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Advertising in Vietnam

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Thesis abstract

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The thesis presents about advertising industry and consumer perception in Vietnam. The writer wanted to explore general overview about advertising industry in general and in Vietnam in particular.

In the theoretic part, core concepts related to advertising were introduced, definition of advertising and its development process, popular media to display advertisements. A brief introduction about advertising industry in Vietnam was revealed. In addition, consumer buying intentions and the influence of advertising on them were presented.

In the empirical part, a quantitative survey for Vietnamese consumers between ages of 15 and 65 was conducted in order to analyse consumer perception for advertisements and its impact on Vietnamese consumers.

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Terms and Abbreviations

%: percentage

$: dollar

Et el: and others

OOH: Out-of-home

Tables, Figures and Pictures

1 BACKGROUND OF THE STUDY

1.1 Necessity of the thesis

Nowadays, in the fast changing economic world where there are a proliferation of businesses, being noticed and mesmerized by consumers is all that a brand needs. In order to sell products and services constantly, a brand does not have to only focus on increase the quality of offered products and services, but also communicate with consumers to remind them continuously about the products and services. Every year, corporations spend enormous budget on advertising to promote their products in order to persuade consumers buying intentions.

More importantly, advertisers are required to regularly update current advertising strategy to compete with rivalries in the market. Hence they definitely need an abundance of knowledge about advertising industry and consumer insight to have a deep understanding of how consumers perceive their advertisement and the effects of advertising on consumers purchase decision process. Therefore, the topic is current and important to brands operating in the consumer market that they need advertising to communicate with consumers in order to raise brand awareness in the market.

1.2 Thesis objectives

Every year, corporations spend great amount of budget on advertising but not all of them generate adequate results for neither branding nor sales. One of the reasons is inaccurate methods to display advertisements that fails to appeal and persuade consumers. Another factor to be considered is unsatisfactory advertisement that fails to impress audiences. Therefore, the research objectives are to demonstrate proper methods to have satisfactory and efficient advertisement in order to generate better advertising effectiveness that is capable of affecting consumer attitude towards advertised products and services. For that reason, there are two research questions:

Question 1: What elements (including characteristics and display platforms) should be considered for advertisement?

Question 2: What is the impact of advertising on consumer buying intentions?

1.3   Research design

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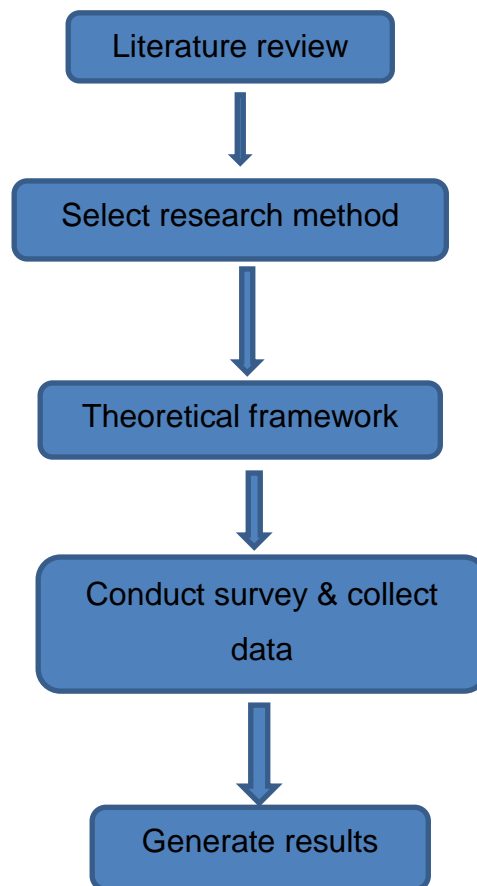
Figure 1: Order of research approach

To begin with, an initial research about the thesis would be made including the research problem and objectives of the thesis and other relevant and necessary parts. The research for needed information would be conducted online through university e-library, academic articles and journals on online resources, books in the library and knowledge the researcher has acquired during her time at university and during practical training period. The researcher first had literature review and empirical review about the research topic to have a general understanding to generate further steps.

After figured out the direction of the thesis, the researcher then has to acquire concept and methodology of research approaches in order to choose the most suitable approach for her study. The quantitative approach was chosen to be utilized in the research and online questionnaire is the data collection method for data collection. Further academic research would be made to generate deeper understanding in order to maximize the efficiency and quality of questionnaire.

Theoretical framework shall be conducted after defining the foundation of the thesis. In this step, the researcher first had a structure of her research then gathered all fundamental and academic knowledge from available resources and combined in a logical order.

After that, the researcher created a survey based on research questions, shared to the public and collected data. The empirical results were generated thanks to the help of analysis software. Based on theoretical framework, the researcher's knowledge and experience, she analyzed the results properly.

1.4 Thesis structure

The thesis was organized in a logical structure in order to point up and carry off the research problem. It was structured purposefully to create a smooth and sensible flow for audience to follow up and understand precisely the topic, from introduction of the study to theoretical framework, then set forth the practical research problem as well as suggested recommendations.

The first part presented the general overview of the thesis as well as the research topic. First of all, an introduction about the importance and up to date validation of the topic were given. Furthermore, practical problem and objectives of the research were revealed, followed by the methodology applied through the research. Last but not least, a description about the thesis structure in order to help readers easily follow and comprehend the thesis.

As displayed in Figure 2, the thesis was divided into 2 main parts: theory and empirical. In the theory part, definition and the evolution of advertising, advertisers, advertising agencies were defined. Other important relevant theories were intro-

duced including mediums to display advertisement, client – agency relation, consumer buying intentions and the impact of advertising on the intentions. Lastly, a brief overview about advertising industry in Vietnam was presented to provide readers the situation for the upcoming empirical part.

To support the theories and uncover the research problem, in the second part, a empirical study was conducted by using quantitative research method. Online survey was chosen to be data collection technique for quantitative research method.

With the combination of theories and research, the research problem was figured out, analyzed and evaluated by the researcher. At the last chapter, research findings and recommendations were presented to sum up all the main points of the thesis.
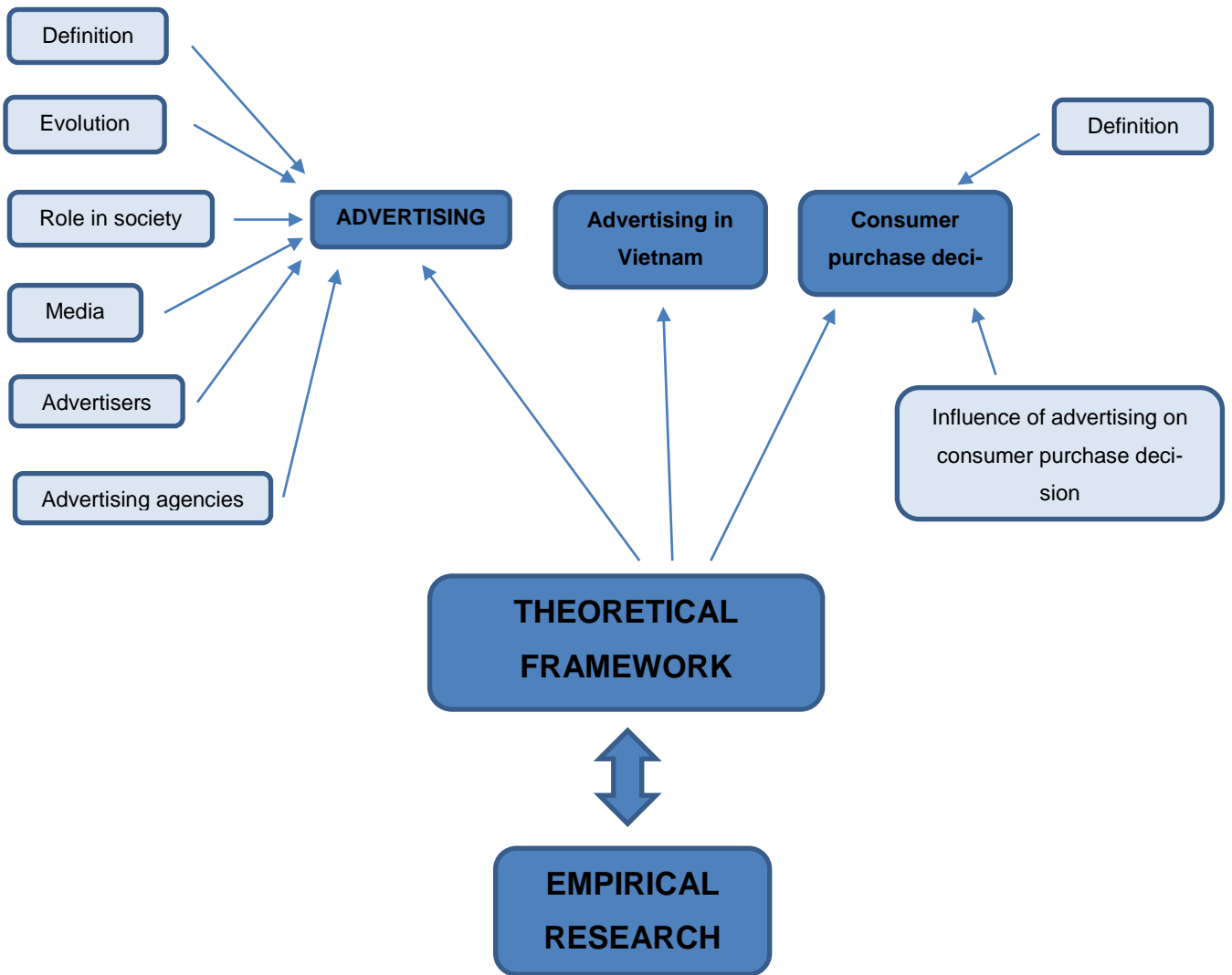
Figure 2: Mind map about the structure of the study

2 THEORETICAL FRAMEWORK

2.1 Advertising

2.1.1 Definition of advertising

The term "advertising" originally started from the Latin word "advertere" which means "to turn the mind towards".

The Code of Ethics adopted and enforced by the AANA states that:

> *"Advertising or Marketing Communications means any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer, and over which the advertiser or marketer has a reasonable degree of control, and that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, person, organization or line of conduct."*

(Crawford, et al., 2015) state that advertising consists of positioning a product, service, idea or organization so that it builds a brand relationship between a brand and its consumer and increase brand awareness among consumers. In other words, advertising is strategic communication driven by purposes which can be measured to conclude how far a brand was realized by consumers.

Figure 3: Promotional mix factors

Advertising is one of four sectors in promotional mix to communicate with target customer in order to produce profits for business and is the most visible and pervasive sector compared to others (Boddewyn, 1989) (Drake, 1988).

In addition, advertising is a part of services industry that support other sectors of the economy. The main purpose of advertising industry is to create and sustain markets (Perry, 1990), and one of the objectives of advertising is to reach the largest consumers as possible while cost is efficiently controlled (Crawford, et al., 2015).

Advertiser
(Resources)

Response
Research

Message
(Creativity)

Audience
(Distractions)

Exposure
(How Much)

Media
(Research)
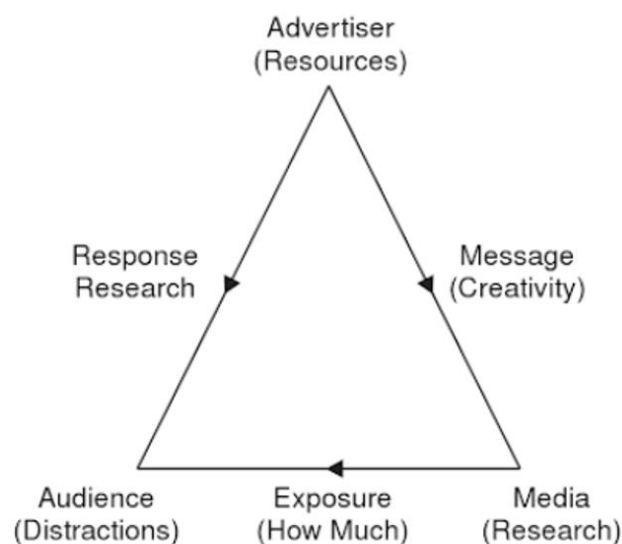
Fig. 1.1

Figure 4: Triangle of communications

Triangle of communications: The triangle shows that first advertiser create message for a marketing communications campaign based on resources which are market research about consumer insight, behavior, intention, etc. This step is definitely required creativity, usually with the help from advertising agency where copywriter from creative department is capable of creating impressive yet smooth message. After that, the message reaches consumer by means of media. However, in the exposure process, many factors distracting consumer that they would

respond and give feedback to the advertiser, which leads to response researches by the advertiser and advertising agency (Khan, 2007)

2.1.2 Evolution of advertising

PERIOD	MEDIA SHIFTS	REGULATORY CHANGES	AGENCY EVOLUTION	INFLUENTIAL PEOPLE (LOCATION)	ADVERTISING PRINCIPLES	CREATIVE WORK
1900s – 1910s	Newspaper and billboards	1901 Federation of Australia	Full service agencies	Albert Lasker (US); Hugh Paton (Australia)	Reason why copy; Salespersonship in print	1908 Beginning of endorsements
1920s – 1930s	1923 radio and cinema broadcast	1931 False Advertising Act	Advertising agencies open international offices; PR agencies form	Young & Rubicam (US); George Patterson (Australia); Sim Rubensohn (Australia)		1930s "I like Aeroplane jelly"; 1938 'Chesty Bond'
1940s – 1950s	1956 TV broadcast	1942 Broadcasting Act		1952 Rosser Reeves (US); Bryce Courtenay and Bill Graham (Australia)	1952 Unique selling proposition (USP)	1954 'Happy little Vegemites' Vegemite; 1957 'Louie the fly', Mortein
1960s				Leo Burnett (US)	1960 Art of persuasion	
1970s		1974 Trade Practices Act; 1974 Advertising Standards Council (now ASB) formed	1972 Media agencies	1979 Campaign Palace; 1979 Alan Morris & Allan Johnston form Mojo	1972 Positioning; Australianisation	1972 'It's time', ALP Labor, 1979 'You oughta be congratulated', Meadow Lea

Figure 5: The growing range of advertising options (Crawford, et al., 2015)

Advertising has developed remarkably since the 19th century. The first stage was print, starting from posters on public transportation in London to catalogues in France. In this stage, advertisements appeared mainly in newspapers and on billboards, and only words were used, but later they have drawings and photographs and commenced to look alike commercial advertising (Crawford, et al., 2015)

The second stage was the appearance of broadcast in cinema and on radio. After the First World War and The Great Depression, with the fast development of technology and mass media, advertising grew in importance and size. Specifically, advertising became an important and effective communications system that promoted selling products to target consumers (Crawford, et al., 2015). The United States has been dominated nation in advertising industry until the 1980s and accounted for largest amount of advertising expenditure. In 1953, advertising industry in USA

accounted for 75% of world expenditure. By 1973 it was 60% and 50% in 1989 relatively AU$177 billion (Mattelart, 1991).

The third stage saw the inventions of electronic appliances such as refrigerator, washing machine, electric razor, record player and car. Advertising became specialized and developed in various corporations. Therefore, to compete with rivalries in the market, advertising agencies, who were experts in advertising field, appeared to help marketers build brands and improve the effectiveness of an advertising campaign (Crawford, et al., 2015).

The fourth stage happened from 1960s to 1980s. Due to the globalization of the economy in some other countries and international capitalism in Third World countries, advertising expenditure has increased and varied in the market share. Since then, advertisers have found out that only few products suits globalized advertising and most advertising has to be adapted to local culture. A few cultural researches have been conducted to discover factors affecting consumer purchasing behavior in order to help advertisers create more effective advertisements for local market (Mooji, 2000).

Nowadays, advertising is everywhere, from tradition platforms such as television, radio, newspaper, magazines, etc. to new era's platforms such as mobile and Internet. Electronic platforms are replacing traditional ones day by day. Digital advertising has been growing drastically recently thanks to outstanding development of technology innovation, and in the future there will be more trends and changes in the advertising industry.

2.1.3   The role of advertising in society

People might sometimes consider advertising as annoying but advertising definitely brings out numerous benefits for society. Needless to say, advertising is a perfect tool to let consumer know the existence of a brand and its product. Thus, it creates fierce market competition where prices are down and qualities are up and helps consumer select one among a bunch of products and services offered in the economy.

In addition, advertising provides a vast amount of free but outstanding video, picture and text to the public. Thanks to advertising industry, humans are able to experience unique and impressive pieces of art, all of which are made by professional experts in creativity sectors. Along with that, advertising heavily supports many industries including television industry, search engine companies, social media websites, media outlets. For instance, advertising makes up to 80% of revenue for newspaper industry in America and it is, thus, the most critical factor of the existence of the newspaper industry (Newspaper Association of America, 2014)

Another benefit of advertising to society is it creates employment for a large number of people working in designing graphic elements and creating messages, which related to art that has a small amount of jobs available. Furthermore, advertising improves the living standard of consumer, educating people new technology and usages of advertised products to improve the quality of life. Franklin D. Roosevelt, the late president of The United States said "Advertising brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education and the progress of civilization depends on education."

2.1.4 Media

Corporations require to advertise in varied media to reach different types of consumers. However, different means of media offers different efficiency to the receivers in their processing of the information offered by the advertisements. Hence, intention of purchasing advertised products is different (Nysveen & Breivik, 2005). Particularly, consumers make purchases after perceiving an advertisement on television (60%), in print (45%), online (43%) and on social media (42%) (Herhold, 2017). Additionally, some mediums are utilized to attract consumers' attention whereas others are effective for persuasion (Fill, 1995).
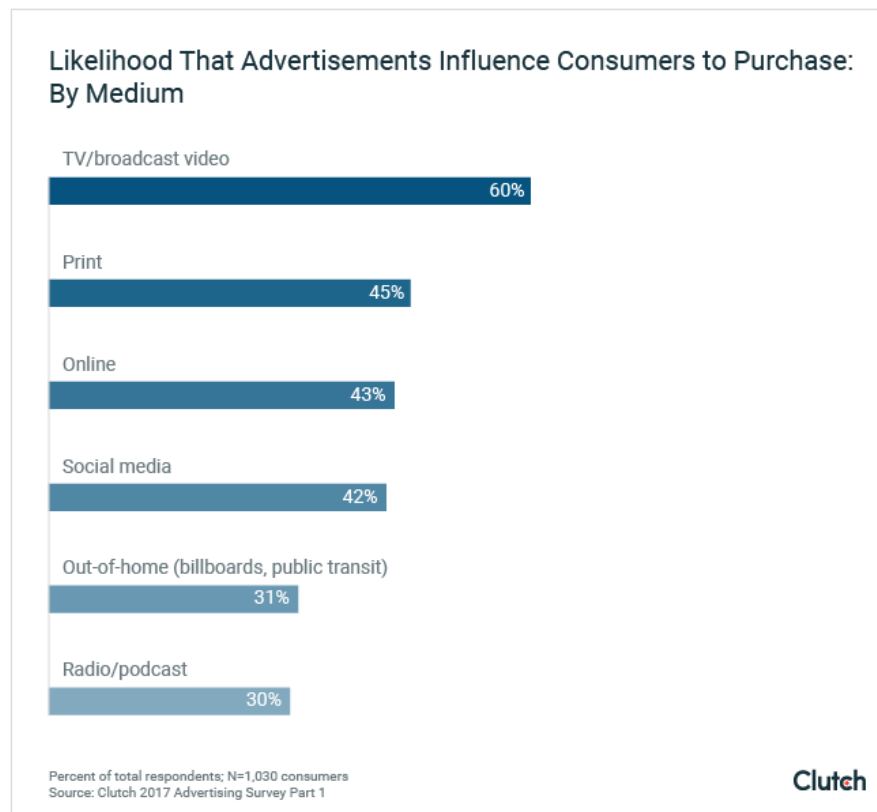
Figure 6: Likelihood that advertisements influence consumers to purchase by medium (Herhold, 2017)

Figure 6 presents a general overview about different mediums offer different impacts on consumers.

Broadcasters

Generally speaking, broadcast advertising consist of television and radio. With television and radio, ads break into the airing content and supplant it; therefore, more audiences are forced to watch the ads, which leads to higher cost per se than others. (Anderson & Gabszewicz, 2005)

On the one hand, "Consumers feel that a company with a TV advertisement takes its marketing serious enough to spend money on this fairly expensive vehicle", (Albertson, 2016) said. "TV powerfully combines visual and video elements to the message of an advertisement. When you can bring something to life visually, you've got a much greater chance of making a connection." As a result, television advertising is capable of using sight, sound, movement and color to fire consumers with enthusiasm for advertised products. However, buying an advertising slot on television is expensive.
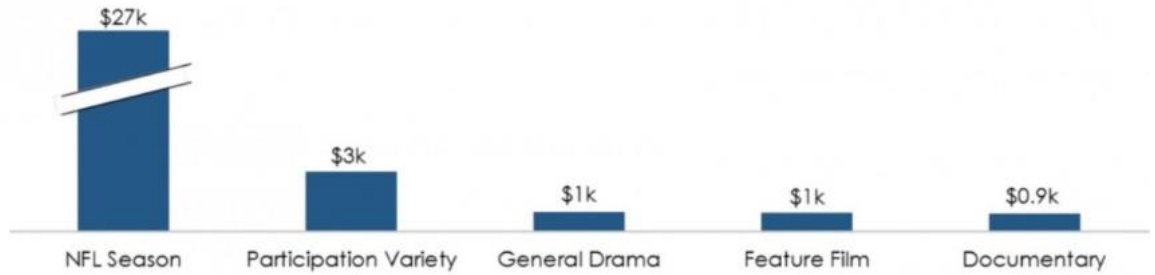
Figure 7: Average cost of a 30s ad spot by type of programming in America in 2016 (Rossi, 2017)

Figure 7 reveals the average cost of a 30s ad spot by type programming in America in 2016. Despite the heavy expenses, many large corporation still have their advertisements aired on television, asserting that television advertising is indisputably effective. Moreover, a recent research shows that advertisements on television have significant impact on women consumer buying intentions in FMCG industry, which is one of the top ad spender sectors in the economy.

On the other hand, radio does not result well in increased sales because audiences are not able to concentrate on the most interesting or appealing part in an advertisement to perceive the information of the advertised product or to select the length and the order of the presentation. (Petty & Priester, 1994). Therefore, a radio ad must be aired several times to be sink in the mind of audiences. Hence, target audience and frequency are the most vital factors. Figure 8 reveals reasons why radio audiences listen to an advertisement or not, proving that tactics for radio advertising is complicated.

WHAT MAKES PEOPLE LISTEN?	WHY NOT?
Curious	Predictable
Relevant	Irrelevant
Interesting	Self-regarding
Recognised voice	No reward
Challenging	Corporate
New	
Involving	

Figure 8: What makes people listen to radio advertising, or not? (Crawford, et al., 2015)

Nowadays, broadcast advertising is taken care of by advertising agency who understands clearly the demand and perception of consumer to produce suitable commercials. To utilize budget properly, many corporations hire marketing consultants to set estimation of expense and revenue from broadcast advertising. Broadcast advertising has been an extremely important part of marketing communications in recent times.

Publishers

Figure 9: Types of publisers for advertising

Publisher advertising (print advertising) is able to spread brand awareness to a wide range of consumers. Advertisements are displayed throughout the paper whereas classified listings are under subject headings in certain sections. Print advertising could promote business to target market quickly and easily as each publisher has its segmentation. Potential consumers are readers of the magazine or newspaper would keep for longer to re-read which helps advertisement numerous chances to attract and remind consumers. However, in newspapers and mag-

azines, readers can easily skip or ignore ads so the reach is small (Anderson & Gabszewicz, 2005) and they do not usually in a small area so the cost might be huge for small business. For print advertisements, it is possible for customers to control the length of the presentation (customers can read the ads as fast as they want to), how many times they want to read or study the advertisement, and in what order they prefer to acquire the information presented in the advertisement. Print advertisements therefore are more active for consumers than broadcasters are (Krugman, 1965) and provide receivers with a reasonable opportunity to elaborate attribute-specific information about the advertised product and service.
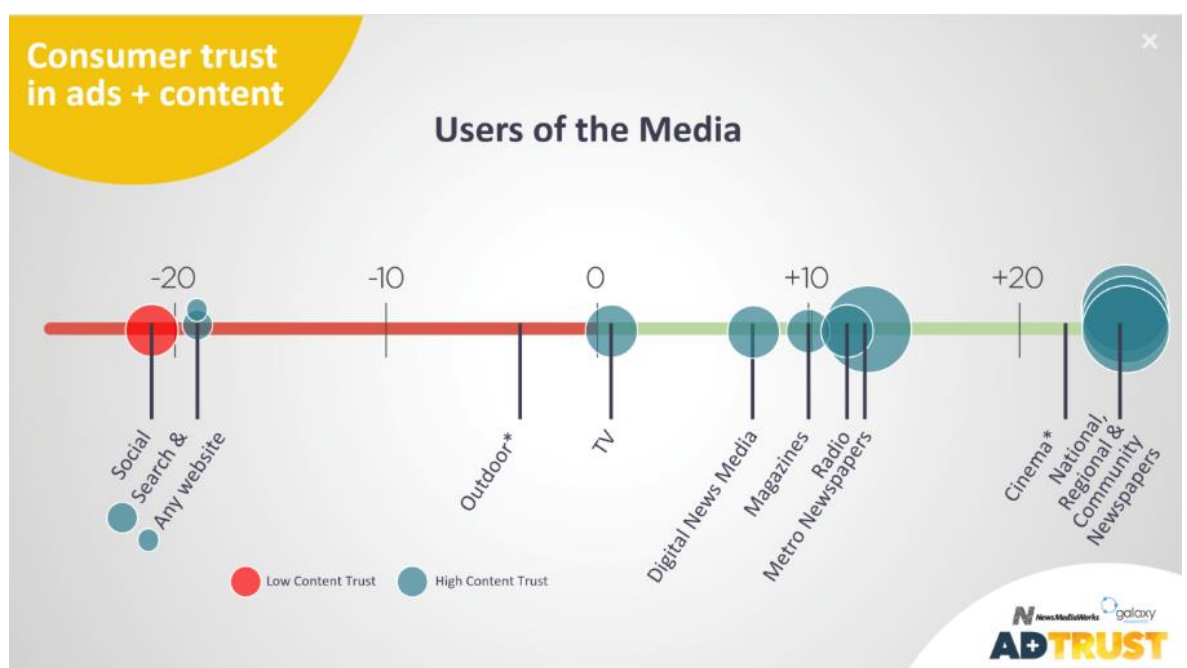

Figure 10: Consumer trust for advertising on different media (Anon., 2017)

Another factor to advertise in newspapers and magazines are they are trusted media by consumer, especially users under the age 35, and newspapers help brands stay on top of consumers' mind effectively, only under television. Figure 10 reveals in details consumer trust for advertising on different media (Anon., 2017).

Out-of-home

Out-of-home are billboards by the road or hoardings at the sport stadiums and public transit advertisements on buses and taxis.

Out-of-home Advertising

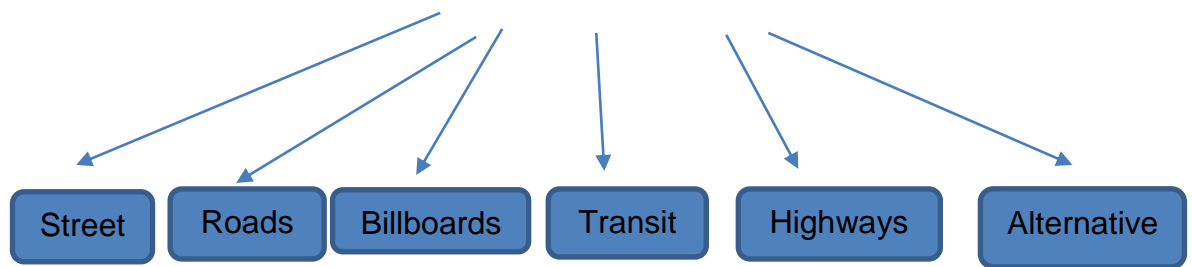| Street | Roads | Billboards | Transit | Highways | Alternative |

Figure 11: 6 formats of OOH Advertising

As shown in figure 11, OOH Advertising has six formats including street, roads, billboards, transit, highways and alternative but only billboards will be discussed in this research.

Firstly, the term "billboard" originates from the term "billing board" and is a part of the OOH marketing mix, which designed to capture the attention of people driving on the road.

Large billboards could attract consumer attention quickly and easily. If one consumer sees a billboard every day on the way to work, he will think about the brand first when he wants to buy a product. But even large billboards contains short content of information that can be difficult to read or easily out of sight because consumers are busy having conversation or driving. In adittion, billboards advertising is an ideal tool to generate brand recognition. If a brand intends to provide information about advertised product or service, billboards should be avoided as it contains short text.

While out-of-home advertising is extremely expensive for metropolitan locations and provides higher reach than other mediums, it is the least influential medium for advertising (Herhold, 2017).

Online

Online advertising also known as Internet advertising or web advertising that uses Internet to deliver advertisements to consumers. Online advertising first appeared in 1994 but became popular in 2006 due to the drastic momentum of social media. Marketers then wanted to reach young internet users who spend most of their time on social networks by banner ads, sponsored content and native advertising (Cook, 2016).

"One of the most important differences is that the online advertising is highly interactive. That is, people can control what information they see, for how long, how many times and in what order" said by (Roehm & Haugtvedt, 1999). The cost is low but could reach a global audience. Nowadays, consumers usually research businesses online before decide whom to buy from. Furthermore, brands have numerous ways to advertise online. For example, promoting for products and services on social media sites, blogs, search engines, websites with target consumer visits or having a well-designed website can entice consumers to purchase.

Compared to broadcasters and publishers, online advertisement is the most active and interactive to appeal consumers' attention (Sterne, 1999). Today technology makes advertisements could be targeted more accurately by analyzing information users providing on the internet such as emails, websites and social networks. In details, Google or social networks like Facebook and Twitter now launch businesses to track and analyze what their users search on the site to deliver more proper advertisements.
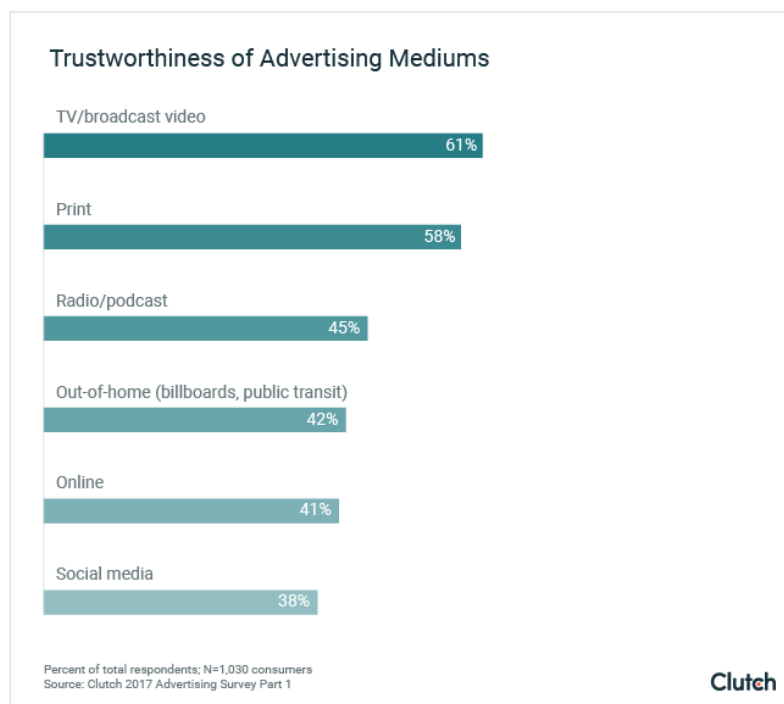

Trustworthiness of Advertising Mediums

TV/broadcast video — 61%
Print — 58%
Radio/podcast — 45%
Out-of-home (billboards, public transit) — 42%
Online — 41%
Social media — 38%

Percent of total respondents; N=1,030 consumers
Source: Clutch 2017 Advertising Survey Part 1

Clutch

Figure 12: Trustworthiness of Advertising Mediums (Herhold, 2017).

However, online advertisement is one of the least trustworthy mediums to consumers as they state those advertisements are easy to create and unregulated (Herhold, 2017).

Mobile

Mobile advertising is a form of advertising via mobile phones and is the fastest growing medium. In 2013, mobile advertising made up $16.7 billion of global advertising spending. The top-rated format of mobile advertising is mobile display advertising, which uses banners on mobile web pages and in mobile applications.

Mobile advertising is promising to be the best medium for advertising to target users compared to other mediums. This is not a surprise because to date every human being has their own mobile phone. A recent research conducted in May 2013 in the United States found out that 91% of the adult population uses mobile phone and 61% of them uses smartphone. Smartphone penetration in age group 18 – 34 is even greater (80%) and in higher income households (90%) (Smith, 2013). They also spend substantial amount of time using mobile phone. Specifically, in 2013, the average U.S. adults spent approximately 20% of their time on mobile devices, leading to a drastic change in mobile advertising.

However, mobile advertising effectiveness is considered to be negative to marketers. The CMO Council's (2012) survey of global marketers found out that 43% of survey participants felt unsatisfied with mobile advertising effectiveness whereas only 14% of them reported to be satisfied with the efforts. Nevertheless, 69% of respondents said they would increase the use of mobile advertising in the future and look for better understanding of factors affecting the results in order to generate higher performance.

However, in the digital era, digital advertising is growing fast than ever and accounting for large market share in the market as shown in figure 13.
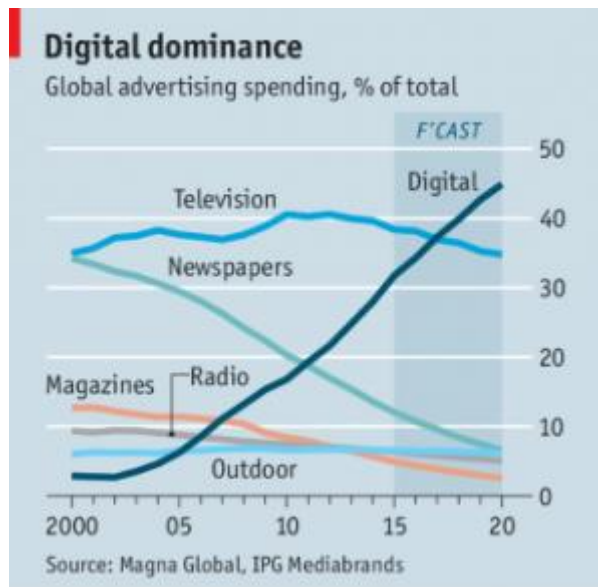

Figure 13: Global advertising spending, % of total (Anon., 2016)

2.1.5   Advertisers

Advertisers are marketers or companies that advertise product or service. Many people think that companies have to advertise themselves to get attention from consumers. This is not right in all situation. More specifically, many large businesses do not use advertising, such as heavy industrial businesses like shipbuilders and steel manufacturers or even Google, which have the name in the public by "word of mouth" rather than using advertising. Figure 14 below shows top sectors using advertising as a tool to increase brand awareness in Britain. As different countries have different situations, the list in other countries could be the same as industry sectors are almost the same or have small changes due to the development rate of the country.

Since these sectors have large target customers, advertising is the most cost-effective tool to communicate and promote for their products and services.

Sector	Advertising expenditure (£millions)
Retailers	£2,257
Finance companies	£1,427
Entertainment, media, and leisure	£1,290
Fast-moving consumer goods	£1,086
Technological goods	£ 874
Automotive	£ 794
Toiletries/Cosmetics	£ 679
Travel and tourism	£ 663
Pharmaceutical	£ 404
Government and utilities	£ 357
Education and charities	£ 328
Electrical and household	£ 140

Figure 14: Top Advertising Sectors in Britain (Fletcher, 2010)

The primary mission of advertiser is to reach potential consumers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep consumers interest in their products and services. They need to understand what makes prospective customers behave the way they would like to influence their buying intention in order to increase sales volume.

2.1.6   Advertising agencies

Few corporations have their in-house marketing team to create and launch their own adverts in particular and marketing communications campaigns in general. However, most companies have the support from advertising agency. Advertising agency (also known as creative agency) is a business dedicated to providing market research about consumer insight, tension, etc. creating copy for brand's motto

or an advertising campaign, designing layout, scheduling and producing TVC, planning media. Generally speaking, advertising agency is major at creativity and production for an advertising or marketing communications campaign of a brand. Advertising agency with specialized and professional expertise in the field offers high quality service for a campaign that cannot be found in a way that corresponds with in-house team (Mackay, 2005).

Figure 15 below lists out top 12 advertising agencies in 2015 all over the world. In general, they originates from America, Britain, France and Japan.

Figure 15: Top 12 Advertising Agencies in 2015 (Anon., 2015)

The first advertising agency was established in 1786 and have been prospered since then. However, in 2018, numerous advertisers decided to cut off agency fee or stop using agency, bringing more media agency work in-house, which means

they would hire more professional experts to work in-house to generate more efficiently and decrease agency expenses. The first well-known company is P&G, who has been the world's biggest ad spender recently (Neff, 2018).

The future of advertising agency in 2018 is uncertain and questioned. To be remained, advertising agencies needs to change their models, that their commercial models cannot be tied to media spend only but be adaptive to rise to small and large scale consultants alike to satisfy clients' demand.

2.1.7   Client – Agency relationship

The client – agency relationship happens when a client appoints an advertising agency to support in producing his advertisement and lasts until the advertising agency provides satisfactory advertisement to him. Sometimes, the situation could be changed to print ad or a marketing communications campaign. The relationship starts with "pitching", that a client calls few advertising agencies and provide them a test about their suggestions for next campaign based on client's demand. After that, agencies propose their ideas to the client along with costs and the client will choose the appropriate agency to cooperate with. A study conducted in 1992 with 900 advertisers and 600 agencies revealed that the main factors to win a pitch were outstanding presentation, contacts with management boards and positive recommendations (Wills, 1992).

However, client – agency relationship is sometimes breakeven due to five reasons below:

- Change of key personnel at client side: Average term of a normal Chief Marketing Officer (CMO) in 2014 is up to 4 years. However, there are always changes that agency could not predict. When a new CMO starts his position, he is more likely to work with agency that he cooperated with before or he could change few rules of client – agency relationship, vision, scope of work, etc.

- Cutting off advertising budget: This is the popular reason for the break of the relationship, that client is not capable of spending certain amount of budget to have services from advertising agency.

- Agency cannot reach client's expectation: This is the most complicated reason because the reason of the break comes from quality including agency is not able to handle and offer high quality work, miss deadlines, miss KPI that client expects, etc.

- Conflict: This situation easily happens when client and agency have diverse opinions during a campaign that could not generate balance opinion, and when conflict reaches the G point, the relationship breaks.

- Last but not least, when client simply wants fresh ideas, insights, new approaches or to work with new team, the relationship then shuts off.

The relationship is hard to keep sometimes but there are many ways to maintain as mentioned in figure 16.

Figure 16: Suggestions to maintain client - agency relationship (Anon., 2017)

2.2   Consumer purchase decision

2.2.1   Definition

Figure 17: The consumer buying process (Jones, 2014)

Figure 17 shows 6 steps of consumer purchase decision process: recognizing the demand, look up for information of needed products or services, evaluating other suggestions, deciding purchase and evaluating post-purchase. During the gathering information stage, consumer purchase decision can be affected by external factors such as advertisements, reference groups and internal factors such as beliefs, perceptions (Trivikram, 2016).

2.2.2   Influence of advertising on consumer purchase decision

Advertising has positive influence on purchase decision and makes consumer become less price sensitive (Iqbal, et al., 2013) (Malik, et al., 2014). 90% of consumers are influenced by advertising to make purchases. (Herhold, 2017). In addition, the first purpose of advertisement is to raise brand awareness in consumer perception, in which they go from not knowing about a brand to gaining aware about them, which affects future buying decision. General advertisements fulfilled by

product information, price, benefit would let consumer analyze rationally the product. At the step, advertisement makes a brand much more memorable to consumer. It is, thus, advertising does affect in consumer buying decision process. A recent study by (Kumar, et al., 2011) pointed out that advertising raises brand awareness in consumer, helping them get more information about the product, price, benefit and quality. The research also found out that consumers have comparison between advertised products before making final buying decision.

2.3 Advertising industry in Vietnam

2.3.1 History

The split of South and North part of Vietnam in the post war period has influenced the history of advertising in Vietnam. North Vietnam was communist since 1945 while South Vietnam has only been communist since 1975. The communist system has influenced intensely on the advertising industry in Vietnam since production goals were set by government instead of needs, demand or profit. The communist economic model pay less attention on consumer goods production and competition for market share between similar products. In addition, Vietnamese government might have the same opinions as other developing countries that advertising is suspicion (Anderson, 1984). (Frith & Katherine, 1996) pointed out the reasons as:

1. *" Advertising can shift consumption from local products to multinational ones;*

2. *Advertising can shift consumption from essentials to nonessentials;*

3. *Advertising can shift money from savings to consumption;*

4. *Advertising messages promotes cultural values from other parts of the world;*

5. *Advertising promotes materialism."*

Until 1986, advertising was still banned in the mass media in Vietnam (Frith, 1998). Business Asia says that in 1993, advertising commenced in Vietnam (Feb 13, 1995) and since 1990 the formation and growth of advertising in Vietnam began with the arrival of foreign businesses (Stern, 1993).

Today, advertising is regulated and controlled heavily by government. In details, only firms licensed in Vietnam are capable of displaying advertisements. Tobacco and liquor (excluding beverages with lower 15% alcohol) are prohibited in the mass media. Advertisements of pharmaceuticals, agrichemicals, cosmetics and toiletries are required to be approved by specific ministries before being launched. Another special regulation is domestic firms are allowed to invest 10% of their expenses on advertising (Anon., 2017).

2.3.2 Expenditure

Advertising spending in Vietnam (US$ million)

Media	1996	1997	1998	1999	2000
TV	53	50	49	56	82
Print	26	37	38	37	47
Radio	2	2	3	4	5
Outdoor	20	22	19	19	18
Total	101	111	109	116	152

Figure 18: Advertising spending in Vietnam from 1996 to 2000 (US$ million) (Speece, et al., 2003)

Advertising expenditure in 1997 was only approximately US$111 million whereas it was US$987 in Thailand (Speece & Hoang, 1999). With the late start, advertising industry in Vietnam have been backwards compared to other nations in the area. In 1997, 45% adspend in Vietnam was allocated to television, 33% to print media and out-of-home accounted for the rest (Marketing, 1998)

Advertising spending in Vietnam from 2004 to 2018, by medium (in million U.S. dollars)

Legend: TV, Newspapers, Outdoor/transport, Internet, Magazines, Cinema, Radio

Source
Zenith
© Statista 2018

Additional Information:
Vietnam; Zenith
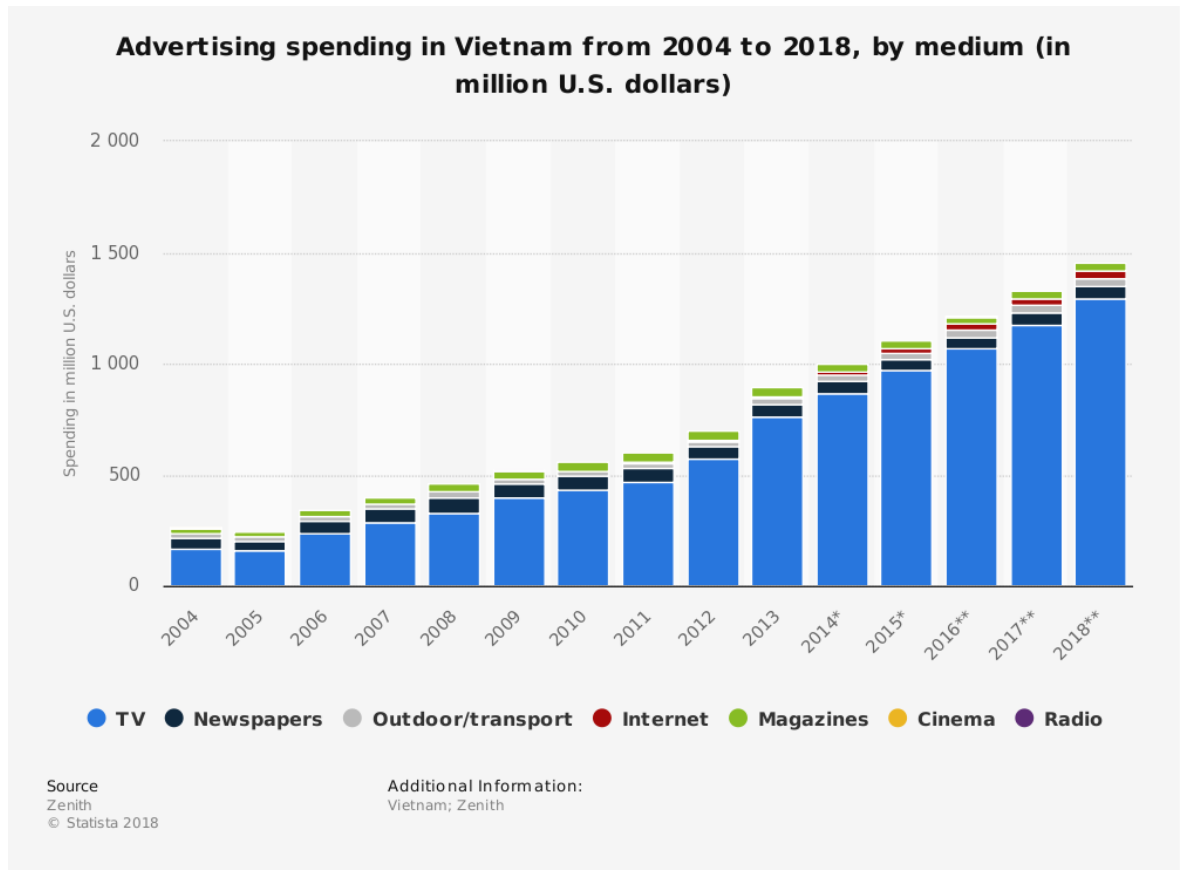
Figure 19: Advertising spending in Vietnam from 2004 to 2018 by medium (Austin, et al., 2016)

Figure 19 shows the media split in Vietnam from 2004 to 2013 and estimates from 2014 to 2018. Television has been the largest advertising medium in Vietnam and accounted for US$800 billion in 2013. Other mediums have been used widely but made up small shares compared to television.

Today, companies with highest budget for advertising are foreign ones, namely Unilever, P&G, Pepsi and Cocacola. Only two domestic firms are in the list, they are Vinamilk (Vietnam Dairy Products Company) and Tan Hiep Phat (a beverage brand). About advertising agency in Vietnam, until 2014, 80% of them are foreign firms and made up 90% of advertising revenue in Vietnam (Anon., 2014).

3 METHODOLOGY

3.1 Basic methods

There are two primary types of research methods that are being used widely in academic research and study: quantitative and qualitative methods.

	Qualitative	Quantitative
Conceptual	Concerned with understanding human behaviour from the informant's perspective	Concerned with discovering facts about social phenomena
	Assumes a dynamic and negotiated reality	Assumes a fixed and measurable reality
Methodological	Data are collected through participant observation and interviews	Data are collected through measuring things
	Data are analysed by themes from descriptions by informants	Data are analysed through numerical comparisons and statistical inferences
	Data are reported in the language of the informant	Data are reported through statistical analyses

Source: Adapted from Minchiello *et al.* (1990, p. 5)

Figure 20: Comparison between quantitative and qualitative research (Minichiello, et al., 1990)

Figure 20 reveals the difference between qualitative and quantitative methods. Based on research problem and characteristics of given goal, the researcher can select the most fitting and perfect method for the study. However, a combination of both methods could be considered to carry out the best result for the study.

3.2 Method selection

Based on the given aim and conceptual starting point of the thesis, quantitative research method was chosen to apply for the study as it is appropriate for collect-

ing a sufficient amount of data that intended to be adequate for statistical analysis and interpretation (Science, 2010.)

> First of all, the research aims at finding consumer perception for advertising in Vietnam, which requires a large number of different opinions and perspectives from various people. This fits quantitative research approach well since the concept of the method as discussed above is "discovering facts about social phenomena".

> More importantly, advertising is a tool to communicate with consumers that the more opinions from them, the better the results will be. Needless to say, quantitative method is an ideal option to conduct survey with large population while cost and time-consuming are under control of the researcher.

Due to these reasons mentioned above, the quantitative research method is definitely the most appropriate approach for the case study as well as the thesis defined topic.

3.2.1   Advantages of quantitative method

Scientific objectivity: Quantitative data is statistics which are based on the principles of mathematics and sensible practical reasons. Hence, the approach is considered to be scientific and rational (Carr, 1994) (Denscombe, 2010).

Rapid analysis: With the help of software used for batched and non-batched statistical analysis, the process of analyzing data is negligible (Antonius, 2003).

Replication: Data collected in quantitative approach is based on measured values and numerical data which are transparent and less ambiguous of interpretation. Hypotheses is easily conducted due to the use of statistical analysis (Antonius, 2003).

3.2.2   Disadvantages of quantitative method

Context: Quantitative experiments are set in practical environment. Moreover, participants are not allowed to explain neither their choices nor the meaning of questions (Carr, 1994).

Researcher expertise: Sophisticated software used for statistical analysis requires large volume of knowledge. Accordingly, researchers who are poor at statistical analysis software might have negative consequences (Black, 1999).

Variability of data quantity: Small sample size might be less reliable due to the low quantity of data. Subsequently, large scale quantitative are required for more accurate interpretation (Denscombe, 2010).

3.3   Survey as a method

This study used a survey as a method to discover consumer perception and insight towards advertising. The specific research method was applied for data collection. This study used an e-questionnaire, which was controlled electronically. E-questionnaire is a data collection instrument having certain amount of questions given to survey participant to acquire desired information (Proctor, 2003). The advantages of e-questionnaire are low cost and wide geographical distribution. The disadvantages are low response rates and survey participants are often concerned about confidentiality. This survey was shared in electronic form via posts on social media platform named Facebook and handed over people in certain places.

3.4   Implementation

This survey was conducted between 14th April 2018 and 18th April 2018. The questionnaire was conceived by an online questionnaire tool named Google Form, which is an online platform to creating and supporting online survey. The questionnaire consists of 23 questions (Appendix 1, 1). After creating the questionnaire on Google Form, the survey was distributed through varied channels. First, it was

shared on Facebook account of the researcher to reach young participants. Second, the survey was shared to inhabitants in the area including gym room and a local university in order to reach varied types of participants to minimize the risk of a sampling bias. Respondents were collected through online and offline channels but data was collected using an online form. At the end, 147 participants took part in the survey.

3.5 Limitations

Firstly, due to the wide categories and concepts that were studied in the research, it was complicated to choose thoroughly perfect and appropriate questions and variables to create a survey for respondents.

Secondly, the research data was based only on a questionnaire survey and the quantitative research approach is not able for respondents to explain certain answers to the researcher (Madrigal & McClain, 2012); therefore, respondents sometimes might answer carelessly and the questionnaire of the survey could not cover the research subject wholly.

Thirdly, sampling method, sample size and scope of research are limited that affect the representation/ generalization of the sample. The research is conducted by convenience sampling (non-probability sampling method) in which respondents of the study was request to complete the survey voluntarily. However, this method has disadvantage of low representation/ generalization for population as a whole. Moreover, because of the limitation of certain factors, the researcher could not conduct the survey to larger population in Vietnam.

Fourth, since the research aims at identifying and analyzing consumer perception and insight on advertising industry, there is no guarantee that factors in the study have effects on other industries.

4 EMPRICAL RESULTS

4.1 Response and respondent demographics

The survey was sent out to 154 people and the total number of completed responses was 147. In other words, the completion rate of the survey was 96% and non-response rate was 4%. The aforementioned information is shown in Figure 21. The responses was examined carefully and no response was removed from the data sheet.
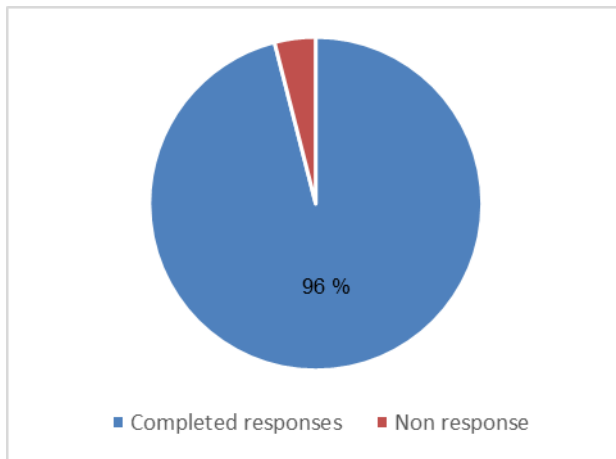
Figure 21: Completed responses and non-response

The demographics section of the questionnaire consisted of three question: gender, age and occupation; respectively the 1st, 2nd and 3rd of the questionnaire (Appendix 1, 1)
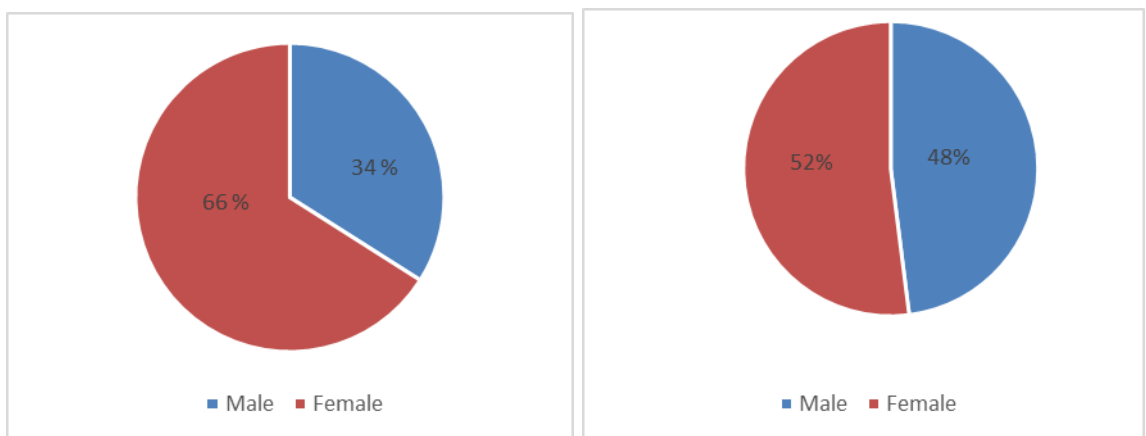
Figure 22: Sample and population gender distribution

The results presented in Figure 22 are based on the 1st question of the questionnaire, which aims to identify gender of the respondents (Appendix 1, 1).

The gender distribution of the sample was 66% female and 34% male whereas the gender distribution of the population is 52% female and 48% male (Nam, 2016). This means that there was an over-representation of female respondents in the sample.
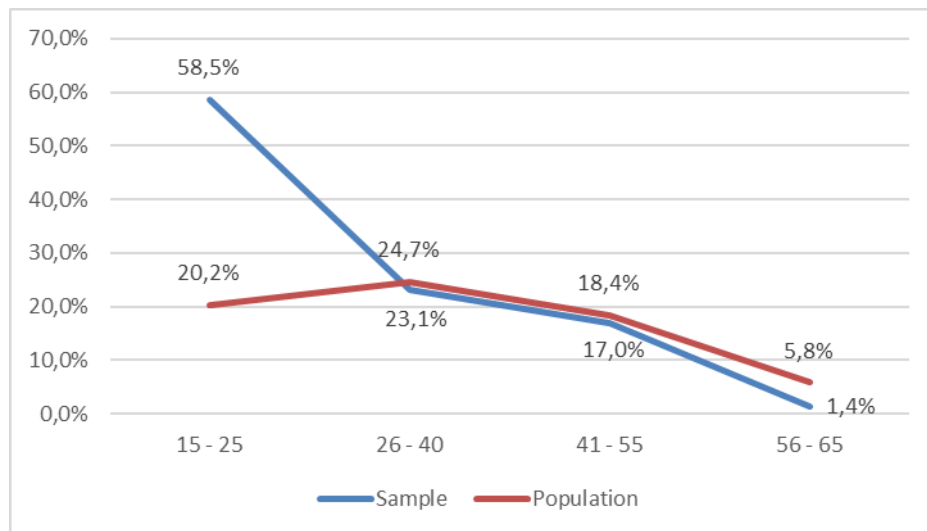
Figure 23: Sample and population age distribution

Figure 23 shows the age structure of survey participants and the population, divided into 4 groups. The results are based on the 2nd question of questionnaire (Appendix 1, 1). The question did not ask the specific age of survey participants but age group that they belong to. Figure 23 shows the over-representation of the age group 15 – 25 while there are under-representation of other age groups including 26 – 40, 41 – 55 and 56 – 65 in the sample.
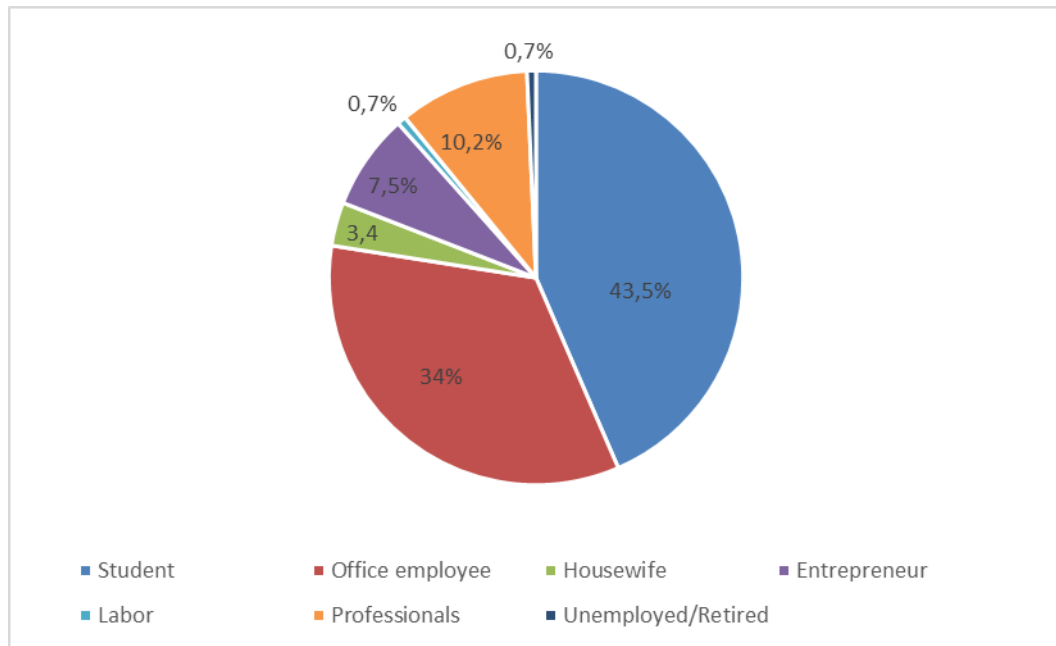
Figure 24: Occupation distribution of survey respondents

Occupations of participants have been recorded based on the 3rd question in the questionnaire (Appendix 1, 1) and described in figure 24. More specifically, 43,5% of respondents are students, 34% are office employees, 10,2% are professionals and 7,5% are entrepreneurs. Housewives, unemployed/retired and labors are the least occupation groups with respectively 3,4%, 0,7% and 0,7%.
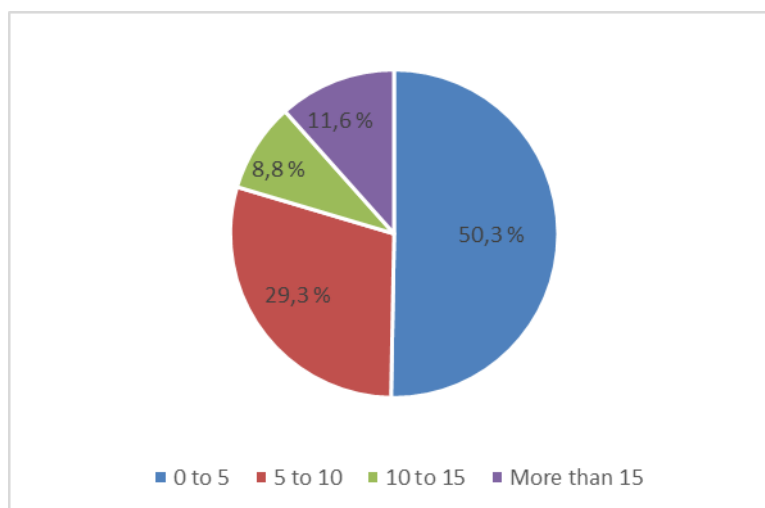
Figure 25: Average ads a respondent watch a day

The results present in Figure 25 were based on the question 4th of the question-naire (Appendix 1, 1), which measured the number of ads per day watched by re-spondents. More than a half of respondents said that they only watch 0 – 5 ads

per day while 29.3% of respondents often watch 5 – 10 ads per day and 8.8% and 11.6% of others watch respectively 10 – 15 and more than 15 ads a day. Thus, a number of ads a consumer watch a day may be varied, but most of them only watch 0 – 5 ads per day meanwhile there are 5000 new ads per day all over the world.
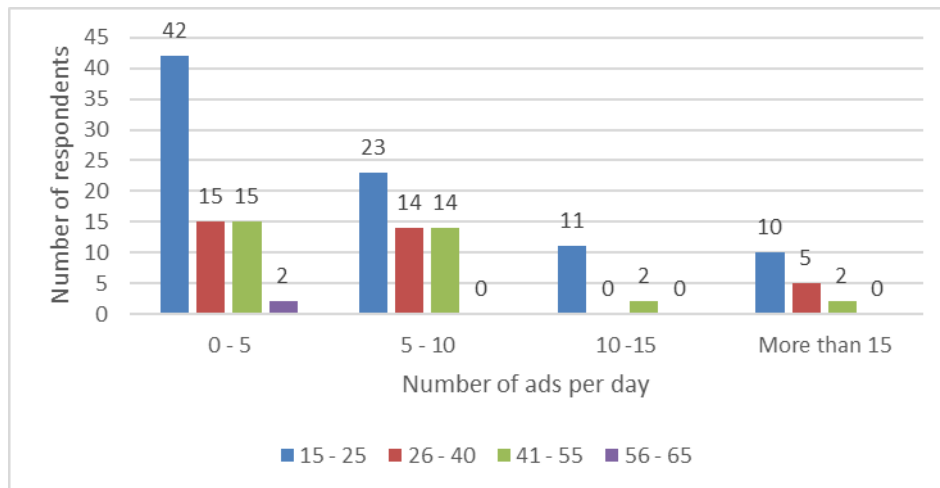
Figure 26: Average ads watched per day by age group

Figure 26 provides detailed information about the distribution of age group on the numbers of ads they watch a day. More specifically, with the over-representation rate, age group 15 – 25 accounts for higher rate in every section in the chart. However, most of them watch only 0 – 5 ads per day and this number of ads is also the number of ads that most of respondents from other groups have, which is 50.5% as discussed above. It is surprising that age group 26 – 40 is not present in category 10 – 15 ads per day but more than 15 ones. Additionally, there is not a big gap (only 1 person) between 0 – 5 and 5 – 10 ads in age group 26 – 40 and 41 – 55. Age group 56 – 65 were present in only category of 0 – 5 ads per day due to its low response rate.

4.2 Medium preferences and its effects
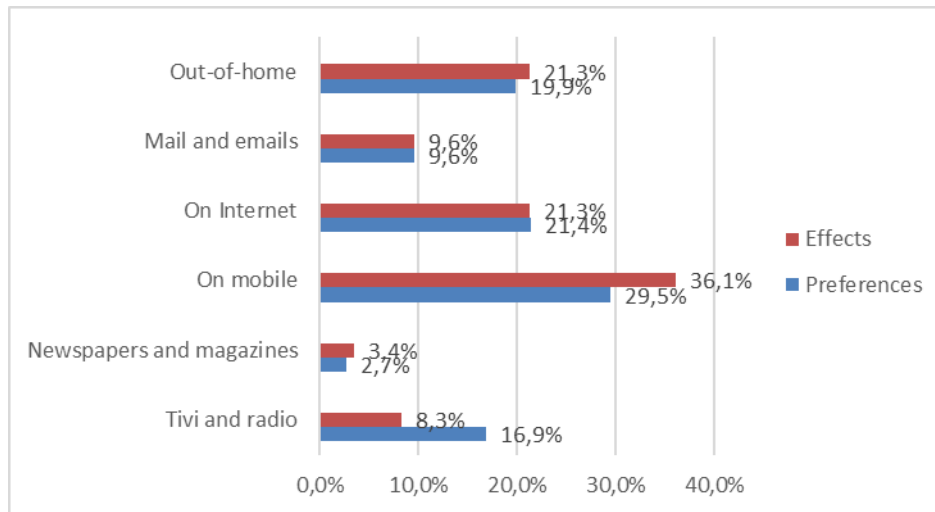
Figure 27: Percentage of preferences and effects of mediums for advertising

Figure 27 shows which mediums respondents prefer to watch ads and the most influential medium that affects their purchase decision, based on the 5th and 6th question in the questionnaire (Appendix 1, 1).

Mobile is the most popular platform to watch ads (29,5%), followed closely by internet (21,4%), out-of-home (19,9%), television and radio (16,9%). The difference from the fourth most popular media to others was significant, that mails and emails; newspapers and magazine accounted for respectively 9,6% and 2,7%.

Furthermore, the chart also represents the difference between them, stating that a medium they prefer to watch ads could be different from the most influential medium over their purchase decision. More specifically, only out-of-home, mail and emails, newspaper and magazines have almost the same values from consumers whereas mobile is the medium that has the most different between preferences and effects (6,6%). It is ironically that respondents prefer to watch ads on television and radio but do not trust ads aired on them while it is obviously opposite in the mobile platform side.

4.3 Influence of advertising activities to consumer
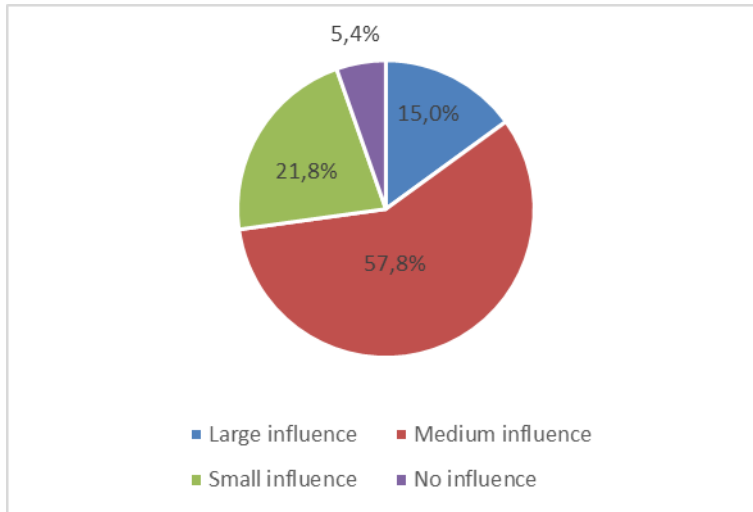
Figure 28: Influences of advertising on consumer purchase decision

Figure 28 depicts the influences of advertising on consumer purchase decision based on the 7th question in the questionnaire (Appendix 1, 1). 15% of survey participants admitted that advertising have huge impacts on their purchase behavior meanwhile 5,4% of respondents rejected the influences of advertising on their decisions. Nevertheless, advertising does affect greatly on consumers since 57,8% and 21,8% of asked people said advertising affects moderately and weakly their minds. Therefore, it is obviously that advertising does affect and have an impact on consumer attitude towards advertised products or services.
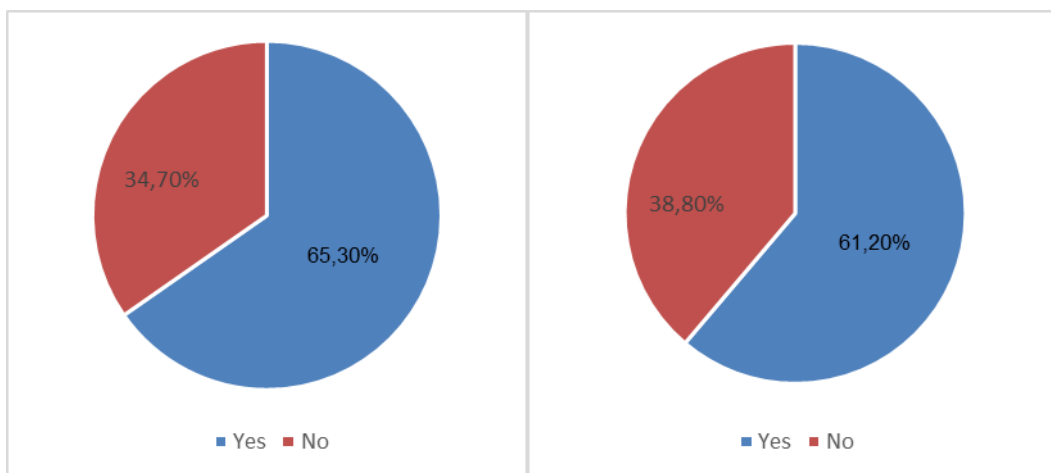
Figure 29: Consumers' trust on brands that regularly and irregularly advertise

Figure 29 describes how consumers trust a brand that launching numerous or very few advertisements for their marketing communications campaign in the market, based on question 8th and 9th in the questionnaire (Appendix 1, 1). The questions aim to identify consumer trust for brands based on their dense presence or non-presence for advertising activities. Accordingly, brands that greatly have ads aired in the public are sometimes not trusted fully by consumers, in which 34,7% of respondents said no to them. Conversely, 38,8% of survey participants stated they do not trust brands with small numbers of advertisements in the market. Hence, there is no large difference of trust for a brand if it advertises regularly or irregularly based on the percentage shown in figure 19.

4.4 Consumer perceptions on advertisement
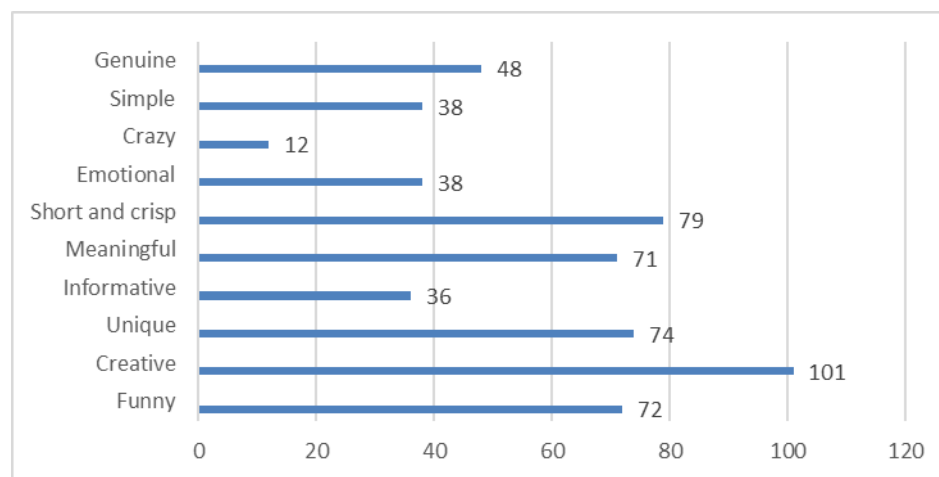
Figure 30: Consumer preferences on types of ads

The results of figure 30 are based on question 10th in the questionnaire (Appendix 1, 1), asking for a kind of ads that survey participants are keen to watch. The most favorite kind of advertisement was chosen by 101 clicks of respondents were "creative". This is indisputably not surprising since "Nothing is more efficient than creative advertising. Creative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community…faster" said by Stephen Vogel, Ogilvy & Mather Germany's Chief Creative Officer (Reinartz & Saffert, 2013).

The top selections of respondents respectively are "short and crisp", "unique", "funny" and "meaningful", which are all related to emotions. In fact, a recent study conducted by Antonio Damasio shows that humans rely on emotions rather information to make purchase decision (Damasio, 2005). Followed by "genuine", "simple", "informative" and "crazy". "Crazy" factor got the least selection from 147 survey participants, which means that people nowadays do not prefer craziness in an advert anymore.
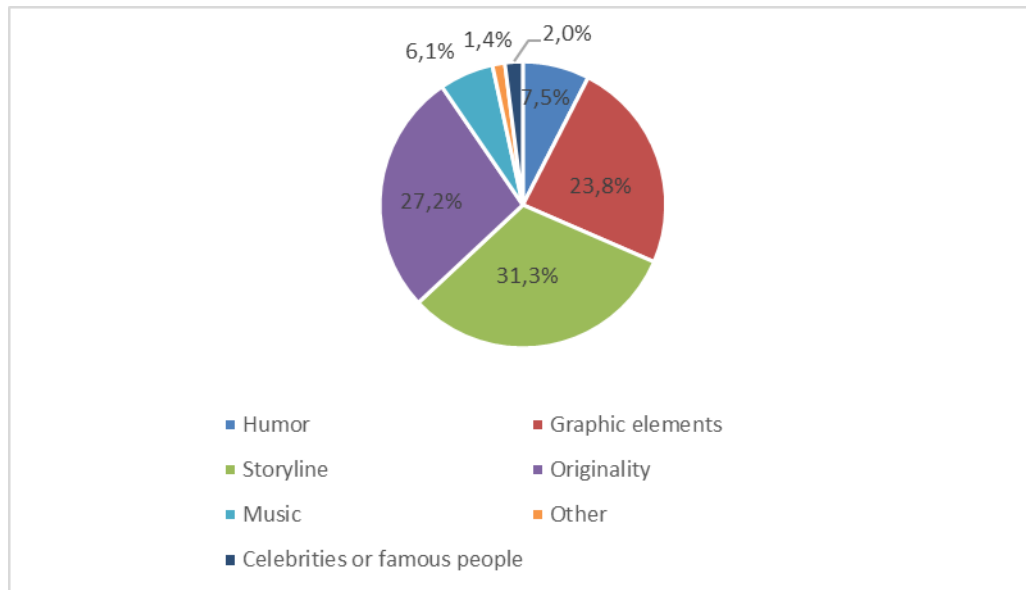
Figure 31: The most important element of a creative advertisement

Figure 31 points out the most important element for an advertisement to be considered as creative, based on the 11th question in the questionnaire (Appendix 1, 1).

The first crucial feature was selected by 31,3% survey participants is "storyline". As discussed above, emotions work well in advertising, and story ads typically emotionally engages greater enjoyment than non-story ads. Storytelling can make information more compelling to motivate audience perceive advertised product and recall about them during purchase decision (Walker, n.d.) . "Originality" (27,2%) and "graphic elements" (23,8%) are respectively the second and third most fundamental key features for a creative advert. Graphic elements are artwork (photographs, drawings and graphic embellishments), tittles and body of an advertisement (Bear, 2018). Moreover, people are emotional beings so utilizing only intel-

lectual level normally does not perfectly, and graphic design works. Advertising is more effective when graphic elements stand out but still relating to the message.

Other vital factors for a creative advertisement are humor (7,5%) and music (6,1%) and appearance of celebrities and famous people (2%). This is not a surprise since those factors tend to improve brand recognition but does not improve product recall, message credibility or buying intentions. Other factor was suggested by a few respondents is subtitle (1,4%). They argued advertisement is extremely short and fast that they could not perceive them completely; therefore, subtitle in an advertisement is a plus in the situation.
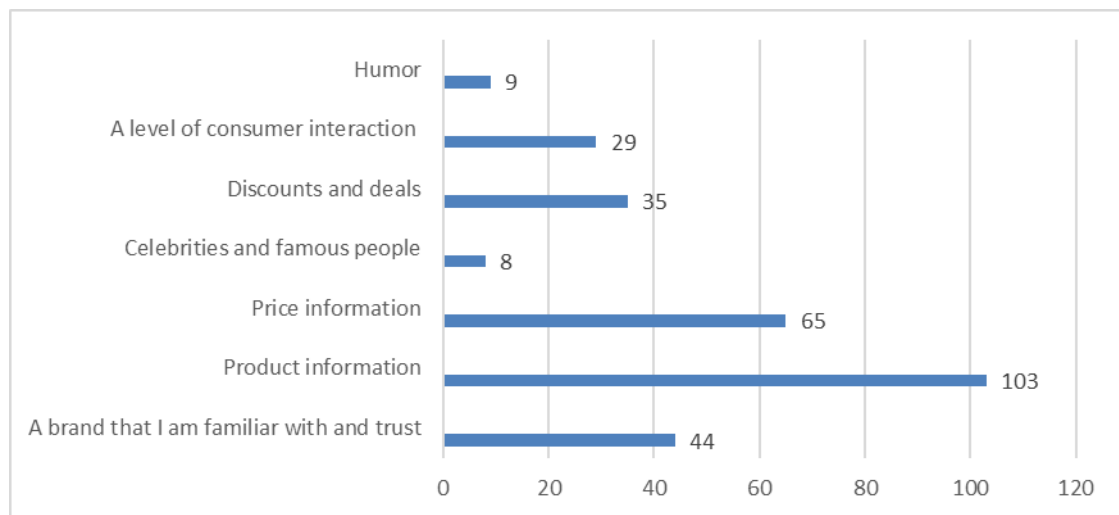
Figure 32: What do consumers look for an advertisement

Figure 32 describes things consumers seek out in an advertisement based on the 12th question in the questionnaire (Appendix 1, 1). "Product information" was the most important thing consumers look for an advertisement with 103 selections accounted for 35,2% and got huge gap with the second most important factor which is "price information" (65 selections). "Product information" and "price information" on the top of needed information for an advert is obviously understandable since consumers need them to memorize and analyze available information before making decision.

Other factors that consumers sort through an advertisement are "a brand that they are familiar with and trust" (44 selections), "discounts and deals" (35 selections)

and "a level of consumer interaction" (29 selections). The rest factors with low se-
lection rate are "humor" (9 selections) and "celebrities and famous people" (8 se-
lections). Factor "humor" stays in the least top selection was a surprise since hu-
mor in advertising was popular for years and many brands had launched adver-
tisements that were extremely funny in order to be mesmerized in consumers'
mind. However, in 2018, the trend might be changed that people no longer prefer
the factor in an advert.
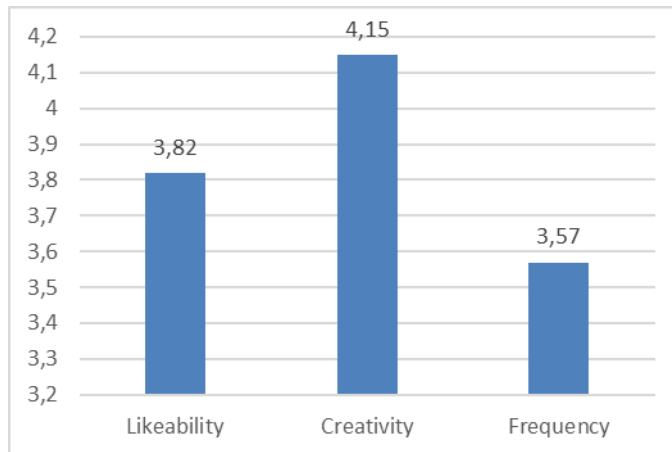
Figure 33: Factors affect consumers' ability to remember an advertisement

Figure 33 shows results based on the 13th question, figuring out factors that affect
consumers' ability to remember an advertisement. As mentioned above, creativity
plays an important role in advertisement that haunts consumer mind easily.
Hence, creativity was rate 4.15 out of 5 from 147 survey participants, proving its
huge impact in an advertisement.

Another factor referred to in the survey was likeability, whether they like or not the
ads, it still affects their ability to perceive and recall the ads. Surprisingly, this fac-
tor got high rate (3,82/5) from all respondents.

The last factor examined in the survey was frequency, which means an amount of
times watching a specific advertisement results in consumer's mind, got 3.57 out
of 5 from survey participants.
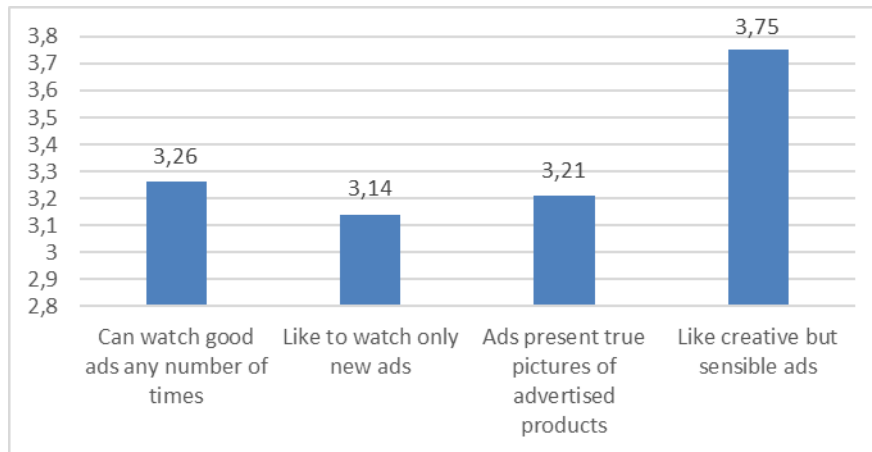
Figure 34: Positive perceptions of advertising from consumers

Figure 34 shows positive viewpoints of consumer about advertising, based on the 14th, 15th, 16th and17th question of the questionnaire (Appendix 1, 1). The purposes of those questions are to measure consumer positive perception of advertising to generate better solutions for advertising industry in general and for brands launching advertisements nowadays.

The first statement that got highest points from respondents was "I like to watch creative but sensible advertisement". Since "creative" and "sensible" are the two most important for a good advertisement, this is no surprise.

In addition, statement "I can watch good ads many number of times" got highest rate (3,26/5) from survey participants among three questions, proving that high quality advertisements are the best way to appeal consumers to repeat ads certain times.

Statement "Ads present true pictures of advertised products" received huge agreement from respondents (3,21/5) as well. This is surprising since advertising is often considered to be untrue. However, based on opinions of 147 survey participants, advertising still presents true pictures of advertised products or services.

Statement "I like to watch only new ads" got high rate from respondents but not as well as others. However, with its generally high rate (3,14/5), which might be not as high as other variables in the sector due to numerous opinions from respondent, it is definitely that consumers prefer to watch new ads rather than only one aired for a long period of time.
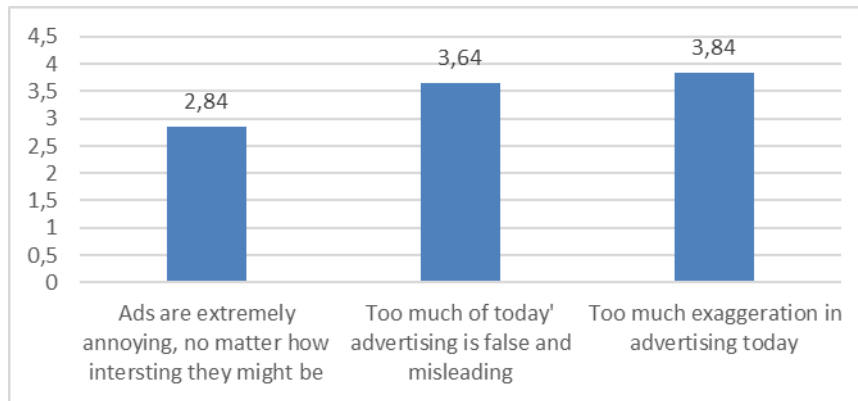
Figure 35: Negative perceptions of advertising from consumers

Negative mindsets of consumer about advertising are shown in figure 35, based on question 18th, 19th and 20th in the questionnaire (Appendix 1, 1).

On the one hand, statement "There is too much exaggeration in advertising" got the highest points (3,84/5) and "There is too much of today' advertising is false and misleading" got 3,64/5 from respondents. There is no surprise for the results as exaggeration is the core foundation of advertising nowadays that a majority of ads make brands look more important than they actually are in the reality, making the exaggeration hard to understand and accept for consumers. Over-exaggerated advertisements make them become false and misleading to consumers. Hence, the results shown in figure 28 are indisputably sensible.

On the other hand, "Ads are extremely annoying, no matter interesting they might be" got 2,84 out of 5 whereas in many cases, advertising is considered to be annoying because it manipulates characteristics of products to push consumers purchase them when they might not need. In contrast, based on the results of question 16th shown above, respondents generally do not think the same. They rated the statement low, which expressed their feelings about advertising is not annoying as mentioned in few articles recently.

To sum up, advertisements nowadays might be over-exaggerated, false and misleading to some consumers but many of them does not consider advertisements to be annoying.
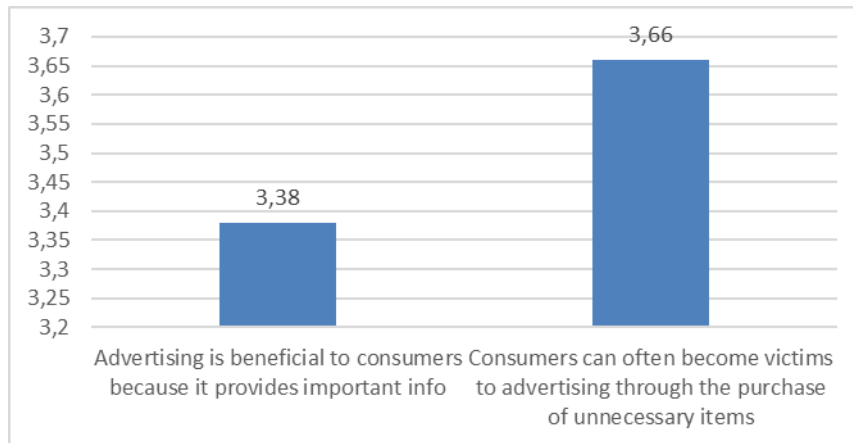
Figure 36: Effects of advertising on consumer purchase decision

Figure 36 shows impacts of advertising on consumer buying intentions with both positive and negative aspects, based on the 21st and 22nd question of the questionnaire (Appendix 1, 1). There is clearly a big gap between the two statements respectively positive and negative impacts of advertising on consumer minds whereas they are both got substantial agreements (high points) from survey participants.

Firstly, about the optimistic influence of advertising, statement "Advertising is beneficial to consumers because it provides important information of advertised products or services" received 3,38 out of 5 from respondents. This is correlation between positive perceptions and positive effects of consumers about advertising.

Secondly, about the pessimist influence of advertising, statement "Consumers often become victims to advertising through the purchase of unnecessary items" obtained 3,66 out of 5, which is extremely higher than the positive one. Figure 28, which shown negative perceptions of consumers about advertising, represents two negative statements with high points. As a result, points of statements about negative impacts of advertising in figure 29 are generally high.

Needless to say, based on results shown in figure 36, advertising has great influence on consumer buying intentions but still negative attitude is more biased.
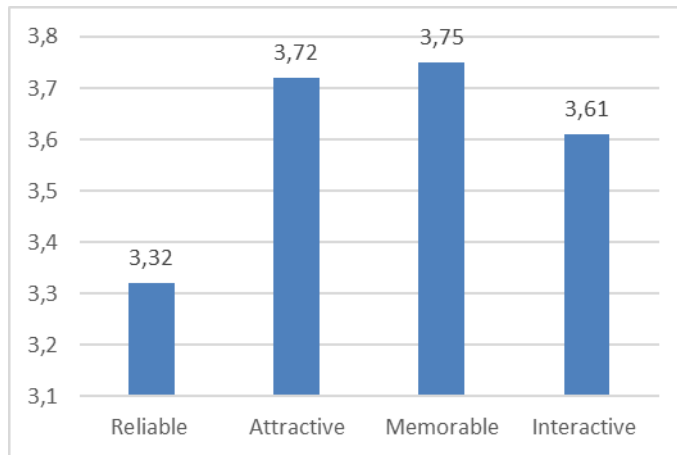
Figure 37: How advertising contribute to brand image

The results shown in figure 37 were based on question 23rd of the questionnaire (Appendix 1, 1). The question aims to identify how consumers determine how advertising builds and contributes to brand image. The results of the question did not have significant differences in the measured variables. "Memorable" and "attractive" are the top high rate with 3,75/5 and 3,72/5 and "interactive" followed by with 3,61/5 rated by survey respondents.

Surprisingly, "reliable" is the least factor participants rated with 3,32/5 points from survey respondents. In details, figure 38 shows the distribution of each age group that rated low for "reliable", in which 1 and 2 stand for low points. It is obviously that age group 15 – 25 with its over-representation in the sample have the largest percentage (60%) and age group 56 – 65 with its under-representation was excluded from the chart. However, compared to the age group distribution in the sample of figure 38, the percentage of each group is equal, which means no certain age group rated low for "reliable" factor in the question.

Figure 38: Age group distribution that rated low for "reliable" and age group distribution in the sample

5 RELIABILITY AND VALIDITY

Reliability and validity are prerequisites in a research. Validity is defined as the extent to which a research is accur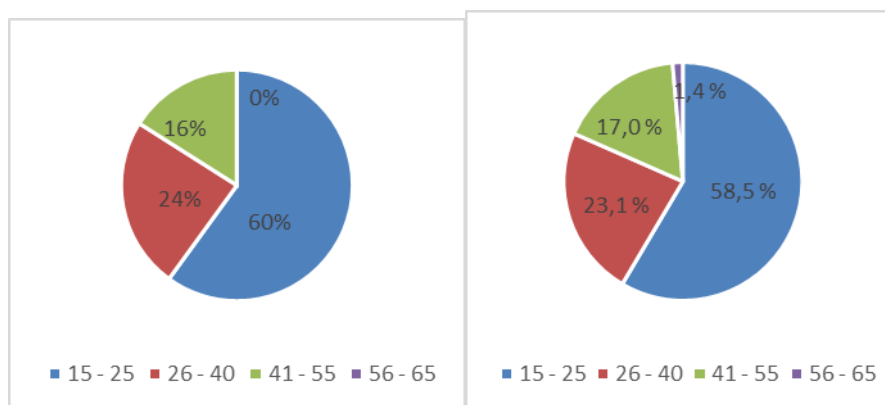ately measured and has a realistic result. For example, a survey aims at exploring anxiety of athletes but which actually measures of office employees would not be determined valid. Additionally, reliability is the accuracy of an instrument. In other words, it is whether the research results are consistent under the same conditions on repeated occasions (Phelan & Wren, 2005)

To measure the reliability of the research, it is important to answer whether the research could have the same results if it is conducted by different individuals or in different situation. If so, the data is reliable. In this research, probably the data will be the same. Moreover, the research for advertising perception of consumers should be able to detect in different age groups, for different people in different socio-economic statuses.

To measure the validity of the instruments, the research was conducted involving 147 participants. This is the ideal evidence to prove the honesty and whether the result is realistic. More importantly, according to the findings in the theoretical and empirical parts, the results were presented similar. Therefore, it is obviously valid when it comes to the topic.

6 CONCLUSION

The existence of advertising in human beings' life is indisputably important. Not to mention its commercial benefits, advertising offers a proliferation of advantages for people such as it provides employment, inexpensive but awesome pieces of art and maintains other relevant industries.

There are many ways to display advertisements based on brand's demand and budget. However, in the digital era, traditional methods must be considered carefully in order to generate appropriate results. Broadcasters, publishers and OOH used to be popular platforms but now is the generation of online and mobile mediums. Concretely, in the empirical research above, online and mobile advertisements are the most preferential and influential mediums among 147 respondents in Vietnam.

However, advertisement content is another vital factor to appeal consumer. An advertisement must contain adequate product information and price information so that consumers could remember and compare during purchase decision process. To entice consumers, an advertisement should be creative – the most important characteristic of advertisement, short and crisp and meaningful. Although some people say humor is a must element in an advertisement, in the empirical results, storyline, originality and graphic elements are respectively the most necessary factors for a good advert.

As long as it is small, medium or large, advertising does affect consumers, especially during purchase decision process. There have been numerous researches investigated the impact of advertising on consumer perception and the results have been that despite the advertised products and serviced belonged to various industries, advertisements do change and persuade consumer buying intentions. Nevertheless, advertisements are determined to be annoying by some consumers but a majority of them still love adverts as long as they are new, sensible and creative.

In conclusion, great advertisement could be a connecting bridge between consumers and a brand, helping the brand have positive influence on consumers buy-

ing intentions. But to maintain a long relationship with consumers, a brand must provide high quality products and services and excellent customer service. A brand that have numerous outstanding adverts aired in the public but with low quality services could not satisfy consumers profoundly. Thus, advertising is a perfect supporting tool for companies to communicate, promote and convince consumers but brands have to stable foundations first: good products and services.

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APPENDICES

APPENDIX 1. Questionnaire form

APPENDIX 1. Questionnaire form

Advertising effectiveness survey

Dear Sir / Madam,

This survey is a part of bachelor thesis research conducted by Han Nguyen. Your participations is anonymous and the data gathered in this study will only be used in this specified research.

The research aims to study your perception and intention on advertisements to search for recommendations to increase advertising effectiveness in Vietnam. With your help, I could get one step closer to find answers and therefore complete my graduation thesis successfully.

This survey should only take 3-5 minutes to complete.

If you have any questions and comments regarding the survey, please do not hesitate to contact me at han.nguyenngocminh@seamk.fi.

Thank you for your participation!

Han.

1. What is your gender?

   o   Male

   o   Female

2. What is your age?

   o   15 – 25

   o   26 – 40

   o   41 – 55

   o   56 – 64

3. What is your occupation?

   o   Student

   o   Housewife

   o   Office employee

- o Entrepreneur
- o Labor
- o Retired
- o Unemployed

4. Approximately how many ads do you watch a day?

- o 0 – 5
- o 5 – 10
- o 10 – 15
- o 15+

5. How do you prefer to watch ads? (Choose all that apply)

- o Newspaper and magazines
- o TV
- o Radio
- o Mobile
- o Internet
- o Out-of-home
- o Mail and email
- o Other, please specify_____

6. What types of advertisement are most influential over your buying behavior? (Please select 2 answers)

- o Newspaper and magazines ads
- o TV ads
- o Radio ads
- o Mobile ads
- o Internet ads
- o Out-of-home ads

- Mail and email ads

- Other, please specify_____

7. How much influence do you feel advertisements have over your buying behavior?

- Large influence

- Medium influence

- Small influence

- Not sure

8. Do you trust a brand that advertises regularly?

- Yes

- No

9. Do you trust a brand that advertises irregularly?

- Yes

- No

-

10. What kind of ads do you like? (Choose all that apply)

- Funny

- Creative

- Unique

- Informative

- Meaningful

- Short and crisp

- Emotional

- Crazy

- Simple

- Genuine

11. Please select the most important element that go into a creative ads from the list below:

o Humor

o Graphic elements

o Storyline

o Originality

o Music

12. What do you look out for an advertisement? (Please select 3 answers)

o A brand that I am familiar with and trust

o Product information

o Price information

o Celebrities and famous people

o Discounts and deals

o Humor

o A level of consumer interaction

o Other, please specify

Rate the following claims on a scale of 1 (completely disagree) to 5 (complete agree)

13. The following points affect my ability to re-member an advertisement	1	2	3	4	5
Likeability (whether or not I like the ad)	O	O	O	O	O
Creativity (how creative I find the ad)	O	O	O	O	O
Frequency (number of times I have seen the ad)	O	O	O	O	O
14. I can watch good ads any number of times	O	O	O	O	O
15. I like to watch only new ads	O	O	O	O	O
16. I like creative but sensible ads	O	O	O	O	O

17. In general, advertisements present a true pictures of advertised product	O	O	O	O	O
18. I find ads extremely annoying, no matter how interesting they may be					
19. Too much of today' advertising is false and misleading	O	O	O	O	O
20. There is too much exaggeration in advertising today	O	O	O	O	O
21. Advertising is beneficial to consumers because it provides important information about goods and services	O	O	O	O	O
22. Consumers can often become victims to advertising through the purchase of unnecessary items	O	O	O	O	O
23. Advertising makes a brand become	O	O	O	O	O
Reliable	O	O	O	O	O
Attractive	O	O	O	O	O
Memorable	O	O	O	O	O
Interactive	O	O	O	O	O