

ASSESSING THE LEVEL OF CUSTOMERS' BRAND AWARENESS OF HOA SEN STEEL SHEET IN CAN THO CITY

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ABSTRACT:

This study examines the factors influencing brand recognition of Hoa Sen Steel Sheet in Can Tho City, focusing on how these factors contribute to the value of intangible assets within the company. The study is based on data from six factors and 26 observed variables, collected through a convenience random sampling method, with 260 completed interview questionnaires to meet the minimum requirements for exploratory factor analysis (EFA) and regression analysis. The analysis methods include descriptive statistics, Cronbach's Alpha scale testing, EFA, and multivariate regression analysis. The findings offer valuable insights for businesses on the importance of brand recognition and provide actionable recommendations for the Hoa Sen Steel Sheet - Cai Rang District branch in Can Tho City to enhance brand awareness and increase brand value moving forward.

Keywords: brand recognition, Hoa Sen Steel Sheet , Can Tho City.

1. Introduction

Brand is one of the important factors contributing to maintaining, expanding and developing a business. Brand positioning can be said to be the most important and difficult task, requiring a lot of effort and time. The basis for brand positioning is to improve the ability or level of customer awareness of the brand. The level of customer awareness depends on many different factors, requiring brand managers

to research and learn to improve the level of customer awareness of their business's brand. The research was conducted with the following objectives: (1) To study the theoretical basis of branding and brand identity; (2) To study the level of brand awareness of Hoa Sen Steel Sheet - Cai Rang District Branch - Can Tho City; (3) To propose some solutions to help Hoa Sen Steel Sheet - Cai Rang District Branch - Can Tho City improve its level of brand awareness

with customers.

2. Theoretical basis

2.1 Brand concept

According to the American Marketing Association, "A brand is a name, term, symbol, design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". According to Philip Kotler, "A brand can be understood as a name, term, symbol, design, or a combination of them, intended to identify the products of one seller or group of sellers and to differentiate them from those of competitors".

2.2 Brand awareness

According to Kenvin Keller (1993), brand awareness is the ability of a customer to recognize or recall a brand. When a brand is well known, it will be more trustworthy and create trust in its quality. A brand with a high level of awareness will be truly different. Normally, if it has created an impression (unconsciously) on customers for a period of time, they will easily access and use the brand's products/ services when needed. Brands that are not known will not have the opportunity to be chosen by customers.

2.3. Brand recognition factor

- Recognition through business philosophy: Businesses convey their philosophy to customers and the public using tools like slogans, mottos, and business language, which is both important and challenging.

- Recognition through business activities: Brand recognition is built through internal and external business activities, including employee satisfaction, relationship management, market research, product development, and strategic partnerships, all unified under a cohesive strategy.

- Recognition through visual communication: Visual signals such as logos, slogans, and media forms (marketing, promotions, PR) play a key role in leaving lasting impressions. Additional elements include office supplies, business interiors/exterior, transportation, and service certifications.

2.4. Brief review of related studies

Truong Dinh Chien (2005): Examined brand

awareness through business philosophy, activities, and visual communication.

Construction Joint Stock Company No. 12: Analyzed branding theories, current brand status, and proposed improvement solutions.

Pa Asia Travel Company: Assessed customer brand awareness and satisfaction using statistical methods like EFA and ANOVA.

NISSIN Instant Noodles (2016): Evaluated customer awareness levels (first awareness, recall) and factors contributing to brand development.

Vietnam Joint Stock Commercial Bank (Can Tho Branch): Systematized branding theories, analyzed current brand recognition, and suggested enhancement solutions.

3. Research subjects and samples
The study employs a 5-point Likert scale (1: Completely disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Completely agree). Based on Hair et al. (2006), the minimum sample size must be $\geq m \times 5$, with m being the number of observed variables. With 29 observed variables, the required sample size is 29 observed variables, so the required number of samples is $29 \times 5 = 145$ samples.

According to Tabachnick and Fidell (2007), the ideal sample size for regression analysis follows the formula $n \geq 50 + 8p$, where n is the minimum sample size and p is the number of independent variables. With 6 independent variables in the model, the recommended sample size is $n \geq 50 + 8p = 50 + 8 \times 6 = 96$ samples. To ensure reliability, the author opted for an expected sample size of 265 respondents.

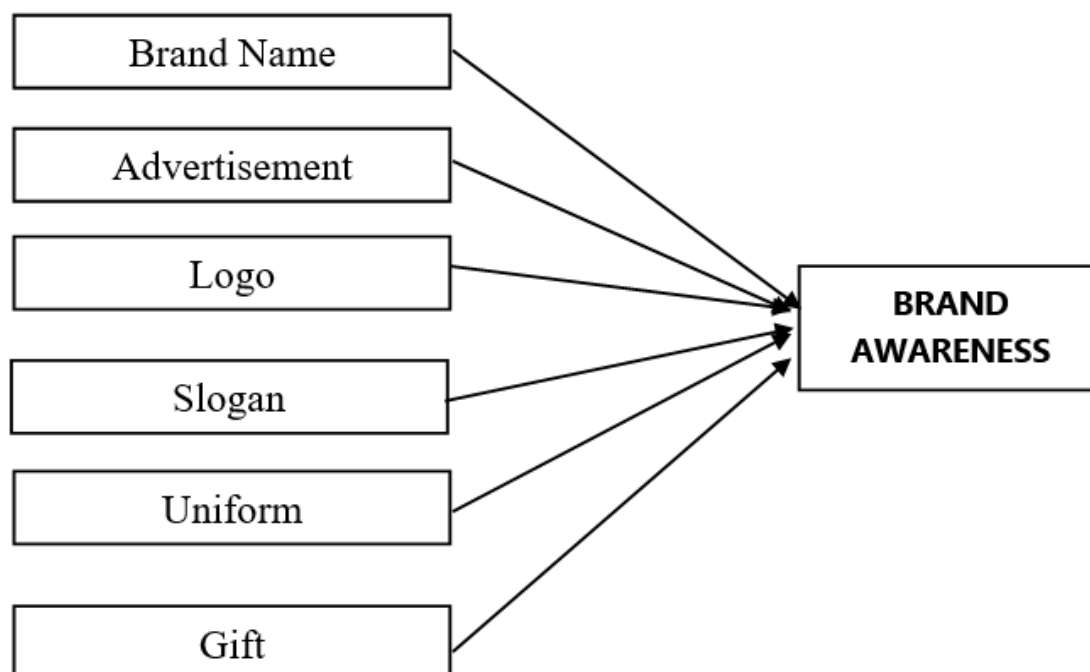
The sample was selected using a convenient random sampling method, targeting customers of Hoa Sen Steel Sheet in Can Tho City.

3. Research model and hypothesis

Based on the theoretical foundation and the above research, the author has included a proposed research model to suit this research topic. Specifically:

- For the factor "Recognition through business philosophy", "Brand name" is selected for the model.

- For the factor "Recognition through business activities", it is not a factor that has a strong influence on the level of brand recognition of the business, so it is not selected to be included in the research model.

Figure 1 - Research model, author

- In the factor "Recognition through visual communication activities", "Advertising", "Logo", "Slogan", "Uniform", "Gift" are selected because they have an influence on the level of customer recognition of the Hoa Sen Steel Sheet brand.

Therefore, the proposed research model would be:

Hypotheses on factors influencing brand awareness of Hoa Sen Steel Sheet in Can Tho City:

H1: Brand name impacts brand awareness.

H2: Advertising impacts brand awareness.

H3: Logo impacts brand awareness.

H4: Slogan impacts brand awareness.

H5: Uniforms impact brand awareness.

H6: Gifts impact brand awareness.

4. Results and discussion

4.1. Description of the survey sample

Gender: Among 260 surveyed customers, 59.6% are male (155 people) and 40.4% are female (105 people), showing a noticeable difference in customer distribution by gender.

Age: No customers are under 18 years old.

Customers aged 18–30 account for 37.3% (97 people), those aged 31–40 represent 28.1% (73 people), and those above 40 make up 34.6% (90 people), with only slight age differences observed.

Occupation and Income: Traders/Business Households dominate at 33.1% (86 people), followed by Construction Contractors at 20.4% (53 people). Freelancers and Students account for 12.7% (33 people) and 12.3% (32 people), respectively, while Officers/Employees, other occupations, and Housekeepers collectively make up minor percentages. For income, the largest groups earn 7–10 million VND (32.3%, 84 people) and over 10 million VND (29.6%, 77 people), followed by 5–7 million VND (20%, 52 people) and under 5 million VND (18.1%, 47 people).

4.2 Testing the scale using Cronbach's Alpha reliability coefficient

From the Cronbach's alpha testing table, it can be seen that the brand awareness components all have acceptable Cronbach's Alpha coefficients in terms of reliability

(greater than the required level of 0.6). Specifically, Cronbach's Alpha of the Brand Name scale is 0.907, Advertising Form scale is 0.845, Logo scale is 0.776, Slogan scale is 0.884, Uniform scale is 0.851 and Gift scale is 0.855. In addition, all the corrected item - total correlation coefficients of the observed variables in the scale are greater than 0.3 and the Alpha coefficient if the variable is removed is greater than 0.6 except for 3 variables LG3, SL3 and DP1. The remaining variables observing the brand awareness components will be used in the next EFA analysis.

4.3 Exploratory factor analysis EFA

The results of the exploratory factor analysis (EFA) for the brand awareness scale are as follows: The factor loading coefficients of the observed variables are all greater than 0.5; KMO analysis = 0.764 ($0.5 \leq \text{KMO} \leq 1$) and Bartlett's test has a sig value = $0.000 < 0.05$, proving that the factor analysis ensures reliability. In addition, the results at the Eigenvalues value are greater than 1 and the total variance extracted = $76.408\% > 50\%$. Thus, the results meet the conditions for factor analysis.

4.4 Evaluating customer awareness of the Hoa Sen Steel Sheet brand in Cai Rang District, Can Tho.

The Adjusted R Square value is 0.618 (> 0.5), indicating that 61.8% of the changes in the dependent variable are influenced by the 6 independent variables in the model, while 38.2% are due to external factors and random errors. The Durbin-Watson test value of 1.719 indicates no autocorrelation in the model.

The F statistic and Sig value < 0.05 confirm the model is suitable and all variables meet acceptance criteria. In the ANOVA table, Sig = $0.000 (< 0.05)$ further validates the model's appropriateness. Among the independent variables, five variables ("Brand name, Slogan, Advertisement, Uniform, Gift") are statistically significant with Sig < 0.05 , while "Logo" (Sig = $0.389 > 0.05$) is excluded.

Multicollinearity analysis shows all VIF values range from 1.181 to 1.668, below the threshold of 2, indicating no multicollinearity. Therefore, the regression model is well-constructed, relying on

significant independent variables without statistical interference.

Research hypothesis testing

Independent variables in the model Brand Name (TH), Slogan (SL), Uniform (ĐP), Gift (QT), and Advertising Form (QC) all have Sig. values = $0.000 < 0.05$, except for the Logo (LG) variable, which has a Sig. value > 0.05 ; therefore, hypotheses H1, H2, H4, H5, and H6 are all supported.

Hoa Sen Steel Sheet's brand awareness component model in Can Tho City is developed as follows:

$$\text{Awareness} = -0.078 + 0.161(\text{brand name}) + 0.476(\text{slogan}) + 0.478(\text{advertising}) + 0.125(\text{uniform}) - 0.121(\text{gift})$$

Based on the regression analysis results, we can observe the level of brand awareness among customers towards Hoa Sen Steel Sheet in Can Tho City.

Individual Explanations

Brand Name (0.161): A one-unit increase in brand name factors raises brand awareness by 0.161 units, assuming other factors remain constant.

Slogan (0.476): With a regression coefficient of 0.476, slogans strongly influence brand awareness. A one-unit increase in slogan factors boosts awareness by 0.476 units.

Advertising (0.478): Advertising has the largest influence, with a coefficient of 0.478. A one-unit increase in advertising improves brand awareness by 0.478 units.

Uniform (0.125): Uniform changes positively affect brand awareness, but with a lower coefficient of 0.125. A one-unit increase in uniform factors leads to a 0.125-unit rise in awareness.

Gifts (-0.121): Gifts negatively impact brand awareness, with a coefficient of -0.121. Each one-unit increase in gift factors reduces awareness by 0.121 units.

5. Management implications

Based on the regression results, recommendations for businesses Hoa Sen Steel Sheet should focus on optimizing factors that have a positive impact on brand recognition and adjusting factors that have a negative impact. Here are specific recommendations:

Brand enhancement

The brand name has a coefficient of 0.161, indicating that this factor has a positive impact on brand recognition. Hoa Sen Steel Sheet should continue to invest in promotional activities and strengthen brand image through marketing and PR activities. This could include using social media channels, upgrading the website, and increasing brand presence through strategic partners.

Develop effective slogans

The Slogan factor has a coefficient of 0.476, representing one of the strongest factors supporting brand recognition. Businesses need to improve or develop slogans to be concise, memorable, and consistent with brand identity. For example, slogans like Nike's "Just do it" or Subway's "Eat fresh" are good examples because of their brevity and power.

Increase advertising

Advertising currently has the largest positive impact with a coefficient of 0.478. Hoa Sen Steel Sheet should continue to invest heavily in effective advertising, including the use of videos and TVCs, which are popular and highly effective forms of advertising. Using a variety of channels and media to enhance and expand the reach of advertising is also important.

Use uniforms to strengthen brand recognition

Uniforms have a coefficient of 0.125, indicating a positive impact on brand recognition. Hoa Sen Steel

Sheet should use uniforms as a tool to strengthen recognition through designing uniforms that are strongly branded and consistent in color and logo. This recognition contributes to strengthening internal solidarity and recognition from customers.

Review the use of gifts

Gifts have a negative coefficient of -0.121, indicating a negative impact. Therefore, businesses need to re-evaluate their gift strategy and optimize costs in this area. They can consider adjusting the type of gifts or the way they are provided to increase the perceived value from customers instead of creating a negative impression because we have better discount and price reduction policies.

In summary, to enhance brand recognition, Hoa Sen Steel Sheet should focus on brand elements, slogans, uniforms and especially advertising, while adjusting activities related to gifts to limit negative impacts.

6. Conclusion

Brand recognition is crucial as it influences consumer attitudes and purchase decisions.

A strong brand identity system enhances recognition, builds customer loyalty, and strengthens connections with customers.

Key components like the brand name, logo, and slogan significantly contribute to customer satisfaction, which is vital for long-term brand success. These insights guide effective brand marketing strategies■

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ĐÁNH GIÁ MỨC ĐỘ NHẬN DIỆN THƯƠNG HIỆU TÔN HOA SEN TẠI TP CẦN THƠ

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TÓM TẮT:

Nghiên cứu này xem xét các yếu tố ảnh hưởng đến nhận diện thương hiệu của Tôn Hoa Sen tại TP.Cần Thơ. Trong đó, nghiên cứu tập trung phân tích cách các yếu tố này đóng góp vào giá trị tài sản vô hình của Tôn Hoa Sen. Nghiên cứu dựa trên dữ liệu từ 6 yếu tố và 26 biến quan sát, được thu thập thông qua phương pháp lấy mẫu ngẫu nhiên thuận tiện. 260 bảng câu hỏi phỏng vấn đã được hoàn thành trong nghiên cứu này để đáp ứng các yêu cầu tối thiểu đối với phân tích nhân tố khám phá (EFA) và phân tích hồi quy. Các phương pháp phân tích bao gồm thống kê mô tả, kiểm định thang đo Cronbach's Alpha, EFA và phân tích hồi quy đa biến. Kết quả nghiên cứu cung cấp những thông tin có giá trị cho Tôn Hoa Sen nói riêng và các doanh nghiệp nói chung về tầm quan trọng của nhận diện thương hiệu. Nghiên cứu cũng đưa ra các khuyến nghị đối với Chi nhánh Tôn Hoa Sen - Quận Cái Răng tại TP.Cần Thơ để nâng cao nhận thức về thương hiệu và gia tăng giá trị thương hiệu trong tương lai.

Từ khóa: nhận diện thương hiệu, Tôn Hoa Sen, TP.Cần Thơ.