Antecedents of Consumers' Brand Trust: Case of Automobile Market in Vietnam

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Abstract

The paper aims to research the factors that influence on brand trust in automobile market in Vietnam. The brand personality along with brand awareness, brand authenticity, brand image and perceived quality were considered as antecedents affecting on the consumers' brand trust in marketing perspective. The questionnaire was conducted, and multiple linear regression analysis was used to test the factors and their relationship to brand trust. The findings showed the direct relationship of 5 predictors including Brand Personality, Brand Awareness, Perceived Quality , Brand Image and Brand Authenticity have positive and significant influences on Brand Trust. The results of the study contriubute to the marketing practitioners setting up effective marketing strategies to gain the buyers' trust.

Keywords: Brand Personality, Brand Awareness, Perceived Quality, Brand Authenticity, Brand Trust, Brand Image.

1. INTRODUCTION

The automobile market in Vietnam has seen significant development in recent years. With a growing population and rising per capita GDP, it is projected that over half of Vietnam's population will join the global middle class by 2035. This highlights Vietnam as one of the world's most promising auto markets. According to (VietNamPlus, 2018) reports that with the expanding middle class, car sales are anticipated to rise by 22.6% annually until 2025 and by 18.5% in the subsequent years. The car market can reach 750,000 to 800,000 units by 2025 and 1.7 to 1.85 million units by 2035.

Alongside the growth in car production, the number of auto showrooms has also increased significantly. Over the years, more foreign auto brands have entered the Vietnamese market for sales and manufacturing, including popular brands such as Toyota, Ford, Nissan, and Kia. In addition to regular cars, Vietnam now features most high-end car brands, such as Mercedes-Benz, BMW, Audi, Lexus, Maserati, Jaguar, Land Rover, Porsche, Bentley, Rolls-Royce, and Ferrari. This indicates fierce competition in the automobile market.

To maintain a competitive edge in this rapidly growing market, auto brands need to not only keep up with the R&D race but also encourage customer purchases and loyalty. Therefore, establishing strong brand trust is essential, especially for newly established firms like Toyota Tay Bac Company. Carolyn Vadino, a member of Forbes Council, emphasized that building trust is as crucial as launching relevant and functional products and services. Hence, the primary objective of this research is to study brand trust and the factors that influence it among customers in the automobile market.

2. LITERATURE REVIEW

2.1. Brand Trust

Given its increasing relational orientation, trust has become a prominent issue in marketing (Delgado-Ballester and Munuera-Alemán, 2005). Studies by (Morgan and Hunt, 1994) and Fournier (1995) highlight the importance of trust in fostering a positive attitude and commitment to a brand in successful consumer-brand relationships. Brand trust is based on the concept of a brand-consumer relationship, which serves as a substitute for human interaction between a firm and its clients (Sheth and Parvatyar, 1995). According to (Delgado-Ballester et al., 2003) brand trust is defined as "the feeling of security held by the consumer in their interaction with the brand, based on the perception that the brand is reliable and cares about the consumer's interests and welfare." It is commonly defined in two ways: the consumer's willingness to rely on a brand (Chaudhuri and Holbrook, 2001; Moorman et al., 1993) and the reasons for that reliance, such as the brand's ability and intention to keep its promises (Delgado et al., 2003).

Trust is essential for building a relationship between a company or brand and its customers. It involves a feeling of security based on the belief that behaviors are motivated by positive intentions towards the partner's welfare. Consumers expect that the brand or company will not lie, break promises, or exploit their vulnerability. When consumers have less doubt about the brand's intentions, they feel less risk in the relationship (Delgado and Alemán 2005). Trust is distinct from concepts like confidence and predictability (Mayer et al., 1995) and holds a unique place in research.

Currently, there is no universally agreed-upon definition of trust, which can be categorized as a belief, expectation, intention, or behavior (Buchan, 2004). In addition to the above research streams, applied areas like management and marketing often define trust in terms of a brand's competence and ability to fulfill promises (Morgan and Hunt, 1994). Harrison et al. (2002) argue that trust also forms due to a "disposition to trust" reflecting a relational characteristic. Despite the diversity of definitions, the consensus is that trust is crucial in brand-consumer relationships, reducing uncertainty and fostering brand loyalty (Chaudhuri and Holbrook, 2001; Lau and Lee, 1999). A trustworthy brand consistently delivers value and maintains trust even during crises (Doney and Cannon, 1997; Morgan and Hunt, 1994). Brand trust leads to tangible business benefits, such as increased willingness to pay premium prices and brand extensions. Trust is a key asset for firms to manage in today's complex environment, as evidenced by high levels of consumer recommendation, frequent product use, and willingness to pay more for trusted brands.

Building and maintaining trust is a crucial component of brand equity, as trust is essential for successful relationships (Morgan and Hunt, 1994). Trust is vital for loyalty because it creates high-value relationships (Chaudhori and Holbrook, 2001; Delgado et al., 2003). Brand trust significantly impacts customer commitment and loyalty, developing as consumers assess a company's offerings. When businesses provide assurances about their brands' safety, honesty, and reliability, consumers begin to trust the brand (Doney and Cannon, 1997). Therefore, direct consumer interactions with brands help establish and enhance brand trust.

2.2. Brand Personality

Brand personality offers a unique perspective and is a vital component of brand identity models. According to Kang and Sharma (2012), a brand's personality can be seen as a set of human demographic characteristics (age, gender, social class, race), lifestyle characteristics (activities, interests, opinions), and character traits (extroversion, agreeableness, reliability, warmth, concern, sentimentality). This anthropomorphizes the brand, turning it into a person and often associating it with a metaphor, making the intangible asset (the brand) more tangible and

relatable. As a result, customers interact with brands as if they are human beings. Brand personality, like human personality, is distinct and enduring (Aaker and Fournier, 1995). The American Marketing Association (AMA) defines brand personality as the psychological aspect of a specific brand as designed by its marketers, though consumers may perceive it differently (referred to as brand image). These two viewpoints are akin to individual human personalities: what we intend or wish and what others see or believe.

Numerous consumer behavior and social psychology scholars have explored the basis of consumers' interpretive interactions with non-human objects. Anthropomorphism justifies attributing personality traits to non-human objects like brands (Ambroise and Valette-Florence, 2010). This humanistic anchoring of brand personality encourages customers to view the brand as an active partner with its own personality, rather than a passive object (Aaker and Fournier, 1995).

Brand personality helps consumers express their self-concept and derive symbolic benefits from possessing or consuming brands (Fournier, 1995). It serves as a vehicle for consumer self-expression and helps consumers express different aspects of themselves. Consumers use brands to construct and maintain their identity (Fiske, 1982) and to experience emotional satisfaction (O'Donohoe, 1994). Marketers differentiate and build preference for their brands based not only on functional perceptions but also on these brand personality perceptions.

Research by Chen et al. (2015) shows that brand personality traits can be represented by brain activity in various regions involved in cognitive processing, reasoning, imagination, and emotional processing. Unlike reflective processes, brand personality traits seem to exist a priori in customers' thoughts, allowing determination of which brand a person is thinking about based on the relationship between brand personality associations and brain activity. Additionally, cognitive treatments create a strong link between neuronal commonality (similarly engaged brain areas) and psychological similarity (similar personality profiles). For example, brain treatment areas for H&M and MTV, which share similar personality characteristics, are alike, whereas those for Gucci and Disney are significantly different (Chen et al., 2015).

Keller (1993) demonstrates the existence of a consumer–brand relationship by highlighting how brands can be animated, humanized, or personalized. Brand personality can be defined through attributes that evoke feelings and behaviors, such as being extroverted, friendly, conscientious, old-fashioned, or exotic. Brand personality promotes brand distinction from competitors, contributes to brand equity, and can enhance trust, brand attachment, and the establishment of consumer-brand relationships. Brand personality enhances customer preference and has a favorable association with consumer trust and loyalty. Trust exists "when one party has faith in the reliability and integrity of an exchange partner" (Morgan and Hunt, 1994). Consumers develop trust in a brand based on positive beliefs about the organization's behavior and product performance.

2.3. Brand Awareness

Brand awareness refers to a customer's ability to recognize a brand as part of a product category. This means the brand comes to mind when thinking about that type of product. Some literature, such as Baker et al., use the term "familiarity" instead of "awareness". In this context, brand awareness is linked to brand familiarity, increasing as customers are more frequently exposed to the brand.

Woodward (1999) suggests that brand awareness adds value to a brand by creating a sense of familiarity. This familiarity can influence a customer's decision to purchase, especially in low-involvement situations where the customer is less motivated to evaluate the product in depth.

Since services are often more complex than products, familiarity becomes crucial in persuading clients to choose a service brand.

A company's brand awareness can be enhanced through marketing efforts that help consumers recognize its products. By exposing consumers to the brand through various channels, they are more likely to recall information about the brand when needed (Mudzakkir and Nurfarida, 2015). Brand awareness also helps reduce the risk of purchase errors by assuring product quality. Consumers use brands as indicators of quality; when they trust a brand, they don't need to spend as much time learning about the product's quality (Mourad et al., 2011; Ha, 2004).

Additionally, brand awareness is vital in the decision-making process (Keller, 1993). Brand familiarity can increase consumer confidence in their purchase and improve their perception of the brand. According to Aaker (1991), simply knowing a brand name can influence people's feelings and impressions. Brand awareness can significantly affect consumers' perceptions of a brand's quality and, consequently, their trust in its performance.

2.4. Perceived Quality

Many scholars acknowledge that product quality has a multidimensional dimension. Garvin (1984) identified five approaches to defining quality: transcendence, product-based, user-based, manufacturing-based, and value-based. The transcendent approach is philosophical, suggesting that quality cannot be precisely defined. The product-based approach treats quality as a measurable variable. The user-centered approach views quality as subjective and individual-specific. The manufacturing-based approach focuses on engineering methods, defining quality as "meeting requirements".

Perceived quality is based on the "customer's perception," following Zeithaml's definition as "the customer's perception of the overall quality or superiority of a product or service relative to alternatives" (Zeithaml, 1988). Lieb et al. (2008) examined the history and impact of perceived quality on purchasing behavior, proposing it be seen as a "scalable input component for product development," challenging the notion that subjective quality is not equivalent to objective quality. Many studies support a marketing-oriented perspective of perceived quality. Aaker defines it as " the customer's view of the overall quality or superiority of a product or service in relation to its intended purpose, as compared to alternatives." As a result, it differs from a number of related concepts, including: Actual or objective quality: the degree to which a product or service meets or exceeds expectations. Product-based quality: the nature and quantity of ingredients, features, or services included manufacturing quality: conformance to specification, the "zero defect" goal".

Castleberry and McIntyre (2011) describe perceived quality as "a belief about the excellence of a good or service, derived from evaluating cues within the context of prior experience, relative alternatives, evaluative criteria, and expectations". Perceived performance is closely tied to quality perception. Cognitive and utilitarian factors influence product-related tangible features to determine perceived brand quality (Zeithaml, 1988). Aaker (1991) notes that perceived quality adds value to a brand by providing reasons for purchase, enabling differentiation from competitors, allowing for premium pricing, and supporting brand extension. Various methods exist for measuring perceived quality. Zeithaml (1998) developed a measurement encompassing five service aspects: tangibility, reliability, responsiveness, assurance, and empathy. The operationalization of service quality varies by industry and economic context. Gournais et al. (2003) identified six criteria: retail banking, staff competency, service reliability, physical evidence, location and time convenience, innovation, and value for money. Furthermore, perceived brand quality predicts trust. In a study of the French goods market, ice creams and frozen foods were most popular, showing a direct link between perceived quality and trust, and an indirect link between perceived quality and loyalty (Aurier and Lanauze, 2012). Perceived

quality was also investigated for its effect on brand trust in a retail banking study in Thailand. Key factors in establishing brand reputation include staff competency, service reliability, convenient timing, and product diversity.

2.5. Brand Image

Brand image is an association that come up in the customer's thought when they think of a particular brand. Aaker (1991) defines brand image as "a set of brand associations that are anything related in memory to a brand, generally in some meaningful way," and it is also the combination of a customer's beliefs and opinions about a brand (Campbell, 1993). Brand image, on the other hand, is defined by Kotler (1996) as "a set of beliefs held about a particular brand". When buyers compare different brands, this collection of beliefs plays an essential role in the decision-making process. Brand image, according to Bivainiene (2007), is a "multifunctional combination of tangible and intangible traits that enables the consumer to identify the product".

According to the study of Park et al. (1986), brand image includes three aspect: functional, symbolic, and experiential. The functional component stresses assisting consumers in solving existing consumption-related problems by preventing potential problems, eliminating conflict and contradiction, and changing a current status of frustration. The symbolic component distinguishes the product brands that meet the internal demands of consumers, such as the enhancement of self-worth, role definition, group integration, and self-identity. The experiential dimension focuses on satisfying customers' demands for items that are enjoyable, diversified, and intellectually stimulating. Porter and Claycomb (1997) used the two measurement constructs of brand functionality (usefulness of the brand) and symbolism (sense of status, fame, and recognition) to explore promotional activities. Keller (1993) divided the attributes of a brand image into four constructs (the thinking types, preference, strength, and uniqueness of the brand association) to analyze consumption behaviors.

A product's image can be preserved in order to outperform competition. The product image improves when more consumers form brand associations with the product. Consumers that have a positive perception of a brand are more likely to trust that brand. As a result, the impact of brand image on customer trust has grown significantly, boosting brands to higher level. On the basis of the above explaination, it can be inferred that brand image has an impact on brand trust (Fianto et al. 2014). The direct impact of brand image on a consumer's brand trust was also confirmed. According to Lehu (2001), brand image is a major factor in high levels of consumer trust. Furthermore, according to Ming et al. (2011), brand image has a positive influence on brand trust. As a result, businesses with a strong brand image can gain consumer's trust in an easier way.

2.6. Brand Authenticity

Brand authenticity refers to a company's capacity to be truthful and sincere (Collins, 2016). The aspect of being authentic is related to being credible in terms of brand orientation and value. It is said that customers are more inclined to favor brands that follow the concept of brand authenticity (Fritz et al., 2017).

According to previous research, when a company is truthful in its relationships with customers, it intelligently gathers information about its customers, their demands and preferences, and identifies upcoming opportunities, so the brand is more likely to achieve competitive position than other companies in the sector, resulting in loyalty advantages and brand trust. (Portal et al., 2019). Brand practitioners have often promoted authenticity as a key source of competitive advantage and a brand panacea, particularly in times of distress and trust erosion (Abimbola and Kocak, 2007). Grant (1999) postulates that ''authenticity is the benchmark, against which all brands are now judged''; where authentic brands are "acceptable, authoritative, and trustworthy,

not fictitious, fraudulent, or imitative, and corresponding to an original" (Beverland, 2009). In a market where access and institutional authority are no longer under control, competence and authenticity are more important than ever. According to Arthur (2007), every business must have a strong idea of its own identity. The phenomenon of authenticity has been investigated through the examination of authenticity attributes, authenticity forms (Beverland et al., 2008), the effect of personal goals on authenticity (Beverland, 2009), hyper-authenticity in television viewing (Rose and Wood, 2005), authenticity cues (Grayson and Martinec, 2004), and authenticity negotiation and commoditization (Cohen, 1988). According to Diez (2006), a brand is authentic if it is viewed as 'real' and 'honest' (authenticity is intrinsic to the product) rather than 'artificial' and'superficial' (Grayson and Martinec, 2004).

According to Pattuglia and Mingione (2017), the most efficient strategy to achieve consumer loyalty is a brand's authenticity to be an inherent element of its market image and positioning. Furthermore, brand authenticity is defined as the ability to act with honesty and sincerity in all brand communications and the development of marketing strategies. It helps to increases a company's proclivity to identify opportunities and improve its product and service structures in order to achieve high levels of performance because organizations must include customer knowledge into strategy formulation in order to gain their loyalty.

2.7. Proposed Research Model

Numerous studies have investigated various aspects of Brand Trust, focusing on the factors that influence it. (El Naggar and Bendary, 2017) identified brand awareness, perceived quality positively affecting Brand Trus. A survey by (Mudzakkir and Nurfarida, 2015) concluded that brand awareness and brand image had positive impacts on Brand Trust. Alhaddad (2015) found that perceived quality and brand image positively affects brand trust. (Eggers et al., 2013) discovered a strong relationship between brand authenticity and brand trust.

Based on previous studies on Brand Trust, the author proposed the following research model:
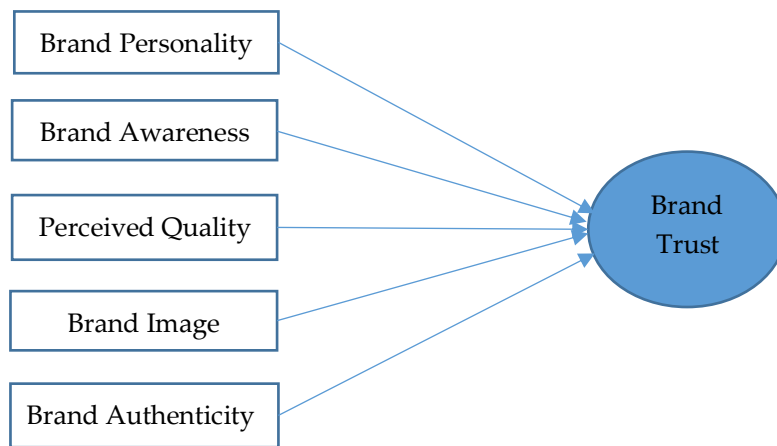

Figure 1. Proposed research model of Brand Trust

Source: The author, 202)

H1: Brand Personality has a positive and significant influence on Brand Trust
H2: Brand Awareness has a positive and significant influence on Brand Trust
H3: Perceived Quality has a positive and significant influence on Brand Trust
H4: Brand Image has a positive and significant influence on Brand Trust
H5: Brand Authenticity has a positive and significant influence on Brand Trust

3. RESEARCH METHODOLOGY

A questionnaire was used to explore the connection of research factors in the practices. Before collecting the preliminary data, the survey was checked and recommended by experts to make sure that all questions were well organized based on the structure of the framework. The data was collected through online surveys. The construct was measured by a 5-point Likert scale where 5 is Strongly agree, 4 is Agree, 3 is Neutral, 2 is Disagree, and 1 is Strongly disagree. The questionnaire includes two main parts. The first part is demographic characteristics (gender, age, income and level of education). The second part has some questions about Brand Trust, Brand Personality, Brand Awareness, Perceived Quality, Brand Image and Brand Authenticity. The measurement scales were adopted from the previous studies (El Naggar and Bendary, 2017; Mudzakkir and Nurfarida, 2015; Alhaddad, 2015; Eggers et al., 2013)

Sampling and Data collection: The target population of this research is domestic consumers aged from 18 to 45 years old, who have purchased Toyota cars in Vietnam. In the questionnaire survey, the participants were asked "Have you ever purchased Toyota car?", if their answer was "Yes", they were considered as the experienced consumers and their responses were used for the data analysis.

Regarding the sample size, (Green, 1991; Sileshi, 2015) recommended $N > 50 + 8p$ for testing individual independent variables in multivariate regression. In this research, the quantity of predictors in the model is 5. Hence, the sample size needs at least 50 + 8*5 = 90 responses. Therefore, the 128 valid responses were considered adequate for factor analysis after eliminating unsuitable surveys.

Data analysis: Hypotheses are tested by multiple regression.

4. RESULTS

4.1. Sample profile

The number of respondents is 128 people with the percetage of male is 45.4 percent, and the figure of female is 50.7 percent, the remain 3.9 percent prefer not to say their gender. The majority of respondents is people who still single with 56.3 percent; the percentage of people who have already married, divorced is 35.2 percent and 3 percent respectively. In term of average income, it is clearly that more than a half of the audiences have average income at the level of 5,000,000vnd to 10,000,000vnd. The number of respondents who have montly income higher than 20,000,000vnd accounted for only 16.4 percent.

Table 1. Sample Profile

	Classify	N = 128	
		In number	**In percentage**
Gender	Male	58	45.4%
	Female	65	50.7%
	Prefer not to say	5	3.9%
Marriage Status	Single	72	56.3%
	Married	45	35.2%
	Divorced	4	3%
	Prefer not to say	7	5.5%
Average income	5,000,000 – 10,000,000vnd	65	50.7%
	Above 10,000,000 – 20,000,000vnd	42	32.9%
	Above 20,000,000vnd	21	16.4%

Source: The author, 2024

4.2. Reliability Test

Reliability testing is utilized to measure the internal consistency of a measurement scale with any variables. The test also discovered the correlation among items of a certain construct. Cronbach's alpha is commonly used to check the internal consistency of variables. According to (Nunnally and Bernstein, 1994), the measurement standard of internal consistency reliability of above 0.60 and Corrected item-total correlation above 0.30 are accepted for the analysis in the next steps. The result of this study shows the reliability ranging from 0.61 to 0.89, and there is no value of Corrected item-total correlation below 0.30. Therefore, the study is suitable to be used in the next analysis.

Table 2. The Result of Reliability Test

Code	Variables	Cronbach "α"
BP	*Brand Personality*	.87
BP1	Toyota products are good looking	.85
BP2	Toyota vehicles run smoothly most of the time	.82
BP3	Toyota cars are user-friendly with safe and convenient technology	.79
BA	*Brand Awareness*	.86
BA1	Toyota vehicles immediately come to your mind when you have intention to buy a car	.85
BA2	You can instantly identify this logo	.81
BA3	In the same price range, you will buy Toyota vehicle instead of other brands such as Ford, Hyundai, KIA, Mazda	.76
PQ	*Perceived Quality*	.83
PQ1	Toyota car are very durable	.73
PQ2	Customer service in Toyota showroom is pretty good	.82
PQ3	Features of Toyota vehicles exceed your expectation among others in its class	.76
PQ4	After-sales services and warranty policy of Toyota satisfy customers	.81
BI	*Brand Image*	.69
BI1	Toyota products is fuel efficient	.66
BI2	Toyota provides secured high standard vehicles	.62
BI3	Toyota vehicles are family-oriented cars with relatively affordable price	.61
BI4	Toyota vehicles have a low depreciation rate and their resale price is higher than other brands in the same range	.63
BAU	*Brand Authenticity*	.89
BAU1	The performance of Toyota cars as good as the promise of the brand	.84
BAU2	The design of Toyota vehicles remain beautiful and fresh as they did when they were first conceived	.82
BAU3	Toyota is a automotive brand that you can trust	.88
BT	*Brand Trust*	.87

BT1	You feel safe when driving cars of Toyota brand	.84
BT2	You believe that the products of Toyota have excellent quality	.82
BT3	You will recommend Toyota vehicles to your friends and your family	.81

4.3. Correlation Analysis

The purpose of analysing Pearson correlation is to test the linear correlation between the dependent variable and the independent variables, because the first condition for regression is to be correlated. In addition, the problem of multicollinearity when the independent variables are also strongly correlated with each other. The sign of doubt is based on the correlation sig value between the independent variables less than 0.05 and the Pearson correlation value greater than 0.3.

According to the test results performed in the table, the correlation between the dependent variable BT and the independent variable BP, BA, PQ, BI, BAU is correlated with each other because the prob coefficient between the variables equal 0.000 < 0.05

Table 3. Pearson Test Results of The Correlation Between Variables in The Regression Model

Correlations

		BP	BA	PQ	BI	BAuth	BT
BP	Pearson Correlation	1	-0.052	0.019	-0.153	-0.057	.231**
	Sig. (2-tailed)		0.557	0.829	0.084	0.52	0.009
BA	Pearson Correlation	-0.052	1	-.191	0.058	-0.11	.231**
	Sig. (2-tailed)	0.557		0.051	0.515	0.216	0.009
PQ	Pearson Correlation	0.019	-.191	1	-0.016	0.028	.378**
	Sig. (2-tailed)	0.829	0.051		0.862	0.757	0
BI	Pearson Correlation	-0.153	0.058	-0.016	1	-0.009	.226*
	Sig. (2-tailed)	0.084	0.515	0.862		0.917	0.01
BAuth	Pearson Correlation	-0.057	-0.11	0.028	-0.009	1	.412**
	Sig. (2-tailed)	0.52	0.216	0.757	0.917		0
BT	Pearson Correlation	.231**	.231**	.378**	.226*	.412**	1
	Sig. (2-tailed)	0.009	0.009	0	0.01	0	

**. Correlation is significant at the 0.01 level (2-tailed).

4.4. Multiple Linear Regression

Before testing the hyphothesis, all 17 variables were included in the EFA exploratory factor analysis.

Table 4. EFA Analysis for Independent Variables

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	996.487
	df	136
	Sig.	.000

Factor Loading > 0.5 that means the observed variable has good statistical significance and practical significance. KMO = 0.679 ($0.5 \leq$ KMO ≤ 1), which means KMO value is acceptable, so it is appropriate for factor analysis. Barlett test has Sig = 0.000 (Sig. < 0.05) that means observed variables are correlated with each other in the population. This result is suitable to use for the multiple regression analysis.

The result of multiple regression analysis is explained in detail.

Table 5. Collinearity Statistics for Dependent Variables

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.028	.341		-.082	.935		
BP	.152	.030	.309	5.116	.000	.970	1.030
BA	.149	.025	.366	5.987	.000	.947	1.056
PQ	.224	.031	.433	7.149	.000	.963	1.038
BI	.223	.051	.263	4.370	.000	.974	1.027
BAU	.257	.033	.461	7.683	.000	.984	1.017

a. Dependent Variable: BT

The table shows that there is no multicollinearity phenomenon (because the VIF indexes are all <2). The factors BP, BA, PQ, BI, and BAU influence BT at β = 0.39; 0.366; 0.433; 0.263; 0.461 > 0 (Sig = 0.000< 0.05) respectively. Hence all hypotheses of the research are all accepted.

	Hypothesis	Result
H1	Brand Personality has a positive and significant influence on Brand Trust	Accepted
H2	Brand Awareness has a positive and significant influence on Brand Trust	Accepted
H3	Perceived Quality has a positive and significant influence on Brand Trust	Accepted
H4	Brand Image has a positive and significant influence on Brand Trust	Accepted
H5	Brand Authenticity has a positive and significant influence on Brand Trust	Accepted

5.DISCUSSION AND CONCLUSION

This study used a quantitative research method and multiple linear regression to understand the antecedents of the consumers' brand trust in the context of Vietnam - a developing country. Based on the results above, the study confirmed the existence of directly positive relationships between five predictors and brand trust. The results of this research are in line with the previous studies by (El Naggar & Bendary, 2017; Mudzakkir & Nurfarida, 2015; Alhaddad, 2015; Eggers et al., 2013). The factor that has the strongest influence on Brand Trust is Brand Authenticity, the second is Perceived Quality, then followed by Brand Awareness, Brand Personality, and Brand Image.

Brand trust has still received continuous attention from academic researchers and managers. Marketing managers of companies must focus on increasing brand trust by focusing on dimensions of Brand Authenticity, Perceived Quality, Brand Awareness, Brand Personality, and Brand Image. The marketing managers should concentrate their efforts primarily on Brand Authenticity, Perceived Quality, Brand Awareness, Brand Personality, and Brand Image which, if increased, will contribute the strongest impact on the consumer's brand trust that leads them to buy the products because consumers often respond positively to a well-known figure they trust.

6. LIMITATIONS

The paper contains several limitations which may be suitable for further study in the future.

First, the survey was undertaken and collected online only. Thus, the participants were not diversified. Recommendation for study in the future, researchers should combine both offline and online methods in order to diversify the different groups of participants.

Furthermore, this study also has other limits which targeted the urban consumers only. Thus, the future study can expand the scope to explore the consumer's brand trust in the countryside to see whether there are any differences between urban consumers and rural consumers in terms of choosing cars in Vietnamese market.

Next, this research is conducted by quantitative method only that focuses on some factors. However, there are many other various factors that have not been undertaken in this model. To get more insights of consumer's choice, using qualitative method and exploring the other predictors are recommended in the future research.

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