



## BRAND NAME RESEARCH: THE CASE OF THE CASE OF MATAXYL 500 PRODUCT AT MAP PACIFIC PTE LTD SINGAPORE IN VIET NAM

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### ABSTRACT

*This research, entitled "THE ENHANCING BRAND NAME OF THE PLANT PROTECTION DRUG PRODUCT: THE CASE OF MATAXYL 500 AT MAP PACIFIC PTE LTD SINGAPORE IN VIET NAM" conducted during the period from May 2013 to May 2015. The 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 in developing 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. At the same time, 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 conduct a survey to find factors that affecting the brand name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore in Viet Nam.*
- 2. The second objective was to identify some factors that affected on 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

The brands are effective only when the product delivers a consistent level of quality from product to product. McDonald's delivers the same level of quality regardless of location or time of visit. A consumer may choose not to dine there for a particular meal, but that decision is not a rejection of branding. Rather, it is an informed decision not to consume that expected level of quality on a particular occasion.

Besides, the consumer confidence in brands varies with the type of product. Typically, confidence in branded goods such as automobiles, detergents, movies, and clothing runs extremely high. After all, standards can be defined and controlled strictly when the product is produced entirely in one central location and can be inspected before being presented to consumers. These brand names deliver the highest level of consumer confidence. The consumer may accept or reject the product; in either case, the decision is made with a clear expectation about the performance or level of quality of the goods.

The question is how to enhance brand name of the Mataxyl 500 product at Map Pacific PTE Ltd Singapore (PTE) in Viet Nam to improve its competitive position to resist threats from major competitors and the instability of the economy, and to ensure that the development of PTE has sustainable development. The above issue is closely related to the topic "*BRAND NAME RESEARCH: THE CASE OF THE CASE OF MATAXYL 500 PRODUCT AT MAP PACIFIC PTE LTD SINGAPORE IN VIET NAM*" as a paper applying in business administration and developing the brand name.

## Literature review

**What is a brand:** Before reviewing the concept of brand loyalty, the concept of a brand should shortly be defined. A brand can be defined as a distinguishing name and/or symbol, intended to identify a product or producer (Aaker, 1991). The American Marketing Association define the term a little deeper and state that a brand is "... a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality" (AMA's homepage, 2010).

Brand is the image of a product in a market. Two different aspects of a brand can be distinguished, the experiential aspect and the psychological aspect. The experiential aspect touches on all previous experiences that an individual has had with the brand before. The

psychological aspect refers to the perceived image of a brand, something subjective and symbolic (Broyles & Schumann, 2004). A company's brand and the image surrounding it can be the main source of its competitive advantage.

**Marketing-mix:** The term "Marketing-mix," was first coined by Neil Borden, the president of the American Marketing Association in 1953. It is still used today to make important decisions that lead to the execution of a marketing plan. The various approaches that are used have evolved over time, especially with the increased use of technology.

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are expanded to the seven P's or Seven P's to address the different nature of services.

### **Methods of research**

According to Tabachnick & Fidell (1996), the regression analysis, the sample size was determined by the formula:  $n >= 50 + 8 * m$  ( $n$  is the sample size,  $m$  is the number of observed variables). This topic has 36 variables in the model study, so the minimum sample size is 338 ( $= 50 + 8 \times 36$ ) farmers. Thus, to conform to the standards above sample size, this study would expect the sample from 338 farmers or more.

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 North. I had surveyed 100 farmers in the South. In Dong Nai province, there were 3000 farmers relating to PTE, I had surveyed 300 farmers. Besides, there were 1.000 farmers relating PTE in the North, I had surveyed 100 farmers. Moreover, there were 1.000 farmers relating PTE in the South, I had surveyed 100 farmers. Thus, total of sample is 500 farmers relating to PTE for this research. After data are collected, reliable scale tested with Cranach's alpha index, and EFA (Exploratory Factor Analysis), which draws from the official scale. I had based on analyzed results, the author offers research processing for the enhancing brand name of the Mataxyl 500 product of PTE following.

Finally, the data were collected and analyzed using the statistical indicators with data processing software SPSS 20.0 (the targets include: descriptive statistics, reliability analysis, factor analysis explore). The reason is to test measurement models, model and test research hypotheses. The 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  $< 0.50$ ).

## Research results

### Overview about the Map Pacific PTE Ltd Singapore in Viet Nam

Map Pacific Pte., Ltd. (Singapore)

Wednesday, 28 October 2009 09:13 E-mail Print PDF

Vietnamese Name: Cty Map Pacific (Singapore)

English Name: Map Pacific Pte., Ltd. (Singapore)

C.E.O: Chan CheK Chiew

Address: Room 1103, Floor 11, Harbour View Tower

City/Province: HCMC

Company type: F.O.C

Telephone: 8-38214704

Fax: 8-38214703

Main activity: Chemicals

### The development of Map Pacific PTE Ltd Singapore

- May, 1994** Opened Representative Office at Omini Hotel – 253 Nguyen Van Troi, Phu Nhuan Dist, HCMC.
- Dec 26, 1998** Map ( Singapore) - Dr.Schirm Pte Ltd (Germany) was granted the investment license producing pesticides No. 25/GP- KCN – ĐN by Dong Nai Industrial Zones Authority (DIZA).
- Jul 4, 2000** Map Dr. Schirm Vietnam Limited Company was officially put into operation.
- Nov 28, 2001** Map Dr. Schirm Vietnam Limited Company has been renamed Map Pacific Vietnam Limited Company. (100% owned by Singapore capital)
- Apr 12, 2005** Investor of Map was renamed Map VN Pte Ltd with the amended investment license No. 25/GPĐC6-KCN-ĐN granted by DIZA, including the operation scopes as follows:
- \* Producing, packing and repacking veterinary medicine, aquaculture medicine, pesticides, fungicide, herbicide, foliar fertilizer, growth promoter, and insecticide; supplying these products in market.
  - \* Purchasing and manufacturing agricultural products (except rice) for export.
- Sept 15, 2005** Granted the amended investment license No. 25/GPĐC7-KCN-ĐN by DIZA
- \* Producing Cyhalofop-Butyl, Permethrin, Thiamethoxam

- Aug 11, 2009** Granted the 2<sup>nd</sup> amended investment certificate No. 472043000560 by DIZA  
 \* Having the right to import and export.
- From Jun 8 2011 to Now** Head Office of Map Pacific Vietnam was relocated at HD Bank Tower, 25 Bis Nguyen Thi Minh Khai, Ben Nghe Ward, District 1, HCMC.

**Descriptive Statistics the brand name of the Mataxyl 500 product**

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

<b>The question for the brand name of the Mataxyl 500</b>	<b>Mean</b>
N1: The Website news is updated information when you access	3.16
N2: The products' news has always used local communication channels such as newspapers of Dong Nai to provide information	3.20
N3: The products' news has always used newspaper online communication channels to provide information	3.29
N4: The products' news has always used communication channels such as Thanhnien newspaper to provide information	3.35
N5: The products' news has always used communication channels such as Tuoitre newspaper to provide information	3.30
N6: The products' news has always used communication channels such as Vietnam television (VTV1,2,3; HTV) to provide information	3.26
P1: The quality of the internal publications of the plant protection drug products is maintained annually	3.40
P2: The quality and quantity of documents that are internal circulation of the plant protection drug products growing annually	3.46
P3: The quality and quantity of scientific papers that are circulated internally	3.56
P4: The quality and quantity of gifts branded increasingly concerned as history, festivities, commemorative medals ...	3.48
P5: The quality of information events that has topped when accessed by Google	3.47
S1: The Map Pacific PTE Ltd help the farmers transfer new technology to the farmers	2.98
S2: The Map Pacific PTE Ltd help the farmers build houses for the poor	3.00
S3: The Map Pacific PTE Ltd help the farmers think of philanthropy, scholarship for students to overcome poverty in studying	3.02

S4: You see The Map Pacific PTE Ltd you will think about repairing the houses for the poor in rural area.	3.01
R1: You see The Map Pacific PTE Ltd you will think about actively participate in the programs at local charity	3.48
R2: You see The Map Pacific PTE Ltd you will think about participating in the Summer Campaign for the poor	3.46
R3: You see The Map Pacific PTE Ltd you will think about the actively help people in times of disaster, floods	3.50
R4: You see The Map Pacific PTE Ltd you will think about associate with businesses for farmers to increase income	3.39
I1: You completely agree when you see the tree picture you will think of the Mataxyl 500 product	2.81
I2: You completely agree when you see the famer picture you will think of the Mataxyl 500 product	2.79
I3: You completely agree when you see the Map Pacific PTE Ltd. on TV you will think of the Mataxyl 500 product	2.85
CI: You completely satisfied about the staff behavior of The Map Pacific PTE Ltd when they solved the problem for the farmers.	3.05
C2: You completely satisfied about the staff skills of The Map Pacific PTE Ltd when they solved the problem for the farmers.	3.06

**Table 1: Continued**

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

(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.

**Table 2: KMO and Bartlett's Test the for the brand name of the Mataxyl 500 product**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
	Approx. Chi-Square	16998.238
Bartlett's Test of Sphericity	df	406
	Sig.	.000

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

The results of table 2 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: Total Variance Explained for the brand name of the Mataxyl 500 product**

<b>Total Variance Explained</b>							
Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.428	29.061	29.061	8.428	29.061	29.061	6.342
2	4.946	17.056	46.117	4.946	17.056	46.117	6.207

3	3.476	11.985	58.101	3.476	11.985	58.101	4.505
4	2.297	7.921	66.022	2.297	7.921	66.022	6.420
5	2.105	7.259	73.282	2.105	7.259	73.282	3.440
6	1.662	5.730	79.012	1.662	5.730	79.012	3.838
7	1.389	4.791	83.803	1.389	4.791	83.803	2.748
8	.824	2.843	86.646				
9	.526	1.813	88.460				
10	.452	1.557	90.017				
11	.414	1.429	91.445				
12	.356	1.229	92.674				
13	.322	1.112	93.786				
14	.302	1.040	94.827				
15	.250	.860	95.687				
16	.179	.619	96.306				
17	.150	.519	96.825				
18	.139	.480	97.304				
19	.126	.436	97.740				
20	.124	.426	98.166				
21	.104	.357	98.523				
22	.090	.309	98.832				
23	.071	.246	99.078				
24	.070	.242	99.320				
25	.064	.221	99.541				
26	.061	.209	99.751				
27	.053	.182	99.932				
28	.018	.061	99.993				
29	.002	.007	100.000				

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

Table 3 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 %).



**Table 4: Structure Matrix for factors of the brand name of the Mataxyl 500 product**

Code	Component						
	1	2	3	4	5	6	7
P2	.981						
P1	.964						
P4	.948						
P5	.946						
P3	.718						
N1		.953					
N2		.934					
N6		.845					
N5		.834					
N3		.672					
N4		.612					
S2			.992				
S4			.973				
S3			.959				
S1			.935				
R1				.991			
R2				.967			
R3				.887			
R4				.863			
PQ3					.904		
PQ4					.902		
PQ1					.876		
PQ2					.836		
I1						.977	
I3						.972	
I2						.933	
C3							.957
C1							.947
C2							.850

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

Table 4 showed that the structure matrix for KMO and Bartlett's Test for the brand name of the Mataxyl 500 product had 7 Components.

## Conclusion

After processing structure Matrix for the brand name of the Mataxyl 500 product, we had 7 Components following.

Component 1 is Publications of events (P1,P2,P3,P4,P5);

Component 2 is News (N1,N2,N3,N4,N5,N6);

Component 3 is Social investment (S1,S2,S3,S4);

Component 4 is Community relation (R1,R2,R3,R4);

Component 5 is Product quality (PQ1,PQ2,PQ3,PQ4);

Component 6 is Identity tools (I1,I2,I3) and

Component 7 is Customer's care (C1,C2,C3).

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