

**MINISTRY EDUCATION AND TRAINING  
LAC HONG UNIVERSITY**



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**BRAND VALUE OF BEVERAGE IN THE VIETNAMESE  
MARKET: MULTI-MULTIPLE ACCESS**

**DISSERTATION SUMMARY**

***Dong Nai, 2019***

This dissertation was submitted in fulfillment of the requirements for the Degree of Doctor in  
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This dissertation was defended in the Doctor of Philosophy Committee in Lac Hong  
University at..... /.... /.....

This dissertation can be publicly found in Lac Hong University library

## **CHAPTER 1: AN OVERVIEW OF THE STUDY**

### **1.1 Rationales**

#### **1.1.1 Reality background**

Information technology developed rapidly, along with the process of globalization, making products that were manufactured with high specializing in the same design, quality and use, with little differences in comparison with others. Thus, competitive advantages of products created for enterprises, the factor that makes customers choose this product, but no other products are the brand of the enterprise (Aaker, 1991, 1996; Keller, 2008; Atilgan et al, 2009). In 2015, three brands: Apple, Google, Coca-cola were considered as the leading brands by Interbrand organization, all these successful brands belong to multinational corporations. This shows that developed countries with large corporations have been considered branding for a long time and have invested appropriately in the processes of building these brands.

Big brand managers have realized that the process of brand establishment and development needs not only large but also long-term investment capital, a brand is built not only in a short time but also with a long-term strategic vision. Thanks to many strong brands like P&G (Procter & Gamble) with lots of shampoo, washing powder product lines such as Pantene, Head and Shoulder, Tide; Unilever with Sunsilk, Clear, Omo; Coca-cola or Pepsi of multinational corporations joined the Vietnamese market in the 1990s, brand activities in Vietnam are considered, invested and developed. However, the brand was still a new issue and has not been properly invested because of the issues of Vietnamese economy in the 1990s, so branding activities are only considered by multinational corporations. Vietnamese enterprises, the period of 1990 - 2000, have not really appreciated and implemented the branding process, but only have focused on production factors to increase the volume of products and turnover. In the 2000s, the process of implementing marketing strategies to build up brand names began to be properly recognized by Vietnamese enterprises and started to build their brands, Trung Nguyen coffee brand is a bright spot among the Vietnamese brands pioneering in branding. Recently, some other brands such as Number One of Tan Hiep Phat (THP), or Vinamilk milk of Vinamilk company are formed and are widely remembered by customers. Following the success of big enterprises, confectionery enterprises such as Kinh Do, Bibica, or beverage enterprises like Tribeco, Chuong Duong have focused on branding process for their products. Looking at the good results of Vietnamese brands in the fight

to create a brand, it can be seen that branding has helped enterprises and their products to confirm their position in the market. Because the more famous brands are, the more consumers will be in the product based on the perceived value that they receive when purchasing and using the product.

Thus, To Vietnamese enterprises in the context of a developing and competitive market, Vietnamese enterprises are quite young in comparison with multinational corporations, brand problems become an urgent issue assuring the survival and development of each product and each enterprise. However, not every investment in branding is successful, which is a practical lesson that many Vietnamese enterprises are stumbling on. Enterprises operating in the FMCG (Fast Moving Consumer Goods) market are the ones that face the major risk of branding failure. Along with the socioeconomic development, the demand for FMCG has become larger than ever, so it can be said that the FMCG market is not only a big market but also a growing one at extremely fast speeds. Therefore, enterprises, large investors in many different countries are invading and participating in this market to share a big pie.

In the FMCG market, the industry has the fastest growth rate, a large market and has always been a dynamically changing industry to adapt to the changing market has been beverage industry. The world's leading enterprises in this industry such as Coke, Pepsi, Nestle all participate in branding competition and promotion for their products. Therefore, many researchers invested time and money in studying about the process of building a brand and its elements to create the best efficiency. However, in fact, beside some enterprises have a successful branding process and are accepted by consumers, there are many enterprises failing in building their brand.

Although beverage brands in Vietnam appear quite late because the Vietnamese beverage market was found later than that of the world. This market is a big one and a playground of top brands that have built the brand loyalty among most of the customers. The result of the market report of Nielsen in 2017 shows that the beverage industry is the industry that has high and stable speed of growth in consumer goods group with the speed increases 45% in the first quarter of 2017 in comparison with 13% of food industry and 17% of the tobacco industry. Because this has high speed of growth and is a potential market, so the issue of beverage branding is one of extremely important issues.

### **1.1.2 Theory background**

Many enterprises in Vietnamese FMCG section have invested time and money into studying about branding process and constructive elements of brand to create the most effective

impacts. However, facts point out that there are many enterprises have faced the failures in branding process besides ones that succeed in that process and receive the public recognition.

When studying about brand and the method of branding, Keller and Lehmann (2006) stated that, to administer a brand effectively, marketers need to understand clearly the value of the brand, besides that, Tho and Trang (2011) stated that, building and developing a brand require not only properly understanding and having awareness of the role of elements that constitute the brand equity, the brand equity itself with the method of measuring and calculating these elements but also perceived value factors when the customers purchase and use the products of a brand, which contribute to the success of the brand.

Through the theoretic brand study, there is lacking in multi-dimensional evaluation studies, considering many perspectives, many points of view about the relationship between brand equity and its components by different objects. Besides that, the impact relationship between the elements of brand equity has not yet been deeply studied while there is a big difference between needs and wants of immediate consumers and retailers with brand products. Therefore, there will be different evaluations of these object groups about brand equity components (Fairhurst and Fiorito, 1990; Quan, 2006, Hoang Thi Thu Huong and Yu Li Lin, 2011). Another “gap” that has not been deeply studied is how the sale support from manufacturer to branding process affect brand equity creation. Up till now, most of studies about brand equity rarely mention this side. Solving this issue will contribute to perfecting theory of brand equity.

In non – gas beverage market (not included mineral water and purified water), fruit juice and nutrition water all type are significantly increased, while gas beverage are gradually decreased. According to figure from Statistic Department in 2017, number of non - gas beverage in supermarkets in Ho Chi Minh city pointed out that among 10 people buying beverage, there are 6 people buying non – gas beverage. This ratio was different from previous years one with 7/10 people choose to buy gas beverage. With competitive models, types and prices, non-gas beverage products gradually be popularity. At supermarkets, agencies or retailers, on online distribution channels, it is not difficult to recognize that the Vietnamese non – gas beverage brands dominate most of the stalls, most of them belong to enterprises (Vinamilk, Tan Hiep Phat, Tribeco, Wonderfarm, Coca-Cola). Analyzation from experts showed that in previous time, many people mistake that gas beverage is nutrition type of water because when people drink it, they see not only the tasty feeling but also cool feeling and sweet feeling. However, many years surveys result

showed that the disadvantaged sides of gas beverage on people health are significant and people need to be careful in using them. In example, using too much gas beverage will easily drive the users to addicting situation that lead to weight gaining, obesity, increasing aging speed, stomach affecting...

In inversion, when people use beverage drink without vitamins and minerals addition function, there are many benefits, such as: supporting digestion, improving liver, improving skin, decreasing blood fat, improving obesity resistance, improving heart-related disease resistance... In the market, nowadays, there are over 100 canned, paper box, plastic bottle, instant glass bottle, solution or soluble powder types of non-gas beverage. There are many types of fruit and tubers that are used for drink manufacturing. Thus, non-gas market always is busy. This let consumers have more chances to experience and choose suitable drinks.

Moreover, because of lacking of multi-dimensional evaluation studies based on aspects of combination of consumers and retailers to one kind of product on the same market to consider the correlation between components of brand equity by the assessment of these two objects. Hence, the author wishes this study could determine the differences between the assessment of consumers and retailers to a product's brand equity. In addition, the correlation between components of brand equity under these two different studied objects' points of view that has not yet been assessed in Vietnam. Especially, beverage market, which is analyzed above, is an extensive and high-speed market. Based on the economic and political elements that are quite different from the developing countries, there is a big difference between Vietnamese market and others. As a result, carrying out study of brand equity is a significant factor that contributes to theoretic study of market value in Vietnam.

This study can help enterprises; managers build up their brands value in the most efficient way. This study is also carried out with the expectation of contributing to build up the theory base of brand value and elements that help brand succeed, reviewing the theories of other previously conducted studies at other markets, with other enterprises and products. Reviewing from the correlation between theory and reality and research goal that mention above, author decide to choose topic: ***“BEVERAGE BRAND VALUE IN VIETNAMESE MARKET: MULTI-DIMENSIONAL APPROACH”*** as research topic for business administration doctoral dissertation.

## **1.2 THE RESEARCHED GOAL OF THE DISSERTATION TOPIC**

### **1.3. THE GOAL OF THE DISSERTATION TOPIC**

The overall goal of dissertation topic is identifying and measuring effects of elements of brand value to whole brand value with multi-dimensional approach; evaluate effects of supportive activities of a manufacturer to elements of brand value and the whole brand value. Based on these theories, some recommended policies will be proposed to help improve the effects of product brand value.

Specific goals of this dissertation topic include:

1. Identifying basic elements of beverage brand value in Vietnamese market
2. Measuring effects of supportive activities of manufacturer to brand value and its elements.
3. Measuring effects of elements of brand value to the whole brand value.
4. Evaluating how different approaches (different researched objects) affect brand value model.
5. Proposing some recommended policies to increase brand value.

### **1.4 Research Question**

Vietnamese beverage enterprises recently recognize that branding is really a significant problem, which seriously affect the developing and expanding process of company, as well as the consumer choice toward the products. By studying beverage industry brands equity, it is pointed out that branding issue is win-lose issue of enterprises. Facts show that failure is a big lesson of many Vietnamese beverage brand name in branding and brand developing process.

Vietnamese market is a socialist-oriented market. Therefore, branding process in Vietnamese market generally and non-gas beverage industry specifically is different from that in developed economic countries or developing economic countries as Vietnam. Therefore, the first research question is proposed as following.

### 1. What are the basic elements of beverage brand equity in Vietnamese market?

Because of the differences of commerce market characteristics, and specific characteristics of Vietnamese market, therefore, the relationship between brand equity and its elements may be very different from previous researches' result. Besides that, because of the changing in economic in Vietnam and all over the world, the science and technology developing in 4.0 evolution, there are changes in nature of relationships, in example, significantly focusing online branding, using developed tools in branding campaigns... Because of that, rechecking such relationships is really necessary. Therefore, the next research questions will be:

### 2. How are the relationship between brand elements and overall brand?

3. How are the relationship between sale support from manufacturer and brand equity and its elements?

4. What is the differences between the brand equity models under consumers, retailer, enterprises' staff perspectives?

### 5. What are necessary notions for increasing brand equity?

## **1.4 DISSERTATION TOPIC OBJECT AND RANGE**

- Dissertation topic object:

This study is conducted by beverage brand in Vietnamese market, to find out brand equity and elements of brand equity that is objects of this study.

Surveying object: Non-carbonated beverages retailers and consumers in Ho Chi Minh City.

- Dissertation topic research dimension

The dissertation topic is conducted within following dimension:

Space dimension:



Ho Chi Minh city is the biggest city in Vietnam about population and economic-social development speed. With over 12,6 million people (people with residency registration according to the statistics from Population Directorate, this figure will be doubled if people who live in Ho Chi Minh city without registration), Ho Chi Minh city now is the most important center of economic, politics, culture of Vietnam. According to Center Statistics Directorate, Ho Chi Minh city contribute 21,3% into GDP and 29,38% into National budget gross revenue. Because of in time and finance limits, this dissertation focus on surveying typical beverage enterprises with non-gas beverage products in Vietnam, include Vinamilk, Pepsi, Tan Hiep Phat, Tribeco, Coca-cola, these non-gas beverage products retailers and consumers in Vietnam market.

#### Time dimension

Qualitative research applied in this research was conducted from 07/2015 to 05/2016 to explore and adjust sale support scale from manufacturer, brand equity and brand equity elements.

Preliminary qualitative research was conducted for 06/2016 period of time with sample size of 200 samples (survey objects were consumers and retailers) to adjust scale.

Official quantitative research was conducted from 11/2016 to 02/2017 with sample size of 774 samples (survey objects were consumers and retailers in Ho Chi Minh city area)

## **1.5 RESEARCH METHODOLOGY**

### **Qualitative research methodology**

At first, secondary data were collected through Vietnam statistic yearbook in years, and market report of market research companies about FMCG market situation. In the other hand, previous researches result also were used to establish the base of theory and concept for researched issues

After that, focus group discussion was conducted, the author conducted focus group discussion with 02 survey object group (non gas beverage retailers and consumers) to redefine the beverage brand's elements, and adjust observed variables using for measuring research concepts.

### **Quantitative research methodology**

Quantitative research method was conducted through 2 steps

First step was conducted with 200 interviewees who were invited to directly answer the detailed questionnaire to identify, evaluate suitable variables and adjust unsuitable variables before conducting official survey. Research questionnaire using for first directly interviewing was designed based on the result of qualitative research conducted in previous time.

After that, next step, official research was applied with directly interviewing method with 774 interviewees to accredit research model and theory. As the first time, directly interviewing technique was also applied with adjusted questionnaire after first preliminary research.

### **1.6 THE INNOVATION AND CONTRIBUTION OF DISSERTATION TOPIC:**

This dissertation has some new contribution under different perspectives, direct consumers and retailers. Especially, this research also studies mutual effects between overall brand equity and brand equity in background of non – gas beverage brand in in-transferring process market like Vietnam. The author has conducted research under multidimensional perspective in order to give an overview of objects under stakeholders Theory. This is the new point in comparison with previous researches. Evaluating under multidimensional perspective will help dissertation more generally evaluate the stakeholders' feedback in the most general research model. Research result also points out that in spite of different stakeholders' feedbacks about mutual impact of factors in the model and their impact on brand equity. However, these differences are not so large that this will lead to the creating of new research model. This means research model that is proposed in this dissertation can be applied for many objects and many careers.

One more new point this dissertation propose is evaluating role of sale support from manufacturer toward product brand equity. The positive relationship between sale support from

manufacturer and elements of brand equity will help manufacturer change approach in treating stakeholders' relationship. They need to pay more attention to care customers, create the best working conditions for retailers not only focus on getting the highest benefit for themselves. This support not only ensure the manufacturer development but also help create their product brand equity.

There are some new innovative academic issues in this dissertation topic:

First, the study result can contribute to the development process of theories of the brand equity of products in Vietnamese market in particular and in other markets in general. Through conducting this study, researchers can have a more detailed view about brand equity of products in Vietnamese market.

Second, through conducting this study, the supportive relationship of manufacturer to brand equity and its element is claimed. Based on this study result, the study contributes to research reality that sees the supportive elements from manufacturer as one of the important elements that need to be identified and studied further when there is more study about the brand are conducted.

*Third*, dissertation topic carries out the study about beverage brand equity in Vietnamese market with a multi - dimensional approach to evaluate the impact relationship of components of brand equity to overall brand equity, especially, the study combines two points of view to refer and compare. The result of this study claimed that there is a difference in the brand equity wealth model as the study is conducted under immediate and mediate consumers' perspective. Concretely, for immediate consumers, association component is one of the components that has the biggest effect on brand equity but there is no difference of these components' effect on brand equity for mediates ones (retailers). Lack of studies about brand value under viewpoint of retailers, a very important object in the process of product selling and consuming process. Under that point of view, this study tries to cover this deficiency, Brand value assessment under the viewpoint of retailers.

*Four*, this study contributes to assessing other researchers' findings about brand equity in other markets towards Vietnamese market, a potential and challenging market. Based on these results, this study claims the study result of Nguyen and Nguyen (2011), or the ones of other researchers around the world as Yoo and his partners (2000), Ramos and Franco (2005), Atilgan

and his partners (2005), Rosa and Hernan (2008), Tong and Hawley (2009), Chen and Tseng (2010).

The dissertation topic also has some practical social contributions:

Thanks to this study's findings, the beverage enterprises in particular and the ones in Fast Moving Consumer Goods (FMCG) industry in general have more understanding of brand equity and related components with different approach of different objects. Therefore, the enterprises are able to have options of effective branding plans.

Besides that, the enterprises and Marketing departments and managers could apply this study's result to propose their companies' and counterparts' logical and successful branding plans, which minimize the risk of unsuccessful branding in spite of high cost-consuming.

Therefore, under a practical perspective, this study helps not only beverage enterprises have a proper look about the components of brand equity by different object group's viewpoint, but also FMCG enterprises, marketers, branding consulting companies and market research companies have more understanding the components of brand equity and questions related to brand equity to consider and adopt into the branding process to increase competitive advantage.

## **1.7 THE OUTLINE OF DISSERTATION TOPIC:**

This dissertation topic includes 5 chapters presented as the following order:

### **Chapter 1: An overview of the dissertation topic**

Research background is proposed to identify research problem of this dissertation, research goal and question, research dimension and object, research methodology, research innovation, and finally, research structure

### **Chapter 2: Theoretical basis and study model**

Presented theory base of brand equity includes: theoretical models of brand equity, basic theory of brand equity, overview of empirical researches of Vietnamese and foreign researchers about brand equity under consumer perspective. On that basis, the author proposes his models and research theories.

### **Chapter 3: Study design**

In this chapter, the author gives research design, research process, applied research methodology and research progress. Moreover, preliminary qualitative and quantitative research result also is presented in this chapter.

#### **Chapter 4: Study finding**

In this chapter, official research result of dissertation topic includes: describing research sample statistics result, verifying research scale, model evaluating result and proposed research theory in chapter 2.

#### **Chapter 5: Conclusion and study notion**

Research result in chapter 4 will be discussed in this chapter. Meanwhile, after looking at research result, some research ideas are proposed to increase beverage brand equity. Moreover, In chapter 5, some contributions of this research in theory and reality section, research limits and direction for next researches are presented.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND ABOUT BRAND EQUITY AND FRAMEWORK MODEL**

#### **2.1 THEORETICAL BACKGROUND ABOUT BRAND EQUITY**

In fact, nowadays, concepts as “products”, “product name”, or “brand” still make confusion among hearer. The reason why this happen is the manufacturer just create only product. Until Egypt ancient time, brick manufacturers first time place their own symbol on their products to recognize their products. Until Medieval (fifth to fifteenth century), in Europe, the first guiding document for enterprises to have a registered commercial brand name that were enterprises’ assurance and commitment about their products quality for customers, and protect possession right for enterprises was born. However, product name just was born in early 16<sup>th</sup> century when Whiskey manufacturer named their product to find it easier to manage products in the market. This is the first basis of creating brand name concepts.

Table 1.1. Total table of definitions and theoretic models of brand equity and its components under consumers’ perspective

<b>Studies</b>	<b>Definition</b>	<b>Model</b>
Shocker and Weitz (1988)	Utilities brought by brand	i. Brand loyalty; (ii) Brand image

Aaker (1991, 1996)	Added value brought by brand	i. Brand awareness; (ii) Perceived quality; (iii) Brand association; (iv) Brand loyalty.
Blackston (1992)	Customers' opinion about the brand	i. Customers' trust; (ii) Customers' satisfaction
Keller (1993)	Customers' understanding about the brand	i. Brand awareness; (ii) Brand impression
Lassar and his/her associates (1995)	The increase in perceived benefits of customers for brand in the process of selecting and comparing a brand's product with others.	i. Perceived quality; (ii) Perceived value; (iii) Brand impression; (iv) Customers' trust; (v) Commitment to customers
Berry (2000)	The advantage of marketing operation is accumulated into enterprises from the combination of brand meaning and customers' understanding of the brand.	(i) Brand awareness; (ii) Brand meaning
Lenon and his/her associates (2001)	A set of attributes impact the decision-making process of customers when choosing products of any brands	i. Brand awareness; (ii) Consumers' attitudes towards brand; (iii) Enterprises ethics
Burmann his/her associates (2009)	Stability on value for the brand at the present and in the future derived from inside and outside brand performance.	i. Clear benefit; (ii) Perceived quality; (iii) Originality; (iv) Empathy; (v) Customers' trust

(Source: Summary of the author)

## 2.2 AN OVERVIEW OF RELEVANT PRACTICAL STUDIES

### 2.2.1 Oversea studies

Table 2.2 . Summary of practical studies by domestic and foreign scientists on brand equity under the perspective of consumers.

Studies	Study method/Study context	Study result
Yoo and his/her associates (2000, 2002)	Using quantitative study method to assess the impact of Marketing Mix activities on brand equity components and the impact of these components on overall brand equity was conducted by surveying consumers for products such as sport shoes, color television, photographic film in the US market.	Brand awareness, brand association, perceived quality, brand loyalty.
Ramos and Franco (2005)	Using quantitative study method to assess the impact of Marketing activities on brand equity components was conducted by surveying consumers for washing machine and household products in Spanish market.	Brand awareness, brand association, perceived quality, brand loyalty.
Atilgan and his/her associates (2005)	Using quantitative study method to assess the impact of brand equity components on overall brand equity was conducted by surveying consumers using beverage in Turkey market.	Brand awareness, brand association, perceived quality, brand loyalty
Quan (2006)	Using quantitative study method to measure the impact of beverage brand equity components on brand performance; the impact of components of brand equity with each other, and the impact of manufacturer role on all	Brand association, customer's trust, brand loyalty.

	these components was conducted by surveying beverage retailers in Vietnamese market.	
Rosa and Herman (2008)	Using quantitative study method to measure the impact of brand equity components on the overall brand equity, and the impact of these components with each other on online trading companies was conducted by surveying consumers for online products of these companies.	Brand awareness, perceived value, customer's trust, brand loyalty.

Table 2.2. Summary table of practical studies by domestic and foreign scientists on brand equity from the perspective of consumer (cont.)

Tong and Hawley (2009)	Using quantitative study method to assess the impact of brand equity components on overall brand equity with tracksuit brands in China market was conducted by surveying consumers using these products in 2 cities are Beijing and Shanghai.	Brand association, brand loyalty.
Atilgan and his/her associates (2009)	Using quantitative study method to assess the impact of brand equity components of McDonald and CoCa brand was conducted by surveying the objects who are consumers in the US, Turkey and Russia market.	Perceived quality, brand loyalty, brand association, brand's trust.



Chen and Tseng (2010)	Using quantitative study method to assess the impact of airline service brand equity components and the impact of these components on overall brand equity was conducted by surveying consumers using airline service in Taiwan market.	Brand awareness, brand image, perceived quality, brand loyalty.
Hoang Thi Phuong Thao and her associates (2010)	Using quantitative study method combines with qualitative study method to assess the impact of brand equity components on overall brand equity for banking brand was conducted by surveying consumers using bank service in Ho Chi Minh City.	Brand awareness, brand image, perceived quality, brand loyalty.
Nguyen Dinh Tho and Nguyen Thi Mai Trang (2011)	Using quantitative study method combines qualitative study method to assess the impact of Marketing activities on shampoo brand equity components in Vietnamese market was conducted by surveying consumers in Ho Chi Minh City and Hanoi.	Perceived quality, brand awareness, brand passion.

Table 2.2. Summary table of practical studies of domestic and foreign scientists on brand equity under customers' perspective (cont.)

Rezaie and Askerzadeh (2011)	Using quantitative study method to assess the impact of brand equity components on overall brand equity was conducted by surveying beverage consumers in Iran market.	Brand awareness, brand association, perceived quality and brand loyalty.
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Hoang Thi Thu Huong and Yu Li Lin (2011)	Using quantitative study method to assess the impact of manufacturer activities on brand equity and the impact of these components on brand performance and consumers value for beverage brand was conducted by surveying consumers in Vietnamese market.	Brand association, customers' trust, brand loyalty.
Saydan (2013)	Using quantitative study method to assess the impact of products' origin on brand equity components and overall brand equity; to assess the impact of brand equity components with dishwasher, refrigerator, cooker brand was conducted by surveying consumers in English market.	Brand awareness, brand association, perceived quality; brand loyalty.
Saleem and his/her associates (2015)	Using quantitative study method to assess the impact of brand equity components was conducted by surveying consumers of beverage products in Pakistan market.	Brand awareness, brand association, perceived quality; brand loyalty.
Nguyen Van Si and Nguyen Viet Bang(2016)	Combination of qualitative and quantitative method. Qualitative study was conducted by expert interviewing and group concentrated discussion, qualitative study is conducted by surveying immediate consumer who use Binh Thuan' dragon fruit in HCM city and in Binh Thuan province.	Brand awareness; perceived quality; brand association; brand loyalty; experience safety.

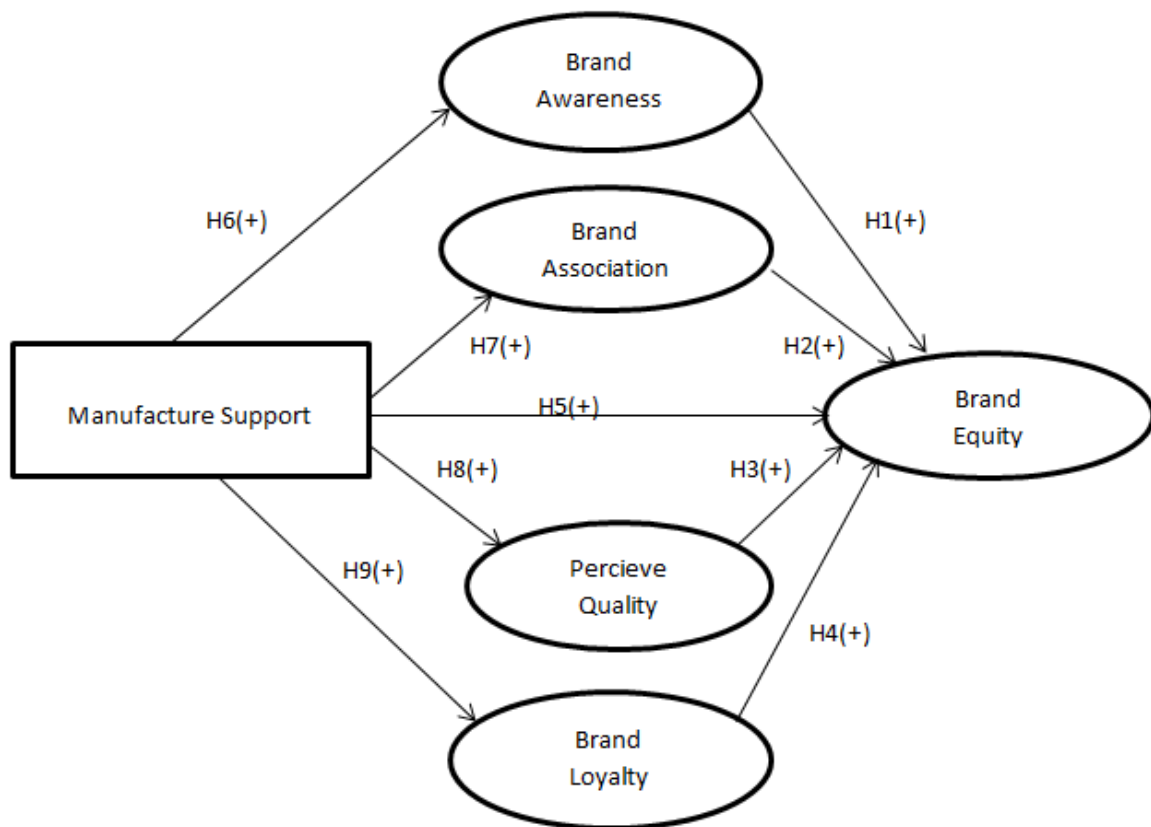
Tale 2.2. Summary table of practical studies of domestic and foreign scientists on brand equity customer based on equity. (tt)

Le Tan Buu and Le Dang Lang (2017)	Using Mixed study method. qualitative study was conducted by expert interviewing and group discussing, qualitative study was conducted by direct interview of survey objects are students of many school that uses beverage products in HCM city.	Brand awareness, perceived quality, brand association, brand loyalty, experience safety.
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(Source: Summary of the author)

### 2.3 Proposed Research Model

In this study, the author uses the Aaker's model (1991,1996) because this model is cited (Atilgan and co-worker, 2005).



Picture 2.1/2 Proposed study hypotheses model

(Source: Construction of author)



## CHAPTER 3

### RESEARCH DESIGN

#### 3.1 RESEARCH PROCESS

After testing the scale and hypothesis with preliminary research, the official research is performed. The product is selected to carry out research is non-carbonated beverage.

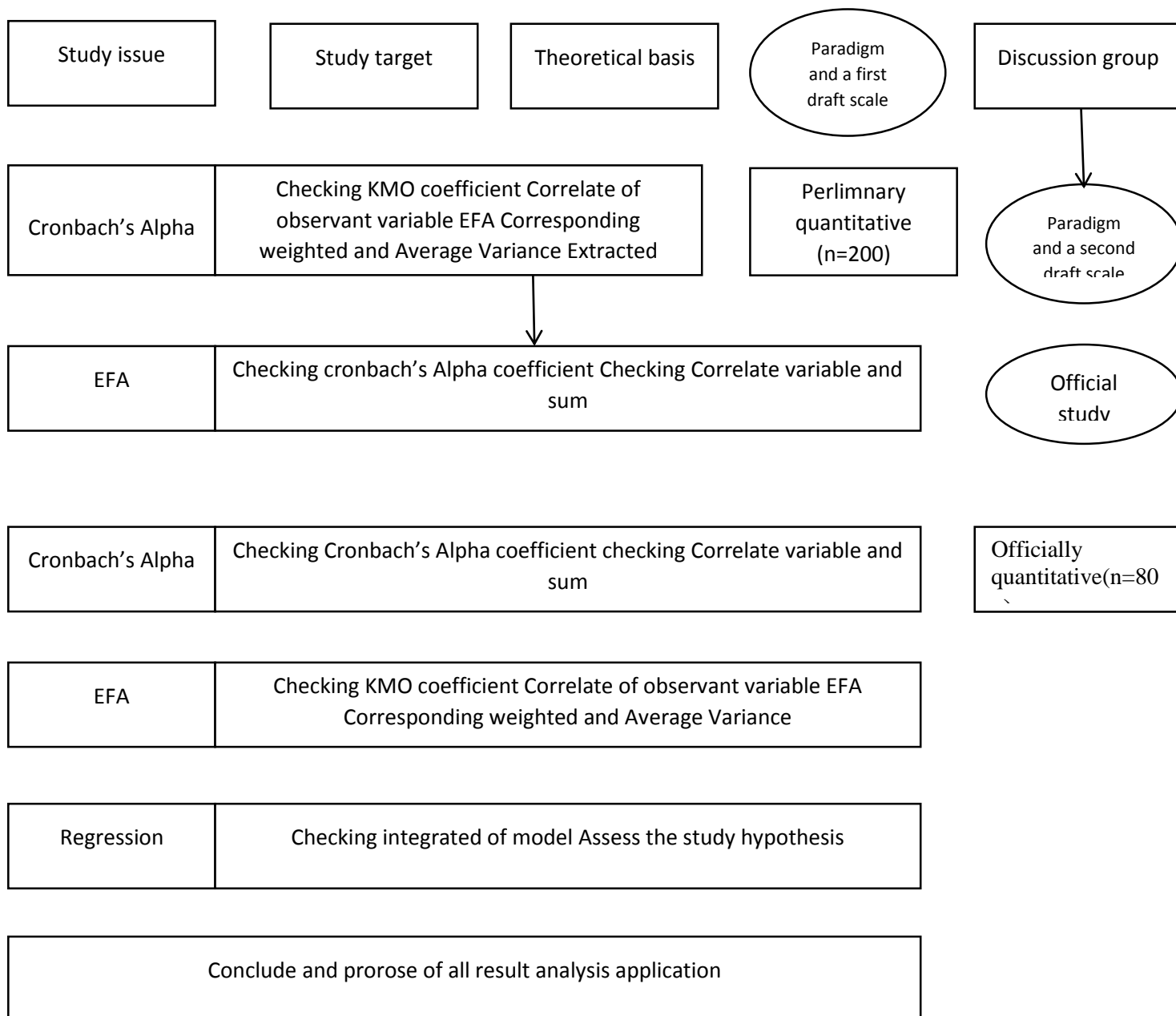


Chart 3.1. Research process

## CHAPTER 4

### RESEARCH FINDINGS

#### RESULTS OF SURVEYING IMMEDIATE CONSUMERS

##### 4.1 SURVEY RESULTS

##### 4.1 Kết quả khảo sát người tiêu dùng trực tiếp

**Bảng Error! No text of specified style in document..1 Kết quả kiểm định các giả thuyết nghiên cứu (người tiêu dùng)**

Relationship			Estimating	S.E.	C.R.	P	Label
AS	<---	MS	.554	.054	10.192	***	Accept H7
AW	<---	MS	1.437	.121	11.830	***	Accept H6
LO	<---	MS	1.483	.125	11.853	***	Accept H9
QL	<---	MS	1.432	.124	11.518	***	Accept H8
BE	<---	MS	.371	.209	1.775	.076	Accept H5
BE	<---	AS	.519	.116	4.465	***	Accept H2
BE	<---	AW	.287	.058	4.925	***	Accept H1
BE	<---	LO	.281	.065	4.312	***	Accept H4
BE	<---	QL	.219	.045	4.899	***	Accept H3

*(Nguồn: khảo sát của tác giả, 2016)*

## Phân tích đối tượng là nhà bán lẻ

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Relationship			Estimating	S.E.	C.R.	P	Label
AS	<---	MS	.645	.074	8.694	***	Accept H <sub>7</sub>
AW	<---	MS	.683	.073	9.343	***	Accept H <sub>6</sub>
LO	<---	MS	.770	.076	10.191	***	Accept H <sub>9</sub>
QL	<---	MS	.655	.076	8.574	***	Accept H <sub>8</sub>
BE	<---	MS	.244	.135	1.816	.069	Accept H <sub>5</sub>
BE	<---	AS	.238	.071	3.335	***	Accept H <sub>2</sub>
BE	<---	AW	.269	.077	3.482	***	Accept H <sub>1</sub>
BE	<---	LO	.211	.087	2.422	.015	Accept H <sub>4</sub>
BE	<---	QL	.279	.057	4.939	***	Accept H <sub>3</sub>

*(Source: the author surveys result in 2016)*

## **CHAPTER 5**

### **CONCLUSION AND MANAGEMENT IMPLEMENTATION**

#### **5.1 CONCLUSION**

The purpose of this study is to measure the impact of manufacturers' support on brand equity and its components; the impact of brand equity components on the overall brand equity. Based on that, the dissertation topic proposes some study implementations to increase brand equity.

#### **5.2 Management implementation**

Based on the study result, some policy recommendations are proposed to increase non gas beverage brand equity:

##### **Sale support from manufacturer,**

Sale support from manufacturer have average value  $2.6 < M < 3.4$ . This claim that customers evaluation is average, enterprises should

#### **5.3 LIMITATIONS OF THE DISSERTATION TOPIC AND DIRECTIONS FOR FURTHER RESEARCH**

The dissertation topic has certain limitations:

The limitation of the study is only being conducted in Ho Chi Minh City. Therefore, the study result will have the limitation that the generality of all data represents Vietnamese market.

The sample of the study is small so that the sample cannot represent the overall research object that is people using carbonated beverage in Vietnamese market. That is the second limitation of this study.

#### **LIST OF AUTHOR'S PUBLISHED STUDIES WORKS RELATED TO THIS DISSERTATION TOPIC**

1. Nguyen Van Kha (2018) "The brand equity beverage in Vietnamese market: "Approaching under the perspective of consumers "Journal of economy and forecast, No. 9, page 15-19.



2. Nguyen Van Kha (2018) "Factors affecting beverage brand loyalty in Vietnamese market:" Journal economy and forecast, No. 12, page 44-48.