

ASSESSING BRAND AWARENESS OF TAO XANH AGENCY AMONG CUSTOMERS IN CAN THO CITY

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ABSTRACT:

A brand is a vital asset for any business, particularly in highly competitive industries. This study evaluates the brand awareness of Tao Xanh Agency in Can Tho City through a survey of 157 respondents. The study utilizes a model comprising six independent variables: advertising publications, gifts, staff uniforms, slogan, logo, and brand name, and one dependent variable, with a total of 28 observed variables. A convenience sampling method was employed to collect data. Based on the analysis, the study identifies key factors influencing brand awareness and proposes strategic solutions to enhance Tao Xanh Agency's recognition among customers in Can Tho City.

Keywords: brand awareness, Tao Xanh Agency, Can Tho City.

1. Introduction

Customers primarily become aware of a company's products and services through the brand that the company has built. A brand not only provides tangible value to a company but also carries intangible value associated with the achievements the business has attained. Most customers tend to prioritize products and services from well-known and highly recognizable brands rather than those from lesser-known companies.

The study is conducted with the following objectives: (1) To measure the brand awareness level of Tao Xanh Agency among customers in Can Tho City; (2) To assess the brand awareness level of Tao Xanh Agency among customers in Can Tho City; (3) To propose managerial implications for enhancing the brand awareness of Tao Xanh Agency in Can Tho City.

2. Theoretical basis

2.1. Brand concept

According to Philip Kotler (2003), a brand is defined as: "A brand can be understood as a name, term, symbol, design, or a combination of these elements used to identify a seller's product and to differentiate it from competitors' products."

2.2. Brand awareness

According to David Aaker (1996), brand awareness is considered the first stage in brand perception, where consumers can recognize a specific brand compared to others. It represents the initial recall when customers can identify and distinguish a brand name among companies offering similar products but under different brand names. This is crucial from the consumer's perspective during the purchasing process.

2.3. Brand recognition factors

According to Truong Dinh Chien (2005), the brand of a business or organization is distinguished from others by three main factors:

2.3.1. Brand Recognition Through Business Philosophy

For any business, communicating its business philosophy to customers and the public is both challenging and crucial. To achieve this, a company must design a set of tools, including its business philosophy, slogans, and guiding principles.

2.3.2. Brand Recognition Through Business Activities

A company's operations are reflected through a series of business activities, including the working environment, work facilities, and benefits that ensure employee satisfaction across the organization. These activities also encompass fostering workplace atmosphere, preserving corporate traditions, enhancing professional training, research and development efforts, as well as tasks such as market research, distribution channel management, product life cycle management, new product development, capital utilization and investment management, and maintaining relationships with customers, suppliers, local authorities, partners, and other stakeholders. All these activities must be managed, adjusted, and executed in alignment with a unified strategic approach.

2.3.3. Brand Recognition Through Visual Communication

This refers to the entire system of visual signals that customers and the public use to identify a business. It is a form of recognition that influences human perception, leaving a lasting impression and making it easier to recall.

Various communication channels contribute to this recognition, including advertising, direct marketing, promotions, direct sales, logos, slogans, and brand identity systems, etc.

Advertising: A non-direct form of communication that conveys commercial messages to a wide audience through media such as radio, television, newspapers, billboards, mobile advertisements, the internet, and email.

Direct Marketing: The use of mail, telephone...

to communicate with customers or generate responses from potential clients.

Sales Promotions: Designed to create incentives for customers to make immediate purchasing decisions. Promotional activities include free product samples, trial programs, discount coupons, in-store displays, and complimentary gifts with purchases.

Public Relations & Word-of-Mouth: Programs aimed at enhancing, protecting, or promoting the company's image or its products and services, such as seminars, press conferences, customer conferences, and corporate documentaries.

Direct Selling: Involves direct interactions between sellers and buyers, either face-to-face or through certain banking tools such as telephone sales.

Logo: A distinctive visual representation of a brand, structured through typography or symbolic imagery.

Slogan: A short, memorable message that conveys a brand's core values in an easy-to-understand and highly appealing way. It serves as a commitment to product quality and value, acting as an intangible asset of the company despite being just a phrase.

Brand Identity System: Beyond media recognition, a brand can also be identified through various practical applications such as office supplies, corporate exterior and interior design, transportation vehicles, and other branded materials.

2.4. Research Model

2.4.1. Summary of relevant studies

The study by Trinh Buu Nam and associates (2022) assessed customer brand awareness of Agribank at the An Minh Kien Giang II branch. The factors examined in the study included advertising materials, gifts, staff uniforms, slogans, logos, and brand names.

The study by Pham Thi Lien (2016) focused on customer awareness of telecommunication brands, with a case study on Viettel. Revealed that 100% of participants recognized the Viettel brand. The study found a strong correlation between Viettel's brand awareness and factors such as advertising, slogan, logo, service pricing, service quality, customer care, and corporate reputation.

2.4.2. Author's proposed research model

The research model on the brand awareness level of Tao Xanh Agency among customers in Can Tho City (BA) is proposed with the following hypotheses:

H1: Brand Name (BN) has a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

H2: Logo (LG) has a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

H3: Slogan (SL) has a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

H4: Gifts (GF) have a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

H5: Advertising Publications (AP) have a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

H6: Staff Uniforms (SU) have a positive impact on the brand awareness of Tao Xanh Agency among customers in Can Tho.

3. Subjects, methods and samples of the study

The study utilizes a five-point Likert scale (1. Strongly Disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly Agree). Additionally, information such as gender, income, age, occupation, and education level is also included in the questionnaire using a nominal scale.

The sample was selected using a convenience random sampling method, and the target respondents include past, current, and potential customers of Tao Xanh Agency in Can Tho.

According to Hair et al. (2006), with a total of 6 independent variables and 28 observed variables initially studied, the required sample size should be 140 (28×5). The author decided to select a sample size of 160; however, during the survey process, 3 respondents left their surveys incomplete, leading to their exclusion. Therefore, the final sample size for this study is 157. The data will be processed and analyzed using SPSS 20.

4. Results and discussion

4.1. Description of the survey form

Age Group Statistics: the largest respondent age group is 26 to 35 years old, accounting for 50.3%.

The second-largest group is 18 to 25 years old, making up 43.3%, while the 36 to 50 age group represents the remaining 6.4%.

Occupation Statistics: the highest proportion of respondents belongs to the self-employed/business owners category, comprising 48.4%. The office workers group follows with 37.6%, while students make up 12.7%, and homemakers account for 1.3%.

Income Statistics: respondents earning over 20 million VND account for 17.2%, while those earning 16 to 20 million VND make up 25.5%. The 11 to 15 million VND income group represents 18.5%, followed by the 5 to 10 million VND group at 17.8%, and finally, those earning below 5 million VND account for 21%.

Customer Behavior Statistics: the percentage of respondents who have known of Tao Xanh Agency is 54.1%, while 45.9% have never known of the brand before.

4.2. Scale Testing with Cronbach's Alpha Confidence Factor

After conducting the Cronbach's Alpha reliability test, the brand awareness measurement scales were found to have acceptable reliability (greater than the required threshold of 0.6). Specifically, the Cronbach's Alpha values for each scale are as follows: Brand Name Scale: 0.749; Logo Scale: 0.655; Slogan Scale: 0.805; Gift Scale: 0.613; Advertising Publications Scale: 0.764; Staff Uniform Scale: 0.790; Brand Awareness Scale: 0.727.

Additionally, all Corrected Item-Total Correlation values of the observed variables in the measurement scales were greater than 0.3. Therefore, all observed variables related to brand awareness components will be used in the subsequent Exploratory Factor Analysis (EFA).

4.3. Exploratory Factor Analysis (EFA)

The EFA results for the dependent variable show that the factor loadings of the observed variables from BA1 to BA4 are all greater than 0.5. The KMO coefficient is 0.721 ($0.5 \leq \text{KMO} \leq 1$), and the Barlett's test significance value is $0.000 < 0.5$, indicating that the factors are statistically significant, suitable for real-world data, and that the variables are correlated with each other.

The EFA results for the independent variables show that the factor loadings of all observed variables are greater than 0.5, except for LG3 (Logo reflects high professionalism) and LG4 (Logo is suitable for the business field), which were removed from the matrix. The KMO coefficient is 0.840 ($0.5 \leq \text{KMO} \leq 1$), and the Barlett's test significance value is $0.000 < 0.5$, confirming that the factors are statistically significant, suitable for real-world data, and that the variables are correlated with each other.

4.4. Analysis of the influence of brand identity factors on the brand awareness level of Tao Xanh Agency among customers in Can Tho City

The results of the regression model analysis show that all independent variables have a Sig. value < 0.05 , except for the variable GF (Gift) with a Sig. value of $0.286 > 0.05$. This indicates that the GF variable does not impact the dependent variable BA (Brand Awareness). Therefore, hypotheses H1, H2, H3, H5, and H6 are accepted, while hypothesis H4 is rejected.

Based on the initially proposed hypotheses, the regression equation for the research model is as follows:

$$\text{BA} = 0,274 \times \text{BN} + 0,241 \times \text{AP} + 0,209 \times \text{SU} + 0,146 \times \text{SL} + 0,134 \times \text{LG}$$

5. Solutions to improve Tao Xanh Agency brand awareness in Can Tho City

5.1. Advertising publications

Businesses should also develop advertising materials tailored to each stage of customer awareness in a funnel approach: from the stage of having no awareness of the brand to considering its products and services, followed by the decision-making stage, and finally becoming a loyal partner of the brand.

5.2. Staff uniforms

Using images of employees wearing formal uniforms in advertising programs will help enhance the recognition of Tao Xanh Agency. Additionally, Tao Xanh Agency can design a separate dress shirt model to increase professionalism and elegance when company employees meet important partners or attend major events.

5.3. Slogan

The slogan "Sáng tạo không giới hạn" of Tao

Xanh Agency, its mean "Unlimited Creativity" emphasizes innovation and creativity. Regarding the slogan aspect, continuously improving service quality to align with the slogan's message is crucial. Including the slogan alongside the brand's logo in advertising materials is essential to enhance recognition of this branding element.

5.4. Brand Name

Currently, Tao Xanh Agency is known by two brand names: "Tao Xanh Agency" and "Yatame Media." Most of Tao Xanh Agency's customers are domestic, making "Tao Xanh Agency" easier to recognize. However, using two brand names simultaneously may cause confusion among customers. Therefore, it is essential to standardize the use of "Tao Xanh Agency" across all customer-facing platforms in the Vietnamese market. For international customers, the name "Yatame" can be used as a substitute for "Tao Xanh Agency."

5.5. Logo

The prominent visual of the logo is the fastest way to leave a lasting impression of the brand in customers' minds. Consistently incorporating and using the logo across all activities and products of Tao Xanh Agency is an effective strategy to enhance brand recognition, especially among potential customers.

6. Conclusion

The survey results show that only 54.1% of respondents were aware of the Tao Xanh Agency brand, indicating that brand recognition in Can Tho is still relatively low. However, when comparing the current level of brand awareness to the time when Tao Xanh Agency first entered the Can Tho market, the brand has gradually established its reputation.

The research has identified five key factors influencing the brand awareness of Tao Xanh Agency in Can Tho: Advertising Publications, Staff Uniforms, Slogan, Brand Name, and Logo. According to the study's findings, "Advertising Publications" have the most significant impact on brand recognition. Therefore, implementing and promoting advertising publications is essential to enhancing Tao Xanh Agency's brand awareness in Can Tho ■

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ĐÁNH GIÁ MỨC ĐỘ NHẬN DIỆN THƯƠNG HIỆU CỦA CÔNG TY TÁO XANH TẠI THÀNH PHỐ CẦN THƠ

- TRỊNH BỬU NAM¹
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TÓM TẮT:

Thương hiệu là một tài sản quan trọng đối với bất kỳ doanh nghiệp nào, đặc biệt trong các ngành có tính cạnh tranh cao. Nghiên cứu này đánh giá mức độ nhận diện thương hiệu của công ty Táo Xanh tại TP.Cần Thơ thông qua khảo sát 157 người. Mô hình nghiên cứu bao gồm sáu biến độc lập (ấn phẩm quảng cáo, quà tặng, đồng phục nhân viên, khẩu hiệu, logo và tên thương hiệu) và một biến phụ thuộc, với tổng cộng 28 biến quan sát. Phương pháp lấy mẫu thuận tiện được áp dụng để thu thập dữ liệu. Dựa trên kết quả phân tích, nghiên cứu xác định các yếu tố chính ảnh hưởng đến nhận diện thương hiệu và đề xuất các giải pháp chiến lược nhằm nâng cao mức độ nhận diện của Táo Xanh đối với khách hàng tại TP.Cần Thơ.

Từ khoá: nhận diện thương hiệu, công ty Táo Xanh, TP.Cần Thơ.