

**RELIABILITY STATISTICS FOR FACTORS AFFECTING BRAND ADVERTISING
EFFECTIVENESS: A CASE OF LAC HONG UNIVERSITY**

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ABSTRACT: *Branding and advertising are different facets of a comprehensive marketing strategy. Lac Hong University (LHU) uses branding to create a look, feel and message for themselves that will be remembered by students. Advertising is used to convey that brand directly to students through various media, such as purchasing radio or television broadcast time, newspaper or magazine space, or online advertisements... The purpose of this study is to identify the reliability statistics for factors affecting brand advertising effectiveness of the Lac Hong University. 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 2017 for students of LHU. This study had been analyzed Cronbach's Alpha testing and the result of Cronbach's Alpha used for the next research. 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. Besides, the result of Cronbach's Alpha 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 with significance level 5 percent.. In addition, all of three factors of 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

Lac Hong University located in the Southern key economic zone, Lac Hong University is recognized as the first University in Dong Nai province. The LHU was founded in 1997. Its birth has become an indispensable trend meeting the imperative needs for technical human resources of a fast socio-economic growing province with the focus of speeding up industrial parks, industrial and services professions. The LHU was private University such as an educational establishment with interdisciplinary and multi-level training. LHU offers programs in vocational training, college, undergraduate and postgraduate education. LHU has a strong brand that creates a positive association between students, enterprises and a business, product or service. LHU branding is important because it helps the public remember a University and its training quality

and feel good about using them. The elements used to create a brand can include name, logo, tagline, color, music or jingle, and the message or feelings that the LHU wishes to associate with itself. Developing a brand for training services allows a LHU to differentiate an offering from other similar services in the same category, and to position the training service relative to the current training and education market. LHU continues creating a successful brand requires that a business understands its student's base and aligns its business image with the students' needs and wants. LHU continues developing a name and logo that appeals to your students and prospects, and a tagline to go with the logo that succinctly captures the message LHU are trying to convey. Choose colors, typefaces and graphics that complement the message, and use these items consistently throughout the marketing materials. Use stories, testimonials, and photos and video that evokes feelings and emotions that LHU want to associate with training services. The above mentioned things, the researcher had chosen topic "***Reliability statistics for factors affecting brand advertising effectiveness: A case of Lac Hong University***" as a paper. This paper helps managers 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 a well-designed and creative advertising message will have a positive impact on the success and effectiveness of brand advertising. Brand message is important for establishing a memorable identity within the context of advertising and marketing. Brands engage, enlighten and educate consumers about what to expect when purchasing products and services.... The brand helps to make a connection with consumers and win their loyalty.

Advertising media: The study by De Pelsmacker et al. (2002) revealed that advertisements shown in highly appreciated media result in a more 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.

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 students. Students 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.

METHODS OF RESEARCH

Methods and techniques of the study: Quantitative research methods describe and measure the level of occurrences based on numbers and calculations. Moreover, the questions of “how many?” and “how often?” asked in quantitative studies. Quantitative research is the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality. Therefore, this specific form of research uses the quantitative data to analysis. The most popular research methods from this category are closed-ended questionnaires, experiments, correlation and regression analysis methods and others.

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.

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) of the brand advertising effectiveness at Lac Hong University**

Reliability Statistics			
Cronbach's Alpha	N of Items		
.925	5		

Item Statistics			
Code	Mean	Std. Deviation	N
ADM1	3.1451	.99070	386
ADM2	3.0259	.98263	386
ADM3	3.2176	.96392	386
ADM4	3.0492	.94809	386
ADM5	3.1528	.98822	386

Item-Total Statistics				
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ADM1: The message and core content wants to reach and to attract the attention of readers.	12.4456	12.045	.767	.916
ADM2: The advertising message must contain unexpected elements to stimulate the readers.	12.5648	11.691	.840	.902
ADM3: The advertising message must explore, create emotions and reflect on the viewer while creating a last minute exciting feeling.	12.3731	11.736	.853	.899
ADM4: The content of the image and the statement must be based on the inherent characteristics of the readers	12.5415	12.046	.814	.907
ADM5: The advertising message must make an immediate impression, arousing interest, capturing and deepening that concern.	12.4378	12.132	.754	.918

(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"). In the case of psychometric tests, most fall within the range of 0.899 to 0.918 with at least one claiming a Cronbach's alpha above 0.90. Table 01 showed that 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. Such observations make it eligible for the survey variables after testing scale. This showed that data was suitable and reliability for researching.

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

Reliability Statistics				
Cronbach's Alpha		N of Items		
.929		6		
Item Statistics				
Code	Mean	Std. Deviation	N	
AM1	3.9948	1.00388	386	
AM2	3.4689	1.08128	386	
AM3	3.7332	1.29486	386	
AM4	3.4456	1.32249	386	
AM5	3.6606	1.27772	386	
AM6	3.3653	1.33824	386	
Item-Total Statistics				
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
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.	17.6736	30.423	.765	.921
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.	18.1995	30.534	.686	.928
AM3: The advertising media that is technically sophisticated, beautifully sharp, will immediately attract viewers.	17.9352	26.357	.893	.901
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	18.2228	26.574	.850	.908
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.	18.0078	27.623	.793	.915
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	18.3031	27.136	.787	.917

(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 and Cronbach's Alpha is very reliability. Such observations make it eligible for the survey variables after testing scale. This showed that data was suitable and reliability for researching.

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

Reliability Statistics				
Cronbach's Alpha			N of Items	
.885			3	
Item Statistics				
Code	Mean	Std. Deviation	N	
WA1	3.2876	1.03080	386	
WA2	3.3575	1.05025	386	
WA3	3.2642	1.04079	386	
Item-Total Statistics				
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
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	6.6218	3.644	.817	.800
WA2: Provide interesting content continuously steadily. People go to a website for entertainment, learn a skill or some other reason to find content.	6.5518	3.786	.742	.866
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	6.6451	3.741	.769	.842

(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. Such observations make it eligible for the survey variables after testing scale.

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

Reliability Statistics				
Cronbach's Alpha		N of Items		
.952		3		
Item Statistics				
Code	Mean	Std. Deviation	N	
AE1	3.1788	.85382	386	
AE3	3.2228	.87807	386	
AE2	3.1969	.86345	386	
Item-Total Statistics				
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AE1: The advertising media and messages need to be a quality and impressive video advertising product must basically converge and combine above mentioned elements.	6.4197	2.873	.878	.944
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.	6.3756	2.682	.935	.900
AE3: The advertising is one of the forms of marketing effective for brand building and development.	6.4016	2.833	.882	.941

(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. Such observations make it eligible for the survey variables after testing scale. This showed that data was suitable and reliability for researching.

CONCLUSIONS

The study results showed that there were 400 students of LHU who interviewed and answered about 17 questions but 386 students processed. Data collected from June 2016 to March 2017 for students of LHU in Dong Nai province. The paper had been analyzed Cronbach's Alpha test and the result of Cronbach's Alpha 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 with significance level 5 percent.

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