

EXPLORING CONSUMER LOYALTY BEHAVIOUR TOWARDS VIETNAMESE STRATEGIC RETAIL GROUPS

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ABSTRACT

Purpose: This paper investigates consumer loyalty behaviour towards Vietnamese grocery retailers. The country's increased growth is rapidly changing consumer buying power, and hence expectations of product offerings and service as well as consumer loyalty behaviour are also changing. It is therefore timely to investigate these issues and how they may affect certain retail groups, e.g. supermarkets or 'mom and pop' stores and their respective strategies.

Research Design/Methodology/Approach: A literature review on customer loyalty behaviour and expectations and from inter alia Parasuraman, Zeithaml and Berry's service quality model paper informed this qualitative approach. Semi-structured interviews were conducted with retail experts and consumers to determine critical factors and gaps in consumer expectations and their loyalty behaviour to understand this phenomenon.

Findings/Research and Practical Implications: Findings revealed various gaps between consumer expectations/customer loyalty behaviour in Vietnam and the literature, identified five strategic grocery retail groups, and provided measures to test empirically in a subsequent quantitative study, following guidelines from Churchill. This paper contributes to our theoretical understanding of grocery retail in a rapidly changing emerging nation and provides guidance for the various retail groups to set-out their respective strategies and establish competitive advantage.

Originality/Value: This study contributes to the grocery retail and service debate, which has been widely researched in Europe and North America but is under-researched in emerging nations. Its value comes from using an interdisciplinary approach comprising retail logistics/supply chain and marketing and presenting perspectives from both retailer and consumer contexts.

FACTORS AFFECTING THE ADOPTION OF TRANSPORTATION E-MARKETPLACES IN VIETNAM

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ABSTRACT

Purpose – Transportation e-marketplaces (TEMs) stem from the fact that the current transportation market is unstable and non-transparent. The main purpose of TEMs is to bridge shippers and transport service providers (TSPs) together to facilitate the flows of goods, services and information. The implementation of TEMs has promised to lower transaction costs, provide greater visibility of freight movement, and reduce inefficiencies in the current transportation and logistical processes. Realizing the gap of research relating TEMs in Vietnam, the author conducts this research with the aim of deepening the knowledge about TEMs and investigating them from both the supply side (technology providers) and the demand side (shippers, TSPs) to give an overall picture of TEMs in Vietnam.

Design/Methodology/Approach – This research uses both deduction and induction approaches, survey strategy, and both quantitative and qualitative methods. Also, this research is based on a review of relevant literature, interviews with 9 TEM technology providers and 122 questionnaires of shippers and TSPs.

Findings – Out of 15 identified TEMs, 11 TEMs are still in operation, 1 TEM will be introduced in the future, and 3 TEMs have ceased to operate. The findings of this research bring to evidence the characteristics and performances of 9 examined TEMs. Additionally, some common difficulties faced by TEMs are lack of legal framework, misperception of people, limited resources, system development, concerns of people, and poor quality infrastructure in Vietnam. Furthermore, the findings underline that there are significant differences regarding firm's internal environment, firm's attitude towards TEMs, and firm's external environment between TEM adopters and TEM non-adopters.

Originality/Value – The analysis from the points of view of technology providers, shippers, and TSPs, who are directly involved in the TEM market can provide valuable information and pointers for policy makers. It also provides important insights into the operation of TEMs in Vietnam.

Research implications – The research has samples being limited to Vietnamese firms, therefore, the research findings might not be valid and suitable to other countries with different culture or industry structures. Another future research direction is to conduct a longitudinal study to examine respondents over time through pre-adoption, and post-adoption stages. A major area for investigation concerns technological issues of TEMs as further investigation is required to assess the solutions adopted by different TEMs and their effectiveness.

Practical implications – Most importantly, the government needs to enact law and regulations on TEM-related issues. Also, TEM technology provider should invest more on R&D (research and develop) activities to improve its product and it is essential that firms should be adequately organized in order to successfully adopt TEM.

Keywords: *Transportation, Transportation e-marketplace, Shipper, Transport service providers, Vietnam*