

Factors Affecting Consumers' Attitude toward TV Commercials for Beauty and Skin Care Products

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ABSTRACT:- The research in this article identifies factors and explains how they affect consumers' attitude toward TV commercials for beauty and skin care products by interviewing 280 consumers. The joined method of qualitative and quantitative was applied; the Cronbach's Alpha analysis, EFA analysis and multiple regression analysis were used with the SPSS program. The result shows that the factors affecting buyer's behavior related to beauty and skin care products TV commercials are in an increasing order as following: Entertainment, Information, Celebrity, Untroubledness, and Credibility. The research also suggests several solutions for advertisers to enhance capability of serving consumers.

Keywords:- attitude, TV commercial, consumers, beauty and skin care

1. PROBLEM POSING

Vietnam commercial market is sharply on the rise in which TV commercials (TVCs) are still reigning, reaching 92% of turnover in total comparing to other forms of media (Kantar Media Vietnam, 2013). At the end of 2014, there are 198 TV channels broadcasted from 65 public TV stations and 11 private TV service providers in the country. Also according to the researching results, there is up to 45% respondents who agree that TVCs have a great impact on their purchasing decisions.

Nowadays, beauty and skin care (BSC) is the only branch with highest total cost of advertising, reaching 42% of total of the TVCs expenditure (TNS Media Vietnam, 2011). Hence, understanding and measuring the attitude of consumers toward TVCs are in the center of marketers' interest. Particularly, samples of advertising materials in BSC are always impressive, eye catching and attracting lots of attentions of public audience. Therefore, paying closer attention to the factors affecting consumers' attitude toward BSC's TVCs is really necessary. The research will help BSC marketing managers to infer many managerial implications, to formulate and put in use policies and TVC programs to better respond to the needs of consumers.

The subject of research are factors affecting consumers' attitude in South Vietnam's market toward BSC TVCs. The object of research are consumers ages 18 to 45 watching TVCs and using beauty and skin care products. The time frame of research is 4 months starting from the 1st January 2016 to the 1st May 2016.

II. THEORETICAL FOUNDATIONS

1.1. Defining TV commercial

Kotler (2000) defined "Commercial is a form of indirect communication, carried out through media on the commercial basis with determined source of financing". Commercial is to introduce all business activities, goods and at-profit or not-for-profit services of a certain company to its consumers. According to the American Advertisement Association (1991), "Commercial is a propagating activity with clear intention to disseminate information on goods and services of a certain company on the commercial basis and not infringe business of other companies".

Television first appeared at the beginning of XX century and developed rapidly being an important channel of information in the life of society. TVCs not only convince people using not only voice but also image and video. TVCs, as they are called in Europe and USA, encompass three different factors: image, voice, video and music and they are the main mode of public communication (Dao Huu Dung, 2004). TVCs themselves have four functions: (1) Economic, (2) Commerce, (3) Social, (4) Cultural. The forms of TVCs are: (1) sponsoring, (2) TVC in its true sense, (3) Pop-up, (4) self presentation.

1.2. Attitude toward TV commercials

Attitude is a factor widely investigated in the social psychology and advertising psychology. Gordon (1935) defined: "attitude is an acquired inclination to react positively or negatively toward certain object. Individuals form their attitudes through experience and interaction with this object. Through attitude, researchers can project the action or intention of action". Triandis et al (1971) propose an attitude model that includes 03 interrelated components: Cognition, (2) Affection, Conation.

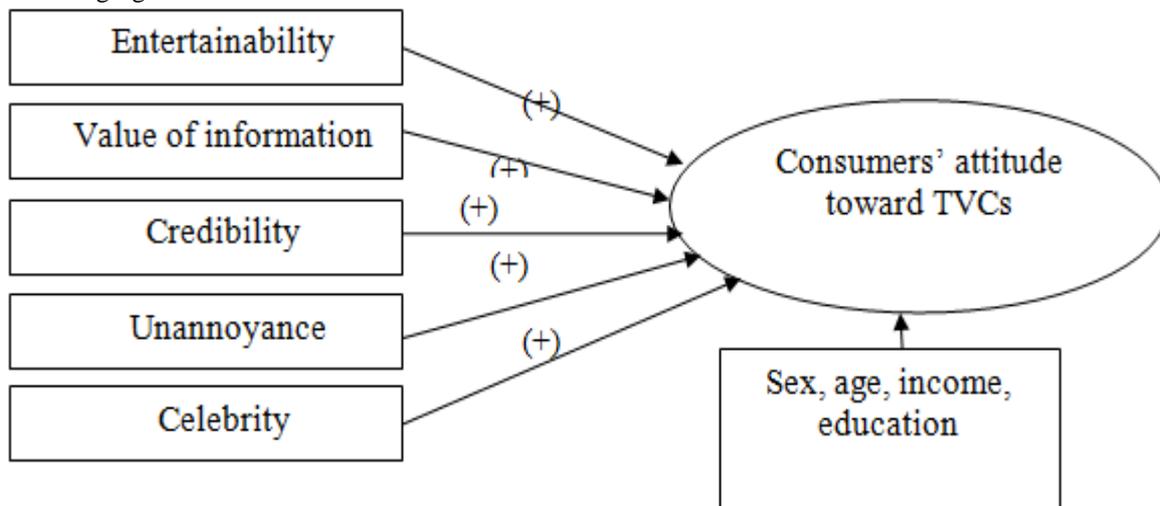
MacKenzie et al (1986) defined attitude toward TVCs as consumers' emotional reaction such as interest, discourage, compassionate, annoyance. According to Friman (2010), his research results on the consumers's attitude toward TVCs differ in terms of the proportion of positive and negative attitude but are quite similar in terms of main factors affecting consumers' attitudes such as: "value of information", "entertainability", "reliability"... According to Kamphuis & Ramnarain (2012), customers' attitude toward TVC samples will impact greatly on the effectiveness of advertising campaign, brand recognition and consumption trend.

Consumer's attitude toward any form of advertisement¹ is impacted by attitude toward the advertisement in general (Bauer & Greyser, 1968; Lutz, 1985). Hudha & Hidayat (2009) pointed out the great impact of celebrity in TVC samples on the attitude of the audience. Băbuț (2012) pointed out 05 following factors affecting consumers' attitude toward TVCs in Romania: "useful source of information", "form of cheating", "artwork", "annoyance", "entertainment", "celebrity". According to Khan & Rajput (2014) research, the impact of TVCs in Karachi (Pakistan) is expressed by 6 following factors: "aesthetic", "annoyance", "trustworthiness", "content", "attraction", "differentiation".

Le Thi Minh Toan (2011) puts forward 04 following factors: "credibility", "information delivered", "entertainability", "annoyance". Thach To Kim (2013) in her research on consumers' attitude toward ads in social media pointed out 06 following variables: "commercial information", "entertainability", "annoyance", "value", "interactivity", "credibility". Tran Thi Thanh Van (2013) in her research on customers' attitude toward mobile SMS ads pointed out 04 following variables: "entertainability", "value of information", "annoyance", "credibility". Pham Thi Lan Huong and Tran Nguyen Phuong Minh (2014) in their research on attitude of young consumers toward SMS ads showed that the most affecting factor is "credibility" which is in strong proportional relation with "interest" and "perceived benefit", while "annoyance" affects negatively young consumers' attitude. However, "permission" and "control" do not affect their attitude.

1.3. Proposed model of research

This research will apply factors affecting the attitude toward ads delivered by mobile devices and TVCs of Brackett and Carr (2001), Hudha and Hidayat (2009), Chithra and Kothai (2014) as seen in the following figure.



(Source: author's development)

- H₁: **Entertainability** affects proportionally to consumers' attitude toward BSC TVCs
- H₂: **Value of information** affects proportionally to consumers' attitude toward BSC TVCs
- H₃: **Credibility** affects proportionally to consumers' attitude toward BSC TVCs
- H₄: **Unannoyance** affects proportionally to consumers' attitude toward BSC TVCs

¹ We understand that TVCs or commercials are one of forms of advertisement

- H₅: **Celebrity** affects proportionally to consumers' attitude toward BSC TVCs
- H₆: There are differences between factors: **sex, age, income, education** in terms of affecting consumers' attitude toward BSC TVCs

II. RESEARCH RESULTS

1.4. Information on samples

From theories and models mentioned we created a draft measuring scale. Based on draft scale, by interviewing 10 respondents a preliminary scale has been formed. After removing 3 observing variables and esiting the names of variables, the preliminary scale remained with 30 observing variables including 26 observing variables belonging to 5 groups of factors (independent variables) and 4 observing variables which are factors related to attitudes toward TVCs (dependent variables). A test survey with sample of 50 selected respondents results in final questionnaire as well as preliminary scale unchanged.

We used convenient method of sampling. Table 1 contains information on the issued and received useful questionnaires. Table 2 and 3 are syntheses of demograohic feature of researched samples. The procedure of data analysis is carried out through following steps:

- (1) Data preparation: receiving questionnaires, data cleansing, and codification of data needed in the survey questionnaire to SPSS 20 software,
- (2) Statistic analysis: statistical description of data collected,
- (3) Reliability analysis assessing reliability of measuring scale using Cronbach's Alpha coefficient,
- (4) Exploratory Factors analysis (EFA),
- (5) Multiple regression analysis,
- (6) Testing model,
- (7) Testing difference,
- (8) Testing hypothesis.

Table 1: Survey questionnaires issued and received

	Sent	Received and useful
Survey on the field	160	148
Online survey	140	132
Tổng	300	280

(Source: Authors' development)

Table 2: Features of surveyed samples

Sample fearure (size n = 250)		Amount of people	Percentage(%)
Sex	Male	132	47,1
	Female	148	52,9
	Sum	280	100,00
Age	18 to 25	97	34,6
	26 to 35	106	37,9
	36 to 45	77	27,5
	Sum	250	100,00
Income	Up to 250USD	9	3,2
	250 to 500USD	143	54,3
	500USD to 1000USD	88	31,4
	More than 1000USD	40	14,3
	Sume	280	100,00
Education	High school	33	11,8
	Bachelor	152	54,3
	Master and higher	95	33,9
	Sume	280	100,00

(Source: Authors' development)

Table 3: Beauty and skin care products that have been used

		Sex		Sum	
		Male	Female		
BSC products used	Shower cream	Quantity	132	148	280
		%	100,0	100,0	
	Cleansing milk	Quantity	58	119	177
		%	43,9	80,4	
	Perfume	Quantity	12	118	130
		%	9,1	79,7	
	Moisterizing cream	Quantity	21	120	141
		%	15,9	81,1	
	Shaving cream	Quantity	97	0	97
		%	73,5	0,0	
	Body lotion	Quantity	2	79	81
		%	1,5	53,4	
	Cream for a cnes treatment	Quantity	52	74	126
		%	39,4	50,0	
Sume			132	148	280

(Source: Authors' development)

1.5. Analysis of reliability of measuring scale using Cronbach's Alpha coefficient

Results of scales assessment in table 4 show that all scales reach the level of credibility with Cronbach's Alpha coefficient > 0,6 and variable-sum correlation coefficient > 0,3, all observing variables of scales fulfill requirements for exploratory factors analysis (EFA).

Table 4: Cronbach's Alpha coefficient results of measuring scales

	Measuring scale	Code	Observing variables	Cronbach's Alpha coefficient	Variable - sum correlation coefficient
1	Entertainability	TGT	4	0,740	0,525
2	Value of information	GTTT	4	0,773	0,610
3	Credibility	STT	5	0,816	0,559
4	Unannoyance	SKPT	4	0,769	0,479
5	Celebrity	NVNT	7	0,807	0,388
6	Attitude toward TVCs	TD	4	0,883	0,719

(Source: Authors' calculation)

1.6. Exploratory Factors Analysis (EFA)

EFA method has been used for 28 observing variables using Principal Component Analysis method with Varimax rotation and stop point when extracting factors with Eigenvalues 1. Result of EFA analysis for second time with 22 observing variables left, KMO coefficient = 0,890 fulfill the requirement (> 0,5) meaning that the size of sample is right for factors analysis and Barlett coefficient has a level of significance Sig = 0,000 < 0,5 (with correlation between variables) confirmed that this method of analysis is right. Total covariance extracted 62,818% means that 22 extracted variables explain for 62,818% variability of observing variables and load factor coefficient > 0,5 fulfill the requirement (table 5)

Table 5: Result of rotating operation – the 2nd time

	Factors				
	1	2	3	4	5
NVNT_2	0,775				
NVNT_3	0,765				
NVNT_1	0,719				
NVNT_4	0,679				
NVNT_5	0,587				
STT_3		0,770			
STT_2		0,741			
STT_4		0,688			
STT_1		0,610			
STT_5		0,608			
GTTT_4			0,749		
GTTT_1			0,746		
GTTT_2			0,721		
GTTT_5			0,652		
TGT_2				0,828	
TGT_4				0,809	
TGT_5				0,769	
TGT_3				0,769	
SKPT_4					0,781
SKPT_3					0,670
SKPT_2					0,655
SKPT_1					0,628

(Source: Authors' calculation)

Result of factor analysis of dependent variable with 4 observing variables, KMO coefficient – 0,838 and Barlett coefficient with level of significance Sig = 0,000 < 0,5, covariance extracted 74,236% and all variables have load factor coefficient > 0,5. Hence, factor of attitude toward TVCs consists of 4 variables.

1.7. Correlation and linear regression analysis

Pearson's correlation analysis shows that there is correlation between dependent variable attitude toward TVCs (TD) and 5 independent variables: Entertainability (TGT), Value of information (GTTT), Credibility (STT), Unannoyance (SKPT), Celebrity (NVNT). All correlation coefficients have statistical significant Sig < 0,05 so they are allowed to be used in further regression analysis.

Table 6: Summary of linear regression model

R coefficient	Determined coefficient - R ²	R ² corrected coefficient	Standard error of estimation	Durbin-Watson indicator
0,718	0,516	0,507	0,583980	1,455

(Source: Authors' calculation)

Table 7: Weighted regression

Factors	Non standardized beta coefficient	Standardized beta coefficient	T value	Sig. value	Variance increasing factor - VIF
(Constant)	-0,241	0,246	-0,980	0,328	
TGT	0,123	0,117	2,763	0,006	1,019
GTTT	0,195	0,193	3,381	0,001	1,850
STT	0,293	0,265	4,622	0,000	1,865
SKPT	0,219	0,214	3,852	0,000	1,745
NVNT	0,228	0,213	3,955	0,000	1,637

(Source: Authors' calculation)

R² corrected coefficient 0,507 shows that independent variables explain for 50,7% dependent variable (table 6). All of beta coefficients of independent variables have statistical significance Sig. < 0,05 and are above zero. That means that they are in proportional relation with dependent variable (table 7).

Table 8: ANOVA analysis

	Sum of squared	Free stage	Average squared	F coefficient	Sig. value
Regression	99,656	5	19,931	58,444	0,000
Residual	93,443	274	0,341		
Sum	193,099	279			

(Source: Authors' calculation)

According to table 8, ANOVA analysis of regression model shows that its (regression model) testing results are: F = 58,444 and Sig. < 0,05. That means the regression model in general is suitable.

So the non-standardized multiple regression model is as following:

$$TD = - 0,241 + 0,123*TGT + 0,195*GTTT + 0,293*STT + 0,219*SKPT + 0,228*NVNT$$

The results of regression analysis show that all 05 factors: Entertainability, Value of information, Credibility, Unannoyance, Celebrity will have positive (+) affect on attitude toward TVCs. This is totally in line with previous theories and research results. Values of non standardized beta coefficient in non standardized multiple regression model show that in condition of unchanged values of the rest of factors, change in one unit of value of factor considered implies change in non standardized beta (of considered factor) multiplied by unit of value of dependent variable (attitude toward TVCs).

In a search for violations of linear regression hypotheses we see that the dispersed Scatterplot diagram shows that the residuum is not changing according to certain order for predicted values, it is dispersed randomly so the hypothesis about linear correlation is not violated. Spearman correlation coefficient of the absolute value of residuum and independent variable: all the Sig. values of correlation coefficients with 95% liability are > 0,05. It shows that covariance of error unchanged, so the hypothesis is not violated. Histogram shows that the residuum has standard distribution with average value close to zero (Mean – 1.43E-15) and its standard deviation close to 1 (SD = 0,991), P-P plot diagram shows all practical observation points are concentrating close to the diagonal line of the expected values, that means the residuum data has standard distribution. 1 < Durbin-Watson coefficient = 1.455 < 3 and VIF < 10 show that independent variables are not strictly interrelated so the multi collinear phenomenon will not occur. So the linear regression model according to the equation above does not violate all the regression hypotheses.

1.8. Testing difference of personal features to attitude toward TVCs

In terms of sex, Levene Test has Sig. = 0,008 < 0,5. Covariances of average values for male and female are different, the t test result shows that Sig. = 0,000 < 0,5, that means there is difference between male and female in terms of attitude toward TVCs.

In terms of age, Levene test has Sig. = 0,007 < 0,05. Covariances of different age groups are different. Next, ANOVA analysis for Sig. = 0,000 < 0,05, that means there are differences among age groups. Tamhane's T2 test, the t test of each pair of covariance, the Sig. coefficient shows that there is a real difference among 18-25 age group compared to 26-35 and 36-45 age groups.

In terms of average income, Levene test has Sig. = 0,217 > 0,05. This means that this covariance has standard distribution. ANOVA analysis shows that Sig. = 0,000 < 0,05. This means that there are differences among different income groups. Tamhane's T2 test shows that in the highest income group (more than 1000USD) there is a difference in terms of attitude toward TVCs compared to the rest of groups.

In terms of education, Levene test has Sig. = 0,173 > 0,05. That means that this covariance has standard distribution. ANOVA analysis shows that Sig. = 0,000 < 0,05. That means there is a difference among groups with different levels of education. Tamhane's T2 test shows that in a group with Master degree or higher there is difference in attitude toward TVCs compared to groups with lower levels of education, high school (Sig. = 0,02 < 0,05) and Bachelor degree (Sig. = 0,01 < 0,05).

II. CONCLUSION

1.9. Conclusion

In this research using convenient method of sampling, 280 survey questionnaires received and useful in terms of fulfilling requirements for data analysis and processing. After assessing the Cronbach's alpha's credibility and EFA analysis we extracted 5 factors as the model proposed. The result of linear regression model with R² corrected coefficient is 50,7%. The result shows that the level of affecting of 05 factors on consumers' attitude toward BSC TVCs is in the following order of rising importance:

- Entertainability ($\beta_1 = 0,117$),
- Value of information ($\beta_2 = 0,193$),
- Celebrity ($\beta_5 = 0,213$),
- Unannoyance ($\beta_4 = 0,214$),
- Credibility ($\beta_3 = 0,265$).

All statistical hypotheses are accepted. Independent variables affect proportionally the consumers' attitude toward BSC TVCs. Tests shows that there are differences in terms of attitude toward BSC TVCs according to: sex, age, income and education.

1.10. Managerial implications

Credibility

Credibility is the most powerful factor affecting the consumers' attitude toward BSC TVCs. Customer trust more TVCs than any other forms of advertisement. That's why the frequency of TVCs' appearance should be focused on. Beside, the TVCs' contents, images and messages communicated to the audience in the BSC industry should be truthful, honest and more reliable that they are now to attract more customers. Therefore, companies in this industry should build suitable ads messages to suit all groups of consumers to enhance trust and persuasiveness. For them message should be short, clear, honest and trustworthy to suit with culture and lifestyle of each of groups of customers. With a purpose to enhance awareness and brand recognition as well as delivering important information on the usefulness of products, companies in this industry should select and intertwine positive and useful information into the TVCs for them to be easy to understand and remember. That will surely impact positively the consumers' buying behavior. Moreover, advertisers should be more delicate and sensitive in producing TVCs and craft them skillfully and professionally so that they do not deviate very much from images of real-life products but bring about genuine feeling about genuine products offered.

Unannoyance

Unannoyance has a second powerful affect on consumers' attitude. Advertiser need to enhance the control of messages, their images, contents and frequency of appearance to decrease maximally the risk of making audience annoyed and enhance their positive perception. Normally, in an average TV program there are 3-4 TVCs clips with about 5 minutes duration. The audience will be annoyed if TVCs appeared too frequently causing offensive feeling. They will change the program they are watching at this moment. This should be prevented by adjusting the frequency and amount of time devoted for TVCs. Moreover, companies in the BSC industry should choose right time slot to deliver right TVCs to the right audience for them to feel more entertained and received messages are useful and fit their needs without being annoyed.

Celebrity

Celebrity has third powerful affect on consumers' attitude toward TVCs. Today, celebrities are on the focal point and beloved by the audience. Hence, ads maker should find out who are having great public viral influence and suitable to the ads message, products' feature and target customers' personality to maximally enhance the audience's interest and joy. Ads makers, especially in the BSC industry, should explore and analyze carefully celebrities appearing in the TVCs and representing image and brand of the products they would like to convey and offer to public.

Value of information

Value of information is placed not so high in the hierarchy of factors affecting consumers' attitude. Consumers approach information through many modern media. For this reason, ads producers should sort out information carefully, intertwine only newest and hottest ones for the audience to update and not be wrongly mistaken with other advertising message of competitors. Beside, change and update must be made for information to be on-time and suitable with current socio-economic context, market trends, consumption behavior in different market and clients' segments. Due to constraints in terms of time and budget for TVCs all TVC samples with poor contents appear not long enough and frequently enough for consumers to remember. Therefore BSC industry enterprises making ads TVCs should focus on distinctive features of products and convey them skillfully for the consumers to feel valuable to refer to during purchasing decisions. Beside, marketing managers should pay attention to the TV channels selection, air time to be suitable for target audience for the purpose that ads message to be conveyed to the right consumers.

Entertainability

Entertainability has the lowest beta coefficient in the regression model. For the reason that TVCs are treated commonly as forms of entertainment, aired in progress of other entertaining program on TV, BSC industry companies should construct ads message focusing on lightsome, sense of humor, funniness to make audience more delectable and entertained when TVCs appear. However, entertainability of ads samples should be in line with culture, fine customs of local people as well as focus on target customers and convey right message about products and services to be offered. Normally, ads samples always portray modernity, freshness of products and persons appearing and conveying message. However, sometimes intentionally or not, they reflect luxury frivolous aspect of life, not suitable to real life that the audience perceives. Companies in the BSC

industry should not overconcentrate on eye catching ads images being away from reality and do best to keep ads messages in the heart of the consumers.

Research constraints

The research carried out here still has some constraints: (1) it is done using convenient sampling method so the representativeness of the sample is not so high in general, (2) The size of sample is not big enough so that the subjective assessment of respondents may cause some deviations in the research result, (3) The research did not mention other factors: aesthetic, TVCs' contents, TVCs' value, economic condition and more, (4) Research is focused mainly in investigation of factors affecting consumers' attitude but not the intention of behavior or real buying behavior of consumers when watching TVCs. The research's constraints could be orientational guidelines for further researches.

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