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The role of brand and brand management in creating business value case of Facebook Vietnam

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Abstract

The article examines the role of brands and brand management in enhancing corporate value through the case of Facebook brand analysis and the brand influence on business value enhancement. One needs to define the role of brand and brand management to help business identify and connect with customers to create favorable conditions for market expansion. From that point out how the results from brand positioning and brand management create the groundbreaking values, we could build a cohesive team and hire better people than Facebook to master the emperor position in the world, identifying the right direction for the company in the future.

Keywords: Brand, brand management, business value, Facebook, Vietnam

1. Introduction

In the complex context of today market competition, increasingly diversified goods make consumers bewildered by information and goods overload. Identifying and distinguishing differences between brands of the same product more or less makes it difficult for many customers. Facing that situation, businesses need to create a unique impression, a unique personality for their brands. A famous and reputable brand will attract a large number of customers in domestic and international markets. Therefore, the brand as ever, is more and more important. Brand management is also becoming increasingly important. In short, just as people need a position in society to be respected and asserted themselves, brands also need to be positioned to affirm the brand's products as well as affirm the influence of the company with brand. Starting from the above issues, the article is striving to study the success of Facebook in positioning its brand name, contributing to enhancing the position in the market, thereby identifying the role of the brand and brand management in enhancing the corporate value.

2. Theoretical Framework

2.1. Brand

2.1.1 Brand concept

According to the United States marketing association (AMA) the brand is "a term of a symbolic symbol or symbol or a combination of which identifies goods or services of a seller or a group of sellers and segment differentiate them from competitors' goods or services" So technically, the tangible elements are attached to the product to differentiate the product from the competition. In addition, the brand means more than that. It also has to create positive associations in the minds of consumers about the product, thereby making them popular and buying the product to help the product achieve the expected indicators of revenue and profit [2].

2.1.2. Brand classification

Different types of brands will have different characteristics and characteristics. According to the approach of brand management and marketing, brands can be divided into: individual brands (individual brands, private brands); family brands; collective brand (group brand); national brand [24].

- Special brand (individual brand or private brand)

It is a trademark of each category, or each specific name of goods or service. Its

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Characteristics often carry specific messages. With a specific brand, each type of goods has its own brand, and thus an enterprise producing and trading in different types of goods may have different brands. This type of brand also has a unique personality that always gives consumers a high choice opportunity.

▪ Family brand

It is a common brand for all goods and services of a business. All goods of different types of businesses have the same brand. The characteristics of family brands are highly generalized and must be representative of all types of goods of the business. Family brands may appear independently of the goods and may be accompanied by a particular brand or a national brand. The common trend in many businesses is that the family brand is built on the basis of the transaction name of the business or from the distinguished part in the trade name of the enterprise or the founder of the business. Therefore, in many cases, the family brand is called the corporate brand.

▪ Collective brand (group brand)

It is a trademark of a group or certain categories of goods, which may be produced and traded by a different

establishment or by different entities (usually in the same geographical area, tied to certain geographical and origin factors). Collective brands can also be common brands for goods of different businesses in the same industry association. The feature is quite similar to the family brand because of its general nature and high representativeness, but the main difference is the collective brand.

▪ National brand

This is a brand assigned to products and goods of a country (it is usually associated with certain criteria, depending on each country and each stage). The characteristic of a national brand is that it is usually very generalized and abstract and never stand alone, always associated with individual brands or group brands, family brands. In fact, national brands are always shaped as a diversified geographical indication based on the prestige of many types of goods with different private brands according to different positioning. Using a single brand or using multiple brands simultaneously for goods and services is a strategy in management, it is not arbitrary.

2.1.3 Importance of brand [2].

Table 1: Role of brands to consumers and businesses

Consumers	Businesses
- Identify the origin of products	- Identification means to simplify product description or differentiation
- Assume responsibility for the manufacturer or distributor	- Means of legal learning to protect the unique characteristics of the product
- Reduce search costs	- Means provide products with unique associations
- Commitment to business	- Signs of quality level for consumers
- Tools icon	- Source of competitive advantage
- Signs of quality	- Source of financial return
- Reduce the risk of product purchase and consumption decisions	

Source: Own development

Brand plays a very important role for consumers and businesses. It not only helps consumers identify products that they trust to minimize risks but also improve the value of the product. For businesses, building and affirming a brand in the market is a process that needs to be invested and developed because the brand represents great evidence of intellectual property rights, affecting consumer behavior.

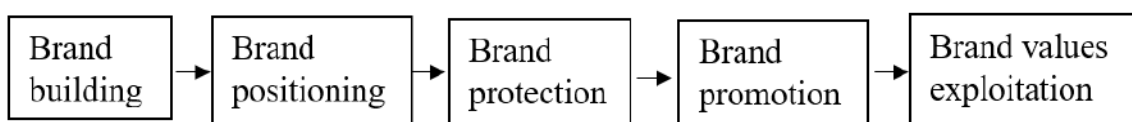
2.2. Brand management

2.2.1. Brand management concepts

Brand management is the analysis and planning of a brand to be recognized in the market. Developing a good relationship with the target market is essential for brand management. The tangible elements of brand management include products, appearance, price and packaging. Intangible elements are expressed through the customer's

brand knowledge as well as the relationship between them and that brand. A brand manager will have to look at everything. Brand management is a function of marketing that uses special techniques to increase the brand identity of a product. Based on the goals of the created marketing campaign, brand management helps to increase the price of the product and build loyal customers through associations and polar image or a strong brand identity. Brand management is the application of marketing techniques to specific products, product categories or brands. The goal of brand management is to increase the perceived value of the product to customers thereby increasing the franchise value of the brand and its brand assets [21].

2.2.2. Brand management process [9].



Source: Own development

Fig 1: Brand management process

Brand building: the process of selecting and combining tangible and intangible attributes with the purpose of differentiating a product, service or corporation in an interesting, meaningful and attractive way.

Brand positioning: is a set of activities aimed at creating products and product brand a defined position (compared to competitors) in the minds of customers. According to Marc Filser, brand positioning is an effort to give the product a

unique image, easy to go into customer awareness ^[9]. Or specifically, it is what businesses want customers to think of when facing their brands

Brand protection: is a new form of product that is gathered from feelings, signs, and relationships, customer experiences of a product, a service or a business with aspects of: value, descriptive identity, personality.

Brand promotion: is a marketing effort that helps businesses reach more target customers. Branding is also a combination of activities to help customers identify products through brands such as: manifestations of what products have, own and do.

Exploiting brand value: is the selective utilization and maximum exploitation of brand values for businesses.

3. Research Results and Discussion

3.1. Facebook brand

Facebook, Inc. is a US social media and online social networking service company founded in 2004 based in Menlo Park, California. It was founded by Mark Zuckerberg, along with Harvard University students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. This is considered one of the Big Four technology companies along with Amazon, Apple and Google. Derived from Harvard's Hot & Not site, in 2003 Mark Zuckerberg created Facemash.com. A year later Mark launched thefacebook.com website (February 4, 2004). Within a month, the number of Harvard students registered for thefacebook.com. On 20/09/2005 moved thefacebook.com domain name to facebook.com and developed today. Initial membership registration is limited to Harvard students only. But it has been expanded to other universities. It was later extended to other universities, then high school students. Finally, September 2006 Facebook welcomes all members aged 13 and older with valid email. Facebook services can be accessed from Internet-connected devices, such as PCs, tablets and smartphones. After registration, users can create a custom profile that reveals own information. They can post text, photos and multimedia shared with any other users who have agreed to be their "friends". Users can also use various embedded apps, join common interest groups, and receive notifications about friends' activities. Facebook claims that there are more than 2.3 billion monthly active users as of December 2018. However, it faces a major problem with a series of fake accounts. Facebook has caught 3 billion fake accounts, but the ones it missed were the real problem. Many critics question whether Facebook knows how many real users there are. Facebook is one of the most valuable companies in the world.

3.2. Methods of brand positioning to add value to Facebook

3.2.1. Facebook brand positioning method

Having a firm belief in developing the Facebook brand, the integrated News Feed feature helps users to monitor the status of Facebook friends to receive more criticism than praise. However, Mark Zuckerberg and the team believed that they were on the right track. When activated the new feature, the number of people accessing Facebook has increased in an upright way until now. The truth proves that News Feed still stands as a stable pillar for the largest social network on the planet. Constantly testing Facebook does not guess indiscriminately but constantly test them all for the

purpose of providing the best experience for users. One day, the social network can test up to 10,000 different versions to test the level of connectivity and sharing of users. The smooth coordination helps employees at the company gain more feedback from customers, thereby observing and identifying the right direction for the company in the future.

- Creating a groundbreaking ground: the transition from a website platform to a mobile application seemed like a breakthrough for Facebook but it brought a great lesson for the company. Creating a platform for transition to another field should be taken seriously. Mark Zuckerberg directly trained and established strict rules for new ideas ^[23].
- Building a cohesive team: the majority of Facebook's board members are in charge of the long-term struggle rather than being assigned in the first place. By establishing this team, the company will have certain members who are trustworthy and sticking due to their hard work together to accomplish the goal.
- Hire people who are better than you: the branding of your company is all about recruiting employees. Successful companies must always have founders who dare to surround themselves with guys who are better than themselves. Thus, improving the company's value through brand positioning for users should be done seriously and accurately.

3.2.1.1 Reasons why Facebook is successful ^[10]:

- Connectivity: the most important thing about a social network is the association of its members, the extremely close connection with an extremely good mechanism and perfect working is what Facebook did it.
- Simplicity and technological superiority: the technology that Facebook applies, though not too superior, always meets the needs of the user to bring the most friendly and comfortable feeling possible. The simplicity does not need to know anything about technology, no need to spend time getting to know users can still experience Facebook with all the features.

Facebook's success was due to its boss's lack of money. In 2006-2007 many people thought Facebook was the advertising gold mine but Mark Zuckerberg did not think so. Even when he was still poor, the refusal of Yahoo's billions to buy back ownership of Facebook has created a solid foundation for Facebook to this day.

3.2.2. The meaning of the Facebook brand

Brands have very important roles for businesses. Trademarks help businesses meet the purpose of identification to simplify product handling or traceability of products. On the operational side, it helps businesses to inventory, calculate and perform other records. Trademarks allow businesses to legally protect specific characteristics or specific characteristics of products. Brands can commit to a standard or quality level of a product and fulfill customers' desires. Customer loyalty and loyalty allows businesses to forecast and control the market. Moreover, it creates a barrier for guest companies to enter the market. Even in the case of copied product design and production processes, the impression in the mind of the customer over time is not easily copied.

Facebook products include Facebook (including in-app browsers and Facebook mobile apps), Messenger, Instagram (including apps like Direct and Boomerang), Portal devices, Bonfire applications, Facebook Mentions, Spark AR Studio, Audience Network, NPE Team and all other features, applications, technologies, software, products or services offered by Facebook Inc. or Facebook Ireland Limited provided according to our Data Policy. Facebook products also include Facebook Business Tools. These are the tools used by website owners, publishers, app developers, business partners (including advertisers) and their customers to support business and information exchange services with Facebook, such as social plugins (for example, "Like" or "Share" buttons), our SDKs, and APIs. Facebook products do not include some products or services offered by Facebook but have their own privacy policies and terms of service, such as Workplace, Free Basics, and Messenger.

3.3. The role of brand and brand management in improving corporate value

Branding helps people identify products. The branding helps differentiate products to improve competitive advantage as well as business value. Brands help connect with customer emotions. When creating trust to customers, the expression of feelings towards the use of products is increasingly enhanced. Make it easy for customers to choose a product, because they know exactly what they will experience when using that brand's product.

Attracting talent for businesses and building trust with stakeholders. The branding strategy not only contributes to increase the number of customers or to attract talent for businesses, it also helps companies increase the reputation, thereby attracting many stakeholders such as investors, business partners, suppliers, government.

Unifying and synchronizing the strategy of the business. To build a brand successfully, the whole organization must be on the same boat. Everyone from CEO to employee must share a vision and goal. That is the driving force that drives businesses to success. If every employee truly understands and believes in what they are doing, it will inspire your customers.

Facilitate the expansion of the market. A strong brand has a great attraction with new markets, facilitating businesses in expanding markets and attracting potential customers, even attracting customers of competitors. This is especially beneficial for small and medium-sized businesses. The brand helps businesses solve the difficult problem of penetrating, occupying and expanding the market.

Branding creates the image of businesses and products in the minds of consumers. Through brand positioning, each group of customers is formed, consumer values are affirmed. Well-known brands not only help businesses in the process of selling and providing services, but also create conditions as a guarantee to attract investment and increase customer relationships. Once you have a well-known brand, investors are no longer afraid to invest in business' shares will be more interested by investors. Business partners will be ready to do business with business.

Brand management plays a role in creating image and trust for customers. The brand is favored by consumers in part because their managers know how to create good, safe products, and more importantly, they apply long-term warranty to customers, they have created absolute peace of mind for customers when buying their products. Especially,

the system of widely distributed goods creates the most convenience for customers.

The role of market segmentation and difference in brand management creates a favorable environment for businesses in business, contributing to reducing costs and improving the competitiveness of goods. Effective brand management will create compact, simple consumer products suitable for young customers with middle income. Thus, brand managers must find ways to investigate the market to segment the market. Along with product development, brand personality is increasingly shaped. And the obvious improvement through which product strategies that managers devise will have to be suitable for each category of goods and accompanied by the increase in use value.

Economic benefits and investment attraction through good brand management, they have created easier and deeper access to the market for goods. Even if it is a new category of goods, it creates an opportunity to penetrate the market. Always open when there is a good and reasonable management.

Good brand management will create a famous brand and create advantages for businesses in the process of selling and providing services. It also facilitates investment guarantee and enhances sales relations. Once having a famous brand, investors are no longer afraid to invest in businesses. Stocks of businesses will be more interested by investors. Customers of businesses are also ready to do business. Will create a favorable environment for businesses to reduce costs and improve product quality, enhance competition.

4. Conclusion and Recommendation

4.1. Conclusion

Through the results of this article, we have reached the following conclusions: The positioning and affirmation of the Facebook brand on The market has had a tremendous influence on improving the company's value. The Facebook brand has contributed to the success of the strategic step that the company has set out to have a strong position as today. Through this, the essay shows the important role of branding and brand management for improving the value of businesses now and in the future.

4.2. Recommendations to Vietnamese businesses

Enterprises to be able to locate reputable and influential brands in the market need to seriously invest in developing the management system as well as business, balancing and solving pressing issues with influence. to the reputation and value the company wants to achieve. Improving the value of the company needs to be built in the long term with a clear plan, goals, step by step build and develop a brand effectively to assert the company's position in the world.

4.3. Recommendations to Government to enhance the value of Vietnamese brands

The Government should come up with projects to manage and protect Vietnamese brands in order to create a consistent policy and mechanism nationwide from the central to local levels, among ministries, branches and organizations in construction. building and promoting Vietnam's national brand and image; Proposing decisions on social and economic development, integrating with brand development, propaganda and fostering to raise awareness about brand role, self-reliance spirit to help Vietnamese

enterprises develop brands in association with national brand; regularly coordinating with ministries and branches to integrate events promoting promotion by Vietnamese enterprises and national brand enterprises; Government policies to facilitate the development of Vietnamese brands: According to the provisions of Clause 3, Article 24 of Decree 39/2018 / ND-CP guiding the Law on Supporting Small and Medium Enterprises, the policy to support development brand development, market expansion for small and medium-sized enterprises participating in industry clusters and value chains are specified as follows: 100% support of booth costs at trade promotion trade fairs in national and international; be given priority to participate in the trade promotion program using the state budget; Support 100% of the value of consulting contracts on trademarks, trade names, geographical indications and business secrets; Support 100% of the contract cost for information search, product promotion, brand development of value chains and industry clusters but not more than VND 20 million per contract and not more than one contract per year.

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