



Electronic Bikes Brand Awareness in Hanoi: Vietnam Green Consumptions

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Paper ID: 13A7K

Volume 13 Issue 7

Received 14 March 2022

Received in revised form 14
May 2022

Accepted 21 May 2022

Available online 28 May
2022

Keywords:

Brand awareness; Brand equity; Electronic bike; Green marketing; Green Consumption; Espero; Brand name perception; Logo evaluation; Slogan evaluation; Website evaluation; Brand ambassador evaluation; Design evaluation.

Abstract

Using electric vehicles in transportation is a green consumption trend that has been increasingly becoming popular all over the world. In the developing countries of Southeast Asia, the use of motorbikes is still a familiar daily activity for the vast majority of people in urban areas. Therefore, this paper has used survey and interview methods to clarify the brand perception of Vietnamese users (especially in the Hanoi capital) about an electric motorcycle brand (Espero). The research has intended to contribute to clarifying the perception of customers in consuming electric motorcycle products in many aspects such as trademark, design, brand ambassador or logo and slogan of the product. Accordingly, what needs to be done to make green vehicles more popular is still pending for businesses and authorities to pursue.

Disciplinary: Business Administration (Marketing Management, Branding).

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Cite This Article:

Phan Minh Duc, Dai Hong Ngoc, Duong Ngoc Anh. (2022). Electronic Bikes Brand Awareness in Hanoi: Vietnam Green Consumptions. *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 13(7), 13A7K, 1-13. <http://TUENGR.COM/V13/13A7K.pdf> DOI: 10.14456/ITJEMAST.2022.137

1 Introduction

1.1 Research Rationale

In the context of increasing environmental pollution, many countries around the world have encouraged their people to use environmentally-friendly vehicles. Therefore, electric motorcycles and electric bicycles are emerging as a new trend in the world. Vietnam is not an exception to that general trend. In Vietnam, annual vehicle consumption increased significantly compared to the previous year by about 30%. The survey by the Vietnam Association of Motorcycle Manufacturers

(VAMM) shows that the total number of motorcycles sold in Vietnam in 2021 has reached 2,492,372 units, down 8.12% compared to 2020 (VAMM, 2022). In which, the proportion of electric motorbikes accounts for merely about 7% (Vietnam MT, 2022).

Knowing the general development of personal vehicles in Vietnam, Detech Joint Stock Company (JSC.) has quickly launched Espero electric scooters and e-bikes to serve the needs of the market. The target customers of the Espero brand are low-income students with few needs for travelling because of expenses. However, in fact, it is also necessary to admit that the Espero electric motorcycle brand identity system has been used for a long time. The brand has not changed much and has not contributed much to the success of the business. Sales for 3 consecutive years of 2017, 2018, and 2019 have not obtained the expected growth of 20% per year that the Board of Management (BOM) had set out. In 2020 and 2021, sales have been greatly affected by the raging of the Covid-19 Pandemic.

In order to come up with the right solutions and bring about the effectiveness of the brand identity system, Detech JSC. needs to be aware of the current level of Espero electric motorcycle brand identity and set goals for the brand in each stage of brand development in the coming time.

1.2 Detech JSC. Overview

Detech Group operates in the following fields: Intellectual property services; Manufacturer of motorcycles; Water treatment and environment; Producing functional foods; Real estate business; Education and training. Detech Technology Development Support JSC. was established in 1991, under the National Center for Natural Science and Technology with the main task of applying and implementing scientific activities in production and business. In 1999, Detech JSC. also established Detech Electric Vehicle Co., Ltd. (a.k.a. Detech Motor) when realizing the very new potential of the Vietnamese motorcycle market. In the early days of its establishment, Detech Motor was just a factory, specializing in manufacturing spare parts and assembling motorcycles in Pho Noi industrial zone, My Hao district, Hung Yen province.

Detech Motor Company has built production plants to produce products in general and Espero brand products in particular on an area of 100,000 m², including a Mechanic workshop, welding workshop, plastic injection workshop, painting workshop, engine assembly workshop, vehicle assembly workshop and more than 20,000 m² of warehouse space. With a team of more than 500 professionally trained employees, every year Detech Motor is capable of producing from 80,000 to 150,000 high-quality motorcycles and electric vehicles, using modern machinery and equipment, for familiar brands such as Kitafu, Detech, and Espero.

2 Literature Review

2.1 Brand and Brand Awareness

2.1.1 Brand

The concept of "brand" has been coined by many different authors and organizations, but most of them share the same opinion. A brand is a name, term, design, symbol, or any other

characteristic that identify one seller's goods or services as distinct from those of other sellers (AMA, 2022). According to the "brand" term in the Vietnamese dictionary, a brand is a special sign (usually the name) of a manufacturer or a supplier, often attached to a product or service in order to make them recognizable, easily identifiable and distinguishable from similar products or services of other manufacturers or suppliers (Phe, 2021).

In short, a brand is a name, term, sign, symbol, design, or a combination thereof, intended to identify the goods and services of one seller or group of sellers and to differentiate it from competitors (Kotler and Armstrong, 2018). In addition, Sergio Zyman argues that a brand is essentially a collection of customer experiences with a product or company (Zyman, 2000). David Ogilvy defines the brand as the total intangible assets of a product such as a name, packaging, price, development history, the reputation of the product, and how it is advertised (Ogilvy, 1985). On that basis, Ogilvy (1985) further notes that a brand is an emotional aftertaste through experiencing a product or service of a company.

2.1.2 Brand Awareness

According to Aaker (1991), brand awareness can be defined as the recognition and recall of top-of-mind products. It is remarkably essential because it is not a prerequisite aspect of a brand to be included in the consideration set of the customers, but it certainly affects the customers' perceptions and attitudes, driving the brand towards loyalty. Brand awareness is, in the other words, defined as the ability when a customer can recognize a brand at different levels (Aaker, 1996). On the other hand, it can be understood as the likelihood that the minds of customers remember the brand name easily (Keller, 1993). In its turn, Aaker's definition of brand awareness consists of two factors: recognition and recall. Recognition illustrates the cases when a customer recognizes an existing brand and remarks familiarities among those. Meanwhile, recall shows the ability of a customer to link the brand with its right product and to have awareness of product categories that are being mentioned. Both of these factors are significant in making consuming decisions.

Besides, Upadhyaya (2017) has defined brand identity as the ability of buyers to recognize a brand in a product category. These authors even go as far as to say that consumers must remember brands to make decisions since by default the first brand to be remembered will be the customer's choice. Keller (1993) has pointed out that brand recognition requires consumers to keep the brand in their memory, which only happens if there are strong associations between the brand and the product category (Keller, 2010). Moreover, the brand name is the most critical factor in brand awareness (Huang, 2015). As a consequence, the brand which owns positive images has its advantages in Marketing because customers' purchasing decision is deeply affected by the brand association. A brand name, therefore, enables customers to identify the service provider and predict service outcomes much better.

Brand identity refers to the extent, to which consumers can recognize a brand from its visual symbols. Therefore, brand awareness is related to its retention in the consumer's mind, for this

remembrance will reflect the consumer's ability to recognize the brand under the widest variety of conditions (Jara, 2018). Therefore, brands with higher awareness are more likely to stand out on a full-store shelf (Zhang et al., 2020).

2.2 Brand Equity Model

In the development of a brand, there are many factors that affect sustainability. Keller (2013) built a brand analysis model based on the customer reviews of the brand. With the growth of Marketing, the focus of companies has shifted to the customer. Happy customers equal profits. Keller's logic behind the model is simple - to have a strong brand, one must create the right brand image, by building ideal brand experiences. Every experience with the brand leaves the customers or even potential customers with positive thoughts, feelings, and beliefs. When we can demonstrate that a brand can provide real value, we have built brand equity and customer trust should be spread to others (Yuan, 2016).

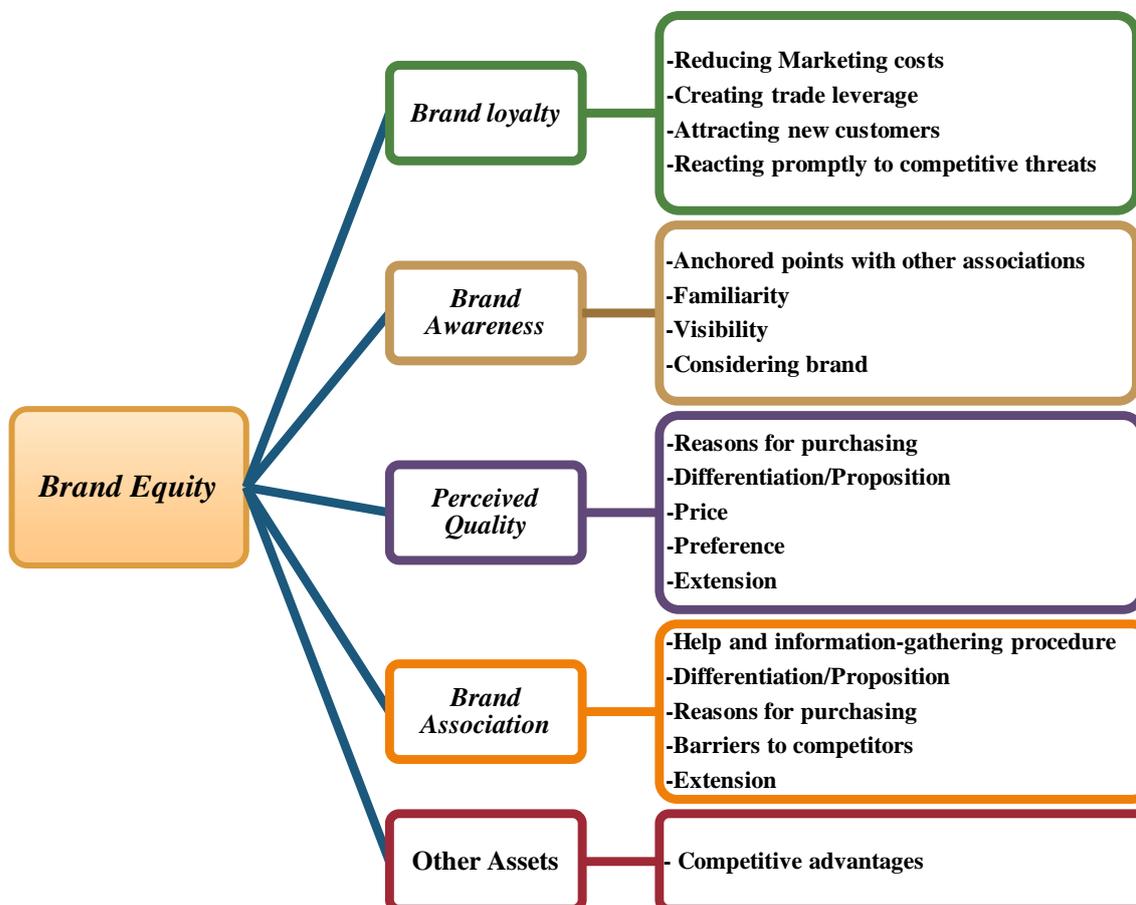


Figure 1: David A. Aaker's model of brand equity

Aaker's model (Figure 1) helps to create a brand strategy that includes different components to separate the brand from the competition and enhance branding effectiveness. Accordingly, there are five components that create brand equity: Loyalty, Brand Awareness, Perceived Quality, Brand Association, and other asset values (Mensah et al., 2022). Aaker's model views brand equity as a combination of brand awareness, brand loyalty, and brand associations, which then combine to ultimately deliver value alongside a product or a service provided. For Aaker, brand management begins with building a brand identity, which is one of those types of alignments with the brand that

represents what the brand stands for and provides consumers with the desired brand image (Zhang, 2015). Aaker's brand equity model views brand equity as a set of five types of brand characteristics that are associated with a brand to add or subtract the value provided to its customers (Lu et al., 2017).

Aaker (1996) considers brand equity as a combination of brand awareness, brand association, and brand loyalty. All of these add up to the value provided by the branded goods or services. The Aaker model helps to create a brand strategy with a clear set of components to be implemented within the company's Marketing activities.

3 Method

Survey method: the survey is conducted by paper-based method or online means. Ready-made or assessment questions are the main part of surveys in collecting quantitative data.

Survey objects: The BOM of Detech JSC. and the students, parents, and office staff who access the company's fan page and website. These are the customers that Detech JSC. is targeting. Also, the main participants responding to the survey are who have a major need to use electric motorbikes or electric bicycles, who have a daily commute of less than 20 km, and who are young and have frequent internet access and are tech-savvy.

Survey sample size: To match the research ability of the author group when it is not possible to study the entire population in Hanoi, we use a smaller sample taken by a random sampling technique. Therefore, we will apply Slovin's formula to sample the study with the desired level of accuracy (Stephanie, 2003). Slovin's formula gives an idea of how large the sample size needs to be to ensure the significance of the results.

Slovin's formula: $n = N / (1 + N * e^2)$

N: Sample population (person)

n: Number of samples to be surveyed (person)

e: allowable error

This study collects survey data from Detech JSC's BOM and customers' opinions. With the authors' investigative capability, we will survey the BOM and other junior management levels in Detech JSC., which consist of 40 people, and randomly pick out 500 customers' emails in the company's database to do the online survey through Google Forms with the audiences who interact with the company's fan page and website. Thus, the minimum number of samples is $n = 225$ samples with an allowable error $e = 5\%$.

Observational method: In this study, we also used the observation method in combination with collecting information and re-examining the results during direct contact with the object to be observed. Observable objects can be customers who are using the product, customers who come to the dealer to see the product and employees in the production process. The data obtained must reveal what influences customers' purchasing decisions, their values, what they enjoy most, and the sources that influence their buying habits.

4 Result and Discussion

To assess the current state of Espero brand identity of Detech JSC., the authors conducted a survey to collect customer opinions on the contents related to the business' brand identity system, including (1) Brand Name, (2) Icon/Logo, (3) Website/URL, (4) Slogan/Tagline, (5) Brand Ambassador, (6) Music and lyrics, and (7) Design of decals. The survey sample consists of 225 samples, of whom 40 are from the BOM of Detech JSC, and 180 samples are the customers who have purchased products or have used services of Detech JSC. The customer survey is done by sending emails to customers. For the BOM and management levels of Detech JSC., the authors conducted a direct survey in combination with emailing to collect data. After that, the authors successfully collected 200 survey results; after filtering the data (except for the blank votes, making the wrong requirements), 191 survey votes have become valid. In which, 160 votes came from customers and 31 samples from the BOM and management levels of the enterprise.

4.1 Brand Name Perception Level

Table 1: Results of the survey on the perception of the Espero brand name of Detech JSC.

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Not impressed	18	11.2	2	6.4
Hard to remember	26	16.3	3	9.7
Impressive	73	45.6	19	61.3
Easy to remember	43	26.9	7	22.6
Total	160	100	31	100

4.1.1 For Customers

The results show that up to 45.6% of customers (73/160 customers) perceive the Espero brand name of Detech JSC. as impressive; 26.9% of customers (43/160 customers) perceive the Espero brand name as easy to remember; the remaining 16.3% of customers think that the name Espero is difficult to remember and 11.2% of customers think that the name Espero is not impressive.

Thus, this result shows that customers' perception of the Espero brand name of Detech JSC. is quite good with a total of more than 72.5% of customers finding the brand name easy to remember and impressive. This result has proved the success of Detech JSC. in building a brand name that leaves a lot of impressions on the majority of customers.

4.1.2 For the BOM of Detech JSC.

The results show that up to 61.3% of staff (19/31 people) feel that the Espero brand name of Detech JSC. is impressive; 22.6% of staff (7/31 people) think that the Espero brand name is easy to remember; 9.7% of the staff admit that the name Espero was difficult to remember and the remaining 6.4% of the staff reveal that the name Espero is not impressive. Thus, the perception of the BOM of Detech JSC. about the Espero brand name is quite good with a total of more than 83.9%

of the BOM and management levels of the company finding the brand name easy to remember and impressive.

Table 1 also shows us the similarity in both survey subjects on how to evaluate the brand name "Espero" while most of the choices of both customers and the company's management are leaning towards the criterion of "impression" (61.3% and 45.6%) and "easy to remember" (26.6% and 22.6%). With the above survey results, the Espero brand of Detech JSC. is more known and trusted by customers, giving confidence to the members of the company.

4.2 Espero Logo Evaluation Level

Table 2 shows the study result on the perception of the Espero Log, based on the study survey.

Table 2: Results of the survey on the perception of the Espero Logo

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Simple, reasonable layout	16	10.1	3	10.1
Normal, not impressive	56	35.3	23	73.2
Meaningful	25	15.7	1	3.4
Less attractive	62	38.9	4	13.3
Total	160	100	31	100

4.2.1 For Customers

The results (Table 2) show that up to 38.9% of customers (62/160 customers) find the Espero Logo of Detech JSC. less attractive; 35.3% of customers (25/160 customers respectively) think that the Espero Logo is normal, not impressive; the remaining 10.1% of customers think that the Espero Logo is simple and the layout is reasonable, and 15.7% of customers think that the Espero Logo is meaningful. Thus, the total survey results showed that 74.2% of customers have not appreciated the Espero Logo of Detech JSC.; in other words, the Espero Logo has not left many impressions in the eyes of customers.

4.2.2 For the BOM of Detech JSC

As a result, up to 73.2% of management staff members (23/31 staff) felt that the Espero Logo of Detech JSC. was normal, not impressive; 13.3% of administrators (4/31 officers) think that the Espero Logo is unattractive. Only 10.1% of administrators think that the Espero Logo is simple and has a reasonable layout. Thus, according to the assessment of the BOM and management levels of Detech JSC., the Espero Logo has not met the standard of a Logo, which needs to be amended to lay an impression on the opposite audience wherever he/she faces it.

4.3 Espero Website Evaluation Level

Table 3: Results of the survey on Espero website evaluation

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Easy to find and access	12	7.5	3	9.7
Attractive, unique interface	25	15.5	4	12.9
Full information	2	1.3	2	6.1
Unpopular	35	21.9	9	29.3
Unattractive interface	74	46.3	10	32.3
There's a lot of missing information	12	7.5	3	9.7
Total	160	100	31	100

4.3.1 For Customers

The results (Table 3) show that 46.3% of customers (74/160 customers) think that the website interface is less attractive; 21.9% of customers (35/160 customers) think that the website is not popular. Only 15.5% of customers think that the website interface is attractive and unique and 7.5% of customers think that the website is easy to find and access. This result proves that customers do not appreciate the website interface displaying Espero brand products because it has not yet achieved popularity, lacks information, and the interface is not attractive. This is also a limitation that requires the Detech JSC. to make further efforts to improve the image of the Company's website.

4.3.2 For the BOM of Detech JSC

Of the 31 staff members of the management board, 32.2% (20/31 staff) think that the website interface is less attractive; 29.3% (9/31 staff) think that the website is not popular. Only 12.9% of the BOM think that the website interface is attractive and unique and 9.7% think that the website is easy to find and access. Thus, the management of Detech JSC. has not really appreciated the website displaying Espero brand products.

4.4 Espero Slogan Evaluation Level

Table 4: Results of the survey on Espero slogan

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Normal	41	25.8	2	6.9
Interesting, curious	52	32.3	19	62.9
Do not understand the meaning of the slogan	41	25.8	6	20.1
Not attractive	26	16.1	3	10.1
Total	160	100	31	100

4.4.1 For Customers

Currently, the general slogan of Espero brand products is: "Class of Bikes & Your Brand". The survey results (Table 4) show that 25.8% of customers (41/160 customers) feel that the Espero slogan is normal; 32.2% (52/160 customers) think that the slogan is interesting and curious, while 25.8% do not clearly understand the meaning of the slogan and 16.1% think that the slogan is not attractive. Thus, the total survey results have revealed that 67.7% of customers did not appreciate the Espero brand slogan. This is a rather high rate. More specifically, more than half of customers do not understand the true meaning of the Slogan. The results of this survey show that the level of slogan message conveying of the Espero brand is not really effective. The chosen slogan is not really impressive and attractive according to customers' perception.

4.4.2 For the BOM of Detech JSC.

Out of 31 directors and managers, only 6.9% feel that the slogan was normal; 62.9% (19/31) think that the slogan is interesting and curious; 20.1% of them do not understand clearly the meaning of the slogan and 10.1% think that the slogan was not attractive. Thus, the total survey results showed that 37.2% of them do not rate the Espero slogan highly. For the target audiences of Detech JSC., this percentage is not really small, especially the number of officers who do not understand the meaning of the slogan, which has been already over 20%.

4.5 Espero Brand Ambassador Evaluation Level

Table 5: Results of the survey on Espero ambassador evaluation

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Necessary, needs	68	42.8	14	46.5
Unnecessary	38	23.9	10	33.3
Just hire an advertising model, no need to build a brand ambassador	53	33.3	6	20.2
Necessary, needs	68	42.8	14	46.5
Total	160	100	31	100

4.5.1 For Customers

The results (Table 5) show that 42.8% of the customers (68/160 customers) think that building Espero brand ambassadors is necessary; 23.9% (38/160) think that building Espero brand ambassadors is unnecessary; 33.3% think that the company just needs to hire an advertising model, and there is no need to build a brand ambassador. Thus, it can be said that the majority of customers still think that there should be a brand ambassador for the Espero brand.

4.5.2 For the BOM of Detech JSC.

Among 31 directors and managers at all levels, 46.5% (14/31 staff) think that building Espero brand ambassadors is necessary; 33.3% (10/31) think that building Espero brand ambassadors is unnecessary, while 20.2% say that just hiring an advertising model is enough, and there is no need

to build a brand ambassador. Thus, the percentage that the BOM agrees with the idea of having an Espero brand ambassador is only 50%.

4.6 Espero Promotional Music and Video Evaluation Level

Table 6: Results of the survey on Espero promotional music and video

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Attractive	73	45.6	18	58.1
Full information	61	38.1	3	9.7
Boring, not special	16	10.2	0	1.1
Incomplete information	10	6.1	10	31.1
Total	160	100	31	100

4.6.1 For Customers

The results (Table 6) show that 45.6% of customers (73/160 customers) think that promotional videos are attractive; 38.1% (61/160) think that the video is full of information, while a minority of about 16.3% think that the video is boring, not so special and lacking information. Thus, the majority of Espero customers highly appreciated the promotional video and music in the campaigns.

4.6.2 For the BOM of Detech JSC.

Among 31 directors and managers, 58.1% of staff (18/31 staff) think that the music and promotional video for the Espero brand is attractive; up to 31.1% of staff (about 10/31 staff) think that the video is boring, not so unique and lacking information. The above results show that the number of BOM of Detech JSC., who have underestimated advertising video and music for the Espero brand, is still remarkably high.

4.7 Espero Decal Design Evaluation Level

Table 7: Results of the survey on Espero decals

Criteria	Customer survey		BOM survey	
	Number (person)	Ratio (%)	Number (person)	Ratio (%)
Simple and beautiful	61	38.1	9	29.2
Stylish, attractive	46	28.7	15	48.4
Normal, not impressed	30	18.8	7	22.6
Not attractive	12	7.7	0	0
Other ideas	11	6.7	0	0
Total	160	100	31	100

4.7.1 For Customers

The results (Table 7) showed that the majority of customers have commented positively on the decal design of Espero. Specifically, 38.1% have rated it as simple and beautiful (61/160 customers); 28.7% (46/160) have rated the style as attractive, while nearly 19% have rated it as generally unimpressive. When being asked about opinions on the design of decals for Espero

electric bikes, some customers said that the decal colors are still limited in choices, usually in red, white and gray only. According to customers' preferences, some customers think that they prefer braille, but the company's decals are mostly watermarked, so the design of decals for Espero trams. It is necessary to have more variety of models for the customers to have more choices.

4.7.2 For the BOM of Detech JSC.

Out of 31 directors and managers, 22.6% think that Espero's decal design is not impressive; The rest are all with positive reviews, accounting for 77.4%, which shows that Espero is doing well in the field of graphic decal design for its products.

5 Conclusion

An objective reason leading to the limitation of Espero brand building is high competition in the industry. In the field of motorcycles and electric vehicles, customers nowadays have to be exposed to a lot of brand images, so they always place very high requirements on the attractiveness of the brand. Therefore, building the Espero brand identity has encountered many difficulties while the company has to deal with many well-known brands in the market such as Honda, Yeade, and Vinfast. As the customers have more choices, the requirements for a product line will be higher and higher due to their comparison to the major brands. The customer reviews have become stricter with the Espero brand.

In addition, the lack of professionalism in building a website displaying the Espero brand leads to low brand awareness of customers, partly because the website uses the Detech motor domain name, confusing with customers while searching for Espero keywords on the Internet. Google will not prioritize the searches in its algorithm. This makes the website less popular. In addition, the website hardly lists the price of the product, which can be felt annoying to visitors when they want to make a decision to buy the product.

Another very important reason is that the Marketing activity for Espero brand products is still weak. Marketing expenses are still limited, but mainly spent on promoting the website. While the digital revolution has partly opened up easier access to the markets, customer data is costly and Espero needs the data to continue its analysis and to catch up with the buyers' trends. Launching an advertising campaign on websites or social networks on the Internet can also be very expensive, especially if Espero is using a pay-per-click strategy to attract more potential customers to the brand. And it should be much more expensive when the company wants to conduct branding marketing. Television and radio spots are also expensive because there is too much competition for local audiences.

Moreover, in the online channels, currently Espero has only taken advantage of two platforms (Facebook and Youtube) to introduce its music and videos, so advertising is not wide-covered enough to promote the brand. With the contemporary boom of the Internet and social networking platforms, Detech JSC. needs to take advantage of multi-channel and omni-channel

Marketing activities ahead, especially the applications with a lot of mobile visitors such as Tiktok and Instagram to expand their brand coverage.

6 Availability of Data and Material

Data can be made available through the corresponding author.

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