

Phan Cong Thao Tien; Nguyen Thanh Luan; Dang Quan Tri

Conference Paper — Accepted Manuscript (Postprint)

Exploring the brand experience of Korean brands on customer interactions in Ho Chi Minh City, Vietnam: non-linear structural equation modelling approach

Suggested Citation: Phan Cong Thao Tien; Nguyen Thanh Luan; Dang Quan Tri (2023) : Exploring the brand experience of Korean brands on customer interactions in Ho Chi Minh City, Vietnam: non-linear structural equation modelling approach, In: Tran Van Tieng (Ed.): Kỳ yếu hội thảo khoa học quốc tế Việt - Hàn 2023, ISBN 978-604-80-7803-4, Information and Communications Publishing House, Ho Chi Minh City, Vietnam, pp. 276-289, <https://cse.huflit.edu.vn/chi-tiet-thong-tin-bai-bao?id=439&conferenceId=27>

This Version is available at:

<https://hdl.handle.net/10419/278122>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.

Exploring the brand experience of Korean brands on customer interactions in Ho Chi Minh City, Vietnam: non-linear structural equation modelling approach

Phan Cong Thao Tien^a, Nguyen Thanh Luan^a, Dang Quan Tri^a

^aFaculty of Business Administration, Ho Chi Minh City University of Foreign Languages-Information Technology

Corresponding author: tienpct@huflit.edu.vn

Abstract

The success of businesses in the foreign countries depends on their ability to give customers a positive shopping or using experience especially in Vietnam. While a multi-dimensional scale to evaluate the “brand experience” (BE) has been created, its practicality remains limited. To that end, this research used a multi-dimensional scale operationalization of BE in the Ho Chi Minh city’s marketplace to test a conceptual model demonstrating relationships between BE and customers' interaction (such as willingness to pay more, word-of-mouth, and continuous purchase intention) when consuming Korean brands. A total of 252 valid surveys were returned. The results show that there is statistical support for all of the direct impacts. This research adds to the existing body of knowledge in the fields of branding, and consumer behavior, with specific emphasis on the Korean brands setting. This research offers various actionable suggestions for improving the Korean brand experience and so increasing customers' propensity to pay premium prices, their frequency of future purchases, and the spread of positive brand perceptions across their social circles.

Keywords: #brand experience #WOM #Korean brands #Ho Chi Minh City’s consumers.

1. Introduction

Market study by Nielsen (2021) indicates that after Vietnamese consumers have covered their basic necessities, they will be open to making bigger purchases in an effort to enhance their standard of living. A large portion of Vietnam's population is under 30, and this youthful demographic is open to novel ideas. The desire, consumption, and rate of spending on imported goods have all been on the rise recently, and this may be attributed in part to their taste for products with value in terms of content and, notably, form. (Linh, 2018).

During the same period in 2020, imports from significant markets all increased, with China's imports increasing by 53.0%, Korea's by 21.1%, ASEAN's by 47.7%, and EU imports increasing by 16.3%. Korea is second behind China in the top ten markets for Vietnamese imports. This implies that there is substantial room for expansion in the market for Korean goods among Vietnamese customers. However, when it comes to consumer goods, Korean branded items are not as competitive as those from Thailand and Japan (General Statistics Office, 2021). Because Vietnam is a potential market and Korea's largest economic partner in ASEAN, Korean businesses are constantly interested in and focused on researching and

understanding the consumption behavior of Vietnamese people in order to improve the brand's consumption rate and enhance competitive advantages (Hung, 2022). Thus, how Vietnamese consumers evaluate Korean brands will be important for Korean companies that operate in the Vietnamese market.

In additionally, customer evaluations of brand, interactions with sale marketing event, brand influence, and mass media effect are just a few examples of the many facets that make up a customer's total retail experience. However, a multi-dimensional assessment scale that can adequately capture all components of the "brand experience" (BE) has been absent until recently. Jones & Runyan (2013) made the case that in order to operationalize BE, a multi-dimensional scale is necessary. As a result of this need, Rahman & Khan (2016) created a multi-factor instrument to evaluate BE. But there is a problem with the usefulness of this scale. The correlation between BE and its most promising behavioral outcomes or customer interaction (such as increased willingness to pay, positive word-of-mouth, and repeat purchase intention) has received little attention in the literature. To the authors' knowledge, this scale has not been used in the context of the brand business to explore BE or the connection between BE and its consumer behavioral outcomes including price premiums, positive word-of-mouth, and repeat purchases. In other words, this points to a hole in the existing literature. Therefore, the goal of this research is to create and test an operationalization of BE based on a multi-dimensional scale to demonstrate the relationships between BE and customer interactions in the Korean brand business.

2. Literature review and proposed hypotheses

2.1 Brand Experience

It is now of the utmost importance for marketers to effectively manage the customer experience part of their brand, which is in keeping with the conventional perception that brands are valuable corporate assets. As a result of this, the concept of "Brand Experience" has attracted the attention of academics as well as practitioners. The feelings, emotions, cognitions, and behavioral reactions created by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and locations are what is referred to as the brand experience (Brakus et al., 2009, p. 53). Because of this, Brakus et al. (2009) characterized the major components of brand experience as senses, emotions, cognitions, and behavioral responses.

Managing consumer brand experience in products and services outlets, i.e. their shopping, eating experience, is crucial to ensure customer happiness with merchants and favorable brand reactions. Scholars have recognized the significance of customer experience management during the buying and consuming process. Jones et al. (2009), for instance, reported that controlling customer brand experience in products and services environments helps merchants to engage with their consumers and obtain a competitive advantage over their competitors. Managing consumer brand experience, according to Allan (2008), promotes customers to view purchasing as a kind of enjoyment.

According to Khan and Rahman (2016, p. 436), the "dimensions of brand experience" are " brand name influence, mass media impression, emotional event experience, and products and services brand stories connectedness." The term "products and services brand name

influence" is used to describe the effect that a products and services brand's name has on a consumer's purchasing decisions (Rahman & Khan, 2016). Mass media impression, as defined by Khan & Rahman (2015), is the extent to which a consumer believes that mainstream media outlets have provided them with timely and reliable information on an intriguing products and services brand. As defined by the study, "emotional event experience" is "the extent to which a customer develops a soft spot for the events hosted by the products and services brand" (Khan and Rahman, 2016). Last but not least, "brand stories' connection" is the degree to which consumers believe the brand stories created by businesses are relatable to their own experiences and hence elicit an emotional response (Khan and Rahman, 2015). Taking advantage of consumers' familiarity with brands and establishments is a major goal for brand (Burt & Davies, 2010). In recent years, retailers have developed 'experience stores,' which are aimed at providing customers with a more comprehensive and unique consuming experience in order to forge an emotional connection with the brand (Jones et al., 2010; Mitchell et al., 2012) and thereby give brand managers an edge over their competitors. Customers are more likely to spend more time and money on their consuming excursions when they are actively engaged in this trend toward "experiential consumption" (Mitchell et al., 2012). The goal of every merchant is to turn a one-time buyer/consumer into a repeat client by forging a connection with them throughout their consuming experience and then influencing them to purchase from them repeatedly (Jones et al., 2010).

Marketers and brand managers use brand experience as a strategic weapon to exceed consumers' expectations (Iglesias et al., 2019; Japutra & Molinillo, 2019). This is because they know that a good brand experience can lead to favorable behavioral outcomes, such as increased customer spending, brand loyalty, and repeat purchases. Customers' likelihood of making a return visit to a business is influenced, for instance, by their interactions with the store's brand. There are several types of marketing communication strategies, and retail brand experience is one of them. Customers are more likely to tell their friends and family about a pleasant buying experience if they have one that is both unique and memorable. When looking at the high-end brand sector, Klein et al. (2016) found a correlation between positive brand experiences and positive word-of-mouth. In light of what has been said thus far, this study can derive the three following hypotheses:

H1: Brand name influences word of mouth communication of consumer

H2: Mass media impression influences word of mouth communication of consumer

H3: Emotional event influences word of mouth communication of consumer

H4: Brand stories connectedness influences word of mouth communication of consumer

2.2 Word of mouth communication

In all cases, consumers conduct research before making a purchase or consumption (Podnar & Javernik, 2012). Word of mouth is an example of this type of information source (WOM). Word-of-Mouth (WOM) refers to word-of-mouth advertising in which a customer learns from another consumer or what they consider to be a non-commercial communicator about the ownership or qualities of a brand, product, service, organization, or vendor (Walker, Harrison, 2001). The idea of social networks provides empirical evidence for the persuasive power of word of mouth when it comes to changing consumer behavior. The central tenet of social network theory is the importance of social connections in the dissemination of knowledge, the transmission of values and norms, and the facilitation of behavioral and

philosophical shifts (Borgatti & Halgin, 2011; Scott, 2012). By outlining a process by which similarity between sources affects persuasiveness, this hypothesis helps shed light on the phenomenon. That is, according to this idea, interpersonal connections have a role in both the transmission and reception of messages (Borgatti and Halgin, 2011). People are more likely to change their behavior in response to information if they perceive its source to be credible.

Customers place a high level of faith in the opinions of their friends, family, and peers when it comes to making purchasing decisions. When compared to sponsored forms of communication like advertising, the persuasive power of word of mouth cannot be overstated. There is the potential for both good and negative feedback to spread by word of mouth (Wallace et al., 2017). Customers who brag about a company to others have more faith in that company's ability to deliver on its promises. This, in turn, impacts future purchases and whether or not customers are prepared to pay a premium for the retailer's services. Prendergast et al. (2010) found that when customers' confidence in a merchant rises as a consequence of favorable word of mouth, they are more likely to make repeat purchases from that brand. As a result, they will be committed to making repeat purchases from the store. From this debate, the following hypotheses are drawn:

H5: Positive word of mouth communication enhances customers' willingness to pay more to the brand

H6: Positive word of mouth communication enhances customers' continuous intention to purchase from the brand

Based on our review of the literature and the hypothesized relationships, a conceptual model is proposed. As depicted in Fig. 1, the model of this study comprise 7 constructs, namely Brand stories connectedness (Reflective), Emotional event Experience/event marketing (Reflective), Brand name influences (Reflective), Mass media impression (Reflective), Word of mouth communication (Reflective), Willingness to pay more (Reflective), Continuous purchase intention (Reflective).

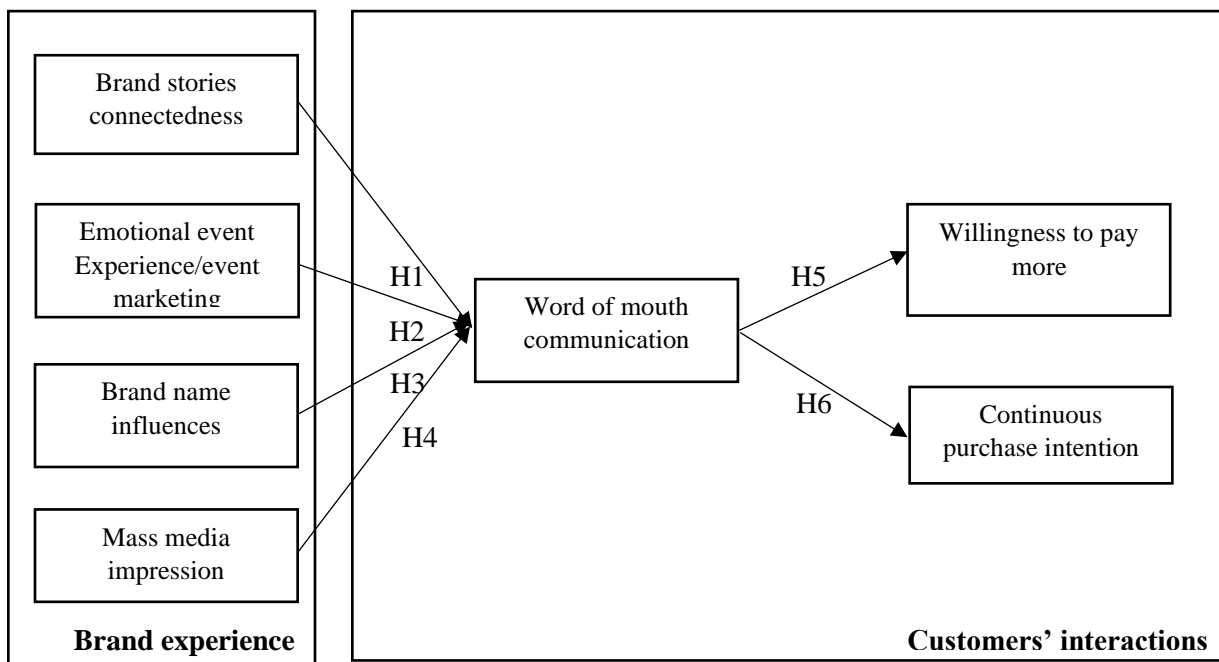


Fig. 1. Conceptual framework

3. Methodology

3.1 Sample size – sampling method.

Because the study's sample population was not clearly defined, the researchers decided to use non-probability sampling in conjunction with a purposive strategy (Nguyen et al., 2023; L.-T. Nguyen et al., 2023). The data from the sample respondents were collected with the use of a survey questionnaire that was based on google. The questionnaire for the online survey was divided into two parts: the first part captured the details related to the demographic profile such as gender, age, occupation, income, and types of Korean brand purchased in the past, and the second part captured the respondent's response regarding the latent variables of the study using a 7-point Likert scale that was adapted from previous studies in order to ensure that it was relevant. Rahman & Khan were the ones who provided the BE with its operational components (2016). This suggests that brand name and mass media impression, two of the seven dimensions of BE, were operationalized using three items for each dimension, while event marketing and brand tales, the other two aspects of BE, were assessed using four items for each dimension in this research. The metrics of word-of-mouth communication consist of four elements taken from Albert & Merunka (2013). The desire to pay more was operationalized using three items from Albert and Merunka (2013). The four items developed from Valaei & Nikhashemi (2017) were used to gauge continuous buying intention. Consumers who purchase Korean brand in the past month were chosen as respondents. The usable sample size of this study is 252. The study performed a G-Power analysis with a statistical power of 0.80, margin error of 0.05%, effect size of 0.15 and the predictor number of 7 to determine the sample size's adequacy. The usable sample size exceeded the minimum sample size of 103 observations. In this study, group of authors used 252 respondents exceeded the minimum sample size.

3.2 Respondents profile

The questionnaires were sent and completed based on Google platform within October 2022. Among 252 respondents, female took the most proportion (52.78%) in comparison to that of male (44.72%). With regards to Education level, a majority of respondents have finished their high school education (82.54%). It can be noticeable that the ratio corresponds well to our research focus, which is on Vietnamese young consumers. The same applies to Occupation categories, where employed took up the most (61.51%). As a matter of that fact, most respondents had their own income fall in under 10 million per month, accounting for 55.95%; those who earned from VND 11 million to 21 million came second with 26.98%; whereas 9.92% and 7.14% respectively goes to the choices of those who received from VND 21 million to 30 million and more than VND 30 million. Especially, the types of Korean brand purchased of Vietnamses consumers focus on cosmetics and food , accounted 74.61%.

Table 1: Respondents' characteristics

Category	Frequency (252)	Percentage
Gender		
<i>Male</i>	119	47.22
<i>Female</i>	133	52.78
Education		
<i>Bachelor/College</i>	208	82.54
<i>Master degree</i>	38	15.08

<i>PhD/DBA</i>	6	2.38
Occupation		
<i>Students</i>	61	24.21
<i>Employed</i>	155	61.51
<i>Self-business</i>	36	14.29
Income		
<i>Below VND 10 million</i>	141	55.95
<i>From VND 11-20 million</i>	68	26.98
<i>From VND 21-30 million</i>	25	9.92
<i>Above VND 30 million</i>	18	7.14
Types of Korean brand purchased in the past month		
<i>Cosmetic products</i>	92	36.51
<i>Food products</i>	96	38.10
<i>Apparel products</i>	30	11.90
<i>Financial services</i>	34	13.49

4. Results

4.1 Measurement model assessment

According to reliability, "a scale should consistently represent the concept it is measuring" (Leong et al., 2011, p. 506). We analyzed the Cronbach's alpha and composite reliability (CR) to determine the instrument's reliability. These measures are often used to determine how well a group of questions assesses a latent variable (Nguyen & Nguyen, 2021; Tien et al., 2023). In order to test the validity, we looked at both convergent and discriminant validity (Henseler et al., 2014). Hew et al. (2015) defined convergent validity as the extent to which different approaches to construct measurement result in the same outcomes, whereas (G. W. H. Tan & Ooi, 2018) defined discriminant validity as the extent to which the construct and its items differ from other constructs and their items. All Cronbach's alpha and CR values are larger than the minimum needed level of 0.70, as indicated in Table 2. (Lee et al., 2021). Furthermore, all average variance extracted (AVE) values greater than 0.50 (Dao et al., 2023) were statistically confirmed, indicating construct dependability and convergent validity. Furthermore, discriminant validity was assessed using the Fornell-Larcker criteria (Leong et al., 2012). Table 3 reveals that all square roots of the AVEs are bigger than their respective coefficients of correlation (G. Tan et al., 2018), indicating that discriminant validity was achieved. An item's loading is a measure of how much the item contributes to the variable; hence, high loading scores indicate that the variable is well accounted for by the items (Dang et al., 2023; B.-T. H. Nguyen et al., 2023). Furthermore, a cross-loading (also known as split loading) is the loading of one item on all other variables (Hair et al., 2017). In agreement with Hew et al. (2015), we evaluated the cross loadings (Table 4) to further establish discriminant validity and discovered that the relevant items load very strongly on their own construct (L.-T. Nguyen et al., 2022; P. Van Nguyen & Nguyen, 2017). As a result, we verified that discriminant validity is met.

Table 2: Cronbach's Alpha, Rho_A, CR, and AVE

Constructs	Items	Factor Loading	Cronbach's alpha	Rho_A	Composite reliability (rho_c)	Average variance extracted (AVE)
BRN	BRN1	0.838	0.809	0.809	0.887	0.724
	BRN2	0.836				
	BRN3	0.877				
BSC	BSC1	0.880	0.918	0.920	0.942	0.804
	BSC2	0.927				
	BSC3	0.927				
	BSC4	0.850				
CTP	CTP1	0.924	0.927	0.928	0.948	0.821
	CTP2	0.923				
	CTP3	0.888				
	CTP4	0.889				
EM	EM1	0.868	0.863	0.871	0.907	0.709
	EM2	0.875				
	EM3	0.771				
	EM4	0.849				
MM	MM1	0.846	0.830	0.831	0.898	0.747
	MM2	0.897				
	MM3	0.848				
WOM	WOM 1	0.858	0.838	0.841	0.892	0.675
	WOM 2	0.833				
	WOM 3	0.839				
	WOM 4	0.752				
WTP	WTP1	0.933	0.891	0.900	0.932	0.821
	WTP2	0.882				
	WTP3	0.902				

Table 3: Fornell-Larcker's criterion

	BRN	BSC	CTP	EM	MM	WOM	WTP
BRN	0.851						
BSC	0.701	0.897					
CTP	0.673	0.742	0.906				
EM	0.693	0.816	0.778	0.842			
MM	0.654	0.637	0.734	0.735	0.864		
WOM	0.687	0.763	0.761	0.735	0.703	0.822	
WTP	0.651	0.706	0.771	0.744	0.631	0.766	0.906

Table 4: Cross-loading

	BRN	BSC	CTP	EM	MM	WOM	WTP
BRN1	0.838	0.583	0.518	0.531	0.472	0.573	0.468
BRN2	0.836	0.553	0.556	0.566	0.602	0.590	0.581
BRN3	0.877	0.653	0.641	0.671	0.593	0.590	0.609
BSC1	0.612	0.880	0.705	0.771	0.599	0.670	0.678
BSC2	0.627	0.927	0.676	0.759	0.600	0.697	0.654
BSC3	0.643	0.927	0.708	0.752	0.604	0.708	0.637
BSC4	0.633	0.850	0.570	0.641	0.476	0.660	0.561
CTP1	0.629	0.691	0.924	0.726	0.671	0.687	0.728
CTP2	0.620	0.730	0.923	0.721	0.668	0.686	0.675
CTP3	0.585	0.631	0.888	0.706	0.649	0.668	0.711
CTP4	0.603	0.638	0.889	0.667	0.670	0.716	0.680
EM1	0.574	0.659	0.655	0.868	0.653	0.670	0.622
EM2	0.634	0.659	0.705	0.875	0.659	0.578	0.679
EM3	0.507	0.573	0.543	0.771	0.495	0.538	0.522
EM4	0.616	0.835	0.706	0.849	0.655	0.670	0.673
MM1	0.598	0.562	0.616	0.632	0.846	0.616	0.592
MM2	0.533	0.540	0.642	0.649	0.897	0.619	0.520
MM3	0.565	0.548	0.645	0.624	0.848	0.587	0.523
WOM1	0.632	0.718	0.693	0.679	0.640	0.858	0.603
WOM2	0.528	0.624	0.637	0.579	0.555	0.833	0.588
WOM3	0.575	0.664	0.607	0.628	0.582	0.839	0.618
WOM4	0.514	0.489	0.557	0.520	0.528	0.752	0.715
WTP1	0.597	0.647	0.702	0.671	0.585	0.749	0.933
WTP2	0.551	0.566	0.626	0.633	0.486	0.612	0.882
WTP3	0.618	0.698	0.760	0.716	0.634	0.710	0.902

4.2 Structural model assessment

The results of structural model investigation are listed in Table 5 and illustrated in Fig. 2. All hypotheses are supported. The relevant explanations for these outcomes are further elaborated in later discussion section.

The results showed that BRN ($\beta=0.163$, p -value < 0.05), BSC ($\beta=0.393$, p -value < 0.05), EM ($\beta=0.101$, p -value < 0.05 , and MM ($\beta=0.272$, p -value < 0.05) have direct positive effect on WOM. Besides, all the paths in the WOM baseline model are confirmed. WOM is able to predict CTP ($\beta=0.761$, p -value < 0.05) and WTP ($\beta=0.766$, p -value < 0.05). WOM has stronger effect on WTP than CTP. Moreover, BSC makes strongest impacts to WOM in relative to other stimulants. In general, WOM is explained 67.7% by four variables and is accounted for WTP and CTP with 58.7% and 57.9%, respectively.

Table 5: Hypotheses testing

Hypotheses	Paths	Original sample (O)	T statistics (O/STDEV)	P values	Remarks
H1	BRN -> WOM	0.163	2.374	0.018	Supported
H2	BSC -> WOM	0.393	5.26	0.000	Supported
H3	EM -> WOM	0.101	3.282	0.000	Supported
H4	MM -> WOM	0.272	3.952	0.000	Supported
H5	WOM -> CTP	0.761	25.17	0.000	Supported
H6	WOM -> WTP	0.766	22.337	0.000	Supported

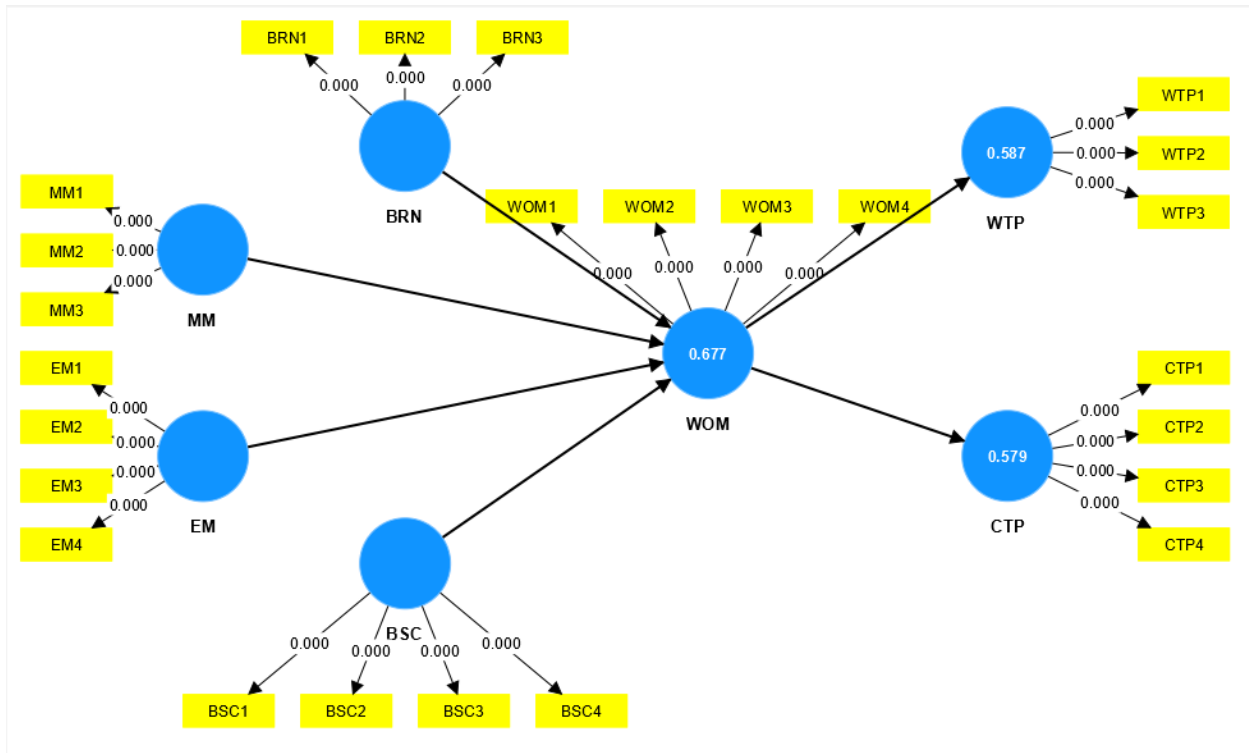


Figure 2: Structural model result

Predictive value and impact magnitude Table 6 illustrates the predictive power of endogenous variables, as evaluated by Stone-Geisser’s Q2 value and together with the variance explained (R2) in Table 7. According to Cohen (2013), Q2 values of 0.02, 0.15, and 0.35 imply modest, medium, and substantial predictive relevance, respectively. Since the Q2 values are more than 0.31 and several are close to 0.566, all endogenous variables in the model have a high degree of predictive significance. The conclusion is subsequently reached that this model has strong predictive power for elucidating users' WOM towards CTP and WTP. Table 9 reveals effect size f^2 . This effect size represents the statistical power of the study model. The effect size f^2 measures the contribution of an external latent variable to the R^2 value of an endogenous latent variable (Nguyen, et al., 2023). The values 0.02, 0.15, and 0.35 for this effect size indicate a modest,

medium, and high effect size, respectively (Dang, Tan, et al., 2023; Tien et al., 2023). The effect sizes of all exogenous latent variables are adequate.

Table 6: Stone-Geisser's Q² value

	Q ² predict	PLS- SEM_RMSE	PLS- SEM_MAE	LM_RMSE	LM_MAE
CTP1	0.546	0.822	0.615	0.829	0.573
CTP2	0.564	0.883	0.668	0.882	0.632
CTP3	0.481	0.882	0.660	0.855	0.612
CTP4	0.493	0.877	0.671	0.881	0.649
WOM1	0.566	0.898	0.632	0.903	0.631
WOM2	0.419	1.081	0.716	1.126	0.754
WOM3	0.479	0.865	0.607	0.887	0.627
WOM4	0.313	0.862	0.651	0.878	0.658
WTP1	0.473	0.736	0.573	0.771	0.556
WTP2	0.370	0.860	0.681	0.865	0.638
WTP3	0.528	0.700	0.561	0.730	0.519

Table 7: R-square

	R-square	R-square adjusted
CTP		0.579
WOM		0.677
WTP		0.587

Table 8: Effect size (f²)

	BRN	BSC	CTP	EM	MM	WOM	WTP
BRN						0.035	
BSC						0.143	
CTP							
EM						0.038	
MM						0.096	
WOM			1.377				1.422
WTP							

In the end, an importance-performance map analysis, also known as IMPA, was carried out in order to determine which antecedents had a high importance but a low performance for SI in order to implement improvement (L.-T. Nguyen, 2023). For the CTP and WTB, BSC has the high importance (0.299, 0.301) but lower performance (76.878, 76.878). So, managers of Korean brands should focus on BSC to improve the performance of WOM then affect the performance of CTP and WTP.

Table 9: IMPA

Latent Variable	CTP		WTP	
	Importance (Total Effect)	Performance (Index value)	Importance (Total Effect)	Performance (Index value)
BRN	0.124	76.179	0.125	76.179
BSC	0.299	76.878	0.301	76.878
EM	0.077	77.227	0.078	77.227
MM	0.207	79.021	0.209	79.021
WOM	0.761	77.870	0.766	77.870
Mean Value	0.294	77.435	0.296	77.435

5. Discussion

Based on the recently developed comprehensive and multi-dimensional measurement scale for operationalizing BE, this study examines the impact of BE on customer interactions like willingness to pay more, word-of-mouth communication, and continuous purchase intention within the context of Korean brand setting in Ho Chi Minh City. The findings indicate that BE has a beneficial effect on consumers' willingness to pay premium prices, favorable word of mouth, and the likelihood of making repeat purchases at Korean brands' stores. Consistent with other research (see, for example, Iglesias et al., 2018 and Japutra and Molinillo, 2017), our results show that satisfied customers are more likely to make purchases from the stores. Shoppers and consumers are ready to pay extra and return to their favorite brands since these Korean brand stores are connected with them through stories and event marketing. When customers have a good time in a Korean shop in relation to their brand stimuli—name, packaging, and mass media impression—they are willing to pay more money and make repeat purchases. This contributes to brand literature in term of brand experience. When consumers are thrilled with their purchases and the service they receive, they are more likely to recommend that business to their friends and family, which in turn increases the store's revenue.

Although this research does contribute to the academic community, it also has a number of recommendations for the behavior of Korean brand stores. The results demonstrate that BE improves consumer behavior interactions such as customers' propensity to pay premium prices, their desire to make repeat purchases, and their readiness to share positive experiences with others. This suggests that businesses may reap these benefits from their consumers if they improve the BE. Therefore, it is incumbent upon merchants to increase BE's dimensionality. The "impression in the media" is one of crucial factors. Most people who consuming Korean brands are young—probably under 33 years old—and they want to keep in touch with their friends and peers through various forms of social media. Korean brands would do well to reach out to younger demographics on social media sites like Facebook, Twitter, blogs, etc. Korean brands, in particular, should emphasize the use of emotive and dramatic messaging, and narratives about the brand's development through social media, since these forms of communication contribute especially to BE. Stores should make these communications seem and sound like something that would interest millennials. It's possible, for instance, that they'll run an ad on social media or YouTube proclaiming how simple it is to win the hearts of young ladies and gents while clad in their wares.

Stores selling Korean items might benefit from including ambient elements like music, scent, and ambient lighting to create a more enjoyable consuming and using environment for their consumers. A sales team's role is equally crucial in brand experience for the benefit of customers. Therefore, Korean brand should train their employees to be knowledgeable, helpful, kind, and attentive to each individual consumer. The stores can use discretion in deciding whether or not to incorporate these factors into their HR policies. Participation in brand-hosted events designed to elicit good feelings in shoppers has been shown to increase shoppers' affinity for those stores. To attract more of their target demographic of young and middle-aged individuals, stores could host activities that appeal to them. They may, for instance, underwrite or organize activities like youth club gatherings, and thrill-seeking expeditions in order to pique the curiosity and enthusiasm of young people. It is recommended that merchants in the Korean brands plan their marketing efforts and provide resources for advertising around these dates. The results also show that consumers are willing to spend more with stores that sell brands they truly appreciate. This affection is the result of an emotional connection with stores, which can be strengthened through the aforementioned strategies.

6. Conclusion and Limitation

Limitations in the study's design and execution mean that its results should be interpreted with caution. The scope of this research is limited solely to BE and the reactions of Ho Chi Minh City's consumers. So, to ensure the suggested approach is applicable to a wide range of contexts, it has to be reproduced in other nations. Using cross-sectional data also represents a drawback of the present investigation since it does not account for the fact that customers' impressions and assessments of, and reactions to, brand establishments which change over time. Some intriguing characteristics of BE and consumer reactions to BE might be revealed by repeating this study in the future using longitudinal data.

References

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- Borgatti, S. P., & Halgin, D. S. (2011). On Network Theory. *Organization Science*, 22(5), 1168–1181.
- Burt, S., & Davies, K. (2010). From the retail brand to the retailer as a brand: Themes and issues in retail branding research. *International Journal of Retail and Distribution Management*, 38(11), 865–878. <https://doi.org/10.1108/09590551011085957>
- Dang, T. Q., Nguyen, L.-T., & Thuy, T. N. T. (2023). The capability of E-reviews in online shopping. Integration of the PLS-SEM and ANN method. *International Journal of Professional Business Review*, 8(7), 1–29. <https://doi.org/https://doi.org/10.26668/businessreview/2023.v8i7.2638>
- Dang, T. Q., Tan, G. W. H., Aw, E. C. X., Ooi, K. B., Metri, B., & Dwivedi, Y. K. (2023). How to generate loyalty in mobile payment services? An integrative dual SEM-ANN analysis. *International Journal of Bank Marketing*. <https://doi.org/10.1108/IJBM-05-2022-0202>
- Dao, N.-Y., Nguyen, L.-T., & Dinh, V.-H. (2023a). Factors Driving Vietnamese University

- Students' Adoption in a Smart Learning Environment: The Application of Self-determination Theory and Technology Acceptance Model. In *Lecture Notes in Educational Technology* (pp. 185–190). Springer Nature Singapore.
https://doi.org/https://doi.org/10.1007/978-981-99-5961-7_22
- Dao, N.-Y., Nguyen, L.-T., & Dinh, V.-H. (2023b). Factors Driving Vietnamese University Students' Adoption in a Smart Learning Environment: The Application of Self-determination Theory and Technology Acceptance Model BT - Smart Learning for A Sustainable Society. In C. Anutariya, D. Liu, Kinshuk, A. Tlili, J. Yang, & M. Chang (Eds.), *Smart Learning for A Sustainable Society* (pp. 185–190). Springer Nature Singapore.
- Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, *96*, 343–354.
<https://doi.org/10.1016/J.JBUSRES.2018.05.043>
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, *99*, 464–471. <https://doi.org/10.1016/J.JBUSRES.2017.08.027>
- Jones, P., Comfort, D., & David, C. C. (2009). Marketing Intelligence & Planning Article information :Retail experience stores: experiencing the brand at first hand. *Marketing Intelligence & Planning*, *28*(3), 241–248.
- Jones, R. P., & Runyan, R. C. (2013). Brand experience and brand implications in a multi-channel setting. *International Review of Retail, Distribution and Consumer Research*, *23*(3), 265–290. <https://doi.org/10.1080/09593969.2013.781531>
- Khan, I., & Rahman, Z. (2015). Brand experience anatomy in retailing: An interpretive structural modeling approach. *Journal of Retailing and Consumer Services*, *24*(C), 60–69.
<https://doi.org/10.1016/j.jretconser.2015.02.003>
- Klein, J. F., Falk, T., Esch, F. R., & Gloukhovtsev, A. (2016). Linking pop-up brand stores to brand experience and word of mouth: The case of luxury retail. *Journal of Business Research*, *69*(12), 5761–5767. <https://doi.org/10.1016/J.JBUSRES.2016.04.172>
- Mitchell, R., Hutchinson, K., & Bishop, S. (2012). Interpretation of the retail brand: An SME perspective. *International Journal of Retail and Distribution Management*, *40*(2), 157–175.
<https://doi.org/10.1108/09590551211201883>
- Nguyen, B.-T. H., Le, T. H., Dang, T. Q., & Nguyen, L.-T. (2023). What Role Does AI Chatbot Perform in the F&B Industry? Perspective from Loyalty and Value Co-Creation: Integrated PLS-SEM and ANN Techniques. *Journal of Law and Sustainable Development*, *44*(4), 1–39.
- Nguyen, H.-B., & Nguyen, L.-T. (2021). Factors Influence Blockchain Adoption in Supply Chain Management Among Companies Based in Ho Chi Minh City. *Conference Towards ASEAN Chairmanship 2023 (TAC 23 2021)*, 1–13. <https://www.atlantispress.com/proceedings/t-a-c-23-21/125965535>
- Nguyen, L.-T. (2023). Financial Inclusion through Mobile Money in developing countries : the

case of Vietnam. *Digital Transformation, Cooperation and Global Integration in the New Normal*, 121–141.

- Nguyen, L.-T., Duc, D. T. V., Dang, T.-Q., & Nguyen, D. P. (2023). Metaverse Banking Service: Are We Ready to Adopt? A Deep Learning-Based Dual-Stage SEM-ANN Analysis. *Human Behavior and Emerging Technologies*, 2023, 6617371. <https://doi.org/10.1155/2023/6617371>
- Nguyen, L.-T., Dwivedi, Y. K., Tan, G. W. H., Aw, E. C. X., Lo, P. S., & Ooi, K. B. (2022). Unlocking Pathways to Mobile Payment Satisfaction and Commitment. *Journal of Computer Information Systems*, 00(00), 1–18. <https://doi.org/10.1080/08874417.2022.2119444>
- Nguyen, L.-T., Nguyen, D., Ngoc, K. N.-N., & Duc, D. T. V. (2023). Blockchain adoption in logistics companies in Ho Chi Minh City. *Cogent Business & Management*, 10(2), 1–24. <https://doi.org/10.1080/23311975.2023.2216436>
- Nguyen, P. Van, & Nguyen, L.-T. (2017). Performance measurement of supply chain integration in Manufacturing firms ' of Southeast Vietnam. *European Journal of Economic & Management*, 6(2), 23–32.
- Podnar, K., & Javernik, P. (2012). The Effect of Word of Mouth on Consumers' Attitudes Toward Products and Their Purchase Probability. *Journal of Promotion Management*, 18(2), 145–168. <https://doi.org/10.1080/10496491.2012.668426>
- Prendergast, G., Ko, D., & Yuen, S. Y. V. (2010). Online word of mouth and consumer purchase intentions. *International Journal of Advertising*, 29(5), 687–708. <https://doi.org/10.2501/s0265048710201427>
- Rahman, I., & Khan, Z. (2016). *Retail brand experience: scale development and validation*. 25(5). <https://doi.org/http://dx.doi.org/10.1108/JPBM-07-2015-0943>
- Scott, J. (2012). What is Social Network Analysis? In *Bloomsbury Academic*.
- Tien, P. C. T., Tri, D. Q., & Luan, N. T. (2023). Belief of Customers in Social Commerce Performed via Social Networking Sites : An Empirical Study from Hồ Chí Minh City. *Vietnam Social Sciences*, 2(214), 61–80. [https://doi.org/10.56794/VSSR.2\(214\).61-80](https://doi.org/10.56794/VSSR.2(214).61-80)
- Valaei, N., & Nikhashemi, S. R. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis. *Journal of Fashion Marketing and Management*, 21(4), 523–543. <https://doi.org/10.1108/JFMM-01-2017-0002>
- Walker, Harrison, J. L. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*, 4(1), 60–75.
- Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a “Liked” brand: Cognitive network influence and brand outcomes. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-07-2015-0442>