

UNIVERSITY OF ECONOMICS HO CHI MINH CITY
SCHOOL OF INTERNATIONAL BUSINESS – MARKETING



**PROPOSE STRATEGIES TO ENHANCE BRAND
AWARENESS ON FACEBOOK AND THE WEBSITE TO
INCREASE CUSTOMER PURCHASE DECISIONS AT
HOMEBEST VIET NAM**

Student full name: Vong Khanh Linh

Major: Marketing

Class: DH47MR003

Instructor: PhD. Dinh Tien Minh

Ho Chi Minh City – Year 2024

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GVHD: PhD. Dinh Tien Minh



Year 2024

ACKNOWLEDGEMENT

Firstly, I wish to offer my great appreciation to Mr. Dinh Tien Minh, who has been very helpful in supervising the writing of this practical semester report. I am also indebted to Mr. Minh who spent more than enough time and offered revealing expounding to ensure that not only did I get it right, but that I completed all the requirements of the report most satisfactorily. Once again, I am grateful for his support and dedicated instruction. Next, I would like to extend my thanks to the school's Board of Directors, all the faculty members at the University of Economics Ho Chi Minh City, and especially the lecturers of the Faculty of International Business and Marketing. Over the past years, they have imparted invaluable knowledge to their students. Regarding Homebest Co., Ltd., I sincerely thank the company and the marketing department staff for their thoughtful guidance, mentoring, and support in providing internal information that served as the foundation for this practical semester report. In addition, they have created a professional and real-world environment where I had the opportunity to challenge myself and gain experience. Once again, I would like to express my profound and sincere gratitude to Mr. Dinh Tien Minh and the company, and I wish everyone good health, success in their work, and much joy and happiness in life. Thank you very much!

{ Signature of Student }

DECLARATION

This report has been written by me and has not received any previous academic credit at this or any other institution.

{ Signature of Student }

FORM 1: EVALUATION AND CONFIRMATION BY THE ENTERPRISE/ORGANIZATION ON A PRACTICAL SEMESTER

EVALUATION FORM BY ENTERPRISE/ORGANIZATION

The School of International Business - Marketing, University of Economics HCMC (UEH) would like to acknowledge your acceptance for Student: Vong Kienh Linh Class: NR003 Class ID: 47
 Come to practice at the company for a period of time 5/1/2024 to 13/10/2024
 Students are practicing and working at the department: Marketing
 In the company: Homebest Vietnam Co., Ltd
 Working time: 5 days/week

The practical semester is an opportunity for students to approach the practical and professional working environment at the enterprise/organization. We respectfully request that you - the person in charge of the student's internship - evaluate the student's internship process at the enterprise according to the criteria table below.

Please rate the student's performance at your company following the criteria (by circling the corresponding marks):

Criteria	Fail	Pass	Credit	Distinction	High Distinction
1. Professional knowledge (master the knowledge and tools used in the field of practice)	1	2	3	4	5
2. Professional skills (be capable in decision-making, work planning and organization, time management, office tools, and so on)	1	2	3	4	5
3. Teamwork skills (be an active teammate or an effective leader, effective communication, team contributions...)	1	2	3	4	5
4. Attitude (honest, professional, friendly, self-disciplined, proactive learning, creative, work-enthusiastic...)	1	2	3	4	5
5. Task completion (Complete the work as required, on time, and ensure quality of work)	1	2	3	4	5
6. Thesis contributions to the enterprise/organization (Interesting, relevant topic; demonstrates good understanding of the business; feasible, practical solution; high contribution)	1	2	3	4	5

Thanks very much for the assistance you provide. It is sincerely appreciated.

Confirmation from the enterprise/organization:

Full name: Nguyễn Duy Phương
 Position: CEO Email: nguyenduyphuong.homebest@gmail.com

(Sign and seal)


Nguyễn Duy Phương

**EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY
THE INSTRUCTOR**

STUDENT NAME: _____ **STUDENT ID:** _____

CLASS: _____

COMPANY/ORGANIZATION: _____

CRITERIA	MAX. POINTS	MARKED BY INSTRUCTOR
Part 1: Internship dairy	15	
1. Content (<i>detailed, specific, following the internship process, lessons learned ...</i>)	10	
2. Presentation (<i>follow the format regulations and reference styles, professional structure</i>)	5	
Part 2: Internship report	55	
1. Content (<i>Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations...</i>)	25	
2. Independent research skills (<i>Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule...</i>)	10	
3. Problem solving skills (<i>identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...</i>)	10	
4. Presentation (<i>The writing style is clear, concise, free of grammatical errors, and presented following regulations....</i>)	5	
5. Attitude and behavior (<i>Professional, honest, progressive, time management, proactive, positive...</i>)	5	
TOTAL	70	

Instructor name: _____

Signature: _____

Date: _____

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ABSTRACT

The thesis “Propose strategies to enhance brand awareness on Facebook and the Website to increase customer purchase decisions at Homebest Vietnam” is conducted with the following main research objectives: to assess the current state of Homebest’s Facebook and Website platforms, describe the target customer profile, analyze and evaluate the behaviors and preferences of this target group on Facebook and Google, and from there, propose strategies that positively influence the process from awareness to purchasing and using the brand's products/services.

The author chooses desk research, qualitative research, and quantitative research methods to deliver accurate research results, addressing the outlined research objectives. In the desk research method, the author analyzes data from secondary sources and relevant internal information to identify strengths and weaknesses in enhancing Homebest’s brand awareness and consumer preference, recognizing industry trends, as well as useful insights into factors that may affect the process from brand awareness to purchase decisions.

In qualitative research, the author conducts interviews with industry experts and the target consumer group to lay the foundation for developing the quantitative research questionnaire. Following that, the author conducts a survey via Google Forms with a sample size of 300 participants. Through this quantitative research survey, the author can evaluate the behaviors and preferences of the target consumer group on Facebook and the website, identifying key factors that may influence the process from awareness to purchase.

Based on the collected results, the author analyzes and uses these insights as the basis to propose strategies for both Facebook and the website platforms of Homebest. The proposed strategy will include an operational plan for Facebook and the website, a detailed implementation plan, and an evaluation of the feasibility of these activities.

INTRODUCTION

1. Internship context

At university, I have acquired and learned many useful pieces of knowledge. However, learning from books alone is not enough; I need to find an environment where I can gain hands-on experience and apply what I've learned in practice, which will allow me to be more creative and accumulate valuable experience for my future.

More importantly, nowadays the application of marketing and advertising strategies is very common in businesses. These strategies are constantly evolving and changing according to trends. The knowledge of marketing gained in a real business environment will help me further improve myself, discover my passion and interests in a particular area of marketing, and allow me to explore and learn new things.

During my internship at Homebest, I had the opportunity to work in a dynamic and professional environment with a dedicated and enthusiastic team. This provided me with the chance to continuously improve my skills and personal perspective.

2. Reasons for choosing the thesis Topic

These days, every other person is going for online shopping as it holds the benefits of being quick and time-saving. Furthermore, there is a trend of increasing number of businesses using digital means to advertise and market their products. This not only allows the businesses to keep up with the existing situation but also helps them expand the scope of communication undertaken by their business and activities.

Amidst stiff competition in the home appliance market, it has become essential for companies to create and grow a brand in order to retain and increase their market share in the industry.

Homebest has been operating and in the distribution of reputable kitchen appliances for over 7 years but the growth in its brand has not taken off compared to bigger players in the market.

Facebook and the website also provide an opportunity to target a large audience. In particular, Homebest's strategy on enhancing the brand will enable the company to better provide its products and services to the targeted market and achieve higher recognition, which can affect consumers' choices.

3. Research Objectives

- Analyze the current performance on Facebook and the website of Homebest, identifying strengths, weaknesses, and opportunities to increase brand awareness.
- Provide strategic recommendations to enhance brand awareness on Facebook and the website to increase customer purchase decisions at Homebest Vietnam

4. Research Scope

- **Spatial Scope**

- Analysis will focus solely on the two most promising platforms that Homebest is targeting: Website and Facebook
- Target Audience: The survey will focus on individuals aged 30-45 years old who are working in Ho Chi Minh City. These individuals are at a stage in life where there is a high demand for purchasing and upgrading household appliances, have stable incomes, and are typically interested in high-end household products, aligning with the product lines distributed by Homebest

- **Time and Location Scope**

- Time: From August 5, 2024, to October 13, 2024
- Location: Ho Chi Minh City

5. Research Methodology

This report is built based on three research methods: desk research, qualitative research, and quantitative research.

- For the desk research method: Through secondary data and internal company information, analysis and synthesis are conducted to provide evaluations
- For the qualitative research method: Interviews are conducted with industry experts and the target group to understand factors that may affect consumers' awareness and purchasing processes for products/services. Moreover, the article looks at other activities which can be utilized in order to satisfy the consumers' needs.
- For the quantitative research method: A survey with the previously defined target audience is conducted. The results of the survey aim at understanding the behavior and the preferences of the respondents in social media networks, in this case in Facebook and

the website that they use, and most importantly the factors that steer the consumers from the awareness of the products all through to the purchase of the products

6. Thesis Structure

INTRODUCTION:

1. Internship context
2. Reasons for choosing the thesis Topic
3. Research Objectives
4. Research Scop
5. Research methodology
6. Thesis Structure

CHAPTER 1: OVERVIEW OF HOMEBEST VIETNAM CO., LTD

- 1.1. Overview of Homebest Co., Ltd
 - 1.1.1. Company Overview
 - 1.1.2. Functions and Fields of Operation
 - 1.1.3. History and Development
 - 1.1.4. Vision and Core Values
 - 1.1.5. Organizational Structure and Personnel
- 1.2. Company Performance in the Last 3 Years (2021-2023)

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CHAPTER 2: PROBLEM ANALYSIS

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2.2.1. Desk Research

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2.3. Main Results

2.3.1. Results of Qualitative Research

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3.1.4 Virtual experience

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3.2. Solution Content

3.3. Feasibility of the Solution

3.3.1. Action plan

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3.3.3 Evaluation

Summary of Chapter 3

CONCLUSION

CHAPTER 1

OVERVIEW OF HOMEBEST VIETNAM CO., LTD

1.1. Overview of Homebest Co., Ltd

1.1.1. Company Overview



Figure 1. 1 Logo of Home Best Vietnam Co., Ltd

Company Information of Home Best Vietnam Co., Ltd:

Company Name: Home Best Vietnam Co., Ltd

Business License Number: 03144200608, issued by the Department of Planning and Investment of Ho Chi Minh City on May 23, 2017

Legal Representative: Nguyen Duy Phuong.

Type of Company: Limited Liability Company.

Business Sector: Distribution of premium kitchen appliances.

Website: <https://homebest.vn/>

Email: homebestvietnam@gmail.com

Hotline: 028.66.79.8989 – 0933.800.899

Address: 215 Au Co Street, Ward 5, District 11, Ho Chi Minh City.

1.1.2. Functions and Fields of Operation

- **Functions:** Home Best Vietnam is a distributor of premium kitchen appliances and furnishings. Home Best consistently provides reliable branded products in the field of kitchen appliances, such as induction cooktops, range hoods, dishwashers, etc. These brands are highly regarded for their product quality and warranty services. Home Best strives to deliver the best shopping experience to customers
- **Fields of Operation:** Home Best Vietnam is a reputable distributor of premium kitchen appliances and furnishings in the Southern market today. Having worked in this field for more than 10 years, Home Best's products on offer are well curated to the best standards so that their customers' needs and expectations are met. Apart from providing kitchen appliances, Home Best has extended its services further by offering a maintenance and repair service for kitchen appliances known as Home Best Care. Home Best Care provides the following auxiliary services:
 - Home installation services
 - Repair and replacement of components
 - Regular maintenance and filter replacement for water purifiers;
 - Replacement of induction cooktop glass;
 - Online support and consultation for appliance issues.

1.1.3. History and Development

Home Best was established on September 19, 2016, under the leadership of Mr. Nguyen Duy Phuong - a specialist who had previously worked as a development representative for many major brands, the company's first location was in District 11, Ho Chi Minh City. Mr. Phuong brought a wealth of valuable experience and knowledge from leading brands, significantly contributing to the company's early development. On May 23, 2017, Home Best was officially granted a business license by the Department of Planning and Investment of Ho Chi Minh City, formally entering the market under the name Home Best Vietnam Co., Ltd. Customer satisfaction has always been and will remain the foundation of all the company's activities and its management system. With the mission: "Bringing excellence to your home," Home Best is committed to continuously improving the quality of its products and services, offering customers the best experiences with dedication and professionalism.

With over 8 years of experience in the field of furniture and household appliances, Home Best Vietnam is a reputable wholesaler and retailer of premium kitchen appliances and furnishings in the southern region. All the appliances supplied by the company including induction cooktops, dishwashers, water purifiers and so on undergo rigorous testing to ensure that the requirements and expectations of customers are adequately served. Besides selling devices, Home Best also launched Home Best Care – a repair service for the kitchen equipment in order to assist the clients in making more effective use of appliances. Currently, Homebest operates one showroom in Ho Chi Minh City and the clients can come to the base to see and choose any items that they feel best fit their homes. With a long-term view and sound development plan, Home Best is also working hard to be one of the top brands in the segment of furniture and kitchen appliances, offering best value to the customers and benefiting the society

1.1.4. Vision and Core Values

- **Vision:**

In the future, Home Best Vietnam aims to become a leading brand in the field of kitchen appliances in Vietnam, providing customers with high-quality products, optimal solutions, and the best customer service

- **Mission:**

"Bringing excellence to your home."

Home Best Vietnam is on a mission to provide customers with top-notch kitchen appliances and solutions that meet all their needs, from quality to pricing. At the same time, Home Best aims for perfection and convenience in family life. Home Best is also committed to delivering absolute customer satisfaction by offering professional, dedicated, and effective after-sales services.

1.1.5. Organizational Structure and Personnel

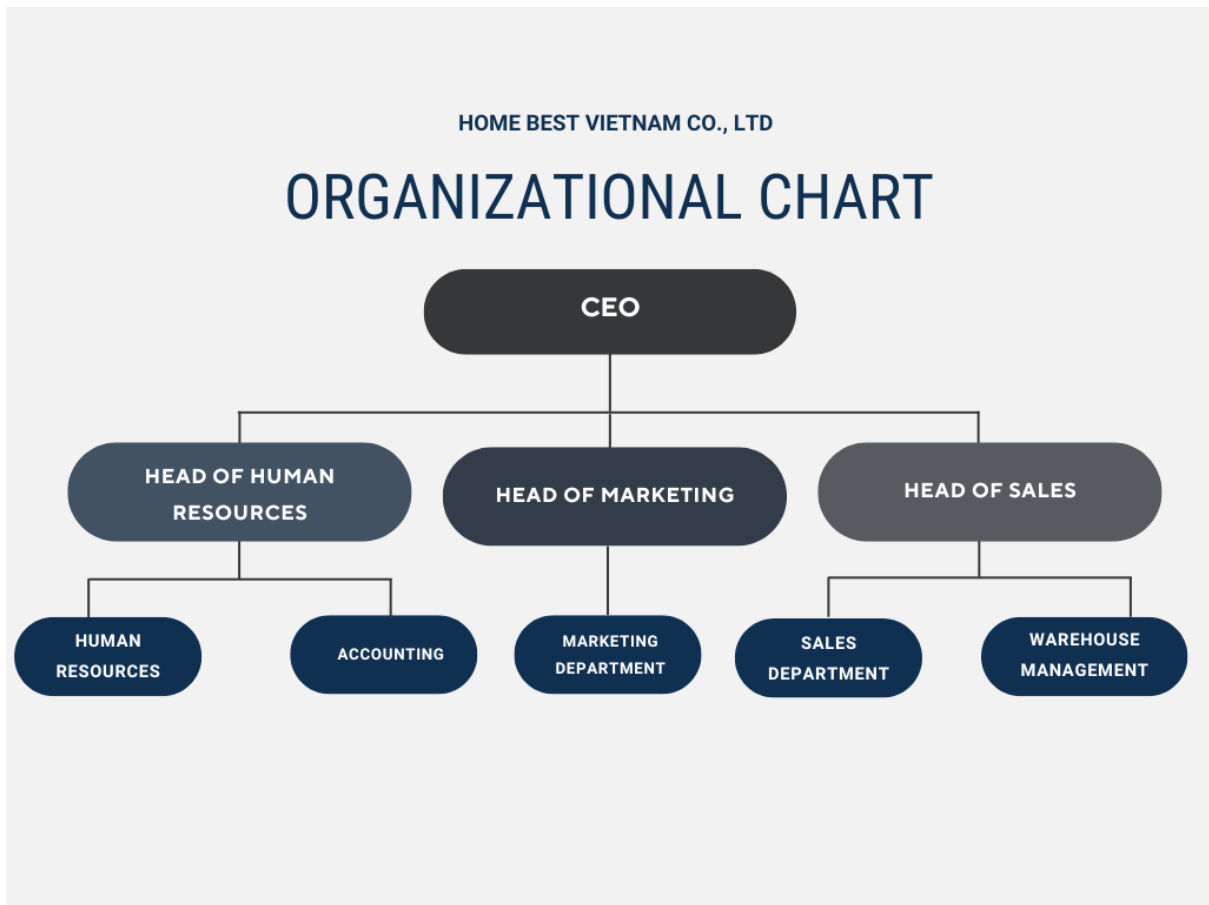


Figure 1. 2 Organizational Structure Diagram of Home Best Vietnam Co., Ltd

Director: Leads the company, holds legal responsibility, oversees business operations, and develops strategic business plans and directions. Manages overall company resources

Human Resources Department: Develops policies related to personnel. Responsible for maintaining the workforce, recruiting new employees, training new staff, evaluating employee performance, and managing payroll..

Sales Department: Handles oversees all sales activities revenue and effectiveness of the sales team. Formulates appropriate strategies for increasing the sales collections of the company and identifies appropriate investors to partner and invest in Homebest

Marketing Department: Manages and is responsible for all sales activities, revenue, and the effectiveness of the sales team. Develops optimal strategies to increase revenue

1.2. Company Performance in the Last 3 Years (2021-2023)

DVT: VNĐ

Table 1.1 Revenue of Homebest in the last 3 years

Year	2021	2022	2023	The first half of the year 2024
Revenue	2,430,543,030đ	3,862,249,551đ	4,564,461,147đ	2,048,415,165đ

Source: Homebest internal data

Comments: Overall, Homebest Vietnam Co. Ltd business performance results have been changing over the years.

- Period 2021-2022:

Generally speaking during the period of 2021-2022, revenue increased. The revenue in 2022 compared to 2021 increased by 1,431,706,521 VND, which is an increase of about 58.9%. This is a remarkable increase which goes to show that the company progressed well in the year 2022. The company had been impacted to a great extent by the Covid 19 pandemic which made the business conditions prospect negative. In 2022, recognizing the growing potential of online shopping, Homebest focused on digital marketing activities, specifically running advertisements on its website and social media platforms such as Facebook and Zalo OA, with the program "thu cũ đổi mới thiết bị nhà bếp " to attract potential customers.

- Period 2022-2023:

In 2023, revenue continued to increase to 4,564,461,147 VND. In comparison to 2022, the revenue was and is still up by an additional 702,211,596 VND, which is about an 18.2% rise in rate of growth. The growth rate slowed down, something that happened in the previous year, but it remains an increase that is stable. During this period, the company is gradually developing by heavily advertising programs like "thu cu doi moi" and "Buy 1 Get 6," attracting potential customers looking to purchase household appliances.

- Period 2023 - First Half of 2024:

In the first half of 2024, revenues were 2,048,415,165 VND. In terms of revenue for the first half of the year, the reported revenue comes to about 44.9% of the total revenue of 2023. This means, going by the revenue trends if it does not shift; the company may close the books 2024 with a similar or higher revenue than that of 2023.

Above all, the company Homebest, has been able to record an increase in revenue from 2021 to 2023 without fail. The rate of increase seems to be declining between 2022 and 2023. The first six months of 2024 still holds a reasonable level of revenue and is on course to reach or breach the revenue of 2023 if the trend is maintained in the second half of the year.

Summary of Chapter 1

Through Chapter 1, we gain an overview of Home Best Vietnam Co., Ltd., including its history of establishment and development, areas of operation, organizational structure, and the values of the brand. With a rational organizational structure and each department having distinct responsibilities, the company operates efficiently. Homebest focuses on enhancing product quality and after-sales services, always aiming to provide the best experiences for customers. Over the years of development, Homebest has achieved certain successes in the field of kitchen appliances

CHAPTER 2

PROBLEM ANALYSIS

2.1. Analysis of the Status of Homebest's Facebook and Website Platforms

2.1.1 Status of Homebest's Website

The website plays a pivotal role in building a brand image and creating an online presence for a company. It provides a platform to share detailed information about products, services, and the company's core values, making it easier for customers to access and learn. Additionally, the website is a crucial tool for optimizing customer experience and gathering feedback, thereby improving service quality. By integrating features such as online payment, blogs, and social media links, the website strongly supports business and marketing activities.

Website of Home Best Vietnam Co., Ltd: <https://homebest.vn/>



Figure 2. 1. Homepage banner interface of the Home Best Vietnam website

- **Website Interface**

- Intuitive Design: Using the primary colors of Home Best's brand – green and orange. Home Best ensures consistency across all media publications to bring uniformity to the website.

- Interactivity:

+ Clickability: Interactive elements such as buttons, links, and menus are easily identifiable and placed in accessible locations

+ Click Response: Immediate feedback occurs after the user clicks, with visual feedback such as color changes to confirm the customer's action.

+ Accessibility: Easy to read with standard fonts, sizes, and line spacing. Mobile-friendliness is ensured. The website interface automatically adjusts to fit different screen sizes.

- **Website Performance:**

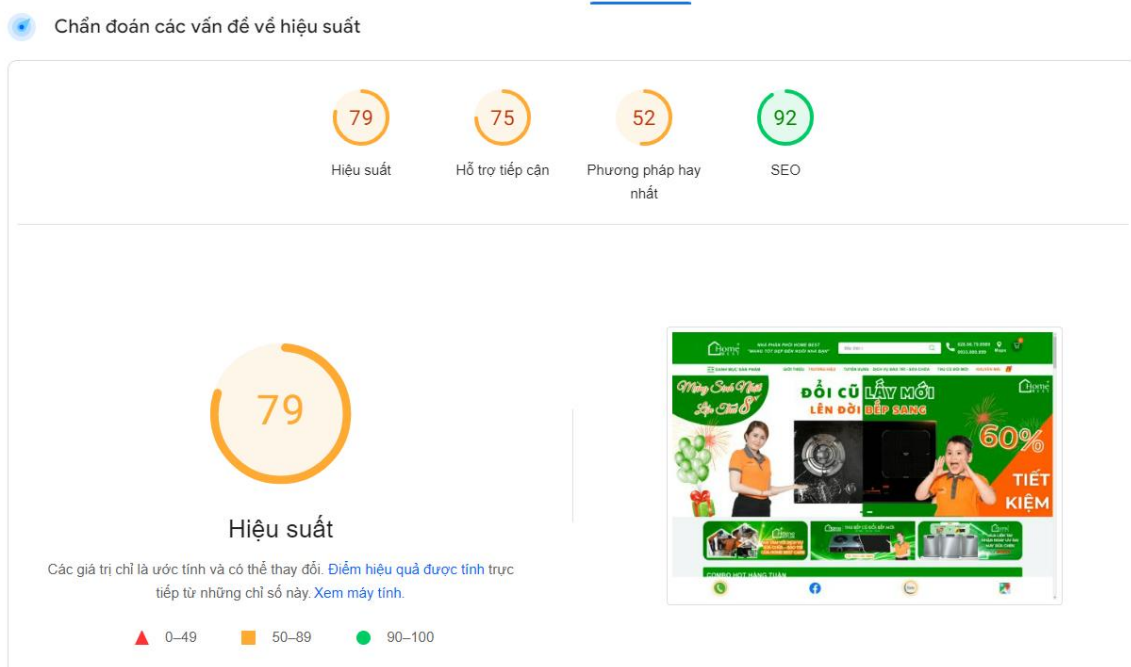


Figure 2. 2 Overview of Homebest website performance on desktop interface

According to the PageSpeed application's evaluation of Homebest's website performance on the desktop interface, the metrics are generally stable, specifically:

- Performance score of 79: Fair
- Accessibility score of 75: Fair
- Best Practices score of 52: Fair

- SEO score of 92: Good

A visually intuitive interface and fast browsing speed are key factors in attracting and retaining users. An intuitive interface allows users to easily search for information and complete necessary actions quickly. Overall, most of the metrics are rated from fair to good, especially the SEO optimization score of 92, which helps customers easily find the brand. However, there is still a need to improve website speed and usability to provide a better user experience.

- **Traffic and Search Engine Optimization (SEO):**



Figure 2. 3 Overview of Homebest Vietnam website report from August 5, 2024, to October 13, 2024

Homebest uses Google Search Console to monitor and optimize the performance of its website on Google Search, detect and fix issues, and improve the user experience, thereby enhancing the website's visibility and effectiveness.

- Impressions: 151 thousand
- Clicks: 3.74 thousand
- Click-through rate (CTR): 2.1%
- Average position: 21.2

According to the data collected through Google Search Console, the total number of clicks is 3,740 and the total number of impressions is 151,000. This is a positive indicator, showing that the

Homebest website has attracted a significant amount of traffic from Google search results. However, the click-through rate (CTR) of 2.1% is relatively low, suggesting a need to reevaluate the SEO keywords and the content published on the website.

Truy vấn phổ biến nhất	↓ Lượt nhập	Lượt hiển thị
homebest	66	126
home best	41	89
bếp từ không tắt được	20	32
ev88	18	8.928
giá mặt kính bếp từ junger	13	83
công ty TNHH Home Best Việt Nam	12	35
bếp từ Kaff kf-fl68ii new plus	11	154
máy lọc nước primer	9	641
máy lọc nước ion kiềm primer	9	165
thay mặt kính bếp từ junger	8	109

Figure 2. 4 Overview of search query keywords for Homebest Vietnam website from August 5, 2024, to October 13, 2024

Through Google Search Console, we can see that the impression count is relatively promising, but the click-through rate remains quite low, with the highest number of clicks being just 66. This suggests that the keywords may not be entirely aligned with the website's content or may not meet the search needs of customers.

2.1.2. Status of Homebest's Facebook Fanpage

Through the Meta Business Suite tool, evaluation activities are conducted at the end of each month to enhance work performance

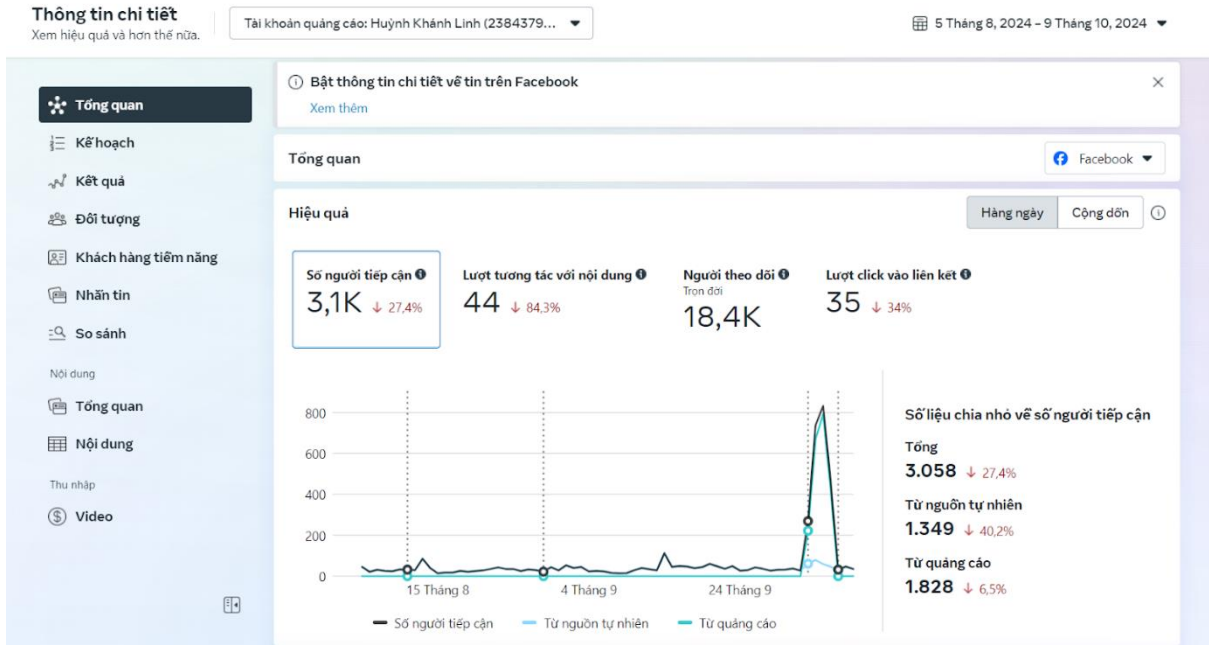


Figure 2. 5. Overview of Homebest's fanpage

- Engagement with Content: 44 interactions, down 84.3% compared to the Homebest Fanpage from May 31, 2024, to August 4, 2024.
- Reach: 3.1K people reached, down 27.4% compared to the reach of the Homebest Fanpage from May 31, 2024, to August 4, 2024.
- Followers: 18.4K lifetime followers
- Link Clicks: 35 clicks, down 34% compared to link clicks from May 31, 2024, to August 4, 2024.
- Facebook Visits: 588 visits, down 49.9% compared to visits from May 31, 2024, to August 4, 2024.

The Homebest Facebook Fanpage has seen a significant decline in reach and engagement with content, as Homebest has recently not run many advertising campaigns on Facebook, which also indicates that the content is not capturing users' interest. The number of link clicks (35) has dropped by 34%, indicating that users are less inclined to follow through on calls to action, such as clicking links to external content. This suggests the need to improve the messaging around links or make them more compelling.

- **Comparison with other businesses in the home appliance retail sector:**

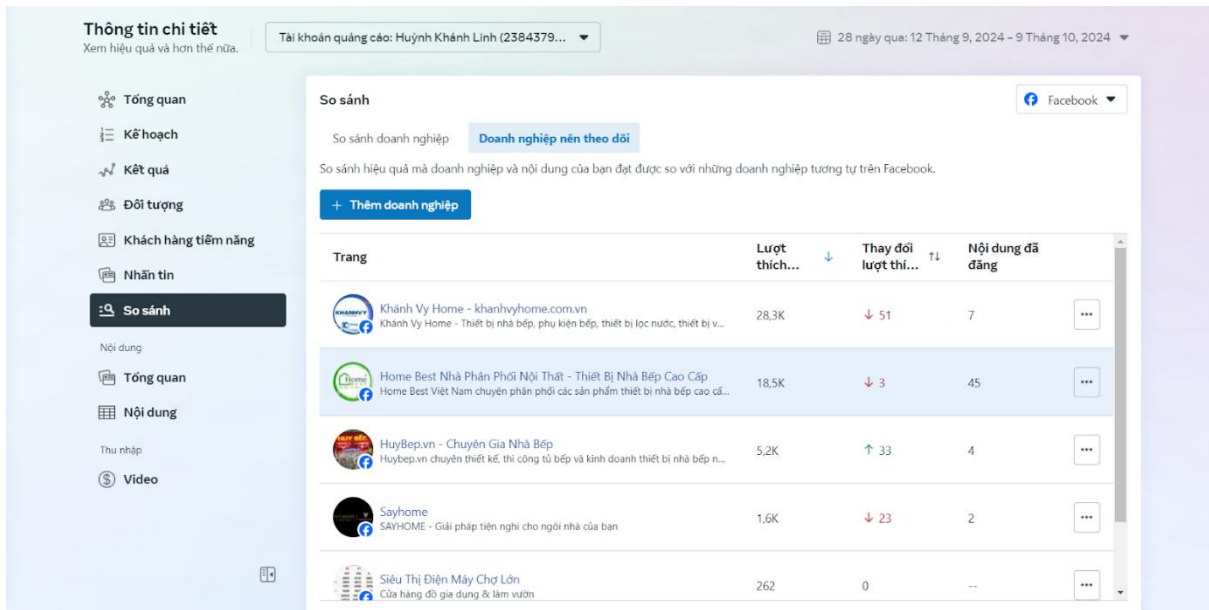


Figure 2. 6 Homebest Fanpage compared to competitors in the same industry

In terms of posting frequency, Homebest has the highest posting frequency with 45 posts in 28 days. According to the Meta Business Suite evaluation, the Homebest Fanpage is performing well, ranking second in its category.

- **Content engagement**

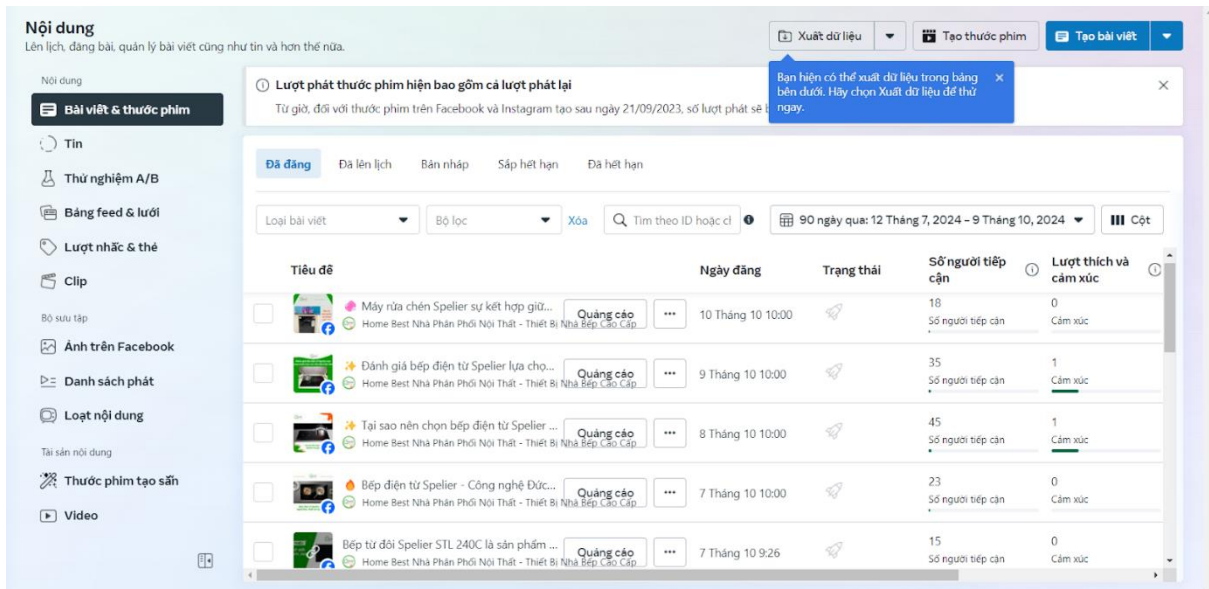


Figure 2. 7. Engagement with content on Homebest's fanpage

The metrics are quite contradictory. The reach is 3.1K out of a total of 18K followers, but there are only 44 interactions with posts, resulting in a like and reaction rate fluctuating between just 1 to 2

likes per post. The Homebest Fanpage has a low number of post likes, which may be due to the content not being truly outstanding or engaging. This not only reduces the ability to reach the target audience but also impacts the brand's image and reputation.

2.1.3. Advantages and Limitations of Facebook and the Website of Homebest Co., Ltd

- **Advantages**

- **Website**

Regarding the Homebest website interface, evaluations using the PageSpeed tool indicate a safe and user-friendly interface for desktop users. The layout is intuitive, and the navigation structure is clear, making it easy for consumers to find information. The Homebest website maintains consistency in visual elements, creating a professional and user-friendly impression, which in turn leaves a positive impression of the brand. Additionally, the Homebest website provides official and accurate information about products, services, and the company, enhancing customer trust. The number of website visitors is at a favorable level, benefiting the business by increasing brand awareness and creating opportunities for growth. This also serves as motivation for the company to continue developing and expanding.

- **Fanpage**

Through the statistical data from Meta Business Suite, it can be seen that Homebest's high posting frequency contributes to a higher reach for posts on the fanpage. This also helps Homebest enhance brand awareness. With diverse content and eye-catching design images, Homebest builds and strengthens its brand image in customers' minds. Posting with a high frequency of 7 posts per week allows the Homebest fanpage to improve its organic reach. Additionally, this helps increase website traffic. Posts containing links to the website help redirect users from the fanpage to the website, increasing website traffic and thereby optimizing SEO more effectively.

- **Limitations**

- **Website**

Low Core Web Vitals scores, specifically factors such as page speed and poor interactivity, will negatively affect customers' ability to find Homebest, so improving access speed and website friendliness is essential to provide a better experience. The website will have links to Zalo or the fanpage, or a direct call option to Homebest's customer service staff; however, this is not fully

optimized outside of working hours. If possible, Homebest should consider integrating an AI chatbot to ensure quick and convenient customer consultations.

- **Fanpage**

Regarding the Homebest fanpage, the low engagement and comments on each post present significant challenges in attracting attention and building a loyal customer base. The lack of interactivity makes it difficult for the content to spread widely, reducing the potential to reach prospective customers. Low engagement also indicates that the content may not be genuinely appealing or relevant to the target audience. Additionally, this reflects ineffective SEO results for the posts. Furthermore, the low engagement limits Homebest's ability to gather customer feedback to improve products and services. This ultimately leads to reduced effectiveness in Homebest's digital marketing activities on social media.

2.2. Methods and Procedures

2.2.1. Desk Research

- Collect data on the kitchen appliance industry, its development in the Vietnamese market, consumer trends, and identify common consumer behaviors.
- Study the Facebook and website platforms. Analyze prominent and effective campaigns for enhancing brand awareness on these platforms
- Analyze the campaigns that Homebest has implemented on Facebook and the website to evaluate their effectiveness, strengths, and weaknesses. This will provide an overview and serve as a foundation for proposing strategies to enhance brand awareness.
- Compile theories and related research on brand awareness and consumer purchase decisions, as well as methods to increase brand awareness on digital platforms.
- Research and analyze the marketing campaigns and communication activities of major competitors such as Dien May Xanh and Khanh Vy Home on their Facebook and website platforms

2.2.2. Qualitative Research

- **Purpose:**

Gathering real feedback from customers and experts will provide in-depth and specific insights, which will help in developing suitable strategies to enhance brand awareness and encourage purchase decisions, ensuring feasibility and effectiveness.

- **Theoretical Basis of the Hierarchy of Effects Model:**

The Hierarchy of Effects Model is a theory that discusses the impact of advertising on customers' purchase decisions for specific products and brands. This theory includes a series of stages that advertisers should follow, from capturing customer attention to the final purchase behavior.

The Hierarchy of Effects Model describes how advertising influences consumer behavior and leads to the transition from being unaware of a product or brand to liking it and ultimately making a purchase. This theory was first introduced by Robert J. Lavidge and Gary Steiner in their 1961 paper titled "A Model for Predictive Measurements of Advertising Effectiveness." Today, it is used as a sophisticated advertising strategy for building brand awareness and has evolved into various different versions. (Lavidge & Steiner, 1961)

The Hierarchy of Effects Model is based on behavioral psychology. It can be categorized into three main behavioral stages: cognitive, affective, and behavioral, that relate to the process of human thinking. The cognitive stage, also known as "thinking," includes the stages of awareness and knowledge.

The affective stage includes the sub-stages of liking, preference, and conviction, describing the impact on the consumer's "feeling" process. The final stage is the behavioral stage (action), which achieves the ultimate goal of making a purchase.

- **Awareness**

Raising consumer awareness is the starting point of the entire process. For example, if a consumer intends to buy a smartphone, the marketing team of a phone brand must make that potential consumer aware of the brand's existence through advertising. At the awareness stage, consumers recognize the brand but have very little knowledge about it.

- **Knowledge**

After becoming aware of a brand, consumers begin to evaluate whether the products of that specific brand meet their needs and compare them with other products and brands. It is crucial to ensure that consumers have enough information so that they are well-informed about the brand and can move on to the next stage.

- **Liking**

In the liking stage, the process shifts from cognitive behavior to affective behavior. A brand provides emotional comfort to consumers, who then form a positive opinion about the brand. For example, smartphone users might like the appealing design or find the HD camera very useful.

- **Preference**

Although consumers may like certain features of a brand, they might also appreciate specific attributes of other brands. In the preference stage, the brand needs to differentiate itself from other products and gain consumer preference over competitors.

- **Conviction**

Conviction is the decision-making stage, where consumers' positive feelings about a brand turn into certainty when making a purchase. At this point, consumers resolve their doubts and stop wavering between brands.

- **Purchase**

Purchase is the final stage of the hierarchy, where consumers take action to buy the product.

• **Process Details:**

The qualitative research process is presented in the table below:

Table 2. 1 Table of the qualitative research process

Preparation	Establish theoretical foundations for research concepts and scales.
	Identify participants for direct interviews.
Execution	Develop an interview questionnaire.
	Determine sample size.
Analysis and Synthesis	Identify keywords from the interviews.
	Decide whether to remove or retain questions.
	Redesign the survey questionnaire.

- **Interview Subjects**

Expert Interviews

- Lê Thị Thùy Vân, Marketing Manager at Homebest

+ Reason:

As a staff member directly involved in marketing activities, she will have a detailed understanding of how campaigns are executed across different channels such as Google Ads, TikTok, and Facebook. She will also be well-acquainted with the challenges and difficulties in enhancing brand awareness on digital platforms.

+ Interview Objective:

To explore factors that can influence the process from customer awareness to purchasing behavior at Homebest, identifying which factors are the most important and effective in this process. This will help guide strategies to enhance brand awareness and promote purchasing decisions at Homebest Vietnam.

- Lê Thị Hồng Vân, Lecturer at UEH

+ Reason:

As a lecturer with a strong background in digital marketing, she can provide valuable insights into strategies for increasing brand awareness, especially on online platforms. Having previously held a marketing position at one of Vietnam's largest e-commerce platforms, Lazada, she has had the opportunity to participate in and observe effective digital marketing strategies in a highly competitive environment. This will be very useful for practical analysis and recommendations.

+ Interview Objective:

To gain a more specific understanding of strategies to enhance brand awareness, better understand the relationship between brand awareness and purchasing decisions, and uncover the reasons that influence customers from being aware of a brand to deciding to purchase its products/services. This will help guide the development of strategies to enhance brand awareness and increase purchase decisions more feasibly and effectively.

Consumer Interviews

- Individuals aged 30-45 living and working in Ho Chi Minh City.

- Sample Size: 5

- Reason:

They typically have stable incomes and tend to make purchasing decisions for their families, particularly for high-end kitchen appliances. This is a potential and important customer group for Homebest.

- Interview Objective:

To gather information about the consumption behavior of this target group, how they access and use communication channels, what aspects of a brand on digital platforms make them remember and decide to purchase, and their perception of the Homebest brand and their purchasing decisions. This will help evaluate the effectiveness of current marketing strategies in enhancing brand awareness.

2.2.3. Quantitative Research

Objective: To explore the factors influencing brand awareness and purchase decisions, assess the level of recognition, impression, and interaction of customers with the Homebest brand on Facebook and the website. This will clarify the strengths and weaknesses of the current strategies and improve future brand awareness strategies.

- Survey Subjects: Individuals aged 30-45 living and working in Ho Chi Minh City who use platforms like Google and Facebook

- Survey Execution: Surveys will be conducted using online or offline forms.

- Sample Size Determination:

According to (Hair et al., 2014), the minimum sample size for using exploratory factor analysis is 50, with 100 or more being preferable. Additionally, there is a formula to determine the sample size:

$$n = \frac{z^2(p.q)}{e^2} = \frac{1.96^2 (0,24 \cdot 0,76)}{0.05^2} = 280$$

n = sample size

p: estimated population proportion

q = 1 - p

z = distribution value corresponding to the selected confidence level (z = 1.96 ~ 95% confidence level)

d = desired precision = ±0.05 (5%)

p=0.24 with 24% estimated by the population ratio according to the Population Pyramid, Vietnam, belonging to the age group 30-45. Of which, the proportion of the 30-34 age group (accounting for 8.4%), the 35-39 age group (accounting for 8%), and the 40-44 age group (accounting for 7.6%) compared to the total population of Vietnam in 2023.

=> Based on the above results, I decided to take a survey sample of 300 respondents

2.3. Main Results

2.3.1. Results of Qualitative Research

Question: What factors influence the awareness stage?

Table 2. 2 Table of factors affecting the awareness stage

Factors	Number of respondents
Frequent exposure to the brand (high frequency of appearance, wide coverage...)	++++

Attractive, compelling messages	+++++
- Variety in message delivery (videos, images, or integrating the brand into interactive games)	++
- Consistency in the brand message throughout	++
- A lot of discussion and buzz (Electronic-Word-of-Mouth) about the brand on platforms like Facebook, Google...	+++

Source: qualitative interview results

=> According to the responses, repeated exposure to the brand and attractive, engaging messages were identified by 5 out of 7 respondents as factors influencing brand awareness. When a brand appears frequently, especially on popular platforms, customers are more likely to remember it quickly. Similarly, an appealing message not only captures attention but also encourages customer interaction, fostering brand connection and recall. These are considered two core factors that help in quick brand recognition.

Three out of seven respondents mentioned that a brand with extensive discussions and mentions on Facebook and Google is more likely to be remembered. This factor can play a supplementary role, as the natural spread of discussions within the user community can enhance brand recognition.

Two out of seven respondents pointed out that diversity in communication methods and message consistency impact brand awareness. Diversifying how messages are delivered helps reach various customer groups with different interests and behaviors. Additionally, a clear and consistent message from start to finish makes it easier for customers to remember the brand. These are also supportive factors that reinforce and enrich the user experience.

Question: What factors influence the knowledge stage?

Table 2. 3 Table of factors affecting the knowledge stage

Factors	Number of respondents
----------------	------------------------------

Create engagement with the posts that the brand publishes through challenges, mini-games	+
Provide posts that offer knowledge, such as tips for using the product/service	+++
Showcase how the product/service features can meet customer needs	+
Ensure that information on the website and fanpage is comprehensive	+++++
Share review videos of previous customers' experiences with the product/service	++++

Source: qualitative interview results

=> Up to 6 respondents indicated that complete and clear information on the website and fanpage impacts the knowledge stage. It is evident that the website and fanpage are the primary sources of information customers consult when researching products. If the information is incomplete or unclear, customers may struggle to understand the product. Providing detailed information about the product, services, and benefits helps this process to be smoother and more effective. This can be considered a core factor in helping customers gain knowledge about the product and brand.

Four respondents mentioned that review videos naturally and visually enhance their product knowledge, as this approach is convincing and highly authentic. Additionally, 3 respondents noted that posts offering knowledge and usage tips also influence this process. Sharing articles on how to use products, tips, or how to maximize the benefits helps customers better understand the value and advantages of the products.

Interactions through challenges, mini-games, and features addressing customer needs are supplementary factors that provide additional motivation for learning about the product.

Question: What factors influence the liking stage?

Table 2. 4 Table of factors affecting the liking stage

Factors	Number of respondents
Enthusiastic support in addressing customer inquiries	+ + + + +
Presence of many KOLs (Key Opinion Leaders) and KOCs (Key Opinion Consumers) sharing positive experiences with the brand	+ +
Providing value to the community	+ +

Source: qualitative interview results

=> 5 respondents stated that the enthusiastic and prompt resolution of customer inquiries is a factor that influences their liking for a brand. When customers feel heard and well-supported, they are likely to develop a positive affinity, which can be considered a key factor in building a favorable relationship with the brand.

The involvement of KOLs/KOCs and the value the brand brings to the community are supplementary factors that help strengthen brand affinity by building trust and positive emotions.

Question: What factors influence the preference stage?

Table 2. 5 Table of factors affecting the preference stage

Factors	Number of respondents
Creating a difference in the shopping experience (e.g., service quality or convenience)	+ + + + +
Offering more favorable purchasing policies (e.g., shipping policies)	+ +

Positive word-of-mouth and feedback in Facebook groups and communities	+++
More attractive pricing	++++
The brand's reputation in the market	+
The variety of products distributed by the brand	+

Source: qualitative interview results

=> In the Preference stage, the most important factor is the difference in shopping experience. 6 respondents agreed that service quality and convenience when shopping have a significant impact. When customers experience good service and a convenient shopping process, they are more likely to prioritize that brand due to the satisfaction and convenience it provides. Next, competitive pricing is also an important factor, mentioned by 4 respondents. Factors such as word-of-mouth and positive feedback in Facebook groups (mentioned by 3 respondents) play a supplementary role, reinforcing customer choices through positive reviews from the community. Factors like promotional purchase policies and brand reputation were highlighted by fewer respondents, indicating they have a smaller impact compared to experience and pricing but still contribute to the final decision. Product variety is considered less important, with only 1 respondent mentioning it, as although variety can be an advantage, it is not a major deciding factor in brand preference.

Question: What factors influence the conviction stage?

Table 2. 6 Table of factors affecting the conviction stage

Factors	Number of respondents
Having experts use and review the service/product	+
Positive reviews from previous buyers	++++

Commitment to quality	+++++
100% return if there is a defect or counterfeit product	++++
Clearly and transparently posted brand information (product details, warranty terms, return policies)	++
Ensure that the product is new, not display merchandise from the showroom	+

Source: qualitative interview results

=> In the Conviction stage, the most important factors are quality assurance and a 100% return policy for defective or counterfeit products, emphasized by 5 out of 7 and 4 out of 7 respondents, respectively. Quality assurance helps customers feel confident about the value and reliability of the product. A clear return policy, especially a 100% return if defects or counterfeit products are discovered, provides reassurance and minimizes risk, making it a key factor in convincing customers.

Additionally, positive reviews from previous buyers also play an important role, with 4 respondents indicating that positive feedback from past customers enhances persuasion and builds trust in the quality of the product or service. These reviews act as endorsements, increasing the confidence of potential customers.

Factors such as clear and transparent brand information and assurance that the product is new and not a display item have less impact, mentioned by 2 out of 7 and 1 out of 7 respondents, respectively. Although clear information and assurance about new products also contribute to the conviction process, they are not as strong as quality commitment and return policies. These factors mainly support and reinforce the persuasion rather than being the primary motivators for the customer's purchasing decision.

Question: What factors influence the purchase stage?

Table 2. 7 Table of factors affecting the purchase stage

Factors	Number of respondents
Free gifts with purchase (e.g., buy a stove, get a free pot)	+ +
Warranty policy	+ + + +
Limited-time discounts and promotions	+ + + + + + +
Clear and easy-to-understand shopping experience on the website, with a smooth transaction process	+ + + +
Discount vouchers for future purchases	+ +
Complimentary services: free installation	+ + + + +

Source: qualitative interview results

=> In the Purchase stage, the most important factors are limited-time discounts and promotions, with 7 out of 7 respondents agreeing that these are the primary factors. Discounts and promotions create a strong incentive for customers to complete the transaction immediately, as they feel they are getting better value in a short period. This increases the sense of urgency and drives the purchase decision.

Next, offering additional services such as free installation was emphasized by 5 out of 7 respondents. Free services or discounts on additional services enhance the perceived value for customers and provide extra motivation to finalize the purchase.

Warranty policies and the purchasing experience on the website were highly valued by 4 out of 7 respondents. Warranty policies give customers reassurance about their investment, while a clear and user-friendly shopping experience on the website facilitates easy and hassle-free transactions.

Finally, factors such as complimentary gifts and discount vouchers for future purchases, mentioned by 2 out of 7 respondents, have less impact. While gifts and vouchers can enhance the attractiveness of the deal, they are not as strong as direct discounts and additional services in influencing the

purchase decision. These factors are generally added benefits but not the primary motivators driving the purchase decision.

Summary for the Qualitative Questionnaire:

In the Awareness stage, increasing the frequency of brand appearances and delivering engaging messages are crucial factors in making the brand stand out and be memorable to customers. Diversity in communication methods, consistent messaging, and positive discussions on social media also support enhanced brand recognition.

In the Knowledge stage, providing detailed and transparent information about products on online platforms is essential. Customer review videos and instructional posts play a significant role in increasing product understanding, while mini-games or challenges can help create additional engagement but are not the primary determinants.

The Liking stage is built on the brand's attentive support, positive reviews from KOLs/KOCs, and activities that provide value to the community. These factors contribute to creating goodwill and an emotional connection with customers.

In the Preference stage, differences in the shopping experience, competitive pricing, and positive reviews from previous customers are important in driving customer preference for the brand. Promotional policies and brand reputation also support reinforcing customer choices.

Finally, in the Purchase stage, discounts and promotions are the primary factors driving the purchase decision. Additional services such as free installation, warranty policies, and a seamless website shopping experience are crucial in reassuring customers and facilitating transactions. Although complimentary gifts and discount vouchers for future purchases have a smaller impact, they also play a supportive role in enhancing purchase motivation.

Overall, to optimize the customer journey and drive purchase decisions, the brand should focus on increasing customer touchpoints with meaningful messages, providing complete and clear information, improving the shopping experience, and offering attractive promotions and attentive support services

2.3.2. Results of Quantitative Research

- **Demographic results**

- **Gender:**

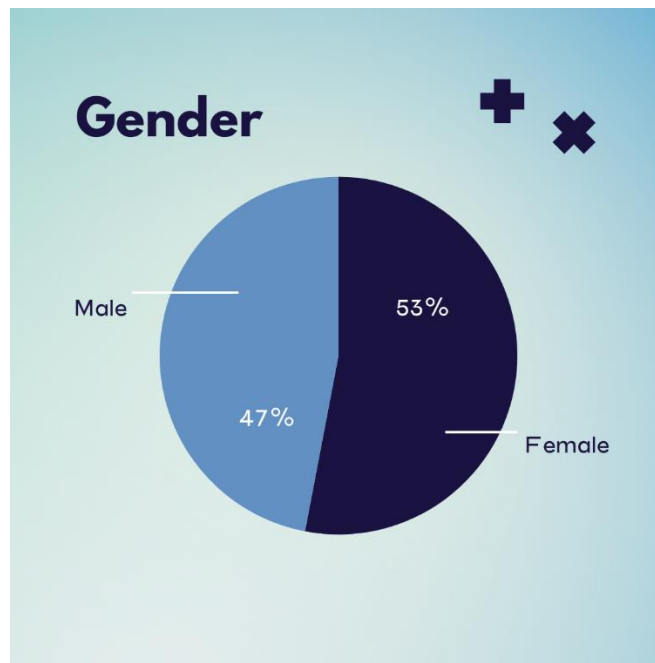


Figure 2. 8 Gender chart

The number of males and females is relatively equal; however, females still account for a larger proportion (53%)

Table 2. 8 Age * Income Crosstabulation

Age * Income Crosstabulation						
			Income			Total
			From 5 to 10 million	From 10 to 20 million	Over 20 million	
Age	30-35 years old	Count	51	54	15	120
		% within Age	42.5%	45%	12.5%	100%
	35-40 years old	Count	6	63	34	103
		% within Age	5.8%	61.2%	33%	100%
	40-45 years old	Count	5	37	35	77
		% within Age	6.5%	48.1%	45.5%	100%
Total		Count	62	154	84	300
		% within Age	20.7%	51.3%	28%	100%

Source: SPSS results

The 30-35 age group has the highest income range of 10 to 20 million VND (at 45%), followed by the 5 to 10 million VND range, and the lowest is over 20 million VND (12.5%). In the 35-40 age group, the highest income range is from 10 to 20 million VND (61.2%), with 33% earning over 20 million VND, and only 5.8% earning between 5 and 10 million VND. Additionally, in the 40-45 age group, the highest income range is 10 to 20 million VND (48.1%), followed by 45.5% earning over 20 million VND.

It can be observed that the income range of 10 to 20 million VND is concentrated primarily in the 35-40 age group, while the higher income range of over 20 million VND is concentrated in the 40-45 age group. Therefore, Homebest's products should target mid- to high-end consumers, providing content and messages that appeal to the 35-40 and 40-45 age groups. However, there could still be discount and promotional campaigns to attract and tap into the 30-35 age group.

- **Frequently used social media platforms:**

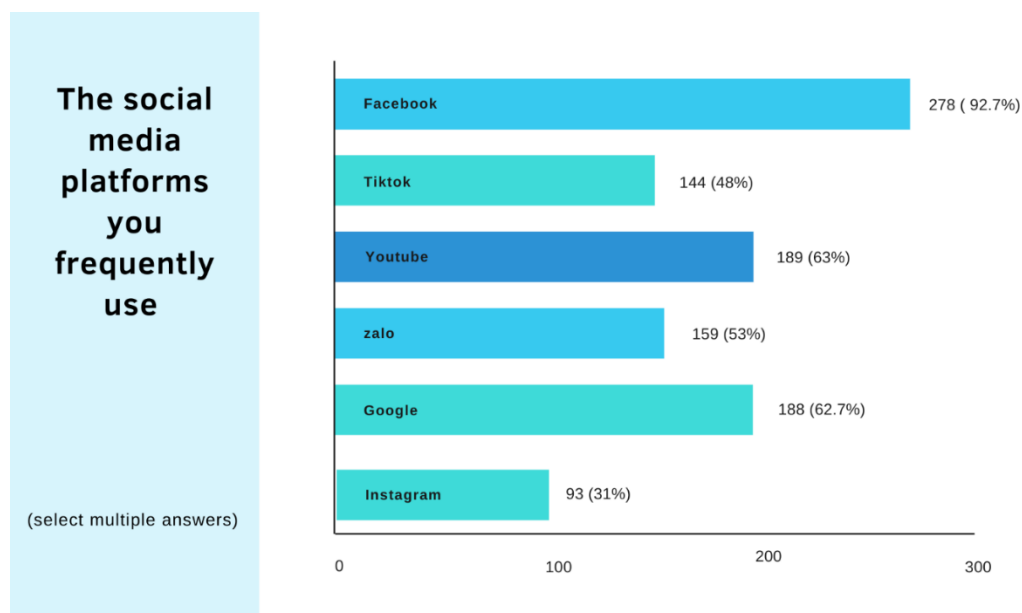


Figure 2. 9 Frequently used social media platforms chart

- **Time spent on Facebook:**

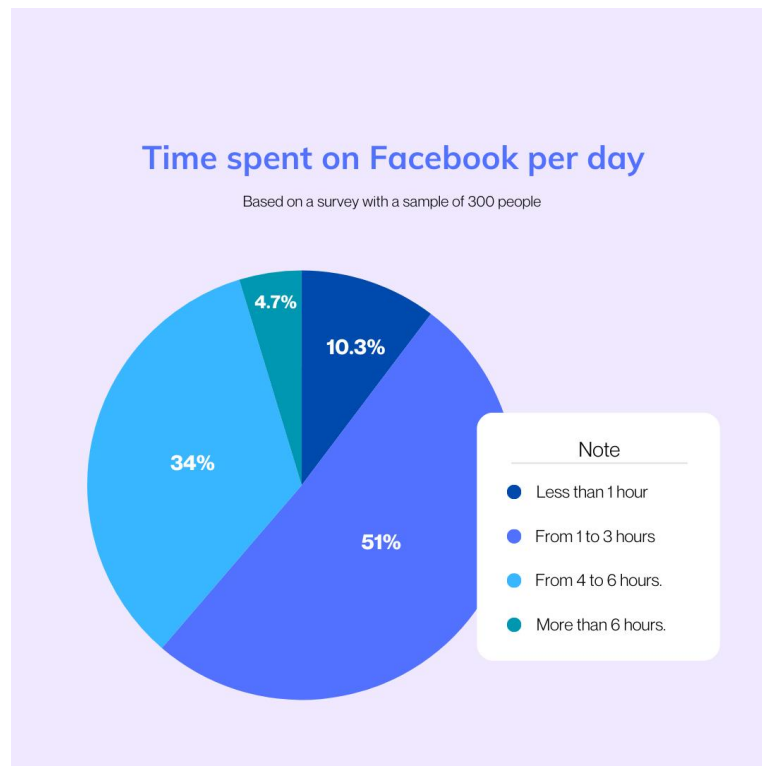


Figure 2. 10. Time spent on Facebook

Facebook is the main platform, used by 92.7% of users, followed by YouTube (63%), Google (62.7%), and Zalo (53%). With the majority of Facebook users spending 1 to 3 hours per day on the platform (51%), and 34% spending 4 to 6 hours, Facebook is the most important platform for implementing brand awareness strategies. Additionally, with 62.7% of people regularly using Google, it is also a potential platform to enhance brand awareness and drive customer purchase decisions

- Purpose of using Facebook and Google:

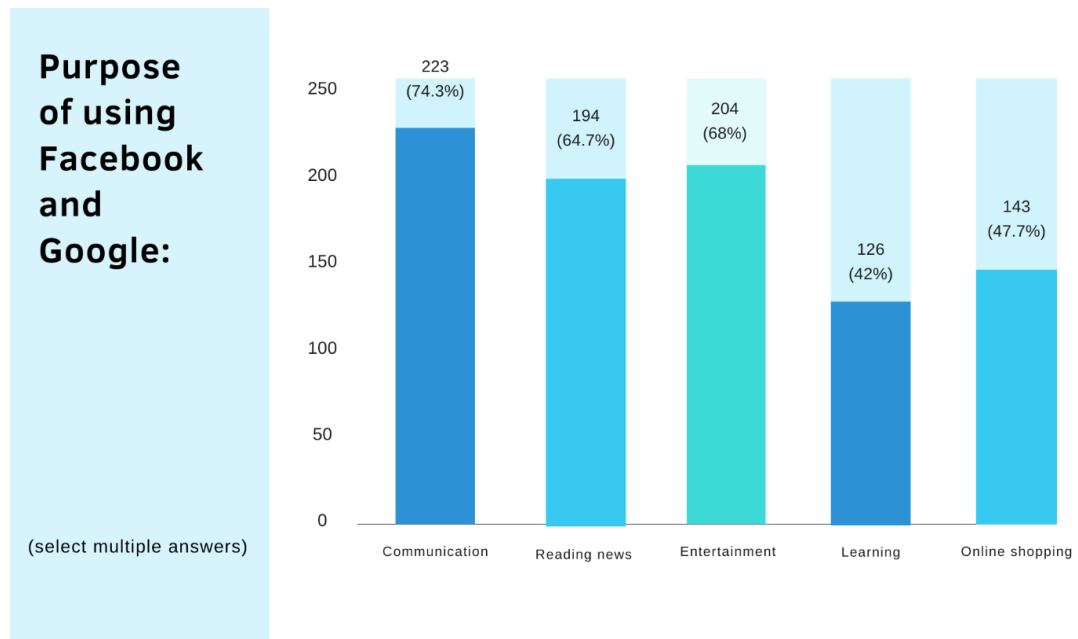


Figure 2. 11. Chart of purposes for using Facebook and Google

Participants primarily use these platforms for communication (74.3%), entertainment (68%), and reading news (64.7%), indicating that media content should combine entertainment, useful information, and connectivity. Additionally, 47.7% of users tend to shop online, highlighting the importance of optimizing content related to shopping and specific products on Facebook and the website

- **Purchasing behavior on Facebook/Website:**

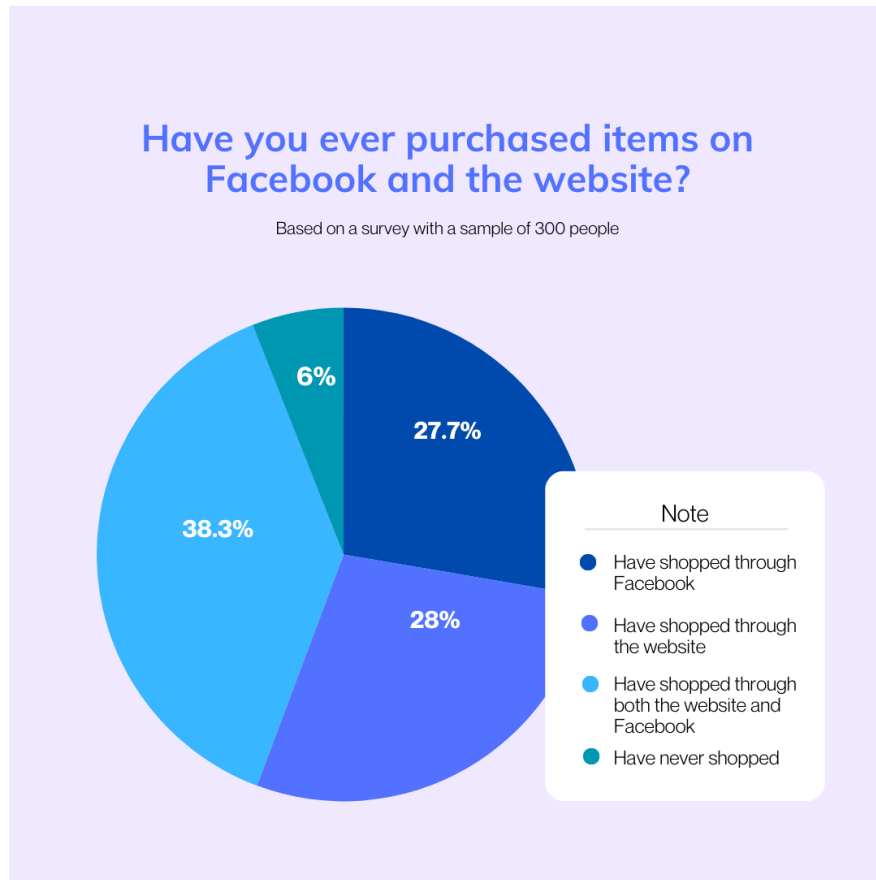


Figure 2. 12 Chart of purchasing behavior on Facebook/Website

38.3% have purchased items on both Facebook and the website, highlighting the importance of developing a strategy to encourage purchases on these two platforms. 27.7% have bought items on Facebook, while 28% have made purchases on the website. Therefore, optimizing user experience and building trust across both channels will be key factors in maximizing the potential of both platforms to drive shopping behavior.

- Comparison between income and purchasing behavior on Facebook/website:

Table 2. 9 Income * Ever shopped on Facebook/Google Crosstabulation

Income * Ever shopped on Facebook/Google Crosstabulation							
			Ever shopped on Facebook/Google				Total
			Have shopped through Facebook	Have shopped through the website	Have shopped through both the website and Facebook	Have never shopped	
Income		Count	21	13	22	6	62

	From 5 to 10 million	% within income	33.9%	21%	35.5%	9.7%	100%
	From 10 to 20 million	Count	39	42	63	10	154
		% within income	25.3%	27.3%	40.9%	6.5%	100%
	Over 20 million	Count	24	29	29	2	84
		% within income	28.6%	34.5%	34.5%	2.4%	100%
Total		Count	84	84	114	18	300
		% within income	28%	28%	38%	6%	100%

Source: SPSS results

In the 5-10 million VND income group, 33.9% have shopped on Facebook, 21% have shopped via the website, and 35.5% have shopped on both platforms. This group shows significant potential for selling through both Facebook and the website; however, they tend to prefer shopping on Facebook.

In the 10-20 million VND income group, 25.3% have purchased through Facebook, 27.3% have purchased on the website, and 40.9% have purchased on both platforms. Promoting sales on both platforms could yield similar results.

In the over 20 million VND income group, 28.6% have shopped through Facebook and 34.5% on the website, indicating that people in this group may prefer shopping on the website more.

- Comparison between age groups and Facebook usage behavior:

*Table 2. 10 Age * Facebook Usage Time Crosstabulation*

Age * Facebook Usage Time Crosstabulation						
		Facebook usage time				Total
		Less than 1 hour	1 to 3 hours	4 to 6 hours	More than 6 hours	
Age	30-35 years old	17	60	33	10	120
	35-40 years old	7	54	36	6	103
	40-45 years old	6	39	32	0	77
Total		30	153	101	16	300

Source: SPSS results

- Age group 30-35: This group accounts for the majority of the sample (120 people). In this group, 50% (60 people) use Facebook for 1 to 3 hours per day, showing this is the most common usage time. 33 people in this group use it for 4 to 6 hours, and 10 people use it for more than 6 hours. However, 17 people in this group use Facebook for less than 1 hour.
- Age group 35-40: There are a total of 103 people. The majority use Facebook for 1 to 3 hours, accounting for about 52.4% of the group. Some (36 people) use it for 4 to 6 hours, and 6 people spend more than 6 hours on Facebook. Only 7 people use it for less than 1 hour.
- Age group 40-45: This is the smallest group with 77 people. The majority (39 people) also use Facebook for 1 to 3 hours. The rate of usage from 4 to 6 hours is also high (32 people, about 41.6%); however, no one in this group uses Facebook for more than 6 hours per day. Six people in this group use it for less than 1 hour.

- **Main questions**

- **Factors affecting the Awareness stage:**

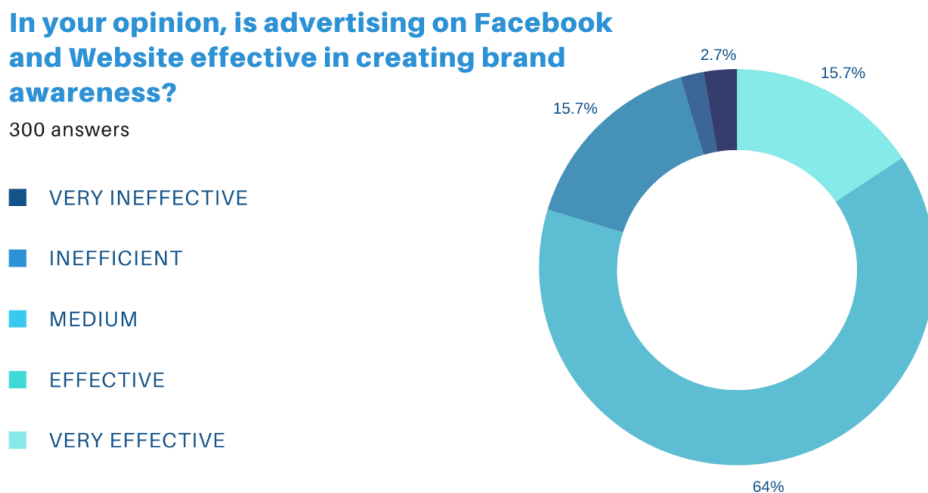


Figure 2. 13 Chart of the level of Facebook advertising impact on brand awareness

The majority of participants (64%) believe that advertising on Facebook and the website is effective. This is the highest percentage, indicating that most consumers perceive advertising on these platforms to have a positive impact on brand awareness. 15.7% rate it as very effective; although this percentage is not very high, it still indicates a significant portion of customers view the

effectiveness of advertising positively. This confirms that using creative advertising methods and effective targeting strategies can significantly enhance effectiveness.

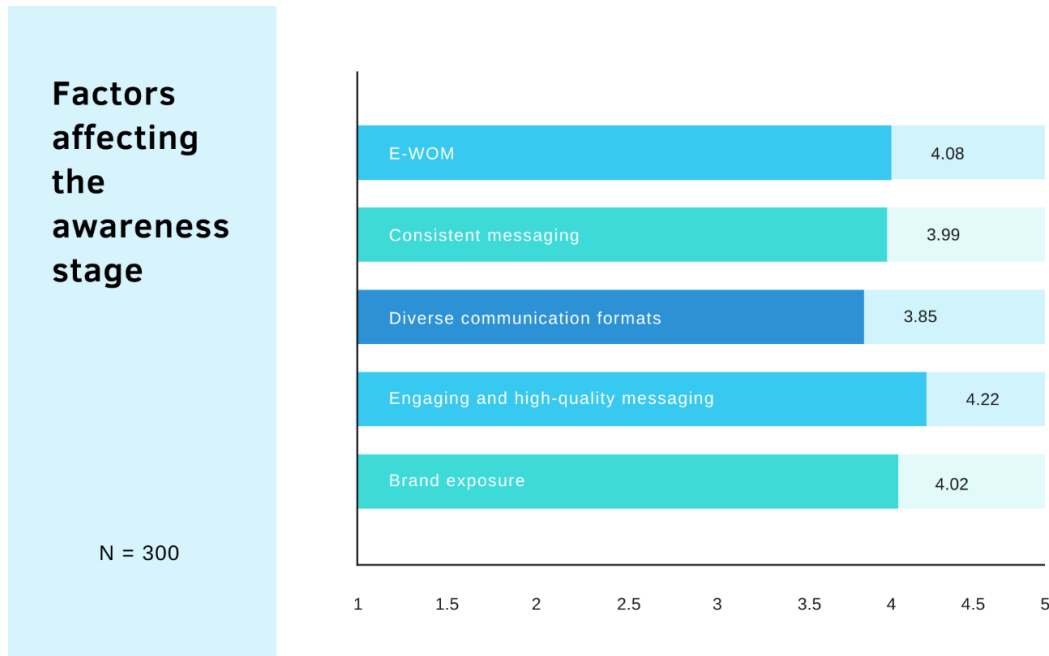


Figure 2. 14 Chart of factors affecting the awareness stage

Attractive and engaging messages scored 4.22 points, making it the highest-rated factor, demonstrating that consumers recognize the crucial role of compelling messages in building brand awareness. Homebest should continue to invest in creating content that captures attention and stimulates interaction to optimize brand awareness on Facebook and the website. Additionally, there is considerable discussion on platforms, scoring 4.08 points, the second highest, indicating that consumer conversations about the brand on social media are vital for reinforcing brand awareness. We can focus on creating programs that encourage users to share their experiences, thereby generating a stronger viral effect.

Frequent exposure to the brand (high frequency, large coverage) also scored above 4 (4.02), showing that consumers understand that regular interaction with the brand can enhance awareness. This suggests we should maintain a consistent frequency of appearances while paying attention to message quality and correctly targeting customer segments to avoid causing boredom.

Consistent messaging (3.99) is nearly agreed upon, as the consistency in advertising messages helps reinforce brand image and build customer trust. We need to ensure that advertising messages are conveyed uniformly to avoid misunderstandings or confusion. The diversity in message

delivery scored 3.85 points; although this score is below 4, it is still above 3, meaning consumers do not dismiss the role of variety in message delivery but have not been fully convinced of its effectiveness.

- Factors affecting the Knowledge stage:

In your opinion, to what extent do Facebook and Website ads provide valuable product knowledge?

300 answers

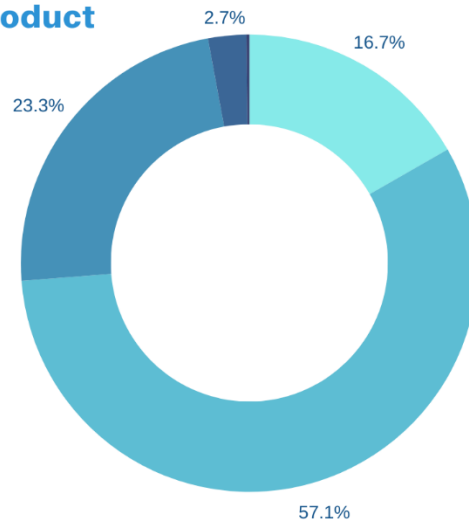


Figure 2. 15 Chart of the impact of Facebook advertising on product knowledge

The chart shows that the majority of survey participants (57.1%) believe that advertising on Facebook and the website provides value in terms of product knowledge, while 23.3% consider the advertising to be average. A small group (16.7%) views the advertising as very valuable, indicating that it has somewhat met their expectations for providing product information. However, with a small percentage of users rating the advertising as low or lacking in value, this serves as a reminder that we also need to focus on improving the advertising content to make it more engaging and convey more specific information.

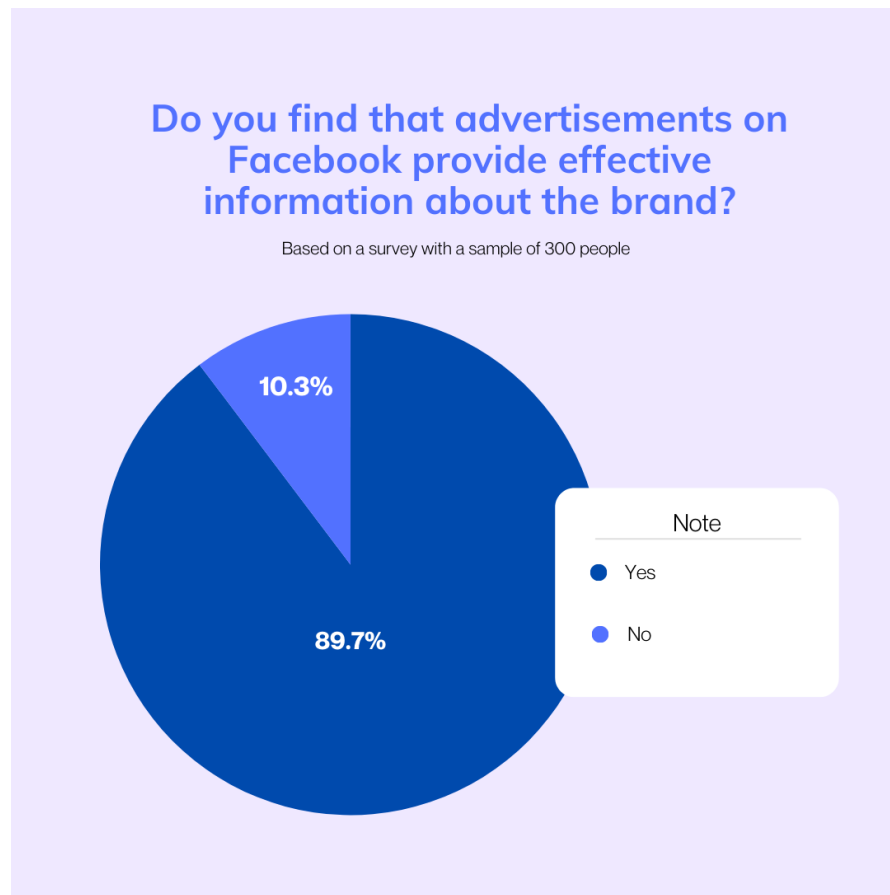


Figure 2. 16 Chart of the impact of Facebook advertising on brand information

The chart shows that 89.7% of survey participants believe that advertising on Facebook effectively provides information about the brand, while only 10.3% think the advertising is ineffective. This confirms that the majority of users highly value the role of Facebook advertising in conveying brand information. This indicates that advertising is positively impacting brand awareness and providing useful information about the brand to consumers.

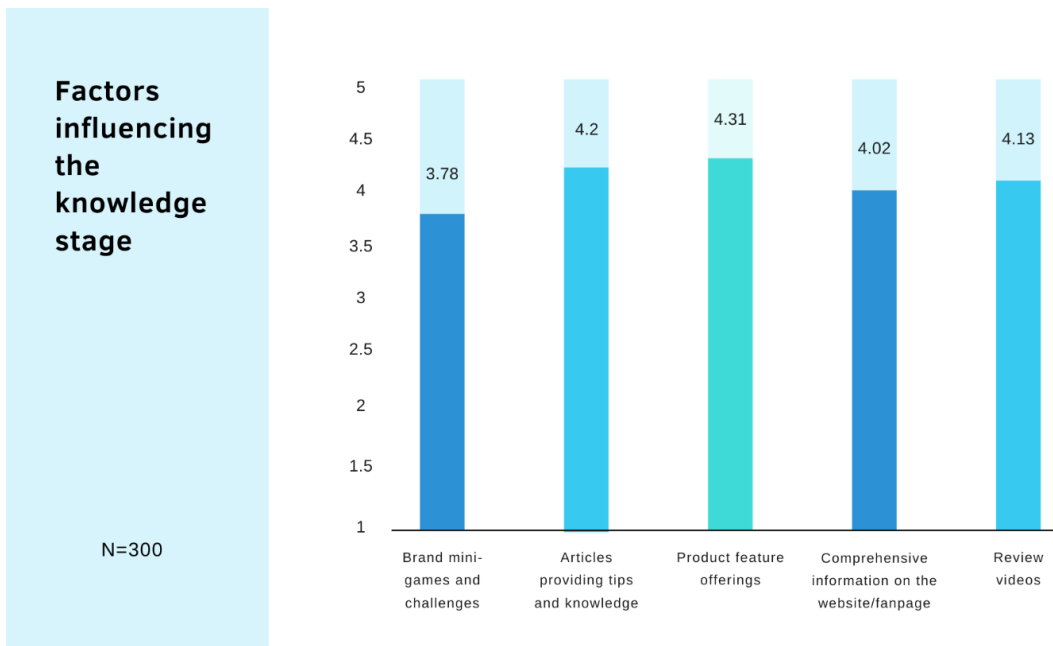


Figure 2. 17 Chart of factors affecting the knowledge stage

The factor of providing product features (4.31) is rated the highest, indicating that consumers prioritize direct information about the product and how it meets their needs. Video reviews (4.13) and articles providing knowledge and tips (4.2) also play an important role in helping users understand the product better. Complete information on the website or fan page (4.02) is rated quite highly, demonstrating that consumers value transparency and ease of access to information. However, mini-games and brand challenges only scored 3.78, indicating that this factor may be useful but has not fully convinced consumers. Overall, all factors have a certain impact on the Knowledge stage, but to optimize effectiveness, we should focus on high-rated factors such as providing product information and sharing useful knowledge through videos and articles, along with adding specific video reviews.

- Factors affecting the Liking stage:

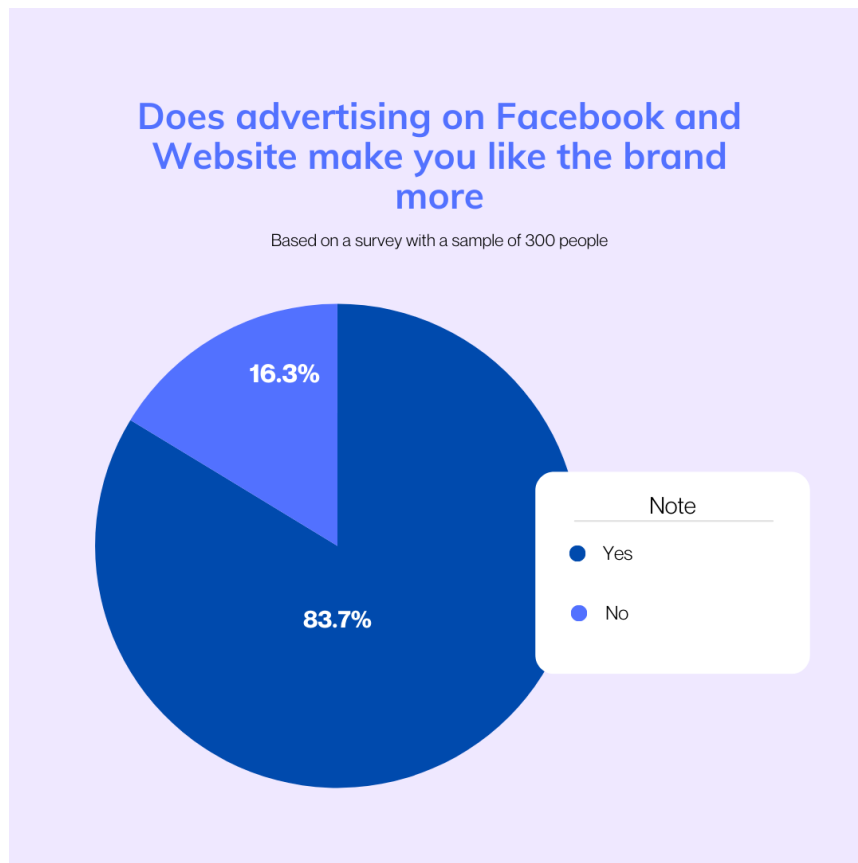


Figure 2. 18 Chart of the impact of Facebook advertising on liking the brand

With 83.7% of survey participants stating that advertising on Facebook and the website makes them feel more favorable towards the brand, it can be concluded that advertising campaigns on these two platforms play an important role in building goodwill towards the brand. This demonstrates that advertising not only creates awareness but also positively contributes to fostering consumers' positive feelings towards the brand. However, 16.3% believe that the advertising does not make them like the brand more, indicating that there is still a segment of customers that requires different strategies to enhance their liking

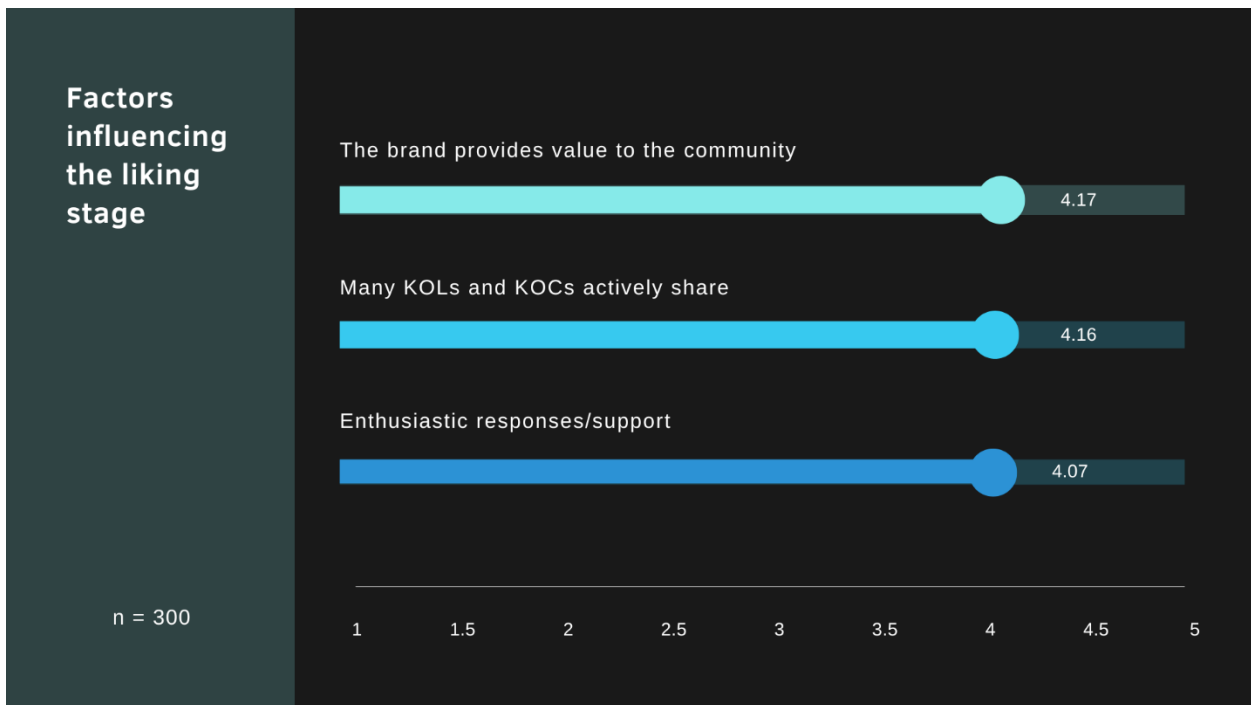


Figure 2. 19. Chart of factors affecting the liking stage

In the Liking stage, the factors influencing customers' affection for the brand are clearly reflected in the survey results. Specifically, the enthusiasm in supporting and addressing customer inquiries scored 4.07 points, indicating that this is an important factor in enhancing consumers' goodwill. Additionally, having many KOLs and KOCs share positive experiences about the brand scored 4.16 points, highlighting the influence of celebrities and reputable figures in building customer affection. Finally, the factor of providing value to the community received the highest score at 4.17 points, confirming that community-oriented activities not only create a positive brand image but also foster a sense of attachment and affection among customers. These results suggest that to increase customer liking, the brand should focus on supporting customers, collaborating with KOLs and KOCs, and engaging in meaningful community activities

- Factors affecting the Preference stage:

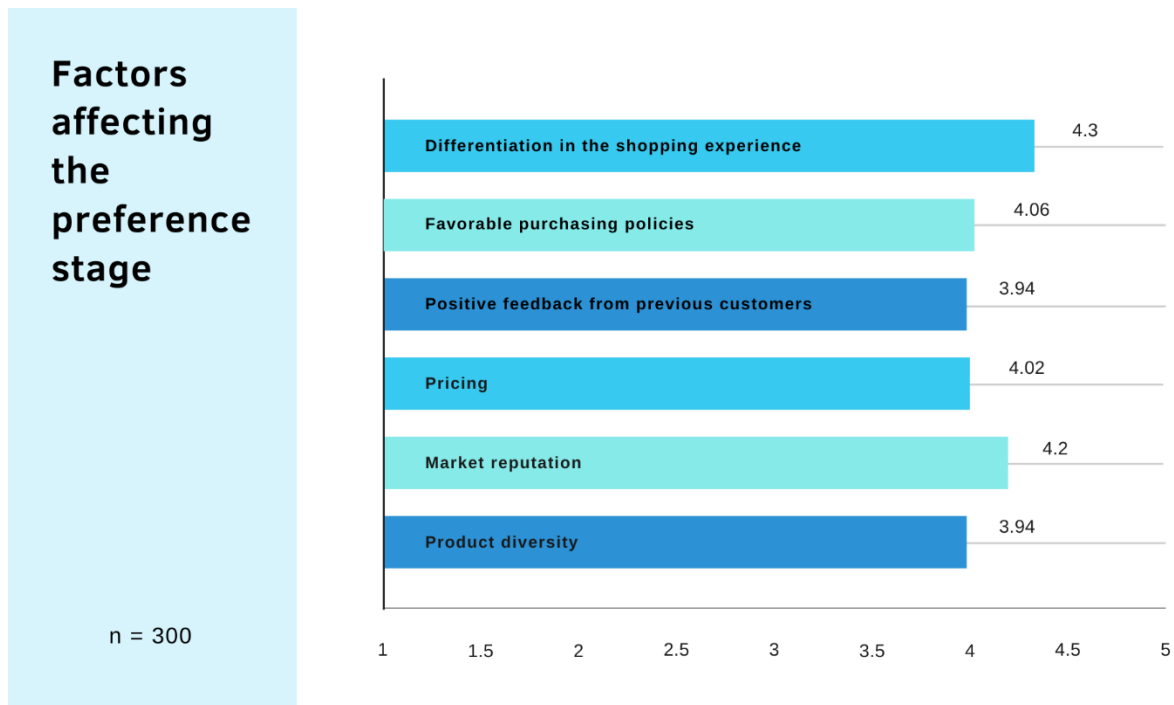


Figure 2. 20. Chart of factors affecting the preference stage

The survey results regarding factors influencing the Preference stage provide a clear picture of the elements that determine customers' choices towards a brand. First, the uniqueness of the shopping experience scored 4.3 points, indicating that customers highly value unique and convenient shopping experiences. Next, the brand's reputation in the market is also significant, with a score of 4.2 points, affirming that the brand needs to build a positive and trustworthy image to attract customers.

Promotional purchasing policies (4.06 points) and more favorable pricing (4.02 points) are also important factors, showing that customers tend to seek financial benefits when making purchasing decisions. Although scoring lower, word-of-mouth and positive feedback in Facebook groups (3.94 points), along with product variety, while still below 4, are nearly at that level, indicating these factors also influence and persuade customers to prioritize the brand over others.

To enhance customer preference, we need to focus on improving the shopping experience, building credibility, and offering favorable policies and pricing.

- Factors affecting the Conviction stage:

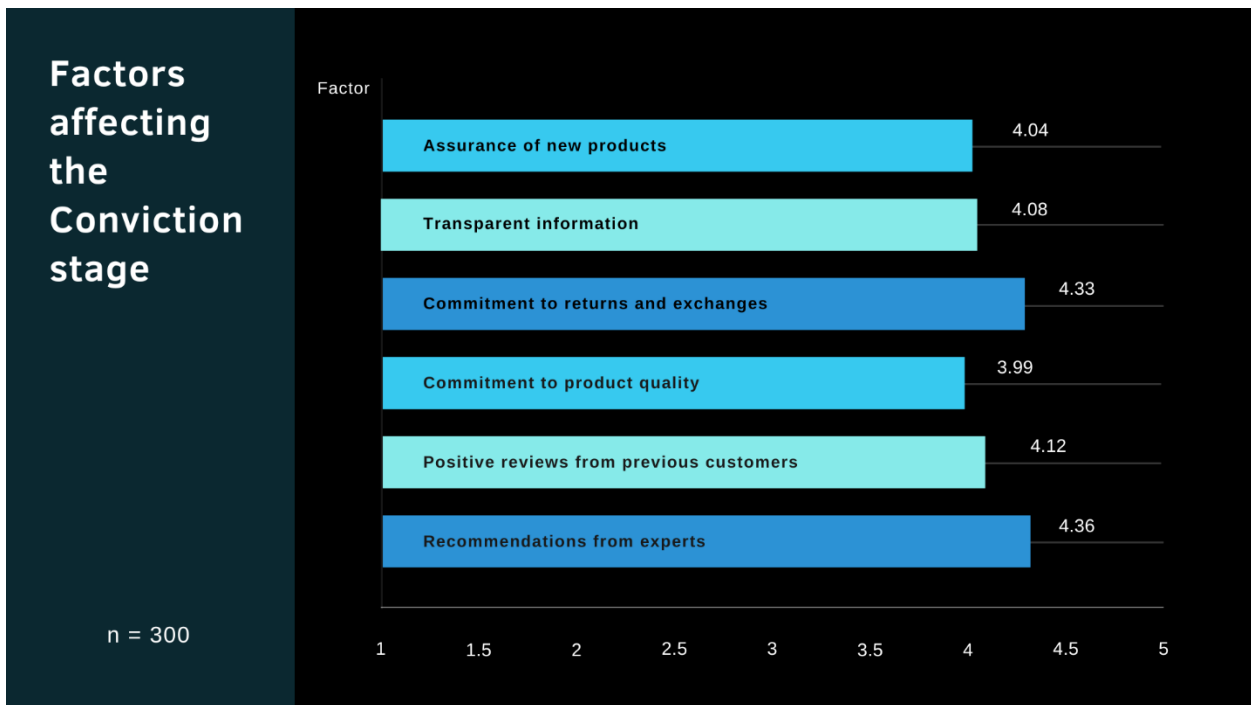


Figure 2. 21. Chart of factors affecting the conviction stage

According to the survey results, the factor of "recommendations from expert" received the highest rating of 4.36 points, indicating that evaluations from experts are very convincing and have a significant influence on customer decisions. Following closely is the policy of 100% returns for errors or counterfeit detection, which scored 4.33 points. This shows that customers are very concerned about their rights and feel more secure with a reasonable protection policy. Positive reviews from previous buyers also play an important role, scoring 4.12 points, affirming that previous customer experiences greatly impact the trust of new customers.

Moreover, clear and transparent information about the product, along with warranty and return policies, was rated at 4.08 points, highlighting the necessity of conveying comprehensive information to build trust. Additionally, ensuring that products are new and not display items at the showroom scored 4.04 points, indicating that customers have a high demand for product quality.

Finally, the commitment to quality received a score of 3.99 points. Although slightly lower, it still indicates that this is a factor that cannot be overlooked. Overall, these factors emphasize that building trust with customers is extremely important, requiring attention to information, rights protection policies, and expert evaluations to create conviction in the purchasing decision

- Factors affecting the Purchase stage:

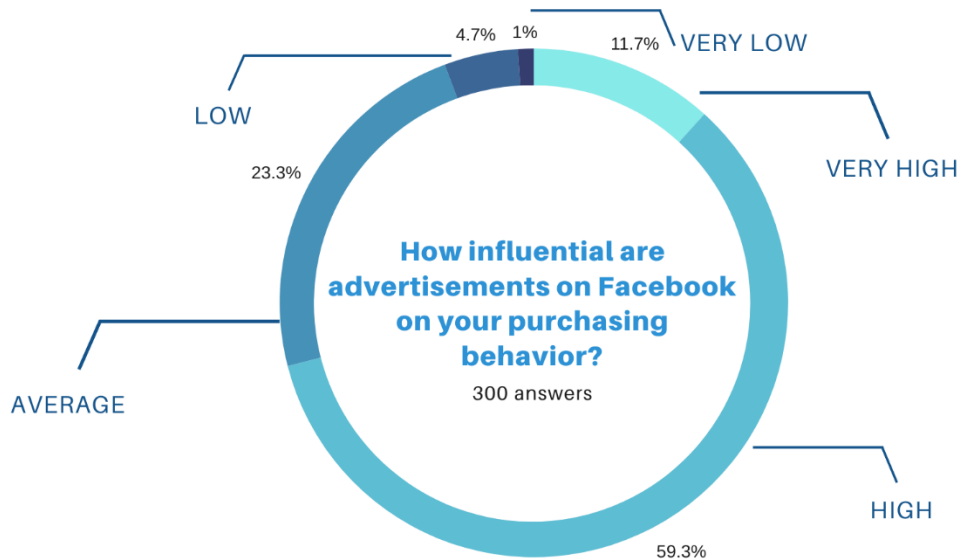


Figure 2. 22. Chart of the impact of Facebook advertising on purchasing behavior

The survey results regarding the impact of advertising on Facebook on purchasing behavior indicate that ads on this platform have a strong influence on customers' shopping decisions. Specifically, 59.3% of respondents rated the level of influence as high, while 11.7% perceived it as very high. This demonstrates that the majority of consumers recognize that Facebook advertising not only captures attention but also plays a crucial role in driving their purchasing decisions. Additionally, 23.3% of those surveyed indicated that the level of influence was average, suggesting that some customers still need more information or experience before making a purchase decision. A small remaining percentage reported low and very low levels of influence, indicating that not all consumers are persuaded by ads on this platform. These figures affirm that Facebook remains an important and effective advertising channel in influencing customers' purchasing behaviors. There is also a need to continue improving content and advertising strategies to optimize this positive impact.

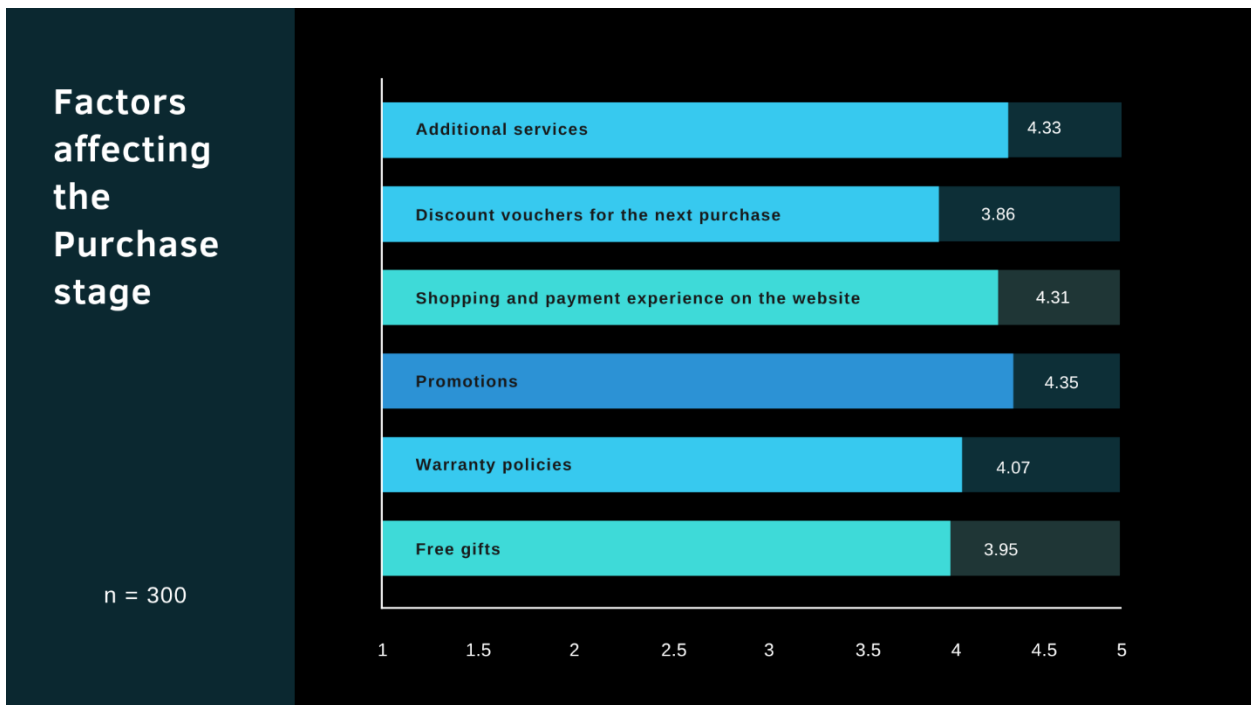


Figure 2. 23. Chart of factors affecting the purchase stage

Discounts and limited-time promotions are the most significant factors influencing purchase decisions, scoring 4.35. This indicates that attractive pricing can prompt customers to make quick decisions. Following closely, the offering of additional services (such as free installation) received a score of 4.33, demonstrating that value-added incentives are essential to encourage customers. Moreover, the purchasing experience on the website needs to be clear and straightforward, achieving a score of 4.31. This emphasizes the importance of a good user interface and a convenient payment process, helping to minimize difficulties during the purchase. While the warranty policy scored 4.07, it still plays an important role in building trust and ensuring customer peace of mind regarding product quality post-purchase.

On the other hand, factors like free gifts did not receive much attention, indicating that not all promotional methods attract the same level of interest. Finally, discount vouchers for future purchases scored 3.86, suggesting that future promotional programs can stimulate customer loyalty but are not as compelling as immediate discounts. Overall, these factors highlight that discounts and the enhancement of accompanying service value are effective strategies for driving customers' purchase decisions.

Summary of Chapter 2

Chapter 2 has provided an overview of the current state of the Facebook platform and the website of Homebest, offering a more realistic view of the brand's activities on these platforms. Additionally, Chapter 2 outlines the research methods and the results of qualitative and quantitative analysis based on the Hierarchy of Effects Model. The findings indicate the factors that may influence each stage from awareness to purchase of the brand, providing data to evaluate and identify the behaviors and preferences of the target customers on both platforms, Facebook and the website. This serves as a basis for proposing solutions and strategies to improve the process from awareness to purchase for Homebest.

CHAPTER 3

PROPOSALS FOR THE COMPANY

3.1. Basis for Recommendations

Armed with the theoretical framework of the Hierarchy of Effects Model, as well as the findings of previous qualitative and quantitative studies, I have built the fundamental base upon which I can now move to deal with the firm.

3.1.1. Homebest Business Strategy and Objectives for 2025

- Business Objectives: Homebest seeks to improve sales performance and increase income by 20% in the year 2025 as compared to the year 2024. The firm is already in recruitment stages and has been very active in training and developing specialized sales and technical department with emphasis on professionalism and customer service skills.
- Reputation and brand image building: The distribution of the kitchen equipment has many players, and Homebest is still not well known in the industry. So, in 2025, the goal is to achieve 50% more customers and a 20% increase in the revenue from new customers

3.1.2. Qualitative Research Results

Most respondents also agreed that high brand recognition plays a very important role in helping persuade potential customers to purchase a product. Yet, at the present moment, Homebest is still not well known (because only 1 out of 2 experts and 3 out of 5 respondents were aware of the brand). This means that according to the Hierarchy of Effects Model, Homebest has to begin from the very ground level: starting from brand awareness -> brand knowledge -> liking -> preference -> being persuaded -> purchasing the Homebest products.

It is also worth noting that different 5 out of 5 consumers whenever they would consider the features of high-end home appliances or high-value products undertake an exercise of looking for information on the internet with the motive of finding out about the product and its price. This again brings in the need and thus the idea for Homebest to upload and optimize the sites it operates.

Participants further outlined conditions that might affect particular phase. Each phase entails certain requisites and is interrelated so as to produce a better and more efficient process from awareness to the purchase behavior of the customer.

3.1.3. Quantitative Research Results

- **Factors Highly Valued in Each Stage:**

The factors mentioned by respondents in the qualitative interviews were applied to construct the quantitative survey. All factors received a score of > 3 (neutral), indicating that each factor has a certain impact on the respective stages. Based on these factors, we can propose the following recommendations for Homebest Vietnam:

Table 3. 1 Factors Highly Valued in Each Stage

Stage	Factors	Mean
Awareness	Engaging and high-quality messaging	4,22
	E-WOM	4,08
	Brand exposure	4,02
	Consistent messaging	3,99
	Diverse communication formats	3,85
Knowledge	Product feature offerings	4,31
	Articles providing tips and knowledge	4,2
	Review videos	4,13
	Comprehensive information on the website/fanpage	4,02
	Brand mini-games and challenges	3,78
Liking	The brand provides value to the community	4,17
	Many KOLs and KOCs actively share	4,16
	Enthusiastic responses/support	4,07
Preference	Differentiation in the shopping experience	4,3

	Market reputation	4,2
	Favorable purchasing policies	4,06
	Pricing	4,02
	Positive feedback from previous customers	3,94
	Product diversity	3,94
Conviction	Recommendations from experts	4,36
	Commitment to returns and exchanges	4,33
	Positive reviews from previous customers	4,12
	Transparent information	4,08
	Assurance of new products	4,04
	Commitment to product quality	3,99
Purchase	Promotions	4,35
	Additional services	4,33
	Shopping and payment experience on the website	4,31
	Warranty policies	4,07
	Free gifts	3,95
	Discount vouchers for the next purchase	3,86

Source: quantitative interview results

The quantitative survey results from 300 respondents also provide useful information regarding how customers view and behave on online platforms such as Facebook and websites. Analysis to do with the distribution of the population by gender and age shows variability within the target population, with the most frequent characteristic being females 30-40 years old. This means that

Homebest has a strong potential to reach out and engage the customers who belong to this demographic. In addition, apart from factors mentioned above, the majority of the consumers' income levels are in such a range that would allow them to purchase premium grade products.

Some of the findings from the study indicate that advertisements on Facebook and websites perform extremely well in creating brand awareness. Concerns like brand recall, where a consumer has had a series of exposures to the brand before, brand conversations on the social platforms, brand messaging and more also come in very helpful in brand enhancement. In the knowledge phase, detailed product information, articles, tips, review videos and so on were rated high. This shows that there is high need from the customers for precise and sufficient information during the pre-decision stage

During the liking stage, it was evident that the interest in helping and resolving customer problems, the appreciation of the brand by the community as well as the positive feedback from KOLs and KOCs evoked high interest from the participants. This shows that interaction with the customers, the image of the brand itself, and assistance from the brand is very important in forming good relations with the consumers. For the preference stage, the experience that differs from the regular one and the overall attitude towards the brand are other aspects that need to be highlighted. Customers tend to choose brands that are different and well-held in the marketplace. This decision also has purchase motivation and price factor as part of it.

The conviction stage is marked by consumers' need for factors like expert reviews and clear return policies to make purchase decisions. Transparency in information is crucial, indicating that customers seek assurance from brands before making final decisions. Finally, in the purchase phase, factors such as promotions and accompanying services are the main drivers encouraging customers to make purchases. This shows that customers are highly responsive to promotional programs and supportive services, while also demanding a seamless online shopping experience for convenience.

- **Persona**

From the information collected from the quantitative responses, we can gather the following characteristics of the target audience:

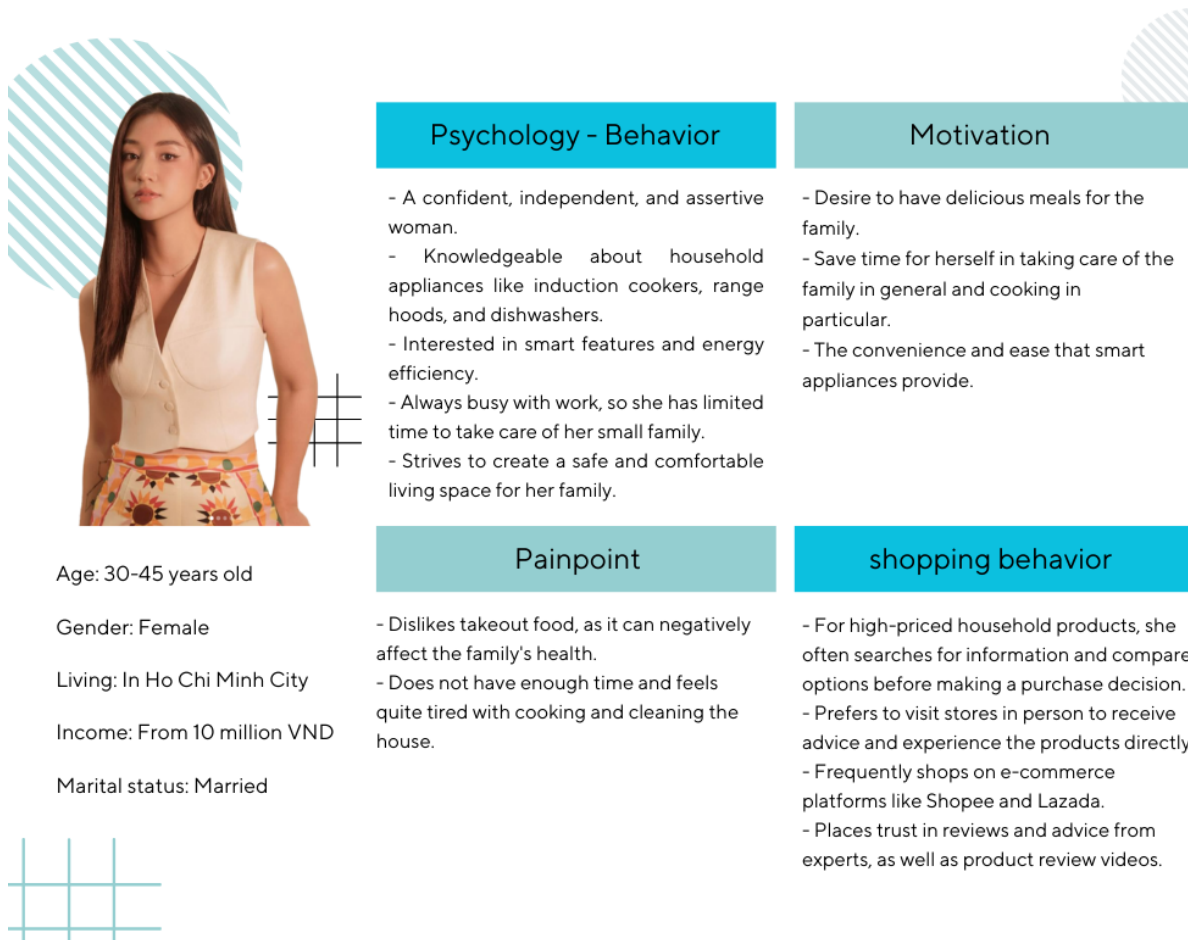


Figure 3. 1 Target customer profile of Homebest

3.1.4 Virtual Experience

The virtual showroom implementation proposal developed for Homebest seeks to close the gap that has existed moderately in the size of their sales locations relative to competitors like Khánh Vy Home and Điện Máy Xanh. Thus, with only one working showroom, Homebest is seeking a way out to expand its customer base on a wider scope and the virtual showroom will act as a center of that where customers will get access to demos of the products without being present physically. Virtual showroom experiences are gradually picking up and being implemented as they offer a more entertaining interactive session where customers can have access to product information, pricing, and reviews instantly. This shopping experience aims to recreate the offline store atmosphere while offering the benefits of shopping online. In addition to that, using this particular technology would provide a competitive advantage to Homebest, augmenting its contemporary image's value since a lot of people these days prefer buying things online. The customers come pretty close to the products and if they still want, go to the store those serve as a link between the

two worlds. Customers come quite close to the products and if they still want to visit the shop they can, there are no online shopping boundaries.

3.1.5 AI chatbox

Today's AI chatbots are rapidly being implemented as they can work around the clock, offering businesses unlimited customer support and care services at any time of the day. This capability proves useful when customers have to make inquiries during non-working hours or when they are located in different time zones thus improving the user experience and making people more satisfied. As a result, customers, in this case, do not have to wait to get answers as AI chatbots are able to address any frequently asked questions such as product information, policies, or service available without delay. Doing this enhances task efficiency regarding basic queries and reduces the pressure on customer service representatives as customers get quick, easy, and satisfactory services. AI chatbots have the capacity to process and learn from user information. Thus, they can provide individual users with specific product suggestions and solutions. This not only improves customer satisfaction but also increases the conversion rates of Homebest. Incorporating AI chatbots helps in branding Homebest as a modern company that is in harmony with the advancement of technological changes. This has the effect of improving the perception of the brand, and at the same time, gives reassurance to customers that Homebest is constantly in a position to offer them the best support

3.2. Solution Content

- **Objectives:**
 - Increase revenue by thirty percent over last quarter
 - Obtain 1000 more new likes on the fan page
 - Isolate a target reach of no less than 1,000,000 persons
- **Solution Content on the Facebook Platform**

Stage 1: Creating Consumer Awareness and Knowledge of Homebest

- Build groups or communities focused on kitchen products, which should help the user share their experiences with using excellent kitchen utensils, trading kitchen and cooking ideas and Homebest items and promotion of new items, which Homebest is launching. Do the necessary to get clients response fast and be all supportive.
- Have consistent advertising reinforcement on Facebook. Ad formats such as carousel ads and videos ads should be used to advertise products and their saleable features. Target market 30-45 years old for better outreach and interaction with potential customers
- Generate product knowledge content by posting how to use the particular product and its benefits and the reasons why such costly kitchen devices should be bought to assist the customers in making purchase decisions. Such pieces of articles will also include some images and short video illustrations.

Stage 2: Creating Consumer Preference and liking for Homebest

- Book video reviews from KOLs (Key Opinion Leaders) and KOCs (Key Opinion Consumers) as they share their shopping experiences and product usage with the brand.

Stage 3: Convincing Customers and Increasing Purchase Decisions for Homebest

- Existing customers are interested in other users' feedback, which is why adding moderation into external feedbacks increases the users' willing to purchase. Establish a mini-purpose of the game and name it "Chia sẻ hành trình mua sắm tại Homebest, nhận ngay khuyến mãi ưu đãi cực 'nét'" Anyone can upload videos and win prizes by just sharing their experiences while shopping or using products at Homebest.

- Conduct events to entice Flash Sale on Facebook with a timeframe or limited offers. Homebest will launch flash sales and product tours via livestream by showcasing various products and activating key features such as responding to viewer inquiries, providing discount codes and installing/shipping at no basic cost to the viewer creating urgency to buy.

- **Solution Content on the Website**

Stage 1: Creating Consumer Awareness and Knowledge of Homebest

- Polished website content must be SEO compatible so that when customers search for relevant terms within the scope of your products or brand the website pop-ups among the first top ranks in the search engine.
- Publish articles in the blogs that teach how to use the respective products, write feature articles or statistic articles, and explain some of the more frequent questions.

Stage 2: Creating Consumer Preference and liking for Homebest

- Develop a virtual store page that allows users to perform the shopping process electronically without visiting physical stores. Users can go into the showroom and get details and prices of products from the comfort of their sitting rooms.
- Develop a customer care integration in the system, in form of a chatbot for the immediate needs of the clients. The application will make appropriate suggestions of the products and sort any queries.

Stage 3: Persuading Consumers and Increasing Purchase Decisions for Homebest.

- Create a dedicated section or page for expert reviews in the industry. These reviews should focus on the features and superior benefits of the products. Such evaluations not only enhance credibility but also motivate customers to feel more confident in their purchasing decisions.
- For each of the product pages there must exist a clear section on return policies and warranty issues for the type of product sold. The related return terms should be made appealing especially when purchasing costly equipment to make customers less anxious.

3.3. Feasibility of the Solution

3.3.1 Action plan

- **Overview Plan:**

Action Plan Table			
Factor	Phase 1	Phase 2	Phase 3
Time	10/2024 - 11/2024	12/2024 - 01/2025	02/2025 - 03/2025
Objectives	Create high brand awareness, with more and more people getting to know Homebest, while also conveying information about the brand and the products it distributes	Create customer preference for Homebest; among many choices of smart home appliance distributors, customers still choose Homebest	Persuade and motivate customers to experience and purchase Homebest products
Main activities on Facebook	<ul style="list-style-type: none"> - Create Facebook groups, communities for discussions about kitchen products, sharing tips, and exchanging family care stories - Run advertising campaigns for premium kitchen appliances - Post content about knowledge, product features, and kitchen tips 	Book video reviews from KOLs and KOCs when they experience purchasing and using the brand's products.	<ul style="list-style-type: none"> - Organize a mini-game where participants post video reviews of their purchasing process or product usage from Homebest - Organize Facebook Live Flash Sale events with exclusive vouchers
Main activities on Website	<ul style="list-style-type: none"> - Optimize SEO for the content posted on the website." - Post blog articles that provide guides and tips for using products 	<ul style="list-style-type: none"> - Create a virtualized page simulating an online store. - Implement a chatbot for customer consultation and support 	<ul style="list-style-type: none"> - Create a section on the website for expert reviews introducing Homebest. - Establish a specific section clearly outlining the return and warranty policies

Figure 3. 2 Implementation plan table for activities

- **Detailed Timeline:**



Figure 3. 3 Detailed Timeline

- **Main Activities:**

PHASE 1:

* **Running Ads for Products and Their Features on Facebook**

- Purpose: Introduce the Homebest brand and premium home appliances to the target audience, creating interest in specific products and highlighting unique features to help customers better understand the benefits and value offered by the products. This, in turn, will encourage customers to take actions such as visiting the website, placing online orders, or requesting consultations from the sales team.

- Content: Use high-quality images of the products, showcasing their design, colors, and features, or post short videos (15-30 seconds) demonstrating how to use the products, highlighting key features and benefits for users.

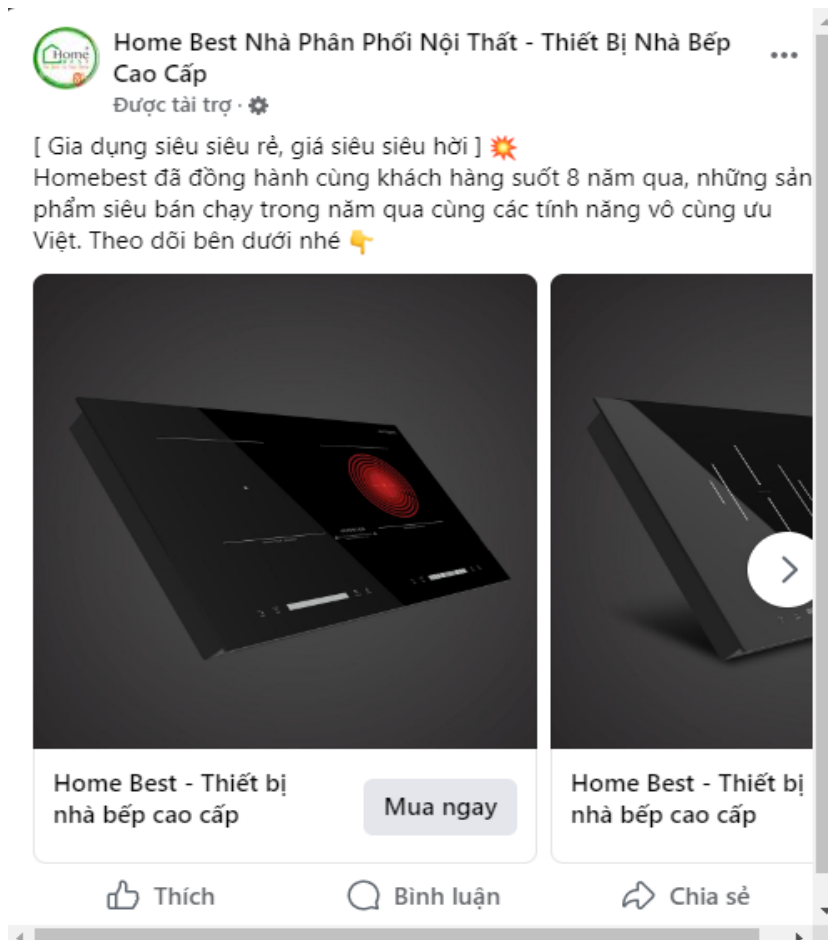


Figure 3. 4 Demo of a Facebook ad post

- KPIs:

+ Increase website traffic from ads by 30% compared to the previous month.

+ Achieve a minimum of 100,000 impressions in the first month

* **Posting Informative Articles on the Fanpage:**

- Purpose: Establish the Homebest brand as a reliable source of useful information in the home appliance industry. Provide knowledge and information about products, usage, maintenance, and tips to optimize user experience, helping customers feel more confident in using the products.

- Content:



Figure 3. 5 Demo of Informative Articles on the Fanpage

- + Product Usage Tips: Offer detailed guides on how to use Homebest products, such as induction cooktops, range hoods, and other appliances.
- + Product Comparison Articles: Compare different products within the same category, helping customers understand the differences and benefits of each product.
- + Product Maintenance Guides: Provide information on how to maintain and clean appliances to extend their lifespan.
- + Frequently Asked Questions (FAQ): Address common customer inquiries about products and services.

PHASE 2:

- * **Book KOLs and KOCs to Share Experiences of Shopping and Using Homebest Products**

- Purpose: Collaborate with KOLs and KOCs to leverage their influence and credibility in building trust with potential customers, helping to expand Homebest's reach to target groups that the brand has not yet engaged.

- KOLs: Babykopo Home



Figure 3. 6 Fanpage of Babykopo Home

This is a Fanpage that has gained a lot of admiration and popularity recently, with 1.48 million followers on YouTube and over 1.4 million followers on Facebook. This Fanpage frequently appears in various cooking videos and daily life activities of families. Furthermore, through the Fanpage, it can be seen that the channel owner is quite busy with work but still takes good care of her small family, making it very suitable to integrate premium kitchen appliance products that save time into the videos posted by Babykopo Home. The audience mainly consists of women aged 25-40, attracted by stories about cooking and family care.

- Content: Babykopo Home will post videos showcasing her cooking skills while incorporating her experience of being advised and shopping at the Homebest showroom. She expresses her satisfaction throughout the usage of products (which may include induction cooktops, range hoods, dishwashers, etc.) and shares her experience of receiving reliable care and warranty after purchasing from Homebest.

- KPIs: The video she posts receives over 8,500 likes; Gross reach (based on the views of the video uploaded on the KOL's Facebook) is 800,000 views.

* Build a Virtualize Page Simulating the Homebest Online Store

- Purpose: Currently, Homebest only has one physical showroom. Creating a Virtualize page will help customers nationwide access products more easily. More importantly, it will provide customers with a simulated online Homebest showroom experience, allowing them to feel as if they are actually visiting the showroom without having to go there, creating a fresh, interesting, and enjoyable experience for users.

- Content: The entire Homebest showroom will be simulated in an interactive 3D visual format, allowing customers to navigate through the space and explore different product display areas. Customers can click on each product within the store model to view detailed information such as price, specifications, and standout features. They will be able to order directly from the Virtualize interface through "Buy Now" or "Add to Cart" buttons linked to Homebest's sales page.

A panoramic simulation of the Homebest online store:

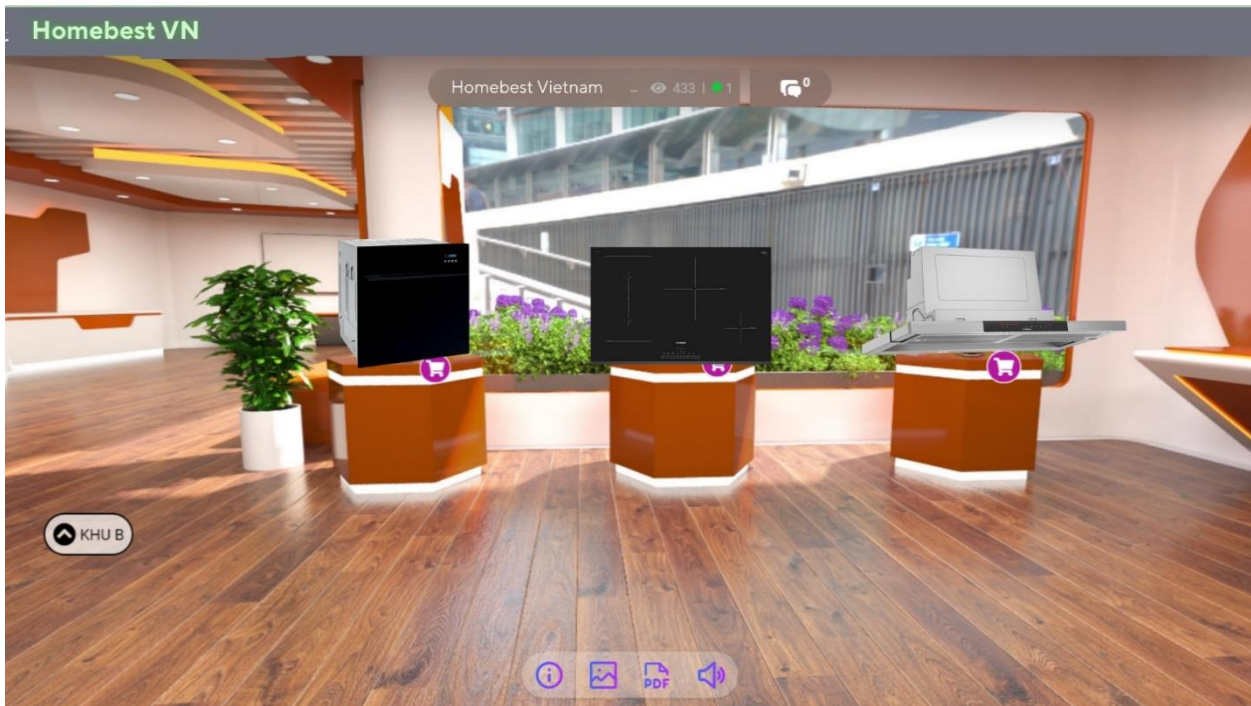


Figure 3. 7 Simulation of the virtual Homebest store 1

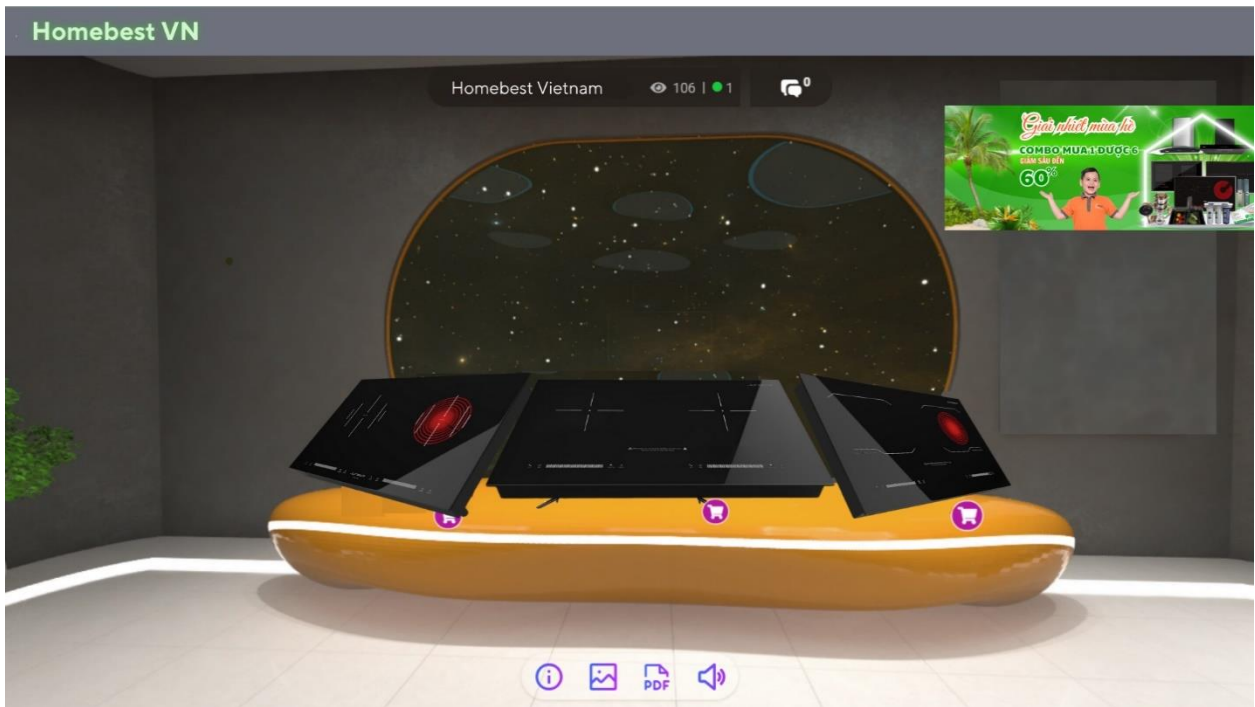


Figure 3. 8 Simulation of the virtual Homebest store 2

We can navigate to different areas to view various product categories, from induction cooktops, range hoods, to exhaust fans. Simply tapping on a product will display complete information about it.

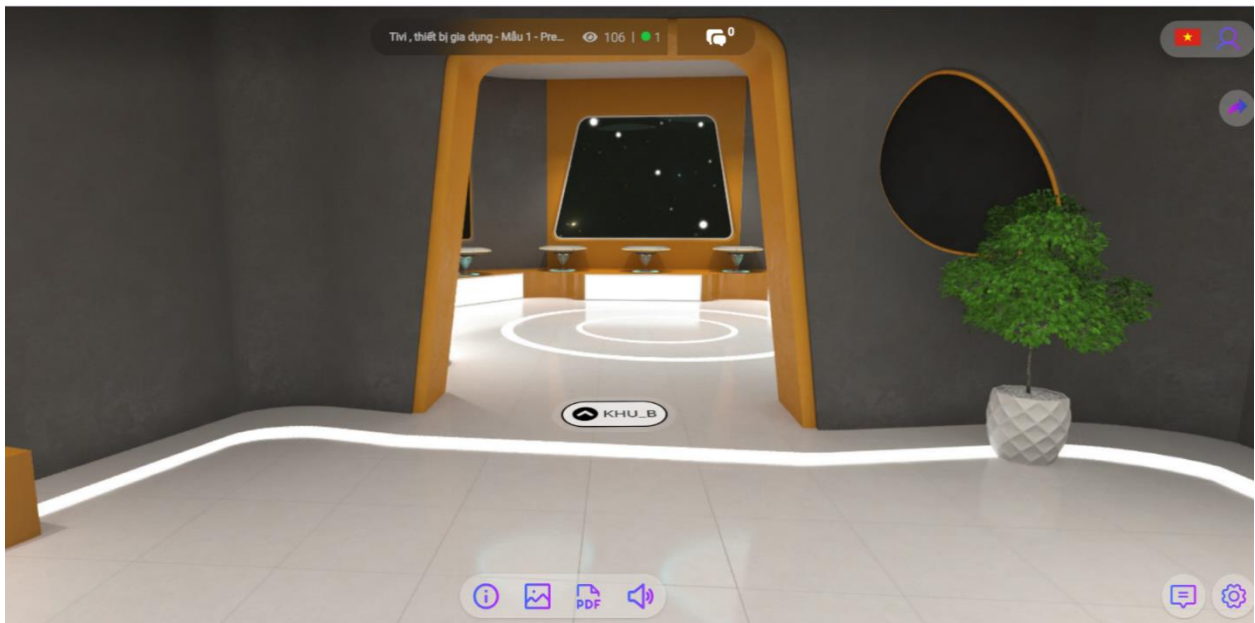


Figure 3. 9 Simulation of the virtual Homebest store 3

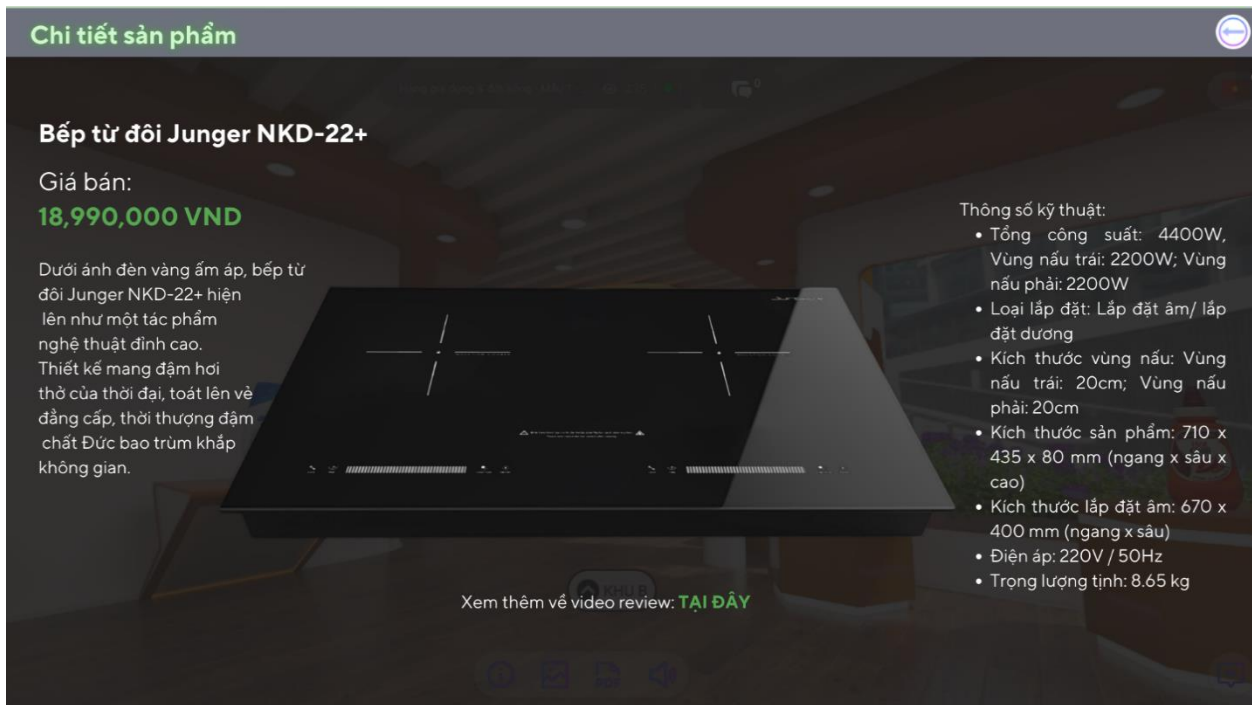


Figure 3. 10 Simulation of the virtual Homebest store 4

- KPIs:

+ 5,000 visits to the Virtualize page within 2 months.

+ Increase online sales revenue by 25% compared to the previous month.

* **Chatbox for answering questions and providing advice on product models:**

- Purpose: With its quick response capability, the chatbox helps address inquiries from multiple customers simultaneously without the need for direct intervention from sales staff, improving the product search process on the website and making it easier for customers to make purchasing decisions

- Content: The chatbox can answer questions about models, sizes, materials, prices, warranty policies, and return policies, providing customers with a clearer and more detailed understanding of the products. Moreover, based on the information customers provide (such as usage needs, space area, budget, and personal preferences), the chatbox can suggest corresponding products that match their requirements, optimizing the product search experience. When customers are uncertain between multiple options, the chatbox can offer a feature to compare products in terms of models, features, and prices, helping customers easily make their final decision.

PHASE 3:*** Mini game posting video “Chia sẻ hành trình mua sắm tại Homebest, nhận ngay khuyến mãi ưu đãi cực ‘nét’ ”**

- Purpose: The mini game encourages customers to share their shopping experiences at Homebest, helping to spread the brand naturally and authentically through videos from real users. This builds trust with new customers, making them feel more confident, which positively impacts their purchasing decisions at Homebest

- Channel: Facebook

- Rules:

+ Record a short video sharing your shopping experience at Homebest (including: the purchasing process, feelings after using the product, and any feedback on Homebest’s after-sales services,..)

+ Post the video on your personal Facebook page and set it to public, including the hashtags: #HomebestJourney #MuasamcungHomebest.

+ Tag Homebest in the post.

+ Send the link to your post/video via message to Homebest's official Fanpage for confirmation.

- Judging Criteria:

+ The video content is authentic and creative.

+ The number of interactions (likes, shares, comments) on the video.

+ The video fully complies with the competition rules.

- Prizes:

+ First Prize: A voucher for 3 million VND off any product at Homebest.

+ Second Prize: A voucher for 2 million VND off, along with a kitchen accessory gift package.

+ Third Prize: A voucher for 1 million VND off, along with a one-year extended warranty package for the purchased product at Homebest.

+ Encouragement Prize: 20 vouchers for 500,000 VND off the next purchase.

* Live stream with exclusive offers at Homebest

- Purpose: Call to action for customers through a mega sale with live stream activities, offering shocking discounts on products distributed by Homebest

- Content:

+ During the live stream, the hosts will introduce in detail the key products of Homebest, such as dishwashers, induction cooktops, range hoods, and new products. They will also explain the outstanding features, benefits of use, and share tips for effective usage.

+ Special discount codes available only during the live stream, applicable to the showcased products, with discounts ranging from 50-60%, along with complimentary gifts such as cookware sets and kitchen tools,..

+ Combine mini games during the live stream to attract interaction, such as trivia questions and lucky draws to win prizes like vouchers and kitchen accessories,..

- KPIs: Achieve 2000 live views and 100 orders during the broadcast period (3 - 6 hours)

3.3.2 Budget

Table 3. 2 Budget

Activities	Channels	Estimated Costs
Run product advertisements	Facebook	35,000,000đ
Book Babykopo Home for video reviews	Facebook	45,000,000đ
Rent studio, cameras, set up livestream	Facebook	5,000,000đ
Prizes for mini game	Facebook	20,000,000đ
Virtualized Page	Website	35,000,000đ
Total		140,000,000đ

Source: Homebest internal data

3.3.3 Evaluation

The strategy to enhance brand awareness and increase customer purchase decisions at Homebest will be implemented over six months, divided into three phases, each with different objectives. The first phase aims to enhance brand recognition and awareness of Homebest's products among customers; The second phase aims to increase consumer interest and preference for the brand, The third phase aims to enhance persuasion and drive purchasing behavior.

- + Cost: Except for any unforeseen expenses, the total budget for the plan is adequate to meet the KPIs and timeline outlined previously
- + All activities in the proposal are based on survey results, ensuring objectivity and promoting an effective path from brand recognition to purchase.
- + The KPIs are set based on the original plan's objectives; however, due to the brand having limited advertising activity, the proposed KPIs may not fully reflect the reality of the business.

Summary of Chapter 3:

Chapter 3 clearly outlines the theoretical basis, specific activities, and assesses the feasibility of initiatives to enhance brand awareness aimed at increasing consumer purchasing decisions at Homebest. This action plan is proposed based on the company's goals and strategies, as well as the qualitative and quantitative research results from Chapter 2, including customer profiles, a summary table of activities, and a specific timeline that the author describes in this chapter. This provides the business with a comprehensive overview of the entire proposed plan, making it easier to review and implement the plan in the future

CONCLUSION

The thesis has concluded with insights and evaluations, addressing the initial research objectives. This includes assessing the current operations of Homebest on both Facebook and the website, analyzing and evaluating the preferences, behaviors, and factors that may influence the awareness-to-purchase decision process of the target customer group of Homebest. Based on findings from desk research, qualitative research, and quantitative research, I have proposed an action plan for Homebest on Facebook and the website aimed at enhancing brand awareness and understanding, leading to increased preference for the brand and, ultimately, purchase decisions. This plan is based on the preferences and behaviors of the target customers on Facebook and the website, as well as the results outlined in Chapter 2, thereby providing a feasible plan that can effectively support the business.

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APPENDIX

APPENDIX 1. INTERNSHIP DIARY

Time	Specific tasks	Achieved results	Lessons
Week 1: 05/08 - 11/08/2024			
Monday 05/08/2024	<i>Took the first step and commenced the practice at Homebest Vietnam Co, Ltd, situated at the address, 215 Au Co, ward 5 District 11 HCM. Acquainted with coworkers</i>	Came across and got introduced to the team, which consisted of the employees and the direct line managers	Carried out development of skills in communication
	<i>Conducted and analyzed a preliminary review of the company's documents, noting the industry's factors and the company's offering in its products.</i>	Gained deep knowledge of primary lines of products that the company is distributing and the basic features of those products	Set of skills of collecting and combining information

<p>Tuesday - Wednesday 06-07/8/2024</p>	<p><i>Obtained details of competing brands like Khánh Vy Home, Bếp Việt, Huy Bếp, Bếp 68, etc. and relevant factors including the products offered, target market, and current marketing campaigns. Compared and contrasted the advantages and disadvantages of these brands to Homebest and assessed the current state of Homebest relative to key competitors.</i></p>	<p>Received new insights into how key distributors in the kitchen appliance market operate and grow their businesses.</p>	<p>Skills in competitor analysis including comparative and competitive factors evaluation</p>
<p>Thursday - Friday 08-09/8/2024</p>	<p><i>Learned about the basics of the SEO writing style such as how to use keywords in an article, the general organization of the article, and how to prepare information and images for search</i></p>	<p>Learned essentials of crafting SEO content such as primary and secondary keywords, and using titles effectively.</p>	<ul style="list-style-type: none"> - Developed SEO writing skills - Recognized the importance of SEO
<p>Saturday 10/8/2024</p>	<p><i>SEO principles were used to compose product descriptions for 20 models of Eurosun electromagnetic Stove focusing on the features, advantages, and technical details of the products</i></p>	<p>Completed the task of writing articles about 20 products of Eurosun induction Electromagnetic Stove for which keywords have been used strategically to enhance the SEO.</p>	<p>Gained more knowledge of Euroson product lines.</p>

Week 2: 12/08 - 18/08/2024

<p>Monday- Tuesday 12-13/8/2024</p>	<p><i>Understood the structure and purpose of posts on the fanpage of the company Homebest and its general requirements.</i></p>	<p>Gained insight on fan page audience of Homebest on possible writing requirements and the audience targeting style appropriate for the fan page</p>	<p>Social media writing skills</p>
	<p><i>Provided a content calendar featuring content that will be posted on the Homebest fanpage concerning a period of one week. The content calendar included the topics of articles to be posted, the times of posting, and the visuals that will go with the articles.</i></p>	<p>Weekly posting plan</p>	<p>Planning and organization, especially on time and the content provided for the audience.</p>
<p>Wednesday- Thursday 14-15/8/2024</p>	<p><i>Reviewed settings for creating and managing advertised campaigns on Facebook including campaigns objectives, campaign audiences, ad formats as well as managing and setting campaign budgets.</i></p>	<p>Familiarized with advertisement creation processes in the social networking website Facebook..</p>	<p>Gained experience on creating and administering advertisement campaigns on Facebook.</p>

<p>Friday 16/8/2024</p>	<p><i>- Practiced with setting a Facebook advertising campaign for Homebest</i></p> <p><i>- Continued optimizing SEO for website posts</i></p>	<p>Created a Facebook advertising campaign</p>	<p>Developed practical skills in creating and managing advertising campaigns</p>
<p>Week 3: 19/08 - 25/08/2024</p>			
<p>Monday-Tuesday 19-20/8/2024</p>	<p><i>Investigated the Zalo OA interface and its elements, in particular the creation of posts, management of posts, communication with customers and use of advertising possibilities.</i></p>	<p>Grasped the fact how to navigate the basic functions on Zalo OA including post category setup, post management, and messaging clients.</p>	<p>Ability to use Zalo OA to publish and update contents</p>
<p>Wednesday 21/8/2024</p>	<p><i>Posted branded message for a marketing campaign on Zalo OA</i></p>	<p>In total 5 posts were made and written with promotional purposes on Zalo OA.</p>	
<p>Thursday 22/8/2024</p>	<p><i>Conducted SEO improvement for ready product posts over the given site: found required primary and secondary keywords; incorporated keywords into image alt text and linked images to enhance post images.</i></p>	<p>25 product posts have undergone in-house SEO optimization.</p>	<p>It is understood that SEO optimization, keyword targeting, and image targeting are useful.</p>

<p>Friday-Saturday 23-24/8/2024</p>	<p><i>Introduced new product posts on homebest.com to product categories such as Spelier Electromagnetic stove, Canzy Electromagnetic Stove, range hood by Kaff.</i></p>	<p>Improved and added more information about product categories on the Homebest website in order to better assist clients when they are doing product research.</p>	<p>Obtained more knowledge restraint in the kitchen appliance business.</p>
<p>Week 4: 26/08 - 01/09/2024</p>			
<p>Monday-Tuesday 26-27/8/2024</p>	<p><i>Conducted an in-depth study to create a work plan for entertaining the audiences on a Home Appliance TikTok through gaining an insight into TikTok how it works, its algorithm and strategies for using popular content types to increase viewership in the home appliance business market.</i></p>	<p>The Tiktok Account was created and targeted at specific times to post for the initially scheduled audience of Home Best's Tikok channel.</p>	<p>Exploration into the working of TikTok, a type of content that has been trending with home appliances.</p>
<p>Wednesday 28/8/2024</p>	<p><i>Prepared a detailed business strategy for the successful development of the Tik Tok channel Home Best, including the purpose of the channel, audience engagement, major topics of content, and strategy for expanding the channel.</i></p>	<p>The testing of the strategy, Development of strategic development plan for Home Best's tik tok.</p>	<p>Skills in social media communication planning and content creation</p>

<p>Thursday 29/8/2024</p>	<p><i>Developed an in-depth schedule for shooting tiktok videos with the goal of making maximum readiness to the content, the equipment and the team.</i></p>	<p>The schedule for shooting was finished.</p>	
<p>Friday-Saturday 30-31/8/2024</p>	<p><i>Scripted and edited videos with due attention to sound and picture quality so that it adhered to the deadlines of the project as planned.</i></p>	<p>Shooting was completed in accordance with the pre-established requirements.</p>	<p>Creative in dealing with the camera as well as working with other people in the course of shooting.</p>
<p>Week 5: 02/09/2024- 08/09/2024</p>			
<p>Tuesday-Wednesday 3-4/9/2024</p>	<p><i>Modified video content by using layers created in some video editing apps such as CapCut or the tools provided by TikTok.</i></p>	<p>Edited and finished off the video in line with the schedule available.</p>	<p>Ability to edit video content.</p>
<p>Thursday 5/9/2024</p>	<p><i>Formulated a seeding script to inject and endorse Homebest's promotional programs within Facebook targeted groups towards kitchen appliances and home furniture</i></p>	<p>Filled the seeding script with short and active text intended for an audience and easy to grasp.</p>	

Friday- Saturday 6-7/9/2024	<i>Sowed seeding posts to 15 groups related to seamstresses and interior designers regarding Homebest's marketing services for the purpose of boosting the marketing plan and increasing brand reach..</i>	Captured the interest of consumers in the offered marketing & promotional programs	
Week 6: 09/09/2024- 15/09/2024			
Monday- Tuesday 9-10/9/24	<i>Research and some investigations about the mechanics and factors involved in streaming live sessions on TikTok.</i>	Have a clear and precise idea regarding the requirements and course of conducting a live stream on TikTok.	Have a well-equipped knowledge regarding the basic elements required in executing a successful live streaming session on TikTok.
Thursday 12/9/2024	<i>Carry out the planned livestream on TikTok based on the outline prepared.</i>	Elicit constructive engagement from the viewers, by getting a large amount of comments regarding the content and promotions.	Streaming of content to viewers as well as managing and coordinating acceptance of viewer interaction

Friday- Saturday 13-14/9/2024	<i>Add and post the products of Homebest to the TikTok Shop starting with the provision of product details, images uploading, as well as shopping configuration.</i>	Complete the posting of 50 products on TikTok Shop	
Week 7: 16/09/2024- 22/09/2024			
Monday 16/9/2024	<i>Get used to the interface and main elements of YouTube Studio and convey the order in which product videos are uploaded to YouTube.</i>	Relate how the videos are uploaded to and optimized on YouTube so that even more viewers can be reached	
Tuesday- Wednesday 17-18/9/2024	<i>Prepare a thorough product review video script for Home Best's showroom reviewing the products which will be available for sale with their specifications, unique selling proposition, and the benefits they bring to the consumer.</i>	Fill in the remaining blank areas of the script for the product review video so that it can be filmed.	Create scripts and develop the structure of the videos
Friday- Saturday 20-21/9/2024	<i>Create product review videos for kitchen appliances at Home Best's showing room according to the prepared script.</i>	Complete shooting of all needed screens for the product review video and is now ready for post-production.	Take a full immersion in the process of video production from inception to completion.
Week 8: 23/09/2024- 29/09/2024			

<p>Monday 23/9/2024</p>	<p><i>Create and enhance the products review video opening and closure whilst maintaining the standard of professional work and corporate identity.</i></p>	<p>Complete the video intro and outro in line with the brand.</p>	<p>Skills in using video editing software, adding effects, and sound</p>
<p>Tuesday- Wednesday 24-25/9/2024</p>	<p><i>Edit the entire product review video, including the main content, intro, and outro; ensure the final video meets quality standards and is uploaded to Homebest's YouTube channel.</i></p>	<p>Complete the editing and upload the product review video to Homebest's YouTube channel.</p>	
<p>Friday- Saturday 27-28/9/2024</p>	<p><i>Explore the processes related to Google Business, learn the advantages of adding products to this site, and how adding this site would help in the marketing of Homebest – by considering the business of Google</i></p>	<p>Knowledge and comprehension of the Google Business platform and the business of Google.</p>	
<p>Week 9: 30/09/2024- 6/10/2024</p>			
<p>Monday- Tuesday 30/9-1/10/24</p>	<p><i>Promote Homebest's products on Google Business and thereby increase their Google search reach.</i></p>	<p>Finalize the business profile listing and products for the profile on Google Business.</p>	

<p>Thursday- Friday 3-4/10/2024</p>	<p><i>Include the links to the product review videos that were uploaded to youtube to the homebest website's product pages to help customers understand better and to increase the views of the videos</i></p>	<p>Enhance the usability of the Homebest's website by making it more informative through making the visual review videos</p>	<p>Understand the relevance of interlinking the online platforms (Website and YouTube) with the information gained from the research further</p>
<p>Week 10: 7/10/2024- 13/10/2024</p>			
<p>Monday- Tuesday 7-8/10/2024</p>	<p><i>Conceive a coherent plan of posting videos on Home Best's TikTok and YouTube pages to last a period of one week, to protect safety of the clients information and bring along the necessary consistency</i></p>	<p>Prepare the scripts and schedule in advance</p>	
<p>Wednesday 9/10/2024</p>	<p><i>Continue optimizing SEO for the articles on the website</i></p>	<p>50 product articles have been optimized for SEO</p>	
<p>Friday- Saturday</p>	<p><i>Develop a detailed plan for the posts to be uploaded on Homebest's Facebook fanpage over the course of one week, to maintain customer engagement and enhance brand awareness</i></p>		<p>Social media content management skills.</p>

APPENDIX 2. PLAGIARISM CHECK RESULTS

feedback studio

Linh 31211020750 - Vong Khanh | khanhlinh

UEH UNIVERSITY
TRƯỜNG
KINH DOANH
KHOA KINH DOANH QUỐC TẾ - MARKETING

**PROPOSE STRATEGIES TO ENHANCE BRAND
AWARENESS ON FACEBOOK AND THE WEBSITE TO
INCREASE CUSTOMER PURCHASE DECISIONS AT
HOMEBEST VIET NAM**

Student full name: Vong Khanh Linh
Major: Marketing **Class:** DH47MR003
Instructor: PhD. Dinh Tien Minh

Match Overview

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APPENDIX 3. QUALITATIVE SURVEY TABLE

- Qualitative interview questions for experts

Application Section of the Theory	Question	Purpose
	Could you share some insights about the home appliance market, such as induction cooktops, range hoods, and dishwashers?	To gain an overview of the home appliance industry.
	How are home appliance brands positioned in the consumer goods market in Vietnam? Currently, how are these brands growing and expanding?	To gain deeper insights into industry trends and the development of home appliance brands
	Do you think that a brand with strong recognition has an advantage in persuading customers to make a purchase decision? Why?	Explore the importance of brand awareness in influencing consumer purchase decisions.
Awareness: (recognizing the brand but having very little knowledge about it)	What factors in digital marketing activities impact the Awareness stage? Why? Which factor is the most important in the Awareness stage? Why?	To explore which factors in digital marketing activities play a crucial role in building and enhancing brand awareness. Clarify which factor is considered the most important in the Awareness stage and understand why a specific factor has a significant impact on creating brand awareness.
Knowledge: (ensuring that consumers have	In digital marketing activities, which factor helps enhance customers' understanding of a product or service?	Identify the factors in media and content that are effective in conveying

<p>enough information to be well-informed about the brand)</p>	<p>Which factor has the greatest impact on building customer knowledge about a product or service? Why is this factor considered the most important?</p>	<p>knowledge to customers. Understand the most important factor to focus resources on activities that have a significant impact on customers' understanding of the brand and products.</p>
<p>Liking: (developing a positive attitude towards the brand)</p>	<p>What generates customer affection for a brand? What factor has the strongest impact on customers developing a liking for the brand? Why is this factor more important than others?</p>	<p>Explore specific factors in marketing activities that can create positive emotions and customer affection for the brand. Help focus on the core elements that provide the highest effectiveness in generating liking</p>
<p>Preference: (Although consumers may have preferences for certain features of one brand, they may also appreciate specific features of other brands.)</p>	<p>Which factor in digital marketing has the greatest potential to differentiate itself in attracting and retaining customers? If you had to choose only one factor in digital marketing to focus on during the Preference stage, which factor would you choose and why?</p>	<p>Identify the factors in digital marketing that lead customers to prioritize choosing your brand over competitors. This aims to explore how to persuade customers to choose your brand's products instead of other options. Understand the most important factor to focus resources on activities that effectively influence customer preference</p>
<p>Conviction: (The consumer's positive feelings about a brand)</p>	<p>How can digital activities enhance customers' trust in a product/service? Which factor is the most important in the conviction stage? Why?</p>	<p>Explore the specific factors in digital marketing activities that can persuade customers to trust the value</p>

translate into certainty when making a purchase.)		and quality of a product or service. Focus on the core factors that are most effective in building trust.
Purchase: (Buying)	What factors in digital marketing activities influence the customer's purchasing process? Why? In the decision-making stage, which factor plays the most crucial role?	To explore the factors that can persuade customers to make a purchase. To focus on the key factors with the strongest impact on customers' purchasing decisions.
	Do you have any recommendations for Homebest Vietnam on how to develop a strategy to enhance brand awareness on Facebook and website, and drive purchase decisions?	Guidelines for Proposing Strategies to Enhance Brand Awareness for Homebest Vietnam

- **Consumer Questionnaire**

Application Section of the Theory	Question	Purpose
	Which digital platforms do you use regularly, and what are your main purposes for using them?	Understanding Consumer Behavior on Digital Platforms
	On these digital platforms, what type of content (videos, posts, ads) from brands do you interact with most frequently?	
	When you intend to purchase a product or service, which platform do you usually consult?	

<p>Awareness: (recognizing the brand but having very little knowledge about it)</p>	<p>When you come across a brand on digital platforms, which factors help you easily recognize that brand? (e.g., logo, colors, content style, repeated exposure)?</p> <p>Which factor is the most important for you to remember and recognize the brand (e.g., image quality, message, creativity, etc.)? Why?</p>	<p>To explore the factors that play a crucial role in building and enhancing brand awareness among consumers.</p> <p>To identify which factor is considered the most important in the awareness stage and understand why a specific factor has a significant impact on building awareness</p>
<p>Knowledge: (ensuring that consumers have enough information to be well-informed about the brand)</p>	<p>In your opinion, which factor on digital platforms (such as posts, videos, user reviews, etc.) helps you understand a product or service the most? Why does that factor help you gain a clearer understanding?</p> <p>When researching a product or service, what type of information do you usually rely on (e.g., detailed descriptions, usage guides, video reviews) to get the clearest view? What makes you trust that information?</p>	<p>Identify the factors in media and content that are effective in conveying information to customers.</p> <p>Understand the most important factor to focus resources on activities that have a significant impact on helping customers understand the brand and product.</p>
<p>Liking: (developing a positive attitude towards the brand)</p>	<p>What creates your preference for a brand?</p> <p>Which factor has the strongest influence on your liking for the brand? Why is that factor more important than others?</p>	<p>Explore specific factors in marketing activities that can generate positive emotions and brand preference among customers. This will help focus on the core elements that yield the highest</p>

		effectiveness in creating brand affinity.
<p>Preference: (Although consumers may have preferences for certain features of one brand, they may also appreciate specific features of other brands.)</p>	<p>When considering choosing a product from a particular brand, what aspects on digital platforms (e.g., social media presence, user reviews, or quality content) make you prioritize that brand over others? Which factor makes you feel the most connected to that brand?</p>	<p>Explore the factors in digital marketing activities that make customers prioritize your brand over competitors. This aims to uncover how to persuade customers to choose your brand's products instead of other options. Understand the most important factor to focus resources on activities that effectively influence customer preference.</p>
<p>Conviction: (The consumer's positive feelings about a brand translate into certainty when making a purchase.)</p>	<p>When considering purchasing a product or using a service from a brand, what aspects on digital platforms (such as reviews, videos, posts, etc.) help you feel more confident about your decision? Which factor makes you trust the brand the most, and why?</p>	<p>Explore specific factors in digital marketing activities that can persuade customers to trust the value and quality of a product or service. This will help focus on the core elements that are most effective in building trust</p>
<p>Purchase: (Buying)</p>	<p>In the process of considering a purchase, what aspects on digital platforms (e.g., price, customer reviews, warranty policy, promotions, etc.) influence your decision to complete the transaction? In your opinion, which factor is the most important when deciding to buy a product, and why?</p>	<p>To explore factors that can persuade customers to complete a purchase. This will help focus on the core elements that have the strongest influence on customer purchase decisions</p>

	Do you know about Homebest? If so, which platform did you hear about Homebest from?	Understand the level of brand awareness in the minds of customers
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Results of qualitative expert interview

- Lê Thị Hồng Vân
- Lê Thị Thùy Vân

	Warn up	Awareness	Knowledge	Liking	Preference	Conviction	Purchase
Lê Thị Hồng Vân	(E1-1). Understanding of product lines in home appliances, including premium and mid-range brands.	(E1-4). - High frequency of appearance to ensure consumers see the brand as much as possible - Effective and	(E1-6). - Encourage customer interaction with the brand's content: for example, through challenges (such as	(E1-8). - It is necessary to persuade consumers (by hiring KOLs/experts to introduce the brand) - Create positive	(E1-10). - Create convenience in purchasing /transactions - Offer more attractive purchasing policies (such as shipping policies)	(E1-12). Have experts use and review the service /product.	(E1-14). - Pricing - Complimentary gifts (e.g., buying a cooktop comes with a free pot) - Vouchers for future

	<p>(E1-2). Current brands are not yet clearly positioned in consumers' minds. However, there is still potential for growth of kitchen appliance brands in the market.</p>	<p>meaningful messaging (conveyed through images, TVCs, videos, etc.)</p> <ul style="list-style-type: none"> - Choosing the right platforms to reach target customers - Conveying messages through various forms such as videos, images, or even integrating the brand into interactive games - Content needs to be consistent and coherent 	<p>showcasing your kitchen or dishes cooked with an air fryer)</p> <ul style="list-style-type: none"> - Attract attention with informative posts about kitchen tips and tricks - Demonstrate how the product's features address customers' pain points - Ensure the website information is complete 	<p>interaction between the brand and consumers</p>	<ul style="list-style-type: none"> - Generate differentiation and excitement to leave a strong impression on consumers 		<p>purchases</p> <ul style="list-style-type: none"> - After-sales warranty policy - Benefits for shipping and installation
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	(E1-3). Brands with strong recognition have an advantage in persuading customers to make a purchase.	(E1-5). Content and messaging are most important during the awareness stage, as the brand needs to make a strong impression on customers and "leave a mark" on them.	(E1-7). The most important factor remains the value of the content the brand conveys, understanding the customer's pain points, and presenting the product as a solution for them. This helps customers receive information and knowledge about the product and brand effectively.	(E1-9). Reviews of the brand's products/services by experts and influencers will help users have a more positive view of the brand. This is because it provides third-party validation, and since KOLs are widely liked, their positive experiences also influence consumer emotions.	(E1-11). In the preference stage, creating a distinction in service and customer experience is crucial. This helps improve their satisfaction and allows them to feel they are receiving more value compared to the money spent.	(E1-13). This is also an important factor in building consumer trust, as customers perceive authenticity and objectivity from a reliable person, making them feel that shopping will be safer and involve less risk.	(E1-15). For premium kitchen appliance distributors, to avoid devaluing the brand, excessive promotions and discounts should be avoided. Instead, accompanying gifts will delight customers and make them more likely to make a purchase. This creates a sense of added value and makes the transaction feel advantageous.
Lê Thị Thùy Vân	(E2-1). The home appliance market is growing, with users increasingly replacing gas stoves with electric ones and adding more convenience appliances. - There are many	(E2-4). - Increase brand advertising - Run promotional programs that competitors do not have - Increase website visibility to customers (through SEO optimization of posts)	(E2-6). - Information about the company must be clear, complete, and easily understandable on Google and the website - The brand should be positioned prominently on Google search results	(E2-8). - Avoid giving customers a sense of being rushed - Provide accurate and relevant advice based on customer needs - Create engaging and captivating content - Hire KOLs	(E2-10). - Create a distinctive shopping experience (through service or convenience in purchasing) - Word-of-mouth in Facebook groups - Price	(E2-12). - Positive reviews from previous buyers - Clear commitment to quality and return policies	(E2-14). - Convenience and ease of quick purchasing transactions - Fast and on-time delivery - Additional services: free installation, free cutting of stone - Attractive

<p>competing brands and distributors in the market.</p>	<p>- Implement programs during holidays and festive seasons - Encourage existing customers to refer new customers (which requires thorough customer care)</p>	<p>- Address inquiries promptly via hotline, website, and fanpage</p>	<p>and KOCs to experience the brand</p>	<p>differentiation</p>		<p>promotions and gifts</p>
<p>(E2-2). With the growing demand, major brands like Bosch, Canzy, and Kaff are expanding and developing further.</p>						
<p>(E2-3). It is observed that brands with stronger recognition have an advantage in persuading customers.</p>	<p>(E2-5). Word-of-mouth is very important for Homebest, as existing customers' referrals to potential customers can be highly effective.</p>	<p>(E2-7). The brand should be easily searchable and appear in high positions on Google searches, as customers often search for products on Google when they have purchasing needs. If information is too difficult to access, they may lose interest in</p>	<p>(E2-9). Creating engaging and captivating content is crucial as it can attract customer attention, stimulate their feelings of joy and excitement, and make them perceive the brand as friendly and approachable, thus enhancing their positive feelings</p>	<p>(E2-11). Differentiation in service is the most important; only uniqueness can leave an impression on customers. This will help them prioritize the brand.</p>	<p>(E2-13). The most important factor is the return policy, as home appliances can still have a defect rate. Therefore, having a clear return policy helps build trust in the brand.</p>	<p>(E2-15). The most important factor is that customers feel they receive higher value than the money they spend (such as through discounts and promotions).</p>

			learning about the brand.	towards the brand.			
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Qualitative consumer interview results

- Huỳnh Thị Nhã Hân – 31 years old (knows Homebest through the website but doesn't know much about the brand).
- Trịnh Thu Nhật – 35 years old (knows Homebest through the website but doesn't know much about the brand).
- Nguyễn Quỳnh Như – 30 years old (not familiar with Homebest).
- Huỳnh Thị Kiều Tô – 32 years old (not familiar with Homebest).
- Trần Hà Đăng Quang – 30 years old (not familiar with Homebest).

	Warn up	Awareness	Knowledge	Liking	Preference	Conviction	Purchase
Huỳnh Thị Nhã Hân	(R1-1). Typically uses Facebook and TikTok for entertainment . Google is used for searching information. (R1-2). Often interacts with videos from brands.	(R1-4). - Having distinctive elements in the logo or imagery that make the brand memorable - Many users sharing and discussing the brand on social media - Attractive messages or slogans	(R1-6). - The posts published by the brand need to be accurate and comprehensive -Should allow consumers to easily find information - Previous customer reviews and video testimonials -Provide detailed guides and usage tips	(R1-8). - The content and messages they convey are engaging and creative - Provides value to the community - Enthusiastic support in addressing my inquiries	(R1-10). - The brand's reputation in the market - The message the brand wants to convey to users - Quick customer service and support (based on reviews/videos from previous buyers) - Price - The difference in the shopping experience with the brand	(R1-12). - Previous reviews help build my confidence when making a purchase - Providing quality assurance documents (authenticity)	(R1-14). - Warranty policies - Deep discounts and accompanying gifts - The shopping experience on the website should be clear, easy to understand, and facilitate smooth transactions

	(R1-3). Before making a purchase, usually searches for information on Google first, and then checks other platforms.	(R1-5). The crucial factor is that the message and imagery the brand wants to convey need to be impactful.	(R1-7). The main source of information that gave me a lot of knowledge about the brand is Google; I can refer to the website for more details.	(R1-9). The most important thing is the quality of the content/ message they convey to me.	(R1-11). When comparing this brand to others, the difference in the shopping experience is an important factor.	(R1-13). Commitments to authenticity and product quality are essential for me when placing trust in a brand.	(R1-15). Clear and transparent warranty policies, ensuring quick resolution of issues, are crucial factors in making a purchasing decision.
Trịnh Thu Nhật	(R2-1). Uses various digital platforms for learning, reading news, and entertainment.	(R2-4). - The style of the message and content delivered - Consistent and coherent messaging - Brand's programs and advertisements - Frequency of appearance	(R2-6). - Reading reviews in Facebook groups - Researching the company's information on Google (information should be complete and useful)	(R2-8). - The brand has a prior reputation - The brand offers a wide range of products to meet various needs - Prompt and attentive customer support - Price	(R2-10). - Quality content/clear, compelling messages - The brand has many positive reviews and video feedback from previous customers	(R2-12). - The brand's information is clear and transparent (product details, warranty, return policy) - The brand has positive reviews from the past - Quality assurance	(R2-14). - Promotions - User-friendly website with straightforward payment process - Return policy
	(R2-2). Usually interacts with videos from brands.						
	(R2-3). Before making a purchase, I first check Google, then search on Facebook.	(R2-5). The brand's engaging and creative messaging helps me become aware of and remember the brand more easily.	(R2-7). When researching a brand, I usually prioritize the information provided on the brand's website.	(R2-9). What gives me the most positive impression of the brand is their competitive pricing.	(R2-11). The most important factor for me when prioritizing a brand is having numerous positive reviews and feedback.	(R2-13). The most important factor for me in trusting a brand is having a clear and consumer-friendly warranty and return policy.	(R2-15). The strongest factor in driving the decision is having a clear return policy.

Nguyễn Quỳnh Như	(R3-1). I use Facebook, Google, and TikTok mainly for entertainment and shopping	(R3-4). - It is present on various platforms, from Google to Facebook. - It appears in videos from KOLs and KOCs.	(R3-6). - Product/service information needs to be complete and clearly presented on the website. - Feedback and reviews from previous customers on the website and Google Maps.	(R3-8). - High purchase volume - Product information is clear and complete - Quick responses to customer inquiries and concerns	(R3-10). - The diversity of products offered by brands - Creating an easy and convenient shopping experience - Frequent promotional programs (seasonal discounts, holiday sales) - The website interface makes a strong impression	(R3-12). - The staff provides a sense of genuine care for the customer, being attentive and enthusiastic (by offering multiple better options). - Commitment to authenticity and product quality. - 100% return policy if defects or counterfeit products are found. - Positive, genuine reviews from previous customers.	(R3-14). - The website has a user-friendly interface, easy payment, and shopping process. - Promotional programs. - Good customer service. - Additional services (free shipping, installation).
	(R3-2). I often interact with videos from brands.	- High frequency of appearance.					

	(R3-3). When I need to make a purchase, I first research on Google and then check Facebook.	(R3-5). High frequency of appearance is crucial for helping me become aware of and remember the brand. Repeated exposure makes it easier to remember and also piques curiosity about what the brand is like.	(R3-7). Clear and specific information on the website is crucial for me to learn more about the brand. Details such as how long the business has been operating, the types of products they offer, and the number of categories are all clearly displayed on the website.	(R3-9). What matters to me most in liking a brand is how they address questions and the dedication of their staff. For me to like a brand, the staff must show respect and friendliness to create a positive impression.	(R3-11). The factor that leads me to prioritize a brand is its diverse product range. This can meet all my needs, from functionality to design.	(R3-13). To build trust, the staff's dedication and enthusiasm are crucial. It makes me feel that they are not just selling products but also providing solutions. This significantly increases my trust in the brand.	(R3-15). The most important factor is the promotional programs. Promotions encourage me to make a purchase decision faster, as I want to buy products at a discounted price.
Huỳnh Thị Kiều Tô	(R4-1). 1. Uses YouTube, Facebook, and Google frequently, mainly for researching information and entertainment.	(R4-4). - High visibility, appearing on many platforms. - Frequent advertising. - Attractive and creative message/content.	(R4-6). - I usually search on Google, so if the brand appears at the top or middle of the search results page, it's much more convenient.	(R4-8). - The brand's website interface needs to be visually appealing, easy to navigate, and user-friendly. - It should have long-standing	(R4-10). - They create a difference in consumer experience (more convenient and easier). - Significant discount programs. - Creative	(R4-12). Positive reviews from previous customers.	(R4-14). - The online ordering and purchasing process should be smooth, user-friendly, and

	(R4-2). Usually interacts with brand advertisements on social media.	- Many people around use it.	- The information provided by the brand on the website needs to be complete and detailed. - Knowledge about kitchen appliances, their functions, and benefits.	credibility in the market	and impressive advertising campaigns. - Product quality and authenticity guarantees.		convenient. - Additional discount vouchers for customers. - Additional services such as free shipping and free installation
	(R4-3). Typically refers to review videos on Facebook and searches on Google before making a purchase.	(R4-5). High visibility is crucial for me to become aware of the brand because I see it everywhere on different platforms, which helps me remember and recognize the brand better.	(R4-7). Information on the website is crucial when I'm researching a kitchen appliance distributor because it makes it easy to learn about the products the store carries and their details.	(R4-9). Long-standing credibility is what makes me favor a brand. When a brand has been around for a long time and has built a reputation, it reassures me about the quality of the products they sell	(R4-11). Creating convenience in shopping and installation is important for me to prioritize one brand over another. Since I am busy, I am very concerned about wasting time on product viewing, installation, and returns.	(R4-13). Positive reviews are also crucial for me to trust that choosing this brand is the right decision. Knowing the experiences of previous users makes me feel more confident and assured	(R4-15). Having multiple discount vouchers is a crucial factor that encourages me to make a purchase decision, as I want to buy products at a better price.
Trần Hà Đăng Quang	(R5-1). I usually use Facebook, YouTube, and TikTok to communicate with friends or for	(R5-4). - The way the message is conveyed is impressive and creative. - The product has a design and features	(R5-6). - Reading reviews from previous customers. - Information shared by a community about the	(R5-8). - Conveying a meaningful and valuable message/content. - Offering unique and distinctive	(R5-10). - Convenient and easy purchasing experience (I usually prefer those closer to home). - Support	(R5-12). - Providing certificates that guarantee authenticity and product quality. - Information	(R5-14). - Attractive promotional programs. - Gift vouchers for future

entertainment .	(R5-2). I often interact with brand advertisements on videos.	that meet needs (with aspects that other brands don't have). - There is a lot of discussion and mentions of the brand on various platforms.	brand's knowledge and experiences on Facebook	services or products. - Collaborating with brands or influencers I like. - Engaging positively with customers, making them feel valued and respected.	with issues like shipping, payment options, and installation. - Positive feedback from previous users is also a point that makes me prioritize that brand. - Having a reputation and credibility from before.	provided by the brand on the website and Facebook should be transparent and clear (regarding warranty policies, return policies, etc.). - Ensuring that products are new, not display models. - Committing to a refund if the product is defective and accepting returns if the product does not meet expectations.	purchases. - Warranty policies and commitment to prompt handling. - Support for installation and transportation.
(R5-3). Before making a purchase decision, I will search for information in Facebook groups, look up information on Google, and check the company's website.	(R5-5). The discussion and mentions of the brand by friends and community groups on platforms are powerful factors for me to become aware of the brand. Repeated mentions help me become familiar with the brand.	(R5-7). Information from previous buyers helps me understand the brand better. It provides insights into the shopping experience and the brand's policies and customer service.	(R5-9). Conveying a meaningful and valuable message is what makes me like a brand. When I see that the brand's actions and goals are making a positive impact on the community, I feel a strong sense of goodwill towards it.	(R5-11). The most important factor for me in prioritizing a brand is the positive reviews. When there are many good reviews, I believe that the products the brand distributes are of high quality and durable.	(R5-13). Providing transparent, clear, and accurate information is a crucial factor for me to trust a brand. This reflects the brand's honesty and clarity, giving me assurance and confidence in their products and services.	(R5-15). The most important factor is a commitment to prompt and flexible return and warranty support. My previous experience with a malfunctioning induction cooktop	

							was disappoint ing because the seller handled it poorly.
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APPENDIX 4. QUANTITATIVE SURVEY TABLE

Factor	Source	Scale	Type of scale
Awareness	(Duffett, 2015c) "Advertisements on Facebook are effective in creating awareness of brands"	According to you, how effective is Facebook advertising in creating brand awareness? - Very ineffective - Ineffective - Average - Effective - Very effective	Ordinal scale
	E1-4, E2-4, R2-4, R3-4, R4-4	Frequent exposure to the brand (high frequency of appearance, broad coverage, etc.) helps me become aware of the brand	Likert (1 strongly disagree - 5 strongly agree)
	E1-4, R1-4, R2-5, R4-4, R5-4	Attractive and engaging messaging captures my attention to the brand	Likert (1-5)
	E1-4, R3-4	Diversified message delivery (videos, images, or integrating the brand into interactive games) helps me remember the brand	Likert (1-5)
	E1-4, R2-4	A consistent message from the brand throughout helps me easily remember it	Likert (1-5)
	E2-4, R1-4, R5-4	I become aware of the brand when there is a lot of discussion and chatter about it on platforms like Facebook, Google, etc	Likert (1-5)
Knowledge	(Duffett, 2015c) "Advertisements on Facebook provide me with valuable product knowledge"	How valuable do you think Facebook advertising is in providing knowledge about the product? - Not valuable - Slightly valuable - Moderately valuable - Valuable - Very valuable	Ordinal scale

	(Duffett, 2015c) "Advertisements on Facebook are effective in providing information on brands"	Do you find Facebook advertising effective in providing information about the brand? - Yes - No	Nominal scale
	E1-6	When interacting with and participating in the brand's challenges or mini-games, I learn more about the brand's products/services.	Likert (1-5)
	E1-6, R1-6, R4-6	I gain additional knowledge through articles that provide information and tips on using the brand's products/services	Likert (1-5)
	E1-6	Demonstrating how the product/service features address customer needs helps me understand the value and benefits it offers	Likert (1-5)
	E1-6, E2-6, R1-6, R2-6, R3-6, R4-6	Complete and clear information on the website and fanpage helps me easily find information about the brand.	Likert (1-5)
	R1-6, R2-6, R3-6, R5-6	Knowledge about the product is enhanced through review videos showcasing the experiences of previous customers	Likert (1-5)
Liking	(Duffett, 2015a) " Advertising on Facebook has made me like the brands more "	Does Facebook advertising make you like the brand more? - Yes - No	Nominal scale
	E2-8, R1-8, R2-8, R3-8, R5-8	Prompt and enthusiastic support in answering questions helps build my positive impression of the brand	Likert (1-5)

	E1-8, E2-8	I gradually like brands that have many KOLs and KOCs sharing their positive experiences with the brand.	Likert (1-5)
	R1-8, R5-8	I like brands that provide value to the community	Likert (1-5)
Preference	E1-10, E2-10, R1-10, R3-10, R4-10, R5-10	Differences in the shopping experience (such as service quality or convenience) stimulate my preference for brands	Likert (1-5)
	E1-10, R5-10	I prefer brands that offer better purchasing policies (such as shipping policies, etc.)	Likert (1-5)
	E2-10, R2-10, R5-10	Positive word-of-mouth and feedback in Facebook groups and on websites make me prefer the brand more	Likert (1-5)
	E2-10, R1-10, R4-10, R3-10	Better pricing makes me prioritize that brand over others	Likert (1-5)
	R1-10	I prioritize brands that have a strong reputation in the market	Likert (1-5)
	R3-10	I prefer brands that offer a diverse range of products	Likert (1-5)
Conviction	E1-12	Having experts use and review the service/product helps me feel more confident about its value	Likert (1-5)
	E2-12, R1-12, R3-12, R4-12	Positive reviews from previous buyers increase my confidence in my purchasing decision	Likert (1-5)
	E2-12, R1-12, R2-12, R3-12, R5-12	I trust brands that have a commitment to product quality	Likert (1-5)
	E2-12, R1-12, R3-12, R5-12	A 100% return policy for defects or counterfeit items reduces my anxiety about post-purchase disappointment	Likert (1-5)

	R2-12, R5-12	Clear and transparent brand information (including product details, warranty, and return policies) convinces me to make a purchase	Likert (1-5)
	R5-12	Ensuring that the item is new and not a display model at the showroom reinforces my confidence	Likert (1-5)
Purchase	(Duffett, 2015b) " Advertisements on FB affect my purchase behaviour positively "	How influential do you find Facebook advertising on your purchasing behavior? - Very low - Low - Moderate - High - Very high	Ordinal scale
	E1-14, E2-14, R1-14,	Promotional gifts (such as receiving a free pot with a stove purchase) encourage me to make a purchase	Likert (1-5)
	E1-14, R1-14, R2-14, R5-14	A warranty policy helps me feel confident about my purchasing decision.	Likert (1-5)
	E1-14, E2-14, R1-14, R2-14, R3-14, R4-14, R5-14	Limited-time discounts and promotions influence my decision to make a purchase	Likert (1-5)
	R4-14, R1-14, R2-14, R3-14	A clear and easy-to-understand shopping experience on the website makes transactions simpler	Likert (1-5)
	E1-14, R5-14	I will make a purchase because of a discount voucher for future purchases	Likert (1-5)
	E1-14, E2-14, R3-14, R4-14, R5-14	Offering additional services such as free installation provides extra motivation for me to complete the purchase.	Likert (1-5)
	Demographics		1. Gender: • Male

	<ul style="list-style-type: none"> • Female 	
	<p>2. Age:</p> <ul style="list-style-type: none"> • 30-35 years old • 35-40 years old • 40-45 years old 	Ratio scale
	<p>3. Income:</p> <ul style="list-style-type: none"> • From 5 to 10 million VND • From 10 to 20 million VND • Over 20 million VND 	Ratio scale
	<p>4. Social media platforms commonly used (Select multiple options):</p> <ul style="list-style-type: none"> • Facebook • TikTok • YouTube • Zalo • Google • Instagram 	Nominal scale
	<p>5. How much time do you typically spend on Facebook each day:</p> <ul style="list-style-type: none"> • Less than 1 hour (rarely use) • 1 to 3 hours (frequently use) • 4 to 6 hours (very frequently use) • More than 6 hours (spend a lot of time) 	Ratio scale
	<p>6. Purpose of using Facebook:</p> <ul style="list-style-type: none"> • Communication • Reading news • Entertainment • Learning • Online shopping 	Nominal scale

		<p>7. Have you ever shopped through Facebook/Website:</p> <ul style="list-style-type: none"> • Have shopped through Facebook • Have shopped through a Website • Have shopped through both Website and Facebook • Have never shopped through either 	Nominal scale
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- Evidence links:

+ Link to evidence of survey distribution

https://drive.google.com/drive/folders/1femhGQ9mHM77W961RHV_8wtsJkFkihi8

+ Link to the audio recording file of the qualitative expert survey:

<https://drive.google.com/drive/folders/1ZFzX7a2mwjMqSjqHeq0CL8WbCPWQdJE>

+ Link to the audio recording file of the qualitative survey for target consumers:

https://drive.google.com/drive/folders/1zQPEnZuIaHIZatcxWJ-6_Xth0Sss0T9c