Recommendations Enhancing the Brand Advertising Effectiveness of Lac Hong University

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Abstract: LHU continues creating the brand awareness that is usually the first step in building advertising objectives. Before LHU can create a favorable impression or motivate students to join to study at the LHU, they have to become aware of LHU brand and its meaning. Marketing messages delivered through various media are often used to communicate the brand name and important messages tied to its training services of LHU. Therefore, the purpose of this study is to identify the various factors that affecting the brand advertising effectiveness and to investigate the effects of these factors on advertising success. The study results showed that there were 400 students of LHU who interviewed and answered about 17 questions. Data collected from June 2016 to March 2017forstudents of LHU.

This study had been analyzed Cronbach's Alpha, KMO test, and the result of KMO analysis used for multiple regression analysis. Students' responses measured through an adapted questionnaire on a 5-point Likert scale (Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5: completely agree). Hard copy and online questionnaire distributed among 4.000 students of LHU. In addition, the exploratory factor analysis (EFA) results showed that there were three factors, which included of factors following the advertising media $(X1)$,the advertising message $(X2)$ and the website advertising $(X3)$ with significance level 5 percent. In addition, all of three components affecting the brand advertising effectiveness at Lac Hong University with significance level 5 percent. The research results processed from SPSS 20.0 software.

Keywords: Advertising, media, Website, Brand name and LHU

INTRODUCTION

The highest level of brand awareness is top of mind awareness. This is when students think of LHU first when they need to make a join into LHU training services. LHU can build top of mind awareness through repeated exposure and consistent delivery of good quality training services over time. This is a huge advantage in the market when students enter into the LHU and LHU' brand immediately comes to mind first. Moreover, Lac Hong University is one of the private Universities in Dong Nai province. LHU managers are delighted to have you with us. Students from all parts of the country have been visiting us for academic dreams and career opportunities. LHU hopes that through this website, students may find a lot of useful information. Please visit us at any time to explore the life of our university. Besides, LHU offers students interdisciplinary and multi-level training programs. Our aim is to be one of the leading centers of teaching, learning, and researching. Our duty is to train highly qualified workforce meeting the demand for human resources of the whole country. Therefore, you can be confident in your choice to enter our campus.

Since its foundation, LHU has made remarkable achievements in training and research work with high application to production activities of Dong Nai province in particular. Especially, it has provided society with well-trained human resources, contributing to the nation's development of workforce. Moreover, LHU has with the motto "Truly Training, Truly Learning, Truly Taking Exam, Truly Doing", we are always devoted to our educational functions and research programs. We are also confident in

making the university the best place for students to achieve success at campuses and in life outside the university's gate.

LHU managers, all staff and faculty members, endeavor to make the university a reliable address for students to pursue their academic dreams while enjoying modern and well-equipped campuses allowing students to maximize their potentialities.LHU managers hope that students will find the website of LHU interesting and informative. The above mentioned things, the researcher had chosen topic **"Recommendations enhancing the brand advertising effectiveness of Lac Hong University"** as a paper. This paper helps mangers of LHU who apply the research results for improving policy on the brand advertising effectiveness for LHU.

LITERATURE REVIEW

The concept and definition of Brand: The American Marketing Association (AMA) (1960), defined brand 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". This is one of the most widely accepted definitions of brand and many researchers have strictly adhered to it (e.g. Watkins, 1986; Aaker, 1991; Dibb et al, 1994; Kotler et al, 1996). Using an added value approach toward brand, De Chernatony and McDonald (1994) defined brand as "an identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant unique added values which match their needs more closely".

Advertisement Effectiveness: The American Marketing Association (AMA) (2016), defines advertisement as "any announcement or persuasive message placed in the mass media in paid or donated time or space by an identified individual, company, or organization". Beerli and Santana (1999) defined advertisement effectiveness as "the measurement of the results of an advertising campaign or of a particular advertisement, which must in turn be defined in terms of the achievement of the advertising objectives which the advertiser set for his campaign/advertisement". An advertisement is considered effective if it attracts the customer's attention, has a memorable impact on the customer, stimulate the customer's purchase intentions, and affect the customer's emotions (Adibi, 2012). According to Ramalingam et al. (2006), an effective advertisement has two main characteristics. First, advertiser should satisfy consumer's objectives by engaging the customer in the product/service experience and by delivering a relevant advertising message to the customer. Second, advertisements must be consistent with the objectives of the advertiser. Effective advertising has three broad dimensions, namely, strategy, creativity, and execution (Ramalingam et al., 2006). In order to have an effective advertisements, firms should connect these three elements (Ramalingam et al., 2006).

Advertising message: Laskey et al. (1995) found that advertising message strategy has an impact on advertisement effectiveness. Furthermore, the findings of Murphy and Maynard (1996) indicated that clients consider advertising message and creativity as the most important factor in determining the quality of an advertisement campaign. Therefore, it is predicted that awell-designed and creative advertising message will have a positive impact on the success and effectiveness of brand advertising.
H_1: Advertising message is positively related to brand advertising effectiveness.

Advertising media: The study by De Pelsmacker et al. (2002) revealed that advertisements shown in highly appreciated media result in amore positive attitude toward the advertisement. In other words, the choice of media for advertising a product/service has an impact on the overall success and effectiveness of the advertisement.
H_2: Advertising media is positively related to brand advertising effectiveness.

Website advertising: Steel, Emily; Angwin, Julia (2010)found that Online advertising, also called online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.
H_3: Website advertising is positively related to brand advertising effectiveness.

There are three factors following: the advertising media (X1), the advertising message (X2) and the website advertising (X3) affecting the brand advertising effectiveness at Lac Hong University:
$$Y = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3$$
Y: the brand advertising effectiveness at Lac Hong University, called dependent variable.

β_0 - β_3: Regression coefficients.
X1 – X3: Factors affecting the brand advertising effectiveness at Lac Hong University. Independent variables are the advertising media (X1), the advertising message (X2) and the website advertising (X3).
Three factors have positive relation to the brand advertising effectiveness at Lac Hong University.
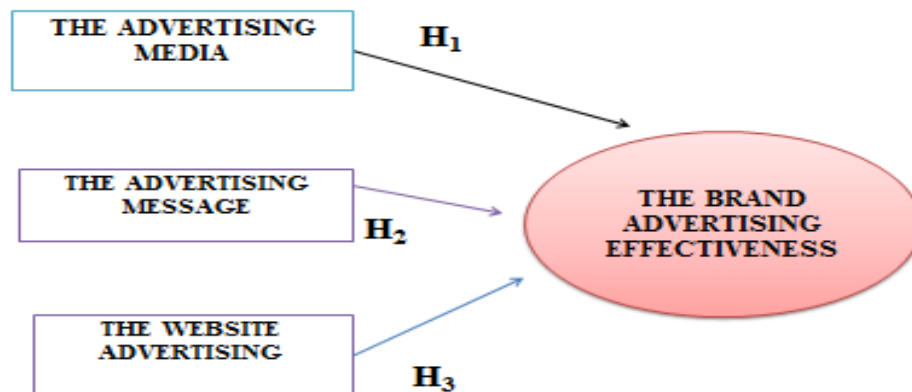
Research model for factors have positive relation to the brand advertising effectiveness at Lac Hong University

METHODS OF RESEARCH

It comprises (1) research techniques that used to gather quantitative data over large samples randomly, and (2) statistical tools (SPSS) and techniques, inclusive of survey techniques, observation and experiments.
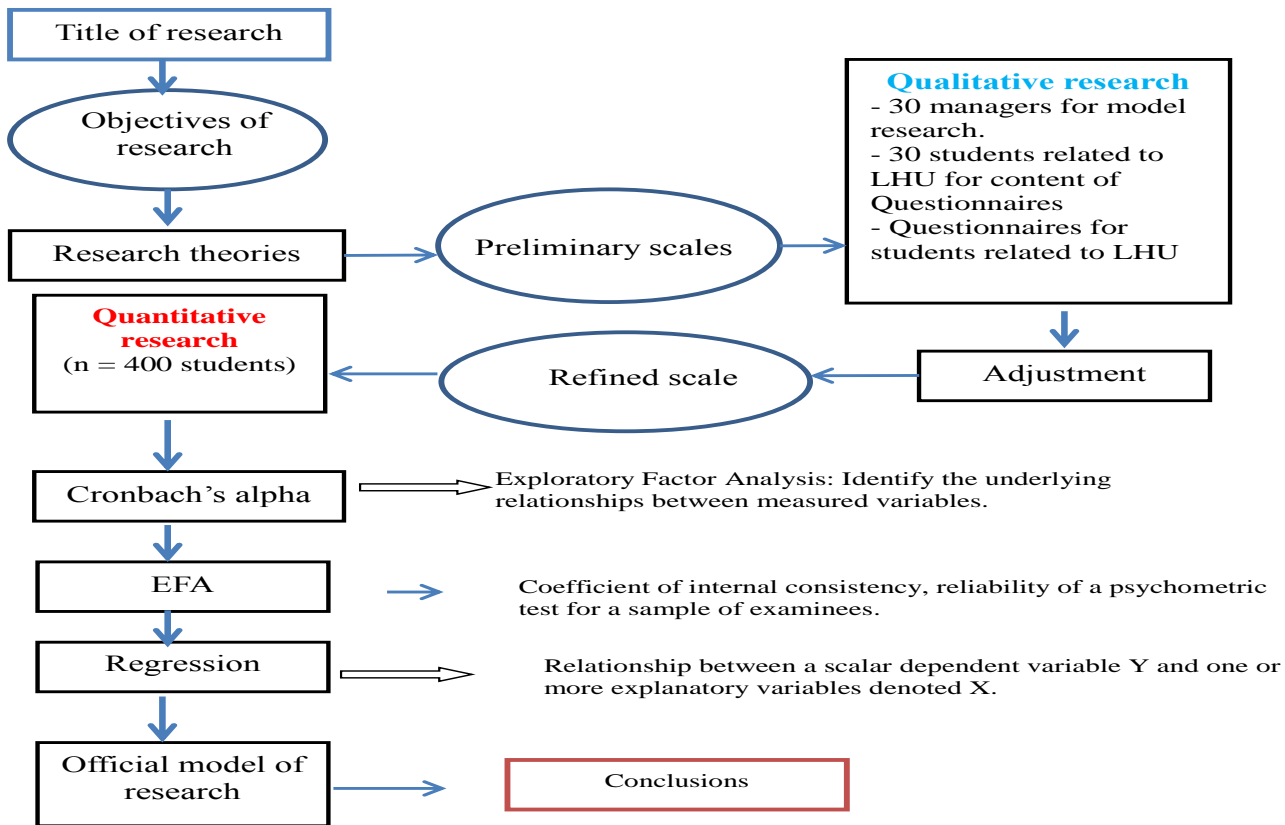

Figure : 1 Research Processing for the brand Advertising Effectivencess at Lac Hong University

After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 400 students of LHU who related and answered nearly 17 questions. The reason tested measurement models, model and test research hypotheses.

Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50).

The hypothesis was tested through multiple regression analysis with linear Enter method. Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5:

completely agree.Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50).

The hypothesis was tested through multiple regression analysis with linear Enter method. Finally, regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In restricted circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables.

RESEARCH RESULTS

Table 01: Cronbach's Alpha test for the advertising message (ADM) ofthe brand advertising effectiveness at Lac Hong University

Items	Cronbach's Alpha
ADM1: The message and core content wants to reach and to attract the attention of readers.	
ADM2: The advertising message must contain unexpected elements to stimulate the readers.	
ADM3: The advertising message must explore, create emotions and reflect on the viewer while creating a last minute exciting feeling.	.925
ADM4: The content of the image and the statement must be based on the inherent characteristics of the readers.	
ADM5: The advertising message must make an immediate impression, arousing interest, capturing and deepening that concern.	

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

Table 01 showed that Cronbach's Alpha is **0.925**, this is very high reliability statistics. Cronbach's alpha is the most common measure of internal consistency ("reliability").All of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6.

Table 02: Cronbach's Alpha test for the advertising media (AM) of the brand advertising effectiveness at Lac Hong University

Items	Cronbach's Alpha
AM1: The advertising media needs to be expressed in a simple and specific way but does not mean it is a rough clip with a boring message.	
AM2: The advertising media is a factor that contributes significantly to the success of that advertisement. The characters can be celebrities, use specialists, cartoon characters, funny animals or new characters to create.	
AM3: The advertising media that is technically sophisticated, beautifully sharp, will immediately attract viewers.	
AM4: The advertising media of the sound plays a big role in affecting the senses of the viewer, the soft melodious sounds will make the viewer feel comfortable, and the vibrant sound will make the viewer feel excited, excited.	.929
AM5: The advertising media that stand out from competitors advertising must communicate the core benefits that a service brings. But it must be different from the benefits that competitors offer, triggering the factors that cause it.	
AM6: The advertising media: Slogan impression, creating the brand's appeal speaking of the impression can not fail to mention the Slogan. Many brands have become famous and are referenced by viewers thanks to the unique slogan of their brand.	

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

Table 02 showed that Cronbach's Alpha is 0.929; this is very high reliability statistics. All of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6.

Table 03: Cronbach's Alpha test for the website advertising (WA) of the brand advertising effectiveness (AE) at Lac Hong University

Items	Cronbach's Alpha
WA1: Optimized for high position in search engines. This is one of the things required to make when implementing campaigns online marketing using common techniques to optimize the website.	
WA2: Provide interesting content continuously steadily. People go to a website for entertainment, learn a skill or some other reason to find content.	0.885
WA3: Participate in activities on social networks. Social networking can be said to be indispensable to the citizens of the century. It is a means to interact and advertise effectively at low cost online. Join social networks like Twitter, Youtube, Facebook ... Create useful content.	

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

Table 03 showed that Cronbach's Alpha is 0.885; this is very high reliability statistics.All of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability.

Table 04: Cronbach's Alpha test for the brand advertising effectiveness (AE) at Lac Hong University

Items	Cronbach's Alpha
AE1: The advertising media and messages need to be a quality and impressive video advertising product must basically converge and combine above mentioned elements.	
AE2: The advertising itself is just one tool in many other tools that the brand owner It is necessary to frequently use and improve so that the services of the business are always in the mind of students.	0.952
AE3: The advertising is one of the forms of marketing effective for brand building and development.	

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

Table 04 showed that Cronbach's Alpha is 0.952; this is very high reliability statistics.All of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability.

Summary, Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. A "high" value for alpha does not imply that the measure is unidimensional. If, in addition to measuring internal consistency, I wish to provide evidence that the scale in question is unidimensional, additional analyses can be performed. Exploratory factor analysis is one method of checking dimensionality. Technically speaking, Cronbach's alpha is not a statistical test – it is a coefficient of reliability (or consistency).

Cronbach's alpha can be written as a function of the number of test items and the average inter-correlation among the items. All of the alpha coefficient is for the three factorsthat havefrom .885 to .952, suggesting that the items have relatively high internal consistency.

Table 05:KMO and Bartlett's Test for three factors of the brand advertising effectiveness (AE) at Lac Hong University

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.842
Bartlett's Test of Sphericity	Approx. Chi-Square	4364.176
	Df	91
	Sig.	.000

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.976	35.541	35.541	4.976	35.541	35.541	4.448	31.775	31.775
2	3.724	26.597	62.138	3.724	26.597	62.138	3.922	28.012	59.787
3	2.152	15.368	77.506	2.152	15.368	77.506	2.481	17.719	77.506
4	.528	3.773	81.279						
11	.192	1.370	97.255						
12	.157	1.125	98.380						
…	…	…	…						
14	.096	.686	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

Code	Component		
	X1	X2	X3
AM3	.913		
AM4	.899		
AM6	.857		
AM1	.844		
AM5	.842		
AM2	.767		
ADM3		.913	
ADM2		.897	
ADM4		.886	
ADM1		.850	
ADM5		.829	
WA1			.915
WA3			.893
WA2			.864

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

Table 05 showed that the results showed that KMO coefficient had: $0.5 \leq KMO \leq 1$ (KMO: Kaiser-Meyer-Olkin). KMO is an index used to examine the appropriateness of factor analysis. KMO value is 0.842, significantly larger factor analysis is appropriate. KMO coefficient is 0.842 and the level of significance (Sig) is 0.000. Extraction Sums of Squared is 77.506 percent and another important aspect that needs mention is the Rotated Component Matrix. Three factors following the advertising media (X1), the advertising message (X2) and the website advertising (X3).

Table 06: KMO and Bartlett's Test for the brand advertising effectiveness (AE) at Lac Hong University

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	1220.553
	Df	3
	Sig.	.000

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.735	91.178	91.178	2.735	91.178	91.178
2	.181	6.042	97.219			
3	.083	2.781	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

Code	Component
	1
AE3	.972
AE2	.947
AE1	.945

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

Table 06 showed that the results showed that KMO coefficient had: $0.5 \leq KMO \leq 1$ (KMO: Kaiser-Meyer-Olkin). KMO is an index used to examine the appropriateness of factor analysis. KMO value is 0.842, significantly larger factor analysis is appropriate. KMO coefficient is 0.842 and the level of significance (Sig) is 0.000. Extraction Sums of Squared is 77.506 percent. Y: the brand advertising effectiveness (AE) at Lac Hong University.

Table 06 showed that thesurvey data of 400 students of LHU but 386 students processed processed by SPSS 20.0. Three factors of the brand advertising effectiveness (AE) at Lac Hong University.

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor

variables. Multiple regression has these eight assumptions:(1) Assumption 1: the dependent variable; (2) Assumption 2: having two or more independent variables; (3) Assumption 3: independence of observations (i.e., independence of residuals); (4)Assumption 4: a linear relationship; (5) Assumption 5: homoscedasticity; (6) Assumption 6: not show multicollinearity; (7) Assumption 7: no significant outliers, high leverage points or highly influential points and (8) Assumption 8: the residuals (errors) are approximately normally distributed. Then, this study showed the results of the hypothesis was tested through multiple regression analysis in table 07 following.

Table 07: Factors affecting the brand advertising effectiveness (AE) at Lac Hong University

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654[a]	.427	.423	.62766	1.900

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

c. Predictors: (Constant), X3, X1, X2

Bootstrap for Model Summary

Model	Durbin-Watson	Bootstrap[a]		95% Confidence Interval	
		Bias	Std. Error	Lower	Upper
1	1.900	-.617	.128	1.045	1.550

a. Unless otherwise noted, bootstrap results are based on 2000 bootstrap samples

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.259	3	37.420	94.984	.000[b]
	Residual	150.492	382	.394		
	Total	262.751	385			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

c. Predictors: (Constant), X3, X1, X2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.440	.174		2.523	.012		
	X1	.172	.031	.219	5.479	.000	.939	1.065
	X2	.248	.038	.257	6.565	.000	.977	1.023
	X3	.413	.035	.469	11.683	.000	.929	1.076

a. Dependent Variable: Y

Bootstrap for Coefficients

Model		B	Bootstrap[a]			95% Confidence Interval	
			Bias	Std. Error	Sig. (2-tailed)	Lower	Upper
1	(Constant)	.440	.002	.161	.008	.141	.772
	X1	.172	-.002	.035	.000	.103	.239
	X2	.248	-.001	.042	.000	.163	.329
	X3	.413	.003	.054	.000	.312	.518

a. Unless otherwise noted, bootstrap results are based on 2000 bootstrap samples

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

Table 07showed that all the values t>2 (smaller significance level 0.05) and statistically significant data to explain the variation of the brand advertising effectiveness (AE) at Lac Hong University. Adjusted R Square is 0.423, 42.3 percent is the variation of the brand advertising effectiveness (AE) at Lac Hong University explained by three factors: the

advertising media (X1), the advertising message (X2) and the website advertising (X3).Besides, the regression coefficient is positive. This means that the impact of the independent variables in the same direction with the brand advertising effectiveness (AE) at Lac Hong University. Moreover, the regression results showed the Durbin -

Watson stat = 1.900 said no autocorrelation phenomena. Table 07 showed that bootstrap results are based on 2000 bootstrap samples. The bias is very small, nearly is around 0.00. Moreover, there is the considering magnification coefficient variance VIF (Variance Inflation Factor). VIF is exaggerated coefficient variance, when VIF value exceeding 10.0 is shown signs of multicollinearity phenomenon. While table 07results can assert no correlation between the independent variables in the equation. Meaning no multicollinearity phenomenon by VIF values less than 10.
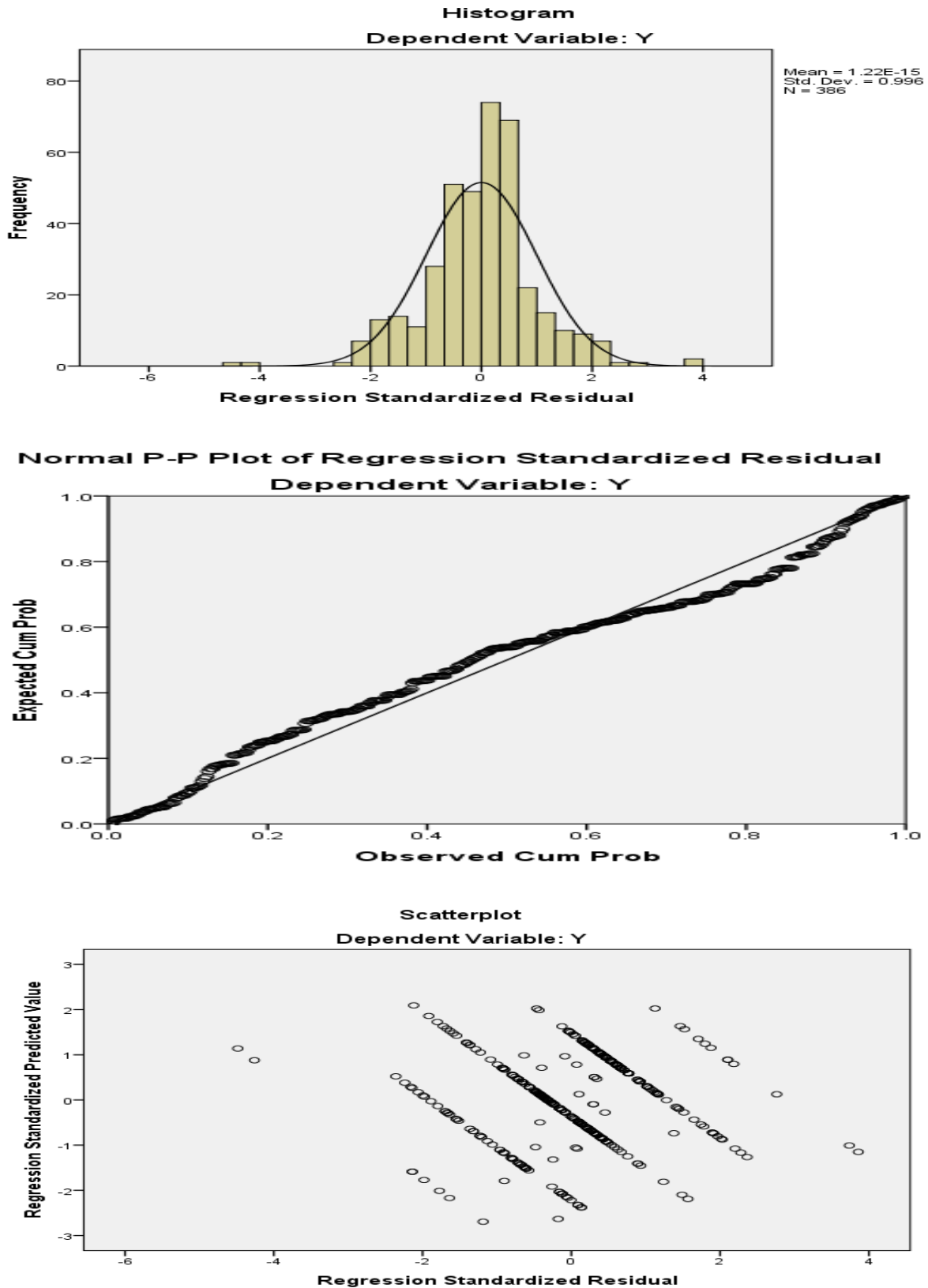

Figure 02: Normal P-P Plot of Regression Standardized Residual

Figure 02 showed that the standard deviation of the distribution of internally standardized residuals is always 1, but this does not imply that the standard deviation of all the t_i of a particular experiment is 1 and Mean is nearly 0.00. This is Normal P-P Plot of residual.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The study results showed that there were 400 students of LHU but 386 students processed who interviewed and answered about 17 questions. Data collected from June 2016 to March 2017 for students of LHU. Besides, this study had been analyzed Cronbach's Alpha, KMO test, and the result of KMO analysis used for multiple regression analysis. Students' responses measured through an adapted questionnaire on a 5-point Likert scale (Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5: completely agree). Hard copy and online questionnaire distributed among 4.000 students of LHU. In addition, the exploratory factor analysis (EFA) results showed that there were three factors, which included of factors following the advertising media (X1), the advertising message (X2) and the website advertising (X3) with significance level 5 percent. In addition, all of three components affecting the brand advertising effectiveness at Lac Hong University with significance level 5 percent. The research results processed from SPSS 20.0 software.

RECOMMENDATIONS

Recommendation for the advertising media: LHU should continue to improve the internet marketing that is alive and well, and growing by leaps and bounds. The environment of the Internet and the virtual business world offer more potential for connecting the information with potential students than any other medium, past or present. Besides, LHU should continue to improve the advertising content and the content of the landing page more relevant then the conversion rate (conversion rate) will be higher. Once students click on LHU ad, which means that they are interested in LHU/content LHU would expect and they will get exactly what ads are promising. LHU should not use advertising to attract as many students to the page and then back to disappoint them.

Recommendation for the advertising message: LHU should continue to improve the design of the banner ad which will improve quickly if LHUhas a clearly defined purpose. Think about the purpose of the banner ad: is its purpose to improve your conversions, build brand awareness. Besides, LHU should continue to study a little more carefully, "Details about the object" as LHU can find plenty of interesting information about the personality, interests of those who already like LHU page. Thereby, LHU will better understand LHU potential students and creating ad campaigns with student objects more precisely. LHU should continue to change to add another element such as photos or referrals… After several tests and changes, LHU have on hand the title, pictures and introductions suitable for use in their advertising campaigns.

Recommendation for the website advertising: LHU should continue to know that every one of our competitors understands this same concept. They are also working just as hard as we are to figure out how to best maximize their online marketing strategy. After all, the name of the game is to place our training programs and LHU information squarely in front of potential online students. Moreover, LHU should continue to try and true tips designed to help in the race to gain an edge over the competition by putting our very best internet marketing foot forward.

Recommendation for the next research: The above-mentioned things, the next research should survey more than 400 students of LHU (more than 6.000 students). This helps the data that is more significant. The study topic is very big area. The next research should survey more than 17 the questions (items) in components the brand advertising effectiveness (AE) at other Universities in other provinces of Vietnam.

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