

THE EFFECT OF GREEN BRAND IMAGE ON GREEN BRAND EQUITY THROUGH THE GREEN CONSUMER SATISFACTION: THE CASE FOR ORGANIC FOOD PRODUCTS IN HO CHI MINH CITY

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Appendix 1. The research scales

Code	Variables	Source
Green brand image (IMA)		
IMA1	This brand is related to environmental protection	Ha (2021)
IMA2	This brand is achieving success in promoting environmental sustainability	
IMA3	This brand has a good reputation in sustaining the environment	
IMA4	This brand understands the importance of preserving the environment	Cuesta-Valino et al. (2021)
Green consumer satisfaction (SAT)		
SAT1	I support the idea that this brand should be purchased for its consistency in trying to preserve the environment	Ha (2021)
SAT2	The organic food meets my expectations	Cuesta-Valino et al. (2021)
SAT3	My decision to choose this organic food was correct	
SAT4	I am glad to have chosen the brand, as it can be trusted in preserving the environment	Ha (2021)
Green brand loyalty (LOY)		
LOY1	I consider myself a loyal purchaser of this organic food	Cuesta-Valino et al. (2021)
LOY2	I consider this organic food to be my first choice	
LOY3	I will continue to buy this organic food even if its price is slightly greater than other organic food	
LOY4	I will continue to buy this organic food even if its price is slightly greater than other organic food	
Green perceived quality (PQ)		
PQ1	I trust the quality of organic food	Cuesta-Valino et al. (2021)
PQ2	Organic food should be of very high quality	
PQ3	Organic food brand offers eco-friendly features in reasonable price	Ishaq (2021)
PQ4	Organic food brand has consistent quality	
Green brand awareness (AWA)		

Code	Variables	Source
AWA1	I am familiar with organic food brands' environmentally friendly initiatives	Ishaq (2021)
AWA2	I can differentiate this organic food brand from other competing brands	
AWA3	I know what organic food brand looks like	
AWA4	Organic food are quickly recognised compared to other products	Cuesta-Valino et al. (2021)
Green brand associations (AS)		
AS1	Organic food have a unique brand image when compared to other brands	Cuesta-Valino et al. (2021)
AS2	I am proud to buy this brand of organic food	
AS3	I like the image of this brand of organic food	
AS4	I trust organization that produces this organic food	
Green brand emotion (EMO)		
EMO1	Even if other brands have the same characteristics, I would prefer to buy the current organic food	Cuesta-Valino et al. (2021)
EMO2	Feelings of bondage to the brand	Kurniawati and Setiawan (2021)
EMO3	There is a personal attachment to the brand	
EMO4	Happy feeling when consuming the organic food brand	

Appendix 2. Characteristics of research samples

Sample characteristics		Number of samples	Percentage (%)
Gender	Male	120	37.15
	Female	203	62.85
Age	From 16 to 25	161	49.85
	Above 25 to 35	70	21.67
	Above 35 to 45	65	20.12
	Above 45	27	8.36
Residence location	Urban	217	67.18
	Suburb	14	4.33
	Thu Duc city	92	28.49
Occupation	Pupils, students	139	43.03
	Office staff	101	31.27
	Housewives	52	16.10
	Others	31	9.60
Salary	Below 5 million VND	179	55.42
	5 million to below 10 million VND	76	23.53
	10 million to below 20 million VND	49	15.17
	Above 20 million VND	19	5.88

Appendix 3. Structural model results

