

Van Ha Luong

Nation Brand perception and attitude from Citizen and Non-citizen perspectives in Vietnam

An exploratory study

Master's Thesis

YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book - sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at www.GRIN.com
and publish for free



Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

Imprint:

Copyright © 2016 GRIN Verlag
ISBN: 9783668441149

This book at GRIN:

<https://www.grin.com/document/357288>

Van Ha Luong

Nation Brand perception and attitude from Citizen and Non-citizen perspectives in Vietnam

An exploratory study

GRIN - Your knowledge has value

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website www.grin.com is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

Visit us on the internet:

<http://www.grin.com/>

<http://www.facebook.com/grincom>

http://www.twitter.com/grin_com

MASTER RESEARCH THESIS
(Final copy)

**Nation Brand perception and attitude from
Citizen and Non-citizen perspectives:
an exploratory study of Vietnam**

Author: Van Ha LUONG
Program: PhD
Intake 5: 2015-2016

June 2016

ABSTRACT

This thesis aims to explore the perception and attitude on the Nation Brand of Vietnam from the perspectives of its people and outside residents (hereinafter referred to as Citizens and Non-citizens) based on the Anholt's Hexagon conceptual framework (a Nation Brand framework suggested by Simon Anholt). The study also examined the impact of the elements that make up Nation Brand on the attitude of its audiences.

An online survey approach was used to collect the data with a sample of 436 Vietnamese Citizens and 100 non-citizens. Exploratory Factor Analysis (EFA) and Multiple Linear Regression then were employed to analyze the data with SPSS software.

Findings of this empirical research indicate that Vietnam is perceived by its Citizens through only Tourism, Political efforts of the government (Governance), People and Export dimensions while all six dimensions of Anholt's Hexagon (People, Tourism, Governance, Investment, Culture, Export) existed in the perception of non-citizens.

Implications also exist for policy makers and stakeholders about the importance of each elements of Nation brand on audiences' attitude.

Key words: *Place branding, Nation Branding, Nation brand, Nation image, Competitive identity, Vietnam, Nation Brand Index, Anholt's Hexagon*

ACKNOWLEDGEMENT

This research thesis has been one of the hardest works in my life so far due to time constraint and its ambitious topic. It could not be done without the sincere support and guidance of many people. From the bottom of my heart, I would like to express my gratitude for their enthusiasm and kindness:

- Dr. Lan Huong BUI THI, professor at CFVG HCMC, who is more than a co-supervisor of mine. From my MBA learning period, her wisdom and knowledge had inspired me to follow this PhD program. During doing this thesis, she has provided me lots of valuable instructions and materials to help my thesis going in a right direction. Her strict requirements in conducting a research make me more improved both in knowledge and scientific skill.
- Professor Nathalie PRIME from ESCP Europe, who is my supervisor in PhD program. In spite of remote distance, her careful and strict guidance are forced me to complete the thesis at its best.
- All professors in CFVG's PhD program who have opened a new horizon for me in scientific research by their knowledge and patience.
- All experts and focus group participants who spent their valuable time joining my interview.
- All respondents who spent their time in answering my online survey questionnaire and shared it to others on social networks.
- My parents, my family, my colleagues and my PhD intake 5 classmates at CFVG who have always encouraged and motivated me in hard times.

HCMC, 10th June 2016

LIST OF TABLES

Table 2.1 Nation Branding definitions

Table 2.2 Nation Brand definitions

Table 2.3 A comparison of a Nation Brand, Product Brand and Corporate brand

Table 2.4.1 Dimensions related attributes of CBI

Table 2.4.2 Attributes of Anholt – GfK Roper Nation Brands Index

Table 2.4.3 Measurement item scales of Nation Brand

Table 3.1. Scales of Vietnam Nation Brand

Table 3.2. Scales of Brand Attitude toward Vietnam

Table 4.1.2 Personal characteristics of participants (CITIZEN)

Table 4.1.3 Personal characteristics of participants (Non-CITIZEN)

Table 4.2 Reliability analysis results for dimensions of the study

Table 4.3.1 Exploratory Factor Analysis (EFA) results for Nation Brand of Vietnam in citizens' perception

Table 4.3.2 Exploratory Factor Analysis (EFA) results for Brand attitude of Citizens

Table 4.4 Revised research model of nation brand (citizens' perception)

Table 4.5.1 Exploratory Factor Analysis (EFA) results for Nation Brand of Vietnam in Non-Citizens' perception

Table 4.5.2 Exploratory Factor Analysis results for Brand attitude of Non-Citizens

Table 4.6.1 Multiple Linear Regression between Dimensions of Nation Brand and Brand Attitude (Citizen)

Table 4.6.2 Multiple Linear Regression between Dimensions of Nation Brand and Brand Attitude (Non-citizens)

LIST OF FIGURES AND PICTURES

Figure 1.1 Vietnam Yearly GDP Growth

Figure 1.2 Int'l tourist arrivals growth rate

Figure 1.3 FDI in Vietnam

Figure 1.4 Vietnam export growth rate

Figure 2.1. Evolution of Branding theories

Figure 2.3 The Anholt's Nation Brand Hexagon

Figure 3.1. Conceptual framework of the study

Figure 5.1 Nation Brand of Vietnam in the perception of its audiences

LIST OF ABBREVIATIONS

CBI: Country Branding Index

DMO: Destination Marketing Organization

EFA: Exploratory Factor Analysis

FDI: Foreign Direct Investment

GDP: Gross National Product

KMO: Kaiser - Mayer – Olkin

NBI: Nation Branding Index

Sig: Observed significance level

SPSS: Statistical Package for the Social Sciences