SOLUTIONS ENHANCING BRAND NAME OF THE PLANT PROTECTION DRUG PRODUCT: THE CASE OF MATAXYL 500 PRODUCTION AT MAP PACIFIC PTE LTD SINGAPORE IN VIET NAM

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ABSTRACT

This research conducted to survey Data from 500 famers (but 455 famers processed) in Viet Nam during the period from May 2013 to May 2015.

The research results showed that there were seven factors, which included of factors following Publications of events, news, and identification of tools, social investment, community relations, product quality and customers' care affecting the brand name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore in Viet Nam with significance level 5 %. In addition, the research result processed from SPSS 20.0 software. The researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis with 5% significance level. The result was also a scientific evidence and important for researchers, and policy makers who apply them for improving the branch name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore in Viet Nam in the future. The main objectives of this study were to:

1. The first objective was to analyze and to test some factors that affected the brand name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore in Viet Nam.

2. The second objective was to propose recommendations in order to enhance the brand name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore in Viet Nam.

Keywords: Brand name, Brand development, Product Marketing and Singapore enterprises.

Introduction

In a large market, consumers do not care who makes their products. In this sense, the market is the great equalizer, as producers of all races, ethnic origins, religions, and genders

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unleash their creative energies to meet the needs of consumers. While consumers do not care who makes the products, they care very much how the products perform. They want to know that the product they purchase will meet their expectations.

In this consumer environment, brands play a critical role. When consumers first started purchasing more food and raising less themselves, they purchased items from a bulk bin. They had no information about what ingredients the products contained, how safe they were, and how they would perform. Branding created the protection that consumers demanded. The brand name signified a level of quality and consistency consumers could trust. Thus, Quaker Oats, Ivory Soap, and Levi's instilled in consumers a degree of confidence that their unbranded competition did not.

The above - mentioned issue is closely related to the topic "*SOLUTIONS ENHANCING BRAND NAME OF THE PLANT PROTECTION DRUG PRODUCT: THE CASE OF MATAXYL 500 PRODUCTION AT MAP PACIFIC PTE LTD SINGAPORE IN VIET NAM*" as a paper applying in business administration and developing the brand name.

Literature review

The Brand: (brand, brand name, trademark), understood in a simple way, is a name associated with a product or a manufacturer. The brand today is increasingly becoming an important element in culture and economy of design. Branded or designer label regarded as the cultural items and personal philosophy.

The concept: There are two aspects associated with the brand: First, the psychology and experience. Experience of a brand is the sum of all what consumers feel when exposed to products bearing the brand name. A psychological aspect, or the image of a brand, is a symbolic construct created within the minds of consumers and evoke all the information and expectations associated with a product or service that brand. Second, the branding proposed and built up the expectations associated with the brand experience, creating the impression that the brand associated with a product or service with the quality or characteristics that certain products/services that become unique or unique. Therefore, the brand is one of the most valuable elements in advertising theme, as it shows that manufacturers can bring something to the market. Art created and maintained collectively known brand management. Orientation for all stages of the production process aimed at serving the brand's marketing overall integrated way.

Methods of research

In Viet Nam, there were nearly 5.000 farmers used the Mataxyl 500 product. I had surveyed 300 farmers in Dong Nai province. Besides, there were nearly 100 farmers in the

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North. I had surveyed **100** farmers in the South. Thus, total of sample is **500** farmers relating to PTE for this research.

Reliability test: Bryman and Cramer (1990) suggested that, it is just fine when Cronbach's alpha is **0.8** or above **0.8**, while Nunnally (1978) stated that it is still acceptable with the value of **0.6**, especially for initial investigation like in this research. Therefore, in this research, the value is confirmed when it is greater than **0.7**.

Exploratory factor analysis (EFA): This is an important part in data analysis, because it aims to investigate the dimensions of each target variables. If any item has lower factor loading or cross-factor loading, it eliminated. Regarding to Kaiser (1970, 1974), Cronbach's Alpha was re-calculated for the scales of removed items.

Multiple linear Regression analysis: the process of analyzing data will finish by using regression analysis method. It was used for testing the correlation and influences of independent variables (X) to dependent variable (Y).

Finally, the data were collected and analyzed using the statistical indicators with data processing software SPSS 20.0 version.

Research results

Descriptive Statistics the brand name of the Mataxyl 500 product

Table 1: Descriptive Statistics the brand name of the Mataxyl 500 product

The question for the brand name of the Mataxyl 500	N	Mean	Std. error
N1: The Website news is updated information when you access	455	3.16	.044
N2: The products' news has always used local communication channels such as newspapers of Dong Nai to provide information	455	3.20	.044
N3: The products' news has always used newspaper online communication channels to provide information	455	3.29	.046
N4: The products' news has always used communication channels such as Thanhnien newspaper to provide information	455	3.35	.043
N5: The products' news has always used communication channels such as Tuoitre newspaper to provide information	455	3.30	.043
N6: The products' news has always used communication channels such as Vietnam television (VTV1,2,3; HTV) to provide information	455	3.26	.044
P1: The quality of the internal publications of the plant protection drug products is maintained annually	455	3.40	.047

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P2: The quality and quantity of documents that are internal circulation of the plant protection drug products growing annually	455	3.46	.045

<div align="center">Table 1: continued</div>

P3: The quality and quantity of scientific papers that are circulated internally	455	3.56	.043
P4: The quality and quantity of gifts branded increasingly concerned as history, festivities, commemorative medals ...	455	3.48	.044
P5: The quality of information events that has topped when accessed by Google	455	3.47	.044
S1: The Map Pacific PTE Ltd help the farmers transfer new technology to the farmers	455	2.98	.041
S2: The Map Pacific PTE Ltd help the farmers build houses for the poor	455	3.00	.042
S3: The Map Pacific PTE Ltd help the farmers think of philanthropy, scholarship for students to overcome poverty in studying	455	3.02	.043
S4: You see The Map Pacific PTE Ltd you will think about repairing the houses for the poor in rural area.	455	3.01	.042
R1: You see The Map Pacific PTE Ltd you will think about actively participate in the programs at local charity	455	3.48	.044
R2: You see The Map Pacific PTE Ltd you will think about participating in the Summer Campaign for the poor	455	3.46	.045
R3: You see The Map Pacific PTE Ltd you will think about the actively help people in times of disaster, floods	455	3.50	.042
R4: You see The Map Pacific PTE Ltd you will think about associate with businesses for farmers to increase income	455	3.39	.047
I1: You completely agree when you see the tree picture you will think of the Mataxyl 500 product	455	2.81	.065
I2: You completely agree when you see the famer picture you will think of the Mataxyl 500 product	455	2.79	.068
I3: You completely agree when you see the Map Pacific PTE Ltd. on TV you will think of the Mataxyl 500 product	455	2.85	.064
C1: You completely satisfied about the staff behavior of The Map Pacific PTE Ltd when they solved the problem for the farmers.	455	3.05	.047

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C2: You completely satisfied about the staff skills of The Map Pacific PTE Ltd when they solved the problem for the farmers.	455	3.06	.046
C3: You completely satisfied about the staff knowledge of The Map Pacific PTE Ltd when they solved the problem for the farmers.	455	3.06	.048
PQ1: The Mataxyl 500 product helps trees develop more quickly	455	3.88	.048
PQ2: The Mataxyl 500 product helps trees increase productivities	455	3.41	.051
PQ3: The Mataxyl 500 product helps the farmers decrease cost of production more quickly	455	3.67	.061
PQ4: The Mataxyl 500 product helps the farmers improve the income	455	3.36	.063
GA1: You completely agree that the brand name of Mataxyl 500 product is now known in the plant protection drug products of Viet Nam	455	3.36	.027
GA2: You completely agree that the brand name of Mataxyl 500 product currently has prestige in the plant protection drug products of Viet Nam	455	2.37	.027
GA3: You completely agree that the brand name of Mataxyl 500 product is currently developing in the plant protection drug products of Viet Nam	455	2.44	.032

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

Table 1 showed that there were 32 items processed, the mean is around 3 point. This showed that the result of the descriptive statistics from items that had 455 farmers processed at PTE interviewed from 5/2014 to 12/2015.

KMO and Bartlett's Test the for the brand name of the Mataxyl 500 product

Test KMO and Bartlett shows two tests that indicate the suitability of your data for structure detection. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors.

Bartlett's test of Sphericity tests the hypothesis that your correlation matrix is an identity matrix, which would indicate that your variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with your data.

The results of KMO showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.843 › 0.6). This result is very good for data analysis.

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Total Variance Explained for the brand name of the Mataxyl 500 product showed that Kaiser-Meyer-Olkin Measure of Sampling Adequacy was statistically significant and high data reliability (KMO = 0.843 › 0.6). This result is very good for data analysis. Table 3 showed that Cumulative % was statistically significant and high data reliability is 83.803 % (› 60 %).

Structure Matrix for factors showed that the structure matrix for KMO and Bartlett's Test for the brand name of the Mataxyl 500 product had 7 Components following:

Component 1 (X1) is Publications of events (P1,P2,P3,P4,P5); Component 2 (X2) is News (N1,N2,N3,N4,N5,N6); Component 3 (X3) is Social investment (S1,S2,S3,S4); Component 4 (X4) is Community relation (R1,R2,R3,R4); Component 5 (X5) is Product quality (PQ1,PQ2,PQ3,PQ4); Component 6 (X6) is Identity tools (I1,I2,I3) and Component 7 is (X7) Customer's care (C1,C2,C3).

Table 2: Regression analysis for the enhancing brand name of the Mataxyl 500

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825[a]	.680	.675	.33551	1.792

a. Predictors: (Constant), X7, X3, X4, X5, X6, X1, X2

b. Dependent Variable: Y: the brand name of the Mataxyl 500

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.864	7	15.266	135.619	.000[b]
	Residual	50.317	447	.113		
	Total	157.181	454			

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.728	.121		-5.995	.000		
X1	.131	.023	.194	5.797	.000	.642	1.557
X2	.314	.026	.416	12.236	.000	.620	1.613
X3	.145	.021	.214	7.003	.000	.764	1.309
X4	.090	.025	.133	3.662	.000	.540	1.850

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X5	.244	.016	.435	15.414	.000	.899	1.112
X6	.076	.013	.176	5.680	.000	.745	1.343
X7	.046	.018	.072	2.603	.010	.936	1.068

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

Table 2 showed that Adjusted R Square was statistically significant and high data reliability. In addition, Adjusted R Square reached 67.5 %. Results showed that all t value › 2 (Sig ‹ **0.00**) was statistically significant and high data reliability. Besides, the regression coefficients were positive. This means that the effects of independent variables in the same direction with the brand name of the Mataxyl 500 of PTE.

Conclusions and recommendations

Conclusions

Over the past few years, the significance of brand names has received more attention and is becoming a fundamental component in marketing. Furthermore, regarding the scholars, the name is the most important part of the brand. A brand name can be the most precious asset to the company. However, the increased relevance for brand names can also explained by companies seeking to create brand name.

The success or failure of new products depends mostly on the brand names that communicate quality and make the choice of the consumers easier. The name assures a worldwide indicator and it is the element of the brand that cannot be modified over time. Branding is a convoluted concept that requires an understanding of diverse factors that have an effect on brand names. For this research, the influence of News and product quality has an important impact on brand names.

Recommendations

Recommendation 1: Publications of events (X1)

The PTE continues to improve Publications of events following: First of all, the PTE continues to improve the quality of brochures, annual reports, newsletters, newspapers, brochures, major magazines. Secondly, the PTE continues to improve the funding for events, local activities, support the development, local development. Finally, the PTE continues to improve following: (P1): enhancing the quality of the internal publications of the plant protection drug products is maintained annually; (P2): enhancing the quality and quantity of documents that are internal circulation of the plant protection drug products growing annually; (P3): enhancing the quality and quantity of scientific papers that are circulated internally; (P4): enhancing the quality and quantity of gifts branded increasingly concerned as history, festivities, commemorative medals... (P5): enhancing the quality of information events that has topped when accessed by Google.

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Recommendation 2: News (X2)

The PTE continues to improve News following: First of all, the PTE continues to improve the quality of News in order to help farmers easily to get information. Secondly, the PTE continues to invest many journals, update the News on PTE' Website. Finally, The PTE continues to enhance the information quality following: (1) the products' news on local communication channels such as newspapers of Dong Nai to provide information; (2) the products' news on newspaper online communication channels to provide information; (3) the products' news on communication channels such as Thanhnien newspaper to provide information; (4) the products' news on communication channels such as Tuoitre newspaper to provide information; (5) the products' news on communication channels such as Vietnam television (VTV1,2,3; HTV) to provide information.

Recommendation 3: Social investment (X3)

The PTE continues to improve the Social investment following: First of all, the PTE continues to improve the quality of Social investment. Secondly, the PTE continues to improve scholarships for farmers' pupils who have excellent results. Finally, The PTE continues to enhance the Social investment quality such as (1) help the farmers transfer new technology to the farmers; (2) help the farmers build houses for the poor; (3) help the farmers think of philanthropy, scholarship for students to overcome poverty in studying; (4) repair the houses for the poor in rural area.

Recommendation 4: Community relation (X4)

The PTE continues to improve the Community relation following: First of all, the PTE continues to improve the quality of Community relation. Secondly, the PTE continues to improve relationship between province managers in Viet Nam. Finally, the PTE continues to improve relationship between enterprise and farmers. Besides, the PTE continues to improve the actively participate in the programs at local charity; enhancing about participating in the Summer Campaign for the poor; enhancing about the actively help people in times of disaster, floods and enhancing about associate with businesses for farmers to increase income.

Recommendation 5: Product quality (X5)

The PTE continues to improve the Product quality following: First, the PTE continues to improve the product quality. Secondly, the PTE continues to improve the effectiveness of the Mataxyl 500 product helps trees develop more quickly; increase productivities; decrease cost of production more quickly and helps the farmers improve the income.

Recommendation 6: Identification of tools (X6)

The PTE continues to improve Identification of tools following: First of all, the PTE continues improve the quality of Identification of tools such as Website, and YouTube... Secondly, the PTE continues to improve the quality of training programs for farmers in

cultivating plant. Finally, the PTE continues to transfer the results of new science research for farmers and enhancing the cover quality of the Mataxyl 500 product and enhancing the quality on television (TV) advertisement of the Mataxyl 500 product.

Recommendation 7: Customers' care (X7)

The PTE continues to improve Customers' care following: First of all, the PTE continues improve the quality of Customers' care such as solve famers' problem more quickly. Secondly, the PTE continues to improve the quality of training programs in customers' care for PTE's staffs. Finally, the PTE continues improve the staff behavior when they solved the problem for the farmers; improve the soft skills of staffs when they solved the problem for the farmers. Moreover, improve the staff major knowledge when they solved the problem for the farmers.

Recommendations for the Academic (Future Research)

Brand is often defined as a "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." But we believe brand is more than that. More than a logo, a brand lives and evolves in the minds and hearts of potential clients. It's a fostered set of emotions and ideas consumers associate with the company. With the infinite number of choices offered to consumers these days, many companies are looking for unique ways to connect emotionally with customers.

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