

Factors Affecting Customer Loyalty: The Case of Dairy Industry in Vietnam

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Abstract— The goal of this research is to examine the influence of residential place on the link between loyalty and factors in Vietnam's dairy sector, especially the TH True Milk brand. Beside residential place, four other determinants of customer loyalty are also examined in this research. The research framework is made up of five hypotheses: pricing, product quality, promotion and advertising, brand image, and lastly residential place. These five hypotheses were chosen to help answer the study's key research questions. The quantitative technique is the principal methodology utilized in carrying out the research method, and the primary data is the acquired data chosen for inclusion in the research article. With a sample size of 266 respondents, this approach makes it easier to gather data and reach survey participants by conducting an online survey utilizing 365 forms and the snowball method. Furthermore, the data for this study were selected and analyzed using SPSS software in conjunction with data methodologies such as descriptive statistics, Cronbach's alpha, linear regression. The study's findings indicate that the influence of geography on consumer loyalty and the determining variables for the dairy business in Vietnam, in particular, the TH True Milk. Price, Product Quality, and Brand Image are the three strongest elements determining consumer loyalty, according to regression research and results, yet only Product Quality is chosen to minimize risk rather than Price. Specifically, the manager must pay attention to food hygiene and safety as part of the process of increasing product quality, with frequent open training courses focused on cleanliness in the production and interior stages. Aside from investing in more contemporary technologies to make high – quality sanitary items. Simultaneously, determine your brand's major strengths and weaknesses in comparison to competitors to determine what needs to be done to increase product quality to a higher level than competitors, and most importantly, always listen to the customer's contribution to the brand.

Keywords— Residential place, Customer loyalty, Price, Product Quality, Brand Image, Food Hygiene.

I. INTRODUCTION

Customers' loyalty, for a business, played an important role in its success, which meant the loyalty led to long-term choices of that business's product and service instead of shifting to its opponent (Tucker, 1964). The loyalty was believed to positively mean and connect the customers with specific products or brands (Gommans et al, 2001). According to a study from Rare Consulting (2021), 83% of the customers claim that their loyalty originates in their trustfulness towards the product and brand. Consequently, the more trustworthy the business is, the greater possibility the customers will select its product and service.

Nowadays, in terms of the competition between businesses in general and among dairy industries in particular, the loyalty

significantly refers to the measurement of success. The businesses, thus, are prone to care about enhancing customer service as well as shopping trend in order to attract long-time customers (Knox et al, 2001). A developed economy and increasingly high – standard life have made dairy products approachable to most families to supply more nutrition and energy (Khoi et al, 2014). So as to survive in dairy market, the businesses had better make incredible efforts to retain their customers together with attract new consumers by releasing product with affordable price, reasonable costs and acceptable quality that fulfill a variety of customer needs (Nguyen, 2016). These will dramatically contribute to the revenue and profit growth and hence boost the company's valuation.

Basically, the more the customers are satisfied with the products and service, the more loyalty the business gain from them (Uncles et al 2003). It is believed to be an advantage if the business can offer its customers better – than – expected experience. In order to stand out among identical companies for which makes customers choose their companies, the companies should initially concentrate on the quality that distinguish from the others (Evanschitzky et al, 2012). In addition, what the businesses also pay attention to are the price and discount promotion, the price of the product ought to be accessible to all classes, regardless low or high income.

Manufacturing and processing milk industry in Vietnam, recently, has flourished that provide consumers a great deal of products which meet their demands and gradually replace imported products as well as integrating into exporting market (Bnews.vn, 2021). Being essential products, dairy products remain stable despite the impact from COVID-19 pandemic, compared to other industries (Ca, 2021). The upward trend of population and income, along with Vietnamese's awareness of staying healthy will notably contribute to the steady growth (B – Company, 2021).

Because TH True Milk is one of the most probable successful enterprises in Vietnam's dairy sector, it will be chosen for theoretical and experimental study to verify concerns linked to residential place and determinants of brand loyalty. The firm was founded in 2010, and its official name is TH Milk Food Joint Stock Company. It is part of the TH Group, which was founded with the financial assistance of Bac A Commercial Joint Stock Bank (TH True Milk, 2020). TH True Milk has been seeking for a means to go its own way in Vietnam during the last four years, when the dairy business was still confused and producing low quality milk (TH True Milk, 2010). TH Group not only releases milk products, but also clean

veggies, milk for cardiovascular patients, diabetes, and fresh collagen milk for women (TH True Milk, 2020). TH True Milk will be honored with the Vietnam National Quality Gold Award at the GPEA (Global Performance Excellence Award) in 2020. (TH True Milk, 2020).

This study was conducted to measure the influence of factors affecting customer loyalty when choosing products from the TH True Milk brand. There have been many previous studies on the factors affecting customer loyalty to the TH True Milk brand, but those studies were only conducted in one city and did not have a comparison between cities. Therefore, this study is about a moderate residential place on the relationship between customer loyalty and its determinant.

II. HYPOTHESES DEVELOPMENT

Customer loyalty indicates the availability in interacting with the customers as well as connection between business and customer, which refer to the extent to which they will buy your products instead of your opponents (Chadhuri and Holbrook, 2001). Customer loyalty results in satisfaction with the products and service they positively experienced, which, in fact, can be applied in practice (Oliver, 1999). Customer loyalty is considered the act of frequently purchasing products, utilizing them along with interacting with the brand via various platforms and actively involving in different events from the business (Kumar et al, 2004). Customer loyalty will enhance customers' reliance that makes them willingly pay more compared to newcomers (Evanschitzky et al., 2012). Consequently, it is a great deal to invest in improving the product quality and achieving more trust from the customers. According to Dick and Basu (1994), customer loyalty is the stable connection between personal attitude and regular support, which represents the proportion, collaboration and possibility of patronage. Customer loyalty is defined as a customer's attachment to an enterprise's products, services, or people (Jones and Sasser, 1995). Oliver (1999) confirmed that loyalty is a deeply held commitment to repurchase or repeat a preferred product/service in the future, resulting in brand repetition or purchase of the same brand, regardless of the image. Situational variables and marketing activities both can impact behavior.

In recent years, the notion of customer value has become more prevalent in strategy and marketing literature. Customer value is seen as critical to a company's competitive edge and long – term performance (Smith and Colgate, 2007). As a result, this thought is given a lot of weight. This work makes an attempt to construct an integrative configuration of the idea of customer value that represents its richness and complexity (Parasuraman, 1997). It examines, synthesizes, and expands on the existing literature on the subject. Three complementing models are included in the configuration: customer value in exchange, customer value building, and customer value dynamics (Butz and Goodstein, 1996). Thinking about consumer value in this way can help you build and research service offers.

"Price is regarded a revenue producing aspect and the most critical factor of consumer happiness and loyalty," according to Isoraite (2016). The exchange value of a product may be stated

as its price. Price is the most basic factor for assessing things, and every company need a pricing plan (Suroto et al., 2013). Businesses must match the pricing to the quality and quantity of items, in addition to delivering competitive prices. Customer happiness and loyalty can also be influenced by pricing (Ahmad and Zhang, 2020). A successful product is one that is well qualified and affordable yet many researches have proved the converse. Suroto et al. (2013) concluded that there was no relationship between the factors including price, shopping behavior and loyalty of customers that impact on their decision. Besides, accordingly Al-Adamat et al. (2020), not only did price but also packing, packing methods and origin played important roles in influencing on shopping behavior. Customers will mainly rely on three criteria: reasonable price, high-standard quality and trustworthy origin to select any products (Ahmad and Zhang, 2020).

H1: Price incredibly affect customers' decision and loyalty

Milk is a direct product that is consumed every morning, giving nutrients to youngsters and the elderly, therefore milk quality is an important element for consumers to consider (D'Souza et al., 2007). Currently, parents pick milk products with a variety of flavours and nutrients so that their children may freely select their favourite goods, and parents frequently choose that product. This is a good way of food preservation that allows milk quality and nutritional content to be preserved for a long period (Ngo et al., 2019). A great product that provides purchasers with a positive experience will help them be happy with the product's quality, and they will remain loyal to the brand as a result. Consumers are constantly concerned with the quality of items when selecting products, particularly nutritional products because these are foods used daily to complement daily nourishment for family members. This is especially true for small children and the elderly. As a result, product quality has a significant impact on customer loyalty to the TH True Milk brand.

H2: Product quality positively affects customer loyalty.

Promotion, advertising are methods that effectively connect customers with products as well as directly impact on their decisions (Katt and Meixner, 2020). Advertising offers customers a great deal of useful information about specific goods of the brands and hence assist customers to easily identify appropriate products that fit their needs and budgets (D'Souza et al. 2007). Furthermore, vivid advertising design also a good way to attract more customers. Reasonable price is considered to cultivate customer loyalty on the grounds that it allows a vast majority of consumers experience the products.

H3: Promotions and advertising positively influence customer loyalty.

The customer's opinion of a brand is based on their interactions and experiences with the company's products. According to Kolter et al (1996), an image is a combination of beliefs, thoughts, and perceptions that a person has about an object, therefore various customers may interpret a brand in different ways. The creation of a consistent brand image is a significant undertaking for organizations since it will aid in the retention of loyal customers. From this, it can be observed that a positive brand image can assist boost customer satisfaction, implying that consumer loyalty to the firm will be long-term.

H4: Brand image has a positive impact on customer loyalty.

The geographical expanse, as well as the diversity and depth of cultures and traditions, have resulted in a Vietnam with many distinct areas, each with its own set of customs. The distinction between each area is not only in terms of common challenges in thinking, talking, and behaving, but also in terms of shopping. Because each area will have its own way of thinking, businesses must focus on providing the best product experience, preferred programs for customers, and, most importantly, taking care of customers in the most considerate way to keep them.

H5: Residential place has a significant impact on the relationship between the factors affecting customer loyalty.

III. RESEARCH METHOD

To understand the influence of residential place on customer loyalty and the other drivers of the loyalty of TH True Milk brand, data must be collected after deciding on a quantitative approach to the study. As a result, this study collects data from the location survey impacting consumer loyalty and defining variables for the TH True milk brand using primary data rather than secondary data.

This study's sample size is 350 people, and the survey questionnaire will be included in Appendices 1 and 2. The questionnaire contains 33 questions and is divided into five sections, the first two of which will include two screening questions to select respondents who fit the main objective of the study. The third section will include five questions about the survey participants' personal information, including their name, gender, age, marital status, and average monthly income. The following section includes three questions about customers' product use behaviour about the TH True Milk. Part five of the survey will be divided into seven sub-sections, each of which will rate the issue on a 5-point Likert Scale with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 indicating agree, and 5 indicating strongly agree. A small portion revolves around the factors that influence customer loyalty to TH True Milk, namely the product price, product quality, advertising and promotions, and images of the brand, product value, and customer loyalty.

The snowball sampling approach is acceptable for the study and is reported to be completely successful. The snowball sampling method is similar to a rolling ball in that it collects a

lot of snow along the way and grows in size, indicating that it is a sampling method that is entirely based on referrals from the first groups of people, and they will make suggestions or ask for help from the following groups of people, from which they build a chain (Goodman, 1961). This sampling method, however, is only applicable to subjects that are unknown and deemed difficult to reach. As a result, the researcher will survey by sending a 365 Office form questionnaire to acquaintances and adding the survey link to a personal Facebook post. The researcher will solicit support from their acquaintances by sending the survey to more and more individuals until the number is full. The benefit of this sampling strategy is that it saves money by utilizing social networks and contacts to obtain survey responders (Etikan et al, 2016). To diversify the survey data sample, the researcher will send it to a wide range of people of various ages, geographies, and economic levels, allowing the difference to be seen.

After gathering data, the next critical stage is data analysis. Because data is gathered from a variety of sources, it is unavoidable that some information is missing or that the data does not satisfy the criteria. In response to the demand to manage the data, the information will be loaded into SPSS software to filter, clean, and synthesize relevant data. SPSS software is a data analysis program that calculates parameters and provides the most general findings. SPSS is a statistical analysis program that is used for scientific data analysis, applications, sociological research, and quantitative research (Levesque, 2007). SPSS data analysis methods include descriptive statistics, Cronbach's alpha, linear regression, and exploratory factor analysis (EFA).

IV. RESULT AND DISCUSSION

4.1. Sample description

The research sample was selected from two regions in Vietnam's south and north using a nonrandom sampling approach. This survey was given to all those who have used, are using, or have never used TH True Milk's product lines in all cities in Vietnam's south and north, and it received 358 replies after it was submitted. Following data entry and survey screening, 266 valid replies to the survey goal were obtained. Basic statistics on the number of survey participants in the two areas of Vietnam's south and north are presented below.

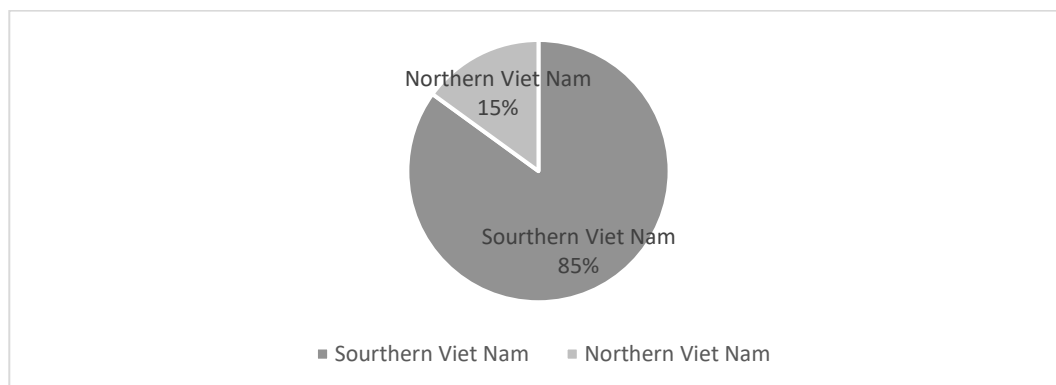


Fig. 1. Number of participants followed by residential place

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

4.2. Factors affecting customer loyalty

Perception of customers on Price of TH True Milk

From Table 1 it can be seen that the customer's level of agreement with the prices of TH True Milk products is at 3.4 - 4.2, this is a score of consumers' price agreement for the product. TH True Milk products. The answer with the highest score "The prices of TH True Milk products are suitable for my income" is 3.68, which means that customers all agree with the prices of products that TH True Milk sells on market. With a score of 3.61 for the response "The prices of TH True Milk products are less volatile," this is a score for customers who believe that the prices of TH True Milk products are steady and always deliver good results, giving consumers the best price. According to previous studies, price is an extremely important factor in customer retention and also gives them better price competition than competitors (Moisescu, 2015). In short, all consumers agree that the price of TH True Milk sold is suitable for all subjects who can buy and use it and that the price of the items is not excessively high.

TABLE 1. Price Perception of TH True Milk

Question	Mean	Std. Deviation	Meaning
The prices of TH True Milk products are less volatile	3.61	0.736	Agree
The price of TH True Milk products is suitable for my income	3.68	0.732	Agree
Price	3.64	0.631	Agree

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

Perception of customers on Product Quality of TH True Milk

Table 2 shows that the level of customer agreement with TH True Milk's product quality is at 3.4 - 4.2, this is the current level that shows that the quality of products that TH True Milk brings to the Vietnamese dairy market always makes customers agree. The answer with the highest score is "TH True Milk products ensure food hygiene and safety" with 4.06, this is a good sign of TH True Milk when customers always trust and agree on food safety and hygiene from breeding, production and finished products. All are strictly managed by TH True Milk and are held in a closed and modern environment. Next is the answer "TH True Milk products suit my taste" this is the answer with the second highest score out of four answers with 3.98 points, this means that most of TH True Milk's products have a sweet taste and moderate fat, making consumers in the Vietnamese market often choose to use and agree that the products TH True Milk's products are suitable for consumers' taste. Finally, the answer with a lower score than the other two is "TH True Milk has a wide range of products that give me many options" with 3.88 points. With the desire to always bring customers the best experience and also bring consumers a wide range of products, TH True Milk regularly offers many dairy products for many ages as well as other products to give customers more choices and also bring strength to the brand when competing with competitors player in the market. Specifically, previous studies also agree that product quality also affects customer loyalty through customer satisfaction and customer satisfaction affects trust (Quy, 2015). In summary,

customers feel satisfied with the product quality, which means that they agree with TH products of high quality.

TABLE 2. Product Quality Perception of TH True Milk

Question	Mean	Std. Deviation	Meaning
TH True Milk has a wide range of products that give me many options	3.88	0.673	Agree
TH True Milk products suit my taste	3.98	0.716	Agree
TH True Milk products ensure food hygiene and safety	4.06	0.662	Agree
Product Quality	3.97	0.590	Agree

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

Perception of customers on Brand Image of TH True Milk

Table 3 shows that Brand Image of TH True Milk is around 3.4 and 4.2 point meaning that most customers agree with TH True Milk's image. The answer "I feel TH True Milk brand image is easily recognizable" gets the highest score - 4.03, proving that TH True Milk has greatly succeeded in building an impressive image which is approachable to the public. The next answer is "I feel TH True Milk brand image make sense" gets 3.72 score. This is quite a high score, which shows that TH True Milk's image, since being established, has achieved the trust from customers and they agree with this image. The answer "I feel that TH True Milk brand image is always creative and captures the market" gets the lowest score, yet the customers agree that TH True Milk usually keep things up-to-date and adapt the market to follow the trend so that they can have a better competition to their opponents. Previous studies have also identified and agreed that in today's fierce competition, the only way to survive is to focus on building brand image, which is considered as a bridge. Filling the gap between customers and businesses, helping businesses maintain their position in customers' minds (Thao, 2014). Generally, Brand Image of TH True Milk is able to brings customers a good image and meaningful messages.

TABLE 3. Brand Image Perception of TH True Milk

Question	Mean	Std. Deviation	Meaning
I feel TH True Milk brand image is easily recognizable	4.03	0.700	Agree
I feel that TH True Milk brand image is always creative and captures the market	3.70	0.723	Agree
I feel TH True Milk brand image makes sense	3.72	0.766	Agree
Brand Image	3.82	0.622	Agree

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

Perception of customers on Customer Loyalty of TH True Milk

Table 4 shows that customer loyalty to TH True Milk is at 3.4-4.2, which is acceptable compared to what the brand has offered customers for more than 10 years. The answer "I will continue to use TH True Milk products in the future" is the answer with the highest score - 3.82 meaning that products from TH True Milk are at high quality with affordable prices and discounts. This is why TH True Milk can retain long-time customers. Next, the answer "I am ready to recommend TH True Milk products to my family and friends" gets 3.79 score,

which proves that TH True Milk offered their customers good service so that they are willing to introduce TH True Milk to their acquaintances. The answer “I will give priority to using TH True Milk products over other brands” get 3.64 score, showing that TH True Milk left an impression on their customers by their unique features such as the name, brand image and especially some typical products which are considered the signature of the brand, these products make customers easily recognize the brand along with other brands in dairy market. The answer “I will continue to use TH True Milk even if the price of the product changes” gets 3.46 score. It can be inferred that TH True Milk has gained trust from long-time customers regardless of changes in prices because as long as the quality is maintained and improved, the consumers will be still loyal with TH True Milk. According to Thao's study (2014), loyalty is evaluated, and it is also accepted that loyalty is highly important in business because it contributes significantly to the success of the business in today's competitive market. In general, TH True Milk's customer loyalty is at a good rate and they should have more strategies to attract more customers.

TABLE 4. Customer Loyalty Perception of TH True Milk

Question	Mean	Std. Deviation	Meaning
I will continue to use TH True Milk products in the future	3.82	0.757	Agree
I am ready to recommend TH True Milk products to my family and friends	3.79	0.753	Agree
I will give priority to using TH True Milk products over other brands	3.64	0.776	Agree
I will continue to use TH True Milk even if the price of the product changes	3.46	0.843	Agree
Customer Loyalty	3.68	0.664	Agree

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

Evaluate impacts of determinants on customer loyalty

Regression is a type of statistics used to determine the intensity and the character of the relationship between one dependent variable (typically denoted by Y) and a set of other variables (known as independent variables).

The formula of regression using sample: $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$

Where:

Y is Customer loyalty

X₁: Price

X₂: Product Quality

X₃: Promotions and Advertising

X₄: Brand Image

X₅: Residential Place

Constants is a

Coefficient of x is b

The multiple regression is conducted by SPSS statistic tool. Regression is created by model summary with dependent variable is customer loyalty and independent variables are 5 dimensions including x₁, x₂, x₃, x₄, x₅.

TABLE 5. Regression results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.314	0.224		1.402	0.162
Price	0.319	0.066	0.303	4.850	0.000
Product Quality	0.287	0.075	0.255	3.819	0.000
Promotion and Advertising	0.115	0.076	0.110	1.526	0.128
Brand Image	0.143	0.078	0.134	1.827	0.069
Residential	0.116	0.083	0.063	1.402	0.162
R	.696				
R Square	0.475				
Adjusted R Square	0.481				
Dependent Variable:					
Customer Loyalty					

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

R² = 0.485 = 48.5% means that the model explain 48.5% of the fluctuation of customer loyalty in practices. R² > 30% is significant can appropriate with the research.

The hypothesis is tested as follows:

H₀: β_i = 0, x_i has no impact H_a: β_i ≠ 0.

To check if this model is significant or not, we use the t test. We have α = 20%. With Sig < α, there are only three variables “Price”, “Product Quality” and “Brand Image” are useful

TABLE 6. Testing result of significance of Xi

Variable	Sig.	Possible conclusion
Price	0.000	Significant at α = 1%
Product Quality	0.000	Significant at α = 1%
Promotion and Advertising	0.128	Insignificant
Brand Image	0.069	Significant at α = 10%
Residential Place	0.162	Insignificant

(Source: Result from survey data of 266 customers in Southern and Northern Viet Nam, 2022)

Through the analytical regression results, the regression equation is presented as follows: Customer Loyalty = 0.314 + 0.319 (Price)^{***} + 0.287 (Product Quality)^{***} + 0.143 (Brand Image)^{*}

Notes:

*: Significant at α = 10%

***: Significant at α = 1%

Price, product quality, and brand image are three of the five elements that influence customer loyalty. The following is the impact order of the three variables: price, product quality, and brand image.

V. CONCLUSION AND RECOMMENDATIONS

Conclusions and recommendations are based on SPSS results. Nevertheless, the disadvantages, in fact, always simultaneously exist along with the advantages in the analysis. Some of the disadvantages are lacking time for collecting data, the scopes of the survey are restricted, which was only conducted in the North and South. The research shows that a vast majority of customers approach TH True Milk through local stores in their areas. It can be inferred that TH True Milk wants to get access to customers the easiest way as well as

provide them with the most convenient shopping experience. Milk is highly believed to be consumed by customers as it has been considered the typical product of TH True Milk for a long time. TH True Milk always desires to bring customers the best products, which makes them successfully compete with their opponents in gaining the trust of consumers. This is the reason why customers choose TH True Milk instead of other brands. Besides, there are 5 factors initially proposed, yet just 3 factors are accepted including Price, Product Quality, and Brand Image. However, only Product Quality is selected to help TH True Milk enhance customer loyalty. Specifically, in order to achieve this goal, the management board should have a concentration on food-safe, HR management, factory construction, customers feedback as well as themselves recognizing their strengths and weaknesses. Unlike other researches, this research only evaluates and explains residential place as well as factors contributing to customers loyalty. With theoretical and imperial discoveries, this research can be a reliable reference document for future researches about the residential place and customers' loyalty towards an enterprise, TH True Milk in particular.

The research considered and identified residential place and factors that influence customer loyalty towards the dairy industry in general and TH True Milk in particular. There are 3 factors that significantly affect customer loyalty including Price, Product Quality, and Brand Image, respectively from high to low in terms of intensity. A survey, therefore, was conducted online to collect information from customers who used TH True Milk's product before. For consumers, milk is a nutritious product for all ages so balancing between price and quality is essential for retaining customers as well as attracting more new potential customers. However, most of TH True Milk's products are affordable and do not have many changes so strategies about price should not be applied as it may pose many threats to TH True Milk. According to previous researches, product quality dramatically impacts on customers' satisfaction which contributes to building up customer loyalty toward a brand (Jahanshahi et al, 2011; Ishaq et al, 2014). According to Khoironi et al (2018), food safety is one of the deciding factors to product quality as well as directly influences on customer loyalty. Consequently, the management board should care more about food hygiene, the staff in the company should attend courses about food hygiene in order to increase product quality. Not only should the company concentrate on training the human resource, but they also should invest in modern machines which will boost productivity as well as save fuel and time. In addition, all products are produced with greater homogeneity, which is believed to improve product quality (Razak et al, 2016; Diputra et al, 2021). According to Albari and Kartikasari (2019), self-analysis of a company's strengths and weaknesses is a great way to boost product quality, TH True Milk should themselves realize what needs to be improved in their products in order to make their product more attractive and competitive compared to their opponents. More importantly, TH True Milk need to listen to their customers' feedback so that they can improve their products to meet customers' demand and hence gain their loyalty, which supports the idea of Kotler (1965). In general, for TH True Milk, Price, Product Quality,

and Brand Image significantly affect customer loyalty and probably have greater effects in the future as Vietnamese's demand for nutritious products is increasing

The above analysis illustrates that this research has a big disadvantage is that people who participate in the survey in the South are more than the ones in the North. This offers the research many obstacles and the research isn't able to identify if regions affect customer loyalty. As a result, the research would be more successful if the numbers of people participating in the survey from 2 regions were equal.

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APPENDIX

Measurement of key concepts in the conceptual framework

Scale adopted from	Constructs	Item code	Item description
Bowen and Chen (2001); Dick and Basu (1994); Uncles, Dowling, and Hammond (2003).	Customer Loyalty (CL)	CL1	I will continue to use TH True Milk products in the future.
		CL2	I am ready to recommend TH True Milk products to my family and friends.
		CL3	I will give priority to using TH True Milk products over other brands.
		CL4	I will continue to use TH True Milk even if the price of the product changes.
Amiruddin, N.H (2013); Kaura, Prasad, and Sharma (2015)	Price (P)	P1	TH True Milk's products are priced too high compared to the market.
		P2	The prices of TH True Milk products are less volatile.
		P3	The price of TH True Milk products is suitable for my income.
Jacobson and Aaker (1987); Garvin (1984).	Product Quality (PQ)	PQ1	I feel the product quality of TH True Milk is very good.
		PQ2	TH True Milk has a wide range of products that give me many options.
		PQ3	TH True Milk products suit my taste.
		PQ4	TH True Milk's products ensure food hygiene and safety.
Mela, Gupta and Lehmann (1997)	Promotions and Advertising (PA)	PA1	TH True Milk always brings attractive promotions to customers.
		PA2	TH True Milk's ads give customers a lot of useful information about the product.
		PA3	TH True Milk's ads have images and graphics that attract customers
Faircloth, Capella, and Alford (2001); Bird, Channon, and Ehrenberg (1970)	Brand Image (BI)	BI1	I feel TH True Milk's brand image is easily recognizable.
		BI2	I feel that TH True Milk's brand image is always creative and captures the market.
		BI3	I feel TH True Milk's brand image makes sense.