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Factors influencing customer loyalty to green brand products: The case of VinFast's passenger transportation services

Do Huy Thuong[1,*], Nguyen Thi Phuong Hong[2],
Nguyen Thi Bich Hong[1], Nguyen Viet Hoang[1], Le Nguyen Trieu Vi[1]

[1]*VNU School of Interdisciplinary Studies and Arts*
No. 144, Xuan Thuy Road, Cau Giay Ward, Hanoi, Vietnam
[2]*Hanoi University of Natural Resources and Environment*
No. 41A, Phu Dien Street, Phu Dien Ward, Hanoi, Vietnam

Abstract: This study analyzes the factors influencing customer loyalty towards green brand services in: The case of VinFast's transportation services based on the theory of Oliver (1999), the SERVQUAL model of Parasuraman et al. (1988) and using the quality-satisfaction-loyalty model to examine the two aspects (attitudinal and behavioral) of loyalty through trust and satisfaction. Remarkably, the study examines how the factors (Green brand image, Perceived green brand value and Perceived green quality) affect customer loyalty through trust (attitudinal aspect) and satisfaction (behavioral aspect). Subsequently, the study examines how trust and satisfaction impact loyalty. The structural equation modeling (SEM) and Delphi method are used to test the impacts of those factors on customer loyalty towards VinFast's green transportation services. The results show that "Perceived green quality" and "Green brand image" impact "Trust". Meanwhile, "Perceived green value" does not affect "Trust". "Perceived green quality" has the most significant effect on "Satisfaction", followed by "Perceived green value". The correlation between "Green brand image" and "Satisfaction" isn't statistically significant. "Satisfaction" significantly impacts "Loyalty" while "Trust" has less impact on "Loyalty".

Keywords: Customer loyalty, green brand, perceived green quality, VinFast, transportation services.

1. Introduction

Recognizing the consequences of excessive economic development and environmental pollution, consumers are increasingly concerned about environmental protection and sustainable development through their green consumption behaviors. Businesses are capitalizing on this trend by offering environmentally friendly products and services through green marketing to build up customer loyalty to green brands.

In Vietnam, VinBus and Xanh SM (under the Vin Group) are the leading green brands in electric vehicle transportation services. According to the statistics from VinBus Ecological Transport Services Company Ltd.,

the customer satisfaction index reached 90 per cent in the latest survey on VinBus service quality (Tuan, 2024). However, no research in Vietnam has examined the green brand in the passenger transport sector to evaluate its impact on customer loyalty.

Additionally, although numerous studies have examined customer loyalty and explored the factors influencing loyalty, there is little consensus on the definition and the measurement of loyalty. Some authors (Dean & Suhartanto, 2019; Nguyen-Phuoc et al., 2022; Nguyen-Viet & Nguyen, 2024; Saeednia & Valahzaghard, 2012; Zhang et al., 2023) focus on loyalty from a behavioral perspective, defining it as the repurchasing behavior of customers, leading to extended purchase times and expenditure with the same product/service. They do not adequately explain the reasons behind these purchases. Meanwhile, Dick and Basu (1994) and Jones and Taylor (2007) emphasized the importance of both attitudinal and behavioral aspects when conceptualizing loyalty. The attitudinal aspect of loyalty includes commitment to a brand/service and the intention to rebuy it (Mellens et al., 1995). However, there is no guarantee that customers intend to buy the products/ services (Mellens et al., 1995). Moreover, Dick and Basu (1994) view loyalty as an attitude-behavior relationship and identify the influence of attitude on behavior. Bandyopadhyay and Martell (2007) verified that behavioral loyalty is influenced by attitudinal loyalty. However, customer loyalty is hardly investigated by simultaneously considering both attitudinal and behavioral aspects (Bodet, 2008).

Numerous studies in such fields as banking, tourism, aviation, hospitality, and transportation (Dean & Suhartanto, 2019; Nguyen-Phuoc et al., 2022; Nguyen-Viet & Nguyen, 2024; Saeednia & Valahzaghard, 2012; Zhang et al., 2023) have discussed such factors affecting loyalty as product-related factors (e.g., product quality), customer-related factors (e.g., customer satisfaction, perceived value) and environmental factors (e.g., environmental awareness, social responsibility) with various research models and methods. However, these studies mainly focused on general fields rather than a specific brand. Additionally, no research has examined loyalty through brand trust (attitudinal aspect). The previous studies mainly examined loyalty through satisfaction (behavioral aspect).

To fill these gaps, this study examines loyalty towards green transportation services from the following aspects. First, the study examines the actual customers using green transportation services. Second, the study focuses on a specific brand in the transportation service sector rather than a general field. Third, based on the Quality-Satisfaction-Loyalty model and the SERVQUAL model of Parasuraman et al. (1988), the study examines how the factors (green brand image, perceived green brand value, perceived green quality) influence loyalty through trust (attitudinal aspect) and satisfaction (behavioral aspect). Subsequently, the study investigates how trust and satisfaction impact loyalty towards the green brand service. Finally, the study also interviews three experts about the experimental results to clarify the influence of factors in the research model on loyalty towards green services.

2. Theoretical background, hypotheses and research model

2.1. Theoretical background

This study is based on the theory of Oliver (1999), the SERVQUAL model of Parasuraman et al. (1988) and the quality-satisfaction-loyalty model.

Oliver's framework follows this cognition-affect-conation pattern and he argues that consumers can become "loyal" at attitudinal phases, including cognitive sense first, then affective sense, still later conative manner, and finally behavioral manner which is considered as action.

Parasuraman et al. (1985, 1988) define service quality as the gap between a customer's perception of the service after the use and their initial expectations. The quality includes five crucial dimensions (tangible, reliability, responsiveness, assurance and empathy). The service quality directly impacts their likelihood of repurchasing and recommending it in the future (Akbaba & Kilinc, 2001).

The quality-satisfaction-loyalty model, based on the cognitive-rational approach, considers quality as the main factor influencing perceived value, satisfaction and loyalty.

2.2. Hypotheses

2.2.1. Loyalty

Loyalty is an intricate concept with varying definitions. It is seen as the additional attachment consumers have towards a brand (Aaker, 1991) while it can be defined as a deep and enduring commitment to repurchasing a preferred product/service or reflects the tendency of consistently purchasing the certain products/services from that brand (Flavian et al., 2001; Chaudhuri, 1999; Oliver, 1999). However, there is no single, universally accepted method for measuring loyalty.

The previous studies mainly measured loyalty based on customer behavior, focusing on the measurements like the number of repurchases or the continuation in purchasing behavior (Flavian et al., 2001). However, the attitudinal aspects of loyalty was not focused on.

The attitudinal aspects can be: (1) willingness to recommend the service to others, (2) intention to use the service in the future, (3) likelihood of purchasing other products/services from the same brand, (4) belief that the services are better than the others in the market, and (5) not actively seeking alternative providers for the same products/services.

2.2.2. Green brand image

Kotler defines brand image as a set of ideas, beliefs and impressions that customers have towards a product/brand (Kotler & Keller, 2012). When environmental factors are integrated into a product, the beliefs in this product form its green brand image. Brand image is also regarded as one of the most important intangible assets, impacting consumer perceptions (Martínez et al., 2014). The green brand image has two main components: functional and emotional. The functional aspect pertains to the tangible features while the emotional aspect leans towards psychological elements through feelings and attitudes towards the brand (Martínez et al., 2014). These two components are formed through consumer interaction with the product or brand, shaping the customer's experience.

Trust is an indicator of the ability to meet customer requirements, including professional expertise, service and product quality as well as reliability (Chang & Fong, 2010b). Keller (2008) also identified trust as a contributing factor to the overall image of an organization. Corporate image is confirmed to significantly impact trust and satisfaction (Nguyen et al., 2013; Park et al., 2004).

Brand image is considered an important asset for businesses. A strong green image not only helps increase sales and enhance the competitive advantages of businesses but also satisfies customers' environmental protection needs (Chen, 2010). Therefore, this study proposes these hypotheses:

H1. Green brand image positively impacts trust.

H2. Green brand image positively impacts satisfaction.

2.2.3. Perceived green value

While brand equity is related to how customers evaluate a brand's popularity (brand awareness) and what it represents (brand image), perceived value refers to customers' perception of the brand's utility (Keller, 1993).

Perceived value is also understood as perceived utility value created and determined by all stakeholders (Merz et al., 2009). Accordingly, customers and businesses always co-create brand value together. Before, during, and after the process of co-creating brand value, customers' emotions towards the brand are enhanced through participation, sharing and feedback (Merz et al., 2018). Additionally, the emotional responses elicited by the perception of value or benefits from the brand are important to customers' evaluation, decision-making, and attitudes towards the brand (Schoorman et al., 2007). This leads to higher trust in the brand.

In the context that consumers are more concerned about environmental protection, incorporating green factors into brand aspects can enhance customers' perceptions of the brand, thereby building customer loyalty towards the brand. Previous studies have examined the aspects of brand image and brand identity in relation to trust and satisfaction (Iglesias et al., 2019; Mohammed & Rashid, 2018; Nguyen et al., 2013). However, no studies have explored the relationship between perceived green value and trust as well as the association between perceived green value and satisfaction. Therefore, this study proposes the following hypotheses:

H3. The perceived green value positively impacts trust.

H4. The perceived green value positively impacts satisfaction.

2.2.4. Perceived green quality

Service quality is defined as an overall evaluation of a product or service excellence based on consumers' consumption experiences (Zeithaml, 1988). Service quality is a conscious, but intangible feeling determined by subjective human evaluations (Fitzsimons et al., 2008). Parasuraman et al. (1988) defined service quality as an organization's ability to meet or exceed customer expectations. It results from comparing customers' perceptions of service use with their expectations. Moreover, service quality both directly and indirectly impacts loyalty (Brady & Cronin, 2001). Wen et al. (2005) handled various aspects of service quality, including four dimensions (onboard amenities, staff attitude, terminal performance, and operational performance) while Eboli and Mazzulla (2007) proposed three dimensions (service planning and reliability, comfort, safety, and cleanliness). Thus, the service quality influences consumers' purchasing decisions (Lowry et al., 2008).

The previous studies have shown that service quality can help enhance the trust between consumers and sellers. Trust indicates the degree of reliability and confidence consumers have in a product/service. Therefore, consumers' positive emotions regarding the reliability or quality of a product/service will increase their trust in that product. In transportation, the relationship between service quality and satisfaction has been extensively studied. Service quality is confirmed to positively impact

passenger satisfaction. Therefore, this study examines the impact of perceived service quality on customer loyalty through satisfaction and trust.

H5. Service quality positively affects trust.

H6. Service quality positively affects satisfaction.

2.2.5. Satisfaction

Westbrook and Oliver (1991) define satisfaction as the level of consumer perception of a branded product or service compared to others. Consumer satisfaction can be understood as the achievement of their consumption goals, reflecting how well the service meets their needs and expectations (Orel & Kara, 2014). When the performance outcome meets or exceeds expectations, customers will feel satisfied. Conversely, they may feel disappointed and react negatively to the experience (Kotler, 2003).

Satisfaction is closely linked to loyalty. In fact, satisfied customers are more likely to repurchase the same product/service (Gagić et al., 2013). Therefore, the ultimate goal of studying customer satisfaction is to build up and enhance customer loyalty, thereby influencing their repurchasing decisions. Therefore, this study aims to reverify that satisfaction directly and positively impacts loyalty towards green passenger transport services.

H7. Customer satisfaction positively affects loyalty.

2.2.6. Trust

According to Chen and Chang (2013), green trust is defined by the willingness of consumers to rely on a brand's products or services due to their belief in the brand's credibility, benevolence, and ability to fulfill environmental responsibilities. It is the degree to which customers trust the services of a green business. Green trust is identified as a factor that positively influences decision-making processes to purchase products/services (Rousseau et al., 1998). This can be turned into customers' trust regarding financial risks associated with the positive outcomes of helping the environment through the company's products. Therefore, this study hypothesizes:

H8. Customer trust positively affects loyalty.

2.3. Research model

The proposed research model is based on the theory of Oliver (1999), the SERVQUAL model of Parasuraman et al. (1988) and the quality-satisfaction-loyalty model to examine how the factors (green brand image, perceive green value and perceived green quality) affect loyalty through satisfaction and trust.
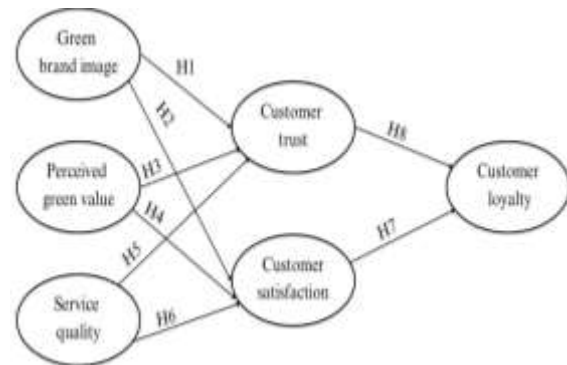

Figure 1: Research model
Source: Proposed by the authors.

3. Research method

3.1. Development of measure and questionaire

With convenient sampling, this research targeted the passengers of the green transportation services provided by Vin Group in Hanoi. The questionnaire has two sections: (1) demographics and (2) measurement items on a Likert scale. Six constructs were measured with 30 items. Each scale encompasses 4-5 items adapted from related literature. Perceived Green Quality was measured with the scales of Chen & Chang (2013) and Chen et al. (2014). The scales measuring Green brand image were adapted from Chen (2010). Satisfaction and Trust were measured with the scale of Chen and Chang (2013) while the scale of Oliver (1997) together with some items developed by the authors was applied to measure Loyalty. The scale for Perceived Green Value was developed by the authors. The 5-point Likert scale from strong disagreement (1) to strong agreement (5) was employed to measure all the items.

3.2. Sample and data collection

A total of 600 questionnaires were distributed (via Google Forms and traditional paper forms). A total of 548 responses was collected (298 via Google Forms and 250 via traditional paper forms), of which 95 were excluded because the respondents did not fully understand the techniques of answering the questionnaire. Therefore, the final sample size was 453.

3.3. Data analysis

The scale reliability and validity were assessed with Cronbach's Alpha and confirmatory factor analysis (CFA) because the proposed research model was adopted from the related literature. Next, the associations among constructs were evaluated with structural equation modeling (SEM). Then, the interviews with 3 experts were implemented to affirm the research findings.

4. Findings

4.1. Scale reliability and validity

The Cronbach's Alpha for almost all items is greater 0.6. However, the Cronbach's Alpha for HA1 and GT1 is higher than the overall Cronbach's Alpha. Therefore, they were removed from the scale. After removing these items, the Cronbach's Alpha for all items is greater than 0.7. The remaining items were then used in the exploratory factor analysis (EFA).

Table 1: Model fitness

Variable	Item	Factor loading	AVE (> 0.5)	CR. (> 0.7)
Perceived green quality (CL)	CL2	.859	0.580	0.871
	CL3	.853		
	CL4	.844		
	CL1	.749		
	CL5	.733		
Perceived green value (GT)	GT3	.841	0.533	0.850
	GT4	.780		
	GT2	.780		
	GT5	.751		
Green brand image (HA)	HA2	.830	0.562	0.837
	HA4	.791		
	HA3	.767		
	HA5	.520		
Satisfaction (HL)	HL5	.858	0.515	0.807
	HL3	.817		
	HL2	.802		
	HL4	.711		
	HL1	.691		
Trust (NT)	NT3	.924	0.634	0.874
	NT2	.879		
	NT1	.870		
	NT4	.681		
Loyalty (TT)	TT3	.954	0.595	0.855
	TT4	.813		
	TT2	.725		
	TT1	.637		

Source: Authors.

To form the convergent validity of the data, the estimated loadings, the assessed average variance (AVE), and the extracted composite reliability (CR) for each indicator were checked too. With the value (0.689 - 0.910) which was greater than the cut-off value of 0.60, all the factor loadings for the construct items were statistically significant ($p < 0.01$) (Table 1). Additionally, all the AVEs were higher than 0.5, and all the CRs were greater than 0.7, indicating that nine constructs achieved the high-level validity of convergence and internal consistence (Hair et al., 2010). Measurement model fit, convergent validity, and discriminant validity of the data were assessed with Confirmatory factor analysis (CFA) (Hair et al., 2010). The findings of CFA proved the acceptable level of fit: X^2 (Chi-square) = 800.1; CMIN/df = 1.759, $p < 0.001$; GFI (goodness of fit index) = 0.889; CFI (comparative fit index) = 0.934; TLI (Tucker Lewis index) = 0.923; and RMSEA (root mean square error of approximation = 0.045. All the t-tests of observed variables were statistically significant at the level of 0.001. All model fit indicators are confirmed to be proper, and the conformity between the research model and the collected data is confirmed to be significant.

The results of the Confirmatory Factor Analysis (CFA) after adjusting the possible relationships between the observed variables in the model with MI of the pairs (e3 – e5, e7 – e9, e15 – e18, and e19 – e20) which is greater than 6 indicate that the value of χ2 = 636.222 with a p-value = 0.000 < 0.05; Chi-square/df = 2.272 < 3; the indices (GFI = 0.903, TLI = 0.933, and CFI = 0.942) are all greater than 0.9; and the RMSEA index = 0.053 (< 0.08). This shows the model's compatibility with the empirical data (Figure 2).
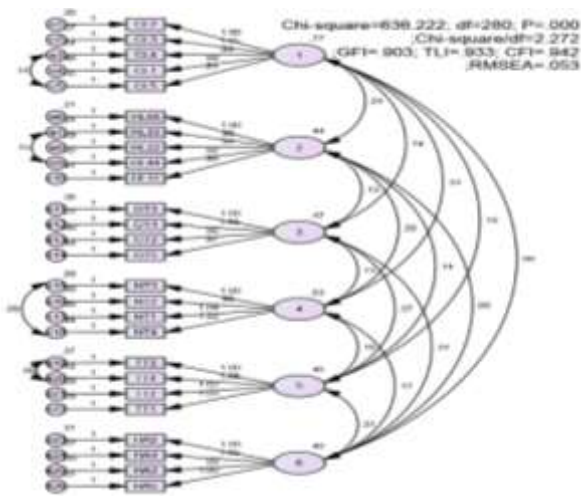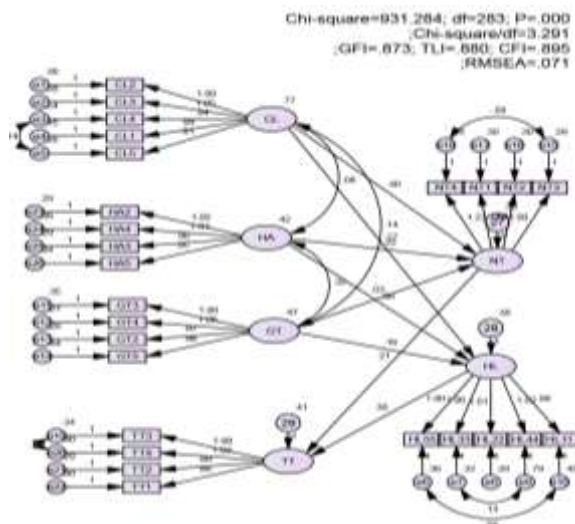
Figure 2: CFA analysis results
Source: Authors.

Figure 3: Results of structural model analysis
Source: Authors.

4.2. Research Model and Hypothesis Testing

The model has a χ^2 value of 931.284 with 283 degrees of freedom, yielding a P-value of 0.000, meeting the criteria. Adjusted χ^2 with CMIN/df is 3.291 which is smaller than 5. Furthermore, the GFI, CFI, and TLI indices are 0.873, 0.888, and 0.895 respectively, which are all greater than 0.8; RMSEA is 0.071 (< 0.08). These results indicate that the model is compatible with the empirical data (Figure 3).

Interrelation among constructs

Before hypothesis testing, the correlations among the constructs are checked. The square root of AVE was higher than its highest relation with any other constructs and AVE was also greater than MSV. Hence, all the discriminant validity in this model was confirmed. To recap, appropriate reliability, convergent validity, and discriminant validity were illustrated by the constructs in this research.

Analysis of structural paths

The research model was tested with structural equation modeling (SEM) to examine the overall model fit and the related power of the individual casual paths (Hair et al., 2010). The indicators (GFI = 0.873, CFI = 0.895, RMSEA = 0.071, TLI = 0.880, PCLOSE = 1.000, and Chi-square/df = 3.291) show that the model reached a good fitness level.

Based on the standardized beta coefficients, significant at the level of 0.05, the findings prove that the hypotheses (H1, H4, H5, H6, H7 and H8) are supported, except for H2 and H3 (Table 5). The positive and significant association between Perceived Green Quality and Trust ($\beta = 0.487$, $t = 2.71$) as well as the positive correlation between Green Brand Image and Trust (($\beta = 0.196$, $t = 2.94$) is confirmed, supporting H1 and H2, but the relationship between Perceived green value and Trust is not statistically significant, which doesn't support H3. The positive and significant association between Perceived Service Quality and Satisfaction ($\beta = 0.383$, $t = 3.76$) as well as between Perceived Green Value and Satisfaction ($\beta = 0.178$, $t = 3.57$) is confirmed, giving support to H5 and H6 (Table 2).

Table 2: Estimation results based on experimental data

Hypothesis	Structural path	Standardized estimate	P-value	R^2	Decision
H5	CL -> NT	0.487	0.000		supported
H3	GT-> NT	0.023	**0.756**	0,243	**unsupported**
H1	HA -> NT	0.196	0.015		supported
H6	CL -> HL	0.383	0.000		supported
H4	GT -> HL	0.178	0.048	0,161	supported
H2	HA -> HL	0.067	**0.441**		**unsupported**
H7	NT -> TT	0.220	0.000	0,72	supported
H8	HL-> TT	0.270	0.000		supported

Source: Authors.

5. Discussion and implications

The regression analysis results indicate that perceived green quality has the strongest impact on trust (β = 0.487, P-value = 0.000). Next to it is the green brand image (β = 0.196 and P-value = 0.015 < 0.05). However, the relationship between perceived green value and trust is not statistically significant (β = 0.23, P-value = 0.756 > 0.05). Therefore, these findings align with the previous studies (Gregg & Walczak, 2010; Hon & Chiayu, 2005; Lowry et al., 2008; Martenson, 2007; Nguyen et al., 2013; Park et al., 2004; Sweeney et al., 1999) on the aspects of perceived green quality, green brand image and trust. Consumers perceive VinFast brand's emphasis on green values such as environmental protection and social responsibility, thereby enhancing their trust in VinFast's passenger transportation services. Given the current trends, consumers are increasingly concerned about environmental issues, and VinFast's focus on green aspects strongly impresses consumers, boosting their trust in the brand's commitment to the environmental protection.

VinFast's success in building up its service image through professional communication strategies has played a crucial part in strengthening customer trust. The diligent brand-building efforts (conveying messages about their commitment to green values through green image, logos and green branding) positively impress the brand and its services on consumers' minds, thereby enhancing their trust. However, these findings are different from the studies by the authors (Iglesias et al., 2019; Mohammed & Rashid, 2018; Nguyen et al., 2013; Schoorman et al., 2007; Willemyns et al., 2003) on the aspect of perceived green value. The previous studies examined the direct relationships between green value and loyalty, showing the consistent positive impacts on loyalty. However, this study examines the relationship between the perceived green value and loyalty through trust and satisfaction, which is different from the previous studies. It can be explained as follows: Firstly, in the context of Vietnam, green consumption and electric vehicle services are still relatively new to consumers to fully perceive and distinguish whether these services are genuinely green or not. Secondly, consumers may not trust VinFast's brand because they do not see tangible environmental benefits that justify the higher costs. The issues related to environment and utility are crucial considerations for many consumers. Therefore, they may not perceive greater benefits from VinFast's green services compared to the costs incurred. Thirdly, the understanding of VinFast's perceived green value may also influence loyalty. If consumers do not fully understand or appreciate VinFast's environmental measures, they may not trust the brand's environmental commitments.

Perceived green quality significantly impacts satisfaction with the highest standardized regression coefficient (0.383) and P-value = 0.000, followed by the perceived green value with a regression coefficient of 0.178 and P-value = 0.048. Whereas, the relationship between green brand image and satisfaction isn't statistically significant with a standardized regression coefficient of 0.067 and P-value = 0.441 > 0.05. These results align with the studies by the authors (Iglesias et al., 2019; Mazaheri et al., 2012; Mohammed & Rashid, 2018; Nguyen et al., 2013; Snell et al., 2013). Although the previous studies (Hon & Chiayu, 2005; Martenson, 2007; Nguyen et al., 2013; Park et al., 2004) have found similar results regarding perceived green quality and green brand image when examining their impact on loyalty through trust, this study investigates the relationship between green brand image and loyalty through satisfaction, which is not similar with the previous studies. It can be explained as follows: Firstly, VinFast's green brand image represents commitment, reliability and success in environmental protection, which may not be immediately perceived or evaluated by consumers in a short period. To truly determine whether a service is environmentally safe and friendly or not, many evaluation criteria must be verified over a long period. Secondly, evaluating environmental performance has become complex with transportation services. This can't be separated from factors such as human resources, processes, and service infrastructure. Transportation services involve more than simply the moving of passengers from point A to point B; they encompass various aspects such as comfort, convenience and safety. Therefore, evaluating a transportation service from an environmental perspective requires the consideration not only of technology but also of human resources, processes, and infrastructure. Only when all these factors are fully integrated can we accurately assess the environmental performance of a transportation service.

Theoretically, this study contributes to the understanding of loyalty towards green brand products through attitudinal aspect. Under certain conditions, consumers may not repeat their purchase behavior, but they still recommend the service to others or comment positively on the brand due to their trust in the brand (attitudinal loyalty). Moreover, the study examines how factors ("Green brand image", "Perceived green value," and "Perceived green quality") influence loyalty through trust and satisfaction rather than solely investigating how service quality affects loyalty through satisfaction as in previous studies.

Practically, the study proposes implications as follows: Firstly, it is evident that perceived green quality plays the most crucial role in trust and satisfaction. The perceived green quality encompasses employees' service attitude, vehicle quality, and environmentally friendly features such as electric vehicles. Currently, VinFast is perceived as the leading brand in perceived green quality with professional staff trusted by customers and receives positive feedback. Therefore, VinFast needs to continue enhancing its service quality to improve passengers' experiences at all touchpoints (seeking information, booking, using and providing feedback/repurchasing), thereby building up customers' long-term loyalty. Secondly, in this study, "Perceived green value" positively influences "Trust" while "Green brand image" does not affect "Trust". This can attribute to the market features in Vietnam. Green consumption in general and electric vehicle use in particular are still relatively new in Vietnam, and VinFast is known as the pioneering brand in this field. To ensure that customers understand and differentiate VinFast's services as green and genuinely beneficial to the environment, VinFast needs to focus on communicating messages related to environmental benefits when using its green transportation services. Through strong communication strategies, VinFast can concentrate on promoting superior features and commitments to environmental protection. Creating high-quality communication campaigns with the information on the benefits of using its green transportation services will enhance customers' trust and interest in the service.

6. Conclusion, limitation and the future

The findings indicate that "Perceived green quality" and "Green brand image" influence positively and significantly "Trust". However, "Perceived green value" does not affect "Trust." "Perceived green quality" has the greatest impact on "Satisfaction", followed by "Perceived green value." Whereas, the correlation between "Green Brand Image" and "Satisfaction" was not statistically significant. "Satisfaction" has the strongest impact on "Loyalty" while "Trust" has a less impact on "Loyalty".

Like any other study, this research is not without its limitations. Firstly, the survey was conducted in a short period (December 2023 - March 2024) via both online and offline with convenient sampling. Therefore, controlling the quality of survey responses was challenging. Secondly, this study gathered the opinions from the users of VinFast's transport services in Hanoi with the non-probability sample. Hence, it does not represent all the passengers using such services in Vietnam. Thirdly, although the price is a highly sensitive factor affecting customer loyalty, it was not investigated in this study. Fourthly, the study did not compare different demographic groups (students, workers, office staff, and freelancers) or different geographical areas (rural and urban). Finally, although the study examined two aspects (attitudinal and behavioral) of loyalty, it did not clarify how differently these two aspects interact with each other in the context of Vietnam.

From the aforementioned limitations, future studies may focus on the following aspects: Firstly, it is necessary to collect data over a long period to enhance the explanatory power. Secondly, future studies can employ the stratified sampling methods to increase the generalizability of the research model. Thirdly, the price should be added to the research model to examine its impact on the loyalty of price-sensitive customers. Finally, future studies can apply this model in different societal contexts.

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