

Title: **Satisfaction, Involvement and Loyalty Toward Fish in Vietnam**

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Abstract: The first purpose of this study is to consider the mediators-involvement and attitudinal loyalty-in the relationship between satisfaction and repurchase loyalty toward fish. In addition, the antecedents of the theory of planned behavior are included to compare the relative role of satisfaction, social norms and perceived behavioral control in forming the loyalty. The third purpose is to conduct a cross-sectional analysis to explore the differences in consuming fish in different market situations. Structural equation modeling is used to test the models, using a cross-sample data with 846 housewives from three cities in Vietnam. The results showed that the involvement and attitudinal loyalty played mediating role for the effects of satisfaction, social norms and perceived behavioral control on repurchase loyalty. The results from a cross-sectional analysis indicated satisfaction in almost cases had the strongest effect. Social norms played a most important role in explained attitudinal loyalty, while involvement was explained by behavioral control better than social norms. Lastly, the evidences in the difference across areas were also found.