

ABSTRACT

In the knowledge economic age, brand is one of three assets, which is the most important to business activities (with resources and information). Nowadays, many companies are very successful to build and develop their brand by using public relation (PR) because PR has its power much different from other marketing tools.

The purpose of this study is to describe how Trung Nguyen Coffee can use PR to build and develop their brand. A survey was operated in Viet Nam with 250 questionnaires sent to Trung Nguyen coffee customers.

This study uses SPSS 15.0 and analysis techniques as linear regression, one – way ANOVA to analysis all collected data. The results indicate that to build and develop brand successfully, companies must build in customers' mind a consistent image through close relationship with their customers and effective communication. This study is to help marketers of companies understand the key and plan the public relation strategies to build and develop organizations' brand in the competitive market

Keywords: Public Relation, Brand, Trung Nguyen

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Chapter 1

Introduction

In this chapter, the first part is research background, which introduces general situation of using public relation to build and develop brand in an organization. The next is study contribution, research purpose of this study. Then, research flow chart will give the progress and structure of this study. The limitation of the study is in the end of this chapter.

1.1 Background of the Problem

According to Kitchen (2004), public relation (PR) is among the main tools of integrated marketing communication and the core of PR today involves mutual understanding and long term relationship building. Although PR covers a wide spectrum of functions from events to crises management but the main objective of this paper was to investigate how the public relation plays its role in building and developing brand with Trung Nguyen Coffee Company as case study

People are living in an area where many companies spend vast amounts of money on commercial spots. Zyman (2002) – the former Chief Marketing Officer at Coca-Cola indicated that companies spend millions to put their name on stadiums, develop packaging, appear on television or radio in order to sit back and wait for something to happen.

Al Ries and his daughter – Laura Ries in their book called “The Fall of Advertising and the Rise of Public Relation” claimed the lack of advertising credibility, so that advertising only take the role of maintaining the brand. Advertising can not build and develop brand. The President of Advertising Age, Rance Crain (2002) claimed that PR should introduce a product and Advertising should come to later to maintain the growth .The marketing and branding consultant Matt Haig also support this idea in the book “Brand Failures” in 2003. There are many examples of brand launching failures accompanied by an expensive advertising campaign.

Harris Diamond (2005), CEO of Weber Shandwick and Chairman of the Council of PR firms, points out the importance of PR is growing in corporate boardrooms and in the marketing field. Many marketing managers today are appreciating the importance of PR in an increasingly fragmented media environment. He claims that PR can and should play a major role in many companies’ marketing mix. A PR strategy can build and develop organization image in target audience’s mind.

There are many changes in the perception of PR versus advertising since the release of the Rieses book in 2002. Diamond’s (2005) and Weiner’s (2005) arguments are indicating a growing importance of PR in the marketing mix. In the study, Schneider (2002) notes that managers with successful products reported substantially

greater returns across all PR related activities. PR was viewed as comprising far more impact for build and develop brand than others.

1.2 Contribution

Marketing traditional mentions only four components in marketing mix including product, price, promotion and place. Many organizations have never heard about public relation, especially in building and developing brand. This study can be used widely to help to understand what the public relation is and how to apply PR in building and developing brand

This study attempted to make a contribution to the literature of researches about marketing, marketing mix and brand theories. This study also hoped to help increasing the understanding about public relation theory, presenting three factors to make a successful public relation strategy. Moreover, this research can give directions and a step for future research, especially in new organization like Trung Nguyen Coffee.

Therefore, this purpose of this study is to contribute the successful PR case study in building and developing brand. This is excellent document for managers in planning the long term strategies for organization. This study also offer an approach for PR makers to understand clearly about their roles in organization and marketing field.

1.3 Research Purpose

The purpose of this study was to identify using public relation to build and develop brand in an organization especially in the beverages and food industry. From that, this paper tries to answer some following research questions:

1. What is the brand and why do companies have to concern about this issue?
2. What is Public relation and what are specific factors of public relation affecting building and developing brand?
3. How does Trung Nguyen Company build and develop brand by using public relation?

1.4 Research Flow Chart

There are totally five chapters in the study including: Chapter 1 – Introduction, Chapter 2 – Literature Review, Chapter 3 – Research Methodology, Chapter 4 – Analysis and Result and the last is Chapter 5 - Conclusion, Managerial Implication and Suggestion for future studies. All the steps were taken in this study also follow this order. In each chapter, there are sub-sections which make the study more clearly and detail. The flow chart was shown in figure 1.1

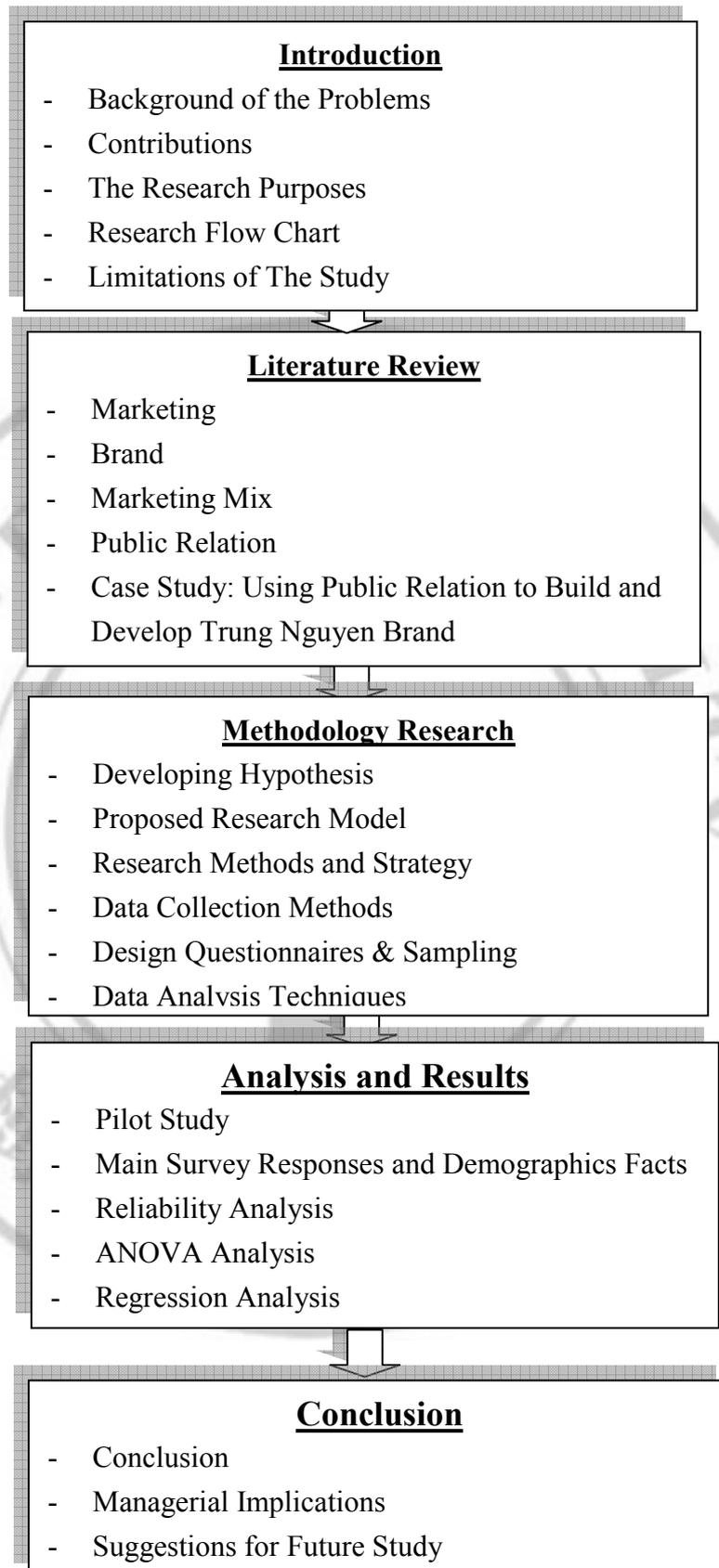


Figure 1.1 - Flow Chart of the Study

1.5 Limitations of the Study

This study has some critical limitations that need to be taken into consideration before generalizing any findings.

The first limitation is the participants of survey. All of them are customers of Trung Nguyen Coffee, it might not generalize the results of this study for other areas, other industries in other countries. Besides, because of limitations such as time and capability, the survey was just carried out in one part of country rather than in over the country

The second limitation is the scale of questionnaires. Because of the multiple choices questionnaires, so the respondents are may not be willing to answer or fill summarily. Furthermore, the number of questionnaires is 250, but the professional respondent rate are 17.5% of total respondents (Master degree is 14.6%, PhD is 2.9%). To have more accuracy result, the future survey should send the questionnaires to professional respondents directly or make a deep interview with them.

So, this study has taken consideration of their presence. These limitations have prompted the study to proceed so as to minimize or avoid errors as well as to be the suggestions for further researches.

Chapter 2

Literature Review

The aim of this study involves the public relation strategy in building and developing brand. So the following chapter will review brief some theory related such as marketing, brand, marketing mix with 4 Ps, focus on public relation strategy in building and developing brand. Finally, the chapter also introduces Trung Nguyen Coffee background and its public relation strategy to build and develop Trung Nguyen brand

2.1 Marketing

Drucker (1973), a leading management thinker, believes business success is not determined by the producer but by the customer. Therefore marketing is an effective mean to communicate the products with the customer.

Under keen competition nowadays, marketing has played an important role in maintaining and making more profitable business. There are some misconceptions on marketing. Some believe marketing is manipulative and unprofessional. Some believe marketing is only advertising and selling. It is not surprise for the people having that concept as everyday when we read newspaper, watch television, and receive direct mail which intended to sell something. However, there is general consensus among scholars that marketing is not only advertising and marketing though there are different points of view on the definition of it. Kotler (1980) defines marketing as a

human activity aiming at satisfying needs and wants through exchange process. It is a simple and general definition of marketing.

In Kotler and Boom (1984), they offer a more detail definition on marketing:

“Marketing is the analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offering in terms of target markets’ need and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets.”

Sound marketing program with careful design of service and goods, creative pricing and effective distribution can achieve a profitable results. However, advertising and selling should be of minimal used. According to the American Marketing Association (1985), *“Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfying individual and organizational objectives.”*

The definition is base on the concept of exchange. Its aim is to improve the effectiveness of the process. Bartels (1986) defines marketing as *“A process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who, interacting under constraints – technical (economical) and ethical*

(social) – creates the transactions of flow which resolve market separations and result in exchange and consumption.”

Bartels (1986) further elaborates on the concept of exchange and try to consider other constraints which will affect the process – technical and ethical constraint. He views all the process composes by participants is subject to constraint and they are interacting under constraints as well. Therefore marketing is a process that creates the maximum transaction under limited resources.

2.2 Brand

Mentioned in the function of brand, Randall (1997) believed that brands were fundamentally important to the survival and success of firms. Actually, brand is very important but what brand is. Too often even marketing professionals didn't have an answer, and too many had their own answer.

A traditional definition of a brand was *“the name, associated with one items in the product line that is used to identify the source of character of the item”*. The definition of the American Marketing Association defined it as a name, term, sign, symbol or 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.

The premise of customer-based brand equity models is that the power of a brand lies in what customers have been, read, heard, learned, thought and felt about

the brand over time. Another way, the power of a brand lies in the minds of potential customers and what they have experienced directly and indirectly about the brand. Brand equity is the added value provide to products and services. (Kotler & Keller, 2006).

Brand equity is an important intangible asset that has psychological and financial value to the firm and presents as a source of sustainable competitive advantage. Brand equity has positive relationship with brand loyalty; it can increase the probability of brand selection, leading to customer loyalty to a specific brand (Pitta and Katsanis, 1995). With high brand equity, organization has the possibility of brand extension to other product categories because of lower advertising costs and higher sales (Smith and Park, 1992).

Moreover, brand equity increases (1) willingness of consumers to pay premium prices, (2) possibility of brand licensing, (3) efficiency of marketing communication, (4) willingness of stores to collaborate and provide support, (5) elasticity of consumers to price reductions, and (6) inelasticity of consumers to prices increases and reduces the company vulnerability to marketing activities of the competition and their vulnerability to crises (Barwise, 1993; Farquhar, Han, & Ijiri, 1991; Keller, 1993; Keller, 1998; Pitta & Katsanis, 1995; Simon & Sullivan, 1993; Smith & Park, 1992; Yoo, Donthu & Lee, 2000)

According to Rajh (2005), in the efforts to build the equity of the brands, managers should focus on the creation of brand awareness and a positive brand image. All marketing activities aimed at positively impacting the brand equity should be insisted either on increasing the brand awareness or on improving the brand image or both.

2.3 Marketing Mix

The marketing mix concept is one of the core concepts of marketing theory. The elegant “4Ps” or marketing mix model first presented as the theory of parameters by Rasmussen and then developed by McCarthy and finalized by Kotler (Hakansson & Waluszewski, 2005).

McCarthy (1964) refined this further and defined the marketing mix as a combination of all the factors at a marketing manager’s command to satisfy the target market. More recently McCarthy and Perreault (1987) have defined the marketing mix as the controllable variables that an organization can co-ordinate to satisfy its target market. This definition is widely accepted as can be seen from Kotler and Armstrong’s (1989) definition of the marketing mix; as the set of controllable marketing variables that the firm blends to produce the response it wants in the target market.

According to Miller (2001), the marketing mix referred to a set of variables, or a toolkit, that we can consider as the ingredients used by organizations to implement their marketing strategy. The most popular and most enduring marketing mix framework is 4Ps model of McCarthy included place, price, promotion, product. Moreover, Kotler and Amstrong listed advertising, personal selling, sales promotion and publicity under the heading of promotion. Despite many changes, the 4Ps could be a useful starting point. To be reframed, Hakansson and Waluszewski put forward the idea that promotion and place appear to be essential for the creation of value, and product and price appear more of an outcome of the same process.

According to Kotler and Keller (2005), the price is the amount a customer pays for the product. It is determined by a number of factors including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product.

Product is a tangible object or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units (Borden, 1964). Intangible products are often service based like the tourism industry & the hotel industry. Typical examples of a mass produced tangible object are the motor car and

the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system.

In the book, Mc Carthy (1960) defined that place is the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

Of all the aspects of the marketing mix, price is the one, which creates sales revenue - all the others are costs. Culliton (1948) claim that the price of an item is clearly an important determinant of the value of sales made. In theory, price is really determined by the discovery of what customers perceive is the value of the item on sale. Researching consumers' opinions about pricing is important as it indicates how they value what they are looking for as well as what they want to pay.

Promotion represents all of the communications that a marketer may use in the marketplace. It will provide information that will assist them in making a decision to purchase a product or service (Lauterborn, 1990). The cost associated with promotion or advertising goods and services often represents a sizeable proportion of the overall cost of producing an item. However, Frey (1961) argued that successful promotion increases sales so that advertising and other costs are spread over a larger output. Though increased promotional activity is often a sign of a response to a problem such

as competitive activity, it enables an organization to develop and build up a succession of messages and can be extremely cost-effective.

2.4 Public Relation

McCarthy's 4Ps was popular, but it faced to much criticism. Kent (1986) argued that the 4Ps framework was too simplistic and misleading. Mindak and Fine (1981) stated the inclusion of public relations as the fifth P. Kotler commented the addition of Power as well as public relations in the context of "megamarketing" (1986).

2.4.1 Public Relation Overview

Philip Kotler, professor of marketing at Northwestern University and an author of a leading marketing text book, says public relations is the fifth "P" of marketing strategy, which includes four others Ps – product, Price, place and promotion.

Public relations included ongoing activities to ensure the company has a strong public image. Public relations activities included helping the public to understand the company and its products. Often, public relations are conducted through the media that are newspapers, television, magazines, etc. As noted above, public relations are often considered as one of the primary activities included in promotions.

Cutlip, Center and Broom (1994) in the text, Effective public relations suggested that public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and publics on whom its success or failure depends

Grunig and Hunt (1984) presented the best-known definition of public relation. In managing public relations, Gruinig and Hunt stated that Public relation is the management of communication between an organization and its publics on whom its success or failure depends

In Public relations: The Profession and the Practice, Baskin, Aronoff and Lattimore (1997) defined public relations is a management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change.

Crable and Vibbert (1986) advance public relations as the multiphase function of communication management that is involved in researching, analyzing, affecting and reevaluating the relationships between organization and any factors of its environment

Mention in elements of public relations, In Public relations concepts and practices, Simon (1984) listed six elements included management function, relationships between an organization and its publics, analysis and evaluation through research, management counseling, implementation and execution of planned program of action, communication and evaluation through research and achievement of

goodwill. Moreover, Wilcox, Ault and Agee's (1995) public relations: strategies and tactics also proposed six elements as deliberate, planned, performance, public interest, two-way communication and management function.

The general definition was being reviewed by PR News. Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptance.

Actually, there are many definitions about public relations but it can be described in the term, management. Public relations are either defined as a management function or the management of communication.

Belch and Belch (2004) argued the targets of PR efforts may vary, with different objectives for different audiences. Some may be directly involved in selling the product; others may affect the organization in a different way such as aimed toward legislators or stockholders.

Already ten years ago, Clancy and Shulman (1994) attracted attention to marketer's lack of understanding of what PR can do for a company. Many companies did not consider PR as a marketing tool and believed that PR was only press releases and press conferences. They did not understand how PR could contribute to modern marketing. However, there are some companies began to realize that PR could

contribute more now than in the past. They discussed more about marketing communication including public relation and advertising. Harris (1997) convinced that PR is gaining a more prominent role because PR possesses an ingredient vital to every effective marketing program namely credibility. He continued to underline public relation ability to lend credibility to the product message and how it is “the credible source” in contrast to advertising.

2.4.2 Main Public Relation Factors Affecting Building and Developing Brand

When a message delivered by an objective third party, such as a journalist or broadcaster the message is delivered more persuasively. Belch and Belch (2004) stress that public relations is perceived as more credible than advertising since the public does not realize that the company either directly or indirectly paid for the PR. The credibility builder comes from the “third-party endorsement”. Belch and Belch (2004) has also considered the cost benefit of using PR as the greatest benefit and support this by stating that the message is received as more credible because the media are not compensated for delivering the message. He also states that one of using PR greatest benefits is its ability to avoid the media clutter.

According to Armstrong and Kotler (2005) public relations have a major impact on public awareness at a much lower cost than advertising. The company can cut their marketing costs substantially, because they do not need to pay for time and space in

the media. The advertiser only pays for staff which develops and circulates information and manages events thus it is playing an increasingly important brand-building role. According to Ries and Ries (2002) big brands like Body shop, Play station and Starbucks are examples of brand which almost are built solely on public relations.

Harris (1997) also states that PR not only reduces cost but also gains positive awareness and creates a favorable climate for sales. When regarding the lower cost we believe that using PR in launches is going to increase rapidly in the future. If the companies are discovering the cost benefits and at the same time gain more positive brand awareness by using simple means, then PR is going to have a higher impact in the introduction phase of a new brand or product. If brand awareness is a cost issue, then the utility of using constructive PR strategies in the launch may be the solution both for large and small companies.

There are many factors affecting building and developing process but this study only mentions three factors which are considered as the most important factors. Suggested factors include consistent image, customers' relationship and communication

2.4.2.1 Consistent Image

Public relations are how a company or corporation is perceived in the public eye, particularly in the eye of the company's shareholders or potential customers. Phillips (2006) defined that company image is the perception (picture) that individuals or various public have about company at a certain period of time, therefore it is in constant change. It is a generally accepted image of what a company "stands for". The creation of a company image is an exercise in perception management. It is created primarily by marketing experts who use public relations and other forms of promotion to suggest a mental picture to the public. Fraser (2006) stress that if a company or organization wants to become successful and stay successful, it has to build up and protect its positive image; the only way to really do that effectively is through good public relations

2.4.2.2 Customers' relationship

According to Smith (2005), customers who receive the products or services of an organization, such as current or potential consumers, purchasers, clients, students, patients, fans, patrons, shoppers, parishioners, members and so on. This category also includes secondary customers, who are the customers of your customers, such as the companies and graduate schools to which a college's graduating seniors apply. The category of customers also includes what has been called shadow constituencies (Mau

& Dennis, 1994), people who may not have a direct link with the organization's products or services but who can affect the perception of an organization.

Public relations support researches within customer relations management as creation of corporate culture that focused customer. In recent postmodern world customer has seriously changed. Therefore it is necessary to inform that importance of the customer, satisfying the customer and make customer loyal. That is an important competition advantage. It is also possible to say that public relations are helping with identifying and communicating the customer as processes of customer relations management. Especially interaction is a process that uses communication methods and techniques intensely. Another period of customer relations management is providing customer pleasure that is important for gaining and holding customer. It is true that public relations provide direct and indirect support to provide customer pleasure. As known, this is an important part of relations between business enterprise and business enterprise image on target audience during the customer satisfaction process. Public relations have various works for holding a good reputation in the customers mind and improving the relationship between customer and organization (Baytekin, Alemdar, Köker, 2008)

2.4.2.3 Communication

According to Belch and Belch (2004), communication has variously been defined as the passing of ideas or the process of establishing a commonness or oneness of thought between a sender and a receiver. Smith, Berry and Pulford (1997) stated that communication is the act of sending information from the mind of one person into the mind of another person. Smith (1997) claimed that communication is an interpersonal activity, it also a dependent activity. It is depends on such factors as the nature of the message, the audience interpretation of the message and the environment in which it is received. Marketing communication is a systematic relationship between a business and its market in which the marketer's assembles a wide variety of ideas, designs, media, shapes, form and colors. Duncan (2002) stresses that company image is the result of communication; it provides a window on the success of the message strategy. Create a relationship with the customer, not the media. Create shared experiences, not fabricated fantasies. Relationships by definition are two-way. With the emergence of new tools and channels, PR can take Customer Relationship Management (CRM) to the next level. The Web is not just a library of documents, but a stream of events and people. And people are spending a lot more time sharing on the Web. There is another communication tool such as newspapers, magazines, television, radio...

Newspapers are publications that boast of up-to-date printed information — reports of what happened the previous day or even earlier on the day of their distribution. Magazines are publications with less frequency and less immediacy than newspapers; prepublication time may include several days, even several weeks, from when a story is written until when the magazine is distributed to readers.

Radio provides opportunities in both the AM and FM formats. Like radio, television may be commercial or public, with opportunities to reach audiences through both local stations and national or regional networks. Other television opportunities include cable programming, both through national networks and local production facilities.

Most organizations find that news releases are a mainstay of media relations. These are news stories written by public relations practitioners and given to media gatekeepers for use in their news publications and programs. Submit them to newspaper city editors or to editors or beat reporters of special-interest sections such as sports, business and entertainment. Special-interest magazines also may use news releases, especially for brief items.

Photographs and written captions that explain the people and action in the photos also are of interest to newspaper and magazine editors. Stand-alone captions are complete stories based on a news-related event, written instead of a news release

with an accompanying photo. For most newspapers, photos are provided in black-and-white formats, though increasingly newspapers are using color slides, especially in feature sections such as those devoted to travel, entertainment, gardening, decorating and similar pursuits. Most magazines use only color slides.

Table 2.1 Research papers mentioned public relation strategies affecting building and developing brand

No	Author	Title	Factors		
			Consistent Image	Customers' relationship	Communication
1	(Kotler & Keller, 2006)	Marketing Management	x		
2	(Rajh, 2005)	The effects of Marketing Mix Elements on Brand equity	x		
3	(Belch & Belch, 2004)	Advertising and Promotion; an Integrated Marketing Communications Perspective (6th Ed.)	x	x	x
4	(Ries & Ries, 2002)	The Fall of Advertising and the Rise of PR	x	x	x
5	(Cralbe & Vibbert, 1986)	Public relations as Communication Management		x	x

6	(Simon & Sullivan, 1993)	The Measurement and Determinants of Brand equity: A Financial Approach		x	x
7	(Grunig & Hunt, 1984)	Managing Public Relations			x
8	(Baskin & Aronoff & Lattimore, 1999)	Public Relations: The profession and The Practice.			x
9	(Wilcox & Ault & Agee, 1995)	Public relations: Strategies and Tactics.	x	x	x
10	(Baytekin, Alemdar & Köker, 2008)	The changing dimensions of public relation: the relationship between brand management and public relations	x	x	x

2.5 Case Study: Using Public Relation to Build and Develop Trung Nguyen Coffee Brand

2.5.1 Background

Trung Nguyen Coffee Company was founded in 1996 by four young entrepreneurs with a vision of creating a famous coffee trademark, established Trung Nguyen Coffee Company and introduced the authentic Vietnamese coffee to the world. Now, Trung Nguyen Coffee is the leading coffee company in Viet Nam with the best brand and the biggest exporter. Trung Nguyen Coffee is the first Vietnamese company successfully applied a form of franchising in domestic and overseas market.

Trung Nguyen Coffee has won numerous prizes and titles for the entrepreneurial achievement of the company, its enlightened business practices, and the excellence of its products. Trung Nguyen has won “Top five brand” of agricultural product & foods in “The Vietnamese High Quality Commodities Award” in 2000, 2001, 2003 and 2004 by the selection of consumers. Trung Nguyen coffee growers have been certified by EUREPGAP and Utz Kapeh for "safe and sustainable" coffee growing practice. Trung Nguyen Coffees are grown on smaller farms and using traditional sun-drying methods and natural processing. Their cultivation supports thriving villages where growers work under contract futures with guaranteed pricing for their products. Dang Le Nguyen Vu – General Director – was awarded “The Red Star Award” by Vietnamese Young Enterprise Association in 2001, “Young and Entrepreneurship” by ASEAN Youth Award in 2004 and “The Yellow Star of the Vietnam” by Vietnamese Young Enterprise Association in 2003

Trung Nguyen Coffee is a domestic company with over 1,000 coffee shops nation-wide and in foreign countries including the US, China, Singapore and Japan. With 42,000 employees and 3,300 branches nationwide.

2.5.2 The importance of Case Study

In Vietnam's beverages and food industry, Trung Nguyen Coffee is one of first beverages and food companies which have used public relation in building and developing brand. Therefore, the research on Trung Nguyen Coffee case in this study can become the premise for other using public relation to build and develop brand case in the country's beverages and food industry.

Beside that, finding factors influencing build and developing brand in Trung Nguyen Coffee will be useful for other Vietnamese company, which have attempted in building their plan or implementation strategies.

In summary, this study chose Trung Nguyen Coffee company as a case study because of not only their important role in beverages and food industry in Vietnam but also because of the lessons, experiences and benefits it can bring for other companies and organizations in similar situation.

2.5.3 Trung Nguyen Company Strategies

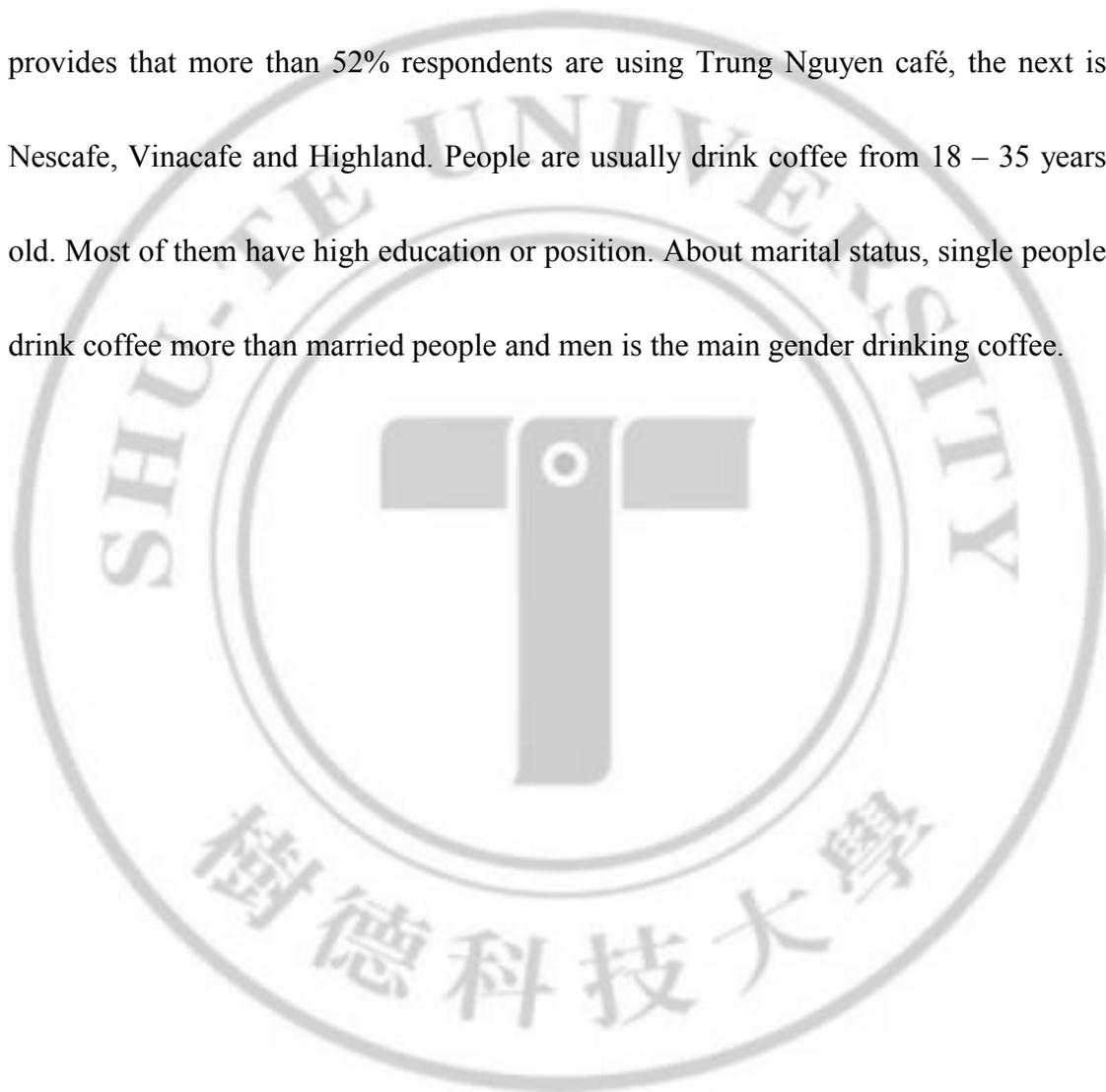
As another organization, Trung Nguyen Coffee also was impacted by internal and external factors. One of the most important impact is their customers. In order to use public relations to build and develop brand effectively, Trung Nguyen Coffee must consider how they impact and how can solve these influences

The Company's objective was to establish Trung Nguyen Coffee as the most recognized and respected brand in Viet Nam and all over the world. To achieve this objective, Trung Nguyen Coffee designed their mission statement as the premier purveyor of the finest coffee in Viet Nam while maintaining their uncompromising principles as they grow. The following six guiding principles will help them measure the appropriateness of their decisions. First, they tried to provide a great work environment and treated each other with respect and dignity. Then, they embraced diversity as an essential component in the way they did business. Third, they applied the highest standards of excellence to the purchasing, roasting and fresh delivery of their coffee. Developed enthusiastically satisfied customers all of the time was the fourth guiding principle. Next, they contributed positively to their communities and their environment. Finally, they recognized that profitability is essential to their future success

Trung Nguyen Coffee also committed to a role of environmental leadership in all facets of their business. They fulfilled this mission by a commitment. They understood the environmental issues and shared information with their customers, they developed innovative and flexible solutions to bring about change. They undertook to strive to buy, sell, and use environmentally friendly products. In strong competitive market, they recognized that fiscal responsibility was essential to their environmental

future. Moreover, they decided to install environmental responsibility as a corporate value, measure and monitor their progress for each project, encourage all customers to share in their mission.

As Viet Nam coffee and cocoa Association statistics from 540 families provides that more than 52% respondents are using Trung Nguyen café, the next is Nescafe, Vinacafe and Highland. People are usually drink coffee from 18 – 35 years old. Most of them have high education or position. About marital status, single people drink coffee more than married people and men is the main gender drinking coffee.



Chapter 3

Research Methodology

In this part of the study, research methodology is introduced including hypothesis development, research frame work, giving out method of measuring variables, sampling and analyzing method.

3.1 Developing Hypothesis

The main purpose of this study is to examine the various determinants of Public relation strategy to build and develop brand. As mentioned in chapter 2, there are three main components in public relation strategy including consistent image, customers' relationship and communication. This section describes in detail each component and the relationship among them.

3.1.1 Consistent Image

As mentioned in Chapter 2, consistent image is one important factor affecting building and developing brand because company image is the perception (picture) that individuals or various public have about company at a certain period of time, therefore it is in constant change (Phillip, 2006). Nowadays, most products are similar and flexible, especially in beverages and food industry. It means that customer can easily change their product and easy to use the other. However, customer perceptions are not easy to change. Therefore, having customer perception, organization itself must build a consistent image; develop a sustainable competitive advantage on product attributes

in the customer's mind. So, if organization has a consistent image, there will be more effective to brand. Thus the following hypothesis is put forward:

H1: The consistent image positively affects building and developing brand

3.1.2 Customers' Relationship

As the author introduced in above Chapter 2, customers receiving the products or services of an organization, may have a direct link or indirect link with the organization's products or services but can affect the perception of an organization. If organization has a close relationship with their customer, it will have more advantages. Thus the following hypothesis is put forward:

H2: Customers' relationship positively affects building and developing brand

3.1.3 Communication

Marketing communication is a systematic relationship between a business and its market in which the marketer's assembles a wide variety of ideas, designs, media, shapes, form and colors. Duncan (2002) stresses that company image is the result of communication; it provides a window on the success of the message strategy. It is effective or not depends on such factors as the nature of the message, the audience interpretation of the message and the environment in which it is received. There are many communication tools which organization can use such as word of mouth, internet, newspaper, newsletter, television, motion picture, sponsored films and radio.

So, if organization have good communication, it will be more effective. Thus the following hypothesis is put forward:

H3: Communication positively affects building and developing brand

Those hypotheses are summarized in the following table:

Table 3.1 Expected Direction of Relationships among the Constructs

Hypothesis		Expected direction of the relationships
H 1	Consistent image influences building and developing brand	Positive
H 2	Customers' relationship influences building and developing brand	Positive
H 3	Communication influences building and developing brand	Positive

Table 3.1 was summarized from the hypotheses in which the study is supported to test the relationships among the constructs to analyze the factors that influence building and developing brand

3.2 Proposed Research Model

According to the hypothesis development, Figure 3.1 below will shows the proposed model with all the relationships hypothesized between four main factors (consistent image, customers' relationship and communication) and their effect on building and developing brand

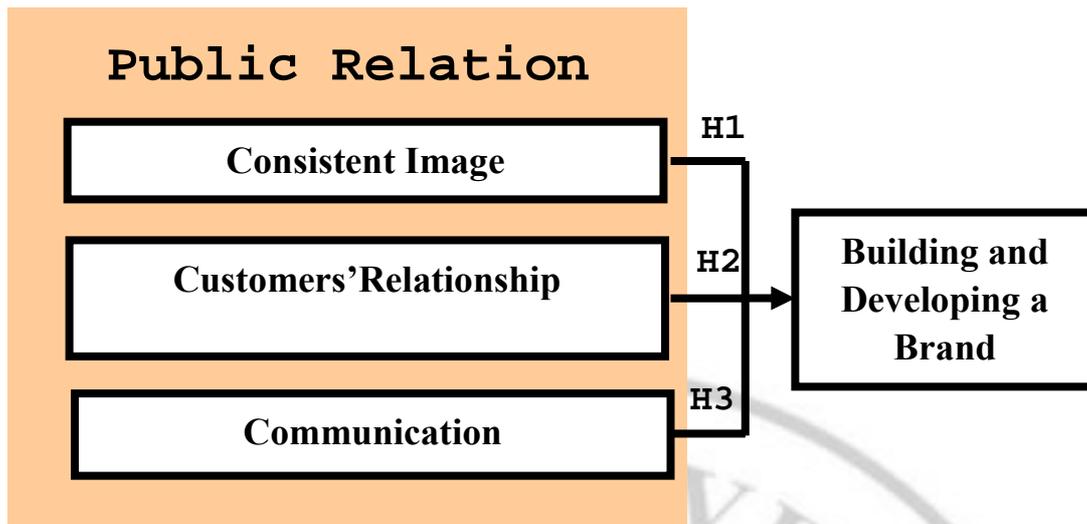


Figure 3.1 Research Framework

3.3 Research Method

In the social sciences there are two different methodological approaches, qualitative and quantitative (Holme & Solvang, 1997). Both approaches have their strengths and weaknesses and neither one of the approaches can be held better than the other. The best research method to use for a study depends on that studies research problem and the accompanying research questions (Yin, 1994).

In this research, the quantitative method was the most suitable because Carson, Gilmore, Perry and Gronhaug (2001) argue that the quantitative research method gives a clear picture of a complex phenomenon. Or Miles and Huberman (1994, p1) stated that qualitative data "are as source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts".

3.4 Research Strategy

According to Yin (1994) there are five primary research strategies in the social sciences. These include experiments, surveys, archival analysis, histories and case studies. An experiment is not appropriate in this study because study have no intention to investigate cause/effect relations, which an experiment is often used for. Another reason for not selecting experiment is that it dements control over behavioral event, which is not possible in a study like this. Archival analysis is based on secondary data. We did not collect any secondary data concerning companies use and integrating of communication tools in their communication mix, therefore archival analysis is not an appreciate research strategy in this study. Histories is neither as suitable as method of data collection since it lacks focus on contemporary events, which this thesis is focused on.

This study used the sample survey in case study to test the hypothesis developed in the previous part. The survey also provides convenience in terms of time and cost involved and more importantly seeks to have an effective sampling of the population. In this study, the researcher attempt to test three hypothesis and measure the effect on building and developing brand.

3.5 Data Collection Method

According to Yin (1994) data for case studies can be collected from six sources: documents, archival records, interviews, direct observation, participant-observation and physical artifacts. The use of these six sources of evidence calls for slightly different skills and methodological procedures.

One of the most important sources of case study information is interviewing according to Yin (1994). Interviews are an essential source of case study evidence because most case studies are about human affairs. These human affairs should be reported and interpreted through the eyes of specific interviews and well-informed respondents can provide important insights into a situation. They also can provide shortcuts to the prior history of the situation, helping you to identify other relevant sources of evidence. The interviews should always be considered verbal reports only, since they are subject to the common problems of bias, poor recall and poor or inaccurate articulation.

In this study, the researcher has decided to choose interviews to collect the data. The researcher found that it was the most suitable method to collect data in order to fulfill the purpose of this study and to be able to answer the research questions. The interview can be classified as a focused open-ended interview since the interviews are

conducted by a set of questions derived from a case study protocol from which the respondents is allowed to open and freely discuss his or her opinions and insights.

3.6 Design Questionnaires

The respondents of the questionnaire survey were customers of Trung Nguyen Company. The population size will be at least 250 respondents in Viet Nam.

The reliability and validity of the instrumentation depend so much on the quality of information collected. The questionnaire is, thus, carefully designed.

The designed questionnaire consists of two main parts. The first part is some demographic information including age, gender, education, monthly income and marital status. The second part contains four sections. The first section is to know the consistent image of Trung Nguyen coffee Company in customers' mind. The second section contains 5 items to know the relationship between Trung Nguyen coffee and their customers. The third section also contains 5 items to know the communication strategy which Trung Nguyen coffee Company should use to build its consistent image in to customers' mind and relationship with customers. The final section is to evaluate the effective of building and developing Trung Nguyen brand. Questionnaires structure was shown in Table 3.2. These 40 items used seven-point Likert scales from “strongly disagree” (1) to “strongly agree” (7).

The questionnaire was developed in English and translated in to Vietnamese by native speakers. Prior to conducting the studies, the translated questionnaire would be examined by a group of experts for semantic accuracy and wording. After that, questionnaires were delivered to Trung Nguyen Coffee Company's customers. Respondents were asked to take part in a survey as voluntary participants.

Data for this study were collected using questionnaires disseminated over a one-week period. 250 questionnaires were delivered to different respondents of Trung Nguyen Coffee Company in Ha Noi, Vietnam. 230 were returned. After eliminating poor quality responses signified by inattention to the reverse coded question and visually identifiable response patterns, 205 were retained. With above data collection result the author used the The Statistical Package for the Social Sciences software (version 15.0) for statistics the component and reliability of the factors, and analyzing the hypothesis

Table 3.2 Questionnaire Structure

Section	Content
1. Consistent Image	<ul style="list-style-type: none"> ➤ Trung Nguyen’s slogan and logo have strong impression. ➤ The image of Trung Nguyen appears immediately in my mind ➤ Trung Nguyen’s image doesn’t change for a long time ➤ I can image the famers in coffee field to myself ➤ Talking about Viet Nam coffee, I think of Trung Nguyen coffee
2. Customers’ relationship	<ul style="list-style-type: none"> ➤ Trung Nguyen need to receive the feedback from their customers

	<ul style="list-style-type: none"> ➤ Trung Nguyen must organize as many customer festivals as possible ➤ Trung Nguyen need to set up customer's relationship by Customer Relationship Management's software ➤ Trung Nguyen have to understand customer needs better to identify customer segments ➤ Trung Nguyen need to identify the organization's most profitable customers to improve customer retention
3. Communication	<ul style="list-style-type: none"> ➤ Trung Nguyen should use communication to build its image into customers' mind and relationship with customers ➤ Communication will have an effect on image of Trung Nguyen and its relationship with customers ➤ The more efficient the channel of communication, the faster image reaches customers, the closer relationship with customers ➤ Communications must be continuous, consistent, sustained, and multilateral. ➤ Trung Nguyen should tailor communications to the needs of the different target customers
4. Effective of Building and developing Brand	<ul style="list-style-type: none"> ➤ I have known Trung Nguyen brand as a famous brand ➤ I usually watch for information about Trung Nguyen coffee through media ➤ I have understood the meaning of Trung Nguyen's slogan and logo ➤ I think Trung Nguyen brand is famous brand in present and future. ➤ I am very enjoyable with Trung Nguyen coffee and willing to use Trung Nguyen products
5. Demographic	<ul style="list-style-type: none"> ➤ Gender ➤ Age ➤ Education ➤ Income ➤ Marital status

3.7 Sampling

In this section, the population, the determinant of samples size and pilot test are discussed. The target participant of the study is customers who are using product and services of Trung Nguyen currently or potentially. As Yau (1994) mentioned that typical sample sizes in which few or no segments are to be analyzed is from 200 – 500. Hence, this study conducted the survey with 250 samples.

To minimize the errors and gain to reliability and validity, in this study the interview guide was carefully read through and tested on some respondents before it was sent to the target participant, in order to let the respondents prepare themselves for the interviews. Resulting-questions were asked during the interview to be sure that the respondents surely had understood the questions. The interviews were conducted by one of the researchers in order to make the interviews as similar as possible. The other researcher took notes during the interviews in order to avoid any mistakes and to be sure that nothing was forgotten.

3.8 Data Analysis Techniques

3.8.1 Data Analysis Tool

In this study, SPSS 15.0 software package was used for analyzing all the collected data.

3.8.2 Data Analysis Techniques

The following analyses were used to check the reliability and the capability of items in question and to explain the relationships among factors in the research model.

3.8.2.1 Reliability Analysis

Coefficient alpha (α) is a measure of squared correlation between observed scores and true scores. It was used in this research to test the internal consistency of summed scales of all the items of each variable “consistent image”, “customers’ relationship”, “communication” and “building and developing brand”. $\alpha > 0.7$ indicates high reliability while $\alpha < 0.3$ presents low reliability (Hair, Anderson, Tatham & Black, 2006).

3.8.2.2 Descriptive and Demographic Analysis

Demographic analysis included demographic description of respondents, presenting ratio of each sample segment, including age, gender, marital status, monthly income and education. Beside, descriptive statistical methods used to calculate the means, frequency, percentage of the constructs that we develop above to summarize and interpret the survey.

3.8.2.3 Linear Regression

Simple linear regression was used to analyze the relationship between independent variable and dependent variable. Specifically, it was employed to explore

the relationships between consistent image, customers' relationship and communication and brand. Linear regression analysis estimates the coefficients of a linear equation, involving one or more independent variables that best predict the value of the dependent variable.

3.8.2.4 One-way ANOVA

In this study, ANOVA is also used to test the difference of building and developing brand among different customers' demographic. We can check its significance by means of p value and F statistics. The analysis is significant when the p-value < 0.05

SUMMARY

In brief, this chapter presents four parts. The first part focuses on developing hypothesis and research framework in other that we can see the relationship between three strategies in public relation and brand. The second describes research method and research strategy. The third presents forms of questionnaire which are designed to seek and get information from customers of Trung Nguyen coffee. And the last one refers to sampling, data analysis techniques in other that we can achieve necessary data from 250 respondents effectively and reliably.

Chapter 4

Analysis and Results

In this chapter, the statistical analysis of the study and its result are presented. It begins with a description of the pilot study and its results followed by the main study result. The next is sample size and demographic statistic of main study. A structural approach was used to test the hypothesis developed and the measurement.

4.1 Pilot Study

A pilot study was conducted to assess the clarity and timing of the survey and reliability of the constructs. Samples of fifty (50) surveys were collected. The respondents consist of customers of Trung Nguyen Coffee

After received feedback from respondent from pilot test, some sentences and explanation needed to modify and refine were made to the questionnaire such as rephrasing some questions, refining some words or sentences from mistake language translation. Some problems were identified with the wordings of and implications of some questions, so some minor revisions were made to avoid confusion, clearer and easier for the respondents to understand.

As shown in Table 4.1, the characteristic of the respondent include five major demographics: age, gender, education, marital status and monthly income. Males make up 70% of the sample and females 30%. Most of them are at average and young age (42% from 26 to 35 years old, 42% younger than 25 years old, the rest only 16%).

In term of education (highest level completed), 58% had a university degree, 28% had a master degree, high school and PhD had only 14%. As for monthly income, 62% had a 1.800.000 – 3.600.000 VND per month, 28% had a lower than 1.800.000 VND per month, 10% had a 3.600.000 – 7.200.000 VND per month, no one had over 7.200.000VND per month. The marital status respondent's rate is equal

Table 4.1 Profiles of Respondents of the Pilot Study

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	18 - 25	21	42.0	42.0	42.0
	26 - 35	21	42.0	42.0	84.0
	36 - 45	5	10.0	10.0	94.0
	over 45	3	6.0	6.0	100.0
	Total	50	100.0	100.0	
Gender	Male	35	70.0	70.0	70.0
	Female	15	30.0	30.0	100.0
	Total	50	100.0	100.0	
Marital Status	Single	25	50.0	50.0	50.0
	Married	25	50.0	50.0	100.0
	Total	50	100.0	100.0	
Education	High school	1	2.0	2.0	2.0
	Bachelor degree	29	58.0	58.0	60.0
	Master degree	14	28.0	28.0	88.0
	PhD	6	12.0	12.0	100.0
	Total	50	100.0	100.0	
Income monthly (VND)	Lower than 1800000	14	28.0	28.0	28.0
	1800000-3600000	31	62.0	62.0	90.0
	3600000-7200000	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Cronbach’s Alpha Reliability Analysis was applied to test for all factors in the research model. All the factors had a Cronbach’s alpha value above 0.8. It means that all of items were measuring same construct and hang well together. The result was shown in table 4.2

Table 4.2 Reliability of Pilot Study

		CI	CR	CM	BR
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		4.79	5.23	4.70	5.18
Std. Deviation		1.150	1.217	1.149	1.437
Cronbach’s Alpha		.876	.944	.885	.951

4.2 Main Survey Responses and Demographics Facts

In the main survey, 250 questionnaires were delivered and the total number of usable questionnaires from the survey was 205 because of 25 poor quality responses and 20 unreturned responses. Thus, the response rate for the main survey is 82%

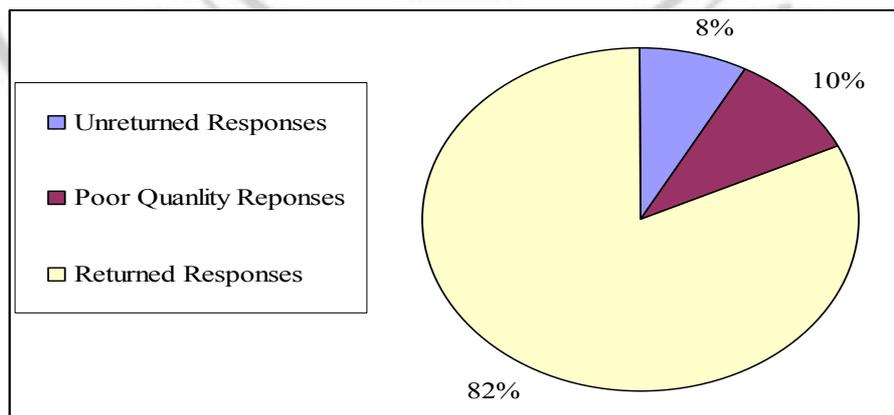


Figure 4.1 Chart of Response Rate

Table 4.3 Profiles of Respondents of the Main Survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	18 - 25	42	20.5	20.5	20.5
	26 - 35	133	64.9	64.9	85.4
	36 - 45	21	10.2	10.2	95.6
	Over 45	9	4.4	4.4	100.0
	Total	205	100.0	100.0	
Gender	Male	168	82.0	82.0	82.0
	Female	37	18.0	18.0	100.0
	Total	205	100.0	100.0	
Education	High school	1	.5	.5	.5
	Bachelor degree	168	82.0	82.0	82.4
	Master degree	30	14.6	14.6	97.1
	PhD	6	2.9	2.9	100.0
	Total	205	100.0	100.0	
Marital status	Single	85	41.5	41.5	41.5
	Married	120	58.5	58.5	100.0
	Total	205	100.0	100.0	
Income	Lower than 1800000	55	26.8	26.8	26.8
	1800000-3600000	129	62.9	62.9	89.8
	3600000-7200000	21	10.2	10.2	100.0
	Total	205	100.0	100.0	

In the questionnaire, participants were asked about their gender, age, marital status, education level, monthly income. The descriptive summary of the respondents is provided in Table 4.3.

Males make up 82% of the sample and females 18%. Most of them are at average and young age (64.9% from 26 to 35 years old, 20.5% younger than 25 years old, the rest only 14.6%).

In term of education (highest level completed), 82% had a university degree, 14.6% had a master degree, high school and PhD had only 3.4%. As for monthly income, 62.9% had a 1.800.000 – 3.600.000 VND per month, 26.8% had a lower than 1.800.000 VND per month, 10.2% had a 3.600.000 – 7.200.000 VND per month, no one had over 7.200.000VND per month. Single make up 41.5% and married 58.5%.

4.3 Reliability Analysis

An internal consistency measure developed by Fornell and Larcker (1981) is typical. Cronbach’s alpha is a factor extraction method that considers the variables in the analysis to be sample from the universe of potential variables. It maximizes the alpha reliability of the factors. SPSS software is used to analyze the component of each factor to obtain the initial factor solution and to maximize the alpha reliability of the factors. The Cronbach’s alpha from 0.8 to 1 means the measurement scale is very good, from 0.7 to near 0.8 is good, from 0.5 to near 0.7 can use incase the research is new

Table 4.4 Reliability of Main Survey

		CI	CR	CM	BR
N	Valid	205	205	205	205
	Missing	0	0	0	0
Mean		5.13	5.36	5.13	5.37
Std. Deviation		1.445	1.532	1.420	1.540
Cronbach’s Alpha		.961	.992	.963	.989

As shown in Table 4.4, Cronbach's alpha was calculated for four constructs, each showed high levels of consistency between items and each factor (consistent image is 0.961, Customers' Relationship is 0.992, Communication is 0.963 and Brand is 0.989). The reliability test was also conducted to test that the items are measuring the same construct and hang well together. An indication of the reliability of the item statements produced consistent results with repeated measures. As a result no question was excluded from the main analysis.

4.4 ANOVA Analysis

4.4.1 ANOVA Analysis in the Aspect of Customers' Age

In this study, customers were divided into 4 groups of age: 18-25, 26-35, 36-45, and over 45 years old. Based on table 4.5, there are significant differences of perceptions among different groups of customers' ages about the three dimensions of public relation. And therefore, all age groups are also different from each other in perceptions of building and developing brand

Table 4.5 ANOVA Analysis Results in the Aspect of Customers' Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
CI	Between Groups	35.390	3	11.797	6.069	.001*
	Within Groups	390.683	201	1.944		
	Total	426.073	204			
CR	Between Groups	85.220	3	28.407	14.505	.000*
	Within Groups	393.636	201	1.958		
	Total	478.856	204			
CM	Between Groups	22.623	3	7.541	3.899	.010*
	Within Groups	388.789	201	1.934		
	Total	411.412	204			
BR	Between Groups	25.253	3	8.418	3.691	.013*
	Within Groups	458.332	201	2.280		
	Total	483.584	204			

*. *The mean difference is significant at the 0.05 level.*

To have more detailed view, we can look into the table of descriptive of ANOVA analysis results in the aspect of customer's age in table 4.7. Moreover, in table 4.6, mean values of the three dimensions and building & developing brand of the young people is higher than old people. In other words, the younger age is, more effective in using public relation to build and develop brand. This results we can suggest some explanations as follow:

Firstly, young people are open - minded people so it will have more chance and opportunity to give consistent image into their mind, build close relationship or communicate with them

Secondly, now is the blooming age of information, and young people are those with high self-study ability, dynamic characters. They can collect, compare, and analyze information very fast to get more information about Trung Nguyen coffee

Thirdly, young people have more free time for drinking café. They can drink café with their friend during and after their work. But the old people don't have time for drinking café. Most of them are married so they spend a lot of time for their family, their child. They only drink café during their work.

Table 4.6 Descriptive of ANOVA Analysis Results in the Aspect of Customers' Age

		N	Mean	Std. Deviation
CI	18-25	42	5.52	1.286
	26-35	133	5.18	1.370
	36-45	21	4.70	1.660
	over 45	9	3.47	1.584
	Total	205	5.13	1.445
CR	18-25	42	6.02	1.076
	26-35	133	5.41	1.445
	36-45	21	4.80	1.691
	over 45	9	2.78	1.302
	Total	205	5.36	1.532
CM	18-25	42	5.48	1.198
	26-35	133	5.14	1.386
	36-45	21	4.91	1.630
	over 45	9	3.78	1.698
	Total	205	5.13	1.420
BR	18-25	42	5.69	1.474
	26-35	133	5.42	1.467
	36-45	21	5.02	1.691
	over 45	9	3.96	1.876
	Total	205	5.37	1.540

4.4.2 ANOVA Analysis in the Aspect of Customers' Gender

Based on table 4.7, all of p-value smaller than 0.05. This means that there is a significant difference here. In table 4.8, mean values of the male group are larger than the ones of the female group. This fact is understandable because men are usually more open-hearted and easier in communicating and building relationship than women. Moreover, most of women are only interested in some products such as clothes, food... They don't interested in coffee, especial in a traditional country like Viet Nam

Table 4.7 ANOVA Analysis Results in the Aspect of Customers' Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
CI	Between Groups	19.726	1	19.726	9.854	.002*
	Within Groups	406.347	203	2.002		
	Total	426.073	204			
CR	Between Groups	26.383	1	26.383	11.837	.001*
	Within Groups	452.473	203	2.229		
	Total	478.856	204			
CM	Between Groups	12.836	1	12.836	6.538	.011*
	Within Groups	398.575	203	1.963		
	Total	411.412	204			
BR	Between Groups	42.072	1	42.072	19.344	.000*
	Within Groups	441.512	203	2.175		
	Total	483.584	204			

*. The mean difference is significant at the 0.05 level.

Table 4.8 Descriptive of ANOVA Analysis Results in the Aspect of Customers' Gender

		N	Mean	Std. Deviation
CI	Male	168	5.27	1.373
	Female	37	4.46	1.595
	Total	205	5.13	1.445
CR	Male	168	5.53	1.416
	Female	37	4.59	1.809
	Total	205	5.36	1.532
CM	Male	168	5.25	1.339
	Female	37	4.59	1.659
	Total	205	5.13	1.420
BR	Male	168	5.58	1.374
	Female	37	4.41	1.873
	Total	205	5.37	1.540

4.4.3 ANOVA Analysis in the Aspect of Customers' Marital Status

The marital status of customers was divided into 2 groups: single and married. The information from table 4.9 shows that: The significant differences happens only brand with $p = 0.016$. It means that there is significant difference about brand between two groups of marital status

Mean values in table 4.10 show us that most of people with marital status “single” gave higher and better brand than those with “married” status. This result can explain like customers' age. Single people have more free time to drink coffee than married people

Table 4.9 ANOVA Analysis Results in the Aspect of Customers' marital status

		Sum of Squares	df	Mean Square	F	Sig.
CI	Between Groups	.219	1	.219	.104	.747
	Within Groups	425.854	203	2.098		
	Total	426.073	204			
CR	Between Groups	3.336	1	3.336	1.424	.234
	Within Groups	475.520	203	2.342		
	Total	478.856	204			
CM	Between Groups	.056	1	.056	.027	.869
	Within Groups	411.356	203	2.026		
	Total	411.412	204			
BR	Between Groups	13.678	1	13.678	5.909	.016*
	Within Groups	469.906	203	2.315		
	Total	483.584	204			

*. The mean difference is significant at the 0.05 level.

Table 4.10 Descriptive of ANOVA Analysis Results in the Aspect of Customers' marital status

		N	Mean	Std. Deviation
CI	single	85	5.16	1.404
	married	120	5.10	1.479
	Total	205	5.13	1.445
CR	single	85	5.51	1.406
	married	120	5.25	1.612
	Total	205	5.36	1.532
CM	single	85	5.11	1.218
	married	120	5.14	1.553
	Total	205	5.13	1.420
BR	single	85	5.68	1.296
	married	120	5.15	1.662
	Total	205	5.37	1.540

4.4.4 ANOVA Analysis in the Aspect of Customers' Education

In this study, customers were divided into 4 groups of education level: high school, Bachelor degree, Master degree and PhD or Dr.

Table 4.11 ANOVA Analysis Results in the Aspect of Customers' Education

		Sum of Squares	df	Mean Square	F	Sig.
CI	Between Groups	4.756	3	1.585	.756	.520
	Within Groups	421.317	201	2.096		
	Total	426.073	204			
CR	Between Groups	2.839	3	.946	.400	.753
	Within Groups	476.017	201	2.368		
	Total	478.856	204			
CM	Between Groups	17.973	3	5.991	3.061	.029*
	Within Groups	393.438	201	1.957		
	Total	411.412	204			
BR	Between Groups	24.772	3	8.257	3.617	.014*
	Within Groups	458.813	201	2.283		
	Total	483.584	204			

*. *The mean difference is significant at the 0.05 level.*

Although there is no significant difference about consistent image and customers' relationship among four education level groups, reliability of communication and brand which have a significant difference with p-value of 0.029 and 0.014.

Nevertheless, if we look into Mean values in table 4.12 of four groups, we can realize that people with higher education background tended to have better communication and brand. This can be explained that because of their low education background, they could meet certain difficulties in using and even understanding

message or logo or slogan. For example, information is more and more popular nowadays; however, it is not much suitable to those who can not use internet and computer. And so, people who face to obstacles in using informatics will be able to have information about Trung Nguyen's activities and brand

Table 4.12 Descriptive of ANOVA Analysis Results in the Aspect of Customers' Education

		N	Mean	Std. Deviation
CI	High school	1	3.60	.
	Bachelor degree	168	5.10	1.493
	Master degree	30	5.23	1.285
	PhD	6	5.70	.469
	Total	205	5.13	1.445
CR	High school	1	5.80	.
	Bachelor degree	168	5.39	1.563
	Master degree	30	5.11	1.526
	PhD	6	5.67	.242
	Total	205	5.36	1.532
CM	High school	1	2.00	.
	Bachelor degree	168	5.20	1.413
	Master degree	30	4.71	1.377
	PhD	6	5.70	1.002
	Total	205	5.13	1.420
BR	High school	1	2.00	.
	Bachelor degree	168	5.32	1.540
	Master degree	30	5.45	1.464
	PhD	6	6.83	.320
	Total	205	5.37	1.540

4.4.5 ANOVA Analysis in the Aspect of Customers' Income

Table 4.13 ANOVA Analysis Results in the Aspect of Customers' Income

		Sum of Squares	df	Mean Square	F	Sig.
CI	Between Groups	.913	3	.304	.144	.934
	Within Groups	425.160	201	2.115		
	Total	426.073	204			
CR	Between Groups	4.883	3	1.628	.690	.559
	Within Groups	473.973	201	2.358		
	Total	478.856	204			
CM	Between Groups	2.273	3	.758	.372	.773
	Within Groups	409.139	201	2.036		
	Total	411.412	204			
BR	Between Groups	21.354	3	7.118	3.095	.028*
	Within Groups	462.231	201	2.300		
	Total	483.584	204			

*. *The mean difference is significant at the 0.05 level.*

Based on table 4.13, there is no significant difference between four groups of income in consistent image, customers' relationship and communication due to p-value is larger than 0.05

Nevertheless, brand has p-value of 0.028 (smaller than 0.05). This means that there is a significant difference here. Besides, mean value in table 4.14 reveals that the lower customers' income is, the lower building and developing brand is. There are many reasons which can explain for this fact. Low income jobs haven't got much money to drink coffee. Most of them are workers, drivers....so they haven't chance and time to drink coffee. Meanwhile, high income jobs are working in knowledge area such as teacher, engineers.... or high position in organization such as managers,

consultants...Because of their work, high income customers usually use coffee as refreshment drink to relax their mind

Table 4.14 Descriptive of ANOVA Analysis Results in the Aspect of Customers' Income

		N	Mean	Std. Deviation
CI	Lower than 1800000	45	5.22	1.419
	1800000-3600000	113	5.10	1.547
	3600000-7200000	39	5.14	1.241
	7200000-14400000	8	4.90	1.200
	Total	205	5.13	1.445
CR	Lower than 1800000	45	5.43	1.555
	1800000-3600000	113	5.36	1.595
	3600000-7200000	39	5.15	1.447
	7200000-14400000	8	5.98	.663
	Total	205	5.36	1.532
CM	Lower than 1800000	45	5.15	1.567
	1800000-3600000	113	5.19	1.420
	3600000-7200000	39	4.91	1.289
	7200000-14400000	8	5.20	1.314
	Total	205	5.13	1.420
BR	Lower than 1800000	45	5.31	1.604
	1800000-3600000	113	5.23	1.607
	3600000-7200000	39	5.53	1.249
	7200000-14400000	8	6.88	.282
	Total	205	5.37	1.540

4.5 Regression Analysis

The importance of the three factors perceived by customers is also examined by the multi-regression method. Therein, the dependent variable is the construct of the building and developing brand perceived by customers, and predictors are the other three main dimensions of public relations: consistent image,

communication and customers' relationship. The detailed model is expressed through the following table.

Table 4.15 Linear Regression Analysis

Coefficients(a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	p
1	(Constant)	.557	.266		2.097	.037
	CI	.151	.065	.141	2.307	.022
	CR	.633	.067	.630	9.427	.000
	CM	.127	.056	.117	2.265	.025
a Dependent Variable: BR						
R		.819 ^a				
R square		.671				
Adjusted R square		.666				

In table 4.15 we can make a regression equation as following:

$$Y = 0.141CI + 0.630CR + 0.117CM$$

The regression equation proves that firstly, the importance levels of the three dimensions of public relation in building and developing brand perceived by customers are in increasingly order as follows: communication (0.117), consistent image (0.141), and customers' relationship (0.630). Therefore, customers in Vietnam consider customers' relationship (CR) as the most important factor and communication (CM) as the least important one. This is an easy-to-understand thing because customers always want to receive and feedback information to organization.

Secondly, managerially speaking, the model implies that to build and develop brand, organization should focus on customers' relationship as the first investment priority, and then are consistent image and communication

Last but not least, R-square is 0.671, which is showing that building and developing brand can explain and account for 67.1% of the three dimensions of public relation strategies

SUMMARY

In brief, this chapter presents four parts: pilot test, descriptive statistical analysis, results of One-way ANOVA analysis and results of linear regression analysis. All results show that there are positively affecting of three public relations on building and developing brand and significant differences of three factors by customers demographic about building and developing brand.

Chapter 5

Conclusion

In this chapter the results of the study are discussed. Limitations of the study are also presented after that by the theoretical contribution. And the last part one are some managerial implications and directions for future study.

5.1 Conclusion

Firstly, this study presents an important investigation on a topic that has been relatively neglected by the academic literature in spite of its great importance and relevance to businesses and organizations in general. It provides a better understanding of the using public relation in building and developing brand topic specifically in beverages and food industry.

Secondly, this study also successfully reviews and extends using public relation in building and developing brand from the academic literature, and applies it in practical case. As a result, the opinion we have after considering all data and data analysis of this study strongly contributes to the idea of finding the factor influencing building and developing brand, applying those in the building and developing brand strategy/plans, and implementing that process.

Another important contribution, the study confirms the building and developing brand in beverages and food industry is influenced by the three main factors including consistent image, customers' relationship and communication

5.2 Managerial Implication

Analysis of the weights of the three selected public relation dimensions shows us that customers' relationship plays the most important role while communication plays the least important role in building and developing brand. This implies that, nowadays, customers really want to build close relationship with organization. Organization also must receive feedback from customer to have more and more effective service and products

In the domain of human resources, because customers' relationship is the most important, it also reflects that building and developing brand in Vietnam mainly depends on human resources, on human relationship. It means that organization employees should be trained and upgraded more regularly and more deeply.

About the side of consistent image, the fact that image plays the second important role behind customers' relationship proves that obviously time by time its role will be decreased in comparison with other dimensions, because the future trend is consistent image is very important in building and developing brand.

5.3 Suggestions for Future Study

Firstly, this study just researches the effect of main factors on building and developing brand in a particular area in one country. So, it is difficult to generalize the results of this study for other areas in other countries. Therefore, future studies can test

our model by applying in different companies, in different industries or in different countries with different categories

Secondly, future research should send the questionnaire to professional respondent directly or have a deep interview with them. Those may help providing further stronger support to the findings.

Thirdly, the limitation of this study is the scales used to measure our constructs. Several of the scales used were created or adapted and not directly used from previous studies. In spite of the construct validity assessed and good reliability reported of these scales, they should be better developed and further validated in future studies.

Last but not least, in this study, the research model mentions only the relationship between three public relation factors and building and developing brand. Meanwhile, there are a lot of other different factors involving in building and developing brand such as customer perception, advertising, sales promotion... This is another important need for future research.

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APPENDIX 1
SURVEY QUESTIONNAIRE

Dear Participant,

I am a graduate student in Shu Te University. As part of my research, I am interested in your response to the following message. Your participation will take about 10 to 15 minutes and this survey is purely for academic research purposes.

Your participation is voluntary; all information provided will be kept completely confidential. No name will be used. Your answers will be combined with the other respondents' answers. It is hoped that the result from this research is used in making marketing better and more

PART I: PERSONAL INFORMATION

Please answer the following questions by writing “V” or ticking the MOST APPROPRIATE box.

1. Age:

- | | |
|------------------------------------|-------------------------------------|
| 1. <input type="checkbox"/> 18-25 | 2. <input type="checkbox"/> 26-35 |
| 3. <input type="checkbox"/> 36- 45 | 4. <input type="checkbox"/> Over 45 |

2. Gender:

- | | |
|----------------------------------|------------------------------------|
| 1. <input type="checkbox"/> Male | 2. <input type="checkbox"/> Female |
|----------------------------------|------------------------------------|

3. Marital Status:

- | | |
|------------------------------------|-------------------------------------|
| 1. <input type="checkbox"/> Single | 2. <input type="checkbox"/> Married |
|------------------------------------|-------------------------------------|

4. Education background:

- | | |
|---|---|
| 1. <input type="checkbox"/> High school | 2. <input type="checkbox"/> Bachelor degree |
| 3. <input type="checkbox"/> Master degree | 4. <input type="checkbox"/> PhD /Dr. |
| 5. <input type="checkbox"/> Other (please specify): | |

5. Income per month (VND):

- | |
|--|
| 1. <input type="checkbox"/> Lower 1,800,000 |
| 2. <input type="checkbox"/> 1,800,000 → lower 3,600,000 |
| 3. <input type="checkbox"/> 3,600,000 → lower 7,200,000 |
| 4. <input type="checkbox"/> 7,200,000 → lower 14,400,000 |
| 5. <input type="checkbox"/> Over 14,400,000 |

PART II: MAIN QUESTIONS

Please answer the following questions by writing “V” or ticking ✓ the **MOST APPROPRIATE** box, based on “1” to “7” scale in which “1” indicates **strongly disagreement** and “7” as **strongly agreement**.

Section I: Consistent Image	1	2	3	4	5	6	7
1.1. I think Trung Nguyen coffee’s slogan and logo have strong impression.	<input type="checkbox"/>						
1.2. When mention Trung Nguyen, the image of Trung Nguyen appears immediately in my mind	<input type="checkbox"/>						
1.3. I recognize that Trung Nguyen’s image doesn’t change for a long time	<input type="checkbox"/>						
1.4. When I enjoy Trung Nguyen coffee, I can image the famers in coffee field myself	<input type="checkbox"/>						
1.5. Talking about Viet Nam coffee, I think of Trung Nguyen coffee	<input type="checkbox"/>						
Section II: Customers’ relationship							
Section II: Customers’ relationship	1	2	3	4	5	6	7
2.1. I think Trung Nguyen need to receive the feedback from their customers	<input type="checkbox"/>						
2.2. I think Trung Nguyen must organize as many customer festivals as possible	<input type="checkbox"/>						
2.3. I think that Trung Nguyen need to set up customer’s relationship by Customer Relationship Management’s software	<input type="checkbox"/>						
2.4. I think that Trung Nguyen have to understanding customer needs better to identify customer segments	<input type="checkbox"/>						
2.5. I think Trung Nguyen need to identify the organization's	<input type="checkbox"/>						

most profitable customers to improve customer retention							
Section III: Communication	1	2	3	4	5	6	7
3.1. I think Trung Nguyen should use communication to build its image into customers' mind and relationship with customers	<input type="checkbox"/>						
3.2. The informative function of communication will have an effect on image of Trung Nguyen and its relationship with customers	<input type="checkbox"/>						
3.3. I think that the more efficient the channel of communication, the faster image reaches customers, the closer relationship with customers	<input type="checkbox"/>						
3.4. I think that communications must be continuous, consistent, sustained, and multilateral.	<input type="checkbox"/>						
3.5. I think Trung Nguyen should tailor communications to the needs of the different target customers	<input type="checkbox"/>						
Section IV: Evaluate the Effective of Building and Developing Brand							
	1	2	3	4	5	6	7
4.1. I have known Trung Nguyen brand as a famous brand	<input type="checkbox"/>						
4.2. I usually watch for information about Trung Nguyen coffee through media	<input type="checkbox"/>						
4.3. I have understood the mean of Trung Nguyen's slogan and logo	<input type="checkbox"/>						
4.4 I think Trung Nguyen brand is famous brand in present and future.	<input type="checkbox"/>						

4.5 I am very enjoyable with Trung Nguyen coffee and willing to use Trung Nguyen products	<input type="checkbox"/>						
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

THANK YOU VERY MUCH FOR YOUR COOPERATION



APPENDIX 2
PHIẾU ĐIỀU TRA

Xin chào anh/chị,

Chúng tôi là nhóm nghiên cứu thuộc trường Đại học Shu-Te, Đài Loan, hiện đang tiến hành điều tra về chiến lược sử dụng quan hệ công chúng để xây dựng và phát triển thương hiệu Trung Nguyen Coffee. Kính mong anh/chị dành chút ít thời gian để trả lời cho chúng tôi một số câu hỏi sau đây. Tất cả các ý kiến của anh/chị đều có giá trị cho nghiên cứu của chúng tôi. Chúng tôi cũng xin đảm bảo mọi thông tin anh/chị cung cấp sẽ được giữ bí mật và chỉ sử dụng cho mục đích của bài nghiên cứu này. Chúng tôi rất mong nhận được sự cộng tác chân thành của anh/chị.

Xin chân thành cảm ơn sự giúp đỡ và hợp tác của anh/chị vào cuộc nghiên cứu này!

PHẦN I: THÔNG TIN CÁ NHÂN

Anh/chị vui lòng cho biết một số thông tin cá nhân sau bằng cách đánh dấu “V” hoặc vào ô thích hợp.

A. Tuổi – xin vui lòng cho biết anh/chị thuộc nhóm tuổi nào dưới đây:

- | | |
|---|--|
| 1. <input type="checkbox"/> 18-25 tuổi | 2. <input type="checkbox"/> 26-35 tuổi |
| 3. <input type="checkbox"/> 36- 45 tuổi | 4. <input type="checkbox"/> Trên 45 tuổi |

B. Giới tính:

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Nam | 2. <input type="checkbox"/> Nữ |
|---------------------------------|--------------------------------|

C. Tình trạng hôn nhân:

- | | |
|--------------------------------------|--|
| 1. <input type="checkbox"/> Độc thân | 2. <input type="checkbox"/> Đã kết hôn |
|--------------------------------------|--|

D. Trình độ học vấn:

- | | |
|---|-------------------------------------|
| 1. <input type="checkbox"/> Phổ thông trung học | 2. <input type="checkbox"/> Cử nhân |
| 3. <input type="checkbox"/> Thạc sĩ | 4. <input type="checkbox"/> Tiến sĩ |
| 5. <input type="checkbox"/> Khác (vui lòng ghi rõ): | |

E. Thu nhập hàng tháng:

- | |
|--|
| 1. <input type="checkbox"/> dưới 1.800.000 đồng |
| 2. <input type="checkbox"/> 1.800.000 → dưới 3.600.000 đồng |
| 3. <input type="checkbox"/> 3.600.000 → dưới 7.200.000 đồng |
| 4. <input type="checkbox"/> 7.200.000 → dưới 14.400.000 đồng |
| 5. <input type="checkbox"/> Trên 14.400.000 đồng |

PHẦN II: CÂU HỎI CHÍNH

Vui lòng hãy cho biết **mức độ đồng ý** của anh/chị về các phát biểu dưới đây liên quan đến các dịch vụ của ngân hàng này bằng cách đánh dấu “V” hoặc ✓ vào ô thích hợp:

Phần I: Hình ảnh nhất quán	1	2	3	4	5	6	7
1.1. Tôi nghĩ thương hiệu Trung Nguyên rất có ấn tượng mạnh.	<input type="checkbox"/>						
1.2. Khi đề cập đến Trung Nguyên, hình ảnh của Trung Nguyên xuất hiện trong tôi ngay lập tức	<input type="checkbox"/>						
1.3. Tôi nhận ra rằng hình ảnh Trung Nguyên không thay đổi trong một thời gian dài	<input type="checkbox"/>						
1.4. Khi tôi thưởng thức café Trung Nguyên, tôi có thể hình dung ra hình ảnh của những bác nông dân trên những cánh đồng café	<input type="checkbox"/>						
1.5. Nói đến café Việt Nam, tôi nghĩ ngay đến café Trung Nguyên	<input type="checkbox"/>						
Phần II: Quan hệ với khách hàng	1	2	3	4	5	6	7
2.1. Tôi nghĩ Trung Nguyên nên nhận các thông tin phản hồi từ phía khách hàng	<input type="checkbox"/>						
2.2. Tôi nghĩ Trung Nguyên cần phải tổ chức càng nhiều hội nghị khách hàng càng tốt	<input type="checkbox"/>						
2.3. Tôi nghĩ Trung Nguyên nên thiết lập mối quan hệ khách hàng bằng các chương trình quản lý khách hàng	<input type="checkbox"/>						
2.4. Tôi nghĩ Trung Nguyên nên hiểu hơn về nhu cầu của khách hàng để xác định các phân đoạn thị trường	<input type="checkbox"/>						
2.5. Tôi nghĩ Trung Nguyên cần xác định những điều mà	<input type="checkbox"/>						

khách hàng quan tâm đến tổ chức để gia tăng lòng trung thành của khách hàng							
Phần III: Truyền thông	1	2	3	4	5	6	7
3.1 Tôi nghĩ Trung Nguyên nên sử dụng truyền thông để xây dựng hình ảnh trong lòng khách hàng và xây dựng mối quan hệ với khách hàng	<input type="checkbox"/>						
3.2. Chức năng thông tin của truyền thông sẽ có tác động đến hình ảnh của Trung Nguyên và mối quan hệ của nó với khách hàng	<input type="checkbox"/>						
3.3. Tôi nghĩ rằng khi các kênh truyền thông có hiệu quả thì hình ảnh càng đến với khách hàng càng nhanh và tạo mối quan hệ thân mật hơn	<input type="checkbox"/>						
3.4. Tôi nghĩ rằng truyền thông cần phải liên tục, nhất quán.	<input type="checkbox"/>						
3.5. Tôi nghĩ Trung Nguyên cần hướng truyền thông đến nhu cầu của từng nhóm khách hàng mục tiêu khác nhau	<input type="checkbox"/>						
Phần IV: Đánh giá hiệu quả của xây dựng và phát triển thương hiệu của Trung Nguyên	1	2	3	4	5	6	7
4.1. Tôi đã từng biết đến Trung Nguyên như một thương hiệu nổi tiếng	<input type="checkbox"/>						
4.2. Tôi thường xuyên theo dõi các thông tin về Trung Nguyên thông qua các phương tiện thông tin đại chúng	<input type="checkbox"/>						
4.3. Tôi có thể hiểu được ý nghĩa của slogan và logo Trung Nguyên	<input type="checkbox"/>						
4.4 Tôi nghĩ thương hiệu Trung Nguyên sẽ là một thương hiệu	<input type="checkbox"/>						

nổi tiếng trong hiện tại và tương lai							
4.5 Tôi rất thích thú với café Trung Nguyên và sẵn sàng dùng sản phẩm của Trung nguyên	<input type="checkbox"/>						

RẤT CẢM ƠN SỰ HỢP TÁC CỦA ANH/CHỊ!

