

THE USING OF LOGO AND BRAND NAME IN ADVERTISING TO CONSUMERS' BRAND AWARENESS: CASE STUDY OF COMMERCIAL BANKS

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Abstract

The process of consumer brand awareness has long been a special interest to businesses, scholars, and researchers. For consumers, brand awareness is an important stage of the cognitive process, and is the basis for the brand to be present in the minds of consumers (Howard & Sheth, 1969; Campbell, 1969; Narayana & Markin, 1975). From a business perspective, brand awareness in particular and consumer brand awareness in general are considered the results and efforts of businesses in building their own mark of the brand in the minds of consumers. In which, advertising is an activity of an enterprise that is a tool with the task of creating a change in consumers' perception of the brand. However, in Vietnam, this activity still faces many big challenges: How to effectively use and exploit brand elements in advertising? How should brand elements be combined in different types of advertising messages? Those are questions that are posed to business managers. In theory, in the world, there have been many authors studying the influence of advertising on the cognitive process of consumers such as Engel- Blackwell-Miniard (1968), McGuire (1969), Dember (1980), G. Belch (2009). Several authors have opened the beginning stage for studies on the influence of factors in information advertising messages to consumers' perceptions such as Claude Hopkins (1923), Rossiter and Percy (1978, 1987), Lutz and Lutz (1978). These studies have provided meaningful contributions. However, there are few studies on how to effectively use brand elements in advertising messages such as repetition, resizing, and color and its effect on consumers' brand awareness, especially in the context of research in Vietnam.

Keywords: *Advertising message, logo, brand name, repetition, size, color, brand awareness.*

1. Introduction

1.1. Consumer's brand awareness

The cognitive process is defined by Dussart Christian (1989) as an important stage of the cognitive process in which the consumer receives and refines complex information about factors from the environment. Engel-Kollat-Blackell (1968) pointed out that the stages include awareness, attention, understanding, acceptance, memory, comprehension, and

attitude formation (positive or negative). Duval, Shelley, Wicklund and Robert (1972) identify the value dependence of the stimulus and the consumer's access conditions; Howard-Sheth (1973) the process of receiving stimuli is the process by which consumers perceive the brand; Lane, Richard, Schwartz & Gary (1987) The consumer's cognitive process undergoes the following levels of transition: (1) Physiological collision; (2) Psychological collision; (3) Personal feelings, (4) Acceptance; (5) Memorization; Assael Henry (1995) made the point of view that there are two stages occurring in the consumer's cognitive process, which are: (1) the Recognition process; (2) Memorization process (information is stored in memory for use according to need). McGuire W.J (1969) when studying the cognitive process of consumers clarified that this process is formed through five stages: Awareness - Attention - Understanding - Acceptance - Memory.

Awareness is understood as an individual's recognition that there is an impact from the environment. Attention refers to the ability to process information after the individual recognizes stimuli. Know (Knowledge). Accept an individual who can understand the stimulus. Remember (Recall), understood as the act of storing stimulus information into the consumer's memory. Earlier, Engel, Kollat, Backwell (1968) also proposed a model of consumer buying behavior combined with cognitive processes. Studies show that the consumer's cognitive process is a complex process with levels from low to high, and depending on the level of impact of stimuli, consumers will have different trips. cognitive process changes.

Author Cognitive process	Engel-Kollat-Blackell (1968) Dussart Christian (1989)	Duval, Shelley, Wicklund và Robert A (1972), Assael	GuireW.J (1969)
Awareness level ↓	Recognize ↓ Attention ↓ Understand	Physiological touchpoints ↓ Psychological touchpoints	Recognize ↓ Attention ↓ Understand
Emotion level ↓	Acceptance ↓	Personal feeling ↓ Acceptance	Acceptance ↓
Behavior level	Retention	Retention	Retention

Figure 1.1 Studies on consumer awareness and cognitive processes.

Source: Author

In summary, the studies of the above authors and especially Guire WJ (1969) have

made important conclusions: (1) consumer perception is a process consisting of many stages (2) The first stage of the cognitive process is awareness, this is a stage of special importance, because it is the basis to help consumers operate the following stages.

1.2. The effect of advertising on consumer brand awareness

Stokes (1985) mentioned that the awareness stage is very important, because it will be the driving factor for the next stages in the consumer's brand awareness process. Philip Hans Frances and Marco Vriens (2004) have shown that the impact of advertising on consumers' brand awareness is influenced by: exposure level, consumer motivation and especially is the involvement of brand elements in advertising. Rossiter and Percy (1987) demonstrated that advertising influences consumer brand awareness, and argued that awareness precedes all other steps in the consumer perception process. According to the author, consumers' brand awareness has three levels: (1) First awareness in the mind (top of mind); (2) Spontaneous awareness; (3) Assisted awareness and advertising can influence these three levels.

Advertising message

The advertising message is the core element of advertising that is reflected through words, images, sounds, etc., and is defined in a space and time to convey to the target audience in order to create affect their cognition, emotions and behavior. According to George Belch (2010) advertising message is a system of stimuli used in advertising, through which information flows one way from the sender. Akhila Thazhakkal (2016) advertising message is the point of advertising that customers will receive through words or images. According to Akhilap (2016), the structure of an advertising message includes groups of elements: Title (language or image); Content; Slogans and brand identity elements. According to Rossiter and Larry Percy (1990), the structure of an advertising message includes: The text/text; The art part is images, colors, sounds; The brand elements involved in the advertising message include: logo, brand image, color, brand name (text), sound (brand music). Rossiter and Percy (1978) proposed a model of the structure of advertising messages, and divided the stimuli into two groups including visual images (visual) and words or words (Verbal).

In summary, the common advertising message structure includes: (1) Language (word or voice), brand name, message content; (2) Image: image of character and background, brand logo; (3) Color: standard color for brand identity; (4) Sound: brand music. Besides, the structure of the message depends on the arrangement of the message components in space, time and medium.

Logo and brand name

According to Zajonc et al. (1972), logo is a simple visual element, capable of visual

stimulation, a tool used in communication, and an element to achieve specific communication goals. Wheeler (2009) states that a logo is a visual sign of a brand. According to Richard Moore (2011), a logo is a visual graphic template designed in combination with character patterns, symbols or brand names to show images showing the brand personality. Neumeier (2010) argues that brand names are meaningful terms, capable of creating subtle awareness. Bornstein (1989) gave the definition of a brand name as a part of a brand consisting of readable and spelled words for the name of a product, service or company. Kotler and Armstrong (1998) propose a broader concept when conceptualizing that a brand name is a term, or a combination of a term with a sign or symbol. As for David Aaker (1991), a brand name is a fundamental element of a brand, the basis for raising brand awareness and communication efforts. More important than a brand name is a fact that can describe a brand's value set.

1.3. Some methods and techniques in building advertising messages to affect consumers' brand awareness

Imagery usage

According to Toggia and Battig (1978) images are visual elements, in advertising the visual element is expressed through visual stimuli. Pezdek and Evans (1979) argue that images are elements that describe reality reflected through human vision. People often associate words with visual images. David Ogilvy (1963) pointed out the influence of images in advertising on brand awareness through its reflective form, in addition to the combination of images and words for influence. to consumer brand awareness. Besides, there are also studies of the authors Paivio (1971), Sheppard (1967), Wright (1979), Bruce & Young (1986), Rik Pieters, Michel Wedel (2004), especially Larry Percy's. and John R. Rossiter (1983) investigate the impact of two variables related to the way images are represented in advertising, namely image size and color, which have a significant influence on consumer perception.

Color usage

Larry Percy & John R. Rossiter, (1983) suggested that brand responses, specifically consumer awareness and subsequently attitudes, are closely related to their perception of color. Satyendra Singh (2006) suggested that color can be used as an information encoding, attracting attention and increasing the ability of consumers to recognize and remember the brand. Gerald J. Gorn et al. (1997) showed that the majority of color ads are often more recognizable and responsive, leading to better ad preference than black and white ads. Javed Hussain and Rizwan Khan Nizamani (2011) show that in outdoor advertising, color is the factor that has the greatest influence on consumers' brand awareness.

Text usage

Elizabeth C. Hirschman (1985) has shown that, along with images, language in advertising is an important factor in creating awareness. Piller (2003) focuses on clarifying the discourse in advertising, and argues that language is an important element in the message that affects consumers' perception. P Bruthiaux (2005) argues that language is an important factor affecting the audience in advertising. Jaime Noriega, Edward Blair (2008) Words as a strategic tool to influence consumer awareness and behaviour. Teresa J. Domzal, James M. Hunt & Jerome B. Kernan (2015) use special words that can enhance the effectiveness of advertising, especially increasing awareness and memory of the public.

Logo and brand name usage

According to Herr et al. (1996), brand logo is a factor that has a strong influence on consumer perception, is the basis for recognizing and distinguishing brands and products. Aaker and Equity (1991) agreed that brand logos can influence the perception and perception of brand attributes and benefits. In advertising messages, logos are considered to be the simplest visual elements with strong visual stimulation, shown to create contacts Zajonc (1968, 1972). Carpenter and Nakamoto (1989) thought logo is an element that helps to establish a brand's position and maintain brand equity. According to Henderson and Cote (1998) noted that logo influences consumer response through brand awareness. Kevin Lane Keller, Susan E. Heckler and Michael J. Houston, (1998) believe brand names generate higher brand awareness and memory than brand names that are ambiguous and do not refer to or are unrelated to the meaning. product.

Adjustments of elements in advertising message design

Christie L. Nordhielm (2002) said that when the stimulus elements are not repeated in the advertising message (the stimulus appears once in a message), the awareness level of consumers is low; when repeating stimuli (stimuli appear 02 times in a message), consumers' awareness level is higher; but when the number of repetitions of the stimulus is increased (03 times) or more, it may create a negative response (against cramming) of the consumer. Chris Janiszewski, Tom Meyvis (2001) have clarified that stimuli will increase with the number of repetitions of the logo with initial exposure, familiar stimuli are perceived by consumers more quickly. ZajoncJohn, W. Pracejus (1972) demonstrated that repeated randomization with an unfamiliar brand with an initial exposure time of 1-6 seconds or more had a positive effect. consumers' perceptions and attitudes towards brands. In summary, repetition is a method of using brand elements to create effects that affect the audience's perception, emotions and behavior, especially awareness, and repetition is most effective at times. Monday.

1.4. Research model & hypothesis

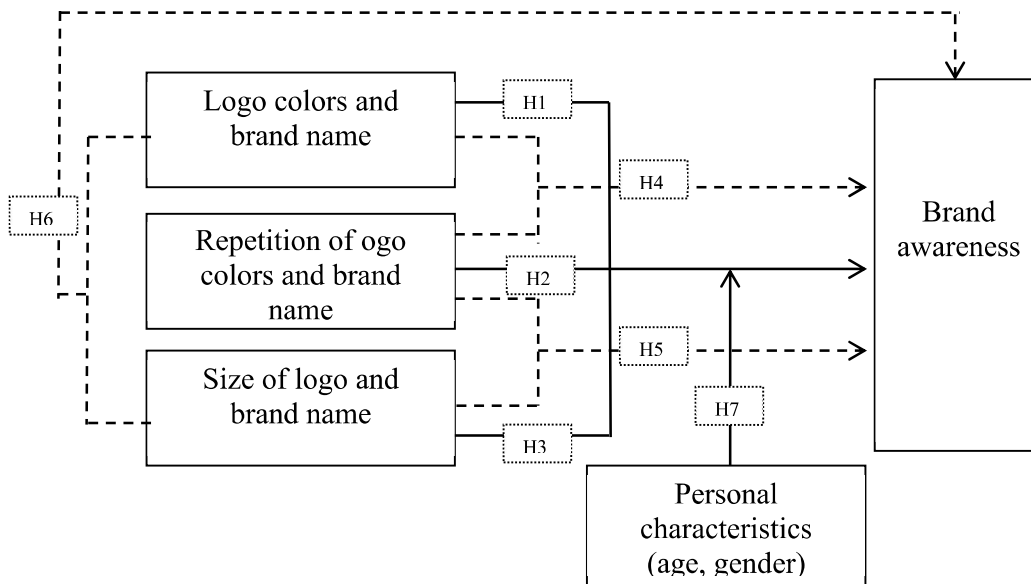


Figure 1.2 Research model

Source: Author

The author conducts an overview test according to the following topics: (1) User's brand awareness; (2) Influence of advertising on user's brand awareness; (3) Message, logo and brand name; (4) Methods and techniques in formulating advertising messages affect users' brand awareness.

Hypothesis:

H1: The color of the logo & brand name in the advertising message affects the brand awareness of consumers.

H2: Repetition of logo & brand name in advertising message affects consumer brand awareness.

H3: The size of the logo & brand name in the advertising message affects the brand awareness of consumers.

H4: Color combinations and repetition of logos & brand names in advertising messages affect consumer brand awareness.

H5: Combining size and repetition of logo & brand name in advertising message affects consumer brand awareness.

H6: The combination of color and size of logo & brand name in advertising message affects consumers' brand awareness.

H7: Personal characteristics regulate the influence of logos & brand names in advertising messages to consumers' brand awareness.

2. Methods

2.1. Selection of research context

In Vietnam, the banking sector has been established since 1951. In recent years, the tendency of international economic integration, system of commercial bank has developed rapidly, and has become an important financial institutions importance of the national economy. Advertising activities and the application of logos and brand names in advertising by commercial banks in Vietnam in recent years have had certain effects, however, due to lack of scientific basis, there are only few commercial banks in Vietnam that do this effectively. In fact, logos and brand names play a very important role in the advertising activities of commercial banks in Vietnam, expressed in these aspects: Representability; Applicability; Repeatability; Brand identity maintenance and reflection; Intangibility; Competition; Brand protection. Therefore, the author has selected commercial banks as a suitable context to conduct research.

2.2. Research design

To test the research hypotheses, the author chooses to collect observational data by experimental method. Specifically, the author changes the logo and brand name in advertising message with different variations in repetition, color and size.

Independent variable design: bank service flyer with adjusted logo and brand name

To ensure objectivity in the research, the author chooses to create a hypothetical bank, with the logo and brand name never appearing, and design flyers for a similar banking service from other commercial banks in Vietnam. Adjust logo and brand name in flyer templates: Color: two flyer variations with color logo and brand name and black and white logo and brand name. Occurrences: two flyer variations with the logo and brand name appearing once and the logo and brand name appearing twice. Size: Logo and brand name are presented in regular size: (100% = 210mm x 297mm) and small size (50% = 105mm x 148.5mm)

LEAFLETS	COLOR		BLACK AND WHITE	
	100% regular size	SMALL size (50%)	100% regular size	SMALL size (50%)
Logos and name brand appear				
01 TIME	A	B	A1	B1
02 TIMES	C	D	C1	D1

Table 2.1 Coding table of advertising flyer templates

Source: Author design

Dependent variable (brand awareness):

To measure consumers' brand awareness after being exposed to advertising messages (brochures for commercial banking services), the author has consulted the empirical survey method of Rossiter and Percy (1978). Respondents were exposed to a flyer template and asked to consider all the information on both the front and back of the flyer as if it were an actual advertisement. After (3-5 minutes), samples of flyers will be revoked and the object will answer some questions in the survey to assess the role of the logo and the brand name in the ad to receive know the brand. The author chooses a direct measurement method to assess the level of brand awareness of consumers. A table identifying logos and brand names including 05 logo samples and 05 different brand names is given, and the survey participant chooses only one correct option by indicating his logo and brand name for was seen in the leaflet.

The questionnaire includes: (i) Explain the meaning of terms logo, brand name; The table identifies the logo and brand name with two questions: (ii) Identify (recognize) the logo; (iii) Identify (recognize) the brand name; (iiii) General personal information (demographic) of the survey subjects.

Plan for the public to be exposed to leaflets

Based on the survey method of Larry Percy & Rossiter (1983) and Chris Janiszewski & Tom Meyvis (2001), the author analyzes the plan for the public to be exposed to advertising messages, specifically as follows: Survey subjects exposed a single flyer template. The entire survey sample will be divided into 08 groups, each group will be exposed to 1 leaflet. The survey subject viewed and read the leaflet sample as with a regular advertisement, then the leaflet sample was recovered and the subject was asked to indicate the logo and brand name among the 05 options given on the questionnaire. *Advantages:* The survey subject is not affected by the previewed samples and the researcher can obtain the natural (initial) responses of the surveyed subjects. *Limitations:* The differences in the level of brand awareness of customers may stem from subjective causes (psychological characteristics of the subject), besides the impact of the leaflet template.

Sample selection and data collection implementation

The author selected survey with the amount of 686 subjects, who are students studying in universities in Hanoi, have characteristics similar demographic, who also belongs to consumer groups targeted by banks. In order for the collected data to ensure objective reliability, the survey sample needs to be representative and accurately reflect the parameters of the population. The demographic characteristics of the sample object: gender, age: Percentage of men and women (men 41%), women (59%); Aged mainly: from 18 - 23 years.

2.3. Data analytics methods

Chi-Square test: used in testing the relationship between nominal variables or hierarchical identifiers. The test helps the study to know if there is a relationship between two variables in the population. In SPSS, P-Value is the Sig value. In the table of test results, α is the possibility of error allowed in the test, i.e. the ability to reject the null hypothesis (H0) despite the fact that H0 is true. If $\alpha = 5\%$, the test accepts the maximum possibility of error of 5%, from which the test reliability $(1 - \alpha) = 95\%$. H0: 02 independent factors, Hi: 02 factors not independent (dependency). In the author's research, the author will test the hypothesis by the method: direct measurement, through the public identifying the logo model and the brand name that they have seen (measure the logo awareness and awareness respectively. brand name) answer the questions in the brand identification sheet. *Impact analysis using Binary Logistics regression model:* Logistic regression analysis is a technique to analyze the relationship between an independent variable (either a quantitative or a qualitative variable) and a dependent variable which is a binary variable: $Y = \alpha + \beta x + \varepsilon$.

3. Results

Testing hypotheses about the effects of logo and brand name modification

Hypothesis H1 about the effect of color

Table 3.1 Chi-Square analysis comparing two cases of black and white and color leaflets

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp.Sig.(2-Sided)
Brand name recognition	Black and white	138	204	342	40%	60%	8,960a	0.003
	Colored	178	166	344	53%	47%		
Logo recognition	Black and white	83	259	342	24%	76%	20,405a	0.000
	Colored	139	205	344	40%	60%		

Source: survey results

For the variable “brand awareness”, the value Chi-Square = 8,960a (sig=0.003), for the variable “logo awareness” the value Chi-Square = 20,405a (sig=0.000). Therefore, it can be concluded that color has an effect on consumers' brand awareness. Hypothesis H1 is supported, and at the same time, the influence of color on brand awareness through logos is more pronounced than in brand names.

Hypothesis H2 about the effect of repetition

Table 3.2 Chi-Square analysis comparing two cases of repeating/non-repeating leaflet

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp.Sig.(2-Sided)
Brand name recognition	Do not repeat	144	204	348	41%	39%	6,239a	0.001
	Repeat 02 times	172	166	338	51%	49%		
Logo recognition	Do not repeat	92	256	348	26%	74%	11,327a	0.001
	Repeat 02 times	130	208	338	38%	62%		

Source: survey results

For the variable “brand awareness”, the Chi-Square value = 6.239a (sig = 0.001), for the variable “logo awareness” the Chi-Square value = 11.327a (sig = 0.001). Therefore, it can be concluded that repetition has an effect on consumers' brand awareness. Hypothesis H2 is supported, and at the same time, the influence of repetition on brand awareness through logos is more pronounced.

Hypothesis H3 about the effect of size

Table 3.3 Chi-Square analysis comparing the two cases of full and small leaflets

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp. Sig.(2-Sided)
Brand name recognition	Full (100%)	177	157	334	53%	47%	12,582a	0.000
	Small (50%)	139	213	352	39%	61%		
Logo recognition	Full (100%)	140	194	334	42%	58%	27,148a	0.000
	Small (50%)	82	270	352	23%	77%		

Source: survey results

For the variable “brand awareness”, the value Chi-Square = 12,582a (sig=0.000), for the variable “logo awareness” the value Chi-Square = 27,148a (sig=0.000). Therefore, it can be concluded that size has a significant effect on consumers' brand awareness. Hypothesis H3 is supported again, it can be seen that the effect of size adjustment on brand awareness through logo is higher than that on brand awareness. The results of testing hypotheses H1, H2 and H3 show that the influence of color, repetition and size on brand awareness in all situations has a stronger influence on logos than brand names.

Hypothesis H4 the effect of the combination of repetition and color adjustment

Table 3.4 Chi-Square analysis comparing leaflet case (repeated color matching)

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp.Sig.(2-Sided)
Brand name recognition	Other cases	224	296	520	43%	57%	7,718a	0.003
	Repetition & color	92	74	166	55%	45%		
Logo recognition	Other cases	138	391	520	27%	73%	31,126a	0.000
	Repetition & color	83	83	166	50%	50%		

Source: survey results

For the variable “brand awareness”, the Chi-Square value = 7.718a (sig= 0.003), for the variable “logo awareness” the Chi-Square value = 31.126a (sig= 0.000). Therefore, it can be concluded that repeated color combinations have a significant effect on consumer brand awareness. Hypothesis H4 is supported, which shows that the effect of repeated adjustment in combination with color on brand awareness through logo is higher than that on brand awareness.

Hypothesis H5 on the effect of combined adjustment of repetition and size

Table 3.5 P comparative leaflet Chi-Square analysis (repeated size combination)

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp.Sig.(2-Sided)
Brand name recognition	Repeat full size (100%)	103	67	170	61%	39%	19.189a	0.000
	Other cases	213	303	516	41%	59%		
Logo recognition	Repeat full size (100%)	76	94	170	45%	55%	15,734a	0.000
	Other cases	146	370	516	39%	61%		

Source: survey results

For the variable “brand awareness”, the value Chi-Square = 19,189a (sig= 0.000), for the variable “logo awareness” the value Chi-Square = 15,734a (sig= 0.000). Therefore, it can be concluded that repeated size combinations have a significant effect on consumer brand awareness. Hypothesis H5 is supported, which shows that the effect of repeated adjustment combined with size on correct brand name recognition through brand name is higher than logo recognition.

Hypothesis H6 effects of color and size adjustment combinations

Table 3.6 Chi-Square analysis comparing leaflet case (colour combined with size)

Recognition		Correct	Wrong	Total	Correct rate	Wrong rate	Pearson-Chi-square	Asymp.Sig.(2-Sided)
Brand name recognition	Colored + full size (100%)	97	65	162	60%	40%	16,286a	0.000
	Other cases	219	305	524	42%	58%		
Logo recognition	Colored + full size (100%)	87	75	162	54%	46%	44.133a	0.000
	Other cases	135	389	524	26%	74%		

Source: survey results

For the variable “brand awareness”, the Chi-Square value = 16,286a (sig= 0.000), for the variable “logo awareness” the Chi-Square value = 44,133a (sig= 0.000). Therefore, it can be concluded that color combined with size has a significant effect on consumer brand awareness. Hypothesis H6 is supported, which shows that the influence of color matching and size adjustment on correct brand name recognition through brand name is higher than logo recognition. As with H5, the effect of color matching size adjustment on logos is higher than that of brand names.

Hypothesis H7 on the regulatory role of age and gender on the influence of logo and brand name adjustment on brand awareness

Adjustment of age on the effect of logo and brand name adjustment on brand awareness

The results of Binary logistics analysis show that age-adjusted characteristics for the effect of color and size-specific adjustment B=1,713 (sig=0.000) for age and color, and B=2,166 (sig=000) for age and size. While B=0.266 (sig=0.682) for age and repeat did not moderate the effect. The results of the Binary logistics analysis show that B = -0.508 (sig = 0.310) for age and color, and B = 0.280 (sig = 0.631) for age and size and B = -0.238 (sig = 0.693). The above results show that age does not moderate the effects of color, repetition and size adjustment on brand awareness through logos.

4. Discussion and Conclusion

Research has confirmed that logos and brand names have an influence on consumers' brand awareness depending on different variations: color; repetition and size, especially the adjustment of the color, repetition and size of logos and brand names have an influence on consumer brand awareness. The research results help administrators of commercial banks in particular and expert advertising design in Vietnam in general see more clearly the role and importance of the method of using the logo and the brand name in advertising message. Research results have shown the role of logos and brand names in advertising activities in general, and in advertising to build brand awareness in particular in the field of commercial banking in Vietnam, besides their influence of the elements of advertising message, such as message words, language (words), images... that previous studies have done, there are 3 groups of factors that positively affect the brand awareness of consumers. Those are: Logo colors and brand names in advertising message; Repetition of logo and brand name in advertising message; Size of logo and brand name in advertising message, and especially the effect of logo and brand name when adjusting for color, repetition and size. Thus, commercial banks in Vietnam who want to use logos and brand names in effective advertising messages need to focus on the following specific issues: Firstly, it is necessary to emphasize the role of color when use logos and brand names in advertising messages; Second, when using logos and brand names in advertising messages, it

is necessary to pay attention to the degree of repetition (the number of times the logo and brand name appear in an advertising message); Third, when using the logo and brand name in the advertising message, it is necessary to pay attention to the size of the logo and the brand name in the advertising message; Fourth, when using logos and brand names in advertising messages, it is necessary to focus on methods of adjustment, combining elements of color, repetition and size.

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