

## CÁC YẾU TỐ TÁC ĐỘNG ĐẾN LÒNG TRUNG THÀNH CỦA KHÁCH HÀNG: TRƯỜNG HỢP NGHIÊN CỨU CÁC SIÊU THỊ TẠI TỈNH ĐỒNG NAI

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## FACTORS AFFECTING CUSTOMERS' LOYALTY: A CASE STUDY OF SUPERMARKETS IN DONG NAI PROVINCE

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## 1. INTRODUCTION

Vietnam's industrialization and urbanization led to the development of supermarkets. Since 1993, supermarkets have developed in several areas. In terms of size and quality, Dong Nai province has a well-developed supermarket system. Additionally, Dong Nai's supermarket system is fast evolving, indicating a potential market. In 2022, retail service sales in Dong Nai province grew by more than double digits, and more people buy at supermarkets. Foreign corporations are expected to boost the supermarket retail industry in the future. As income increases, customers anticipate better products/services. Dong Nai province has great potential to build and enhance its supermarket system. In particular, Dong Nai province has witnessed robust growth in scale and service quality in this sector. As of 2023, Dong Nai is home to more than 60 supermarkets and convenience stores, including major chains such as Co.opmart Bien Hoa, Big C Dong Nai, Lotte Mart Bien Hoa, MM Mega Market Dong Nai, Bach Hoa Xanh, and Walmart. This indicates a highly dynamic and competitive retail market. According to the Dong Nai Department of Industry and Trade, the province's retail sales of goods and services increased by over 12% in 2024, demonstrating rising consumer demand and purchasing power.

Supermarkets have numerous unique qualities compared to other businesses. To win and prosper in the market, supermarket managers must improve service quality to satisfy consumers better than rivals and retain old customers. Building client loyalty is crucial to retail's competitive strategy [1-2, 8-10]. Supermarkets succeed and survive mainly due to customer loyalty. Competitiveness would not exist without consumer loyalty, which is one of five critical chances for competitive advantage sustainability.

Supermarket managers must identify consumer perceptions of supermarket service quality and their relationship to better satisfy customer wants and boost competitiveness. The link between supermarket service quality and consumer loyalty. International studies have measured supermarket service quality and consumer loyalty. No systematic research has been done in Dong Nai. Due to cultural differences and economics, consumers in various locations may perceive service quality differently.

Large businesses with varied distribution and retail networks own most supermarkets and convenience stores. In addition to the convenience of items and services, supermarkets, small supermarkets, and convenience stores offer synchronous incentives across the distribution and sales system of the retail business/brand [2]. Consumers can save time purchasing because quality and pricing are clearly mentioned. However, as more supermarkets open, competition to recruit customers from them increases, decreasing supermarket market share. In such a setting, this supermarket's future development faces several challenges, including consumer loyalty and its causes impacting client loyalty. Based on the above difficulties, the writers picked "Factors Affecting Customer Loyalty:

A case study of supermarkets in Dong Nai Province" for this research work.

## 2. LITERATURE REVIEW AND RESEARCH MODEL

### 2.1 Literature review

Customer loyalty plays an essential role in the success of a business or a retail brand. Consumer loyalty to a brand in general or a service brand such as a supermarket, in particular, represents the tendency of customers to consume that brand and repeat this behavior [1-2, 4-5]. Besides, loyalty means the customer's attitude. If customers trust and have a good impression of a brand, they prioritize buying products of that brand.

When customers evaluate the supermarket's service quality well, the relationship between the customer and the supermarket becomes closer. Many studies show that if customers consider the service quality of a supermarket well, they will tend to appreciate that supermarket and, more importantly, express their preference for that supermarket's service over other supermarkets [4]. Therefore, they will repurchase more and can accept high prices without switching to other supermarkets. In other words, supermarket service quality is considered one factor in differentiating services and creating competitive advantages for supermarkets to attract customers and increase market share. For customers to be loyal to a particular supermarket, they must feel its service quality [5-6]. If customers do not think of the supermarket's good service quality, it will be difficult for them to continue shopping and consuming at that supermarket.

Many factors affect customer loyalty to supermarkets. Previous studies show that satisfaction with service quality is an essential factor in explaining consumer loyalty because once customers are satisfied, they tend to use the service more often than dissatisfied customers. When customers evaluate the supermarket's service quality well, the relationship between the customer and the supermarket becomes closer [4-5]. Therefore, they will buy again and more and can accept high prices without switching to other supermarkets. Thus, in this research article, the authors, inheriting domestic and foreign research, identified 5 factors that directly affect customer loyalty, five factors that are: (1) Hedonic shopping value, (2) product quality, (3) price perception, (4) product reliability and (5) promotional activities.

In conclusion, this study builds on the foundational definition of customer loyalty while adapting it to the specific characteristics of supermarket retailing in a transitional, urbanized Vietnamese setting, where both rational and emotional loyalty drivers coexist and interact. This nuanced understanding is vital for developing effective marketing strategies to cultivate customer loyalty in competitive retail environments like Dong Nai.

### 2.2 Research model and hypothesis development

The authors draw on the studies to develop the five components of the suggested research model, which are based on the most often occurring factors:

**Hedonic shopping value (HSV):** Unlike value-based shopping, hedonic consumption research examines products that strongly arouse emotions and aesthetic experiences, such as literature, visual arts, and drama [1-2, 4-6]. The study focuses on relatively high-climax cases related to emotions, fun, and personal interests, such as purchasing games and extreme sports, while considering different perspectives as less emotionally demanding than more conventional consumption experiences. It assumes that consumers derive unique and intrinsic emotional rewards from various cues, such as the variety of products offered and learning about new trends and entertainment while purchasing [5-6, 8]. Therefore, purchasing behavior based on emotional or hedonic shopping values interests many businesses worldwide. One of the best ways to take advantage of consumers' buying behavior based on emotional shopping value or enjoyment is to sell directly at supermarkets. Moreover, studies found that hedonic motivations strongly predict loyalty among frequent shoppers in emerging markets. Given the increasing emphasis on customer experience in modern retail, hedonic shopping value is hypothesized to positively affect customer loyalty in Dong Nai supermarkets.

*H1: Hedonic shopping value (HSV) has a positive (+) impact on customers' loyalty to supermarkets in Dong Nai province.*

**Product quality (PQ):** Supermarkets need a quality assurance system to retain market supremacy in the company. Today, customers favor quality above faith in home producers, and price is not always the deciding factor. Quality has superseded price in industrial, service, and other businesses [1-2, 4-6]. Increasing product quality is one of the best ways to boost business competitiveness. Globalization expands the market but also increases supply. Consumers may choose more manufacturers and providers. Product quality also strengthens the company's status, reputation, and image, influencing customers' purchases and usage. High product quality maintains and grows the market, building business sustainability and consumer loyalty [1-2, 4-7]. Moreover, studies emphasized that perceived product quality mediates the relationship between service and loyalty. Therefore, enhancing product quality is essential to gaining a competitive edge and fostering customer commitment.

*H2: Product quality (PQ) has a positive (+) impact on customers' loyalty to supermarkets in Dong Nai province.*

**Price perception (PP):** The influence of customers' perception of the store's selling price on store choice and loyalty has been shown by many studies. Studies also show that this relationship is still expressed in cultural and market contexts [1-2, 5-7]. In their research, the authors describe that in many other markets, reasonable prices strongly influence the choice of supermarkets to shop, and customers return to buy more goods over time. Price perception is not only based on absolute price but also on comparative and reference pricing. Customers who believe a supermarket offers consistent and reasonable pricing are likelier to shop repeatedly and exhibit long-term loyalty. Thus, customers feel that the price is affordable, and their loyalty increases.

*H3: Price perception (PP) has a positive (+) impact on customers' loyalty to supermarkets in Dong Nai province.*

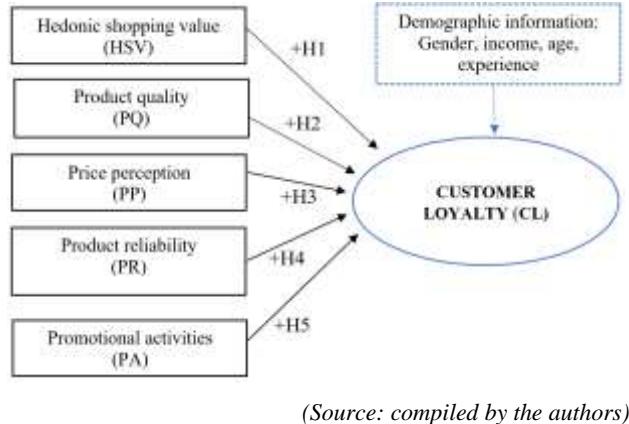
**Product reliability (PR):** Studies show that trust in supermarket products directly impacts customer loyalty, while research by other authors shows that this impact is not direct but through a central variable time, which is satisfaction with the store [1-2, 4-6]. Although research results on the effects of trust in supermarket products on satisfaction and loyalty to supermarkets differ, most studies agree on the positive role of trust in supermarket products in creating positive customer behavior towards supermarkets [5, 8-10]. In addition, customers also trust supermarkets because of their feelings of trust and peace of mind during the shopping process, such as accurate and reliable billing, the level of trust customers have in the whereabouts of their assets when they go shopping, Spacious parking lot with good security and feelings about the safety of property and money during shopping at the supermarket. Moreover, studies affirmed that trust in product reliability is crucial in fostering consumer loyalty, especially in industries involving daily consumption and food safety. In developing markets, reliability also implies customers' sense of security and peace of mind, strengthening brand preference.

*H4: Product reliability (PR) has a positive (+) impact on customers' loyalty to supermarkets in Dong Nai province.*

**Promotional activities (PA):** Promotional activities are essential in choosing a store or supermarket to buy products when the purchasing frequency is as high as everyday goods [5-6]. Studies show that consumers tend to seek promotions, gifts, discounts, and many other aspects such as including close distance, less time-consuming, easy access to stores, easy choose and buy, spending less effort in the purchasing process, and do not experience discomfort, frustration, and fatigue during the purchasing process. The above studies also identified that promotions are essential in determining customer choice and loyalty to supermarkets, especially in purchasing daily consumer products [1-2, 4-6, 7]. Moreover, studies noted that well-designed promotions attract first-time buyers and retain existing ones by creating added value.

*H5: Promotional activities (PA) have a positive (+) impact on customers' loyalty to supermarkets in Dong Nai province.*

The authors offer a study model that includes five factors: Hedonic shopping value (HSV), Product quality (PQ), Price perception (PP), Product reliability (PR), and Promotional activities (PA) following:



**Figure 1.** Research model for five factors affecting the customer loyalty of supermarkets in Dong Nai province

### 3. RESEARCH METHODS

#### 3.1 Qualitative research

This research uses a positivist method, meaning that the interrelationships between factors in the research model are explained objectively based on evidence from data [3]. In this study, the authors tried to collect information and test data to describe and explain the relationship between factors that affect customer loyalty to the supermarket by qualitative and quantitative methods:

Qualitative research method: Due to the complexity of consumer awareness, attitudes, and shopping behavior, as well as the level of culture and socio-economic development of the countries that have been empirically researched, they may differ. Qualitative research needs to be conducted in Vietnam to adjust and supplement measurement models and scales to suit a transition market like Vietnam. Qualitative research was conducted through in-depth interviews with 11 supermarket managers and group interviews with 15 customers who regularly shop there. The results of the qualitative study, along with the theoretical overview, will help discover a grouped set of observed variables. The measurement scales are then formed and will be used to design a questionnaire for the survey [3].

#### 3.2 Quantitative research

Quantitative research aims to test scales, research models, and research hypotheses. Formal research also uses questionnaires to interview individuals who buy products at supermarkets. The sample was selected using a convenience (non-probability) method [3]. The sample size was determined based on the empirical formula. In principle, the larger the sample, the better, so this study chose a sample size of 500 customers who regularly buy products at supermarkets in Dong Nai province. After being collected, the data will be quality-checked and processed to test hypotheses and check the model's suitability compared to market data.

Finally, questionnaires and direct surveys of 500 customers at supermarkets in Dong Nai province. Thus, the data processed is only 445 questionnaires, equivalent to 445 customers; the article coded and cleaned data, tested Cronbach's Alpha reliability coefficient, EFA

exploratory factor analysis, correlation analysis, multiple regression analysis, and T-test using SPSS 20.0 software [3].

### 4. RESEARCH RESULTS

Demographic results: (1) Regarding gender, in the 445 sample, there are 165 men and 280 women, equivalent to 37.1% and 62.9%. This ratio is relatively reasonable when men do not regularly shop at supermarkets. Very few men go shopping at the supermarket; the rest often go to the supermarket on weekends with their family or lover. (2) The results show that respondents with a monthly income of less than 10 million VND account for 4.5%, equivalent to 20 customers. This rate is the lowest. Next, respondents with monthly income from 10 million VND to less than 20 million VND account for 62.2%, equivalent to 277 customers. (3) The results show that the number of respondents aged 35 to under 45 accounts for the highest proportion of 51.2%, equivalent to 228 people, followed by the number of respondents aged 18 to under 25, accounting for the lowest proportion of 6.1% corresponds to 27 people, followed by the number of respondents aged 25 to under 35, accounting for the second rate of 26.1%, reaching 116 people. Over 55 years old accounts for the lowest rate, 4.5%, respectively. (4) The results show that the number of respondents with working time less than 10 years accounts for 28.5%, equivalent to 127 people, followed by the number of respondents with working time from 10 years to less than 15 years, accounting for 43.8% corresponds to 195 customers, this is the highest rate. Respondents with working time from 15 years to less than 20 years accounted for 17.5%, equivalent to 78 customers, the lowest being over 20 years.

**Table 1.** Summary of Cronbach's Alpha results of factors

No.	Variables	Initial variable number	Number of remaining variables	Cronbach's Alpha
1	HSV	5	5	0.924
2	PQ	4	4	0.920
3	PP	4	4	0.917
4	PR	4	4	0.912
5	PA	4	4	0.913
6	CL	3	3	0.676
7	KMO and Bartlett's Test			0.794
8	Eigenvalues			1.117
9	Extraction Sums of Squared			80.248

(Source: the authors processed from SPSS 20.0)

Table 1 displays a KMO coefficient of 0.794, indicating that the employed factor analysis approach is suitable. Simultaneously, the significance level of the Barlett Sig

test is 0.000, which is less than 0.05. Therefore, at a confidence level of 95%, there is a correlation between the observed variables. The extracted variance of 80.248%, which is considered excellent as it exceeds 50% accounts for 80.248% of the variation in the data. Hence, the EFA findings are suitable. The results of the Varimax rotation indicate that all observable variables exhibit transmission coefficients exceeding 0.5. The findings showed that no factors were excluded. The variables are categorized into 5 factor groupings. The data gathered is appropriate for exploratory factor analysis as it meets the required criteria, with 445 observations in the dataset.

**Table 2.** Analysis of correlation matrix results

Factors	CL	HSV	PQ	PP	PR	PA	
CL	Pearson Correlation	1	0.327**	0.516**	0.388**	0.381**	0.803**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	445	445	445	445	445	445
HSV	Pearson Correlation	0.327**	1	0.132**	0.286**	0.124**	0.281**
	Sig. (2-tailed)	0.000		0.005	0.000	0.009	0.000
	N	445	445	445	445	445	445
PQ	Pearson Correlation	0.516**	0.132**	1	0.299**	0.102*	0.395**
	Sig. (2-tailed)	0.000	0.005		0.000	0.031	0.000
	N	445	445	445	445	445	445
PP	Pearson Correlation	0.388**	0.286**	0.299**	1	0.036	0.328**
	Sig. (2-tailed)	0.000	0.000	0.000		0.451	0.000
	N	445	445	445	445	445	445
PR	Pearson Correlation	0.381**	0.124**	0.102*	0.036	1	0.300**
	Sig. (2-tailed)	0.000	0.009	0.031	0.451		0.000
	N	445	445	445	445	445	445
PA	Pearson Correlation	0.803**	0.281**	0.395**	0.328**	0.300**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	445	445	445	445	445	445

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

(Source: the authors processed from SPSS 20.0)

Table 2 shows the Pearson correlation coefficient matrix between the independent variables (HSV, PQ, PP, PR, PA) and the dependent variable (CL – customer loyalty). All correlation coefficients reach statistical significance at the 5 % threshold ( $p < 0.05$ ). Table 2 presents the Pearson correlation coefficient matrix between the independent variables (HSV, PQ, PP, PR,

PA) and the dependent variable (CL – customer loyalty). All correlation coefficients are statistically significant at the 5% threshold ( $p < 0.05$ ), indicating a significant linear relationship. In addition, no correlation coefficient exceeded the threshold of 0.85, meaning there was no serious multicollinearity between the independent variables. This was further verified in linear regression analysis with VIF coefficients  $< 2.0$ . Table 2 displays a correlation coefficient matrix, which reveals the interrelationships between various parameters. Thus, it can be inferred that these distinct factors may be incorporated into the model to elucidate the comprehensive evaluation of customer loyalty.

Nevertheless, in the subsequent section, the authors proceed to the variable selection phase to ascertain how the independent variables may effectively account for the dependent variable. Aside from the correlation coefficient matrix, the authors employ the variance inflation factor (VIF  $< 2.0$ ) to assess the presence of multicollinearity. The authors proceeded with the subsequent phase of determining the outcomes of multiple linear regression, as depicted in Table 3.

**Table 3.** Analysis of multiple linear regression results

Factors	Unstandardized Coefficients		Standardized Coefficients		Sig.	VIF
	B	Std. Error	Beta			
(C)	0.611	0.079			0.000	
HSV	0.059	0.012	0.131	0.000	1.195	
PQ	0.110	0.014	0.219	0.000	1.232	
PP	0.036	0.012	0.083	0.002	1.221	
PR	0.103	0.014	0.193	0.000	1.160	
PA	0.513	0.025	0.595	0.000	1.472	
R	R Square (R <sup>2</sup> )		Adjusted R <sup>2</sup>	Std. error of Estimate		Durbin-Watson
Model	0.860	0.739	0.736	0.272	1.753	

(Source: Authors processed from SPSS 20.0)

Table 3 employs qualitative and quantitative research methodologies and is built upon the theoretical framework and research model established specifically for this study. The validity of this model was assessed using a sample of 500 questionnaires, resulting in 445 questionnaires that met the criteria for inclusion in the analysis. The research findings have contributed well to management practice, particularly by confirming the effectiveness of the scale utilized in this study. The research findings indicate that the scale utilized in the study is reliable, with a Cronbach's Alpha coefficient greater than 0.6. This scale can be employed in other studies with a 5% significance level.

The results of the multiple linear regression analysis reveal that customer loyalty is influenced by five factors [1-2, 4-6]. Furthermore, all the hypotheses: H1, H2, H3, H4, and H5 have been accepted. The regression model indicates that the modified  $R^2$  value is 0.736, indicating that the multiple linear regression model accurately represents 73.6% of the data set. Thanks to five contributing factors, the model has accounted for 73.6% of supermarkets' consumer loyalty variation in Dong Nai province. Furthermore, the writers do several studies to see if there is a disparity in customer loyalty based on consumer demographic data.

**Table 4. T-test and Anova analysis**

<b>Test of Homogeneity of Variances about age</b>				
	Levene Statistic	df1	df2	Sig.
CL	1.452	4	440	0.216
	Value		F	Sig.
	ANOVA about age		2.074	0.083
<b>Test of Homogeneity of Variances about income</b>				
	Levene Statistic	df1	df2	Sig.
CL	12.980	3	441	0.000
	Value		F	Sig.
	ANOVA about income		0.1680	0.170
<b>Test of Homogeneity of Variances about the experience</b>				
	Levene Statistic	df1	df2	Sig.
CL	3.030	3	441	0.029
	Value		F	Sig.
	ANOVA about experience		6.469	0.001
<b>T-test about gender</b>				
	Levene's Test for Equality of Variances		T-test	
	F	Sig.	t	Sig.
CL	0.001	0.973	0.554	0.580

(Source: the authors processed from SPSS 20.0)

Table 4 indicates that the equality test of equal variances has a significance level of less than 0.05 at a 95% confidence level. This leads to rejecting the hypothesis of equal variances and accepting the assumption of unequal variances. Conclusion: The

evaluation of responders is not influenced by various demographic variables regarding customer loyalty [1-2, 4-6]. Hence, it is unnecessary to include additional components suggested by the policy model regarding demographic information in the analysis of study results on factors influencing customer loyalty, given a significance threshold of 5%. These factors are essential components that necessitate more examination to improve client loyalty toward supermarkets in the near market [5]. Given the intensifying competition in the retail industry in Dong Nai, there has been a rise in the number of new and returning consumers making purchases. As a result, supermarkets need to understand the variables that influence customer behavior and establish customer loyalty. Only the variable "experience" showed a statistically significant difference in customer loyalty ( $F = 6.469$ ;  $Sig. = 0.001 < 0.05$ ). The remaining variables, such as age, income, and gender, did not significantly differ in loyalty assessment.

**Discussion of research:** This study illuminates the determinants of consumer loyalty at the Dong Nai store. The study assessed hedonic shopping value, product quality, pricing perception, product reliability, and promotional activities using qualitative and quantitative data from 445 respondents. All five hypotheses (H1-H5) were significant at 5%, showing a strong model with excellent explanatory power (adjusted  $R^2 = 0.736$ ). Moreover, the promotional activities ( $\beta = 0.595$ ) most impacted discounts and purchasing behavior, and promotional techniques affected client loyalty most [5]. The result found that attractive promotional schemes (discounts, loyalty points, gifts) drive recurrent purchases. Effective promotional methods can boost client retention in Dong Nai, where consumers value savings and value. This emphasizes price cutting, experiential promotions, and targeted marketing. Finally, the findings support and expand earlier research while providing localized insights. Unlike most studies on large cities or industrialized nations, this study examines customer behavior in a fast-growing provincial market. It reveals that emotional elements and targeted marketing increasingly determine consumer loyalty in Vietnamese retail, while quality and price remain crucial.

## 5. CONCLUSIONS AND MANAGERIAL RECOMMENDATIONS

### 5.1 Conclusions

The research results were carried out in 2 steps: qualitative research with 11 supermarket managers and 15 customers to serve the official research. Study. The official research was conducted by directly interviewing 500 customers shopping at supermarkets in Dong Nai province through questionnaires. Processed data, tested scales, and analyzed results using SPSS 20.0 software. The questionnaire's content includes 2 main parts: (1) Surveying the level of consumer perception regarding the factors of hedonic shopping value, product quality, price perception, product reliability, and promotional activities with 24 questions, using a Likert scale with 5 levels. Some questions about respondents' personal information, such as age, gender, experience, and income, are used for

classifying and comparing results in the analysis of variance. In addition, the research results show that the entire scale used in the study is reliable, has Cronbach's Alpha coefficient  $> 0.6$ , and can be used for other studies. (2) Based on a 5% significance threshold, the findings 5 factors influence consumer loyalty. H1, H2, H3, H4, and H5 are recognized hypotheses. Theoretically, this research will contribute to generalizing the theory of consumer behavior for the supermarket business model, specifically new factors that impact customer loyalty towards supermarket systems, such as characteristics related to marketing, shopping value in terms of both benefits and emotions, and inspiring customers such as hedonic shopping value. This research provides a more in-depth and comprehensive view of consumer behavior when purchasing goods at supermarket systems in the current digital transformation period.

## 5.2 Managerial recommendations

Based on the above research results, the authors propose some management implications to improve customer loyalty towards shopping at supermarkets, specifically as follows:

(1) Improving promotional activities (0.595): Supermarkets should deploy effective product promotion strategies [1-2, 7]. To improve customer attitudes, supermarket managers need to increase the coverage of advertising forms, focusing on cultural depth. When building advertisements and promotional programs, Vietnam creates psychological tactics that cause fever in the user community instead of simply advertising on mass media, creating discussions and predictions for new products for consumers instead of releasing all the information to users. Besides, it attracts customers by inspiring them at the store and anywhere, awakening them with information and marketing ideas, inspiring them with seamless experiences through mobile application websites, and creating interaction on social networks. Providing an inspiring and enriching experience makes customers stick with the brand, increasing loyalty because they feel attached to the supermarket. Developing a digital marketing strategy engaging consumers in supermarket marketing programs to experience the product before shopping at the store will inspire and create a connection with them.

(2) Improving product quality (0.219): Supermarkets should establish close relationships with suppliers to develop and improve product quality [1-2]. Product quality is the main reason for consumer trust and loyalty. Furthermore, product quality can help businesses sell products at high prices and help companies quickly introduce new product lines into the market. To do this, businesses and supermarkets must improve product quality to create unique products such as style, design, color, and user experience for customers for each different customer group. Besides, supermarkets need to increase attention to health-promoting products to meet the high demands of Vietnamese consumers, such as products that meet health protection standards, natural products, and organic products. Supermarkets should create conditions for suppliers to be more active in creating clean, green, and health-safe products at affordable prices; organic products, clean vegetables, and fruits that meet Global

GAP standards are the way retail managers increase emotional value and benefit value for consumers while diversifying products and creating differentiation for supermarkets' own brands.

(3) Improving product reliability (0.193): Awareness of safety and reliability during shopping is vital for the supermarket business [2]. Survey results of customers shopping at supermarkets also show that the higher the trust customers have in the supermarket, the higher their loyalty. The following solutions must be implemented to build a safe and reliable supermarket business environment. Besides, faced with concerns about quality, hygiene, and food safety, many consumers have chosen to shop for goods at supermarkets and shopping centers based on trust. They believe the supermarket owner has a strict screening and inspection process and good preservation when putting goods on sale shelves, especially when tracing the origin of goods is still tricky and has not yet become a habit. Thus, computerizing supermarket management by upgrading customer billing software and surveillance camera systems to ensure and enhance customer peace of mind when shopping at the supermarket based on branding social media is about flexibility: you can provide content from your website, interact with new and old users, post images & videos, or update customers with news and information. The important thing here is to always be proactive and continuously active.

(4) Improving hedonic shopping value (0.131): Supermarket businesses have many advantages compared to traditional business types, in which the hedonic shopping value of giving customers many choices in shopping is the most crucial advantage [4-5]. Research results have shown that commodity factors positively affect customer loyalty, including quality, type, and diversity of business products. Once customers have more choices in the shopping process, they can compare goods to choose the one that suits their needs and ability to pay. On the other hand, they will save time when shopping; therefore, loyalty intentions towards supermarkets are increasingly high. Besides, Supermarkets need to build and train skills for sales staff, which is extremely important for supermarket businesses because they regularly meet customers and are responsible for conveying information about their products and supermarkets to customers and vice versa. Research results show that staff service quality, such as enthusiasm in guiding customers when choosing and purchasing goods and a polite and friendly attitude in communication, positively influences customer loyalty. Many customers, when asked, said that when they go to supermarkets to shop, they see sales staff as experts helping them choose products. Therefore, building and training a team of sales staff is essential and vital.

(5) Improving hedonic shopping value (0.083): Due to the nature of trading many products, prices often react pretty strongly to changes in demand [4-6]. Customers usually compare prices at other supermarkets in the area with competing stores and supermarkets to decide on their next purchase. Therefore, building a flexible pricing policy is crucial for maintaining customer loyalty. To create a flexible pricing policy, it is necessary to focus on

several issues, such as regularly referring to competitors' product prices and market prices to make appropriate adjustments. There should not be too high a difference in the listed price between products of the same type and quality that supermarkets in Dong Nai province are trading compared to other supermarkets. Supplier discounts will be available to all supermarkets and retailers. Therefore, supermarkets should negotiate with suppliers to offer more special discount programs for customers shopping at supermarkets.

Although the research results have specific academic and practical contributions related to customer behavior in the supermarket retail sector. However, the research still has some limitations: the authors identified 5 factors that impact loyalty, but many other factors still need to be added. Second, based on previous empirical studies related to loyalty within 5 supermarkets in Dong Nai province, it is still too small compared to the total number of supermarkets in the country; therefore, further research needs to be expanded, supplementing research space in other provinces and cities of Vietnam.

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