



THE IMPACT OF BRAND EQUITY'S DIMENSIONS ON PURCHASE INTENTION: AN EMPIRICAL STUDY OF BEER BRANDS IN VIETNAM

Bachelor of Business Administration Thesis

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OUTLINE



I. INTRODUCTION

II. LITERATURE REVIEW

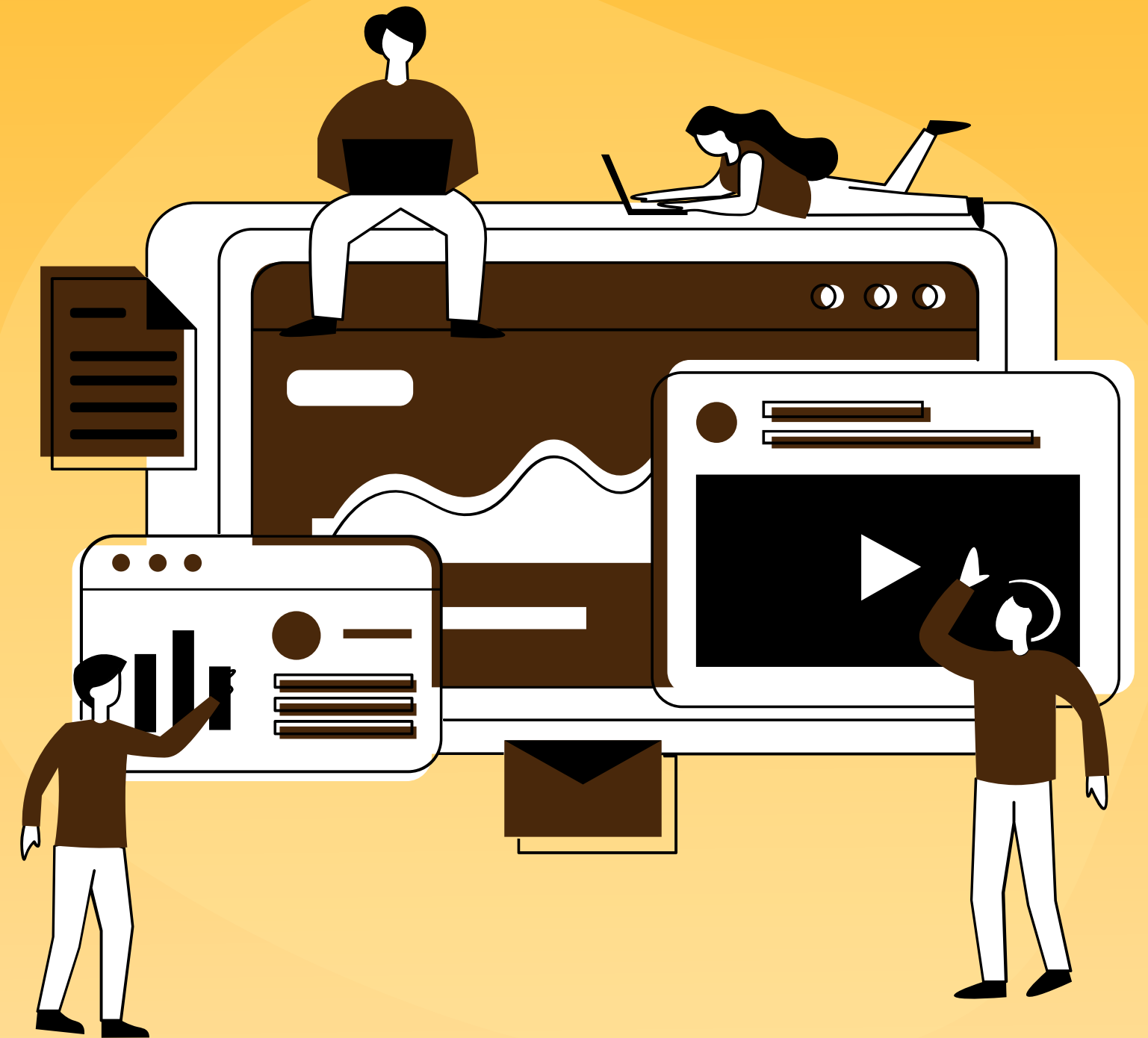
III. METHODOLOGY

IV. ANALYSIS AND FINDINGS

V. RECOMMENDATIONS AND CONCLUSIONS

INTRODUCTION

1. TOPIC BACKGROUND
2. PRACTICAL PROBLEM
3. RESEARCH OBJECTIVES
4. RESEARCH QUESTIONS
5. RESEARCH SCOPE



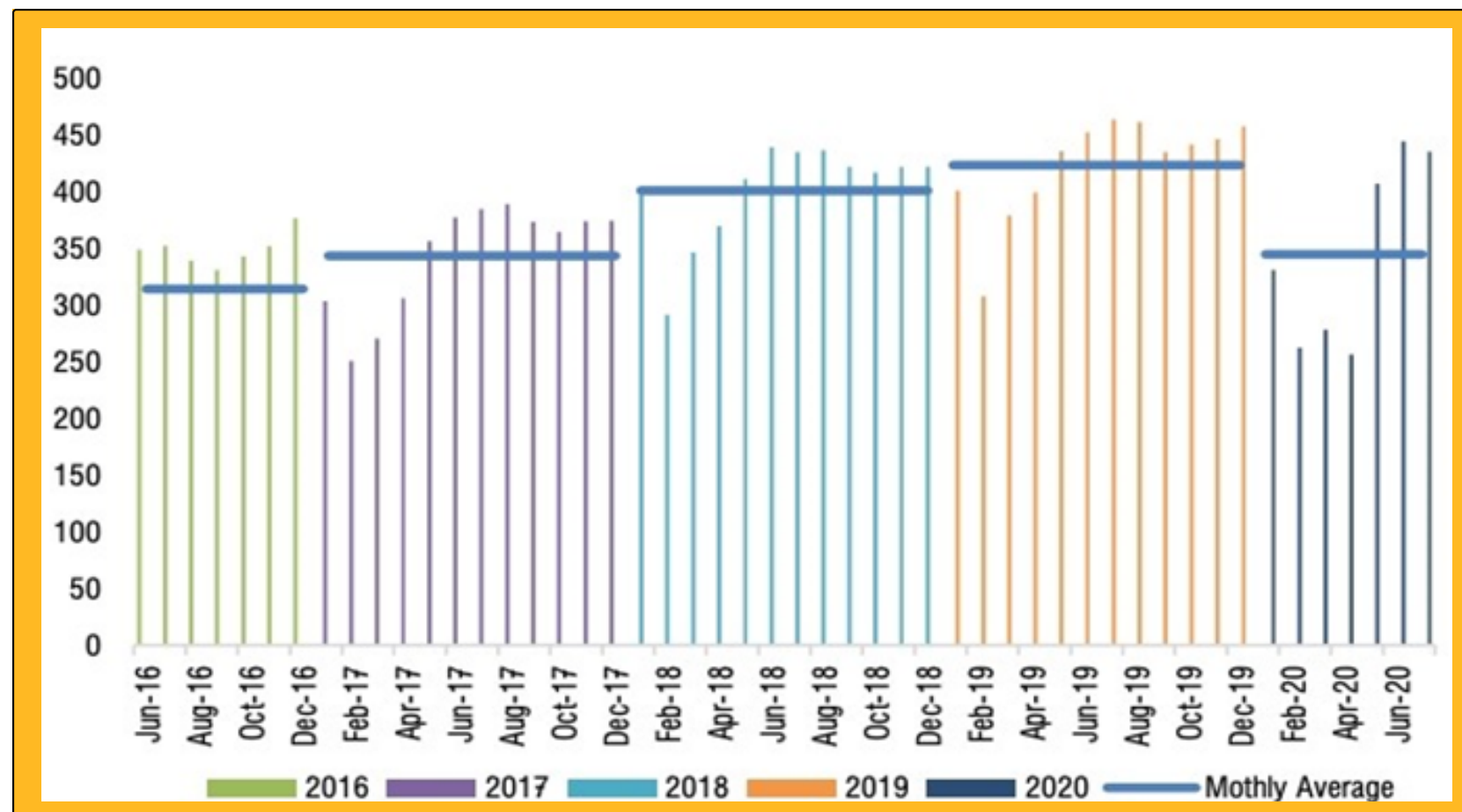
TOPIC BACKGROUND

In the world:

- The beer market is growing and playing an important role in the global economy.
- In 2015, the worldwide beer market was \$498.66 billion and the average per capita consumption was \$112.45.
- Lockdown and social distancing laws due to COVID-19 have affected the consumption and sale of beer on site.

In Vietnam:

- In 2019, Vietnam became the largest beer consumer in ASEAN.
- Beer consumption in Vietnam has grown at a rate of 6.6% compared to the global average of 0.2%.
- Four brands that control more than 90% of the beer market share in Vietnam are Sabeco, Habeco, Heineken, and Carlsberg.



Monthly beer consumption (General Statistics Office of Vietnam)



Problem 1

Many international beer brands are racing to penetrate the Vietnamese beer market, causing fierce competition.



Problem 2

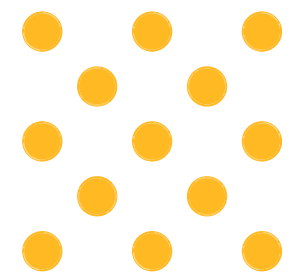
The appearance of many international beer brands along with the huge investment in their brands makes Vietnamese beer brands gradually disappear.



Problem 3

As demand rises, consumers set even higher standards.

PRACTICAL PROBLEM



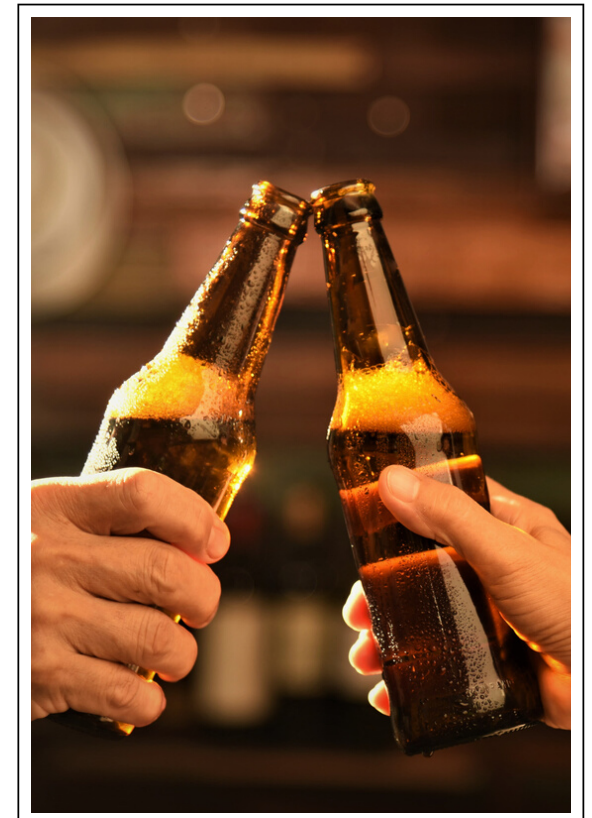


RESEARCH OBJECTIVES

- **Research Objective 1:** Determining the dimensions of brand equity.
- **Research Objective 2:** Investigating the impact of brand equity's dimensions on purchase intention about beer in Vietnam.
- **Research Objective 3:** Giving useful recommendations and proposing some solutions to enhance brand equity of beer brand in Vietnam.

RESEARCH QUESTIONS

- **Research Question 1:** What are the dimensions of brand equity?
- **Research Question 2:** How do these brand equity's dimensions impact on purchase intention of beer brand in Vietnam?
- **Research Question 3:** What are some useful recommendations about how to build and develop brand equity of beer brand in Vietnam?



RESEARCH SCOPE



Survey type: Online

Age: 18 and older

Gender: Male/ Female and Others

Number of respondents: 458

Scope of the research: Viet Nam

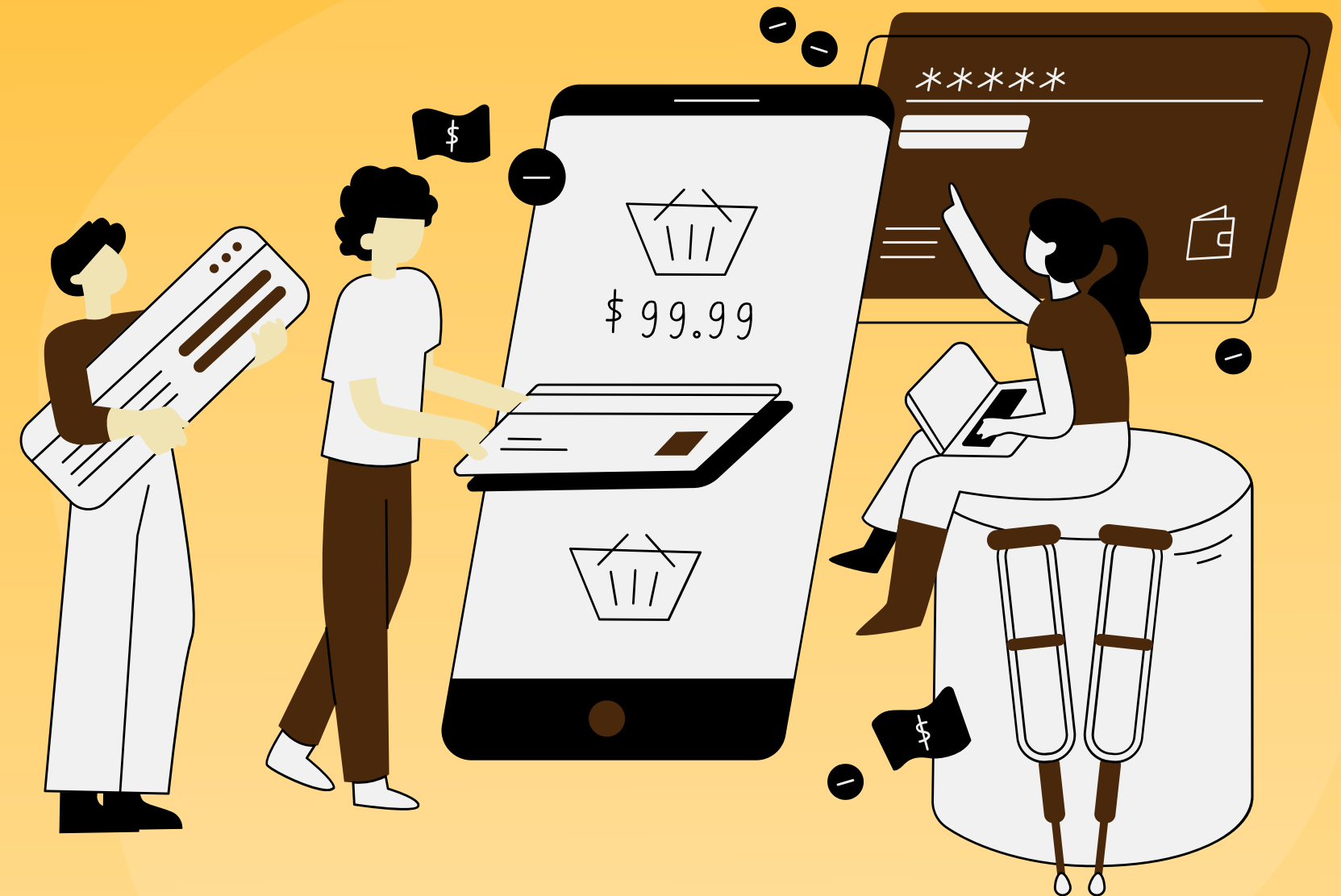
LITERATURE REVIEW

1. Definition

2. Theoretical frameworks

3. Research gaps

4. Hypothesis and research model



BRAND



TRADITIONAL OPINION

The brand is a name, term, symbol, design, combination or any other feature, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors.



GENERAL OPINION

A brand is a set of attributes that provide target customers with the values they demand (Davis, 2002).

BRAND EQUITY

DEFINE



Aaker (1991)

Brand Equity is a set of brand assets and liabilities associated with a brand; its name and symbol, plus or minus the value provided by a product or service to a company and/or to its customers.

Keller (1993)

A brand with high value when customers are aware of it, as well as have a good impression of the attributes and benefits that the brand brings to them.

Lassar et al. (1995)

Brand Equity stems from the trust that customers place in a brand rather than in its competitors. Brand equity has been considered from two different perspectives: Financial, Customer-based brand equity.



Brand Equity is the "added value" with which a brand endows a product; this added value can be viewed from the perspective of the firm, the trade, or the consumer.

CONSUMER BEHAVIOR

DEFINE >>>

Hawkins, Mothersbaugh and Best (2007)

"All marketing decisions are based on assumptions and knowledge of consumer behavior."

Consumer behavior is the thoughts and feelings of people in the process of shopping and consuming, affected by factors from the external environment and have an impact on customers.



PURCHASE INTENTION

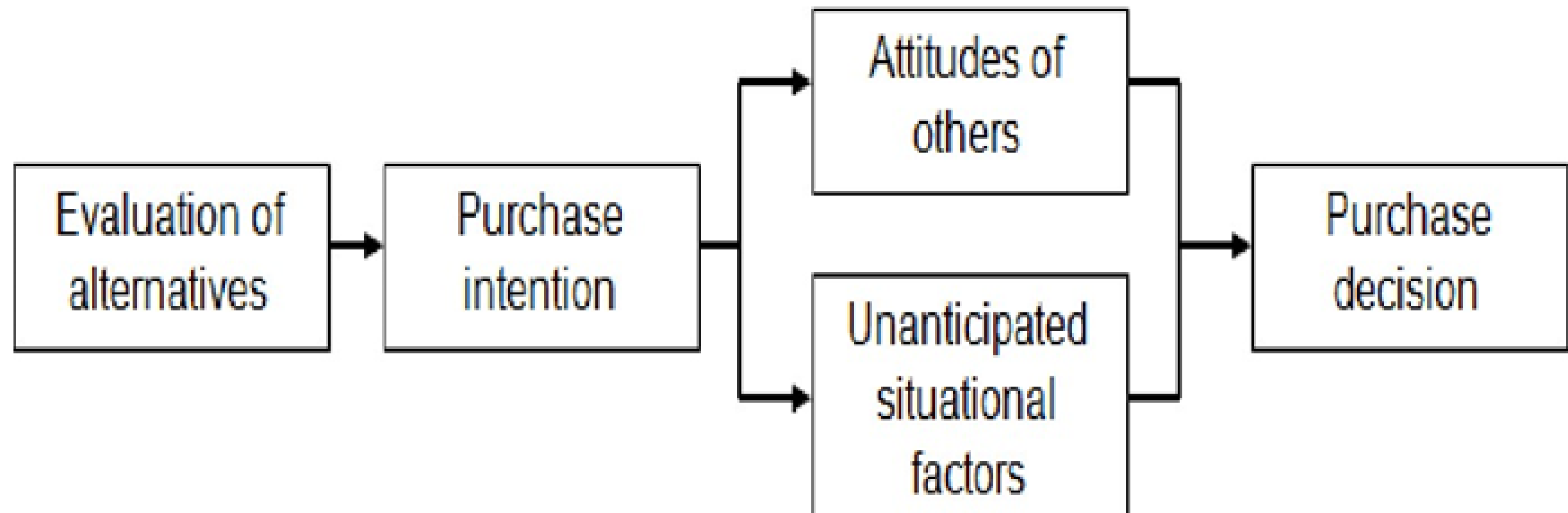
DEFINE



Ajzen and Fishbein (1975)

Purchase intention is a consumer's subjective inclination towards a certain product or brand, and it has been shown to be a key factor in predicting consumer behavior.

Stages to make a purchase decision:



THEORETICAL FRAMEWORKS

Conceptual Model of Brand Equity:

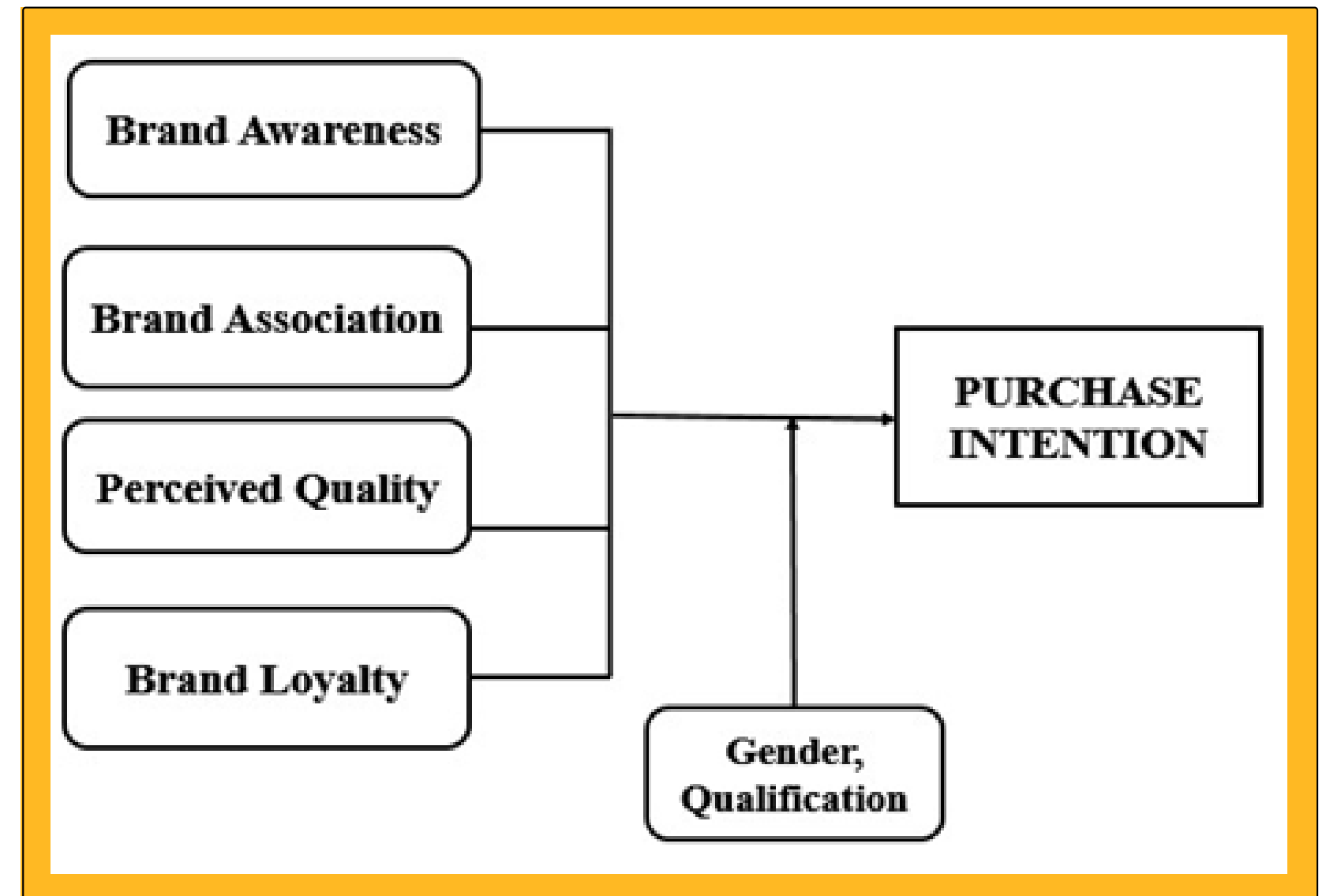
The synthesis of influential variables from previous studies						
Dimensions of brand equity	Aaker (1991)	Keller (1993)	Lassar <i>et al.</i> (1995)	Eda Atilgan, Safak Aksoy and Serkan Akinci (2005)	Lee and Leh (2011)	Thọ, N. Đ., & Trang, N. T. M. (2002)
Brand awareness	X	X		X	X	X
Brand association	X			X	X	
Brand loyalty	X			X	X	X
Perceived Quality	X			X	X	X
Brand image		X				
Brand price/value			X			
Brand social image			X			
Brand performance			X			
Brand identification/attachment			X			
Brand trustworthiness			X			
Brand desire						X

THEORETICAL FRAMEWORKS

The impact of Brand Equity on Purchase Intention



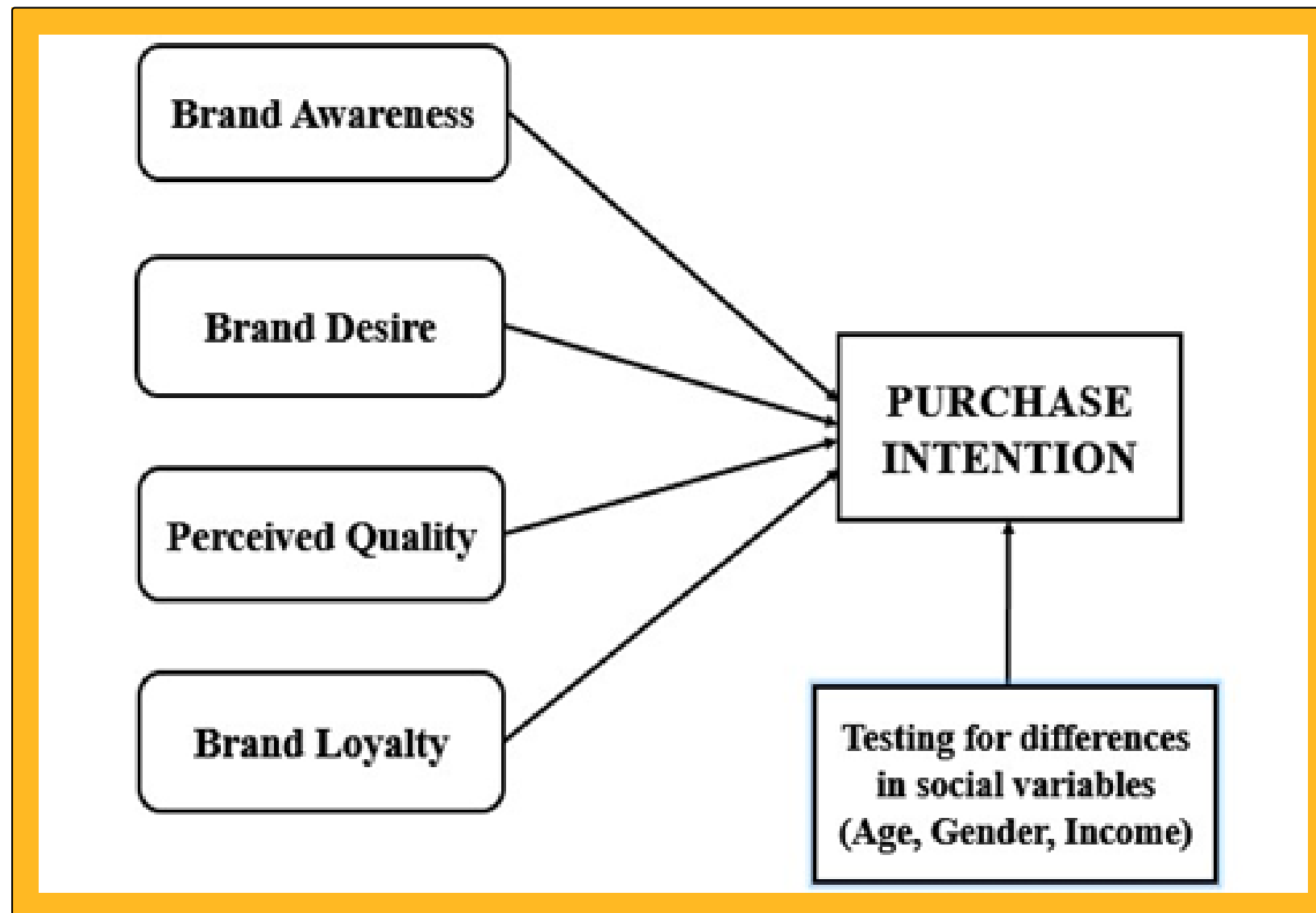
Conceptual model of Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011)



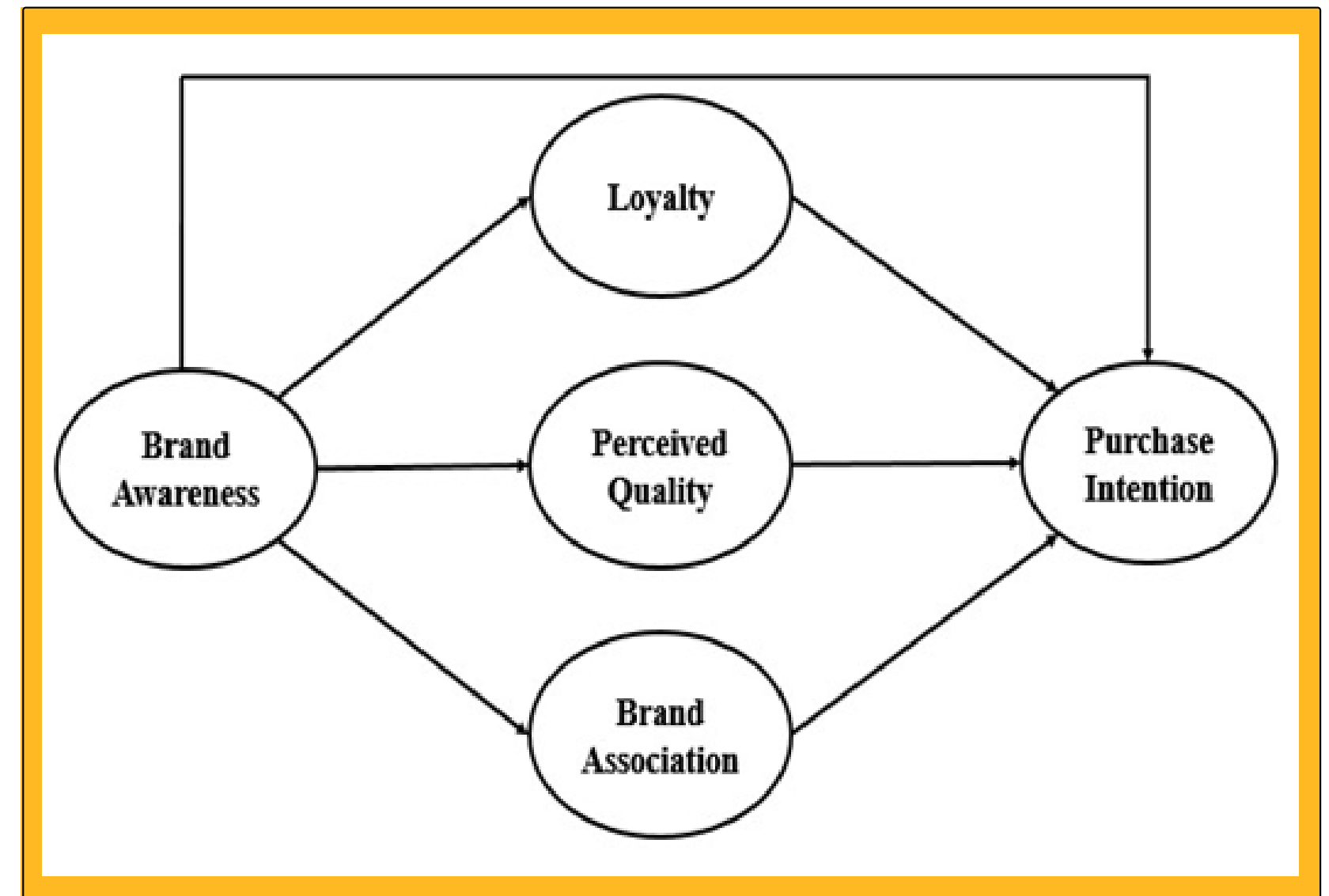
Conceptual model of DK Gautam, SK Shrestha (2018)

THEORETICAL FRAMEWORKS

The impact of Brand Equity on Purchase Intention



Conceptual model of Le Thanh Tuan (2015)



Conceptual model of V Azzari, A Pelissari (2020)

RESEARCH GAPS



1

Dimensions of brand equity are still an open topic and more research is needed to find out what dimensions are most suitable for brand equity in the context of Viet Nam.

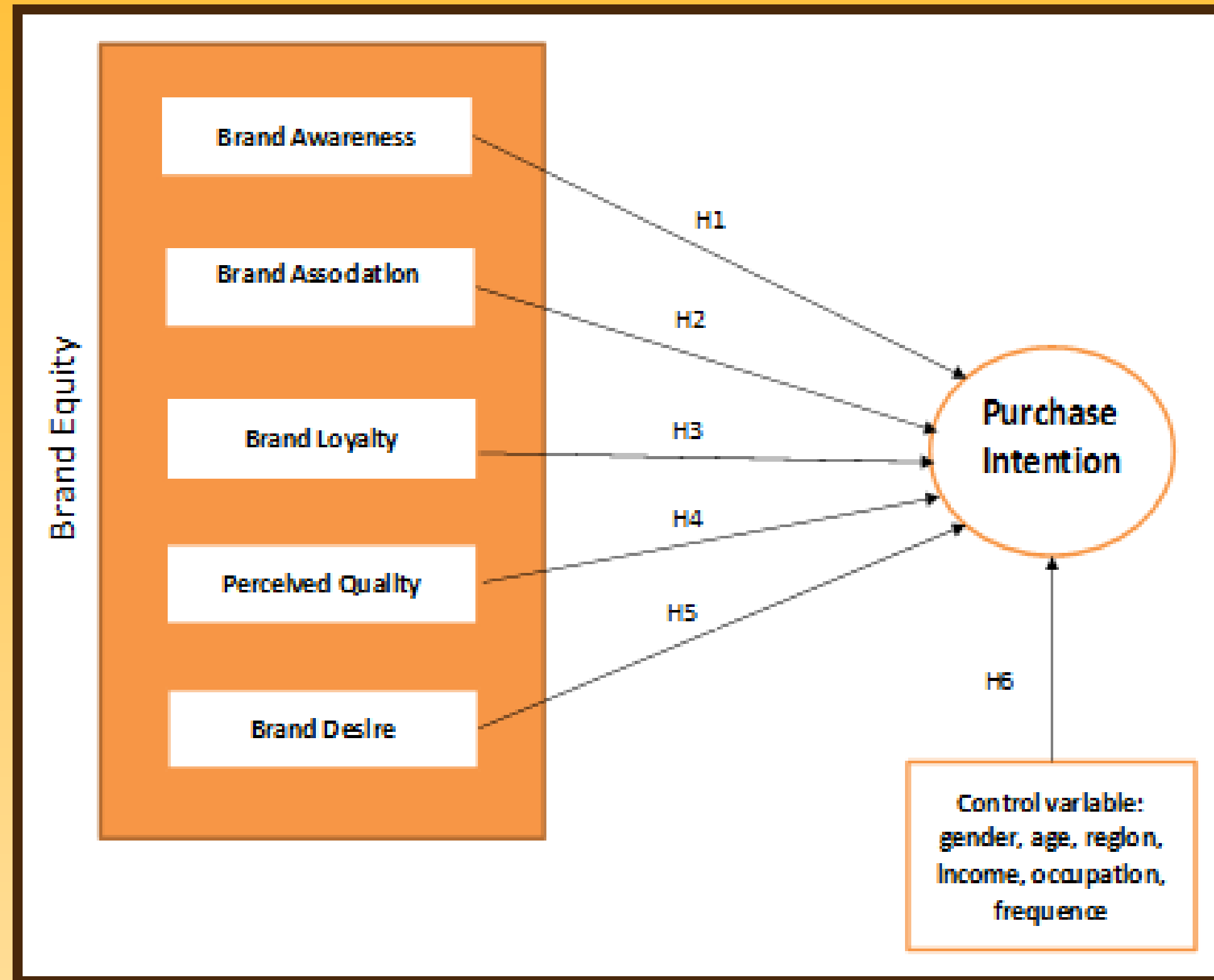
2

There are contradictions in research results on the impact of dimensions on purchase intention.

3

Little research on how dimensions of brand equity affect purchase intention. Especially about the beer industry in the Vietnam market.

RESEARCH MODEL



HYPOTHESIS DEVELOPMENT

No.	Hypothesis
1	H1: Brand awareness has an influence on consumer purchase intention
2	H2: Perceived quality has an influence on the purchase intention of consumers
3	H3: Brand association has an influence on the purchase intention of consumers.
4	H4: Brand loyalty has an influence on the purchase intention of consumers.
5	H5: Brand desire has an influence on the purchase intention of consumers
6	H6.1: There is a difference in customer purchase intention by gender
7	H6.2: There is a difference in customer purchase intention by age
8	H6.3: There is a difference in customer purchase intention by region
9	H6.4: There is a difference in customer purchase intention by monthly income
10	H6.5: There is a difference in customer purchase intention by occupation
11	H6.6: There is a difference in customer purchase intention by purchase frequency

METHODOLOGY

- RESEARCH PHILOSOPHY & RESEARCH APPROACH

- RESEARCH DESIGN

- RESEARCH METHODOLOGY

- TARGET SAMPLE CHARACTERISTICS

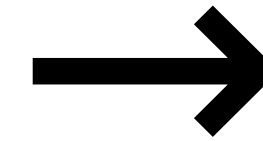
- DATA ANALYSIS





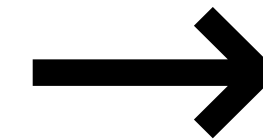
**RESEARCH
PHILOSOPHY
&
RESEARCH
APPROACH**

**Research
Philosophy**



Positivism

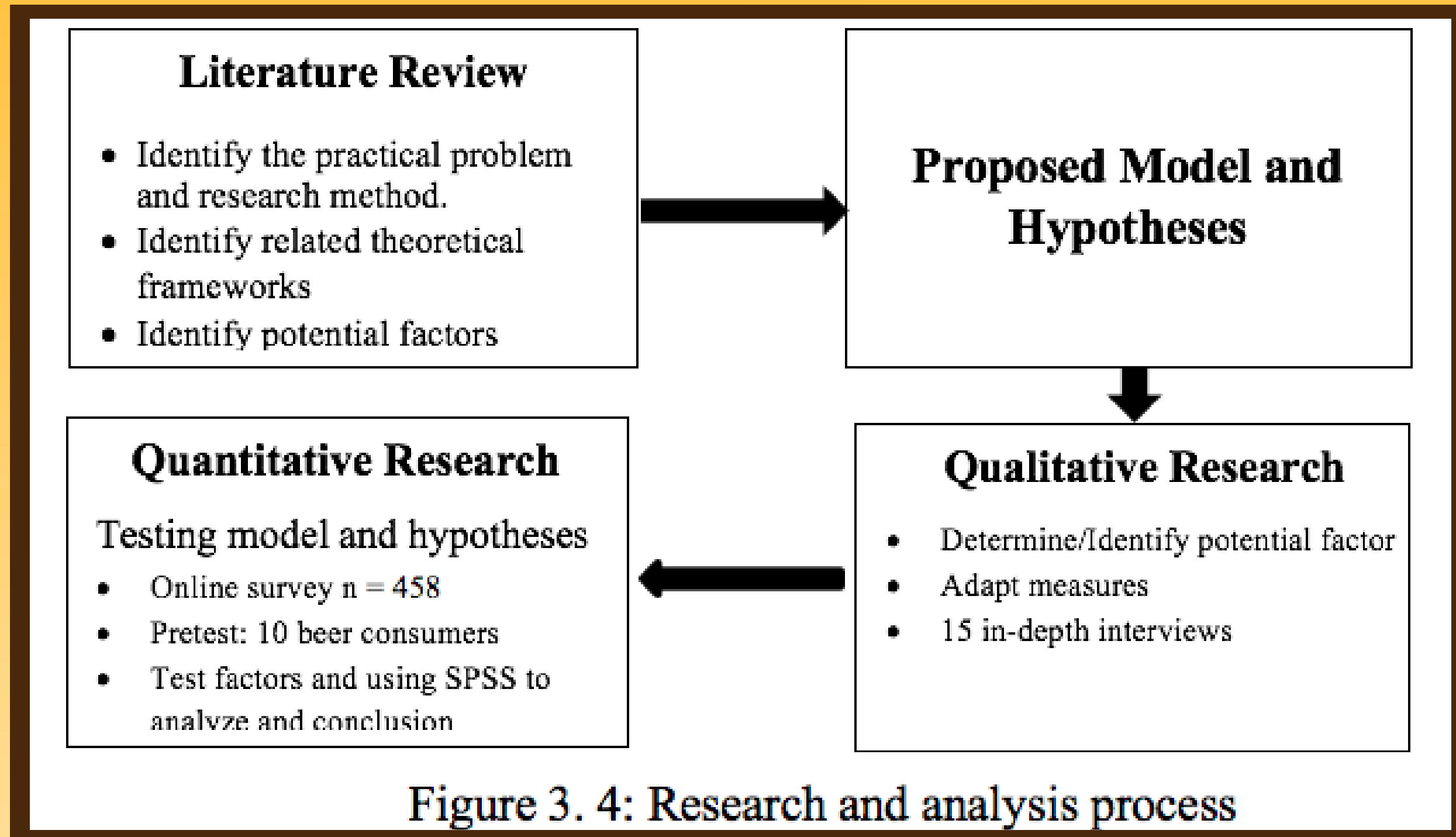
**Research
Approach**



**Deductive
Research
Approach**

RESEARCH DESIGN

The research is separated into 4 stages:



RESEARCH METHODOLOGY



Qualitative Study



Quantitative Study

QUALITATIVE STUDY

Objective

- Helps to better understand the reality and feelings of consumers in Vietnam about beer brands
- Helps ensure that the acts, views expressed are objective and accurate
- Clarify the definition of brand equity's dimension from the Vietnamese consumers perspective

Sampling method

- 15 people were chosen at random to be interviewed

Sample size

- A sample size of 15 was chosen based on the principles of reporting data saturation in interview studies proposed by Francis et al. (2010)

QUANTITATIVE STUDY

Objective

- Measure and test the relationship between variables in statistical form
- The information and data will be collected through a survey using a large-scale questionnaire with a large number of samples.

Sampling method

- Non-probability sampling
- Convenience sampling method

Sample size

- The sample size was calculated based on a ratio of 5:1 (Hair et al, 2010)
- The minimum sample size is $50 + 8m$ (Green, 1991)

Measurement models

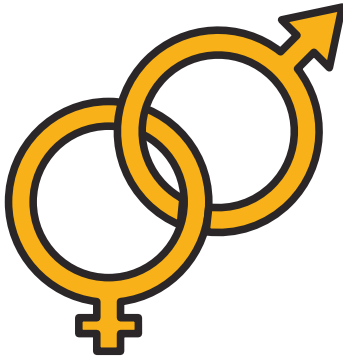
- 5-point Likert Scale: *1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree*

TARGET SAMPLE CHARACTERISTICS



Age

18 and older



Gender

Male, female and Other



Place

Vietnam

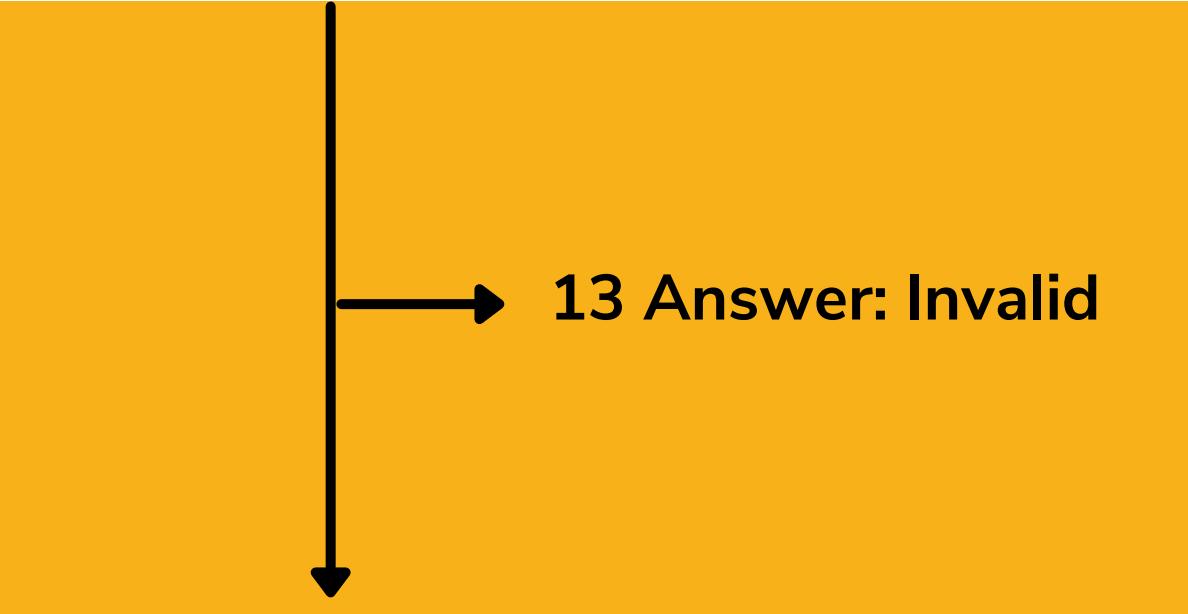


Occupation

All

Result

471 Respondents

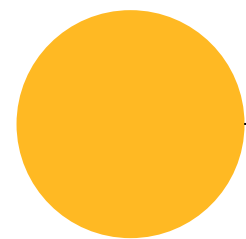


458

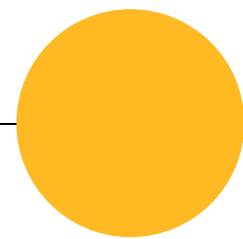
Consistent Results

DATA ANALYSIS

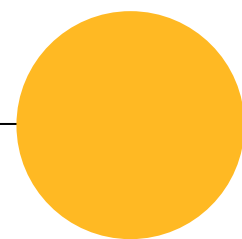
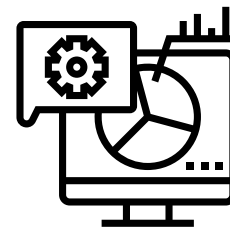
SPSS



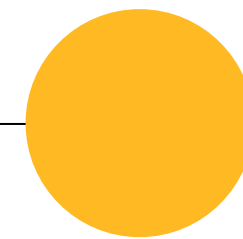
**Descriptive
Analysis**



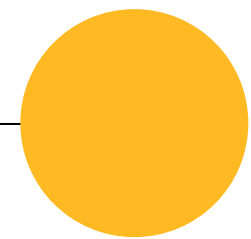
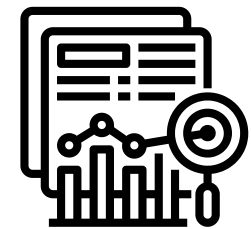
**Reliability
Analyze**



**Exploratory
Factor
Analysis (EFA)**



**Correlation
Analysis**



**Regression
Analysis**

DATA ANALYSIS



Descriptive Analysis

- Mean and Mode
- Standard Deviation, Variance, Minimum and Maximum Variables

Reliability Analysis

- Corrected Item - Total Correlation
- Cronbach's Alpha

Exploratory Factor Analysis (EFA)

- The EFA method of factor analysis is part of the interdependence techniques group
- Factor loading > 0.5 is considered to be of practical significance
- Rotated Component Matrix: Varimax
- Kaiser-Meyer-Olkin coefficient: $0.5 \leq KMO \leq 1$
- Bartlett test has statistical significance: Sig. < 0.05
- Criteria threshold of Communalities value ≥ 0.4
- Percentage of variance: the percentage variation of the observed variables $> 50\%$

DATA ANALYSIS



Correlation Analysis

- Pearson correlation coefficient (r) will take the value from +1 to -1
- Sig value < 0.05

Regression Analysis

- R-squared is significant ($R^2 > 0.5$)
- Durbin Watson values between 1.5 and 2.5
- P-value of beta-coefficient < 0.05 (Sig.)
- For the Likert scale, VIF coefficient > 2 , the possibility of multicollinearity between the independent variables is very high.

One-way Anova and Independent Sample T-Test Analysis

• Independent-samples T-test:

- Sig value in the Levene test (F test) < 0.05 , the variances of the two populations are different
- If Sig. ≥ 0.05 , populations are not different

• One-way Anova:

- If Sig ≤ 0.05 , equal variance is rejected
- If Sig > 0.05 , equal variance is accepted

DATA ANALYSIS AND FINDINGS

1. QUALITATIVE RESULTS

2. QUANTITATIVE RESULTS

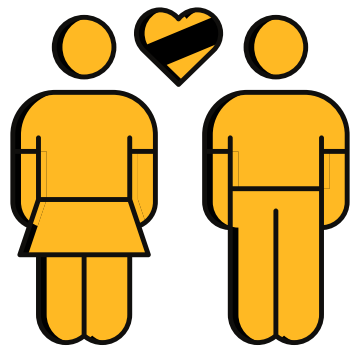
3. DISCUSSION & FINDINGS



QUALITATIVE ANALYSIS

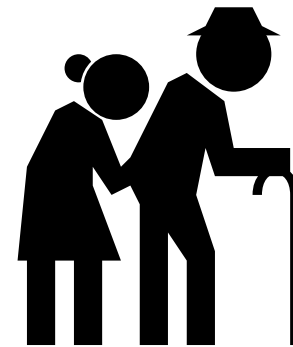
➤ Participants characteristics

Gender



- Male: 66.7%
- Female: 33.3%

Age



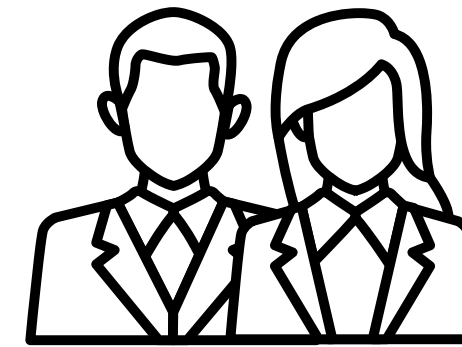
- 18-25 years old: 53.4%
- 26-35 years old: 33.3%
- Over 55 years old: 13.3%

Region



- Nothern: 73.4%
- Central: 13.3%
- Southern: 13.3%

Occupation



- Civil servant: 40%
- Office staff: 40%
- Freelance business: 13.3%
- Student: 6.7%

Frequency



- 4-5 times per week: 6.7%
- 3-4 times per month: 60%
- 1-2 times per month: 33.3%

QUALITATIVE ANALYSIS RESULTS

I. Adjust the scale

We add some of these items to the scale of variables in quantitative research.

Brand Awareness

1. X beer brand has a long-standing name in the market
2. X is a famous beer brand in the market
3. Beer of brand X is widely sold in shops and supermarkets
4. X beer brand is widely promoted on internet, TV

Brand Loyalty

1. My family has been using/selecting this beer brand for generations

Perceived Quality

1. The taste of brand X beer is very good
2. The alcohol content of brand X beer suits my taste

Brand Desire

1. I am willing to buy beer of brand X anywhere.

QUALITATIVE ANALYSIS RESULTS

II. Important role of Perceived quality and Brand loyalty

- ▲ The alcohol concentration in beer and the taste of beer are the most important (100% respondents)
- ▲ The high reputation of the beer brand is concerned (40% respondents)
- ▲ Loyalty affects the intention to buy beer (40% respondents)

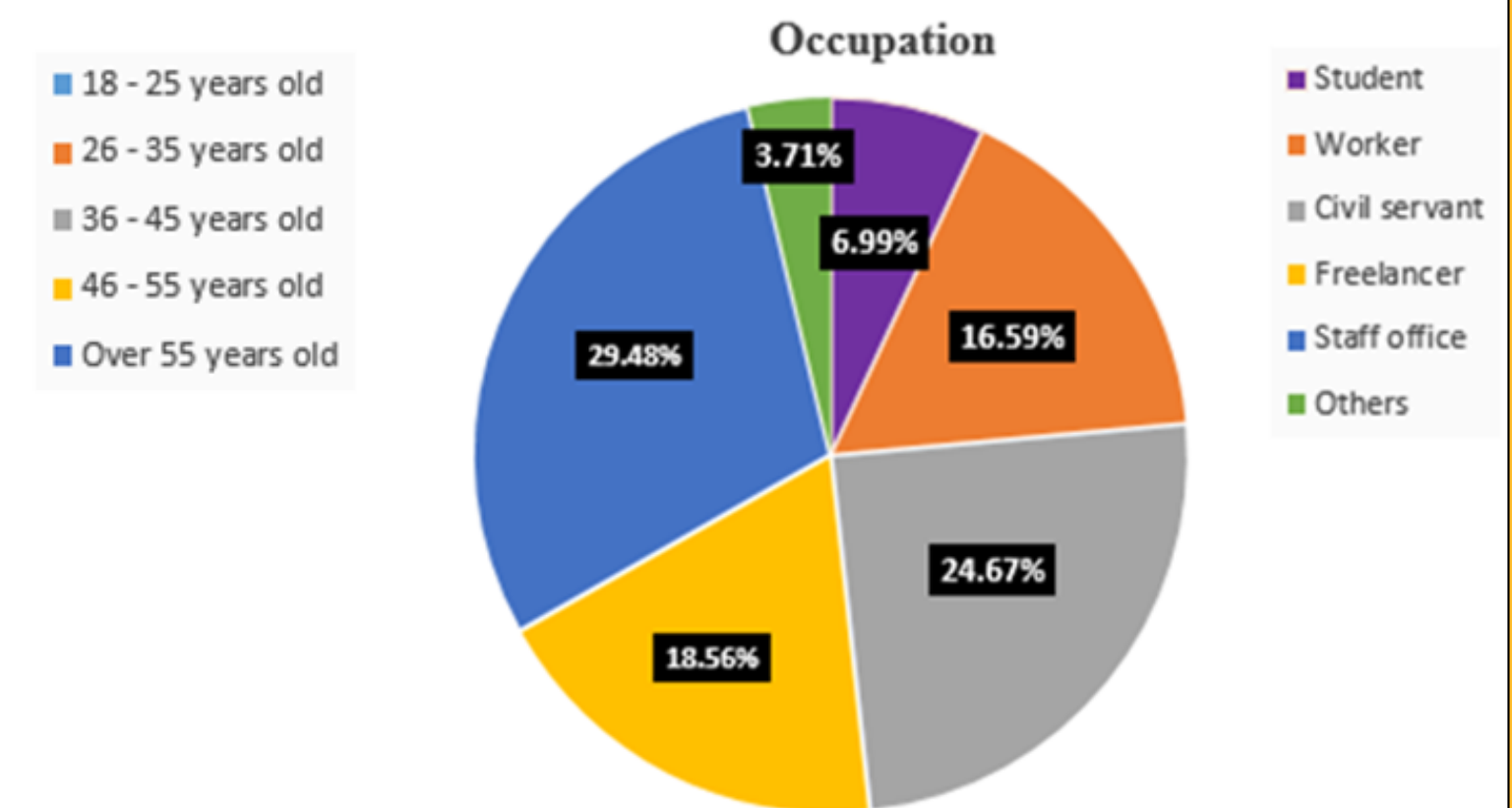
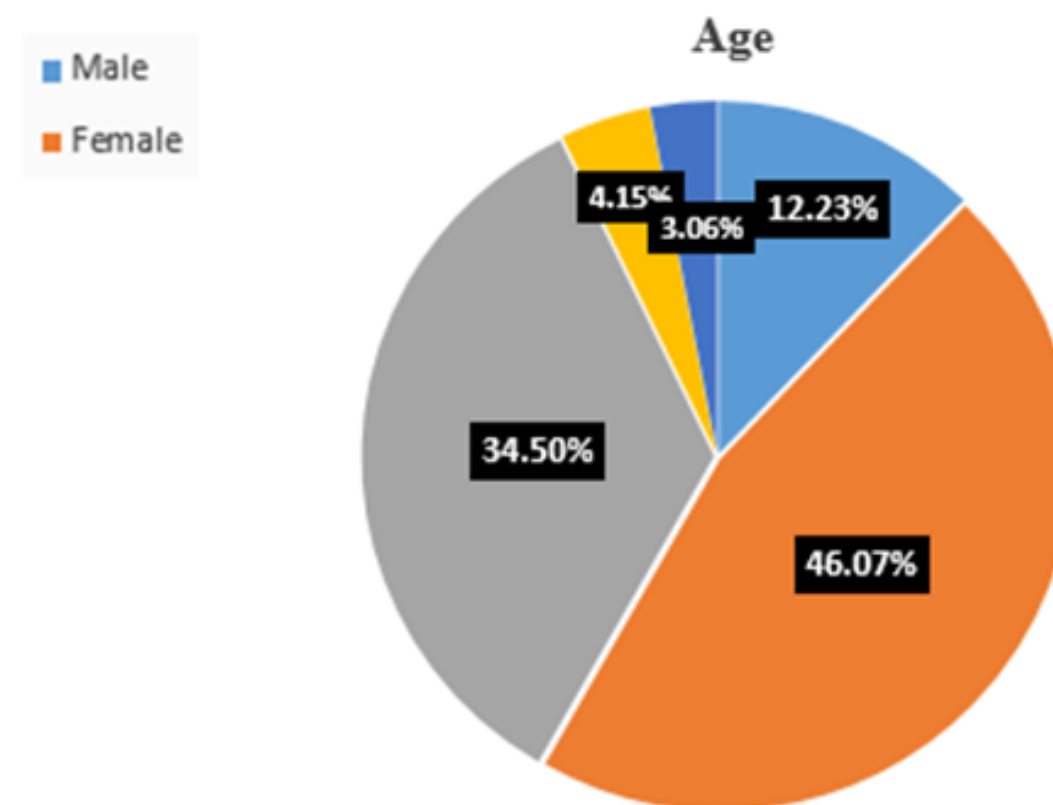
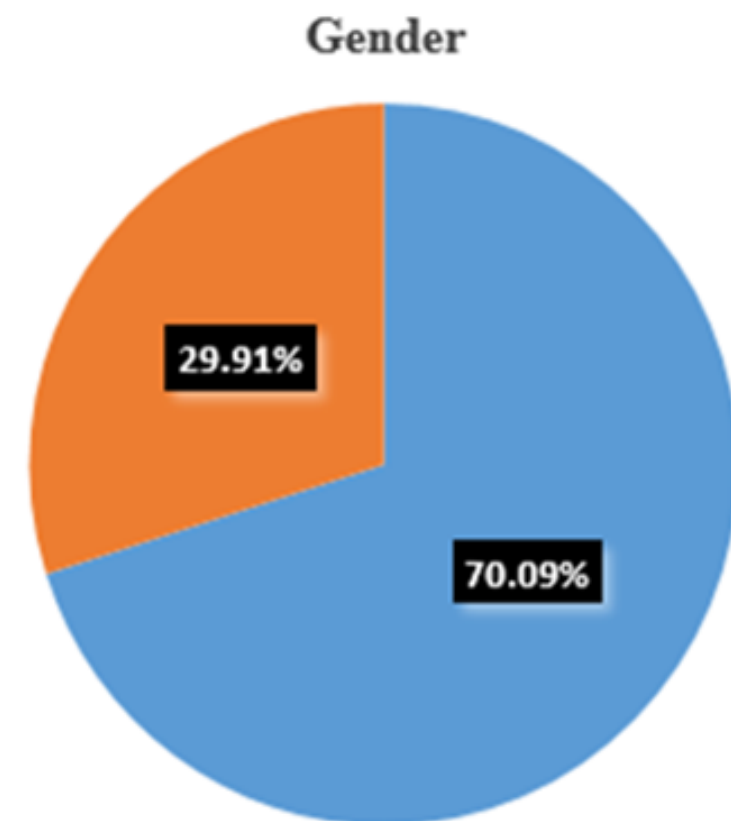
QUALITATIVE ANALYSIS RESULTS

III. Idea to improve beer brand in Vietnam

- ▲ Product design and packaging improvements (33% respondents)
- ▲ Launching a variety of beers with new flavors and alcohol levels to suit everyone (12% respondents)
- ▲ Open more distribution branches (12% respondents)
- ▲ Product quality improvement (20% respondents)

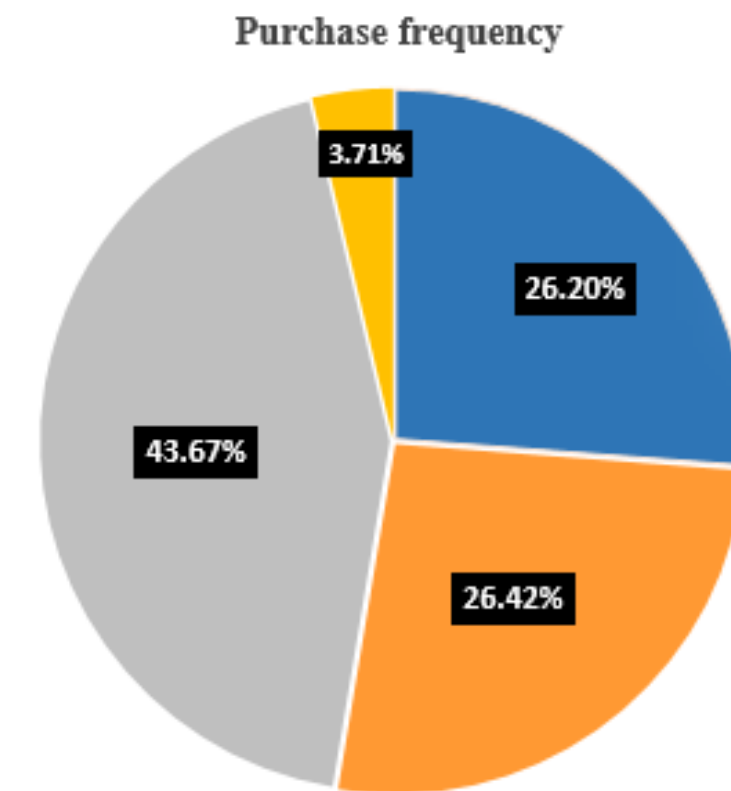
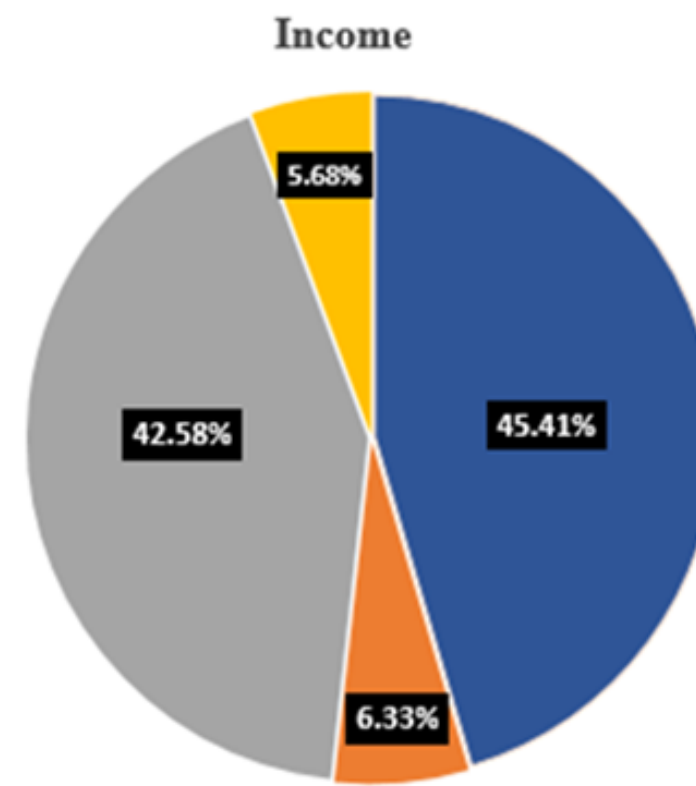
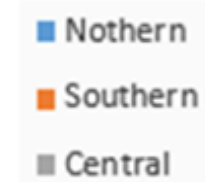
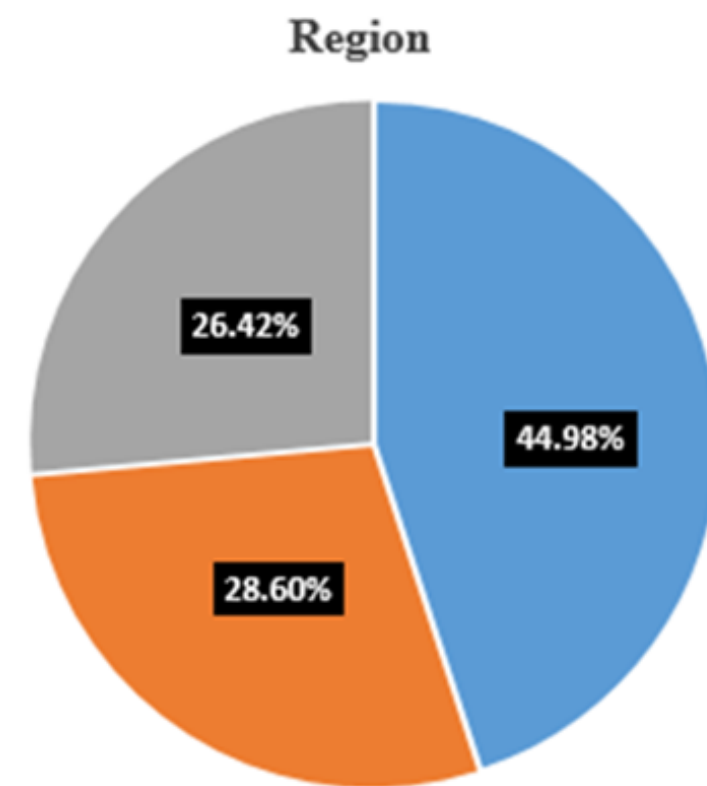
QUANTITATIVE DATA ANALYSIS

Respondent Profile



QUANTITATIVE DATA ANALYSIS

Respondent Profile



QUANTITATIVE DATA ANALYSIS

Exploratory Factor Analysis (EFA)

KMO: $0.721 > 0.50$

P-value: $0.000 < 0.05$

Communalities > 0.4

The total variance explained for the factors is **59.376%** (greater than 50%)

Items	Component					Communalities
	1	2	3	4	5	
AWARE_5	0.795					0.642
AWARE_2	0.783					0.624
AWARE_1	0.763					0.583
AWARE_3	0.714					0.519
AWARE_7	0.696					0.515
AWARE_4	0.690					0.509
AWARE_6	0.671					0.461
ASSO_2		0.811				0.662
ASSO_6		0.802				0.648
ASSO_1		0.788				0.653
ASSO_3		0.754				0.599
ASSO_5		0.748				0.605
ASSO_4		0.689				0.537
PERCEI_6			0.865			0.523
PERCEI_4			0.778			0.464
PERCEI_3			0.777			0.674
PERCEI_5			0.765			0.552
PERCEI_1			0.675			0.635
LOYAL_2				0.816		0.609
LOYAL_1				0.788		0.505
LOYAL_4				0.730		0.611
LOYAL_5				0.697		0.781
LOYAL_3				0.659		0.653
DESIRE_2					0.812	0.672
DESIRE_1					0.791	0.631
DESIRE_3					0.774	0.613
DESIRE_4					0.723	0.550
% of variance	17.688	13.967	10.400	9.268	8.053	
Cumulative %	17.688	31.655	42.055	51.323	59.376	
KMO	0.721					
Bartlett's Test (Sig.)	0.000					

QUANTITATIVE DATA ANALYSIS

Exploratory Factor Analysis (EFA)

Variable	Number of items	Cronbach Alpha
INTEN	3	0.781
AWARE	7	0.854
ASSO	6	0.872
LOYAL	5	0.798
PERCEI	5	0.852
DESIRE	4	0.787

Bigger than 0.7

QUANTITATIVE DATA ANALYSIS

Correlation

- ASSO, LOYAL, PERCEI, DESIRE is correlated with INTEN
- AWARE is not correlated with INTEN

		Correlations					
		INTEN	AWARE	ASSO	LOYAL	PERCEI	DESIRE
INTEN	Pearson Correlation	1	-0.005	.518**	.456**	.552**	.349**
	Sig. (2-tailed)		0.918	0.000	0.000	0.000	0.000
	N	458	458	458	458	458	458
AWARE	Pearson Correlation	-0.005	1	0.044	-0.036	0.031	0.006
	Sig. (2-tailed)	0.918		0.346	0.446	0.505	0.902
	N	458	458	458	458	458	458
ASSO	Pearson Correlation	.518**	0.044	1	.125**	.348**	0.046
	Sig. (2-tailed)	0.000	0.346		0.007	0.000	0.33
	N	458	458	458	458	458	458
LOYAL	Pearson Correlation	.456**	-0.036	.125**	1	0.016	-0.022
	Sig. (2-tailed)	0.000	0.446	0.007		0.736	0.638
	N	458	458	458	458	458	458
PERCEI	Pearson Correlation	.552**	0.031	.348**	0.016	1	-0.004
	Sig. (2-tailed)	0.000	0.505	0.000	0.736		0.933
	N	458	458	458	458	458	458
DESIRE	Pearson Correlation	.349**	0.006	0.046	-0.022	-0.004	1
	Sig. (2-tailed)	0.000	0.902	0.33	0.638	0.933	
	N	458	458	458	458	458	458

** . Correlation is significant at the 0.01 level (2-tailed).

QUANTITATIVE DATA ANALYSIS

Regression Analysis

Adjusted R square: 0.694

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.835 ^a	0.697	0.694	0.297	2.073

a. Predictors: (Constant), DESIRE, LOYAL, PERCEI, ASSO

b. Dependent Variable: INTEN

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	91.689	4	22.922	259.923	.000 ^b
1 Residual	39.949	453	0.088		
Total	131.638	457			

P-value of F test : 0.000

a. Dependent Variable: INTEN

b. Predictors: (Constant), DESIRE, LOYAL, PERCEI, ASSO

QUANTITATIVE DATA ANALYSIS

Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	
	B	Std. Error				
1	(Constant)	-0.052	0.118		-0.443	0.658
	ASSO	0.204	0.019	0.299	10.711	0
	LOYAL	0.274	0.018	0.389	14.903	0
	PERCEI	0.298	0.019	0.429	15.454	0
	DESIRE	0.244	0.018	0.356	13.712	0

a. Dependent Variable: INTEN

$$\text{INTEN} = -0.052 + 0.204 * \text{ASSO} + 0.274 * \text{LOYAL} + 0.298 * \text{PERCEI} + 0.244 * \text{DESIRE}$$

QUANTITATIVE DATA ANALYSIS

Control Variable Test

- **Oneway ANOVA:**

- Age, region, income, occupation have P-value > 0.05
- Frequency is the only factor with P-value: 0.000 < 0.05

- **Independent T-test:**

- Gender has P-value > 0.05

Factor		Mean	One way ANOVA (Sig.)	Independent T-test (Sig.)
Gender	Male	3.701		0.940
	Female	3.645		
Age	18-25 years old	3.667	0.425	
	26-35 years old	3.692		
	36-45 years old	3.713		
	46-55 years old	3.474		
	Over 55 years old	3.595		
Region	North	3.655	0.084	
	Central	3.777		
	South	3.644		
Occupation	Students	3.688	0.902	
	Civil servant	3.729		
	Workers	3.706		
	Freelance	3.651		
	Office staff	3.659		
	Others	3.647		
Income	Less than 5.000.000 VNĐ	3.701	0.948	
	5.000.000 - 10.000.000 VNĐ	3.697		
	More than 10.000.000- 20.000.000 VNĐ	3.667		
	More than 20.000.000 VNĐ	3.692		
Purchase Frequency	1 time - 2 times / 1 month	3.433	0.000	
	3 times - 4 times / 1 month	3.772		
	2 times - 4 times / 1 week	3.749		
	5 times / 1 week or more	3.961		

QUANTITATIVE DATA ANALYSIS

Purchase Frequency

Group	Adjusted R Square	ANOVA (Sig.)	Coefficients							
			ASSO		LOYAL		PERCEI		DESIRE	
			Standardized Coefficients Beta	Sig.	Standardized Coefficients Beta	Sig.	Standardized Coefficients Beta	Sig.	Standardized Coefficients Beta	Sig.
Low frequency	0.693	0.000	0.385	0.000	0.362	0.000	0.371	0.000	0.363	0.000
High frequency	0.704	0.000	0.241	0.000	0.430	0.000	0.488	0.000	0.349	0.000

Dependent Variable: INTEN

Low frequency: Brand Association is the strongest influent on the purchase intention

High frequency: Perceived quality is the strongest influence on the purchase intention

DISCUSSION & FINDINGS

Brand awareness has a no significant influence on the purchase intention of consumers

- Consistent with the previous finding of Vitor Azzari, Anderson Pelissari (2020)
- Contrary to the results found in the study of Jalilvand, Samiei and Mahdavinia (2011)

Perceived quality has the strongest impact on the purchase intention of consumers

- Beta Standardized Coefficient = 0.429, p-value = 0.00
- Similar to the study of Le Thanh Tuan (2015) and Vitor Azzari, Anderson Pelissari (2020)
- Similar to the customer in-deep interview results

Brand association has an impact on the purchase intention of consumers

- Beta Standardized Coefficient = 0.299, p-value = 0.00
- Similar to Jalilvand, Samiei and Mahdavinia (2011)

Brand loyalty has an influence on the purchase intention of consumers

- Beta Standardized Coefficient = 0.389, p-value = 0.00
 - Similar to the study of DK Gautam, SK Shrestha (2018) and Vitor Azzari, Anderson Pelissari (2020)
- Similar to the customer in-deep interview results

Brand desire has an influence on the purchase intention of consumers

- Beta Standardized Coefficient = 0.356, p-value = 0.00
- Similar to the study of Le Thanh Tuan (2015)

Control variables

- There is no difference in customer purchase intention by gender, age, region, income, occupation
- There is difference in customer purchase intention by purchase frequency
- Different from the study of DK Gautam, SK Shrestha (2018)



DISCUSSION & FINDINGS

H1: Brand awareness has an influence on the purchase intention of consumers	Rejected
H2: Perceived quality has an influence on the purchase intention of consumers	Accepted
H3: Brand association has an influence on the purchase intention of consumers.	Accepted
H4: Brand loyalty has an influence on the purchase intention of consumers.	Accepted
H5: Brand desire has an influence on the purchase intention of consumers	Accepted
H6.1: There is a difference in customer purchase intention by gender	Rejected
H6.2: There is a difference in customer purchase intention by age	Rejected
H6.3: There is a difference in customer purchase intention by region	Rejected
H6.4: There is a difference in customer purchase intention by monthly income	Rejected
H6.5: There is a difference in customer purchase intention by occupation	Rejected
H6.6: There is a difference in customer purchase intention by purchase frequency	Accepted



RECOMMENDATIONS & CONCLUSIONS

SUMMARY OF RESEARCH RESULTS

IMPLICATION AND RECOMMENDATIONS

LIMITATIONS AND PERSPECTIVES



SUMMARY OF RESEARCH RESULTS

Research Question 1:
“What are the dimensions
of brand equity?”

▶ 5 Suitable Dimensions

- Brand Awareness
- Brand Association
- Perceived Quality
- Brand Loyalty
- Brand Desire

▶ Clarifying The Definition Of Dimensions

- **Brand Awareness**
 - Sell and advertise widely on the internet and TV
- **Brand Loyalty**
 - The influence from family and friends
- **Perceived Quality**
 - The taste of beer
 - The alcohol content
- **Brand Desire**
 - Willing to buy it anywhere



Research Question 2:

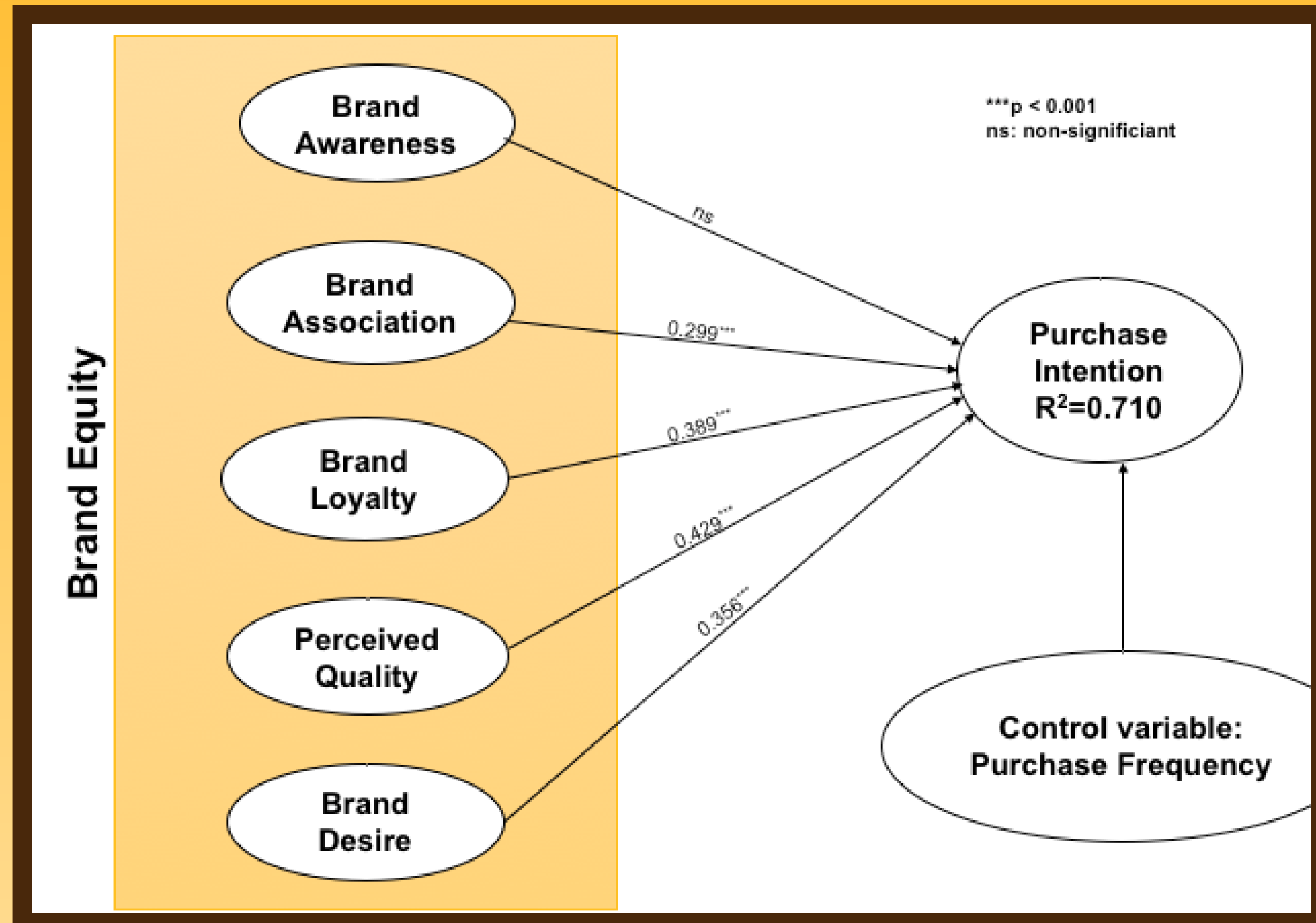
“Investigating the impact of brand equity’s dimensions on purchase intention about beer in Vietnam?”

- Perceived Quality
→ Strongest impact
- Brand Awareness
→ Not impact

Research Question 3:

“Give useful recommendations and propose some solutions to enhance brand equity about beer in Vietnam?”

The answer of Question 3 is provided in the following part of part 5.





Filling Research Gaps

GAP 1



5 dimensions of brand equity suitable to beer brand in Viet Nam

GAP 2



Perceived Quality
=> Strongest effects on consumer purchase intention for the beer industry in Vietnam market

GAP 3



Contributing to further research on the beer sector in Vietnam

IMPLICATION & RECOMMENDATIONS



✓ THEORETICAL IMPLICATION

- Clarifying the definition of brand equity's dimensions from the perspective of Vietnamese consumers in beer brand

✓ MANAGERIAL IMPLICATION

- Low frequency -> Pay more attention to Brand Association
- High frequency -> Perceived Quality is the first priority
- Brand Loyalty is the second most influential dimension
-> A significant competitive advantage to other competitors

RECOMMENDATIONS

Perceived Quality

- Care about the quality of beer
- Put consumers at the center
- Strict adherence to quality standards
- Finished products are essential
- Increase investment in research and product development
- Improve and diversify beer lines

Brand Loyalty

- Shaping a customer retention strategy
- Need to keep the right level of brand image
- Promotional policies and preferential programs, loyalty card,...
- Special gift and discount for loyalty customer
- Brand Story transmission
- Develop a customer care system before and after buying beer

RECOMMENDATIONS

Brand Association

- The meaning of the messages
- Using storytelling, makes it easier to associate the brand
- Special logo design
- Prominently polish the packaging and design
- Increase brand coverage through online channels
- Display more POP both online and offline

Brand Desire

- Need to have optimal solutions to improve this dimension
- Understand customer insight deeply
- Create things that consumers want and meet their necessary needs



LIMITATIONS & PERSPECTIVES



Limitations

- Survey can only produce a certain amount of reliable data
- Only considers the influence of five dimensions
- The study did not explore the mutual effects of dimensions
- Time constraints
- The large scope makes it impossible to control the most detailed and highly reliable online survey
- Research contains subjective opinions, which are beyond the purposes of the research team
- Social distancing because COVID-19

LIMITATIONS & PERSPECTIVES



Perspectives For Future Research

- ✓ Find more factors other than purchase intention that affect brand equity.
- ✓ It is possible to study how dimensions affect each other.
- ✓ Can focus on customer groups such as high-income people, men,...
- ✓ Follow-up studies can last longer from 12-18 months, the research results will be more accurate.



THANK FOR YOUR ATTENTION