

Influence of local brands on domestic investor's decision to select investment locations: Case studies in Vietnam

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Abstract

The objective of the research is to explore and determine the influence of some factors on the decision to choose an investor's location in Vietnam. The study was conducted in Vietnam with a total of 350 issued votes, collected 312 votes, of which 284 were satisfactory votes for analysis. Research results show that to create positive attitudes and behaviors towards local brands is not only characteristic of each investment business but also the investment environment of each locality.

Keywords: decide on local marketing, local marketing, branding

Introduction

Today, localities are faced with major environmental, financial, and economic challenges that require structural change and strategic thinking to compete and cope with these challenges. There. At the same time, localities must also compete with each other in attracting investment capital for socio-economic development. In local marketing, the investor is the local customer. It is essential to understand the investor's needs and behavior.

From a local marketing point of view, location is one of the 6Ps that plays an important role in the survival and growth of a business. At the same time, the local investment and business environment are considered a local product. The target markets for this particular commodity can be tourists, export markets, domestic and international investors (Kotler *et al.*, of these customers, the investor is the main target of a locality one of the highlights mentioned by many researchers is the local brand. In a fiercely competitive world in attracting investment capital, people, resources. for localities, victories in favor of localities build an attractive image, a clear position, and absolute confidence (Nguyen and Haughton, 2002; Mmieh and Owusu-Frimpong, 2004) [19, 17]. Each locality needs a number of important development sites to stimulate the inflow of domestic and foreign investment, as well as create a high level of satisfaction for investors, especially in developing countries. Development. Each locality needs to have a number of important development sites to stimulate inflows of domestic and foreign investment, as well as create a high level of satisfaction for investors, especially developing countries (Cleave *et al.*, 2016) [4]. The theoretical point mentioned by many researchers is that local brands influence investors' decisions to choose investment locations (Jacobsen, 2009, 2012; Metaxas, 2010) [10, 15]. Theoretical thesis about local brand equity influences investor's decision to choose investment location (Jacobsen, 2009, 2012; Metaxas, 2010) [10, 15] accordingly, the empirical studies to test how local brand equity affects investors' decisions is quite modest (Jacobsen, 2012) [10]. In Vietnam today, research on local brands, especially the influence of local

Brands on investors' decisions to choose investment locations is limited. In which, it is divided into two main research directions, the first one is to exploit local brand name which is one of the factors influencing investors' decisions (Pham Van On and Tran Phan Doan Khanh, 2015; Nguyen Viet Bang *et al.*, 2016) [18]. The second research direction explores the aspect of local brand attributes affecting investor satisfaction (Dao Trung Kien *et al.*, 2014; Dang Nhat Minh, 2016) [5]. These research results are not necessarily true for domestic investors. In terms of spatial scale, the above studies were mainly carried out in the southern provinces (Tien Giang, Dong Nai, Nha Trang). In the North, in addition to one study in Hai Duong, other studies mainly focus on assessing the current state of local marketing through the tools of local marketing.

Theoretical basis

Product / service brand

A trademark is a name, design, logo, or any other feature that distinguishes one seller's products or services from those of another. A brand can identify a single product, a series of products, or all of the seller's items (Kotler, 2001). Trademarks include names, signs, and symbols to identify goods and services and to distinguish them from competitors' goods and services Aaker (1991) [1]. Keller (2003) [13] gives a brand viewpoint. It is a set of associations in the minds of customers that increase the perceived value of a product or service.

Local brands

Local brands are also built up like products or services (Hankinson, 2001) [9]. Local brands are like corporate brands and can benefit the value of a local image (Rainisto, 2003) [20]. A locality is a brand entity if its own characteristics distinguish them from each other (Kavaratzis, 2005) [12]. Zenker and Braun (2010) introduced the concept: "A local brand is a collection of brand associations in the minds of consumers based on behavioral expressions, locality expressed through purpose, values and the common culture of the stakeholders and the master plan of that locality.

Local brand property

Brand equity is the different effects of brand knowledge in consumer responses to that brand's marketing program, while high brand knowledge increases brand choice (Keller, 2003) [13]. Davis and Douglass (1995) [6] argue that brand equity is the willful and emotional selection of consumers towards brands. Papadopoulos (2004) [22] argues that local brand equity includes "real or perceived assets, attached to one locality and distinguishing it from others".

Kotler *et al.* (1993) wrote that localities, as well as products and services, need to be subtly marketed. Each locality needs to identify its special features and competitive advantage to seek customer support. To achieve this, local

brands need both cognitive and emotional values. Accordingly, from the investor's perspective, local brands have three functions that need to be defined (Meffert, 2000) [16].

Local brand equity elements

In today's world, there are many different perspectives on brand equity and the elements of brand equity. Aaker (1991) [1] is one of the first scholars to build a model of brand equity and the elements of brand equity, including 5 main components: Brand Awareness, Quality perceived quality, brand associations, brand loyalty, and other proprietary assets. Table 2.1. Brand equity elements.

Table 1

Elements	Authors
Brand awareness, brand association, perceived quality, brand loyalty.	Aaker (1991)
Brand relationship (trust, customer satisfaction with the brand).	Blackston (1992)
Brand knowledge (Brand awareness, association with brands).	Keller (1993)
Brand awareness, brand image, relationship with customers.	Sharp (1995)
Brand awareness, brand meaning.	Berry (2000)
Brand benefits, perceived quality, brand uniqueness, brand sympathy, brand trust.	Burmann <i>et al.</i> , 2009

Nguồn: Christodoulides and De Chernatony, 2009

Table 2: Local brand equity elements

Asset Group	Assets	Source
Material	Perceived quality	Jacobsen (2009); Jacobsen (2012); Bose <i>et al.</i> , (2016)
	Brand impression	Kavaratzis (2007); Dinne (2008); Jacobsen (2009); Jacobsen (2012).
	Local brand image	Risitano (2005); Dinne (2008); Jacobsen (2009); Zenker and Martin (2011); Jacobsen (2012); Bose <i>et al.</i> , (2016).
Invisible	Brand awareness	Zenker (2011); Jacobsen (2012); Bose <i>et al.</i> , (2016); Chekalina <i>et al.</i> , (2016).
	Local brand personality	Risitano (2005); Jacobsen (2009); Baxter and Kerr (2010); Zenker (2011); Jacobsen (2012).
	Local brand trust	Jacobsen (2009); Jacobsen (2012).

Research model and hypothesis

Research hypothesis

On the basis of an overview of previous studies, especially Jacobsen's (2009, 2012) [10], combined with the research context in Vietnam, the author proposes the research hypothesis as follows:

Local brand personality

The personality of a local brand has a significant impact on the decisions of local customers when deciding to live, visit, or decide to invest locally. This can happen when local customers perceive the personality of a local brand that reflects their personality (Guido *et al.*, 2013; Sirgy, 1982) [11, 23]. Research by Jacobsen (2012) also concludes that local brand personality has a strong influence on investors' choice of location. Therefore, the author hypothesizes:

H1: Local brand personality has a positive relationship with domestic investors' decisions to choose investment locations.

Local Brand impression

Local brand awareness helps local customers feel familiar with local brands and helps them care about the locality at the time they make a local choice.

A popular local brand will be more trustworthy, thus providing an opportunity for customers to review and promote brand choice as a destination. Research by Jacobsen (2009) [10] has confirmed, brand awareness has a

strong impact on investors' decisions to choose investment locations through local brand benefits. Therefore, the author hypothesizes:

H2: Local brand awareness has a positive relationship with domestic investors' decisions to choose investment locations.

Perceived quality

When studying local brands from the perspective of destination brands, Yoon and Uysal (2005) found a positive relationship between the perceived quality of destination and destination choice. In addition, Jacobsen (2012) has evidence to prove that the perceived quality has an impact on investors' decisions to choose investment locations. Therefore, the author hypothesizes:

H3: Perceived quality is positively related to domestic investors' decisions to choose investment locations.

Local brand impression

A local brand impression refers to a local appearance that evokes positive emotions (Wang and Hsu, 2010) [24]. According to qualitative research subjects, a locality that makes a good impression in the eyes of investors is more likely to be chosen by investors. Therefore, the author hypothesizes:

H4: Impression that local brands have a positive relationship with domestic investors' decisions to choose investment locations.

Local brand trust

Local brand trust is emphasized in the research of Ramkissoon *et al.*, (2011) [21] and Jacobsen (2012). Local brand trust is the local customers' confidence in the local government's services provided by the local government's communication and commitment to investors about services provided to customers. Therefore, the author hypothesizes:

H5: Local brand trust has a positive relationship with domestic investors' decision to choose investment locations.

Local brand image

Previous research on a local brand image focused more on

destination brand image. Researchers show that destination brand image is one of the main factors, having a significant impact on customer choice of destination (Chi and Qu, 2008; Lee, 2009; Wang and Hsu, 2010) [24]. Therefore, the author hypothesizes:

H6: Local brand image has a positive relationship with domestic investors' decisions to choose investment locations.

Research models

From the above research hypotheses, the author generalizes into the following research model:

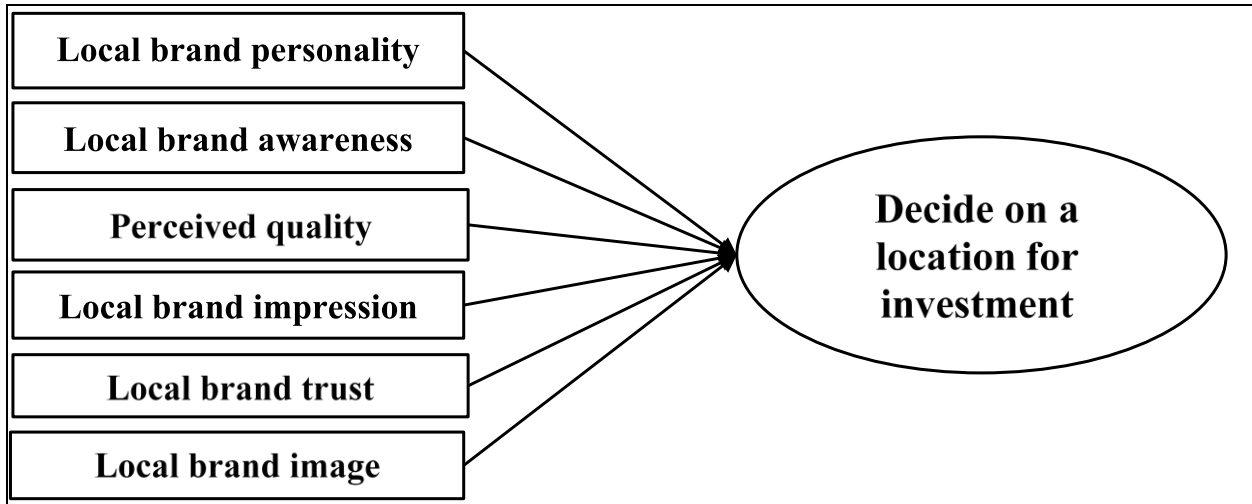


Fig 1: Research model

Research Methods

The survey was conducted from July 2020 to October 2020. Respondents are representatives of investment businesses, investors are randomly selected from the list of local planning and investment departments of three major cities, Hanoi, Da Nang, and HCM City.

According to Bollen (1989) and Hair *et al.* (1998), to satisfy the data requirements of quantitative analysis, a variable needs 5 observations corresponding to 5 respondents. The questionnaire showed 34 variables, resulting in a minimum sample of 170 people. The survey was conducted according to the simple random sampling method with the total number of emitted questionnaires n = 350. The response rate

of surveyed subjects was 89.2%, obtained 312 votes. The number of votes used to analyze for the study accounted for 90.55% of 284 votes (28 votes were rejected due to incomplete answers by the subjects, answering one option in all questions). Respondents were approached in three ways: (1) direct contact with representatives of Investment Firms, investors (2) sending survey questionnaires through email lists of subjects that group of authors collected. In our study, the observed variables were assessed by the Likert scale with 5 levels (where 1 = very dissatisfied, level 2 = dissatisfied, level 3 = moderate, level 4 = satisfied and level 5 = very satisfied).

Table 3: Description of research sample (N = 284)

Content		Quantity	Ratio (%)
Sex	Male	179	63.03
	Female	105	36.97
Total		284	100.00
Parts	Direct	126	44.37
	Indirect	158	55.63
Total		284	100.00
Ages	> 30 - < 40	148	52.11
	> 40 - < 50	94	33.10
	> 51	42	14.79
Total		284	100.00
Seniority in the industry	> 5 years	56	19.72
	> 10 - < 15 years	97	34.15
	> 15 - < 20 years	68	23.94
	> 20 years	63	22.18
Total		284	100.00

Source: Official quantitative research data

Research results

Test results Cronbach Alpha reliability coefficients of scales

Table 2 shows that Cronbach's Alpha coefficients of all

scales are greater than 0.7, and the total variable-correlation coefficients are greater than 0.4. Therefore, all scales are used in steps of EFA analysis and regression (Nunnally & Burnstein, 1994).

Table 4: Test results Cronbach's Alpha's scales

No	Component	Observes	Confidence	Corrected Item-Total Correlation
1	Local brand personality (LBP)	5	0.796	0.444
2	Local brand awareness (LBA)	5	0.930	0.725
3	Perceived quality (PQ)	5	0.831	0.532
4	Local brand impression (LBIN)	5	0.875	0.589
5	Local brand trust (LBT)	5	0.893	0.631
6	Local brand image (LBIE)	5	0.912	0.608
7	Decide on a location for investment	3	0.866	0.613

Source: Author's synthesis

Explore factor analysis EFA

The results of exploratory factor analysis with promax rotation showed that 33 observed variables in the 7 components of the scale the decision to choose the investment location also kept the 7 factors but only 30 observed variables. The excluded control variables included: LBA4, PQ4, LBIE5. KMO coefficient = 0.740, so the EFA is consistent with the Chi-square data and statistics of the

Bartlett test reaching 8117.465 with the significance level of 0.000; Therefore, the observed variables are correlated with each other on the overall scale. The variance extracted by 74.651 shows that the 6 extracted factors are explained from the 74.651% variation of the data, at the eigenvalue coefficient of 1.008. Therefore, the scales drawn are acceptable.

Table 5: Summary of scale test results

No	Component	Observes	Confidence	Deduction (%)	Evaluate
1	Local brand personality (LBP)	5	0.796	32.927	Qualified
2	Local brand awareness (LBA)	4	0.930	43.897	
3	Perceived quality (PQ)	4	0.831	53.074	
4	Local brand impression (LBIN)	5	0.875	61.480	
5	Local brand trust (LBT)	5	0.893	66.906	
6	Local brand image (LBIE)	4	0.912	71.290	
7	Decide on a location for investment	3	0.765	74.651	

Source: Author's synthesis

Factor analysis for independent variables (CFA)

Confirming factor analysis (CFA) The correlation coefficient between the components with accompanying standard deviation (Table 1) shows us these coefficients less than 1 (with statistical significance). Therefore, the

components: Local brand personality (LBP), Local brand awareness (LBA), Perceived quality (PQ), Local brand impression (LBIN), Local brand trust (LBT), Local brand image (LBIE) has value distinguishing.

Table 6: Results of testing the value of distinguishing between the components of the scale. Source: Data analysis of research data by SPSS 22.0

			Estimate	S.E.	C.R.	P
LBIN	<-->	LBIE	.080	.027	2.949	.003
LBIN	<-->	LBT	.122	.027	4.512	***
PQ	<-->	PBP	.046	.015	3.123	.002
PQ	<-->	LBT	.102	.025	4.050	***
PBP	<-->	LBIE	.044	.016	2.681	.007
PBP	<-->	LBT	.123	.023	5.431	***
LBIE	<-->	LBT	.150	.029	5.107	***
LBIN	<-->	PBP	.098	.020	4.822	***
LBIN	<-->	PQ	.146	.027	5.361	***

Regarding the general conformity, factor analysis confirmed that this model has a statistic value of chi-squared of 287.891 with 134 degrees of freedom (p = 0.000), relative squared chi according to the degree of freedom CMIN / df is 2.148 (<3).

Other indicators such as GLI = 0.903 (> 0.9), TLI = 0.931

(> 0.9), CFI = 0.946 (> 0.9) and RMSEA = 0.065 (<0.08). This also allows drawing judgment on the unidirectional of observed variables. Regarding the convergence value, the normalized weights of the scales are > 0.5 and have statistical significance p < 0.5. Therefore, the scales achieve convergent values.

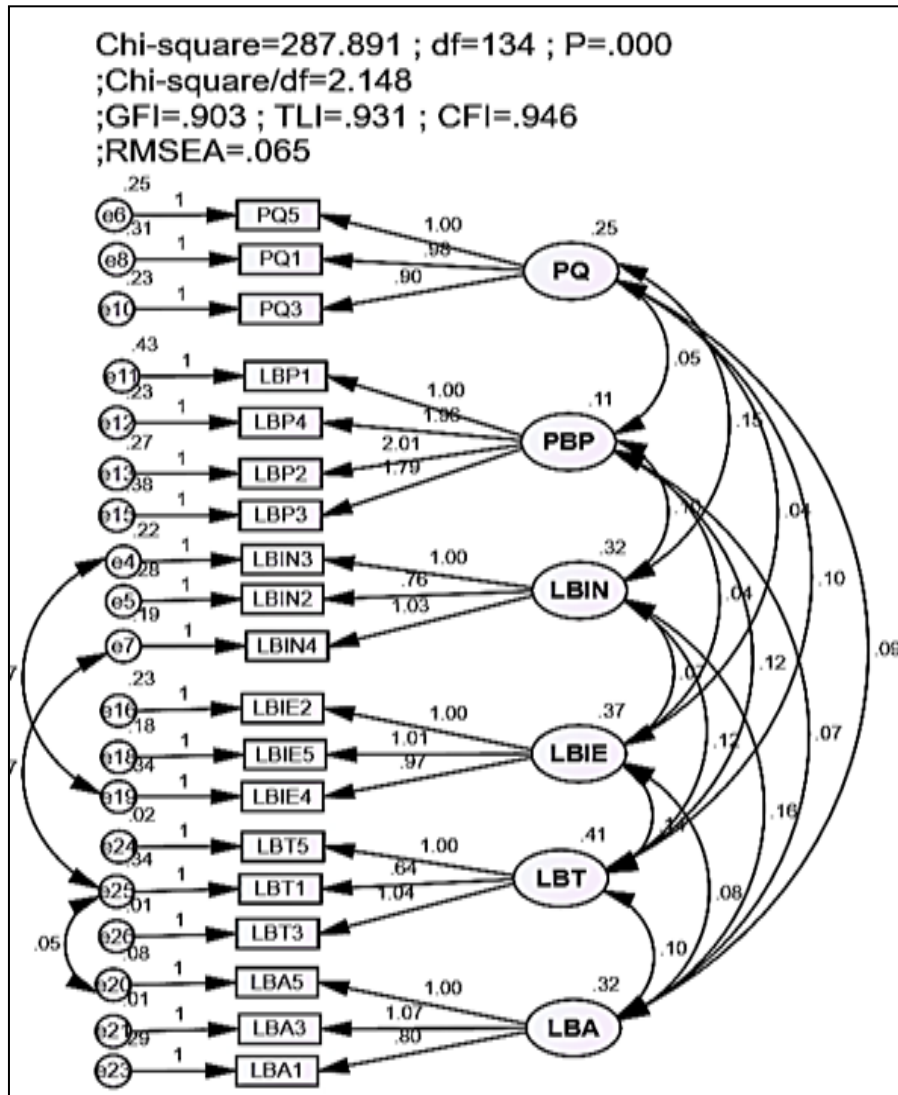


Fig 2: CFA analysis results (normalized)

Structural Equation Model Results

The table shows the results for the degree of conformity checking for the two structures, the characteristics of the SMEs and the accessibility of the SMEs and the result structure model of the two datasets. Various indices, namely the Absolute Fit Measurements and the Increased Fit Measurements are used to evaluate a model's fit. As a commonly used statistic for the model suitability index, Chi-square (X²) is used in this study to test the existence of any relationship between the variables in the model. (Hair *et al.*, 2006). From the AMOS results reflected in Table 2, it is clear that the model was consistent with the data and

therefore the proposed model is suitable in explaining relationships between variables.

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Table 7: Results of the AMOS Analyses of the Model

Goodness of fit Measures										
Model	X ²	Df	p	X ² /df (CMIN/DF)	RMSEA	NFI	RFI	IFI	TLI	CFI
Sample	261.442	120	0.000	2.179	.066	.908	.912	.948	.933	.947
Criteria	P>.05	≥0	-	2 to 3	<.080	>.90	>.90	>.90	>.90	>.90

Source: Data analysis of research data in SPSS 22.0

(Non-significant) Note: X² = hi-square test, df = Degrees of freedom, RMSEA = Root mean square error of approximation, NFI = Normed Fit Index, RFI = Relative Fit Index, IFI = Incremental Fit Index, TLI = Tucker-Lewis Index, CFI = Comparative Fit Index

Inspection of the relationship between the characteristics of the SMEs and the accessibility of the SMEs

The decision to choose an investment site is made up of 5 components. The obtained SEM results shown in figure 3

have chi-squared statistical value of 261.442 with 120 degrees of freedom (p = 0.000). The relative squared chi square CMIN/df is 2.179 (< 3), which is acceptable with a sample of 284 observations, GFI = 0.904 (> 0.9), TLI =

0.933 (> 0.9), CFI = 0.947 (> 0.9). RMSEA = 0.066 < 0.08, proving that the scale model of factors of SMTH is consistent with the study data. Weights (normalized) are > 0.5 and the normalized weights are statistically significant, so all concepts achieve convergent values. Therefore, this model achieves compatibility with collected data (table 3) have P-values < 0.05 and estimated values are normalized so that they have a direct effect.

Table 8: Results of the Regression Weights of the Model

			Estimate	S.E.	C.R.	P
DLFI	<---	PQ	.052	.072	.732	.004
DLFI	<---	LBIN	.310	.075	4.142	***
DLFI	<---	PBP	.120	.122	.979	.028
DLFI	<---	LBIE	.082	.049	1.689	.021
DLFI	<---	LBT	.029	.053	.555	.019

Source: Data analysis of research data in SPSS 22.0

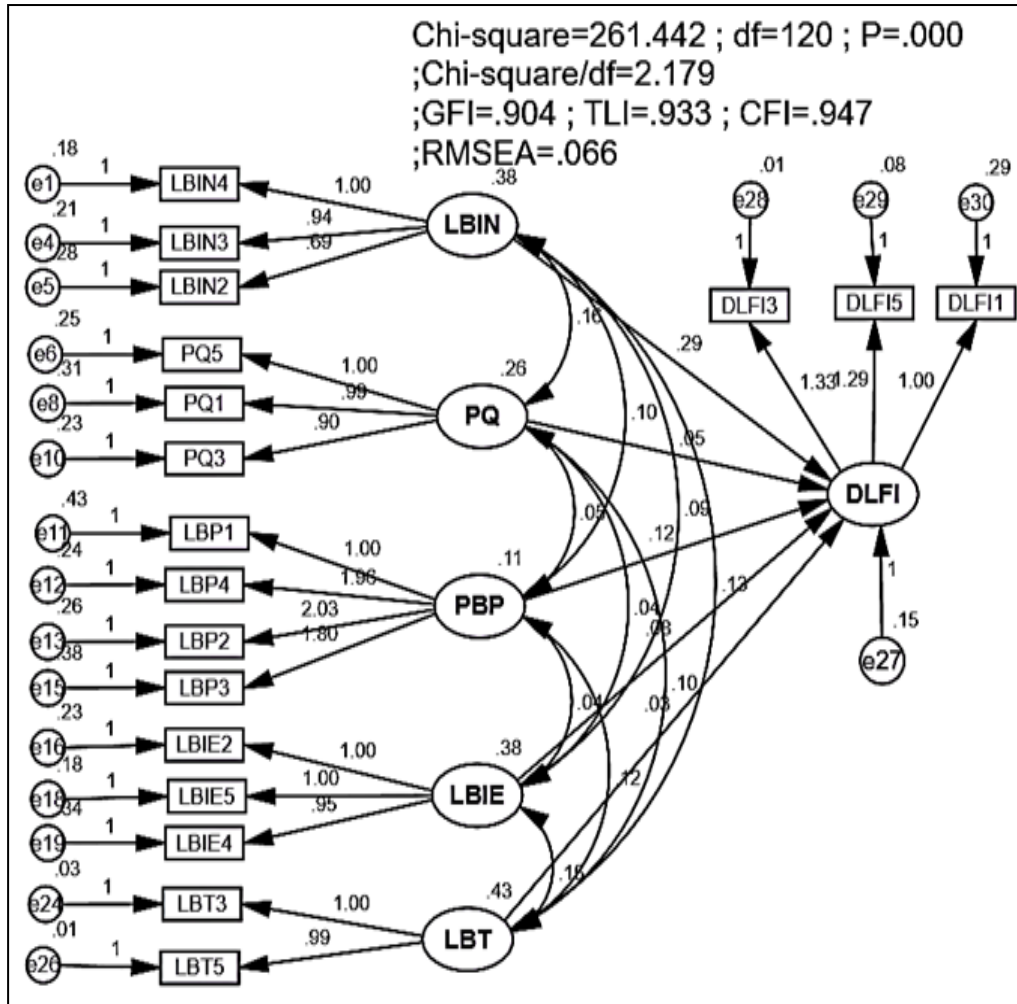


Fig 3: Results of SEM analysis

Table 9: Results Estimated by Bootstrap with N = 1000.

Parameter	SE	SE-SE	Mean	Bias	SE-Bias	CR
DLFI <--- PQ	0.088	0.002	0.052	0.000	0.003	0.000
DLFI <--- LBIN	0.096	0.002	0.310	0.001	0.003	0.330
DLFI <--- PBP	0.176	0.004	0.133	-0.014	0.006	-2.330
DLFI <--- LBIE	0.068	0.002	0.082	-0.001	0.002	-0.500
DLFI <--- LBT	0.074	0.002	0.033	-0.004	0.002	-2.000

Source: Data analysis of Research Data by SPSS AMOS 22.0

Testing the reliability of estimates by Bootstrap

The bootstrap method used to test the model estimates the last model with the pattern repeat is N = 1000. The estimation results from 1000 samples are averaged together with the deviations are presented in Table 4, CR very small absolute value than 2, it can be said that the deviation is very small; while not statistically significant at the 95% confidence level. Thus, we can conclude that the model estimates can be trusted. As a result of testing of hypotheses for the SMEs characteristics, the hypothesis H1, H2, H3 H4, and H5 of the SMEs characteristics and access to bank

credit of SMEs are accepted. Theoretically, there are five acceptable relationships.

Discuss the research model test results

Comparing with Aaker's brand equity model (1991) shows, Aaker's brand equity model is the building model for products/services, according to this model, brand equity consists of four components. Factors, which are brand awareness, brand association, perceived quality, and brand loyalty. And Jacobsen's model (2012) is a model developed from his 2009 researched theoretical model. This is a model

that is researched and developed from Keller's theory of product/service branding (1993), built for a locality; According to this model, local brand equity consists of six elements, namely local brand personality, local brand awareness, perceived quality, local brand impression, local brand trust, and local brand image. Although the same research on brand equity, however, the components that constitute brand equity in the two models above are different, which can be explained by the difference between products. Products are goods or services with products being a locality. Moreover, many previous studies have shown that the same research on brand equity for commodity products, but for different commodity products, the constituents of brand equity are also different. The proposed research model of the research is inherited by Jacobsen (2012). In which, there are 6 independent variables and 1 dependent variable. The results of the EFA analysis show that the indicators of the Brand Personality and Brand Impressions variables both download the same independent variable. This shows that this two-factor scale of Jacobsen (2012) is not really clear, so, in the context of Vietnam (specifically in three big cities), the investor survey results in Water show that this two-factor scale is understood to measure the same concept. The results of the testing research model by Jacobsen (2012) found that there are four local brand factors that affect the decision of domestic investors to choose investment locations, namely brand awareness, image, Brand, brand personality, and brand trust. It can be seen that this model is not really suitable for the Vietnamese context. Furthermore, the survey subjects of the study are domestic investors, while the survey subjects in Jacobsen's study (2012) are foreign investors. Therefore, the assessment of a local investor and an investor from another country to a local brand will have certain differences.

The impact of the Local Brand Personality on the domestic investor's choice of investment locations

The research hypothesis H1 is accepted at the significance level of 95%: The local brand personality and investor's decision to choose investment locations are positively related. This means that, when the locality is a suitable, attractive and really good investment location for businesses, the investor's decision to choose the investment location will be high. This result is consistent with the research results of Jacobsen (2012).

According to the results of qualitative and quantitative research, the positive correlation of local brand personality and domestic investor's decision to choose investment locations is explained by the views of investors. Local brand personality is as follows: Local brand personality is measured by the relevance, attractiveness to business activities of enterprises, really good locations, geographical location and natural resources. In particular, the geographical location and natural resources have been found in many previous studies to find a relationship with, attracting investment to a locality.

Today, in the race to attract investment capital, every locality improves the investment environment, promotes investment and has preferential policies for investors. According to investors, the above factors, localities can be created and perfected over time, however, geographical location and natural resources are natural conditions that nature bestows. Localities cannot be created. In addition, there are localities with high quality infrastructure, many

local preferential policies, but not necessarily suitable for investors. The suitability here can be considered to be consistent with the investment objectives, investment sectors, target markets, resources.. Therefore, investors will carefully consider this factor to make decisions. There is a choice of locality as an investment destination or not.

The impact of local brand awareness on domestic investor choice of investment locations

The research hypothesis H2 has been rejected, so there is no basis to confirm that local brand awareness affects domestic investors' decision to choose investment locations. H2 has been rejected, so there is no basis to confirm that local brand awareness affects domestic investors' decision to choose investment locations. This research result is consistent with the research results of Jacobsen (2012). According to the results of the qualitative and quantitative research of the study, this result can be explained as follows:

This finding is completely consistent with the attitude of human characteristics. According to the three-component attitude model, the attitude of a person includes awareness, appreciation or enjoyment, and behavioral tendency. Accordingly, based on information gathered and their own experience, customers have an understanding and awareness of the product. From product awareness, the customer has an appreciation and is interested in the product, this is the basis for implementing customer behavior. Therefore, when customers have a high level of brand awareness, they will tend to implement brand selection behavior.

In the context of Vietnam, is a country with a long-standing agricultural culture for thousands of years. One of the cultural characteristics of Vietnamese people is the avoidance of change or the fear of risks. People in society feel intimidated by ambiguous situations and try to avoid such situations by finding a stable job, establishing strong rules, researching and analyzing the information carefully, avoid mutant ideas and behaviors. At the same time, Vietnamese people also have the mentality of using brand names to make them feel familiar. The familiarity level is directly proportional to the level of awareness. The process of making a customer's decision is sometimes only based on familiar feelings. This familiar feeling comes from brand awareness.

In the field of investment, many researchers have shown that risk attitudes affect individual investors' decisions on the stock market, in which individual investors are unreasonable when in many cases, they are averse to risk, but in many cases, they prefer risk. Investors in the B2B market will be more cautious in making investment decisions, the risk-aversion characteristic is more evident, so they will make their decisions with sufficient information and assurance. Guarantee more certainty. Especially for investors in the investment site market, they will make a choice of investment location when they are well aware of that locality and the likelihood of success in that locality is high. Therefore, awareness of local brands has a great influence on domestic investors' decisions to choose investment locations.

The impact of Perceived Quality on domestic investors' decision to choose investment locations

Research hypothesis H3 confirms the quality of domestic investors' perception and decision to choose investment locations to have a positive relationship. Research results

showed that $\text{sig} < 0.05$; this shows that, there is no basis to confirm hypothesis H3. This result is consistent with the research results of Jacobsen (2012). Foreign investors' behavior differs from domestic ones, especially in terms of the formalization of the selection process and the means of project mobilization. In the process of choosing investment locations, foreign investors are often influenced by the national effect, that is, they often prioritize the selection of localities that already have companies in their countries and comply with the stage of the investment site selection process. At the same time, the importance of the factors influencing foreign investors' decisions on investment locations is also different from domestic ones.

According to investors, perceived quality reflects the investor's assessment of public administrative services and working methods of local authorities. These factors are considered by investors as an obvious condition when investing in local businesses; At the same time, this also reflects that, over the past time, the locality has gradually perfected and met the requirements of local authorities for public administrative services and professional working methods. At this time, those factors are like the attributes that must be included in the 3-attribute model of Kano (1984), which is a must-have attribute of a locality to serve for local business investment activities providing them with satisfaction does not make investors make investment decisions more locally and more satisfied; However, without this attribute, they may not decide to choose the locality where they invest or do their business.

The impact of local brand trust on domestic investors' decision to choose investment locations

The research hypothesis H4 is accepted at the significance level of 95% - local brand confidence and domestic investors' decision to choose investment locations have a positive relationship. This research result is consistent with the results of a theoretical overview of local brand equity. Brand personality will create confidence in local brands. According to the research results, the local brand personality has a positive relationship with the investor's decision to choose the investment location. This means that brand personality affects domestic investors' decisions to choose investment locations, thereby forming confidence in local brands.

Trust is a kind of social capital, which can create as much as financial capital, human capital, or infrastructure capital. When people have faith, they will push to act. Investors are very careful and careful when searching and selecting investment locations. When investors have confidence in the local government, they will choose that locality as a location for business investment. In addition, the research results of hypothesis H4 are consistent with the results of hypotheses H2 and H3. In the investment site market, the customer is an investor, the supplier is the local government. In this market, trust and confidence are important factors that are especially interested by domestic investors, other factors such as infrastructure, natural resources, public administrative services, the working methods of the local government can be improved gradually over time, and that is also a basic condition that is imperative for localities to have.

In the world, many countries have operated the state according to the model of the State enterprise, the State is considered as an enterprise providing public services to

society. This means that the State is the seller of public services and the investor is the customer buying public services. In that relationship, the State must optimize utilities for customers, provide the highest quality service at the lowest cost, thereby building confidence for investors, so that they believe will be delivered at the right time, at the right time, at the right price with a dedicated attitude as a commitment. When investor confidence is spread in the locality, it also gradually spread beyond the administrative boundaries of that locality.

When there is a belief in a friendly and transparent environment, people will be investors willing to invest in production and business in all areas of opportunity, then the government plays the role of constructively creates an environment for a social movement. In particular, when the confidence is verified from production and business activities, investors and the local business community will become powerful investment campaigners sometimes even higher than policies calling for investment. Government. Thus, local brand trust has a positive influence on domestic investors' decisions to choose investment locations. When there is confidence in a locality, investors will be ready to make a decision to choose that locality as an investment and business location. On the contrary, if there is no confidence in the locality, investors will not choose that locality as their destination.

The impact of local brand image on domestic investors' decision to choose investment locations

The study hypothesis H5 is accepted with a confidence level of 95% - Local brand image and domestic investors' decision to choose investment locations have a positive relationship. This result is consistent with the research results of Jacobsen (2012) and Metaxas (2010) [15]. At the same time, in accordance with the local marketing point of view, a locality with a positive image will bring a strong competitive advantage, and especially for the locality, investors will choose to invest locally. competitive advantage.

Considering the Vietnamese context, this result is completely consistent. The fact of building local brands of some localities in Vietnam has clearly shown the influence of the image of local brands on the decision to choose investment locations of domestic investors through the use of applying local brand image in attracting investment capital, creating a premise for local economic development.

In the case of Danang city, to build a local brand, attract investment, Da Nang has used key local images such as infrastructure, coastal city, and people to create awareness. of domestic and foreign target customers for the image of Central capital, a friendly and livable locality, the city of marine tourism, the destination for tourism, commercial and real estate investors real. Quang Ninh province also succeeds in using two pillars of local brand image to influence the decision on investment location selection, that is; The transit center of the northern region and the world's natural heritage hometown Ha Long. Dong Thap province has the image of "pink lotus land - Dong Thap", a friendly local government, with three key economic pillars: high-tech agriculture, ecotourism, and labor export. And Ho Chi Minh City with the image of the Pearl of the Far East with the slogan promoting "A civilized city, modern, meaningful".

In the market of investment locations, investors often do not

have enough information. Due to the complexity and strategic nature of the investment site selection process, companies looking for investment sites need to gather large amounts of information in order to be able to make informed decisions. Right and right. Therefore, investors often spend a lot of time and money to get the information necessary for the decision-making process. Local information and local brand image become an important reference channel for investors. Thanks to it, investors have direct and detailed access to investment locations, reducing the cost of collecting information. From there, it will motivate investors to make decisions to choose the locality as an investment destination.

The impact of local brand impression on domestic investors' decision to choose investment locations

The study hypothesis H6 is accepted with a confidence level of 95% - local brand impression and domestic investors' decision to choose investment locations have a positive relationship. This result is consistent with the research results of Jacobsen (2012) and Metaxas (2010) [15]. At the same time, in accordance with the local marketing point of view, a locality that makes a strong, positive impression will bring a strong competitive advantage, and especially for the locality, investors will choose to invest locally. Competitive advantage

Impressions are a tangible brand asset that includes the brand's products and packaging. The goal of brand impression is to evoke positive emotions to customers. A Local brand impression refers to a local appearance that evokes positive emotions. Therefore, local brand impressions include macro factors such as urban aesthetics (Anholt, 2005) [2], and factors that are micro-geographic by local (Kubacki and Skinner, 2006) [14] and physical factors (Kavaratzis, 2007) as well as local natural resources (Jacobsen, 2012). Macro factors also include the degree of urbanization (Johansson and Moinpour, 1977) as well as in the urban environment, while the micro factors include transport infrastructure (Fombrun and van Riel, 1997) [8], commerce and cultural infrastructure (Anholt, 2005; Winfield-Pfefferkorn, 2005) [2, 25] and icons in architecture (Dinnie, 2008) [7].

Research has confirmed that local brand awareness has a positive impact on domestic investors' decisions to choose investment locations. Local brand impression is an important stage in the shopping process and is an important criterion for measuring brand strength. The more impressive a brand is, the more popular it is and the more chances it will be chosen by customers. Perception level can be divided into 3 different levels: (i) The top level is the first recognized brand; (ii) The next level is not to remind but to remember; (iii) The lowest level is reminders to remember. Combining three levels of brand impression will be the total number of brand associations.

In local marketing, the customer's buying process is the investor's decision-making process for choosing an investment location. The investment site selection decision-making process consists of successive phases, which can be generalized into three main phases: (i) First, listing all the sites involved; (ii) Next is to consider the location according to the criteria that investors are interested in; (iii) Ultimately, it is choice and decision-making. In that decision-making process, brand awareness impacts all three stages. In the first stage, when listing relevant locations, the

locality that first comes to mind will have the highest chance of being selected. In the second stage, when investors consider and evaluate investment locations according to the standards that investors are interested in, which locality creates a high level of brand associations will help investors easily. more accessible, more appreciated and your chances of being chosen. In the third stage, investors will choose the locality with the highest rating, which is a locality in which they perceive a positive difference over other localities, and at the same time, has great potential for production and business activities of investors and always shows concern to investors.

Therefore, in order for the increase of brand impression to be highly effective at a reasonable cost, the province needs to determine the level of brand impression with different types of investors to have specific solutions for each object aims to create an association, improve association level or maintain reminder level. A local brand with a high degree of brand associations will truly be different and drive investors to choose the locality as their investment location.

Conclusion and the next research direction

Research results show that attitudes and behavior of investment firms, investors towards local brands depend on the decision to choose the locality as an investment location, which can create such a working environment. Which is for investors, not only depends on what that investor brings to the locality. In addition, investor's perception of the correlation between the needs of enterprises to invest in their work with the satisfaction of investment needs from the incentive mechanism and the local working environment to choose to invest in one factor is very important.

Investors also develop an awareness of their contribution to the locality who chooses to invest and correlates with legal and regulatory services in other departments, or in local administrations to form and comparing between investor needs and local responses to the needs of investors choosing local to invest. Therefore, the policies of the incentive mechanism and the factors of the working environment should be based on the contribution of investors to the locality as well as the implementation of internal communication within the locality. So that investors have a reasonable awareness of the suitability between investor needs and local responses.

The study was carried out in three major cities in Vietnam considering only the influence of some factors of local brands on the decision to choose the locality as an investment destination. Consider the application level of measuring these factors in the conditions of the investment sector in the HCMC and is implemented to a limited extent. The next researches will add the necessary industry factors and incentive remuneration mechanisms for investors in Vietnam.

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