A Case Study of the Branding of Eureka Resort

Nguyen, Le

2015 Leppävaara

Laurea University of Applied Sciences
Leppävaara

A Case Study of the Branding of Eureka Resort

Le Nguyen
Degree Programme in Business
Managment
Bachelor's Thesis
May, 2015

The key objective of this research paper is to provide the case company with branding strategies based on a theoretical framework of branding and the collection and analysis of information on customers. The case company is Eureka Linh Trường Resort, which is located in Northern Viet Nam.

The research paper presents a theoretical framework of branding by reviewing the studies of strategic brand management. The paper then analyses the information collected on customer behavior and perception through an online survey. The result of the survey reveals insight into the market size, and customer behavior when looking for a new travel destination and their behavior on social media, as well as the brand awareness and perception among the respondents. The analyzed information is then discussed to form suggestions for the branding of the company.

As a result, the research paper shows that it is essential for the case company to invest in branding with the purpose of building a long-term asset. Several strategic suggestions were presented including a brand audit and branding strategies for the company.

Table of contents

1   Introduction

1.1   Background Information

The company that this research concerns is Eureka Linh Trường Resort. Understanding the trend, Eureka Linh Trường Resort (will be referred as Eureka Resort afterwards) established the business and officially opened the resort on June 2011, when the financial crisis was slowly starting to end and the economy is recovering. The 3 stars Eureka Resort is spreaded for 2km along the Hải Tiến beach in Thanh Hoá province, 160km to the south of Hà Nội – the Vietnamese capital. The resort is 6 ha in area inside a tourism complex of 40 ha. It contains 72 villas and 90 apartments, all fully furnished, along with other services facilities such as restaurant, spas and swimming pools. Eureka Resort targets middle income level customers with family, SME, communities, and schools that are looking for a spacious location with an affordable price but has the quality of a 3 stars resort. Eureka Resort believes in its position to be a relaxing and friendly getaway place for the resident of Hà Nội in particular and of the Northern region of Viet Nam in general.

The biggest problem for Eureka Resort as well as all kinds of tourism exploitation companies in the Northern region of Viet Nam is that the region has a 3 months winter time, unlike in the Southern region where the weather stays relatively warm throughout the year. During the rest of the year, there are only about 3 months of sunshine when the sea water is warm enough for beach activities. Therefor, these 3 months are also the high season of the tourism industry and companies often plan the whole year in order to achieve the most revenue during this high season.

There are many beaches and tourist sites in the Northern region of Viet Nam. However, unlike in the Southern region, in the Northern region of Viet Nam, the weather and geographical condition had not allowed for beautiful and crystal clear beach with sunshine throughout the year. Therefor in the early years of the economic booming, most tourism businesses went for a quick, low-bugdet, low investment, and early-yielding business. Along with the lack of involvement from authorities, the result is that nowadays most of the famous beaches are overly crowded, over-exploited without any environmental reservation method, which ultimately leads to pollution, high price with low quality service, and very poor restriction in illegal activities and safety. On the other hand, with the significant improvement in life quality and in the overall economy, there is an increasing demand for a decent tourist place with reasonable price and close location among the middle income class of the Nothern region of Viet Nam.

1.2   Research Problems

When customers looking for a holiday location, there are three most common methods to look for. The first is that customers can ask for information from the tourist agency, which comes in form of a full holiday package or holiday tour that the agency offers. The second one has just arrived for a few years but has already become a powerful approach: searching for information on the Internet, tourism website, or forums and groups. In the Vietnamese common belief, however, people incline to not trust information on the Internet, especially those that are considered as advertising and are posted by companies and agencies. They decide to put their trust on other people that have experienced it before, which forms the last and most common method: words of mouth. Friends' recommendation and people's review on forums and groups often catch people attention and their trust.

Eureka Resort is a relatively new brand to the customers. Therefore their brand value is not yet fully built and developed. Their approach to customer is mainly based on sales activities, through direct marketing or sales promotion. Most of these customers are one time customers. When putting together all the external factors, it is recognizable that there is a strong need for Eureka Resort's brand improvement and building brand equity.

1.3   Research Objectives

-         To gather information on customer's perception towards the brand and customer's behavior when finding a travel destination and on social media
-         To reassess the brand's equity
-         To provide branding strategies for the company: including content marketing on social media

1.4   Research Questions

-         What is the travel frequency and method of finding new destination
-         What is the customer's behavior on social media

2   Literature Review

In this chapter, theoretical basis of brand and brand management will be revised. The purpose is to provide readers a general understanding of branding theories, as well as to exhibit the foundation of the research process. Basic brand management theory will be presented, as well as the application of social media in branding.

2.1   Branding

The American Marketing Association (1960, 404) defines brand as a "name, term, sign, symbol, or design, or a combination of them" used to identify a service or product, and distinguish themselves from their competitors. In reality, company can have one brand name or several brands; each represents a product or service.

The act of creating a brand is the act of building characteristics and values into it, so that it can be used to identify and differentiate the product and service from the other essentially similar one. The tangible value of a brand can be the logo or package design. The intangible values are the brand elements that fundamentally create customer loyalty and brand recognition.

Brand equity refers to the added value built into a product or service. It is reflected in the consumers' behavior and in other economic factors such as market share and profitability that the brand does for the company (Kotler et al. 2009). Strong brand equity indicates a positive force that holds the consumer and the brand together despite of the resistance and tension (Marketing Science Institute 1995). The foundation of brand equity is contributed from four factors: brand identity (how a company aims to position itself), brand image (how a consumer perceives the brand), brand promise (what a company aims to offer to consumer), and brand knowledge (the linked data of the brand in the mind of consumers) (Kotler et al. 2009).

2.2   Roles of Brand

Branding has constantly raised the debate among marketers of its importance the recent years. As a matter of fact, the roles that brand plays in the modern marketing management are far more significant than people generally think. It affects not only the customers, both consumers and organizations, but also the company chain of distributions and manufacturers. Whether the influence is positive or negative, it all results in the host company in the end.

In the consumer's point of view, brand indicates the source of origin, where it comes from and who makes it, allows them to allocate the responsibility to a certain producer or

manufacturer. Brand delivers a message from the back of the consumer's mind, which means using their past experiences encountered with the product or the producer, the consumer can decide their preferences of the product or service. To the consumers, because they think they know the product or service, it helps them reducing the risk of buying something that doesn't fit their needs, thus reducing the search cost and time. The brand also represents a bond or promise that the producer makes with the customer. Based on this bond, the consumers may or may not offer their loyalty and trust to the brand (Keller 2008).

To the company, brand also offers substantial functions. It provides legal fortification for any trademark or feature the company registered for through intellectual property rights. It creates customer loyalty, which results in security of demand, less vulnerability to crises, and customer's willingness to pay higher prices. More than that, brand improves the affectivity of communications, draws better employees, stimulates support from the business chain partners, and generates more opportunities through expansion and patterning (Kotler et al. 2009). Overall, the benefits that brand can offer to a business are not only significant but also essential for a sustainable development and competitive advantage.

2013 Rank	2012 Rank	Brand	Brand Name	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
1	2		Apple	United States	Technology	98,316	28%
2	4	Google	Google	United States	Technology	93,291	34%
3	1	Coca-Cola	Coca-Cola	United States	Beverages	79,213	2%
4	3	IBM	IBM	United States	Business Services	78,808	4%
5	5	Microsoft	Microsoft	United States	Technology	59,546	3%
6	6	GE	GE	United States	Diversified	46,947	7%
7	7	M	McDonald's	United States	Restaurants	41,992	5%
8	9	SAMSUNG	Samsung	South Korea	Technology	39,610	20%
9	8	intel	Intel	United States	Technology	37,257	-5%
10	10	TOYOTA	Toyota	Japan	Automotive	35,346	17%

Table 1: Top 10 most valued brands in 2012 & 2013 by InterBrand

2.3 Strategic Brand Management Process

After recognizing the role and the importance of brand, the question here is what makes a valuable and strong brand, and how to build it. The following figure will show the four steps of strategic brand management process according to Keller (2008) and we will look at it in a

more in-depth view in the next section. This management process majorly includes with designing and implementing marketing programs to create, evaluate and manage brand equity (Keller 2008). According to a report by Booz Allen Hamilton (2005, 1), on an average basis, companies that have a well defined and well-managed brand value have the profitability margins of approximately twice the industrial average. A strong brand goes a long way.

Identify and establish brand positioning and values

Plan and implement brand marketing programs

Measure and interpret brand performance

Grow and sustain brand equity

Figure 1: Strategic brand management process

2.3.1 Identify and Establish Brand Positioning and Value

2.3.1.1 Customer Based Brand Equity (CBBE)

Customer based brand equity, as defined by Keller (1993, s.2), is the "differential effect of brand knowledge on consumer response to the marketing of the brand". This approach takes the core of a successful business, customers, into matter. Peter Drucker – a business guru, author, professor and consultant of business – once said: "The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer". The CBBE model approaches the brand management process through the basis that the value of a brand is affected by the accumulated experiences of the customers with the brand. Therefor the question of how to build a strong brand is really the question of how to make sure that customers think and feel about the brand the way you want them to. Thus a positive CBBE means when its customers have a favorable perception towards the product or service and the way it is performed when it is marketed than when it is not (Keller 2008).

The "brand knowledge" mentioned in the CBBE's definition is conceptualized as contributed by two main factors: brand awareness and brand image (Keller 2008). Brand awareness is the extent to which customers can recognize a brand and its product. Brand image refers to the

way customers perceive the brand, in terms of feeling, past experience, preferences, as well as other emotional factors related to brands. In other words, brand awareness represents the strength that connected the brand image with the product in the customer's mind (Keller 2008). The connection can be strong even in the case of negative opinion. Therefor these two factors are both vital in building brand equity and it is a counter effect between the two.

In the CBBE model, there are fundamentally four steps of brand building presented as following according to Keller (2008). The model has four steps with four distinct objectives and six brand building blocks that contributed to the brand equity of the company. Only by achieving the top block of the pyramid can the company gain substantial brand equity. Hence, a strong brand is a brand that creates the ultimate relationship with its customers with the four characteristics: behavioral loyalty, attitudinal attachment, sense of community and active engagement (Keller 2008).

Stages of brand development   **Objective at each stage**

Stages of brand development			Objective at each stage
4. Relationship	Resonance		Intense, active loyalty
3. Response	Judgments	Feelings	Positive reaction
2. Meaning	Performance	Imaginary	PoP-PoD[1]
1. Identity	Salience		Awareness
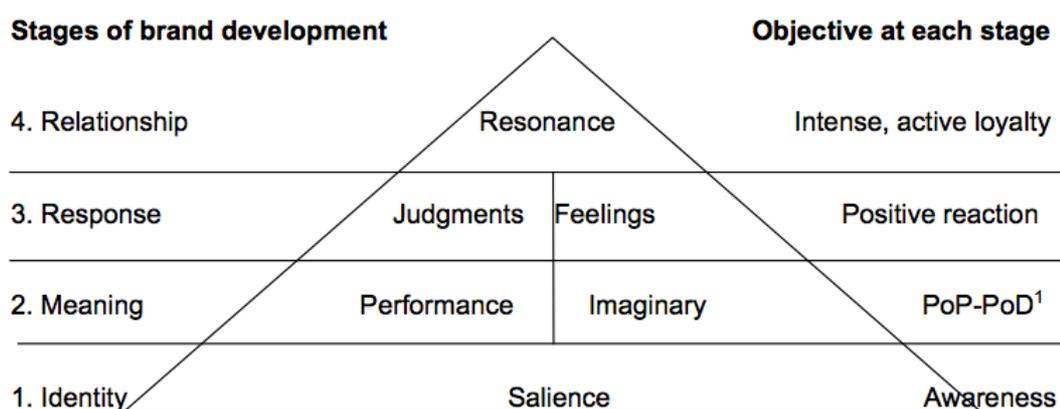
Figure 2: Stages of the CBBE model

2.3.1.2 Brand Positioning

Brand positioning refers to the "act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds" (Kotler et al. 2009, 308). What this definition tells us is that a good brand positioning will set the desired perception in the consumer's behavior when purchasing and help exploit the company's prospective. It will also guide the marketing activities by stating clearly the brand's characteristic and position, often visible to the customers through the vision and mission statement (Keller 2008). In deciding on brand positioning, managers must obtain the crucial information as a reference framework concerning the customers, the market, and the competition.

2.3.1.2.1 Target Market

Targeting your market is vital because each market may contain different characteristics, in which there are many groups of customers with different brand knowledge structures and references (Keller 2008). Therefor by targeting your market carefully, the risk of failure is minimized. By targeting your market, it means to concentrate the marketing and merchandising effort into this particular group of customers (Pride & Ferrell 2008). The following customer segmentation bases used different features to categorize customers into groups in order to easier target the potential audience. Among these criteria, behavioral segmentation is considered the most valuable in determining brand's matters because it has a distinct strategic indication (Keller 2008).

Customer Segmentation Bases	Business-to-Business Segmentation Bases
Demographic: - Income - Age - Sex - Race - Family	Demographic: - SIC code - Number of employees - Number of production workers - Annual sales volume - Number of establishments
Psychographic: - Values, opinions, and attitudes - Activities and life style	
Geographic: - International - Regional	Nature of Good: - Kind - Where used - Type of buy
Behavioral - User status - Usage rate - Usage occasion - Brand loyalty - Benefits sought	Buying Condition: - Purchase location - Who buys - Type of buy

Table 2: Criteria for the categorization of each customer's bases

2.3.1.2.2 Identify Competition

It may seem obvious as to identify your current competitors in the market. However, Kotler et al. (2009) believed that the possibility of a company being attacked by emerging competitors or new technologies is higher compared to that of the current competitors,

because companies incline to focus on existing competitors but not the potential one. That is where the competition model developed by Michael E. Porter – a professor at Havard Business School – can be applied for a throughout industry analysis of the competition your company is and might face in the future.
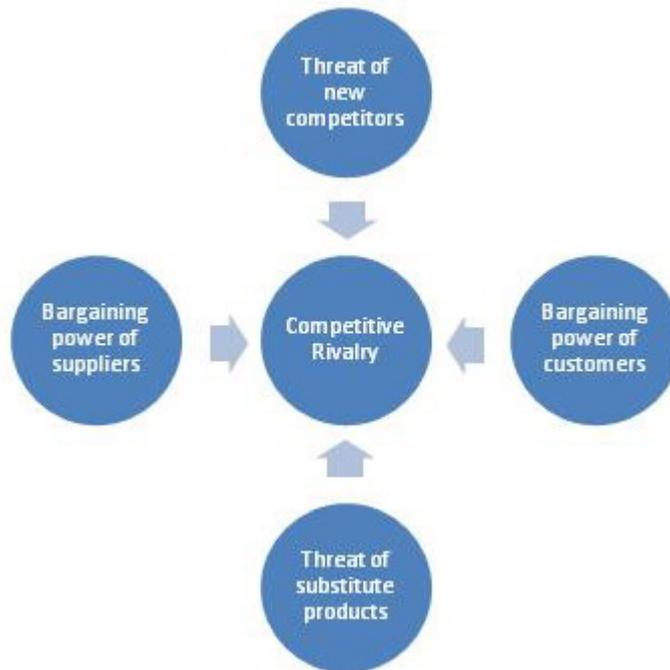

Illustration 1: Porter's Five Forces Analysis

This model focuses on the attractiveness of the industrial market that the business is operating or is thinking of entering. A market can be considered as unattractive if the bargaining power of customers and of suppliers is high, the threat of competitors and of substitute products is high, and the competitive rivalry is high (Kotler et al. 2009). However, in order to specify the impact on the firm, David (2006, 101) suggested three questions to be answered based on the Porter 5 Forces Competition Analysis:

-          How can the forces make an impact on the firm?
-          How strong and important is each forces for the firm?
-          Is the collective strength of the elements is worth the firm entering or staying in the market?

2.3.1.2.3   Points of Parity and Points of Difference

In brand positioning, after establishing the frame of reference, there are two factors to be considered at this stage: points of difference, and the one that is often forgotten by management: points of parity. Points of Difference Associations (PoDs) are features and

benefits that are positively and favorably connected to the brand by consumers and are believed to be unique advantages compared to its competitors. PoDs, whether in functional, performance-related such as a "low cost provider"; or in abstract, imagery-related such as a "superior quality", can influent greatly to the consumer's behavior (Keller 2008). Points of Parity Associations (PoPs), on the other hand, stands for the similarity that your brand shares with competitors. One might considered these features to be obligatory for a brand to be a valid player in the brand competition of a certain category (Baicoianu 2011). There are two types of PoPs: one represents the minimum expected product level, which as referred before is obligatory to compete, and the other is used to negate competitor's competitive advantages and prevent them from achieving new competitive advantages (Keller 2008).

A successful brand positioning needs the formation of a suitable frame of reference and correlated points of parity and points of difference. Being unique is novel, but being able to maintain your core value and "break even" with competing brands is vital (Keller et al. 2009). It is believed that the key to successful brand positioning is more about gaining competitive points of parity than about gaining points of difference (Keller 2008).

2.3.2 Plan and Implement Brand Marketing Program

2.3.2.1 Brand Elements

Brands are more than just names and logos. These following elements are what made up your brand: name, URLs, logo, symbol, character, slogan, jingle, design, package, and many other small elements. All these are for the purpose of identifying and differentiating the brand (Keller 2008). Theoretically, there are six criteria for choosing brand elements as following.

1. Memorability	4. Transferable
Easily recognized	Within and across product categories
Easily recalled	Across geographic boundaries and cultures
2. Meaningful	5. Adaptable
Descriptive	Flexible
Persuasive	Updatable
3. Likable	6. Protectable
Fun and interesting	Legally
Rich visual and verbal imagery	Competitively

Table 3: Criterias for choosing brand elements

The tactics of choosing elements are various. According to Robertson (1989), a brand name should be simple enough to spell and to remember, but still meaningful enough to create an emotional world; familiar but distinctive, and associated closely with the product class. URLs should be carefully monitored to avoid unauthorized use. Unlike brand name, logo and symbol can be changed over time. However, updating logo or symbol can be costly and needs attention in the inherent advantage and the core value of the brand. Finally, slogan is a powerful branding device that helps customers to easily grasp the meaning of the brand. Slogan should be updated and reevaluated frequently to keep up with the brand's position (Keller 2008).

2.3.2.2   Design Marketing Program

2.3.2.2.1   Product Strategy

"At the heart of a great brand is invariably a great product" (Keller 2008). Whatever is your investment on marketing or R&D, the product or service itself is the greatest impact that you can place on your customers. There are two topics to be considered in the product strategy: how consumers develop their perception towards the product's value and quality, and how marketers can exploit the relationship marketing (Keller 2008).

The way customers perceive product's quality and value is studied and researched throughout the years in order for management to provide a more effective product strategy. Although it varies greatly from industry to category, Garvin (1985) had been able to establish a list of the fundamental dimensions in the customer's perception: performance, features, conformance quality, reliability, durability, serviceability, and style and design. Consumer' beliefs concerning these characteristics often define quality and affect opinions and behaviors towards a brand (Keller 2008).

It is believed that the basis of relationship marketing is that current customers are the key to a sustainable brand success (Morgan & Hunt 1994). With the various benefits that relationship marketing brings, there are three main tools to consider in designing such program: mass customization, after-marketing, and loyalty program. With the help of advanced technology nowadays, mass customization aims to provide highly personalized product based on customer's preference. After-marketing, on the other hand, aims at the after purchase stage. It refers to different marketing activities such as manual description, customer service, and warranty programs, in order to achieve the desired brand image. Loyalty program, or frequency program, has also becoming more popular as it is an effective way to identify, maintain, and increase yield from the best customers (Keller 2008).

2.3.2.2.2   Pricing Strategy

It is common for consumers to rank brands according to the price tiers in a category of product or service (Blattberg & Wisniewski 1989). Hence, Keller (2008) believed that price carries complex meanings and is able to play multiple roles to consumers. This is due to the fact that many consumers usually assume that the quality of a product or service is based on its price and they use this assumption to evaluate a brand's value. Furthermore, sometimes consumers are also willing to pay a premium price for a particular brand because of the perceived brand's value. There are various suggested steps on how to set the right pricing strategy. According to Keller (2008), first is to properly design and deliver the product to increase the brand's value, second is to lower the production cost as much as possible, and third is to recognize how much the consumers perceive the value of the brand. Managers, however, often face a dilemma of lowering price and increasing perception. Therefor it is essential to strategize the pricing and in the same time be adaptive to adjust price.

2.3.2.2.3   Channel Strategy

Marketing channels refer to multiple groups of interdependent parties participating in the process of making products or services available for consumers (Kotler et al. 2009). In strategizing channel, it concerns the process of designing and managing intermediaries such as retailers or distributors. The process serves to build brand awareness and improve brand image (Keller 2008). There are two main types of channel: direct and indirect. Direct channels use personal contact such as by mail, phone, or in-person visits to reach and sell to potential customer. This method helps consumers to understand many dimensions of the product and service, and then in return helps improve brand equity. Indirect channel on the other hand use a middleman such as wholesaler, distributor, retailer, or dealer to sell the product or service. Indirect channel uses the support as well as transfers any association with the brand from its middleman to impact brand equity in a mass perception. Nowadays the ideal channel strategy is to combine various channels to create an "integrated shopping experience" (Keller 2008). However, managing a large number of channels can be problematic. The key here is to maximize channel coverage and efficiency while minimizing channel cost and problems (Keller 2008).

2.3.2.3   Integrated Marketing Communications

Marketing communications is a big part of business nowadays. It serves as the "voice of the company and its brands" (Kotler et al. 2009). Implementing marketing communication in the business helps forming brand awareness, connecting the points-of-parity and points-of-

difference, and fostering a stronger consumer-brand relationship (Keller 2008). Thanks to the advancement of technology, marketers now have several choices of marketing communication. The real challenge is to find a combination of marketing communication mixed that fits and to manage its relationship. There are fundamentally eight steps in developing a marketing communication mix according to Kotler et al (2009): identifying the target audience, determining the objectives, designing the communications, selecting the channels, establishing the budget, deciding on media mix, measuring results, and managing integrated marketing communication.

According to Keller (2008), decision makers can exploit the following six criteria in choosing an integrated marketing communication (IMC) program:

Coverage	Commonality
The proportion of the audience reached by each communication option	The consistent and coherent image of the brand is confirmed by the IMC
Contribution	Versatility
The ability to create the desire affect on the customer of the IMC	The IMC must be effective for different type of customers
Complementary	Cost
The ability to link different option together to create the complete IMC	The IMC must be effective and efficient at a given cost

Table 4: Criteria for choosing IMC program

A study by McGuire (1969) shows us a psychological fact on the process of how a person be convinced by any form of communications. McGuire suggested that the process included six steps: exposure, attention, comprehension, yielding, intentions, and behavior. The key point here is that these six steps must appear orderly and if there is any collapse in the step, the whole process will fail.

Following is a list of various kind of marketing communication.

Media advertising: TV Radio Newspaper Magazines	Trade promotions: Trade deals and buying allowances Point-of-purchase display allowances Push money Contests and dealer incentives Training programs Trade shows Cooperative advertising
Direct response advertising: Mail Telephone Broadcast media Print media Computer-related Media-related	Consumer promotions: Samples Coupons Premiums Refunds and rebates Contests and sweepstakes Bonus packs Price-offs
Online advertising: Web sites Interactive ads and emails	Event marketing and sponsorship: Sports Arts Entertainment Fairs and festivals Cause-related
Place advertising: Billboards and posters Movies, airlines and lounges Product placement Point of purchase	Point-of-purchase advertising: Shelf talkers Aisle talkers Shopping cart ads In-store radio or TV
Publicity and public relation	

Table 5: Marketing communication methods

2.3.3 Measure and Interpret Brand Performance

2.3.3.1 Customer Satisfaction Measurement

In this section, some of the customer satisfaction measurement tools will be provided as to contribute to the whole brand performance measurement. These quantified measurements are the customer satisfaction index (CSI), customer retention, and customer loyalty score (CLS).

2.3.3.1.1 Customer Satisfaction Index (CSI)

Customer satisfaction index is used to quantify customers' view of the performance of a certain product or service. The CSI model uses a six-point scale, ranging from "very dissatisfied" to "very satisfied" as presented below, in order to measure different aspects of an object. The CSI for a particular customer sample is calculated by the average of customers' satisfaction score. The CSI of a company alone shows little information of the product or service's performance. It is more efficient to compare the company's CSI with its competitors in order to indicate clearly the company's position in the market.

Very dissatisfied 0	Dissatisfied 20	Somewhat dissatisfied 40	Somewhat satisfied 60	Satisfied 80	Very satisfied 100

Table 6: An example of Scales of CSI

2.3.3.1.2 Customer Retention

It is believe that selling to an existing customer is much easier, 50% easier to be exact, than to brand new customer (Lawrence 2012). Under this belief, customer retention serves as an activity to prevent current customers from defecting to alternative companies. The cost of customer retention activities can only increase sales revenue by a small amount, but it is in fact a huge contribution to the improvement in marketing efficiency and profitability that the company will see in a long run. The relationship between customer satisfaction and customer retention, however, is affected significantly by the competitive situation of the market (Best 2009). The customer retention is estimated as presented below.

Intention to repurchase	Percent	Probability
Definitely will repurchase	X%	1.00
Plan to repurchase	Y%	0.80
Probably will repurchase	Z%	0.60
Probably will not repurchase	A%	0.40
Will not repurchase	B%	0.20
Definitely will not repurchase	C%	0.00
Total	100%	Accumulative

Table 7: An example of a Customer Retention Analysis

The customer retention rate is used also in calculating the customer life expectancy.

$$\text{Customer Life (N)} = 1 / (1 - \text{Customer Retention (CR)})$$

2.3.3.1.3 Customer Loyalty Score (CLS)

According to Reichheld from Bain & Company, the best way to measure customer loyalty is to ask one simple question: Would you recommend us to a friend? In this section, we would, however, discuss a more quantified approach to measure customer loyalty. The answer to the presented question will be calculated into percentage of customer that would recommend to a friend. Then, the customer loyalty score will be measured as presented below by multiplying the customer satisfaction index (CSI), customer retention score, and customer recommendation.

$$\text{CLS} = \text{CSI} \times \text{Customer Retention Score} \times \text{Customer Recommendation}$$

The customer loyalty score will then be calculated for all the six levels of customer satisfaction as the example below shows.

Customer Satisfaction Level	Percent of Customers	CSI	Customer Retention	Customer Recommendation Rate	CLS	Weighted CLS
Satisfied	15%	80	80%	60%	38.4	5.76
…						
Dissatisfied	20%	20	15%	0%	0	0

Table 8: An example of the Customer Loyalty Score

2.3.3.2 Sources of Brand Equity Measurement

In this section we will discuss the different measurement methods for sources of brand equity. It is important for decision makers to understand comprehensively the sources of brand equity as to exploit the strategic potential of brand equity and help shape the direction of marketing activities. There are two approaches to measure the customer mind set: qualitative and quantitative approach.

2.3.3.2.1 Qualitative Research Techniques

Qualitative researches are mostly unstructured and able to provide a variety of responses. Therefor it is considered to be a useful first step in measuring brand equity. The result of qualitative research techniques often contributes to the identification of brand associations and sources of brand equity (Keller 2009). The techniques that will be discussed in this section are: free association, projective techniques, and experiential methods.

•   Free association tasks often involve asking customers what comes to their mind when think of the brand. It is considered the simplest yet most powerful method to identify brand association. It is used not only to identify the possible variety of brand associations, but also to provide an estimated evaluation of the strength, favorability, and uniqueness of these brand associations (Krishman 1996). However, marketers should take into consideration two issues in conducting free association tasks: the types of probes to give to the subject, and how to code and interpret the result (Keller 2009).

•   Projective techniques are used in cases when customers find it uncomfortable or unable to show their true opinions and feelings of the brand or product. Some of the common projective techniques are completion and interpretation tasks, and comparison tasks. In these techniques, researchers will ask customers to complete an ambiguous stimulus, or to compare brands to people, countries, animals, etc. to provoke and obtain their feelings and impressions of the brand (Keller 2009).

•   Experiential methods were created to improve the effectiveness of traditional qualitative research methods by research the object in their nature environment. The main idea is because customers might still find it difficult to express their true feelings in a standardized study, observing them in their actual home or at work might helps researcher to gain more useful and informative response (Coupland 2005).

2.3.3.2.2 Quantitative Research Techniques

Quantitative research techniques often use several kinds of scale question to ask consumers. According to Keller, this process helps researchers to evaluate the "breadth and depth of brand awareness; the strength, favorability and uniqueness of brand associations; the valence of brand judgments and feelings; and the extent and nature of brand relationship" (2009, 374). Most qualitative research techniques focus on the following elements of brand equity: brand awareness, brand image, brand responses, and brand relationship.

2.3.4 Grow and Sustain Brand Equity

The economy in general and the marketing environment in particular is evolving and changing constantly. The real challenge to any management is to realize opportunities and threats and to response to it. In brand management, managers should have a long-term view of all the marketing activities, including reinforcing brand, revitalizing brand, and adjustment of the brand portfolio.

2.3.4.1 Reinforcing Brand

There are some cautions to take in consideration in reinforcing brand suggested by Keller (2008). The fundamental concern of brand reinforcement is to maintain brand consistency. By maintaining brand consistency, it means that to assure that brand receives the same, if not greater, amount as well as the basis of supporting marketing activities contributing to the brand equity. It is, on the other hand, also essential to allow tactical changes in branding strategy in order to maintain the direction of the brand. The second thing to take into account is to protect the source of brand equity. If the brand positioning has already gained success, there is little need to differ unless there are changes that affect negatively to the brand position in the external environment. Thirdly, it is more common and easier to change certain tactics and supporting marketing program than the brand position or strategic direction. However, marketers should only alter it if it is proved no longer contributed to the brand equity. And the key thing to remember is if you are to change it; be innovative and relevance, otherwise the failure could result greatly on the brand equity.

2.3.4.2 Revitalizing Brand

There are cases when brands had to regain its lost sources of equity or fundamentally change in order to return to the competition. The first thing that decision makers often come to is the original sources of equity. Then, the company needs to rebuild the brand knowledge structures in terms of brand awareness, brand image, as well as consumer-brand relationship; and to reevaluate these sources of brand equity using brand measurement systems. The next steps to take in revitalizing brand are to reposition the brand, expand brand awareness, improve brand image, and, if possible, enter new market (Keller 2008).

2.3.4.3 Adjustment to the Brand Portfolio

Brand portfolio is often used in larger businesses that operate under various different brands. It is used to contain all those different brands under one entity, which in turn serves for the marketing purpose and helps reduce confusion. Managers need to take a long-term view when

managing and adjusting brand portfolio. There are several considerations in adjusting brand portfolio. There is migration strategy, which refers to the migration of consumers within one brand portfolio. Migration strategy aims at organizing brands in the consumer's mind so that they would switch among brand portfolio if their wants and needs change. Besides assuring that the company keeps its existing consumers within the brand portfolio, making adjustment can help the brand to gain new customer base. This challenge involves in making the brand relevant to a vastly different generations, groups, or lifestyles. Lastly, managers should also realize when and what brand to retire in the brand portfolio. These brands to retire are not only financially burdensome to the company but also can negatively affect the other brands among the brand portfolio. There are several options available but decision makers have to be decisive in making actions to either properly retire or milk the brand (Keller 2008).

2.4   Social Media

Social media is defined as a set of application in the Internet that is based on the foundations of Web 2.0 and allows the creation and exchange of user-generated content and user interaction (Haenlein & Kaplan 2010). There are several forms of social media, such as social network (Facebook, LinkedIn), blogs (Hotspot, Wordpress), microblogs (Twitter), media-sharing sites (Youtube, Instagram, Pinterest, Flickr), forums, review and voting sites (Imdb), and many more. In the recent years, social media has constantly become more common across generations. Many businesses have seized the opportunity of this blooming phenomenon and used social media as a widespread channel to deliver the brand's value to customer.

There are many reasons for brand strategies to cooperate with social media. First of all, social media holds a large market share with the largest amount of connections. Nowadays, there are over 1 billion people on Facebook, 200 million people on Twitter, and 200 million more on LinkedIn (Constant Contact 2013). With the help of technology, this does not only mean that social media is one of the largest and most openly viewed showroom for your brand, but also a massive customer database that can provides useful and up-to-date information for your analysis and research (Rocheleau 2011). Moreover, social media helps it easier to target and reach your target audience and more effectively distribute the desired content. A recent research shows that more that half of Facebook's user log on to the network everyday and over 400 million tweets are posted on Twitter each day (Constant Contact 2013). In other words, social network provide a great opportunity to build a stronger and closer relationship with your existing customers; and reach out to the potential. Finally, social media helps avoid brand confusion by updating posts that are consistent with the brand value.

The key to remember in using social media as a marketing tool is that it requires efforts in daily attendance. It is easy to create an account on social network, but the active participating makes the true impact. Hence, in order to make the active participation outstanding and memorable, do keep the company's online identities consistent with the company's value and also simple and up-to-date (Rocheleau 2011).

3 Methodology

3.1 Survey Development

Understanding the need for customer insight, a questionnaire survey was planned. The purpose of the questionnaire survey is by targeting a small portion of the designated population, the author hoped to gather information and insight on the whole population in a truly representative form.

The survey is a closed 17 questions questionnaire developed in English and carried out in Vietnamese. All of which are designed and evaluate closely in terms of content, wording, and the order of the questions in order to maximize the number of completed responses and quality of the information gathered. The survey is divided into two parts: general information questions and selective information questions. The first part provides demographic information about the respondents, while the second part provides inclusive information to answer the research questions. The needed information includes gender, age, income level, behavior when looking for tourist destination, brand recall, brand loyalty, brand perception, and behavior concerning social media.

1. Gender 2. Age 3. Marital status 4. City 5. Profession 6. Income	Demographic data
7. How often they go on vacation 8. How do they look for a vacation location	Consumer's behaviour on choosing vacation location
9. Have you known before the survey 10. How do you know	Brand awareness
11. Likelihood of coming back 12. Likelihood of recommending	Brand loyalty
13. Brand name's perception 14. Brand logo's perception	Brand image perception
15. Appearance on social media 16. The use of social media 17. Frequency of updating on social media 18. Influence of social media	The role and use of social media

Table 9: Survey's structure

3.2   Sample and Data Collection

Using an online service for survey: Qualtrics.com, the survey was distributed online for a period of 3 weeks, from April 28 to May 19, 2014. There were 179 valid responses collected and used in this research. The survey was delivered using different channels, including Eureka Resort's customer database, Eureka Resort's Facebook page, tourism Facebook groups and forums on the Internet.

In order to provide a sufficient validity to the research, the sample size and the type of sampling is carefully monitored. Based on the result of the survey, the sample size is adequate for a research paper and therefor can be used for further analysis. Moreover, all demographical indicators show an appropriate group of sample, with age varies across all age groups and majorities of the sample are from the target group: married people (81%) who live in the northern region (73%) with an average monthly income of 5-9 million VND (64%). A simple random sample approach was also implemented to optimize the representativeness of the research.

Age group	Percentage
18 – 24	13%
25 – 30	12%
31 – 39	26%
40 – 50	36%
Above 50	13%

Table 10: Respondents' age groups

3.3   Limitation of the Survey

Due to the limited time of research and the difference geographically, the survey poses some obvious weaknesses that would limit the result of the survey. One of those weaknesses is the using of Eureka related channel to distribute the survey, such as Eureka's Facebook page and customer database. This method could result in a biased response regarding the brand awareness rate.

4   Findings

This section presents the result of the research findings, in regards with the behaviors of tourism's customer, their perception towards Eureka Resort, as well as towards social media as a marketing tool.

4.1   Survey's Demographic Data

The survey's respondents consisted of 69% male and 31% female, all of them varies across age groups from 18 to above 50. Among those, 19% of them are single and 81% are married. The majority of the respondents' income is from approximately 206 euros to 372 euros per month.

4.2   The Behaviors of Tourism's Customer

This section of the questionnaire was designed to collect data for understanding the customers' travel frequency and the method of finding a travel destination.
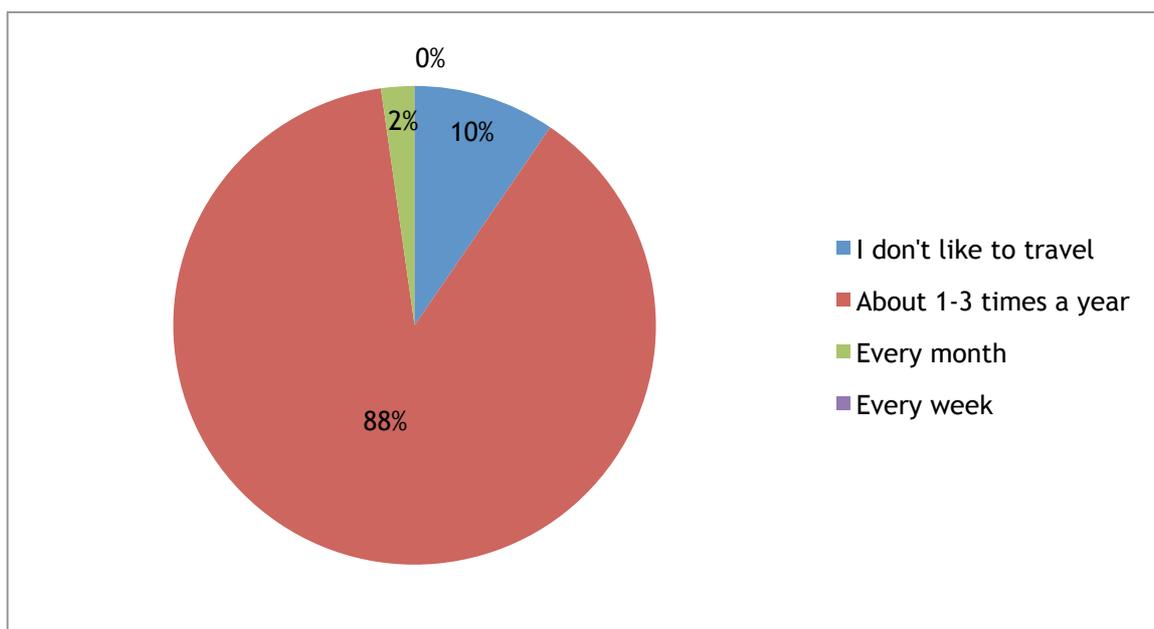
Figure 3: Respondends' travel frequency

As shown in the above graph, besides the 10% who said they don't travel, the majority of the respondents (88%) travel from 1 to 3 times a year. This is a relatively common rate in Viet Nam, where people mainly travel once during the summer vacation, and a few times on national holiday. However, the existence of the 2% who answered to be traveling every month proves that there is a valuable and loyal customer segment in the industry.

From the gathered information, the researcher was able to give estimation on the market size. For every time a customer travels to a tourism destination and uses the service, we will call it U. Therefore, on an average basis per year, a customer who travels 1-3 times a year would be 3U, a customer who travels every month would be 12U, a customer who travels every week would be 52U.

Customer Groups	Total time of using a tourism service a year	Percentage
Never travel	17 x 0 = 0	0%
1-3 times	158 x 3 = 474	90.9%
Every month	4 x 12 = 48	9.1%
Every week	0 x 52 = 0	0%
Total	552	100%

Table 11: Estimated total time of using the service annually by the respondents

The total number of U for a market size of 179 would be 552T, which is 2.9U per capita. This represents a relatively small market size per capita, where the majority of the service usage depends on the one to three timers.

Concerning the method to find a travel destination, the researcher asked the respondents to choose from the three most common methods, which are: (1) searching on the Internet, (2) asking friends and relatives; and (3) consulting a travel agency. With the intention to gain insight into these specific methods, the researcher did not provide the respondents with an open answer or multiple choices option. All 179 respondents chose one of the three choices; therefore, the researcher presumes the matter is sufficient.
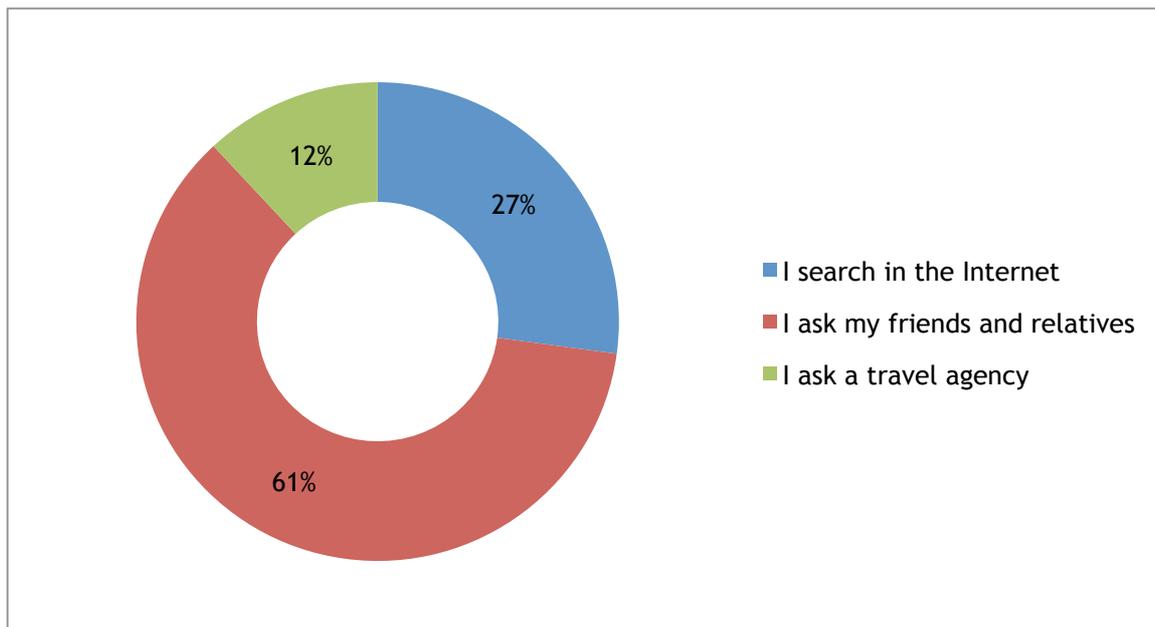
Figure 4: Respondent's method of finding new tourist destination

When looking at the correlation between the travel frequency of the surveyed and the method of finding a destination, the researcher is able to see that the major 88% of the respondents who travel one to three times a year rely on rather all three of the provided methods. Of those 88%, 29% chose method (1), 59% chose method (2), and 12% chose method (3). However, when looking at the 2% who answered to be travelling every month, all of them chose method (2), which is to ask their friends and relatives. This shows a clear picture of the loyalty customer group's behaviors, where they would seek recommendations from acquaintances rather than advertising.

4.3   Brand Awareness and Customer's Perceptions towards the Brand

When asking the question if whether the respondent knows about the brand Eureka Resort before the survey, 85% of them answered Yes. This is a rather predicted answer because, as mentioned in the limitations of the survey, many of the respondents are past customers of Eureka Resort. Therefore, it is not sufficient to draw a conclusion from this information. However, of those 88% who answered to travel up to 3 times a year, 90% of them claimed to know about Eureka Resort before the survey. And 100% of those who answered to travel every month claimed the same thing. This leads the researcher to the assumption that a majority of the population who travels is aware and can recall the brand.
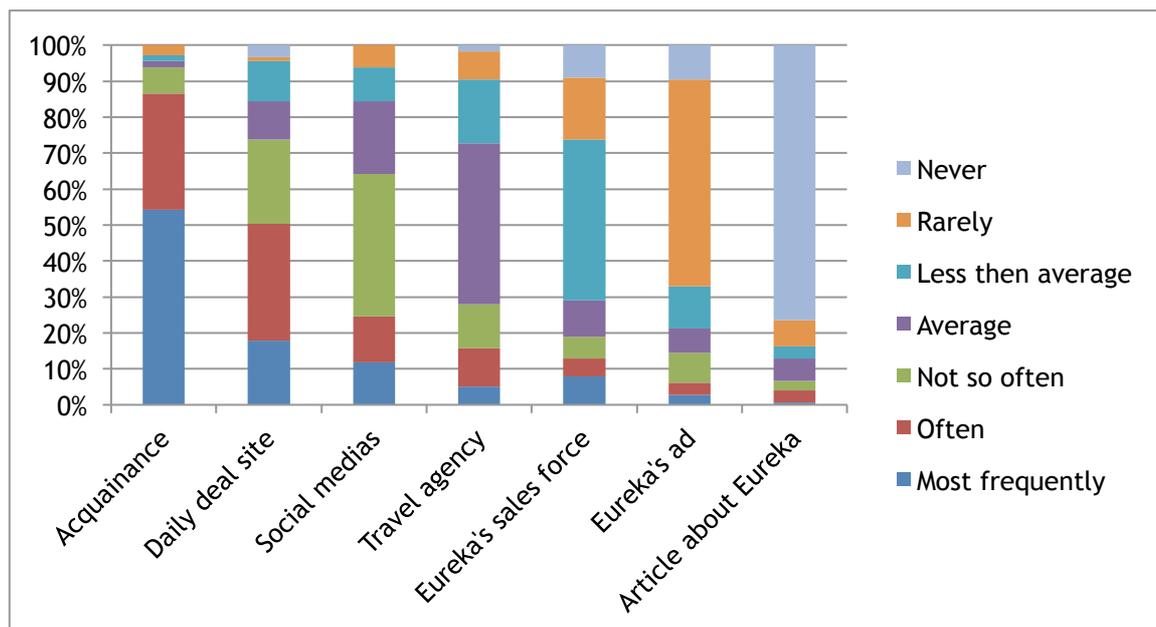
Figure 5: Respondent's encounter frenquency with Eureka Resort

The above graph shows different ways that the respondents claim to encounter with Eureka Resort. The graph is sorted in a descending order of the encounter frequency. It draws a clear picture of how traditional marketing methods, such as advertising, news article, or sales force; fail to reach out to customers. On the other hand, words of mouth and social medias play a major role in the market with nearly 90% and 70%, respectively, of the respondents claim to interact with Eureka Resort through this method quite often.

When asking if the respondents have plan to return to Eureka Resort, 74% of them said yes and only 6% said no. The ratio remains quite similar when concerning recommending Eureka Resort to their friends and relatives with 77% said yes and 7% said no. The rest of the respondents are unsure of their plan and chose maybe. Even with the limitation that most of the surveyed are past customers of Eureka Resort, this numbers show that Eureka Resort has been able to build their customer's loyalty, as seen in a high probability of returning customers.

The survey also concerned the customer's opinion about the two most visible brand elements: name and logo. The researcher used grading questions with given statements to obtain insight into these two important factors of branding. The given statements were developed according to some of the main features of a good brand name, such as uniqueness, easy to remember, meaningful, and classy. Even though the results on these features are positive with approximately 80% of the respondents agreed it is a good brand name, a majority of them thought it is hard to remember and does not show off a high-class impression. The logo of the brand received the same response with a majority of the respondents agreed it is unique, beautifully designed, meaningful; however lack of a high-class impression still.

Illustration 2: Eureka Resort's official logo

4.4   Customer's Perception and Behaviors Towards Social Medias

In order to provide insightful and sufficient branding strategies on social media, the researcher has designed the survey to gather information on customer's behaviors towards social medias and its role. The findings of this section will be presented hereafter.
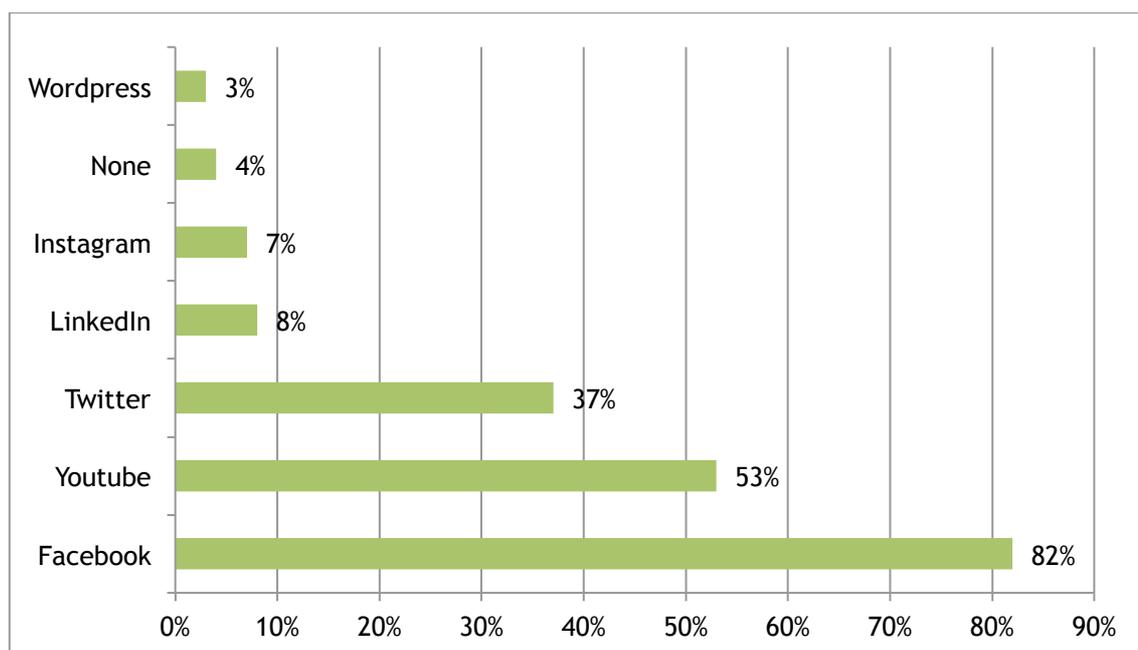
Figure 6: Percentages of the respondents' usage on different social medias

As shown in the graph above, excluding the 4% of the respondents who replied to not use any of the mentioned social medias, the 96% left all had their shares of social medias. Facebook is the top social media platform that is used by 82% of the respondents. The following are Youtube – a video sharing website, and Twitter – an easy, short and simple personal blog, by a respective number of 53% and 37%. The rest of the options are popular choice among the Western countries, but the survey's result proved that the Vietnamese has not yet been

familiar with it. However, these numbers still indicate a considerable market to exploit on social medias.

Among the given reasons to use social medias, the two most voted options are to connect with friends and colleagues; and to search for information. When combine this finding to the earlier presented majorly used method of finding a destination, which is to ask friends and relatives, there is a connected overlooked significance of social medias in reaching out to customers. In order to furthermore examine this matter, a question concerning the frequency of updating their social medias was asked. As shown in the graph below, of the 172 respondents who previously claimed to use social medias, 69% of them answered to use and update their social media every day, only 5% said they do not update their profile and only use to look for information when needed. This has partially validated the power of words-of-mouth on social media – a platform where people get access to and share their voice on almost every day.
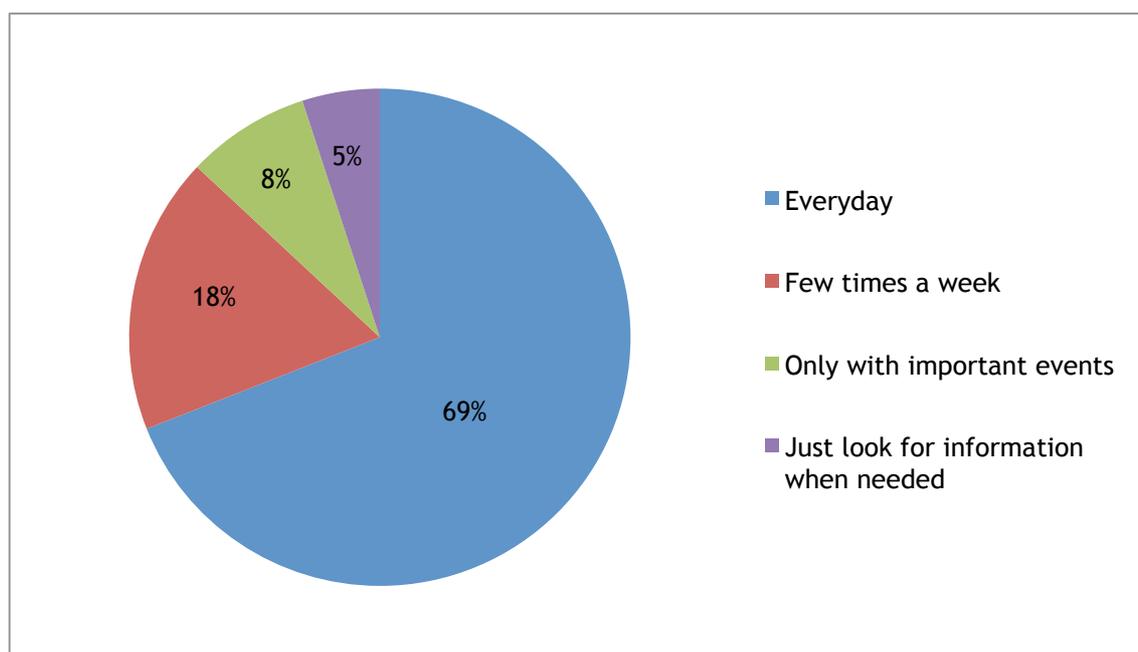
Figure 7: Respondents' frequency on using social medias

Finally, when asked if the respondent thinks that social medias play a great role in their lives, 89.9% of them agreed, of which 75% claimed to update their social medias everyday. Moreover, 91% of the respondents think that social medias help effectively connect companies to their customers, among which 73% of them said to update their social medias everyday. These numbers illustrate that the active community on social medias is significant and feels very positive towards social medias and the role it plays in building relationships and expanding their lives and knowledge.

5   Discussion

5.1   Branding as an Investment

A strong brand is a valuable asset to any type of business. It helps ensure a far more sustainable future compared to those with weak brand equity. Branding, however, is a long-term investment. Therefore for companies with limited resources, before investing in anything, should always have enough evidences of a profitable outcome.

In the case of Eureka Resort, building a strong brand is essential for the following reasons.

Firstly, as suggested in the findings of this research, regular customers take a small portion in the tourism market. Therefore in order to keep the business profitable, the resort must constantly attract new customers while maintaining a good relationship with past customers. A strong brand thus helps reaching out to new customers easier.

Moreover, not only will new customers be aware of the brand, but a strong brand will also help the customers to make their decision faster. By communicating the brand's image and value effectively, it will deliver to the customers a clear message, provide sufficient information and encourage them to choose the brand.

A good branding strategy and branding practice will also attract more investors as Eureka Resort is constantly looking for investors to further expand and advance their facilities. The reason being is that branding is a long-term investment and it needs to start as soon as the beginning of the business. Only by possessing a strong brand equity and brand loyalty can the business manage crisis or mistake without heavy damage.

5.2   Brand Audit: Eureka Linh Trường Resort

5.2.1   Overview

126 Tourism Exploitation Management Joint Stock Company based in Hà Nội, Viet Nam; established Eureka Resort on June 2011. The resort now has 72 villas, 45 hotel apartments, 4 conference rooms, 2 restaurants, cafes, swimming pools, health centers and spas, and other service facilities. The resort also provides many tours to nearby tourist attractions and different events hosting service.

5.2.2   Brand Identity

The resort's brand elements include: the official name Eureka Linh Trường Resort and the slogan "Hoang sơ mà gần gũi", which translates into "Pristine yet homey". The official logo is shown below.

Illustration 3: Eureka Resort's official logo

According to the survey's findings, the company's brand is widely recognized. This is mainly because there were intensive promotions on daily deal websites and sales activities in the beginning of the business. This helped attract many SMEs, social communities and schools with large bookings of over 50 people per se. However, this may also lead to the perception presented in the findings that the brand promotes a not really high-class impression, since the brand always appeared along side with a promotion.

5.2.3   SWOT Analysis

Strength	Opportunity
High quality service with affordable price Close location to metropolitan area	Increased life quality leads to demand in getaway location
Weakness	Threat
Lack of resources Lack of marketing practice	Ineffective marketing leads to miscommunicating company's value and image

Table 12: Eureka Resort's SWOT analysis

5.2.4   Brand Positioning

When deciding on the brand positioning, it is crucial to obtain information about the target market, competition, as well as the Points of Parity and Points of Difference of the brand. The following will present information concerned Eureka Resort.

5.2.4.1 Target Market

Concerning the tourism industry, despite the affect of the economic crisis to the Vietnamese economy, both domestically and globally from the late 2009 financial crisis, the latest report of the General Statistic Office of Viet Nam still shows strong growing number in overall GDP and across sectors. The GDP growth of 2013 in Viet Nam is 5,42% compared to the growth of 5,25% in 2012 (GSO VN 2013). The leading sector is constantly the service industry with the GDP growth of 6,56% in 2013 (GSO VN 2013). The tourism industry in particular continues to receive positive statistic number. The international tourist traffic into Viet Nam in 2013 increased 10,7% compared to that of 2012, while the domestic tourist traffic in 2013 increased 7,8% compared to that of 2012 (GSO VN 2013). Moreover, the Minister of the National Administration of Tourism Viet Nam expected to see even more significant growth in the tourism industry. He targeted a growth of 12% in 2020, which would result to 18,5 billion USD in revenue, accounted for 7% of the total GDP (Tuổi Trẻ 2013).

Specifically, Eureka Resort targets the middle income level families who live in the Northern part of Vietnam, as well as SMEs, schools and communities in the region. Across the country there are about 17 million people in the middle income level, which accounts for 14,6% of total population and 25% of the work force (Người Đưa Tin 2013). Even without the specific numbers of SMEs, schools and communities, the target market is believed to be accounted for a large portion of the population and therefore is very promising.

5.2.4.2 Points of Parity and Points of Difference

Points of Parity and Points of Difference are factors closely related to the brand. Currently, Eureka Resort has no obvious Points of Difference. However, while the Points of Parity are believed to be the prerequisite factors to be considered as a valid player in the field, it is the Points of Difference that is the competitiveness needed for success. Thus it is advisable to identify the Points of Difference of the brand in order to help designing an appropriate branding strategy. The Points of Parity of Eureka Resort are presented below.

- Good quality service
- Diverse options of entertainment and service in one package
- Affordable price
- Close location

5.2.4.3   Identify Competition

Using Porter's Five Forces Model Analysis, the threats from competition that Eureka Resort might have to face are presented below:

-         Threat of new entrant: the continued growing tourist traffic may result in entrances of new business
-         Threat of substitute products or services: customers may opt for other choices, such as entertainment activities for the citizen staying in the city, or the up coming trend of owning a countryside house
-         Bargaining power of customers: the company targets middle income level with concerns for prices, therefore prices are highly sensitive and can be affected by the market, since the switching cost to another resort is zero
-         Bargaining power of suppliers: tourist agency may demand a high commission to sales for the resort
-         Intensity of competitive rivalry: in the county, there is one major traditional tourist attraction that has been for years. Moreover, even on the same beach line there is another resort that targets the same audience.

5.3   Strategic Suggestions

Firstly, there is no need to make any significant adjustment on the brand elements. The brand has already gained a certain level of awareness among the customers as presented before in this paper. Therefore, changing its elements would only cause confusion and an inconsistency impression. The brand name and logo is acceptable. However, since it is sometimes accompanied by a non-luxurious impression, which is the opposite of what the brand wants to convey: being a high quality resort with affordable price; adjusting the logo's color might help to improve it. According to an article published on the webpage of Business Insider based on the findings of Karen Haller – a UK-based business color and branding expert; bold colors like red, purple, black, or gold help communicate a stronger message. Specifically, red helps brands to be seen as "powerful and passionate"; purple symbolizes a "luxurious and whimsical" brand, while black is perceived as "exclusivity and glamor" (Stanger 2012).

5.3.1   Quality of Service at Core

Branding is about communicating the services' or product's value correctly and effectively to the customers. Therefore, it is still the quality of the service at core of any branding strategy.

Not only will it guarantee the delivered promise to the customers, but it will also help the brand to gain competitive advantages against competitors.

According to the researcher's own observation, the staffs at the resort are not yet at their best capability. Actions to improve the most directly related service providers (room services staff, receptionist, etc.) must be taken. Careful screening process before employing could help save a lot of time and money. However, the employed staffs still need to be put through a standardized training procedure specifically designed for the resort. Regular supervising and random examining should also be scheduled in order to maintain a consistent standard among the staff. Retraining or penalty will be employed in the examining and assessing procedure.

Security while at the resort is another important factor for both the company and the customers to consider. Ensuring an well secured environment will not only help provide the customers with a relaxing and homey experience, but will also help the company to avoid any possible liability or damage from lawsuit. The resort may consider hiring a security company since it will help reduce the time and effort putting into training personnel, guarantee certified, well-trained security staffs, and share the responsibility in case of any incident. Even though it might be more costly to hire a security company, however if done right, the security company's appearance will help ensure the customers of their worries and thus improve the brand image.

Maintenance and inspection program of facilities is also essential since it is a beach resort. The environmental condition of the beach takes on a certain level of damage on the resort's facilities. During the time staying at the resort, the researcher found many traces of damaged from the wind and seawater in the villa. The author strongly advises against leaving the facilities in such condition during the customer's stay. Inspection should be taken on a more regular basis. Once found any evidence of damage, the facility should be closed immediately for repairing. Maintenance program will help to avoid such possibility of closing down the facility and reduce the cost of repairing. It will also help to ensure the facilities are always at the best condition to be served to customers thus improving the customer's experience and the brand image, as well as to minimize the chances of accident caused by damaged facilities.

5.3.2   Loyalty Program

A loyalty program offers a variety of benefits for both the company and the customer. It is a win-win situation. A loyalty program helps the company to attain customer's information for further research, and for customer relationship management. The company will have the needed information to reach out to their customers with newsletter, sales or promotions; as

well as to enhance the existing relationship with customers by implementing customer care program. Customers will win by receiving exclusive information on sales or promotions and special benefits for members only.

Customers of the resort will have to sign up for a loyalty program with their information and email. The information will then be recorded into the customer database along with the information of their staying at the resort. Customers will receive a chip card, which can be shown to the cashier every time customers use a service provided by the resort. A loyalty point system will be built. Customers will be rewarded with points for their service's usage. Based on the accumulated points, customers will be categorized into different ranks with different level of special benefits. Aside from newsletter and promotion program emails, customers will receive information about their ranks and points after each trip, as well as information on the benefits for the next time customers come to the resort. This way, not only customers will be provided with various information and benefits, it is also a friendly reminder for the customers about the resort.

5.3.3   Content Marketing Strategy on Social Medias

Content marketing is defined as an "approach focused on creating and distributing valuable, relevant, and consistent content" (Content Marketing Institute). In other words, a content marketing approach is the opposite of spamming. It helps to connect the audience with the provider through a mutual interest relationship: valuable information. The purpose of the provider is to change or enhance customer behavior that ultimately translates into profit. The before mentioned loyalty program with communicating special benefits to customers can also be considered as a form of content marketing. Content marketing on social medias, however, cannot be as exclusive and personal. The advantages of content marketing for Eureka Resort are that it requires less amount of resources compared to traditional marketing, it is easy to monitor the outcome of each content and thus adjust if needed, and last but not least, the findings of this paper have proved an existing potential target audience for content marketing on social medias.

96% of the survey's respondents claimed they are active users of at least one social media platform. Among those, 72% of them said to update their social medias everyday. These numbers prove that social media is a promising ground for Eureka Resort. The content marketing strategy must follow and support the branding strategy's framework. It is also important to have a content bank before implementing the program. The topics of the content bank can vary from summer travel, weekend getaway, lifestyle, design, cuisine, sports, fitness, etc. Even though it is significantly important to have and publish high quality content, it is also crucial to understand, establish and follow a standard set of rules on how to

manage on social media in order to retain a consistent image. Read and learn from your target audience's online content in order to understand what pieces of information is of interested to them. Having the best quality information is not the key, but showing the right information to the right audience is. Building and maintaining a good relationship with the customers through social media is also a good advice. Not only will you have a convenient channel to practice your customer relationship management, but it will also help you gain valuable member on your social media, and showcase your reputation in the best way that is through your past customers. Furthermore, social medias are all about what is trending. One of the strategies can be to rely on who or what is currently most influenced on social medias. According to the researcher's observation, in Viet Nam, it can be highly effective to find someone who has an existing and sizeable audience on social medias and work with them to promote the brand. It is like hiring a Hollywood star to be the ambassador of the brand, but without the money to spend on advertising and promotional campaign. This way the brand can utilize the free usage of social medias to their benefits and only pay the influencer an appropriate amount or in the form of products or service package.

5.3.4 Measuring Brand Equity

It is important to constantly manage brand equity by supervising closely all marketing activities, as well as to periodly reevaluate brand equity and reassess the efficiency of the those marketing activities. Such purposes can be achieved with the help of accounting reports and customer's feedback or survey. One should also remember that the key to stay ahead in the game is to keep one updated of the competition. Researches of the market trend and the competitors can help to not only understand the brand's position in the competition, but also to learn and adapt to any possible changes.

5.4 Validity of the Research

The research paper is presented with some limitations. By sending out surveys to many of Eureka Resort's past customers, the gathered information can be biased and thus result in a false analysis of the market as a whole. Further more, this research is concerned with the specific case of Eureka Resort, therefore the differences in the context of time and location, differences in the market culture and business culture can be a restraint if the research is applied to another case.

6   Conclusion

Firstly the research paper was able to gather various types of information corncerning the customer's behavior and perception from the survey's results. Even though the majority of the respondents travel an average of 2 times a year, the loyal customer group who travels almost every month exists according to the survey's result. These two major groups constitute to 90% of the respondents. The most preferred method to find a new travel destination is to ask from accquaintances. Even thought the majority of the respondents relied on rather all three of the provided methods, the 2% loyal group of customers all rely on their accquaintances for recommendation.

Secondly, concerning the brand awareness, the survey's result showed that the company has gained a certain level of brand awareness and brand loyal among the survey's respondents. Their perceptions towards the brand's elements were generally positive with most of the respondents chose the characteristics of a good brand elements for the company. However, one negative point to take is that the brand name and brand logo somehow give off a non-luxury impression.

When asking about social medias, many of the respondents answered to be using social medias, especially 82% of them are on Facebook. Among them, 69% has said to be updating their social media on a daily basis.

The research paper has also been able to provide several strategic suggestions, including a brief brand reevaluating and brand measuring over time. Those suggestions included that it is still the quality of the service at the core of any marketing program. This point has been proven even more in this research paper when asking for recommendation from accquaintances plays the most important role among the customers. To further utilizing the power of words-of-mouth, a loyalty program was suggested not only to maintain a good relationship with past customers, which in turn could result in good words-of-mouth, but also to have direct and constant access to customer's information. Content marketing using social media was also suggested for the reasons that social medias are increasingly popular among the customers in Viet Nam, not only the young age groups but also the age group from 40 to 50, as well as the fact that it requires less resources compared to traditional marketing activities.

In conclusion, the research paper consisted on survey's data on customer's perception and behaviors, as well as analysis and suggestions that could be used to guide the branding and marketing strategy of the company. These information and analysis helped prove the

importancce of branding and present a clear picture of how to start building the brand into the company's valuable asset.

References

American Marketing Association. 1960. Marketing Definitions: A Glossary of Marketing Terms. Chicago: American Marketing Association.

Baicoianu, M. 2011. Points of Parity Versus Points of Difference. Accessed Apr 15, 14. http://branduniq.com/2011/points-of-parity-versus-points-of-differentiation/

Best, R. 2009. Marketing-Based Management. 5th Edition. Pearson Education International.

Blattberg, R. & Wisniewski, K. 1989. Price-Induced Patterns of Competition. Marketing Science 8. 291-309.

Constant Contact, Inc. 2013. Why Social Media Marketing: 10 Ways Social Media Can Help Grow Your Business. Accessed April 15, 14. http://img.constantcontact.com/docs/pdf/why-social-media-marketing.pdf

Content Marketing Institute. What is Content Marketing?. Accessed April 17, 15. http://contentmarketinginstitute.com/what-is-content-marketing/

Coupland, J. 2005. Invisible Brands: An Ethnography of Households and the Brands in Their Kitchen Pantries. Journal of Consumer Research, 32, 106-118.

David, F. R. 2006. Strategic Management. 11th Edition. NJ: Prentice Hall.

Garvin, D. 1985. Product Quality: An Important Strategic Weapon. Business Horizon 27.

General Statistic Office of Viet Nam. 2013. Economic Report 2013. Accessed April 24, 14. http://gso.gov.vn/default.aspx?tabid=621&ItemID=13843

Haenlein, M. & Kaplan, A. 2010. Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons, 53 (1), 61.

Harter, G. Koster, A. Peterson, M. & Stomberg, M. 2005. Managing Brands for Value Creation. UAS: Booz Allen Halmilton.

Interbrand. 2014. Report: Best Global Brands 2013. Accessed Mar 20, 14. http://www.interbrand.com/en/best-global-brands/2013/top-100-list-view.aspx

Keller, K. 2008. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 3rd Edition. UK: Pearson Education Limited.

Keller, K. 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57 (1), 1-22. Accessed Mar 20, 14. https://faculty.fuqua.duke.edu/~moorman/Marketing-Strategy-Seminar-2013/Session%203/Keller.pdf

Keller, K. Sternthal, B. & Tybout, A. 2002. Three Questions You Need to Ask About Your Brand. Havard Business Review, 80 (9), 3-8. Accessed Mar 20, 14. http://fcis.vdu.lt/~n.klebanskaja@evf.vdu.lt/fov1-00098617/FOV1-0009D4C0/KEVIN-~1.PDF

Kotler, P. Keller, K. Brady, M. Goodman, M. & Hansen, T. 2009. Marketing Management. 13th Edition. UK: Pearson Education Limited.

Krishman, S. 1996. Characteristic of Memory Association: A Consumer Based Brand Equity Perspective. International Journal of Research In Marketing.

Lawrence, A. 2012. Five Customer Retention Tips for Entrepreneurs. Forbes, January 11. Article from Forbes online. Accessed April 9, 14.

http://www.forbes.com/sites/alexlawrence/2012/11/01/five-customer-retention-tips-for-entrepreneurs/

Marketing Science Institute. 1995. Brand Equity and Marketing Mix: Creating Customer Value. Marketing Science Institute: Report.

McGuire, W. 1969. The Nature of Attitudes and Attitude Change. The Handbook of Social Psychology, 3, end Edition. MA: Addison-Wesley.

Morgan, R. & Hunt, S. 1994. The Commitment-Trust Theory of Relationship Marketing. Journal of Marketing, 58 (2), 20-38.

Người Đưa Tin. 2013. Tầng Lớp Trung Lưu Đưa Việt Nam Phục Hồi Kinh Tế. Người Đưa Tin Online, December 12. Accessed April 24, 14. http://www.nguoiduatin.vn/tang-lop-trung-luu-dua-viet-nam-phuc-hoi-kinh-te-a118174.html

Porter, M. E. 1985. Competitive Advantage: Creating and Sustaining Superior Performance. NY: Free Press.

Pride, W. M. & Ferrell, O. C. 2008. Marketing. 14th Edition. NY: Houghton Miffin Company.

Reichheld, F. Customer Loyalty. Boston: Bain & Company. Accessed April 9, 14. http://www.bain.com/consulting-services/customer-strategy-and-marketing/customer-loyalty.aspx

Robertson, K. 1989. Strategically Desirable Brand Name Characteristics. Journal of Marketing Research, Psychology & Marketing, 6 (4), 61-71. Accessed Apr 20, 14. http://faculty.baruch.cuny.edu/dluna/consling/brandart.pdf

Rocheleau, J. 2011. Powerful Branding Techniques Through Social Media. Hongkiat, 2011. Article from Hongkiat online. Accessed April 15, 14. http://www.hongkiat.com/blog/powerful-branding-techniques-through-social-media/

Stanger, M. 2012. How Brands Use the Psychology of Color to Manipulate You. Business Insider. Dec 29. Accessed Apr 17, 15. http://www.businessinsider.com/branding-and-the-psychology-of-color-2012-12?op=1&IR=T

Tuổi Trẻ. 2013. Kinh Tế Khó Khăn, Ngành Du Lịch Vẫn Tính Tăng 12% Năm. Tuổi Trẻ Online, May 31. Accessed April 24, 14. http://dulich.tuoitre.vn/tin-tuc/551238/kinh-te-kho-khan-nganh-du-lich-van-tinh-tang-12-nam.html

Illustrations

Figures

Tables

Appendixes

Appendix 1: The Official Version of the Survey Questionnaire

Thông tin cá nhân của bạn:

1. Giới tính của bạn là ?
- Nam
- Nữ

2. Độ tuổi của bạn là ?
- 18 – 24 tuổi
- 25 – 30 tuổi
- 31 – 39 tuổi
- 40 – 50 tuổi
- Trên 50 tuổi

3. Tình trạng hôn nhân của bạn là ?
- Độc thân
- Đã có gia đình

4. Hiện bạn đang sống ở thành phố nào ?
(Ô trả lời)

5. Nghề nghiệp hiện tại của bạn là ?
(Ô trả lời)

6. Thu nhập trung bình hàng tháng của bạn là ?
- Ít hơn 1 triệu VND/tháng
- 1 – 2 triệu VND/tháng
- 2 – 5 triệu VND/tháng
- 5 – 7 triệu VND/tháng
- 7 – 9 triệu VND/tháng
- Nhiều hơn 9 triệu VND/tháng

Thông tin về thói quen đi du lịch nghỉ dưỡng của bạn:

7. Bạn có thường xuyên đi du lịch nghỉ dưỡng không ?
- Mình không thích đi du lịch
- KHoảng 1 – 3 lần/năm
- Mình đi du lịch hàng tháng
- Mình đi du lịch hàng tuần

8. Bạn thường tìm một địa điểm du lịch nghỉ dưỡng mới như thế nào ?
- Mình tìm trên mạng Internet
- Mình hỏi người than, bạn bè
- Mình hỏi các công ty du lịch, lữ hành

Thông tin liên quan đến khu du lịch nghỉ dưỡng Eureka Linh Trường:

9. Bạn có biết đến khu du lịch nghỉ dưỡng Eureka Linh Trường trước bản khảo sát này không ?
- Có
- Không

10. Bạn biết đến khu du lịch nghỉ dưỡng Eureka Linh Trường như thế nào ? Hãy xếp các lựa chọn theo thứ tự mà bạn từng gặp phải, từ nhiều nhất là số 1, đến ít nhất là số 7.
- Mình biết qua bạn bè, người thân, đồng nghiệp

- Mình biết qua các trang web mua bán hàng giảm giá
- Mình biết qua mạng xã hội
- Mình biết qua các công ty du lịch lữ hành
- Mình được nhân viên của Eureka Linh Trường liên lạc trực tiếp
- Mình nhìn thấy quảng cáo của Eureka Linh Trường
- Mình đọc được một số bài báo về Eureka Linh Trường
- Nếu khác, xin hãy nêu rõ: (Ô trả lời)

11. Hãy chọn theo ý kiến của bạn

	Chắc chắn là có	Có	Có thể có	Có thể không	Không	Chắc chắn là không
Bạn có dự định quay lại Eureka Linh Trường không ?						
Bạn sẽ giới thiệu Eureka Linh Trường với bạn bè của bạn chứ ?						

12. Bạn thấy cái tên "Eureka Linh Trường" như thế nào ?

	Hoàn toàn đồng ý	Đồng ý	Đồng ý một phần	Không đồng ý một phần	Không đồng ý	Hoàn toàn không đồng ý
Độc						
Dài, khó nhớ						
Ý nghĩa						
Hay ho						
Đẳng cấp						

13. Bạn thấy logo của Eureka Linh Trường như thế nào ?

	Hoàn toàn đồng ý	Đồng ý	Đồng ý một phần	Không đồng ý một phần	Không đồng ý	Hoàn toàn không đồng ý
Dễ nhớ, dễ nhận ra						

Ý nghĩa						
Đẹp, có thẩm mỹ						
Độc đáo						
Sang trọng						

14. Hiện bạn có đang sử dụng mạng xã hội nào dưới đây không ? Bạn có thể chọn nhiều phương án.
- Facebook
- Twitter
- Wordpress
- LinkedIn
- Instagram
- Youtube
- Nếu khác, xin hãy nêu rõ: (Ô trả lời)
- Mình không sử dụng mạng xã hội
- Mình không sử dụng mạng Internet

15. Bạn sử dụng mạng xã hội cho những mục đích gì ? Hãy sắp xếp các lựa chọn theo thứ tự ưu tiên của mục đích sử dụng, 1 là sử dụng nhiều nhất và 5 là ít nhất.
- Mình sử dụng để kết nối với bạn bè, người thân, đồng nghiệp
- Mình sử dụng mạng xã hội để tìm kiếm thong tin
- Mình sử dụng mạng xã hội để theo kịp những tin tức và xu hướng mới nhất
- Mình sử dụng mạng xã hội như một sân chơi cho sở thích của mình

16. Bạn thường cập nhật thong tin trên mạng xã hội của bạn bao nhiêu lần ?
- Mình sử dụng và cập nhật thông tin hàng ngày
- Mình cập nhật thông tin vài lần một tuần
- Mình ít khi cập nhật thông tin, thường chỉ có những sự kiện quan trọng
- Mình không thích cập nhật thông tin của mình. Mình chỉ sử dụng mạng xã hội để làm việc và tìm kiếm thông tin

17. Hãy chọn theo ý kiến của bạn

	Hoàn toàn đồng ý	Đồng ý	Đồng ý một phần	Không đồng ý một phần	Không đồng ý	Hoàn toàn không đồng ý
Bạn có nghĩ mạng xã hội có vai trò lớn trong cuộc sống của bạn?						
Bạn có nghĩ mạng xã hội là cách kết nối giữa khách hàng và công ty hiệu quả						

nhất?						

Appendix 2: English translation of the survey questionnaire

Personal Information:

1. You are
- Male
- Female

2. Your age
- 18-24
- 24-30
- 31-39
- 40-50
- Above 50

3. Your marital status
- Single
- Married

4. You currently live in: _____

5. Your profession: _____

6. Your monthly income rate:
- Less than 1,000,000 VND
- 1,000,000-2,000,000 VND
- 2,000,000-5,000,000 VND
- 5,000,000-7,000,000 VND
- 7,000,000-9,000,000 VND
- More than 9,000,000 VND

Your travel's behaviors:

7. How often do you go on vacation?
- I don't like going on vacation
- 1-3 times a year
- Every month
- Every week

8. How do you look for a new vacation place?
- I search on the Internet
- I ask for recommendation from friend
- I ask the tourist agency

Your perception towards Eureka LT Resort:

9. Have you heard of Eureka LT Resort before this survey?
- Yes
- No

10. How do you know about Eureka LT Resort? Choose according to priority.
- Through my friend/colleague/relative
- Through a daily deal website
- Through social media
- Through tourism website
- I was contacted by Eureka's employee

- I saw it on advertisement
- I saw it on an article in newspaper
- If other, please specify: _____

11. How likely you are to come back to Eureka LT Resort?
    From 7 (very likely) to 1 (unlikely)

    How likely you are to recommend Eureka LT Resort?
    From 7 (very likely) to 1 (unlikely)

12. How do you find the name "Eureka LT Resort"? (Choose from Strongly Agree to Strongly Disagree)
    Unique
    Long, hard to remember
    Meaningful
    Cool and fun
    High-class quality

13. How do you find the logo of Eureka LT Resort? (Choose from Strongly Agree to Strongly Disagree)

    Easy to recognize
    Meaningful
    Tasteful, stylish
    Unique
    High-class quality

14. Do you have an account on social media that is currently in use? Multiple choices are possible.
- Facebook
- Twitter
- WordPress
- LinkedIn
- Instagram
- YouTube
- If other, please specify: _____
- I don't use social media. I just read newspaper.
- I don't use the Internet

15. What do you use social media for? Choose according to priority.
- It is a network to connect with friends and colleague.
- I use social media for work/selling/advertising
- I use social media to search for information
- I use social media to catch up with the latest trends and news.
- I use social media as a platform for my own hobby

16. How often do you update your profile/timeline (new job, new photo, and new trip)?
- I use and update my profile many times daily

- I update my profile a few times a week
- I rarely update my profile, only in big occasion
- I don't like to update my profile. I just use social media for work/search.

17. Do you think that social medias play an important role in your daily life?
    (Choose from Strongly Agree to Strongly Disagree)

    Do you think that social medias are the most effective tool to connect company with consumers?
    (Choose from Strongly Agree to Strongly Disagree)