

RESEARCH ARTICLE

THE IMPACT OF BRAND EQUITY ON CONSUMER TRUST AND PURCHASE INTENTION TOWARDS HEALTHCARE PRODUCTS

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Abstract : Purpose The objective of this study is to analyze the impact of brand equity on consumer trust and purchase intention regarding healthcare products among Vietnamese consumers. Methodology – The data collected through a personal survey of 300 consumers using health care products were included in the analysis. The analyses conducted using SPSS 23 and SmartPLS 3 confirmed the existence of several statistically significant and noteworthy relationships. Findings – The results indicate that brand equity has a strong impact on customer trust, thereby enhancing Vietnamese consumers’ purchase intention toward health care products. The findings also reveal that brand personality exerts the most significant positive influence on customer trust, while brand awareness has a negative impact on trust, consequently reducing purchase intention. Moreover, customer trust has a direct effect on consumers’ purchase intention. Research implications – The study focuses on examining only a few specific aspects of brand equity and does not fully explore its other dimensions. Originality – The findings offer several important insights into the theoretical foundations of brand equity, consumer trust and purchase intention - specifically, how these constructs are conceptualized and established, as well as how their interrelationships are formed in the context of health care product consumption.

Keyword: Purchase Intention, Customer Trust, Brand Equity, Brand Communication, Healthcare Products.

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INTRODUCTION

In the Vietnamese market, the healthcare sector is one of the most promising and sustainably developing industries. According to the 2024 report of the General Statistics Office, the average monthly income of workers was 7,7 million VND, an increase of 8,6% (or 610.000 VND) compared to 2023. Therefore, consumer demand for healthcare products and services is on the rise. “Healthcare and oral hygiene products continue to receive significant consumer interest, accounting for 57% and 62% respectively, and 80% of consumers prioritize purchasing organic products that are safe for their health” (Coc Coc survey, 2024). According to Statista (2024), the revenue of the cosmetics and personal healthcare market in Vietnam reached 2,66 billion USD, of which personal healthcare accounted for 1,17 billion USD. The 2024 report of the General Statistics Office indicated that the consumer price index for the medicine and healthcare group saw the highest increase (2,19%) as consumers became more conscious and attentive to their health. Metric’s 2024 report highlighted that consumers are willing to pay for products that offer added value in terms of health, nutrition, and personal care. The total revenue for these products on online retail platforms was estimated at 156 trillion VND, up 78% compared to the same period in 2023. Therefore, it can be said that healthcare products are a standout and rapidly growing sector in the Vietnamese market.

There is intense competition among marketers to enhance their brand equity, thereby fostering customer trust and ultimately driving purchase intention. Brand equity is a crucial concept in marketing and represents the most important intangible asset of most businesses (Mohammad, 2013). Brand equity has a positive relationship with consumer trust and purchase intention, fostering positive consumer attitudes toward branded products. Nurhasanah et al. (2021), trust provides consumers with a sense of security and contributes to enhancing purchase intention, creating a strong bond between consumers and brands. A survey by Marketing Charts (2018) indicated that 69% of customers in Canada and 57% in the UK stated that trust is the decisive factor that motivates them to spend money on a product or service. Numerous studies have demonstrated the positive impact of brand equity on trust and purchase intention, such as those by Tran Hong Minh Ngoc & Luu Thanh Duc Hai (2023); Irshad (2012); Mohammad Reza Jalivand et al. (2011). Previous research has focused on various fields, including the influence of brand equity on fashion purchase intention (Ho et al., 2020).

This study seeks to provide deeper insights into consumers’ trust in brand equity and how it, in turn, enhances their purchase intention. The findings will provide a useful reference for businesses and experts to understand the factors affecting trust and purchase intention and to build appropriate business strategies.

1. Literature review

2.1 Purchase Intention

According to Dadwal et al. (2020), purchase intention is the overall perception, affect, and behavior towards adopting, purchasing, and using a particular product, service, idea, or behavior. Purchase intention refers to the desire to buy a product or service and the likelihood of carrying out the purchase action in the future (Bob & Muhammad, 2019). Another perspective from Nguyen (2015) states that purchase intention is formed in the fourth stage of the buying decision process, which follows problem recognition, information search, evaluation of alternatives, and precedes the actual purchase decision. According to Chen & Lin (2022), purchase intention is the conscious level at which consumers plan or expect to perform a purchasing behavior in the future, formed based on their perception and attitude towards the product. Purchase intention is a prior decision to engage in a buying behavior influenced by factors such as brand equity, communication, and customer experience (Pham & Hoang, 2024). Understanding the factors that affect consumers’ purchase intention is crucial for maintaining and increasing customer base (Cuong et al., 2021). Based on these definitions, purchase intention can be understood as the combination of perception and behavior related to purchasing and using a product or service. Purchase intention is formed under the influence of various factors, among which brand equity plays an important role in shaping consumers’ purchase decisions.

2.2 Brand Equity

The concept of brand equity has been defined by numerous scholars in previous research. According to Seo et al. (2020), brand equity is the set of brand-related assets and liabilities linked to the brand’s name and symbol that either increase or decrease the value provided by a product or service to a company and/or its customers. Therefore, brand equity itself can be classified as an intangible asset of a company that must be preserved. By maintaining and enhancing brand equity, companies can help customers gain greater confidence when purchasing goods or services. Brand equity is a crucial concept in marketing and represents the most important intangible asset for most businesses (Mohammad, 2013). Wantini et al. (2021) define brand equity as a positive differentiating effect that occurs after brand name recognition on consumers’ responses to branded products or services. Brand equity creates consumers who have more choices when faced with two products that are essentially similar. If a brand’s name or symbol changes, some or even all of these assets may be altered or lost,

although some assets may transfer to the new name or symbol. In summary, brand equity encompasses the overall strength of a brand in the marketplace and adds value to the company producing the product or service.

2.2.1 Perceived Quality

Perceived quality refers to customers' evaluations and perceptions of the quality of a specific product or service. Customers may assess various aspects such as friendliness, ease of use, and product appearance. However, these evaluations often rely on subjective opinions, personal feelings, and external associations such as looks, color, scent, or functionality, thus these assessments are often not entirely "rational" (Baalbaki & Guzmán, 2016). The higher the perceived quality, the better the consumer's interaction with the brand (Yoo et al., 2000). Perceived quality is the degree to which customers believe that a product or service meets their expectations and outperforms competitors (Bilal & Achmad, 2023). It represents a form of consumer perception related to the reliability and trustworthiness of a product or service (Cham et al., 2018; Lim et al., 2020; Nikhashemi et al., 2017). Delivering the highest level of quality requires emphasizing the aspects of perceived quality that customers consider important (Snoj et al., 2004). In the study by Lalinthorn Marakanon & Vinai Panjakajornsak (2017), the authors concluded that perceived quality has a direct impact on consumer trust used environmentally friendly electronic products. Similarly, Hajduk et al. (2024) found a strong and significant influence of perceived quality on consumer trust. Likewise, studies by Ofori et al. (2018) and Hasiri & Afghanistanpour (2016) demonstrated that perceived quality strongly affects organizational image and trust in organizations. Yasri, Yahya, & Yunita Engriani (2019) also indicated that perceived quality positively impacts consumer trust. Therefore, the following hypotheses are proposed:

H1: Perceived quality of brand equity has an impact on the trust of Vietnamese consumers.

2.2.2 Brand Association

Brand association is an important concept as it strongly influences consumers' decisions (Swoboda et al., 2016). Brand association refers to the psychological links and connections that customers form with a brand regarding a specific feature of a product or service. Consumers store information and attributes about the brand's products or services, such as being dynamic, friendly, luxurious, and trustworthy (Huang & Sarigöllü, 2014). Image recognition and narrative perception facilitate customers' associations with a brand, generating positive effects that contribute to effective brand equity (Dada, 2021). Brand association generates various consumer connections with the brand, including perceptions of brand differentiation, brand image impressions, and the brand's positioning value (Dew & Suk Kwon, 2010; Jyothsna et al., 2016). Brand associations are the images or ideas that customers form and link to a brand through communication efforts and user experiences (Hajduk et al., 2024). Yusuf Bilgin & Onder Kethuda (2022) concluded that brand association has a positive impact on consumer trust in online shopping. The study by Nguyen Thi Bich Ngoc (2024) on consumer behavior in Vietnam showed that positive brand associations deeply influence consumer trust and loyalty. Additionally, Chaudhuri & Holbrook (2001) emphasized that consumer trust is not only built on perceived quality but also through positive and reliable associations that customers have with a brand. In the healthcare sector, brand association plays a crucial role in forming and enhancing customer trust. Therefore, the following hypotheses are proposed:

H2: Brand association of brand equity has an impact on the trust of Vietnamese consumers.

2.2.3 Brand Personality

Brand personality is a set of specific personality traits that help a brand establish its unique identity, creating perceptual and emotional differentiation from competitors (Freling & Forbes, 2023). According to Gonzales et al. (2023), brand personality refers to the emotions that users attribute to a brand, making the brand more approachable, memorable, and distinctive. This positively influences consumer trust and increases purchase intention. Pradhan & Das (2022) define brand personality as the expression of characteristics, behaviors, and values perceived by consumers from a brand, similar to how people perceive other individuals, thereby forming an emotional relationship with the brand. Brand personality is the set of personified traits perceived by consumers, playing a critical role in building trust and loyalty towards a brand (Malar et al., 2022). Villagra et al. (2021), providing evidence of the positive indirect effect of brand personality on consumer loyalty, mediated by brand trust. Research by Sebastian Molinillo et al. (2022) showed that, regarding the impact of brand personality on trust, social responsibility and positive brand personality traits influence consumer trust. Brand personality affects consumer perceptions of a brand, positively impacting customer trust, which in turn can influence loyalty levels toward the brand (Adha & Utami, 2021). Brands with unique, strong, or benevolent personalities benefit both marketers and loyal consumers. Brand personality is a crucial factor that reinforces user trust in the brand by creating value in consumers' minds. Assuming that healthcare brands possess appropriate personalities that leave a deep impression, this will increase trust and consequently significantly impact purchase intention. Therefore, the following hypotheses are proposed:

H3: Brand personality of brand equity has an impact on the trust of Vietnamese consumers.

2.2.4 Brand Awareness

Brand awareness is the ability of an individual to distinguish, recognize, or recall a specific brand based on its characteristics and features. According to Yacob et al. (2023), brand identity is a set of intangible and visual elements created by a company to express its values, vision, and distinct attributes, with the goal of differentiating itself and building positive associations for consumers. Elbedweihy & Jayawardhena (2014) argue that brand identity is a consumer's cognitive state of unity, attachment, and harmony with a specific brand. Consumer brand awareness strongly influences decision-making behavior, as brand familiarity is related to the brand's ability to become part of the higher consideration set, thereby impacting market outcomes (Huang & Sarigöllü, 2012). Keller (2013) identifies brand identity and brand recall as aspects of brand awareness. Raouf Ahmad Rather (2019), concluded that brand awareness positively impacts consumer trust, which in turn increases consumer loyalty. Additionally, the study by Bawazir et al. (2024) investigated the effect of brand awareness on consumer trust. The authors concluded that appropriate brand awareness significantly enhances consumer trust. Mubarak et al. (2024), also found that brand awareness positively influences trust, and a brand with strong awareness and high authenticity builds long-term consumer trust. In the healthcare sector, customers often perceive high risk when making purchasing decisions regarding products or services. A strong brand awareness helps increase trust and facilitates purchase decisions. Therefore, brand awareness plays an important role in building and strengthening consumer trust in the brand. Therefore, the following hypotheses are proposed:

H4: Brand awareness of brand equity has an impact on the trust of Vietnamese consumers.

2.2.5 Brand Communication

Brand communication is the process of conveying messages about a brand to customers and target markets through various media channels and marketing activities (AMA, 2023). According to Schultz et al. (2013), brand communication is the most relevant factor in effectively introducing a new product or service to the market. It also serves as a strategic tool that helps companies achieve greater effectiveness in reaching their communication objectives. Effective brand communication must be driven by responsibility and integrate both traditional media and emerging digital platforms to enhance a company's competitive advantage (Luxton et al., 2015). Brand communication is a systematic effort by businesses to convey brand characteristics and values to customers, aiming to create differentiation and build loyalty (Rezaei & Pourasghari, 2022). Ngatno (2017) concluded that brand communication has a positive impact on brand loyalty and consumer trust. Brand communication creates and develops trust-based relationships between the brand and customers. Similarly, Gokerik (2024), found that brand communication directly influences customers' trust. It can be considered a precursor to consumer trust, which subsequently affects customer loyalty and purchase intention. According to a report by Cimigo (2020), Vietnamese consumers possess a strong sense of national pride and consistently support and take pride in the socio-economic progress achieved. This is clearly reflected in successful marketing campaigns of local brands, from Vinamilk to Bitis. Brand communication positively affects brand satisfaction, which in turn positively influences consumer trust. This factor helps increase the attachment and connection between the brand and consumers. Assuming that healthcare brands conduct effective brand communication, they will gain greater consumer trust, thereby increasing purchase intention. Therefore, the following hypotheses are proposed:

H5: Brand communication has an impact on the trust of Vietnamese consumers.

2.3 Consumer Trust

According to Zhang & Pavlou (2023), trust is the customer's expectation that a brand will fulfill its commitments and protect their interests throughout the transaction process, thereby reducing perceived risk and providing assurance in purchase decisions. The main characteristic of trust is a positive perception formed through experience. El Naggar et al. (2017) define consumers trust in a brand as the willingness of customers to rely on a brand despite the risks involved, based on the expectation that the brand will deliver positive outcomes. Consumers trust is the consumer's perception of reliability derived from experience, or more precisely, from a series of transactions or interactions characterized by meeting performance expectations and product satisfaction. Nguyen & Simkin (2023) argue that customer trust serves as a foundation for reducing uncertainty in shopping, where consumers feel that the brand will consistently act in their interest both in the short and long term. Meanwhile & Ebrahim (2020) conceptualizes trust as specific beliefs regarding integrity (the honesty and promise-keeping ability of trusted parties), benevolence (the attention and motivation to act in the interest of those who trust them), competence (the reliable ability to meet the needs of those who trust them), and predictability (the consistency of the trusted party's behavior). Huynh, Nguyen, & Ha (2020) analyzed factors influencing the intention to purchase organic food. The results indicated that trust has a

positive effect on consumer purchase intention. Liu, Bao, & Zheng (2019) also concluded that trust positively influences consumer purchase intention. Moreover, research by Sombultawee & Wattanatorn (2022) in the context of multi-channel retail found that consumer trust in retail systems positively affects purchase intention. Nazan Habib, Sania Haq Khoso, & Aisha Javaid (2022) concluded that customer trust directly influences online purchase intention. In the healthcare sector, customers often perceive high risks when deciding to purchase and use products or services. Therefore, trust plays an important role in promoting purchase intention, leading to actual purchase behavior. Therefore, the following hypotheses are proposed:

H6: Consumer trust has an impact on the purchase intention of Vietnamese consumers.

2. Methodology

3.1 Sample

This study focuses on consumers aged 18–24, as this is the age group where consumers typically begin purchasing cosmetics and paying attention to their skin health, and they are also the group most up-to-date with new trends. This not only helps researchers better understand new trends but also captures changes in future consumer needs. Since these consumers often prefer reputable and widely trusted brands for products beneficial to their skin health, they are likely to feel greater trust and be more inclined to make purchases. Furthermore, today's healthcare products come in diverse designs and price ranges. Although students do not yet have a stable income, they are dynamic and can earn additional income through part-time jobs, enabling them to purchase skincare products suitable for their personal needs and financial situation.

The survey was conducted from May to June 2025, with a total of 308 respondents. Data collection was carried out through both Google Forms (online) and paper-based questionnaires (offline). A total of 31 questions were designed based on the attributes of the relevant constructs. Using a five-point Likert scale, consumers were asked to respond to all items by indicating their level of agreement (ranging from "strongly agree" to "strongly disagree"). The data were collected in Vietnamese, and a back-translation method was employed to convert the responses into the research language.

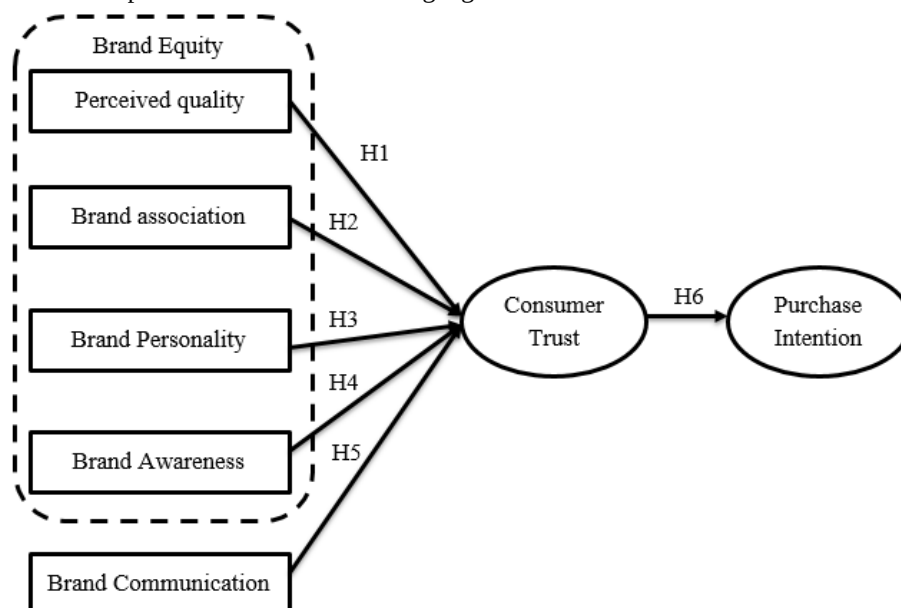


Figure 1 Proposed Research Model

3.2 Measures

After distributing the questionnaires and collecting 308 responses (both online and in person), the data were cleaned, resulting in 300 valid responses included in the research sample. All valid data were processed using SPSS 23 and SmartPLS 3 software to conduct analyses of reliability (Cronbach's Alpha), Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and hypothesis testing.

3. Results

4.1 Profile of respondents

The descriptive analysis indicates the demographic characteristics of the target consumer. The total number of responses collected was 308. Among these, 8 responses were deemed invalid and excluded (accounting for 2.6% of the total). The remaining 300 valid responses constituted the research sample (97.4% of the total).

responses). According to the survey results, in terms of gender, the statistical data show that the number of female respondents was 214, accounting for 71,3%. Meanwhile, the number of male respondents was only 86, representing 28,7%. In terms of income, the majority of respondents (50%, equivalent to 150 individuals) reported a monthly income of under 5 million VND.

Reliability and validity of measurement

According to Trong & Chu Nguyen Mong Ngoc (2008), if the Cronbach's Alpha value is greater than 0,8, the measurement scale is considered excellent; values between 0,7 and 0,8 indicate a good scale; values above 0,6 denote an acceptable scale; and values below 0,6 imply that the scale is unusable. As shown in Table 2, after removing the invalid items, the CR values for all seven constructs were adequate, including PQ (0,868), BA (0,838), BC (0,855), BAS (0,842), BP (0,817), CT (0,861) and PI (0,721). Further, convergent and discriminant validity helps to examine the validity of measures. Convergent validity was estimated by factor loading and the average variance extracted (AVE) values. All the constructs' factor loadings and AVE values were higher than the value suggested (0.50) by Hair et al. (1998). Discriminant validity demonstrates the distinctiveness of a construct when compared to other constructs within the model. Based on the results of the study Table 3, all square root values of the AVE for each construct were below 0,9 and were greater than the correlations of that construct with other constructs in the model.

Table 2 Results of the Cronbach's Alpha and convergent validity test for the factors

	Cronbach's Alpha	Average Variance Extracted (AVE)
BA	0,838	0,748
BAS	0,843	0,673
BC	0,855	0,773
BP	0,817	0,645
CT	0,861	0,706
PI	0,721	0,552
PQ	0,868	0,676

Table 3 Results of the discriminant validity test of the constructs

	BA	BAS	BC	BP	CT	PI	PQ
BA	0,865						
BAS	-0,021	0,821					
BC	-0,026	0,031	0,879				
BP	-0,052	-0,008	0,137	0,803			
CT	-0,073	-0,121	0,110	0,629	0,840		
PI	-0,080	0,003	0,164	0,629	0,560	0,743	
PQ	-0,110	0,068	-0,009	0,072	0,148	0,136	0,822

3.2 Hypothesis Testing

To evaluate the directional impacts among the independent, mediating, and dependent variables in the proposed model, the study conducted an analysis of the relationships between the variables Perceived Quality (PQ), Brand Association (BA), Brand Communication (BC), Brand Awareness (BAS), Brand Personality (BP) on Brand Trust (CT), and their impact on Purchase Intention (PI). The results of the Structural Equation Modeling (SEM).

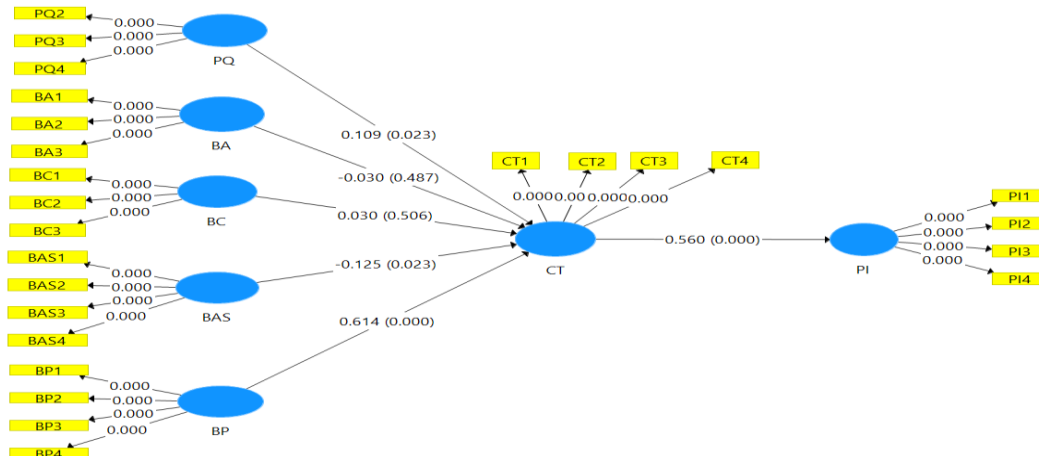


Figure 1: Structural Equation Modeling (SEM)

The above results indicate that the model fit indices are specifically presented in the Table 4.

Table 4 Path Coefficients and P-Values

Effect	Path Coefficients	P-Values	Significance
PQ → CT	0,109	0,023	Significance
BA → CT	-0,030	0,487	Not significant
BC → CT	0,030	0,506	Not significant
BAS → CT	-0,125	0,035	Significant
BP → CT	0,614	0,000	Strongly significant
CT → PI	0,560	0,000	Strongly significant

The p-values for the relationships BA → CT and BC → CT are 0,487 and 0,506, respectively, both greater than 0,05. This suggests that these two relationships are not statistically significant and should be excluded from the model. The remaining three variables affecting CT are BP, BAS and PQ with standardized path coefficients of 0,614; -0,125 and 0,109. Thus, the strength of the impact on CT from these three variables, in descending order, is BP, BAS, and PQ. Additionally, Brand Communication (BC), which is not a dimension of Brand Equity, does not have an effect positively influences consumer trust. Brand Personality (BP) positively affects consumer trust with a regression coefficient of +0,614 representing the strongest impact among all factors. Perceived Quality (PQ) also positively influences trust, with a regression coefficient of +0,109. Conversely, Brand Awareness (BAS) has a negative regression coefficient (-0,125), indicating an inverse relationship and a negative effect on trust. As a mediating variable, consumer trust (CT) positively impacts purchase intention (PI), with a regression coefficient of 0,560.

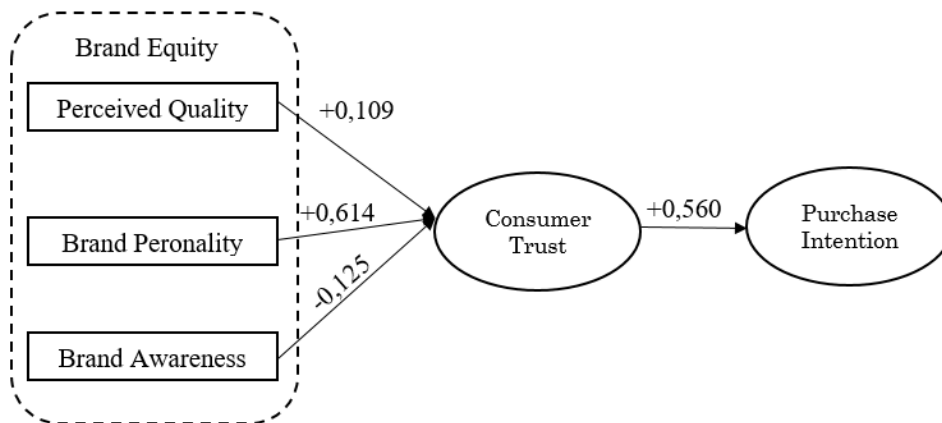


Figure 2 Results of hypotheses test

4. Conclusion

The research results of the topic “The impact of brand equity on consumer trust and purchase intention towards healthcare products in Vietnam” have successfully addressed the 2 research questions outlined in the study objectives.

First, the research results indicate that among the four factors of Brand Equity (BE), only three factors Perceived Quality, Brand Awareness, and Brand Personality have an impact on consumer trust. The remaining factor, Brand Associations, does not affect trust and is therefore excluded from the model. Additionally, Brand Communication (BC), which is not a dimension of Brand Equity, does not have an effect positively influences consumer trust. Brand Personality (BP) positively affects consumer trust with a regression coefficient of +0,614 representing the strongest impact among all factors. Perceived Quality (PQ) also positively influences trust, with a regression coefficient of +0,109. Conversely, Brand Awareness (BAS) has a negative regression coefficient (-0,125), indicating an inverse relationship and a negative effect on trust. As a mediating variable, consumer trust (CT) positively impacts purchase intention (PI), with a regression coefficient of 0,560.

Second, based on the research results, the author has proposed appropriate solutions to enhance consumer trust and purchase intention. Accordingly, hypotheses H1, H3, H4 and H6 were accepted. Brand Personality (with a regression coefficient of +0,614) of Brand Equity has a positively influences consumer trust. This finding is fully consistent with previous studies by Gonzales et al. (2023), Malar et al. (2022), Villagra et al. (2021) and Sebastian Molinillo et al. (2022). Perceived Quality (with a regression coefficient of +0,109) of Brand Equity has a positive effect on customer trust, aligning with earlier research by Hajduk et al. (2024), Ofori et al. (2018), Hasiri & Afghanistanpour (2016) and Lalinthorn Marakanon & Vinai Panjakajornsak (2017). The rejected hypotheses were H2 and H3, specifically Brand Associations and Brand Communication factors. Brand Awareness (with a regression coefficient of -0,125) negatively impacts consumer trust. Contrary to prior research by Raouf Ahmad Rather (2019), which suggested that Brand Awareness positively influences customer trust and thereby increases customer loyalty, this study highlights how Brand Awareness of Brand Equity negatively affects customers' purchase intentions. Furthermore, the study by Mubarak et al. (2024) affirmed that Brand Awareness positively influences trust, stating that a brand with strong awareness and high authenticity builds long-term customer trust. The discrepancy arises because those studies did not focus on a specific target group. Consumer trust (with a regression coefficient of +0,560) positively impacts consumers' purchase intentions. This result aligns completely with earlier research such as Sombultawee & Wattanatorn (2022), who asserted that consumer trust in retail systems positively influences purchase intention. Additionally, Nazan Habib, Sania Haq Khoso, & Aisha Javaid (2022) concluded that customer trust directly affects online purchase intention.

Finally, gender and income do not affect consumers' trust in health care products. There is no difference in trust toward health care brands based on income levels. However, there is a difference in purchase intention of health care products according to income. This conclusion is well-founded because, in reality, individuals with higher incomes tend to have a stronger desire to take the best possible care of their health and are willing to pay for the products they want.

1. Implication and limitations

6.1 Implication

Systematizing the general theoretical foundation regarding Brand Equity (BE), consumers trust and purchase intention. This demonstrates the influence of BE on consumers trust and purchase intention of health care products among Vietnamese consumers. Therefore, the study's results contribute to the improvement of the theoretical framework for research topics related to BE, consumers trust and cosmetic purchase intention.

The research identifies aspects of Brand Equity that affect trust and purchase intention of health care products among Vietnamese consumers. This forms the basis for proposing useful solutions and recommendations for businesses and marketing managers to develop effective strategies for leveraging Brand Equity.

Based on the findings, the author proposes several useful recommendations for businesses and marketing managers. Brand personality should be a top priority for businesses. This is because brand personality helps companies create a unique identity compared to competitors, making it easier for customers to recognize and develop loyalty to the brand. Moreover, customers do not just buy products they also buy the intangible values that the brand represents. Particularly in the health care product industry, customers often pay close attention to the professionalism and dedication of the brand. This enhances customer trust and can stimulate their purchase intention. The study results also show that brand personality is the factor with the strongest positive influence on consumer trust. Additionally, perceived quality of brand equity is another factor that positively affects customer trust. Businesses and marketing managers need to offer customers high-quality, reputable products and attentive services to enhance trust in both the products and the brand. To achieve this, companies should develop marketing strategies that deliver superior products and services, thereby leading consumers to perceive the brand as reliable and reducing the risks during consumption. This is especially crucial in the health care product market. Besides utilizing marketing tools to promote products and brands, marketing managers and

businesses must continue to develop and improve product quality, as product quality is one of the decisive factors affecting consumers' purchase intentions and behaviors.

6.1 Limitations

Although this study has made positive contributions both theoretically and practically, it still has some limitations. These limitations, while existing, also represent gaps and opportunities for further development and deeper research on the impact of Brand Equity (BE) on consumer trust and purchase intention of health care products among Vietnamese consumers. First, this study was conducted through surveys of health care product consumers nationwide. However, due to limited resources and time, the sample size was only 300, which is insufficient to comprehensively represent consumers across the entire country. Future research teams can conduct similar studies with larger sample sizes for more complete and objective findings. Moreover, consumers of different age groups may have different attitudes and opinions. This research only surveyed consumers aged 18 - 24, so it cannot evaluate customers in other age brackets. However, the study focused on investigating and evaluating only a few aspects of Brand Equity (BE). Therefore, subsequent research should consider examining additional dimensions of Brand Equity to develop a more complete and comprehensive research model. Another limitation is that data collection was limited to online questionnaires via Google Forms and direct surveys, which may affect reliability. The study addressed only five influencing factors, among which two factors did not affect the mediating variable (customer trust). Hence, future research can refine the existing factors or add new ones to better explore influences, as well as investigate other factors that contribute to enhancing consumer trust and purchase intention.

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