

# The digital marketing landscape in the Vietnamese market

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Bachelor's Thesis  
Degree Programme for  
Multilingual Management  
Assistants  
2019



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<b>Degree programme</b> Multilingual Management Assistants	
<b>Report/thesis title</b> The digital marketing landscape in the Vietnamese market	<b>Number of pages and appendix pages</b> 47
<p>The purpose of this thesis is to provide understanding of Vietnamese consumer's online behaviour. This is done through an examination of Vietnamese consumers' online behaviour regarding digital and social media, as well as factors influencing such behaviour.</p> <p>The framework focuses on digital marketing concepts and consumer behaviour. Additionally, a closer look at the Vietnamese market was also studied, as it is the main target for this research.</p> <p>Quantitative research, which included a survey, was the research method used in this study. The secondary data from the Q&amp;Me market research organization is used for empirical research, due to the need for a large-scale investigation. A survey among 620 Vietnamese online users was made, in order to ascertain consumers' perspectives towards online platforms.</p> <p>The findings of this research lead to positive outcomes, as local Vietnamese consumers consider messaging apps and social media to be essential aspects of their daily activity. This research gives valuable insight into what is beneficial for marketers, as they consider applying business strategies to the Vietnamese market through online channels.</p>	
<b>Keywords</b> Digital marketing, social media marketing, consumer behaviour, Internet generation, market research	

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# 1 Introduction

Few years ago, there was a published video about a two-years-old baby entering an iPhone passcode correctly without any hesitation, surfing Internet proficiency with his little fingers multitasking from zooming to double press. The video yielded a huge amount of attention and went viral that lead to millions of views. At that time, it was hard to imagine how a person can earn money from doing a vlog, making video reviews, lip-syncing or even posting a photo on social media. (Ngan Giang 2017.)

By 2017, people are trying to build up their personal brand through Internet, YouTube, social media sites and live stream channels, with performance can be measured based on the amount of like, share and comment (Ngan Giang, 2017). In other words, the concept of having income and profit from being online is completely conceivable. It's been recorded that the number of Internet users has reached 4 billion globally, that around 3 billion of them using social media every month, and 9 out of 10 Internet access are from mobile users (Kemp 30 January 2018).

It's been twenty years since the Internet has arrived in Vietnam. Although the history is not too long, it's enough for a young generation to be born and influenced by a digital, touchscreen, wireless network, and social media environment. They witness a significant transformation, from dial-up Internet, arrival of iPod, Facebook, YouTube, smartphone, tablet to Face ID technology, Internet 4G, cryptocurrency and artificial intelligence. They have a modern conception, and they prefer expedience, up-to-date information from every mouse click and finger stroke. They have friends everywhere, and sometimes their online network is even stronger than their real-life relationships. From 1997 when the Internet arrived in Vietnam to now, information technology has changed the way young people perceive the world, as well as how the world names people. After the period of twenty years appearing and helping Vietnam connect to the world, the Internet now has become an essential tool for generations to solve problems, no longer a new horizon to explore. (Ngan Giang 2017.)

It seems that "the world is flat" becomes an ostensible notion, when it's no longer to be considered as a symbol of the new age. The Internet makes information almost universally, globally, simultaneously and entirely available. And the Internet generation in Vietnam, whether in one way or another, with self-awareness or self-flow, has been and will become part of the world.

## **1.1 Background**

The world has seen the dramatic transition of digitalization in recent years. We are all familiar with the old concept of Traditional Marketing which has been in use by companies for years, including the method of using print advertisements, billboards, flyers, TV, newspapers, radio, etc. With the lightning speed of technological evolution as development of the Internet and smart devices, digital marketing becomes more and more crucial in today's business cycle.

The importance of digitalization is undeniable. There are billions of social media and devices users, from the company's point of view, it means there are numerous amounts of potential lead and data to exploit. And it is important to understand this resource and user's behaviour, in order to efficiently utilize and apply suitable adjustment.

The topic is chosen based on the author's interest in digital marketing and the willingness to discover this area on the scale of her original country: Vietnam. During the author's internship in Vietnam at an advertising agency, the author had opportunity to expand her understanding and insight about this particular field, as well as have a real look at Vietnamese consumer's social behaviour, and how digital makes impact on their consumption habit so that brands and companies are able to apply business strategies based on these findings. The purpose of the research is to provide an overview of the Vietnamese digital market, which is beneficial for companies getting an in-depth findings from the local market and thus adjust the right business strategy.

## **1.2 Objective and Limitation**

The objective of the research is to find out how Vietnamese consumers behave online through digital platforms with the impact of digitalization and what are their motivations on such behaviours, which will be resulted by a quantitative survey. Hence, the research questions are proposed as follows:

1. In what way are Vietnamese people using digital media?
2. What factors influence Vietnamese consumers to use social media?

Because digital is a vast field and all elements are unable to be covered under one study, there are some aspects limited from the research as e-commerce, influencer marketing, etc. This research only focuses on the consumer's digital media usage, messaging app and social media perspectives.

### 1.3 Key concepts

The framework covers the concept of digital marketing, consumer behaviour, and description of the Vietnamese digital market. Coursebooks and online research data are used as the main sources for the concepts.

**Digital marketing:** definition and explanation of owned, earned and paid media, and various digital communication channels: content marketing, search engine marketing, email marketing, and social marketing

**Consumer behaviour:** present the consumer's motivation on social media, description of online community characteristic and the net-generation

**Vietnamese digital landscape:** briefly describe the digital trend and consumer's trend in the Vietnamese market

### 1.4 Structure of the thesis

The thesis will be structured into five parts. The first part includes introduction of thesis topic, presenting the idea generation and interest in the chosen field. Followed by the three main research questions that provide readers a broader overview of the topic objectives. The limitation and key concepts of the study are also presented.

The second part is literature review of the digital marketing and consumer behaviour. The concept of digital marketing will be explained, as well as analysis from consumer's perspectives regarding the scope of digital. A brief examination of the Vietnamese digital market is also covered in this part.

The research methodology is discussed in the third part with introduction of the chosen approach for the research, which is quantitative research. Data collection and analysis are also described here. After that, the result collected from empirical research will be presented and illustrated in the fourth part. Finally, the research ends with a conclusion on key findings and discussion of the study.

Introduction	<ul style="list-style-type: none"> <li>• Present thesis background</li> <li>• Objectives, limitation, key concepts</li> </ul>
Theoretical framework	<ul style="list-style-type: none"> <li>• Literature review on digital marketing concept and consumer behaviour</li> <li>• Introduce current situation in Vietnamese digital market</li> </ul>
Research methodology	<ul style="list-style-type: none"> <li>• Research method explanation</li> <li>• Defines data collection and data analysis method</li> </ul>
Finding result	<ul style="list-style-type: none"> <li>• Demonstrates collected data</li> <li>• Analysis collected data</li> </ul>
Discussion	<ul style="list-style-type: none"> <li>• Key finding summarized</li> <li>• Further suggestion</li> </ul>

Figure 1. Thesis structure

## 2 Digital marketing

The digital and social evolution has been predicted from the 1960s as the public has familiarized with the Civil Right and youth revolution but more than just the cultural movement, the transition lead to the shift in society, technology, media, information, and economy. The rise of technology impacted the whole physical world into a digitalize era, as all markets have been transmitted from “analogue” to “digital”. The Internet influences all human activities and how people communicate with each other. (Jackson & Ahuja 2016.)

Thanks to the development of technology and Internet, a new form of marketing has been created base on how people change their perception of communication, interaction and receiving information.

According to Chaffey and Ellis-Chadwick (2012, 10), Digital Marketing is explained as: “Achieving marketing objectives through applying digital technologies.” These technologies cover the range from computer, mobile, tablet and various digital platforms, and it is the act of Internet marketing investment rather than technology embrace. Digital marketing is the association of controlling various online media communication channels such as: website, blogs, e-mail and social media, with different types of communication tool like search engine marketing, online PR, online partnership, display advertising, e-mail marketing and social media marketing that aim to maintain long-term customer relationship. Yet, it is essential to combine the technique with “traditional media” including visual and audio transmitted platform as print, TV and direct mail to maximize the marketing performance. (Chaffey & Ellis-Chadwick 2012, 10.)

Digital Marketing is also defined as a marketing activity using digital platforms and electronic media to promote the products or services, with the goal is to reach the public via digital media. Rather than just a distributed channel, digital is believed to be a new concept of marketing approaches and consumer’s behaviour learning. (Financial Times Lexicon 2019.)

In the study of Rehmani and Khan (2011, 101), there is no more barrier in marketing due to the expansion of digital media. Information now can be accessed and delivered by the technique of social media marketing, email marketing and mobile marketing, which platforms are widely in use by millions of people. With the impact of Internet, communication has changed to a modern form that makes it more advantageous for advertisers to approach their target customers. (Rehmani & Khan 2011, 101.)

The features of digital marketing actualize advertiser's fantasy, by extending a wide range of market reach as well as accurately segmenting the market that is measurable and cost-saving. It solves the problem regarding geographical and time which can be very expensive for traditional marketing method. Therefore, global expansion is no longer an impossible goal when Internet allows 24/7 access and universal communication, play a role as an infinite digital marketing tool. (Ryan & Jones 2009, 19.)

## **2.1 Owned, earned and paid media**

The buying environment and customer journey included various media channels, that play a key role in developing an effective digital strategy and required a more complicated comprehension. There are three typical types of media channels narrowed down in order to maximize customer engagement. (Chaffey & Ellis-Chadwick 2012, 11.)

**Paid media:** Also known as advertising, is the form of media which marketers pay for publishers of sites or ad networks to have their advertisement displayed. Its majority spend comes from traditional media like print, TV and direct mail. (Chaffey & Ellis-Chadwick 2012, 11.)

**Earned media:** The media is generated through online PR and word-of-mouth. Marketers associate with influencers to spread the brand message through viral and social media channels to raise public awareness, with online comments and sharing for audience reached. (Chaffey & Ellis-Chadwick 2012, 11.)

**Owned media:** The form of media owned by the companies included official websites, blogs, e-mail lists, social media channels, print advertisements, department stores, etc. The marketers have their own presence and promote products and services through multi-channels. (Chaffey & Ellis-Chadwick 2012, 11.)

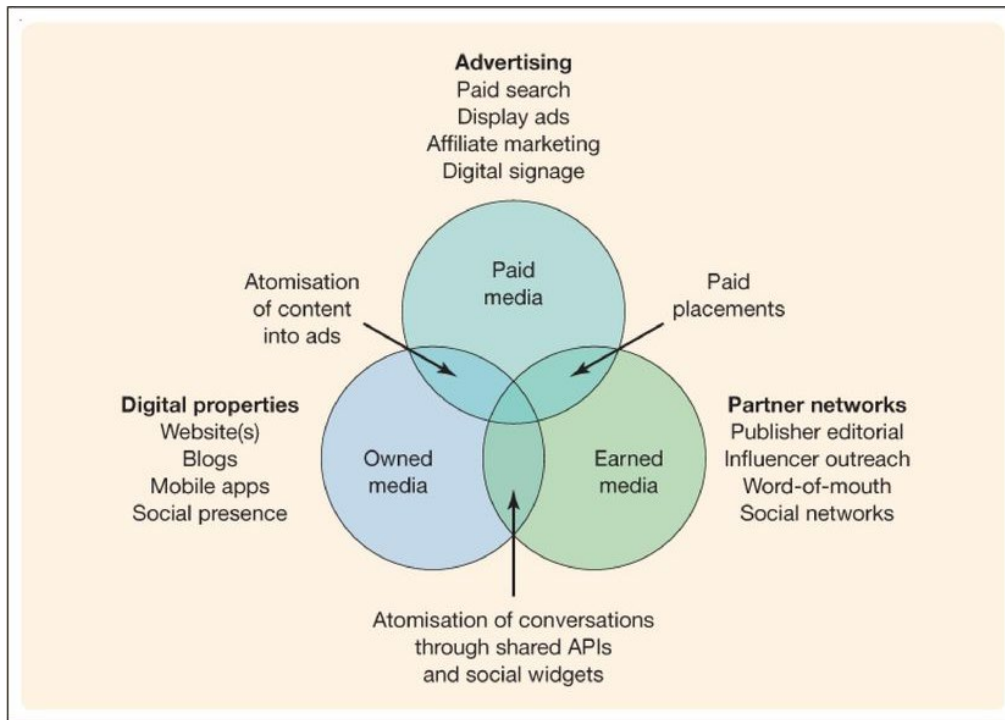


Figure 2. The intersection of the three key online media types (Chaffey & Ellis-Chadwick 2012, 11.)

Campbell (2013) mentioned the emphasis on combining two or more types of media. The biggest issue that small businesses are facing is the lack of traffic and scale. No follower on social media channels to share the brand content or trouble in making the content stand out requires the need for earned and paid media. (Campbell 2013.)

## 2.2 Marketing communication channels

The world is familiar with the popularity of TV, print ad and radio ad. These used to be the main channel to reach audiences. But the new marketing communication technique has arrived through the first introduction of “the web concept”, and quickly become key element for creating marketing campaigns. Nowadays, marketers can apply new techniques from content marketing, e-mail marketing, social media marketing and search engine marketing for communication channels. The concept of content marketing is to lengthen brands, companies, products on online presence like blogs or social networks. E-mail marketing spreads the message by mailing to customers, whether they provide e-mail address directly or it comes from a rented or co-branded list. Social media marketing helps building and engaging customers by compelling brand content and interaction. A search engine marketing (SEM) is ideal when a company is aiming for a higher position of the company or its service rank in search engine listing. It also includes display advertising: Pay-per-click (PPC), which companies pay for their ads to be displayed on search engine page (Google, Bing). The primary task is to make a wise and cost-saving

selection on which technique is the most efficient to gain public attraction. Thus, a proper distinction on each type of communication needs to be taken. (Chaffey & Ellis-Chadwick 2012, 484-485.)

The answer to the question: “Which communication strategy works best?” is variety due to customer prejudices (Taylor 2018). For instance, HubSpot concludes that search engine optimizing (SEO) is the top choice for marketing channel (Taylor 2018). In contrast, from the data of Chief Marketer regarding the same question, e-mail marketing receives the most vote to be the best strategy (Taylor 2018). And clearly, the same surveys have been conducted and state that social media and content marketing are the most useful channels. It is understandable to explain the reason behind this fluctuation is due to customer biases. Customers of different marketing service providers have different expertise and tendencies, which clarifies the variety of choices. Despite contradictions, e-mail marketing, search engine marketing, social marketing and content marketing always reach the highest rate. (Taylor 2018.)

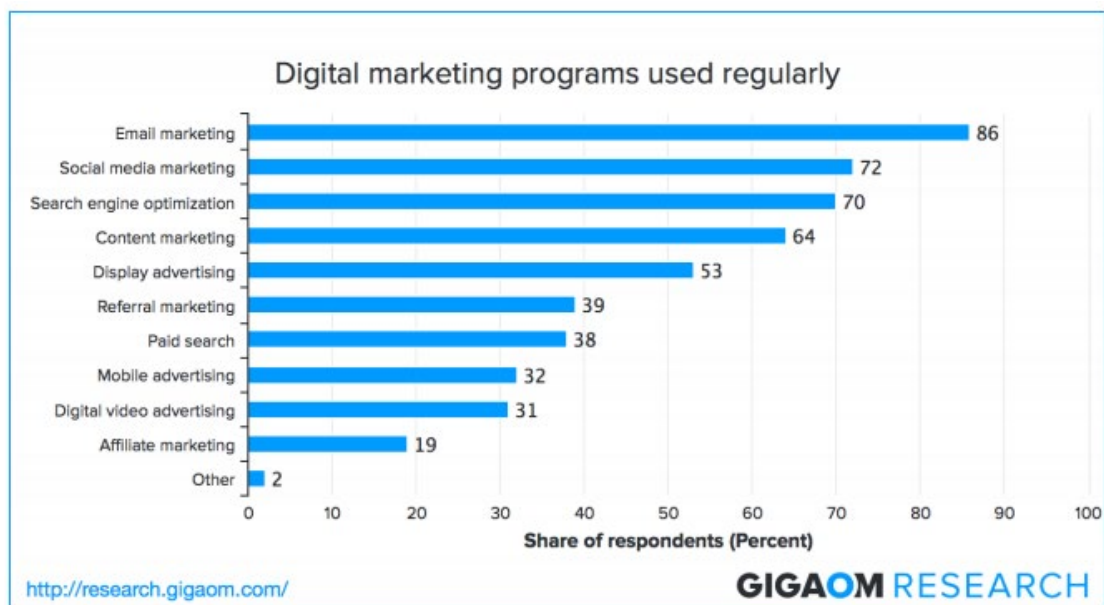


Figure 3. Most popular digital marketing strategy (Extol 2014, 7.)

### 2.2.1 Content marketing

When the evolution of the web come around, organizations and human make effort to find themselves being online and being connected to another. Whether being present online is due to the need for socialization or business-related, it is claimed that communication is the leading factor for such act. The significant feature about Internet is the neutral environment it brings to human life. Internet offers an unlimited valuable resource, provides a wide range of services and communication tools, which make it so unique and perhaps the most powerful technology invention.

Content marketing has become the main term for overtime. It refers to the method that companies produce content on their online presence. Marketo (2012, 4) defines content marketing as: “The creation and sharing of relevant content for the purpose of solving a problem and reinforcing brand messaging through thought leadership.” While Chris (2014) emphasizes the value of content marketing as the core of all digital marketing campaigns. He determines content is all material that can be published online through digital format and content marketing is the method used to support many business goals from growing traffic, attracting new prospects, driving sales and enlarging brand awareness (Chris 2014).

According to CopyBlogger’s assumption (2013), although content marketing is widely in use in business nowadays, not many of it applied effectively. Content needs to be created and shared freely that can make an impact on prospects, engage them and make them become loyal customers. Additionally, when producing content, marketers should consider making it relevant and related to the products, in order to educate people and gain their acknowledgment and credibility. (CopyBlogger 2013.)

Content marketing is more than just paper or website. The wide range of form includes:

- Articles
- Books/eBooks
- Brochures/manuals
- Case Studies
- Information Guides
- Microsites/Web Pages
- Online Courses
- Podcasts/Videocasts
- Presentations
- Product Data Sheets
- Reference Guides
- Resource Libraries
- RSS/XML Feeds
- Videos
- Visual Content
- Webinars/Webcasts
- White Papers
- Widgets
- Workbooks

Content Marketing Institute and MarketingProfs (2017) conducted a survey of 1,102 B2B marketers in North America to have a deeper look at the content marketing industry. Figure 4 represents the distribution of marketing tactics used in respondent’s organizations. The most popular choice of content channels includes: Social media (83%), Blogs (80%), Email Newsletters (77%) and Direct events. The lesser priority channels but still widely in use are eBook, document, video, infographic and webinar (around 60%). (Content Marketing Institute & MarketingProfs 2017.)

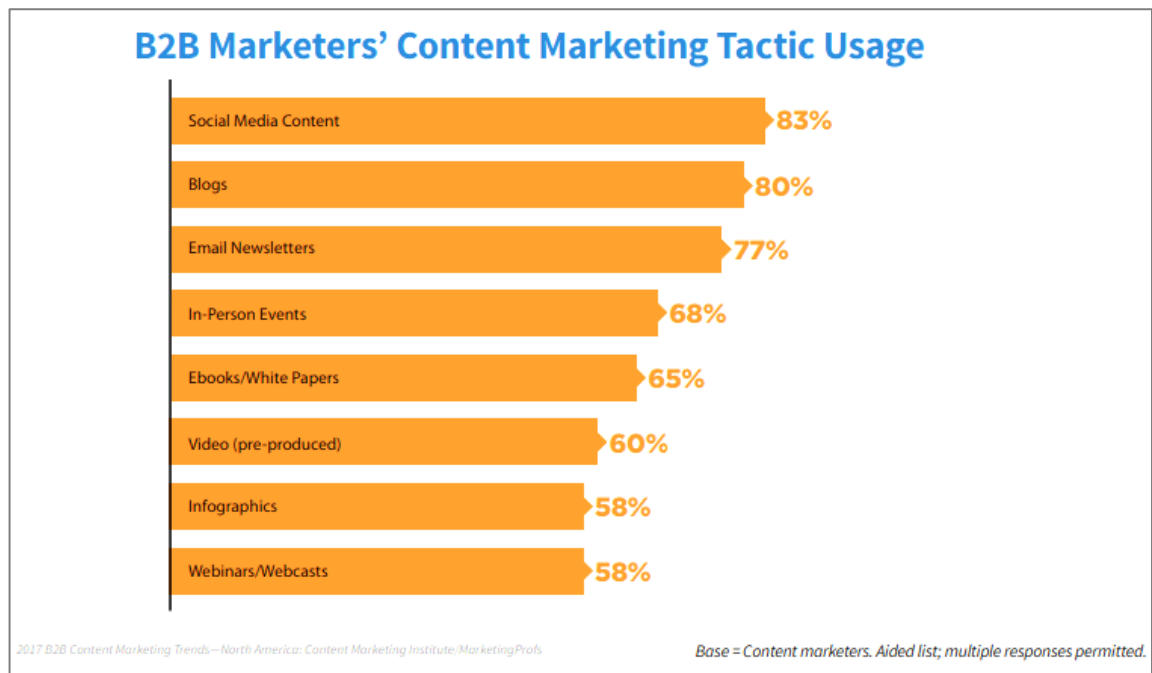


Figure 4. 2017 B2B Content Marketing Trends – North America (Content Marketing Institute & MarketingProfs 2017, 28.)

### 2.2.2 E-mail marketing

According to Kaur and Singh (2017, 256), email marketing is a common strategy for businesses to engage customers by approaching them via electronic mail. Email is an essential tool not only for product advertising but also for building connection between target customers and advertisers. Email communication can be adopted for commercial purposes through product advertisement, business invitation, discount or newsletter, etc. (Kaur & Singh 2017, 256.)

Email is the most popular tool to reach the prospect. As customers agree to provide their contact to business for further information, that might be because they want to be informed of product release, service detail or followed with sale event. These contacts will be stored in an opt-in house list and provide a prospect database for strategic approach. An effective email marketing strategy is a proper approach method involved combination of structured frequency and content design, which can be divided into many types of communication forms. (Chaffey & Ellis-Chadwick 2012, 529.)

Conversion email refers to the followed-up-email that customers receive after they subscribe and give contact to a webpage. This is usually because they find the offers from website are interesting and want to explore more. Depends on what conversion the advertiser aims to gain; a customized email content will be sent out to influence

customers. It can be for driving sales, traffic increase or brand promotion. (Chaffey & Ellis-Chadwick 2012, 529.)

Email newsletter is the form of email releases weekly, monthly or quarterly to different target customers. Newsletter is sent out when the buyer wants to update the prospect on new product or promotion. (Chaffey & Ellis-Chadwick 2012, 529.)

House-list campaign is the type of email carries out frequently with purpose to persuade customers trying the service, motivate them to keep purchasing or encourage inactive users (Chaffey & Ellis-Chadwick 2012, 529).

Event triggered email is less common as customers only receive it one or two times a year when buyers inform about new product release or there is an exclusive offer (Chaffey & Ellis-Chadwick 2012, 529).

Email sequence as known as autoresponder is timed emails that are sent based on pre-set interval or action (Chaffey & Ellis-Chadwick 2012, 529).

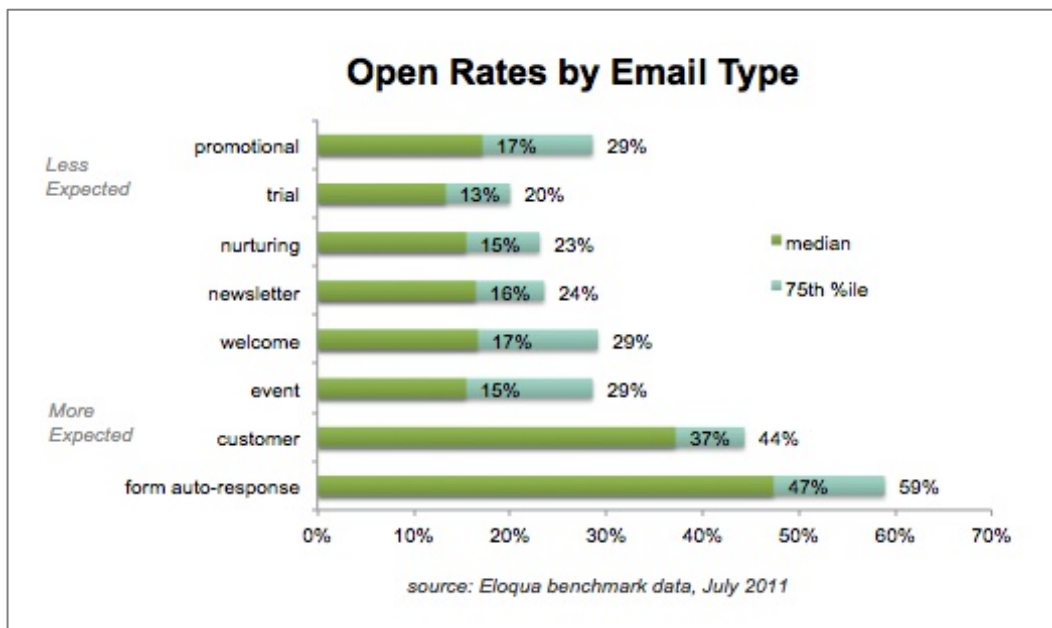


Figure 5. Email types benchmark (Eloqua 2011, in Cheung 2011.)

Email marketing has been assumed to be essential for building customer relationship. The principle was simplified, by sharing the idea that email marketing only supports various objectives such as communication, originating and delivering value for audiences. It is more than just a tool for promoting and selling products, email marketing has been presented since the early stage and still widely used nowadays, by making the most of interaction and engagement. (Mirzaei, Jaryani, Aghaei, Salehi & Saeidinia 2012.)

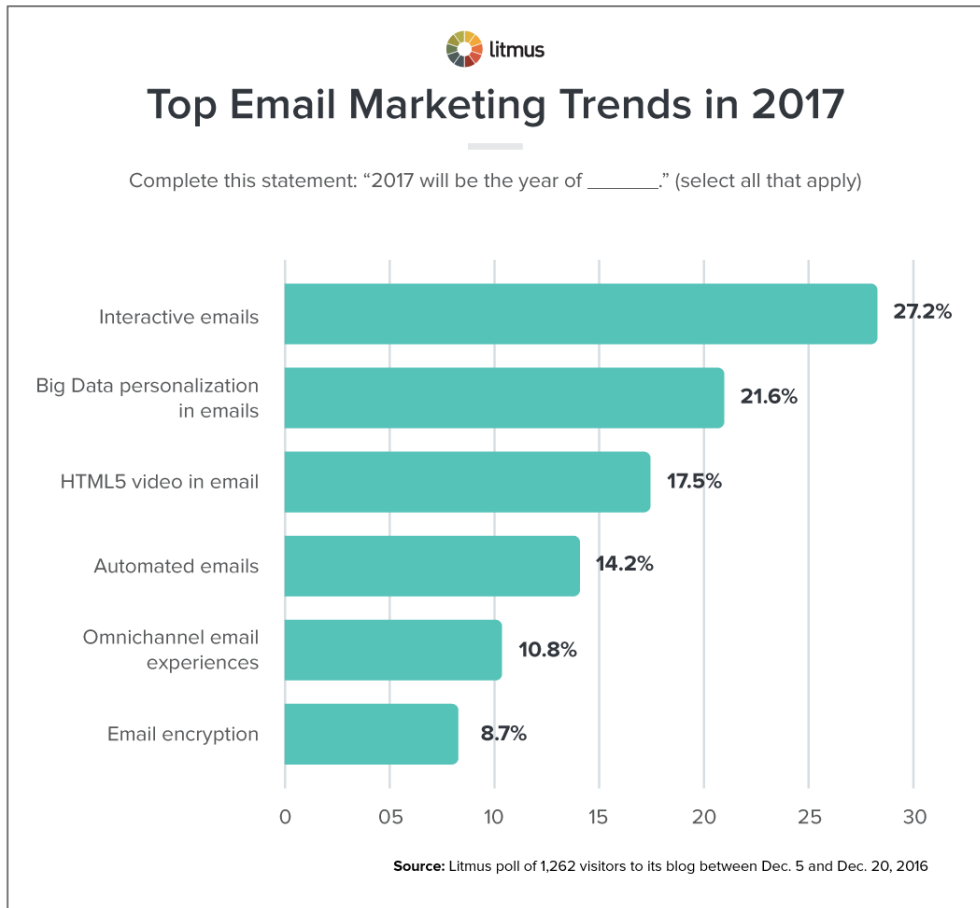


Figure 6. 2017 Email Marketing trend (White 2017.)

### 2.2.3 Social media marketing

Social media is defined as “a group of Internet-based Web applications that build on the ideological and technological foundation of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan & Haenlein 2010, 61). This explanation emphasizes the development of social media platforms by addressing interactive as the foundation for social media formation.

Social media marketing is an important segment of digital marketing, it refers to product or service promotion operated through social media networks or websites that includes activities of content, photo, video sharing and paid media advertising. With the increasing of people using online networks, social media marketing has become a primary method for business branding. (Kaur & Singh 2017, 256.)

It is considered as the best tool for brand promotion and assisting consumer buying process. Social media marketing supports to reach business objectives from improving business awareness, market represent, encourage aspiration to customer engagement by

spreading targeted messages through various social media channels. (Tuten & Solomon 2013, 18.)

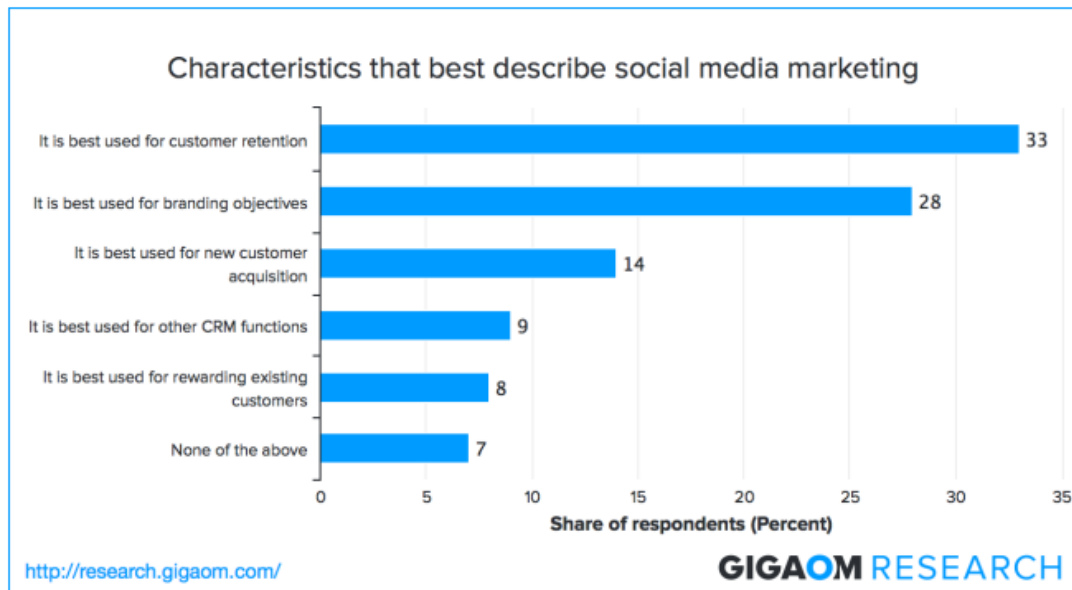


Figure 7. Social media characteristics (Extol 2014, 12.)

Sharing Chaffrey and Ellis-Chadwick' viewpoint (2012, 535), social media marketing is one of the most crucial tools for marketers to communicate with their audiences. It's described as a variety of communication tools and channels which aim to encourage audience interaction via company online presence and social presence. Due to the massive amount of online presence tools, Kaplan and Haenlein (2010) divided social media into six categories for clarification.

**Collaborative projects** include websites that content can be added, edited or modified by many users (e.g., Wikipedia) - and social bookmarking – the term has been popularized by Delicious refers to the online sharable web links collection, with “tagging” as the main function that helps to organize bookmarked item into categories (Kaplan & Haenlein 2010).

**Blogs** are websites owned by individuals or organizations present many topics with content updated constantly and interaction through comments. Example of relevant services available including WordPress. (Kaplan & Haenlein 2010.)

**Content communities** are websites that stored media content such as photos (e.g., Instagram), videos (e.g., YouTube, Vimeo), and music (e.g., Soundcloud). It's a content database where users can upload and share their own content while interact through messaging and commenting. (Kaplan & Haenlein 2010.)

**Social networking sites** are platforms allows users to create an online profile that includes personal photo and any information for online identity. Users can interact with each other and share content through social networks. The most popular sites are Facebook, Twitter and LinkedIn. (Kaplan & Haenlein 2010.)

**Virtual game worlds** are game platforms that allow users to customize their avatars for self-represent. Users interact and connect to each other in three-dimensional virtual and must behave correspond to certain rules (e.g., World of Warcraft). (Kaplan & Haenlein 2010.)

**Virtual social worlds** are similar to Virtual game worlds, the only difference is users have more capability of interaction (e.g., Second Life) (Kaplan & Haenlein 2010).

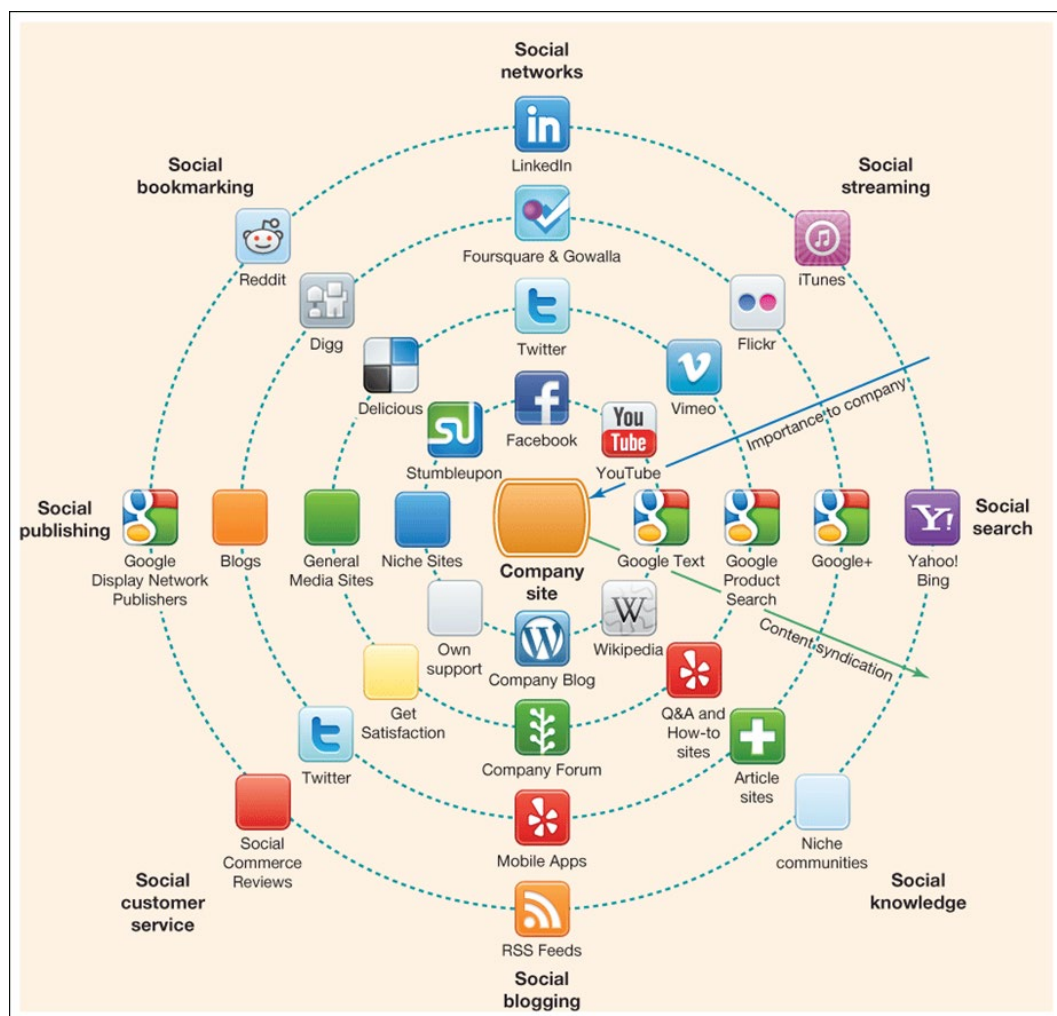


Figure 8. Social media marketing radar (Herrera 2018.)

Social media is a complex conception. Tuten and Solomon (2013, 3) think it defines the way how digital user behaves on social life includes various “culture of participation”. These participations reflect the need for communication, information sharing, expressing one perspective toward particular issue and interacting with people sharing the same

background. This can be clarified through a brief of online daily activities. (Tuten & Solomon 2013, 3.)

- Update a status about what just happened in the day or personal perspective toward particular idea.
- Write cooking recipes or product reviews on personal blog.
- Organize a club offline meeting for gathering.
- Send online messages and video calls with friends.
- Tag a friend in social media content or share it with them.
- Selfie or make customized video and share it.
- Create a post with photos, videos and review for a trip you just have recently.
- Connect with people by adding them to your social media friend list.
- Play online social games for entertainment.

**Facebook** is the most popular social media platform (Kemp 30 January 2018). In 2004, Facebook's founder and also current CEO Mark Zuckerberg launched the first version of Facebook with the idea to connect students in Harvard University. The networking site then becomes popular with other schools and eventually turn into a big success of global expansion. By the end of 2012 it's is recorded there are surpassed 1 billion users be active monthly on Facebook, and in 2018 the number reaches 2.27 billion users, making Facebook the king of social network (Statista 2018). Facebook obviously has become the most crucial channel for marketing. It's an online community where individuals and organizations interact efficiency by available data and provided information.

**Instagram** ranks the third popular social media platform after YouTube (We Are Social 2018). Instagram is a popular social platform and application work as a photo library that shares content among users. Members can interact with each other by leaving comments, like, repost and text private messages. Because photo is the main content, people find it a simple and efficient tool for sharing daily lives and journeys through photography. Instagram is a popular channel for celebrities and influencers not only because its efficient interaction with fans and supporters, but also its easy function of daily activities updated widely. Besides the social purpose, Instagram has been adapted for marketing effort, as it has been growing in scale with a huge amount of consumer presence. (Scholl 2015, 8.)

#### **2.2.4 Search engine marketing**

Search engine marketing known as SEM, is a marketing tactic that aims to maximize the brand visibility on search engine pages like Google, Bing, Yahoo. Ultimately audience tends to use search engines to seek for products, or when the brand is well-known, search engine is a shortcut to navigate the brand official site, saving the time to type a full URL address. There are two key SEM techniques that need to be distinguished and require to be integrated into marketing activities: Search engine optimization (SEO) and paid-search marketing (PPC). SEM is a vital segment in digital marketing as it generates

more visits by making the brand achieve the highest ranking in search listing and encouraging audiences to click through the site link. (Chaffey & Ellis-Chadwick 2012, 490.)

Search engine optimization (SEO) is a component of SEM, it's an approach method used to generate higher position for a brand and its products in organic listing page based on specific keywords and terms inserted by users of search engines (Chaffey & Ellis-Chadwick 2012, 491). To achieve efficient SEO, marketers need to ensure the official website is search engine friendly and user-friendly with appealing contents (Chris 2014).

Paid-search marketing (PPC) is the paid techniques that marketers are charged whenever their advertisements have been clicked through by search engine users. The advertisement appearing with a text description and link to the brand official site is usually marked as "sponsored link" or "Ads" (Figure 9). PPC is not only for search engine display network. Ads can be in many formats as graphical ads or video ads, and available through various third-party display networks (Chaffey & Ellis-Chadwick 2012, 491). There are many options for payment that marketers can choose and it depends on the setting metrics, it can be click-based (CPC) or impression-based (CPM) (Chris 2014).

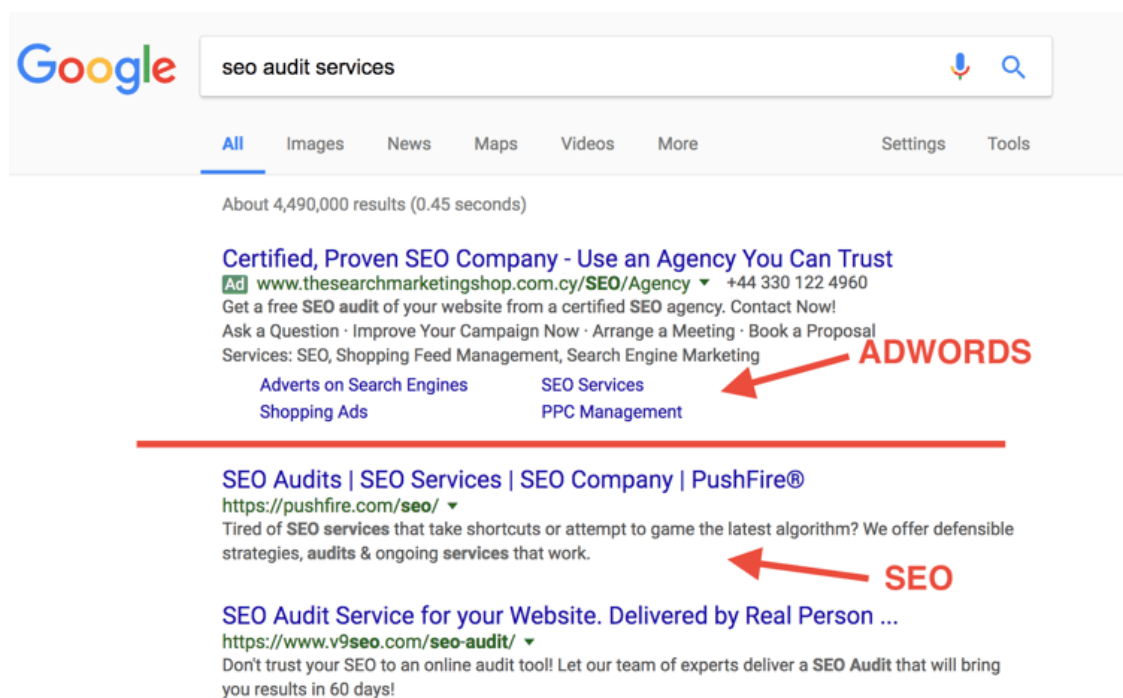


Figure 9. Organic and paid listing on Google (Chris 2014.)

### 3 Consumer perspective

Basic needs are the same for human beings. However, individuals have different needs that need to be satisfied that cause different motives. Although fulfilling a need is the core of marketing, and needs cannot be created but identified. As they exist subconsciously, customers can barely aware of them. That's when advertisers do their job to help determine such needs. (Sahney 2012, 4-5; Schiffman & Wisenblit 2015, 84.)

When a need is recognized, humans start to have a mental impulse to satisfy it by taking certain actions and that leads to the state of a goal. As a result of that, the inner feeling that drives to act so as the need can be fulfilled is referred to "motivation". The whole process of identifying needs, setting goals and taking actions to achieve satisfaction consists of individual's perception, emotion, desire and behaviour. (Sahney 2012, 6.)

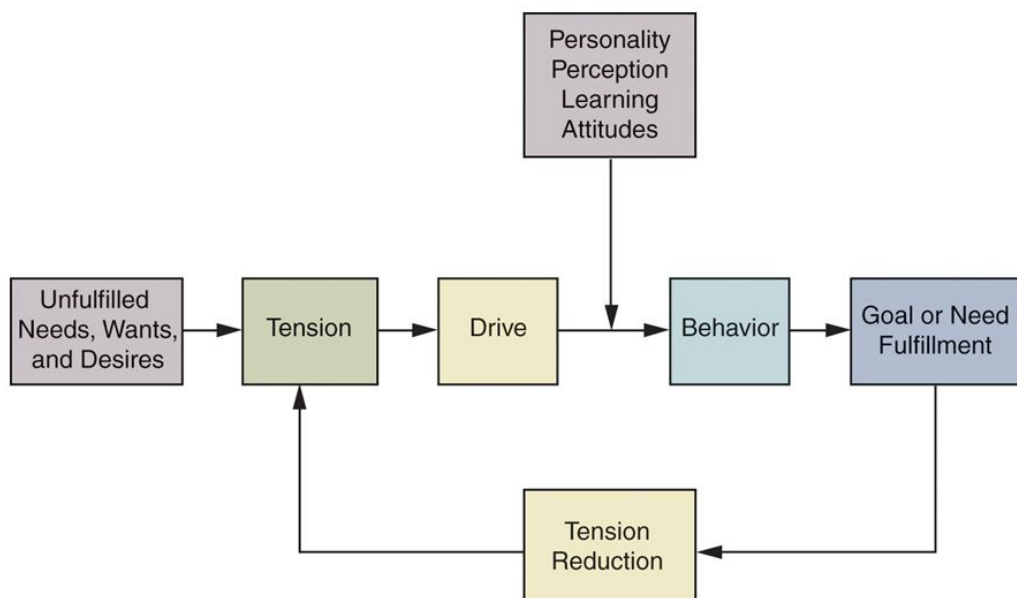


Figure 10. The motivation process (Schiffman & Wisenblit 2015, 84.)

Humans have physiological needs that are required for the survival. They include food, water, air, shelter for body protection and sex. Psychological needs are the need for personal development involved by external factors and impact from culture, family, society. (Schiffman & Wisenblit 2015, 84.)

In fact, all human needs are not equally essential. This has been presented by Abraham Maslow by his "Theory of Human Motivation" formulated a hierarchy of needs, clarify that some are more primary than others. The lowest level of need deals with well-being achievement and gradually built up to a higher level of influence and ultimately self-

development needs (BusinessBalls). After fulfilling one fundamental need, individuals will shift their focus on the following needs that are less vital (Phillips 2015; Schiffman & Wisenblit 2015, 90).

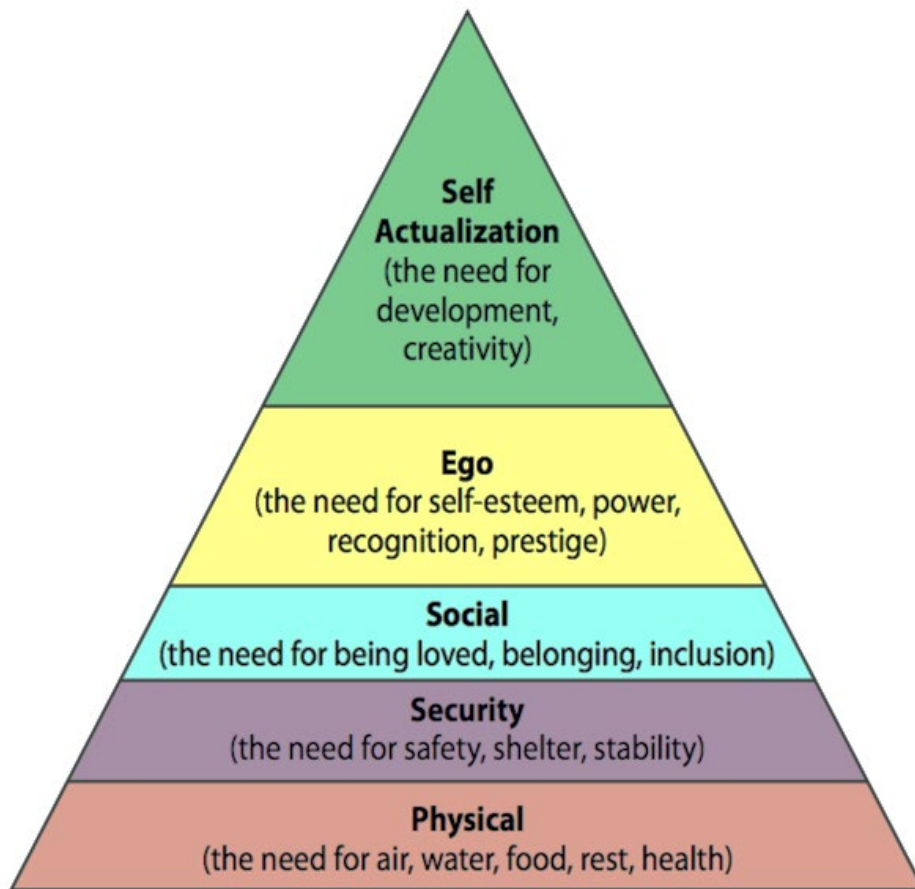


Figure 11. Maslow's Hierarchy of Needs (Burton 2012.)

The bottom four stages of the hierarchy are referred to “deficiency needs”, because lacking them doesn't cause any effect on human sensation but deprivation. On the contrary, the last level of Maslow's hierarchy is called “growth need” because it is formed based on individual's perception of her/his potentials and motivation to fulfil it for self-development. Deficiency needs are reached that obtain the next level of self-actualization, but not everyone shares the same degree of awareness and capability for this stage. (Burton 2012.)

### 3.1 Motivation on social media

The reason for social media popularity is also explained in Maslow's hierarchy. The most crucial motivation for social media usage is to fulfil human social needs. Social need lies in the center of Maslow's pyramid and is also the foundation to leverage two above needs. It represents human desires to belong, to be loved and to be accepted by others. Social

networks make everyone feel special and satisfied as they found a circle they belong to. (King 11 September 2017.)

Many studies have been carried out to investigate consumer's motives toward social media. The study of Stafford, Stafford & Schkade (2004) discovered the major motives for consumers engaging with Internet are: information seeking, entertainment, and social connection. Shao (2009) also supports the finding and contributes his research by adding community development, self-fulfilment, and self-expression as the motive components. These are the most common motives that are linked to social media user's activities.

Based on the motives and online activities, social media consumers are categorized into three groups: consumers, participants and producers. Consumers are users who spend time on social media to read and consume content for information and entertainment. While participants enjoy social interaction by commenting on other's content, producers create and publish their own for self-expression. These activities are interrelated as users occur to find themselves engaged in two or all activities at once. (Shao, 2009.)

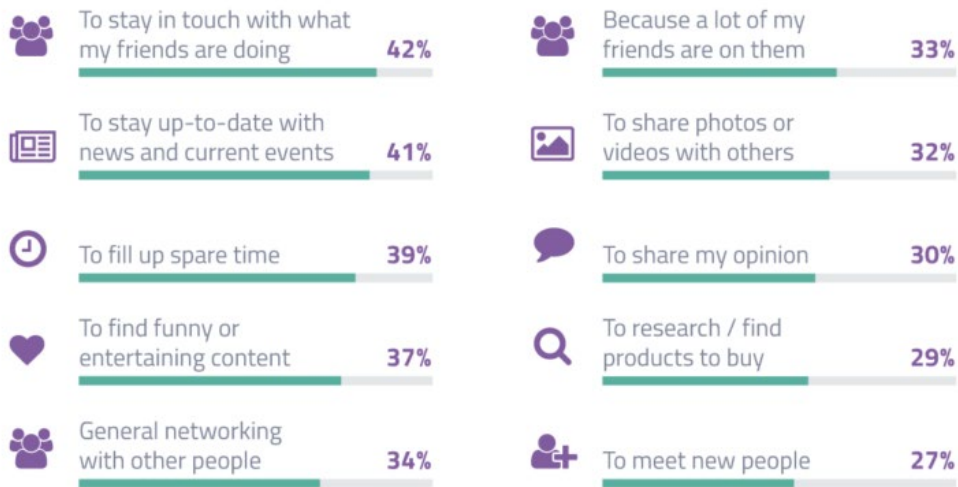
<b>Consumer motivation</b>	Entertainment	Escaping the real world and relaxing Entertaining oneself	Becoming inspired, mood management	Self-expression
	Social connection	Social surveillance Sharing and experiencing with others	Belonging and bonding Being up-to-date	Creating and managing a social network Staying in touch
	Information	Retrieving product information or content News surveillance Collecting factual information	Applying knowledge Sharing and accessing opinions, reviews and rating	
		Consumption	Participation	Production
		<b>Consumer input</b>		

Figure 12. Overview of social media activities (Heinonen 2011.)

From the survey conducted by GlobalWebIndex in 2017 (Figure 13), the top reasons for people using social media are to engage with their friends and keep up-to-date with current news. On the other hand, sharing photos, videos and expressing opinions are in the bottom list as they are not primary reasons for social media users. The statistic shows that digital trend is shifting to more passive activities, as people tend to use social media for viewing contents rather than posting them. (Valentine 11 January 2018.)

## Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media



**Question:** What are your main reasons for using social media?

**Source:** GlobalWebIndex Q3 2017 | **Base:** 77,814 Internet Users aged 16-64

Figure 13. Reasons for social media usage (GlobalWebIndex 2017.)

According to the infographic presented the result from the survey, most of the motivations can be referred to “others-focus”. It’s obvious that people are interested in maintaining their social life through social media, some of them want to stay in their friend’s circle while others aim to get more social connections. Additionally, people enjoy using social media because they can express themselves freely. Sharing personal ideas, photos and videos is an effective way to engage with others, and only social media remain its “social” nature when that sharing is perceived. Another reason for user participation comes from the need of fulfilment, resulted in 37% of users enjoy entertaining content on social media, while 29% of them are using it for product research. Regardless of purposes, social media is an innovative “social” experience that fulfils human needs and self-value. (Martin 2017.)

### 3.2 The Net generation

It’s not exaggerated to say that the Internet has become young generation’s second ozone shield when all communications, interactions and self-expression are defined by this space. In contrast, Internet also affects all aspects of life, plays a major role in characteristic formation of the young generation. Along with that, the emergence of smartphones has turned social networking into a golden age for young people. Internet in the 2000s has become a personal branding tool for every guy and girl.

The biggest difference in the Internet generation is the way of thinking. If their parents are sceptical and cautious, the Internet generation, on the contrary, is easy to accept, free in thought, liberal and hungry to explore the outside world. This generation likes to share their voices and craves to be heard. They have an intense desire to express themselves, hesitate to raise their own opinion, even if it goes against others' opinions and separating with the mass thinking. (Ngan Giang, 2017.)

The Net Generation is distinguished by their behaviour and attitude that can be clarified in 8 different norms (Tapscott 2009, 34-36):

**Freedom:** Net generation values freedom. They're not overwhelmed by the rapid growth of distribution channels of brands or technology but take it as an advantage to meet their demands. It is more important for them to be on their own path without any restrictions regarding work-life or self-expression. (Tapscott 2009, 34-36.)

**Customization:** This generation desires to have their product and everything they touch to be customized and personalized, even with job descriptions (Tapscott 2009, 34-36).

**Scrutiny:** Unlike the old generation who has been amazed at the power of Internet, Net Generation learns to be sceptical towards the massive information online – data, news, knowledge and facts (Tapscott 2009, 34-36).

**Integrity:** Integrity has become the primary value for young people to select organizations and institutions to associate with. They expect companies, universities and governments to be trustworthy, reliable and take account of their concerns. (Tapscott 2009, 34-36.)

**Collaboration:** Youngsters find it's more natural and reliable for staying connected online, whether it is about buying a new product, playing games or simply communicate. Group chat, file sharing, and topic discussions are among the activities that they associate with other users. (Tapscott 2009, 34-36.)

**Entertainment:** Net Generation believes fun cannot be separated from their work life, as a result of the booming era of game industry, more than 80% of children play games regularly, admit that they prefer to keep themselves entertained during workload or study (Tapscott 2009, 34-36).

**Speed:** Within the fast pace of technological transformation, communication more than ever can be accessed in real-time and worldwide. That creates the need for fastening

process and desire to instantly get response from the others. It's clear that Net-genders would value the flow of information to be the fastest taken. (Tapscott 2009, 34-36.)

**Innovation:** Being on-trend and constantly updated have become top needs for young people nowadays, they change their mobile phone and other technology devices to newer and preferably latest version not because the current one is bad, but because the latest model gives them social recognition and “cool” label among friends (Tapscott 2009, 34-36).

### 3.3 Vietnamese digital market

According to the 2018 Digital report in Vietnam (Digital in Asia 2018), from the total population of 96 million, 64 million are Internet users. 55 million are actively present on social media, which accounts for 57% of the total population. More than 60 million Vietnamese are using mobile for Internet service, covering 64% of the total population.



Figure 14. Digital in Vietnam 2018 (We are Social & Hootsuite 2018, in Digital in Asia 2018.)

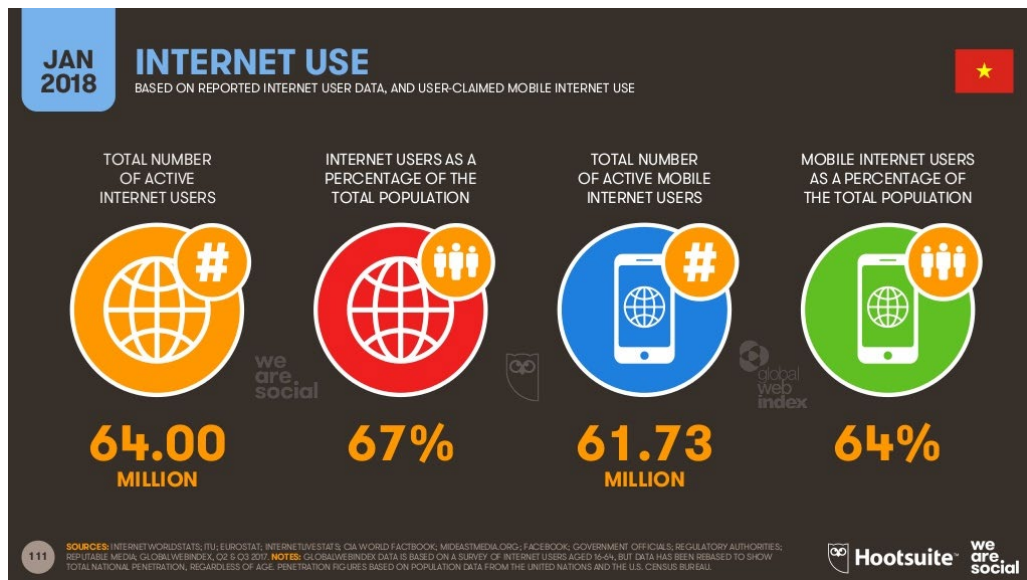


Figure 15. Internet use in Vietnam 2018 (We are Social & Hootsuite 2018, in Digital in Asia 2018.)

In 2017, overcoming Thailand and Turkey, Vietnam ranked 7th place globally regarding the amount of Facebook users (The PIE Blog March 2018; Digital in Asia 2018). The reasons for the increasing Internet users are the cheap handset cost, an affordable price for 3g and 4g mobile network, and universal Wi-Fi connection (The PIE Blog March 2018; Digital in Asia 2018). Access to Internet has never been so easy and quick like now. Another reason is that news reading habit has become one of the main activities in Vietnamese daily life. They are habitual readers from both online and offline. Most Vietnamese people enjoy reading news from social media sites like Facebook, Google+, LinkedIn and Zing Me. People from 18 to 29 is the main age group that prefers to read their news via Internet and social media sites, where Google and Facebook are the top 2 popular websites for that purpose. (The PIE Blog March 2018.)

Mobile Internet becomes a revolution as consumers consider it the second favorite tool for news search after television. Spending time on mobile phone also become Vietnamese favorite activities, along with family gathering and going out with friends (Digital in Asia 2018.)

Mobile messaging applications are the most popular online services in Vietnam, followed by social media networks and shopping apps. The local platform messaging app Zalo has been the leader in the market, overcoming international competitors with the result of 80% install rate of the smartphone users, while Facebook Messenger having 73%. The other global players WeChat and WhatsApp are not so popular, having only 5% and 4% market share. (Chadha 2016.)

Zalo is a messaging service application operated by VNG corporation, it is the first local messaging app in Vietnam launched in 2012. While Viber is known for its strength in free call and instant message, Line is famous for the entertainment factor, and KakaoTalk is strong at the social aspect. Zalo has combined all three main aspects and creates the best communication service for Vietnamese users. Besides the basic chatting function, Zalo has an interest-based group chat where users can find their own community, Vietnamese customized sticker feature, and nearby searching function where users can reach for new friends. (Do 2013.)

## **4 Conducting research**

This chapter presents the research data and research method of this study, as well as an introduction to Q&Me organization where the data for empirical results was collected.

### **4.1 Research data**

In this thesis, secondary data was used for both theoretical review and empirical research. Secondary data means a data, which already exists and is gathered by others for various purpose (Saunders, Lewis & Thornhill 2009, 256).

Secondary data is recommended to be used at the beginning of the research, as it provides a better understanding and interpretation to the research problems (Ghauri & Grønhaug 2010, 90). It can be collected from different sources like books, journal articles, blogs, and online research, etc.

The secondary data is used for providing background information and statistics in the field of digital marketing. Moreover, it is also chosen for answering the research problems in understanding the current situation for the Vietnamese digital market, Vietnamese people digital media's behaviour and factors influence Vietnamese consumer's behaviour on social media.

### **4.2 Research method**

The quantitative method, data collection and questionnaire will be discussed in this section.

#### **4.2.1 Quantitative method**

The quantitative method was chosen to be the method for this research, as there's a need for a collection of data supposed to be investigated and clarified statistically. The research goal was to understand Vietnamese people's perception of digital media and social media. Thus, a large-scale study was needed. The concept of quantitative method is to understand particular social phenomenon and the reason for hypothesis (Minichiello, Aroni, Timewell & Alexander 1995).

Quantitative method focuses on evidence, which is figure, number and rate instead of actual knowledge or learning. The researcher obtains results from this method under statistical form and inspects it with statistical techniques. (White 2003, 24.)

Survey is the most approachable technique in quantitative strategy, which can be implemented by designing a form of questionnaire. A questionnaire is a list of designed questions, aims to gather data from the answers, each question consists of several options that respondents can select. (White 2003, 49-50.)

#### **4.2.2 Data collection**

The research aims to investigate Vietnam's population to identify consumer's insights and attitudes towards digital media. Therefore, a large-scale study is required for the research.

Data is collected from an existing quantitative survey conducted by Q&Me, which is a market research company in Vietnam. The survey was made to understand the latest trends and usage of digital media and social media in Vietnam.

#### **4.2.3 Questionnaire**

The survey was conducted in Vietnam in September 2018, with 620 respondents, from 18 to 39 years old and nationwide (Q&Me 2018). The reason for using this survey is its relevance to the study objective. It also meets with the need for big-scale population study.

The survey was conducted in multiple-choice questionnaire, which was divided into 2 parts. The first part covers background variables, such as demographic information including respondent's age, gender, where they are from and household income. The second part consists of compulsory multiple questions. The questionnaire consists of questions of digital media usage, messaging service usage and social media usage.

### **4.3 Q&Me market research**

Q&Me is the Vietnam organization specializes in market research service in both online and offline, provides data on consumer's trend and insight. Their services cover both quantitative and qualitative surveys and interviews, which assure fraud-free and real-time data access with a full analysis report. Q&Me is partnering with clients in Food and Beverage, Manufacturing, Finance, Retail Store, Technology and Advertising agencies. (Q&Me 2016.)

Q&Me's database includes over 300,000 dedicated members with average aged between 16 and 39 from urban areas, who are eager to answer survey questions. When a survey is conducted, the selected members will get notified through an email and app notification to

answer them. The company's quality assurance process make sure research performance meets the requirement of accuracy and validity by (Q&Me 2016):

- Conduct questionnaire based on the exact profile
- Remove users with a contradicted and irrelevant answer
- All answers and users are checked by experienced researchers

Q&Me is the preferred partner of SSI in Vietnam, their quality score by SSI (Q&Me 2016):

- Fact Consistency Score: 97%
- Thought Consistency Score: 91%
- Straight-Liner/ Flat Liner Score: 89%
- Speeders Score: 97%

## 5 Empirical results

This chapter presents and analyzes the results of the collected data. The research is divided into four parts: demographic, media usage, messaging usage and social media usage.

### 5.1 Demographic of respondent

There were 620 respondents participated in the survey through Q&Me's application. The amount of respondents was well-representative of the sampling population needed for the valid outcomes. In demographic section, respondents were asked to provide information regarding gender, age, city where they are living and monthly income.

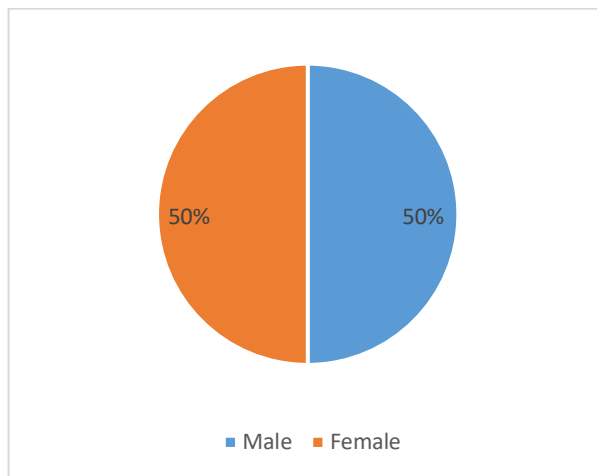


Figure 16. Gender distribution of survey respondents (Q&Me 2018.)

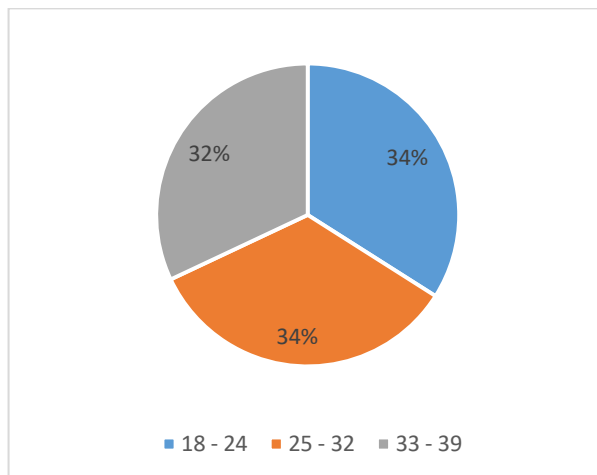


Figure 17. Age distribution of survey respondents (Q&Me 2018.)

Figures 16 and 17 show the gender and age distribution from respondents. There was an equal amount of males and females participate in the questionnaire. The respondents did not need to provide their specific age but only the age group that they belong to. In general, there were not many differences in each age group distribution, with 34%

respondents from the age of 18 to 24, 34% from 25 to 32 and 32% from 33 to 39. It means that the results analyzed in this chapter represent the overall voices of both males and females, from young generation to middle age.

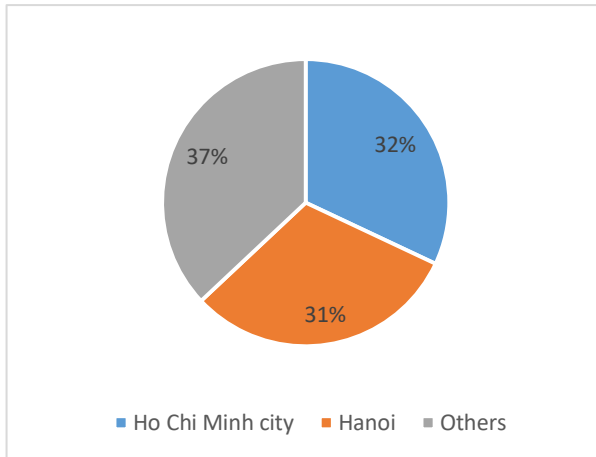


Figure 18. City distribution of survey respondents (Q&Me 2018.)

Ho Chi Minh city and Hanoi are the main locations as there are 63% of respondents claim they are from these two places while 37% of people stay in various places across the country (Figure 18).

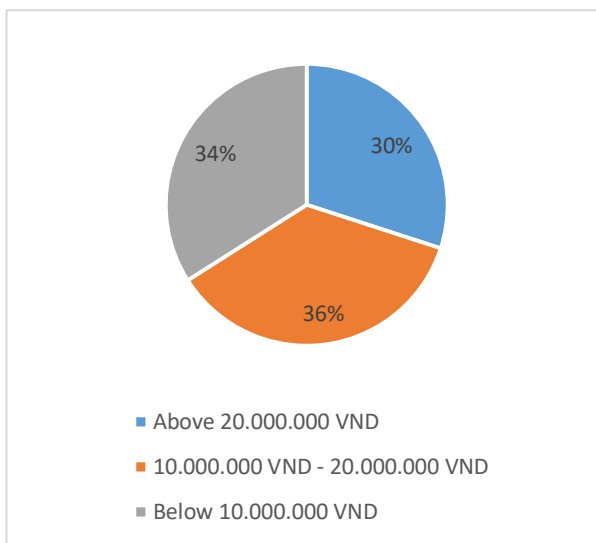


Figure 19. Monthly income distribution of survey respondents (Q&Me 2018.)

When asking about monthly income, 30% of respondents reported their income is higher than 20,000,000 VND. The majority have income range between 10,000,000 VND and 20,000,000 VND that results in 36% of respondents, while the rest 34% earn lower 10,000,000 VND a month (Figure 19).

## 5.2 Media usage

Regarding the question of various media channels usage, respondents were asked for how long they used mentioned channels on a daily basis. The options were both digital and traditional including Internet on mobile, Internet on PC or tablet, television, newspaper, magazine and radio.

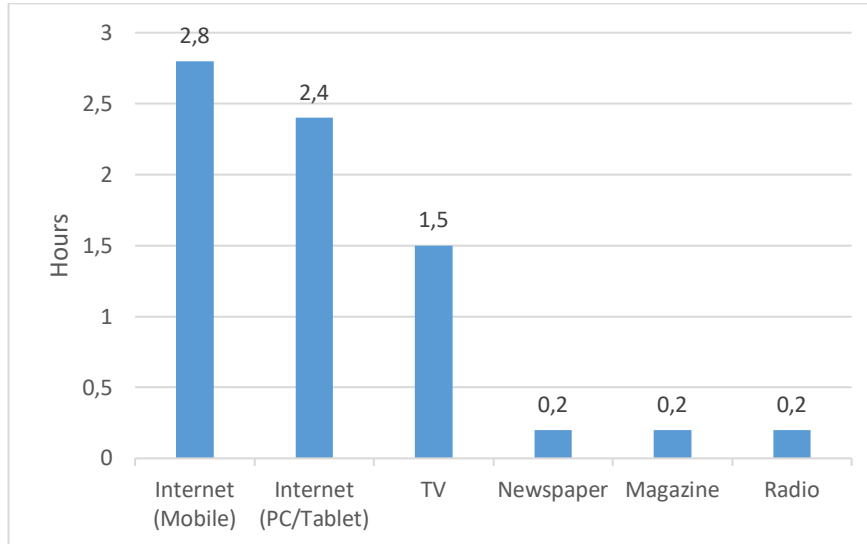


Figure 20. Average time spend on different media channels (hours) (Q&Me 2018.)

The result from Figure 20 shows information about time spent on media channels. Internet was the most favorite platform that respondents spent time on, as they spent an average of 2.8 hours on Internet by mobile and 2.4 hours from PC or tablet access. The next one was TV with 1.5 hours being still popular. Newspaper, magazine and radio were the least favored channels with only 0.2 hours of consumption.

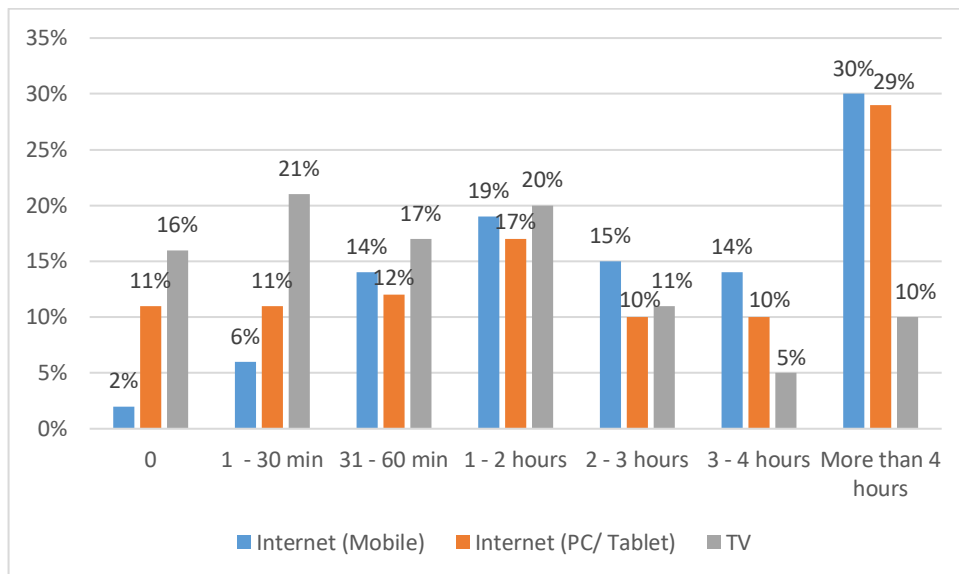


Figure 21. Time spent on the most popular media channels in detail (Q&Me 2018.)

Figure 21 illustrates more detail on how respondents spent time on Internet and TV, which are the most used channels. As mentioned earlier Internet indicated a huge amount of access and most of the users spent more than 4 hours on this platform, accounting for 30% of respondents. For PC users, there was a comparable distribution for those who use Internet from 1 minute to less than 4 hours (11%), while 17% of respondents used Internet from 1 to 2 hours. Mobile Internet users went online more than PC users since more of them use Internet from 30 minutes to less than 4 hours. In addition, while there were 2% of respondents rarely used Internet on PC, the amount of those who didn't use Internet on mobile phone was 11%.

It is a bit different in the TV sector where most of the respondents were watching TV from 1 minute to 2 hours, with the highest rate of 21% respondents said they were watching TV for no longer than 30 minutes. Only 5% of people spent 3 to 4 hours watching TV while double of them enjoy TV for more than 4 hours. Compared to non-Internet users, there were more non-TV watchers.

Based on the results, Internet attracts more users and more traffic while TV is popular only for a short time.

### 5.3 Messaging popularity

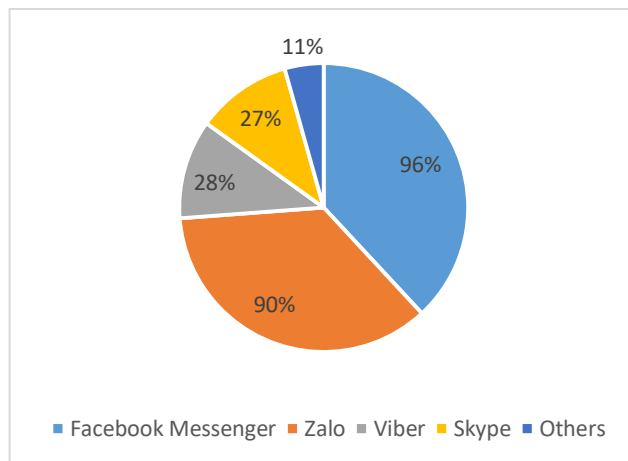


Figure 22. Used messaging services (Q&Me 2018.)

Respondents answered the question regarding which messaging service app they are using. Based on Figure 22 Facebook seemed to be dominant with 96% of respondents who are using this platform, followed by the Vietnamese local service Zalo with 90% of users. Viber and Skype share a similar rate of popularity of which 28% of asked people said they are using these services. 11% of survey participants use other apps that are least popular (LINE, Yahoo! Messenger, WeChat, WhatsApp, Kakao Talk).

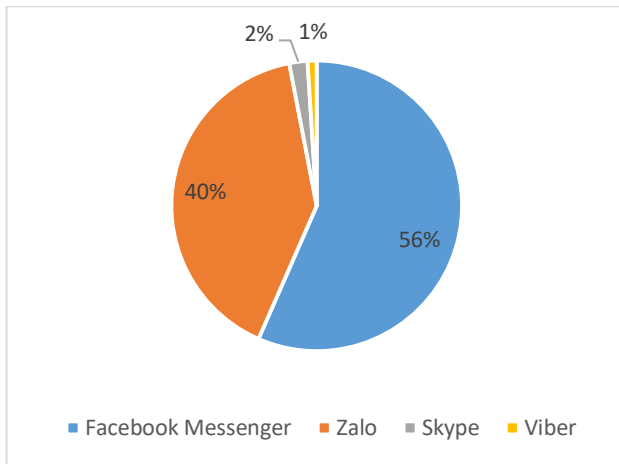


Figure 23. Most used messaging app (Q&Me 2018.)

Figure 23 demonstrates the popularity of the apps from the point of view of the time spent. 56% of respondents said they spent most time on Facebook Messenger than other apps. Zalo was the second with 40 % and Skype and Viber were the least used messaging apps.

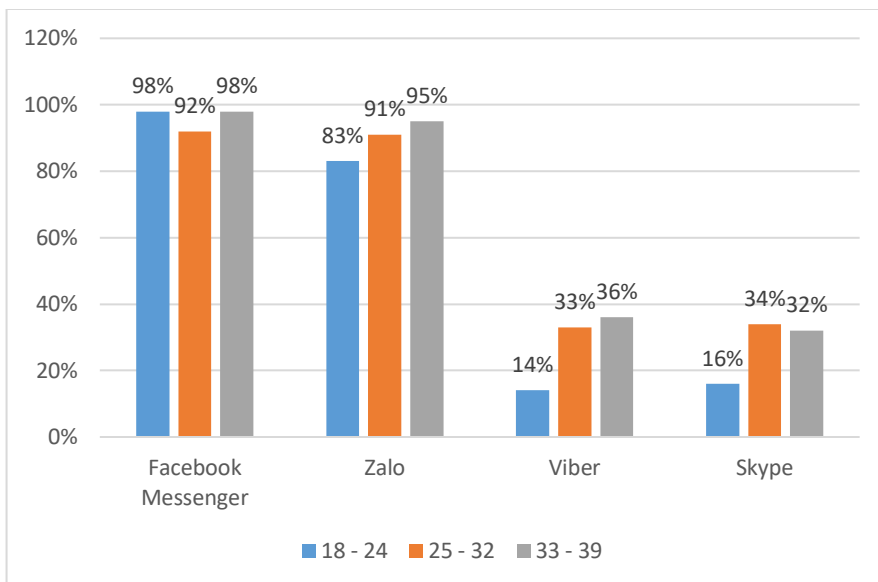


Figure 24. Most popular messaging service distribution by age group (Q&Me 2018.)

Figure 24 describes the distribution of the four most popular messaging services: Facebook Messenger, Zalo, Viber and Skype. Nearly all Vietnamese people from youngster to middle-age used Facebook Messenger. Zalo was more popular among adults and middle-age and less in youth. The same trend applies to Viber and Skype as these services attracted more people from the older groups than the young generation, resulting in 14% in Viber and 16% in Skype usage.

The results emphasize the fact that young people are more interested in international messaging service brands and they prefer only Facebook as their main tool for communication, whereas the older generation use both international and local brands.

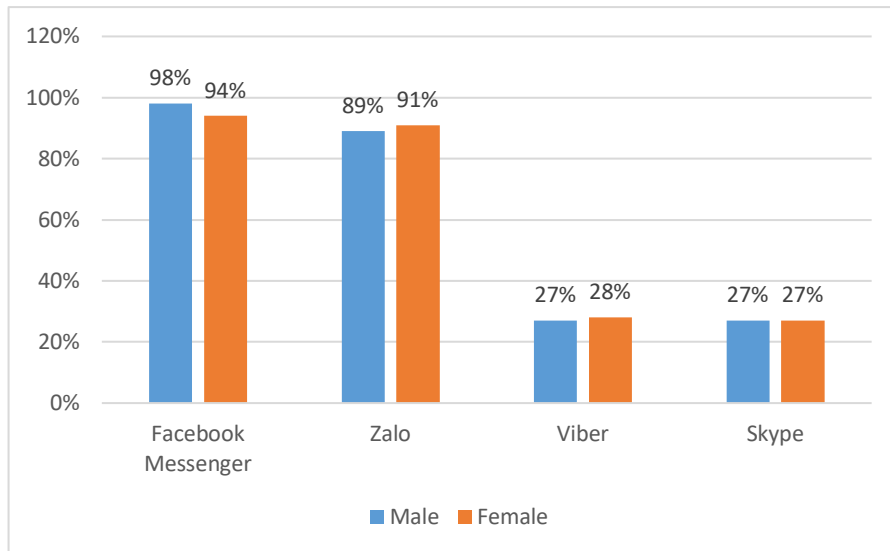


Figure 25. Most popular messaging service distribution by gender (Q&Me 2018.)

According to Figure 25, there is no big gap between gender distribution on messaging usage. A slight amount of male prefers using Facebook Messenger than Zalo, while female enjoys both platforms as communication channels.

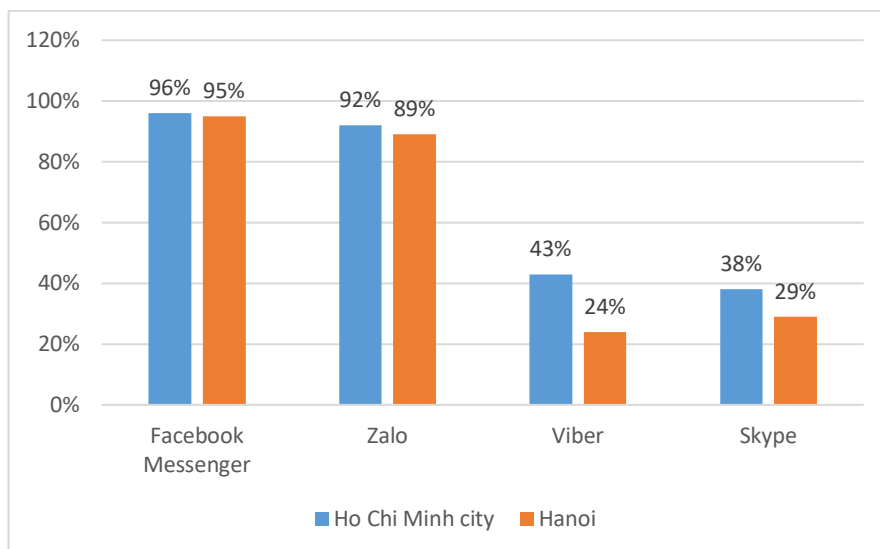


Figure 26. Most popular messaging service distribution by city (Q&Me 2018.)

People from Ho Chi Minh city and Hanoi have the same interest rate for Facebook Messenger. Zalo app was more favored in Ho Chi Minh city than in Hanoi with a small gap of 3% of respondents. Results indicate that there were more Viber and Skype users in the Ho Chi Minh city vs. the Hanoi.

## 5.4 Social media popularity

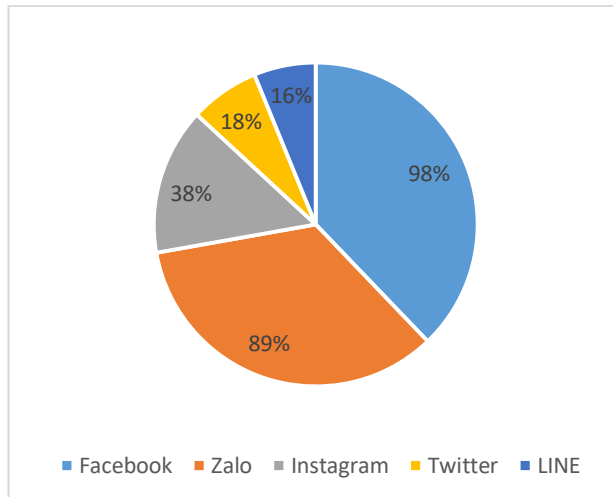


Figure 27. Used social media channels (Q&Me 2018.)

Figure 27 represents the used social media channels. The chart shows that Facebook dominates with 98 %.

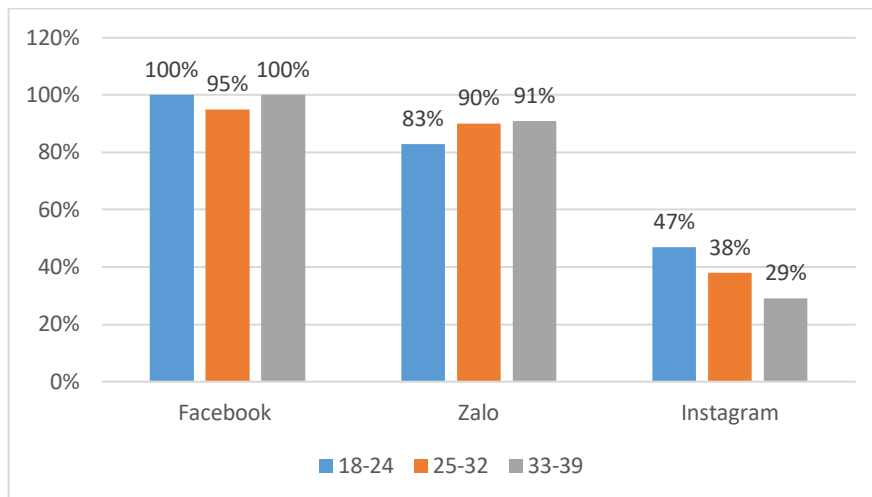


Figure 28. Most popular social media channel distribution by age group (Q&Me 2018.)

Analyzing deeper how social media attracts different age group, Figure 28 shows that although Facebook was used widely by all youngster and middle age, there were 5% of adults who does not have this service in their list. In contrast, the local platform Zalo seems to gain more interest from people over 25 years old, that the result from young users only accounted for 83%. Instagram did not receive much attention and most of traffic comes from young users which resulted in 47% of respondents. Similar to what was found from messaging app usage, Vietnamese young people also seemed to prefer Facebook than Zalo to be their social playground, while the older age group found Zalo matching better with their expectations.

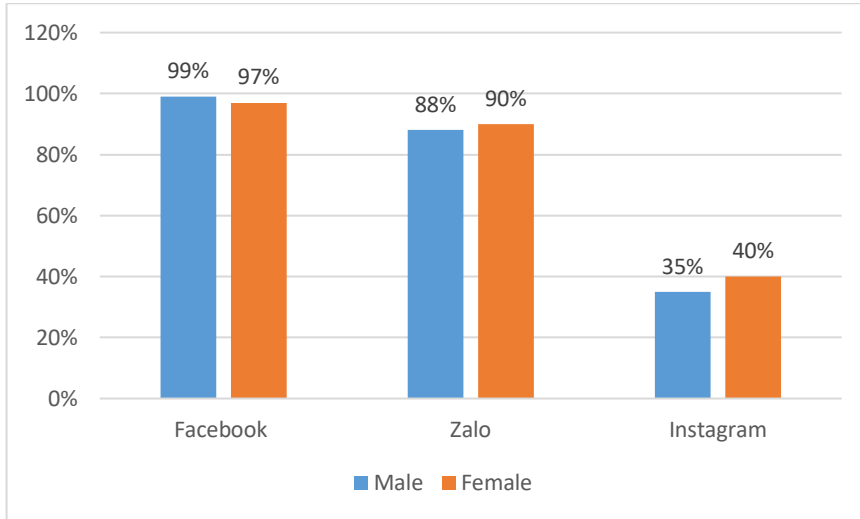


Figure 29. Most popular social media channel distribution by gender (Q&Me 2018.)  
 Based on gender perspective, both males and females share seemed to share the same interest toward these 3 platforms, although there were a small gap of 5% male respondents who are not Instagram users.

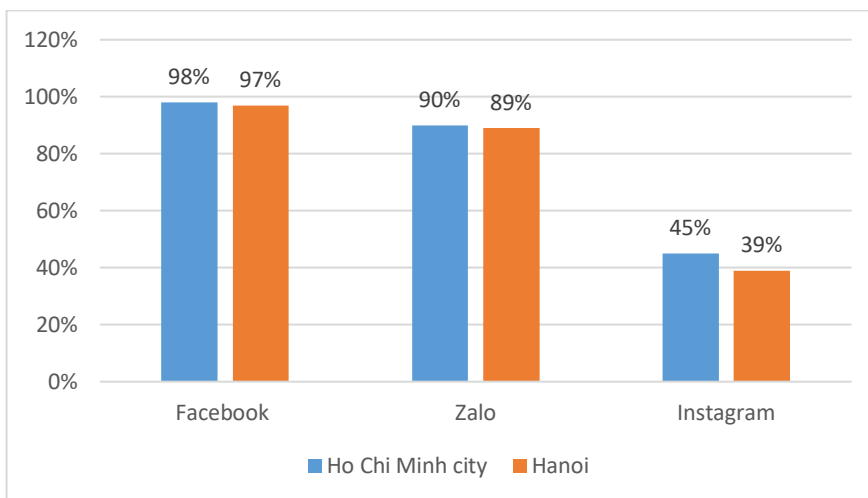


Figure 30. Most popular social media channel distribution by city (Q&Me 2018.)

All Facebook, Zalo and Instagram were used widely in Ho Chi Minh and Hanoi. While Facebook and Instagram had the same usage rate in both cities, Instagram was more popular in Ho Chi Minh than Hanoi, which resulted in 45% and 39% of respondents respectively.

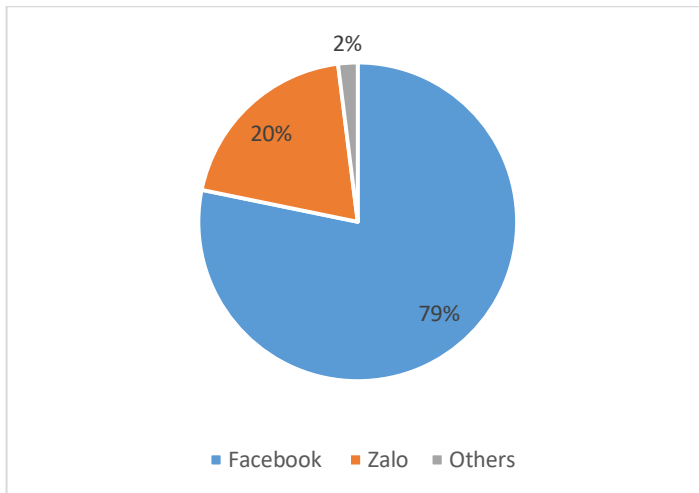


Figure 31. Social media channel that respondents use the most (Q&Me 2018.)

Figure 31 shows the percentage regarding most used platforms. Over two-third of survey participants said that they prioritize Facebook than others. 20% of respondents chose Zalo as their main social network and 2% had another option than these two.

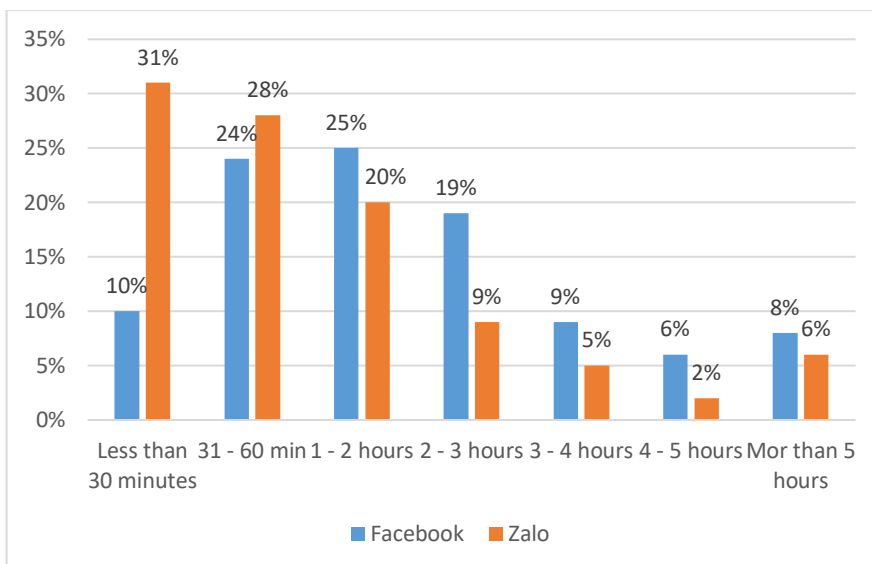


Figure 32. Facebook and Zalo comparison by time spent (Q&Me 2018.)

Regarding the Facebook users, the majority spent 30 minute to 2 hours socializing on the platform that corresponds 25% of the respondents. 10% of the respondents used Facebook less than 30 minutes. 8% of people used Facebook for more than 5 hours and the least people find themselves on Facebook for 4 to 5 hours.

More people enjoyed using Zalo in a shorter time than Facebook. The largest number of respondents spent a maximum 30 minutes on Zalo. The second largest group use this

app from 30 to 2 hours. 9% of respondents spent 2 to 3 hours and only 2% use Zalo for 5 hours.

Most people used Facebook and Zalo 30 minutes to 2 hours averagely. Zalo was popular for short-time users compared to Facebook.

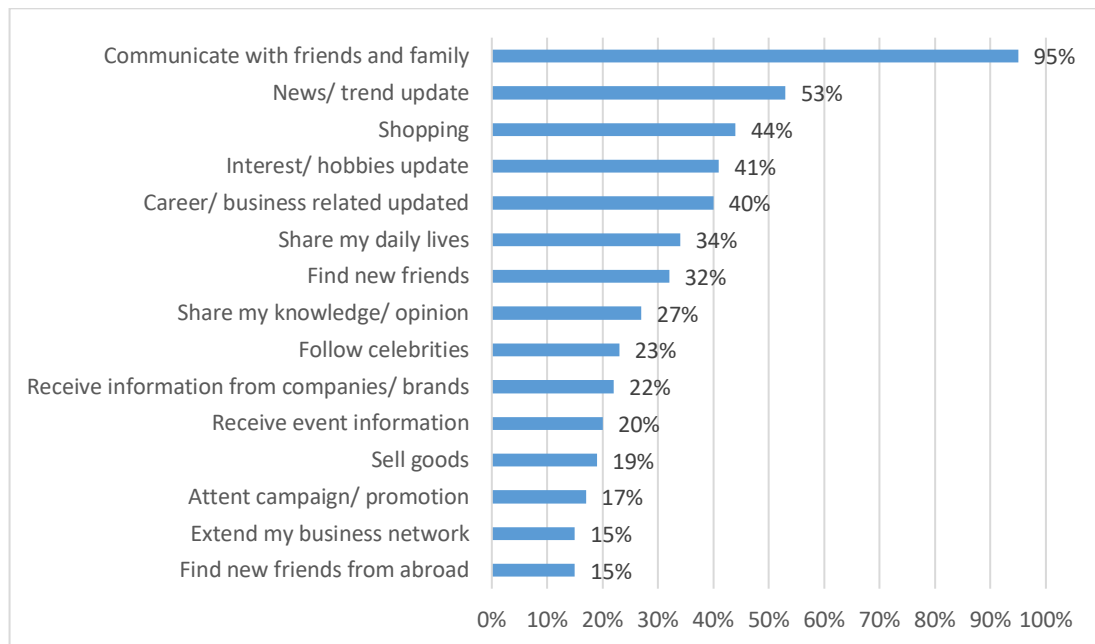


Figure 33. Reason to use social media (Q&Me 2018.)

To discover the reason for social media popularity, respondents were asked which factors influence their decision on using these platforms. Figure 33 represents the result that were the main reasons for people to use social media.

The number one reason to use social media is the need for communication, as 95% of respondents said they find online networks as a great tool for staying connect friends and family. 53% of respondents use these platforms to read news and update trend which is the second biggest motive. Shopping, and finding personal interest and career-related information are the next popular reasons to use social media. The following ranking includes sharing respondent’s daily lives, finding a friend, expressing personal view, following celebrity, and receiving information from favorite brands. The last four reasons are about selling goods, attending promotion, extending business network and finding friends from abroad.

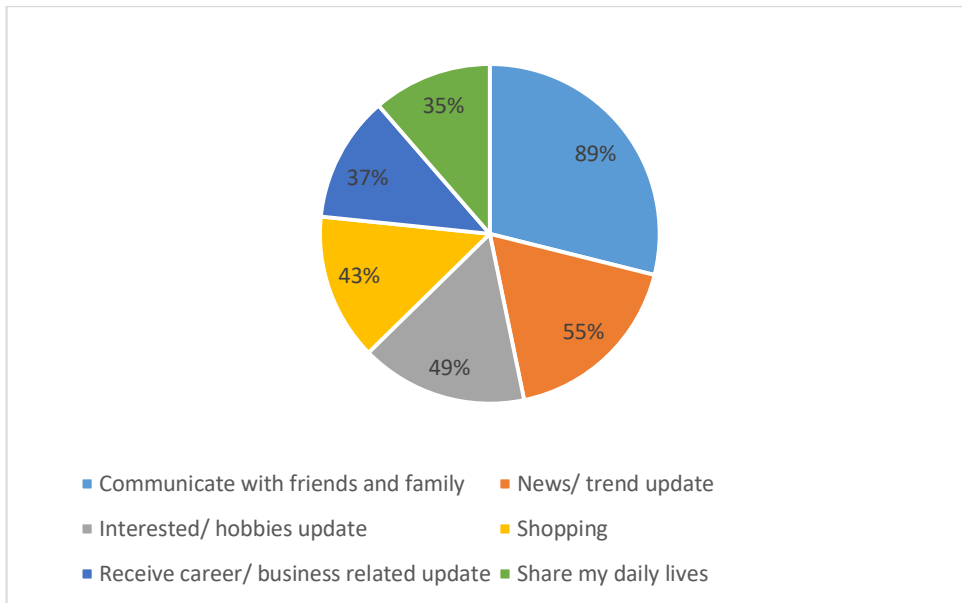


Figure 34. Reason to use Facebook Messenger (Q&Me 2018.)

Figure 34 analyzes more specific reasons behind Facebook usage from respondents. Facebook is obviously a great tool for communication as 89% of respondents use it for this purpose. 55% of respondents read news and update trends on this platform make it the second most voted reason. The rank continues with 49% of respondents said they like to update topics regarding interest and hobbies, while 43% like to shop on this platform. The final reasons for using Facebook are for receiving career updates and sharing personal lives with 37% and 35% of votes.

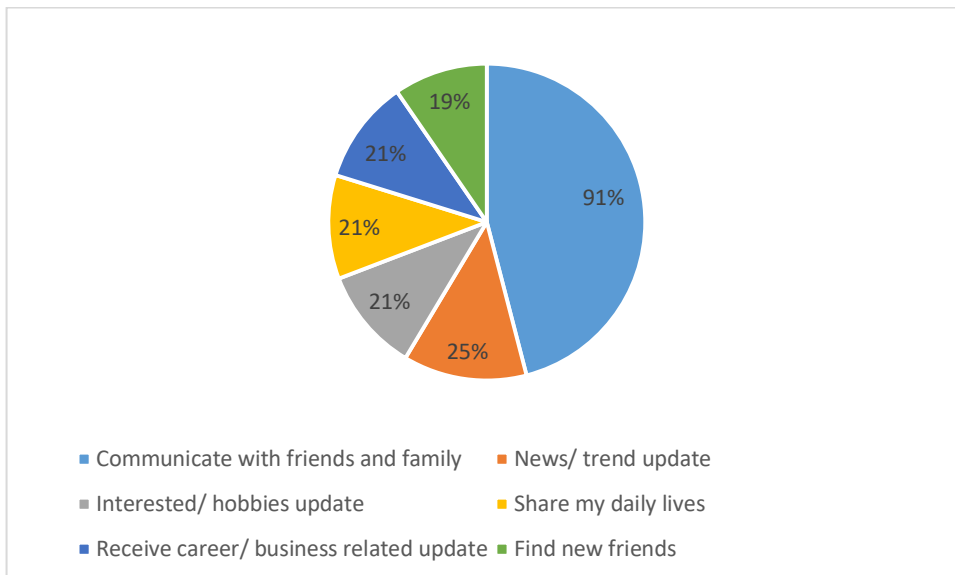


Figure 35. Reason to use Zalo (Q&Me 2018.)

Similar with Facebook, top reasons for people using Zalo is for communication (91%) and keep up to date with news (25%), following by the need of personal interest update (21%), personal lives sharing (21%), career update (21%) and find new friends (19%)

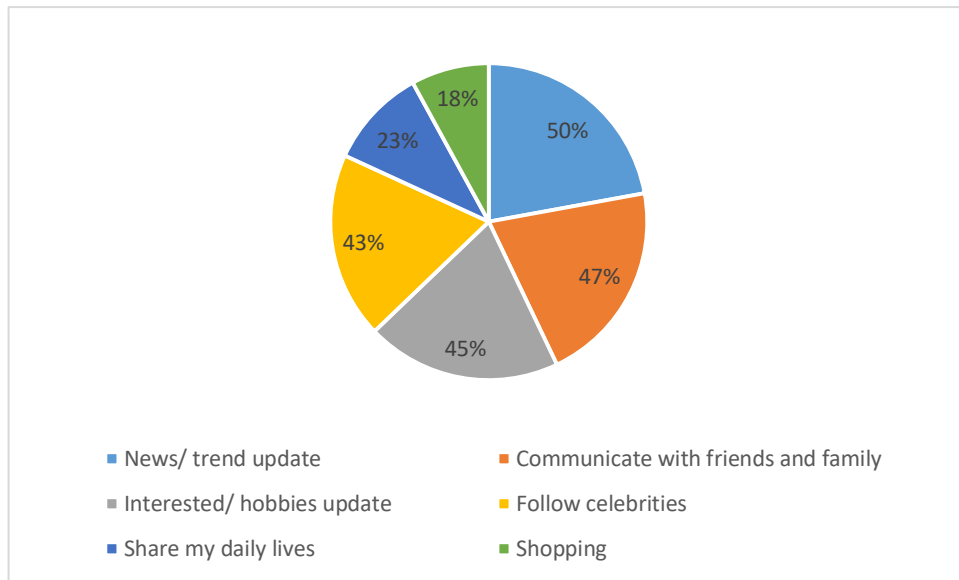


Figure 36. Reason to use Instagram (Q&Me 2018.)

Unlike Facebook or Zalo, respondents used Instagram mainly for catching up with the current trends and news. Participants also enjoyed using Instagram for communication, interest update and following celebrities, with just three percent difference between the three. Nearly 23% of respondents preferred to share their daily activities, and 18% go shopping through this platform.

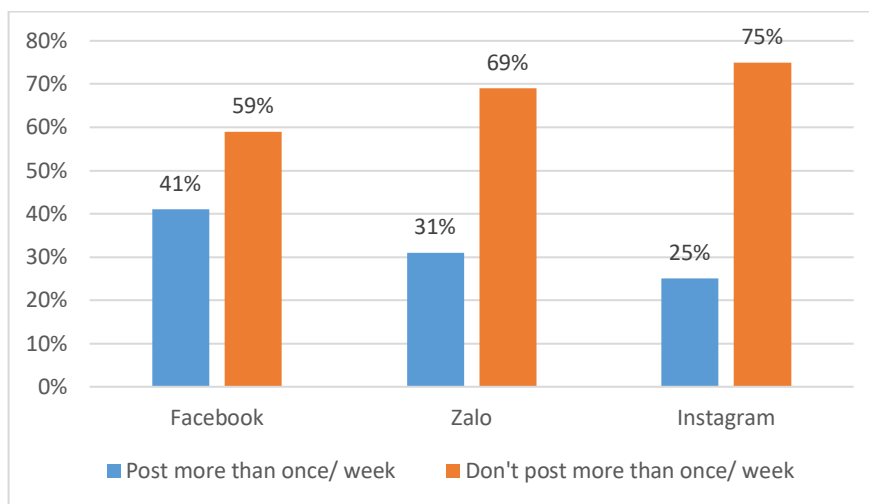


Figure 37. Post activity on social medias (Q&Me 2018.)

Figure 37 describes how often users posted content on the three social media channels. It can be seen that the majority of the users didn't post anything or only once per week. People tend to post more on Facebook than on Zalo and Instagram, as the rate of the regular posts is highest on this platform (41%).

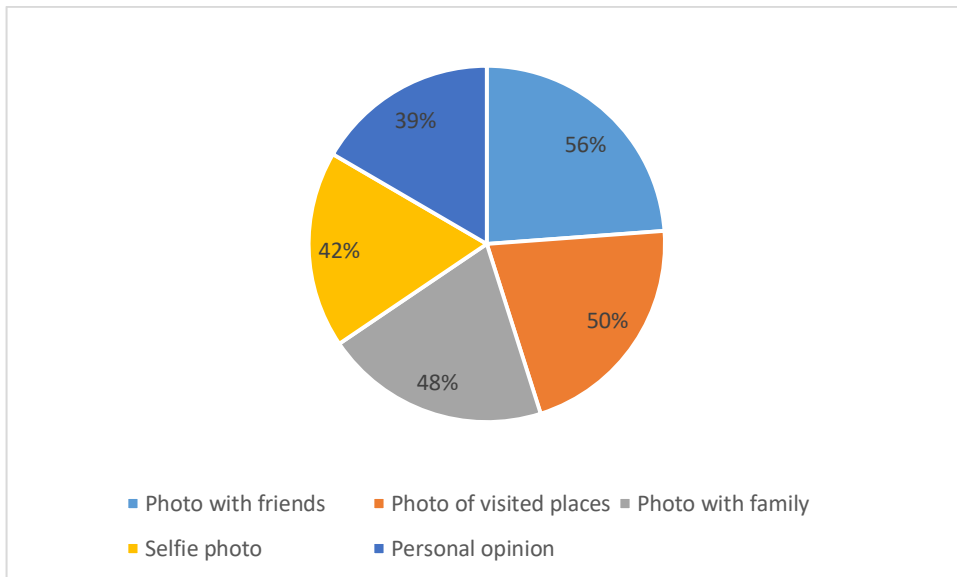


Figure 38. Content of post on Facebook (Q&Me 2018.)

Figure 38 illustrates what content users post on Facebook. Facebook seemed to be the perfect platform for sharing and exchanging photos as it was the most-posted content. 56% of survey respondents said they post pictures with friends on Facebook, 50% share photos from where they have traveled and 48% share photos of them with family. Selfie photo was at the 4th ranks with 42%, and 39% of people rather share their opinion than photos on this platform.

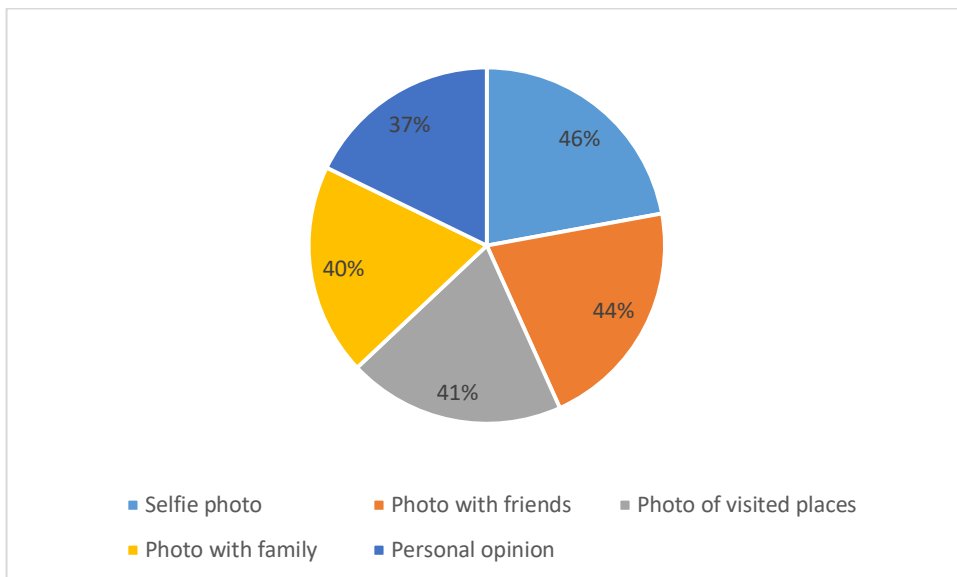


Figure 39. Content post on Zalo (Q&Me 2018.)

Photos were also the main content that people post on Zalo. A bit different from Facebook, the largest share of photos on Zalo were selfies, which accounted for 46% of

participants. The next contents that people posted the most including photos with friends (44%), photos of visited places (41%), photos with family (40%), and personal opinions (37%).

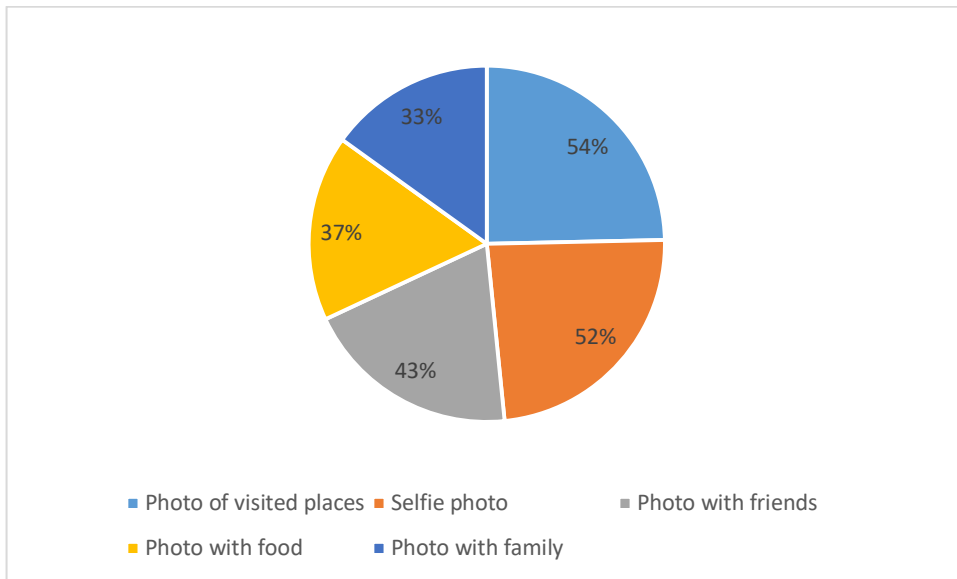


Figure 40. Content post on Instagram (Q&Me 2018.)

Figure 40 shows the proportion of content sharing on Instagram. Since Instagram is designed to work as a photo library that shares content among users, photos are obviously the main subject on this platform. The most posted were traveling photos with 54% of respondents reported. Second place was selfie photos with only 2% indifference, followed by photos taken with friends which account for 43% of respondents. The least posted were food photos and family photos resulted in 37% and 33% of respondents respectively.

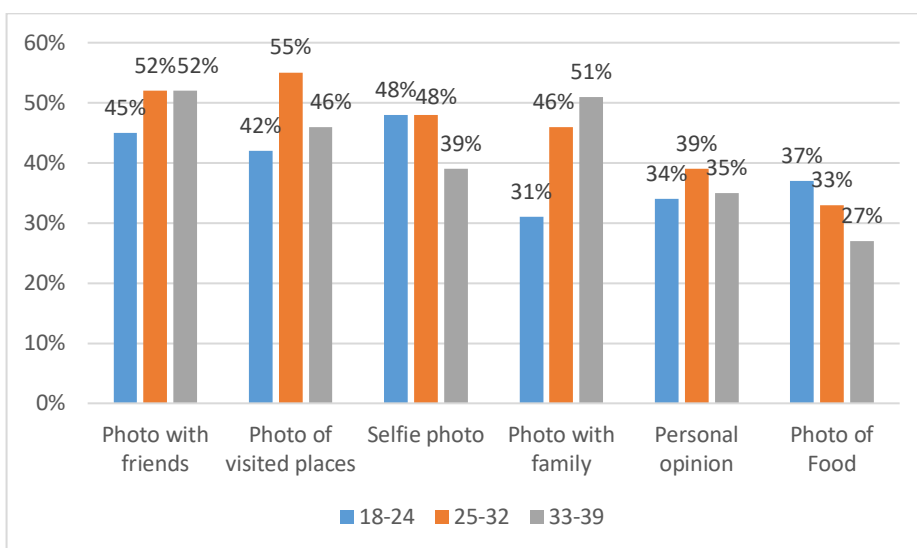


Figure 41. Content posted distribution on social media by age group (Q&Me 2018.)

Figure 41 illustrates more details about content distribution based on different age groups. Young people like to take photos of themselves and post them online as it is the most shared content among this age group (48% of respondents). They also value friendship since 45% of them report that they like to post photos with their friends. Sharing photos from visited places was in third place with a result of 42% of respondents. Food photo and personal opinion were their next priorities, and family photo was the least posted from people of this age group.

On the contrary to the young generation, people from 25 to 32 seemed to prefer traveling as traveling photos were posted the most in this group. Photos with friends were ranked in second place which reported by 52% of adults. There is a slight gap in proportion between selfie photos and family photos, while 48% of them said they enjoy sharing selfie photos, less than 2% of them prefer to post a photo with their family members. People from this group have the least interest in express personal opinions and food photos.

Middle-age people are normally friend and family-oriented. For this reason, photos with friends and beloved family were their favorite content to share in public, reported by over half of respondents from this age group. Traveling photo was their next interest, which accounted for 46% of respondents. Selfie photo was chosen by 39% of votes, followed by the content of personal opinion and food photo, respectively 35% and 27% of respondents.

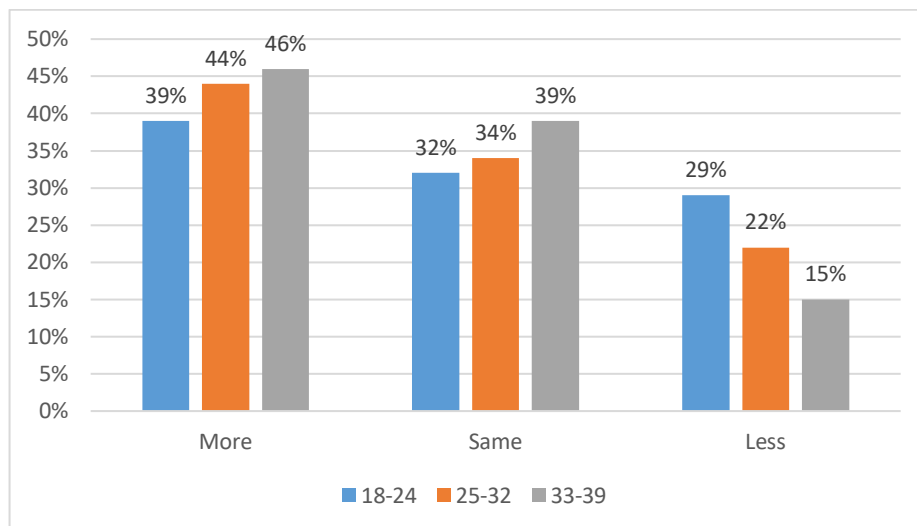


Figure 42. Current usage compared with last year usage on Facebook by age group (Q&Me 2018.)

Survey participants were asked to compare their current social media usage with the last year. Figure 42 presents the result of Facebook usage from three different age groups. The majority of respondents said they have been using Facebook more than last year, there are 46% of people from the middle-age group spent more time on Facebook, which is also the highest proportion of the increasing level of usage. Nearly 40% of participants from this group stayed at the same level of using this platform, and 15% reported they have reduced the amount spent on the channel.

Adult was the second largest group that extended the volume of using Facebook, as a result in 44% of respondents. While there were 34% of users from twenty-five to thirty-two years old who remained on the same level and 22 % decided to not use Facebook as much as before.

Although nearly 40% of youngsters spent more time on Facebook, slightly less than one-third of them still have the same amount of usage for this platform (32%). And they also gain the most rate for dropping out from this channel (29%).

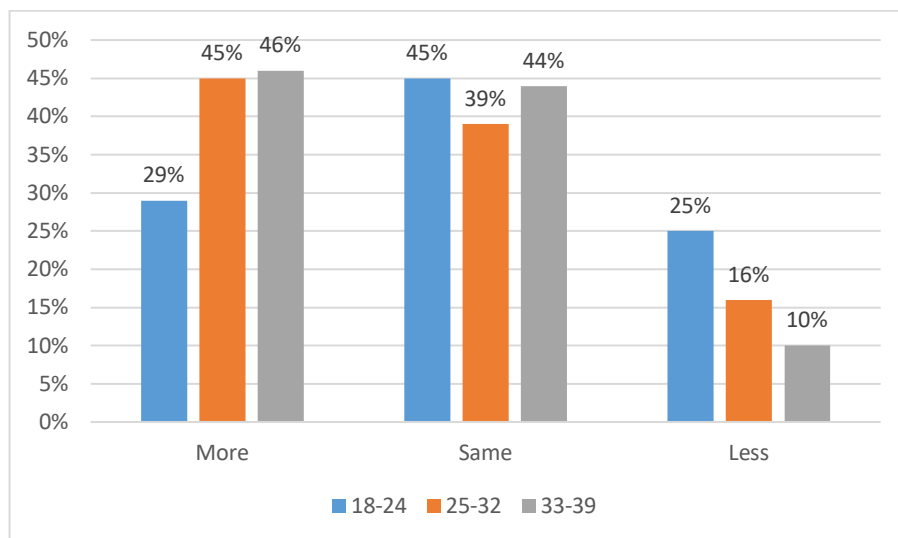


Figure 43. Current usage compared with last year usage on Zalo by age group (Q&Me 2018.)

For people from 25-32, most of them used Zalo more than last year (45%), the amount of those remain the same degree of usage is nearly 40% of total respondents, whereas 16% of them cutting off their time on this platform.

On the other hand, the majority of youngsters keep the same level of usage, performed by 45% of young respondents. Around 30% of them used more Zalo than before and one-third of the young generation decrease the amount of using this platform.

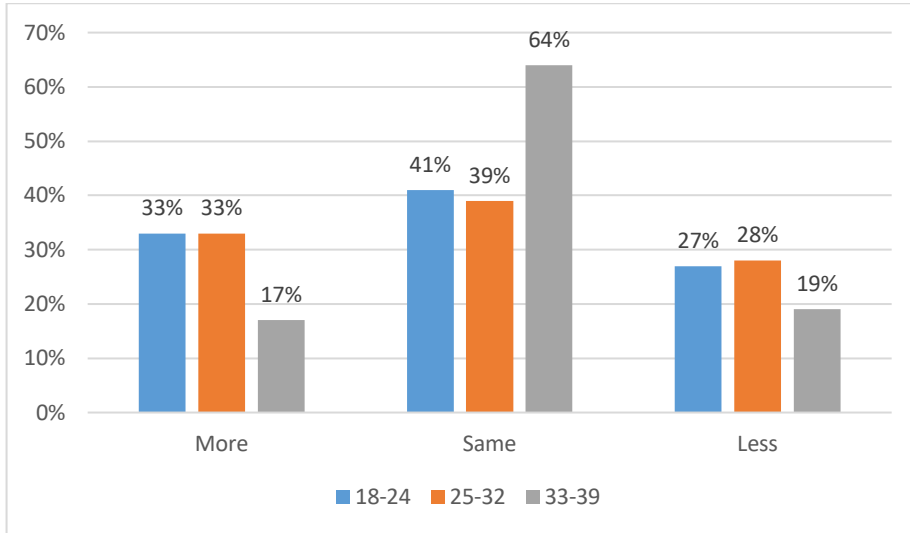


Figure 44. Current usage compared with last year usage on Instagram by age group (Q&Me 2018.)

Figure 44 shows information about the difference in level of usage on Instagram. Instagram receives the same traffic as it had last year, with the result of sharing the similar trend by three age groups. While people from the age of 33 to 39 was the biggest share (64%) for remaining the same level of usage, the amount of young people and adults for this trend is almost similar with only 2% of the difference.

The youth and mature groups share also the same number of spending more time and less time on Instagram, respectively 33% and 28% of respondents.

## 6 Conclusions

In this chapter, key findings will be summarized as the answers for the research questions. It's then followed by the discussion with self-reflection and recommendation for future studies.

### 6.1 Key findings

Vietnam is on the rise of becoming one of the fastest-growing economies in the world, with significant transformation in digital and technology development. More than ever almost two-third of the total population acquired themselves with the presence of Internet, of which smartphone become the most popular device to access online.

With the advantage of having a low cost of generating Internet network, the increasing amount of Internet access creates a huge influence on user online performance. Since almost everything can be done and found online, more and more people have changed their habits from switching offline activity to online-based, from reading news, shopping, expanding the personal network and finding jobs.

Traditional phone text messaging is completely replaced by online messaging, as online texting application has become the most used service for mobile users. Not only adapt with the international market by utilizing global applications, but Vietnam as a nation also acknowledges its demand and its potential by producing its own messaging service which has become the most used application for texting in the domestic market. For a really long-time mobile users were dependent on foreign apps. Now, after the launch of the first mobile messaging app Zalo, there is a new era for self-produced in technology expansion.

Vietnamese people enjoy being online and willing to spend more time on Internet than other media sites, they spend at least four hours a day using Internet either by mobile phone or laptop, that emphasizes how important Internet is as part of people lives. It can be seen that traditional media channels such as TV, newspapers, magazines and radio are disrupted by the popularity of the Internet. Magazine and radio are the least popular of the five main devices. In the future, we can probably expect to see more people accessing Internet with smartphone as their preferred choice.

Especially the messaging apps have become popular among Vietnamese. Together with the widespread of Facebook Messenger, Zalo found its own place in the local market and shows the potential to compete with Facebook. local platform Zalo successfully has its own place to be able to compete with the global giant Facebook in the domestic market.

Zalo beats other foreign apps such as Viber and Skype and become one of the most used messaging services in Vietnam.

While youngsters prefer to use Facebook's platform as the main tool for communication, people from the age of twenty-five to thirty-nine, in contrast, enjoy using local messaging service Zalo for chatting. Zalo is also more popular for people living in Ho Chi Minh city than in the capital region. Overall, Ho Chi Minh city has a larger amount of messaging users compare with the rest.

Zalo also ranks 2nd place for being the most used social media channel, below the giant Facebook and above Instagram. Almost everyone from all age groups uses Facebook for social networking, Vietnamese youngsters and middle age commit 100% to this platform. Similar to the texting app, youngsters in Vietnam tend to be more attracted by global platforms as the majority of them use Facebook and Instagram, while the older generation considers Zalo as their favorite platform for social media.

Although there is a slight gap between both gender, social media is popular for both males and females. A bit more amount of female like using Zalo and Instagram compared with male, but males have more interest to be on Facebook than the other.

Not only having more users in texting app, but Ho Chi Minh city is also recorded to be the top city that drives the highest traffic of social media. Most Vietnamese spend thirty minutes to two hours on Facebook, but for Zalo, they limit usage time for using it for half an hour to one hour.

Compared with the last year's usage, Vietnamese people are now spending more time on Facebook. Although there is an increasing amount of usage in Zalo, the proportion of people remain the same rate is still big. Instagram, on the other hand, receives the same level of traffic with what it did last year.

Factors driven for social media usage can be explained based on the demand for personal connectivity, which has been the most chosen reason for Vietnamese using social media. They need a tool to stay connected with friends and family that is free and easy to access. In addition, reading is known as an important part of people's daily lives, they need a channel to serve the needs of reading news and being updated with everything around. Other reasons for social media usage include shopping, updating interest and career, sharing personal lives, finding new friends, sharing opinions, following celebrities, getting notification from brands and companies, receiving event information,

selling goods, attending promotion, extending business network and finding friends from abroad.

Vietnamese people use Facebook, Zalo and Instagram for the purpose of staying connected, reading news and update hobbies. These are the main reason why the majority go online. Most of the users post content less than once per week. Only a few users express personal opinions on these platforms, whereas the rest just simply enjoy publishing and sharing photos. Selfie photos are posted mostly from young people, while adult prefers to share photos from their travel experience, and middle-age value moments with family.

## **6.2 Discussion**

I have chosen this topic of research due to my personal interest towards digital marketing and my own home country market. With the findings collected from secondary data of the survey and the research of relevant concepts, I have gained a better understanding of the Vietnamese digital market and the potential of this growing economy.

The fact of choosing this topic and Vietnam as the subject give me the motivation to work on and invest more time to study. Additionally, deciding to use secondary data as a survey for quantitative research provided me better access to the survey results of a large population.

Although the result is well-presentative for analyzing user behaviour, it is only applicable for a short-term period as we can never know how different it is for the Vietnamese digital market in the next ten years, or even just in one year, there would be a lot of changes.

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