer community loves and is crazy about a brand, they will work together to create even more wonderful things for the brand they own and will bond with their favorite brand, leading to intention to buy (Batra et al., 2012). Because, according to Sahin, Zehir and Kitapçı (2011) show that brand trust will have a positive impact on brand attachment and brand love is a premise for brand attachment (Carroll and Ahuvia, 2006). At the same time, consumers' brand envy is associated with threats and injuries to their self-esteem, researchers suggest that brand envy can only be aroused in cases where Brands are highly appreciated and brand lovers currently do not own the brand due to certain limitations (Sarkar, 2013). Because the greater the consumer's love, the greater the jealousy due to its desire to possess and express higher self-esteem (Hwang and Kandampully, 2012). In addition, brand love is an important antecedent and directly affects brand engagement (Bergkvist and Bech-Larsen, 2010). In the context of brands, not only brand love but also brand envy will create emotional brand attachment with consumers (Thomson et al., 2005) and lead to urges. consumers have purchase intention (Sarkar and Sreejesh, 2014). Researching consumer behavior requires expanding the applicability of theories and doing more extensive research in different cultures (Goldsmith et al., 1998). Research by Sarkar and Sreejesh (2014) on brand love and brand envy in the automobile sector in India, the results show that in addition to the factor of brand love, it has a positive impact on purchase intention. of customers, brand envy also plays a mediating role between self-esteem, brand attachment and purchase intention of automobile products, and brand love plays a mediating role between self-esteem. show and brand envy. According to research by Rosita and Ratnandika (2019), brand love and brand envy play a mediating role between electronic word of mouth and purchase intention in the hotel sector in Indonesia. Besides, the research of Nguyen Van Thuy (2019) as well as Nguyen Thi Thoa and colleagues (2021) are very similar, making brand love play an intermediary role and impact on brand loyalty. However, research by Nguyen Van Thuy (2019) did not study the mediating role of the variable "Brand Love" on brand attachment and consumer purchase intention. Therefore, through an overview of related studies, the author realized that there is still a gap in evaluating the direct relationship between concepts, so the author considered simultaneously evaluating the direct relationship between the concepts. factors of brand trust, brand love, self-esteem, brand envy, brand attachment to consumer purchasing intention (New model). At the same time, the author identifies a gap in assessing the indirect relationship between brand trust and purchase

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intention through the mediating role of brand love as well as between LTT and purchase intention through the mediating role. period of brand envy. In particular, the author has identified a gap due to brand envy's impact on brand love in the relationship of brand envy to purchase intention through the mediating role of brand love, this is Very important new point (New relationship). Besides, the Author identifies gaps in the subject and scope of research. Because as Koay et al. (2021) suggested, it would be really interesting if there were studies on different products or in different countries that would clarify the issue and compare the results with each other to have diversity between developed and developing countries. The author has renewed the research in the direction of brand envy affecting brand love combined with the new object and research scope with the product being cars and consumers being individual customers in the market. Vietnam has considered demographic changes to achieve good results

1.2. RESEARCH OBJECTIVES

1.2.1. General objective

The overall goal of the thesis is to research on brand trust, self-esteem, brand love, brand envy, automobile brand attachment of individual customers in the Vietnamese market and the relationship of them.

1.2.2. Specific objectives

* Objective 1: Determine the relationship of the direct impact between brand trust, self-esteem, brand love, brand envy and brand attachment on individual customers' intention to buy cars. core.

* Objective 2: Evaluate the mediating role of brand love and brand envy in the relationship between the impact of brand trust on purchase intention and self-esteem on car purchase intention of individual customers. core. At the same time, compare the level of impact on purchase intention with and without the mediating role of brand love and brand envy.

* Objective 3: Propose some scientific and management implications from the results of testing the research model for manufacturing, consulting and business units in the automobile sector in the Vietnamese market.

1.3. RESEARCH QUESTION

The thesis focuses on researching the relationships between "Brand Trust", "Self-Esteem" with "Brand Love", "Brand jealousy" and "Brand Attachment", "Purchasing Intention" cars of individual customers in the Vietnamese market with the following research questions:

* *Question 1:* "Brand trust", "Self-esteem" with "Brand love", "Brand jealousy" and "Brand attachment" affect Individual customers' "Purchasing intention" cars how are in the Vietnamese market?

* *Question 2:* Do "Brand love", "Brand jealousy" play a mediating role in the relationship between "Brand trust", "Self-esteem" with "Brand

attachment" and " Purchasing intention" or not? How will the level of "Purchasing Intention" change with and without the mediating role of "Brand Love" and "Brand jealousy"?

* *Question 3*: What theoretical and practical management implications are there from the results of testing the research model to increase the "Purchasing intention" cars of individual customers in the Vietnamese market?

1.4. RESEARCH OBJECT AND SCOPE OF RESEARCH

1.4.1. Research subjects

The research object of the thesis is to analyze the relationship between Brand Love and Brand Jealousy affecting the car buying intention of individual customers in the Vietnamese market. The survey subjects are individual customers who intend to buy a car brand and have the right to decide to buy a car in their household, and have experience with cars but do not yet own a car.

1.4.2. Research scope

The scope of the research is that the relationships "Brand Love", "Brand jealousy", "Brand Trust", "Self-Esteem", "Brand Attachment" affect "Purchasing intention" of individual consumers' car in the Vietnamese market. The spatial scope was conducted by representative sampling in cities: Ho Chi Minh City, Hanoi, Hai Phong, Da Nang, Can Tho. Time scope: Implemented from December 2021 to December 2022.

1.5. RESEARCH METHODOLOGY

To achieve the research objective, the thesis uses two qualitative research methods and quantitative methods to build and test a research model through preliminary research and official research steps. In qualitative research, the author explores research concepts, builds models, research hypotheses and develops scales from original scales of related previous studies using hand-to-hand interview and discussion techniques group. Quantitative research to evaluate the scale and test the relationship between factors in the model using SmartPLS software to analyze data.

1.6. SCIENTIFIC AND PRACTICAL MEANING

1.6.1. Academic meanin

First: Contributing to the new model, through simultaneously evaluating the direct relationship between the concepts of brand trust, self-esteem, brand love, brand envy, and brand attachment to car purchase intention of individual customers. At the same time, it addresses the theoretical gap in that no research has been found that examines the simultaneous relationship of the factors brand trust, self-esteem, brand love, brand envy, and engagement. brand to the purchase intention of individual customers. Because of previous studies by Sarkar and Sreejesh (2014),

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Hasdiansa and Balqiah (2018) and Rosita and Ratnandika (2019), Nguyen Van Thuy (2019), Nguyen Thi Thoa et al. (2021), Siddique and Rajput (2022) and Aarti Saini and colleagues (2023) only focus on the relationship of each pair of factors between brand trust and brand love, self-esteem and brand envy, brand attachment and purchase intention. . This research by the author helps future researchers realize that when simultaneously evaluating the direct relationship between the concepts of brand trust, self-esteem, brand love, brand envy, brand attachment, brand association, the results will be more complete and better explained in terms of impact on consumer purchase intention.

Second: Contributing to a new relationship, this study has shown the mediating role of brand love and brand envy in the relationship between the impact of brand trust on purchase intention and self-esteem to purchase intention. In particular, the author identified the gap due to brand envy's impact on brand love in the relationship of brand envy to purchase intention through the mediating role of brand love. Because some previous studies have only evaluated one way from the emotional state of brand love affecting brand envy (Sarkar and Sreejesh, 2014; Hasdiansa and Balqiah, 2018; Rosita and Ratnandika, 2019; Siddique and Rajput, 2022; Aarti Saini et al. 2023). The results of this study will help researchers and managers see that thanks to the mediating role of brand love, brand envy improves the positive impact of brand trust. , self-esteem to purchase intention.

Third: Contributing additional reference sources, from the results of adjusting and developing scales of research concepts through rigorously tested results that have achieved reliability, convergent validity and discriminant validity. . In addition, this research has reinforced a number of related theories: Love triangle theory, love method theory, brand trust theory, self-esteem theory, brand value theory, Consumer behavior and the theory of planned behavior (TPB) are applied to analyze the relationship between the concepts of brand trust, self-esteem, brand love, brand envy, and brand attachment. brand association with purchase intention. At the same time, this study has also contributed to generalizing the findings and supplementing a number of previous relevant domestic and foreign researchers such as Batra, Ahuvia, & Bagozzi (2012), Albert, N. and Merunka, D. (2013), Sarkar and Sreejesh (2014), Biçakcioğlu et al. (2017), Hasdiansa and Balqiah (2018) and Rosita and Ratnandika (2019), Nguyen Van Thuy (2019), Mauricio Santos and Walesska Schlesinger (2020), Nguyen Thi Thoa et al (2021), Siddique and Rajput (2022) and Aarti Saini et al (2023).

1.6.2. Practical meaning

Contribute and bring practical significance to units doing business in the automotive sector in the Vietnamese market in general and Ho Chi Minh City, Hanoi, Hai Phong, Da Nang, Can Tho in particular with knowledge contributing to increasing understanding of the brand field to influence the car buying intention of individual customers in the Vietnamese market as follows:

Firstly: The results of this study will help researchers and administrators have a deeper understanding of "Purchasing Intention" as well as measure the relationship of prefixes that affect "Purchasing Intention" car from individual customer. Thereby, in the future, researchers can carry out further research and develop appropriate policies to improve the "Purchasing intention" cars of individual customers in the Vietnamese market.

Second: The results of this study will help researchers, administrators, and stakeholders pay more attention to the mediating role of "Brand Love" and "Brand jealousy" between the relationship "Brand trust", "Self-esteem" and "Brand attachment" affects the "Purchasing intention" cars of individual customers in the Vietnamese market.

Third: The results of this research will serve as a reference for sales managers in general and the automotive sector in particular in the Vietnamese market.

1.7. RESEARCH STRUCTURE

The thesis analyzes the relationship between "Brand Love" and "Brand Jealousy" affecting the "Purchasing intention" car of individual customers in the Vietnamese market, the structure includes 5 chapters. Chapter 1: Introduction. Chapter 2: Theoretical basis and research model. Chapter 3: Research design. Chapter 4: Research results. Chapter 5: Conclusion and recommendations.

CHAPTER 2: LITERATURE REVIEW AND RESEARCH MODEL

2.1. RESEARCH'S CONSTRUCTS

2.1.1. Brand concept

According to Aaker (1996), the brand concept is expressed through four main elements: products, people, organizations and symbols. According to Nguyen Dinh Tho and Nguyen Thi Mai Trang (2007), they are divided into two types, based on the product functions that the business provides, "a brand is a component of the product, and is called a product brand." , based on function and emotion, "The product is a component of the brand, and is called the organizational brand". Besides, according to Ramello (2006), "Product brands evoke information related to product quality, thereby motivating consumers to switch to purchasing behavior."

2.1.2. Concept of love

Love is a universal human experience, it is viewed as a fundamental human emotion that manifests in a variety of forms and leads to a variety of cognitive, emotional, and behavioral responses (Hatfield et al. Rapson, 1993). There is research that suggests four types of love: passionate love, companionate love, altruistic love, and attachment love (Berscheid, 2010). According to researcher Robert J, based on Sternberg's (1986) "Love Triangle Theory" to explore the relationship between love and brands and according to Shimp and Madden (1988, 170) approaching interIndividual love into relationships between consumers and products and Shimp and Madden (1988) were the first to introduce love in a marketing context (Meisenzahl, 2017).

2.1.3. Brand love

"Brand love" has many forms like Individual love, placing love in the context of products and brands is also experienced in many different forms (Batra et al., 2012). "Brand love" originates from the concept of interIndividual love in psychology research (Shimp and Madden, 1988). "Brand love" is a Individual emotion and passion for a trade name (Carroll and Ahuvia, 2006) and is a natural state of consumers (Sheth and Parvatiyar, 1995). Consumers are more likely to invest time and resources in brands they love (Park et al., 2010). At the same time, "Brand love" has been shown by research to be positive emotions toward a brand (Fetscherin and Conway, 2013). "Brand love" represents close and long-term relationships, including intimacy, passion and commitment (Pang and Peng, 2007). Therefore, "Brand love" is the strongest and most positive emotional attachment to the brand of customers, a positive evaluation of the brand and their willingness to publicly declare their love for the brand. (Abert et al., 2008).

2.1.4. Concept of jealousy

According to Sharpsteen (1993) interIndividual jealousy is an emotion of relationship uncertainty about intimacy and togetherness (Knobloch et al., 2001). Jealousy is related to threat appraisal and arises from the potential, real, or imagined involvement of a loved one or relationship partner with another intertwined relationship (Hupka and al., 1985). However, the effects of jealousy can also be positive, as it also encourages a person to achieve what they desire and want, so they will try harder to achieve it. thus an individual can love a brand or be jealous of a brand (Carroll and Ahuvia, 2006; Batra et al., 2012), as the interIndividual emotions of love and jealousy can be contextualized. brands to develop consumers' emotional attachment to the consumer goods (Thomson et al., 2005).

2.1.5. Brand jealousy

"Brand jealousy" is created by consumers who are in love with a brand so they will become jealous of the brand when their favorite brand object is pre-owned by someone else, making them feel The emotions of intimacy and passion for consumers' favorite brands have been separated (Sarkar, 2013). Because one of the characteristics of interIndividual Brand jealousy is possessiveness (Sharpsteen, 1993). Therefore, in the context of brands, "Brand jealousy" motivates consumers to feel desire if they do not have their favorite brand and it is owned by someone else. more brand ownership and it will urge them to find ways to gain brand ownership (Sarkar and Sreejesh, 2014). Since the emotion "Brand Jealousy" has a similar structure to that in interIndividual love (Sarkar et al., 2012; Sarkar, 2013), this suggests that "Brand Love" is the cause. of jealousy when consumers cannot own their favorite brands.

2.1.6. Purchasing intention

Consumers' "Purchasing Intention" is a factor used to evaluate the likelihood of performing future behavior (Blackwell et al., 2001) and "Purchasing Intention" is a motivational factor, it motivates motivate an individual to willingly perform the behavior (Ajzen, 1991). Therefore, to evaluate consumers' "Purchase Intent", marketers first need to research customer behavior. According to Kotler et al. (2006), customer behavior is the specific behaviors of an individual when making decisions to purchase, use and dispose of products or services. There are two groups of customers: individual customers and organizational customers. Individual customers are those who buy goods for their Individual or family consumption. Organizational customers are those who buy goods to use for the organization's activities

2.1.7. Prefixes and suffixes of brand love and brand jealousy

When researching "Brand Love" there are many different concepts related to "Brand Love" and "Brand jealousy", some are antecedents, some are suffixes, and some exist in parallel along with "Brand Love" and "Brand Jealousy" (Meisenzahl, 2017).

2.1.7.1. Brand trust

"Brand trust" is when consumers have a certain expectation that the brand's reliability will be the same as what the seller has made in the promise (Delgado et al., 2003) and "Brand trust " of consumers is achieved by relying on brand experiences (Chaudhuri and Holbrook, 2001). "Brand trust" is proven to influence loyalty and "Brand attachment" (Hee Jung and Myung Soo 2012). On the other hand, "Brand Trust" is also affected by "Brand Love", because if consumers want to have love for a brand, they must first have that "Brand Trust". Because according to research by Munnukka and

Kiuru (2016), it has been proven that "Brand trust" is the premise of "Brand love" and "Brand trust" also becomes a great supporting premise for "Brand trust". Brand love" (Drennan et al., 2015).

2.1.7.2. Self-esteem

"Self-esteem" in the context of brands is understood as when consumers, for some reason, do not own their favorite brand, while people around them already own their favorite brand. If they get that brand before them, the feeling of "Brand jealousy" will rise in their hearts, the desire to own their favorite brand to express their ego and prove that they are not inferior to others, that is. the feeling of "Inner Self". Besides, "Self-esteem" is also the premise of "Brand jealousy", because in love in general and "Brand Love" in particular, the psychological state of jealousy often occurs when we We feel like we are about to be separated, lose a relationship or something that once attached and loved us (Sarkar and Sreejesh, 2014).

2.1.7.3. Brand attachment

"Brand love" is an important premise and directly affects "Brand attachment" (Bergkvist and Bech-Larsen, 2010). Because, when consumers love a brand, they will naturally have the desire to own and "Brand Attachment", due to the human psychology of liking to own, the phenomenon of "Brand love" is an important premise and directly affects "Brand attachment" (Bergkvist and Bech-Larsen, 2010). Because, when consumers love a brand, they will naturally have the desire to own and "Brand Attachment", due to the human psychology of liking to own, the phenomenon of attracting brand ownership of consumers is a desire that includes many important emotions to be "Brand Attached" (Sarkar and Sreejesh, 2014). In addition, the phenomenon of "Brand jealousy" shows that the emotion of jealousy arises when individuals do not have the desired brand and fear of being abandoned or separated from the community leads to anxiety in consumers. Users will have a desire to own the brand to express "Brand attachment" (Bıçakcıoğlu et al., 2017).

2.2. THEORRETICAL BACKGROUND

2.2.1. Background theories related to emotions

2.2.1.1. Love triangle theory

Psychologist Sternberg's (1986) study on the "Triangle Theory of Love" is very famous, the author presents love as a triangle with three basic components, including intimacy, passion and commitment. Intimacy is the expression of a feeling of closeness and familiarity with the object of love. Passion is a type of love that attracts and attracts each other's appearance and they easily overcome initial barriers and obstacles to get close to each

other. often attracted by appearance. And commitment is love that shows a sense of deciding that they love someone long-term, they are committed to maintaining that love. The author applies the idea of "intimacy, passion and commitment" of the "Triangle Theory of Love" to propose the concept of "Brand Love" for the proposed research model.

2.2.1.2. Theory of love methods

"Love method theory" by Hendrick and colleagues (1986) shows 6 types of love: Passionate love (Eros) is a type of romantic love, full of passionate passion for the object of love. People of this love type always consider love to be the most important and tend to put the person they love first. Game love (Ludus) is the type of love that we have to put effort into conquering to have. This type of love, the person who wants to conquer must be determined to win. Companionship love (Storge) is a soulmate feeling, it is not passionate, or attractive, love at first sight. Love is like two friends playing together and love will blossom over time when love is big enough. This type of love develops slowly and is very stable. Logical love (Pragma) is placing the heart's emotions lower than reason, weighing and measuring in a highly realistic manner. Sometimes calculations in love overwhelm the heart's reason, making the value of love pragmatic. People with this type of love will find themselves a lover according to the criteria of mutual benefit. Love to the point of obsession (Mania) is showing possession to the point of obsession, showing a very high level of selfishness towards the lover such as excessive jealousy, sometimes drastic reactions when being betrayed. refuse. Unlimited giving love (Agape) shows affection through selflessness and self-sacrifice for the person you love. This type of love often shows nobility, non-profit and always puts the emotions of love higher than reason. People with this type of love attribute have the mentality of always giving more than receiving in love. Therefore, the author applies the ideas of "excessive jealousy" and "possessiveness to the point of obsession" of "Love Method Theory" to propose the concepts of "Brand Jealousy" and "Brand attachment" into the proposed research model.

2.2.2. Background theories related to consumer behavior

2.2.2.1. Brand trust theory

Research on "Brand Trust" begins with theories that focus on corporate strategies for building long-term relationships with consumers (Morgan & Hunt, 1994) where consumers associate trust is the key to perceived high quality of service and a bridge to establishing loyalty (Sung, Kim, & Jung, 2010). Because having strong "Brand Trust" with consumers is the goal of many organizations to create high profits, brand expansion opportunities, brand equity and brand loyalty (Delgado- Ballester & Munuera-Alemán, 2005). Besides, in a study, it has been proven that the

influence of the prefix "Brand trust" has the strongest impact on "Brand love" with a beta coefficient of 0.187, followed by "Brand experience". " has an impact on "Brand Love" of 0.180, ranked last is "Brand Satisfaction" which has an impact on "Brand Love" of only 0.154 (Le Ba Thuong, 2023). Therefore, within the scope of this research, the author applies the idea of "Brand Trust Theory" and only chooses the prefix that has the strongest impact on "Brand Love" to propose the concept " Brand trust" in the research model.

2.2.2.2. Self-esteem theory

"Self-esteem" is also one of the most commonly studied concepts in social psychology (Mruk 1995). Because the greater the consumer's love, the greater the jealousy due to the desire to possess and express higher self-esteem (Hwang and Kandampully, 2012). Therefore, the author applies the idea of "Self-esteem theory" to propose the concept "Self-esteem" as a prefix for "Brand jealousy" in the research model.

2.2.2.3. Brand experience theory

he author uses a combination of ideas about consumer behavior as individual customers from Kotler and Keller's (2006) consumer behavior theory on stimulating the senses, emotions, intellect and behavior. consumer behavior throughout the shopping process (Brakus et al., 2009) as well as incorporating the idea of consumer attitudes in Ajzen's (1991) theory of planned behavior (TPB). as well as brand value theory to propose the concept of purchase intention for this research model.

2.3. LITERATURE REVIEW SOME EMPIRICAL STUDIES

Through an overview and comparison between previous domestic and foreign studies related to the research topic, the author finds that although there are many previous studies in the field of brand love and brand envy, domestically and internationally such as Sarkar and Sreejesh (2014), Hasdiansa and Balqiah (2018) and Rosita and Ratnandika (2019), Siddique and Rajput, 2022; Aarti Saini et al. 2023) as well as Nguyen Van Thuy (2019) and research team Nguyen Thi Thoa et al. (2021) have researched the relationship of each pair of factors between brand trust and love. brand, self-esteem with brand envy, brand association with purchase intention, but the author finds that there needs to be research examining the relationship and combination of the above factors so that the results will be more valuable. complete and better explanation of the factors that impact consumer purchase intention.

2.4. DETERMINING RESEARCH GAP

Through the overview, the author realized that in this thesis it is necessary to fill the following gaps:

First: The author identifies a gap in assessing the direct relationship between the concepts of brand trust, self-esteem, brand love, brand envy, brand attachment and purchase intention. Therefore, in this study, the author considers and simultaneously evaluates the relationship between the factors brand trust, brand love, self-esteem, brand envy, brand attachment and purchase intention. of consumers. (New model).

Second: The author identifies a gap in assessing the indirect relationship between brand trust and purchase intention through the mediating role of brand love as well as between self-esteem and purchase intention through the role of brand love. The mediating role of brand envy. In particular, the author has identified a gap due to brand envy's impact on brand love in the relationship of brand envy to purchase intention through the mediating role of brand love, this is The new point is very important. Therefore, the author examines the mediating role of brand love in the relationship between the impact of brand envy on brand love and consumer purchase intention. (New relationship).

Third: The author identifies gaps in research subjects and scope. The author has renewed the research in the direction of brand envy affecting brand love combined with the new object and research scope with the product being cars and consumers being individual customers in the market. Vietnam takes into account demographic variables such as gender, age, income, and education so that the results are better interpreted in terms of consumer behavior (Hasim Deari and Eldian Balla, 2013), to ensure accuracy. and reliability of the research model. Because in reality there are many cases where if there is a moderating variable, the nature of the relationships in the model may change (Ha Nam Khanh Giao & Bui Nhat Vuong, 2019). (New research object and scope).

2.5. HYPOTHESIS AND RESEARCH MODEL

2.5.1. Research hypotheses

There are 8 direct hypotheses mentioned: H1: "Brand trust" has a positive impact on "Brand love" for cars. H2: "Brand love" positively impacts "Purchasing Intention" for cars. H3: "Brand love" has a positive impact on "Brand attachment" for cars. H4: "Brand jealousy" has a positive impact on "Brand love" for cars. H5: "Self-esteem" has a positive impact on "Brand jealousy" for cars. H6: "Brand jealousy" has a positive impact on "Purchasing Intention" for cars. H7: "Brand jealousy" has a positive impact on "Brand attachment" for cars. H8: "Brand association" has a positive impact on "Purchasing Intention" for cars. There are 5 indirect hypotheses mentioned: H1-2: "Brand love" plays a mediating role in the impact between "Brand trust" and "Purchasing Intention" of customers. H4-2: "Brand love" plays a mediating role in the impact between "Brand jealousy" and

"Purchasing Intention" of customers. H5-6: "Brand jealousy" plays a mediating role in the impact between "Self-esteem" and "Purchasing Intention" of customers. H3-8: "Brand attachment" plays a mediating role in the impact between "Brand love" and "Purchasing Intention" of customers. H7-8: "Brand attachment" plays a mediating role in the impact between "Brand jealousy" and "Purchasing Intention" of customers.
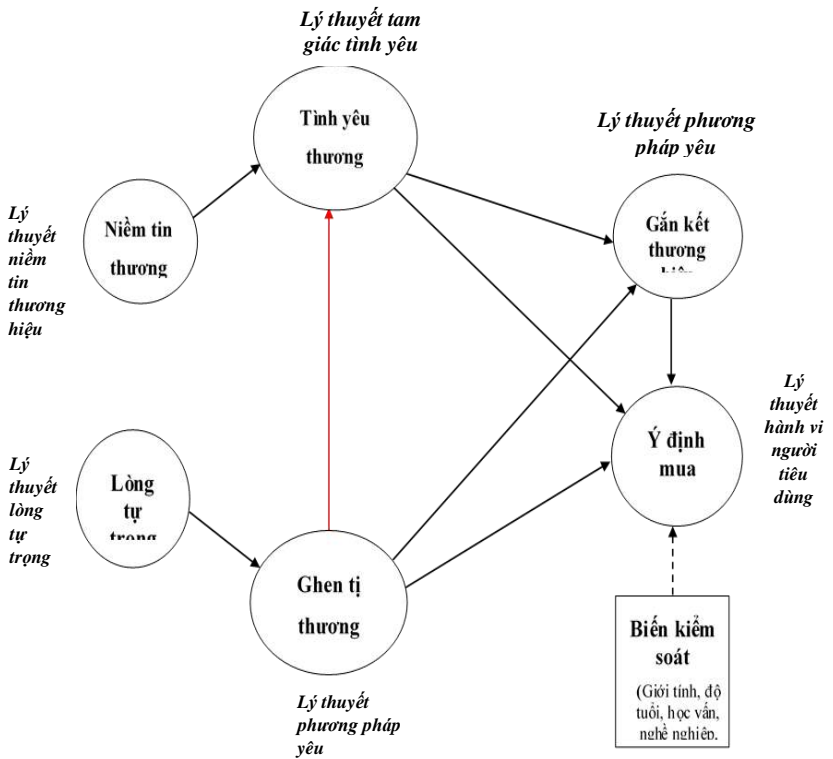
2.5.2. Proposed research model

Figure 2.3: Product research model

CHAPTER 3: RESEARCH DESIGN
3.1. RESEARCH PROCEDURE
The author's thesis research process is implemented through 3 main steps: Step 1: Qualitative research; Step 2: Preliminary quantitative research; Step 3: Formal quantitative research.
3.2. CHOOSING RESEARCH METHODOLOGY
Qualitative and quantitative research methods were used in this study. The purpose of qualitative research is to develop and adjust scales and quantitative research is used to evaluate the validity and confirm the scale, as well as test research hypotheses.
3.3. DESIGN OF QUALITATIVE RESEARCH
3.3.1. Qualitative research method
In this study, the author used the narrative research method by hand-to-hand interviewing 6 experts. Hand-to-hand interviews will help perfect the research model and complete the scale and observed variables. Then, the phenomenological research method was by group discussion with 10 customers divided into 2 groups.
3.3.2. Purpose of in-depth interviews and focus group
Hand-to-hand interviews to explore the connotations of research concepts "Brand trust", "Self-esteem", "Brand love", "Brand jealousy", "Brand attachment" and "Intention mua" explores the relationship between these concepts, and interviews with experts also aim to develop and adjust the scale of research concepts. Group discussion aimed to adjust and develop the scale of research concepts "Brand trust", "Self-esteem", "Brand love", "Brand jealousy", "Brand attachment" and "Purchasing Intention".
3.3.3. Participants in the in-depth interviews and focus group
Subjects invited to participate in hand-to-hand interviews are experts people with experience and understanding of the research issue, including experts in the field of branding and lecturers in the field of marketing. The subjects invited to participate in the group discussion are individual customers who intend to buy a car brand and have the right to decide to buy a car in their household, and have experience with cars but do not yet own a car.
3.3.4. Sampling method and sample size for in-depth interviews and focus group
Based on the author's Individual relationship, the author selects and compiles the list Experts and authors proactively contact them to invite them to participate in interviews. Discussion will be conducted if the expert agrees to participate. Regarding sample size, according to the principle of "saturation" of information (Cormack, 2010), meaning the number of

interviews will stop when the researcher clearly understands all research issues and when participants discuss do not add new problems.

3.3.5. Conducting in-depth interviews and focus group

One-on-one interviews and group discussions were conducted a period of month from October 2021 to November 2021 with discussion time of about 60-90 minutes, face-to-face interview at a coffee shop, office with private room for discussion

3.4. QUALITATIVE RESEARCH RESULTS

3.4.1. Results of exploring the research concepts and relationships between them

"Brand trust": The author introduces the "Brand trust" scale inherited from the original scale of the study (Hasim Deari and Eldian Balla, 2013) with the following 7 observed variables contributed by experts. In order to discuss the target group, the number of observed variables as well as the content remain the same as the results of the expert interviews

"Brand Love": The author introduces the "Brand Love" scale, which inherits the original scale of the study (Carroll and Ahuvia, 2006) with a total of 10 observed variables with content that has been reviewed by experts. Contribute comments to bring to discussion of the target group, basically keep the number of observed variables unchanged but have suggestions to edit the content of the observed variable this brand is just fun. The new complete sentence is "Car brand X is just fun for me."

"Self-esteem": The author introduces the "Self-esteem" scale, which is based on the original scale of the study (Truong and McColl, 2011) with 3 observed variables after receiving comments from experts. When discussing the target group, the number of observed variables and content remain the same as the results of the expert interviews.

"Brand jealousy": The author introduces the scale "Brand love" as referenced according to the original scale of the study (Sarkar & Sreejesh, 2014) with 3 observed variables after expert comments. To discuss the target group, the number of observed variables and content remain the same as the results of the expert interviews. However, during the group discussion, there was a suggestion to edit the wording of an observed variable: "I really want to own a car of brand without it" into a complete sentence: "I have a strong desire to own a car of brand X when I see other people using this favorite brand but I don't have it yet.".

"Brand attachment": The author introduces the Brand attachment scale, which is based on the original scale of the study (Lacoeuilhe, 2000a) with 5 observed variables after receiving expert comments for discussion.

For the target group, the number of observed variables and content remain the same as the results of the expert interviews.

"Purchasing Intention": The author introduces the scale "Brand love" which is based on the original scale of the study (Shuyuan Xiao & Wei He, 2011 and Wong Lai Soon, 2012) with 3 observed variables after Once experts have commented to bring up target group discussion, the number of observed variables and content remain the same as the results of the expert interview.

3.4.1.2. Results of exploring the relationships between research concepts

Regarding the relationship between variables in the proposed model, experts agree agree with the hypotheses proposed in the research model.

3.4.2. Results of developing the measurement scale

Brand trust has 7 observed variables from NT1 to NT7; Brand love has 10 observed variables (TY1 to TY10); Self-esteem has 3 observed variables (LTT1 to LTT3); Brand jealousy has 3 observed variables (GT1 to GT3); Brand attachment has 5 observed variables (GK1 to GK5); Purchasing Intention has 4 observed variables (YD1 to YD4).

3.4.3. Conclusion on qualitative research results

Through qualitative research using face-to-face interviewing and group discussion techniques, The author explored five research concepts: "Brand Trust", "Brand Love", "Self-Esteem", "Brand jealousy", "Brand attachment", "Purchasing Intention" presented in section 3.4.1.1 and exploring the relationship between these research concepts is presented in section 3.4.1.2. Results of scale development: Results of adjusting and developing a scale of concepts in the research model suitable for the brand field are presented in section 3.4.2

3.5. QUANTITATIVE RESEARCH DESIGN

3.5.1. Scale design

Based on Bollen's (1989) scale construction process, preliminary scale was developed based on qualitative research results and a formal results-based scale preliminary quantitative research. In this study, the scale to measure the concepts in the study was inherited from previous studies abroad

3.5.2. Quantitative data collection method

3.5.2.1. Sample size

For preliminary quantitative research: According to Hair & colleagues (2019), in period Preliminary quantification to assess scale reliability with a minimum sample size of 100 is acceptable. For official quantitative research: According to Hair & colleagues (2014), the number of samples is at least 5 times the number of variables analyzed and

preferably 10 times the number of observed variables. So the number of observed variables in this study is 32, so the minimum sample is 320.

3.5.2.2. Sampling method

Non-probability convenience sampling method.

3.5.2.3. Collect data

Using selective questions, those selected to participate in the survey are individual customers who intend to buy a car brand and have the right to decide to buy a car in their household, and have had car experience. but do not own a car. The survey was created on google form and the survey was conducted for three weeks from the author's Individual relationship. The survey for the preliminary quantitative study took place from December 1, 2021 - December 20, 2021, with 300 valid observations included in the data analysis. The survey for the official quantitative research took place from December 2021 to December 2022 with 868 observations, eliminating 83 observations because respondents did not have experience, did not own a car and did not have decision-making authority. car purchases in the household, leaving 785 valid observations to be included in the data analysis. With a sample size of 785 observations, this ensures compliance with the principles of Hair et al. (2019).

3.5.3. Quantitative data analysis method

Quantitative data analysis using SmartPLS software.

3.5.3.1. Measurement model testing method

Analyze the impact of independent and dependent variables (Hair & al., 2017). Assess the scale's reliability, internal consistency reliability, convergent validity, and discriminant validity.

3.5.3.2. Structural model testing method

Evaluate the multicollinearity problem in the structural model, evaluate the significance and relevance of the relationships in the structural model, evaluate the coefficient of determination R2, evaluate the impact coefficient f2, evaluate Evaluate the relevance of the Q2 forecast, evaluate the Q2 impact coefficient.

3.5.3.3. Mediation testing method

Mediating variable is the variable that explains the relationship between the causal variable and the outcome variable represents the intermediate mechanism through which an integer variable occurs causes an effect on an outcome variable (Baron & Kenny, 1986). The intermediate variable is Variables participate in explaining the relationship between the independent variable and the auxiliary variable belongs (Nguyen Dinh Tho, 2015). According to Ha Nam Khanh Giao & Bui Nhat Vuong (2019), intermediate variables can fully or partially explain the relationship. This

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conclusion means that the intermediate variable plays a role in the causal relationship under consideration. Then consider the direct effect, if it is different from 0, then the role of this variable is a partial mediator, if otherwise, the conclusion is that the variable is a complete mediator (Hayes, 2009).

3.5.3.4. Analyze the role of control variables

According to Kotler and Keller (2012) and experimental studies of Zaeema and Hassan (2016), they have applied behavioral theory to research and have determined that consumer behavior is influenced by a number of specific variables. Individual points. Therefore, to prove that the independent variables of the research model are meaningful, it will be necessary to control the influence of Individual characteristic variables. Variables controlling Individual characteristics of consumers include: gender, age, education level, income and occupation of the consumer in the study.

CHAPTER 4: RESEARCH RESULTS
4.1. RESULTS OF DESCRIPTIVE STATISTICS OF THE SURVEY SAMPLE

Statistical results of gender ratio with 57.2% male, 42.8% female. Regarding age, under 25 years old accounts for 9.4%, from 25 to 34 accounts for 14.3%, from 35 to 44 accounts for 23.6%, from 44 to 55 accounts for 40.3% and over 55 accounts for 12.5%. . Regarding educational level, high school or less accounts for 7.3%, intermediate school accounts for 10.6%, college accounts for 28.8%, university accounts for 41.3% and post-graduate level accounts for 12.1%. . Regarding occupations, Doctors account for 15.2%, Engineers account for 12.9%, Lawyers account for 13.1%, Teachers account for 11.1%, Artists account for 5.4%, Office workers account for 20%. .4%, Business owners account for 9.6%, freelancers account for 12.5%. Regarding income, 31% of people have a monthly income of over 5 million VND to 15 million VND, the group with a monthly income from 15 million VND to 30 million VND accounts for 36.4%, the group with a monthly income of over 30 million accounts for 32%. .6%.

4.2. MEASUREMENT MODEL EVALUATION

The results of testing the measurement model all meet the reliability of the scale and reliability reliable internal consistency, convergent validity, discriminant validity without eliminating any observed variables.

4.3. STRUCTURAL MODEL EVALUATION

4.4.1. Collinearity Assessment

The results of testing the structural model show that there is no multicollinearity phenomenon.

4.4.2. Test the hypotheses

With a significance level of 5%, hypotheses H1 to H8 are all accepted All p values are less than 5%. The level of impact decreases from highest to lowest of the above 10 accepted hypotheses are H5 = 0.762, H1= 0.496, H7= 0.481, H4= 0.402, H8= 0.329, H3= 0.301, H2= 0.287, H6= 0.277

4.4.3. Coefficient of Determination (R2 Value)

The adjusted R^2 value is 60.5 % (Brand Love); 58.0% (Brand jealousy); 50.8% (Brand attachment) and 60.9% (Purchasing Intention).

4.4.4. Effect Size f2

The coefficient f^2 is used to evaluate whether the influence of an exogenous variable on an endogenous variable is significant or not. According to Cohen (1988), the f^2 values are 0.02; 0.15 and 0.35 are considered weak, moderate and strong.

4.4.5. Blindfolding and Predictive Relevance Q2

The factor "Brand Jealousy" has the highest Q^2 value of 0.461, "Purchasing Intention" with 0.418, Brand attachment has a Q^2 value of 0.338 and "Brand Love" " has a Q^2 value of 0.304.

4.4.6. Effect Size q2

Brand attachment is highest (0.060), followed by Brand Love (q^2=0.052) and lowest is Brand Jealousy (q^2=0.040).

4.5. ANALYZING THE ROLE OF MEDIATING VARIABLES

At the 5% significance level, all 5 H1-2, H3-8, H4-6, H5-6, H7-8 are accepted because all p-values are less than 5%. The results show that, thanks to the role of mediating variables, the 8 direct hypotheses (H1, H2, H3, H4, H5, H6, H7, H8) have significantly increased impact coefficients.

4.6. ANALYZING THE ROLE OF CONTROL VARIABLES

Regarding gender: for men, "Purchasing Intention" increased by 0.079 units compared to women. Regarding age: from 25 - 34, the group from 35 - 44, the group from 44 - 55 and the group over 55 years old all have an influence on "Purchasing intention", under 25 years old do not have an influence on "Purchasing intention". Regarding educational level: the control variable of education has no influence on "Purchasing Intention". Regarding occupations: Doctors, Business Owners, Lawyers, Engineers, Free Trade have an influence on "Purchasing Intention", however Teachers, Artists, Officials do not have an influence on "Purchasing Intention". " car.

Regarding income: from over 5 million - 15 million, over 15 - 30 million and over 30 million all have an influence on "purchasing intention".

4.7. DISCUSS RESEARCH RESULTS

4.7.1. About the relationship between research concepts

We see that the factor "Brand trust" has the lowest average value of 3.56 compared to the remaining factors in the research model, so administrators need to pay attention to have solutions. To make consumers have faith in the brand, it will create love and understanding. Next, the factor "Brand Love" has a low average value of only 3.62. This assessment result shows that consumers are influenced by emotional factors that love the brand, which will impact " Purchasing Intention". Besides, the factor "Brand attachment" ranked third lowest in the model with a low average value of only 3.70, which shows that when customers do not have much about "Brand Trust", it will be very difficult to Having a lot of emotions about "Brand Love" will lead to customers having little "Brand attachment", so managers need to build brands in a way that creates trust with customers so they can love them. Like to help create a long-term connection with your car brand. In addition, the factor "Self-Esteem" has an average value of 3.77, which proves that administrators need to strongly exploit customers' feelings of self-esteem to create the psychology of "Brand jealousy." " has a mean value ranked third at 3.76. This shows that if managers know how to arouse self-esteem, customers' feelings of Brand jealousy will easily arise and it will lead to customers intending to buy cars in particular and products in general. shared. Finally, the average value of the "Purchasing Intention" factor is rated highest by individual consumers who want to buy a car with a coefficient of 3.86, thus showing that emotional factors are the catalyst. strongly influences "Purchasing Intention".

4.7.2. Discuss the role of mediating variables

The results of this study have proven that the role of the intermediate variable Brand Jealousy and the intermediate variable "Brand Love" in this research model is very important. Thanks to the inclusion in the analysis of the intermediate variable "Brand Love", the coefficient of impact on Purchasing Intention is increased by 0.099 to have a total impact coefficient of 0.386, without the inclusion of the intermediate variable "Love". love the brand", the level of impact on Purchasing Intention is only 0.287. At the same time, thanks to the inclusion of the intermediate variable Brand jealousy in the analysis, the impact coefficient on Purchasing Intention is increased by 0.314 for a total impact coefficient of 0.591, if the intermediate variable Brand jealousy was not included. brand, the level of impact on Purchasing Intention is only 0.277. Similarly, thanks to the inclusion of the

intermediate variable Brand jealousy in the analysis, the impact coefficient on Brand attachment is increased by 0.121 for a total impact coefficient of 0.602, if the intermediate variable Jealousy was not included. brand, the level of impact on Brand attachment is only 0.481

4.7.3. Discuss the role of control variables

Regarding gender: If the customer is male, the individual customer's "Purchasing intention" a car increases by 0.079 units compared to women.

Regarding age: The age groups from 25 - 34, the group from 35 - 44, the group from 44 - 55 and the group over 55 years old all have an influence on "Purchasing Intention", however only the group under 25 years old does not have any influence. influence the "Purchasing intention" cars of individual customers.

Regarding educational level: the control variable of education has no effect on the "Purchasing intention" a car of individual customers.

Regarding occupation: Individual customer groups belonging to the occupational group Doctors, Business Owners, Lawyers, Engineers, Free traders have an influence on "buying intention", however customers belonging to the occupational group Teachers, Artists, and Officials have no influence on the "Purchasing intention" cars.

Regarding income: All income groups from over 5 million - 15 million, over 15 - 30 million and over 30 million all affect the "Purchasing intention" cars of individual customers in the Vietnamese market .

CHAPTER 5: CONCLUSIONS AND MANAGERIAL IMPLICATION

5.1. CONCLUSION OF THE STUDY

5.1.1. Conclusion on model testing and research hypotheses

The research results show that all hypotheses from H1, H2, H3, H4, H5, H6, H7, H8 in a direct relationship have P value < 0.05 so they are all accepted. The results shown in Table 4.7 show the strong impact of "Self-esteem" on "Brand jealousy" (0.762), "Brand jealousy" on "Brand attachment" and on "Purchasing Intention". 0.602 respectively; 0.591, similarly "Brand trust" positively affects "Brand love" (0.496), "Brand jealousy" affects "Brand love" to (0.402) and "Brand love" " to "Purchasing Intention" (0.386). At the same time, the results of testing hypotheses H1-2, H3-8, H4-6, H5-6, H7-8 in the indirect relationship also show that Pvalue = $0.000 < 0.05$, so are all accepted. In particular, the variables "Brand Love", "Brand Jealousy" and "Brand Bonding" play a partial mediating role.

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5.1.2. Conclusion on the development of research concepts measurement scales

The research results of the thesis have been to develop measurement scales that meet the required standards of unidimensionality, reliability, convergent validity and discriminant validity, which are shown to include 7 scales: "Commercial trust". Brand", "Self-esteem", "Brand jealousy", Brand love, "Brand attachment" and "Purchasing Intention" with a total of 32 observed variables.

5.1.3. Thesis achievement results

* The first objective was achieved: Identify "Brand trust" that affects "Brand love" and "Self-esteem" that affects "Brand jealousy" of consumers.

* The second objective was achieved: Confirming that "Brand love" has a partial mediating role between "Brand trust" and "Purchasing Intention" as well as "Brand love" has a mediating role part between "Brand jealousy" and "Purchasing Intention". At the same time, "Brand Love" has a partial mediating role between "Brand jealousy" and "Brand attachment" as well as the mediating variable "Brand Love" between "Brand Jealousy" and "Purchasing Intention". In addition, "Brand jealousy" has a partial mediating role between "Self-Esteem" and "Purchasing Intention". Besides, there is also "Brand attachment" which partially mediates between "Brand Love" and "Purchasing Intention".

* The third objective was achieved: Proposing some management implications from the results of testing the research model.

5.2. MANAGERIAL IMPLICATIONS

The author focuses on proposing three main management implications:

5.3.1. The management implication increases the feeling of "Brand love" leading to an increase in "Purchasing Purchasing intention" Individual cars in the Vietnamese market.

5.3.1.1. Implications of brand trust

When customers have confidence in the quality of a brand's products, they will quickly love that brand. Therefore, administrators must make customers have absolute confidence in their brand of cars so that customers will think that their brand is a truly trustworthy brand, then customers will easily Easily have "Intent to buy" your company's brand car. To achieve that, trust managers who no longer have faith in their own brand will not be easily influenced or influenced by other brands that are advertising.

5.3.1.2. Implications of brand love

When consumers have affection and become passionate about the brand they love, they will passionately pursue the brand they have feelings for, creating a bond between "Brand Love". of consumers will have a

positive impact on their "Purchasing Intention" and it will be very difficult for them to change their "Purchasing Intention" to another brand. Therefore, managers who want to create "Brand Love" with a positive impact on "Purchasing Intention" must focus on building a marketing strategy that impacts the emotions of "Brand Love" with customers. If consumers do not yet have an opinion on which brand to like, they will have feelings for their brand, which will easily lead to consumers becoming fond of it and they will have "Intent to Buy".

5.3.2. The management implication increases the feeling of "Brand jealousy" leading to an increase in "Purchasing Intention" for Individual cars in the Vietnamese market.

5.3.2.1. Implications of self-esteem

Consumers are very emotionally attached to their ego and have a strong sense of self-respect. Consumers will have an increased feeling of "Brand jealousy" when they see the brand they love has been destroyed. If someone else owns it before you, the desire to own your favorite brand will increase even more. Therefore, if managers want to sell products, they must focus on building marketing strategies that impact consumers' emotions to make them express their emotions to arouse their "Self-Esteem". The natural need for "Self-Esteem" is self-respect and ego enhancement. Consumers will like to find a match between their self-image and their used brand image, so they feel "Brand jealousy" emotions and easily lead to customers having "Purchase Intent" quickly.

5.3.2.2. Implications of Brand jealousy

The more intensely the consumer will be jealous and distressed when being separated, and the more desperate he or she will try to buy the beloved brand to get over it, the more the consumer's state of "Brand jealousy" will be. positive and strong impact on "Purchasing Intention". Therefore, managers who need to build marketing strategies must pay attention to evoking the factor of "Brand jealousy" in consumers so that competitive jealousy will urge them to want to "Engage with each other". with the brand and that will make them have "Intent to buy" the product to prove they are not inferior to everyone else.

5.3.3. Management implications of the mediating role of "Brand Love", "Brand Jealousy" leading to increased "Purchasing Intention".

When administrators know how to create the emotions of "Brand Love" and "Brand jealousy" they have a positive and positive impact on "Purchasing Intention", especially when consumers have a "Brand jealousy" mentality. "Brand jealousy" when they see that they can own their favorite brand in front of them, makes them even more eager to own it and express their ego, which will lead to "Intent to buy" the product to express it. I am

not inferior now. Therefore, in addition to creating "Brand Love" for customers, managers must also know how to take advantage of the emotional factor of regret combined with the customer's psychological state of jealousy to evoke regret. and customer competition makes it easy to sell products.

5.4. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

First: The author only focuses on surveying data of individual consumers with "Intent to buy" cars mainly in big cities such as Ho Chi Minh City, Hanoi, Hai Phong, Da Nang, and Can Tho. Therefore, the data series included in the analysis is still limited. The results will be more accurate and representative if the author expands the scope of the research survey in many other provinces and cities of Vietnam.

Second: In this research model, the author only used two prefixes: "Brand trust" of "Brand love" and "Self-esteem" which is the prefix of "Brand jealousy". Because in addition to these two prefixes, there will be a number of other prefixes related to "Brand Love" and "Brand jealousy" that can also be included in the next research model in other fields with the dependent variable. is "Repeat Purchasing Intention".

5.5. THE AUTHOR'S PUBLICATIONS RELATED TO DISSERTATION

1. Le Ba Thuong (June 2023). The mediating role of brand love and brand envy affects personal car purchase intention in the Vietnamese market. Science and Commerce Magazine. Special issue-no.1, pages 71-83. ISSN 1859-3666.

2. Le Ba Thuong (June 2023). Research on brand emotions affecting personal car purchase intentions in the Vietnamese market. Research Journal of Finance and Accounting. No. 242, pp. 55-60, ISSN 1859-4093.

3. Le Ba Thuong (June 2023). The impact of positive word of mouth and brand envy on personal car purchase intention in the Vietnamese market: The mediating role of GKTH. International Journal of Management and Economics. No. 156, pp. 37-52, ISSN 2615-9848.

4. Le Ba Thuong (October 2023). The impact of brand emotions on personal car purchase intention in the Vietnamese market: The mediating role of brand love and brand envy. Regional Sustainable Development Magazine. No. 2, pp. 74-88, ISSN 2354-0729.