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Environmental Sustainability and Brand Loyalty within Cultural Dimensions: A Comparison between Vietnamese and Vietnamese Australians

Khanh Ngoc Bich Ho

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Declaration

To the best of my knowledge and belief, this thesis contains no material previously published by any other person except where due acknowledgment has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Human Ethics (For projects involving human participants/tissue, etc)

The research presented and reported in this thesis was conducted in accordance with the National Health and Medical Research Council National Statement on Ethical Conduct in Human Research (2007) – updated March 2014. The proposed research study received human research ethics approval from the Curtin University Human Research Ethics Committee (EC00262), Approval Number #**HRE2018-0730**

Signature:

Khanh Ngoc Bich Ho

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Abstract

All organizations and individuals are believed to be responsible for solving environmental problems and retailers are no exception. The retailing industry is dynamic and diverse and supplies a huge range of products and services to customers. It is considered that retailers have the potential to influence environmentally sustainable consumption and production. Brand loyalty is known as a significant goal and motivation for retailers as well as supplier companies. Although there is some understanding of these issues within a western context, so far limited research exists about the relationship between environmental sustainability and brand loyalty in the retail industry in developing countries, particularly in Vietnam. Conducted in 2020, the key research method of this study is quantitative with online survey and snowball sampling method via Facebook groups of Vietnamese communities in Vietnam and Vietnamese people in Australia to collect data. By using the quantitative method with 578 participants, this research aims to understand the relationship between the environmental sustainability of the retailers and customer brand loyalty. In particular, based on customers' opinion and attitude, especially, comparison between different groups of participants, the study concludes cultural dimensions have an impact on environmental sustainability and brand loyalty. Implications are suggested based on the findings from the study.

CHAPTER I INTRODUCTION

The first chapter of this dissertation gives a general overview of the study and explains why it is important to marketers and academics. The next section will go over the rationale for choosing the topic which emphasizes the importance of the relationship between environmental sustainability and brand loyalty within the retail industry, particularly supermarkets. The research question, which is the study's main focus, will be stated next, along with particular research objectives that will help to answer the study's overall purpose. This research aims to uncover the impact of cultural dimensions on the relationship between environmental sustainability and brand loyalty. Following that, this chapter will provide a brief description of the model development, study methodology, and the research's possible contributions. Finally, this chapter also show the scope of this study.

1.1 Background and motivation

According to Chen and Chai (2010), rapid growth of the world's economy in recent decades has boosted global consumers' consumption, resulting in environmental degradation due to overconsumption and overuse of natural and unrenewable resources. Environmental deterioration will worsen if the current trend of economic development and unsustainable consumption patterns persist. Global warming, pollution of seas, oceans, and rivers, acid rain depletion of the stratospheric ozone layer, noise and light pollution, biodiversity loss, soil depletion, and desertification are some of the impacts of environmental degradation. Environmental protection and sustainable development have become important topics in business and consumer

attitudes and behaviour as people become more conscious of global climate change and ecological difficulties.

When there are greater concerns about the limit of natural resources and potential hazards of extreme weather events as a result from global climate change triggered by human activities and behaviours, sustainable practice becomes an important interest as well as a guiding key for community and society (Barbier and Burgess, 2001), including the adoption of the 2030 Sustainable Development Goals (SDGs) and in particular SDG12 related to responsible consumption. Due to the significant change of global situation, the concept and definition of sustainability has differed years to years to reflect urgent priorities while integrating social, economic, and environmental factors within its description and definition (United Nations, 2003). All the three elements are essential in order to gaining sustainable growth, but this study will pay more attention on sustainable environment.

Today, businesses and consumers confront the biggest challenge which was not previously part of economic development: to protect and preserve natural resources and environment. Both corporations and customers have become more environmentally conscious and have been aware that their production and consumption decisions have a direct impact on the biophysical world, according to Laroche, Bergeron,and Barbaro-Forleo (2001). Businesses have starting to alter their operations in an effort to incorporate environmental factors into their marketing strategy. As a result, managers and marketers are more concerned about environmental sustainability (Whelan and Fink, 2016). Many studies have revealed that an increasing

percentage of customers in the United States and Western Europe have higher environmental awareness in their daily habits and lives (Whelan and Fink, 2016). People involve in environmentally friendly activities to meet their needs to solve environmental issues, become society's role models, and feel that they are helping to protect and preserve the environment (McCarty and Shrum, 2001). According to Ishaswini and Datta (2011), there have been more and more customers who favour and are willing to engage in environmentally friendly or green consumption are enabling opportunities for firms that incorporate sustainability into their value proposition (Ishaswini and Datta, 2011).

In many consumers' opinion, it is definitely necessary to conduct sustainable business practices and green consumption (Battle, 2012). Some people believe that governments, individual citizens and businesses all need to play a more active part in creating more sustainable societies (European Commission, 2009). Corporations may need to think about their decisions in terms of long-term development (D' Amoto et al., 2009). It means that they should pay more attention to environmental problems as well as integrate responsibility and policies of protecting environment within their business practices and models (Strömberg, 2016).

In order to become more environmentally responsible, customers should change their attitudes (Leiserowitz, 2005) and behaviours, particularly shopping habits (Leiserowitz, 2005; Terlau and Hirsch, 2015). While consumers with general buying behaviour are mainly attracted and motivated by costs and benefits that are economic factors, and can "deliver instant personal gain or gratification benefit", ones with

environmental awareness are paying their effort to attain a bright future outcome that benefits for the entire community (Kaufmann et al., 2012).

There will be a change of consumers' environmental attitudes, choices, and purchases as they become more aware of environmental issues (Sarigollu, 2009). Organizational and personal changes to society may be difficult, and dramatically being dependent on the business model, implementing environmentally friendly business practises can not even be encouraged or required from a financial or reputational point of view (Bocken and Geradts, 2020). The current research is conducted to understand if it is necessary for enterprises to operate their business performance and practices based on environmental sustainability and how brand loyalty will be influenced by applying a sustainable environment strategy.

Because such behaviour cannot be imposed by others, integrating sustainable development goals into a company's business plan is a long and tough process. People will not adopt sustainability as a cultural norm excepting they are actively involved (DEFRA, 2002). For pro-environmental business leaders, their organisations must be prepared to accept responsibility for the environment and nature, as well as strive toward sustainable business practises (Bocken and Geradts, 2020). Between 2006 and 2010, when comparing control firms, the top 100 sustainable global corporations are seen much greater return on assets, higher mean sales growth, bigger profit before taxes, and more cash flows from operations (Whelan and Fink, 2016). Companies committed to sustainability principles perform "above average" in the financial markets during the 2008 recession, resulting in an average of $650 million in

additional market capitalisation per firm (Whelan and Fink, 2016). Additionally, enterprises with exceptional environmental performance have a 40-45 basis point reduced cost of financing. According to studies, companies with strong reputations of corporate social and environmental responsibility experience no significant drops in share price during crises in comparison with their industry peers, whereas companies with poor CSR reputations consider their reputations drop by 2.4-3 percent; a market capitalisation loss of $378 million per firm (Whelan and Fink, 2016).

There has been a change of customers' expectations, then they show an increase of awareness of environmental matters which are believed to become a key factor when they make buying decision (Beckford et al., 2010; Lee, 2012). Customers who own an actively environmental perception contribute an essential part in reaching the goals of developing sustainably, particularly social inclusion, environmental protection, and economic growth, and play an important role to impact the company's transition toward a sustainable business performance (Lee, 2012). It is critical for businesses to know how and what their customers think, why they buy certain products, which brands they prefer, how they choose between various options, and so on. Analysing consumer attitudes and behaviour enables companies in determining how to persuade customers to buy their goods and services. Consumers' actively environmental sentiments and their possible influence on brand loyalty must be examined because of not much evidence to support the claim that sustainable practises have a positive impact on consumers.

Consumers' environmental concerns have an influence on their daily purchasing preferences, according to previous research (Paul et al., 2016). Consumers are still unaware of corporations' CSR policies, unfortunately (Pomering and Dolnicar, 2009). Furthermore, customer scepticism has been demonstrated when some customers regard firms' CSR operations in a bad light (Pomering and Dolnicar, 2009), because the customers think that the majority of CSR practices are also objectives for generating profit (Dewald et al., 2014).

In addtition, Tseng and Hung (2013) note that while public awareness of environmental proplems has grown, the market share of environmentally friendly products has not risen considerably. According to Sheth et al. (2011), green consumption still has a modest part of the entire market. According to that study (Sheth et al., 2011), having positive attitudes towards environmental consumption or the intention to purchase or patronise an environmentally friendly product does not always imply that customers would like to act in a purchase behaviour. In the relevant research, these contradictions between attitude and conduct are described as a gap of attitude and behaviour (Claudy et al., 2013). There are also other market barriers that prohibit people from engaging in true green behaviour.

According to Rubor and Milovanov (2017), brands can have a big impact on customers and the levels of change. Companies that use their brands to shift consumer attitudes towards sustainable consumption can achieve considerable results (Cherian and Jacob, 2012). In the words of Grubor and Milonavov (2017), branding has grown to become a story of belonging as well as pervasiveness because it enables customers to express

their personalities (interests and attitudes; loves and hatreds; and likes and dislikes) through the products and services they purchase. Brands and consumers are interdependent, according to a study of the relationship between the two. This implies that consumers not only contribute to the creation and success of companies, but that companies also influence and define consumers' behaviour (Grubor and Milovanov, 2017).

Due to today's fast-changing business environment, strong customer relationships and loyalty are becoming increasingly vital for businesses (Tanveer et al., 2021). Developing long-term brand loyalty has received a lot of attention because it aids businesses in gaining competitive advantages (Kaur, 2020). The achievement of brand loyalty has been seen to be dependent on corporate marketing strategies (Alrubaiee and Al-Nazer, 2010). Customers' perceptions about the company's attitude towards product evaluation and consumer-brand relations are typical indicators of brand loyalty (Tanveer, 2021). According to several studies, businesses should communicate their brand message while also considering social and environmental issues, and then market their products to consumers (Kotler and Lee, 2005). Consumers are more interested in purchasing items or services from companies that focus on common challenges, such as being responsible and ethical to their stakeholders in modern business cultures. As a result, maintaining consumer relationships and brand loyalty is difficult and poses significant hurdles to companies in today's marketing environment (Tanveer et al., 2021).

In order to predict future business performance, one of the most significant aspects to consider is customer satisfaction, which drives customer loyalty and repurchase intentions (Eggert and Ulaga, 2002). Scholars such as Liao and colleagues (2009) and Agustin and Singh (2005) argue that customer satisfaction is a necessary but not a sufficient aspect of loyalty, despite the fact that the two notions are closely related (Liao et al., 2009). Others believe that the two constructs are interchangeable (Oliver, 1999). Customer satisfaction, according to Torres and Tribó (2011), has a significant influence on customers' brand loyalty. Despite the fact that brand loyalty may be researched based on three different perspectives, namely product-orientation, consumer-orientation, and financial-orientation, this study concentrates on customer-oriented brand loyalty. Customers' perceptions and reactions to a specific product or service are different from those to an unbranded offering, which is why brand loyalty is important in this context (Lei and Chu, 2015).

Brand loyalty is defined as the measure of the involvement and engagement that the customer has towards a specific brand (Keller, 2003), and a behavioural construction connecting to intentions towards repeating purchase (Alkhawaldeh, 2016), that benefits a company by lowering marketing costs, increasing the quantity of customers, generating trade leverage, and improving strategic time responding to competitive threat.

Features including price (Teas and Agarwal, 2000), brand name (Keller, 2003), perceived quality (Yoo et al., 2000), customer satisfaction (Spreng and Mackoy, 1996), customer trust (Corritore, 2003), and brand design (Shim, 2012) boost

consumer loyalty to a brand. In order to be a profitable enterprise in the recent competitive market, companies need to have satisfied and loyal customers (Bilgili and Özkul, 2015).

Lau and Lee (1999) argue that brand loyalty is always founded on trust, marketers today must concentrate on developing strong consumer-brand relationships. Thereby, they contribute to the achievement of the companies' objectives of maximising profitability. It is also critical to maintain these ties to ensure that a firm does not suffer a substantial loss of customers, which could result in unfavourable financial consequences for the organisation.

In these settings, brand loyalty is considered as one of the most important characteristics connected with the long-term survival and profitability of a company. Unless businesses evaluate their basic customer attitudes, behaviours and actions towards sustainable development, they run the danger of seeing an unexpected change in brand loyalty.

1.2 Research keywords

In order to briefly understand the study, this session gives some main keywords and their explanations, including retail branding, retail sustainability, sustainable situations in developed countries vs developing countries.

1.2.1 Retail branding

In the academic world, it was only around 20 years ago that researchers examined the notion that retailers can be brands in two different ways: as product brands through

their own brands or their private labels, and as an organisation or corporate brand, which includes the retailer as a whole. The emphasis in the current study is on the retailer as an organisational or corporate brand, rather than on the retailer as an individual retailer. Berry (2000) makes an important contribution to the field by emphasising the importance of controlling customer experiences in the process of developing brand equity for retailers and other service providers. Besides, Knee (2002) says that the development of retail branding understanding can be achieved through the establishment of high-level recognizability, telling of a story or meaning that is novel, the acquisition of legitimacy, particularly through consumers, and the practise of consistency. For a retail brand to be built, it is necessary to embody and communicate distinct values to customers and employees, as well as to have a brand system or plan that links the brand and its value together. Ailawadi and Keller's study (2004), which provides an integrative perspective of retail branding, is another excellent resource. They explain that the store environment, pricing, and goods assortment all have an impact on a retailer's image.

1.2.2 Retail sustainability

Wiese and colleagues (2012) demonstrate in their review that complete store sustainability practises are becoming more prevalent over time. Jones and colleagues (2012) investigate the sustainability practises of the top ten retailers in Europe. They do discover evidence of a wide range of behaviours, many of which are aimed at reducing energy and water usage as well as waste emissions. Jones et al. (2012), on the other hand, are somewhat critical of the retailers' actions because their primary

reason is their own economic interests in cost reduction rather than expressing motivations to preserve natural eco-systems.

1.2.3 Developing Countries vs Developed Countries

Although individuals' motivation plays a crucial impact in the decisions that individuals make, in the hierarchy of needs, Maslow states that individuals first satisfy their basic physiological and biological needs before progressing to the next level. In the case of people from undeveloped or developing countries, for example, they will prioritise meeting their basic survival needs first (Couret, 2008), and all other issues will only become significant to them when their basic needs have been met. When faced with such circumstances, it is inevitable that citizens in these countries will prioritise essential s economic and social obstacles (for example, water and housing) over environmental concerns. As a result, while environmental issues may receive a great deal of attention in the industrialised world, emerging countries must prioritise social and economic issues, including water, food, and shelter, in order to ensure their survival. In the report by UNESCO (2016), namely Sustainable Development in the Least Developed Countries—Towards 2030, enhancing skills development and quality education, significantly investing in technology, science, and innovation (STI), and improving access chances to information and communication are all emphasised as essential elements in gaining goals of sustainable growth in the least developed countries (LDCs), which include 46 countries such as Angola; Bangladesh; Bhutan; Cambodia; and the Central African Republic,… (United Nations, 2021).

Each emerging nation owns its point of view on issues relating to sustainable development, and these differ from one another. While wealthy countries perceive the issues of sustainable development as means of achieving environmental preservation, developing nations see these issues as means of addressing the challenges connected with poverty and inequality (Ellison, 2014). As stated by Reardon and Vosti (1995), the relationship between the poverty and environment is impacted by a numerous factors, such as poverty distribution, the type and level of poverty experienced by individuals, the form of environmental matters, the levels of income, the levels of investment, or land use. Additionally, according to Schultz's research (2002), customers of both developed and emerging countries are worried about environmental problems.

Takayama and colleagues (2015), in their study focusing on Japan and Russia, discover that both countries have a good attitude towards environmental issues, with Russian people being slightly more worried than Japanese people. These findings are consistent with those of prior research conducted by Dunlap et al. (1993), which looks at 24 nations from around the world at various stages of development and comes to similar conclusions.

This PhD dissertation shows how environmental sustainability relates to brand loyalty in comparison two nations with different levels of economy and development: Australia which is known as a developed economy, and Vietnam which is considered as a developing one according to the International Statistical Institute (ISI, 2021).

1.2.4 Brand and Branding

A brand provides a marketing signal to customers in order to communicate product information to them (Akdeniz, 2013), and this signal has a significant impact on their consumption patterns. When it comes to customer decision-making processes, brands refer to mental shortcuts (Wong and Merrilees, 2008) with a symbolic meaning to support customers in their process of making decision. Customers who are highly risk-averse tend to be brand-oriented to particular well-known companies in order to avoid having new purchasing experiences that may be detrimental (Matzler et al., 2008).

Some customers believe that brands have personalities, and they are more likely to use them to meet their requirements than others. For example, when someone becomes familiar with one brand, they experience a sense of belonging to that brand, as well as pride in that brand for its individuality (Martin, 2009). Wang (2002, p. 63) emphasizes that "the greater the congruity between the human characteristics that consistently and distinctively describe an individual's actual or ideal and those that describe a brand, the greater the consumers' preference for the brand". In nowadays world's competitive market, a healthy and long-lasting brand is not only a core for maintaining its market share, but also a creator of capitalizing the business's market. However, this PhD research study was conducted before the Covid 19 pandemic and some changes may have occurred since.

With valuable brand perception, it is easy to lead consumers to have brand satisfaction, brand trust, and loyalty (Panizzut et al., 2021). Many new ideas and solutions are found to solve global and national social and environmental issues. In return, those solutions

help to create strong brands for companies. For instance, because consumers' awareness of environmental matters grows dramatically in nowadays society, consumers' environmentalism becomes widespread (Panizzut et al., 2021). Additionally, business ethics about the nature and environment become one of the vital subjects for companies. Rafi-Ul-Shan et al. (2018) also support that today's customers are aware of the environmental effect of business operations and those of the services and products they are consuming. Companies introduce green ideas into a product or a service to enhance their performance and to seek new chances to gain a sustainable competitive advantage (Panizzut et al., 2021).

1.2.5 Brand loyalty

In the 1950's, the concept of brand loyalty was firstly developed as a two-dimensional framework, which covers consumer attitude and consumer behavior. Chaudhuri (1999) defines brand loyalty as a customer's desire to purchase a specific brand name in a class of products or services above other brands in the same class. It is a result of the perceived quality of the brand, rather than the price of the service or product being offered. Brand loyalty can be demonstrated through brand habits and attitudes (Klaus and Maklan, 2013). It differs from other habits or attitudes in that it is conceptually distinct. According to Ballester and Aleman (2001), it is widely acknowledged that brand loyalty is one of the most effective ways for consumers to express their pleasure and satisfaction with the performance and result of a specific product or service.

1.2.6 Cultural Dimensions

The term culture has numerous definitions, particularly related to specific areas. Back in the 1980s, Negandhi (1983) identified more than 160 scholastic cultural concepts. These broad concepts range from cultural expression to civilisation (Mooij, 1997). Hofstede (1984b) recognizes that "societal norms", the value systems of large population groups, are the center of culture. So, the difference between societal norms and implications is essential. For example, as the societal norms of the United States and Japan differ, Hofstede's (1984b) research first used the cultural dimension to describe the national cultures of the two countries. In the second step, the study established research variables for the sample as the cultural consequences.

1.3 Existing academic and practical research gap

The primary purpose of this study is to develop an in-depth understanding of whether environmental sustainability have an impact on brand loyalty and whether cultural dimensions influences on the relationship between environmental sustainability and brand loyalty. While most of the behavioural theories have been built and tested in developed economies, particularly in the United States, relatively slight attention has been keen to investigating their validity in other cultural contexts. Therefore, this study also takes into consideration Vietnamese green consumers' cultural perspectives such as values, beliefs, and attitudes in two settings, namely Vietnam and also in Australia through an exploration of Australians with a Vietnamese background. In this study, Vietnamese consumers in Australia who have been immigrating to Australia from

Vietnam and are living in Australia. This is an important factor because while consumers in general are concerned about the environment, green purchase behaviour may vary from country to country. Analysing culturally similar populations in two different socio-economic settings can provide insights that cannot be generated by exploring these cohorts individually.

The study answers the following research question "How important is environmental sustainability for brand loyalty?".

In order to answer this question, three research objectives need to be explored:

(1) Understanding environmental sustainability and brand loyalty in retail sector;

(2) Finding out whether cultural dimensions impact on the relationship between environmental sustainability and brand loyalty;

(3) Studying the differences in the relationship between environmental sustainability and brand loyalty between Vietnam and Australia.

There are several important terms used and applied in this research. The definitions and terms are defined as follows.

Environmental sustainability is defined as responsible engagement and interaction with the environment in order to minimise depletion or deterioration of natural

resources and permit for long-term environmental quality to be maintained (Morelli, 2011). When applied to the environment, environmental sustainability can help to ensure that the requirements of today's population are satisfied without risking the ability of future generations to satisfy their own needs in the future (Morelli, 2011).

Chaudhuri (2001) defines **brand loyalty** as a customer's preference to purchase a specific brand name in a class of products or services. It is a consequence of the brand's perceived quality but not the price of the service or product. This is the definition adopted in this study.

Customer attitude is characterised as a favorable or unfavorable evaluation, emotional feeling, and behavior tendency of consumers on a product or a service that has a brand (Shin et al., 2014).

Brand satisfaction has two separate approaches: cognitive and affective. From a cognitive point of view, satisfaction is the product of the assessment of perceived difference between the expectations of the customer and the actual outcome (Oliver, 1997), while from an affective point of view, satisfaction is characterized as the fulfillment of a need, desire or target (Oliver 1997). Both approaches are applied in this study.

Hofstede's Cultural Dimensions: Hofstede divided society into five dimensions in his work: (1) distance to power, (2) individualism vs collectivism, (3) long-term orientation vs short-term orientation, (4) masculinity vs femininity, and (5) uncertainty

avoidance (Hofstede, 2011). Based on these four dimensions, in the research questionnaire, the elements of the question about cultural dimensions are made (Hofstede, 2011).

1.4 Importance of the study

Environmental deterioration and its detrimental impacts are becoming increasingly a concern around the world. The entire world has banded together to work towards environmental protection (Panda et al., 2020). Consumers are becoming increasingly interested in the influence of their consumption habits on the environment, and businesses can gain a competitive advantage by capitalising on this concern by offering green products/brands. However, it is critical for marketers to comprehend how improving sustainability performance affects other aspects that explain customer pro-environmental behaviour, particularly brand loyalty. In the current competitive market, promoting consumer loyalty will continue to be profitable for businesses. According to a study, attracting new customers is five times more expensive than keeping existing customers (Webber and Brown, 2008); nonetheless, how to gain customer loyalty is a topic that is under-researched and needs more attention. In the past, an organisation could retain customers simply by offering higher-quality goods or services, but today, producing high-quality goods would not guarantee that customers will stick with a company (Tarnowska, Ras and Daniel, 2020). Different factors, such as commoditization, globalisation, and market saturation, force marketers to adopt new and unconventional ways to gain consumer loyalty in today's world. One such business strategy is to incorporate sustainability into an organization's

business objectives (Maniora, 2018). Recent research has revealed a relationship between corporate social responsibility and customer loyalty (Ahmad et al., 2021). However, little is known about the environmental dimension and how it affects customer loyalty. This is particularly the case in developing countries and the issue has remained understudied so far.

Today, environmental consciousness is not only an ideology held by activists but also a matter of "market competition" (Mostafa, 2007), which influences consumer behaviour (Follows & Jobber, 2000; Golob and Kronegger, 2019). D'Souza (2006) emphasized that the green vision is a reality and needs to be more functionally understood to help marketers develop strategies aimed to meet green consumers' needs. As the retailing industry, the retail industry growth forecast for 2021 and 2022 is 7.2 percent and 6.6 percent respectively, even during the pandemic (Orbelo, 2021), and environmental concern continue to grow, the understanding of how environmentally friendly practices of retailers influence Vietnamese consumers is crucial.

After more than 30 years of renovation, Vietnamese society has made significant progress, particularly in the socioeconomic realm. Vietnamese people's spending patterns are changing as their economic circumstances change. In the past, Vietnamese consumers aimed to spend in order to meet the important values of daily life, but today's Vietnamese consumers are looking for more than simply values to meet their basic needs (Nguyen et al., 2020). They care about the social values of consuming because it satisfies their spiritual requirements, interests, and aspirations, brings joy,

and allows them to assert their social standing. After a lengthy period of focusing on economic development, every nation is now focusing on sustainable development (Nguyen et al., 2020). The stage is set for a green economy, which will be followed by a shift in consumer knowledge and behaviour. Vietnamese customers are becoming more environmentally conscious as a result of globalisation and international integration. This will be the Vietnamese people's consumption trend in the future, because green consumption satisfies both internal and external needs, provides clean products, and protects consumers' health. Bridge to defend the community's common living environment (Nguyen et al., 2020). Furthermore, at the end of June 2019, there were 262,910 Vietnamese-born people in Australia, up nearly one-third (32.9%) from the previous year's figure (197,820) (HomeAffairs, 2020). This places Vietnamese-born people as Australia's sixth-largest migrant group, accounting for 3.5 percent of the country's overseas-born population and 1.0 percent of the total population (HomeAffairs, 2020).

This study contributes to the understanding of purchase behaviours among Vietnamese consumers in two different countries, namely Australia and Vietnam. From a marketing perspective, it is important to identify the underlying influence whether environmental sustainability and culture impact consumers' purchase behaviour so that marketing specialists can build appropriate environmentally friendly marketing strategies to satisfy consumers' needs. The findings of this study can also enable the Vietnamese Government develop suitable policies to promote behaviours of environmentally responsible consumption, which would minimize direct and indirect impacts from individual consumption on the environmental degradation, especially

with the trend of urbanization and modern lifestyle in Vietnam. In the long term, this research's findings can contribute towards better environmental behaviour in Vietnam and, subsequently, in the world.

1.5 Scope of the study

This study aimed to develop an in-depth understanding of the factors that influence consumers' brand loyalty and whether environmental sustainability policies of retailers and supermarkets influence consumers' brand loyalty in Vietnam and in Australia. The study analyses cultural perspectives of Vietnamese consumers in two countries. It employs a quantitative method of research using online survey to explore the purchase behaviour of Vietnamese consumers. The study was conducted in Vietnam and Australia, with the involvement of participants with a Vietnamese background. Research participants included Vietnamese people who are currently living in Vietnam or have lived in Australia for at least 5 years.

The main limitation of this research is that it uses mainly quantitative methodology. For a more in-depth analysis, more qualitative data could be potentially collected in future studies. The study also compared the behaviour of only one distinctive cultural group in Australia. People from other ethnical backgrounds may also be studied. However, the study provided important insights into the mindset of consumers about environmental sustainability and gave meaningful starting points for further investigations.

The next chapter is Literature Review. This chapter will discover the existing literature and information in the given research area. Based on the research question, the study is developed on three main pillars, which are environmental sustainability, brand loyalty, the retailing industry, cultural dimensions in the context of Vietnam and Australia.

CHAPTER II LITERATURE REVIEW

The first section of this chapter explores the applicable literature on environmentalism to help the creation of brand loyalty. This chapter also pursues the context and implications of cultural dimensions to explain how they have had an impact on the relationship between environmental sustainability and consumer brand loyalty. In addition, this literature review also attempted to search for antecedents of brand loyalty, including brand attitude and brand satisfaction, in order to provide the necessary background in this thesis to form the research construction. The structure of this chapter includes the definition and literature of environmental sustainability, brand loyalty and its antecedents, culture and its dimensions, environmental policies and regulations, retail industry and its importance to environmental sustainability and relationship between sustainability and branding.

2.1 Environmental sustainability

The concept of corporate social responsibility (CSR) has been intensively researched by theorists and practitioners because of its importance for a company's image, competitiveness, long-term growth, and from a sustainable development perspective (Sardana et al., 2020). Back in the early 1950s, Bowen (1953) addressed the duty of businesses to implement actions that reflect social expectations. The stakeholder theory, introduced by Freeman (1984), focuses on organisations' duty to meet all stakeholders' interests while building and developing connections with them. Carroll (1991) proposed the pyramid model of corporate social responsibility in the 1990s,

which included the firm's economic, legal, ethical, and philanthropic duties. The concept of CSR is also tied to the emerging new macroeconomic theories of development, such as sustainable development (Brundtland, 1987), which asserts that economic, social, and environmental factors must be balanced and integrated in order to increase people's quality of life. The United Nations 2030 Agenda for Sustainable Development (2015) contains 17 Sustainable Development Goals (SDGs) as a set of guidelines for all countries. On the other hand, the term "corporate social responsibility", although used since the 1970s and gaining momentum in the 1990s, has become a mirage, and often with an ironic ring to it (Sardana et al., 2020). This position arises as a result of understanding what social responsibility covers and the costs associated with it being sanctioned, supported, and enjoyed by a company's shareholders and management, who are presumably and naturally motivated by their own vested interests or benefits, as well as those of the company (Sardana et al., 2020). It is not surprising that CSR is frequently viewed as a strategic tool for gaining reputational legitimacy and expanding a company's market potential, hence improving its financial success (Kim, 2019), rather than providing the social licence to operate.

There are more than 70 different definitions of sustainability accessible in the literature in the late 1980s (Pearce et al. 1989). The Brundtland Commission, formerly known as the World Commission on Environment and Development, provided an example of a widely used definition (WCED, 1987). According to the study, sustainable development is defined as development that meets current needs and expectations without jeopardising future generations' ability to meet their own demands (WCED, 1987). The United Nations' Conference on Environment and Sustainable

Development (UNCED) in 1992 established the triple bottom line model of sustainability, which takes into account environmental, economic, and social aspects of a project's sustainability (Shanti, 2016). The conclusion of this meeting was that environmental sustainability should be a top priority on the global agenda (Shanti, 2016). The 2016 Sustainable Development Goals (SDGs) further reinforced the global importance of this agenda which is already penetrating all sections of society, industry and governments.

There are five types of proactive environmental practises that have been documented since the 1990s (Rondinelli and Berry, 2000). First and foremost, organisations can decrease and prevent waste by changing processes, replacing resources, repurposing materials both within and outside of current operations, and recycling materials to a secondary process, among other approaches (Rondinelli and Berry, 2000). Second, they may move to demand-driven management by providing products that customers want and raising customer knowledge of the necessity of using services and products successfully (Rondinelli and Berry, 2000). Furthermore, enterprises should incorporate environmental duties into their service or product design from the start in order to reduce environmental wastes related with the process and design (also known as "design for the environment") (Zosel, 1994). They could also employ the "take-back" rule, which mandates product manufacturers to provide stewardship and pay attention to products and packaging materials at the end of their life cycle (Rondinelli and Berry, 2000). Finally, full cost environmental accounting should be implemented, which includes indirect costs like monitoring and reporting of environmental impacts; direct costs like raw materials, energy, and water consumption; potential liability costs like remedial action and fines; and other costs like goodwill and public perception (Kirschner, 1994).

Environmentalism has been regarded by both scientific researchers and industrial professionals as a beneficial focus of the current management and marketing practices. Banerjee et al. (2003) and Paco et al. (2009) urge for firms to focus on environmental issues at the corporate and market level to improve their competition and sustainable image (Banerjee et al., 2003; Paco et al., 2009). There is pressure on businesses to accept their duty to protect the natural environment as green consumerism came to light. Based on the theory of stakeholders, Banerjee et al. (2003) use a sample of over 240 businesses to test hypotheses to define four important antecedents of corporate environmentalism: (1) public interest, (2) legislative powers, (3) competitive advantage, and (4) top management involvement. Their study assesses how these four antecedents affected corporate environmentalism by type of industry with different levels of impact on the environment. The results suggest that political and economic factors are driving forces against environmentalism. When the industry's environmental impact is high, community involvement increased and public concern is assessed as the most important precedent for strengthening corporate environmentalism. Fraj-andrés et al. (2009) show the effect of environmental transformation and also emphasize that the internal environmental orientation should be given some external visibility to create a green image through marketing strategies. The Chen et al. (2006) study confirms the importance of environmentally friendly innovation and green business process to organizational environmentalism by surveying managers in the departments of marketing, manufacturing, research and development, and environmental protection. Menguc et al. (2010)'s study shows the intensity of government regulations and increasing customer sensitivity to nature-

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related issues are two important predictors of firms embarking on environmental strategies to strengthen performance. Corporations could recognize public concern as a good opportunity to modify their environmental stance and build a green brand image for their clients; this allows them to have a higher likelihood of adjusting environmental strategies to regain consumer confidence.

Shrum et al. (1995) uses marketing marketing a poll of 3,264 respondents to study the characteristics of green consumers from a psychographic perspective. The results show that green consumers are information seekers as well as smart and price-sensitive shoppers. On the other hand, green consumers are announcers of facts, so their opinion is created by comparing the performance of the product. Their green customer opinions become deeply known, and they were likely to influence policy makers. In fact, they have more chances to compare the performance of the product because of the abundance of communicating experience with different goods. If a company announces false or incomplete information to present its environmental identity, green consumers would be distrustful of the advertising and lack mark loyalty (Furlow, 2010).

In investigating green consumerism, Paco et al. (2009) collect data from Portuguese participants to analyse environmental and demographic variables. The result shows green consumers are more concerned about economic conditions than others. This economic factor relates to using water and electricity to save money. Personal benefit is an significant factor for the Portuguese participants to become green consumers.

In the research by Mcintosh (2009), consumer environmentalism is used as a measure to describe the behavioural intentions of consumers towards purchasing environmentally friendly products. This work is also based on the concept of testing a model which identifies some factors with high potential for influencing customers' environmental decision-making (Mcintosh, 2009). Some interesting findings from this study are that those who have higher scores on the scale of business environmentalism would be more innovative. These environmentally conscious consumers would be more likely to adopt new products (Mcintosh, 2009).

Following the international green marketing movement, Lee (2008) collects data from 6,010 youths in Hong Kong. The author uses a social - environmental framework to develop hypotheses that are tested by measuring the respondents' green buying behaviour, social influence, environmental attitude and concern, perceived seriousness of the environmental problems, perceived environmental responsibility, perceived efficacy of environmental behaviour, and concerns with environmental self–image. After performing a multiple regression analysis, Lee (2008) finds that social impact among young consumers is a strong peer-network influence. In the collectivistic Chinese culture, concern for the environment is more easily activated Lee (2008). In contrast, environmentally friendly self-awareness can offer others a personal image. It means that a green buying behaviour could have psychological advantages to improve the self-image of customers. In addition, the results showed the green consumer's perception about being good to the world is not just the duty of companies but also the responsibility of individuals (Lee, 2008). This means green buying behaviour may improve the individual understanding of environmental responsibility.

To sum up, the linkage between environmental awareness and promotion for better environment becomes an essential technique for making environmental policies recognizable in society (Shrum et al., 1995). Green products can bring distinctive benefits in improving brand image and brand identity quality. There is an important relationship between environmental performance and corporate reputation (Miles and Covin, 2000). Two important predictors of green consumer characteristics among teens, which advertisers consider, are a cautious shopper and an opinion leader. Social influence, personal benefit and green product innovation are important factors which influence the environmental behaviour of consumers.

2.2 Brand loyalty and its antecedents

For more than four decades, academics have been studying the subject of brand loyalty (Chaudhuri and Holbrook, 2001). Using it, businesses can recruit more new customers while simultaneously reducing marketing expenses, receiving favourable word-of-mouth preferences, increasing trade leverage, and especially increasing the number of loyal customers to competing methods, and (Chaudhuri and Holbrook, 2001). Similarly to the concept of sustainability, it can be seen that there is currently no agreement on what constitutes brand loyalty. In the 1950's, the concept of brand loyalty is firstly developed as a two-dimensional concept, which is consumer attitude and consumer behavior. Chaudhuri (1999) defines brand loyalty as a customer's desire to purchase a specific brand name in a class of products or services above other brands in the same class. It is a result of the perceived quality of the brand, rather than the price of the service or product being offered. Brand loyalty can be demonstrated

through brand habits and attitudes (Klaus and Maklan, 2013). It differs from other habits or attitudes in that it is conceptually distinct. According to Ballester and Aleman (2001), it is widely acknowledged that brand loyalty is one of the most effective ways for consumers to express their pleasure and satisfaction with the performance and result of a specific product or service. (See Table 2.1)

Some academics define loyalty as something concrete and measurable, which is compatible with recurring business and excellent client experiences, according to their findings (Klaus and Maklan, 2013) (See Table 2.1). Customers who have had positive interactions with a brand on a regular basis are more likely to remain loyal to that brand (Klaus and Maklan, 2013). The brand loyalty of customers, according to several other experts such as Aaker (1991), Reichheld, Markey and Hopton (2000), is essential for a company's competitiveness and profitability. The objective of every company is to have its brands enjoy a high level of client loyalty. Not all brands, on the other hand, can acquire significant levels of client loyalty. Business corporations, according to Fournier and Yao (1997), should place the creation and growth of customers' brand loyalty as the heart of their marketing strategies, particularly when operating business in markets with high competition with decreasing differentiation between products and increasing unpredictability (See Table 2.1). Aside from that, the relevance of customers' brand loyalty has been debated in marketing literature for nearly four decades, ever since Howard and Sheth's initial study was published (1969). According to the author, the function of brand loyalty in the process of brand equity is acknowledged, and it is expressly stated that it allows enterprises to achieve marketing benefits such as a larger base of new customers, a reduction in marketing expenditures,

and stronger trade power. Another benefit of customer loyalty, according to Dick and Basu (1994), is the increase in positive word-of-mouth and the increased resistance to competition methods among customers who are loyal to a brand. However, despite the obvious significance of brand loyalty to the managerial profession, there are still significant gaps between theoretical notions and empirical experience. Modern conceptions of brand loyalty, particularly at the consumer and market levels, tend to emphasise behavioural components while neglecting the attitudinal dimensions and their interaction with other factors (Foroudi, 2019).

Consumers' perception of a brand represents a subjective belief in the consumer mind which affects their assessment and attitude toward the company. Ha et al. (2009) conduct a study using South Korean and Chinese samples to test the relationships among customer orientation and brand loyalty and brand satisfaction in retail superstores. The results of this study suggested that for a brand, if the level of satisfaction and loyalty towards the brand is high, that leads to high customer orientation. These results also showed that the mediating role of satisfaction is in the loyal behavior of customers towards the brand. Favorable brand reputation with different attributes may suggest long-term success of a brand due to it being able to surpass competitors and gain trust from customers. The Kuenzel and Halliday (2010)'s brand loyalty study examined, using the social identity theory, the effect of brand familiarity on loyal behaviors, brand reputation and brand personality as antecedents of brand identification. The results of this study suggest that for a brand, the higher the level of identification and loyalty, the better it is perceived by the greater trustworthy consumers. Based on the concept of self-congruity, if a business owns a

high level of congruity between the personality of a brand and a consumer was, it definitely has high inclination to enhance brand identification and then brand loyalty.

The study by Chang et al. (2010) shows that brand community identity is significantly associated with brand trust and brand commitment, further indicating that both influenced brand moral responsibility. It also discusses how confidence in the brand community affected both product knowledge and the moral responsibility for the brand. Brand trust, however, has no direct influence on product knowledge, while brand moral responsibility mediation and product knowledge shows an indirect effect of brand trust and brand loyalty. Various personality traits of consumers contribute to the specific brand image and their own brand preference created. Conformity of brand personality and personality traits of consumers allows a firm to maintain a good customer relationship (Aaker, 1997; Wang, 2002). Lin (2010) uses toy or video games customers to investigate the relationships between character traits, brand personality and brand loyalty. The findings show that brand personality has no significant influence on affective loyalty and customers with differing personality traits are partially linked to their confidence and knowledge of the brand personality and purchasing decisions of the company. Variables, such as brand credibility, cognitive brand conviction, affective brand conviction, strength of attitude and brand commitment, are described in the Kim et al.'s (2008) study as five distinct antecedents of brand loyalty. Brand value that stands for durability and resilience is described as the persistence of brand loyalty over time, while positive mindset is strengthened with the significantly strong effect of affective brand conviction and cognitive brand conviction. (See Table 2.1)

Brand satisfaction seems to be the key indicator of a consumer's preference for the brand. Lanza (2008) examines an antecedent model of automotive brand loyalty and suggests that brand loyalty could be clarified as a function of five distinct precedents: perceived value, perceived quality, perceived equity, brand commitment and brand satisfaction. Data from a large sample of two different automotive brands shows that customer satisfaction led to brand loyalty through affective and continuing brand engagement variables. Brand equity and brand quality have a positive relationship with brand satisfaction for both Toyota and Chevrolet brand owners within the US, but brand value does not. Furthermore, brand satisfaction has a positive relationship to perseverance and affective commitment. Continued brand engagement has a positive mark on loyalty and repurchase (BRP) relationship. For Toyota brand owners there is a positive correlation between the affective brand commitment and loyalty. There is not one for Chevrolet brand owners though.

Satisfaction is important for maintaining long-term relationships, minimising switching intentions, and influencing future sales (Antwi, 2021), all of which give companies a competitive advantage. Customer satisfaction is the most important factor in growing sales for both online and offline businesses (Hult et al., 2019). It is an emotional expression of approval when customers receive good outcomes (Cheng et al., 2018). Marketers must distinguish between customers' views and marketing strategies that can be viewed in a variety of ways. Customer satisfaction is intimately linked to a company's long-term competitiveness (Febrian and Fadly, 2021). The traditional understanding of the product or customer perception of quality related to service can be broadened to three aspects: the competition must be taken into

consideration, the level of customer involvement must be considered, and quality perception must be differentiated based on changes in customers' internal expectation standards (Febrian and Fadly, 2021).

Another key factor for valuing a loyalty to a company is its disposition toward a brand, or brand attitude. Brand attitude is defined by Mitchell and Olson (2000) as an individual's overall evaluation of a brand. This means that a consumer's attitude towards a firm is based primarily on the consumer's own impression of a brand, and it is suggested that this is a dependable predictor of brand behaviour (Shimp, 2010). Furthermore, Dolbec and Chebat (2013) found that store image and retail perception have a significant influence on brand attitude. A positive attitude towards the brand encourages customers to buy products, regardless of previous experience.

Consumer attitudes have a critical part in shaping a person's behaviour (Joshi and Rahman, 2015). According to Tsen et al. (2006), attitudes are the most constant predictor of people's willingness to pay more for environmentally-friendly goods. Consumer attitudes are influenced by a variety of characteristics, including age (Wee et al., 2017) as well as education and knowledge (Watling and Zhou, 2011). According to Kuchinka et al. (2018), young people are more likely to be worried about sustainability issues since they are more knowledgeable, more vocal and proactive, and participating in many environmental projects, making sustainable choices simpler. This supports earlier findings by Tuncer et al. (2005) that youth are concerned about environmental issues and are likely to embrace a sustainable lifestyle. Other studies have found the opposite: that elderly people are more concerned about environmental

issues than younger people (Wiernik and Ones, 2013). An intriguing conclusion is that schools have an impact on the attitudes of children towards their parents (Eilam and Trop, 2012). According to the findings of the study by Eilam and Trop (2012), schools are successful in influencing children's views, but not so much in changing parents' attitudes.

Previous research has revealed how the label mindset influences consumer buying decisions. For example, Benn, Webb, Chang, and Reidy (2015) discover that when consumers are asked to choose a brand from a set of options, those who are familiar with the brand tended to choose the known brand even if it is of lower quality, whereas those who are unfamiliar with the brands in the set of options sampled more brands and choose the higher-quality brand. In reality, the brand attitude can affect the type of information processing by consumers and their ultimate choice of brand. Brand behaviour toward a particular brand will affect the attitude towards using the product of that brand (Collins-Dodd and Lindley, 2003). According to Lam and Shankar (2014), "early adopters prioritize perceived value in forming intention after purchase and late adopters focus more on brand satisfaction in forming intention for post purchase" (p. 26). An earlier study of Starr and Rubinson (1978) find a positive relationship between brand attitude and brand loyalty. Interestingly, there seems to be a close relationship between the logo of a brand and loyalty towards the brand (Mustafa, 1999). Keller (2003) views loyalty to a brand as the result of effectively managing knowledge about the images and attitudes of a brand. Therefore, the attitude of the buyers towards a brand contribute to the brand loyalty (Faircloth et al., 2001).

In this study we examine how environmental sustainability affects brand loyalty through its antecedents or predictors which are brand attitude and brand satisfaction.

Validating findings in numerous cultural contexts is an effective technique to improve a study's contribution. Existing studies of brand loyalty mainly focus on individualistic cultures (Hofstede, 2003), and there are few studies devoted to understanding collectivist societies (Ha et al., 2009). We thus feel that this study, uses culture as moderator to compare Vietnam and Australia, will enable filling the gap.

Table 2.1 Summary of brand loyalty studies

Authors	Title	Brand loyalty concept	Elements
Ballester and Aleman (2001)	Brand trust in the context of consumer loyalty	The close connection existing among brand trust, satisfaction and loyalty	- Consumer behavior - Brand loyalty - Brand commitment
Chaudhuri and Holbrook (2001)	The chain effects from brand trust and brand affect to brand performance: The Role of Brand Loyalty	Customer's desire to purchase a specific brand name in a class of products or services above other brands in the same class	- Consisting of relative price and market share - Brand loyalty - Brand trust - Brand affect
Chaudhuri (1999)	The Effects of Brand Attitudes and Brand Loyalty on Brand Performance	The relationship between consumer level variables (specifically, brand attitudes, brand equity) and firm level brand performance measures (shelf facings and price)	- Brand attitude - Brand loyalty - Brand performance - Brand equity
Fournier and Yao (1997)	Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships	Brand loyalty causes precipitating brand switching or the maintenance of strong consumer-brand bonds over time	- Brand loyalty - Consumer-brand relationship

Klaus and Maklan (2013)	Towards a Better Measure of Customer Experience	The impact of customer experience quality and its impact on important marketing outcomes, namely customer satisfaction, loyalty and word-of-mouth behaviour	- Customer experience - Customer satisfaction - Brand loyalty - Word of mouth
Lin and Wang (2006)	An examination of the determinants of customer loyalty in mobile commerce contexts	Brand loyalty is measured as two dimensions, including attitudinal commitment and behavioural re-purchase intention	- Trust - Perceived value - Customer satisfaction - Habit - Brand loyalty

2.3 Culture and its dimensions

In specific areas, the term culture has numerous definitions. According to Negandhi (1983), there are more than 160 scholastic cultural concepts. These broad concepts range from cultural expression to civilisation (Mooij, 1997). Hofstede (1984b) defines culture as "the interactive aggregate of common features which influence the response of a human group to its environment" (p. 21). He argues that cultural patterns become stabilised and explaines the process in the following way: "Outside influence" imposes "origins"; "origins" form "societal norms" and finally, "societal norms" lead to "consequences".

Above all, Hofstede (1984b) recognizes that "societal norms", the value systems of large population groups, are the center of culture. So the difference between societal norms and implications is essential. For example, as the societal norms of the United States and Japan differ, Hofstede's (1984b) research first used the cultural dimension to describe the national cultures of the two countries. In the second step, the study establishes research variables for the sample as the cultural consequences.

Many researchers have discussed the lack of precision, and the absence of a universally applicable system for classifying cultural patterns. The thesis by the Dutch organizational anthropologist Geert Hofstede is the most popular and most frequently cited work in this area.

2.3.1 Hofstede's cultural dimensions

During the 1970s, Hofstede derives its cultural dimensions from the examination of work-related values of IBM employees. He divides society into four dimensions in his original work (later adding a fifth): (1) distance to power, (2) individualism/collectivism, (3) masculinity/femininity, and (4) avoidance of confusion (Hofstede, 1980). Power distance in societies is defined as 'the degree to which the less powerful members of a country's institutions and organizations expect and accept that power is unequally dispersed' (Hofstede, 1994, p. 28). Power distance is often expressed in issues, such as the hierarchical organization of businesses, contact (or lack of) between social classes, reverence that a pupil needs to display towards a teacher, democratic modes of decentralization and centralization, and expectation in culture that differences between individuals should be reduced or anticipated or that they should be abolished.

The second dimension is collectivism/individualism. This is one of the topics most frequently studied and discussed. Hofstede describes this dimension as: "Individualism refers to communities in which the links between individuals are loose: everyone is expected to look after themselves and their immediate family.

Collectivism, on the opposite, relates to cultures in which people from birth on are incorporated into solid, cohesive groups that continue to protect people throughout their lives" (Hofstede, 1994, p. 51).

This definition is the most commonly used. As Hofstede (1999) points out, it is frequently cited in intercultural research, often confusingly and at times mistaken with other dimensions. The prevalence of this dimension may not be surprising: it is the aspect that is most easily grasped and often observed when looking at other forms of cultural behaviour.

Masculinity/femininity is a factor that is equally potent yet often understated. This dimension refers to the gender distribution of roles, which is an essential subject for any culture where a number of approaches exist. Hofstede (2003) states that masculinity affects cultures in which social gender roles are clearly distinct, e.g., men are supposed to be assertive, aggressive, and centered in material success, while women are supposed to be more humble, delicate, and concerned with the quality of life. According to Hofstede's study (2003), (1)) women's values differ less between societies, and (2)) men's values vary from very forceful and ambitious and maximally dissimilar from women's values on the one hand, to respectful and loving (similar to women's values) on the other. Women in what Hofstede considers feminine countries, such as Norway, Sweden, Costa Rica, and the Netherlands, share the same humble, nurturing values as men; they are more assertive and competitive in masculine countries, such as China, Mexico, and Japan, but not to the same extent as men, demonstrating a distinction between men's and women's values (Hofstede, 1994).

Avoidance of ambiguity is the final aspect in Hofstede's original work. Hofstede (2003) describes avoidance of confusion as "the degree to which community members feel threatened by ambiguous or unknown situations" (Hofstede, 1994, p. 113). This dimension is quite easy to grasp, and is often expressed in business negotiations.

Hofstede (1991) also adds a fifth dimension in his later work. The dimension of time orientation is the product of his collaboration with Michael Bond, who ties this dimension to Confucius's work (Hofstede, 1991). Hofstede (2003) describes the long-term orientation as being defined by consistency, organizing relationships by position and maintaining this order, thrifting and possessing a sense of shame, while the short-term orientation is characterized by personal steadfastness and security, preserving your "name," upholding tradition and reciprocating greetings, favours and gifts.

2.3.2 Culture and environmental attitudes

According to social psychological studies on the distribution of responsibility and social loafing, cultural disparities in environmental attitudes are caused by differences in the value of social interactions (Schultz, 2002). Hofstede (2001) conducts research and discovers a link between a variety of cultural aspects and environmental concerns taking precedence over economic issues, as well as a willingness to pay higher prices to protect the environment. Countries with a lower power distance (acceptance of a hierarchical power structure) are more likely to prioritise environmental protection over economic growth, whereas countries with a higher power distance and

masculinity are less concerned about environmental issues, relying on authorities to deal with them (Hofstede, 2001).

In support of this notion, Zelezny, Chua, and Aldrich (2000) found that women are more concerned about environmental issues than men, that their attitudes are more biospheric, and that they are more likely to behave in pro-environmental ways in a study of 32 published studies. Women are also, on average, more relationship-oriented than men. This appears to be the case based on the research findings. In trials conducted in the United States, the effect appears to be minor but durable. Women are more concerned about environmental issues and report engaging in pro-environmental behaviour and activism than men, according to Zelezny et al. (2000). Zelezny et al. (2000) find similar results among children (ages 6-10) and across cultures in Central and South America.

Cultural differences influence one's beliefs and attitudes, which in turn influence one's behaviour. Firstly, collectivist cultures place a premium on collective survival, which leads to worry about the impact of individual's activities on society (Hofstede, 2001). This promotes a stronger bond with the environment as well as positive attitudes towards sustainability. Secondly, long-term orientation promotes one's view that one's activities have an influence on the future, and as a result, individuals from such cultures are more concerned about environmental improvement because the future implications are dire (Hofstede, 2001). Thirdly, persons who live in high-uncertainty-avoidance societies are more likely to make a start to reduce their concern about their future well-being. Fourthly, masculinity is linked to a domineering connection with

nature, which leads to the exploitation of natural resources for material gain without regard for environmental sustainability.

2.3.3 Culture and customer behaviour

Consumer behaviour spans a wide range of phenomena, and many of them have been demonstrated to be influenced by cultural variables. Cultural divisions that once divided people for hundreds, if not thousands, of years are currently disappearing, resulting in a smaller, more homogeneous world, owing to a range of influences such as global media, email, the internet, economic unifications, retail, and tourism (Huang and Crotts, 2019). Consumers' basic aspirations (Yang et al., 2015) and how they respond to prices (Lalwani and Shavitt, 2013), brand images, and advertising aspects are all influenced by culture (Torelli, 2012). The processing processes and thinking patterns of consumers are also influenced by culture (Briley, 2014). Distinctions in cognitive processes determine the role of feelings and personal preferences in consumer decision-making, as well as how brands, prices, and other marketing components are thought of in connection to one another (Hong and Chang, 2015). For example, the fact that many international visitors come to the same areas, stay and dine in the same hotel and restaurant brands, and pay entry to the same theme parks and attractions can be seen as evidence of cultural progression towards commonly held tastes and values (Huang and Crotts, 2019). Consumer research, on the other hand, is not just about figuring out how people buy things. Culture and consumer behaviour study is increasingly focussed on pro-social behaviours, including charitable donations and choosing socially responsible products/brands (Duclos and Barasch, 2014).

Research on cultural differences in power and hierarchy sheds light on such pro-social consumer decisions (Shavitt and Cho, 2016).

2.4 Retail industry, branding and environmental sustainability

Retailers are considered to be important stakeholders in supply chains, according to Cui, Guo and Zhang (2020), because retailers act as mediators or bridges between producers and customers. Big retailers, in particular, may be able to gain control over supply chains (Hingley, 2005), then maintain a leadership position in order to influence supply chain standards that are linked to long-term sustainability (Brammer, Hoejmose, and Millington, 2011a). They can, for example, improve green supply chain management (Kotzab et al., 2011), with a special focus on promoting environmentally friendly products throughout their supply chains (Jones, Comfort, and Hillier, 2012). Furthermore, by adopting management regulations for their facilities, retailers can help to animal welfare and food safety (Lindgreen and Hingley, 2003). Furthermore, because merchants have direct contact with customers, changes in product standards related to animal welfare and food safety issues are regularly impacted, according to Wiese et al. (2012). As a result, they are interested in encouraging firms to adopt more environmentally friendly practises.

In other words, retail companies provide a wide selection of products while maintaining direct touch with a large network of manufacturers and suppliers. The opportunity to influence choices by picking and deselecting products, as well as the ability to collaborate with their makers and distributors in order to drive more

environmentally-conscious manufacturing and the development of more sustainable products, is provided by this (Norden, 2017).

Furthermore, because of their direct interaction with consumers, retailers are believed to have an impact on the products and services that consumers choose, as well as the methods in which they use them (Norden, 2017). The ability to influence customers' buying or consuming patterns exists as a result of retailers advocating and facilitating sustainable initiatives, such as having eco-labeled products openly visible and available, which is referred to as "choice influencing" (Norden, 2017). Retailers also have the power to decrease the negative environmental impacts of their own operations by establishing in-house environmental management of their resources, facilities, transportation, and logistical processes and systems, as important stakeholders in the supply chain. Because of the enormous size of the retail industry, such environmental improvements in the merchants' own operations are extremely crucial (Norden, 2017).

Finally, the retail industry is becoming increasingly concentrated. The number of retailers is decreasing, while the scale of retailers is increasing, as their national and worldwide chains continue to grow at a rapid pace. According to Nielsen (Norden, 2017), the top five merchants in several Nordic nations, such as Finland and Sweden, accounted for more than 70% of the grocery market in 2005. Because of the retail sector's great concentration, it has the potential to be a particularly effective entry point for policy intervention, as opposed to applying to millions, if not billions, of customers and thousands or millions of producers.

Suzanne Ackerman Berman, the Corporate Transformation Director at PicknPay, believes that retailing is distinct and done with a sense of social responsibility since it is not about increasing profits or seeing wonderful potential (Morrison and Humlen, 2013). Using this statement, it can be concluded that retailers have raised their understanding of the importance of sustainable growth into their business activities (Morrison and Humlen, 2013). Sustainability is becoming increasingly important in the policies as well as strategies of businesses. It is also articulated as a consistent corporate objective by a large number of stakeholders nowadays (Sheth et al., 2011). Retail companies have recently undertaken a number of initiatives aimed at promoting sustainable development, including the avoidance of child labour, the phased elimination of plastic bags, the improvement of employment performance (such as the recruitment of handicapped employees, the establishment of gender wage parity, and so on), and so on. Among others, Sainsbury's has made a commitment to obesity prevention, while Tesco utilises certified wood products, both in the United Kingdom. Wal-Mart, the world's largest retailer, has demonstrated its commitment to being a "green and socially responsible corporation" by publishing an annual report on its environmental performance, which includes measures such as a reduction in glasshouse gas emissions and water use since 2005. When the results of one study show that around 8 percent of Wal-Mart shoppers have ceased telling others about their favourite retailer because of its unfavourable reputation, such positioning may be interpreted as a requirement to improve the brand image (Lavorata, 2014).

For example, Lavorata (2014) points out that firms' promises and strategies relating business to sustainability are typically motivated by a need to comply with social

demands. That compliance is not only symbolic, but it is also linked to their actual business operations. As a result, merchants must develop new business models that are oriented towards both their customers and their stockholders. In the retail industry, consumers play an important role, and it is unquestionably crucial to investigate not just customers' perceptions of sustainable development methods, but also the impact of these policies on customers' attitudes as well as their behaviours. Sheth et al. (2011) as well as Hult (2011) point out that a consumer-focused sustainability plan is associated with a greater level of customer orientation.

The environmental credentials of retailing enterprises and consumer responses in a western context are well-documented, but there is a paucity of academic studies that examine particular developing countries and concentrate on customers' views. Suzanne Ackerman Berman, Corporate Transformation Director at PicknPay, believes that retailing is distinct and done with a sense of social responsibility since it is not about increasing profits or seeing wonderful potential (Morrison and Humlen, 2013). Guzmán and Davis (2017) investigated the relationship between corporate social responsibility (CSR) and brand equity (defined as brand awareness, quality, and loyalty) in the context of a social cause, specifically disaster relief, and found that brand value and brand function have different effects on consumer attitudes. The relationship between brand loyalty and environmental performance has been studied extensively elsewhere (Mohan et al., 2017; Baalbaki and Guzmán, 2016; Mishra et al., 2014), and while some studies provide consumers' perspectives, the relationship between brand loyalty and environmental performance has not been the primary focus. Furthermore, they are mostly concerned with western consumers.

A growing number of environmentalists are among the clients of any business or retailer who wish to protect the nature and environment and make our Earth a better place to live in general (Shanti, 2016). Sustainability allows businesses such as hotels to build their "brand equity" while also allowing their brands to be distinguished from those of their competitors. As a result, in the hospitality business, sustainability activities help to improve the overall image of the hotel brand.

Concerns of customers about environmentally friendly services and products, as well as their expectations of brands, have increased significantly in the last ten years (Mostafa, 2007). In today's world, sustainable environmental development is increasing its important contribution to a company's brand valuation (Gordon, 2002). Connecting a company's image and performance with its commitment to environmental sustainability is a key differentiator (Green, 2008).

There is a substantial correlation between sustainable business practises, brand, and customers' opinions and preferences regarding the environment. According to numerous studies, sustainable environmental development can result in stronger emotional attachments, in a deeper meaning for a brand image, and in greater brand uniqueness for consumers (Green, 2008). The opinions of customers are extremely favourable towards organisations and items that meet or exceed their requirements, wishes, or aspirations (Mai and Ness, 1999). Furthermore, by avoiding and eliminating a number of possible dangers, sustainability aids organisations in raising public awareness (Kotler and Lee, 2005), acquiring a competitive edge (Porter and Kramer, 2006), and boosting future financial health (Porter and Kramer, 2006). It is

indisputable that the availability of eco-labelled and green products, as well as the green corporate perception of organisations, have a substantial impact on customer buying decisions (Kong, Harun and Lily, 2014). As a result, people are increasingly prepared to spend a higher price for such brands, which is a positive trend (Litvine and Wustenhagen, 2011).

The relationship between sustainable development and brand equity has been investigated in a number of research. For example, the TANDBERG and Ipsos MORI survey (TANDBERG, 2007) identifies the interrelationship between ecologically responsible performance, competitive advantage, and brand equity as a result of corporate social responsibility. More than half of the respondents (1 billion) to their global poll affirm that they would like to acquire products or services from companies that are committed to environmental responsibility. In a similar vein, Gidwani (2013) conducted a survey of more than 1000 businesses in 54 countries and found that a company's sustainability practises and brand strength are highly associated.

Implementing sustainable practises can result in benefits such as reduced environmental pressures, competitive advantages, an improved corporate image, new markets or opportunities, and greater product value (Chen, 2010). The relationship between sustainability and profitability is further highlighted by Nastanski and Baglione (2014), who illustrate that sustainability boosts brand equity, which in turn increases financial profit, which is the ultimate goal of every organisation. According to Bhattacharya and Sen (2003), environmental sustainability can boost brand loyalty and post-purchase performance.

Despite the prior research, little is known about the situation in Vietnam in terms of merchants' role in promoting sustainability and brand loyalty. Furthermore, no one has compared the relationship between environmental sustainability and brand loyalty in the retail industry within different cultures and under the laws of two countries. This research makes such a comparative analysis between Vietnam and Australia which is also the focus of this PhD study.

The next chapter is Hypotheses Development and Research Methodology. This chapter uncovers the investigation method applied in this study. It includes a brief explanation of the available methods, the researcher's decision, and a thorough report on how the study is actually conducted, including a description and justification of the data collection method, as well as how participants are chosen. The quantitative method of the study will also be discussed in this chapter, including how the research model is built in terms of the important constructs to be included and their interrelationships.

CHAPTER III HYPOTHESES DEVELOPMENT AND

RESEARCH METHODOLOGY

The first section of this chapter focuses on the creation of models and hypotheses to be used in the study. There are seven hypotheses developed. The second section of this chapter shows the methodology of the study and includes explanation of the sample, design of the experimental survey, the creation of measurement scales and analysis of data.

3.1 Hypotheses development

Hypotheses are frequently used to describe specific expectations about what will happen in a given study. They are constructed by taking into account current facts and literature, as well as reasoning, to predict what will occur in the specific setting of interest. In the research, seven hypotheses present the relationships among environmental sustainability, customer attitude, brand satisfaction, and especially one between environmental sustainability and brand loyalty under the moderation of cultural dimensions. Figure 3.1 shows Conceptual Framework of the study.

3.1.1 Relationships between environmental sustainability, customer attitude and brand satisfaction

Environmental sustainability and customer attitude

The literature explores the relationship between CSR and sustainability, as well as the closely related concept of environmental sustainability. The possibility for external

legitimacy and improved customer attitude and reputation is discussed in studies of the business case for environmental commitment (Graci and Dodds, 2008). Consumers' favourable or unfavourable evaluations, emotional feelings, and behavioural tendencies towards a product or service with a brand are defined as brand attitude (Shin et al., 2014). According to Ajzen and Fishbein (2000), an attitude is the evaluation of an object, idea, or actions on a scale of favour or disfavour, like or dislike, good or bad. It is often known as an important principle construct for comprehending individuals' assessment of an object and behavioural intentions (Kwun, 2011; Ajzen and Fishbein, 2000). Individuals' attitudes to an object are dictated by open expectations about it in expectancy—value theory, where an expectation is described as the subjective likelihood that the object has a certain attribute (Ajzen and Fishbein, 2000). Furthermore, attitudes refer to subjective values of unique qualities identified with a single entity (Ajzen and Fishbein, 2000).

Many studies suggest that corporate social responsibility, particularly environmental sustainability, has a favourable impact on customer responses such as customer commitment and overall company assessments (Lacey and KennettHensel, 2010). Brand characteristics have emerged as key differentiators between organisations that can successfully engage in CSR, particularly in environmental protection activities. According to the study of Lacey and KennettHensel (2010), companies that engage in environmental sustainability as a business strategy are more likely to succeed in seeking good customer attitude. When it comes to corporate resources, consumers may feel that resources spent on improving a business's environmental sustainability practice are diverted from efforts to expand its market position and/or improve its

products and/or services. However, this is not necessarily the case (Newman et al., 2014). Because of this, customers may believe that environmental efforts of companies with less business success come at the expense of their ability to develop stronger corporate capabilities (Luo and Bhattacharya, 2006), and that only companies with business success have enough slack resources to invest in CSR, particularly environmental responsible business practises (Kang et al., 2016). A recent study warns that less innovative organisations' CSR initiatives may be perceived as concentrating on the wrong goals (Newman et al. 2014). Environmental sustainability can then be used to reinforce company success while also enhancing customer attitude and retention, which is especially beneficial for already successful companies. A second line of reasoning asserts that partaking in environmentally friendly practises benefits businesses in a variety of ways, including boosting client attitudes and increasing customer loyalty, among other things (Du, Bhattacharya and Sen, 2010). This argument implies that leveraging environmental sustainability to cultivate favourable views and loyalty is a more desirable strategy, particularly for organisations that are less stable, well-known, and successful in their markets.

Green attitudes and behavior of customers in retail industry have been actively studied recently. Chang (2011) examines the ambivalent nature of customers' attitude as well as their buying preferences towards green goods or services. According to Chang (2011), some customers would like to buy green goods or use environmentally friendly services because they want to improve or conserve the environment, and they may also appreciate the emotional rewards of doing so. Raska and Shaw (2012) also explore customer feeling and behaviours toward a brand. Their findings confirm that

buyers are wary of a company's environmental practices, and that these reactions differ based on the perceived degree of brand engagement. This study's result offers a realistic guideline to establish an appropriate approach to emphatically support a business organization's environmental sustainability. Madrigal and Bousch (2008) show that CSR associations, particularly environmental responsibility, contribute to improving brand attitude derived from a single dimension of brand personality because consumers have more positive perceptions of environmental issues and reward environmental practises in terms of attitude. In this way, it is predicted that environmental sustainability will lead to the development of distinctive and powerful brand connections (Hoeffler & Keller, 2002).

Green initiatives or environmental obligations of retail businesses may have a significant impact on customers' subjective values and viewpoints. Environmental practises may provide intangible benefits, such as meeting customers' psychological and emotional needs, but they are not quantified as key functional services, according to Manaktola and Jauhari (2007). Customers are also encouraged to engage in conservation principally as they are generally careful about the well-being of the Earth and its people (Griskevicius et al., 2010). For example, customers with true altruism towards the environment believe doing something good and beneficial for natural environment without expecting or requiring anything in return. There is a thought that enterprises performing eco-friendly procedures will build a favourable attitude in the customer's mind since customers typically raise an attitude based on information regarding a service or a product or a company even before they experience the real consumption (Oliver, 1997). Chen (2010) concludes that a customer's psychological

representation of objective truth is vital in shaping sentiments towards a product or a firm. As a result, consumers' impressions of a supermarket related to its environmental commitments and concerns might greatly alter their attitudes (Chen, 2010). Consumers' recognition of serious ecological issues enables them to become more environmentally conscious. Due to the seriousness of climate changes recently, customers' perception and recognition toward a supermarket's efforts to accomplish environmentally sustainable activities may lead to a stronger preference for the stores. Consequently, this can help to create positive impressions to the overall companies, particularly supermarkets, and further enable consumers to build a positive attitude toward these shops. Based on the above discussion, the study proposes the below hypothesis (see Figure 3.1):

H1: Environmental sustainability has a positive association with customer attitude

Environmental sustainability and brand satisfaction

In the literature, brand satisfaction as a core marketing component has gotten a lot of attention (Wang and Jiang, 2020). A person's emotional judgement of a product's perceived consumer based brand authenticity performance or result is defined as customers' brand satisfaction (Oliver, 1981). Satisfaction is defined as one's sentiments of joy or disappointment as a result of comparing a product's perceived performance to one's expectations (Sabir, 2020). According to Anderson and Swaminathan (2011), customers' brand satisfaction is "a customer's self-evaluation before and after a purchase to evaluate if his or her expectations in terms of pre- and

post-buy experience have been fulfilled or surpassed". In its most basic form, customer satisfaction refers to a client's contentment with a product or service that meets her or his wants and desires (Uysal and Okumus, 2021). Customer satisfaction is the outcome of the customer's estimation of the congruence between his/her requirements and the real performance of the product or service obtained (Oliver, 1981). Oliver (1997) comes to the conclusion that a person's attitude or anticipation of a service engagement is largely influenced by one of three factors: prior experience, marketing communications, or word-of-mouth contact. From the customer's perspective, satisfaction asserts that consumption can provide an outcome that meets the satisfaction or dislike criterion (Oliver, 1999). One of the best determinants of repeat sales, word-of-mouth recommendations, and brand loyalty is customer satisfaction (Lin and Wang, 2006). Oliver, Rust, and Varki (1997) discover that high levels of customer satisfaction caused arousal, which had a beneficial effect on the client's mood, adding to a "pleasure sequence" experience. This is an increase in contentment that has resulted in a sense of delight, with the goal of increasing satisfaction and improving performance in terms of elevated logos (Oliver, 1997). Satisfied customers are more loyal, less price sensitive, unconcerned about competitor attempts, and make more frequent purchases, enhancing the operation's profitability (Ravald and Gronroos, 1996). A satisfied, loyal customer's entire financial value has the potential to be rather substantial (Anderson et al., 1994).

According to recent study, "green" satisfaction practises are on the rise (Berezan et al., 2013). Customers were more likely to believe that, rather than saving money, retailers are consciously developing sustainability measures to reduce their operations'

environmental impact (Gao and Mattila, 2014). The outcomes of Robinot and Giannelloni's investigations imply that using renewable energy sources is one of the "green" actions that leads to consumer loyalty (Robinot and Giannelloni, 2010). Other studies have discovered that conserving natural resources, encouraging the use of regional agricultural products (Prud'homme and Raymond 2013), recycling legislation, and the use of energy-saving lighting systems are important environmental qualities for consumer happiness. We also recognize that "green" activities are a source of consumer loyalty.

Growing public interest about the green environment is justified as one of antecedents of customers' loyalty with the purchasing of green or eco-friendly hotel facilities, according to Amendah and Park (2008). Increased customer environmental issues often raise demands for sustainable hotel policies (Manaktola and Jauhari, 2007), which, if confirmed, would lead to satisfaction (Prud'homme and Raymond, 2013). Despite the increased interest in sustainability research, there is still little evidence in the commercial distribution sector to investigate the relationship between sustainability and consumer happiness (Marín-García et al., 2021). Other disciplines of study in the service industry have discovered greater evidence in the literature studying these linkages. Iniesta-Bonillo et al. (2016) investigate the links between visitors' perceptions of a tourism destination's sustainability and their perceived value and pleasure with the trip. The authors define sustainability as a multidimensional construct that includes economic, social, and environmental aspects. The findings show the existence of a positive and significant link between sustainability and happiness. Based on these findings, Iniesta-Bonillo et al. (2016) believe that, because

of its ability to increase tourist happiness, sustainability is a vital aspect in the creation of more competitive and market-oriented tourism destinations. Cottrell and Vaske (2006) demonstrate that the elements of sustainability (economic, social, and environmental) have a positive and significant effect on tourist satisfaction in the same line of research.

In the field of retail, García-Muiña et al. (2020) investigate the impact of sustainability on consumer happiness by looking at the store's image and awareness. The authors demonstrate sustainability using the three dimensions proposed by Elkington (2004) in his Triple Bottom Line theoretical model. The authors establish the importance of sustainability in the retail industry from the consumer's perspective, as well as its impact on satisfaction, in their study. The following hypothesis is then proposed (see Figure 3.1):

H2: Environmental sustainability has a positive association with brand satisfaction

3.1.2 Relationship between environmental sustainability and brand loyalty

A number of research have looked into the factors that influence loyalty (Tanford et al., 2012; Martinez, Pérez and del Bosque, 2014). Behavioral and attitudinal approaches to brand loyalty have long been used (Yi and La, 2004). In the first scenario, customer loyalty is assessed by the number of repurchases made over time, without considering the reasons for the purchase or the circumstances that influenced the decision (Dick and Basu, 1994). In terms of consumer preferences and intents,

loyalty is analysed from an attitude aspect (Dick and Basu, 1994). Because loyal customers buy more, spend a larger percentage of their income with the supplier, and are less price-sensitive than other customers (Williams and Naumann, 2011), customer loyalty has become a strategic goal for businesses. It is especially important in the service sector, where customers perceive a higher level of risk when choosing services (Polo et al., 2013). It's common knowledge that loyal consumers come back more often and spend more money than non-loyal customers. Furthermore, committed clients are reluctant to examine competitors' brands merely on the basis of price while making purchases (Yoo and Bai, 2013). According to previous study, even a slight change in a company's percentage of loyal consumers can have a big influence on its profitability (Reichheld, 1993). In their service research, Reichheld and Sasser (1990) find that a 5% improvement in customer retention leading to a 125 percent increase in profits. Furthermore, according to Petrick (2004), keeping existing clients costs six times less than acquiring new ones.

Customers are influenced not just by tangible factors (price and quality), but also by intangible factors such as brand associations, brand image, and company reputation when making purchasing decisions (Cretu and Brodie, 2007). According to Lynch and Chernatony, companies with higher emotional values are regarded to be more durable and less susceptible to competitive erosion (2004). As an emotional component of a brand's image and loyalty, environmentally sound business practises have emerged as a significant source of long-term competitive gains (Martinez et al., 2014).

The number of customers who prefer green products and socially responsible organisations has been growing (Ali et al., 2019). Research evidence suggests that environmentally sustainable practices can significantly affect customer satisfaction (Lee et al., 2020), as well as build customer and positive worth-of-mouth intentions (Trang et al., 2019). Their lack, on the other side, may result in dissatisfaction with the product (Robinot and Giannelloni, 2015). Customers' satisfaction and behaviour intentions can be improved by green practises such as the usage of recyclable products and renewable energy sources, as well as the purchasing of locally sourced and organic products (Lee et al., 2020). Earlier research has found that socially responsible efforts are positively associated with both brand choice as well as brand recommendation when it comes to the relationship between corporate social responsibility, specifically environmental sustainability, and customer loyalty (Klein and Dawar, 2004).

It is proposed that social behaviour is the result of an exchange process based on a cost-benefit analysis (Emerson, 1976). Although green practises may not directly save consumers money, they do add to the value/benefits for consumers in comparison to the price paid, resulting in increased customer satisfaction and loyalty (Gelderman et al., 2021). In a study in Vietnam, Trang et al. (2019) discover that implementing energy- and water-saving solutions, as well as recycling programmes, has a positive impact on customers' perceived value, their levels of satisfaction and future purchasing intentions. Furthermore, the outcomes from Malaysian study show that environmentally friendly activities have a direct influence on customers' brand satisfaction and brand loyalty (Mohammed and Al-Swidi, 2019).

Companies that operate in an environmentally responsible manner and implement green strategies can strengthen their relationships with their stakeholders, according to Maignan et al. (1999). Delgado and Munuera (2001) also state that brand loyalty is related to customers' experience with the brand. Then, the result stems not only from the direct interactions raised from the usage of the service or product, but also from other indirect interactions created from advertising or the company's image and reputation (Delgado and Munuera, 2001). Additionally, companies' environmental responsibility can build and improve their customers' brand loyalty by conveying a good character, distinct values and demonstrating respect for customers (Martínez, 2014). Furthermore, multiple studies have discovered that a rising number of consumers are more ready to purchase items or use services from businesses that support social concerns, particularly those related to the environment (Garca de los Salmones et al., 2005). Aside from energy saving plans and philanthropic programmes, customers can also participate in sponsorship of environmental and social activities, among other things (Martinez, 2014). It is possible that this support will result in an increase in brand loyalty (Martinez, 2014). As a result, we offer the following hypothesis (see Figure 3.1):

H3: Environmental sustainability has a positive association with brand loyalty

3.1.3 Relationship among customer attitude, brand satisfaction and brand loyalty

In order to deeply understand about brand loyalty, the relationship among customer attitude, brand satisfaction and brand loyalty are explored.

Customer attitude and brand loyalty

Customers' attitude is something of incredible value to any company (Shane Campbell, 2017). Their attitude to the brand is a means for consumers to place the brand in their memory, which influences their purchasing behaviour (Low and Lamb, 2000). This attitude is important in marketing because it can give rise to a certain understanding of customer behaviour. In a multi-attribute model, brand attitude is a function of some of the associated traits and advantages that represent a single brand's practical and symbolic benefits (Shane Campbell, 2017). The brand's practical value describes the product or service's inherent benefit, but the symbolic benefit describes the product's extrinsic benefit, which refers to the product's social interests.

In general, attitude and loyalty are closely related. Loyalty and patronage are something companies are looking for, since loyalty is the way that businesses continue to earn revenue (Shane Campbell, 2017). However, various models of customer behaviour will conceptualize the relation between them differently. On the one hand, customer attitude is considered as an antecedent of loyalty in much of the marketing literature (Chaudhri and Holbrook 2001). It is focused on the premise that consumers have a choice about how to invest their money, and that they should support whatever company they want (Shane Campbell, 2017). Although the decision is truly up to the consumer, it is important for companies to give consumers a long list of reasons why they should choose to buy their products or services (Shane Campbell, 2017). The willingness of a brand to establish optimistic brand perceptions and attitude is influential in driving such consumer loyalty (Shane Campbell, 2017). Customer

attitude today will affect purchase intention and brand loyalty tomorrow, and customers' consumption experience may impact future attitude (Bolton, Lemon, and Verhoef 2004). As a result, retailers need to build and place themselves favorably in the consumer's view, as consumers with a bad experience with a brand are extremely unlikely to buy from the same shop again (Shane Campbell, 2017).

Several scholars have attempted to classify factors impacting on the attitudes of supermarket brands (Collins-Dodd and Lindley, 2003). This involves the identification of the attributes of consumers and the context and outcomes of generalized attitudes toward a retail brand (Collins-Dodd and Lindley, 2003). They have investigated the factors that affect the development of retail brand attitudes. These considerations include customer preferences, price sensitivity, brand loyalty, identification with retail products, and impulsiveness (Gomez and Rubio, 2010). Consumers' brand mindset often has a favorable association with their buying intention (Burton et al., 1998). Burton and colleagues (1998) find that customer pricing and value-awareness are positively linked to their brand-store mindset, whereas the price-quality scheme of customers is negatively correlated. Consumers who are less committed to labels (also referred to as having less brand inertia) are more likely to turn to other brands, so brand loyalty is favorably associated with store brand attitudes. The pattern of customer sales, including the trend of generic transactions, price and non-price transaction patterns, has a strong connection with the attitude of the store brand. Hirschman (1981) argued that the loyalty to the store is closely connected to a positive picture of the store. Furthermore, in the customer's view, the perception of the supermarket is based on product-related aspects, service-related aspects and the

enjoyment of shopping at the store (Jonas and Roosen, 2005). Retail brand creation can be seen as part of the product assortment policy, and several researchers have indicated that retail brand activity leads to building store loyalty (Jonas and Roosen, 2005), and Baltas (2003) observes that consumers who are very loyal to retail stores are more likely to buy products at those stores. Scholars have agreed that the experience and mindset of the store brand are both positively associated with the purchasing at the store; and the influence of customer attitude on store brand loyalty.

When an organization participates in CSR practices, in particular environmental conservation, customers may believe that the company is altruistic, leading to a more beneficial attitudinal and behavioral appraisal of that company. This study indicated that the understanding of the importance of a company's offering (brand) would have a positive effect on the customer's loyalty to the company's goods or services. On the basis of this logic, the following hypothesis has been proposed (see Figure 3.1):

H4: Customer attitude has a positive association with brand loyalty

Brand satisfaction and brand loyalty

Brand loyalty is defined as a strong commitment to a brand by devoted customers who enhance corporate and shareholder value (Raimondo, Miceli, and Costabile, 2008). It's been described as a firmly held commitment to repurchase or promote a prefered product or service in the future, resulting in recurrent purchases of the same brand or brand set, despite situational pressures and marketing efforts that could induce altering behaviour (Oliver, 1999). Customer satisfaction has been recognised as a significant

precursor for loyalty in consumer marketing literature. Previous product or service satisfaction is likely to play a key effect in forming positive brand sentiments and affecting future purchases (Russell-Bennett, McColl-Kennedy, and Coote, 2007; Lee et al., 2010). There is growing awareness that brand loyalty should be the primary target of customer satisfaction. Fornell et al. (1996) state that strong satisfaction will enhance the company's customer loyalty. Anderson et al. (1994) convey the concern that if businesses are unable to demonise a correlation between customer satisfaction and economic results, then companies can abandon the customer satisfaction emphasis. A proof of the connection between consumer retention and loyalty is also presented by Fornell et al. (1996). Anderson et al. (1994) point out that consumer loyalty is primarily measured by satisfaction with consumers.

Attitude loyalty and behavioural loyalty are the two characteristics of loyalty that are commonly used. Attitude loyalty is defined by dedication and confidence, both of which are well-documented variables in service, particularly hotel relationship marketing, whereas behavioural loyalty is defined by a genuine desire to visit or distribute positive word-of-mouth information about the business (Tanford and Malek, 2015). Dick and Basu (1994), who conducted a comparison of the aspects of attitudinal loyalty and behavioural loyalty, went on to examine brand loyalty in further depth. According to their findings, attitude loyalty is defined as a good attitude towards an organisation when compared to other organisations that provide the same product or service, and behavioural loyalty is defined as recurring purchases made by an individual (Dick and Basu, 1994). It has been demonstrated that giving customers with opportunities to participate actively in the brand experience helps to further increase

customer loyalty (Hochgraefe, Faulk, and Vieregge, 2012). Consumer satisfaction must be maintained at a high level in order to maintain long-term customer loyalty (Deng, Lu, Wei, and Zhang, 2010). Several researchers, like Deng et al. (2010), contend that committed consumers have higher confidence in a specific brand than they do in other comparable brands, see that brand as more reliable, and generate a more favourable impact when they use the specific brand. Deng and colleagues (2010) also indicate that customers that are loyal to a company are less receptive to negative product or service information, and they are more patient when service failures occur. Customers who are devoted to a particular brand can be willing to pay a premium price for it if they believe they can extract unique benefits from it that are not available from any other brand, for example (Chaudhuri and Holbrook, 2001). Depending on the brand, this distinctiveness may result from a higher level of confidence in its dependability or a stronger impact when customers utilise a specific brand (Chaudhuri and Holbrook, 2001).

Satisfaction is closely related to repurchasing intentions, the possibility of endorsing a good or service, loyalty and profitability (Anton, 1996). Rust and Williams (1994) find that a greater desire to buy back resulted in higher customer loyalty. LaBar-Bera and Mazursky (1983) discover that happiness affects the intent to repurchase. Discontent is used as a key cause for consumer defection or discontinuation of purchasing (Anton, 1996). It has been shown that happiness influences repurchase and work-of-mouth contact (Sivadas and Baker-Prewitt, 2000); that it is a strong indicator of potential purchasing activity (Kasper, 1988). It affects benefit (Anderson et al. 1994) and contributes to consumer engagement in the long run (Oliver, 1997). A meta-

analysis of the published results on consumer loyalty is carried out by Szymanski and Henard (2001). They show that there is significant evidence of a clear positive association between satisfaction and repeat purchasing behaviour. Higher consumer satisfaction is thus anticipated to contribute to beneficial effects, such as isolating the company from aggressive bidding, discouraging the preferences of consumers to equate stores, generating further market share, and providing greater opportunities for profitability. Various observational studies have shown that maintaining a committed consumer base is increasingly critical (Kang, Tang, & Lee, 2015). The ultimate goal of satisfaction metrics and a primary determinant of long-term market viability is customer loyalty (Deng et al., 2010).

Many studies on the correlation between customer satisfaction and retail store loyalty were evaluated by Mitchell and Kiral (1998). Research in the retail literature explored the relationship between satisfaction and behavioural purpose (Cronin et al., 2000). Zeithaml (2000) showed that customer behavioural intentions, such as the intention to make repeated purchases, are influenced by perceived service quality and satisfaction. In the research in technology-mediated environments, Meuter et al. (2000) conclude that satisfaction is one of the factors contributing to customer loyalty. Furthermore, Meuter et al. (2000), in a ~~new~~ report about the origins of satisfaction with self-service technologies, explored the degree to which satisfying/dissatisfying experiences with self-service technologies triggered future habits such as repeat buying and word-of-mouth. Thus, a hypothesis is built (see Figure 3.1):

H5: Brand satisfaction has a positive association with brand loyalty

Customer attitude and brand satisfaction

Customer satisfaction has been the subject of several surveys (Oliver, 1999; Yi, 1990). In the literature on consumer satisfaction, brand attitudes and satisfaction are considered different terms (Oliver, 1997; Yi, 1990). Customer satisfaction is temporary and consumption specific, whereas attitudes are relatively enduring (Oliver, 1981). According to Westbrook and Oliver (1981), satisfaction is an assessment of the entirety of the purchasing situation in relation to expectations, while brand attitude is a preference for a product that is not comparable. Satisfaction is distinct from brand attitude, according to several empirical studies (Oliver, 1981; Wilton and Tse, 1983).

Customer satisfaction is found to be positively associated to customer attitude in a meta-analysis study of Szymanski and Henard (2001). Oliver's (1980) study of customer satisfaction analyses at the antecedents and hypothesised effects of satisfaction, and shows that customer attitude is the consequence of satisfaction. LaBarbera and Mazursky's (1983) conclude the direct and indirect cognitive effects of satisfaction on customer attitude. Additionally, Thakur's study (2018) finds a clear positive relationship between customers' brand satisfaction and customer attitude toward a company. The results of his study are in line with those of other investigations in service management that show a correlation between satisfaction and attitude. Dean (2004) also shows that customer satisfaction is a predictor of customer attitude towards the company in an observational analysis on the service industry. The previous studies' outcomes also support to a positive relationship between brand satisfaction and customer attitude, for example if a customer is happy with the services offered by a

mobile phone service provider, the customer is more likely to have a favourable attitude of the provider (Thakur, 2018). Because of a higher degree of confidence and trust, consumers would be able to share their details with the service provider as a result of their positive attitude towards them. According to a study, a customer's attitude towards a business is affected by how much trust they have in that company (Harris Lewis and Associates 2000). However, in the view of consumers, this establishment of trust for the firm is derived from the satisfaction that the customers receive from that firm's product or service (Thakur, 2018). If consumers are unhappy or not satisfied with the company, they are more likely to have a negative attitude toward the business. Harrison and Shaw (2004) also acknowledged that satisfying experiences may affect post-purchase attitude, future purchase intentions and behavioural loyalty.

On the other hand, using an expectation-disconfirmation model, researchers have attempted to classify the antecedents of customer satisfaction (Yi, 1993). Academics have explored an attributive-level conceptualisation, despite earlier work concentrating on global assessments (Griffin and Hauser, 1993). According to Mittal, Ross, and Baldasare (1998), physical, symbolic, and experiential benefits are all attribute-level antecedents of satisfaction. Customer satisfaction may be affected by previous consumption experiences and previous post-purchase attitude (Ajzen and Fishbein, 1980). Customer satisfaction is described as an evaluative description of a direct consumption experience based on the difference between prior expectations, attitude and actual output perceived after consumption (Yi, 1990). Bolton and Drew (1991) also look at the relationship between customer attitude and brand satisfaction.

It's also conceivable that a positive attitude developed on the basis of good experience toward products or services has an influence on brand satisfaction (Bolton and Drew, 1991). As a result, there is a positive relationship between customer attitude and brand satisfaction. Then I hypothesize (see Figure 3.1):

H6: Customer attitude has a positive association with brand satisfaction

3.1.4 Moderation of cultural dimensions on the relationship between environmental sustainability and brand loyalty

Culture is defined as a set of rules and codes that refer to an unwritten corpus of practises, norms, and values that are specific to each organised human community (Kyriacou, 2016). Human behaviour is influenced by a wide range of sociocultural influences, including more or less organised organisations such as families, reference groups, home groups, and community. Each person belongs to at least one of these groups, which can lead to contradictions in behaviour (Song et al., 2018). The way people in a specific country feel, think, and act on crucial issues that affect their survival is structurally organised and differs along various dimensions, including masculine vs femininity, individuality vs collectivism, power distance, and uncertainty reduction (Hofstede, 2001). These dimensions outline the fundamental concerns that any society must address, and differences in these dimensions reflect how societies respond to such issues (Mitsch and Gosselink, 2000).

Hofstede (2001) studies 75 regions and countries on the cultural characteristics of masculine versus femininity, individualism vs collectivism, power distance, and the decrease of uncertainty. Cultural features opposing the principles of cooperative work (job security, good relationships with colleagues and managers, and proximity to the workplace) are identified by Hofstede (2001), who calls them the "cooperative-competitive dichotomy" (recognition, remuneration, challenge and promotion). This dimension is referred to as masculine vs femininity by Hofstede (2001) since it is the only one on which women and men score differently, although the difference is smaller in more feminine countries. Hofstede (2001) also emphasises that competition, money and professional rewards, and the reinforcement of instrumentality are valued in masculine cultures, whereas cooperation and social support are valued in feminine cultures and, most likely, the reinforcement of expressiveness is reinforced. In a study conducted by the United Nations in 2014, the prominent importance of gender equality in predicting the essential steps to enhance sustainability and the policies implemented by governments was underlined (UN, 2014). A few works have also addressed the relationship between reduction of uncertainty and environmental sustainability (Aras and Crowther, 2008). Risk-taking is an essential factor influencing customers' purchasing intensions and actions (Aras and Crowther, 2008) and environmental risk is one of the risks considered by customers when they choose to buy a product or a service (Weber et al., 2002). When there is increasing pressure on environmental and social problems, reduction of uncertainty or risk taking will have more impact on consumer behaviours (Kumarasiri and Gunasekarage, 2017). The reduction of uncertainty and educational level also has a potential effect on the promotion of the

level of social and environmental information's disclosure (Arenas, 2003). According to Gasperini (2003), it is critical to encourage education in order to increase individuals' awareness and consciousness of environmental sustainability.

As firms spread their territory to other continents and countries, cross-cultural research on international customer behaviour becomes increasingly important. Culture is founded on social, political, and psychological principles, hence understanding other cultures is essential (Hofstede, 1983). Knowing a region's culture allows you to gain a better understanding of its people's consumer expectations and behaviours, such as environmental stewardship and loyalty.

The relations between culture and sustainability are not always clear, and the pathway between these two subjects, which are deeply connected, can be considered indirect (Leonidou et al., 2018). Despite this, the relationship is increasingly woven across elements such as cultural diversity, which continues to deepen the connection between culture and sustainability over time (Song et al., 2018). Many models of analysing international business have been built, all of which illustrate the effect of cultural dimensions on international trade negotiations (Liu et al., 2020).

Culture has an effect on organizations and consumers' attitude towards environmental sustainability (Miska, Szcs, and Zchiffinger 2017; Sreen, Purbey, and Sadarangani 2018). For instance, collectivism has a considerable direct impact on customers' attitudes towards green goods, perceived behavioural influence, subjective norms, and also an indirect influence on green buying intention (Sreen, Purbey, and Sadarangani,

2018). In a similar study, Segev (2015) discovers that collectivism has an indirect effect on conservation behaviour. It is seen that perceived consumer effectiveness of environmental behaviour was affected by vertical individualism and horizontal collectivism (Cho et al., 2013).

Furthermore, according to Roth (1995), culture includes an environmental element that impacts consumer behavior. Consequently, we have every reason to believe that consumers from different parts of the world may have different consumption conception and behaviors due to their cultural differences (Parida and Sahney, 2017). To put it another way, customers from different cultures may vary in their knowledge related to brand personality and brand loyalty. Lam (2007) discovers a relationship between cultural dimensions and brand loyalty. Specifically, he sees collectivism and uncertainty avoidance to have strong associations with brand loyalty (Lam, 2007). This finding supports previous studies on these cultural dimensions, which shows that collectivist customers are more likely to follow group norms and that customers who highly avoid uncertainty are less likely to switch brands because they feel secure with their well-known brands (De Mooij and Hofstede, 2002). The final hypothesis to be tested in this study is (see Figure 3.1):

H7a Cultural dimensions positively influence on Customer attitude

H7b Cultural dimensions positively influence on Brand satisfaction

H7c Cultural dimensions positively influence on Brand loyalty

H8 Cultural dimensions positively influence on the relationship between Environmental sustainability and Brand loyalty

Figure 3.1 Conceptual Framework
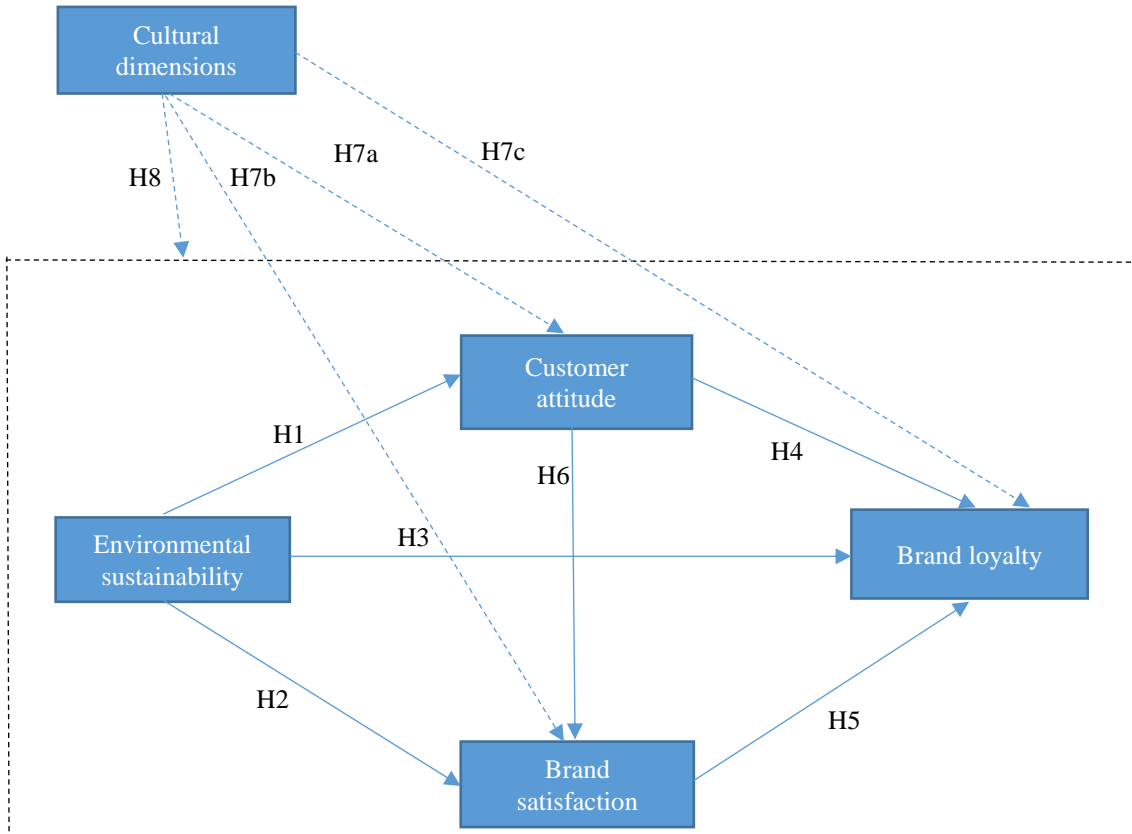
3.2 Research Methodology

A research methodology covers the way in which the study is carried out. This consists of collection methods, participant observations, statistical analysis, and other things more. This section explains how the research idea is taken and turned into a study, which in turn produces valid and reliable results that are in accordance with the aims and objectives of the research. This part shows research design, procedure, survey

structure, measurement scales and sampling and data collection method. The Figure 3.2 show Research Paradigm of this study.

3.2.1 Research design and procedure

The survey design and data analysis used in this study are based on structural equation modelling, put forward by Hair et al (2010). These steps include: 1) Defining individual designs 2) Developing an overall measurement model 3) Sampling and data collection 4) Assessment of the validity of the measurement model 5) Specifying the structural model, and 6) assessing the validity of the structural model.

The association between environmental sustainability and brand loyalty under the influence of cultural factors, as well as the consequent impact on customer attitude and brand satisfaction, is investigated using a quantitative approach. In order to do an analysis using structural equation modelling, it is necessary to collect quantitative data through the application of a survey approach (SEM). As a result, a controlled approach can be utilised to gather data on the same variable from every person in the study using a survey questionnaire, which is required for the application of SEM analysis. According to McCoach, Gable, and Madura (2013), data obtained through survey research allows for the measuring of latent variables or factors that cannot be detected directly. Environmental sustainability, customer attitude, brand satisfaction, brand loyalty, and cultural dimensions are the topics covered in this research study. The survey instrument is developed on the basis of recent literature and qualitative studies conducted in the previous years.

3.2.2 Survey structure and measurement scales

The survey questionnaire consists of four major parts. The first part measures the respondents' opinions about environmental sustainability (Morelli, 2011); the second part explores participants' brand attention of customer attitude (Shin et al., 2018), brand satisfaction (Oliver 1997) and brand loyalty (Chaudhuri and Holbrook, 2001) and the third part identifies the respondents' perception of cultural dimensions (Hofstede, 2013). Demographic information is gathered in the final part of the survey. The questionnaire includes the following questions.

a. *Environmental Sustainability:*

- Retailers should come up with initiatives to make their company more environmentally friendly, even if this makes product prices higher.

- Retailers should give customers the choice of environmentally friendly products even at a higher price.

- Retailers should provide information about the environmental impact of the products they sell.

- Retailers must comply with environmental laws and regulations, irrespective as to how this affects the prices of the products they sell.

- Retailers should increasingly use environmentally-friendly materials (bags, shelves, etc), even if this makes their product prices higher.

- Retailers should invest in improving their environmental performance.

- Retailers should not impact negatively on the natural environment, even if this makes their product prices higher.

- The retailer should build and maintain a good environmental reputation.

b. Customer attitude:

- Shopping at environmentally friendly retailers' stores would make me feel good.

- Shopping at environmentally friendly retailers' stores would improve my environmental consciousness.

- I would feel comfortable shopping at environmentally friendly retailers' stores.

- Shopping at environmentally friendly retailers' stores would improve my image and the way I am perceived.

c. Brand satisfaction

- Choosing a retail company because of its environmental commitment makes me happy.

- I consider shopping at a retail company with good environmental commitment the correct thing to do.

- The retailers where I frequently shop have good environmental reputation.

- Overall, I am satisfied with the retailers I frequently use.

d. Brand loyalty

- I shop at environmentally friendly retailers more frequently than in others.

- I usually use environmentally friendly retailers as my first choice compared to others.

- I would recommend a retailer to others because of its good environmental performance.

- I consider myself to be loyal to a retail brand because of its environmental performance.

e. Cultural dimensions

- Regardless of their qualities, social position and faults, I must always respect superiors, particularly parents.

- As a society, people need to have a greater respect for authority.

- People should always follow a superior's instructions.

- I believe that inequality is inevitable.

- It is OK that some are placed higher than me in society.

- Rules should not be broken, even if it is for my own benefit.

- One can be a good leader without having precise answers to most questions that people may raise about ~~my~~ life.

- I think competition is harmful; it brings out the worst in people.

- I always try to avoid risk in my life.

- I don't like situations with unclear ends.

- In general, most people can be trusted.

- People should first take responsibility when they have failed in life.

- To build good relationships between people, it is most important to try to understand the other's preferences.

- Both, men and women, should contribute to household income.

- When jobs are scarce, men should have more right to a job than women.

- I would agree to an increase in taxes if the extra money were used to prevent environmental damage.

- I would buy things at a higher price than the usual ones if it would help protect the environment.

- I don't try to live up to what others expect.

- Everyone should only take care of themselves and their family.

- I don't change my goals and plans because of others.

- You will never achieve much in life unless you act boldly.

- I save money and things for my future.

- I believe that future success is more important than today's fun.

- I forget about today, but only plan for tomorrow.

3.2.3 Sampling and data collecting method

In order to investigate the plausibility of potential influence of environmental sustainability on consumers' brand attitude, brand satisfaction and brand loyalty moderated by cultural dimensions, it is necessary to collect data from consumers of the retail industry. The main population is customers who are at least 18 years old and shop in a supermarket. A customer is self-identified through the survey questionnaire.

The reliability of the factor analysis and model fit indices, according to a prior study, is influenced by the sample size, according to another study (Field, 2005). Various statistical methods can be used to estimate the size of the sample population. For multivariate data analysis, Hair et al. (2010) recommend that the projected sample size be ten times bigger than the number of variables in the study, according to their findings. Because there are 44 variables in this study, it was predicted that a minimum sample size of 440 participants was required for this survey to be valid. The estimated

sample size for multiple regression is based on Tabachnick et al. (2001), who recommend that it should be larger than the following size:

N (sample size) > 50 + 8m (where m equals the number of independent variables).

This calculation suggests the sample should be larger than 50 + 40 (5x 8) = 90. The sample size also can be based on other brand-related studies, which have been conducted on brand loyalty. Chang et al. (2010) use 247 community members to show brand community identity is set up as an antecedent to brand community trust and brand commitment and the positive relationship between brand moral responsibility and brand loyalty. Lin (2010) uses a sample size of 387 shoppers to interpret the relationship between consumer personal trait, brand personality and brand loyalty. Lanza (2008) uses 300 car owners for each of the tow brands Toyota and Chevrolet within the USA, to investigate the relationship between brand equity and brand quality and brand satisfaction.

Otherwise, Field (2005, p. 640) also states that "a sample of 300 or more will probably provide a stable factor solution" for factor analysis. Therefore, this study plans to set the sample size is at least 400 for each product for the maximum likelihood estimation (MLE) in the structural equation modelling.

The main survey method adopted in the study is online investigations; the questionnaire is developed using the Qualtrics survey software and posted on Vietnamese groups on Facebook websites to collect data from Vietnam and Australia.

Other methods used in addition are based on networking included friends and snowballing techniques.

Vietnamese groups on Facebook can be found in Vietnam as well as in every state in Australia. The gathering of the requisite sample size for 33 SEM studies was made possible through online data collection, which was carried out with more advanced survey designs. Online data gathering was chosen since it has been demonstrated to drastically reduce expenses while simultaneously increasing precision (Babin & Zikmund, 2015). Aside from that, conducting an online survey lowers interviewer bias and allows for the organising the order of questions displayed to encourage completion of the survey questions (Wright, 2005). Online surveys also limit the possibility of human mistake, hence lowering the likelihood of random errors (Evans and Mathur, 2005). Through the use of online instruments, respondents can analyse and react without feeling rushed, and they can complete the survey in private and confidentiality at a time that is appropriate for them. An invitation survey letter is linked to the web-based questionnaire site.

Due to the fact that this study has several objectives, a multi-step data analysis approach is used to address all of the objectives at the same time in this study. Consumer survey data is analysed with SPSS Statistics software version 20 and Amos 20 software packages to answer the research questions and test the hypotheses. Structural equation modelling is used to test the proposed model, which is designed to investigate how environmental sustainability and cultural dimensions influence consumers' brand loyalty in retail industry. The following statistic steps are conducted for data analysis of the research questions and hypotheses testing:

a. Data Screening and Preliminary Analysis

Data screening is conducted to examine for unusual observations. Such non-normal observations could be outliers or the items against normality. Each metric-scale item is examined by its standard scores (Z score) to check whether it is an outlier (Hair et al., 2010). The normality of the item examines data distribution and potential problems. Hence, the normality of construct variables for the assumption test is evaluated by the skewness and kurtosis value of the observations (Field, 2005). Previous researchers suggest the maximally acceptable absolute value for the Z score and skewness index is 3 and for the kurtosis index is 10.

b. Descriptive Analysis

Descriptive analysis for the demographic profiles is identified by the frequency and percentage ratio to show the subgroups for each demographic variable of the customers' profiles. The demographic profiles include sample characteristics, such as age, gender, ethnic background and annual income.

c. Construct Reliability

The internal consistency of items for each construct is estimated by Cronbach's coefficient alpha. The critical value of Cronbach's coefficient alpha for each factor extracted is equal to or greater than 0.70 (at least .60) (Hair et al., 2010). It indicates adequate convergence or the level of internal consistency. If the value of Cronbach coefficient alpha is less than 0.60, the items are to be removed.

d. Exploratory Factor Analysis

Exploratory factor analysis (EFA) is the variables' interrelationships analysing technique in statistics. Its main purpose is to evaluate how these extracted factors adequately represent the original information. Exploratory factor analysis would be conducted to find out how many factors were enough and whether variables belong to right constructs.

- Kaiser-Meyer-Olkin (KMO): Items for each factor are tested through KMO to determine whether the number of items is sufficient to interpret the factor. The Kaiser-Meyer-Olkin (KMO) should be greater than 0.80 and would become inadequate if less than 0.50.

- Factor Loading: Principal axis factoring with varimax rotation is used to evaluate factor loading for all the items of a scale. The items should be greater than 0.50 and could not be accepted if less than 0.30.

e. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is used to evaluate the quality of the whole model and examines how well the measurement scales explain the constructs through structural equation modeling (SEM) by using the results of the exploratory factor analysis. There are some evaluation criteria, namely:

- Overall model fit. The evaluation of the overall model fit is the uni- dimensionality of the model. The main and basic fit indices are X2 (Chi-squared), DF (associated

degree of freedom) and NC (X2/df---normal chi-squared). The acceptable range of normal chi-squared is between 1 and 3.

- Another group of model fit indices are root mean square error of approximation (RMSEA) when this error value is smaller than 0.08 and root means square residual (RMR) when this error value is smaller than 0.10 to meet the absolute of goodness-of-fit criteria. The other group of model fit indices is the goodness-of-fit index (GFI) above 0.90 and comparative fit index (CFI) above 0.90 to meet the incremental fit index criteria.

- Construct Validity. It deals with measurement accuracy and the relationship of these measured items whether they actually reflect the theoretical meaning. There are two important components that include convergent and discriminant validity. The factor loading estimates should be higher than 0.50, the average variance extracted (AVE) should be greater than 0.50, and construct reliability should be greater than 0.60, according to the convergent validity criterion. The squared correlation between two constructs (factors) must be less than the AVE for two factors to be discriminantly valid (Hair et al., 2010).

Figure 3.2 Research Paradigm

```
                    ┌─────────────────────┐
                    │  Develop objectives │
                    └─────────────────────┘
                               │
                               ▼
                    ┌─────────────────────┐
                    │  Collect secondary  │
                    │        data         │
                    └─────────────────────┘
                               │
                               ▼
                    ┌─────────────────────┐
                    │ Design quantitative │
        ┌───────────│ research: method,   │
        │           │ sample design, data │
        │           │ collection          │
        │           │ instrument          │
        │           └─────────────────────┘
        ▼                      │
┌──────────────────┐          ▼
│ Exploratory study│  ┌─────────────────────┐
└──────────────────┘──│ Collect primary data│
                      └─────────────────────┘
                               │
                               ▼
                    ┌─────────────────────┐
                    │    Analyze Data     │
                    └─────────────────────┘
                               │
                               ▼
                    ┌─────────────────────┐
                    │   Prepare report    │
                    └─────────────────────┘
```
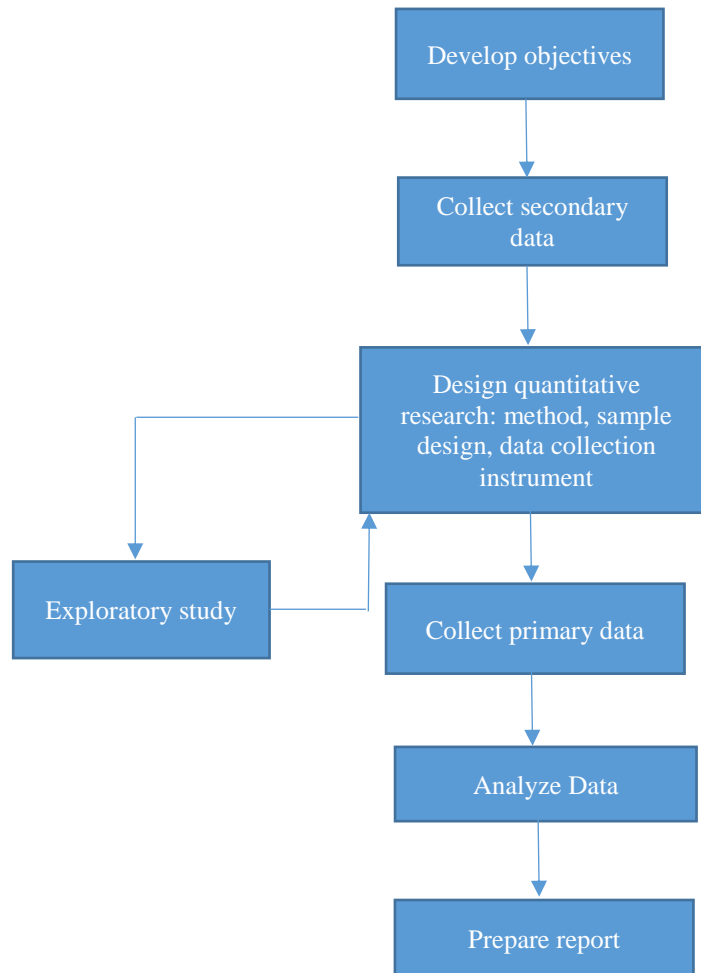
3.2.4 Sampling procedures

This study was conducted in both Vietnam and Australia. To recruit participants for the study, two non-probability sampling strategies were used: purposive sampling and snowball sampling. Non-probability sampling allows the researcher to collect information and data from a small specific group of Vietnamese customers rather than a broader sample of the entire community. The first few participants are a purposive sample. Those first respondents were chosen arbitrarily for their unique characteristics

as experts in marketing and management. Purposive sampling allows the researcher to have the firstly general ideas and knowledge of the research survey.

Then, exponential non-discriminative snowball sampling was applied to collect the main data. In this type of snowball sampling, the first subject was recruited and then he/she provided multiple referrals. Each new referral then provided more points for referral and so on until the number of subjects in the sample was considered enough.

During the recruiting stage of the initial participants, framing questions were asked to ensure participants have unique characteristics as being relevant to the survey. The questions include:

- Where were you born? (Vietnam or Australia or other (please specify))
- Where do you live now? (Vietnam or Australia)
- How many years have you been in Australia?

The initial participants were recruited using the researcher's personal social network, such as email, Facebook, or other social media. Following the initial selection of a small number of individuals who satisfied the criteria for the sample, the snowball sampling approach was used to recruit more participants who met the criteria for the study. Following completion of the first surveys, each respondent was asked to indicate other possible respondents who could be a good match for the study population. According to McMillan and Schumacher (2010) Snowball sampling is described as a research strategy in which each subsequent group or individual is introduced by a preceding respondent or group in the research process. When responding to this strategy, each respondent is viewed as a researcher by other possible

interviewers who have relevant profile or meet the study's parameters (McMillan and Schumacher, 2010).

3.2.5 Validity and reliability

To insure the validity and reliability of this study's results, four procedures were implemented. First, this study included a diverse community of Vietnamese consumers from various age groups, genders, geographic locations, and socioeconomic groups in Vietnam and Australia. This wide range of sources was used to insure that the respondents represented as many different contexts of as possible.

Second, a sufficient number of people participated in the survey in order to make accuracy and representative of the sample. There are 578 respondents of the survey.

Third, in order to gain a better understanding of the unique patterns of Vietnamese cultures, an emic approach was used in this research. In anthropology, the emic approach considers culture to be distinctive and better understood within that context. As a result, the survey was performed in Vietnamese by the researcher, who is Vietnamese. This allowed the researcher to put prejudices aside and collect and understand data thoroughly within the Vietnamese cultural context.

Fourth, because the original questionnaire was written in English, all of the instructions and scale items were translated from English into Vietnamese before being distributed. It is therefore critical to ensure that the research is conducted accurately, effectively, and exhaustively by ensuring that the translation is exact and

effective. By a native Vietnamese who is also fluent in English, we were able to translate the questionnaire from English into Vietnamese. Two or three multilingual individuals then worked together to back-translate the questionnaire from its Vietnamese original into its English counterpart. Following the discovery and negotiation of the discrepancies between the two English versions by these multilingual translators, the Vietnamese questionnaire was edited and applied for the Vietnam market after being revised.

3.3 Summary

This study employs quantitative methods to explore the relationship between environmental sustainability and brand loyalty, especially under the moderation of cultural dimensions. There are seven hypotheses which are built to answer the research questions. The participants were recruited using two non-probability sampling techniques: purposive sampling and snowball sampling methods. The questionnaire was built in English then was translated into Vietnamese using the back-translation method. Data analysis was conducted with SPSS and AMOS software.

The next chapter is Data Analysis Results, which addresses the results from the data analysis. The chapter starts with quantitative data analysis based on a survey of 578 participants conducted with a snowball method via online social media, such as Facebook and email, then descriptive data analysis, followed by the results of the tests of hypothesis and the structural equation modelling

CHAPTER IV DATA ANALYSIS RESULTS

The main content of this chapter describes the data analysis results and the findings from the applied statistical tests are also presented. Starting with a descriptive analysis of the of respondents' profile, including demographic characteristics, the results from the structural equation modelling are then presented. Finally, the hypotheses are tested, and the two sample groups – Vietnam and Australia, are compared using the Independent sample T test and SEM multi-group tests.

4.1 Descriptive analysis

Table 4.1 to Table 4.7 summarize the sample's characteristics, including demographic profile – age, gender, educational background and annual income for the 578 respondents. Female respondents are the majority in the sample. The female to male ratio is 439:139 (See Table 4.1). Twenty-four percent of the respondents are male compared to seventy-six percent female (See Table 4.1). Such a big difference has also shown in several previous studies. For example, women and men differ in their online behaviours and usage of information technology, according to a study conducted by Idemudia et al. (2017) who utilise confirmatory factor analysis as well as structural equation modelling to examine 290 datasets collected from university college students. When comparing women and men, the researchers discover that women had a more positive opinion of the ease with which social media might be used, compatibility, relative advantage, and danger when utilising social media. The study by Lin and Wang (2020) attempt to explain the disparities in information-sharing behaviour between men and women on social networking sites and discover that

women are more engaged than males. Using data from 13- to 18-year-old adolescents from the United States and the United Kingdom, Twenge and Martin (2020) aim to determine whether there are gender disparities in the use of social media by examining them. When compared to boys, adolescent girls spend significantly more time on smartphones, social media, texting, and general computer usage, according to the findings. This explains the higher level of engagement of women in this study. However, as women are also the ones who generally tend to do more shopping (Burke, 2021), this gender bias is unlikely to significantly affect the findings from this study which specifically explores the importance of environmental characteristics.

The majority of the respondents are between 31 and 64 years old, accounting for 70.1 percent of the sample (See Table 4.3). Another important difference is between respondents with and without children representing 70.2 percent and 29.8 percent, respectively (See Table 4.2). Again, as larger families tend to spend more, having a higher share of respondents with children is potentially more informative about their environment-related choices from a sustainability perspective. A vast majority (94.3%) of the sample are people who were born in Vietnam, with Australia-born participants accounting only for 5.7 percent (See Table 4.4). This is consistent with the racial makeup of the population of the Vietnamese Facebook communities in Australia. Furthermore, this allows for a common basis for comparison between the communities living in the two countries.

Overall, the sample represents people with a good level of income. The annual income level for the majority of participants (approximately 95%) is average and above

average with 69.9% with average and 24.6% average income, and only 5.5% below the average income (See Table 4.6). Again, such a representation helps understand the spending habits of people who have good levels of disposable income. A big share of the respondents has bachelor's and postgraduate degrees – 45.5% (or 263 participants) and 37.5% (or 217 participants), respectively (See Table 4.7). Only three participants (0.5%) had an education level lower than high school. This relatively highly educated sample is not statistically representative of the Vietnamese population in Vietnam and Australia. However, it can inform well the study as usually more educated people play a leading role within the community and set standards for certain behaviours.

Table 4.1 Sample Characteristics – Gender

Characteristics	Frequency	Percent	Cumulative Percent
Male	139	24.0	24.0
Female	439	76.0	100.0
Total	578	100.0	

Source: SPSS Output

Table 4.2 Sample Characteristics – Children Status

Characteristics	Frequency	Percent	Cumulative Percent
Yes	406	70.2	70.2
No	172	29.8	100.0
Total	578	100.0	

Source: SPSS Output

Table 4.3 Sample Characteristics - Age

	Characteristics	Frequency	Percent	Cumulative Percent
Valid	From 18 to 30	172	29.8	29.8
	From 31 to 64	405	70.1	99.8
	Over 65	1	0.2	100.0
	Total	578	100.0	

Source: SPSS Output

Table 4.4 Sample Characteristics - Country of Birth

	Characteristics	Frequency	Percent	Cumulative Percent
Valid	Vietnam	545	94.3	94.3
	Australia	33	5.7	100.0
	Total	578	100.0	

Source: SPSS Output

Table 4.5 Sample Characteristics – Country of Residence

	Characteristics	Frequency	Percent	Cumulative Percent
Valid	Vietnam	296	51.2	51.2
	Australia	282	48.8	100.0
	Total	578	100.0	

Source: SPSS Output

Table 4.6 Sample Characteristics - Household Income
(according to the national standard)

	Characteristics	Frequency	Percent	Cumulative Percent
Valid	Below average	32	5.5	5.5
	Average	404	69.9	75.4
	Above average	142	24.6	100.0
	Total	578	100.0	

Source: SPSS Output

Table 4.7 Sample Characteristics - Education Level

Characteristics	Frequency	Percent	Cumulative Percent
Lower than high school	3	0.5	0.5
High School or equivalent	26	4.5	5.0
Vocational/technical	69	11.9	17.0
Bachelor	263	45,5	62.5
Postgraduate degree	217	37.5	100.0
Total	578	100.0	

Source: SPSS Output

4.2 Structural equation modelling (SEM)

Structural Equation Model is used to test the relationship between the observation variables (measurement scales) and latent variables (measurement constructs) and the cause relationship between the latent variables (Hair et al., 2010). It combines factor analysis to examine the capability of the observation variables to test the measurement

model, and confirmatory factor analysis to evaluate the whole model fit, construct convergent validity and discriminant validity of measurement constructs. The path correlation coefficient estimated for each sample allows to investigate the causal relationship between the latent variables (Hair et al., 2010). The actual results are presented below.

4.2.1 Method and criteria for factors to be extracted

The main component extraction and the varimax rotation methods are used in this study to maximise the sum of variances of the required loadings of the factor matrix. With the principle component technique, it is possible to explain variables in a small number of factors that account for the greatest amount of overall variance. Following this, the varimax rotational approach would be used to more clearly differentiate the elements that had previously been extracted. As a result, the principal component approach and the varimax rotation are used in this investigation, respectively.

Factors to be extracted are based on the following criteria: (1) predetermined number of factors based on the literature review; (2) factors with the size of Eigen values greater than 1; (3) items with factor loading equal to or higher than 0.50; (4) the total variance explained equal to or higher than 50% of the common variance; (5) Cronbach's coefficient alpha for each factor extracted equal to or higher than 0.70, with a minimum of 0.60 (Hair et al., 2010). The communality shows the power of the derived factors to represent the related variable. Generally, the higher the value of communalities for any item presented, the stronger the explanation of the associated factor. In addition, to make

the factors more efficient, items which have cross-loadings of 0.40 need to be deleted (Sweet and Grace-Martin, 2012).

4.2.2 Cronbach's coefficient alpha

The main purpose of Cronbach's alpha is to measure the internally consistent level of a questionnaire. It shows the level of relation of a set of scale items (e.g. questions) as a group (UCLA, 2021). It is regarded as a measure of scale reliability. For better or worse, a measurement's scale reliability is related to how consistent it is in measuring a concept, and Cronbach's alpha is one technique of gauging the level of that consistency. The fact that alpha is "high" does not always imply that the measure is one-dimensional (UCLA, 2021). If you want to prove that the scale under consideration is unidimensional in addition to proving internal consistency, you can conduct a range of additional tests and investigations (UCLA, 2021). The use of exploratory factor analysis can be used to check for dimensionality. Cronbach's alpha is a measure of the coefficient of reliability or internal consistency, rather than a statistical test in the classic sense (UCLA, 2021).

Cronbach's alpha increases in proportion to the number of items in the sample. Also of note is that if the average inter-item correlation is low, the alpha will be low as well. Cronbach's alpha grows in tandem with the average inter-item correlation as the average inter-item correlation increases by holding the number of items constant (UCLA, 2021).

The alpha coefficient of reliability, which ranges from 0 to 1 and is stated as a percentage, determines a measure's overall reliability. If all of the scale elements are

absolutely unrelated to one another (i.e., they are not correlated or share no covariance), alpha = 0. Alternatively, if all of the scale items have strong covariances, alpha will approach 1 as the scale's number of items grows indefinitely. To put it another way, the higher the alpha coefficient, the more likely the items have the same covariance and hence measure the same underlying conceptual concept (Allen, Bennett and Heritage, 2014).

Despite the fact that the standards for what constitutes a "good" alpha coefficient are wholly arbitrary and based on your theoretical knowledge of the scale in issue, many methodologists propose a minimum alpha coefficient between 0.65 and 0.8 (or greater in many circumstances). Alpha coefficients less than 0.5 are generally considered unacceptable, especially for scales that purport to be unidimensional.

In this study:

ESs are items of the Environmental Sustainability factor;

CAs are items of the Customer Attitude factor;

BSs are items of the Brand Satisfaction factor;

BLs are items of the Brand Loyalty factor; and

CDs are items of the Cultural Dimensions factor.

All scales have Cronbach alpha coefficients higher than 0.7. However, in the first reliability analysis, the Cultural dimension factor has Corrected Item-Total Correlation of CD8, CD11, CD15, CD19, CD23 and CD24 smaller than 0.3, so they were deleted. At the second analysis of the Cultural Dimensions factor, there was still an item QE13 which had Corrected Item-Total Correlation at 0.221 and smaller than 0.3. This item was also deleted and the Cultural Dimensions scale was reanalyzed for a third time. After the third reanalysis, all alpha coefficients are more than 0.7, indicating a high level of internal consistency for the research scale with this specific sample. The final Cronbach alphas of ES, CA, BS, BL, and CD are 0.89, 0.84, 0.81, 0.814, and 0.940, respectively (See Table 4.8 to 4.16).

Table 4.8 Reliability Statistics of Environmental Sustainability

Cronbach's Alpha	N of Items
0.890	8

Source: SPSS Output

Table 4.9 Item-Total Statistics of Environmental Sustainability

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ES1	28.68	32.342	0.651	0.877
ES2	28.65	31.897	0.691	0.873
ES3	28.49	31.987	0.613	0.881
ES4	28.51	31.401	0.719	0.870
ES5	28.67	32.324	0.674	0.875

ES6	28.60	32.365	0.623	0.880
ES7	28.57	31.459	0.660	0.876
ES8	28.45	32.030	0.682	0.874

Source: SPSS Output

Table 4.10 Reliability Statistics of Customer Attitude

Cronbach's Alpha	N of Items
0.840	4

Source: SPSS Output

Table 4.11 Item-Total Statistics of Customer Attitude

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CA1	12.19	6.402	0.671	0.800
CA2	12.16	6.060	0.716	0.779
CA3	12.24	6.045	0.726	0.776
CA4	12.55	5.524	0.614	0.837

Source: SPSS Output

Table 4.12 Reliability Statistics of Brand Satisfaction

Cronbach's Alpha	N of Items
0.810	4

Source: SPSS Output

Table 4.13 Item-Total Statistics of Brand Satisfaction

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BS1	11.39	6.331	0.683	0.735
BS2	11.25	6.918	0.675	0.748
BS3	11.58	5.908	0.657	0.748
BS4	11.66	6.557	0.526	0.813

Source: SPSS Output

Table 4.14 Reliability Statistics of Brand Loyalty

Cronbach's Alpha	N of Items
0.814	4

Source: SPSS Output

Table 4.15 Item-Total Statistics of Brand Loyalty

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	10.62	7.886	0.637	0.764
BL2	10.63	7.792	0.681	0.743
BL3	10.31	8.580	0.576	0.791
BL4	10.70	7.375	0.643	0.763

Source: SPSS Output

Table 4.16 Reliability Statistics of Cultural Dimensions

Cronbach's Alpha	N of Items
0.904	24

Source: SPSS Output

Table 4.17 Item-Total Statistics of Cultural Dimensions

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CD1	77.53	169.834	0.669	0.897
CD2	78.08	173.678	0.505	0.901
CD3	78.72	180.416	0.303	0.905
CD4	77.50	171.152	0.659	0.897
CD5	77.48	172.337	0.660	0.898
CD6	77.68	171.119	0.649	0.898
CD7	77.63	171.620	0.633	0.898
CD8	79.35	185.746	0.134	0.908
CD9	77.61	172.440	0.654	0.898
CD10	77.54	172.124	0.659	0.898
CD11	78.56	182.954	0.186	0.908
CD12	77.39	172.052	0.675	0.897
CD13	77.56	171.242	0.649	0.898
CD14	77.10	171.244	0.702	0.897
CD15	78.77	180.474	0.245	0.907
CD16	77.61	171.849	0.619	0.898
CD17	77.57	173.299	0.626	0.898
CD18	77.51	171.730	0.630	0.898
CD19	78.99	185.012	0.143	0.908
CD20	77.77	174.388	0.560	0.900
CD21	77.25	171.503	0.722	0.896
CD22	77.55	171.364	0.665	0.897
CD23	78.46	181.615	0.218	0.908
CD24	79.16	184.651	0.171	0.907

After deleting items CD8, CD11, CD15, CD19, CD23 and CD24 and reanalyzing the Cultural Dimensions factor, its new Cronbach's Alpha was higher than the first analysis with 0.935 and 0.904, respectively (See Table 4.17). However, the Corrected Item-Total Correlation of CD3 was smaller than 0.3, so CD3 was deleted out of the scale (See Table 4.20). After the third analysis, Cultural Dimensions had Cronbach's Alpha 0.940 and only had 17 items which were with good statistic results (> 0.3) (See Table 4.18, 4.19 and 4.21).

Table 4.18 Reliability Statistics of Cultural Dimensions – 2ⁿᵈ time

Cronbach's Alpha	N of Items
0.935	18

Source: SPSS Output

Table 4.19 Reliability Statistics of Cultural Dimensions – 3rd time

Cronbach's Alpha	N of Items
0.940	17

Source: SPSS Output

Table 4.20 Item-Total Statistics of Cultural Dimensions – 2nd time

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CD1	62.90	137.964	0.706	0.930
CD2	63.45	142.321	0.504	0.934

110

Items				
CD3	64.09	150.442	0.221	0.940
CD4	62.87	139.469	0.684	0.930
CD5	62.85	140.412	0.693	0.930
CD6	63.05	139.596	0.667	0.931
CD7	63.00	140.071	0.650	0.931
CD9	62.97	140.701	0.678	0.930
CD10	62.90	140.377	0.685	0.930
CD12	62.76	140.164	0.708	0.930
CD13	62.93	139.975	0.656	0.931
CD14	62.46	139.123	0.749	0.929
CD16	62.98	140.156	0.641	0.931
CD17	62.94	141.010	0.672	0.931
CD18	62.88	139.477	0.677	0.930
CD20	63.14	142.419	0.584	0.932
CD21	62.61	139.198	0.779	0.929
CD22	62.92	139.730	0.687	0.930

Source: SPSS Output

Table 4.21 Item-Total Statistics of Cultural Dimensions – 3rd time

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CD1	60.30	131.742	0.703	0.936
CD2	60.85	136.351	0.487	0.941
CD4	60.27	133.076	0.688	0.936
CD5	60.25	133.973	0.698	0.936
CD6	60.45	133.281	0.667	0.937
CD7	60.40	133.873	0.644	0.937

CD9	60.38	134.419	0.675	0.936
CD10	60.31	133.956	0.689	0.936
CD12	60.16	133.642	0.717	0.936
CD13	60.33	133.683	0.654	0.937
CD14	59.87	132.672	0.756	0.935
CD16	60.38	133.721	0.646	0.937
CD17	60.34	134.558	0.677	0.936
CD18	60.28	132.985	0.685	0.936
CD20	60.54	135.961	0.587	0.938
CD21	60.02	132.729	0.787	0.934
CD22	60.32	133.356	0.690	0.936

Source: SPSS Output

4.2.3 Exploratory factor analysis

This measure, Exploratory factor analysis (EFA), is described as a multivariate statistical method that has a purpose of finding the smallest number of hypothetical constructs, which are also called as internal attributes, dimensions, factors, latent variables, or synthetic variables. EFA can adequately explain the covariation observed between a set of measured variables, that are also called surface attributes, observed variables, effect indicators, manifest variables, or reflective indicators. That is, it enables the discovery of common elements that explain the structure and order of measured data. According to Allen, Bennett and Heritage (2014), factors are believed to be unobservable features of people in the social and behavioural sciences, evident in differences in the scores earned by those people on the measured variables ().

According to Brown (2015), the main purpose of exploratory factor analysis (EFA) is to explore the data and derive the factors to best represent the data. It means the feature of EFA is to summarize the information. These factors are extracted from statistical methods, not from theory, but they need to have strong conceptual foundation. The derived factors would be independent and without being correlated with each other. Two tests are commonly used:

a. **Kaiser-Meyer-Olkin (KMO)** is a test to examine Sampling Adequacy. This measures how factors explain each other between variables. Its values vary between 0 and 1, and with values closer to 1 being better. A minimum value of 0.6 is recommended (INN, 2020). Most researchers believe that KMO values of at least 0.0 are good enough (INN, 2020).

b. **Bartlett's Test of Sphericity** is applied to test the null hypothesis that the correlation matrix is an identity matrix (INN, 2020). A matrix with all diagonal members 1 and all off diagonal elements 0 is called an identity matrix. This null hypothesis must be rejected (INN, 2020).

These tests, when taken collectively, constitute a minimal criterion that must be met before a factor analysis (or a principal components analysis) can be performed.

Prior to doing factor analysis, it is regarded a suitable statistical assumption to evaluate the assumptions of factor analysis using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) greater than 0.50 and the Bartlett test of sphericity (sig.> 0.05) (Field, 2017). The Bartlett test of sphericity has a statistically significant level

greater than 0.05, indicating that there are sufficient correlations among the variables to proceed (Field, 2017). The degree of the variables is quantified as a measure of sampling adequacy (MSA) to ensure the right amount. The KMO-MSA measurements must be above 0.80 to be considered good, and variables with values less than 0.50 are considered unsatisfactory (Hair et al., 2010) (See Table 4.22).

All items are at the right variables and structure, but there is only 1 item which is QE12 that has a loading factor value smaller than 0.5, so it was deleted and all items were reanalyzed. Consequently, all items are relevant.

Table 4.22 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.929
Bartlett's Test of Sphericity	Approx. Chi-Square	11128.524
	df	666
	Sig.	0.000

Source: SPSS Output

The degree of variance in each variable that is accounted for is shown by communalities. The variance in each variable accounted for by all components or factors is estimated using initial communalities. For correlation analysis, this is always set to 1.0 for principal component extraction. Item communality is a numerical measure of how well the factor model captures an item's variation (Brown, 2015). Acceptable cut-off values have been suggested as being between 0.25 and 0.4. (Brown, 2015). From the analysis results, all items in this research had extraction values higher than 0.4, so all of them are acceptable (See Table 4.23).

Table 4.23 Communalities

Items	Initial	Extraction
ES1	0.474	0.490
ES2	0.560	0.568
ES3	0.446	0.432
ES4	0.536	0.590
ES5	0.530	0.528
ES6	0.457	0.447
ES7	0.493	0.495
ES8	0.530	0.545
CA1	0.593	0.614
CA2	0.573	0.652
CA3	0.612	0.656
CA4	0.489	0.493
BS1	0.589	0.667
BS2	0.577	0.637
BS3	0.487	0.545
BS4	0.347	0.354
BL1	0.503	0.522
BL2	0.533	0.624
BL3	0.425	0.435
BL4	0.492	0.553
CD1	0.538	0.532
CD2	0.300	0.261
CD4	0.544	0.518

CD5	0.554	0.538
CD6	0.489	0.480
CD7	0.450	0.439
CD9	0.523	0.491
CD10	0.518	0.511
CD12	0.587	0.563
CD13	0.493	0.462
CD14	0.653	0.630
CD16	0.534	0.456
CD17	0.608	0.527
CD18	0.547	0.506
CD20	0.429	0.376
CD21	0.705	0.685
CD22	0.520	0.514

Source: SPSS Output

In relation to the Initial Eigenvalues, the first 5 factors have Eigenvalues > 1, so

are meaningful. Factors 1, 2, 3, 4 and 5 explain 25.72%, 13.72%%, 6.638%, 3.3

and 2.840% of the variance respectively with a cumulative total of 52.259% whi

totally acceptable. The Extraction Sums of Squared Loadings yield comparable re

based solely on the extracted variables.

Table 4.24 Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	9.993	27.007	27.007	9.517	25.720	25.720	8.797
2	5.536	14.963	41.970	5.076	13.720	39.440	5.477
3	2.917	7.883	49.853	2.456	6.638	46.078	3.262
4	1.670	4.514	54.367	1.236	3.340	49.418	4.135
5	1.465	3.960	58.327	1.051	2.840	52.259	4.809
6	.898	2.427	60.754				
7	.826	2.234	62.987				
8	.787	2.126	65.113				
9	.749	2.024	67.137				
10	.694	1.877	69.014				
11	.678	1.833	70.847				
12	.639	1.726	72.573				
13	.626	1.692	74.265				
14	.586	1.583	75.848				
15	.564	1.525	77.373				
16	.562	1.519	78.891				
17	.535	1.447	80.339				
18	.521	1.407	81.746				
19	.501	1.354	83.100				
20	.496	1.339	84.439				
21	.467	1.261	85.700				
22	.457	1.234	86.935				
23	.424	1.145	88.080				
24	.413	1.115	89.196				
25	.385	1.041	90.237				
26	.374	1.011	91.248				
27	.365	.988	92.236				
28	.349	.944	93.180				

29	.343	.928	94.108				
30	.338	.914	95.022				
31	.321	.869	95.891				
32	.302	.816	96.706				
33	.281	.758	97.465				
34	.260	.703	98.168				
35	.245	.663	98.831				
36	.237	.639	99.470				
37	.196	.530	100.000				

Source: SPSS Output

The Factor Matrix represents information from the unrotated initial solution, with the values reflecting weights that link the variable to the appropriate factor. With the first factor, every item has a high positive weight.

Based on the results from the Bartlett's Test of Sphericity, the items are corelated with a p-value less than 0.005. Using the instruction for extracting factors (eigenvalue higher than 1), five factors were extracted which explain 25.72%, 13.72%%, 6.638%, 3.340% and 2.840% of variance in all 37 variables (See Table 4.24). After orthogonal rotation totaling, 52.259% of the variance is explained by five factors (See Table 4.24). CD21, CD14, CD12, CD5, CD1, CD22, CD10, CD4, CD18, CD17, CD9, CD6, CD13, CD16, CD7, CD20 and CD2 were loaded on Factor 1 (loadings were 0.821, 0.789, 0.745, 0.724, 0.723, 0.713, 0.712, 0.712, 0.709, 0.699, 0.697, 0.687, 0.675, 0.665, 0.661, 0.607 and 0.499 respectively) (See Table 4.25). The following were loaded on Factor 2: ES4, ES2, ES8, ES5, ES7, ES6, ES3, CA3 and CA1 (loadings were 0.765, 0.749, 0.726, 0.726, 0.701, 0.698, 0.662, 0.652, 0.401 and 0.474 respectively) (See Table 4.25). Similarly, the following were loaded on Factor 3: BS1, BS2, BS3 and BS4 (loadings were 0.813, 0.793, 0.736 and 0.577 respectively) and the following on Factor 4: BL2, BL4, BL1, BL3, CA3 and CA4 (loadings were 0.788, 0.743, 0.720, 0.633, 0.436 and 0.484 respectively) (See Table 4.25). The following were loaded on Factor 5: ES8, BL3, CA2, CA3, CA1 and CA4 (loadings were 0.453, 0.446, 0.806, 0.804, 0.772 and 0.674 respectively) (See Table 4.25). Some items are cross-loaded.

Table 4.25 Structure Matrix

| | Factor | | | | |
	1	2	3	4	5
CD21	0.821				
CD14	0.789				
CD12	0.745				
CD5	0.724				
CD1	0.723				
CD22	0.713				
CD10	0.712				
CD4	0.712				
CD18	0.709				
CD17	0.699				
CD9	0.697				
CD6	0.687				
CD13	0.675				
CD16	0.665				
CD7	0.661				
CD20	0.607				
CD2	0.499				
ES4		0.765			
ES2		0.749			
ES8		0.726			0.453
ES5		0.726			
ES7		0.701			
ES1		0.698			
ES6		0.662			
ES3		0.652			
BS1			0.813		
BS2			0.793		
BS3			0.736		
BS4			0.577		
BL2				0.788	
BL4				0.743	
BL1				0.720	
BL3				0.633	0.446
CA2					0.806
CA3		0.401		0.436	0.804
CA1		0.474			0.772
CA4				0.484	0.674

Source: SPSS Output

4.2.4 Confirmatory factor analysis (CFA)

This proposed model uses the AMOS programme to continue the confirmatory factor analysis based on the results of the exploratory factor analysis. Confirmatory factor analysis is utilised to offer a confirmatory test of how the survey's measured variables corresponded to the theoretical model (Field, 2017). It is conducted by uni-dimensionality to test the whole model's fit between the measuring result and theoretical model. These models are evaluated through six model-fit indexes. The model-fit indexes of the measurement and structural model included chi-squared (X2), the associated degree of freedom (df), normed chi-squared (NC=X2/df), root mean square error (RMSEA), goodness-of-fit index (GFI), and comparative fit index (CFI), based on Hair et al.'s (2010) suggestion. Respectively, the criteria for the normed chi-squared (X2/df) is less than five, root mean square error (RMSEA) is smaller than 0.08, root means square residual (RMR) is less than 0.10, goodness-of-fit index (GFI) is higher than 0.90, and comparative fit index (CFI) is higher than 0.90 (Field, 2017). Furthermore, confirmatory factor analysis is conducted by convergent validity to investigate how measurement constructs converge a high proportion of variance in common. Besides, the convergent validity is estimated by standardized factor loading, average variance extracted among a set of construct items and construct reliability. Hence, the criteria for convergent validity are: (1) The standardized factor loading (FL) should exceed 0.50; (2) Average variance extracted (AVE) and construct reliability (CR) should be higher than 0.50 and 0.60, respectively (Field, 2017) (See Table 4.26).

Moreover, the distinction between measurement constructs is evaluated by discriminant validity in confirmatory factor analysis. The criteria for discriminant validity are that the average variance extracted among a set of construct items should be greater than the squared correlation between two factors or constructs (Field, 2017).

Table 4.26 Model fit CFA

Index	Result
Chi-square (CMIN/df from AMOS)	CMIN/df < 3: good
Root mean squared error of approximation (RMSEA)	RMSEA < 0.08: good
	RMSEA > 0.1: less satisfied
TLI - Tucker & Lewis index	0 < TLI < 1
	TLI ≈ 1: good satisfied
Comparative fit index (CFI)	0 < CFI < 1
	CFI ≈ 1: good satisfied

Source: Byrne (2001), Arbuckle (2006)

Figure 4.1 shows the uni-dimensionality for congruency of the model test. The whole measurement model has CMIN/df value of 2.271 smaller than which is in a good range. The root mean square error (RMSEA) has the value of 0.047, which is less than 0.08, so it is good and satisfied. Furthermore, the goodness-of-fit index (GFI) has the value of 0.885, which is not greater than 0.90. The comparative fit index (CFI) has the value of 0.930, which is greater than 0.90 (See Table 4.27). Hence, the whole sample model is in an acceptable range.

Regarding the construct convergent validity, all of the factor loadings of most items exceeded 0.50, and the AVE of all constructs are above the cut-off point of 0.50. Furthermore, all the construct reliability (CR) exceeded the criteria point of 0.6. In sum, all constructs for this research model have measurement scale's reliability and convergent validity.

Figure 4.1 CFA Model

Chi-square= 1326.489 ; df= 584 ; P= .000
Chi-square/df= 2.271
TLI = .924 ; CFI = .930 ; GFI =.885
RMSEA= .047
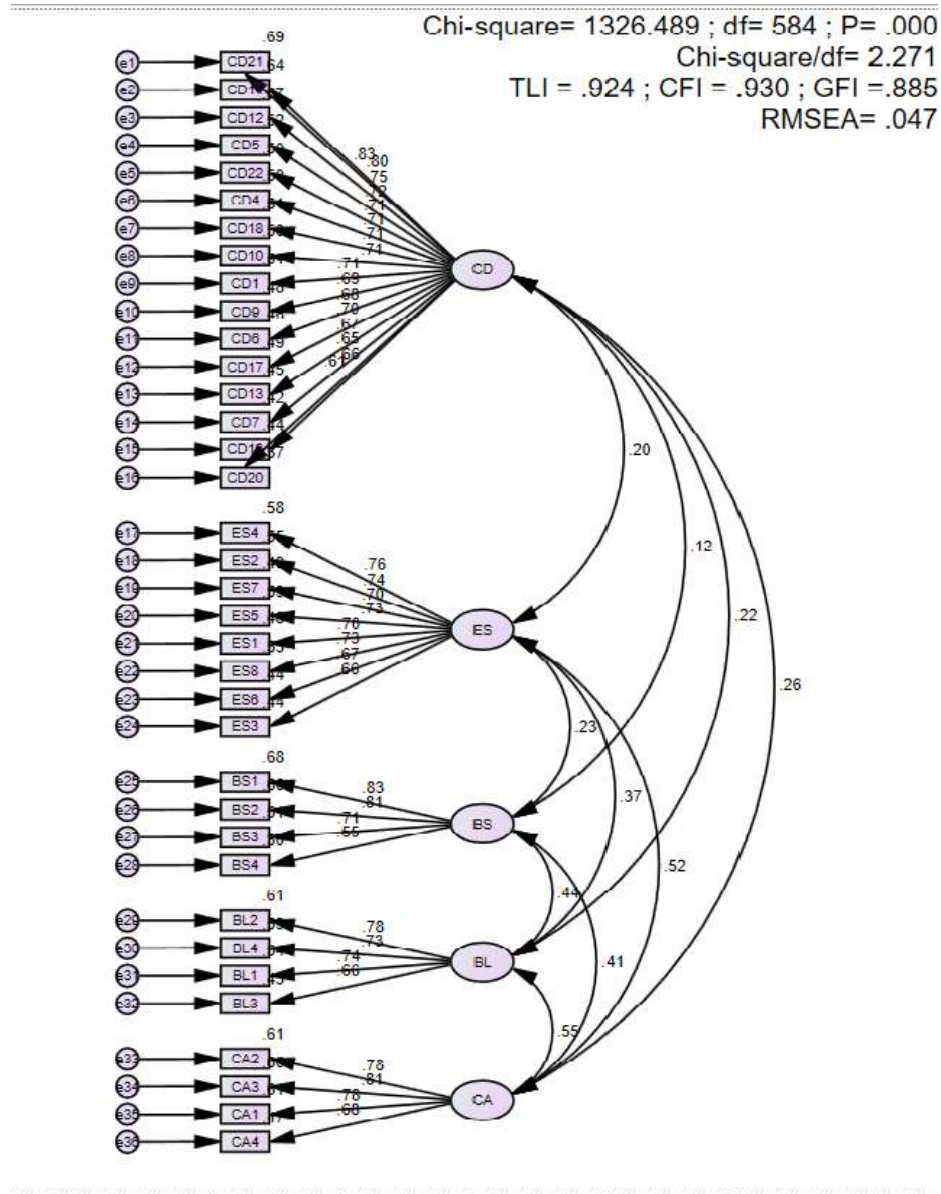
Table 4.27 Model Validity Measures

	CR	AVE	MSV	MaxR(H)	CD	ES	BS	BL	CA
CD	0.942	0.504	0.066	0.945	**0.710**				
ES	0.891	0.505	0.270	0.893	0.201***	**0.711**			
BS	0.820	0.538	0.196	0.847	0.117*	0.225***	**0.734**		
BL	0.816	0.527	0.300	0.821	0.224***	0.375***	0.442***	**0.726**	
CA	0.850	0.587	0.300	0.856	0.257***	0.519***	0.412***	0.547***	**0.766**

Source: SPSS Output

4.2.5 SEM with two moderators

Path Coefficients for Hypothesis Testing

The proposed model is analyzed through the structural equation modelling method to examine the causal relationships between constructs to achieve the first two objectives of this thesis. Specifically, the causal relationships between constructs are evaluated by standardized path coefficients. The detailed results in response to each objective of this study are summarized as follows.

Investigating how cultural dimensions and environmental sustainability influence brand loyalty is the objective of this thesis. Detailed information is respectively shown in Tables 4.24 and 4.25 about the sample to indicate how cultural dimensions influence the relationship between environmental sustainability, customer attitude, brand satisfaction, and brand loyalty. For this sample, the results of the hypotheses are

summarized as follows and the summary of path coefficients is presented in Table 4.28.

The hypothesis of H1 (Environmental Sustainability is positively associated with Customer Attitude) is supported due to the significant level of p-value (p< 0.005) with standardized path estimate value = 0.51 (See Table 4.28 and 4.29). Furthermore, the relationship between environmental sustainability and customer attitude is positive. This result points out that environmental sustainability would positively influence customer attitude. By contrast, the hypothesis of H2 (Environmental sustainability is positively associated with brand satisfaction) is not supported because of no significant level of p-value = 0.93 (p> .005) (See Table 4.28). The relationship between environmental sustainability and brand satisfaction was not positive. This result points out that environmental sustainability would not positively influence brand satisfaction. The most important hypothesis of this research is H3 (Environmental sustainability is positively associated with brand loyalty) is supported because of the significant level of p-value (p< 0.005) with standardized path estimate value = 0.127 (See Table 4.28 and 4.29). Hence, the relationship between environmental sustainability and brand loyalty is positive. This result points out environmental sustainability would positively influence brand loyalty, which is the answer of the first objective of this study.

The hypothesis of H4 (Customer attitude is positively associated to brand loyalty) is supported with the significant level of p-value (p< .005) with standardized path estimate value = 0.341 (See Table 4.28 and 4.29). The relationship between customer

attitude and brand loyalty is positive. This result indicates that customer attitude would positively influence brand loyalty. The hypothesis of H5 (Brand satisfaction is positively related with brand loyalty) is supported with the significant level of p-value ($p < 0.005$) with standardized path estimate value = 0.306 (See Table 4.28 and 4.29). Hence, the relationship between brand satisfaction and brand loyalty is positive. This result indicates that brand satisfaction would positively influence brand loyalty. In addition, the hypothesis of H6 (Customer attitude is positively associated to brand satisfaction) is supported due to the significant level of p-value ($p < 0.05$) (See Table 4.28). This means the relationship between customer attitude and brand satisfaction is supported, that is customer attitude would positively influence the brand satisfaction of the respondents.

Other significant hypotheses of the thesis are H7a, H7b, H7c and H8. The hypothesis of H7a (Cultural dimensions is positively related to customer attitude) is supported with the significant level of p-value ($p < 0.05$) with standardized path estimate value = 0.156 (See Table 4.28 and 4.29). Hence, the relationship between cultural dimensions and customer attitude exists. This result points out that cultural dimensions would positively influence the brand loyalty of the participants. The hypothesis of H7b (Cultural dimension factor is positively related to brand satisfaction) was not supported because of no significant level of p-value = 0.72 ($p > 0.05$) (See Table 4.28). Hence, a relationship between the cultural dimension factor and brand satisfaction does not exist. This result indicates that cultural dimensions would not positively influence the brand satisfaction of the participants. Additionally, the hypotheses of H7c (Cultural dimensions have an impact on brand loyalty) and H8 (Cultural

dimensions have an impact on the relationship between environmental sustainability and brand loyalty) which are supported with the significant level of p-values = 0.002 and 0.034 (p< 0.005), respectively, with standardized path estimate value = 0.106 and 0.072, respectively (See Table 4.28 and 4.29). The relationship between cultural dimensions and brand loyalty is positive. This result points out that cultural dimensions would positively influence brand loyalty, and cultural dimensions have an impact on the relationship between environmental sustainability and brand loyalty. Consequently, two other objectives of this research are achieved.

In conclusion, the data results demonstrate eight of the ten path coefficients being supported but two of the ten path coefficients being not supported. The relationship between environmental sustainability and brand satisfaction and the relationship between cultural dimensions and brand satisfaction were not supported with p-value bigger than 0.05. However, the other eight relationships between cultural dimensions, environmental sustainability, customer attitude, brand satisfaction, and brand loyalty are proven to exist. Especially, the results show that environmental sustainability positively impacts on brand loyalty, and cultural dimensions have an impact on the relationship between environmental sustainability and brand loyalty.

Table 4.28 Hypotheses statistics

Hypotheses			Estimate	S.E.	C.R.	P value
Customer_Attitude	<---	Environmental_Sustainability	0.501	0.035	14.485	***
Customer_Attitude	<---	Cultural_dimensions	0.149	0.034	4.417	***
Brand_Satisfaction	<---	Environmental_Sustainability	-0.004	0.044	-0.088	0.930

Hypotheses			Estimate	S.E.	C.R.	P value
Brand_Satisfaction	<---	Customer_Attitude	0.422	0.045	9.363	***
Brand_Satisfaction	<---	Cultural_dimensions	0.013	0.037	0.359	0.720
Brand_Loyalty	<---	Customer_Attitude	0.336	0.041	8.234	***
Brand_Loyalty	<---	Brand_Satisfaction	0.305	0.035	8.683	***
Brand_Loyalty	<---	Environmental_Sustainability	0.123	0.037	3.320	***
Brand_Loyalty	<---	Cultural_dimensions	0.100	0.033	3.054	0.002
Brand_Loyalty	<---	CD_x_ES	0.050	0.023	2.126	0.034

Source: SPSS Output

Table 4.29 Standardized Regression Weight

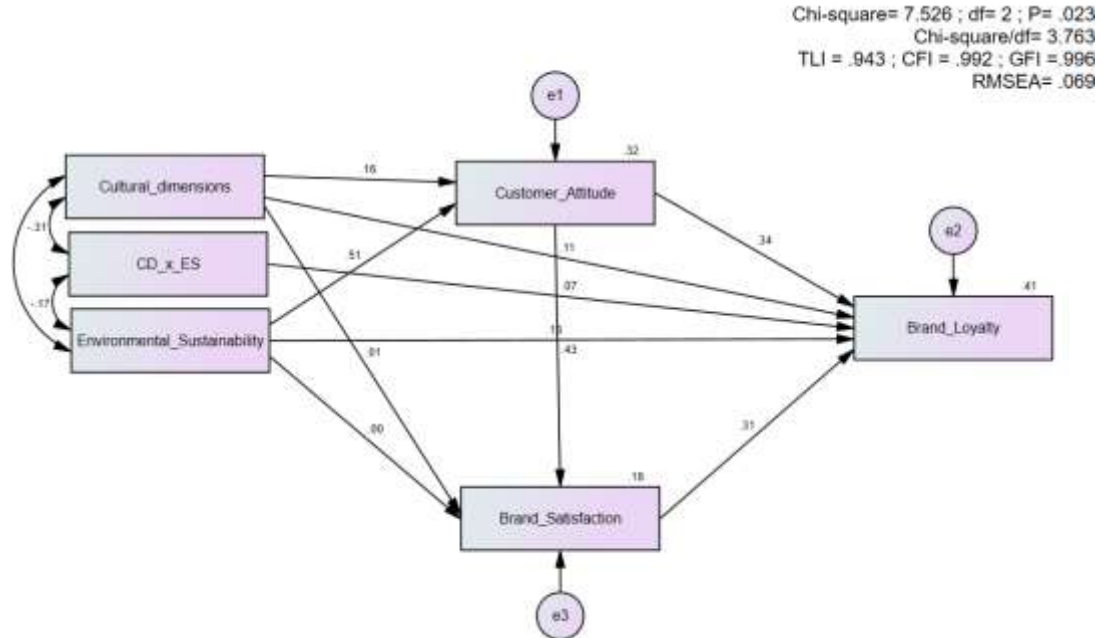| Hypotheses			Estimate
Customer_Attitude	<---	Environmental_Sustainability	0.510
Customer_Attitude	<---	Cultural_dimensions	0.156
Brand_Satisfaction	<---	Environmental_Sustainability	-0.004
Brand_Satisfaction	<---	Customer_Attitude	0.427
Brand_Satisfaction	<---	Cultural_dimensions	0.014
Brand_Loyalty	<---	Customer_Attitude	0.341
Brand_Loyalty	<---	Brand_Satisfaction	0.306
Brand_Loyalty	<---	Environmental_Sustainability	0.127
Brand_Loyalty	<---	Cultural_dimensions	0.106
Brand_Loyalty	<---	CD_x_ES	0.072

Source: SPSS Output

4.2.6 Direct and indirect effects on brand loyalty

From the result, as indicated in Figure 4.2 and Table 4.30, cultural dimensions, environmental sustainability and customer attitude have both direct and indirect impact on brand loyalty, while brand satisfaction has only direct influence on brand loyalty. The total effect of cultural dimensions, environmental sustainability, customer attitude and brand satisfaction remains statistically positively significant to any change of brand loyalty. In short, brand loyalty is favored by cultural dimensions, environmental sustainability, customer attitude and brand satisfaction.

Figure 4.2 SEM

Table 4.30 Direct and Indirect Effects

Hypotheses	Direct	Indirect	Total
Cultural dimensions → Customer attitude	0.149	0.000	0.149
Cultural dimensions → Brand satisfaction	0.013	0.066	0.076
Cultural dimensions → Brand loyalty	0.100	0.078	0.173
Environmental sustainability → Customer attitude	0.501	0.000	0.501
Environmental sustainability → Brand satisfaction	-0.004	0.218	0.208
Environmental sustainability → Brand loyalty	0.123	0.240	0.355
Customer attitude → Brand satisfaction	0.422	0.000	0.422
Customer attitude → Brand loyalty	0.336	0.131	0.465
Brand satisfaction → Brand loyalty	0.305	0.000	0.305
Cultural dimensions → Environmental sustainability and Brand loyalty	0.050	0.000	0.050

Source: SPSS Output

4.3 Differences in the relationship between environmental sustainability and brand loyalty between Vietnam and Australia

4.3.1 Independent samples T test

There are differences in comparison between Vietnam and Australia in the customers' perceptions about cultural dimensions, brand satisfaction, and brand loyalty with Sig values= 0.000, 0.002, and 0.005, respectively, <0.05 (See Table 4.31).

Table 4.31 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CD	Equal variances assumed	0.596	0.440	-2.595	576	0.010	-.15504	.05974	-.27238	-.03770
	Equal variances not assumed			-2.603	572.778	0.009	-.15504	.05956	-.27203	-.03805
ES	Equal variances assumed	0.044	0.834	0.550	576	0.583	.03668	.06674	-.09440	.16775
	Equal variances not assumed			0.551	574.647	0.582	.03668	.06658	-.09409	.16745
BS	Equal variances assumed	12.369	0.000	-3.880	576	0.000	-.26146	.06738	-.39381	-.12911
	Equal variances not assumed			-3.901	559.541	0.000	-.26146	.06703	-.39311	-.12980
BL	Equal variances assumed	11.334	0.001	-3.928	576	0.000	-.29365	.07476	-.44048	-.14682
	Equal variances not assumed			-3.945	566.173	0.000	-.29365	.07443	-.43985	-.14745
CA	Equal variances assumed	0.733	0.392	-1.469	576	0.142	-.09721	.06617	-.22718	.03277
	Equal variances not assumed			-1.476	565.133	0.141	-.09721	.06588	-.22660	.03218

Source: SPSS Output

4.3.2 SEM multi-group tests

With the global test by SEM multigroup test, in the chi-square difference test, the p-value is significant. Therefore, the model differs across groups, namely Vietnam and Australia. With further details from the local test, Vietnamese customers in Australia have stronger relationships between environmental sustainability and brand satisfaction, environmental sustainability and brand loyalty; especially, between cultural dimensions, environmental sustainability and brand loyalty than those of Vietnamese in Vietnam (See Table 4.32 and 4.33).

Table 4.32 Global test

	X^2	DF
Unconstrained	14.163	4
Constrained	39.676	14
Difference	25.513	10
P-Value	0.004	

Source: SPSS Output

Table 4.33 Local tests

Path Name	Beta of Vietnam	Beta of Australia	Difference in Betas	P-Value for Difference	Interpretation
Environmental Sustainability → Customer Attitude	0.455***	0.595***	-0.139	0.174	There is no difference.
Cultural dimensions → Customer Attitude	0.132**	0.153**	-0.022	0.836	There is no difference.
Environmental Sustainability → Brand Satisfaction	-0.099	0.159*	-0.258	0.005	The positive relationship between Brand Satisfaction and Environmental Sustainability is stronger for Australia.
Customer Attitude → Brand Satisfaction	0.414***	0.395***	0.019	0.690	There is no difference.
Cultural dimensions → Brand Satisfaction	-0.071	0.078	-0.149	0.055	There is a difference. However, the difference cannot be identified because this relationship is basically not different from zero for both groups.
Customer Attitude → Brand Loyalty	0.322***	0.360***	-0.038	0.656	There is no difference.
Brand Satisfaction → Brand Loyalty	0.330***	0.209***	0.121	0.123	There is no difference.
Environmental Sustainability → Brand Loyalty	0.081	0.235***	-0.153	0.073	The positive relationship between Brand Loyalty and Environmental Sustainability is stronger for Australia.
Cultural dimensions → Brand Loyalty	0.083†	0.118*	-0.035	0.675	There is no difference.
CD x ES → Brand Loyalty	0.031	0.103*	-0.071	0.293	The positive relationship between Brand_Loyalty and CD_x_ES is only significant for Australia.

Source: SPSS Output

4.4 Concluding comments

To sum up, this chapter showed all statistical results from the research project. All statistics indicate that the research model is relevant, acceptable and satisfactory. The results also supported all research objectives. Specifically, based on the SEM analysis, hypotheses tests, Independent Samples T Test and Multi-group Tests, it can be concluded that environmental sustainability has positive impact on brand loyalty, cultural dimensions positively influence the relationship between environmental sustainability and brand loyalty, and this effect also differs between Vietnam and Australia, with that being stronger in Australia than in Vietnam. Next chapter is Discussion and Conclusion, which addresses the findings of this study and their implications and applications into academic and industrial practice.

CHAPTER V DISCUSSION AND CONCLUSION

The purpose of the chapter is to discuss and summarize the findings of the study and conclude with providing answers to the research questions. Contributions and implications of this thesis to marketing, methodology and theory are also presented. In the last section, the limitations of the study are described and opportunities for future research are recommended.

5.1 Discussion of findings and objectives accomplished

Environmental sustainability can support customer attitude. The hypothesis about the relationship between environmental sustainability and customer attitude was accepted. These results indicate that environmental sustainability could directly influence customer attitude. However, environmental sustainability did not directly relate to brand satisfaction. Brand loyalty is found to be positively influenced by brand identification, but not a green brand image. Another interesting finding is that green brand image can have an indirect relation to brand loyalty with the mediation of brand identification. Brand identification is surprisingly explored to have the mediation impact on activating the connection between an environmentally friendly brand image and brand loyalty. It means consumers felt that brand identification possessed a strong influence over the green brand image. A possible explanation is that they may believe they were part of the brand and hence respond positively to what belongs to this brand. It is also possible that consumers do not really know much about whether this brand company is environmentally concerned or not.

Brand identification indicates a brand is representative of one's self and led consumers to have a self-brand connection. This self-brand connection affects consumers' brand

attitude and behaviour. When consumers perceive a positive green image about a brand, they would have more self-congruency with this brand, value perception of the brand and exhibit brand trust.

The main motivation of this study is to combine these dual brand value variables, namely green brand image and brand identification, of the consumer as suggestions for marketing strategies. This thesis also elaborated upon the hypothesized moderating effects of customer attitude in terms of brand satisfaction and brand loyalty. The study's original research objectives are now discussed with the empirical findings from the analysis. The findings of objective 1 and 2 are across the entire sample, but objective 3 is the comparison between a group of Vietnamese people in Vietnam and those in Australia.

5.1.1 Objective 1 Understanding the relationship between environmental sustainability and brand loyalty

The research literature demonstrates many distinct studies indicating the relationship between customer-based perceptual sustainability and customer loyalty in both product and service industries. The majority of these studies have developed research models that are based on the concept of corporate social responsibility (CSR). CSR is similar to corporate sustainability in that the two concepts overlap to a large extent (Amini and Bienstock, 2014; Baumgartner, 2014). Both concepts – corporate sustainability and CSR – refer to businesses that consider economic, social, and environmental factors in their operations and interactions with stakeholders (van Marrewijk, 2003; Amini and Bienstock, 2014).

The studies of He and Li (2011) in Taiwan, of Lee, et al. (2015) in South Korea, and of Vlachos et al. (2009) in Greece show that the relationship between perceived corporate sustainability and customer loyalty, particularly environmental sustainability, has been investigated in developed nations or regions. Customers' loyalty can be positively impacted by environmental aspects of business sustainability, according to de los Salmones and colleagues (2005), who demonstrate that customer satisfaction can mediate that connection. Vlachos et al. (2009) find a similar conclusion, demonstrating that appropriately motivated social and environmental responsibility actions can improve customer loyalty by establishing corporate brand trust. The findings of He and Li (2011) address that perceived environmental sustainability has a positive influence on customer loyalty, with this advantage being mediated through consumer satisfaction and identification with the brand. According to a more recent study, the extent to which telecom companies are perceived to be following sustainability principles (economic, social, and environmental) has a positive impact on customer satisfaction, leading to word-of-mouth communication, increased repurchase, and willingness to pay higher prices.

In studies on the relationship in retail banking, the research focus has been on developed countries such as the study of Pérez and del Bosque (2015) in Spain, one of Öberseder et al. (2014) in Austria, one of Choi and La (2013) in the United States, one of Chomvilailuk and Butcher (2014) in Australia, and one of Ruiz et al. (2016) in the United Kingdom. Pérez and del Bosque (2015) come to the conclusion that the environmental aspects of perceptual corporate sustainability have a positive influence on customer loyalty, with mediation of customer satisfaction and consumer-company identification, respectively. Chomvilailuk and Butcher (2014) find that perceived

corporate sustainability is a positive influencer of customer loyalty, both indirectly and directly, with the connection mediated by service quality (Chomvilailuk & Butcher, 2014), brand trust (Choi & La, 2013), and primarily from the social and environmental perspectives (Chomvilailuk & Butcher, 2014). A more recent study conducted among customers of banks in the United Kingdom and Spain (Ruiz et al., 2016) discovered that the reputation regarding environmental and social corporate sustainability has a positive impact on general reputation, which in turn increases customer loyalty in the form of repeat patronage and word of mouth.

Furthermore, in the food industry as a whole, academic literature shows numerous relevant studies regarding the relationship between perceived corporate sustainability and customer loyalty. However, the majority of those studies are conducted in developed countries' markets, such as the study of Anselmsson, Bondesson, and Johansson (2014) in Sweden, one of Perrini et al. (2010) in Italy, and one of Du, Bhattacharya, and Sen (2007) in the United States. For instance, Du and colleagues (2007) find that perceived corporate sustainability impacts directly ion customers' brand loyalty from a social standpoint, whereas Perrini and colleagues (2010) conclude that perceived environmental sustainability has a positive impact on customers' brand loyalty indirectly, through brand trust. The findings of Anselmsson and colleagues (2014), who investigate the relationship between customers' brand loyalty and corporate social and environmental sustainability, show that only one product group out of three investigated groups has a positive and direct impact on customers' brand loyalty, and that the other two product categories do not show any significant effect (neither indirect nor direct). The Asian developing nations' food industry, such as Vietnam (Thi and Le Van, 2016) or Pakistan (Chaudary et al., 2016), has recently been

the focus of some relevant studies, with the findings indicating a positive relationship, albeit limited to only a few sustainability elements, including social and economic, in the case of Vietnamese customers.

The majority of the earlier research took into account an imperfect construct of what is usually recognised as business sustainability in order to make their conclusions. Research of the relationship between perceived corporate sustainability and customers' brand loyalty and has largely been undertaken with narrow frameworks, with just a few specific aspects of perceived corporate sustainability being considered in the tested models of impacting on customers' brand loyalty.

Furthermore, at least until recently, theses studies has focused on developed countries rather than those with growing economies (Fatma and Rahman, 2016), with the majority of the studies focusing on developed countries. Analysis of the relationship between customers' loyalty and perceived corporate sustainability, specifically the environmental factor, in the specific context of developing countries is extremely important because, as Visser (2007) points out, in addition to having the fastest growing economies, these countries also experience the most acute environmental crises, are more likely to have the most dramatic environmental and social influence, and are characterised by a distinctive group of sustainability factors. Developing countries are also characterised by a distinctive set of sustainable practises. Moreover, as Malhotra et al. (2005) have argued, there are likely to be considerable disparities between consumers in industrialised and developing countries when it comes to the influence of established marketing strategies.

The results from this study support all of the above research conclusions about the relationship between environmental sustainability and brand loyalty as explained under the next objective. Overall, the data finding indicates that the sample showed similar results for the influences of green practices to consumers' brand decision. There were positive relationships between environmental sustainability and customer attitude, environmental sustainability and brand loyalty. However, a vital relationship between environmental sustainability and brand satisfaction is not proved.

Objective 1 is divided into two parts. The first is Objective 1a which is to examine how environment sustainability influences consumers' brand decisions. The objective 2a raises a question "How does environment sustainability influence the relationship among customer attitude, brand satisfaction and brand loyalty?". More details, operational questions are (1) Does environment sustainability have a positive relationship with customer attitude? (2) Does environment sustainability is positively associated with brand satisfaction? And (3) Does environment sustainability is positively related with brand loyalty?

Table 5.1 Hypothesized path 1

Hypothesis	P-value	Accepted
H1 Environmental sustainability positively influences on Customer attitude	***	Yes
H2 Environmental sustainability positively influences on Brand satisfaction	.930	No
H3 Environmental sustainability positively influences on Brand loyalty	***	Yes

Source: SPSS Output

Based on the data analysis of the entire sample, there are positive relationships between environmental sustainability and customer attitude, between environmental sustainability and brand loyalty, but environmental sustainability may not impact on brand satisfaction in the sample (See Table 5.1).

The Objective 1b is to examine how customer attitude and brand satisfaction influences consumers' brand loyalty. The main research question of this objective is "How is the relationship among customer attitude, brand satisfaction and consumers' brand loyalty?", which has specific operational questions: (1) Does customer attitude is positively associated with brand satisfaction? (2) Does customer attitude positively relate to brand loyalty? (3) Do brand satisfaction and brand loyalty have a positive relationship?

Table 5.2 Hypothesized path 2

Hypothesis	P-value	Accepted
H4 Customer attitude positively influences on Brand loyalty	***	Yes
H5 Brand satisfaction positively influences on Brand loyalty	***	Yes
H6 Customer attitude positively influences on Brand satisfaction	***	Yes

Source: SPSS Output

Based on previous literature, brand attitude may be one antecedent of brand loyalty (Yoo, 2009). There were other indicators influencing brand loyalty of consumers, such

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as the effect of brand satisfaction on loyal behaviors (Kuenzel and Halliday, 2010), and these may have influenced this study's results. Consumers perceived themselves to be part of a brand and to belong to a brand group. Thus, strong attitude strengthens the significantly effect of a brand on customers (Kim et al., 2008).

The current study's findings, which show that perceived corporate environmental responsibility has a direct and positive impact on consumers' brand loyalty, are consistent with those found earlier in the studies of Walsh and Bartikowski (2013) and Lee et al. (2012). Furthermore, the fact that the direct influence is much lower when compared to the indirect impact, which mediated by customer attitude and customers' brand satisfaction, is in accordance with the previously described findings. This study's results that perceived corporate environmental responsibility has a favourable direct impact on customers' brand satisfaction confirm previous findings by Deng and Xu (2017), Lee et al. (2012), and He and Li (2011). Additionally, the positive and direct and influence of CSR, particularly environmental sustainability, on customers' brand satisfaction is consistent with the findings of He and Li (2011) as well as Walsh and Bartikowski (2013). In this previously unexplored customer market, the study is able to detect similar behaviours. The results of this study also indicate that brand loyalty is caused by environmental sustainability, customer attitude and brand satisfaction as the hypothesis is accepted (See Table 5.2).

5.1.2 Objective 2 and 3 Mediation effect of cultural dimensions and comparison

The results show that cultural dimensions have a mediation effect in the sample. Between the two groups of Vietnamese consumers (Vietnamese in Vietnam and those in Australia), the effect of environmental sustainability on brand loyalty is increased

by the influence of cultural factors. Cultural factors have positive relationships with customer attitude and brand loyalty. However, they do not perform such as an effect on brand satisfaction. An identical mediation effect of cultural dimensions is surprisingly found between environmental sustainability and brand loyalty.

The Objective 2 is to examine the impact of cultural dimensions on the relationship between environmental sustainability and brand loyalty with the main question "How does cultural dimensions effect on the relationship between environmental sustainability and brand loyalty?". To be specific, the study answers these operational questions (1) Does cultural dimensions and customer attitude have a positive relationship? (2) Does cultural dimensions and brand satisfaction have a positive relationship? (3) Does cultural dimensions and brand loyalty have a positive relationship? And (4) Does cultural dimensions effect on the relationship between brand loyalty and environmental sustainability?

Table 5.3 Hypothesized path 3

Hypothesis	P-value	Accepted
H7a Cultural dimensions positively influence on Customer attitude	***	Yes
H7b Cultural dimensions positively influence on Brand satisfaction	0.720	No
H7c Cultural dimensions positively influence on Brand loyalty	0.002	Yes
H8 Cultural dimensions positively influence on the relationship between Environmental sustainability and Brand loyalty	0.034	Yes

Source: SPSS Output

The data results and findings of the study support the theory that cultural dimensions are predictors of brand loyalty, and have influence on the relationship between environmental sustainability and brand loyalty (See Table 5.3). They also supports the theory that people in different countries differ significantly from each other on these cultural dimensions. Education and gender are also found to be related to the cultural dimensions under investigation.

Though individuals' motivation contributes a crucial impact on the decisions that individuals make, Maslow's hierarchy of needs states that individuals first satisfy their biological and physiological demands before progressing to the next level (Couret, 2008). In the case of citizens from undeveloped and developing nations, for example, they will prioritise meeting their basic survival needs first (Couret, 2008), and all other issues will only become significant to them when their basic needs have been met. When faced with such circumstances, it is inevitable that citizens and authorities in these developing countries will prioritise essential social and economic obstacles (for example, housing and water supply) over environmental concerns (Kuchinka et al., 2018). The developed world may pay considerable attention to ecological concerns because developed economies perceive sustainable development problems as means of protecting the environment, but underdeveloped countries must emphasise social and economic components in order to live.

According to Schultz (2002), citizens in all countries, both industrialised and developing ones, are concerned about environmental issues. In a more recent study of Takayama and colleagues (2015), that focuses on Russia and Japan, discovers that both countries had a good attitude towards environmental issues, with Russian people being slightly more worried than Japanese people. These findings are consistent with the

findings of subsequent research conducted by Dunlap et al. (1993), which looked at 24 nations from all over the world at various stages of growth and development and found comparable results. According to the International Statistical Institute, Kuchinka et al. (2018) also support this conclusion when they examine the relationship between consumers' environmental viewpoint and brand loyalty in two economies with totally different levels of development: the United States, which is classified as a developed country, and Romania, which is classified as a developing country.

My study's outcomes support that the cultural dimensions explored, based on the results of the correlation and regression analyses, seem to play a role in the relationship between brand loyalty and environmental sustainability. Moreover, by Independent Samples T Test, there are differences between Vietnam and Australia in customers' perceptions about Cultural Dimensions, Brand Satisfaction, and Brand Loyalty with Sig values= 0.000, 0.002, and 0.005, respectively, <0.05 (See Table 4.31). Additionally, by SEM multi-group tests, Vietnamese customers in Australia have stronger relationships between environmental sustainability and brand satisfaction, environmental sustainability and brand loyalty; especially, among cultural dimensions, environmental sustainability and brand loyalty than those people in Vietnam.

5.2 Contributions to marketing literature

This thesis significantly contributes to the marketing literature in five ways. First, it broadens the concept of brand loyalty to relate it to environmentalism. The survey results addresses that there is an association between the customers' evaluation of retailers' sustainability practices and the customers' brand satisfaction and brand attitudes towards brand loyalty.

Specifically, this study results show that when the brand company is successful in its environment performance, this would lead consumers to have positive customer attitude and brand satisfaction. The result also indicates companies with environmentally friendly performance have higher brand loyalty. According to marketing literature, retailers, particularly supermarkets, like other organizations in other industries, are creating progress towards improving the long-term viability of their environmental management. The study observes that the changes of environmental sustainability are significant enough to impact on consumer perceptions or attitudes towards brand loyalty.

Second, this thesis introduces the concept of customer attitude and brand satisfaction with certain brands to demonstrate retail shoppers' care for the environment. This study results show that brand products with environmental concern could strengthen the quality of customer attitude. Customer attitude is believed having a mediation effect to activate the connection between environmental sustainability and brand loyalty.

Third, this thesis proposes conceptual framework for a connection between environmental sustainability, cultural dimensions, customer attitude, brand satisfaction and brand loyalty. Brand satisfaction and customer attitude is shown to be important antecedents of brand loyalty. Strengthening customer attitude leads to positive brand meaning to positive brand satisfaction and high brand loyalty. This indicates both customer attitude and brand satisfaction are associated with each other.

Fourth, this thesis endeavors to investigate the culture impacts on customers' perceptions of environmental sustainability and brand loyalty. The results show that

cultural dimensions have a mediating effect between environmental sustainability and brand loyalty. People with different demographic backgrounds offer different opinions and valuations about sustainability and brand. In this study model, environmental sustainability is developed as an antecedent of brand loyalty and also a factor for brand loyalty.

Fifth, this thesis explores brand loyalty' variables in term of customer attitude and brand satisfaction as moderating variables. Brand satisfaction and customer attitude is shown to have strong direct moderating influence to the impact of brand affecting customers' brand loyalty. However, the moderating effect of customer attitude and brand satisfaction cannot completely be examined without the significant relationships of brand trust to brand loyalty. This uncontrollable bias could be a valuable topic to be explored in the future.

The environmental credentials of retailing enterprises and consumer responses in a western context are well-documented, but there is a paucity of academic studies that examine specifically developing countries and concentrate on consumer views. At several important levels, this work has made contributions to the marketing literature motivated by the gap in literature that environmental sustainability is least researched in the context of developing countries. This research claims to contribute to the literature by analysing environmental sustainability in a developing country, particularly Vietnam. There is little information available on the situation in Vietnam, despite some past studies, when it comes to the role of merchants in promoting sustainability and boosting customer brand loyalty. As a result, no one has ever examined the relationship between brand loyalty and environmental sustainability in

the retail industry under the various cultural environments of two nations, such as Vietnam and Australia, prior to doing this research.

In summary, the results of this study are expected to benefit academic and commercial sectors of marketing and brand management. Business managers could utilize the knowledge to improve their corporate social responsibility and consequently provide better value to customers with their services and products. By proposing a conceptual framework for the relation between environmental sustainability, brand attitude, brand satisfaction and brand loyalty, this thesis contributes to the marketing literature.

5.3 Implications for marketing practitioners

The findings of this study are expected to benefit brand management in the academic and commercial sectors. Business managers could use the knowledge to improve their corporate social responsibility and thus help sell their services and products to the customers. The findings demonstrate that retailers can improve their brand loyalty and reputation by implementing more ecologically friendly management practises and implementing appropriate strategies and policies that consider their influence on the environment and communities. According to the findings of this study, being positively seen as an ecologically responsible company can result in improved consumer attitudes and satisfaction, and as a result, higher levels of customer loyalty. As a result, businesses should put out significant effort to establish a reputation for accountability in the eyes of their customers. Business organisations must not only be good citizens and contribute positively to their communities, but they must also actively convey their commitment to these causes with their clients and customers. Practising sustainability has a number of advantages, including a reduction in

environmental strain, competitive advantages, an improvement in business image, new markets or prospects, and increased product value (Chen, 2010).

This study provided an important implication for marketing practitioners was environmental sustainability practice as a marketing strategy. Companies that engage in activities based on environmental and social responsibility might encourage their customers to show greater support and advocacy for their products and services. Customers' lack of understanding of such operations, on the other hand, can jeopardise companies' efforts to optimise the business gains derived from their CSR activities (Du, Bhattacharya, and Sen, 2010). As a result, it is critical for firms to convey their environmental and social responsibilities clearly and efficiently. In order to accomplish this, they must have a thorough awareness of the fundamental challenges surrounding corporate social responsibility communication, as well as the ability to tailor their environmental friendly-related messages and channels to communicate to specific target groups of consumers.

Without environmentally friendly activities, companies cannot lead to an insignificant reward that is brand loyalty. Environmental sustainability with the effect of cultural dimensions yielded more benefit to brand loyalty. Previous study has demonstrated that business organizations can effectively enhance the business benefits from the activities related to their environmental and social responsibility only when the CSR matters are engaged and communicated. In order to getting those benefits, the content of CSR related messages and the communication channels are selected, built and adjusted accordingly to specific market segments (Birth et al., 2008). The results of my research indicate that client groups based on cultural variables are critical in this setting. As a result, messaging about corporate environmental responsibility, as well

as the methods via which they are communicated, should be tailored to each target audience's cultural background. The findings demonstrate that, despite the fact that environmental responsibility has a positive and considerable impact (directly and indirectly) on customer loyalty, customers in Australia place a higher value on environmental responsibility than customers in Vietnam. As a result, while speaking about their corporate social responsibility efforts, retail organisations, particularly supermarkets, should tailor their messaging and reports in accordance with the cultural dimensions with which they are interacting with customers.

Environmental sustainability has the benefit to strengthen customer attitude and brand satisfaction. No matter whether consumers have much higher willingness to buy environmentally-friendly products than before, consumers still had a dilemma in the trade-offs for product attributes and friendliness towards the environment. Managing the right balance of environmentally friendly practices and brand management requires ambidexterity and more attention of business organizations, particularly retailers. This ambidexterity needs to have dynamic capability to deal not only with the congruency between environmental marketing and branding management strategies, but also to handle consumers' green consumption dilemma and other business goals, especially effective business cost and profits.

5.4 Limitations and future research

This study has some limitations in generalization. These limitations can be explored as future research topics. This research uses mainly a quantitative methodology. For a more in depth analysis, a qualitative data and analysis could be potentially applied in next studies.

Only willing participants responded to the survey questionnaire. The samples were not selected randomly. Hence, a convenience sample was used in the scale development process stage. This sample is not meant to be representative of any particular population, as is evident by its characteristics. Once again, the use of the snowball sample method in the main study, provided evidence that the newly developed scales remained constant with regard to dimensionality. Therefore, the results were limited in the bias of sample selection.

Another limitation pertains to the use of online surveying. Relatively little is known about the characteristics of people in online communities, aside from some basic demographic variables, and even this information may be questionable because the data is usually self-reported (Dillman, 2000). This is in addition to the potential discrepancies between demographic characteristics of an online community and the general population (Stanton, 1998), including educational levels and income, among others. Therefore, results from this study should be treated with caution in relation to being generalised for the population.

Moreover, the modified model was revised based on the specific samples. This modified model may have a bias in data representation; it means the results may not be applied to other samples and it may be necessary to be investigated by new data in the future.

One last limitation deals with the use of just two countries in the analysis and only with participants with a Vietnamese background. It is imperative that the scales be tested in more countries and people from different origins to ensure that truly multicultural measurements are created.

Future studies can set forth toward several perspectives. First, there are a few other issues that could have potentially altered the results of this investigation: other industries, other factors (e.g. prices) or comparing Vietnam with other countries with similar cultural backgrounds. Furthermore, the pool of participants should be expanded to include other background participants. Second, the proposed model could be tested with other various industries. Wang (2002) suggested that substantial differences among cross products survey could enhance the generalizability of the measurement model. Third, the proposed model could be explored under time-various effects. Future studies may verify the hypotheses with a dynamic change of measurement constructs under a longitudinal study. Fourth, this research only looks at environmental sustainability and brand loyalty from customers' perspective. Yet given the link between product and manufacturer, further sustainable marketing research can be conducted regarding other areas of the product chain: retailers, suppliers ...etc. The current study pays main attention on sustainable environmental responsibility, omitting other parts of corporate sustainability that might have an influence on customers' brand loyalty, for example, corporate social and economic responsibility in relation to employees and customers. Especially because of the recent COVID-19 pandemic, consumers' perceptions related to whether enterprises protect customers and employees by ensuring safe shopping stores and workplaces may have become extremely essential. Hence, future research should include such aspects besides corporate environmental responsibility, in order to improve their influence on customers' brand loyalty. Finally, this research accepts that the concepts of environmental sustainability, brand attitude, brand satisfaction and brand loyalty are currently developing. Therefore, the criteria developed and used in this thesis may differ, depending on future developments.

Conclusion

The study is conducted to investigate the relationship between retailers' environmental sustainability practices and their customers' brand loyalty under the impact of culture with an empirical survey of a large sample of 578 Vietnamese customers in both Vietnam and Australia. The results demonstrate that there is a link and differences, especially in specific demographic groups. This study's findings conclude that there is a positive impact of retailers' environmental responsibility on their customers' brand loyalty. It can be concluded that cultural dimensions impact on the relationship between environmental sustainability and brand loyalty moderated by brand attitude and brand satisfaction.

From a practical perspective, it should be noted that, in order to improve customers' brand loyalty, businesses must communicate and show their efforts related to social and environmental responsibility to their customers in an effective and timely manner. As a result, businesses must customise their CSR-related communications and select the most effective communication channels depending on the demographic information of their target customers. There are some limits to this research, which, at the same time, give opportunity for future research topics to explore. The conclusions of this study must be expanded upon in future research to be applicable to other industries or other nations.

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APPENDICES

Appendix A: PARTICIPANT INFORMATION STATEMENT

HREC Project Number:	15798
Project Title:	**Environmental Sustainability and Brand Loyalty within Cultural Dimensions: A Comparison between Vietnam and Australia**
Chief Investigator:	Professor Dora Marinova, CUSP
Student researcher:	Khanh Ngoc Bich Ho
Version Number:	2
Version Date:	06 November 2018

What is the Project About?

Retailers have the potential to influence environmentally sustainable consumption and production while brand loyalty is known as a significant goal and motivation for retailers as well as supplier companies. By using quantitative method, this research aims to understand the relationship between the environmental sustainability image and strategies of the retailers and building customer brand loyalty. In particular, it examines whether brand loyalty is or can be a motivation for enterprises to improve the environmental sustainability of their business and products. Relevant policies will be suggested based on the findings from the study.

Who is doing the Research?

- The project is being conducted by Khanh Ngoc Bich Ho.
- **T**he results of this research project will be used by Khanh Ngoc Bich Ho to obtain a Doctor of Philosophy at Curtin University and is funded by the University.

Why am I being asked to take part and what will I have to do?

- We are looking for volunteers representing their opinion and perception about environmental sustainability and brand loyalty in shopping at retailers.
- The participation in this project involves the consent to participate and responding to a survey questionnaire.
- The survey will be conducted online and the participants may take approximately 20 minutes to fulfil the questionnaire.

- There will be no cost to you for taking part in this research and your participation in this research is completely voluntary and unpaid.

Are there any benefits to being in the research project?

There may not be any direct benefit to you from participating in this research. However. This research may create an opportunity for you to think deeply about the environmental sustainability and brand loyalty, and will also allow you to express your valuable opinion and understanding in this regard.

Furthermore, we hope to the results of this research will allow us to suggest some policies for the Vietnamese government in order to improve consumer awareness about the environment as well as guide and require Vietnamese retail companies to improve their environmental sustainability.

Are there any risks, side-effects, discomforts or inconveniences from being in the research project?

There are no perceived risks involved in participating in this study.

Who will have access to my information?

The information collected in this research will be non-identifiable (anonymous). This means that we do not need to collect individual names or information is anonymous and will not include a code number or name. No one, not even the research team will be able to identify your information. The following people will have access to the information we collect in this research: the research team and, in the event of an audit or investigation, staff from the Curtin University Office of Research and Development

Electronic data will be password-protected and hard copy data (including video or audio tapes) will be in locked storage.

The information we collect in this study will be kept under secure conditions at Curtin University for 7 years after the research is published and then it will be destroyed.

The results of this research may be presented at conferences or published in professional journals. You will not be identified in any results that are published or presented.

Will you tell me the results of the research?

If you are interested in obtaining a summary of the results through email, please contact Prof Dora Marinova (d.marinova@curtin.edu.au) or me (18952238@student.curtin.edu.au) after June 2021. For your information, please note that results will not be individual but based on all the information we collect and review as part of the research. Besides, you may find the results in related publications made by us.

Do I have to take part in the research project?

Taking part in a research project is voluntary. It is your choice to take part or not. You do not have to agree if you do not want to. If you decide to take part and then change your mind, that is okay, you can withdraw from the project. If you choose not to take

part or start and then stop the study, it will not affect your relationship with the University, staff or colleagues.

You are free to withdraw from the study prior to approving your transcript.

With your permission, if you chose to leave the study we will use any information collected unless you tell us not to.

What happens next and who can I contact about the research?

To start your participation in this research, at the start of the questionnaire, there is a checkbox to indicate you have understood the information provided here in the information sheet and therefore have your consent to participate in this research.

Once your participation is completed, we work on the data we collect through this way from other participants leading to data processing and analysing to develop the findings of the research. In case of your further interest on this research, please contact Professor Dora Marinova, Curtin University Sustainability Policy (CUSP) Institute, Email: d.marinova@curtin.edu.au, Telephone: +61 8 9266 9033

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number XX/XXXX). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Appendix B: RECRUITMENT MATERIAL

Research Title: Environmental Sustainability and Brand Loyalty within Cultural

Dimensions: A Comparison between Vietnam and Australia

Principal Investigator	Prof Dora Marinova, CUSP
Student Investigator	Khanh Ngoc Bich Ho

One group of participants in this research will be recruited by writing recruitment approach through snowball method via the online survey. To invite consumers to participate following script will be followed:

"*Dear Sir/Madam,*

I'm a PhD student at Curtin University, Australia. My research topic relates to the influence of environmental sustainability on brand loyalty with the impact of cultural dimensions.

The survey has 44 questions divided in 5 sections. You may take about 20 minutes to complete. Participation is voluntary, and the assurance of anonymity, confidentiality and honesty is respectfully protected.

Thank you for your support!"

Appendix C: PARTICIPATION CONSENT FORM

HREC Project Number:	15798
Project Title:	**Environmental Sustainability and Brand Loyalty within Cultural Dimensions: A Comparison between Vietnam and Australia**
Chief Investigator:	Professor Dora Marinova, CUSP
Student researcher:	Khanh Ngoc Bich Ho
Version Number:	2
Version Date:	6 November 2018

- I have read the information statement version listed above and I understand its contents.
- I believe I understand the purpose, extent and possible risks of my involvement in this project.
- I voluntarily consent to take part in this research project.
- I have had an opportunity to ask questions and I am satisfied with the answers I have received.
- I understand that this project has been approved by Curtin University Human Research Ethics Committee and will be carried out in line with the National Statement on Ethical Conduct in Human Research (2007).
- I understand I will receive a copy of this Information Statement and Consent Form.

Participant name	
Participant Signature	
Date	

Declaration by researcher: I have supplied an Information Letter and Consent Form to the participant who has signed above, and believe that they understand the purpose, extent and possible risks of their involvement in this project.

Research name	Khanh Ngoc Bich Ho
Research Signature	
Date	

Appendix D: QUESTIONNAIRE

Environmental sustainability and brand loyalty

Curtin University

Please indicate the extent to which you agree or disagree with the following statements about retailers as stated below. Please consider all options to select the answer that best describes your opinion.

Statement	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT ABLE TO JUDGE
Environmental Sustainability						
Retailers should come up with initiatives to make their company more environmentally friendly, even if this makes product prices higher						
Retailers should give customers the choice of environmentally friendly products even at a higher price.						
Retailers should provide information about the environmental impact of the products they sell.						
Retailers must comply with environmental laws and regulations, irrespective as to how this affects the prices of the products they sell.						

Retailers should increasingly use environmentally-friendly materials (bags, shelves, etc), even if this makes their product prices higher.					
Retailers should invest in improving their environmental performance					
Retailers should not impact negatively on the natural environment, even if this makes their product prices higher.					
The retailer should build and maintain a good environmental reputation					
Customer attitude					
Shopping at environmentally friendly retailers' stores would make me feel good					
Shopping at environmentally friendly retailers' stores would improve my environmental consciousness					
I would feel comfortable shopping at environmentally friendly retailers' stores					
Shopping at environmentally friendly retailers' stores would improve my image and the way I am perceived					

Brand satisfaction						
Choosing a retail company because of its environmental commitment makes me happy						
I consider shopping at a retail company with good environmental commitment the correct thing to do						
The retailers where I frequently shop have good environmental reputation.						
Overall, I am satisfied with the retailers I frequently use						
Brand loyalty						
I shop at environmentally friendly retailers more frequently than in others						
I usually use environmentally friendly retailers as my first choice compared to others						
I would recommend a retailer to others because of its good environmental performance						
I consider myself to be loyal to a retail brand because of its environmental performance						

Cultural dimensions						
Regardless of their qualities, social position and faults, I must always respect superiors, particularly their parents						
As a society, people need to have a greater respect for authority						
People should always follow a superior's instructions						
I believe that inequality is inevitable						
It is OK that some are placed higher than me in society						
Rules should not be broken, even if it is for my own benefit						
One can be a good leader without having precise answers to most questions that people may raise about my life						
I think competition is harmful; it brings out the worst in people						
I always try to avoid risk in my life						
I don't like situations with unclear ends						
In general, most people can be trusted						
People should first take responsibility when they have failed in life						

To build good relationships between people, it is most important to try to understand the other's preferences						
Both, men and women, should contribute to household income						
When jobs are scarce, men should have more right to a job than women						
I would agree to an increase in taxes if the extra money were used to prevent environmental damage						
I would buy things at a higher price than the usual ones if it would help protect the environment						
I don't try to live up to what others expect						
Everyone should only take care of themselves and their family						
I don't change my goals and plans because of others						
You will never achieve much in life unless you act boldly						
I save money and things for my future						
I believe that future success is more important than today's fun						

I forget about today, but only plan for tomorrow					
Additional Comments:					

Respondent's background:

What is your gender?_____ Male _____ Female
Do you have children? _____ Yes _____ No
What is your current age? _____Under 18; _____ 18 TO 30; _____30 TO 64; _____OVER 65
Where were you born? _____Vietnam _____Australia_____other (please specify)
Where do you live now? _____Vietnam _____Australia
What is your monthly household income? _____Below average_____ Average _____ Above average
What is the highest level of education you have completed? Less than High School _____ High School or equivalent_____ Vocational/technical _____ Bachelor ____ Postgraduate Degree
For Vietnamese-Australian participants:
How would you rate yourself?
□ Very Asian □ Mostly Asian □ Bicultural □ Mostly Westernized □ Very Westernized

THANK YOU FOR YOUR SUPPORT!