AWARENESS RESEARCH
TAN HUE VIEN BRAND
OF CUSTOMERS IN SOC TRANG CITY

Nam Trinh Buu, Tay Do University, Vietnam

Kiet Huynh Ho Anh, Tay Do University, Vietnam

ABSTRACT

Recognizing the brand of a company specializing in production and business is a very important highlight in the decision making process to choose to use customers' products. Brand awareness is the expression of the Company's identity through images, language, colors, advertising methods... thereby creating awareness, difference, impact on customers' perception of professionalism and scale of the Company.

In the market for specialty cakes in Vietnam in general and in Soc Trang City in particular, the impression of a brand in the production and trading of sugarcane cakes is still limited. The topic "Tan Hue Vien brand awareness of customers in Soc Trang City" aims to study the level of brand awareness that affects the Company's decision to buy products. On that basis, the author also proposes a management implication to help increase the level of brand awareness of Tan Hue Vien, contributing to improving the efficiency of the Company's business activities.

The research results show that the factors affecting Tan Hue Vien's brand awareness are logos, architectural works, uniforms, advertising, and brand names, respectively. We believe that this is a useful source of data, helping businesses select, find and attract the best customers, as well as support businesses to build effective marketing communication strategies in the future.

KEY WORDS: *brand, company, production, business, customers' products*

1. INTRODUCTION

Pia cake is a specialty of Soc Trang province, there are many production and trading facilities of sugarcane cakes to serve the needs of customers near and far. Tan Hue Vien is one of the early participants in the sugarcane cake market here and is a brand that has had a foothold in the hearts of customers for the past 40 years.

In fact, building a brand in a competitive environment like the current sugarcane cake industry without careful preparation, it will be difficult to position the brand in the minds of customers. Understanding that issue, each business has been building a strong brand to survive and develop, especially brand awareness. With the epidemic situation under control, all production business activities have returned to normal, businesses have stepped up production and business activities. In order to compete with other establishments, come up with new business strategies, win the trust of customers, Tan Hue Vien must position the brand in the hearts of its customers. Therefore, I conducted research on the level of customer awareness of Tan Hue Vien brand in Soc Trang City.

The study was conducted with the objectives of: (1) Understanding the factors related to brand awareness; (2) Measure the level of customer awareness towards Tan Hue Vien Company; (3) The management implication proposal helps businesses improve the level of brand awareness in the minds of customers.

2. THEORETICAL BASIS, MODELS AND RESEARCH HYPOTHESES

2.1. Brand concept

According to the American Marketing Association, "A trademark is a name, term, sign, symbol, or design, or combination of the above that identifies a business's goods or services and distinguishes them from those of competitors."

According to Nguyen Quoc Thinh (2018): "A brand is the image of a production or business establishment or the image of one or a group of goods and services in the eyes of customers: a set of signs to distinguish goods and services of one enterprise from those of another".

2.2. Brand composition

According to VOER (Vietnam Open Learning Library), the brand's composition consists of two main components:

Functional Ingredients: This component includes elements whose purpose is to provide functional benefits to the brand's customers. It is a product that includes attributes such as: product use, additional features, product quality.

Emotional component: This component includes symbolic value elements intended to give customers psychological benefits. These factors may be trademarks (including service marks), or collective marks, certification marks or trade names, or geographical indications (including appellations and origins).

2.3. Brand awareness

Keller (1998) argues that brand value is the customer's brand knowledge of that brand, which would include brand awareness and brand impression. Keller's brand value component model shows that the power of a brand lies in what customers know, feel, see, and hear about the brand, as a result of experience over time.

The level of brand awareness is divided into three different levels, including: the first recognized brand, the brand that does not mention but remember, the brand reminds to remember.

2.4. Brand awareness factors

According to Truong Dinh Chien (2005), the brand of an enterprise or organization is recognized by other individuals, enterprises or organizations according to the following three main factors:

2.4.1. Recognition through business philosophy: For a business, communicating its business philosophy to customers and the public is one of the most important and also the most difficult. To do this, businesses must design a series of tools such as slogans, business mottos, business languages.

2.4.2. Recognition through business activities: The performance of an enterprise is reflected through a series of moves in business activities, in building and maintaining good cooperative relationships with consumers and the public, as well as building, managing and maintaining relationships between members within the enterprise such as: Working environment, working facilities, welfare to satisfy the needs of employees throughout the enterprise, building atmosphere, traditional education, training to improve professional ability, research and development situation and jobs such as market research and development, distribution channel management, manage the life cycle of products and develop new products, manage capital exploitation and use of capital, maintain and build relationships with customers, suppliers, local authorities, partners and people interested in the business... All of the above activities must be managed, adjusted and implemented in the spirit of the unified strategy.

2.4.3. Recognition through visual communication: Brand awareness through visual communication channels is through the entire visual signal system that customers and the public can perceive about the business. Among the forms of awareness, it can be said that this is the form of recognition that makes the deepest impression, lasts the most, easily stays in the mind and makes people have positive judgments to satisfy themselves through the signals of the business of which the logo is the central signal. Including communications: Direct marketing, promotion, public relations, word of mouth, direct sales, logos, slogans. In addition to brand recognition through the media, a brand can also be recognized through the following application factors: Office supplies, exterior of the business, inside the enterprise, transportation, service certificates, forms of direct propaganda.

2.5. Research models and hypotheses

Based on the theory of Brand Management, Truong Dinh Chien's theory and practice (2005) on brand awareness factors, the factors that have a strong influence on the level of awareness of Tan Hue Vien have just been selected and included in the planned research model to be suitable for this research topic.

Currently, there is no widely recognized standard research model for brand awareness. Therefore, the topic will go from the analysis and reference to previous research to propose a research direction suitable to the topic.

To carry out an assessment of the level of brand awareness of customers for Tan Hue Vien in Soc Trang City, the study focused on analyzing the factors affecting Tan Hue Vien brand awareness. Therefore, the author's proposed research model is:
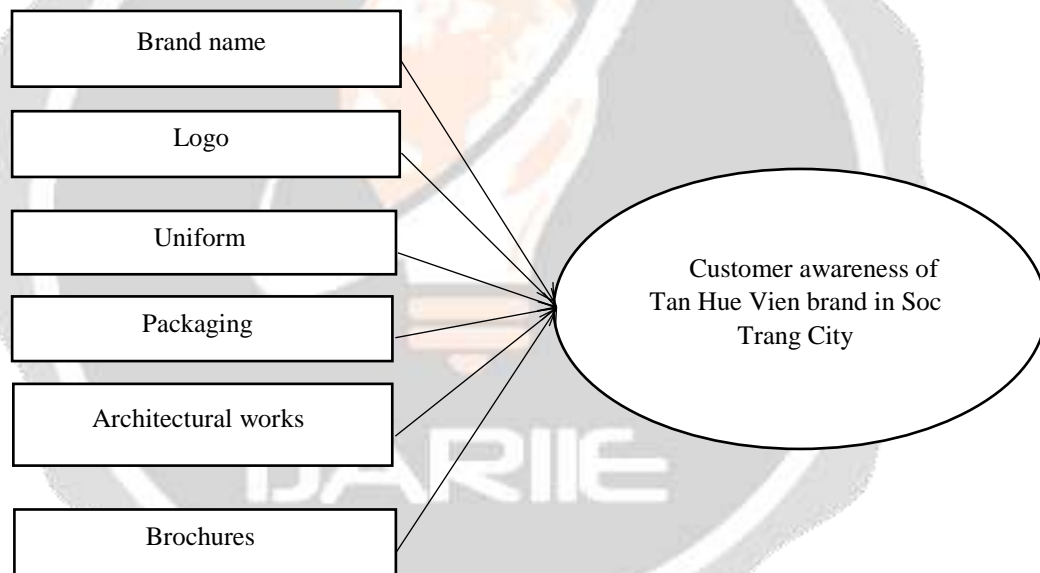

Figure 1. Research Model

Hypotheses (H) about factors that affect customer awareness:

H1: The brand name affects the level of awareness of customers about Tan Hue Vien brand in Soc Trang City.

H2: The logo affects the level of awareness of customers about Tan Hue Vien brand in Soc Trang City.

H3: Uniforms affect the level of awareness of Tan Hue Vien brand in Soc Trang City.

H4: Packaging affects the level of brand awareness of customers about Tan Hue Vien brand in Soc Trang City.

H5: The architecture impacts in the same direction on the level of customer awareness of Tan Hue Vien brand in Soc Trang City.

H6: The brochure has the same impact on the level of customer awareness of Tan Hue Vien brand in Soc Trang City.

Element	Encode	Ingredient
Brand name	TH1	Brand name makes an impression
	TH2	International brand name
	TH3	Recognizable brand name
	TH4	Easy to remember brand name
Logo	LG1	The logo is easily distinguishable
	LG2	Logo makes an impression
	LG3	Logo that is easy to associate with the brand
	LG4	Logo with striking colors
Packaging	BB1	Packaging is designed in a variety of ways
	BB2	Creatively designed packaging
	BB3	Luxurious packaging
	BB4	Packaging conveys product information
Architectural works	CT1	Large scale architectural works
	CT2	Impressive architecture
	CT3	Rich art gallery space
	CT4	Attractive product display space
Uniform	ĐP1	Formal uniform
	ĐP2	The uniform has an attractive design
	ĐP3	Uniforms make a difference
	ĐP4	Industry specific uniforms
Brochures	QC1	Ads with relevant content
	QC2	Ads with recognizable images

	QC3	Appropriately designed ads
	QC4	Ads with striking colors
Brand awareness	NB1	If you use Pia cake, Tan Hue Vien is the first name you think of
	NB2	You will still use Tan Hue Vien products even if the price is higher than other brands
	NB3	You are ready to introduce to friends and relatives about Tan Hue Vien brand

Table 1. Encoding scales in the model

3. RESEARCH METHODOLOGY

3.1. Research scale

The Likert scale was used in this study's survey with five levels: 1. Strongly disagree; 2. Disagree; 3. No comments; 4. Consent; 5. Totally agree. In addition, the study used an identifier scale to design for questions about age and occupation.

3.2. Data collection

Sampling method: The study uses a non-probability method, convenient sample selection, based on random exposure, in order to save cost and time.

Because the study used EFA factor analysis, according to Hair et al. (2006) the sample size was determined by the formula: N = 5*m. Where is the number of observations in conceptual scales. The study had 24 observational variables, so the sample size was determined to be 120 observations. However, the larger the sample size, the more representative the study results, so the author chooses the expected sample size of 240 interview samples to be able to produce reliable results.

3.3. Analysis methods

Data are processed and analyzed on SPSS 20.0 software, including frequency statistics, scale testing using Cronbach's Alpha confidence coefficient, discovery factor analysis (EFA), multivariate regression analysis.

4. RESULTS AND DISCUSSION

4.1. Sample description

Occupational inspection results: the group of traders/business households accounted for 41.9%, the group of cadres/employees accounted for 23%, the group of housewives accounted for 13%, the group of students/students accounted for 8.3%, other occupational groups accounted for 9.2%, the group of condensed workers accounted for 4.6%.

Encode	Rotated Component Matrix					
	Architectural works	Logo	Brochures	Packaging	Brand name	Uniform
CT1	0,856					
CT3	0,834					
CT2	0,818					
CT4	0,622					
LG2		0,879				
LG3		0,777				
LG1		0,751				
LG4		0,670				
QC2			0,858			
QC3			0,841			
QC1			0,824			
QC4			0,797			
BB2				0,827		
BB1				0,818		
BB3				0,775		
BB4				0,756		
TH2					0,798	
TH4					0,725	
TH3					0,722	
TH1					0,538	
ĐP1						0,708
ĐP3						0,688
ĐP4						0,671

ĐP2						0,624

Age inspection results: the group from 18 to 30 years old accounted for 47%, the group from 31 to 40 accounted for 32.3%, the group over 40 years old accounted for 11.5% and finally the group under 18 accounted for 9.2%.

Income inspection results: customers with income from 6 million to 10 million VND accounted for 43.3%, group 6 million accounted for 38.7%, group from 11 to 15 million accounted for 11.5% and finally group over 15 million accounted for 6.5%.

Gender inspection results: female customers accounted for 62.7% and male customers accounted for 37.3%.

4.2. Testing the scale using Cronbach's Alpha confidence factor

The scales are verified for reliability using Cronbach's Alpha tool, which eliminates observational variables and failing scales. The test results show that all brand value components have an acceptable Cronbach's Alpha coefficient in terms of reliability (greater than the required level of 0.6). In addition, all corrected item (total correlation) coefficients of variables observed in the scale are greater than 0.3 and the alpha coefficient if the variable type is less than Cronbach's alpha coefficient. So all variables observing brand value components will be used in the next EFA analysis.

Table 2. Cronbach's Alpha test results scales

Factor group	Cronbach's Alpha coefficient
Brand name	0,837
Brochures	0,867
Logo	0,885
Packaging	0,869
Architectural works	0,916
Uniform	0,920

4.3. EFA Discovery Factor Analysis

The results of the Discovery Factor Analysis (EFA) for the brand value factor scale are as follows: the factor load factor of the observed variables is greater than 0.5; KMO analysis = 0.817 ($0.5 \leq$ KMO ≤ 1) and Bartlett's test with sig value = $0.000 < 0.05$ demonstrate that factor analysis is reliable. In addition, the 6-factor result at Egienvalues is greater than 1. Thus, the convergence results qualify for factor analysis.

Table 3. Matrix the factor rotation of brand value components

4.4. Assessing customer awareness of Tan Hue Vien brand in Soc Trang City

The author uses Cronbach's Alpha analysis for the scales that constitute brand value: variables with a total variable correlation coefficient greater than 0.3 and a Cronbach's Alpha coefficient if the variable type is greater than 0.6. Accepted scale for reliability.

In the ANOVA variance analysis showing the value Sig. = 0.000 < 0.05, it can be concluded that the model given is consistent with the actual data. On the other hand, the independent variable is linearly correlated with the dependent variable at a 95% confidence level. Among the independent variables included in the model, there exists an independent variable that meaningfully explains the independent variable.

The results of the Discovery Factor Analysis (EFA) for the brand value factor scale are as follows: the factor load factor of the observed variables is greater than 0.5; KMO analysis = 0.817 (0.5 ≤ KMO ≤ 1) and Bartlett's test with sig value = 0.000 < 0.05 demonstrate that factor analysis is reliable. In addition, the 6-factor result at Egienvalues is greater than 1. Thus, the convergence results qualify for factor analysis.

Table 4. Results of the analysis of factor scores, component scales, brand awareness

Factor	Scores
TH	0,069
QC	0,091
LG	0,543
CT	0,415
ĐP	0,319

Brand awareness factor score equation:

NB= 0,543LG + 0,415CT + 0,319ĐP + 0,091QC + 0,069TH

The independent variables in the model: Brand name (TH), Logo (LG), Uniform (DP), Building (CT), Advertising (QC) all give the value Sig. = 0.000 < 0.05, so the hypotheses H1, H2, H3, H5, H6 are accepted.

The brand awareness model consists of 5 components, in which the logo element plays a key role because the logo is a must when customers want to identify any brand. The 2nd most important component contributing to brand awareness is the Architecture. The 3rd important component is uniforms, uniforms are selective communication methods, helping the Company improve brand awareness to the right audience that the Company wants to target, thereby helping to improve brand loyalty in the future. The 4th component is brochures, brochures to help customers recognize the brand easily. The 5th component is the brand name, the brand name helps the brand make a difference from other brands, but this factor is underestimated by customers in brand awareness.

5. Suggestions that imply governance

5.1. Brand name

The name for the brand is considered the most basic and important element and is a short, simple but most effective communication tool. When conducting advertising, the brand name will be remembered first.

In the process of carrying out communication and promotion work, the company should further emphasize the meaning of the brand name, correctly and clearly read the name when directly communicating with customers.

There is a reasonable integration of brand name, logo, slogan and other brand awareness elements on advertising media to highlight the image of the company and increase the level of long-term recall of the brand name.

5.2. Brochures

Advertising is a key factor to help the Company reach customers. Therefore, advertising plays a very important role in the brand development process.

Website is the most used information channel, so the company needs to design a website with an online answering system to be able to quickly solve and respond to customers' questions, helping them feel more secure when choosing their services, advertise on popular websites today such as Facebook, Zalo,...

If conditions allow, the company should build unique signs and posters at airports, shopping centers, large commercial centers of the city, introduce in an understandable way, make a good impression but must convey the content to customers. Font and billboard sizes must be large, bold; Images must be friendly and vivid to attract the attention of all subjects.

Redesigning the Company's idiosyncratic delivery vehicles makes it easy for customers to distinguish and impress.

5.3. Logo

The logo highlights more brand elements, logo design is highly appreciated for making an impression on customers.

There is a clever integration between the logo and brand identity elements to highlight the image of the company's logo.

Organize extracurricular activities, logo design idea contests to convey the company's messages to customers, attract customers to participate to increase the company's brand recognition.

5.4. Architectural works

Architectural works combining spiritual tourism are being developed by the Company in recent years. It has made a significant contribution to attracting customers, as well as remembering the Tan Hue Vien brand.

There is a specific plan for each stage as well as a suitable layout so that customers can both visit and buy products.

Lien Hoa Stupa, scheduled to be inaugurated in 2023, will be the focal project of Soc Trang City.

Tourism is built according to modern design, traveling entirely by environmentally friendly electric vehicles.

5.5. Uniform

Employee uniforms play an important role in the company's brand recognition. In fact, the uniform also makes a high impression according to the reviews of customers who have used products of Tan Hue Vien Company, but the uniform has not really shown its distinctiveness and is still monotonous.

Pay attention to the staff uniform, between men and women should create a separate style.

It is recommended to design an additional uniform shirt model, which is a long dress with outstanding colors and designs expressing the courtesy and identity of the Company.

5.6. Packaging

The role of packaging is becoming increasingly important in building strong and consistent branding. More than simply protecting and recommending products, packaging is also one of the factors that impact customers and their purchasing decisions.

Although through the survey results, the packaging factor is not well recognized by customers, so the author also includes the following suggestions for the Company to consider, helping to increase the brand awareness factor:

Create the right packaging for each existing product group. Each packaging is a story, a message to send to customers.

Packaging should be designed with bold identity of the West in general and Soc Trang province in particular. Especially, researching and applying green, clean and environmentally friendly packaging.

6. CONCLUSION

The results of the analysis of the level of brand awareness of customers about Tan Hue Vien brand achieve reliable and meaningful value. Brand identity components include: Brand Name, Brochures, Architecture, Logo and Uniform. In particular, the logo is the most important component of brand awareness.

The study is a scientific basis for Tan Hue Vien to have effective plans in the future. Thereby, it can contribute to retaining existing customers, attracting potential customers, and retaining loyal customers.

7. REFERENCES

1. Aaker, 1991. Measuring Brand Equity Across Products and Markets, California Management Review 38 (Spring): 102-120.
2. Hoang Trong and Chu Nguyen Mong Ngoc, 2008. Data analysis with SPSS. Hong Duc Publishing House.
3. Keller, K.L., 1998. Conceptualizing, measuring, and managing consumer - based brand equity. Journal of Marketing, Vol. 57, January, p.l-22.
4. Nguyen Dinh Tho, 2014. Scientific research methods in business. Financial Publishers.
5. Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2002. Study the components of brand value and measure them in the consumer goods market in Vietnam. Scientific research works at the University of Economics Ho Chi Minh City (p.22-33)
6. Nguyen Dinh Tho and Nguyen Thi Mai Trang, 2011. Marketing scientific research: Application of SEM linear structure model, 2nd edition, Ho Chi Minh City Labor Publishing Ho Chi Minh City (p.3-85)
7. Nguyen Quoc Thinh, 2018, Brand management. Statistics Publisher
8. Truong Dinh Chien, 2005. Brand management – Theory and practice. Statistics Publisher