

The Vietnam Market's Digital Marketing Environment And Determining Elements For Sales Success

Nguyen Thi Ngoc Linh

Faculty of Business, FPT University, Vietnam
Email: linhnstnss111011@fpt.edu.vn

Abstract

It is clear that, along with the growth of the industry and technology, digital marketing has brought numerous advantages and is now seen as a strength by many organizations, accounting for a "not small" budget. advantageous for companies. The existence of the field of digital marketing does not result in the disappearance of traditional marketing; rather, it complements it, helps it get around obstacles, and exploits the market's ongoing developments. The amount of purchasing done online has grown three times more quickly than it did previously, and by 2026, e-commerce in Vietnam is expected to reach \$56 billion. Businesses in Vietnam are also in a difficult condition. must adapt to target this type of clients who are changing their behavior with increasingly potent online marketing technology. The Department of E-commerce and Digital Economy recently revealed Vietnam's e-commerce in 2021. In 2020, consumers increased their frequency of online ordering by up to 57% compared to the same period in 2019. When the epidemic strikes in 2021, people will spend more time at home and social media will dominate most daily activities. This is what has compelled companies to move to internet sales. With so many chances presented by the internet sales industry, firms can extend their markets, cut costs associated with offline marketing, and enhance distribution networks.

Keywords: businesses, digital marketing, environment, sales, market, technology

I. Introduction

The technological growth trend has made digital marketing an essential component for the majority of firms. However, there are numerous results returned with numerous diverse ideas and concepts while learning about definitions and concepts related to this sector, making it challenging for us to recognize and approach these topics. most precise and pertinent data. Using electronic media and the Internet, Philips Kotler explains that "digital marketing, or electronic marketing, is the process of organizing the product, price, distribution, and promotion of products, services, and ideas to fulfill the needs of businesses and individuals. Digital marketing, in Joel Reedy's words, "includes all operations to meet client requirements and desires through the internet and

technological means." In general, marketing activities, information exchange, and brand promotion via the internet and other digital platforms, including the four primary types of media listed below, can be categorized as digital marketing. Websites, microsites, blogs, and other channels that are controlled by companies or brands are examples of owned media. Platforms with active control, longevity, and adaptability are included in Owned Media. reach each customer, edit. Additionally, putting digital marketing on owned media is more affordable than using other media types. The construction, development, and digital marketing processes at these channels take a while to complete, and the owned media is unreliable on top of that. To put it simply, brands and companies pay for these channels to run on-demand advertising through sponsored media. For

instance, paid media channels like display advertisements, social ads, search display ads, KOLs, retargeting, etc., can be highlighted. Paid media can respond quickly to support the objectives of a digital marketing strategy. enterprise, with broad coverage that is quickly deployable. Paid media in particular enables tracking metrics, results, and return reports that make it simple for marketers to manage the campaign's effectiveness. One of the media types of digital marketing is viral marketing, or earned media, when consumers and the target market share information and engage in self-communication about the brand. Utilizing earned media increases transparency, fosters consumer purchasing behavior, and establishes trust for brands and enterprises. Earned Media, however, is challenging to manage because it is challenging to measure and could contain unfavorable information about the company. One of the key components of online marketing is social media, or "Social Media," which is the connection between a company and its target market via social media platforms run by third parties. For instance: Twitter, Facebook, Instagram, YouTube, forums, etc. Because they are adaptable, capable of comprehending client wants, and capable of bringing cost-effectiveness and goals, social media channels play a significant role. a campaign for digital marketing. Utilizing social media in particular helps to personalize, improve the perception of businesses and brands, connect with the public and potential customers, and develop relationships and trust.

2. Literature review

Apparently, James M. In order to satisfy the buyer's right, Comer (2008) states that selling is a personal action in which the seller investigates, unearths, elicits, and satisfies the buyer's requirements or wants. satisfying and mutually beneficial throughout the long run. "Sales is a sort of direct introduction of goods and services through exchange and interaction with potential purchasers to sell items," claims Philip Kotler (2018). "Sales is

the process of understanding the needs and wants of potential purchasers, presenting the goods in such a way as to convince the buyer to come," claimed John W. Ernest and Richard Ashmun in 1973. choice to purchase. Up to 80% of marketing experts, according to data from Salesforce, believe that for a business to run a successful digital marketing campaign, they must focus on the customer journey. In particular, the customer journey is crucial to digital marketing. The customer journey aids in measuring the success and customer engagement of digital marketing activities. Create a digital marketing plan to enhance each stage of the purchasing process. recognizing the weaknesses of digital marketing strategy and prepared to make necessary adjustments. assisting companies with the implementation of proper and affordable digital marketing strategies

3. Research Methodology

Open-ended questions were posed during focus group discussions, interviews, and direct observations in order to gather information. Researchers are able to dive deep and take into account a variety of perspectives because study participants are allowed to express their personal views and opinions. In-depth interviews can be conducted using planned or unprepared questions, and the information obtained from responses can be flexible and comprehensive. These questions are typically open-ended, so there aren't any right or incorrect responses. Quantitative research has gathered knowledge and data in the form of mathematical and statistical data. Data and information were gathered through a survey using a lengthy questionnaire 500 clients were chosen at random to take part in the survey.

4. Research result and discussion

Table 1: Demographics of Respondent

Variable	Frequency	Percentage %
Gender		
Male	120	24
Female	150	30
Other	230	46
Income		
Below 10 million VND	50	10
10 to 15 million VND	150	30
More than 15 million VND	300	60
Occupation		
Student	50	10
Self-employed	150	30
Private company employee	200	40
Civil servant	100	20
Total	500	100

Figure 1 reveals that of the 230 surveys, 120 participants were male, making up 24% of the total. Women came in second with 30% of the total, while the remaining participants made up the majority with 46% of the total. In addition, the survey's findings on income indicate that, out of 300

surveys, 10% of respondents had low income, 30% had middle income, and 60% had high income. Privately owned businesses and self-employment account for 40% and 30% of all occupations, respectively.

Table 2: Cronbach's Alpha

Variable	Observed variables	Cronbach's Alpha
Technology	3	.690
Product	3	.761
Convenience	3	.600
Promotion	3	.610

With the help of Cronbach's Alpha, it is possible to assess the reliability of the relationship between a number of observed factors and a study variable. Based on their proportional contributions to the concept's definition, we will decide which observed variables to keep and which to discard using the overall variable's correlation coefficient. The confidence factor, however, merely reveals the

degree of correlation between the measures. As seen in Table 2, this model combines all variables. variables including technology, product diversity, ease of use, and promotional strategies each has a Cronbach's alpha value greater than 0.6. alpha, which gauges how interdependent or consistent a set of factors are with one another. It serves as a gauge for the accuracy of the scale.

Table 3: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	1001.126
	Df	78
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) coefficient is an index used to evaluate if factor analysis is appropriate. KMO's value must equal $0.5 \leq KMO \leq 1$ in order to achieve equilibrium. The factor analysis is increasingly appropriate for the study data set as this number increases. To determine

whether observed variables in the factor are correlated, apply Bartlett's Test of Sphericity. The significance of Bartlett's test depends on the sig The observed variables are correlated when the Bartlett's Test value is less than 0.05.

Table 4: Rotated Component Matrixa

	Component			
	1	2	3	4
CV1	.870			
CV2	.875			
CV3	.840			
PD1		.608		
PD2		.806		
PD3		.603		
PM1			.607	
PM2			.601	
PM3			.702	
TN1				.801
TN2				.804
TN3				.709

Convergence and discrimination are guaranteed to be at a good level or greater thanks to the rotation matrix's results. The theory-based features of the

groupings of variables are completely lost because the groups are not strongly scattered and overturned.

Table 5: Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.541	.670	.660		.10177	1.890

Durbin Watson is used to assess the first-order sequence correlation, and because the obtained DW value is 1, it indicates that the sample does not violate when using the kernel recovery technique. One outcome is the multiple regression model. fulfill the necessary standards for testing and evaluation in order to draw conclusions from the study. The input variables and gathered data are statistically significant at the 5% level of significance, and the regression model adequately fits them, according to the results of the ANOVA analysis of variance, which revealed that the F value has a Sig significance level of 0.000.

5. Recommendation

If, in the past, product marketing involved the planning of pricey events, initiatives to introduce items directly into communities with a big number of marketing people, or other types of advertising on media outlets like television or radio at a very high cost. Businesses occasionally have to spend tens of millions to hundreds of millions of dollars for a brief broadcast. The use of technology and the execution of e-marketing, however, actually delivers excellent economic efficiency given the present sales trend. Typically, this style requires less money and labor. Businesses can market products to several consumer groups in various geographic regions all across the country using user data. Before, all business-related information was documented in writing. When it comes to expenses and the amount of time needed for printing and recording, this presents several challenges for businesses. The more documents a business has, the bigger the space needed to store them. It is very challenging to locate old data using this conventional format, and a long-term solution is required to guarantee the security of such records against both objective and subjective factors. Technology has made things lot simpler and faster, and new inventions are always being created and updated. You always have options in the current sales trend to be able to save information with quick, simple, and secure standards. In today's sales

trend, organizations frequently use technology innovations to support client relationship development and maintenance in a more scientific and practical approach. Sales software that facilitates cross-platform customer interaction and care. Brands had only a few primary avenues in the early days of online shopping to develop their digital brand image, whether it was the firm's own website or e-commerce platforms like Lazada, Tiki, and Sendo. Today, brands can choose from a variety of channels with strong distribution, marketing, and commercial skills. Furthermore, the capacity to reach consumers is more crucial. Because of this, it is challenging for brands to evaluate the usefulness of channels.

Businesses frequently decide to increase brand recognition through sales across all channels while preserving the company's official website as a result of the proliferation of digital commerce platforms. It takes time and effort to evaluate and recognize the relevance of sales channels to organizational objectives in e-commerce sustainability. The item won't be available for the customer to handle. Customers find it challenging to decide as a result. The choice to buy is entirely based on trust. Therefore, when making a choice, simply consider the images, testimonials, and remarks of sellers and other purchasers. worries about the disclosure of personal information. Because there are a lot of evil actors in the online environment waiting for you to open up and attack to steal your bank accounts, or service providers who trade client data among themselves. Some goods take a while to arrive, especially if you order from another country. website security worries when making online payments. To attract consumers, investing in product imagery is crucial. Models and extremely professional imagery will be used with well-known businesses. With the current trend of personalisation, you can invest in photos of the product in the form of Real Photographs, hold the goods in your hand, or watch a video of someone using the product to strengthen the realism. Users will be more sympathetic to your goods as a result

of your choice of a model who is not overly perfect, professional, or unlike the target market, which will increase the rate of purchases. Even if customers love the look of your product when they find it, they won't decide to buy it straight immediately. They'll look up your company name, products, and reviews online. Others will put more trust in your brand and goods as a result of their positive opinions. Typically, products on e-commerce sites like Shopee and Lazada encourage customers to give the product a rating. This will help to create objectivity when other customers purchase the product, and reference data from outsiders will evaluate your product with greater objectivity than you can. As a result, evaluating other people's items is crucial and has a big impact on the decision to buy. To give the impression that the visitor is speaking with the merchant personally, the description must be quite detailed. This is particularly crucial for fashion retail websites because the majority of comments on these websites lack information on clothing sizes, which is thought to be the primary cause of visitors leaving the page without placing an order. Retail websites should also offer additional information, such as details about the products' materials and places of origin. Every product upload area on the website has a box for a detailed product description, complete with both a short and detailed description. You ought to make use of this feature to educate customers about the product.

6. Conclusion

Paying attention and making appropriate preparations for the aforementioned factors is required in order to launch a successful digital marketing campaign. This is a difficult task that calls for knowledge, competence, judgment, and strategy. A digital marketing strategy is a plan to assist a business in achieving particular objectives through carefully chosen marketing channels, such as social media, online advertising, and search engine optimization. To make the most of your time and money when planning a trip, you can start by

creating an agenda. A marketing plan is necessary for digital marketing as well in order to boost effectiveness. The aforementioned research should assist people or firms in the near future in building outstanding development strategies and a better understanding of how to develop sales channels.

Conflict of interests

None

References

1. Huang, J. (2022). Audience Feature Extraction Method for Cross-Border Cosmetics Online Marketing in Japan. In *International Conference on Simulation Tools and Techniques* (pp. 637-647). Springer, Cham.
2. Sumarlah, E., Usmanova, K., Mousa, K., & Indriya, I. (2022). E-commerce in the fashion business: the roles of the COVID-19 situational factors, hedonic and utilitarian motives on consumers' intention to purchase online. *International Journal of Fashion Design, Technology and Education*, 15(2), 167-177.
3. Kartika, A. P., & Wibowo, S. A. (2022). Proposed marketing strategy for an overseas education consultant in Indonesia. *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, 4(10), 4333-4346.
4. Forghani, E., Sheikh, R., Hosseini, S. M. H., & Sana, S. S. (2022). The impact of digital marketing strategies on customer's buying behavior in online shopping using the rough set theory. *International Journal of System Assurance Engineering and Management*, 13(2), 625-640.
5. Khalayleh, M., & Al-Hawary, S. (2022). The impact of digital content of marketing mix on marketing performance: An experimental study at five-star hotels in Jordan. *International Journal of Data and Network Science*, 6(4), 1023-1032.

6. Blomster, M., & Koivumäki, T. (2022). Exploring the resources, competencies, and capabilities needed for successful machine learning projects in digital marketing. *Information Systems and e-Business Management*, 20(1), 123-169.
7. Behera, R. K., Bala, P. K., Rana, N. P., & Kizgin, H. (2022). Cognitive computing based ethical principles for improving organisational reputation: A B2B digital marketing perspective. *Journal of business research*, 141, 685-701.
8. Akel, G., & Candan, G. (2022). Adoption of Online Advertising by Small and Medium Enterprises. In *Moving Businesses Online and Embracing E-Commerce: Impact and Opportunities Caused by COVID-19* (pp. 180-198). IGI Global.
9. Altay, B. C., Okumuş, A., & Adıgüzel Mercangöz, B. (2022). An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service. *Complex & Intelligent Systems*, 8(1), 129-140.
10. Chaker, N. N., Nowlin, E. L., Pivonka, M. T., Itani, O. S., & Agnihotri, R. (2022). Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. *Industrial Marketing Management*, 100, 127-144.