

THE SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

**INFORMATION ON NEW ACADEMIC AND THEORETICAL
CONTRIBUTIONS OF THE THESIS**

Thesis' Title: ***BRAND VALUE OF BEVERAGE IN VIETNAMESE MARKET:
"A MULTIDIMENSIONAL APPROACH"***

Major: Business administration

Code: 9340101

PhD Candidate: Nguyen Van Kha

Course: 2014 - 2017

University: Lac Hong university

Science Instructor: Prof. Ph.D. Hoang Thi Chinh

The contributions of thesis on science and practice, including:

Scientifically

Practically

THE CONTRIBUTIONS OF THESIS

The thesis has a number of new contributions from a variety of perspectives, from the direct consumer, indirect consumer (retailer) and salesman perspective. Especially, it also studies the impact between brand value with overall brand value. The author has conducted the study with a multidimensional approach to give a general view of the subjects under Stakeholder Theory as a new point to the previous studies. It will help to assess more generally the perceptions of stakeholders in a general research model. The results of the study also show that although stakeholders have different perceptions about the level of impact of the factors in the model together and with the brand value, the discrepancy is not so great to make a difference in the research model. This means that the research model proposed by thesis can be used for a variety of subjects and can be applied to many different professions.

Another new point is that it evaluates the role of sale support for manufactures to the brand value of the product. The positive relationship between sale support for manufacturers and the components of brand value will help manufacturers change their approach to address relationships with stakeholders.

They need to pay more attention to customer care, the best working conditions for employees, and sharing the risks with retailers rather than focusing on finding ways to make a maximum profit for themselves. This support not only ensures the development of the manufacturer, but also helps to create brand value for the product that they produce.

The topic has some academic contributions as follows:

First of all, the results of this research can contribute to the theoretical foundation of the brand value of the product to the Vietnamese market in particular and other developing markets in general. Through this research, researchers can have a clearer view of the brand value of products in the Vietnamese market.

Secondly, from this study, the sale support impact relationship for the manufacturers to the brand value and its components has been confirmed. Thus, contributing to future research interest in sales support factors for manufacturers is also one of the important ones that need to be identified and further studied when researching the brand.

Thirdly, the topic of researching the beverage brand value in the Vietnamese market is a multi-dimensional approach to assess the impact of the brand value components on the overall brand value. Especially when combining two different views for reference, comparison. The results show that there is a difference in the impact magnitude of factors in the brand value model when approaching from the point of view of direct consumers, indirect consumers, and business enterprise employees in non-carbonated beverage field. Specifically, for direct consumers, the linking component is the most influential factor of the brand value. For indirect consumers (retailers), it has no impact on the brand value.

Fourthly, this research contributes to re-examine the findings of other researchers on the brand value in other markets for the Vietnamese market - a potential and challenging market. This confirms the research results of Nguyen Dinh Tho and Nguyen Thi Mai Trang (2011), or other researchers in the world such as Yoo et al. (2000), Ramos and Franco (2005), Atilgan and (2005), Rosa and Hernan (2008), Tong and Hawley (2009), Chen and Tseng (2010).

The topic also has some contributions in terms of social practice:

Based on the findings of this study, companies, beverage companies in particular and FMCG firms generally have more understanding of the brand value and related factors through different approaches, of different objects. Consequently, businesses can come up with an effective branding approach.

In addition, companies and marketing managers can apply the results of this research to develop branding strategies for the company and its partners in a rational and successful way. Minimizing the risk of branding failure that is costly.

From a practical perspective, this study not only helps beverage companies have a better view of the components of brand value from the perspective of different target groups. It also helps fast-food businesses, marketers, branding companies and market research companies better understand the components of brand value, related questions to brand value from which to apply to the process of branding to increase competitive advantage.

SCIENCE INSTRUCTOR
(signature, name)

Prof. Ph.D. Hoang Thi Chinh

Dong Nai, date 5 month 12 year 2019.
PHD CANDIDATE
(signature, name)

Nguyen Van Kha