

The impact of Service Quality and Brand Image on Customer Satisfaction and Behavioral Intention in Vietnam Fashion Market

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Abstract: The current study's primary purpose was to empirical research on the impact of service quality and brand image on customer satisfaction and behavioral intention in the Vietnam fashion market. We collected research data from 285 clients at fashion shops in Vietnam. We examined the data by using the partial least squares structural equation modeling (PLS-SEM) with SmartPLS software 3.2.7. The finding of the study revealed that service quality had a positive effect on customer satisfaction ($\beta = 0.186$; $p = 0.007$). However, service quality had not to affect behavioral intention ($\beta = 0.122$; $p = 0.058$). The finding showed that brand image had a quite-substantial positive effect on customer satisfaction ($\beta = 0.450$; $p = 0.000$). The result also showed brand image had a positive impact on behavioral intention ($\beta = 0.230$; $p = 0.001$). The result also disclosed customer satisfaction had a relatively substantial positive effect on behavioral intention ($\beta = 0.438$; $p = 0.000$).

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1. Introduction

Vietnam fashion market, with its young demographics, growing incomes, and 95 million population, has considered an enormous potential market [1]. The study by Statista firm (the German online portal for statistics) anticipated that the income from fashion products of the Vietnamese market would give the US \$815 million in 2020; in which the apparel would be the most significant segment of the fashion market with an estimated value of \$540 in 2020. The Statista firm also disclosed that the revenue of the compound annual growth rate (CAGR) 2020-2024 would be 6.9%, this leads to the revenue in the fashion market would be the US \$1,065 million by 2024 [2]. So, many major international brands such as Uniqlo, Zara, H&M, etc. have been setting up shop in Vietnam and increasing quickly to penetrate the rapidly growing fashion market.

Foreign brands have drawn to its 15-20 percent annual growth, according to the chairman of the Vietnam Retailers Association, Dinh Thi My Loan [1]. The rise of foreign brands, leading to increased competition in the Vietnamese fashion market. With such high competitive pressure, fashion brands compete not only products but also service quality throughout the sales process. These help consumers feel more satisfied with the brand, not only about the product but also the service quality growing [3].

Prior empirical studies showed that service quality affected customer satisfaction and behavioral intention [4-7]. Previous empirical studies also revealed that brand image affected customer satisfaction and behavioral intention [8-12]. However, researching the effect of service quality and brand image on customer satisfaction and behavioral intention have a few in the fashion

market, especially in Vietnam. Therefore, the primary purpose of the study was to empirical research on the impact of service quality and brand image on customer satisfaction and behavioral intention in the Vietnam fashion market.

2. Literature review and research hypotheses

2.1. Service quality, customer satisfaction, and behavioral intention

Service quality has gained significant attention from the researchers in the literature of service marketing [12]. Service quality was defined as the difference between consumers' expectation and their perceived performance of the service [13,14]. For measure service quality, Parasuraman et al. [13] suggested the five dimensions of service quality were tangible, reliability, responsiveness, assurance, and empathy, or what was known as SERVQUAL. SERVQUAL scales achieved reliability and validity for the industries (Such as bank; credit card; long-distance telephone; repair and maintenance) and could apply the measure for other service areas [13].

The literature stated that the crucial of service quality delivery and had positive effects of service quality on customer satisfaction and behavioral intention [15].

Some researchers considered the relationship between service quality and customer satisfaction [5,6,16]. Former studies revealed that service quality had a positive influence on customer satisfaction [5,12,17].

Besides, the relationship between service quality and behavioral intention also had noticed by some researchers [7,18–20]. Empirical research of prior studies also showed that service quality had a positive influence on behavioral intention [6,20,21].

Therefore, we suggested the following hypotheses:

H1: Service quality has a significant impact on customer satisfaction.

H2: Service quality has a significant impact on behavioral intention.

2.2. Brand image, customer satisfaction, and behavioral intention

The American Marketing Association described a brand as a name, term, sign, symbol, or design, or a combination of them aimed to distinguish the goods or services of sellers from rivals [22]. The brand components were name, term, sign, symbol, or design or combination of them, which were called the brand identities [23]. The brand image was perceptions of customers about the brand that was indicated by the brand associations in customers' memory [23]. The brand image was also considered as the current opinion of customers about the brand. It meant what the brand presently stands for. It was the set of beliefs held about the specific brand [24]. The successful brand image allowed consumers to identify the needs that the brand satisfied and to differentiate the brand from its rivals, and consequently, the brand enhanced the possibility that consumers would buy the brand [25].

Prior researchers stated that the brand image had a significant impact on customer satisfaction [8,9,26]. Some previous studies also showed that brand image had a substantial effect on behavioral intention [27–29]. Therefore, to create a differential of brand image to compete was essential for shop managers, which in turn affects customer satisfaction and behavioral intention.

Thus, we proposed the following hypotheses:

H3: Brand image has a positive influence on customer satisfaction.

H4: Brand image has a positive influence on behavioral intention.

2.3. Customer satisfaction and behavioral intention

Customer satisfaction was the most crucial characteristic that marketers need to consider to reach it. The competitive advantage for the company was to satisfy the client in the best way; it meant to surpass the expectations of the client according to need and wish [30]. Satisfaction implied the output of marketing activities and served as a link in the purchase process. Customer satisfaction was regarding the expectations of the client of the products/services with perceived results [16].

The behavioral intention could be regarded as the client's sign indicator that will remain with or withdraw from the business. The clients' behavioral intention could be positive or negative [31]. The positive behavioral intention was the positive word of mouth (saying positive things and suggesting the service to others), spending a payment bonus, spending more extra money with the firm, and continuing loyal. On the contrary, the negative behavioral intention was departing the firm, spending less money with the firm, expanding harmful speech [7].

Moreover, prior studies also showed that customer satisfaction led to saying positive,

increasing opportunities for repurchasing, supporting, and recommending to the firm [32,33]. Customer satisfaction was the primary antecedent of behavioral intention [33–35]. Empirical studies showed that customer satisfaction had a positive effect on behavioral intention [32,33,35].

Therefore, we proposed the following hypothesis:

H5: Customer satisfaction has a positive impact on behavioral intention.

Based on the discussion above, Figure 1 depicted the proposed research model.

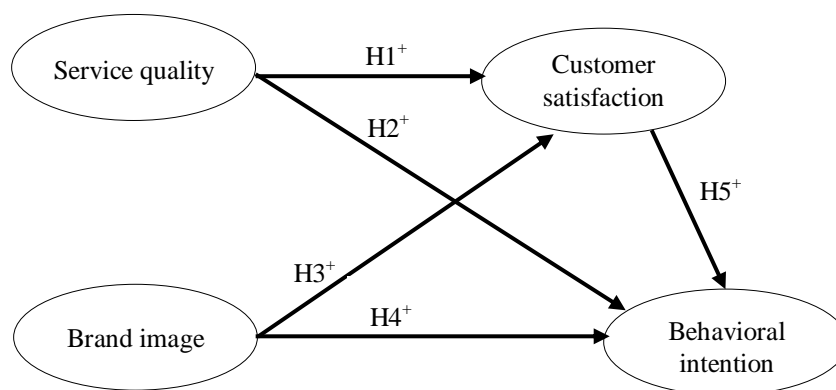


Figure 1. The proposed research model

3. Research methodology

3.1. Measures

The measurement items of the constructs from previous researches were modified and adapted to suit the study circumstances. We applied a five-point Likert scale to measure the variables.

In the study, we adjusted five items of service quality from [13,16,36]. We also modified four variables of the brand image from [27,28,37], four variables of customer satisfaction from [16,33,36,38] and four variables of behavioral intention from [31–33]

3.2. Sample and data collection

The data source was an examination of clients who bought goods/services at fashion shops in Ho Chi Minh City, Vietnam. The research sample was conducted based on convenience sampling with different groups of clients about gender and age in many places in Vietnam. The purpose of this examination was to

reach the representation of the received sample. We provided a total of 350 questionnaires, and there were 285 answers accepted for the last analysis. The demographic features of clients described as followed. There were 98 male' clients (34.4%), and 187 female' clients (65.6%). The respondents whose age was from 18-30 constituted 55.4%, from 30-45 represented 33.7%, and over 45 represented 10.9%.

3.3. Analytical approach

Testing the proposed research model by using the partial least squared structural equation modeling (PLS-SEM) with SmartPLS software 3.2.7. Testing the proposed research model and hypotheses were conducted through two stages: (1) Testing of the measurement model and (2) Testing of the structural model (PLS-SEM) [39].

4. Results and discussion

4.1. Results

(1) **Testing of the measurement model: construct reliability and validity**

Table 1 displayed the measurement scale of the construct's analysis results.

Table 1 showed that the constructs achieved internal consistency reliability (Cronbach's alpha ≥ 0.70 and composite reliability (CR) > 0.70).

The outer loading of all items used in the study above 0.70; and the average variance extracted (AVE) values were above 0.50. Therefore, the convergent validity of the constructs was good.

Table 1: The measurement scale of constructs

Construct	Indicators	Standardize loading	Cronbach's alpha	CR	AVE
Service quality (SEQ)	SEQ1	0.772	0.809	0.866	0.563
	SEQ2	0.700			
	SEQ3	0.782			
	SEQ4	0.790			
	SEQ5	0.704			
Brand image (BRI)	BRI1	0.746	0.787	0.863	0.611
	BRI2	0.767			
	BRI3	0.810			
	BRI4	0.802			
Customer satisfaction (CUS)	CUS1	0.755	0.769	0.853	0.591
	CUS2	0.777			
	CUS3	0.749			
	CUS4	0.794			
Behavioral intention (BEI)	BEI1	0.741	0.821	0.882	0.652
	BEI2	0.815			
	BEI3	0.856			
	BEI4	0.813			

Source: Data processing result

Afterward, we estimated discriminant validity through the Fornell-Lacker criterion [40]. Table 2 showed that the square root of AVE of reflective construct behavioral intention, brand

image, customer satisfaction, and service quality was more than the corresponding latent variables correlation. Therefore, the discriminant validity of these constructs was good.

Table 2: Discriminant validity

Construct	Behavioral intention (BEI)	Brand image (BRI)	Customer satisfaction	Service quality
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			(CUS)	(SEQ)
Behavioral intention (BEI)	0.807			
Brand image (BRI)	0.574	0.782		
Customer satisfaction (CUS)	0.635	0.584	0.769	
Service quality (SEQ)	0.511	0.717	0.509	0.751

Source: Data processing result

(2) Testing of the structural model

(2.1) Model fit testing

Figure 2 and Table 3 illustrated the results of the structural model.

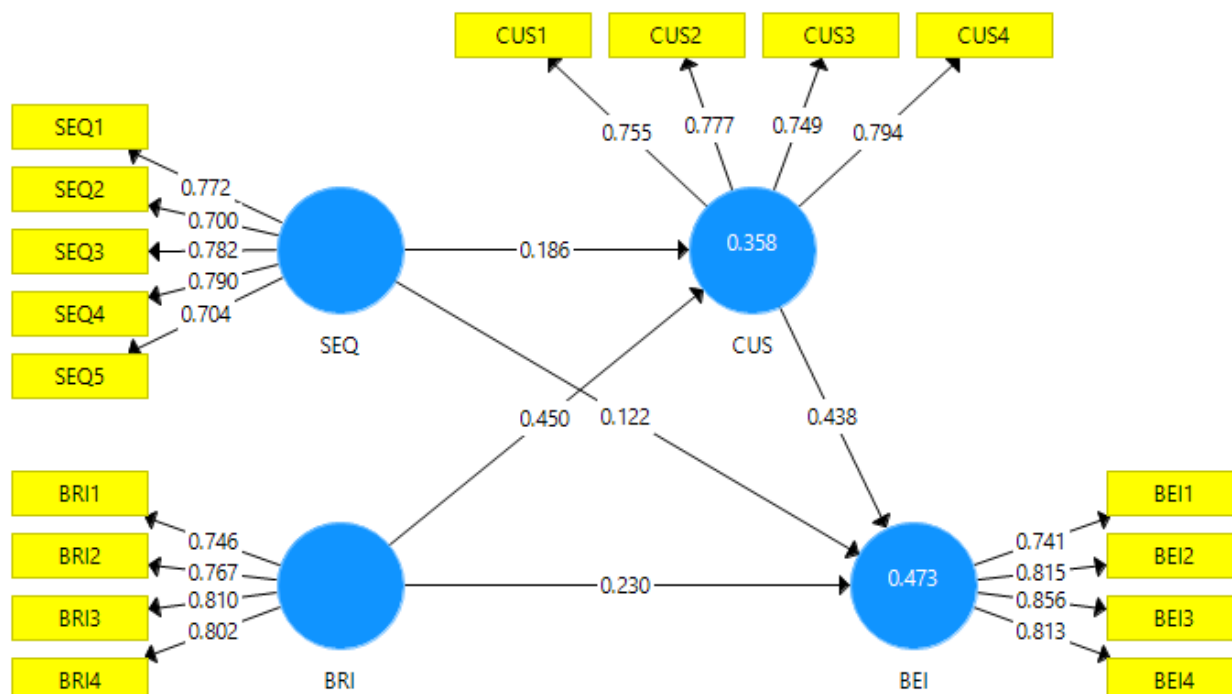


Figure 2: The structural model (PLS-SEM)

Source: Data processing result

Table 3: Model fit

	Saturated model	Estimated model
SRMR	0.073	0.073
d_ULS	0.820	0.820
d_G1	0.330	0.330
d_G2	0.296	0.296
Chi-square	481.674	481.674
NFI	0.780	0.780

Source: Data processing result

These results in Figure 2 and Table 3 demonstrated that the Chi-square = 481.674 was significant at 0.05 level ($p=0.00$). SRMR (standardized root mean square residual) was a measure of the approximate model fit of the proposed research model. By convention, a model had a good model fit when SRMR was less than 0.08 [41]. The summary results in Table 3 showed that the model had SRMR indices = $0.073 < 0.08$. Therefore, the proposed research model was suitable for research data. Moreover, testing of a multicollinearity issue exhibited that all VIF values were below the threshold of 5. Therefore, there were no multicollinearity problems in the

structural model[39].

(2.2) Hypotheses testing

Table 4 presented hypotheses testing results. Bootstrapping results (with 5000 resamplings) for the relationship between the constructs in the proposed research model showed that the t-value of the H1, H3, H4, H5 were higher than 1.96, and these hypotheses were significant at a 5% level. Therefore, these hypotheses were supported. Nevertheless, the t-value of H2 was not higher than 1.96 and had not significant at the 5% level, so hypothesis H2 was unsupported.

Table 4: Hypotheses testing results

Path	Path coefficient	t-value	p-value	95% confidence interval	Hypotheses	Finding
SEQ→CUS	0.186	2.685	0.007	[0.047-0.324]	H1	Supported
SEQ→BEI	0.122	1.896	0.058	[-0.006-0.251]	H2	Unsupported
BRI→ CUS	0.450	7.066	0.000	[0.325-0.580]	H3	Supported
BRI→ BEI	0.230	3.450	0.001	[0.102-0.366]	H4	Supported
CUS→ BEI	0.438	7.484	0.000	[0.321-0.550]	H5	Supported

Source: Data processing result

(2.3) R^2 (explained variance), f^2 (effect size) and Q^2 (predictive relevance)

For the structural model, the important evaluation metrics were R^2 (explained variance), f^2 (effect size), and Q^2 (predictive relevance) [39]. The R^2 was the overall effect size measure for the structural model [42]. The R^2 value of 0.19, 0.33, and 0.67 could be described as weak, moderate, and substantial [43]. The (f^2) effect size allowed assessing the independent variable contribution to the dependent variable. The f^2 value 0.02 was small, 0.15 was medium, and 0.35 was high [44]. The Q^2 value measured the structural model's

predictive relevance for each endogenous construct. The Q^2 value should be above zero [39].

In this research, the R^2 value for the overall model here was 0.473 (see Figure 2, Table 5) less than 0.67, ranked as a moderate effect; we found that CUS had a comparatively substantial impact (0.438), followed by BRI (0.230) and SEQ (0.122). Besides, SEQ and BRI explained 35.8% of the variance on CUS; we also noticed that BRI had a pretty-substantial significant effect (0.450) and followed by the SEQ effect (0.186).

Table 5: R^2 (explained variance), f^2 (effect size) and Q^2 (predictive relevance)

Relationship	f^2	Construct	R^2	Q^2
SEQ→ CUS	0.026	Behavioral intention	0.473	0.281
BRI→ CUS	0.153			
BRI→ BEI	0.042	Customer satisfaction	0.358	0.195

CUS → BEI	0.234			
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Source: Data processing result

Table 5 also showed that the f^2 effect sizes. The quite high f^2 effect size happened for the relationship of CUS → BEI (0.234). The medium f^2 effect size occurred for the link BRI → CUS (0.153). The small f^2 effect size occurred for the relationship of BRI → BEI (0.042) and the relationship of SEQ → CUS (0.026).

Table 5 also revealed that the Q^2 values of two endogenous constructs were above zero. Specifically, the behavioral intention had Q^2 values (0.281), and customer satisfaction had Q^2 values (0.195). These results supported the model's predictive relevance for the endogenous latent variables.

4.2. Discussion

This research exhibited that empirical research on the impact of service quality and brand image on customer satisfaction and behavioral intention in the Vietnam fashion market, as proposed in the research model. This research's contribution was analyzed and tested the effect of service quality and brand image on customer satisfaction and behavioral intention in a different context compared with previous studies. Most of the prior studies concentrated on these effects for the various service industry, and this research explained these effects at the fashion market in Vietnam.

This study results showed that of the five hypotheses, four hypotheses were supported, and one was not supported; that was service quality had not a positive impact on behavioral intention.

This study results stated that service quality has a positive impact on customer satisfaction. Furthermore, service quality was an antecedent on customer satisfaction, and the effect of service quality on customer satisfaction was weak ($\beta = 0.186$), and the f^2 effect size of the relationship of service quality and customer satisfaction was small (0.026). The prior empirical studies verified the results of this study [5,12,17].

This research results also revealed that the brand image has a positive influence on customer satisfaction. The brand image was a critical

antecedent that directed to customer satisfaction. Moreover, the impact of the brand image on customer satisfaction was relatively high ($\beta = 0.450$), and the f^2 effect size of the relationship of the brand image and customer satisfaction was medium (0.153). Prior empirical researches verified the results of this research [8,9,12]. This research results also showed that brand image has a positive impact on behavioral intention. The brand image was an antecedent on behavioral intention, and the effect of the brand image on behavioral intention was weak-medium ($\beta = 0.230$); however, the f^2 effect size of the relationship of the brand image and behavioral intention was weak (0.042). The previous empirical studies confirmed the results of this research [27–29].

The study results also illustrated that customer satisfaction has a significant influence on behavioral intention. Besides, customer satisfaction was an antecedent on behavioral intention, and the impact of customer satisfaction on behavioral intention was relatively substantial ($\beta = 0.438$); and the f^2 effect size of the relationship of customer satisfaction and the behavioral intention was quite-high (0.234). The prior empirical studies supported the results of this study [33,34,36].

5. Managerial implications, limitations, and future research

5.1 Managerial implications

The research results showed that service quality was a precursor and directed to customer satisfaction. This result will support fashion shop managers to recognize the significance of service quality on customer satisfaction. Consequently, managers should consider responses to five components of service quality, such as tangible, reliability, responsiveness, assurance, and empathy, to increase customer satisfaction. These findings also may help managers in building and implementation business programs to increase customer satisfaction.

The study results also showed that the brand image has a vital role in customer satisfaction. As

well as, the brand image also has a predictor of behavioral intention. Accordingly, fashion shop managers should have a strategic plan for a differential brand image so that it's reliable, a good impression, an excellent representation in the minds of consumers, and a better picture than its competitors to enhance customer satisfaction and behavioral intention.

These results also declared that customer satisfaction has a vital antecedent factor in behavioral intention. Better customer satisfaction, according to the clients' perspective, led to more enhanced behavioral intention. Therefore, fashion shop managers should maintain customer satisfaction in the best way to intensify behavioral intention.

5.2 Limitations and future research

Although this study remarkably contributed to literature, it has some limitations. Firstly, this study investigated some fashion shops in Ho Chi Minh City, not yet representative of other cities in Vietnam. Secondly, this research only examined the impact of the service quality and brand image on customer satisfaction and behavioral intention at fashion shops in Vietnam. Hence, these limitations can give some direction for later study.

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