THE DETERMINANTS AFFECTING THE BRAND NAME DEVELOPMENT OF LAC HONG UNIVERSITY IN DONG NAI PROVINCE

Nguyen Van Dung[1] and Phan Thanh Tam[2]

1. Lac Hong University (LHU); 2. Lecturer of LHU

Mail: phthtam74@gmail.com[2]

Abstract

Nowadays, the branding is the art of setting yourself apart from everyone else. Being a place that has "something for everyone" includes every community anywhere and says nothing specific about which you are. A brand is a perception – what people think of Squamish when you tell them where you live – the first thing that comes to their minds. A brand is also a promise that Squamish will deliver on that perception (good or bad).

This paper conducted during the period from June 2012 to June 2015. The Exploratory Factor Analysis (EFA) results showed that there were four factors affecting the brand name development of LHU that included of factors following community relations and recognition engine; internal publication; Events and news; and social investments of the brand name development of Lac Hong University in Dong Nai province with significance level 5 %. In addition, the research result processed by SPSS 20.0 versions. At the same time, the results were also a scientific evidence and important information for researchers, and policy makers who apply them for the brand name development of the Lac Hong University in the future. The main objectives of this study were to:

1. Analyzed and tested the various factor affecting the brand name development of LHU.
2. Proposed recommendations in order to improve the brand name development of LHU.

Keywords: LHU, Marketing, Brand, Name and the development of LHU

1. INTRODUCTION

In today's competitive business environments, consumers are exposed to a large number of brand choice alternatives. Managers and marketers are battling to keep their brand loyal customer loyal and trying to avoid competitors from grabbing of these customers. Besides, the protection and development of the brand has always been the business organizations as well as interested non-business to bring our customers trust and maintain confidence in the customer's mind. The effect brought about developing and maintaining brand which is very large. This is Marketing art that not everyone or organization is also easily done.

Moreover, the brand loyalty has been described as behavioral response and as a function of psychological processes (Jacoby and Kyner, 1973), which means that brand loyalty is a function of both behavior and attitudes. Most studies in brand loyalty have been concentrated on the behavioral aspect of brand loyalty (e.g. repeat purchases) without considering the cognitive aspects of brand loyalty (Choong, 1998).

With the practical requirements of a lecturer in mind, the researcher had chosen: the determinants affecting the brand name development of Lac Hong University in Dong Nai province as a topic for paper in business administration. Specifically with this topic devoted to Lac Hong University as follows: Pencils application model in order to develop brand marketing Lac Hong University. The question is how to help the brand name development of LHU in Dong Nai province to improve its competitive position in the future.

2. LITERATURE REVIEW

Pencils tool: PR tools have support for it includes many tools abbreviated PENCILS:

Internal Publications (Publications), events (Events), news (News), community activities (Community Affairs), defined media (Identity tools), lobbying (lobbying) and investment social (social Investments).

P - Publication: It includes Issuance of corporate publications (eg, brochures, annual reports, newsletters, yearbooks, brochures, corporate magazines...)

E - Events: It includes Organize the type of event makes people interested in more business (e.g., sporting events, trade shows, arts or entertainment event ...)

N - News: It includes Upload your media on the positive stories about businesses about the products and services of the business.

C - Community Involvement: Engage the support from the local community (e.g., Funding for events, local activities, support the development, local development...)

I - Identity tools: Construction toolkit corporate brand identity (i.e.: business cards,

stationery, uniforms, and rules of conduct of the business ...)

L - Lobbying: It includes the lobbying activities, building relationships with governments, legislators. Efforts to bring business advantages, convenient or prevent, minimize adverse impacts from the government.

S - Social Investment: It includes the social investment activities; build a good reputation, social responsibility is good for business.

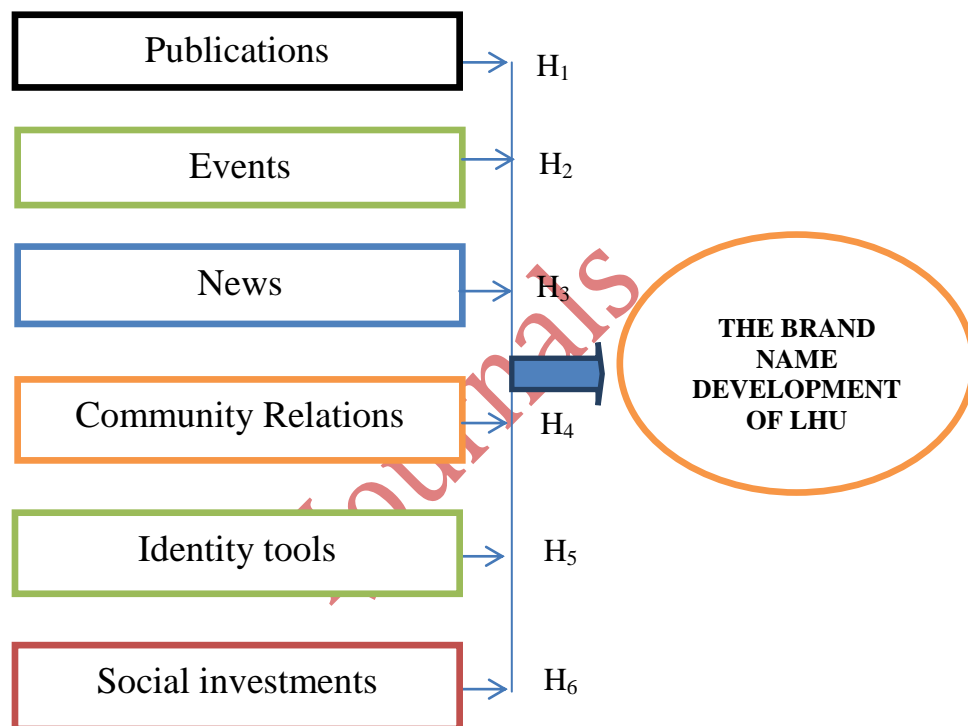**Research model for the brand name development of LHU in Dong Nai province**

Figure 1: Research model for the brand name development of LHU

Hypothesis of the study

Based on the aforementioned research questions the following hypotheses used to investigate each question:

H$_1$: There is a positive relationship between Publications and the brand name development of LHU in Dong Nai province.

H$_2$: There is a positive relationship between Events and the brand name development of LHU in Dong Nai

province.

H$_3$: There is a positive relationship between News and the brand name development of LHU in Dong Nai province.

H$_4$: There is a positive relationship between Community Relations and the brand name development of LHU in Dong Nai province.

H$_5$: There is a positive relationship between Identity tools and the brand name development of LHU in Dong Nai province.

H$_6$: There is a positive relationship

between Social investments and the brand name development of LHU in Dong Nai province.

3. METHODS OF RESEARCH

A survey instrument in the form of close-ended questionnaire was developed for the purpose of data collection. After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 350 enterprises in Dong Nai province that related LHU and answered nearly 265 questions. The enterprise responses measured through an adapted questionnaire on a 5-point Likert scale and hard copy. The reason tested measurement models, model and test research hypotheses.

Data collected were tested by the reliability index excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60, factor analysis explored (remove the variable low load factor < 0.50). The Data was processed by SPSS 20.0 version. Finally, the hypothesis was tested through multiple regression analysis with linear Enter method.

4. RESEARCH RESULTS
Descriptive Statistics for the brand development of LHU
Table 1. Questions for the brand name development of LHU

Code	PUBLICATION	N	Mean	Std. Error
AP1	Internal Publications Lac Hong University maintained annually	305	3.18	.058
AP2	Textbooks are for internal used by students and more	305	3.20	.057
AP3	The souvenir branded Lac Hong increasingly interested (calendar, medals...)	305	3.35	.058
AP4	I know about the Lac Hong University through the school's website	305	3.35	.054
Code	EVENTS	N	Mean	Std. Error
SK1	Events by Lac Hong University organizations increasingly attracting the attention of the media	305	3.40	.055

SK2	The exchange Lac Hong university with businesses are increasingly interested	305	3.44	.054
SK3	Regularly organize training courses for students	305	3.50	.054
SK4	The quality of the competition for students is increasingly high	305	3.48	.057
Code	NEWS	N	Mean	Std. Error
TT1	Enrollment information is updated regularly	305	3.35	.055
TT2	Lac Hong University to use local channel information (DongNai newspaper, DongNai TV, Dong Nai radio...) effectively	305	3.45	.055
TT3	Easy to know the information about Lac Hong University	305	3.51	.055
Code	COMMUNITY RELATIONS	N	Mean	Std. Error
QC1	Lac Hong University has always actively participated in the local charity program	305	3.31	.052

Code		N	Mean	Std. Error
QC2	Lac Hong University eager to participate in green summer campaign	305	3.27	.051
QC3	During a disaster for the people, Lac Hong always actively help people	305	3.17	.054
QC4	Every year, Lac Hong University awards scholarships to poor students	305	3.30	.056
Code	**IDENTITY TOOLS**	N	Mean	Std. Error
CC1	When it comes to Lac Hong University, one would think Robot	305	3.36	.053
CC2	In private schools, Lac Hong University head of technology	305	3.28	.053
CC3	In private schools, Lac Hong University has modern teaching facilities	305	3.36	.055
CC4	Graduated Lac Hong students pace with the rapid social	305	3.43	.052
Code	**SOCIAL INVESTMENT**	N	Mean	Std. Error
DT1	Lac Hong University participated in technology transfer to enterprises	305	3.61	.058
DT2	Lac Hong University contributes to human development by training	305	3.74	.057
DT3	Lac Hong University students easily find employment	305	3.57	.060
Code	**OVERALL ASSESSMENT**	N	Mean	Std. Error
TC1	Lac Hong University brand is now known	305	3.22	.054
TC2	Lac Hong University brand more credibility in society	305	3.29	.050
TC3	Lac Hong University Brand is known through Robot	305	3.22	.054

(Source: The researcher's collecting data and SPSS)

Table 1 showed that there were 25 items processed, the mean is around 3 point. This showed that the result of the descriptive statistics from items that had 305 enterprises processed in Dong Nai province interviewed from June 2012 to June 2015.

Exploratory Factor Analysis for factors of the brand name development of LHU

Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.914 > 0.6). This result is very good for data analysis. Table 2 showed that Cumulative % was statistically significant and high data reliability is 73.443 % (> 60 %).

Structure Matrix for factors of the brand name development of LHU

The structure matrix for the brand name development of LHU had 4 Components. All of items is higher 0.5. This data is very good for researching.

Structure Matrix for the brand name development of LHU had 4 Components following:

The first factor comprises the observed variable is CC1, CC3, QC4, CC2, CC4, QC3, QC2, QC1 are called "community relations and recognition engine" symbol X_1.

The second factor comprises the observed variable is AP2, AP3, AP1, AP4, SK1 are named "internal publication" symbol X_2.

A third factor comprises the observed variables SK4, TT1, SK3, TT2, SK2 was named "Events and news" symbol X_3.

Fourth factor comprises the observed variable is DT1, DT2 and DT3 dubbed "social investments" symbol X_4.

Results of regression analysis of the brand name development of LHU
Table 2. Results of regression analysis of the brand name development of LHU

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.724[a]	.524	.518	.69447038	1.894

a. Predictors: (Constant), X_4, X_2, X_1, X_3
b. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.313	4	39.828	82.582	.000[b]
	Residual	144.687	300	.482		
	Total	304.000	304			

a. Dependent Variable: Y
b. Predictors: (Constant), X_4, X_2, X_1, X_3

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.001E-013	.040		.000	1.000		
X_1	.297	.057	.297	5.172	.000	.482	2.075
X_2	.170	.051	.170	3.307	.001	.603	1.658
X_3	.120	.060	.120	1.994	.047	.441	2.265
X_4	.310	.050	.310	6.213	.000	.635	1.574

a. Dependent Variable: Y: The brand name development of LHU

(Source: The author treated with SPSS)

Table 2 showed that Adjusted R^2 coefficient = 0.518 means that this model explained 51.8 % variation in brand name development, the remaining 48.2 % of variation in brand development is explained by factors outside the model.

Results showed that the F-test F = 82.582 and F = 0.000 Sig showed regression models fit the data set studied.

Inspection of multicollinearity phenomenon, with great acceptance and tolerance magnification factor variance of the independent variables VIF smaller than 10. Therefore conclude regression model incorporating the non-linear phenomenon.

The regression results show that the relationship between the dependent variable and four independent variables are constructed as follows:

$$Y = 0.00 + 0.297X_1 + 0.170X_2 + 0.120X_3 + 0.310X_4$$

Among them:
Y: Brand name development of LHU
X_1: Community relations and identification tools;
X_2: Internal Publications;
X_3: Events and news;
X_4: Social Investment.

5. CONCLUSIONS AND RECOMMENDATIONS
Conclusions

The multiple regression coefficients were standardized by 4 factors: community relations and identification tools, news and events, social investment to ensure meaningful statistical significance level Sig are small than 0.05. Other factors are internal publications Sig = 0.047 of significance level less than 0.05 should significantly affect the development of the brand. However, in practice these factors are affecting the development of the brand name, but in particular the Lac Hong University, the only strongly influenced by 4 factors to be social investment, community relations and identity tools, Internal publication and events and news. We had four findings following:

First of all, the Community relations and identification tools affecting the brand name development of the LHU with significance level 5 %.

Secondly, the internal publications affecting the brand name development of the LHU with significance level 5 %.

Thirdly, the events and news affecting the brand name development of the LHU with significance level 5 %.

Finally, the social Investment affecting the brand name development of the LHU with significance level 5 %.

Recommendations

Recommendation for Social investments

In addition to creating a relationship with the community and make a difference through identification tool, Lac Hong University needs more attention to the specific social investments with the implementation of the following ways:

- Maintain and develop existing form of technology transfer to local firms or local.

- Improving the quality of school education in order to create the best students in theory and practice, so that when the students are out of school can quickly tap into social practices for community benefit from social work training under the roof of the Lac Hong dear. Because the students through it, society would have been the man in the adjacent social development in the future, this force will continue for generations to replace his father to develop Vietnam's country and people generally bring practical achievements for the nation.

- Continue to strengthen the position of Southern universities in the country to the students upon graduation can easily apply for a job with knowledge and expertise of your firm.

Recommendation for the community relations and identity tools

The community relations:

Public Relations that is now a brand development tool is very effective and should take advantage of Lac Hong tools to promote the effectiveness of brand development, specifically in the following forms:

- Actively participate in charitable programs locally as recent years have performed as love building houses for local people (especially Buu Long Ward) and should be maintained regularly every year. When done well should be coordinated with the local media to the local media to implement local programs that Lac Hong are known to not just educational institutions but also interested to the community.

- Each summer continued movement "Green Summer" practical rather than a "tour" of the student; the student should have the participation screening to select those students best. After each program to report what had been done and has not done more to complete than the same program.

- Every year natural disasters often happens with people such as rainstorms, floods, ... Lac Hong also need active participation can help people in money or in kind to the people to overcome difficulties that those who support, help certainly never forget the word "Lac Hong". Especially Lac Hong also many students from the central of country-where natural disasters are most common in the country.

- Lac Hong also should maintain the scholarship program each year or semester for poor students in the country. So not only resonates in Lac Hong localities near Dong Nai province, but also many other provinces also known Lac Hong University.

Identity tools:

As the author mention the benefits of the tool will identify the major differences between products or services of the organization other than the organization should continue to Lac Hong positioned with available identity have in recent years of the Lac Hong University is Lac Hong-Robot.

- Continue to strengthen its position in Lac Hong Robot. That is the biggest buzz of Lac Hong University today. Maintaining research activities aimed at developing robotics techniques as well as further confirmed its position in the long-term future.

- The other departments not related to Robot should also have the support of mental or physical faculties by others can also through this science to promote their very own identity Lac Hong.

- The advantage of Lac Hong University today is also the basis of modern teaching materials, from infrastructure to the device for teaching this also creates a separate position very large compared to the private schools other end.

Recommendation for the internal publications

The LHU continues to improve Identification of tools following: (1) The LHU should improve the quality of Internal publications such as ROBOCON news, Website, and YouTube... (2) The LHU should continue to improve training programs news, textbook, papers, times, journal… that reflect current and future social demand, especially enterprises demand. (3) The LHU should inform the good results of Science research of lecturers and students for enterprises to apply in Business administration.

Recommendation for the events and news

Finally, event and news are the factors affecting third factor related to the groups Pencils model study author.

The events:

- Lac Hong University organizes regular events, big and small, should have the opportunity to be coordinated with the media to promote the event as well as promote the brand to the public Lac Hong more

- Regularly communicate with business because through this event may need to know what businesses need from Lac Hong attempt that meet the specific desires, so that students can access business easier now.

- Organizing training courses for students as well as school construction program, so that students experience in real life.

The news:

- Continuously updated information related to the events, movements like admissions information, information advice, and information support for students, local students and schools nationwide by the website.

- Coordinate with the media like television, local and national newspapers to bring information to the public.

6. REFERENCES:

[1]. Anderson, T., & Kanuka, H. (2003). *E-research: Methods, strategies, and issues*. Boston: Allyn & Bacon.

[2]. Beverland, Michael, and Adam Lindgreen (2002). *Using Country of Origin in Strategy: The Importance of Context and Strategic Action*. Cambridge University Press.

[3]. Chen, S., Hall, G. J., & Johns, M. D. (2003). *Online social research: Methods, issues & ethics*. New York: Peter Lang.

[4]. Freedman, D.A. (2005). *Statistical Models: Theory and Practice*. Cambridge University Press.

[5]. Greene, William H. (1999). *Econometric Analysis*. Prentice Hall.

[6]. Hand, D. J. (2004). *Measurement theory and practice: The world through quantification*. London, UK: Arnold.

[7]. Hayashi, Fumio (2000). *Econometrics*. Princeton University Press.

[8]. Hewson, C., Yule, P., Laurent, D., & Vogel, C. (2003). *Internet research methods: A practical guide for the social and behavioral sciences*. Thousand Oaks, CA: Sage.

[9]. Jarzabkowski, P. and D.C. Wilson, (2006). *Actionable Strategy Knowledge: A Practice Perspective*. H. Emel Hempstead: Prentice-Hall.

[10]. Kotler, P., (1994). *Marketing Management: Analysis, Planning, Implementation and Control*. Engle wood Cliffs.

[11]. Lund Research Ltd. *Descriptive and Inferential Statistics*. Statistics.laerd.com.

[12]. May, G., (2010). *Strategy planning*. Business Expert Press.

[13]. Pearl, Judea (2000). *Causality: Model, Reasoning, and Inference*. Cambridge University Press.

[14]. Scherer, K. R., & Ekman, R. (1982). *Handbook of methods in nonverbal behavior research*. New York: Cambridge University Press.

[15]. Schervish, Mark J. (1995). *Theory of statistics*. New York: Springer.

[16]. Seitel, Fraser P. (2007). *The Practice of Public Relations*. Upper Saddle River, NJ: Pearson Prentice Hall.

[17]. Stuart Elliot (2012). *Public Relations Defined, After an Energetic Public Discussion*. New York Times.

[18]. Thiele, S.R. and M.M. Mackay (2001). *Assessing the performance of brand loyalty measures*. United Kingdom: Prentice Hall.

[19]. Vranesevic, T., Stan and E.C.R. Caron (2003). The effect of the brand on perceived quality of food products. Cambridge University Press.

[20]. Waldersee, R., and Sheather, S. (1996). *The Effects of Strategy Type on Strategy Implementation Actions*. Human Relations.