

STUDYING THE DETERMINANTS AFFECTING THE CONSUMERS' LOYALTY OF TRADITIONAL MARKET IN HO CHI MINH CITY

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ABSTRACT: *This study aims to explore the factors affecting consumers' loyalty to traditional markets in Vietnam. This is one of the first research papers to develop the measurement scale as well as the theoretical model illustrate the relationship between service quality, customer satisfaction and customer loyalty to traditional markets. The research results surveyed customers who regularly shop at traditional markets in Ho Chi Minh City (HCMC), the theoretical model taken together with the scale five level. The official quantitative studied with a sample of 300 customers (shoppers) who are regular shopping experience. The data collected from January 2017 to March 2018 in HCMC and random sampling technique. The Data analyzed Cronbach's Alpha and the exploratory factor analysis (EFA) which used for Structural Equation Modelling (SEM) technique. The tested results have nine out of ten accepted hypotheses. Quality of service, satisfaction and cultural factors are the positive factors, directly to the loyalty of consumers with traditional markets. This result provides a new dimension of loyalty in the Vietnamese retail market. Finally, the researchers have managerial implications for improving consumers' loyalty with traditional market in the future.*

KEYWORDS: Loyalty, Customers, Traditional Markets, Satisfaction, HCMC.

INTRODUCTION

The Industrial 4.0 revolution is the onset and will affect all economic-social sectors. In fact, the industry 4.0 in the retail sector (retail market) is quietly taking place and it has opened up many development opportunities for Vietnam. Now, it has made breakthrough changes from the Traditional markets to modern market, efficient and fast-based digital technology platforms. Besides, the traditional markets with their inherent advantages have long become a channel for exchanging and buying large commodities. It playing an important role in the supply and consumption of goods in the country. Especially, people's life is gradually improved, the consumption of goods is more and more abundant and diversified. From a cultural perspective, the traditional market is not merely a distribution channel but also contains cultural, historical, tourist... inseparable value, a place to store values of typical culture of Vietnamese people.

However, in the general development trend of market economy, traditional market are subjected to fierce competition of other modern business methods such as convenience stores, supermarkets, centers and gradually lost its position in the retail market. Many consumers have shifted from traditional market shopping to modern retail. They have no longer loyal to the retail channel, making traditional markets less developed, many small traders. The above-mentioned things must lead to closing the stalls, the market gradually fewer guests should be closed. Faced with this situation, the management level, small traders as well as business

households in the market need to pay attention to factors that affect the loyalty of consumers to traditional markets.

Therefore, the researchers chosen topic “*Studying the determinants affecting the consumers’ loyalty of traditional market in Ho Chi Minh City*” as a paper. This paper helps HCMC managers who apply the research results for improving policy on the management of the traditional market quality in the future.

LITERATURE REVIEW

The concept of traditional markets

According to (Dictionary, 2003): "The Market is a gathering place between buyers and sellers to exchange goods and foodstuffs on a daily basis or in specific sessions.... ". According to the Decree No. 02/2003/ND-CP dated 14/01/2003 of the Government on market development and management: "Market is a form of trading business formed and developed traditionally at a planned location. Besides, Traditional markets are quite popular in our country, the existence of market space in each region, each locality and most concentrated both in small cities and big cities of Vietnam (Dictionary, 2003). The supply and demand, the need to exchange and exchange goods and services in cash or in kind are available at the market. In other words, the market is a place where sales and purchases are concentrated between producers, traders and consumers (David and Goliath, 2015).

The concept of the service quality of traditional market

Traditional markets are a form of service, so the service quality of traditional market is also assessed through the components of service quality. (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985) proposed the use of a five-component model called the SERVQUAL scale to measure the quality of all types of services. The SERVQUAL scale consists of five basic components: Reliability, responsiveness, service capability (assurance), empathy and tangible. The following definitions were used following:

Tangibility: It concerns the physical facilities, equipment, personnel and materials that can be perceived by the five human senses (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985).

Reliability: It translated into the ability of the supplier to execute the service in a safe and efficient manner. It depicts the consistent performance, free of non-compliance, in which the user can trust. The supplier must comply with what was promised, without the need for rework (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985).

Responsiveness: It refers to the availability of the provider to attend voluntarily to users, providing a service in an attentive manner, with precision and speed of response. It concerns the availability of employees of the institution to assist users and provide the service promptly (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985).

Assurance: It is identified as the courtesy, knowledge of employees and their ability to convey trust (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985).

Empathy: It related to whether the organization cares for the user and assists him in an individualized manner, referring to the ability to demonstrate interest and personal attention. Empathy includes accessibility, sensitivity and effort in understanding the needs of users (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985).

The concept of the customer satisfaction of traditional market

Customer satisfaction is a product evaluation, after-sales service. A traditional definition of satisfaction based on consumer satisfaction/dissatisfaction shows that satisfaction/dissatisfaction is the result of an interaction between expectations before purchase and evaluation. after purchasing product/service. (Zeithaml, V.A., Bitner, M.J., 2000) defines customer satisfaction as the perceived value of customer value after using the product or service.

The concept of the customers' loyalty of traditional market

Loyalty is an important concept in customer behavior research. There are quite a few different definitions of customer loyalty. According to (Thorsten Hennig-Thurau and Alexander Klee, 1997) "Customer loyalty is a profound commitment to returning and acquiring a product or service of interest in the future, leading to repeat purchases of the same brand or a group of brands, although the factors that influence the situation or the marketing efforts are likely to cause behavioral changes.

Related factors affecting the service quality of traditional market

Responsiveness

The goods sold in the market are capable of satisfying customers' needs, which means that they must be diversified in terms of quality and assurance. Fresh food is one of the advantages of traditional markets. In addition, the information on origin, the expiry date clearly displayed on the goods also affects the quality of products in the consumer (Thorsten Hennig-Thurau and Alexander Klee, 1997). To measure the impact of commodity response on the quality of traditional market services, the authors put this factor into the research model. The hypothesis is following:

H1: The responsiveness has a positive influence on the service quality of traditional market.

Reliability

A good service needs to bring high reliability to the customer. When buying at traditional markets, shoppers often come to the stalls to be friends and relatives to introduce the reputation of the seller to avoid the purchase of goods (Luu Thanh Hai Hai and Vu Le Duy, 2014). The quality of goods does not match the amount of money paid by customers. In addition, to retain and satisfy customers, the seller must have flexible sales policies such as product return, wholesale sales... The reliability factor is included in the model to measure the level of the influence of customer confidence on seller's prestige to the quality of traditional market services (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985) (Zeithaml, V.A., Bitner, M.J., 2000). The hypothesis is following:

H2: Reliability has a positive influence on the service quality of traditional markets.

Service capability (service attitude)

Service capability or service attitude is one of the important factors when evaluating the quality of any type of service. To compete with modern sales channels. The seller must have the spirit of service, better customer care (Duong Thi Ngoc Dau, 2015). Customers need not only the seller to consult about the product, but also the introduction of products of reputable customers to help buyers choose the product like. For tourists, sellers have fun attitude, enthusiastic guide visitors, shopping at the market also provides opportunities for sellers, sell products to customers when they return to the market at the next market (Francis Ofunya Afande and Kang'arua John, 2015). Therefore, the authors put this factor into the research model. The hypothesis is following:

H3: Service capability has a positive influence on the service quality of traditional markets.

Empathy (Convenience)

Empathy (convenience) is to bring favorable conditions for customers when shopping. Customers easily find retail locations, shopping convenience such as purchase time, quick payment and easy picking of goods (Francis Ofunya Afande and Kang'arua John, 2015). Consumers of traditional markets have the opportunity to refer to price, design, quality and type of products, as a basis for comparison when buying goods at stalls or other places. Sometimes being liable for money if you are a loyal customer (Cao Trung Tin, 2015). Consequently, customers will be loyal to the traditional market when the market gives them the convenience of shopping. Therefore, this factor into the research model. The hypothesis is following:

H4: Empathy (Convenience) has a positive influence on the service quality of traditional markets.

Tangible (Infrastructure)

Tangible (infrastructure) include: material facilities such as stalls, market design, equipment at the market affect the purchase process of consumers, affecting the attraction of customers to choose and buy products. To measure the impact of facilities on the services quality of traditional market (Parasuraman, Valarie A. Zeithaml and Leonard L. Berr, 1985). The authors put this factor into the research model. The hypothesis is following:

H5: Tangible (infrastructure) has a positive influence on the service quality of traditional markets.

Price (Price perception)

Price is considered an important factor that affecting the quality of service as well as customer perception of the match between quality and price (Leila Rahmani-Nejad, Zahra Firoozbakht and Amin Taghipoor, 2014). The price of the service is the customer's subjective perception similar to services provided by other suppliers (Nguyen Thi Mai Trang, 2007). Price perception can influence the decision to continue buying and using goods and services (loyalty of the customer). Negotiated prices are the distinguishing feature of traditional markets (Abhishek Dwivedi, Bill Merrilees, Dale Miller and Carmel Herington, 2012). The authors put this factor into the research model. The hypothesis is following:

H6: Price (price perception) has a positive influence on the service quality of traditional markets.

The service quality of traditional markets affecting customer satisfaction of traditional markets

The research has the impacting of service quality factor on customer satisfaction of traditional markets by (Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008) found that service quality positively impacts customer satisfaction. This factor is introduced into the model to measure the impact of quality of service on customer satisfaction with traditional markets in HCMC (Nguyen Thu Ha, 2015). The authors put this factor into the research model. The hypothesis is following:

H7: The service quality of traditional markets has a positive influence on the customer satisfaction of traditional markets.

The service quality of traditional markets affecting customer loyalty of traditional markets

The research has the impacting of service quality factor on the customer loyalty of traditional markets. The studies conducted by (Nguyen To Nhu, 2011) (Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008) show that service quality has a positive effect on loyalty. The hypothesis has the relationship between service quality and loyalty. The authors put this factor into the research model. The hypothesis is following:

H8: The service quality of traditional markets has a positive influence on the customer loyalty of traditional markets.

The customer satisfaction of traditional markets

The research has the impacting of customer satisfaction of traditional markets on the customer loyalty of traditional markets. This study conducted by (Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2008) all show the important role of satisfaction to customer loyalty. To examine the effect of customer loyalty on traditional markets in Ho Chi Minh City (Dinh Thi Hoa, Tran Thi Bich Ngoc, 2014). The authors put this factor into the research model. The hypothesis is following:

H9: The customer satisfaction of traditional markets has a positive influence on the customer loyalty of traditional markets.

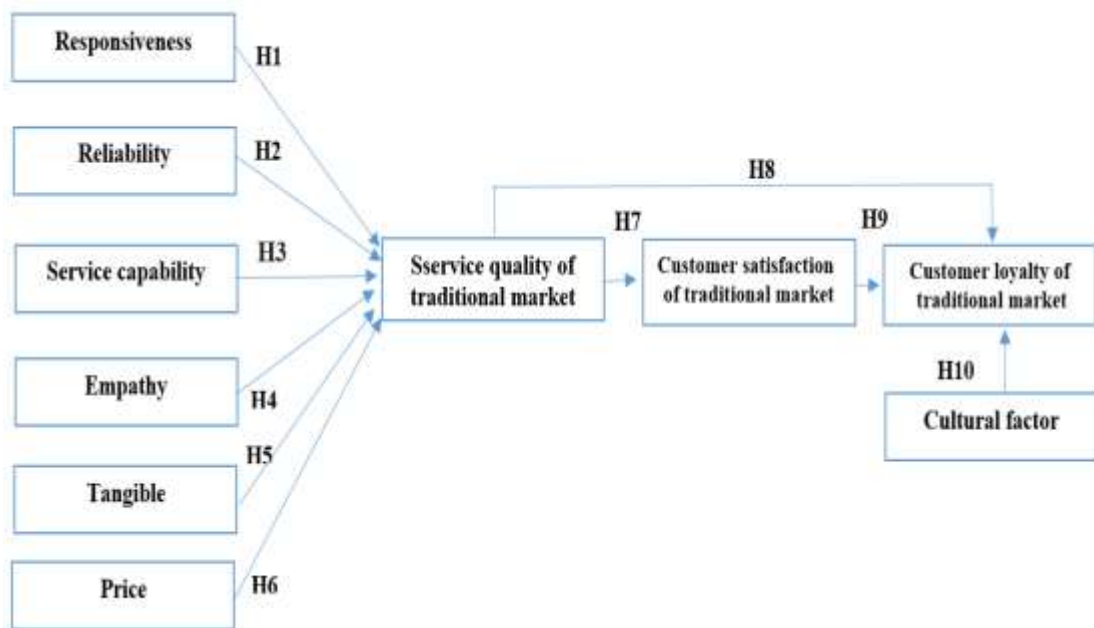
Cultural Factor

Cultural factor forms the habits and the ancient customs of human. Especially in business, cultural factor also contributes to the success of a product or service. In the case of traditional markets and a long-running retail business (Hoang Le Chi, 2013). This factor has formed a pattern of market culture in the minds of consumers who has a certain influence on shopping habits and buying behavior. Besides, many markets have become a very cultural trait for the river as well as the habits of local residents (Nguyen Thi An Binh, 2016). Shopping culture influences the consumer's psyche that makes consumers loyal to this type of service (Dinh Thi Hoa, Tran Thi Bich Ngoc, 2014). Cultural factor introduces into the model to measure the influence of consumer culture and shopping habits on consumer loyalty of traditional markets

(Hoang Thi Anh Thu, 2015). The authors put this factor into the research model. The hypothesis is following:

H10: The cultural factor has a positive influence on the customer loyalty of traditional markets.

The briefly demonstrates proposed model used in this study, following:



(Source: The researchers' model based literature reviews and related studies)

Figure 1. Research model for factors affecting the service quality of traditional markets

Figure 1 showed that there were 10 hypotheses. 10 hypotheses were mentioned above.

Table 1. Coding of the observed variables

Code	Responsiveness (DAPUNGHANGHOA)
HH1	Commodity variety
HH2	Goods are clear and origin
HH3	Quality of goods is to ensure safety when using
HH4	Featured merchandise
HH5	There are many goods to suit your taste
HH6	The food is always fresh
HH7	Goods have many choices
Code	Reliability (SUTINCAI)
TC1	Deliver as committed to the customer
TC2	Easily change and return broken goods
TC3	The prestige of the small business
TC4	Buying goods at wholesale prices if the customer is familiar

Code	Service capability (THAIDOPHUCVU)
PV1	Seller sells enthusiastic and polite
PV2	Sellers are happy to guide visitors, shoppers and use the services at the
PV3	Sellers are selling consultants and answering all customer inquiries
PV4	Sellers are happy even if they do not buy
PV5	The seller is willing to give customers a trial product
Code	Empathy (SUTHUANTIEN)
TT1	Buyers are easily to compare prices, models, categories of goods
TT2	Buyers save time shopping
TT3	The service time of the market is convenient for shopping
TT4	Market location is convenient for shopping
Code	Tangible (COSOVATCHAT)
VC1	Stalls are reasonably designed, easy to find
VC2	Spacious shopping space is comfortable
VC3	The market has a spacious parking area
VC4	Toilet in the market clean
Code	Price (GIACACAMNHAN)
GC1	The price of goods in the market is cheap
GC2	The price can negotiate
GC3	The price is commensurate with the quality of the goods
GC4	The price is right for the pocketbook
Code	The service quality of traditional markets (CHATLUONGDICHVUCTT)
DV1	The service quality of traditional markets meets my needs
DV2	The service quality of traditional markets offers worthy what you need
DV3	In general, the service quality of traditional markets is good
Code	The customer satisfaction of traditional markets (HAILONGCTT)
SAT1	I am satisfied with the service of the seller in the traditional market
SAT2	I am satisfied with the goods in the traditional market
SAT3	I am satisfied with the services of the traditional market
SAT4	In general, I feel satisfied when shopping at the traditional market
Code	Cultural factor (YEUTOVANHOA)
VH1	The traditional market has become my habit
VH2	The traditional markets are not only a place to shop but also show culture
VH3	The traditional markets are preservation of national cultural identity
VH4	The traditional markets create the link between people together
VH5	Grocery shopping is a way for me to preserve my own culture
Code	The customer loyalty of traditional markets (TRUNGTHANHCTT)
LOY1	I will continue to shop at the traditional market in the future.
LOY2	I am willing to introduce acquaintances shopping at the traditional market
LOY3	I would prefer to shop the traditional market even though my friends
LOY4	If I have more demand for shopping, I always consider the traditional

(Source: The researchers' collecting from literature reviews and related studies)

Table 1 showed that there are 10 components in in this study. 10 components include: Responsiveness (DAPUNGHANGHOA); reliability (SUTINCAY); service capability (THAIDOPHUCVU); empathy (SUTHUANTIEN); tangible (COSOVATCHAT); price (GIACACAMNHAN); the service quality of traditional markets (CHATLUONGDICHVUCTT); the customer satisfaction of traditional markets (HAILONGCTT); cultural factor (YEUTOVANHOA) and the customer loyalty of traditional markets (TRUNGTHANHCTT).

Methods of research

In this study, the researchers applied both qualitative and quantitative methods that are in practice the service quality of traditional markets into the research process. Besides, the researchers discuss the stepping of the research process and the different considerations which apply in different phases (Hoang Trong and Chu Nguyen Mong Ngoc, 2008). The research process for factors affecting the service quality of traditional markets conducted in many steps following (Figure 2).

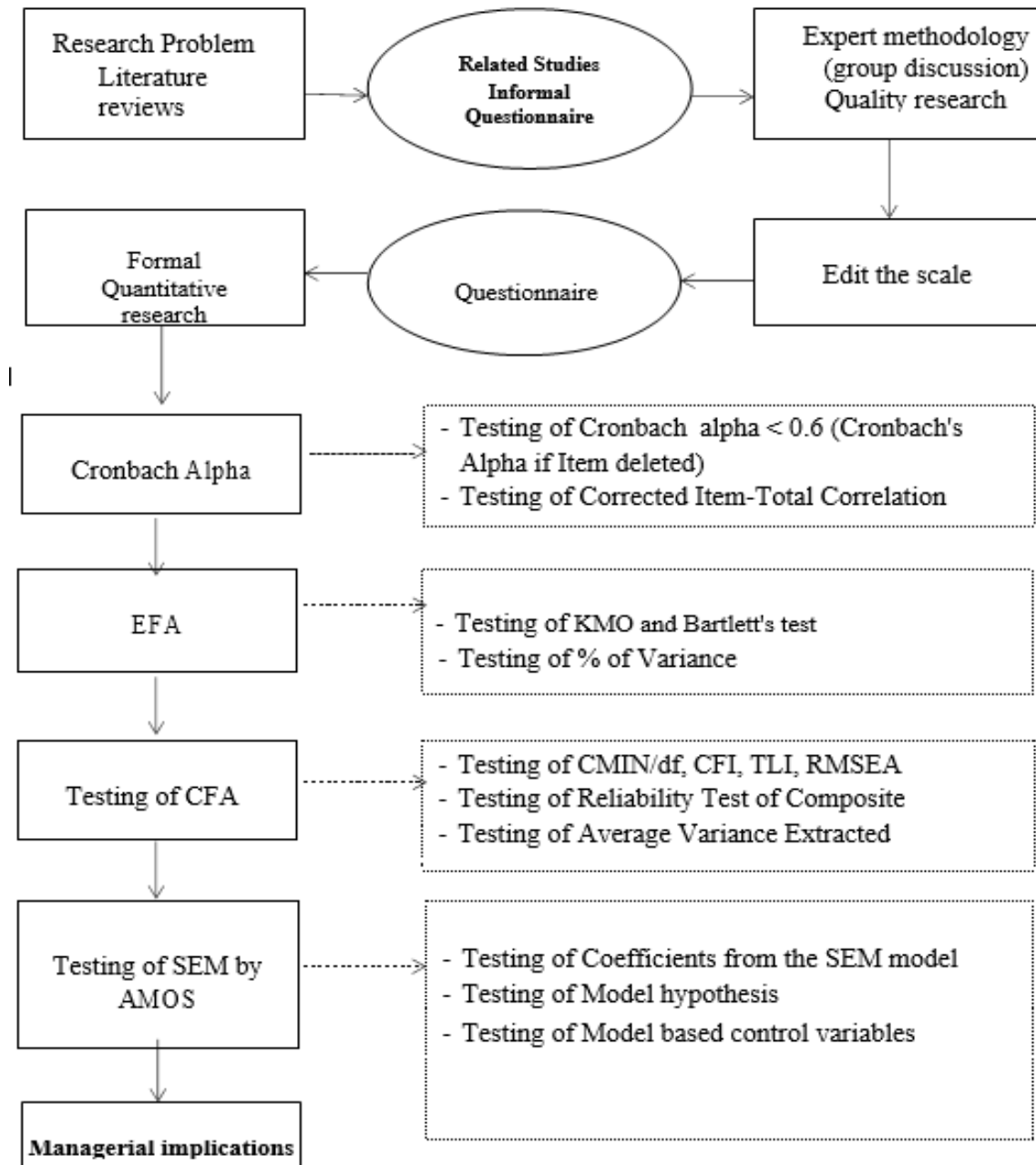


Figure 2. Research process for factors affecting the service quality of traditional markets

Figure 2 showed that this study conducted in many steps following:

Step 1: The researchers are to find the research problem and literature reviews.

Step 2: The researchers are to find search the related studies and give the informal questionnaire. Customers' responses measured through an adapted questionnaire on a 5-point Likert scale (Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5: completely agree).

Step 3: Quality research: the researchers applied the expert methodology and based on more than 30 experts' consultation and based group discussions that are to improve the scale and design of the questionnaire (Hoang Trong and Chu Nguyen Mong Ngoc, 2008).

Step 4: The researchers edit the scale.

Step 5: The researchers form the questionnaire.

Step 6: The researchers have formal quantitative research.

Step 7: The researchers have the analysis of the Cronbach Alpha.

- Testing of Cronbach alpha < 0.6 (Cronbach's Alpha if Item deleted).

- Testing of Corrected Item-Total Correlation.

Any observational variables with a total correlation coefficient greater than 0.3 and Cronbach's Alpha coefficient greater than 0.6 would ensure reliability of the scale.

Step 8: The researchers have the analysis of EFA.

- Testing of KMO and Bartlett's test.

- Testing of % of Variance.

The researchers have to test scale reliability with Cronbach's alpha coefficient and exploratory factor analyses (EFA) were performed. The criteria required in the EFA include: (1) Eigenvalue ≥ 1 ; (2) total variance explained $\geq 50\%$; (3) KMO ≥ 0.5 ; (4) Significance (Sig.) coefficient of the KMO test ≤ 0.05 ; (5) factor loadings of all observed variables are ≥ 0.5 ; and (6) weight difference between the loadings of two factors > 0.3 (Hair, J.F., Jr.; Black, W.C.; Babin, B.J.; Anderson, R.E, 2014).

Step 9: The researchers have the analysis of testing of CFA.

- Testing of CMIN/df, CFI, TLI, RMSEA.

- Testing of Reliability Test of Composite.

- Testing of Average Variance Extracted.

The researchers have to test the performed CFA and model testing with Structural Equation Modelling (SEM) analysis. The purpose of CFA helps to clarify: (1) Unilaterality, (2) Reliability of scale, (3) Convergence value, and (4) Difference value. A research model is considered relevant to market data if Chi-square testing is P-value $> 5\%$; CMIN / df ≤ 2 , some cases CMIN/df may be ≤ 3 ; GFI, TLI, CFI ≥ 0.9 (Hair, J.F., Jr.; Black, W.C.; Babin, B.J.; Anderson, R.E, 2014).

Step 10: The researchers have to test Structural Equation Modelling (SEM) by AMOS.

- Testing of Coefficients from the SEM model.
- Testing of Model hypothesis.
- Testing of Model based control variables.

Finally, step 11: The researchers have the managerial implications.

Research Results

The scale reliability tests for factors

Table 2. The scale reliability tests for factors affecting the customer loyalty of traditional markets (TRUNGTHANHCTT)

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HH1	18.07	9.098	.547	.757
HH2	18.41	8.691	.509	.770
HH3	18.41	9.580	.511	.765
HH4	18.23	9.181	.624	.741
HH5	18.53	8.878	.668	.730
HH6	18.21	9.339	.435	.786
Cronbach's Alpha for responsiveness (DAPUNGHANGHOA)				0.790
TC1	11.01	3.104	.445	.693
TC2	10.91	3.116	.496	.662
TC3	11.33	2.971	.558	.625
TC4	11.21	2.924	.528	.643
Cronbach's Alpha for reliability (SUTINCAY)				0.718
PV1	6.50	1.963	.398	.614
PV2	6.42	1.943	.512	.461
PV3	6.46	1.894	.443	.550
Cronbach's Alpha for service capability (THAIDOPHUCVU)				0.639
TT2	7.40	1.946	.582	.729
TT3	7.40	2.060	.650	.649
TT4	7.20	2.140	.597	.706
Cronbach's Alpha for empathy (SUTHUANTIEN)				0.773
VC1	5.91	1.792	.461	.673
VC2	5.89	1.768	.612	.487
VC3	5.41	1.821	.476	.651
Cronbach's Alpha for tangible (COSOVATCHAT)				0.697
GC1	9.72	4.632	.674	.805
GC2	9.61	4.500	.678	.804
GC3	9.83	5.071	.645	.817
GC4	9.68	4.632	.727	.782

Cronbach's Alpha for price (GIACACAMNHAN)				0.844
DV1	7.52	2.578	.564	.689
DV2	7.28	2.376	.630	.609
DV3	7.15	2.944	.556	.700
Cronbach's Alpha for the service quality of traditional markets (CHATLUONGDICHVUCTT)				0.752
SAT1	11.03	3.481	.516	.638
SAT2	11.20	3.786	.427	.690
SAT3	11.33	3.285	.531	.629
SAT4	11.44	3.685	.525	.636
Cronbach's Alpha for the customer satisfaction of traditional markets (HAILONGCTT)				0.711
VH1	15.45	8.636	.548	.843
VH2	15.43	8.440	.675	.812
VH3	15.40	7.785	.740	.793
VH4	15.62	8.095	.649	.817
VH5	15.70	7.534	.679	.811

Cronbach's Alpha for cultural factor (YEUTOVANHOA)				0.711
LOY1	10.46	5.078	.562	.759
LOY2	10.70	4.855	.582	.748
LOY3	10.73	4.246	.580	.753
LOY4	10.72	3.943	.698	.685
Cronbach's Alpha for the customer loyalty of traditional markets (TRUNGTHANHCTT)				0.792

(Source: The researchers' processing SPSS 20.0)

Table 2 showed that all of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability. Such observations make it eligible for the survey variables after testing scale. This showed that data was suitable and reliability for researching.

Table 3. KMO and Bartlett's test for factors of affecting the customer loyalty of traditional markets (TRUNGTHANHCTT)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.752
Approx. Chi-Square	4116.801
Bartlett's Test of Sphericity	df
	703
	Sig.
	.000

(Source: The researchers' processing SPSS 20.0)

Table 3 showed that KMO is an index used to examine the appropriateness of factor analysis. KMO value significantly larger factor analysis is appropriate. KMO coefficient is 0.752 and the level of significance (Sig) is 0.000. There were 10 components following:

- Responsiveness (DAPUNGHANGHOA): HH1, HH2, HH3, HH4, HH5.
- Reliability (SUTINCAY): TC1, TC2, TC3, TC4.
- Empathy (SUTHUANTIEN): TT2, TT3, TT4.
- Service capability (THAIDOPHUCVU): PV1, PV3, PV4.
- Tangible (COSOVATCHAT): VC1, VC2, VC3.
- Price (GIACACAMNHAN): GC1, GC2, GC3, GC4.
- The service quality of traditional markets (CHATLUONGDICHVUCTT): DV1, DV2, DV3.
- The customer satisfaction of traditional markets (HAILONGCTT): SAT1, SAT2, SAT3, SAT4.
- Cultural factor (YEUTOVANHOA): VH1, VH2, VH3, VH4, VH5.
- The customer loyalty of traditional markets (TRUNGTHANHCTT): LOY1, LOY2, LOY3, LOY4.

Confirmatory factor analysis

Table 4. Confirmatory factor analysis

Term of Scale	No. of observed variables	Reliability Test		Average Variance Extracted
		Cronbach's Alpha	Composite	
Responsiveness (DAPUNGHANGHOA)	5	0.790	0.794	0.539
Reliability (SUTINCAY)	4	0.718	0.721	0.514
Empathy (SUTHUANTIEN)	3	0.639	0.777	0.538
Service capability (THAIDOPHUCVU)	3	0.773	0.718	0.517
Tangible (COSOVATCHAT)	3	0.697	0.649	0.503
Price (GIACACAMNHAN)	4	0.844	0.846	0.579
The service quality of traditional markets (CHATLUONGDICHVUCTT)	3	0.752	0.749	0.509
The customer satisfaction of traditional markets (HAILONGCTT)	4	0.690	0.701	0.505
Cultural factor (YEUTOVANHOA)	5	0.847	0.851	0.535
The customer loyalty of traditional markets (TRUNGTHANHCTT)	4	0.792	0.795	0.521

(Source: The researchers' processing SPSS 20.0)

Note: ***Significant at 1 percent (All t-tests are one-tailed)

Table 4 showed that column “Cronbach's Alpha” > 0.6 with significance level 0.01 and column “Composite and Average Variance Extracted” > 0.5 with significance level 0.01 in the confirmatory factor analysis.

Table 5. Coefficients from the SEM model

Relationships		Coe.	S.E.	C.R.	P	Conclusion	
CHATLUONGDICHVUCTT	<-	DAPUNGHANGHOA	0.706	0.407	4.734	***	Supported
CHATLUONGDICHVUCTT	<-	SUTINCAY	0.141	0.215	1.192	***	Supported
CHATLUONGDICHVUCTT	<-	THAIDOPHUCVU	0.095	0.536	0.777	***	Supported
CHATLUONGDICHVUCTT	<-	SUTHUANTIEN	0.316	0.315	2.746	***	Supported
CHATLUONGDICHVUCTT	<	COSOVATCHAT	0.47	0.509	1.924	0.359	Rejected
CHATLUONGDICHVUCTT	<-	GIACACAMNHAN	0.131	0.255	1.513	***	Supported
HAILONGCTT	<	CHATLUONGDICHVU CTT	0.42	0.107	3.944	***	Supported
TRUNGTHANHCTT	<-	HAILONGCTT	0.681	0.109	6.257	***	Supported
TRUNGTHANHCTT	<-	CHATLUONGDICHVC TT	0.386	0.091	4.248	***	Supported
TRUNGTHANHCTT	<-	YEUTOVANHOA	0.321	0.08	4.028	***	Supported

(Source: The researchers' processing SPSS 20.0)

Note: ***Significant at 1 percent (All t-tests are one-tailed)

Table 5 showed that column “P” < 0.01 with significance level 0.01. However, column “Conclusion” H5: rejected. This showed Tangible (COSOVATCHAT) did not affect the service quality of traditional markets (CHATLUONGDICHVUCTT) with significance level 0.01.

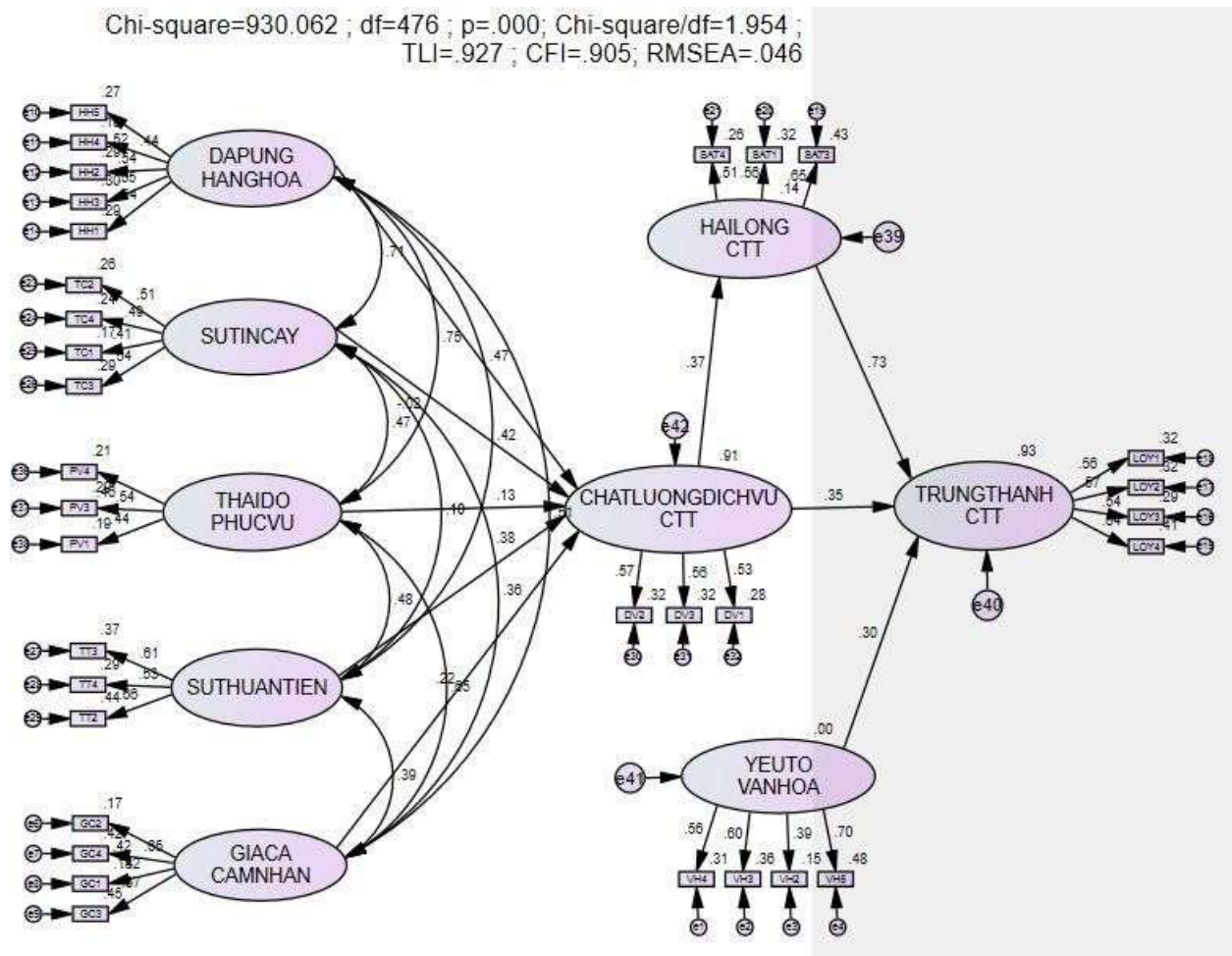


Figure 3. The structural model showing the structural linkage between components

Testing relationships for coefficients from the SEM model

Table 6. Coefficients from the SEM model

Relationships		Coe.	Standardized Coefficient	S.E.	C.R.	P
CHATLUONGDICHVUCTT	<- DAPUNGHANGHOA	0.607	0.473	0.328	3.85	***
CHATLUONGDICHVUCTT	<- SUTINCAY	0.346	0.421	0.207	4.126	0.00
CHATLUONGDICHVUCTT	<- THAIDOPHUCVU	0.179	0.133	0.305	3.585	0.01
CHATLUONGDICHVUCTT	<- SUTHUANTIEN	0.38	0.378	0.111	3.424	***
CHATLUONGDICHVUCTT	<- GIACACAMNHAN	0.304	0.218	0.177	3.723	***
HAILONGCTT	<- CHATLUONGDICHVUCTT	0.43	0.37	0.104	4.126	***
TRUNGTHANHCTT	<- HAILONGCTT	0.677	0.727	0.11	6.174	***
TRUNGTHANHCTT	<- CHATLUONGDICHVUCTT	0.379	0.351	0.09	4.233	***
TRUNGTHANHCTT	<- YEUTOVANHOA	0.318	0.295	0.08	3.989	***

(Source: The researchers' processing SPSS 20.0 and Amos)

Note: ***Significant at 1 percent (All t-tests are one-tailed)

Table 6 showed that column “P” < 0.01 with significance level 0.01 and column “Conclusion” H1: supported; H2: supported; H3: supported; H4: supported; H6: supported; H7: supported; H8: supported; H9: supported and H10: supported. This showed that nine above mentioned factors affecting The customer loyalty of traditional markets (TRUNGTHANHCTT) with significance level 0.01.

Table 7. Bootstrap for Coefficients

Relationships	Est.	Estimate SE	SE	Mean	Bias	SE-Bias	C.R
CHATLUONGDICHVUCTT <- DAPUNGHANGHOA	0.473	0.065	0.002	0.214	0.003	0.003	1.0
CHATLUONGDICHVUCTT <- SUTINCAI	0.421	0.053	0.002	0.255	-0.005	0.004	-1.25
CHATLUONGDICHVUCTT <- THAIDOPHUCVU	0.133	0.042	0.001	0.119	-0.002	0.002	1.0
CHATLUONGDICHVUCTT <- SUTHUANTIEN	0.378	0.081	0.003	0.204	0.004	0.004	1.0
CHATLUONG DICHVUCTT <- GIACACAMNHAN	0.218	0.061	0.002	0.267	-0.003	0.003	1.0
HAILONGCTT <- CHATLUONGDICHVUCTT	0.37	0.043	0.001	0.506	-0.001	0.002	0.5
TRUNGTHANHCTT <- HAILONGCTT	0.727	0.048	0.002	0.458	-0.002	0.002	1.0
TRUNGTHANH CTI <- CHATLUONGDICHVUCTT	0.351	0.045	0.001	0.133	0.003	0.002	1.5
TRUNGTHANCTT <- YEUTOVANHOA	0.295	0.045	0.001	0.484	-0.001	0.002	0.5

(Source: The researchers' processing SPSS 20.0 and Amos)

Note: ***Significant at 1 percent (All t-tests are one-tailed)

Table 7 showed that the bias of bootstrap for coefficients is 0.00. This showed that the research results are applied for managerial implications.

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

Conclusions

The research results showed that there were three factors that directly affect the consumer's loyalty of traditional markets in Ho Chi Minh City. Three factors had cultural factor, the consumer's satisfaction of traditional market and the service quality of traditional market. In addition to the direct factors, the research results showed that there were also indirect determinants including responsiveness (DAPUNGHANGHOA); reliability (SUTINCAI); service capability (THAIDOPHUCVU); empathy (SUTHUANTIEN); price (GIACACAMNHAN) affecting the customer loyalty of traditional markets (TRUNGTHANHCTT).

Besides, the impact of each factor on the consumer loyalty of traditional markets is following: the strongest influence is the customers' satisfaction traditional market ($\beta = 0.727$), followed

by the service quality of Traditional market ($\beta = 0.351$) and finally cultural factor ($\beta = 0.295$). Among factors that influencing the service quality of traditional markets, the most effective is responsiveness factor ($\beta = 0.727$), followed by reliability ($\beta = 0.421$), empathy ($\beta = 0.378$), price ($\beta = 0.218$) and finally service capability ($\beta = 0.133$).

Managerial Implications

Managerial implications for improving the customer satisfaction of traditional markets

The traditional market managers and business households should continue improving the quality of service based on the customer's perspective to satisfy the needs of customers effectively in order to improve the satisfaction. Besides, the traditional market managers should continue to maintain customer loyalty to the market, enhance the image, market photos and attract new customers. Policy implications should include: (1) Satisfying customers' expectations about service quality. Different customers will have different expectations. Consumers and business households therefore need to understand the needs of consumers in order to satisfy their desires. (2) Price must be corresponding to the benefits the customer receives. Customers are always smart consumers, no one will spend money to use a service, goods that they do not match the cost they spend. (3) Business households always have a good service attitude, thoughtful, polite with customers. And business households should bring confidence, satisfaction and comfortable shopping for customers when coming to the market.

Managerial implications for improving the service quality of traditional markets

This is the second most influential factor for customers' loyalty and direct impact on consumer satisfaction of traditional market in Ho Chi Minh City. Policy implications for improving the services quality of traditional market services include: (1) Small traders and business households must ensure the quality of goods and goods must be of clear origin. Small traders and business households need to prioritize work with reputable suppliers to ensure the quality of goods. Market operators must regularly monitor the implementation of the rules on food safety and hygiene control, check the inputs of the marketed goods with the originating documents of the competent authorities and inspect the process food processing at the traditional market. (2) Small traders and business households should facilitate the exchange, pay the consumer if the purchase of goods is damaged or inappropriate. Small traders and business households should develop specific sales policies, regulations on exchange, payment, warranty of products posted at the stall or by the coupons and leaflets attached after selling to customers. Small traders and business households should invest in the proprietary trademark of the business is family, product quality registration, bar code to increase the level of trust of customers. (3) Small traders and business households should improve their service attitude, always friendly with customers, show interest, greet customers when they come to buy will make customers feel honored and feel the friendly. Besides, Small traders and business households answer the customer's question in simple language and close to the realities of price, origin, advantages, effects, technology of the product. (4) The board managers of traditional markets should arrange and build at convenient locations for traffic and densely populated areas in order to create favorable conditions for the consumers' shopping. Market hours should be more flexible, open early, close late so that customers can have a good party to go to the market in accordance with their work. (5) Small traders and business households give reasonable price for the product, not challenging price. Price is too high compared to common ground, selling high price but the product does not match the value of use. Besides, the market managers have the form of disclosing the prices of commodities in order to ensure the benefits for consumers.

The market managers should strengthen inspection and control prices of goods. It is factor to offer reasonable pricing with loyal customers of traditional markets.

Managerial implications for improving the cultural factor

The traditional markets should combine with tourism activities, train tour guides to introduce the history of the formation and development of traditional markets, local cultural characteristics, specialty and location of the booth. This not only attracts domestic consumers but also foreigners who want to learn more about Vietnamese culture. Moreover, this market tourism development policy that will contribute significantly to preserving and promoting the traditional cultural values of Vietnamese markets.

The above-mentioned things, the next research should survey more than 300 customers (shoppers) in other provinces. This helps the data that is more significant. The study topic is very big area. The next research should survey other items in components of the customer loyalty of traditional markets.

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