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FACEBOOK MARKETING TOWARDS VIETNAMESE CONSUMERS

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FACEBOOK MARKETING TOWARDS VIETNAMESE CONSUMERS

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Facebook Marketing towards Vietnamese consumers

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This thesis examines to figure out whether Facebook can make an impact on consumers' behavior among Vietnamese customers. The main objective of this thesis is to identify the potential consumers by understanding the consumer's decision-making process and thus, recommend some effective marketing methods using Facebook as a marketing tool for companies in Vietnam, by investigating the current Vietnamese Facebook users and support of relevant theories.

The theoretical part of the thesis are divided in two parts, the first part describes the concepts of consumer behavior, including consumers rules, models of consumer behavior and other factors which affect consumer decision-making process. The second section of the literature review studies marketing methods of the network economy concerning Facebook marketing approaches and the importance of social media, particularly Facebook, in marketing nowadays is discussed.

The empirical study was implemented by applying both quantitative and qualitative methods; an online questionnaire was used to collect the data. The purpose of the inquiry was to survey the demographic and psychographic of Vietnamese Facebook users to reveal what attracts the Facebook users and what companies should avoid, in order to be more appealing to consumers.

This research resulted that that Facebook has become an important part of everyday life, and in order to be successful and initiative in such a competitive market as Vietnam, companies require more know-how regarding the functionality of the electronic environment, and more importantly, a deep understanding of consumer psychology.

Key words: Facebook, Marketing, Consumer Behaviour, Social Media, E-Marketing

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INTRODUCTION

1.1 Background and choice of the study

Facebook today is a very important online tool that absolutely change the way we communicate, from building relationships, connecting with one another to marketing products, and doing business. It has become popular with not only individuals, but an increasing number of companies as well because of many benefits it provides, such as a suite of features that allow companies to develop communities, introduce their products, engage with their prospects and customers, and humanize their brands, etc.

It was reported that Vietnam has reached 19.6 million Facebook users, accounting for 21.42% of the population and 71.4% of Internet users in May, 2013. Vietnam was also ranked 16th in the world for percentage growth of Facebook users as of May, 2013. *(71,4% internet users in Vietnam use Facebook 2013)* and these numbers are likely to increase promptly every year. Using Facebook as a marketing tool is effective yet economical since it is popular and almost costs nothing, but quite few Vietnamese companies knew how to get the best out of Facebook to market their products. Furthermore, lack of knowledge on consumer reactions to different approaches using Facebook may cause confusion and resulting failure in marketing attempt.

Vietnam is a potential market, and learning to understand customer's trends as well as how to adopt Facebook as one of strategic marketing tools to create brand awareness among customers is essential to Vietnamese companies.

1.2 Objective and approach of the study

The main objective of the study is to examine how business can use Facebook to reach Vietnamese consumers by figuring out what consumers think about Facebook marketing and what Facebook marketing methods are likely the most appealing to consumers. Variety of Facebook marketing tactics are indicated and discussed. Due to research on Vietnam's today economy situation, the thesis also suggests different approaches to different consumers according to business's specialty and consumers' demographic and psychographic.

1.3 Limitations

Facebook marketing is a quite new tool for marketing and not so many Vietnamese companies are expert in it, therefore, it was difficult to find a company to investigate. Furthermore, due to the rapid development of technology, the research result can be changed and outdated shortly.

The hypothesis of the research:

1. What kind of communication methods and tactics can be used on Facebook to make an impact on consumer decision-making process, aiming at Vietnamese customers?
2. Should brands in Vietnam have a presence in Facebook?

1.4 Structure of the study

The thesis is divided into four different topics, which are theoretical section, research methodology, findings, and conclusion. The theory section includes two parts. The first part studies why people buy things and which factors affect their buying decisions. The other part gives a big picture on the social media as well as Facebook marketing techniques that are used to market products, services and ideas on the internet.

The research methods section includes relevant facts regarding the research. This topic discusses the research methods used, how those methods are relevant to the problem in question, and finally how successful the research conducted was.

The findings explore how consumers use Facebook and how they react to different marketing approaches in that environment. Survey and questionnaire are used to conduct the result.

Ultimately, the discussion and conclusion presents broad recommendations that with the strategies presented in the previous section could have an impact on the entire field.

2 THEORETICAL BACKGROUND

2.1 Consumer Behavior

Consumer Behavior has become a popular term to all marketers, but *what is Consumer behavior?* According to Solomon, “*It is the study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires*” (Solomon, 2011, 33). Or Hawkins came up with a simpler yet very comprehensive definition: “*Consumer Behavior is as discipline dealing with how and why consumers purchase (or do not purchase) products and services*”. (Hawkins, 2006, 5)

“Consumer behavior also blends different elements such as psychology, sociology, socialanthropology and economics and it attempts to understand buyer’s decision-making process, both individually and in groups” (Wikipedia, 2013). Therefore, it is crucial to be aware that a deep understanding of consumer behavior can contribute greatly to the company’s long-term success. Indeed, learning to apply consumer behavior is the key to planning and managing in today’s challenging marketing enviroment. Mutiple influences on consumer behavior was demonstrated clearly by Hawkins (Hawkins, 2006) through the following figurre:

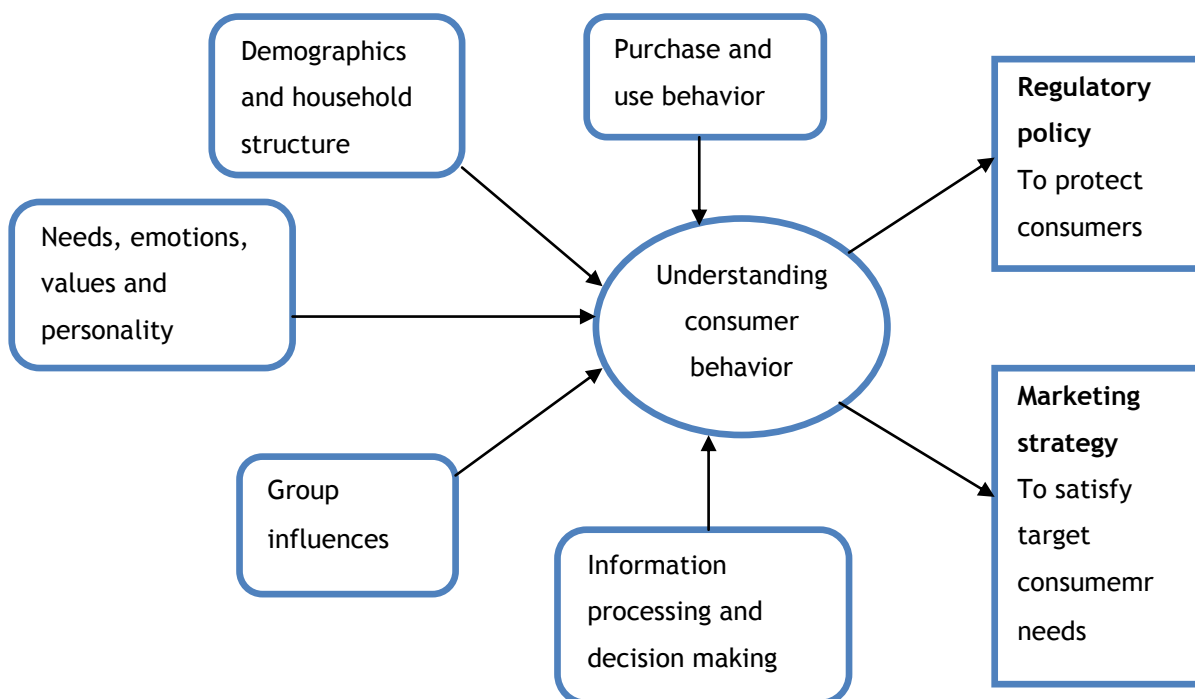


Figure 1. Multiple influences on consumer behavior. (Hawkins, 2006, 5)

Consumer behavior is a complex and multidimensional process, it involves many different factors, therefore understanding and interpreting consumer needs and wants is much difficult said than done. Having a well-conducted research on consumer behavior to be able to predict consumer desires is required for the purpose of making better marketing decision, and consumer decision will absolutely make a significant impact on company's marketing strategy.

2.1.1 Consumers' impact on marketing strategy

Marketing strategy is set based on knowledge and interpretation on consumer behavior. To gain this knowledge, a list of key questions should be provided as a guide to develop a marketing strategy, and the more insightful answers, the better likelihood that a marketing strategy will be successful. The most important to bear in mind is to determine the target markets to be served as well as a practical product position for each target market(Hawkins, 2006, 25).Ultimately, the marketing mix elements (product, place, price and promotion) must be structured consistently with the planned product position. The relations between consumer influences and marketing decisions are illustrated by Hawkins, in Figure 2.

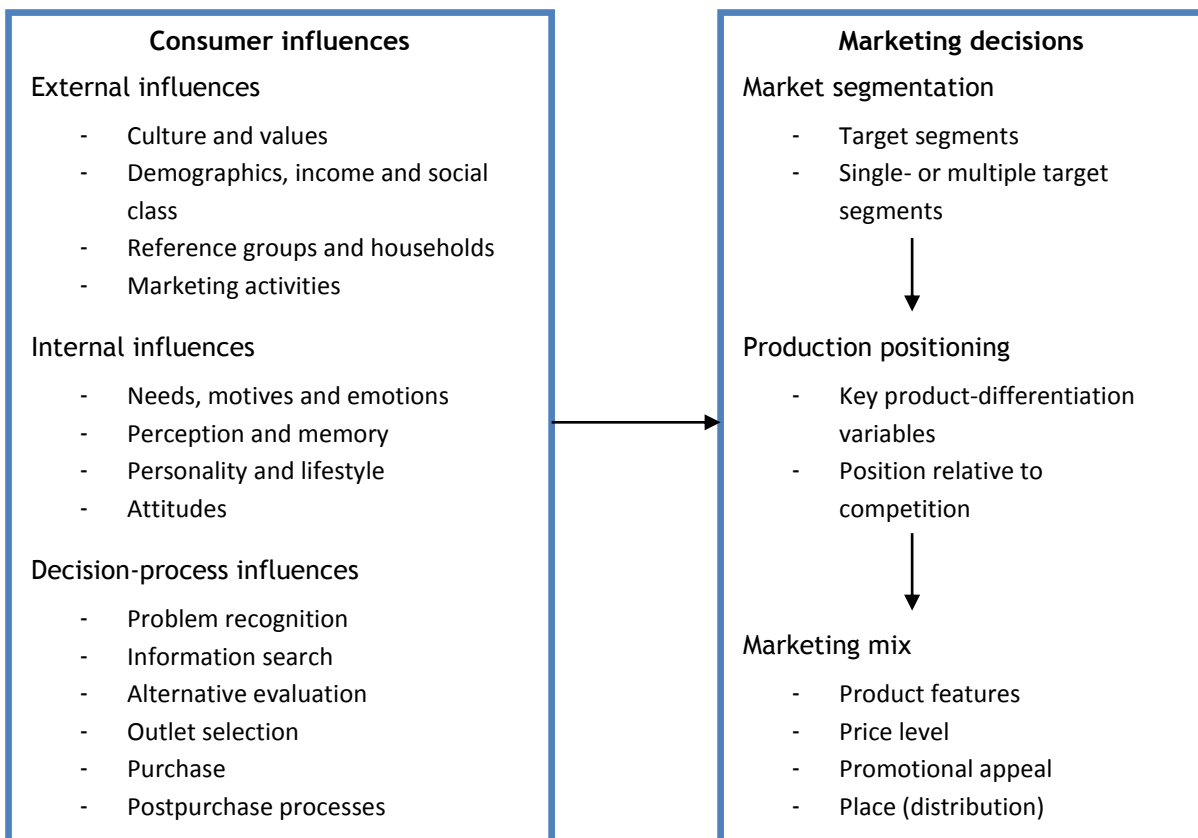


Figure 2. How consumer influences drive marketing decisions. (Hawkins, 2006, 12)

From another perspective, Solomon divides consumption process into three stages, including pre-purchase stage, purchase stage and post-purchase stage, and they are all different from consumers' and marketers' point of view (Solomon, 2011, 31). The stages are illustrated more clearly in Figure 3

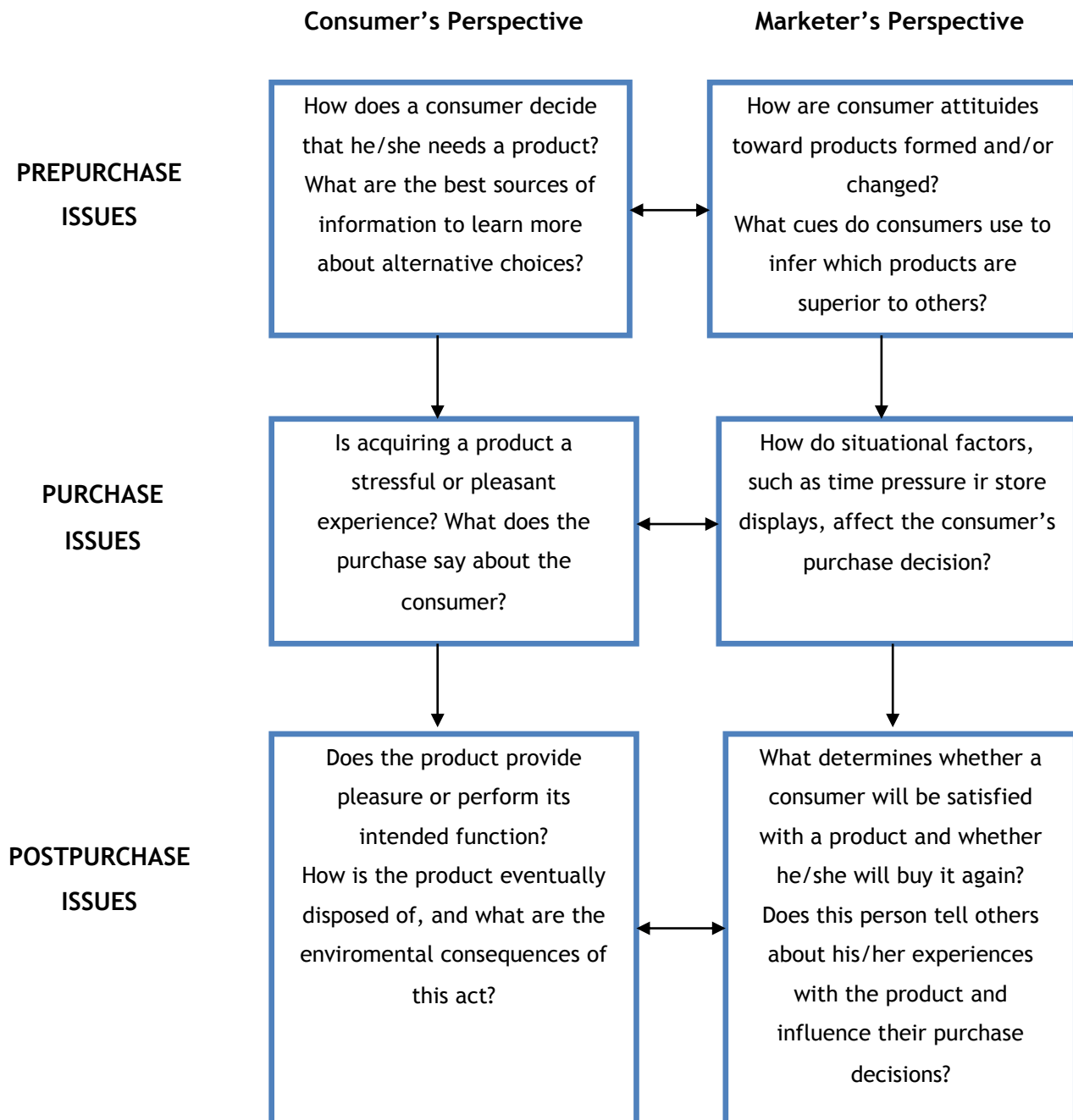


Figure 3. Stages in the consumption process. (Solomon, 2011, 34)

Most marketers now are aware that consumer behavior is an ongoing process, not simply what happens at the moment a consumer pays for a product or service, but it is a process of collecting information before making the purchase and the satisfaction after consume the product or service. (Solomon, 2011, 34) Therefore, an effective marketing strategy should initially plan on building good brand image and pay more attention on customer experiences afterwards.

In conclusion of this part, Wright (Wright, 2006, 7) has argued that, the core part of the marketing process is to understand why a customer makes a purchase or what motives affect their buying decision. Without such an understanding, businesses will find it hard to respond to the consumer's needs and wants. The need to understand buyer or consumer behavior and reasons for purchase is central to the concept of marketing goods and services to consumers and business customers. Only in this way will an organization be able to influence and predict reasons for purchase. If marketers can understand consumer behavior better than competitors, then it is a potentially significant source of competitive advantage. (Wright, 2006, 7)

2.1.1 Models of consumer behavior

The consumer models refer to varying orientations and perspectives with which consumers approach the marketplace and how/why they behave as they do (Sangeeta Sahney 2013). There are plenty of consumer models that have been built from marketing man's standpoint, in which the Nicosia model and the Howard and Sheth model are two important models.

Francesco Nicosia (Nicosia, F. 1966, 9-21) identified three types of buyer decision making models. They are the univariate model (as called as "simple scheme".); the multi-variate model or "reduced form scheme"; and finally the "system of equations" model which is called it a "structural scheme" or "process scheme" (Wikipedia 2013). There are four major components, containing: 1) firm's attributes, communications and consumer's psychological attributes, 2) consumer's search for evaluation of alternatives, 3) consumer's motivated act of purchase and 4) consumer storage or use of the product. (Models of consumer behaviour 2013)

The Howard and Sheth model is a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing (Howard 1977, 75). There are three levels of decision making, including: 1) extensive problem solving, 2) limited problem solving and 3) routinized problem solving; and four major components, which according to Howard, focus on repeating buying (Howard 1977, 77). These four components are: stimulus inputs, hypothetical constructs, response outputs and exogenous variables. However, this model has been observed as too complex with vague definitions between variables and not possible to generalized. (Models of consumer behaviour 2013)

Another model of consumer behavior to examine is Kotler and Amstrong's model. According to Kotler and Amstrong (Kotler, 2011, 159), model of consumer buying is illustrated in the diagram below.

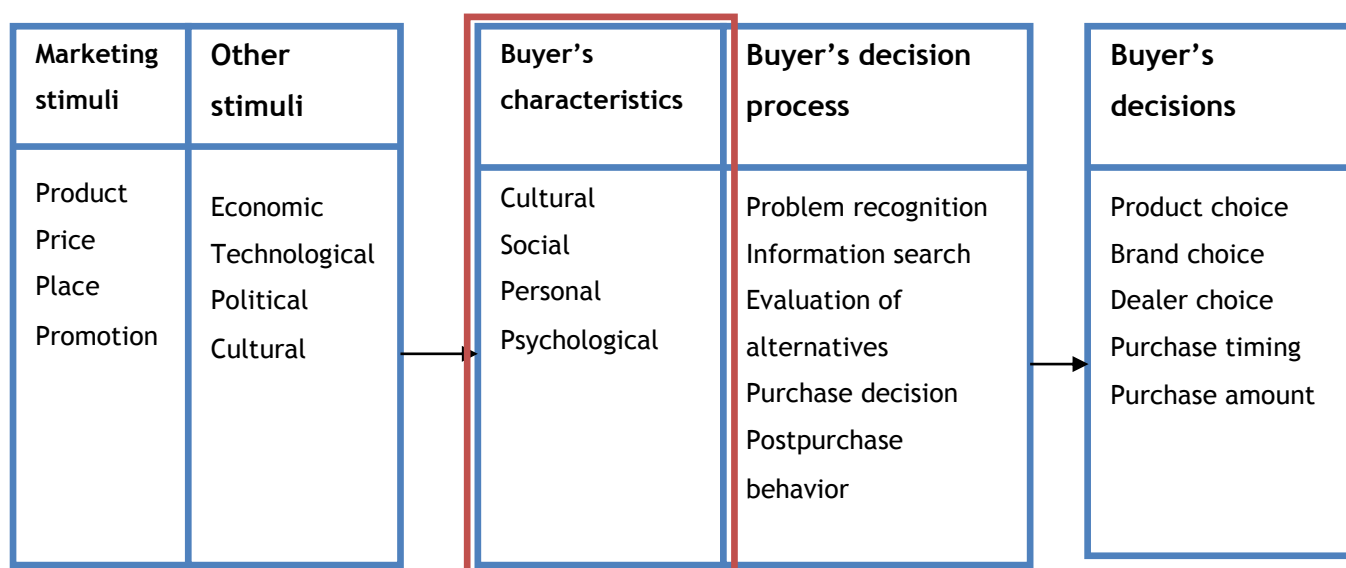


Figure 4. Model of buyer behavior. (Kotler, P., Marketing Management, 2011)

In this model, firstly marketing mix (product, price, place, promotion) and other stimuli such as economic, technological, political, cultural factors, enter the customers "black box" and produce certain responses. These factors will affect the buyer's characteristics, and reversely, the buyer's characteristics influence how the buyer perceives the stimuli. Buyer's characteristics comprise four components: cultural, social, personal and psychological. Research and knowledge of these factors can result a better marketing approach to consumers. These characteristics will affect the buying decision process in five steps and eventually lead to buyer's decision. After the purchase, the consumer uses the product and evaluates its performance,

which is the post purchase step, and this step will likely have an impact on consumer's next purchase.

2.1.2 Consumer decision-making process

The buying decision process can be presented in a five stage model. (Wikipedia 2013) This depicts the basic psychological processes involved in making a buying decision. It is evident that the buying process begins, not at the actual purchase but much earlier. It is critical that a marketer understands every aspect pertaining to buying decision of a consumer such as choosing, using and disposing. Customers likely pass through all stages in every purchase, however, it is normal to skip or reserve some of the stages when more routine purchases occurs. (Jim Riley 2012)

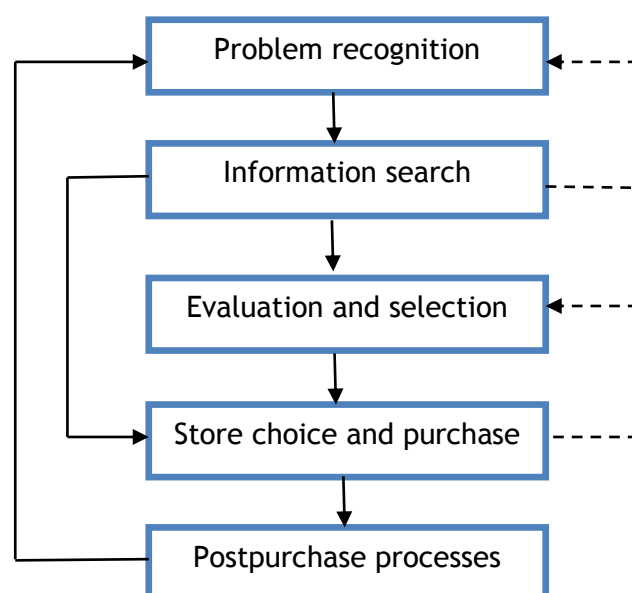


Figure 6. Consumer Decision Making Process

The first stage in the buying decision is **problem recognition**. Problem recognition occurs when a consumer develop an unsatisfied need or want and desires a fulfilled outcome that satisfies this need. (Solomon, 2011) It is a critical goal for marketer to make consumers aware of possible unsatisfied needs, and to show the consumer how the service or product will fulfill that need.

The second stage is **information search**, which means that consumer will research for products and services that can satisfy his needs or wants, or relevant information

from long-term memory is used to determine the satisfactory solution. This use of information from memory is referred to as *internal search*, while *external search* means the search process is focus on external stimuli relevant to solve the problem, such as from internet of word-of-mouth (Hawkins, 2006)

The third stage of the decision making process, is the *evaluation* of expected outcome. “Evaluative criteria are the various features a consumer looks for in response to a particular type of problem”. (Hawkins, , 2006, 123). It is crucial for marketing manager is to determine which attributes of a product will convince a consumer to buy it. It has been shown in recent studies that emotions (such as perceived trustworthiness, comfort or status) is the most important attribute and weighs the heaviest in decision making process. (Haken University 2013)

When the decision is made, the next step in the decision making process is to **purchase** the product. Three possibilities may occur during the process: consumer has to decide for whom to buy, when to buy or do not buy at all. This stage depends on some considerations such as past experience buying from the seller, terms of sale, return policy or can be influenced by a sale, store atmosphere, time pressure, etc. (Consumer Behavior 2013)

Once the purchase has been made, *post purchase behavior* is the final stage when consumer expects certain outcomes from his decision. The goal for every marketer is not for a one-time customer but a repeating lifetime customer since one bad experience can tarnish the brand’s perception forever while good experience can lead to a brand loyal customer.

However, the consumer decision process may not always develop in a carefully planned fashion. Some other theories and approaches were also explained by Kotler and Keller (Kotler, Keller, 2009, 214, 215).

Elaboration likelihood model: Richard Petty and John Cacioppo’s elaboration likelihood model, an influential model of attitude formation and change, describes how consumers make evaluations in both low- and high-involvement circumstances.

Low-involvement marketing strategies: Many products are bought under conditions of low involvement and the absence of significant brand differences when consumers do not really pay attention because those are cheap products, such as: salt or sugar.

Marketers use techniques to try to convert a low-involvement product into one of higher involvement

Variety-seeking buying behavior: Some buying situations are characterized by low-involvement but significant brand differences. Here consumers often do a lot of brand switching. The market leader and the minor brands in this product category have different marketing strategies, by dominating the shelf space with a variety of related but different product versions, for example with cheap products but consumers may switch from brands to brands, such as cookies or chocolate.

2.1.3 Factors that influence buying behavior

There are many factors that can make a great impact on consumer decision making process. Kotler and Armstrong came up with a diagram that summarized the main characteristics affecting consumer behavior, which are considered the most important, they are: cultural factor, social factor, personal factor and psychological factor. (Kotler and Armstrong, 2009, 159)

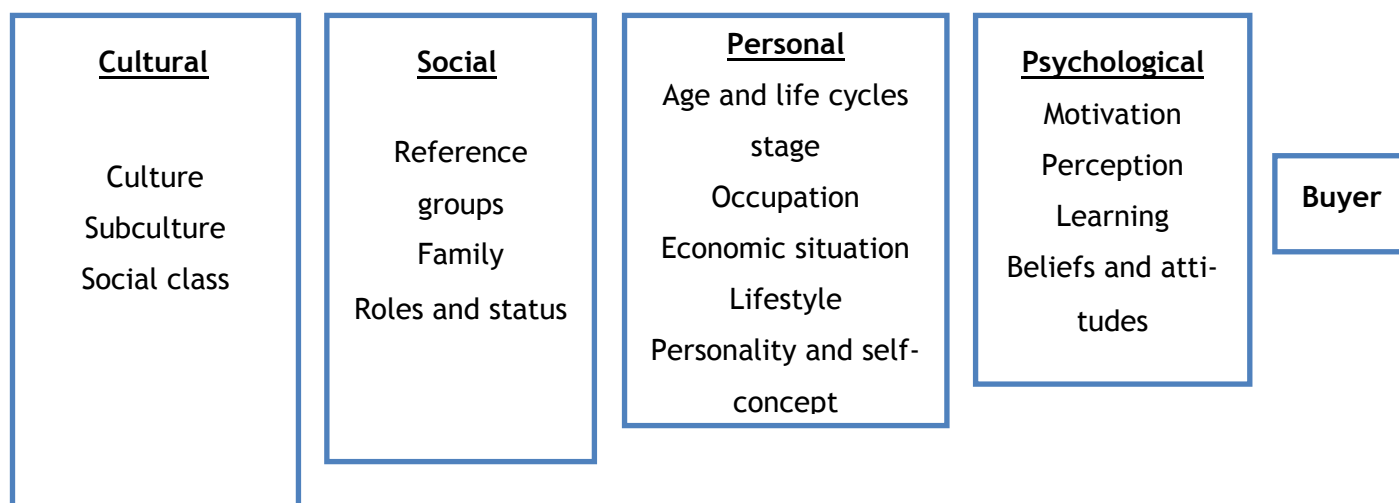


Figure 7. Characteristics Affecting Consumer Behavior

According to Hawkins (Hawkins, 2006), factors that influence consumer behavior can be divided into two sections: the internal influences and the external influences with similar components that were stated by Kotler and Armstrong. The next part of this thesis will examine further the main components that are considered to likely have more enormous impact on consumer behavior in order to get a deeper understanding of why consumer buys a product and what affects their decision.

2.1.4 Internal influences

Perception

As said by Solomon, *perception is the process by which physical sensations, such as sights, sounds, and smells, are selected, organized and interpreted* (Solomon, 2011, 112). From another point of view, Hawkins argued that perception was a critical activity that linked the individual consumer to group, situation and marketer influences. Perception is the first stage when consumer observes a product or service, therefore it is absolutely important to build and maintain good customers' perception. (Hawkins, 2006, 229)

Learning and memory

The second influence on consumer behavior is learning and memory. Learning can be defined as change in behavior that experiences causes and memory is the storage of learned information (Solomon, 2011, 146). As stated by Hawkins, memory consists of two interrelated components: short-term memory and long-term memory (Hawkins, 2006, 279), and each play an important role in retaining and processing information from the outside world.

Motivation

Motivation is an internal state that drives us to satisfy needs. Once we activate a need, a state of tension exists that drives the consumer to some goal that will reduce this tension and eliminate the need (Solomon, 2011). Consequently, motive is why an individual does something.

One of the most popular theories of motivation is Maslow's hierarchy of needs, and as claimed by Hawkins, it is a macro designed to account for most human behavior in general terms. Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental levels of needs at the bottom and the need for self-actualization at the top. (Wiki) According to Maslow (1943), people are motivated to achieve certain needs, and one must satisfy lower level basic needs before progressing on to meet higher level growth needs. The Maslow's hierarchy of needs is illustrated in Figure 8:

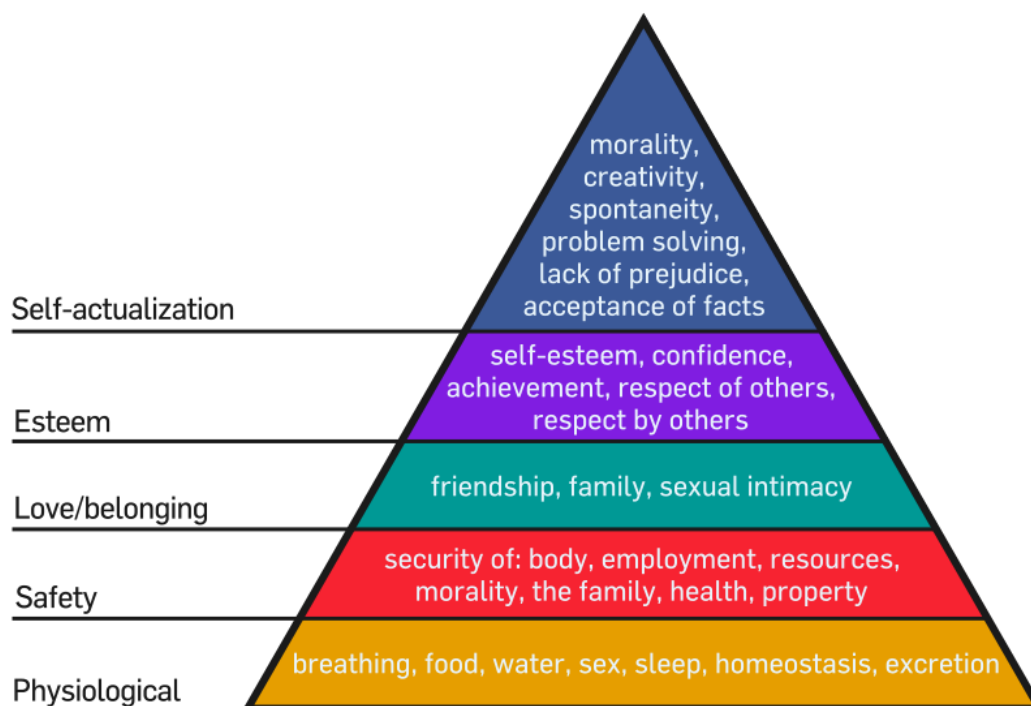


Figure 8. Maslow' hierarchy of needs (Wiki)

Hawkins stated that consumers do not actually buy products but they buy problem solution or motive satisfaction instead. Therefore, it is absolutely important for marketing managers to determine how their brands and products can satisfy consumers' needs and adjust their marketing mix in order to match these motives. (Hawkins, 2006, 305)

Another point of view from Sigmund Freud, he assumed that people are largely unconscious about the real psychological forces shaping their behavior. He saw the person as growing up and representing many urges. Freud's theory suggests that a person's buying decisions are affected by subconscious motives that even the buyer may not fully understand. (Kotler and Armstrong, 2009, 171)

Personality

The concept of personality refers to a person's unique psychological make-up and how it consistently influences the way a person responds to her environment (Solomon, 2011, 274). According to Solomon, marketing strategies based on personality differences have met with mixed success as personality traits have been researched and applied in consumption context. Brand personality, therefore, also has a very

close relation to personality traits since it is defined as a set of human characteristics that become associated with a brand (Hawkins, 2006, 314).

Kotler and Amstrong argued that personality was usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be used in analyzing consumer behavior for certain product or brand choices. The idea is that brands also have personalities, and consumers are likely to choose brands with personalities that match their own. A brand personality is the specific mix of human traits that may be attributed to particular brand. (Kotler and Amstrong, , 2009, 171)

Stanford University's Jennifer Aaker researched brand personalities and identified the following traits: Sincerity, excitement, competence, sophistication and ruggedness. (Kotler and Keller, 2011, 198)

In order to understand consumer personality better, Carl Jung's theories and insights pertaining to personality types are relevant to consumer behavior. Jung's personality types have been made particularly useful for marketers by the Myers Briggs Type Indicators (MBTI) that measures the following pairs of Jungian inspired psychological dimensions: *sensing - intuiting*, *thinking - feeling*, *extroversion - introversion*, and *judging - perceiving*. Each of these four pairs of dimensions reflects two distinctly different personality characteristics that offer a picture as to how consumers respond to the world around them. (Munish Vohra, 2006, 289)

Emotion

According to Hawkins, emotions are the feelings connected with, or affective responses to, situations, products, advertisements, other people, etc (Hawkins, 2006, 299). From marketers' point of view, emotions can be used as an intuitive tool to guide product positioning, sales presentations and advertising. (Hawkins, 2006, 317)

Attitudes

On the word of Solomon, it is important for marketers to understand the nature and power of attitudes. An attitude is defined as a predisposition to evaluate an object or product positively or negatively and it often determines whether we will purchase them or not. (Solomon, 2011, 317), or Kotler and Amstrong came up with a slightly

different definition: attitudes described a personal relatively consistent evaluations, feelings and tendencies toward an object or idea. (Kotler and Armstrong, 2009, 174)

Attitudes are difficult to change. A person's attitudes fit into a pattern, changing one attitude may require difficult adjustments in many others. Thus, a company should usually try to fit its products into existing attitudes rather than attempt to change attitudes. For example, beverage's company cater people's new attitude about health and well-being. (Kotler and Armstrong, 2009, 174)

2.1.5 External influences

Demographics and lifestyles

According to Hawkins, *demographics* is the term used to describe a population in terms of its size, structure and distribution. It is the description of the age, education, income, occupation, family structure, ethnic background, gender and geographic location of the members of a population (Hawkins, 2006, 381)

Demographics can have a major impact on the way marketers indentify, target and communicate with their target audiences. Changes in population size, age structure, workforce participation, education and income levels are important considerations for marketers when developing effective marketing strategies. Demographics clearly influences consumption behaviors both directly and by impacting upon other attributes of individuals, such as their personal values and decision styles. (Hawkins, 2006 388)

Lifestyle is the expression of the individual's situation, life experiences, values, attitudes and expectations. It is defined simply as how the individual lives. Attempts to develop quantitative measures of lifestyle were initially referred to as *psychographics*. (Hawkins, 2006, 398). The individual's desired lifestyle influences his or her needs and attitudes, and, therefore, purchase and use behavior. As consumers' lifestyles change, so too do their needs for different products and services. It determines many of the consumption decisions, which, in turn, reinforce or alter lifestyle. Marketers need to monitor both the changes occurring in the lifestyles of the population generally and the changes in their target markets. (Hawkins, 2006, 400)

Household structure

The term “household” designates a variety of distinct social groups. Hawkins (Hawkins, 2006, 423) stated that decision making by a group such as a household differed in many important respects from decision making that was completely individual. There are five distinct roles that lead to consumption, including: 1) information gatherer; 2) influencer; 3) decision maker; 4) purchaser; and 5) user. The process of household consumption is illustrated in Figure 9:

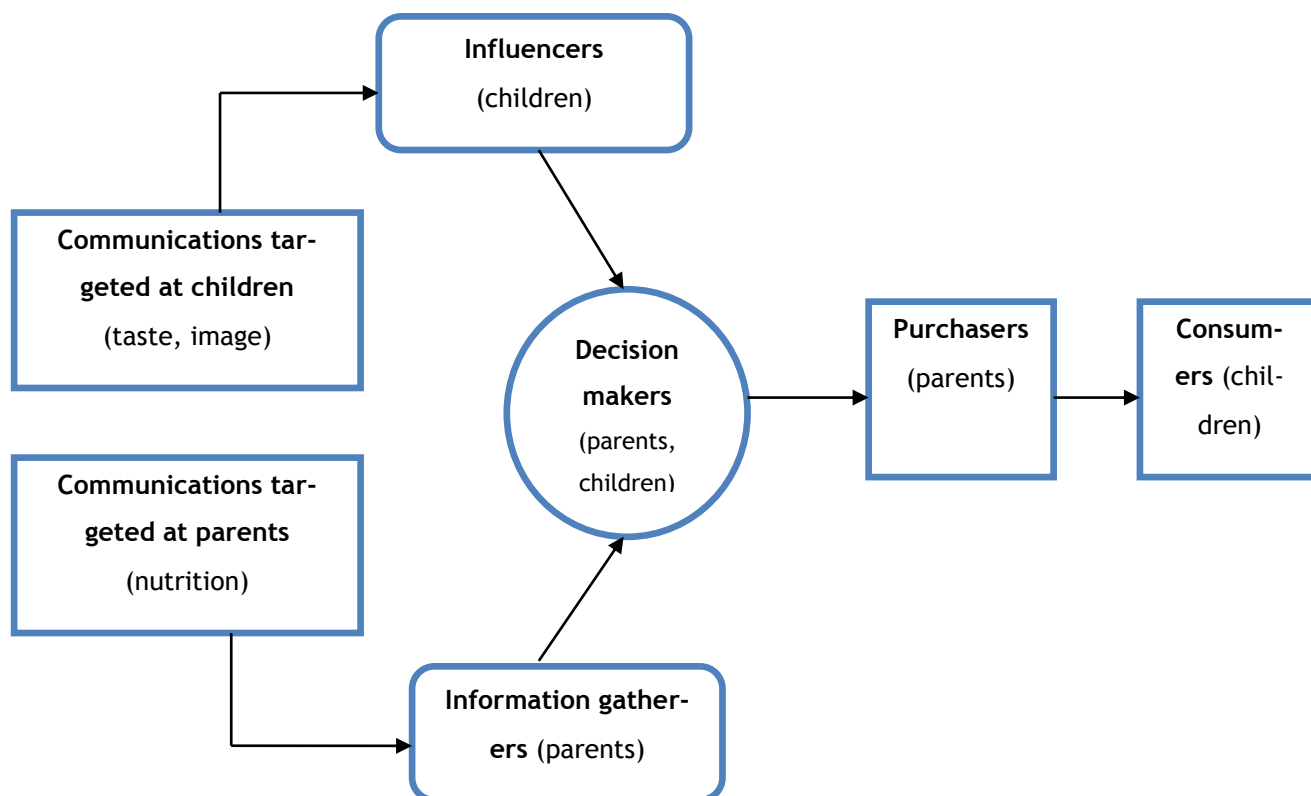


Figure 9. *Targeting communications at Influencers and Information gatherers*

From the figure, it is noticeable that different household members may be involved at different stages of the decision process and may evaluate different attributes of a product or brand. Therefore, it is essential to analyze household decision making within each defined market, and it requires the marketer to discover which household members are involved at which stage of the decision process, then determine what their motivation and interests are, and finally develop a marketing strategy that will meet the needs of each participant.

Group influence

Solomon defined reference group as “an actual or imaginary individual or group conceived of having significant relevance upon an individual’s evaluations, aspirations, or behavior” (Solomon, 2011, 408). According to him, reference groups influence us in three ways: informational, utilitarian and value expressive, and the influence is very persuasive because it has the potential power to wield over us or its capacity to alter the actions of others.

Schiffman and Kanuk divided reference groups into five specific types of groups that influence consumers’ attitudes and behavior: 1) friendship groups, 2) shopping groups, 3) work groups, 4) virtual groups or communities and 5) consumer action groups (Schiffman & Kanuk, 2007, 316). Other reference groups can be very appealing to consumers as well, according to Schiffman and Kanuk, are used very effectively by advertisers to communicate with their markets. These reference groups can be divided into five major types of reference groups, they are celebrity appeals, expert appeals, common-man appeals, executive appeals and employee appeals.

Ultimately, Hawkins claimed that group influence is normal and powerful influence on behavior because communication within group is a major source of information about certain products. Therefore, the first task the manager faces using reference group influence is to determine the degree and nature of reference group influence that exists, or that can be created, for the product or service that is marketed (Hawkins, 2006, 457).

Social class

On the word of Schiffman and Kanuk, social class is defined as “the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status”. (Schiffman & Kanuk, 2007, 358).

According to Solomon (Solomon, 2011, 509), factors including education, occupation and income determine the class to which a person belong. Social class remains an important way to categorize consumers and different marketing strategies should be applied to different social classes in order to get the best result.

Age subcultures

Consumers who grew up at the same time share many cultural memories because they belong to a common age cohort, so they may respond well to marketer's nostalgia appeals that remind them of their experiences. Age subcultures can be separated into four age groups, moving from oldest to youngest: seniors, baby boomers, generation X, and generation Y (Schiffman and Kanuk, pp 439).

According to William J. Schroer (William J. 2013), age subcultures actually can be divided in a more detailed and updated manners. There are eight age groups in total: the depression era (born 1912-1921), the World War 2 (born 1922-1927), post-world cohort (born 1928-1945), the baby boomers (born 1946-1954), the generation Jones (born 1955- 1965), generation X (born 1966-1976), generation Y (born 1977-1994), generation Z (born 1995-2013).

Understanding age subcultures is very essential since important shifts occur in an individual's demand for specific types of products and services as he or she goes from being a dependent child to a retired senior citizen.

Culture influences on consumer behavior

As said by Solomon, culture is a society's personality (Solomon, , 2011, 568). A society's culture includes its value, ethics, and the material objects its members produce. It is the accumulation of shared meanings and traditions among members of a society. Solomon described a culture in terms of ecology (the way people adapt to their habitat), its social structure, and its ideology (including moral and aesthetic principles).

Although every culture is different, six dimensions account for much of this variability is based on Hofstede's cultural dimensions theory, including 1) power distance, 2) uncertainty avoidance, 3) masculinity/ femininity, 4) individualism, 5) long-term orientation and 6) indulgence/ restraint (Wiki 2013).

According to Schiffman and Kanuk, the impact of culture on society is so natural and so ingrained that its influence on behavior is rarely noted. Yet, culture offers order, direction, and guidance to members of society in all phases of human problem solving. Culture is dynamic and gradually and continually evolves to meet the needs of society.

From Hawkin's point of view, cultures may differ in terms of demographics, languages, values, and non-verbal communication (Hawkins, 2006, 523). Understanding culture, and being able to communicate effectively across cultures, is one of the most interesting and rewarding aspects of the international marketer's job. Moreover, few countries are completely culturally homogeneous and working in marketing even within the confines of one country often requires some understanding of cultural issues too (for example, America, Canada or Australia are considered multicultural countries). As a result, it is important to remember that opportunities for understanding and acting upon some cultural characteristics exist within their national boundaries, a fact all too often ignored by marketers dealing with the domestic market. (Hawkins, 2006, 523)

2.1.6 Present and future developments

Customer expectations have risen and continue to rise. Everybody now expects a more relevant personalized relationship with and organization but on their terms. The first thing to notice is changes in socio-demographic as society, culture and ways of living are changing around the world, throwing up new market opportunities, threats and challenges for business organizations. (Wright, 2006, 462) The health and wellbeing of people of all ages is now the concern of social commentators in all economies and it is having enormous effects on consumer behavior across all age segments of the market. (Wright, 2006, 465) Another factor that has a huge effect on changes in consumer behavior is the constant technology upgrade. The world and market are changing at an even-faster rate and creative, innovative new features and new products, brands and services are constantly coming to the market. It creates a challenge for marketers as well as manufacturers to simplify and constantly make user-friendly the new technology that they bring to the market (Wright, 2006, 469). Last but not least, media-consumption has changed consumer behavior rapidly. The enormous advances in information technology are irreversibly altering the pattern of media consumption. There are now many different ways that people can obtain information from around the world. This has had a great effect on the ways that marketers are able to reach and communicate with their customers. (Wright, 2006, 467)

2.2 Social media environment

2.2.1 *E-marketing and Social media*

As the growth of Internet and continuous technological inventions, e - marketing has become popular and are used widely to market in an economical and creative way. In the meantime, social media has also grown dramatically in the past few years to satisfy the demands to share information and connect with the whole world. The combination of these two will open a promising door and bring more opportunities yet challenges to marketers, but not everyone has known what e-marketing is and what social media is.

According to Strauss, “E - marketing is the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationship in ways that benefit the organization and its stakeholders.” (Strauss, et al, 2006, 3)

As defined by Evans and Bratton, “Social media is the democratization of information, transforming people from content readers into content publishers” (Evans & Bratton, 2008, 33). Social media can take many different forms, including Internet forums, message boards, weblogs, wikis, podcasts, pictures and video.

2.2.2 *Introduction to Facebook*

According to Porterfield, Khare and Vahl, Facebook is the most powerful social network on the planet. With more than 900 million active users, Facebook presents a unique opportunity to connect with and educate ideal audience in a way that websites and blogs cannot do. Today, almost anyone or any company can find a following on Facebook. Facebook’s platform can turn a business into a living, breathing, one-to-one online marketing machine. (Porterfield, et al, 2011, 1)

Facebook is a great tool to market products and services to customers. Facebook marketing can help companies create exposure and awareness for their business, increase sales, collect market data, enhance customer’s experience, and increase position as an authority the field. However, it is important to determine the purpose of choosing Facebook marketing before starting to see real results.

2.2.3 Facebook marketing tactics

There are many ways to use Facebook for marketing, however, Megan Marris (Marris 2013) has selected and discussed several tactics of Facebook marketing that she thinks they can make the most out of Facebook.

The first thing to bear in mind is Facebook is a great free tool for businesses. Marketing on Facebook can help companies identify themselves on the market, and not just through listing products or services, but also by sharing images, posts and links to give consumers a sense of the business's personality and character. Therefore, it is important to pay attention to the Facebook page and aim at key audiences by sharing links, videos, images which that target group would enjoy. For example, a store specializing in footwear might post a video or an article about how to measure your footsize accurately.



Figure 10: Facebook Ads

The second Facebook tactics can be used is **Facebook Advertising (Facebook Ads)**. Facebook Ads usually appear in the side columns on the left of Facebook site. These ads include a headline with copy, an image, or a link to a Facebook page, a Facebook app or a website. According to Marris, implementing Facebook advertising into a business's Facebook marketing strategy is one possible technique to increasing "like" as well as getting more "click" from customers, and therefore will likely have more interact with customers since the business's new updates and posts will appear on customers' news feeds. However, there are several drawbacks such as the difficulty to measure how successful Facebook ads really are, and Facebook advertising cost can vary a lot depending on the competition and the targeting options set.

Another Facebook tactic can be used is hosting **Facebook contests**, sweepstakes or promotions. Marris advised businesses to use a third-party app for creating their Facebook contest and direct users to the app from their Facebook page. Creating Face-

book contest can arouse users' curiosity and engage them more with the business and attract new users as well.

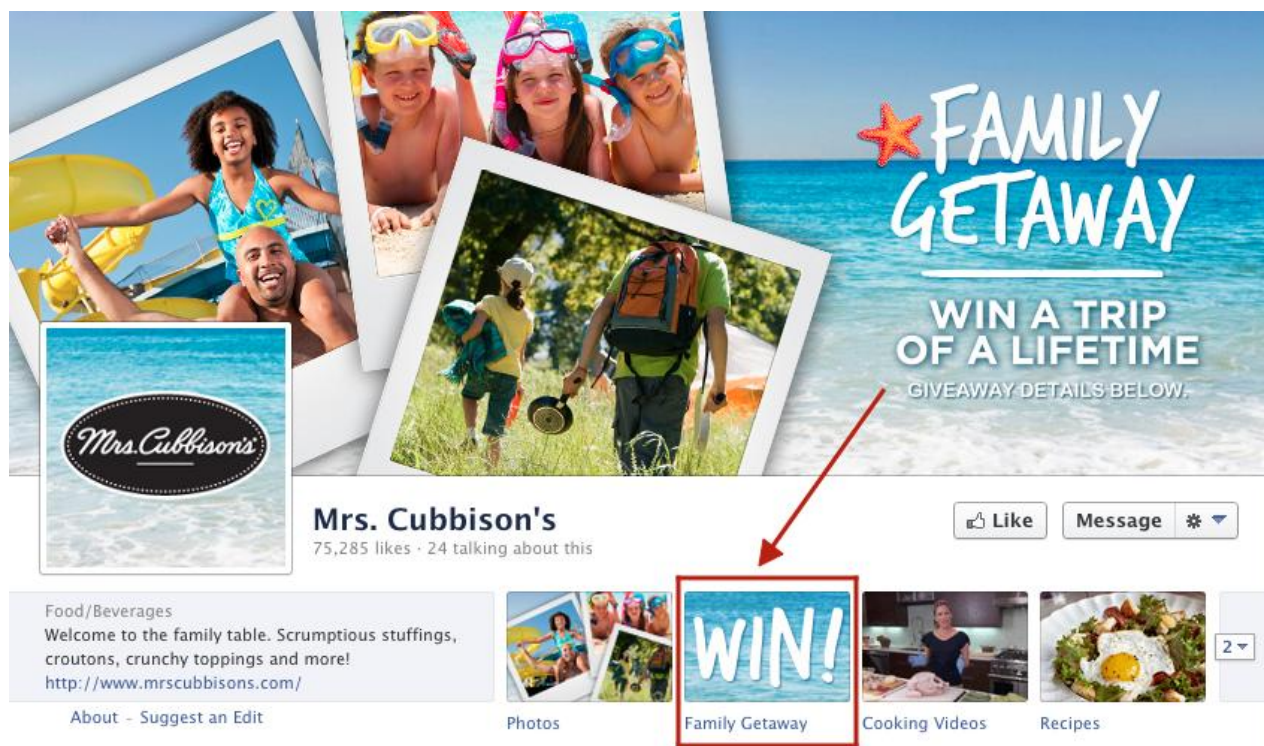


Figure 11: Facebook Contest

The fourth tactic that is mentioned by Marrs is using **Facebook Promoted Posts**. Basically, Facebook owners will pay a flat rate in order to have a single post reach a certain number of users. This way, Facebook owners can make sure their users will see their new posts. Marrs stated that Promoted Posts were easy to set up, however they lacked the targeting options offered by other Facebook ads.

The next method to use Facebook marketing is **Sponsored Stories**. It is actually a type of Facebook ad that shows a user's interaction to the user's friends. It follows the "word of mouth" concept, that when a user sees that some of his friends like a certain page, then he is more likely to pay attention to the page and probably ends up liking the page as well. Sponsored Stories is also the only ad format that available on mobile devices. According to Marrs, Sponsored Stories is considered a very serious and effective strategy for marketing on Facebook.

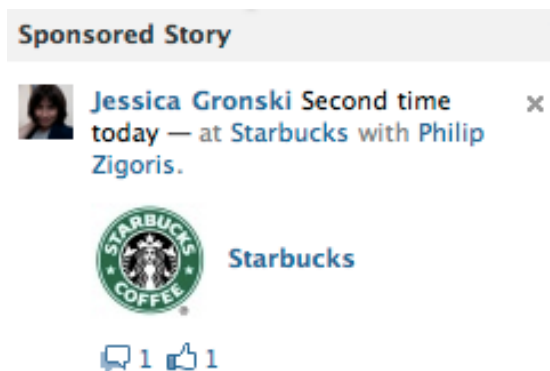


Figure 12: Facebook Sponsored Story

Another method can be used to market on Facebook is **Facebook Open Graph**. Facebook Open Graph lets business label a user's action with their app and will also appear on the user's friends news feeds. Third-party apps will be created to connect to a user, then post a notice when the user perform a specific action with the apps. Sportify and Farmville are great examples of this marketing tactic. According to Marrs, open graph is the latest and greatest Facebook marketing tools so far because it is taking advantage of the word of mouth phenomenon, by "telling" consumer story on Facebook to friends and family, therefore it is more meaningful than seeing ads by a random brand.

From another point of view, Jeff Bullas (Bullas, 2011) has also discussed other tactics to use Facebook for marketing. One method has been discussed is **running poll and survey** on Facebook. Running poll and survey on Facebook and help business to interact and engage users as well as doing free market research.

Embing business's online store on Facebook is also another way to market and to engage customers. The term "**F-Commerce**" which is the social business of having an online store on Facebook is becoming reality and being embraced by both big and small brands since it is a new way to boost sales and engage with customers. According to Bullas, six of top ten major music stars have their online stores on Facebook.

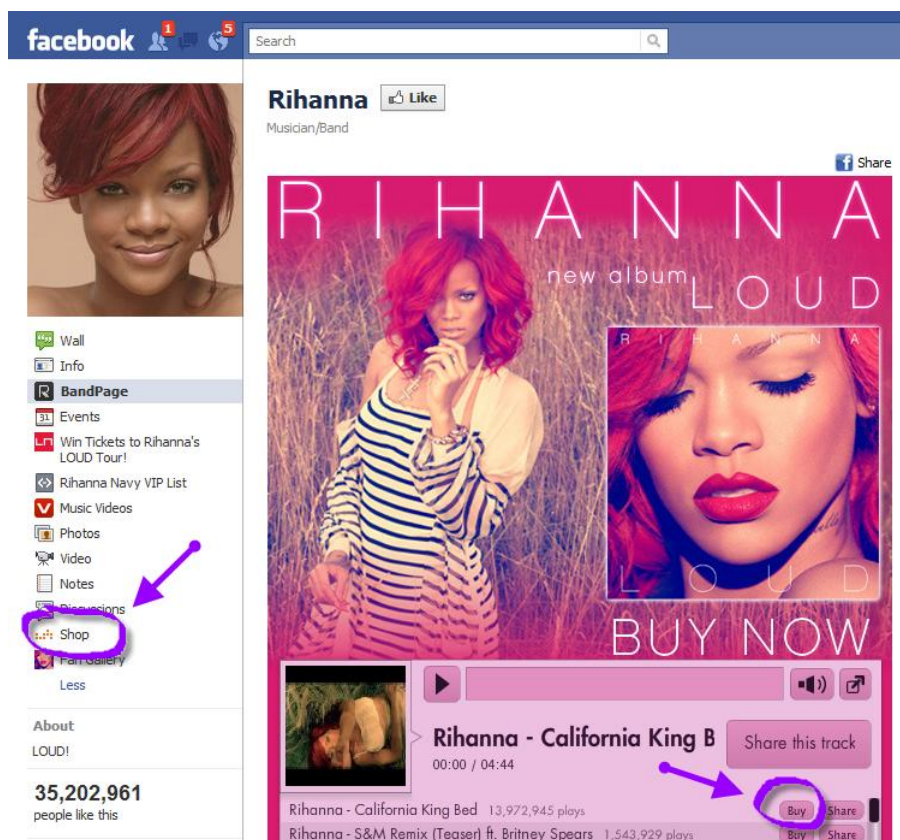


Figure 13: Online store on Facebook

Last but not least, **holding real world event** is also discussed by Bullas as it is one of an effective method of Facebook marketing. Businesses will public events with information about time and place and the content of the event. In this case, Facebook will be used to facilitate a deeper connection with users, for example by encouraging them to *check-in* or tag themselves in the pictures from the event. This will ensure that users' updates appear in their news feed and therefore more of their friends will likely to see the event and the business page as well.

2.2.4 Facebook marketing in Vietnam

According to Socialbakers & SocialTimes (Socialbakers 2013), until August 2013, Vietnam has 19.6 million Facebook users, accounting for 21.42% of the population and 71.4% of internet users. Development trend on Facebook in Vietnam showed that the medical industry is growing most strongly (with brands such as FV Hospital, Victoria Healthcare Vietnam). Facebook has been used by many brands in Vietnam in

term of marketing; however, there are many things to keep in mind when using this tool.

Using Facebook to promote the Ford Fiesta car has always been a significant study case in Vietnam. In 2011, when brought to market for the first time, Ford Vietnam hosted an event on Facebook under the name "Fiesta Hunt" with the goal of creating social media networks, arousing people's curiosity and influencing word of mouth before the official launch of the Fiesta vehicle. Yet, only three months after launch, "Fiesta Hunt" has attracted more than 13 100 fans on Facebook page, with over 38 000 page views and 80 615 votes. Following the success of "Fiesta Hunt", in 2012, Ford Vietnam used Facebook again to promote Ranger and achieved splendid success. Currently, the parent company of Ford Vietnam (Ford Motor Corporation) is planning their social media campaign for Fiesta new cars which will be introduced in early 2014, and of course, Facebook has always been the preferred choice.

Not only promoted for brands, but Facebook has also brought many loyal customers to Vietnamese enterprises. As early in 2011, many brands already had an enormous number of fans, for example Language Link with 109 000 fans, HTC Vietnam with 28 000 fans, Converse Vietnam with 26 000 fans, Vietnam Dell with 14 000 fans, etc.

According to the statistics on Socialbakers.com, Vietnam ranks 27th of the world's largest Facebook users with the speed increasing of 8.03 %/ month and still is one of the countries with highest- growth Facebook users in Asia.

With the rapid growth of the traffic, the number of users, the ability to spread and connect, Facebook has been an efficient support for businesses in finding new customers as well as building and maintaining relationships with loyal customers in Vietnam. However, to make the best use out of it, companies must know to take advantage of all features offering on Facebook. In addition, optimal Facebook tools such as Insights Tools, Edgerank should be used properly. Reaching Facebook users on mobile phones is also important as a result of mobile device users are raising rapidly in Vietnam.

Although there are many tools to increase the number of loyal customers but companies should market to target audience directly, avoid using "Fake Facebook Likes" to increase the amount of virtual members in anyway. "Fake Facebook Likes" has been a serious problem in Vietnam, since companies can use money to buy more "Like" on

Facebook to mislead customers. This will alter the effectiveness of marketing, damage the brand image, and engulf enterprises' efforts in communicating with customers.

2.3 Summary of the theoretical background

The theoretical background has covered the main concepts of consumer behavior, including internal and external factors that will affect consumer decision-making process and eight most popular marketing tactics on Facebook. By understanding these concepts, different methods to approach customers and the Facebook environment in Vietnam, further solutions can be suggested and examined to get the best result.

To conclude, Facebook has become the number one tool for marketing in Vietnam, and how to use Facebook to reach new customers as well as maintain good relationship with loyal customers has always been a challenge. However, analyzing the tactics that will likely to influence consumer behavior by conducting a survey will be able to evaluate and provide recommendations for companies in Vietnam for optimal use on Facebook.

3 RESEARCH APPROACH

3.1 Choosing the Method

In this thesis, the quantitative method was used as an online survey to give factual data that could be analyzed. Lewis, Saunders and Thorhill (1997, 341) state that the form of quantitative research method mainly applies to measuring and accounting, and the data is based on meanings derived from numbers, thus collection results in standardized and numerical data. Usually quantitative analysis is performed through the use of diagrams and statistics.

According to survey system website, the sample size calculator is used to determine how many people those need to be interviewed in order to get results that reflect the target population as precisely as needed. In this case, with 19.6 million Facebook users in Vietnam and the confidence interval of 9, the participations in the interview must be at least 119 people.

3.2 Reliability

Lewis et al (1997, 82) state that in order to assess reliability the following two questions should be answered. The first question is whether the measure will result in the same outcome on different occasions, and the second concern is whether similar observations are discovered by different researchers on different occasions.

Different occasions do not affect this research as the questionnaire used in this research completed at different times of the week or month does not generate different results due to the simple form of the questions presented in the questionnaire. The questions were designed so that they can be applicable to all respondents in the sense that they can reply based on their own experience or conditions. Furthermore, the questionnaire is designed in the way that the respondent's information is put in the end of questionnaire so that respondents can give authentic and true response.

There were 128 respondents in total but there were only 127 respondents who answered all the questions in the survey. However, the numbers of responses collected are still sufficient for analyzing and are still valuable

3.3 Validity

Validity is concerned with whether the study is truly measuring what it appears to be measuring. For example, the customers' belief of the research findings becoming a disadvantage for them somehow is expected to affect the validity of the results. (Lewis at al, 1997, 82)

The research was conducted by legible and logical means to achieve as reliable information as possible. The chosen samples are not random but actually relevant to the objective of the topic of research as described above. The thesis topic is aiming at Vietnamese consumers; therefore the survey was made in Vietnamese. The survey were shared on Facebook to make sure all the respondents are Facebook users and those who are interested in marketing via Facebook.

4 FINDINGS

4.1 Vietnamese Facebook users demographic and psychographic

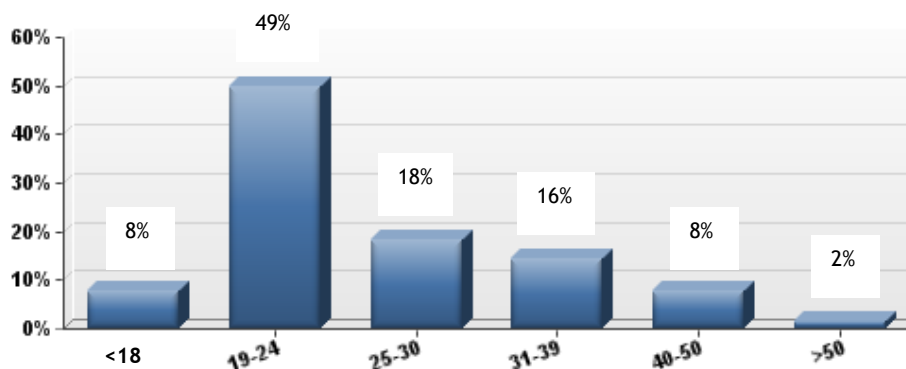


Figure 14: Age distribution of respondents

The survey consisted of 26 questions, in which 10 first questions are used to determine the demographic and psychographic of Facebook users in Vietnam. As the survey was about social media and Facebook usage, it was mostly sent out to respondents who were at least eighteen years of age. The largest group of respondents was between 19-24 years of age, which accounted for 49%, followed by the age group from 25 to 30 years old with 18% and 31 to 39 years old with 16%. There were only 8% of respondents who were under 18 years old and belonged to the age group between 40 to 50 years old. Last but not least, 2% of respondents were more than 50 years old which was a quite surprising result in a developing country like Vietnam. It proved the power of Facebook nowadays and its reputation to all groups of ages.

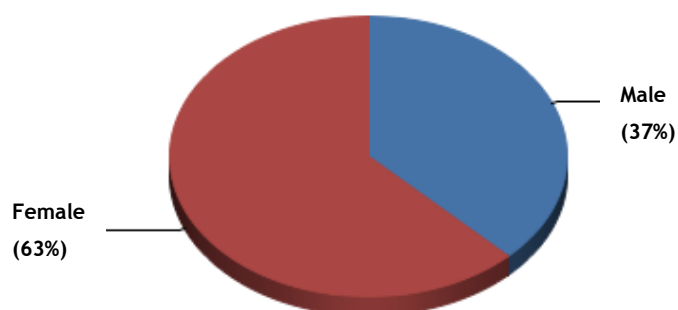


Figure 15: Gender distribution of respondents

The major respondents were female, accounted for 63% with 80 responses, while there are only 37% respondents were male with 47 responses. 52% of participants in

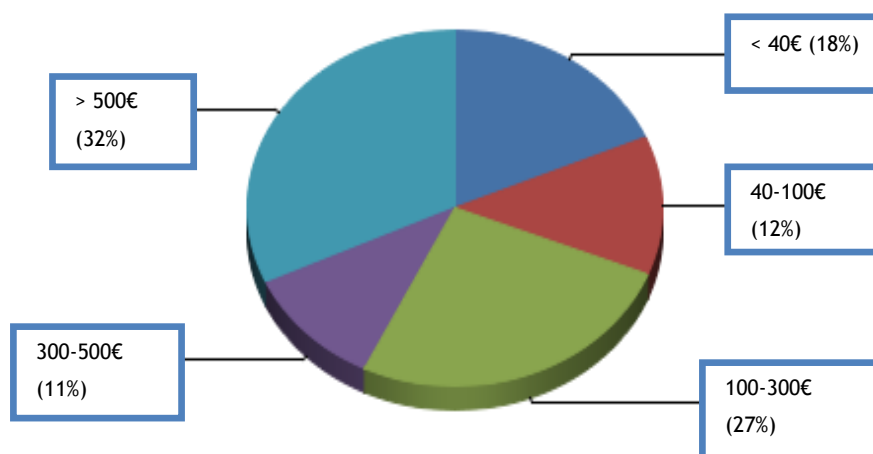


Figure 15: Income per month of respondents

the survey completed university degree as their highest educational level, 45% completed high school and 10% completed master degree, while there were only 4% completed **vocational training**. The figures reflected that more than half of the respondents are highly educated and it will affect their buying decision as well as their observations to Facebook marketing. The result also showed that 53 out of 127 respondents, with a percentage of 42% were students. Other occupations were varied from marketing executive, account, IT engineer, sales supervisor, restaurant manager to architect, musician, make-up artist, ect. These numbers are relative with the next question, which showed that 44% of participants were part-time workers or none occupation since they were students, 54% were full-time workers and 2% of participants were retired.

As a developing country, the income per month in Vietnam can be divided into 5 groups: 1) under 1 millions VND (under 40€) considered as low income, 2) from 1 to 5 millions VND (40-100€) considered as fairly low income, 3) from 5 to 10 millions VND (100-300€) considered as average income, 4) from 10 to 15 millions VND (300-500€) considered as fairly high income, 5) more than 15 millions VND (more than 500€) considered as high income. From the result, the fifth group with high income made up almost one third of the respondents, following by 27% from the average income group. It could represent that the income per month of Vietnamese people are likely

to get higher, and therefore their needs to consume may arise as well. Consequently, there are more chances for marketers to take advantage of this market.

72% of respondents were single while there were 23% were married, 6 respondents were divorced and widowed. The vast majority were single and it means that their buying decisions are not likely to get affected easily by household structure. 111 out of 127 participants claimed that they lived in urban area which accounted for 87%, while only 7% participants live in suburban and 5% live in rural area.

To determine Facebook users psychographic, the author asked the respondents to name 3 hobbies of theirs, and the most popular hobbies which were mentioned were social activities such as, travelling, shopping, hanging out with friends, sports, ect. Hobbies that were second favoured were reading books, listening to music, watching movies...and only 10 out of 127 respondents mentioned internet/Facebook as one their three prior hobbies. Therefore, Vietnamese Facebook users can be seen as social, active and are willing to spend more time outdoor meeting real people than surfing on websites or Facebook.

4.2 Facebook usage in Vietnam

From question 11 to 15, the author aims to assess Facebook usage of Vietnamese Facebook users. According to the result, 91% of participants use Facebook everyday and nobody uses Facebook less than once a month. Therefore it is fair to say that Vietnamese Facebook users are highly engaged with Facebook.

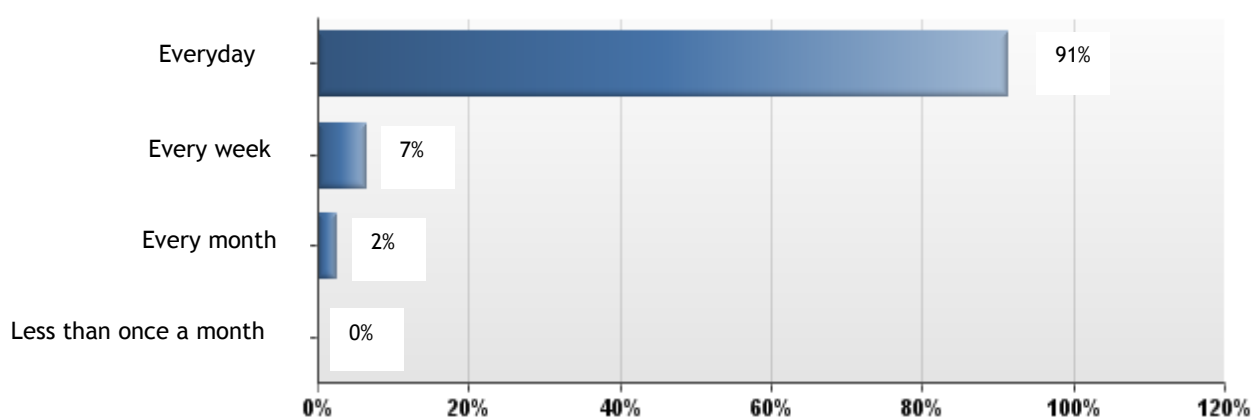


Figure 16: Frequency of Facebook usage

When asked what time of the day that respondents use Facebook, 40% Vietnamese Facebook users answered that they were online on Facebook most of the time, 28% respondents used Facebook after work/school and 11% of respondents use Facebook at late night. Few respondents claimed that they only used Facebook in the early morning or during at work/school. The result is reasonable since nowadays almost everybody has a smart phone which makes it so easy to get access to Facebook anywhere, anytime, and thus, it also creates more opportunities to reach customers using Facebook marketing. The amount of time spending on Facebook per day was divided equally from 10 minutes to more than 3 hours, only 2% participants said that they used Facebook less than 10 minutes per day.

To Vietnamese consumers, Facebook was used the most as a communication tool between friends and family. When Facebook users are asked to choose more than one answer about what they usually do on Facebook, 105 out of 127 respondents, which accounted for 83% participants use Facebook to keep in touch with friends, 63% use Facebook to update news feed and 59% of Facebook users go online to follow up on events. These figures have proven that Vietnamese Facebook users pay attention to events on Facebook, and word-of-mouth marketing on Facebook is likely to be effective since people care about what others share on their Facebook profile.

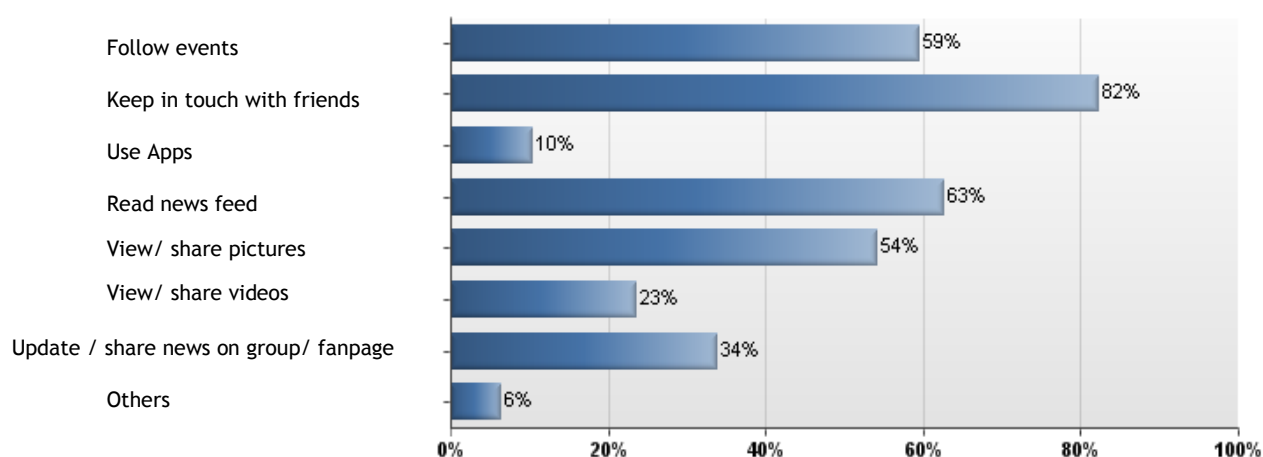


Figure 17: The purpose of using Facebook

At the last question of this part, survey participants were asked to give opinions on Facebook and what they think of Facebook in general. 28% of Facebook users agreed that Facebook made their lives more meaningful and joyful, while 13% disagreed and

59% gave neutral opinion. 59% Vietnamese Facebook users disagreed that they cannot live without Facebook, only 6% with positive response and 35% users with neutral response. These numbers reflected the fact that Vietnamese Facebook users do not depend on Facebook too much and they can still enjoy their lives without the presence of Facebook. On the other hand, Facebook is considered a good tool to update events with 76% users agreed on the statement and only 7% disagreed. Facebook seemed fairly helpful when it comes to market brands or products to consumers. 38% people who answered the survey agreed that Facebook opened the window for them to look for information on their favourite brands/ products, 20% people disagreed and others gave neutral opinion.

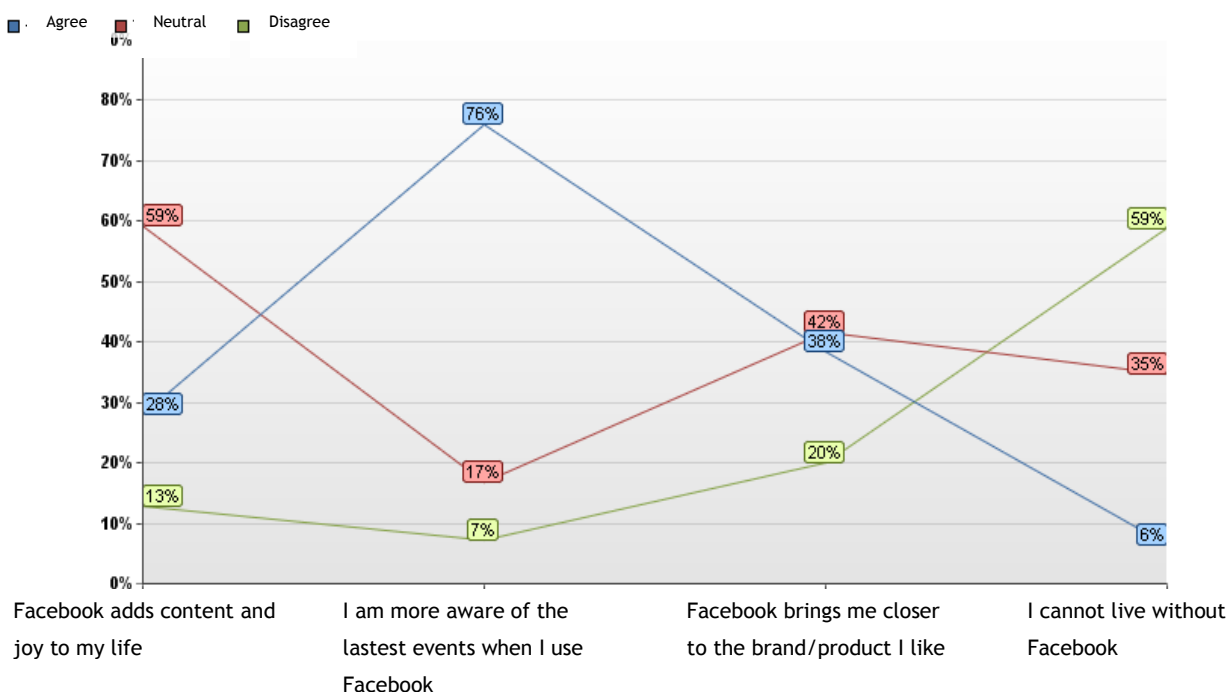


Figure 18: Users' opinions on Facebook

4.3 Facebook Marketing methods and users' responses

Based on eight Facebook Marketing methods which were discussed in the theory part, the author wanted to evaluate the efficiency of each method by asking respondents if they ever encountered those marketing tactics, why they became involved with those methods and what they thought of Facebook marketing in general.

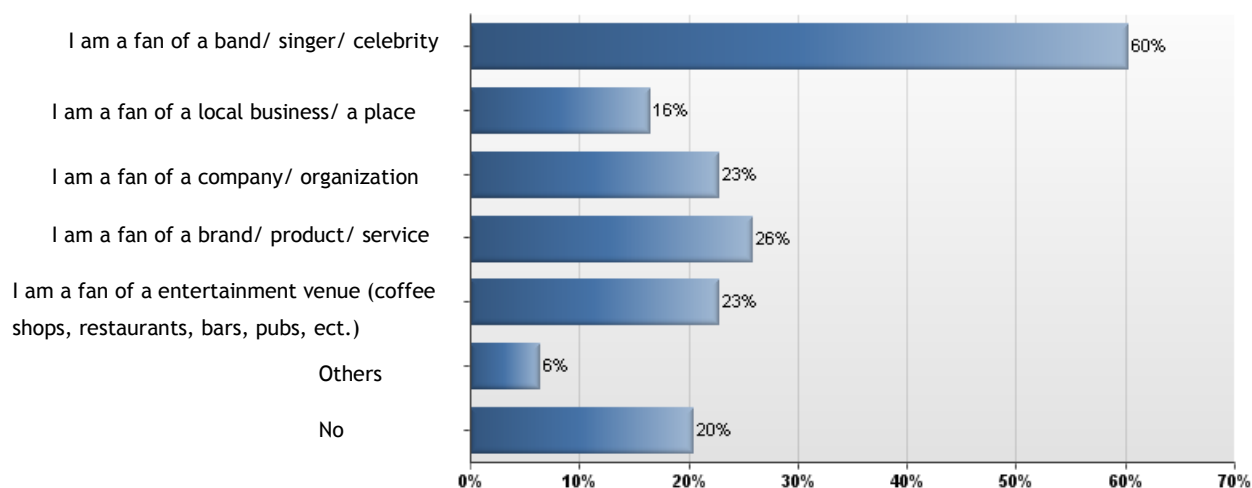
Facebook ads does not seem very appealing to users since 78% participants in the survey said that they didnot pay attention to banners or ads on Facebook. 69% users

claimed that they found their favourite brands/ products on Facebook and 80% users are fans of a group or a fan page. It means that users attempted to look for their favourite brands' page on Facebook, therefore keeping updating and promoting Facebook page is essential for businesses to attract new fans as well as keep existed fans excited.

When respondents were asked to point out which page they were fans of and they can choose more than one option, the majority of respondents were fans of a band/ singer/ celebrity's page, which accounted for 59%. 26% of people who answered the survey were fans of a brand/service or product while 23% were fans of a company/ organization or entertainment venues such as cafe, restaurants, bar, pubs... 21 out of 127 participants, which made up 16% said that they were fans of a local business or a place and there were 20% of participants who were not fan of any page on Facebook.

Respondents were asked to name which page that they were fans of, and the most responses went for aliment and beverage brands/ products such as Cocacola, Pepsi, Heiniken, KFC or cafe shop and restaurants in town. The second most popular pages were fashion and beauty brands such as H&M, Zara, Mango, MAC, Maybeline, etc., and the third ones were companies and organization, for example: Vietnam Airlines, ITViec, Hanoi Rock City, etc. According to the responses, Vietnamese Facebook users are likely to pay more attention to the places or services that are familiar to them or they use in everyday life. They are also followers of their idols, therefore, marketing campaign with well-known celebrities as spoke persons might be a good way to engage more with customers.

Figure 19: Facebook users and fan pages



72% participants said that the reason they became fan of the page was because they wanted to update about the product/ person. 66% participants were fans because they liked the product/ person while there were 13% became fan just because they were curious. 6% of people who answered the survey said that they didnot know much about the product/ person, they became fans because all of their friends were fans of the page.

The next Facebook marketing method, attending to real event, seemed effective since the majority of respondents, which accounted for 56% said that they have attended an event on Facebook, while holding a contest on Facebook didnt catch much attention of Vietnamese Facebook users. Only 23% of respondents claimed that they participated in a contest on Facebook, and the main reasons were either the prize or they joined the contest just for fun.

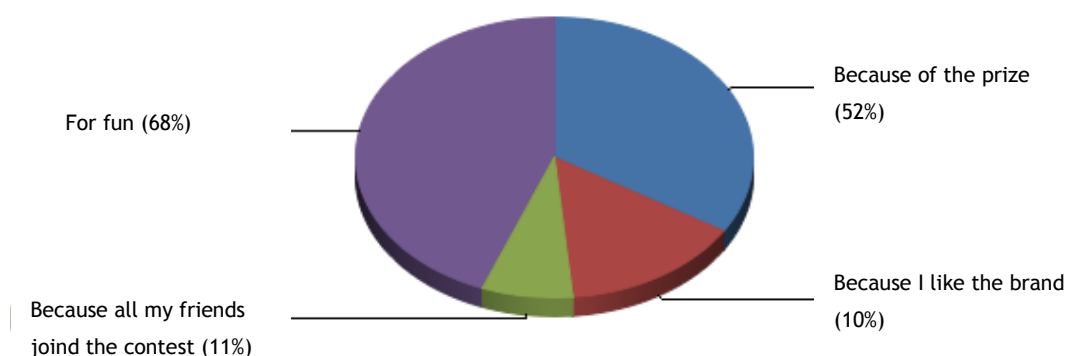


Figure 20: Reason why users joined contest on Facebook

According to the result, Facebook sponsored stories or "check-in" can be relatively efficient. It can be considered a new "word-of-mouth" method, and since many Facebook users check their news feed frequently to update their friends' activities, the place that was mentioned in the check-in post can be noticed easily. 44% of respondents said that they sometimes check-in, 12% check-in everywhere they go, 30% rarely do it and 14% never use check-in function on Facebook.

Shopping online on Facebook can be very convenient and less time-consuming but it seems rather new to Vietnamese Facebook users, therefore it could be more difficult

to approach consumers this way. 48 out of 127 respondents, which made up 37% stated that they never updated online shops on Facebook. 29% checked few times a month while 23% checked few times a week. Only 11% respondents said that they checked online shops on a daily basis.

Last but not least, Facebook users were asked to give their opinions on Facebook marketing and they can choose more than one option. 37% people who participated in the survey saw Facebook marketing as unnoticeable while 32% thought that Facebook marketing can be useful. 27% found Facebook marketing as annoying and some of them thought that marketing on Facebook can be interesting. Other opinions were also recorded, as some users thought it was misleading and some thought it was inspiring.

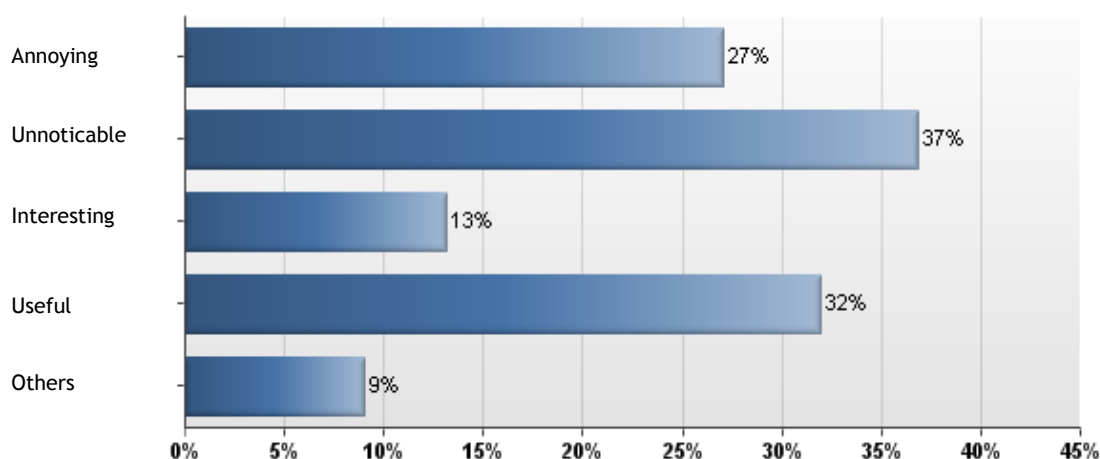


Figure 21: What users think of Facebook Marketing

To conclude, according to survey result, the picture of major Vietnamese Facebook users can be described as young adults with good educational level, most of them work full-time and salary per month ranges from average to high income. The vast majority are single and live in big cities. They can be seen as social, friendly and active. They like to spend time with friends and enjoy activities outdoor, but internet and Facebook are also one important part of their lives as they are online everyday and almost everytime on their phones.

Vietnamese Facebook users use Facebook the most to keep in touch with their friends. Updating news about events and their favourite fan pages are also what most

of them do. They appreciate what Facebook brings to their lives but they do not think they cannot live without it.

Most of them are fans of at least one fan page or a group on Facebook as they want to update news on what they like and what they care about. Attending an event on Facebook is also more popular nowadays while joining contest on Facebook still does not attract too much attention. Sponsored stories or promoting brands via "check-in" function can be efficient as people are interested in what their friends are doing and sharing on Facebook. It would be an advantage if marketers know how to use this new "word-of-mouth" marketing method effectively. Online shops can be an alternative to save advertising expenses but it is not very familiar to Vietnamese Facebook users yet. Lastly, users think Facebook marketing can be both annoying and useful at the same. Anyway, more than one third of them unnotice Facebook advertising and therefore, a tough job for marketers is to make marketing on Facebook more appealing and catchy to consumers. Nevertheless, to be able to understand what consumers are like, what they want and what they do not want are the first step to set up a successful marketing campaign.

5 ANALYSIS AND RECOMMENDATIONS

According to the data that were collected and explained in the previous part, the author aims to analyze more insightfully by creating cross tabulations based on three Facebook marketing tactics that are likely to be the most attractive tactics to Vietnamese Facebook users, they are: promoting fan page, holding event and advertising using check-in function. After analyzing, some recommendations will also be suggested to implement as well as improve the marketing method.

5.1 Create brand awareness on fan page

Due to the figures, the majority fans of a page of a band or celebrity are female from 19 to 24 years old, and 28% of them have average income. Therefore, having celebrities as spoke persons for affordable products may boost the sales since the company can have the idol promote for their product on the company's fan page or on the idol's own fan page as well. Fans of restaurants', coffee shops', bars'...pages are also young people with average income. As a result, entertainment revenues' fan pages should update often, for example, on their new menu or dish, or any discount on

special occasions to keep their fans excited and long for more. On the other hand, fans of a business's page or a brand/ product's page are mostly people with high income, which means that these people likely pay attention and want to update information on the products that they like frequently. For that reason, it is definitely essential for businesses to have their fan pages present on Facebook so that consumers can check the products and may make purchase later on.

Are you a fan of any page on Facebook?	Age						Total	Gender		Total	Income per month					Total
	<18	19-24	25-30	31-39	40-50	>50		Male	Female		Low	Fairly low	Average	Fairly high	High	
	Fan of a band/ singer/ celebrity	4	46	19	5	3	0	77	34	43	77	16	12	21	6	19
Fan of a local business/ a place	0	14	4	2	1	0	21	6	15	21	3	3	4	4	7	21
Fan of a company/ an organization	0	15	8	3	2	1	29	10	19	29	2	4	7	3	12	28
Fan of a brand/ product/ service	2	16	8	5	1	1	33	8	25	33	4	5	9	4	10	32
Fan of an entertainment venue (restaurant, bar, pub...)	3	17	7	2	0	0	29	9	20	29	3	6	12	4	4	29
Others	1	5	1	1	0	0	8	2	6	8	3	0	2	0	3	8
No	3	4	1	11	6	1	26	6	19	25	3	1	3	5	10	22
Total	10	63	23	20	10	2	128	47	80	127	22	15	33	13	38	121

Table1: Relation between age, gender, income and the possibilities to become fan on Facebook

To conclude, having a fan page on Facebook nowadays is fundamental for any individual as well as organization or brand to get closer to their fans and customers. The fan page should be updated on a daily basis or at least weekly basis to be “alive” and be able to attract more fans. Fan page can also help to determine the “personality” of a brand and thus create brand awareness, therefore building up, updating and taking care of the page to fit the brand personality is absolutely crucial.

Sharing content on the fan page is also very important since the page's owner takes control of what they want their fans to know and if they are good enough, they can create a trend or a blast just base on the content that they share. Last but not least, consumers, especially young people are very sensitive, and knowing how to reach customers on an emotional level can be an advantage to build customer loyalty in the

future. Consequently, treating fans and customers as “friends” on Facebook is a good way to keep them and may enhance the chance to get more fans via word-of-mouth, and the more fans they get, the more products they will likely to sell.

5.2 Being a part of community

Holding a real event and promote it via Facebook can be a good way to get more customers’ attention. According to the survey result, 92% people who attended an event on Facebook live in urban area. Therefore, choosing a convenient place to hold the event is the first step to create a successful event. On the other hand, Facebook users who are socially active are likely to be drawn more to event that they are invited on Facebook. Most of these people belong to age group from 19 to 24 years of age and are single.

Holding a real event and invite people on Facebook is one of the best ways to communicate with consumers. Nowadays nobody can deny the power of social media, and Facebook has become an important part of the community. In order to market a brand or product to consumers, businesses should keep in mind the importance of being a part of the community as well, by being involved in consumers’ real lives. To be able to do so, choosing a right place that is easy to find is the first step, then knowing their existed customers and potential customers’ personalities is the next step to determine what kind of event should be held, for example, a charity, a meeting, a party or even a music show.

		Where do you live?			Total	What do you do in your spare time?						Total
		Urban	Suburban	Rural		Meeting friends	Music/ Books	Chat/ Facebook/ Web	Playing sports	Others	Alone	
Have you ever attended an event on Facebook?	Yes	65	3	3	71	53	56	48	19	12	22	71
	No	47	5	5	57	42	37	37	15	9	14	57
Total		110	8	8	128	95	93	85	34	21	36	128

Table 2: Relation between the possibilities to attend an event on Facebook with users’ inhabitations and personalities.

Organizing an event and inviting people on Facebook is cheap, fun and moreover, it can take advantage of word-of-mouth by having people share it or invite their friends on Facebook to attend the event. There are increasing numbers of events that are created for Vietnamese Facebook users these days as businesses also recognized the role of Facebook in everyday life and how it can make an impact on consumer decision making process.

5.3 Get engaged more

The final tactic that will be discussed is using check-in to advertise on Facebook. As mentioned above, Vietnamese Facebook users are interested in what their friends' do and share on Facebook, therefore having a place or brand or product on Facebook users' news feed will definitely boost the reputation and gain more attention from other users.

According to the result, most Vietnamese Facebook users use Facebook everyday and more than half of them usually or sometimes check-in. 68% people who participated in the survey agreed that they were more aware of how their friends and family live by updating their posts on Facebook.

		Frequency of using Facebook				Total	I am more aware of my friends' lives when I use Facebook			Total
		Every day	Every week	Every month	Less than once a month		Agree	Neutral	Disagree	
		Always	Sometimes	Rarely	Never	Total	Agree	Neutral	Disagree	Total
Do you often check in on Facebook?	Always	17	0	0	0	17	16	1	1	18
	Sometimes	48	5	1	0	54	34	16	5	55
	Rarely	34	3	2	0	39	24	10	4	38
	Never	17	0	0	0	17	14	1	1	16
	Total	115	8	3	0	127	86	28	11	127

Table 3: Relation between using check-in feature on Facebook and the frequency of using Facebook

Two years ago, new feature of Facebook, "Facebook Deals" was launched borrowing ideas from the location-based social networking site Foursquare and the group-buy

shopping phenomenon. Using this feature, when users are at a store that is offering a deal, they can use their phone to “check-in” the place and show to the cashier an on-screen coupon to get a discount (The Canadian Press 2011), and as a result, their post will appear on their wall and can be seen by their family and friends. There are many stores in Canada that have promoted this feature. There are also some restaurants in Finland such as Amarillo and Stones that offer this feature, but it is not very well-known in Vietnam yet.

We can deny the tremendous power of consumer word-of-mouth and how influential it is, but unfortunately, companies in Vietnam have not made the most of it yet. Using Facebook Deals feature is recommended to get more people engaged to a product or a brand. Furthermore, it is also a great way to advertise without spending a fortune.

6 CONCLUSIONS

This thesis topic is about Facebook Marketing towards Vietnamese consumers and it brings a lot of interest to the author since the author has a great passion for marketing and the author’s home country Vietnam is an exciting and promising market to explore. In order to approach this topic, three main themes were studied and discussed. First of all, the author aims to answer how important Facebook is in Vietnamese people’s lives nowadays. Secondly, what methods and tactics can be used to attract more consumers and will be able to affect their buying decision making process. Finally, the research concerns whether companies and brands in Vietnam should have a presence on Facebook.

The theoretical background summarized the main concepts of consumer behavior and factors that can affect consumers’ buying decision. It also gave a brief introduction to Facebook, how popular it is in Vietnam and discussed eight most well-known marketing methods on Facebook. The empirical research was done by carrying out a survey. The survey was shared on Facebook and got 128 respondents in total.

Based on the data collected, the main findings of the thesis are figuring out the demographic and psychographic of Vietnamese Facebook users, the engaging level of Facebook to users and their reactions towards different Facebook marketing tactics.

To answer the questions from the hypothesis, cross tabulations method were also used to analyze the data. Facebook has become a part of Vietnamese people's lives, especially young adults since many of them use Facebook everyday to look for information that they need, including information on their favorite brands and products. There are many tactics can be used to approach consumers, but three tactics are likely most effective to reach consumers, they are promoting on fan page, organizing an event and using check-in feature. However, the main disadvantage of these methods in particular and Facebook marketing in general is that it can only reach specific target groups. There is also possibility that Facebook can become boring in the future and can be replaced by other social media. Nonetheless, Facebook is still a very powerful communicating tool, therefore, having a presence on Facebook (a fan page or a group) is crucial for businesses to be more visible in the market place.

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Appendice

RESEARCH QUESTIONNAIRE IN ENGLISH

1. What is your age?

- a. Under 18
- b. 19-24
- c. 25-30
- d. 31-40
- e. 40-50
- f. over 50

2. What is your gender?

- a. Male
- b. Female

3. What is your occupation?

4. What is the highest level of education you have completed?

- a. High school
- b. Vocational training
- c. University degree
- d. Post graduate degree

5. Are you now employed full-time, part-time, not employed, or retired?

- a. Full-time
- b. Part-time
- c. Not employed
- d. Retired

6. How much is your income per month?

7. What is your marital status?

- a. Single
- b. Married

- c. Divorced
- d. Widowed

8. Which of the following best describes the area you live in?

- a. Urban
- b. Suburban
- c. Rural

9. What are your interest/hobbies?

10. What do you usually do when you have free time?

- a. Hanging out with friends
- b. Reading books/ listening to music
- c. Chatting/ Online on Facebook/ Surfing on internet
- d. Playing sports
- e. Others, specify?
- f. Spending time alone

11. How often do you use Facebook?

- a. Every day
- b. Every week
- c. Every month
- d. Less than once a month

12. At what time do you normally use Facebook? You may choose more than one option.

- a. First in the morning
- b. Before going to school/work
- c. At lunch hour
- d. At school / work
- e. After school / work, in the evening
- f. Late in the evening / night time

g. Almost every time

13. How long do you stay on Facebook at once?

- a. Under 10 min
- b. 10-30 min
- c. 30-60 min
- d. 1-3 hour
- e. More than 3 hours

14. What do you do on Facebook? You may choose more than one option.

- a. Follow events
- b. Keep contact with friends
- c. Use apps
- d. Update news feed
- e. View/ share photos
- f. View/ share videos
- g. Update information on fan page/group
- h. Others, specify?

15. Choose the option which suits your opinions best. (1=I disagree, 2=no opinion, 3=I agree)

- a. I never get bored with Facebook
- b. Facebook makes my life more meaning ful
- c. I am more aware of what is happening with my friends when I use Facebook
- d. I am more aware of the latest events when I use Facebook
- e. Facebook is a good tool to get more information about the brands or products that like
- f. I cannot live without Facebook

16. Do you pay attention to and/or click the banners on Facebook?

- a. Yes
- b. No

17. Have you found a product or a brand that you like on Facebook?

- a. Yes
- b. No

18. Do you belong to any group on Facebook?

- a. Yes
- b. No

19. Are you fan of a page on Facebook?

- a. Yes, a band/ singer/ celebrity. Specify?
- b. Yes, a local business/ a place. Specify?
- c. Yes, a company/ an organization. Specify?
- d. Yes, a brand/ product/ service. Specify?
- e. Yes, an entertainment avenue (restaurant, coffee shop, bar...). Specify?
- f. Yes, others. Specify?
- g. No

20. If yes, why did you become a fan on Facebook?

- a. I am interested in the brand/ person
- b. I want to see their updates
- c. My friends are their fans
- d. Just curious

21. How do you see advertising on Facebook?

- a. Annoying
- b. Unnoticeable
- c. Useful
- d. Interesting
- e. Others, specify?

22. Have you ever attended an event on Facebook?

- a. Yes
- b. No

23. Have you ever participated in a contest on Facebook?

- a. Yes
- b. No

24. If yes, what was the reason that you participated in the contest?

- a. The prize
- b. I like the brand/ products
- c. My friends participated
- d. Just for fun

25. How often do you “check-in” on Facebook?

- a. Every time
- b. Once in a while
- c. Only on special occasions
- d. Never

26. How often do you check online shop on Facebook?

- a. Everyday
- b. Few times a week
- c. Few times a month
- d. Never