2. Practical contribution

The results of this research will contribute and provide practical significance to units doing business in the automotive sector in the Vietnamese market in general and Ho Chi Minh City, Hanoi, Ha Phong, Da Nang, Can Tho in particular has contributed knowledge to increase understanding of t brand field to influence customers' intention to buy cars as follows:

**First:* The research results have discovered and proven that not only does the factor "Bran Love" have a strong impact on "Purchasing intention" but also the emotional state of "Brand jealousy" towards with consumers also has a significant influence on "Purchasing intention" cars. Because, when consumers want to own a brand they love but for some reason they cannot have while other friends and acquaintances have previously owned the brand they love. This makes consumers even more jealous and jealous. This is the emotion of "Brand jealousy", because of "Self-Esteem", consumers are uncomfortable accepting that they are inferior to others, so it will create t psychology of "Brand jealousy" which has a strong impact on "Brand jealousy", "Purchasing intention´

**Second:* In the field of marketing and branding, "Brand Love" and "Brand jealousy" are still very new, so this research helps brand consulting units to refer to and use research results to Build a brand and have a brand development strategy. Especially knowing how to simultaneous apply the mediating role of "Brand Love" and "Brand Jealousy" will stimulate consumers' psychology with the opposite emotional state of "Love Brand" and "Brand jealousy" but have the same meaning in terms of stimulating consumers' "Purchasing intention" and will increase sales.

**Third:* The management implications proposed by the author in this study can be an importa and meaningful reference source for managers, production and sales units to use to devise marke strategies, Branding. In addition, market research units can also use measurement scales "Brand Love", "Brand Jealousy", "Brand Trust", "Self-esteem", "Brand attachment" affects "Purchasing intention".