

SOCIALIST REPUBLIC OF VIETNAM

Independence - Freedom - Happiness

INFORMATION ON NEW ACADEMIC AND THEORETICAL CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

Dissertation title: THE IMPACT OF CUSTOMER EXPERIENCE ON BRAND EQUITY AND ONLINE REPURCHASE INTENTION: CONSIDERING THE MEDIATING ROLE OF TRUST AND CUSTOMER SATISFACTION

Major: Business Administration Code: **934 01 01**

Ph.D. Candidate: **Luong Van Quoc** Course: **(1) 2017**

Training Institution: **University of Finance - Marketing**

Scientific instructors 01: **Dr. Nguyen Van Hien**

Scientific instructors 02: **Dr. Nguyen Thanh Long**

A summary of new contributions both in terms of academic and practical aspects of the dissertation is as follows:

1. Academic contribution

The thesis has identified some theoretical gaps and has contributed to filling these gaps, resulting in some contributions to theoretical and academic aspects as follows:

First, this study has contributed a new model. It adds knowledge from the discovery and verification of the simultaneous impact among customer experience factors, trust, customer satisfaction, brand equity, and online repurchase intention. It solves the theoretical gap of no research exploring the simultaneous relationship among these factors.

Second, this study has reinforced some related theories such as the experiential marketing theory, the relationship quality theory, the brand equity theory, and the SOR theory in applying to understand the relationship between customer experience, trust, customer satisfaction, brand equity, and online repurchase intention. From a theoretical perspective, although there have been many studies on repurchase intention, few have used the SOR theory to see the purchasing process as a process of processing the input factors stimulated by experience, thereby building trust and satisfaction, leading to the output results of brand equity and online repurchase intention.

Third, this study has contributed a new relationship. This study has identified the mediating role of trust and customer satisfaction in the relationship between customer experience and brand equity, online repurchase intention of customers. It fills the research gap of no study exploring the mediating role of trust and customer satisfaction in the

relationship between customer experience and brand equity, online repurchase intention of customers.

Fourth, this study adds further insights from the adjusted results and the development of a reliable, convergent, and discriminant measurement scale for the rigorously tested research concepts. Through qualitative and quantitative research, this study contributes to the development of a suitable measurement scale for research concepts in the current e-commerce field in Vietnam in general, and Ho Chi Minh City in particular, addressing the need for an appropriate measurement scale in the context of research in Vietnam.

Fifth, this study contributes to generalizing the findings of previous researchers such as Bleier et al. (2019), Morgan & Hunt (1994), Oliver (2015), Martin et al. (2015), Aaker (1991), Yoo et al. (2000), Khalifa & Liu (2007), Micu et al. (2019). This result addresses the research gap of the lack of studies related to customer experience, trust, customer satisfaction, brand equity and online repurchase intention of customers in the retail market in Vietnam in general, and Ho Chi Minh City in particular. This study supplements knowledge in the field of marketing, increasing the reference materials due to its implementation in a market that is developing very differently from other developed countries in the field of online shopping.

Sixth, the research process and data analysis methods used in this study can serve as a reference for those interested in this field. The use of second-order components such as customer experience and brand equity with related first-order components in the data analysis process has helped the research model achieve parsimony. Although customer experience and brand equity are recognized as second-order components by many authors, due to software processing limitations, previous researchers only studied the individual components of these concepts separately.

2. Practical contribution

The findings of this study have practical implications for online businesses such as Shopee, Tiki, Lazada, and Sendo in Ho Chi Minh City by contributing to the understanding of brand equity and online repurchase intention with the impact of customer experience and the intermediary role of trust and customer satisfaction - two important components of relationship quality. Therefore, these findings can be applied to enhance the effectiveness of brand building to increase competitive advantage and online repurchase intention of customers.

In addition, the study also helps online retailers to better understand the role of creating positive experiences for customers to increase brand equity and online repurchase intention. Online retailers need to focus on creating positive experiences for customers, building trust and customer satisfaction to enhance brand equity and online repurchase intention. Furthermore, with the growing popularity of online shopping and the increasing

market size, businesses in the online field such as Shopee, Tiki, Lazada, and Sendo can consider using the findings of this study depending on their purposes.

Moreover, branding consulting firms can also refer to the research results to serve the process of researching and building brand development strategies and creating positive experiences for customers. Market research companies can also use the adjusted and developed measurement scales of customer experience, trust, customer satisfaction, brand equity, and online repurchase intention to design questionnaires in the process of collecting information for customers.

The managerial implications proposed in this study can be a significant reference source for online retailers, product/service providers, as well as e-commerce businesses such as Shopee, Lazada, Sendo, and Tiki to improve customer experience activities, build trust with customers, increase customer satisfaction, enhance brand equity from the customer perspective, and strengthen online repurchase intention.

PhD. Candidate

Luong Van Quoc