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Evaluating Brand Awareness of Tea Brand with the Case of Moc Suong Oolong Tea Brand Vietnam

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Abstract

The authors aim at evaluating the brand awareness of tea brand from customer perspective with the case of Moc Suong Oolong Tea Brand Vietnam. The paper administered 200 questionnaires to 200 current and prospective consumers of Moc Suong Oolong Tea. By conducting an analysis of the data collected, the researcher identified that Moc Suong has achieved specific accomplishments. Moc Suong's brand awareness may be adversely affected by its inadequate customer service system for its Oolong Tea. Additionally, certain convenience stores and businesses do not distribute Moc Suong Oolong Tea. The product's brand awareness may be diminished due to the infrequent apparition of Moc Suong Oolong Tea at convenience shops or stores in close proximity to residential areas. Furthermore, Moc Suong Oolong Tea's advertising is severely lacking in both visual aids and content quality. Based on these findings, the authors propose recommendations for Tea Brand in general as well as Moc Suong Oolong Tea Brand in particular to improve the brand awareness of customers.

Keywords: Tea brand, Customer's Awareness, Vietnam

1. Introduction

Establishing robust brands has become a top goal for numerous firms in today's fiercely competitive market due to the proven benefits it offers. Researchers and practitioners have established the phrase 'brand awareness' to quantify the total worth of a brand. Brand awareness pertains to the ability of people to remember or recognize a brand, as well as their existing knowledge of the brand. Brand awareness is directly linked to the potency of the brand's representation in memory, as seen by the customer's capacity to recognize the brand in various circumstances. Nevertheless, as Vietnam is attracting several tea and café enterprises from outside that are active in the same sector, Moc Suong is compelled to engage in competition with them in order to retain its customer base. Based on the company's report, its consumers are switching to other tea suppliers. Customers have a variety of options available to them at the moment. First and foremost, the limited financial resources of Moc Suong provide a challenge in carrying out marketing initiatives for their Moc Suong Oolong Tea product. Furthermore, the organization lacks a thorough understanding of the significance of enhancing brand recognition and instead

prioritizes short-term goals over long-term objectives. Additionally, an important element to consider is the disparity in brand promotion across various locations. Moc Suong's business plan is to increase the profit margin by enhancing brand awareness of the Moc Suong Oolong Tea brand. buyers ascribe a certain level of quality or prestige to a brand, leading them to perceive the brand's products as having a higher value compared to those created by competitors. Consequently, buyers are prepared to pay a higher price for these products. Thus, the authors want to assess the level of brand recognition for Moc Suong Oolong Tea.

2. Theoretical Background on Brand Awareness

2.1. Overview of brand awareness

Awareness, in essence, refers to individuals' perception and cognitive response to a certain situation or occurrence. Awareness does not inherently entail comprehension, as it is a conceptual notion. Awareness can be directed towards an internal state, such as an innate sensation, or towards external occurrences like sensory experience.

Marton and Booth provide excellent illustrations of awareness: Individuals possess prior knowledge and are cognizant of a particular circumstance. They possess a comprehensive understanding of their identity, the contextual factors around their situation, their geographical location, the emotional connection to the place, the current season and day, and a clear plan for the remainder of the day. Brand awareness is the progression by which a brand transitions from being merely recognized to being elevated in the minds of people, ultimately becoming the foremost brand they think of.

Anchoring refers to the process of establishing a foundation upon which subsequent associations can be built. In the context of a new product, anchoring occurs when the product must actively strive to gain recognition, as most purchase decisions require some level of understanding about the product. Furthermore, without obtaining recognition, it becomes challenging to get knowledge about the qualities and benefits of the new product. Product identification facilitates the establishment of a novel connection with the object. Consumers do not require extensive knowledge of the company; but, if they possess favorable brand awareness, they are likely to purchase the product. Brand awareness and knowledge can be influenced by the specific buying situation and can greatly impact consumers' efforts during the purchasing process. The initial milestone to achieve is the evaluation of different brands. When purchasing goods, it is important to select a range of brand options to examine, sometimes known as a 'consideration set.'

Brand awareness mostly revolves around effective communication. In this thesis, the researcher utilizes Aaker's (1991) definition of brand awareness, which states that brand awareness is a progression from mere recognition of a brand to a point where consumers prioritize the brand and it becomes the foremost brand in their minds.

Brand awareness is dependent upon both the situation and the level of achieved awareness.

Unaware of Brand → ¹ Brand Recognition → ² Brand Recall → ³ Top of Mind

Figure 1: Levels of brand awareness

Source: Aaker (1991)

Brand awareness is crucial as many consumers associate a well-known brand with high quality. Moreover, while awareness is a crucial advantage for a brand, it alone cannot effectively drive product sales, particularly when the product is newly introduced (Aaker, 1991). There is ample evidence in the literature to support the notion that brand awareness has a significant impact on customer decision-making, particularly in terms of brand selection. In their study, Lin and Chang (2003) discovered that brand knowledge had the most significant impact on purchase decisions on low involvement products, particularly in cases of habitual behavior. Hoyer and Brown (1990) conducted a study on the impact of brand awareness on consumer decision making. Their findings revealed that brand awareness was a significant and influential aspect of the decision making process. The learning advantages

impact the consumer's ability to store brand associations, which contribute to the formation of the brand's image. Increasing brand recognition guarantees that the brand will be included in the list of options when consumers are making a purchase. Furthermore, a notable benefit is that a strong level of brand recognition can directly influence the selection of brands within the range of options being considered, ultimately leading to a purchase. Brand awareness is the primary element of the brand associative network, serving as the foundation for all subsequent brand connections (Franzen et al., 1999). Establishing brand awareness is essential for building brand equity.

2.2. Literature review on brand awareness

Here, research is included from 2009 to present. The reason for this is to identify some of the most recent contributions to the field of brand awareness that others may not be aware of yet. The researcher explains previous research in the field of brand awareness and build this thesis on their experiences.

Table 1: International studies on brand awareness

Article	Industry/Product category	Findings
Chi et al. (2009)	Electronics	The relations among brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive. Perceived quality has a positive effect on brand loyalty and perceived quality will mediate the effect between brand awareness and purchase intention and brand loyalty will mediate the effects between brand awareness and purchase intention.
Clark et al. (2009)	Personal computer industry in the U.S	Advertising expenditure have a significant positive effect on brand awareness, but no significant effect on perceived quality.
Subhani and Osman (2011)	FMCG	Brand recall and recognition have no effect on intention to buy and repurchase intention (random choice of milk when purchasing).
Huang and Sarigollu (2012)	Consumer-packaged goods	Positive associations between brand awareness and brand equity. Distribution and price promotions are important in building brand awareness in a consumer-packaged goods category. The findings suggest that brand awareness closely relates to customers overall attitude toward a brand.
Malik et al. (2013)	Service sector	Brand awareness and brand loyalty have positive association with purchase intention.
Aghaei et al. (2014)	Chain stores	A strong positive and meaningful relationship between brand equity dimensions and services marketing mix in chain stores.

Source: Compiled from authors (2024)

The objective of the study conducted by Khuu and Luu (2016) is to identify the elements that influence the brand awareness of Lai Vung mandarin orange among customers in the Mekong Delta region. Data was acquired directly from 150 respondents for analysis. Hence, the author's primary objective was to offer remedies for enhancing the recognition of craft villages in Quang Binh.

Trinh and Bui (2018) argue that in the current market economy and with the growing international integration, it is crucial for Vietnam's agricultural products to focus on brand building and brand recognition in order to enhance competitiveness and get access to the market. Both worldwide and domestic studies on brand awareness reveal a multitude of research on various facets of this topic, including brand awareness in the domains of food and agricultural products.

2.3. Research model

Any factor that leads to the exposure of a brand to clients can contribute to the formation of brand awareness. Repeated exposure enhances clients' brand recognition and memory. Stores frequently arrange products according to categories, and the store atmosphere helps establish a connection between brands and their respective product categories. Distribution can facilitate the establishment of connections between the brand and the product category.

The decreased selling price is more likely to accurately reflect the genuine relative value, and this unfavorable price-quality inference is likely to reduce the appeal of the deal. Nevertheless, the initial impression that customers have of the item's pricing also impacts their expectations regarding the price. Implementing a strategy of initially offering a product at a reduced price and subsequently increasing it to its standard level may have a negative impact on future sales, as customers may see the discounted price as the right value of the product. Hence, augmenting advertising typically has minimal impact on enhancing brand awareness. For brands that are already well-known, advertising may need to convey novel or distinctive information about the items, such as new product development. Yoo et al. discovered a direct correlation between advertising and the level of brand awareness. Therefore, proponents assert that customers who are repeatedly exposed to brand advertising would not only build more brand awareness and associations, but also cultivate a more favorable perception of brand quality, ultimately resulting in enhanced brand equity.

2.4. Dimensions and attributes to analyze brand awareness

The five dimensions including distribution intensity, price promotion, symbol exposure, advertising and sponsorship to analyze brand awareness of Moc Suong Oolong tea brand can be broken out into attributes as mentioned above.

Table 2: Dimensions and attributes to analyze brand awareness of Moc Suong Oolong tea brand

No.	Dimensions and attributes	Source
I	Distribution intensity	Keller (2008)
1	Moc Suong Oolong Tea is available at many outlets and stores.	Srinivasan et al. (2010)
2	Moc Suong Oolong Tea goes together with a good customer service system.	Huang and Sarigollu (2012)
3	I do not have to travel long distance to buy Moc Suong Oolong Tea.	Huang and Sarigollu (2012)
4	Moc Suong Oolong Tea is also sold via online channels.	Yoo et al. (2000)
II	Price promotion	Yoo et al. (2000)
1	Moc Suong Oolong Tea price is not too low to decrease the value of the brand.	Huang and Sarigollu (2012)
2	Price promotions for Moc Suong Oolong Tea are separated marketing events and one promotion does not overlap another.	Huang and Sarigollu (2012)
3	I pay much attention to price promotions to Moc Suong Oolong Tea when I go shopping.	Malik et al. (2013)
4	Moc Suong Oolong Tea often goes with price promotions.	Malik et al. (2013)
III	Symbol exposure	Aaker (1991)
1	Moc Suong logo is attractive, easy-looking and different from that of other competitors.	Park et al. (2013)
2	Moc Suong slogan carries out the company's marketing message, vision and mission.	Janiszewski and Meyvis (2001)
3	Moc Suong Oolong Tea packaging is neatly, compact and even friendly environmental, making good impressions for me.	Adir et al. (2012)
4	The name of Moc Suong is unique and memorable.	MacInnis et al. (1999)
IV	Advertising	Huang and Sarigollu (2012)
1	Moc Suong Oolong Tea advertisement is visually appealing and engaging.	Radder and Huang (2006)
2	Moc Suong Oolong Tea advertising message is understandable and attractive.	Aghaei et al. (2014)
3	By advertising I feel convinced I should buy Moc Suong Oolong Tea.	Yoo et al. (2000)
4	Advertising time for Moc Suong Oolong Tea is neither too long nor too short.	Lange and Dahlen (2003)
V	Sponsorship	Aaker (1991)
1	Moc Suong uses advertising and other promotional activities to support its sponsorship.	Jalleh et al. (2002)

2	I often participate in events sponsored by Moc Suong on a regular basis.	Cornwell et al. (2001)
3	The team in charge of sponsorship for Moc Suong is professional and works enthusiastically.	Radder and Huang (2006)
4	Moc Suong really cares about addressing social issues such as children and women protection, fight against school violence, etc.	Jalleh et al. (2002)
VI	Brand awareness	Chi et al. (2009)
1	Moc Suong Oolong Tea is a brand I know to be trustworthy.	Malik et al. (2013)
2	When given the choice between Moc Suong Oolong Tea and other Oolong Tea products, I will choose Moc Suong Oolong Tea.	Subhani and Osman (2011)
3	I will recommend Moc Suong Oolong Tea to my friends and family.	Clark et al. (2009)
4	If Moc Suong Oolong Tea is not available, I will try to find it somewhere else.	Malik et al. (2013)

Source: Compiled from authors (2024)

3. Research Methodology and Analysis

Desk research and statistic research methods were used in the paper with both primary and secondary data. Theoretical framework and a hypothesis were derived from the desk research method. The primary data was collected with the sample size comprised 100 existing customers and 100 potential customers through online questionnaires conducted in January 2024. The statistic method was used for processing data and figuring out the awareness of clients.

3.1. Evaluating current Moc Suong Oolong Tea Brand Awareness

Table 3: Respondents' profile

<i>Personal characteristics</i>		<i>Number</i>	<i>Percentage</i>
Gender	Male	93	49.20
	Female	96	50.80
Time of using	< 3 years	59	31.21
	3 – 5 years	67	35.44
	5 – 7 years	39	20.63
	> 7 years	24	12.72
Occupation	Employee	51	26.98
	Manager	43	22.75
	Self-employed	48	25.39
	Housework	22	11.64
	Others	25	13.24
Firstly, having got to know about Moc Suong Oolong Tea by	Leaflets	38	20.10
	Directly contacted by sales staff of Moc Suong	26	13.75
	Trade fairs	42	22.22
	Social media	51	26.98
	Others	32	16.95

Source: Compiled from authors (2024)

Both male and female respondents have nearly the same percentage. It shows the fact that customers who care about and buy Moc Suong Oolong Tea are from both genders, which is a positive sign because the brand seems interesting and attractive to both male and female.

This is the reason why there is only 12.72% of customers who use Moc Suong Oolong Tea for more than 7 years. It comes from the fact that brand awareness of Moc Suong Oolong Tea is still weak and cannot attract potential customers to turn them into loyal customers. It can be said that both existing customers and potential customers of Moc Suong Oolong Tea do many different jobs. However, especially, people doing housework do not have high

demand for Moc Suong Oolong Tea because they have low demand for buying gifts for co-workers or superiors to maintain good interpersonal relationships at work.

Table 4: Respondents' assessment towards Distribution intensity

No.	Distribution intensity	Mean	SD
1	Moc Suong Oolong Tea is available at many outlets and stores.	3.45	0.487
2	Moc Suong Oolong Tea goes together with a good customer service system.	3.25	0.925
3	I do not have to travel long distance to buy Moc Suong Oolong Tea.	3.26	0.963
4	Moc Suong Oolong Tea is also sold via online channels.	3.87	0.891
	Average mean	3.45	0.816

Source: Compiled from authors (2024)

There is also standard deviation. It is a statistic that measures the dispersion of a dataset relative to its mean and is calculated as the square root of the variance. It is calculated as the square root of variance by determining the variation between each data point relative to the mean. If the data points are further from the mean, there is a higher deviation within the data set; thus, the more spread out the data, the higher the standard deviation. Online shopping is increasing year on year and is being seen as a convenient method to purchase products, where customers can also buy any product at any time of the day. Additionally, e-commerce websites allow the company to employ a range of marketing and sales techniques to give people that extra reason to stay on the company website and buy its products.

Table 5: Respondents' assessment towards Price promotion

No.	Price promotion	Mean	SD
1	Moc Suong Oolong Tea price is not too low to decrease the value of the brand.	3.71	0.928
2	Price promotions for Moc Suong Oolong Tea are separated marketing events and one promotion does not overlap another.	3.14	0.901
3	I pay much attention to price promotions to Moc Suong Oolong Tea when I go shopping.	3.74	0.781
4	Moc Suong Oolong Tea often goes with price promotions.	3.21	0.765
	Average mean	3.45	0.843

Source: Compiled from authors (2024)

It is able to see that standard deviations are all low, showing the fact that the data points are nearer from the mean. Two criteria: 'Moc Suong Oolong Tea price is not too low to decrease the value of the brand.' and 'I pay much attention to price promotions to Moc Suong Oolong Tea when I go shopping.' have quite high means of 3.71 and 3.74 respectively. It means that to increase brand awareness, Moc Suong has proposed out too many price promotion programs to attract customers to buy its Oolong Tea. This is also the reason for low mean of criterion: 'Price promotions are applied by Moc Suong to its Oolong Tea at a reasonable level to increase its brand awareness'. For Moc Suong, this means that it is continually selling its product at a lower price throughout the year and offering steeper discounts to woo customers back from the competition. Over several years, this continued discounting erodes margins significantly, which in turn erodes shareholder value. It means that bad things will happen if the company relies too much on discounting.

Table 6: Respondents' assessment towards Symbol exposure

No.	Symbol exposure	Mean	SD
1	Moc Suong logo is attractive, easy-looking and different from that of other competitors.	3.72	0.763
2	Moc Suong slogan carries out the company's marketing message, vision and mission.	3.71	0.925
3	Moc Suong Oolong Tea packaging is neatly, compact and even friendly environmental, making good impressions for me.	3.26	0.791
4	The name of Moc Suong is unique and memorable.	3.74	0.682
	Average mean	3.60	0.790

Source: Compiled from authors (2024)

Three criteria: ‘Moc Suong logo is attractive, easy-looking and different from that of other competitors’, ‘Moc Suong slogan carries out the company’s marketing message, vision and mission’ and ‘The name of Moc Suong is unique and memorable’. This shows the fact that the company is doing a good job of improving brand awareness through symbol exposure.

Its slogan also can present the values as well as the working philosophy of the company.



Figure 2: Logo of Moc Suong
Source: Moc Suong’s website (2024)

It indicates the fact that Moc Suong Oolong Tea packaging is not helpful enough in improving brand awareness for this product. It is not friendly environmental at all because it is packaged into plastic bags, which does not much differentiation as compared to other Oolong Tea brands. Moc Suong Thuy Ngoc Oolong Tea even is packed into a green bag, which is nearly the same with Cozy Van Tien Oolong Tea. Therefore, brand awareness cannot be increased among customers if Moc Suong does not provide a differentiated package for its Oolong Tea products.

Table 7: Respondents’ assessment towards Advertising

No.	Advertising	Mean	SD
1	Moc Suong Oolong Tea advertisement is visually appealing and engaging.	3.23	0.832
2	Moc Suong Oolong Tea advertising message is understandable and attractive.	3.38	0.725
3	By advertising I feel convinced I should buy Moc Suong Oolong Tea.	3.21	0.681
4	Advertising time for Moc Suong Oolong Tea is neither too long nor too short.	3.71	0.931
	Average mean	3.38	0.792

Source: Compiled from authors (2024)

It is able to see that standard deviations are all low, showing the fact that the data points are nearer from the mean. Criterion: ‘Advertising time for Moc Suong Oolong Tea is neither too long nor too short’ has the highest mean of 3.71. The time for each advertising piece of the company for Oolong Tea is suitable so that customers can absorb its content as well as message needed to be conveyed. Too long or too short advertising time is not good and fortunately, the company advertises its products in general and its Oolong Tea in particular in a very suitable time manner.

Criterion: ‘Moc Suong Oolong Tea advertising message is understandable and attractive.’ also has a low mean of 3.38. Therefore, it is able to say that the advertising message conveyed by the company for its Oolong Tea is not very understandable nor attractive at all. The advertising message of the product cannot present that this is a product which can help customers enjoy great taste and is very good for their health. It seems to be the fact that Moc Suong invested in traditional advertising rather than modern advertising. Therefore, its advertisement just appears on advertising channels that are not attractive to young customers at all. Social media advertising is totally ignored by the company, and that is the reason why brand awareness of Moc Suong Oolong Tea is not so good and not many customers know about the brand.

In conclusion, the time for each advertising piece of the company for Oolong Tea is suitable so that customers can absorb its content as well as message needed to be conveyed.

Table 8: Respondents' assessment towards Sponsorship

No.	Sponsorship	Mean	SD
1	Moc Suong uses advertising and other promotional activities to support its sponsorship.	2.27	0.486
2	I often participate in events sponsored by Moc Suong on a regular basis.	2.19	0.817
3	The team in charge of sponsorship for Moc Suong is professional and works enthusiastically.	2.45	0.651
4	Moc Suong really cares about addressing social issues such as children and women protection, fight against school violence, etc.	2.51	0.683
	Average mean	2.35	0.659

Source: Compiled from authors (2024)

The fact that all criteria have very low means. Criterion: 'Moc Suong uses advertising and other promotional activities to support its sponsorship.' has low mean of 2.27. Brand awareness can now be evaluated by analysing the number of social media shares, capturing attendees' feedback through real-time questionnaires and measuring engagement during and after the event with the help of event app analytics. However, the team in charge of organizing sponsorship events or cooperating with third parties to sponsor their events are so unprofessional and does not have basic expertise in event sponsorship. They believe that the fact they invest money into an event will immediately boost the company's sales, increase its customer base and make the brand more recognisable. In such a case, Corporate Social Responsibility has become a mandatory requirement for any modern organisation including Moc Suong. In fact, CSR helps them to identify their brand purpose and create a personality that their customers can connect with on a deeper level. In other words, almost half of the company's reputation comes from the public response to what it is doing to support the current environment.

Table 9: Respondents' assessment towards Brand awareness

No.	Brand awareness	Mean	SD
1	Moc Suong Oolong Tea is a brand I know to be trustworthy.	3.45	0.358
2	When given the choice between Moc Suong Oolong Tea and other Oolong Tea products, I will choose Moc Suong Oolong Tea.	3.21	0.871
3	I will recommend Moc Suong Oolong Tea to my friends and family.	3.71	0.689
4	If Moc Suong Oolong Tea is not available, I will try to find it somewhere else.	3.38	0.741
	Average mean	3.43	0.664

Source: Compiled from authors (2024)

This is the reason why they want to recommend the product to their friends and family, which is strongly helpful in further enhancing brand awareness in the future. 'When given the choice between Moc Suong Oolong Tea and other Oolong Tea products, I will choose Moc Suong Oolong Tea.' and 'If Moc Suong Oolong Tea is not available, I will try to find it somewhere else. It comes from the weaknesses and shortcomings of Moc Suong in the work of improving brand awareness of customers towards its Oolong Tea as analyzed above.

3.2. Summary of findings

Table 10: Summary of findings

No.	Factor	Average mean	Average SD
1	Distribution intensity	3.45	0.816
2	Price promotion	3.45	0.843
3	Symbol exposure	3.60	0.790
4	Advertising	3.38	0.792
5	Sponsorship	2.35	0.659

Source: Compiled from authors (2024)

From the table above, it is able to see that standard deviations are all low, showing the fact that the data points are nearer from the mean. Specifically, Symbol exposure is the factor which has the highest mean, showing that Moc Suong conducts well in symbol exposure for its Oolong Tea. It shows customers' assessment towards those two factors is not good at all. Firstly, Moc Suong clearly recognizes the importance of online sales in selling its Oolong Tea. Secondly, price of Moc Suong Oolong Tea is rather reasonable, and customers are attracted by price promotions of Moc Suong for its Oolong Tea, shown by the fact that they pay much attention to price support programs of the company. Thirdly, the company's logo is attractive and outstanding enough to be stick into customer mind. Its slogan also can present the values as well as the working philosophy of the company. The name Moc Suong is incredible and impressive. Moc Suong Oolong Tea is also not distributed in some certain convenient shops/stores. The low frequency of appearance of Moc Suong Oolong Tea at convenience shops or stores near residential areas may lower brand awareness of this product. Thirdly, Oolong Tea of Moc Suong is not friendly environmental at all because it is packaged into plastic bags. Moc Suong Thuy Ngoc Oolong Tea even is packed into a green bag, which is nearly the same with Cozy Van Tien Oolong Tea. Fourthly, advertisement of Moc Suong Oolong Tea is poor in both visual aids and content quality. Finally, the company has not yet paid enough and suitable attention to corporate social responsibility, while the way that customers interact with brands today is changing.

4. Recommendations

Based on the current brand awareness situation of Moc Suong Oolong Tea and the company's goals for the upcoming year, some significant recommendations to improve brand awareness in Vietnam for Moc Suong Oolong Tea were proposed.

Enhancing brand recognition by creating a website. To ensure that the Moc Suong website ranks high in web search results for Oolong Tea, one may either hire a search engine optimization business or learn the procedure alone. Social media platforms such as Facebook and Twitter are crucial for building brand recognition as they provide forums for consumers to engage in discussions and share their experiences, including their purchases and preferred products. When a consumer expresses their satisfaction with the Moc Suong product and spreads the word about it, they are engaging in unpaid efforts to enhance its brand recognition. Design compelling commercials that prominently showcase the Moc Suong product and effectively communicate its unique value proposition.

If Moc Suong organizes or participates in a philanthropic event, such as a golf tournament, the company has the opportunity to publicly showcase its products to affluent consumers. Furthermore, by having the name or emblem prominently displayed in front of these potential clients, the company and its products might be perceived favorably for their charitable contributions. Another effective technique for improving brand awareness is to engage in local partnerships. Collaborate with neighboring businesses to organize shared introductory seminars or festivals. Support local sports teams through sponsorship and contribute to charitable events. Promoting the Moc Suong Oolong Tea brand extensively at festivals and events will significantly benefit the brand.

An effective and well-established approach to promote the Moc Suong Oolong Tea brand is by utilizing a car wrap. Car wraps are bespoke designs that can envelop the entirety of a company's vehicle. They have the ability to garner a substantial level of attention, making it an excellent method to guarantee that wherever it is present, individuals are becoming increasingly acquainted with Moc Suong Oolong Tea. Adorn the company car of Moc Suong or even the personal vehicles of staff employed with the company. Imprint the Moc Suong Oolong Tea brand name on koozies, pencils, Frisbees, and other promotional products, and distribute them as giveaways during local festivals.

Organize a social media competition where participants can submit a photograph or video, and other users can cast their votes to choose the winners. Contestants will distribute the link to their acquaintances and relatives in order to acquire additional votes, so enhancing the recognition of the Moc Suong Oolong Tea brand.

Certainly, the organization has the option to establish its own blog and publish content there. However, it is essential for administrators to actively share and promote Moc Suong's writings once they are published.

In order for Moc Suong Oolong Tea to establish itself as a memorable brand, it is imperative for Moc Suong to commence with exceptional storytelling. If the company is able to generate emotionally evocative and captivating narratives that establish a profound connection with people, the name of Moc Suong Oolong Tea will be etched in their memory for a long time. Initiating the establishment's exclusive industry podcast through conducting interviews with industry experts is an excellent strategy to enhance the reputation of Moc Suong while simultaneously fostering connections with other professionals in the tea sector. However, in specialized businesses with limited presence in the media, such as the tea industry, the company has the potential to establish widespread recognition.

As the competition in SEO intensifies and the available space for organic Google rankings decreases, using PPC is a strategic approach to ensure visibility of the Moc Suong Oolong Tea brand on Google. By conducting precise keyword research, the organization has the potential to get top rankings on Google for relevant search queries. Remarketing is a professional method that enhances the efficiency of brand recognition. Remarketing is the practice of displaying advertisements to those who have previously visited Moc Suong's website but did not complete a desired action, such as making a purchase or filling out a form.

5. Conclusion

An influential and optimistic brand may significantly contribute to fostering consumer loyalty, which in turn plays a crucial role in achieving a larger market share. Hence, the brand plays a crucial role in the overall success of enterprises, including Moc Suong. At a plastic producer and provider such as Moc Suong, there is an increasing urgency to improve brand loyalty, brand awareness, brand association, and perceived quality, all of which contribute to brand equity.

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