

# THE IMPACT OF BRAND VALUE ON CONSUMER SHOPPING BEHAVIOR AT THE GOVERNANCE OF RETAIL CHAINS AND MINI SUPERMARKETS

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## Abstract

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Brand value is one of the tools to gain the competitive advantage of organizations (Gupta et al., 2020). Retail chains and mini supermarkets act as intermediaries, connecting various stages in the production chain for agricultural and industrial products, from input supply to market consumption. The objective of this paper is to measure the impact of brand value on consumer shopping behavior in the context of Vietnam. A survey was conducted with a sample size of 482 individual customers who have shopped at retail chains and mini supermarkets. The study employs quantitative methods through the verification and analysis of the structural equation modeling (SEM). The results show that brand value has both direct and indirect impacts on consumer shopping behavior at retail chains and mini supermarkets through mediating variables such as perceived usefulness, satisfaction level, and perceived risk. Additionally, the findings indicate that while perceived usefulness has a positive effect, perceived risk has a negative effect on consumer satisfaction. Based on these findings, the authors propose several recommendations to promote consumer shopping behavior at retail chains and mini supermarkets in Vietnam. The results also suggest new directions for future research.

**Keywords:** Brand Value, Perceived Usefulness, Satisfaction Level, Perceived Risk, Shopping Behavior, Retail Chains, Mini Supermarkets

**Authors' individual contribution:** Conceptualization — T.D.A.H. and Q.B.T.; Methodology — Q.B.T. and T.C.T.H.; Formal Analysis — T.D.A.H. and D.T.A.T.; Investigation — T.D.A.H., Q.B.T., T.C.T.H., and V.M.T.N.; Writing — Original Draft — T.D.A.H., Q.B.T., and T.C.T.H.; Writing — Review & Editing — T.D.A.H., Q.B.T., and V.M.T.N.; Visualization — T.D.A.H. and Q.B.T.; Supervision — T.D.A.H. and Q.B.T.; Project Administration — T.D.A.H.

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## 1. INTRODUCTION

Brand value is one of the tools to gain the competitive advantage of organizations, brand differentiation directly and positively influences brand competitiveness in addition to building brand value (Gupta et al., 2020). According to Pina and

Dias (2021), brand experience has a positive influence on consumer-based brand equity. Retail chains and mini supermarkets act as intermediaries, connecting various stages in the production chain for agricultural and industrial products, from input supply to market consumption. This connection contributes to the development of the value chain in

these product sectors. Foreign retail distribution enterprises have created significant competitive pressure on domestic retailers. According to Nielsen, by the end of 2020, Vietnamese retail distributors held nearly 89% of the market share in the mini supermarket segment ("Nielsen consumer behavior report July 2020", 2020). The Ministry of Industry and Trade (2023) estimates that by 2023, the retail market in Vietnam will reach \$142 billion, with nearly 7,000 convenience stores, and this number is projected to increase to \$350 billion by 2025. Traditional factors such as quality and price strongly influence the purchasing decisions of Vietnamese consumers' shopping behavior. However, in the context of integration and overall development, brand value is becoming increasingly important and affecting consumer purchasing behavior.

The fourth industrial revolution, marked by significant technological advancements, will accelerate automation and the formation of extensive resource and information sharing networks, connecting both spatially and temporally. The retail market is trending towards being buyer-oriented, with consumers having more modern tools to choose from in both modern and traditional sales channels. Demographic changes and consumer behavior habits can significantly impact the retail market. Research by Gwalani et al. (2025) shows that a possible absence of rational decisions and concludes that the decision is more based on personality traits and psychological biases. A construct is created based on the commonalities of the three broad areas of study. Singh et al. (2024) found a direct relationship between brand awareness and consumer shopping behavior. Brand value mediates the relationship between sustainability marketing and responsible sustainable consumer behavior (Jia et al., 2023).

Internet usage in Vietnam has reached 75% of the population, with online shopping at 60%. By the end of 2023, with positive signals from the Vietnamese economy, most retail enterprises are hopeful that the retail market situation will gradually improve compared to the first half of the year, despite a slow and unclear recovery. Nonetheless, in 2023, retail businesses in Vietnam faced many challenges, such as inflation risks, high inventory levels, exchange rate fluctuations, fierce competition within the industry, weak purchasing power, and economic recession.

This study aims to measure the impact of brand value on consumer shopping behavior. Most previous studies have shown a direct and positive relationship between brand value and consumer behavior. However, intermediary factors involved in this relationship have not been extensively studied, particularly in the context of retail chains and mini supermarkets in Vietnam. This study seeks to answer:

*RQ1: How does brand value impact consumer shopping behavior at retail chains and mini supermarkets in Vietnam?*

*RQ2: What is the intermediary role of perceived usefulness, satisfaction level, and perceived risk in the relationship between brand value and consumer shopping behavior?*

Using quantitative methods, including exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM).

The research results indicate that brand value has both direct and indirect impacts on consumers'

shopping behavior at retail chains and mini supermarkets through mediating variables such as perceived usefulness, satisfaction level, and perceived risk. Additionally, the study shows that while perceived usefulness has a positive impact, perceived risk has a negative impact on consumer satisfaction. These findings provide valuable scientific insights, particularly highlighting the intermediary roles of perceived usefulness and perceived risk in the relationship between brand value and consumer shopping behavior. Based on these findings, the authors propose several recommendations to promote consumer shopping behavior at retail chains and mini supermarkets in Vietnam.

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 analyses the methodology. Section 4 mentions research results, and Section 5 proposes several recommendations to boost consumer shopping behavior.

## 2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### 2.1. Theoretical background

#### 2.1.1. Brand value

Brand value has become an important metric reflecting the scale, effectiveness, and development of organizations (Chu & Keh, 2006). Brand value is formed through a long-term process and represents an accumulation passed down throughout the stages of an organization's formation and development. According to Aaker (1991), brand value is the set of values that customers associate with a brand, reflecting aspects such as brand awareness, brand associations, perceived quality, brand loyalty, and other brand-related assets. Customer-based brand value is formed when customers are familiar with the brand and hold favorable, strong, and unique associations in their memory (Kamakura & Russell, 1993; Lassar et al., 1995).

Building and developing a brand is becoming increasingly important and is one of the essential tools that help organizations cope with global challenges today (Whisman, 2007). As reported by Tiwari (2010), brand value is a set of elements such as brand associations, market foundation, and marketing assets that help distinguish one brand from another. Brand value can also be defined as a set of consumer perceptions, understandings, and behaviors regarding a brand image, which creates interest and influences consumer demand for that brand's products.

In the study conducted by Aaker (1996), he suggests that a brand represents the organization itself, embodying the organization's cultural values, people, strategies, and traditions. Steenkamp et al. (2003) argue that consumers' understanding of a brand's global nature plays a crucial role in creating perceptions of brand value in terms of both quality and the prestige of the organization, which in turn affects consumers' purchasing decisions. Corporate brand value has a positive and significant impact on company performance in the market through market share growth and development, as well as on the company's financial performance.

### 2.1.2. Perceived usefulness

Perception and product usefulness play a fundamental role in creating high brand value for an organization (Tran et al., 2021). Research by Gyampah (2007) suggests that managers should place greater emphasis on enhancing perception and usefulness. Their efforts to raise users' awareness of the usefulness of products and technologies will contribute to the successful and effective implementation of organizational policies and strategies. Customers are the most crucial factor in any organizational development strategy. The significant role of perceived usefulness in relation to an organization's products is evident in the fact that only when reviews are perceived as useful do both positive and negative reviews influence attitudes and shape intentions through the impression they create about the product and the organization's brand (Purnawirawan et al., 2012; Nguyen et al., 2021).

### 2.1.3. Level of satisfaction

Consumer satisfaction is one of the most crucial factors in business for gaining an advantage in today's highly competitive environment (Zuriekat et al., 2011). The satisfaction of each customer is vital for any organization because it generates positive outcomes from specific resources and meets unmet needs and desires (Oliver, 1997). Customer satisfaction reflects an evaluation of the level of fulfillment experienced during the use of the products or services provided to them (Verma & Jain, 2015).

Hoyer et al. (2001) suggest that satisfaction can be associated with feelings of acceptance, happiness, assistance, excitement, and delight when customers consume a product or service. Based on the findings of Hansemark and Albinsson (2004), customer satisfaction is an overall attitude toward a service provider or an emotional response to the difference between what customers anticipated and what they received, particularly in meeting certain needs, goals, or desires. Similarly, Zeithaml and Bitner (2000) argue that the level of satisfaction reflects the degree to which a customer evaluates a product or service as having met their needs and expectations. Kotler (2000) defines satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome with their expectations.

The work of Kotler and Armstrong (2009) indicates that customer satisfaction indicates the extent to which a product's perceived performance aligns with the buyer's expectations. The factors driving customer satisfaction include perceived value, company image, customer expectations, product quality, and service quality (Kotler & Armstrong, 2009). Research by Alkahfi et al. (2022) shows that service quality has a positive and significant impact on consumer satisfaction. Consumers' purchasing decisions depend heavily on the friendliness of organizations in serving their customers. This implies that consumers not only pay attention to the type of product they purchase but also to the services they receive during the transaction.

### 2.1.4. Perceived risk

Perceived risk of consumers is considered a fundamental concern in the purchasing decision-

making process (Gazali & Suyasa, 2020). Consumers tend to perceive greater risks related to convenience, monetary risk, functional risk, and physical risk, rather than social or psychological risks when making purchases (Kim, 2007). To achieve and maintain a strategic competitive advantage in the retail industry, organizations need to understand the attributes that consumers value and use in their actual purchasing operations and to clarify why these attributes are important (Mitchell et al., 2001). Shopping motivations and product quality attributes are key factors that determine the customer's purchasing process. Therefore, categorizing product quality attributes and shopping motivations should be emphasized in relation to the dimensions of perceived risk to provide a compelling rationale for reevaluating the approaches consumers use in the purchasing process (Mitchell et al., 2001).

Chen et al. (2015) proposed that distinct perceived risks have distinct impacts on customer purchasing behavior. It has been observed that perceived risk arising from personal anxiety significantly affects consumer satisfaction and repurchase intentions, while the risk associated with transaction costs only impacts satisfaction. Furthermore, perceived risk related to product performance can even have a positive effect on repurchase intentions (Chen et al., 2015).

### 2.1.5. Shopping choice behavior

Shopping behavior encompasses the actions and decision-making processes of individuals purchasing goods and services for personal consumption (Kumar & Kushwaha, 2018). Unissa (2013) suggests that six factors influence consumer intentions when shopping at supermarkets: 1) shopping motives, 2) perceived value benefits, 3) knowledge and experience, 4) attitudes, 5) lifestyle, and 6) personal factors. Tinne (2011) explored the influence of various factors on shopping behavior at supermarkets and identified seven key factors impacting consumer behavior: 1) promotional programs, 2) supermarket design and decor, 3) pricing and discount programs, 4) sales staff, 5) product variety, 6) shopping seasons and occasions, and 7) consumer income.

Understanding consumer shopping behavior, especially the factors influencing it, is considered crucial for marketers to increase customer purchase volume for organizations (Bangkit et al., 2022). Various factors, such as shopping convenience, financial incentives, time savings, competitive pricing, product branding, and mobile app services, are influencing consumers' online shopping behavior (Sharma & Khattri, 2013).

With technological advancements in the retail sector, many luxury brands and retailers have implemented omnichannel retail strategies to reach their target markets through various retail formats and to provide greater convenience in accessing brands and retailers (Kim & Lee, 2011).

## 2.2. Research hypotheses

### 2.2.1. Brand value and consumer shopping behavior

Research by Mkhize and Mutambara (2025) indicates a strong positive correlation between brand value and desirable consumer behavior. Timely feedback

and performance evaluations provide organizations with a roadmap for improvement and professional development, motivating them to exhibit behaviors that enhance customer satisfaction and organizational performance. According to Yoo and Donthu (2001), the model of brand value components still has many differences, thus, there is a significant need for further research to adjust, supplement, and develop the brand value model to suit the Vietnamese market, especially for the modern retail distribution industry. Aaker (1991) suggests that the brand and brand value support customers in the process of understanding and processing product and service information, creating confidence in purchase decisions. Additionally, Aydın and Ulengin (2015) also stated that brand recognition, perceived quality, and brand loyalty will reduce risks and uncertainties in the decision-making process of purchasing products/services, promoting the consumer buying process. Although the relationship between brand value and consumer behavior has been affirmed by many researchers both domestically and internationally, this relationship has not been deeply studied and quantitatively clarified.

*H1: Brand value positively impacts consumer shopping behavior at retail chains and mini supermarkets in Vietnam.*

### *2.2.2. Brand equity and perceived usefulness*

Brand value is a crucial concept in the field of marketing and is the most important intangible asset for most businesses (Ullah Khan, 2013). Currently, there are many perspectives and different ways to evaluate brand value, mainly based on Lassar et al.'s (1995) view that proposes two approaches to brand value: the financial perspective and the customer perspective. As reported by Leuthesser (1988), brand value is a set of customer associations and behaviors towards the brand, allowing the brand to create the highest value and maximum profit through sustainable and distinct advantages over competitors. A brand is the synthesis of all physical, aesthetic, logical, and emotional factors of a product or product line, including the product itself, the name, logo, image, and every visual representation, which over time become firmly established in the customer's mind, creating a distinctive position for it (Moore & Keyes, 2003).

*H2: Brand value positively impacts consumers' perceived usefulness when choosing to shop at retail chains and mini supermarkets in Vietnam.*

### *2.2.3. Perceived usefulness and consumer shopping choice behavior*

According to the research of Aaker (1996), brand value consists of customer loyalty (customer satisfaction), perceived quality, perceived brand leadership, perceived brand value, brand personality, customer perception of the organization, perceived differentiation, brand awareness, market positioning, price, and distribution level. Hankinson and Cowking (1996) hold the view that the product only provides consumers with functional benefits, while the brand provides consumers with both functional benefits and psychological benefits. More broadly, the brand encompasses everything that customers and the community truly perceive about the business, its products, and the services it offers, whereas the product is merely what the business wants to communicate to its customers. In other words,

the brand is a concept that spans the entire process from the message sent by the business to the message perceived by the customers. It represents the reciprocal relationship and the convergence between the message sender and the message receiver; it is the interaction between the psychology of the sender and the psychology of the receiver (Nguyen et al., 2021).

*H3: Perceived usefulness positively impacts consumer shopping behavior at retail chains and mini supermarkets in Vietnam.*

### *2.2.4. Brand value and satisfaction level*

Research by Dang and Vu (2024) shows that a positive and significant association between brand repositioning and improved business performance, with the crucial mediating role of brand value in the relationship between customer satisfaction level and financial success. Aaker (1991) believes that customer-based brand value is a set of gain or loss elements related to the brand (name and symbol) that are added to or subtracted from the value of the product/ services to a business or its customers. The author believes that brand value includes five components, which are: brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets. Among the theoretical models of brand value, Aaker's (1991) brand value model is the most popular and widely applied model, in both academic and applied research. This study applies Aaker's brand value model. Brand value includes: Brand awareness; Brand loyalty; Perceived quality; Brand image to evaluate impact on shopping decisions.

*H4: Brand value positively impacts consumer satisfaction when choosing to shop at retail chains and mini supermarkets in Vietnam.*

### *2.2.5. Perceived usefulness and consumer shopping choice behavior*

In the study conducted by Pan and Zinkhan (2006), consumer store selection behavior can be considered from the perspective of individual characteristics, lifestyle, purpose, and attitude, which lead to shopping decisions and the necessity of purchase. Many studies have shown that certain attributes of the retail store environment affect store choice. Perceived usefulness plays a vital and significant role in influencing consumers' repurchase intentions. At the same time, customer satisfaction and trust serve as mediating factors in the relationship between perceived usefulness and repurchase intentions (Keni, 2020).

*H5: Satisfaction level positively impacts consumer shopping behavior at retail chains and mini supermarkets in Vietnam.*

### *2.2.6. Brand value and perceived risk*

According to Latif et al. (2024), brand awareness, brand association, brand superiority, and brand resonance were significant factors influencing brand image. Alternatively, the degree of advertisement affects the extent of the relationship between brand awareness and brand value. Based on the findings of Aaker (1996), brand value is a set of assets and liabilities related to its name and symbol, which adds to or subtracts from the value created by a product or service for a company or its customers. He believes that brand value comprises five

components: 1) brand loyalty, 2) brand awareness, 3) perceived quality, 4) brand associations, and 5) other proprietary brand assets. Particularly, brand associations are considered a particularly important component.

*H6: Brand value negatively impacts perceived risk for consumers when choosing to shop at retail chains and mini supermarkets in Vietnam.*

### 2.2.7. Perceived risk and consumer shopping choice behavior

Kotler's (2000) research suggests that consumer behavior refers to the specific actions of an individual when making decisions about purchasing, using, and disposing of products or services (Lynch & Srull, 1982). Consumers' choices are made based on fundamental economic stimuli, and research into consumer choice involves transferring information about various memory options, where some will be allocated to alternative choices and information about attributes available in the environment.

Fang et al. (2013) define perceived risk as the probability of customers experiencing financial loss due to additional costs, future costs for continued use of a product, or having to replace or repair the product themselves in case of a product failure. Additionally, perceived risk includes the awareness that a product may not be as effective or necessary as expected, resulting in a loss due to unmet desired benefits. It also encompasses concerns that credit card information might be used illegally (stolen) and issues related to customers' personal information.

*H7: Perceived risk negatively impacts consumer shopping behavior at retail chains and mini supermarkets in Vietnam.*

### 2.2.8. Perceived usefulness and satisfaction

Researchers have demonstrated that assurance is one of the factors reflecting customers' perceptions

of product/service quality. It is a factor that builds trust and confidence for customers, which is perceived through the expertise, professional service, good communication skills, and courteous demeanor of the service staff, thereby instilling trust in customers. As a result, customers feel reassured each time they use the service (Parasuraman et al., 1985). In this study, the authors use three observed variables for assurance based on the research by Parasuraman et al. (1985). Customer satisfaction is understood as the state an individual experiences from comparing the actual performance results with their expectations for a specific product/service (Wang et al., 2005).

*H8: Perceived usefulness positively impacts consumer satisfaction when choosing to shop at retail chains and mini supermarkets in Vietnam.*

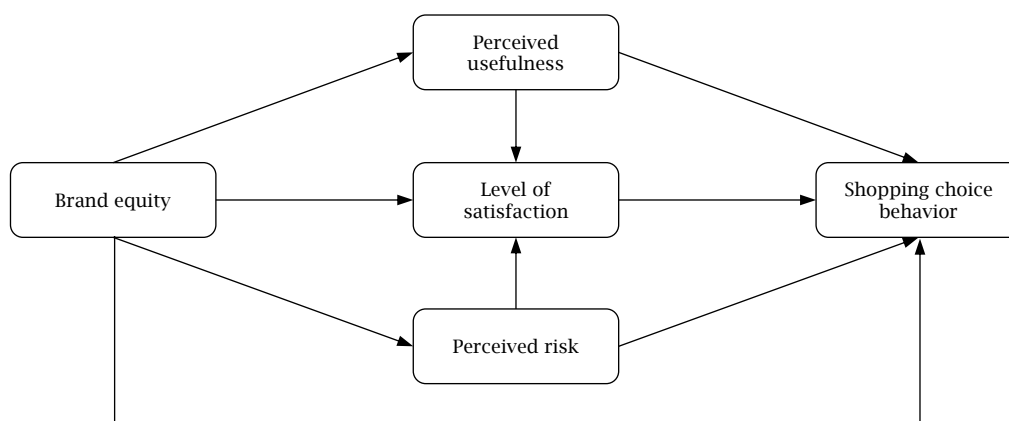
### 2.2.9. Perceived risk and satisfaction level

Moradi and Zarei (2011) assert that brand loyalty, perceived quality, brand associations, and brand awareness all influence brand equity. Brand equity has a positive impact on consumer behavior. Additionally, Naeini et al. (2015) also propose that brand equity has a significant positive effect on all components of customer response. Quality is the most important factor and helps to reduce customers' perceived quality of competitors' services.

The perceived risk has a negative relationship with purchasing decisions; an increase in consumers' perceived risk will lead to a decrease in their purchasing decisions during the shopping selection process (Gazali & Suyasa, 2020). Correspondingly, research by Kusumah (2015) and Bangkit et al. (2022) also shows that perceived risk and perceived benefits have a significant impact on customers' shopping behavior.

*H9: Perceived risk has a negative impact on consumer satisfaction when choosing to shop at retail chains and mini supermarkets in Vietnam.*

**Figure 1.** Proposed research model



Source: Authors' elaboration.

## 3. RESEARCH METHODOLOGY

### 3.1. Study scale

Based on the theoretical overview and related studies, the research synthesizes and identifies gaps in

existing research and constructs a model comprising five variables. Among them, the independent variable is brand value (BRV). The mediating variables include: perceived usefulness (PUS), level of satisfaction (LSA), and perceived risk (PRI). The dependent variable (target variable) is shopping

purchase behavior (SCB). The study uses a Likert scale corresponding to five levels (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree). The indicators for each variable

are drawn from previous research and adjusted to fit the context of retail chains and mini-supermarkets in Vietnam.

**Table 1.** Origin of the scale of variables

No.	Variable	Code	Number of observations	Origin of scale
1	Brand value	BRV	6	Aaker (1991)
2	Perceived usefulness	PUS	6	Purnawirawan et al. (2012)
3	Level of satisfaction	LSA	6	Kotler and Armstrong (2009)
4	Perceived risk	PRR	5	Mitchell et al. (2001)
5	Shopping choice behavior	SCB	6	Gupta et al. (2020)

Source: Authors' elaboration.

### 3.2. Research samples

The research sample was selected using a relatively stratified random sampling method across provinces and cities in various regions of Vietnam. The Northern region includes Ha Nam, Hanoi, and Hai Phong. The Central region includes Thanh Hoa, Nghe An, Ha Tinh, and Quang Binh. The Southern region is represented by Ho Chi Minh City. The research subjects are individual customers who have previously shopped at retail chains and mini-supermarkets.

Regarding the survey method, the research utilized a questionnaire with 29 survey questions

(corresponding to 29 indicators). The survey methods included both direct and indirect (online) approaches through Google Forms. For the direct survey method, 400 questionnaires were distributed, 251 were returned, and 214 valid responses were used for analysis. For the indirect survey method, 450 questionnaires were sent out, 296 were returned, and 268 were usable. The total number of questionnaires used for analysis was 482. According to Hair et al. (2010), the sample size should be at least 5 times the number of observations. With 29 observations in this study, a sample size of 482 meets the analytical requirements. The data collection period was from January 2024 to May 2024.

**Table 2.** Characteristics and distribution of samples used in the study

Characteristics of the study sample	Total number of samples	Ratio (%)
Sex	482	100
Male	184	38.17
Female	298	61.83
Age	482	100
Under 20 years old	87	18.05
From 20 to under 30 years old	134	27.80
From 30 to under 40 years old	146	30.29
From 40 years old or older	115	23.86
Distribution of research samples	482	100
Northern Vietnam	167	34.65
Central Vietnam	189	39.21
Southern Vietnam	126	26.14

Source: Authors' elaboration.

### 3.3. Data processing

Using a quantitative research method, the collected and synthesized data were processed using SPSS 22.0 and AMOS 22.0 software. The data processing procedure consists of four steps:

1) First, the study assesses the reliability of the measurement scales. This step checks whether the observed variables meet the required levels of adequacy and reliability and reflects the correlation between observed variables within the same factor. The study uses SPSS with the following criteria: Cronbach's alpha > 0.7; inter-item correlation > 0.3. Additionally, if the value of Cronbach's alpha if the item deleted is higher than the Cronbach's alpha of a variable, that variable should be considered for removal.

2) Subsequently, the study performs EFA to determine the "convergent value" and "discriminant value" of the measurement scales. The requirements are: factor loading > 0.5; Kaiser-Meyer-Olkin (KMO) value  $\geq 0.5$  and  $\leq 1$ ; Sig. value < 0.05; and percentage of variance extracted > 50%. The method used for factor extraction is varimax rotation.

3) At this step, AMOS is used to evaluate the model's fit with the research data through CFA.

The required fit indices are: Chi-square/df < 3 (Hair et al., 1998);  $p < 0.05$ ; goodness-of-fit index (GFI) > 0.8; Tucker-Lewis index (TLI) and confirmatory fit index (CFI) > 0.9 (Segars & Grover, 1993); root mean square error of approximation (RMSEA) < 0.08 (Taylor et al., 1993).

4) Finally, the study tests the research hypotheses using SEM. The fit indices required for SEM analysis are: Chi-square/df < 3 (Hair et al., 1998);  $p < 0.05$ ; GFI > 0.8; TLI and CFI > 0.9 (Segars & Grover, 1993); RMSEA < 0.08 (Taylor et al., 1993).

## 4. RESEARCH RESULTS AND DISCUSSION

### 4.1. Testing the reliability of the scale

The results of the reliability assessment for all variables show that the inter-item correlations are all > 0.3, and Cronbach's alpha is > 0.7. Additionally, the Cronbach's alpha if item deleted for each item is smaller than the overall Cronbach's alpha of the variable. These results indicate the reliability of the measurement scales and the validity of the data used in the analysis.

**Table 3.** Assessing the reliability of the scale through Cronbach's alpha coefficient

No.	Variable	Code	Cronbach's alpha
1	Brand value	BRV	0.790
2	Perceived usefulness	PUS	0.737
3	Level of satisfaction	LSA	0.829
4	Perceived risk	PRI	0.784
5	Shopping choice behavior	SCB	0.846

Source: Authors' elaboration.

#### 4.2. Exploratory factor analysis

After testing the appropriateness of the measurement scales, the study proceeded with EFA for both independent variables, intermediate variables, and dependent variables. The results indicate that the data is eligible for analysis because it has factor

loading factors > 0.5; KMO coefficient  $\geq 0.5$  and  $\leq 1$ ; Sig. value < 0.05; the percentage of variance extracted > 50%. The analysis also satisfies both conditions of "convergent validity" (observed variables converge on the same factor) and "discriminant validity" (observed variables within a factor are distinct from those in other factors).

**Table 4.** Exploratory factor analysis results

EFA analysis	KMO coefficient	p-value	Variance extracted	Factor loading	Conclusion
Independent and mediating variables	0.822	0.000	76,204	All coefficients > 0.5	Meet requirements
Dependent variables	0.804	0.000	90,718	All coefficients > 0.5	Meet requirements

Source: Authors' elaboration.

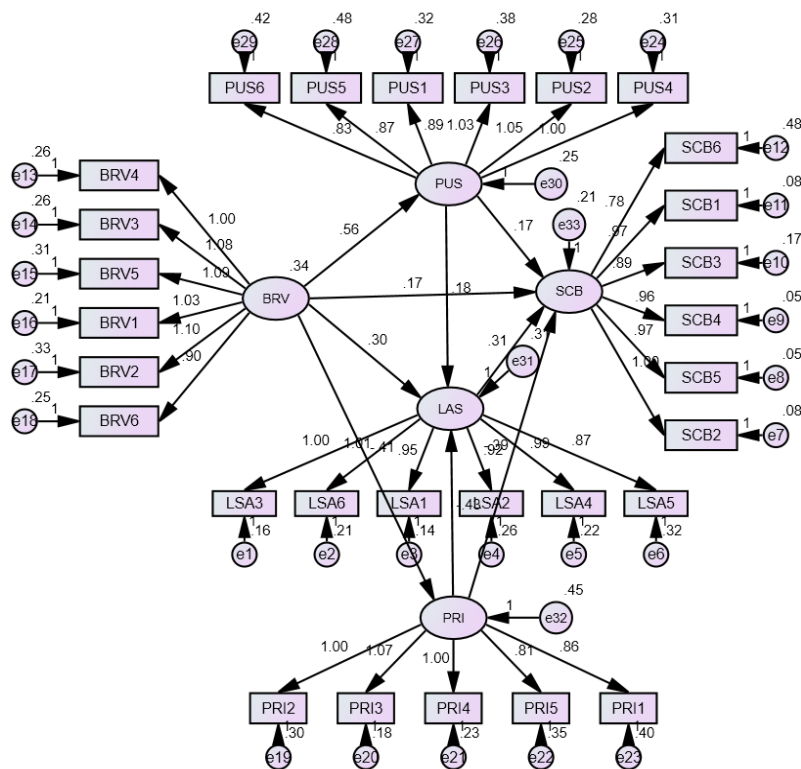
#### 4.3. Confirmatory factor analysis

Confirmatory factor analysis is the subsequent step following EFA, involving the design, testing, and refinement of measurement models independently. The goal of CFA is to establish well-fitting measurement models used for structural model testing.

The results of CFA analysis show that the measurement model is suitable with Chi-square index = 909.804; df = 367; p = 0.000; Chi-square/df = 2.479 (< 3); GFI = 0.883 (> 0.9); TLI = 0.942 (> 0.9); CFI = 0.948 (> 0.9); RMSEA = 0.055 (< 0.08).

#### 4.4. SEM linear structure model analysis

To test the hypotheses, the study conducted an SEM linear structural model analysis. The analysis results show that the aggregate indexes all meet the requirements. Specifically, index Chi-square = 920.268; df = 368; p = 0.000; Chi-square/df = 2.501 (< 3); GFI = 0.882 (> 0.9); TLI = 0.941 (> 0.9); CFI = 0.947 (> 0.9); RMSEA = 0.056 (< 0.08).

**Figure 2.** Structural equation modeling analysis

Source: Authors' elaboration.

The results of testing the hypotheses show that all hypotheses included in the model with a significance level of  $p < 0.05$  are accepted.

Specifically, hypothesis *H1* tests the direct impact of brand value on consumers' shopping choice behavior. The test results show that, with a significance level of 0.003 ( $< 0.05$ ) and a positive regression weight (0.167), hypothesis *H1* is accepted. Thus, this indicates that brand value has a positive impact on consumer shopping behavior at retail chains and mini-supermarkets in Vietnam. This conclusion supports findings in studies by Yoo and Donthu (2001) and Aydın and Ulengin (2015).

Hypotheses *H2* and *H3*, with significance levels  $p < 0.05$  and positive regression coefficients (0.559 and 0.174), are also accepted. This means that brand value is proven to have a positive effect on perceived usefulness, and perceived usefulness also positively affects consumer shopping behavior. In other words, perceived usefulness acts as a mediator in the relationship between brand value and consumer shopping behavior at retail chains and mini-supermarkets in Vietnam. These conclusions are somewhat similar to previous studies by Moore and Keyes (2003), Ullah Khan (2013), and Nguyen et al. (2021).

Similarly, hypotheses *H4*, *H5*, *H6*, and *H7* are all accepted with significance levels  $< 0.05$ . However, while the positive regression coefficients (0.303

and 0.311) demonstrate that brand value positively affects consumer satisfaction when shopping at retail chains and mini-supermarkets, and that consumer satisfaction also positively impacts their shopping choice behavior, the negative regression coefficients (-0.410 and -0.389) indicate that brand value negatively affects perceived risk, and perceived risk negatively affects consumer shopping behavior at these retail outlets. These conclusions are consistent with previous studies by Pan and Zinkhan (2006), Fang et al. (2013), and Keni (2020).

Therefore, with the acceptance of all hypotheses from *H1* to *H7*, the study demonstrates that brand value has both a direct and indirect impact on consumer shopping behavior at retail chains and mini-supermarkets through mediating variables such as perceived usefulness, satisfaction, and perceived risk.

Additionally, hypotheses *H8* and *H9* are also accepted with a significance level of  $p < 0.05$ . This means that while perceived usefulness positively affects consumer satisfaction, perceived risk is shown to negatively impact consumer satisfaction when shopping at retail chains and mini-supermarkets in Vietnam. These conclusions are also aligned with findings from previous studies by Moradi and Zarei (2011), Naeini et al. (2015), Gazali and Suyasa (2020), and Bangkit et al. (2022).

**Table 5.** Results of the structural equation modeling analysis for relationships in the model

<i>Hypothesis</i>	<i>Relationship</i>	<i>Weightage</i>	<i>Std. error</i>	<i>CR</i>	<i>p</i>	<i>Conclusion</i>
<i>H1</i>	<i>SCB</i> ← <i>BRV</i>	0.167	0.256	2,982	0.003	Accepted
<i>H2</i>	<i>PUS</i> ← <i>BRV</i>	0.559	0.457	9,778	0.000	Accepted
<i>H3</i>	<i>SCB</i> ← <i>PUS</i>	0.174	0.153	3,299	0.000	Accepted
<i>H4</i>	<i>LAS</i> ← <i>BRV</i>	0.303	0.072	4,578	0.000	Accepted
<i>H5</i>	<i>SCB</i> ← <i>LAS</i>	0.311	0.046	7,235	0.000	Accepted
<i>H6</i>	<i>PRI</i> ← <i>BRV</i>	-0.410	0.069	-6,567	0.000	Accepted
<i>H7</i>	<i>SCB</i> ← <i>PRI</i>	-0.389	0.045	-8,908	0.000	Accepted
<i>H8</i>	<i>LAS</i> ← <i>PUS</i>	0.176	0.072	2,762	0.006	Accepted
<i>H9</i>	<i>LAS</i> ← <i>PRI</i>	-0.433	0.057	-9,146	0.000	Accepted

Note: CR — critical ratio.

Source: Authors' elaboration.

The findings of the study provide valuable contributions both theoretically and practically. Theoretically, the research highlights the mediating roles of perceived usefulness and perceived risk in the relationship between brand value and consumer shopping behavior. This underscores the importance of these factors in understanding how brand value influences consumer decisions. Practically, the results serve as useful insights for policymakers and businesses operating in the supermarket and retail sectors. They offer valuable lessons for managing and running these organizations effectively.

## 5. CONCLUSION

Based on the overview, identifying gaps, and building a model, the study conducted hypothesis testing through SEM. With the context focusing on retail chains and mini-supermarkets in Vietnam, the research showed the direct and positive impact of brand value on consumers' shopping behavior, as well as the mediating role of three factors: perceived usefulness, satisfaction level, and perceived risk in this relationship. Additionally, while perceived usefulness was proven to have a positive impact, perceived risk had a negative effect on consumers' satisfaction when choosing to shop at retail chains and mini-supermarkets in Vietnam. Based on

the research findings, the authors propose several recommendations to boost consumer shopping behavior at retail chains and mini-supermarkets in Vietnam.

Firstly, concerning brand value, building and developing brand value should be a primary goal for every organization. In today's competitive environment, retail chains and mini-supermarkets in Vietnam need to continuously seek ways to promote and enhance brand value through various methods and approaches. It is essential to gather information and understand customers to meet and satisfy their needs. Identify the target customer base and what the organization's products can offer them. Develop relationships by focusing on customer care, which helps retain customers and ensures they are satisfied when returning to the store. This approach impacts customers' subconscious with appealing details to build the brand.

Additionally, retail organizations and supermarkets should work on creating a comprehensive brand identity. This brand identity should be disseminated beyond just the marketing and sales departments. Even small details in design or a minor gesture from staff wearing company uniforms contribute to the brand. The product's branding should be clearly reflected through packaging and quality. Furthermore, the brand should include mission and vision statements.

Second, in terms of awareness of usefulness, retail organizations and supermarkets need to enhance consumer awareness through organizing programs and conferences with customers, increasing trade promotion activities, and engaging in broad public relations efforts. These actions will help customers recognize the value they can gain by choosing to shop at supermarkets and retail chains.

Third, with regard to the level of consumer satisfaction, organizations need to research and continually improve customer service, diversify service types, understand and meet customer expectations from products, services, to customer experiences. They should promote effective communication channels and strengthen relationships with customers through various means such as email, social media, and online chat.

Fourth, regarding perceived risks, retail chains and mini-supermarkets in Vietnam should also strengthen their communication and promotional activities to raise consumer awareness and minimize negative external impacts. Additionally, organizations should maintain good relationships with customers

by regularly contacting them and implementing various customer care programs, including appreciation events for frequent customers.

In addition to the valuable results and contributions, the study also has certain limitations. Firstly, the use of stratified random sampling has a limitation in that the selected individuals might be dispersed across the population, making data collection both costly and time-consuming. Secondly, aside from the mediating factors discussed in this study, there may be other mediators or moderators influencing the relationship between brand value and consumer shopping behavior. This is an area that future researchers might explore in their new studies. Furthermore, the study is limited to the context of Vietnam, a developing country with similarities to other developing countries in the region and globally. However, the results should be carefully examined if the study were conducted in a developed country with different political regimes, national institutions, or cultural backgrounds compared to Vietnam.

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