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Establishing the credibility for the Midbrain Activation Workshop

Case Hongyu International

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The purpose of this thesis was to establish the creditability of the Midbrain Activation workshop to the Chinese public. The workshop is basically a brain development training course for the kids. Based on that choosing the social media includes the online advertising, video marketing can enhance the consumer's perception to the Midbrain Activation Workshop which will results in improving business profitability.

By implementing a variety of social media channels as their marketing strategies can also boost their credibility. Hongyu International Ltd would gain more visibility and improved connectivity among their customers and employers. The suggestions in this thesis include using multiple different social media channels and targeting each specified marketing strategy to a suitable target customer group.

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1 INTRODUCTION

The Hongyu International has been running their business since 2010, there are over one hundred thousands of kids have attended their training and most of them got positive feedback from their course, but still this company has been struggling with their untrustworthy image of the company. One of their most powerful and interesting courses, the Midbrain Activation Workshop, has been facing a lot of obstacles with their credibility. I am fascinated by the Midbrain Activation Workshop because my young brother also attended it and got really amazing benefit from the course. The purpose of the thesis is to discover their issues related to their low credibility and make the suggestion for them.

1.1 Company description

Hongyu International is an intelligence developing school. It has dedicated for increasing the capability of children's brain for over 4 years, it has branches and connection over the East Asia, for example, in Korea, Japan, Malaysia and Singapore. Schools headquarters is located in the south part of Taihu Lake - Huzhou.

Hongyu International has first-class educational facilities and the world's most developed brain education technology in Asia. It is famous for the experienced teachers and professional team of staff, as well as professional product and excellent management team and also market operations teams. Hongyu International is currently educating international programs that include MBA (Midbrain Activation workshop), which has the functions of speed reading and photographic memorizing method.

2 THE PRODUCT OF THE HONGYU INTERNATIONAL

The Hongyu International have the most advanced training technology for kids, for example, the QSR(Quantum Speed Reading), the HPM(Heightened Photography Memorising) and the MBA(Midbrain Activation). They provide various courses for developing children's brains. The MBA becomes the most powerful and popular course because the benefit and effect is tremendous, it is hard to believe that someone could blindfold reading, but the MBA workshop could let it become possible. So what is the midbrain?

2.1 The Midbrain

The midbrain is a small part of the brain that is correlated with visual and auditory system functions. When the midbrain is awakening, it will improve the capacity of the brain. As we know that only 5% of our brains could be developed through our whole life, so what happen to the rest of our brains? [Kendra Cherry, 2014

The midbrain like a bridge connecting the left and right brains, which locates on the top of the brainstem It is responsible for the perception of the left and right hemisphere processes this information and stimuli perceived subsequent communication. Basically, as part of the lower brain centers between the brains is not the consciousness of individual.

2.2 The Midbrain Activation

No one can deny the fact that all of us have a brain, we have both left and right brains, together we call this as a whole brain. This is something you probably know, you might also heard that some people tend to use their left brains, which means they tend to be more logical, systematic and analytical in their thinking, while others are right brainers who tend to be creative, emotional and intuitive. However one fact that many of us might not know is we also have a midbrain, the midbrain acts like a bridge between our right and left brains, having a active midbrain will wide in the channel of communication between right and left brains, so the left and right brains

could communicate more efficiently and effectively with each other. It leads the brain to a balanced use of our whole brains. The midbrain is typically dormant after age of six, so how do we reactivate the midbrain? There are many ways to do so, however the company believes the most efficient method is do a special set up sound waves. Another interesting effect of midbrain activation is that the children are able to perceive any visual objects by covering their eyes. This is what we called blindfolding. (Midbrain Activation, 2014)

2.3 The Midbrain Activation Workshop of Hongyu International

The Midbrain Activation Workshop in Hongyu International provides the excellent coaching group using blindfolding method to active the kids' midbrains. In the workshop, the kids would enjoy their teaching methods by covering their eyes and playing some different kinds of cards games. They also provide the world's most developed music to stimulate the kid's midbrains in order to active them. The music has significant impact on the kid's midbrain, once they have listened to the music, their midbrain might be already activated, and the blindfolding methods would boost the efficiency of the activation process. The Midbrain Activation Workshop would take two days which normally happen in the weekends, so that the kids would have more time and concentration in the workshop. The parents could apply for the workshop in the weekends or in other holidays. In order to prove the effect of the workshop, they also arrange a final examination for the parents to check their kids' achievement. After two days workshop, the kids still need minimum 15 minutes blindfold practice every day at home with their parents' supervising, because their midbrain's function is not stable yet and they have to stabilize the ability by practising regularly.

2.4 The benefits after the Midbrain Activation

- Activating the photographic memory
- Promoting the high speed reading
- Making the studying more interesting

- Increase their emotional control
- Enhance their concentration capability
- Boost their learning efficiency
- Promote their self-worth
- Balancing hormone
- Adjusting their eye sights

3 COACHING IN TRAINING THE STUDENTS

The Midbrain Activation Workshop requires a lot of contact between the students and the teachers. Therefore, the coaching skill plays a key role in training the students. Training kids is different from training the adults, because most of the kids attending the workshop are at age 6 between 12 years old. The educationalist have discovered that kids before 12 years old tend to have poor understanding about logic and principles, so working with these kids requires good coaching skill.

Coaching

Coaching is a useful approach to the development of human skills and the ability to improve our performance. It can also help us to deal with the problems and challenges before they become tough and unbreakable. A coach's meeting conversation usually happens is that Twain's coach and the coach (who is being coached), which is dedicated to helping discover solutions for themselves coach. However, people tend to like solving the problems by themselves than get other involved. In some organizations, the coaches are still regarded as a tool to correct mistakes. But in many other companies, the coaches are expected to be used to help others exploring the positive and effective way to their goals and targets. Coaching in the workplace is not only as same as teachers, psychologists, counsellors, therapist, masters, trainers, or consultants - even though they might apply similar kinds of skills and tools. The most pro-

Professional coach is who working with customers to improve their performance and efficiency and to assist them realize their full potential talent. Coaches can be hired by the trainee or by their organizations. When based on this coaching works the best, everyone clearly understands the reasons for hiring a coach, when they co-founded, and they want what the coach's expectations. However, in an organization like the managers and leaders can effectively hire external coaches. Managers do not have to be formally trained coach. (Mindtools, 2014)

3.1 Mindful Leadership Coaching

Being a mindful coach is very essential. A mindful coach requires a good connection with his body and his mental mind, his relation with the other people and also himself. There are two aspects of mindfulness that have particular impact to leadership coaching:

Empty mind

For coaches, mindfulness means having an empty mind when coaching, If a coach has a lot of his own thoughts, he will start to judge and affect the clients in wrong ways. An empty mind is the key to making things happen in others. This is the essence of coaching. Always giving others chance to make decisions by themselves, because a good coach should respect them as individual and guide them to face their problems. As a coach, a busy mind undermines our efforts, allow the clients expressing themselves. When thinking about the conversations with colleagues, friends or family members. Even when your intention is to help by giving advice to another, at the same time you are implying the person is lacking intelligence. We have to convince ourselves that someone cares, when they gave us the impression that they think we cannot figure out ourselves. (Douglas Riddle, 2012)

Non-reactive

Meditation and quiet thoughtfulness will help coaches to work with their clients, because it creates a great spiritual and emotional space for the coaches. No reaction is

essential, whatever the provocation is. In other words, the coach has better view to discover the needs of their clients and responses - without any intention to enhance the emotional content or misunderstanding. Nevertheless, the promotion of non-reactive attitude, as a coach, does not mean that they need to be judgemental. Non-reactive actually leads to more informed judgments of what is important and what is not. When having more emotional space to realize the coach, not mine, which is the coach is not worried about being manipulated or controlled. (Douglas Riddle, 2012)

4 SWOT ANALYSIS OF MIDBRAIN ACTIVATION WORKSHOP

It is simple and useful method to analysis a company like Hongyu International, because this gives the answers of questions that Hongyu International might ask: How is the business environment? How much is the room for the improvement? What strategy should they follow or what decision should be done? Hongyu International is currently facing some serious problems relate to their credibility, without fixing these problems, they would fall more badly and have trouble to continue their business. The swot analysis would help them to have a better view of their situation.

4.1 Strength

Externally, the educational environment in China is perfectly fits the MBA, every year, close to 10 million Chinese students sat for the *Gaokao* which is one of the most important tests to Chinese students, it is also called the Universities Entrance Exam which starts from June 8 to June 10. Students who achieve great scores are able to be chosen by the top class schools in China; the rest would have to go to the normal universities or two- and three-year colleges. Every year there are about 40 percent of the applicants who fail, there's always next year — or enrolment at one of China's less-selective private institutions. As China's economy grows rapidly, the competition of getting jobs among graduates has become intensive — and the pres-

sure they carry on is also overwhelming. Every year, there are a lot of suicide cases discovered during the *Gaokao* period, some of them could not handle the stress of the *Gaokao*, the rest decided to end their lives after knowing their unacceptable scores. The *Gaokao* is about the most stressed examination in the world; it seems that *Gaokao* is the only way leads the students to the future succeed.

The exams are not only related to the students, but the whole family. The students carrying the expectations from the families, they must have so much pressure to study. In such an intensive education system, only super hardworking and intelligent students could stand out.

So many parents are looking for the most efficient ways to lead their children to the success. The MBA would definitely be a good solution to help them reach the goal at same time with less pressure. Because by enhancing the students study efficiency and their brains abilities, the kids would suffer less in the exams and have a good chance to be put in a more competitive position to deal with the exams.

Internally, one of the reasons is that working as a MBA teacher or assistant does not require very complicated skills. Basically our core product is the Midbrain Activation Music, by listening to the music, the kids would be able to activate their mid-brain and along with some efficient brain exercises would enhance the effect. So our requirement of the teachers and assistants are: Patience, loving heart, easy-going and good communicating skills with kids. There were so many people suit the job, so that we have better position in pay the salary, which helped us saving a lot of fixed cost. In addition, the easy business idea will also help us to find many partners and investors to join us or purchase the music for running the MBA by them.

4.2 Weakness

Three years of running the MBA in China, they have been going through both the excitement and disappointment. One of the weaknesses is that Hongyu International does not have enough students as they expected, we analysed the reasons:

1. Chinese people are sceptical about this MBA, it is understandable that blindfolding method is hard to believe at beginning for many people, they think it is very superstitious or something likes magic. For some of them, we hardly could approach to them.

2. Chinese government is more materialistic, the MBA concept is something that they cannot understand, the MBA was on CCTV(China Central Television), which is belong to the Chinese government, they claimed that the MBA is sort of scam that they using kids to cheap others. This is one of the biggest obstacles that we are facing, but they are working on it.

On the other hand, the price of the Midbrain Activation workshop seems to be too high for many Chinese parents. The price you set also has to be consider carefully, if the price is too high like they have now, many potential customers would be deterred. It is important to find the ideal price for your product, the price you decide has significant effect on the sale. (Info Entrepreneurs, 2009)

4.3 Opportunities

The midbrain activation workshop enjoys a lot of potential opportunities in China.

China has the largest education system of the world. There are over 10 million high school students taking the Chinese National entrance exam which is called *Gaokao*, Chinese high-pressure, exam-driven education system has caused a large number of students who end up committing suicide, the media has explored many cases every year. According to a study of seventy nine suicides has found last year, it was discovered that almost 93 percent happened due to the conflicts between teachers and students. (South China Morning Post, 2014) many Chinese students would consider this *Gaokao* as a nightmare, the scores from the three days of *Gaokao* determines the students' fate. Those who get into the good universities from the exam will have a good future, for example, getting a well-paid job, having a higher social status,

gaining opportunities to study abroad. It is like a key to be a “winner” or “loser”. So that seems to be the only way out. During their study life in school, they have to do tons of test paper and books, meanwhile, their parents also carry on a lot of pressure, they hold high expectation for them and want to sacrifice for them. While facing the pressure of Chinese education, a lot of parents and their children are seeking for the shortcut to pass the big exam, the MBA would be their dream definitely, cause when the students study efficiency boost, they could achieve the goal while reducing their time of spending, also they can enjoy more for their hobbies rather than the school work. So the MBA would be their best solution to reduce their pressure.

The parents are amazed by the training and they have been introduced it to their friends and relatives. It is glad to see the feedback from the parents and it demonstrates the potential value that the MBA training has. There are a great number of countries who are operating and will start to operate the training in Asia; this could also shows the potential opportunities. Once we have a class of students could blind-fold, the kids going back to the school would definitely feel proud to show to other classmates for example, and the more people witness, the more they will notice us. So basically we do not need a lot of marketing, this is good way for attracting the parents and children’s attention and gaining their trust, rather than many other marketing strategies, because people would trust more when they actually see and test it by themselves. Especially the MBA is a bit controversial concept.

4.4 Threaten

The communication between us with the government plays an essential role; we have to work harder to get connected with them. There is another threaten that we have to take into account that after the kids being in our two days workshop, we also need to keep in good touch with their parents, because we have to prevent any issues would happen to the kids in the future. For example, after a month from the workshop, the kid felt headache or sick, what if the parents blame on us, what we can do? How we can prevent these situations? Or what if the kids lose their skill after few months,

which have to be responsible for this? Even though our MBA has no side-effect on any kids, but if the parents insist it, we need to predict that would possibly happen.

Table 1. Swot Analysis of the Midbrain Activation Workshop

| | |
|-------------|---|
| Strength | <ol style="list-style-type: none"> 1.The high competition in school 2.The unique technology 3.High success rate 4.Efficient methods to brain development |
| Weakness | <ol style="list-style-type: none"> 1.New concept that people can hardly understand 2.The price is too high 3.Limited marketing strategies 4.Lack of test |
| Opportunity | <ol style="list-style-type: none"> 1.Short-cut for students to pass the exam 2 Other Asian countries have been operation the workshop 3.Perfectly fit the Chinese educational system |
| Threats | <ol style="list-style-type: none"> 1.Lack of connection with the Chinese political departments 2.Unpredictable factors like the kids might have headaches after workshop 3.Parents might assist the kids in wrong way after workshop |

5 MARKETING STRATEGY

The Hongyu International has limited marketing strategies, which focusing on word-of-mouth, the kids and their parents would introduce the course to their friends. They also hold events for the potential customers. These strategies are efficient for convincing others because they trust more what they see, but their customers are very limited. There are another two marketing strategies, online marketing and videos marketing would fit the company and also help them to reach more customers.

5.1 Online marketing

“The Internet is a tidal wave. It will wash over nearly every industry drowning those who don't learn to swim in its waves.” - Bill Gates, which tells how important that the online marketing values in our business life.

The Internet has come a long way in a very short period of time as a mainstream business and basic tools. Many business men cannot work without the internet. And at the end of 1990, a successful marketer who knows how to create an email wrote today a successful marketing professionals need to know how to coordinate a site, the use of digital brand, SEO and social media. Internet marketing has left the spray traditional marketing techniques far behind.

Internet marketing and traditional marketing goal is basically the same; the target is to introduce a product or service to the potential customers who use internet, so that consumers would be interested and willing to purchase them. However, the Internet provides us with a new platform to communicate with millions of consumers. Compared to traditional marketing, Internet marketing allows the marketers to reach the customer at anytime, it is way cheaper and faster way to get their attention. Marketing on the Internet is given a unique and direct channel not only reaching potential customers, but also interacting with them. Through interacting with customers, we can get a better understanding of customer needs, demands and more information about their expectation and also found that their consuming habits. In addition effects, bowed marketing, the Internet has given us the implementation of marketing strategies and processes of new technology.

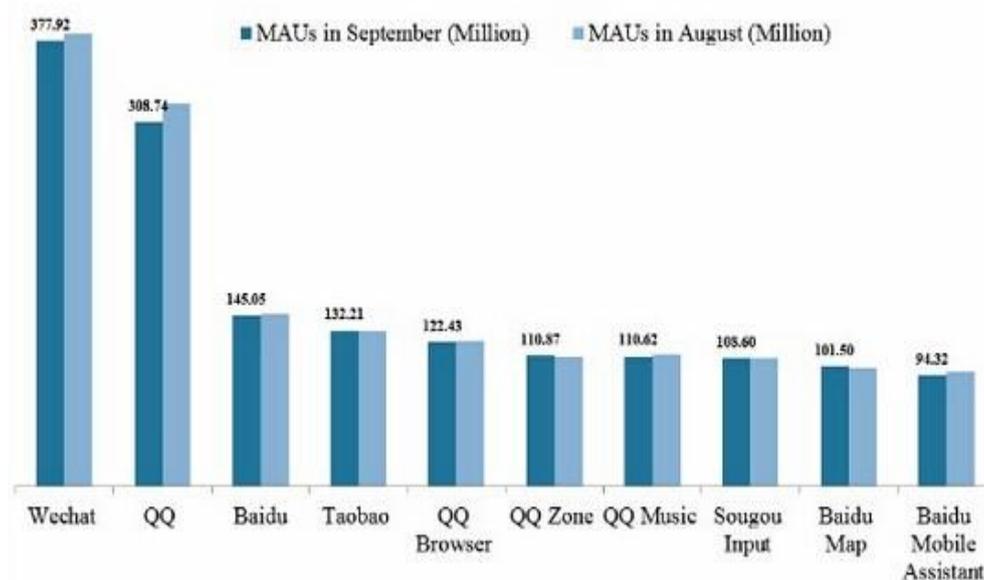
Internet marketing can be a marketing tool by traditional decision-making process, but the main feature is the combination of the network through the creation and delivery of an appropriate information, emotional, cues, stimulate and product or service online experience influence potential customer. Advertising on the internet can be an important part of your marketing strategy to help to drag the attention to your site. Research demonstrates that online advertising and other strategies of advertising work well to help gaining more attention and awareness of your brand name or product exposure significant uplift. Unlike traditional advertising, Internet advertising can

provide views direct information that they just need to simply click couple. (Donut, 2009-2014) Online advertising is getting more and more popular these days while the information technology taking a essential part of our life. According to the internet world statistics, in 2009 there are 8% of Chinese people purchased online and what is more, in 2011, the number of internet users has become 485 million, which means online advertising would be one of the most powerful and direct marketing strategies.

Wechat is a mobile app that allows users to text and send voice message to communicate with other users, which is very simple and popular in China, this app was developed in 2011 by Tencent in China. (TechRice, 2011) It is the largest communication app by monthly active users, it is like the Whatsapp.

According to the data, Wechat enjoys over 377 million active users which makes it the most popular app in September 2014. The QQ followed the Wechat became the second most popular one which has 308.742 million active users. Wechat and QQ both belong to Tencent. (EnfoDesk, 2014)

Figure 2. China top 10 mobile apps by monthly active users in September 2014. (EnfoDesk, 2014)



Another dynamic online advertising way would be the Sina Weibo. It is one of the most popular Chinese blogging sites which shares similar functions with Twitter and Facebook. It was launched in 2009 and since then it has been steadily increasing popularity. In the December 2012 it had the total of 503 million registered users and on a day-to-day basis roughly 100 million messages are being posted. (Cao, Belinda, 2012). Sina Weibo is not only used for the personal needs of individual, also countless big companies use it to promote their companies. That is why it would also be one of the best ways to advertise our own brand.

By using outlets like Wechat and Weibo, we could surely reach our potential customers. The Wechat could help us to share news and information about our workshop with the public. Simply sitting at home and browsing the apps.

We have already launched Wechat mini website and shared on Weibo, there is an increasing number of people getting to know who we are and what can we do. We can also use Weibo and Wechat to connect personally with our customers which is totally open and transparent for the public, those who do not have trust in us would get to know more about our workshop by viewing others comments and their feedbacks.

5.2 Online video marketing

Online Video will be the future content of marketing, as the online video continues to rise; it is interesting to see the facts. By 2017, video will account for 69 percent of all consumer internet traffic, according to Cisco. The demand of online video services will have almost tripled. By winding on the issue of statistical data, it is found that would be difficult to find a rapid growth without showing any signs. As online video is rapidly becoming the primary content of people to meet the information of small business and entertainment needs do not meet them into their online marketing strategies will do so in their own peril. Various studies show that more than half of the companies are using the media - which is likely to rise to a number of possibilities to achieve more and more. Nelson said that 64% of marketers are expected to dominate their video strategy, in the near future. It is not difficult to see why. (Chris Trimble, 2014)

The Youtube is admittedly the world's most popular video channel, receiving over billion views every month. In our situation, there are also many videos about the Midbrain Activation workshop in other countries like India, Malaysia, Singapore and Taiwan.

6 CREDIBILITY

Credibility means everything to a young company like the Hongyu International. They have to gain the confidence of being trustworthy; it is not easy for a young company which has new concept of brain developing course like the Hongyu International. They haven't been delivering their value to the public, building their credibility should be the most urgent and vital task.

6.1 The basis of business credibility

By its own definition, business credibility is the integrity or expertise, the amount of a company in the eyes of clients, customers, business partners and funds. Credibility contains the status and reputation of the company. If it happens to lack one or the other, the company is at risk to be considered as having low credibility. On the other hand, if the company puts focus in both aspects, it may be regards as a high credible company that is trustworthy. (Dave Donovan, 2011)

6.2 The role of credibility in Business

Many companies do not think they need business credibility; however it is not only credit but creditability and reliability. Make sure the customers have good image in you. Business credibility generally revolves around finance, credit allows a person for company to provide resources to another person or company with an agreement to repay or return those resources later, and a few types of credit include secured or

unsecured loans, open-ended lines of credit or vendor agreements. Credibility on the other hand refers to the believability of the business. Is this business what it claims to be? Can you trust the information that is displayed on the website? Is this contractor actually qualified to perform the work is betting on? Depending on the industry, credibility can come from various sources. Some industries value better business bureau or trade association memberships, others may place more value on the company's online presence, it is brand recognition or word-of mouth many companies rely on trusted. The third part information like the data in a D&B business credit profile deciding whether another company is trustworthy.

A company's credibility rating is one of the factors in its overall credibility, and its reputation is as important as its prospects, customers, and business partners and funding to view the company. For example, in the local restaurant business, if the restaurant offers delicious meals with a wonderful atmosphere and high quality service at a reasonable price, then the restaurant is likely to be looked at favourably of its customers; it's almost guaranteed a return visit from the customer. In considering whether a company has any life will realize that this is a huge advantage to potential partners and financial institutions. (Dave Donovan, 2011)

When a company is able to increase the satisfaction level of their clients and customers while balancing their budget in order to make timely payments more profitable, this company will enjoy more stable business credibility. (Dave Donovan, 2011)

6.3 The credibility elements

It is very important to identify the credibility factor, because one or two factors which have high scores cannot guarantee the high credit evaluation. It has very significant influence on each other. For instance, it is no doubt that the experts are tend to be more trustworthy, unless they are seemed to be selfish or bias. Lack of credibility would have negative effect on the professional image.

So all we need to know the credibility of the five elements, and study in the light of these elements themselves. To their scores between one to ten in each of these ele-

ments, integrity, ability, sound judgment, sensitivity to the relationship, as well as popularity, but to do so, from the opinions of others. However, to assess their own for others it can be observed, rather than what you think. Once you see your strengths and weaknesses, you can take positive steps to improve your reputation in the eyes of others. (Mitch, 2003)

Integrity

Every business want to have good reputation online or offline, when concerning about having high reputation, try to be as honest as possible, because a honest and ethical person would go further and gaining more respect from the others and they would not have anything to hide or to be afraid, because there would be nothing to cover up. All the companies make some sort of mistakes, but when you really approach your business with honesty, any mistake you make would just be business or human mistakes, if you are not honest enough, you might get a lot of complains from the customers or even inside your company. If all of your effort would be done by being truth to your followers and providing the most value and giving them what they paid for, the clients would feel deep connecting with the company. Being honest will get more loyal customers who would like to continually follow you.

In order to establish the credibility, these elements should be taken into account:

- Showing more effort to convince your customers
- Be honest and always tell the truth
- Ethical behavior should also be applied
- Be brave and honest to face the mistake than cover it
- Appreciate the effort what your colleagues and subordinates make

Competence

Experts enjoy a higher credibility than those who lack profession. With the development of the society, we are increasingly relying on people who are more professional,

those who have higher educational backgrounds and many years working experience, We believe that these are the experts that understand the problems from wider scope of view, they know the right answers to the even complicated questions, with their rich knowledge and experience, tasks could be finished more efficiently. You have to show to the customers that you are confident to satisfy their expectation and the confidence comes from your competence.

The professional expertise comes from a person's high education and year's experience. Who has a higher educational degree in the field is clearly more credible than those who have lower degrees. At the same time, a person who has good evaluation from the work or worked in various positions with a certificate is considered to be an expert. These people are usually considered more professional. (Mitch, 2003)

To increase the credibility on this element, it is important to follow these actions:

- Always try to get a high degree of education
- Get a professional certification to appropriate to the specified field
- Asking questions from the more experienced and professional fellows
- Attending as many meetings as possible
- Having lots of interaction with those who are in the meeting

Sound Judgment

Normally a truly good friend is the one who likes to listen you and support you to make any important decisions; a credible person could analyze very complicated and tough situations, listen well and collecting correct information and throw intelligent questions to express their confusion. They tend to have the talent to make the right decision. This kind of person has a wider view of anything and they think further and make long term plan than short term strategy. (Mitch, 2003)

A good leader of the business may make good decision of creating new products or setting new price in time, they have good prediction of the market.

There are six elements that are essential when boosting the credibility:

- Consider your decision would also affect the others in your team
- Ask others opinions and make analysis
- Avoid quick conclusion
- Be brave to face your mistakes
- Learning from the experts

Relational Sensitive

People with high confidence know how to ask questions based on our values and interests, they are empathic and patient enough that clients would always like to talk to them, these kinds of people have high emotional intelligence to adjust and balance their emotions.

Between people, high credibility is proven to be the key in the relationships. As the time passes, people can perceive the credibility by communicating with each other. They also agree that the strong emotional personality and honesty is very important in a credible relationship. When both of them are honest, loyal and reliable to each other, their relationship is more stable and strong.

Be sensitive with other people's needs and emotion will also give credit to your reputation. People like to engage with those who are empathic and understanding. This way could help them gaining more credibility and being more commitment. In the team you should be calm and fair so that other would like to build relationship with you. Those who have the most credibility person are perceived are usually If he becomes the building commitment and cooperation, to be calm and fair that everyone wants his own team. Those who have the most credibility people are mostly who are relationally sensitive. (Mitch, 2003)

To boost the credibility on this element, take the following actions:

- Expressed willingness to learn from others from their mistakes
- Show concern for others' values, targets and perspective

- Develop good listening skills
- Spending time to connect with others
- Do not talk bad behind anybody's back
- Be honest and generous with your co-workers
- Thinking more before judging other's opinions

Likeable

According to the study, there is a fact discovered that people show more positive attitude towards those who they like. If your customers like you, mostly they will approach you, engage with you and purchase your product. When they like you, they will easily trust you at the same time. To be likeable is also a key to establish your credibility of your service. There are three important factors would determine the likeability: Be honest, be empathic and be friendly. It is almost impossible to dislike someone who has these qualities. Sometime when you approach the customer with these three qualities, even though the customer does not have intention to buy anything, could also be persuaded by you just because he feels good. (Mitch, 2003)

To increase the credibility on this element, take the following actions:

- Express your negative emotion well rather than hide it
- Focusing on what can be done than what cannot be done
- Be friendly even though you are not extroverted
- Be more humorous to reduce the stress level
- Appreciating the public
- Important personal interest demonstrated by others
- Be happy for other people's success

As the conclusion, your credential which is essentially your resume including your education, qualification, relevant experience credentials and also includes your skills, new competencies. Do you stakeholder perceive you as having the right skills to do what you are doing? You can strategically build your credentials to prepare you for opportunities and to gain credibility. The authenticity and integrity is about being

transparent, which includes being congruent between what you say and what you do and taking accountability for your mistakes and being responsible and reliable, ethical behaving would also put you in the good position. People would respond more if you are open because they know what they can expect from you and they know what they can trust from you. Listening well and being understanding to your customers, because this has to do with respecting others by hearing their perspective. You should be willing to listen and fully understand their needs and their challenges, which is an advantage to adapt your behaviors and actions based on what you hear.

6.4 Establish the credibility

Nowadays in the world business, the consumers are playing the most powerful roles. Business competitions are from the previous generation. It is almost impossible to predict the directions. The competition on price would also be a long-term business strategy to gain profit. When there are so many competitors around you, the best thing is to create a long term business strategy, keep an open mind and be positive all the time in order to have a stable and competitive market. (David Russ, 2014)

Promotion can even be regard as everything you do to increase your brand awareness, while thinking about increasing the awareness of your brand, product or service; you should also consider the way to access to the customers. You can also promote your business at same time establish the awareness of your business. Efficient communication is one of the key to connect with the customers, as long as you get the attention of the public, you could easily communicate with them through many ways. Therefore the main thing is to promote your image through communicating with the public. It is important to find the right way to approach to the potential customers by creating your public image. (David Russ, 2014)

No matter what you try to advertise, you need to convince the public that you run a credible business. One common method is to establish expertise on the Internet because your website represents your company image. Many small companies would choose to create website forum as a communication platform for the customer to dis-

cover by themselves. But offline businesses by providing free counselling services or run ads in their free expert advice to do the same thing. When thinking of providing more professional website, you should get your customers involved, being careful and serious with the customer service and hiring right person to reach your customers, they also represent your company, you have to make sure that they will fulfil customer's needs and satisfied them. When your men communicating with the customers, your people should be open and honest to them. Try to avoid being aggressive or arrogant. Do not come out and say you are the best before showing them some facts. It would be helpful for you to stand up and say, you work hard to ensure that you provide the best customer experience and you can guarantee that you will do what you promise to them. Showing your attitude in order to convince the customers that you are the best choice for them and they would get more value than they pay. (David Russ, 2014)

6.4.1 Implement the sentiment

There is a tendency that many businesses donates and supports their local teams, schools or charities. The customers will realise that you are doing great job for the society which will add more credit for your reputation. The sentiment can grab their a attention and deeply influence them. Because this would gain a lot of awareness to your brand. They show to the public that you are doing great job to the community. Let them know that there are a group of people who are caring about them and the society behind the website is also a way to connect with them. You can choose both offline and online business to do, such as commitments to represent a percentage of sales or charity donations and allow customers to include their purchase. (David Russ, 2014)

The customers would be easily attach to you when they have qualifications, customer service, corporate image, community involvement around your sites, they have seen enough the same product from many other places, but what you have different from them can also attract their attention. It will increase your business credibility and make customers feel more natural and safe purchasing your product or service. (David Russ, 2014)

6.4.2 Web credibility

Think of the website as a kind of online handshake. It might be the first impression that you give to the online users. It's a way people continually approach you. Your business might lose the trust or like by the first bad impression. A website is not necessarily to be fancy or unique but trustworthy. It's about the kind of message your website deliver to your customer.

According to the study of Stanford Web Credibility Research project, these 10 tips are recommended to be useful for increasing the credibility of your website:

1. Simplify the accuracy of the data.
2. Be more transparent.
3. Show the expertise of your company.
4. Let them know you have trustworthy crew behind the site.
5. Highlight the contact information.
6. Good and professional web design.
7. Make your site simple to use.
8. Update your site regularly.
9. Promote your site properly.
10. Fix the mistake or error of your site.

6.4.3 Establishing credibility in reputation

The company should consider carefully about what you sell because nowadays it is easy to use internet as a tool to expose behind the product. If the customers discover that your company is not professional, it may have huge impact to deter the customers. By comparing your company with others, customers would decide whether to purchase yours or not. (Shawn Hessinger, 2013) When the Hongyu International gain more reputation, their main product MBA would become more trustworthy.

6.4.4 Establishing credibility in social media

It would be a better approach to market the product service or promote the brand image than by using the social media, getting information from what others talk about you, collect the both negative and positive feedback from the public. Answer the questions that they ask as much as you could and also ask yourself what else need to be improved, maybe the connection with the customers or the relation inside your employees. A strong connection from both external and internal would help you to work more efficient and building more positive image to the customers through the social media. (Shawn Hessinger, 2013)

6.4.5 Establishing credibility in brand

We need to establish credibility of the company and one of the most important key is to be consistent, this means what we do and say have to be honest and visible on social media or elsewhere, the potential customers would follow us and expect us to be more transparent and credible. This would definitely require a lot of effort, but the returns would be positive for sure. The customer will see our effort and appreciate what we have done to the public. (Shawn Hessinger, 2013)

There is a lot of effort need to be done when maintaining your brand. This can includes maintaining the website blog, forum and online videos, promoting your brand

image also requires advertising, for example, writing books, having conferences, exhibitions and events, in order to reach the public. You must do all of this to send a clear message about who you are and what you stand for. All you have to do is sending the message to them and let them know who you are and what you can do. (Shawn Hessinger, 2013)

7 CONCLUSION

The case company Hongyu International Ltd is a new and growing company in China. Over 4 years operating, they have got over 100 thousands of students, it seems to be successful by the huge number of customers, but they have been struggling the same time, they could have gained much more students. Due to their low credibility, many people could not trust the Hongyu International course, especially the Midbrain Activation Workshop. The Midbrain Activation Workshop is also new concept to Chinese people. The blindfold method is hard to believe for many people, the company has limited marketing strategies, so the value cannot be delivered to most of the people. Internally, the Midbrain Activation Workshop requires a lot of work between the students and teachers, the teachers have powerful and direct impact on the students, so it is essential for the teacher to have more professional coaching skills, when they become more qualified, the workshop would be more efficient. Externally, the website has a lot potential to improve their transparency in their workshop description. It is important to know a website is that is regularly updated and having a forum for people to share their opinions and questions . Adding sentiment to the website can also enhance the credibility of the site, It seems the Hongyu International websites have done much effort, this also means that the website could potentially be damaging the MBA credibility if they not careful. So this is one important thing that they have to deal with

it. From the internet, people could easily find many videos or articles about the MBA from other different companies from foreign countries than the case company, lack of online marketing, includes Wechat, Weibo and videos also cause the disconnection between the potential customers and the company. A strong connection from both external and internal would help you to work more efficient and building more positive image to the customers through the social media. The suggestion here could definitely boost their credibility towards the public, the Hongyu International would have much more customers if they would consider those, the Midbrain Activation Workshop has huge potential to Chinese market because of their education system, the students and their parents would be too desperate to refuse the MBA.

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