Factors Affecting Brand Identification:
The Case of Green Skin Pomelo Product

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Abstract:- This study was conducted to assess factors affecting brand identification of green skin pomelo product. By quantitative research method, using Structural Equation Model (SEM), the study surveyed 200 customers who used green skin pomelo product. Research results show that there are 3 factors affecting brand identification of green skin pomelo: (1) Satisfaction (β = 0.24); (2) Prestige (β = 0.30; (3) Corporate communication (β = 0.10). The level of explanation of the factors on brand identification is 35.9%. Finally, the study proposed some limitations and future research directions.

Keywords:- Brand Identity, Brand Identification, Green Skin Pomelo Product.

I. INTRODUCTION

In order to build a successful brand, it is very important to create signs that identify and enhance consumers' brand identification. Brand identification significantly affects consumer buying decisions, most consumers prefer to buy brands they recognize (Ovidiu & Moisescu, 2009). The results of the study will contribute to building a brand of green skin pomelo, improving the value of agricultural products and confirming the position of our country's key agricultural products in the market. With the above-mentioned basis, that the research was conducted to test the factors affecting brand identification is essential.

The research was conducted to achieve the following objectives:

- Identify the factors affecting brand identification of green skin pomelo product;
- Measure the degree of influence of factors on brand identification;
- Enhance brand identification for green pomelo product in customers' minds.

The structure of the study after the introduction includes: literature review, research methodology, research findings, conclusions and administrative implications.

II. LITERATURE REVIEW

A. Brand Identity

Brand identity is a collection of brand associations that the company wants to build and preserve in customers' thoughts and perceptions. These perception and association show what the brand represents for and implies a promise of the company to the customers.

Brand identity is a target of final perception that the company wants consumers to think about the brand. Brand image is a realistic perception of the brand in the minds of consumers. Brand identity system is a tool to transform brand identity into images.

B. Social Identity Theory

Social identity theory has been used in some organizational studies (e.g. Kane et al., 2005) and previous studies on marketing activities in the non-profit sector (Algesheimer et al., 2005).

Brand identity theory is useful for understanding consumer behavior. Organizational identity is the subject of many studies, mainly applied to employees' beliefs and attitudes (Whetten & Godfrey, 1998).

C. Research Hypotheses

The study of Smidts et al. (2001), it was concluded that prestige is associated with identification, whereby employees seem to identify more with organizations that are favored by outsiders. According to Bhattacharya et al. (1995), because reputable organizations are considered successful, the prestige of an organization often serves as an indicator of organizational success. If the brand image is considered by consumers to be reputable, successful and popular, it will also enhance their pride in identifying a reputable brand (Ahearne et al., 2005). Therefore, hypothesis H1 is proposed:

- *H1: Prestige has a positive impact on brand identification;*

Researchers in social identity theory propose that satisfaction leads to organizational identification (Arnett et al., 2003). Customers who are satisfied with the supplier's products or services will be more likely to positively identify the brand. Therefore, the hypothesis H2 is proposed:

- *H2: Satisfaction has a positive impact on brand identification;*

Kleine et al. (1993) stated that communication is positively related to brand identification. Media connection is likely to be the communication message sent from the supplier to the customer. Bhattacharya and Sen (2003) have further argued that due to communication, customers are more likely to identify brands. The hypothesis H3 is proposed:

- *H3: Corporate communication has a positive impact on brand identification.*

III. RESEARCH METHODOLOGY

Research data is directly surveyed through a detailed questionnaire with Likert scale of 5 levels (from 1: Strongly disagree to 5: Strongly agree). This study uses direct interview techniques with detailed questionnaires sent to customers using green skin pomelo product. Samples are selected by convenience method according to the 5:1 principle (Nguyen Dinh Tho, 2014).

Sign	Observed variables	Sources
Uytin1	People I know think highly of green skin pomelo product	Mael and Ashforth (1992)
Uytin2	It is considered prestigious to consume green skin pomelo product	
Uytin3	Green skin pomelo product has a very good reputation	
Shl1	I am satisfied with green skin pomelo product	Oliver (1980)
Shl2	Consuming this green skin pomelo product has been a good experience	
Shl3	I am sure it was the right thing to buy this green skin pomelo product	
Truyethong1	Suppliers keeps me updated about new developments in types and labels of green skin pomelo product	Kuenzel and Halliday (2008)
Truyenthong2	I receive regular information from suppliers	
Truyenthong3	I was informed about planting and packaging process of green skin pomelo product	
Nbth1	When someone praises green skin pomelo product it feels like a personal compliment	Mael and Ashforth (1992)
Nbth2	I am very interested in what others think about green skin pomelo	
Nbth3	I feel good when I see a positive report in the media about green skin pomelo	

Table 1:- Scale of Research Concepts

IV. RESEARCH FINDINGS

Components	No. of observation	General reliability	Total variance extracted	Evaluate
Prestige	3	0.82	0.68	Qualified
Corporate communication	3	0.88	0.62	
Satisfaction	3	0.84	0.67	
Brand identification	3	0.85	0.65	

Table 2:- Scale Reliability Test Results

All scales meet the requirements of general variance extract ($\rho vc \geq 50\%$), general reliability ($\rho c \geq 0.5$) and Cronbach's Alpha coefficient ($\alpha \geq 0.6$) (Table 2). Therefore, scales that measure factors affecting brand identification are completely reliable.

The CFA results for the critical model show that the model has 80 degrees of freedom, Chi-square is 98.388 (p = 0.080); TLI = 0.941; TLI = 0.981; CFI = 0.986 (TLI, GFI, CFI> 0.9); Chi-square / df = 1,230; RMSEA = 0.034 (CMIN / df <2, RMSEA <0.08), the indicators are satisfactory.

Thus, the model is consistent with market data (Nguyen Dinh Tho, 2011).

The results of SEM analysis showed that the model has 83 degrees of freedom with the statistical value of Chi-square is 109,760; p = 0.000. Research model is consistent with market data. Other conformity assessment criteria are satisfactory (TLI = 0.974, CFI = 0.979, RMSEA = 0.04 <0.08). Thus, the research model is relatively appropriate with data collected from the market.

Relationships			Unstandardized estimates	S.E.	Standardized estimates	C.R.	P
NBTH	<---	SHL	0.22	0.08	0.24	2.781	0.003
NBTH	<---	UYTIN	0.39	0.09	0.30	4.280	0.001
NBTH	<---	TT	0.11	0.09	0.10	2.128	0.030

Table 3:- Model Test Results

Standardized results of the SEM show that there are 03 positive impact factors on brand identification. Prestige is the strongest impact factor ($\beta = 0.30$). Satisfaction affects brand identification in second place ($\beta = 0.24$). Corporate communication is at the third place ($\beta = 0.10$).

V. CONCLUSIONS AND MANAGEMENT IMPLICATIONS

The research model has been tested with a sample of 200 consumers using green skin pomelo product. With the results obtained, this study has made positive contributions in practice, as follows:

➤ Research results show that the scales used in the study is reliable and can be used for other studies.
➤ Research findings have shown that there are 3 factors affecting brand identification such as: prestige (standardized β is 0.30), satisfaction (standardized β is 0.24) and corporate communication (standardized β is 0.10). Thus hypotheses H1, H2, H3 are accepted at 95% reliability level.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Firstly, this study only explains 35.9% of the variation of three independent variables. Thus, there are many other factors affecting brand identification. Therefore, next studies needs better qualitative research approach in order to identify more impact factors.

Secondly, this study was conducted in Ba Ria - Vung Tau province so the findings will be more general if further studies are conducted in other provinces such as Ben Tre and Vinh Long, where there are similar products in the markets.

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