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Proposal for Final Thesis

**Digital Transformation – The Movements of Marketing
and Consumer Behaviors Towards Digital Platforms –
Video Streaming Use Case**

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ABSTRACT

This thesis aims to picture the movements of marketing and consumer behaviors in the era of digitalization, video streaming is an example of the transformation by taking increasingly a vital role in digital marketing strategy. Through this thesis, we can understand the transformation from traditional to digital platforms in marketing practice. This thesis also indicates the comparison online behavior during and post Covid-19 epidemic and therefore open the discussion about the threats and opportunities for brands to maintain and develop.

Based on theory of marketing in general and digital marketing in specific, this thesis also skims through some public research which is related to marketing definition & history, milestones of digital marketing as well as current situation of digital marketing. Another part of the theory that the Digital reports are based on consumer behavior indicated to online activities which puts a strong foundation to explain how consumers shift to use online for searching information as well as making decision to choose brands for their needs. The concepts, marketing channels are introduced to form fundamental knowledge. Sources of theoretical knowledge are from books, public research, thesis, mainly from internet, study program and library.

The main research part uses quantitative research and desk research to form up an integrated information to demonstrate and explain the practice. Quantitative survey helps to understand consumers' behavior regarding online activities and desk research is to confirm the findings from quantitative survey on a boarder scale. More specific, the research is based on three pointed markets: Italy, Iran and Vietnam which will support to understand in specific markets as well as to give an idea to picture how the life of people under Covid-19 and how they change their behavior in shopping to online platforms.

Outcome insights will help to contribute consumer insight to recommend in understanding the circumstance of the market under the impacts of Covid-19 for all businesses. Furthermore, the reasons why customers tend to use which platform by which format will help the businesses to build up a marketing plan properly. The other objective is to figure out the triggers and the barriers of using any format of information will bring brands to the new era of providing what customers' needs. Finally, the insights from the research also help marketers to admit that digital marketing is indispensable aspect to keep in touch with target customers as well as improving brand health by reach more and right customers. Another part of the survey will object to Live streaming which is taking an important role in term of connecting customers and selling products. Live Streaming which is a part of video streaming is a potential channel that businesses could focus on in the future.

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CHAPTER 1. INTRODUCTION & LITERATURE REVIEW

1.1 Introduction

Getting along with the industrial revolution, either business or people have been changing in the way of acting as well as in the perception of living standards. The higher in technology has been reaching, the more complex demands people want to. If the agricultural revolution brought people to a significant level of living and opened new doors in doing business, made a peak in economic development, digitalization brings people to the new life of transferring information and creating new business types, new jobs new industries. Digital technologies are increasingly a critical role in life. Without them, we could say our lives are somehow missed something crucial and feel uncertain even if nothing doesn't happen at the time.

Understand the change in people behavior, business therefore always needs to be in the alertness and be readily adaptable in any circumstance might happen, and then have the changes accordingly. The changes can be in the business objectives, business processes and business strategies. Following will be the change in the strategy of the specific department. In this paper we will discuss Marketing transformation from traditional to digital, with more detail in consumer behavior and marketing tools. Figure out what types of marketing tools can help Marketing strategy successfully and also meet the business goals. Nonetheless, meeting customers' needs is the most important, hence making decisions in terms of proper tools, content and action strategy need to pay lots of attention.

1.1.1. Problem statement

In the last two decades since the Internet attracted more attention from people worldwide by the invention of the World Wide Web by computer scientist Tim Bernes-Lee, even it was invented so long ago. People are using more and more frequently the advantages of the Internet more and more regularly to look for information, keep connections, and seek solutions. Getting along with the increase of the coverage of the Internet, there are a ton of innovations around the world that leverage the utilities in terms of helping people to use in a friendly way as well as open the new doors of doing business. New services, new works and a new way of management require a new way of thinking of how to satisfy customers but also to create value

for the business. Apparently, digital transformation is mandatory for historical and economic development. People are increasingly rarely collecting information as traditional methods like newspapers, magazines or radio but online platforms, namely social networks, forums, online newspaper, podcasts and many other online sources. By shifting to the computer or smartphone rather than following advertisements on television, listening to radio or finding information from printed papers, internet connection is what people need to know what they want to. Therefore, the business also tries to innovate the solutions that help them be closer with target customers and assure that their information is received and understood as same as their expectation, especially with regard to digital marketing strategy. Moreover, since the Covid-19 pandemic started in 2020, businesses have to find the way to keep connection with their target customers first, and then try to maintain the sales as well as innovate marketing methods in order to expand the market size. Video streaming is one of the state-of-art solutions that not only visualize the campaign's content but also attract customers' attention easily and keep in their mind longer. However, to be successful with video streaming is not that simple as the format, the length or the content have to be considered carefully.

All these above concerns the need to have a study to understand the situation of the market under the impact of Covid-19 and to indicate how to apply video streaming properly in marketing strategy. By conducting the survey in three different countries will be more objective. Outcome findings are the good inputs to business in their marketing strategy.

1.1.2. Objectives of the study

Understanding customer behavior is mandatory in building business strategy as well as choosing proper marketing tools in order to meet them well. And then, pick up the tools that are more efficient than others to maximize the investment is also the objective of the business. On the other hand, understand the importance of video streaming in business investment generally and in digital marketing strategy specifically will help us to picture the transformation of the way people getting information sequentially. And also to figure out why businesses need to adapt to the changes in marketing methods by properly providing customers' needs with effective practices. Apparently, marketing strategy also shifts from products to human centration. This thesis is purposed to find out key factors using video streaming in digital marketing and the changes in consumers' online behavior which will utilize insights to apply in practice.

Key objectives of study

1. To understand the movements of marketing from traditional to digital
2. To understand consumer behavior regards to online activities
3. To find the importance of video streaming in promoting brands and the triggers and barriers to impose video streaming in marketing strategy practice

1.1.3. Research methodology

a. Combination (description of the state of the literature): will use two sources of information: primary data and secondary data.

b. Mixed methods

First, a quantitative survey will be conducted on two groups of people: gen Z, those born between 1997-2003, and other respondents to see if any differentiation among them in digital behavior and perception about tools to get the information. In specifically, I will ask them about video streaming, how it comes into their life nowadays, and how it helps them memorize events or other things like brand activities, promotions, etc.

Second, I will use the secondary data that are available in other researches to complete the analysis through this paper.

Summary of research introduction

This chapter presented clear the purpose for the thesis which mainly is a study to understand the changes in consumer behavior related to online activities and the role of video streaming in term of promoting brands and improving sales. It also provides the method to design research, collect data and main way to demonstrate insight.

Key words: *Marketing strategy, Marketing channel strategy, Marketing communication channels, Digital Marketing strategy, Digital marketing platform, video streaming, Live Streaming*

1.2. Literature review

The main theory relevant to marketing and digital marketing strategy which involves the fundamental knowledge and also summarizes consumer online behavior theory that has already been studied in various studies. And the most important part of literature is theory of marketing channel and format of information which will confirm how video streaming becomes more popular than ever nowadays.

1.2.1. Marketing strategy

To maximize the business investment, every organization needs to have a business strategy that is a set of guiding about objectives and plans actions consistently across departments to win market share or enhance competitiveness. There are product strategy, human strategy, innovation strategy, marketing strategy and so on. And in this thesis, we will focus on the marketing department and their own strategy, which is actually directly leading business performance. Each company has its own products or services and might be similar or different, but they will have to define the most relevant marketing strategy for them.

Marketing strategy, by definition of Ferrell (Ferrell, 2021), is about a set of the guideline has been planned, considered, and made the decision based on the characteristic of product or service itself regarding suitable price, promotion and place in a particular time. The whole set will focus on achieving the business goals at the end, therefore it needs to have the evaluation, selection and optimization timely.

With another view from *Michael* (Michael, 2008) marketing strategy is a process to reveal all strengths of the businesses and leverage their advantages in order to rise the revenue and maximize the competitive internal powers.

Very similar with *Michael* (Michael, 2008), Cacciolatti & Lee (Cacciolatti, 2016) said that marketing strategy is to enhance the coherency of internal resources and potential of the company in order to boost their own competitive advantages and therefore strengthen brand health and the positioning in the market.

In a nutshell, marketing strategy is a picture of what have to be done in term of product's characteristics and the channels will be used for promoting brand by internal resources and take advantages from the market situation to archive business objectives.

To build a marketing strategy, there is not only the effort of one department but need to have the collaboration across the company in order to select proper market as well as target

customers and then develop a marketing mix in terms of product, price, promotion and place which can meet customers' needs and therefore help business to win the market. Nevertheless, making decisions about which strategy should be applied always is not easy because it has to meet the needs and the objectives of the target market. The picture of objective markets and the value of the brand that will be figured out by studied carefully of the best market opportunities (Kotler, 2021). Moreover, the strategy needs to be adaptable with the resource of the company, in another word before making any decision need to investigate the company's competencies and then choose the most realistic and applicable. More important is the marketing strategy should be consistent with business strategy in terms of mission and goals (Ferrell, 2021).

Ferrell et al. (Ferrell, 2021) also indicated that in each marketing strategy need to focus on at least three fundamental aspects:

- Target markets are where the business should jump into according to their products or services,
- Marketing mix for each target market is about selecting products or services with adaptable prices, impressive promotions and how to distribute the products in order to be always available to customers,
- Key customer and competitor reactions. There are plenty of types of customer out there, but business in general and marketing strategy need to know who are their primary target customers and then use proper tools and provide exactly what customers' needs. On the other hand, competitor analysis is also very important in terms of the performance of their products or service, how strong they are in our target market and what they are doing simultaneously with our strategy. Thereby businesses need to have the know-how about the market and position the brand in the right place. The more understand key customer and competitor, the higher ability business win their goals.

A successful marketing strategy is to help businesses to reach specific goals at a particular period. It can be increasing brand awareness, rising potential to be in the set of consideration, generating sales. However, to achieve any objective, marketers always need to understand the target customer and market at first (Solomon, 2014). Every market has its characteristics with different cultures, sizes, demands and expectations. The same happens for customers who are not the same even though they live in the same places and have the same income but might be different in perception about the product itself. Apparently understand who are our target to satisfy is crucial. The marketing strategy focus on the product now might be no longer suitable

due to such a massive change in customers' demands and the rapid development of technology. Nowadays, business tends to build a strategy that focuses on customer orientation (Kartajaya H. a., 2016).

Customer orientation is about concentrating on customers' needs and providing what they want and in the end reaching the business goals. Customers are those whom the firms need to pay most attention to to generate sales and win the market. Figure out the persona of target customers is mandatory recently in any marketing strategy. By those personas, company can draw the journey that brings customers from the beginning of raising a need to the end of buying products or using services. Therefore, in each stage of the journey, the marketing team does know what to do, which information to provide, how to satisfy and which channel should be used. For the whole process, marketing strategy needs to have consistent content, image and objectives (Kartajaya H. a., 2016).

Customer orientation is also about building the relationship between target customers and the company. The state-of-art strategy is not just focusing on the sales-generating but also developing the relationship with customers for the long term. As mentioned above, at a certain period, marketing strategy should provide accurate information that can help customers solve their own problem, furthermore will have a chance to put our brand in their mind and make it stronger day by day. Eventually, the significant value will be generated and help the business to achieve its ultimate goal (Kartajaya H. a., 2016).

1.2.2. Marketing channel strategy

"Marketing channel" has been utilized in the USA since the 1970s, pointed out that the incorporation is not just the progression from the manufacture to the end-users, but also the processes among all the parties that bring goods or services to the market and the customers (Tipurić, 1993, 15-16). There are three types of marketing channels (Kotler, 2021), namely: communication channels, distribution channels, and service channels. In this paper specifically, we will only focus on the communication channels particularly.

Moreover, marketing channel strategy is an important element of "4P's" of the marketing mix (together with the product, price, and promotion), refers to the set of decisions and structures that assist a company's product or service from manufacture to the end-customers (Doyle, 2016).

Pelton et al. (Pelton, 2001) said that a marketing channel could be characterized as a variety of connections between business and customers in terms of purchasing, usage and frame of

mind about goods and services. These trade connections rise up out of market needs to serve market needs. Each channel should enter the market full of preparation to address changing needs rapidly. Going along with the evolution of Marketing in general, the Marketing channel also transfers in order to catch the changes of the market. Therefore, the Marketing channel strategy is always very flexible in terms of timetable, channel itself as well as partnership to do business with. The more adjustable the marketing channel strategy can be, the more successful the Marketing strategy can reach and the higher sales business can gain at the end.

Marketing channel strategy is the long-term projection to the end-customer demands, not just for the company's products but also for the additional services the channel can offer. It's crucial to manage the costs that distribution imposes on the company and also the relationship with the channels that the company chooses to run its campaigns. It essentially requires collaboration and interaction among multiple corporate entities, all in the pursuit of a common goal: successful end-customers sales, very different from the other three "P's.". Marketing channels are diversified across traditional and modern channels, including TV, radio, magazine, social media, blogging, webinars, influencer marketing, user-generated content, and so on.

1.2.3. Marketing communication channels

Communication is the transfer process of information between people by using multi-format such as image, content, voice (Belch, 2011).

Apparently, marketing communication channels are so many choices that marketers can choose freely. However, typically, we cannot just attempt to be available on every single channel out there, which eventually becomes a waste of time and money. We would rather not spend money on channels so our target customers won't see the products' messages. Instead of that, we carefully pick up a number of channels that directly connect to the customers those who are interested in our goods or services related to the type of our products as well as our target consumer behavior.

Marketing communication channels are either traditional channels, such as television, radio, printed advertisement, or digital channels, namely website, social media, forum. The shifting from traditional media to online platforms is increasing sharply nowadays. Many studies proof that marketing communication channel is flexible for choosing proper tools that can help marketing achieve the business goals. Consumers, on the other hand, are impacted by many sources of information (Dahlen, 2009). Hence, the combination of providing product's

information through online and offline touchpoints are the considered way of thinking in building marketing strategy of any business (Cole, 2011).

The most important is to reach out to the channels that our potential customers used to gather the information as normally by taking advantage of technology, customers are looking for information about brands, products, and services beyond making the final decision (Edelman, 2015). Then we can showcase our products there and once they observe us, they anticipate a reliable, marked insight across that large number of channels Therefore it is crucial to make the marketing channel strategy in order to meet our right target customers, they can talk to them, can listen to what they need and finally provide them as expected.

Fill C. et al. (Fill, 2016) provided a process of integrated marketing communication channel with a three phases process. At first, business determines the collaboration communication mix; then choose the marketing tools which are the best fit with products' features as well as business capacity. In the third phase, evaluation is handled to figure out what are the best to be integrated together in order to increase revenue and improve brand equity (Matovic, 2015).

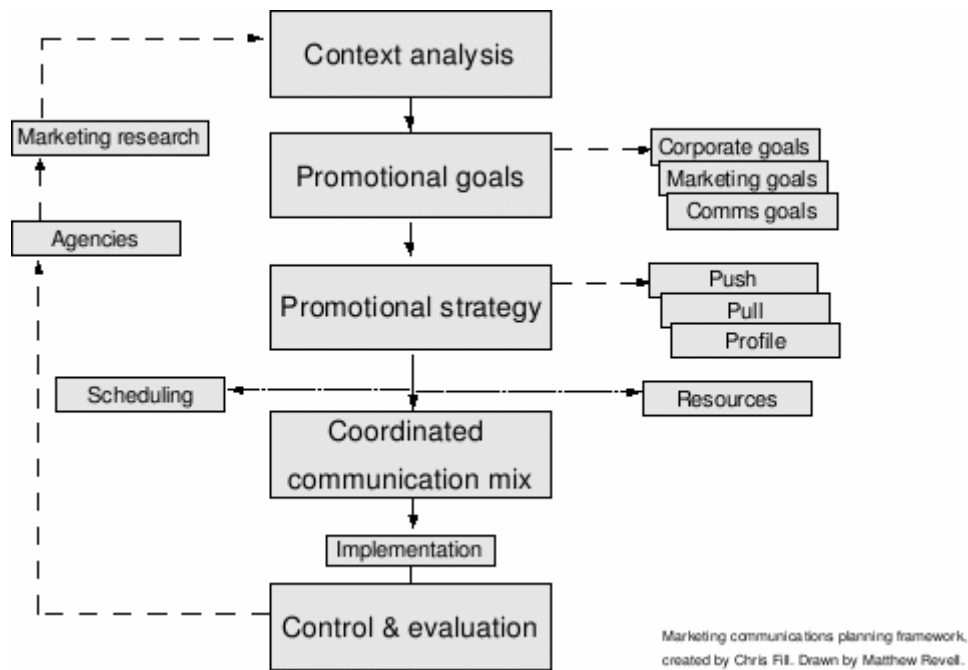


Figure 1-1: A process of integrated marketing communication channel.

With proper channels, we will not only have the opportunity to connect with potential customers but also have a chance to convert the sales from knowing products among many other products.

Creating a marketing communication channel is not easy. An omnichannel strategy is a multi-channel marketing strategy but with higher professional requirements. With an

omnichannel strategy, the brand’s objectives, key messages, imagery, and other parts will be consistent across all chosen channels. The messages will be enhanced for each channel, yet the core characteristic of the brand will be the same. As a result, customers will receive the same wherever they have seen or heard about the brand. Omnichannel will help us to define ourselves consistently and easier to memorize. Also, we can adjust the story to be more adaptable with the channel with omnichannel. Therefore, we can refer the multi-way in communication to a different group of target customers but in the end, the brand identity keep consistency.

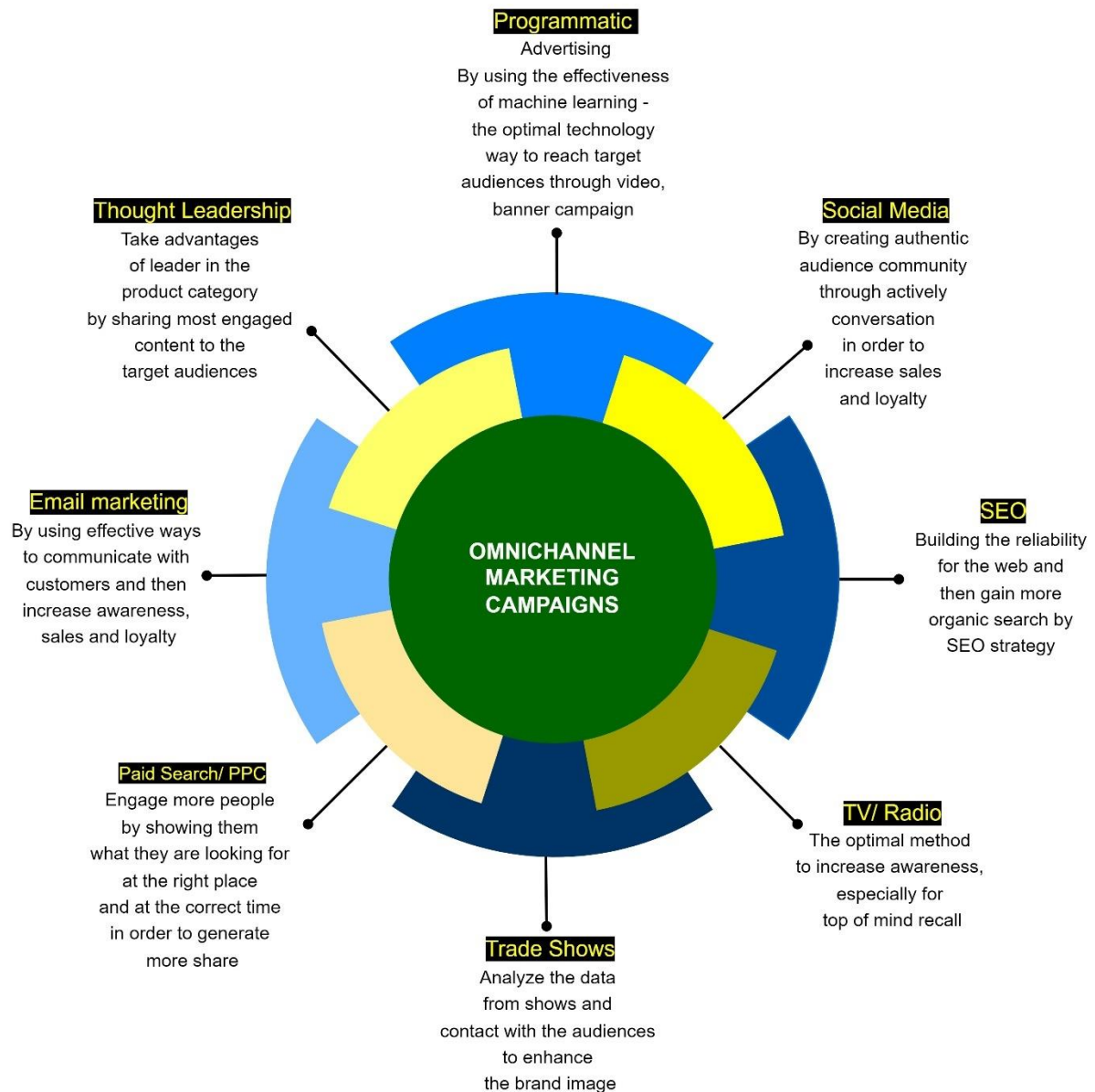


Figure 1-2: Omnichannel marketing campaigns.

Chosen channels are ready, then we will indicate the goal for each of them. Each channel will cover maybe the same or different purposes, however, it is important to be a countable result of each channel. Hence, at the end of the campaign, for example, we can evaluate which

channel performs well, which should be replaced, or which will be continued for the long-term strategy.

Each channel, on the other hand, has different practices therefore it is crucial to choose the best one for the marketing communication strategy at a specific time. To handle that, we need to understand how each channel works and then optimize them at most. For each channel, the way to apply is not the same and every campaign has its own objectives. Therefore, should be very careful in choosing the type of each channel as well as maximizing their performance.

Finally, we need to track the key performance implication for each channel not only at the end of the strategy but also during the campaign. By analyzing the result daily, weekly, monthly, and longer, we can adjust the strategy timely with less wasting cost and time. As we observe, the trend can be changed rapidly even sometimes we could not be aware. For this reason, by tracking the performance, we figure out how the strategy is working and then change accordingly to the change of the market.

With the accelerated and widespread enhancement of new electronic media, conventional correspondences media like TV, mail and print newspaper/ magazine tend to decline. However, have to say again that there is still a huge room with many people that prefer to watch TV or listen to the radio rather than following the information from the internet. Traditional and modern communication channels will stay together, and the matter is how marketers can use them effectively. As we know, traditional marketing strategy focuses on customers' typologies. Depending on the company's enormous, they can do the research themselves with a considerable budget. Otherwise, they can use secondary data from other trusted sources to indicate how their target customer looks. At that time, marketers were the decision people who would figure out the elements presented for their customers. They classified into many segmentations and did many different offers based on customers' profiles. Marketers could divide the segmentation into small groups or combine many segmentations into the more influential group. With this way of thinking, we could put people those who have similar profiles together and try to reach them in the same way (Kartajaya H. a., 2016).

❖ **Traditional marketing channels:**

- i. **Television Advertising:** Although the internet nowadays is so covered all over the world, however, television still keeps the dominant aspect in most countries. And advertising on television is still the key channel that marketers choose for their strategy. Television advertising is the most effective way to

reach the audiences by the video and the voice at the most important time of the day when all members of a family gather together to watch a TV show or a movie. With the change in the way of making the movie as well as the diversity and abundance of the content in the TV show, television keeps an important role in the media channel in general. By television advertisement, the business can increase their awareness but it is costly. For 30 or 60 seconds of showing on the television at the golden time, businesses sometimes have to pay even more than the money they spent to produce the ad. Therefore, we can consider to use television advertisements with following advantages and disadvantages:

Advantages:

- Television can reach many more target audiences than other channels in a very short time.
- The advertisement can be watched at most attention while people are spending their leisure time for watching television.
- By providing image, voice, and story, business identity can be understood and more reliable.
- It offers you a chance to be innovative by building characteristic for the business, which can be especially powerful influence to the target audiences.

Disadvantages:

- High cost for producing and showing on the television,
- Involve many parties to make a powerful advertisement. It is a complicated process and could not finish in one time. Therefore, timing is considered as well.
- Content to show on television has to be followed the regulation of each region/country. Therefore, to understand the culture is taking time as well.
- Young customers tend not to watch television as much as before.

2.1.1. **Radio Advertising:** Radio might not be the principal thing that rings a bell when considered a method of promoting a brand. Particularly in the era of online media and social communities, radio could not be a good choice. Yet, there is still the room with a large number of audiences those who rely on the radio to get the information while working or driving. Therefore, radio advertisements are still on the table in considering a marketing strategy. Most important is we comprehend the advantages and disadvantages of radio advertising to apply correctly in order to get the result as expectation.

Advantages:

- We can focus on particular audiences that we target to. Indicating who is listening to us is very important as the type of information will not be the same. Therefore, choosing radio broadcasts is also critical to reaching the right customers.
- A 30-second advertisement on the radio is regularly cheaper than a 30-second TV advertising and simpler to produce.
- Radio advertisements can be delivered very fast and less human resource joining the processing of recording an advertisement, in contrast to TV and magazine print advertisements, we need to prepare carefully, and more people involved.
- Storytelling in the radio advertisement is more meaningful than another platform therefore can deliver straightforward to the listeners and help them to remember the brand.

Disadvantages:

- While readers can keep the printed advertisement for re-seen in the future, a radio advertisement is extremely lively, playing over the broadcasts for a minute or less.
- Morning and evening drives are key times when numerous organizations need their advertisements to run, and there are just countless spots to go around. This can drive up the expense for those decision schedule openings.
- Other noises can frequently impact radio then it needs to run the ads more times in order to gain the effect to the audiences.
- Radio ads is only sound without any image, therefore delivering the imagination is not easy which will take more time than TV ads for each spot and also always have to tell more information with a high speed.

2.1.2. **Newspaper/ Magazine advertising (printing format):** The print market is also facing pressure from online news and other formats however, there are still many people those who prefer to read news from paper. On the other hand, people continue to follow the printing for some subjects rather than watch them via video online or television. Moreover, in some specific fields, printing is the must and therefore related products still have the room to put their advertisement in newspapers or magazines. Targeting particular audiences will demand something very different than a mass market, hence understanding who we are targeting will refer to choosing the right source that they are following for taking the news.

In comparison with TV ads, print ads are much cheaper. Depending on the market we aim to, we can choose the local or regional printing companies. Furthermore, magazines offer much more considerable benefits added with upgraded quality through high-quality photos and paper with elegant and fashion associations.

Advantages:

- Ideally geographic coverage – either local or regional will be towards the audiences
- Can be utilized many sources of data
- Affordable produce cost
- Be able to target the group of people those who have the similar demographic profile
- Customers, by chance, they can check the advertisements anytime as they want to at their suitable time. Especially, advertisement in magazines with higher quality of printing and paper, customers can keep them for longer and sometimes show the advertisement as a decoration in their room or follow as the trend of some groups of people at a certain time.

Disadvantages:

- Short life expectancy – the ads might have to run for extended versions to guarantee the effect
- The fact that the news is updated every moment, hence customers might not hold the newspaper for so long time, maybe just a day.
- Might be hard to get consideration in among other pro-innovative different platforms
- Magazines will generally be full of advertisements which can disturb the audiences and as a result they tend to ignore all the ads as quick as possible to find a news that they are being attracted.

❖ **Modern marketing channels:**

Modern marketing channels, i.e., digital marketing platforms, are increasing their roles in the general marketing strategy. We can easily see people nowadays cannot live without their phone with internet-connected. People tend to go to the internet first for every single question or problem and then depend on the situation to make the final decision. In the first chapter, we

have already discussed the transformation of marketing strategy to digital platforms. Now we will talk about the advantages and disadvantages of digital platforms in general, zoom into detail will be mentioned in the next chapter.

Advantages:

- Help brand gain more awareness and then increase the rate of conversion to sales by communicating consistently via marketing campaigns and customize the content in order to be suitable to each type of customers, and then be closer with them, drive them to know and buy our products.
- Allow marketers to have a big picture about their campaigns by using multi-digital-channel at once,
 - More flexible in the way of implementation, can adjust whenever we need to,
 - Reach out to many customers across many channels at the same time with the same messages. With the right digital marketing platform, we can gain a better understanding of what type of content fits with target customers across platforms. This allows marketers to understand which voice and creative elements garner the most engagement.
- Invest low cost and easy to track and adjust the investment. There are many channels that marketers would like to use for their campaigns, and at first, they do not know which ones are suitable, but during the campaigns, they can stop this channel and replace it with another or put more money on any effective channel.
- Allow marketers to analyze the data related to customers and therefore can understand them deeply about who they are, where they buy stuff and when they go shopping and so on.

Disadvantages:

- Highly competitive market. There are so many brands and too many sources of information that could make people confused hence we need to be unique and use the customer's language in order to be understandable and more important is be relevant to customers' needs.
- Rely on technology. Apparently digital marketing lives with technology and the internet. Thus, if any happens to the connection, we can be disconnected from customers which will be worse and lose to other brands. Always check and solve the problem

(if any) as fast as possible in case to re-connect with customers and keep them staying with us even for the next purchase.

- Time for conducting. The result might not come fast and in reality, we need to check, action and check again and then apply massively. Chaotic strategies and techniques might need so much time and regularly it becomes hard to reach the objectives that we are keen on at the beginning. Consequently, we should plan an accelerated timetable with personalized content.

Facing the problem about security and privacy. The system can be destroyed by viruses or hackers therefore protecting the security of the brand is the priority in planning a digital marketing plan. Moreover, customers' data are also important and need to be secured as well.

1.2.4. Digital marketing strategy

Digital marketing, in the short word, is the marketing method of promoting products or services by using the digital platform in communication (Times, 2017; Aaker, 2016).

In the 1990s, the phrase "digital marketing" was first used (Clark, 2012). With the advent of the internet and the advancement of the Web 1.0 stage, the digital age began. In 1993, HotWired decided to buy some flag promotions to promote it. This highlighted the beginning of the transition to a digitized advertising era. In consideration of this transitional stage, innovations emerged the advanced commercial center in 1994. When internet searcher traffic increased to about 6.4 billion in a given month in 2006, the advanced advertising sector experienced its first steep flood. Web 2.0 encouraged individuals to become more active participants rather than passive users. People were able to communicate with others and discuss businesses via Web 2.0. The internet began to be referred to as a "super information highway". As a result, information transaction volume increased significantly. In 2004, internet advertising and marketing in the United States had generated \$2.9 billion, bringing people who have been making businesses to the new era – the era of doing marketing and connecting customers and making sales by taking advantage of the internet.

Communication by social networks began to emerge not long later. The first social network site launched has MySpace¹ have recorded the very first long-distance interpersonal

¹ <https://myspace.com/>

communication worldwide. And then, quickly, Facebook² jumped into this industry and has been the most significant social network nowadays. Many businesses understood that the new market that has been growing up allowed them to promote their products and brands in new ways. The new commercial paths and signaled began with a new phase of operations. They figured out that they needed new strategies to deal with new assets to grow their business and the long-term communication way with their target customers.

Digital marketing strategy can be divided into five areas as following:

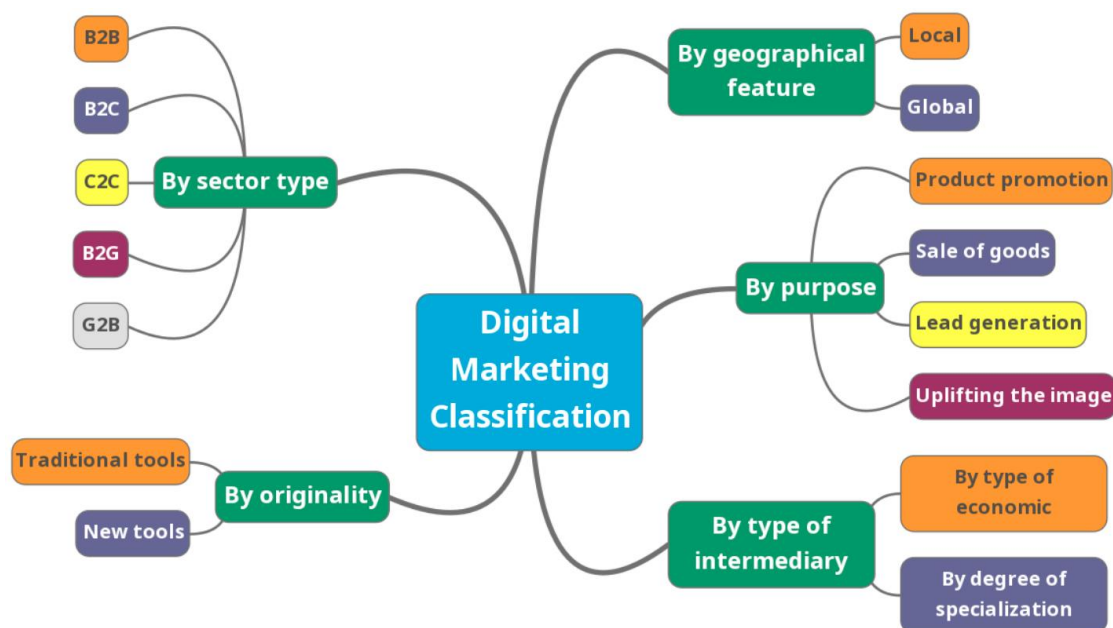


Figure 1-3: Digital marketing classification.

- ❖ **By geographical feature:** According to a geographical feature, digital marketing tools can be classified into two groups: (i) local and (ii) global.
- ❖ **By sector type:** There are four groups of digital marketing tools based on the sector type
- ❖ **By the purpose of the tools:**
 - **Product promotion:** these tools are used to develop and improve the products and their promotion (e.g., websites, blog posts).
 - **Sales of goods:** It includes a system in which the customers can buy and/or order the goods instantly (e.g., a website of product’s features and a payment system).

² <https://www.facebook.com/>

- Lead generation: These tools include social networks, teaser advertising... to get the attraction of the target consumers.
- Uplifting the image: Distribute the unique content to improve the enterprise's reputation in the Internet environment.
- ❖ *By originality:*
 - Traditional tools: this group includes advertising, sales promotion.
 - New tools: interactive communities such as social networks, e-commerce platforms such as eBay and Amazon.
- *By type of intermediary:* Rosokhata et al. (Rosokhata, 2020) introduce a new classification attribute that can be further divided into sub-features: by type of economic interest and by degree of specialization.

And in each area, there are showing suitable digital platforms to use as the information in the table below. In the next part, we will talk more detail about each type of digital platform to have the knowledge and use them effectively.

1.2.5. Digital marketing platform

Digital marketing is on the progress of development - outperforming spend on traditional marketing channels in 2019 for the first time. This is the result of spending much more time on the internet of customers than before. With the innovative technology day by day nowadays, digital marketing platforms become as the must-have in marketing strategy. Taking advantages from the enormous and rapidly development of technology, marketers apply them effectively in term of sources of data, AI technology, tracking consumers' behavior by their internet behavior... And therefore, marketers can know where they should put the ads, when the ads should be shown, and which content should be applied.

A digital platform is a solution using internet community to enhance the digital marketing strategy (Key, 2017). Through digital platforms, business can provide to customers their products or services with full of information related to value, feature and other characteristics (Taiminen, 2015). It is vital to notice that a digital platform couldn't cover every aspect consisted in the strategy, therefore by a combination of many digital platforms at the same time, we can get the result as expectation. Social networks like Facebook, Instagram, Tik Tok³, and

³ <https://www.tiktok.com/>

blogs have been the main sections in the digital marketing space and be the markets that marketers should focus on too. Digital marketing platform is taking the advantages of technology and internet which is the most distinguish between digital and traditional marketing channels (Dodson, 2016; Ryan, 2012). However, to reach the success of marketing strategy, marketers need to imply both digital and traditional in a flexible but effective combination. (Chaffey, 2019).

There are many ways to keep in touch with customers either in physical methods such as store, customer care center, after sale service and so on or in virtual methods by using artificial intelligence in communication with customers through chatbox on websites, applications which can provide the service for 24 hours a day (Schneider, 2017). With virtual methods, businesses can be in touch with customers as soon as they need even different time zone which will be very costly or difficult to set up in person (Kongthon, 2009). The more brands meet customer expectation, the longer their relationship will be. However, customers' expectations do not stay the same, they change over time and increase the complexity of their demand actually. In fact, consumer behaviour in reality is hard to foretell because they even do not assure what they do in the future (Morwitz, 1997). Therefore, the company and mostly marketing team need to know what are customers' needs, when and where they want and how to provide them conveniently that will be remarkable in customers' minds about the brands, products, services. Hopefully, they will consider using it the next time. And if we can satisfy them well, we can be talked in their conversations and being topics in their lives that would be great relationship so far.

The following are reasons why marketers should consider using digital platforms in the marketing strategy:

- We can build an internet community reflect for our business by our expectation about imagery across platforms, consistently.
- Customized the processes among end customers and manufactures.
- Enhance the attractiveness about the display and communication with customers and then building the trust relationship.
- Co-working with other partners in order to gain more share and expand the market size.

By utilizing advanced of digital platforms, we can arrange many programs that engage more customers based on their needs and their interests. Digital platforms' performance can measurable and countable therefore we can adjust anytime we see unnecessary platform that has no impact to our brand or consume much money but not bring back affordable value as expected. Through digital platforms, we, as a provider, can figure out customers' needs, customers' journey in purchasing goods or services, then as a result, we can provide customers the true value that they are looking for and convert more sales from awareness and consideration.

A vast number of digital marketing tools can be classified into multiple groups according to different strategies. In this section, we describe some popular digital marketing tools, classify them and analyze their pros and cons, how to use them.

1.2.5.1. Manufacturer Website

A robust online presence would help the manufacturing company become competitive in today's industry. One of the methods they might use to get started is a manufacturer's website. Due to its flexibility with any platform, a manufacturer's website enables the company to proclaim its presence on the worldwide marketplace. Though creating a manufacturer website is straightforward, maintaining and monitoring it takes a full-time professional employee.

The manufacturer's website not only conveys the information about the company, products, services but also presents strong brand values. Compared to other platforms such as Facebook⁴, Instagram⁵, Youtube⁶, the manufacturer's website is the most dominant one where the consumer buys products or services from (Hunjet, 2019).

However, the customers don't need to go directly to the manufacturer's website. They can reach that website via search engines such as Google⁷, Bing⁸. Hence, the company needs effective search engine optimization (SEO) strategies to place its website in a higher rank than its competitors (Dahiya R. a., 2021).

A manufacturer's website requires to be well designed to be engaging and user-friendly. The website can attain many functions, including outgoing communications and customer support

⁴ <https://www.facebook.com/>

⁵ <https://www.instagram.com/>

⁶ <https://www.youtube.com/>

⁷ <https://www.google.com>

⁸ <https://bing.com>

(Fisher & Arnold, 2002). The website should be designed based on the parts it needs to fulfill. For example, if the function provides outgoing communications, the website should consist of information about a location like address and business hours. If the website offers customer support, it requires timely feedback so that the company may need employees or a chatbot, a program for intelligent communication on a text or spoken sound (Dahiya M. , 2017) to respond to upcoming messages from customers.

1.2.5.2. E-commerce website/platforms

E-commerce is conducting commerce, including business, business-to-business, and business-to-customer interactions, using electronic methods and technologies (Choi, 1997; Manzoor, 2010). Similar to the manufacturer website, an e-commerce website provides information about the company, product, and/or service. In addition, an e-commerce website might offer sale transactions and product or services delivery. E-commerce platforms are the software applications that allow the seller/companies and the customers to play their roles (buying or selling) over the internet (Adobe Experience Cloud, 2022).

An e-commerce platform is required to provide at least three features: *(i)* search feature, *(ii)* cart feature, *(iii)* payment feature. The search feature allows customers to discover a particular product, and the card feature lets them handle their orders. With the payment feature, customers have (some) options (e.g., Master card, debit, ...) to pay for the order. The website can provide an online payment feature for convenient purchases for sale transactions. It should be noted that many customers have a significant concern about their credit card information security. Thus, the website should provide security measures and the system locks to prevent break-ins. A further security problem is the subsequent use of consumer data, particularly the sale of customer data to outsiders. The website should have a form to fill in the customers' information, such as the desired address.

1.2.5.3. E-shop

The E-shop of a company/retailer is an online business whose purpose is to advertise and sell products from various producers on their own behalf (Rosokhata, 2020). E-shops are classified in the B2C group. It might be located at an e-commerce platform like Amazon and eBay⁹. The process of buying items from an e-shop can be described as follows. First, customers visit the e-shop and search for the things they want. Then, they can manage their shopping cart by adding or removing items at any time before checking out. Finally, customers

⁹ <https://www.ebay.com/>

are able to check out and proceed with the payment when they are ready. The checkout process is typically secure because e-shops utilize encryption technology to safeguard consumer information such as credit card numbers, bank accounts, and addresses. If a consumer needs assistance, the shop normally provides it by email or phone. The e-shop can be an additional sale channel but middleman prices might be applied (Rosokhata, 2020).

To be effective, eshops should provide the customer with the shopping experience as easy and attractive as when shopping at an ordinary retail store. Customer satisfaction is influenced by the total distribution model (Valiūnas, 2011), but the last mile delivery to clients is the most critical element. Customers nowadays expect their purchases to be delivered quickly, precisely, and at their leisure. They have high delivery expectations, and the speed and ease of delivery may be as essential to them as the product price and quality (Matuszak, 2016; Lupták, 2019). Therefore, it is substantial for e-shops to satisfy customers' shopping experience and delivery needs.

1.2.5.4. Social network

The social network is an online platform that allows the users to create their profiles, activities, etc., to share information, photos, and videos with other people with similar interests (Karen, 2013). Nowadays, social networks have played a key role in connecting, communicating, finding, learning and accessing things (Sahai, 2018). Companies can utilize social networks such as Facebook, Twitter, and Instagram to enhance their awareness and reach their customers by dialogue processes, brand engagement, and generating links (Shawky, 2020; Sajjad, 2020).

We also see that people nowadays prefer to watch videos, TV shows, and movies on the internet where they can find various types and considerable content that they would like to see. From this insight, marketers would consider doing the advertisements and run along with videos on Youtube, Netflix¹⁰ and other video streaming platforms. Regarding Youtube, about one-third of people around the world use it as a source of information, which is the second channel right after Facebook. Staying wake up is what marketers should do in the exchangeable situation recently. Because the dynamic changes in consumers' behaviors happen at any moment, therefore, marketers also have to be adaptable to the changes and even provide before the demands are created.

¹⁰ <https://www.netflix.com/>

CHAPTER 2. A BRIEF OF DIGITAL MARKETING DEVELOPMENT

We live in a world where everything seems completely changed compared to what happened in the twentieth century when the internet was just invented and has not yet taken a key role in our lives. I remember in the 1990s, television was the primary device that helped people to get information as well as entertainment, but now apparently, we can see there are plenty of sources of information and entertainment that can satisfy every demand of people. Obviously, we cannot argue that the 4th industrial revolution has impacted the economy and our lives a lot. Nonetheless, the internet is taking an essential role in every single task as well. Instead of following television or radio guidance like before, today everything is transparently public on the internet and anyone can find whatever they want easily (Kartajaya H. a., 2016). Therefore, business people and marketers need to understand the change in customers' behavior and then provide accurate information in the new path of the customer journey, which can help connect with them closely.

Kartajaya et al. (Kartajaya H. a., 2016) mentioned that with the rapid development in technology, which is the consequence of the fourth industrial revolution, customers also change their expectations in the way they want to connect with any product or service.

Frankly, people today cannot live without technology, which is the central part of our lives. Technology opens all the impossible doors and makes them become possible in someday. There are plenty of innovations that are very useful for customers but also generate high value for the business. With technology, people can buy products far away from them, book services without physical actions, and keep connected with each other without seeing in person. Consequently, businesses are able to provide their products and services in various channels that the convenience of customers can choose. And in the competition, they always want to be the first found among thousand brands, thus they need to be on top of innovation with efficient strategy (Kartajaya H. a., 2016). If before advertisements from television were the best way to get the attention of customers, but now people, especially young people pay more attention to their smartphone or tablet or laptop or any device that can connect Internet, therefore, advertisements seem not too effective as before. The Digital 2021 report illustrates that technology connection is increasing its role in our lives even more important than ever. There are so many innovative tools that help people enjoy life better, especially in the COVID-19

pandemic. We have been facing a bunch of challenges and opportunities because of the COVID-19 impacts, and therefore in 2021, we see that everything can happen in digital platforms, and the way of operating business is not as exact as normal circumstances. And thus, digital marketing strategy should be taken as vital as it should be.

2.1. Digital marketing – Fact and figure

In 2019, nearly half of all households in the world have a computer at home. In developing countries, one-third of households have a computer. In contrast, households with personal computers in developed countries are about 80%.

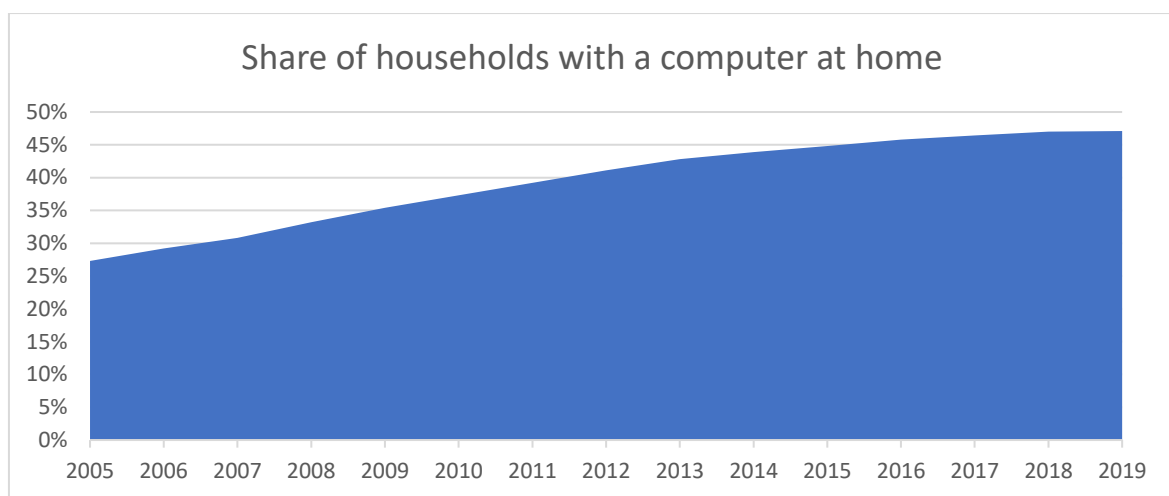


Figure 2-1: Share of households with a computer at home worldwide from 2005 to 2019¹¹.

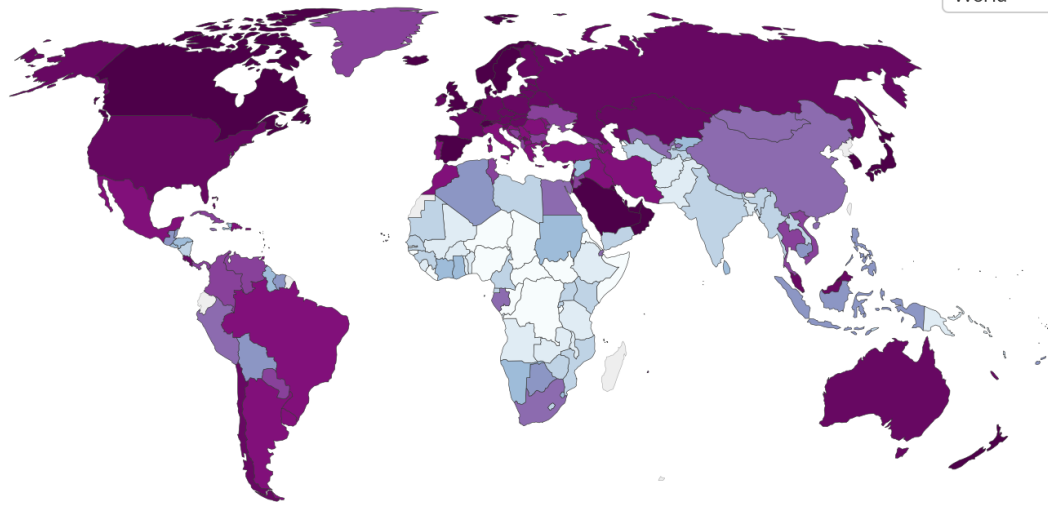
¹¹ <https://www.statista.com/statistics/748551/worldwide-households-with-computer/>

Share of the population using the Internet, 2019

All individuals who have used the Internet in the last 3 months are counted as Internet users. The Internet can be used via a computer, mobile phone, personal digital assistant, gaming device, digital TV etc.

Our World
in Data

World



Source: International Telecommunication Union (via World Bank)

OurWorldInData.org/technology-adoption/ • CC BY

▶ 1990

○ 2019

Figure 2-2: Share of the population using the Internet, 2019¹²

Overall, the percentage of households with computers is dramatically rising worldwide, and Internet access has become more and more envelopment with almost 60% of the total population (Kemp, 2021) and increased 7,3% compared to 2020.

¹² <https://ourworldindata.org/grapher/share-of-individuals-using-the-internet>

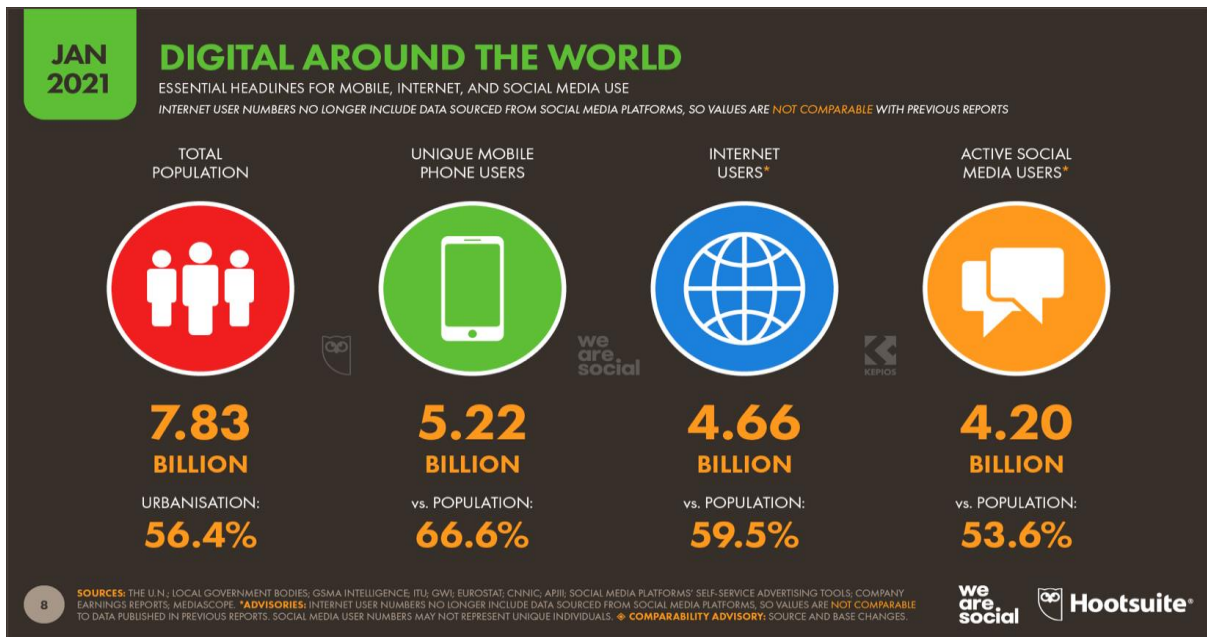


Figure 2-3: Digital around the world.

This active participation is a decisively different point from the traditional media. The penetration of the Internet, in particular, allows this trend. However, it is impossible to ignore the fact that the concept of modern media has been adopted rapidly. This digital transformation is an ever-evolving process. Frankly, computers and the Internet have categorized themselves as a new era of media and then have specific impacts on the marketing strategy. Therefore, the media landscape is expanding at the same rate as a society and is always innovative as much as possible with a reasonable timeline or even faster. Particularly concerning the business and gen Z as the target customer, the traditional media of newspapers and the digital media of the Internet, especially social media, play a role center.

Another shift is how brands define themselves differently between traditional and modern perspectives. If in traditional marketing strategy, the brand is about imagery and marketers kept trying to put those images into customers' minds and positively choose that brand among thousands of similar products. Therefore all the activities had to be related to the brand association. Marketers believe that positioning a brand in customers' minds is very important. That is true. However, in the digital era, customers can discover as much as possible they can, or they can also ask for other helps to understand more about the products or brands. So far, the brand should be as transparent as possible. Otherwise, customers can figure somehow if they cheat on them or even tell the wrong story. In this explicit atmosphere, brands should be honest to have stayed on the market line, or it will be rejected. We can see the technology is

overgrowing, the products' life is even shortened than ever, the new trends are created every moment. Therefore brands should be adaptable and flexible enough with the changes continuously (Kartajaya H. a., 2016). (Marketing 4.0 – Page 49).

Due to the implementation of digital platforms in the market and their fast growth, marketers are also ready to adapt and make the right move at the right time. We observe that people now rely on the internet information hardly, therefore the information we put on should be the truth and helpful enough in order to engage customers. There are plenty of innovative tools that have been researched and improved to utilize the effectiveness of the power of the Internet.

Nowadays, Marketers can obtain items that have been carefully marketed constantly. And people spend about 7 hours on the internet, which is more than twice as long as they pay to watch television, according to Digital report 2021 (Kemp, 2021).

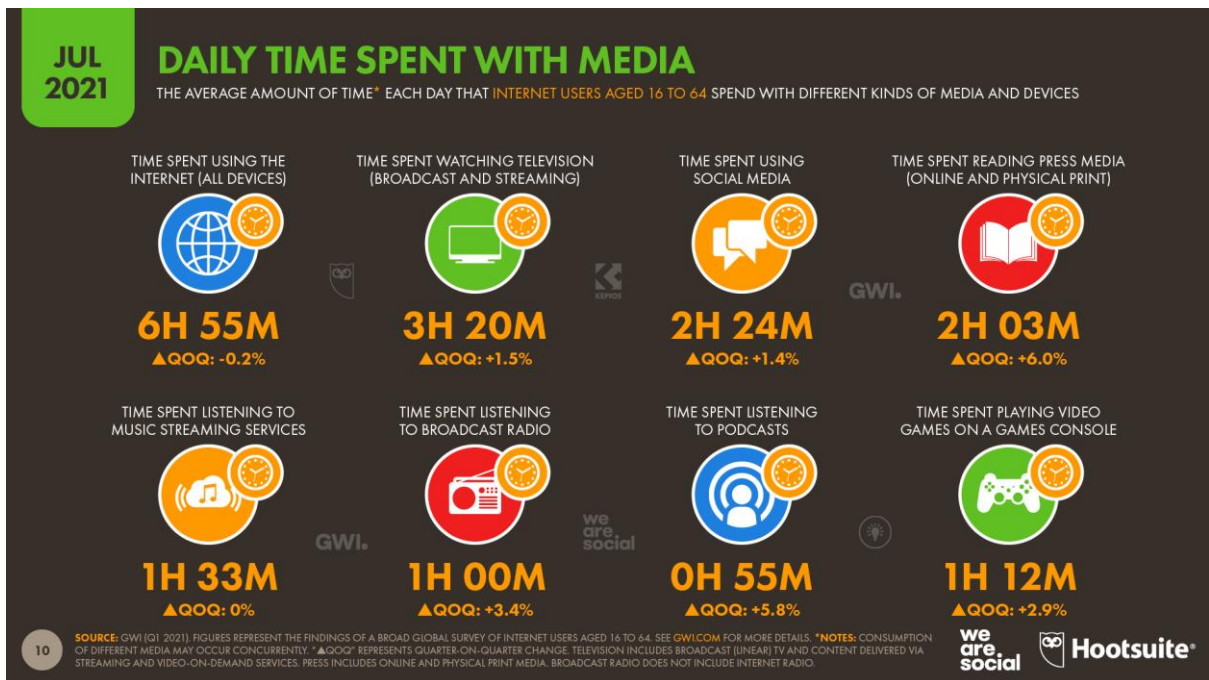


Figure 2-4: Daily time spent with media¹³.

Another incredible number is the types of websites that people often visit among users from 16 to 64 in one month. The first one is social networks which remain 96% of visits.

¹³ <https://datareportal.com/reports/digital-2021-july-global-statshot>

And followed by messaging services. About 80% of internet users use search engines and web portals every month, but still lower than social networks ten percentage.

In the meantime, nearly 60% of internet users say they've visited an online shopping platform in the last month, and more than half of internet users say they shop or browse for things online at least once a week.

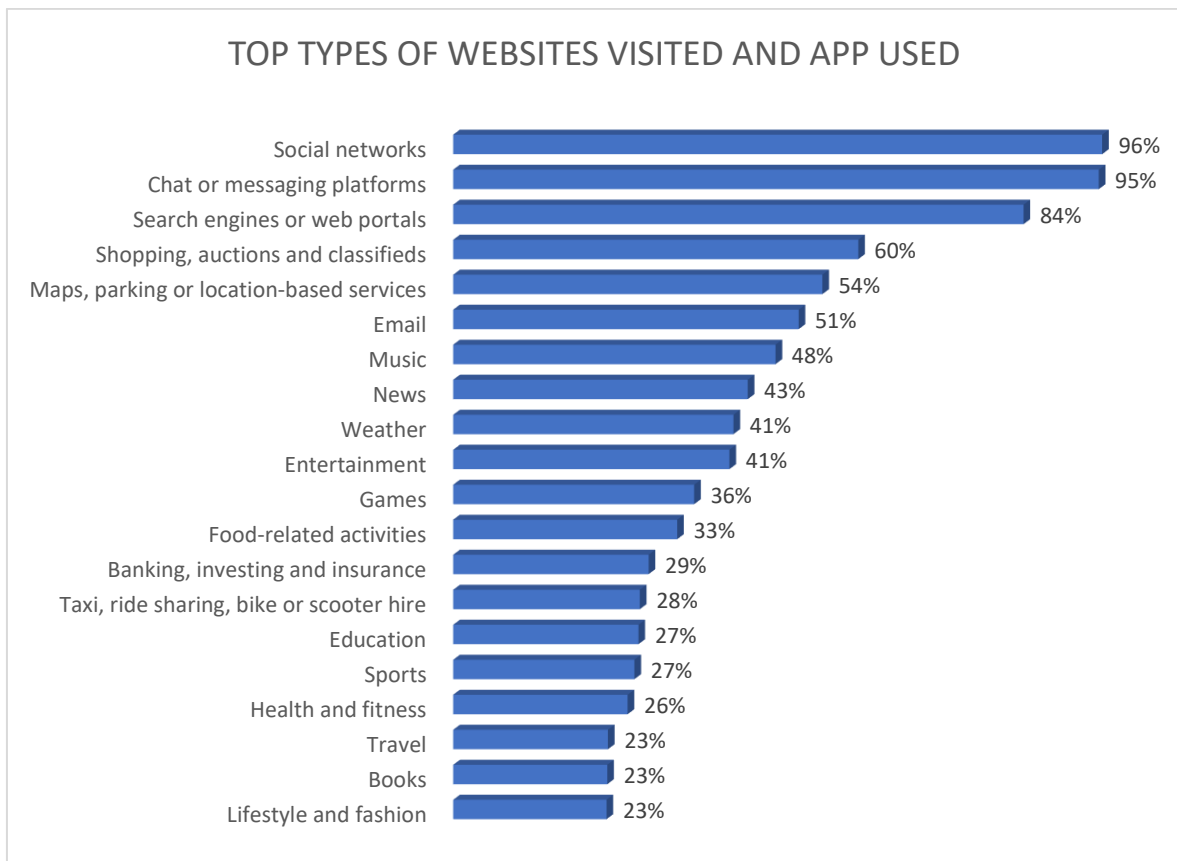


Figure 2-5: Top types of websites visited and app used.

Based on the data from eMarketer, digital channels currently account for approximately 6 out of every ten ad dollars spent globally. In the near future, marketers will need to adapt how they use digital and social media platforms to ensure that their efforts are as efficient and effective as possible.

For example, instead of focusing on customers’ demographics, we would try to explore the contextual marketing tactics that could help us make better decisions and understand how new policies and regulations will impact the marketing strategy.

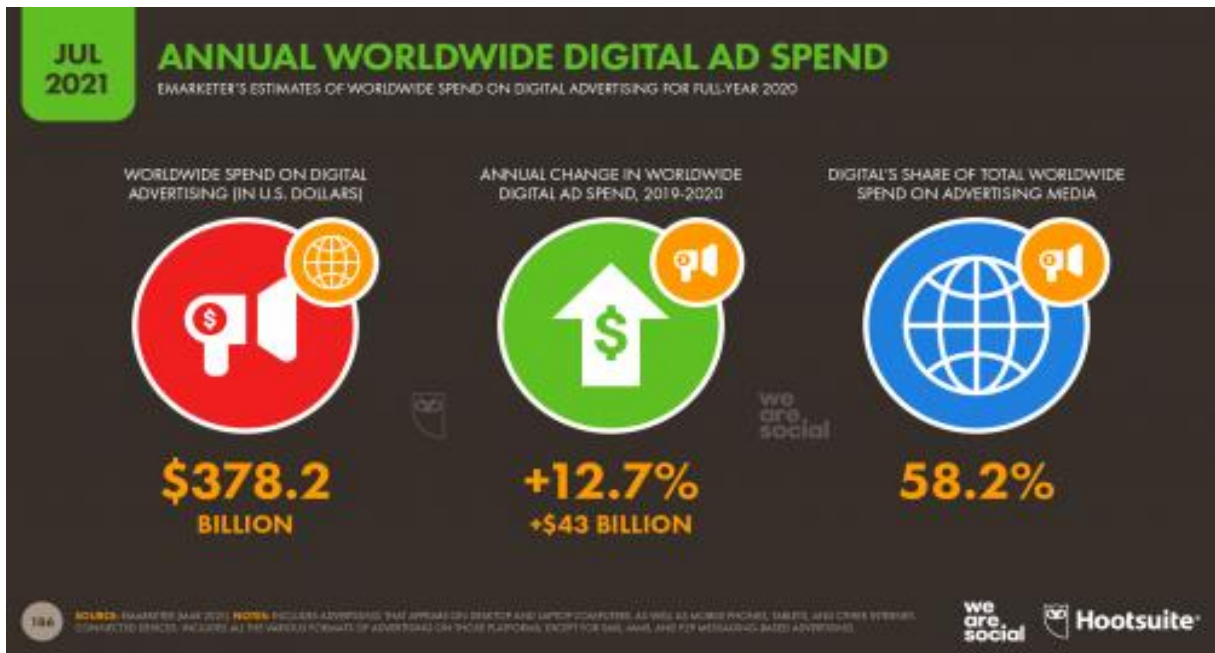


Figure 2-6: Annual worldwide digital ad spend¹⁴.

Furthermore, in this annual survey, we can also find the reasons why people around the world are using the internet, which is pretty much helpful, especially to marketers to know that “keeping up with news and happenings” is one of the top three reasons people use the internet. From this insight, marketers could put some more product information in the digital campaigns and then spend affordable money to bring them to customers who are willing to know. Moreover, people nowadays tend to use the internet to look up any information they would like to know, which is the top 1 reason for using the internet. Therefore, marketers will learn how to put their keywords inside the articles or any platform of advertisements that will help people look up for the correct information they care about.

More importantly, from this survey, we can see that almost half of the people around the world use the internet to research products and brands via the online platform. This information is helpful for the marketers in terms of making decisions about which channels they should choose for promoting products. Online platforms are the must to be included in the marketing plan.

¹⁴ <https://datareportal.com/reports/digital-2021-july-global-statshot>

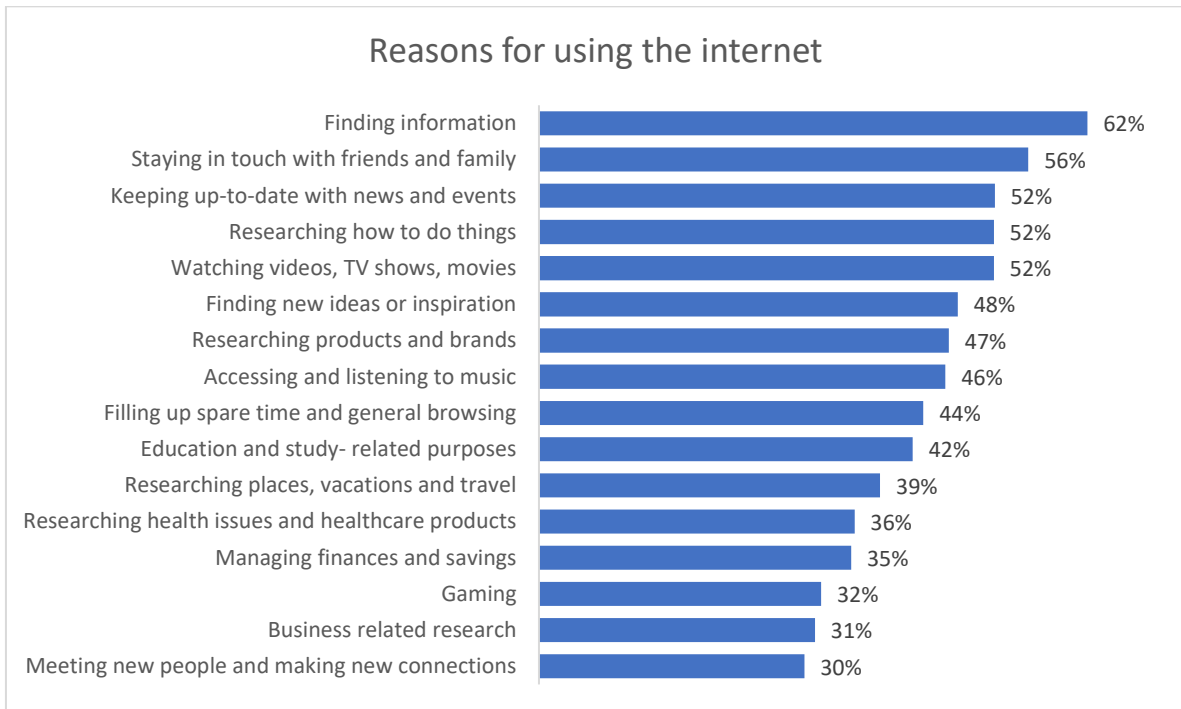


Figure 2-7: Reasons for using the Internet¹⁵.

Based on total website traffic recording from Alexa in Q1'2021, in the top 10 of the most visited websites around the world, Youtube has stayed at the second, which means that people nowadays are using the internet for entertainment pretty much, especially for watching videos streaming.

Table 2-1: Ranking the world's most visited websites according to Alexa

Order	WEBSITE	Time/day	Pages/day
#1	Google.com	17minutes and 25 seconds	18.2
#2	Youtube.com	19minutes and 13 seconds	10.2
#3	Tmail.com	6minutes and 59 seconds	3.8
#4	QQ.com	3minutes and 43 seconds	3.9
#5	Baidu.com	5minutes and 13 seconds	5.1

¹⁵ <https://datareportal.com/reports/digital-2021-global-overview-report>

#6	Sohu.com	3minutes and 37 seconds	4.5
#7	Facebook	18minutes and 41 seconds	8.8
#8	Taobao.com	4minutes and 35 seconds	3.5
#9	J60.CN	3minutes and 14 seconds	4.2
#10	JD.com	3minutes and 34 seconds	4.4

In summary, we can say that nowadays, the internet is a major of our lives and that we cannot live without it. We tend to prefer to use every transaction on the internet first and then will follow by the actions. This is really important to the marketing strategy. To catch the trend and go along which what consumers are doing at the moment, marketers have to put themselves in the context as a potential customer and then understand what they are doing and what they will do, which will help to maximize the investment in advertising and promotions for products and services. Moreover, we cannot ignore the impacts of the Covid-19 to consumer behavior as well as to brand marketing which change most of the tasks that we have been already familiar with.

2.2. The impacts of Covid-19 to the customers’ purchasing journey

As we observe that since the Covid-19 pandemic started, the whole world has been changed. Even though life gradually becomes normal, the normal will be the new normal and people have to be adapted in terms of the way of living, the structure of working as well as the behaviour of consumption. As far as we can see, working in the offices will not be 100% the same as before anymore. Instead, we are applying smart working, which allows us to protect ourselves from Covid-19 and have a chance to work at home and spend more time with family. Although this method is entirely new now, smart working will be the best method to help people have a better life in the future. And therefore, the change in shopping automatically has been changed. If before people tend to go to the store to buy necessary goods, now we prefer to stay home, check and compare information on the internet, discuss with friends and relatives and then decide to buy. The journey of purchasing seems gotten the considerable change and keeps continue further.

As same as before, the journey consists of five steps but the actions in each step in order to meet customers’ needs seem shifted.

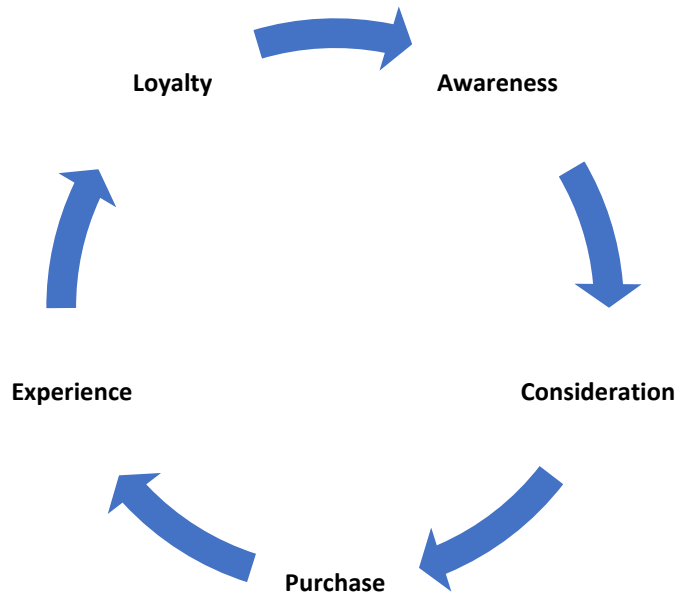


Figure 2-8: Journey of purchasing

- **Step 1-Awareness:** this step is to recognize the brand and keep it in mind in order to recall whenever we have a need. Due to the impacts of Covid-19, things are changed completely. Before we referred to experience goods or service itself individually and went to store to see them in person. But now and maybe for a long time later, we tend not to go out as frequently as before, just stay home, keep distance and less interaction with outside. Consequently, businesses have also changed their strategy in marketing to meet people exactly where they are.

In this situation, traditional marketing channels, using Billboards, Road signs, Print ads, and Letterbox drops, seem not compelling enough. The digital marketing channels can help to gain more awareness with:

- + Social media and YouTube advertising
- + Google display ads
- + Content Marketing (blogs, e-book, forum, ...)

- **Step 2 – Consideration:** in the Covid-19 situation, people stay home more than ever, and then the set of considerations has been limited as well. With fewer alternative products to consider, if people seek great news about a brand or company, they might choose that for purchasing.

Before, traditional marketing channels like printed directories, yellow pages or in stores would be in charge of this step to put the brands in the consideration set of customers. However,

now people stay home for shopping and seek news via the internet is the method that people are using. Hence, the channels will turn to:

- + Social media channels
- + Google search result
- + Online directories
- + YouTube and video platforms

- **Step 3 – Purchase:** Physical stores have been closed or changed the way of working

(limit the number of people at the same time in the store, working time, interaction with staff and encourage people to buy and pay via online channels). It is a possibility to buy stuff all the time in person not always available, and it's most certainly not a brilliant choice for businesses to keep running in this physical way. Before increasing sales, businesses will:

- + Promotion in store to try and buy
- + Pick up at store
- + Pay in person by cash or card
- + Design store in way to go around and see all brands and products

Now, according to the changes caused by Covid-19, to increase sales, digital channels will be good options:

- + Social media or website store
- + E-commerce
- + Chat-box assistants
- + Contactless communication

- **Step 4 – Experience:** During this worldwide pandemic, goods and stuff are ordered and delivered by online and third party who takes of delivering. If the businesses have started this method for such a long time before, now they can easily apply smoothly and optimize the processes in terms of time, the operation will serve customers more effectively. However, there are numerous organizations just start to learn and totally re-engineer how they convey administrations and how they can take care of issues for clients going ahead.

- Before customers will be experienced in person but now touch-free is more preferred. Products are delivered at the door include all needed stuff. If any concern, customers will get in touch with the shops via call, emails or chat-box.

- **Step 5 – Loyalty:** To recruit a new customer is more difficult and expensive than keeping the ones who have experience with the brand already. The loyalty is the

final goal of any business, to ask customers to buy our products again and again in the future. Therefore, keeping in touch with customers is the best way in order to keep our brands in their minds and then to choose us amongst many other brands. However, Covid-19 has created a significant challenge to any company with less interaction and physical trial. Thus digital marketing channels seem more effective than traditional methods:

- + Email marketing
- + Social media
- + Online customer account
- + Payment plan
- + Promotion for the next purchases

2.3. The impacts of Covid-19 to Digital marketing

The covid-19 pandemic occurred a massive change in our normal life. As mentioned above, the journey of customers keeps the same, but each step's actions have been changed accordingly. Digital marketing drives an important role in the Marketing strategy of a company in terms of methods to apply, investment and the way to keep connected with customers.

2.3.1. Digital platforms become crucial for running any type of business

A general requirement for all organizations to use digital channels as key channels for selling products during this pandemic has become more apparent than ever. Due to government authorized lockdown and kept social distancing has brought people going on the web to do their shopping instead of going to a store and buying stuff like before the pandemic. Indeed, a brand or business now has appeared on many digital platforms. Therefore, customers can easily find them via the internet which is the channel that businesses need to invest and concentrate more in order to build a strong relationship with customers by online appearance. Businesses also need to utilize various online touchpoints to gain more space on every stage and enhance the possibilities to be found by customers. Eventually, to maintain the competitive aspects and keep a consistent progression of business, we need to use online not only for operating but also increasing brand awareness because the lack of physical store and traditional marketing channels are not standalone anymore.

The survey was conducted by Zoovu over 1500 consumers to understand the movement of shopping behaviour under the impacts of Covid-19. More than a half of people tend to do more shopping via online and about 14% have tried to buy stuff online for the first time.

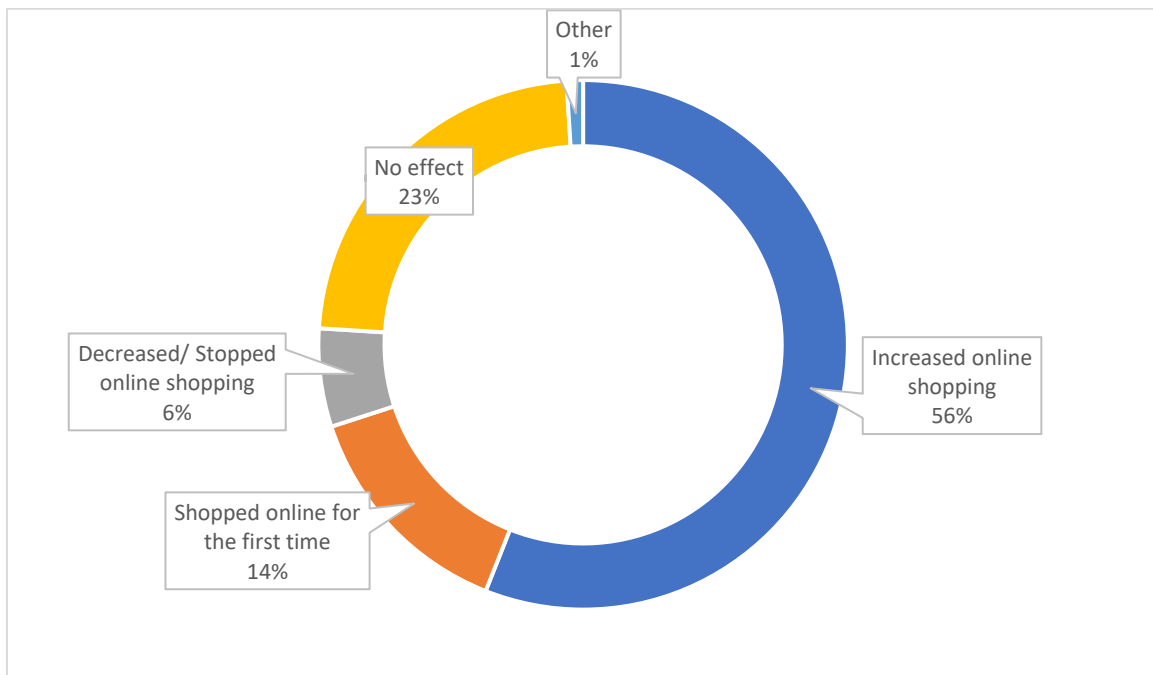


Figure 2-9: How Covid-19 affected online shopping behaviour

Another survey conducted by CMO was published in June 2020 based on a survey in May 2020 by 274 marketers at for-profit US companies, which mentioned that about 85% allow themselves to be reached by digital offerings (advertising, introducing, ...) during the pandemic. And about 84% admitted that they get more value by digital experiences. Other impressive number is about all of them reduced in-store marketing to engage customers. By this result, we can observe the new trend that we can apply for our brand in the digital era: people tend to talk about brands on the internet more than before which is the effective marketing method should be focused on. As we know, with less physical interaction with products and more discover online, therefore, others' experiences could be a reliable source even more than any communication from the company.

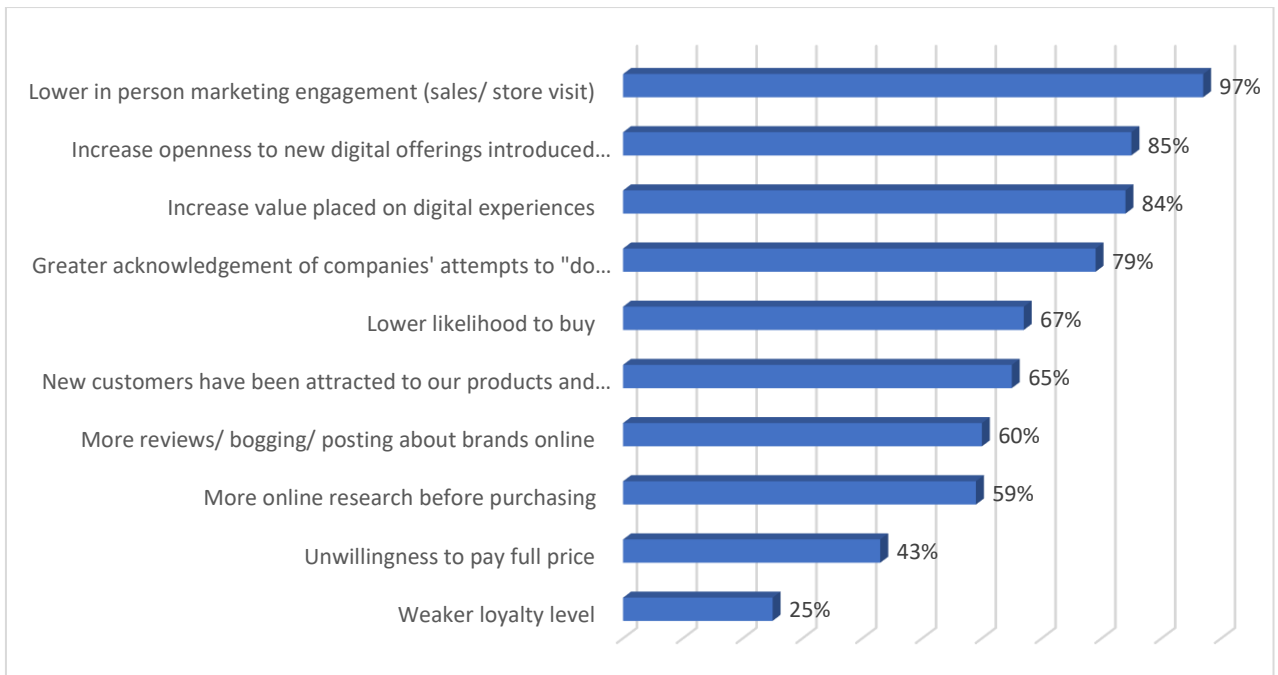


Figure 2-10: Change in Customer behaviour observed by CMOs during Covid-19

Apparently, one of the primary promoting effects of COVID-19 is to confirm that there are so many sources of information that people can reach every day, primarily via online. As a result, people tend to ignore as much as possible and prefer to read or believe the sources based on their actual experiences. It is an important task to marketers in order to get the attention of customers and also keep them staying longer on the page that we promote our brand. Thus, understanding our target customers again becomes more crucial than ever and then we can offer them what they want with thoughtful communication and consistent content across all channels.

2.3.2. The budget for marketing activities have been reduced

One of the significant indications of this pandemic is the decrease in business that have been seen during this period. This is a consequence of some businesses not shifting their selling channel to online continuously, and also the decreased income impacted to the sale of the companies due to reduced salary lost their jobs and so on.

Because of the decline in sales, businesses have to reduce the budget for marketing and try to find a more innovative way to run a more effective business and maximize the profit for the company. In this situation, marketers come back to the basics which help to maintain and optimize the result. SEO, PPC, being responsive, attached links and mentioning via post/ blogs are considered.

2.3.3. Virtual communication is being more effective

Instead of making an advertisement with a bunch of people together, businesses nowadays change their concept for their products in order to be adaptable with the situation impacted by Covid-19: more individual. The content is also changed to be more positive and gradually forget about how Covid-19 affects their lives so far.

Before the pandemic, the connection physically between people had been promoted, but then social distancing occurred a considerable change and the new perception has been created: keep distance to be safer. Therefore, replaced for in-store touching, now businesses try to communicate by virtual with unique, impressive and familiar content. It can be an image with a slogan or a viral video with a meaningful story that brings customers closer to the brand. More important is how to help people to imagine our product the same way we want to. Thus, using the right digital platforms is the most important way to meet customers where they are and when they have a demand to find us. This virtual communication is more complicated than in physical, hence marketers should pay as much attention to the plan as possible to maximize the investment and increase the profit for the company.

2.3.4. The roles of social media have been more important than ever in digital marketing strategy

The authors in (Chatterjee, 2020) mentioned that there is an increasing number of businesses regarding social media marketing to develop their market share and market size. Especially suffering the impacts of international pandemic Covid-19, social media takes a vital role in the Marketing strategy of any company. Social media has been developing so fast during the pandemic due to the switching of many companies from physical stores to digital shopping to avoid the difficulties they have to face (lockdown, social distancing). Moreover, people around the world also spend more time on social media in order to avoid the loneliness of staying at home situation, among 4.66 billion internet users, there are 4.20 billion social media users actively increase 490 million users over a year, equivalence as 13% (Digital 2021 report). They use social media as a way to keep connected with their communities and also to update news from others. Taking advantages from this changing behavior, businesses invest more money on social media advertising and then can meet their target customers as to where they are.

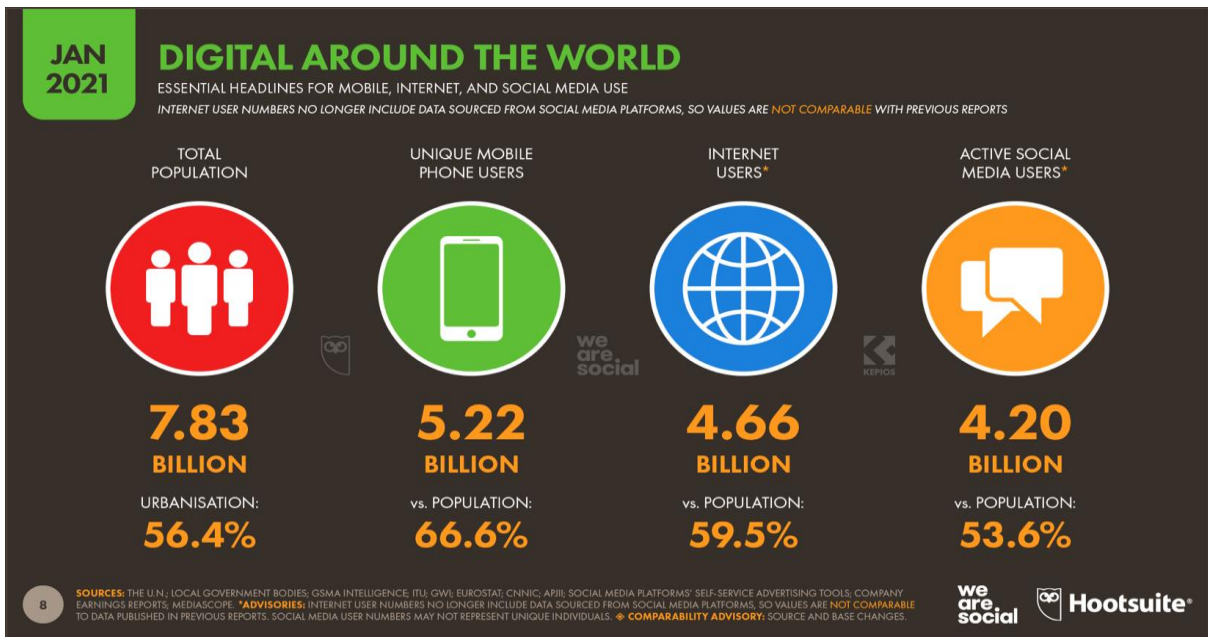


Figure 2-11: Digital around the world¹⁶.

In the same report, there are more than 1.3 million new active users around the world registering social media every day and almost 100% of users are using mobile phones for accessing social media. And among all social media users, about 45% search the information of brands.

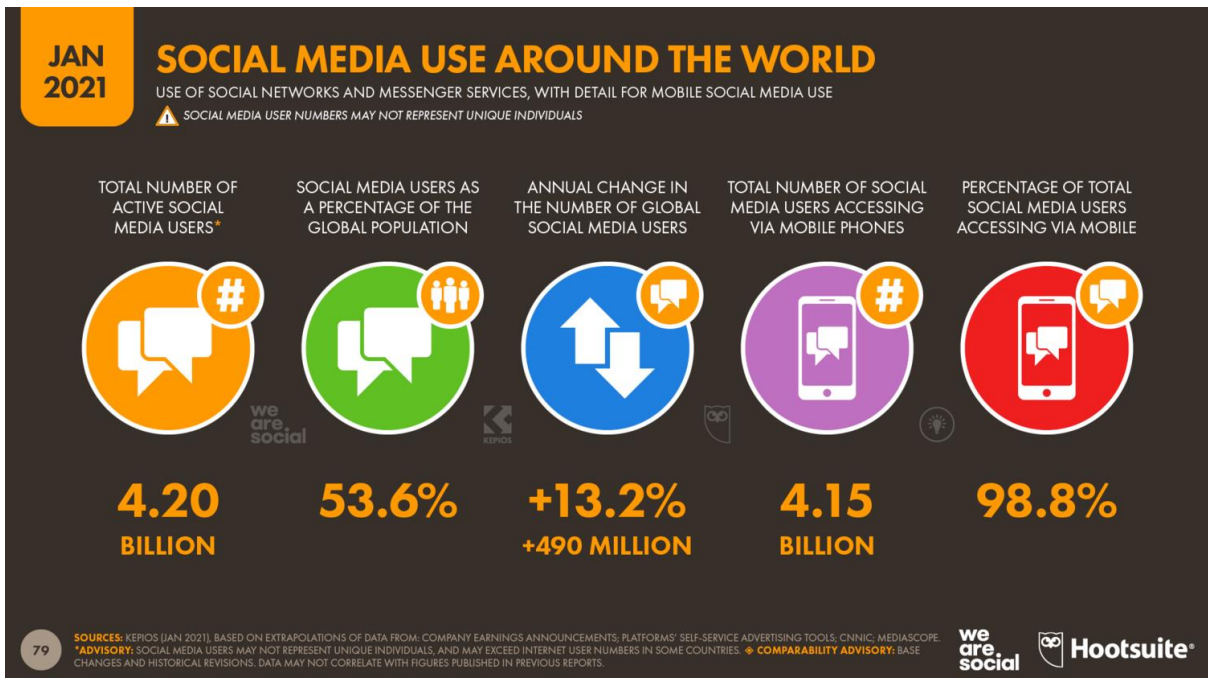


Figure 2-12: Social media use around the world.

¹⁶ <https://datareportal.com/reports/digital-2021-global-overview-report>

Because of this trend, companies take social media more severely in their Marketing strategy in order to keep connected with their target customers. Social media marketing has become an integral part of the Marketing department.

People nowadays not only use the sole platform but also they have experienced across all and some people have not only one user per platform, like they have a user on Instagram, so will use Facebook, Tik Tok and YouTube as well. And therefore, they will get so many sources of information that can help them make a decision quicker. This is a challenge to businesses to do the same content and keep consistent identity for the brands on every platform and also provide the content that customers would like to read/ to hear. Funny videos and memes or How-to and tutorial videos can be considered to do the advertising according to the digital 2021 report.

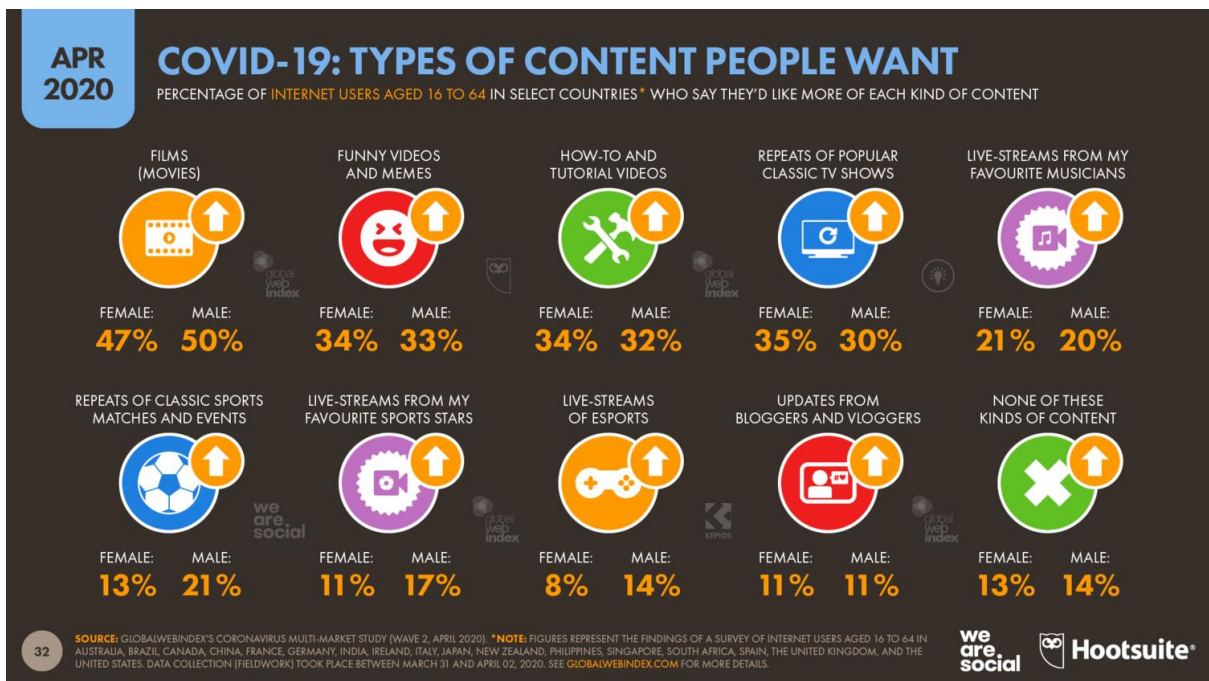


Figure 2-13: Types of content people want in COVID-19 pandemic.

There is also the new trend to do the advertisement is collaborate with influencers on social media communities. Influencers are those who have many followers and have specific impacts on large of people by what they share. By this collaboration, influencers will mention brands during their communication or raise a promotion or review and give feedback about products or services. This collaboration can be maximized the reach of target customers and then can convert to sales properly.

CHAPTER 3. VIDEO STREAMING AND ITS ROLES IN DIGITAL MARKETING

In this chapter, video streaming will be introduced. Its roles in Digital Marketing also will be provided. By analyzing some deck research and case studies, we will understand the triggers and barriers in using video streaming in reality. Moreover, the overview of how to use video streaming effectively and which channels. This chapter will discover whether video streaming should be used and which content to reach customers well.

3.1. Video streaming – A powerful format of information

Video is an excellent method to get closer to the audience. The long articles with so many words become less impressive to people nowadays. In lieu, video with images and sound is much quicker to get information.

Hsieh et al. mentioned in his paper that online video is a remarkable marketing format however not many marketers know about what are the factors that drive people to be attracted to the videos and the have the actions on the brands (Hsieh, 2012).

Scott said that online content is the most important driver for the success of marketing strategy as well as to generate sales (Scott, 2015).

Yi-Min Chen and colleagues stated that video and music streaming have been developed rapidly and are taking key roles in changing entertainment industry (Chen Y. M., 2017).

Especially in the digital context with 58.11% of the world's population those who are using social media which had been emphasized (Appel, 2020) that social media drives a role as a communication channel between business and customers. Not only images but also providing the sound, video is the most effective tool to optimize the way to convey the message that business would like to transfer to the customers. Jon Mowat (2017) indicated that videos take an important role to create strong connection relationship between businesses and customers in a short-term and also a long-term strategy. Video is the best way to motivate action of customers indeed. Therefore it's easy to understand why 60% of companies use video as a tool in marketing strategy and 68% of marketers mention that video is an effective way to get the return in investment, higher than from Google Ads. Video increasingly becomes crucial in digital marketing strategy. Furthermore, video can now be put everywhere in terms of the format of the posts, it can be on Youtube, Facebook, Tiktok or in the online articles to get more

interactions from audiences. Moreover, live streaming is becoming a potential channel that businesses pay more attention in order to increase sales instantly. Wang demonstrated that delivering relevant information, making customized product recommendations, and providing shopping promotion while live streaming is more invested and focused (Wang, 2021).

Based on a research survey of TechCrunch (Donchev, 2022), in 2017, people around the world spent about 1 billion hours on YouTube to check out videos, films, music videos and so on every day. And this number is increasing, especially since Covid-19 spread and in 2021, it is about 3.25 billion hours a day according to FortuneLords (Moore, 2021). Illustrated in the report of Wyzowl about Video Marketing 2021, indicated that people usually watch videos on YouTube, Facebook, Instagram, LinkedIn, Tik Tok, Snapchat, webinars and websites and take about 16 hours per week to watch online videos, inclusive Netflix, increase 52% versus last two years (Hayes, 2022). Therefore, video streaming drives a significant role in digital marketing. Marketers are putting more attention in creating video streaming content and providing storytelling as well as possible to engage more audiences and then help businesses generate sales. The Wyzowl's State of video marketing survey report is conducted annually by around 600 unique respondents including both marketers and consumers (Slade Silovic, 2022). There are about 86% of businesses are using video as an effective tool in digital marketing strategy. This number is increasing faster from 2019 when the Covid-19 pandemic started at the end of the year with about 87% and kept around that percent until now.

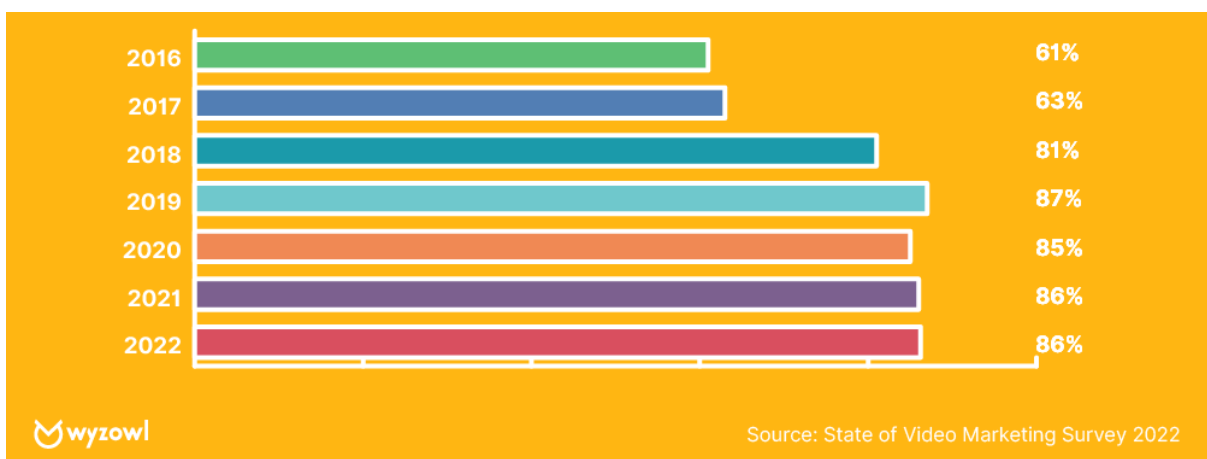


Figure 3-1: Video usage over time.

By video, 94% of asked marketers also said that video help customers to understand their products or service more deeply and 81% of marketers think that video could directly impact consumers' final decision. Thus the sale will be positively generated.

On the other hand, consumers themselves also admit that they spend more time watching videos on the internet than ever increase from 10.5 hours per week in 2018 to 14 hours in 2019, almost 50% longer. And in 2021, people will spend about 18 hours per week, an increase of about 80% than in 2018 by the impact of Covid-19. And the duration for video on the internet will be more so far.

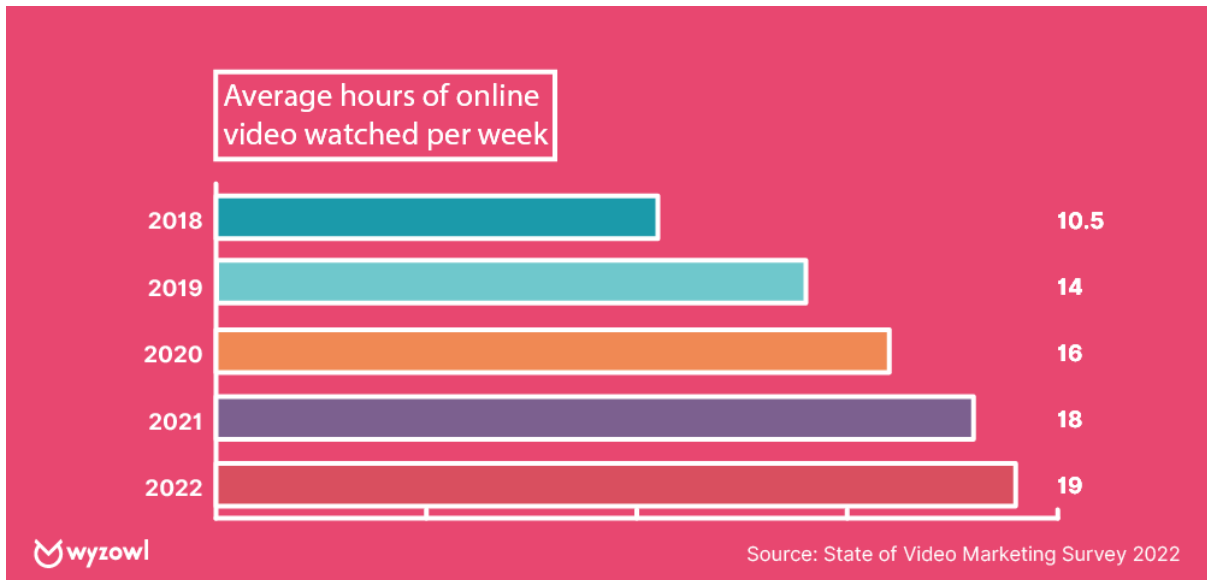


Figure 3-2: Average hours of online video watched per week.

Based on the result of Video Marketing Statistic 2022 by surveying marketers and consumers in December 2021, 88% of respondents said that they made the decision to buy a product or use a service buy watching video from the company and 73% of them answered that in case to learn about a product or service, they would like to spend time for watching a video rather than read an article or view an infographic or other formats.

On the other study from IdeaRocket, people spend 88% more time on a website that provides videos about their products or services, especially for short videos (less than 2 minutes) and video can help the business increase sales 1200% than images and text together. Moreover, Renderforest Survey figured out that videos also help businesses enhance brand awareness by 70%, increase the traffic by 51% and increase sales by 34%.

Indeed, the Internet is the tool that keeps the highest power supports the businesses in terms of expanding their market size and market share (Yannopoulos, 2011). In case Marketing managers can't figure out what happens to their company in using practical tools via Internet, they might not drive their marketing strategy right on the way. Therefore, the Internet is vital

in the success of any cooperation nowadays. Moreover, by understanding intensely how Internet tools work, marketers can easily take a step closer to their target customers.

There are plenty of platforms that people communicate every moment about various topics. In those platforms, people find themselves shared even in the same or different opinion. And each platform is a community that can be called a segmentation, namely: moms with kids, couples and how to date with foreigners, and so on. More importantly, each platform's rules are very transparent, and both customers and businesses that want to join have to accept the regulations. In terms of connecting with customers in the platform, the business also needs their acceptance. Indeed, marketers can understand more deeply who their target is and how to reach them is also very distinctive. In the short word, as marketers, we are now being with customers but with their side, not by our sides. Apparently, YouTube is the most watched channel with about 78%, followed by Facebook with 69% and then Netflix with 58%. As mentioned above, marketing strategy involves all aspects of the business to promote its goods or services. The more precise the marketing strategy, the more successful the channels we use for advertising achieve.



Figure 3-3: Platforms for watching video content online¹⁷.

The development of video as a marketing tool is enormous and will be more in the future, especially even when Covid-19 is over, the new normal life will be continued: spending more time at home, working hybrid with half in office half at home, thus the desire of watching a video will be stimulated. In the nutshell, we can say that videos are indispensable in building marketing strategy as 99% of marketers admit that they will keep

¹⁷ <https://toplinefilm.com/blog/online-video-behaviour>

using video in 2022 and the future as well. And therefore, making video as an excellent tool for lead generation and brand awareness is needed.

3.2. How to create video that can help businesses to generate sales and connect customers

Nowadays, if using only written text and images to promote products or services, the businesses might have a problem engaging customers. Video, on the other hand, is more enjoyable with live streaming, video clips will be more interactive with the customer by providing both sound and image at the same time but still very lively. Businesses invest more in creating good videos with good content and good production. However, to use video effectively is not that simple, we do need a strategy and then follow to be successful.

3.2.1. Pointing out the purposes of using video

This is the first step on the way to make the video to be valuable: figure out the video's goals.

For every purpose, we will have proper video type and content.

- Increasing awareness: Video should be very intensive in the way of introducing brand to the new audiences.
 - Being in consideration set: at this step, customers are looking for the solution for their needs therefore the video should be about tutorial, product review or promotion program.
 - Winning at the final decision: here is when customers already found their solution and decision to buy a specific brand or product. Hence, the video supports increasing sales should be with the evidence that some others have been used our brand or product, and how outstanding our brand is in comparison with competitors
- Picture persona of target customers

By imagining what target customers look like, we can know who they

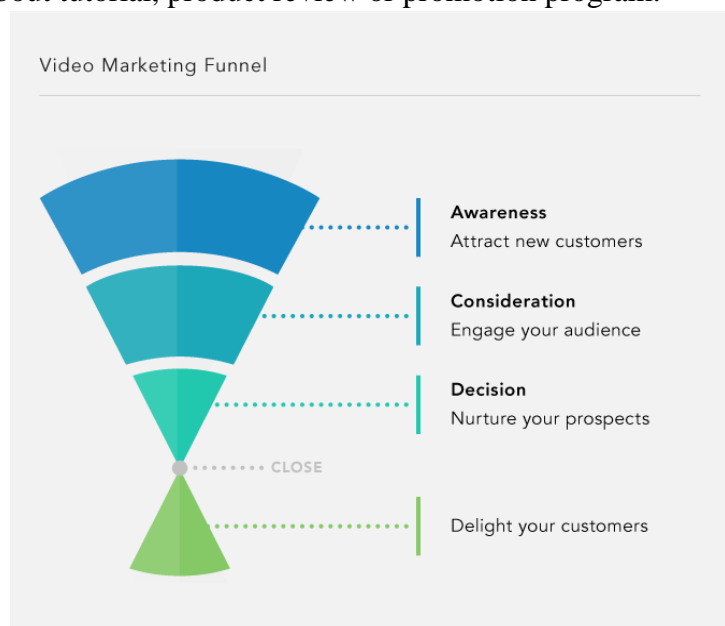


Figure 3-4: Video marketing funnel.

are and where we can meet them and how we can talk to them as well. To finalize the persona of our audiences, we will need the information answer for following questions:

- Who use our products or service?
- What are the purposes of the video?
- Which channels that our potential customers are using for getting information?

By collecting this needed information, we will have a demographic of target customers with gender, age, lifestyle, working status and so on. Moreover, the purpose of the video is important to decide the content later according to persona. Finally, the channels that our customers are using for getting information are helping us to put the video right in the place that we can reach them.

3.2.2. Storytelling of the video

This is the most important part and also the most difficult ones. There are 4 elements that we can consider to create a story for our video depended on the purpose and the target audiences:

- Main character should be how the target customers look like (either in gender or age group)
 - Conflict is about customer problem or demand
 - Mission is about how we want the video telling depending on the issues or needs of customer
 - Solution is what we will provide to customers in order to solve their problem

3.2.3. Always being creative

The video will not only for the brand introduction but also more importantly is to engage more customers to our business. Hence, keep in mind that creativeness is the most important in producing video. Not only the content but also the context should be unique and be illustrated for our brand or products.

3.2.4. Deciding type of video to make

Each type of video will provide something different to the customers. And it is mainly created based on the purpose that we mentioned at the beginning of the video. There are 5 most popular types of videos nowadays that we can refer to for our business:

- **Commercials:** this is the most popular type of video that we can watch on TV, YouTube and other streaming platforms. Commercials are for increasing awareness; therefore, to attract more new customers, the video is usually providing essential information that customers would like to know. Moreover, to be easier to remember the brands the first time, the commercials are often appealing and memorable.

- **Social content videos:** are short videos published on social media platforms like Facebook, Instagram, LinkedIn and so on. This type of video is mostly for increasing the consideration of customers by social media channels therefore the content of social videos tends to be fun, engaging, intensive and beautiful in order to get the engagement of customers to our products or services.

- **Explainer videos:** this is about a tutorial for the customers about how to do something specific related to our products and this type of video also enhances the consideration. As the name of the type, explainer videos are for showing how our products can help customers to solve their problems. In order to engage customers, the explainer videos should be directly telling them about who we are and how we can fix the problem itself for customers. In this way, customers will not be tired of watching and then easier to make the decision.

- **Product videos:** are for either to attract new customers or to increase sales. Therefore, this type of video should be highlighted how outstanding our products are. The information related to a product should be more realistic, lively and believable in order to gain more trust from customers and then bring them to our store to buy our products.

- **Testimonials:** this type of video is about reviewing our products by real customers or professional people. Customer feedback is more reliable than whatever the business can say itself, so do professional people. Therefore, this type of video is to help customers to build trust in our brand and then buy our products, the sales will be positively increased.

CHAPTER 4. Quantitative research and the findings

In this chapter, a report based on the short survey about the impact of Covid-19 to consumers' behaviours in Italy, Iran and Vietnam and the differentiation among gen Z and other generations in digital behavior as well as about tools to get the information. First to understand in general there are any certain impact of Covid-19 to people in shopping as well as perception of spending. Secondly to understand if any differentiation between gen Z and other Generations in term of media behaviour under Covid-19 circumstance.

4.1. Research design

4.1.1 Research design: two sources of information: primary data and secondary data will be used for understanding the behaviors of GenZ in comparison with other generations:

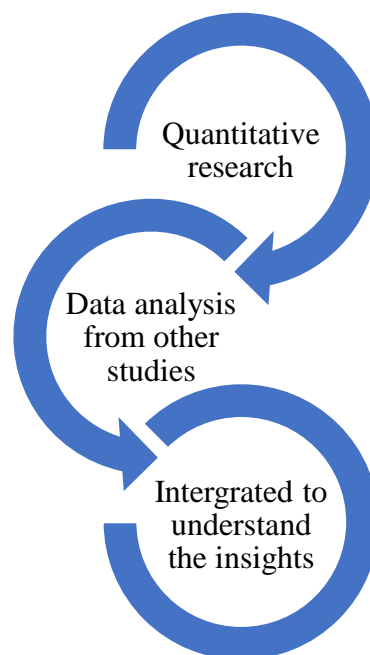


Figure 4-1: Research design.

A quantitative survey will be conducted on two groups of people: gen Z, those born between 1997-2003, and other respondents to see if there is any differentiation among them in digital behavior and perception about tools to get the information. Specifically, I will ask them about media behaviors what format they prefer to use in order to get information. More importantly, I would like to understand how Covid-19 impacts their shopping and media behaviors and their perception of Live streaming in terms of awareness and purchasing.

Quantitative research is designed with the convenient sampling method. The survey was created by google form and was sent to the community via the short link to get responses. The survey collected 104 responses from 3 countries: Italy, Iran and Vietnam.

Respondent criteria

- All Male & Female
- Age from 18 and above

The questionnaire is designed and divided into 4 parts following:

Table 4-1: Summary of questionnaire design.

I. Generic screener	1. Country of origin
	2. Age/ Age group
	3. Marital status
	4. Gender
II. Impacts of Covid-19	5. Understanding of changing in life activities
	6. Understanding of changing in shopping behaviors
	7. Understanding of changing in financial behaviors
	8. Understanding of perception of e-commerce
III. Media behavior	9. Understanding of impacts of Covid-19 toward media behavior
	10. Understanding of behavior in using formats of information
	11. Understanding of Live Stream perception
IV. Demographics	12. Employment status
	13. Highest educational attainment

The questionnaire is purposely designed with 7 minutes in length to get the responses with high reliability. In the survey design, the most important question is placed first to get attention and the severe reactions from the beginning of the survey.

The figures below introduce how long for each group number of questions. Usually, a questionnaire from 20 questions or below is good to meet the quality of collecting data:

Question Count	Average Seconds Spent Per Question*	Total Survey Completion Times
1	75	1 min 15 sec
2	40	2 min
3-10	30	2 - 5 min
11-15	25	5 - 7 min
16-25	21	7 - 9 min
26-30	19	9 - 10 min

* Rounded and grouped for illustrative purposes

Figure 4-2: Relative between the number of questions and time to answer the survey¹⁸.

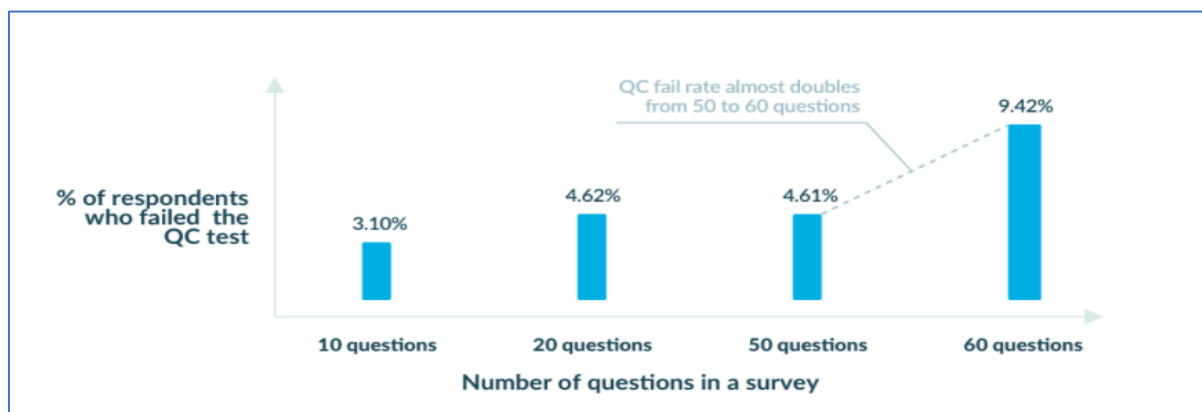


Figure 4-3: Percentage of respondents who failed the quality control test by the number of questions in the survey¹⁹.

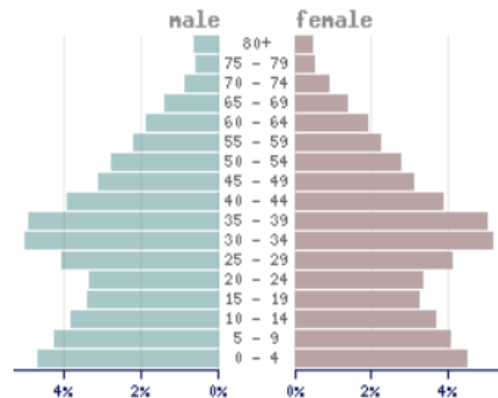
4.1.2. A brief about coverage countries

- Iran belongs to Asia with 1,745,150 km² which is the largest land in Asia. Iran is located between the Persian Gulf and the Caspian Sea. The population is about 84 million people and 75% of the population are living in urban areas of Iran, Tehran is the capital and also where Iranians choose to live for long. The ratio among males and females is about 50-50 for every group of age.

¹⁸ https://www.surveymonkey.com/curiosity/survey_completion_times/

¹⁹ <https://mili.eu/insights/optimal-survey-length-how-long-survey-lengths-can-affect-data-quality>

<u>Population:</u>	83,993,000
<u>Population per km²:</u>	48.13
<u>Life expectancy males:</u>	Ø 75.6 years
Life expectancy females:	Ø 77.9 years
Birthrate:	18.4 ‰
Deathrate:	4.8 ‰
Males/Females:	50.5% : 49.5%



(a)

(b)

Figure 4-4: Population of Iran in 2020²⁰.

- Italy is one of the largest countries in Europe with 301,340 km² of land. Their population is about 60 million people with more than 70% are living in urban areas. Rome is the capital with long-lasting history. In Italy, females are a bit more skewed than males, especially at the age of 80 and above.

Population

<u>Population:</u>	59,554,000
<u>Population per km²:</u>	197.6
<u>Life expectancy males:</u>	Ø 81.1 years
Life expectancy females:	Ø 85.4 years
Birthrate:	7.0 ‰
Deathrate:	10.5 ‰
Males/Females:	48.7% : 51.3%

Population pyramid

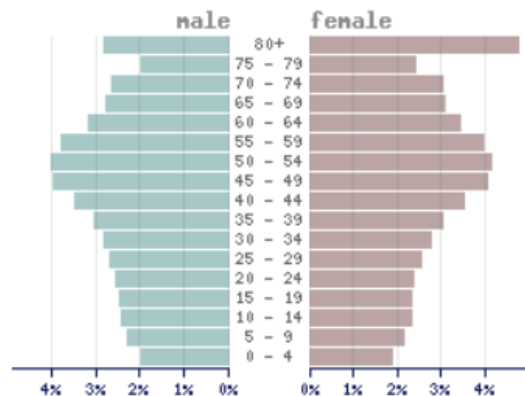


Figure 4-5: Population of Italy in 2020²¹.

- Vietnam is a country in Southeast Asia with 331,230 km² lands and a coastline of 3,444 km. The total population is more than 97 million people and 63% of them are living in rural

²⁰ <https://www.worlddata.info/asia/iran/index.php>

²¹ <https://www.worlddata.info/europe/italy/index.php>

areas. In Vietnam, the number of males and females is about equality in general, but more males are younger (0-9 years old) and more females are elderly (70+ years old).

Population

<u>Population:</u>	97,339,000
<u>Population per km²:</u>	293.9
<u>Life expectancy males:</u>	Ø 71.3 years
Life expectancy females:	Ø 79.5 years
Birthrate:	16.5 ‰
Deathrate:	6.4 ‰
Males/Females:	49.9% : 50.1%

Population pyramid

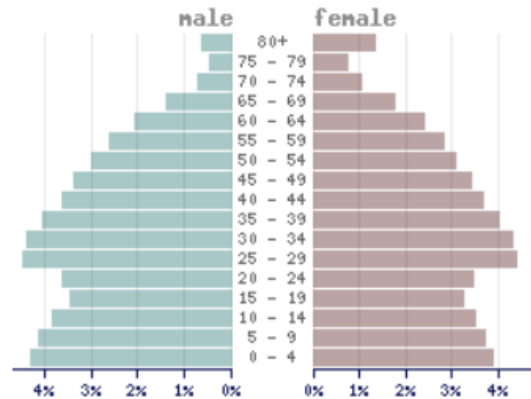


Figure 4-6: Population of Vietnam in 2020²².

In terms of Internet use, all 3 countries: Iran, Italy and Vietnam had a higher percentage than over the world in 2019. Among 3 countries, Italy is the highest with more 70% of the population have been using the Internet in the last 3 months while Iran and Vietnam look have the same rate with about 70%.

²² <https://www.worlddata.info/asia/vietnam/index.php>

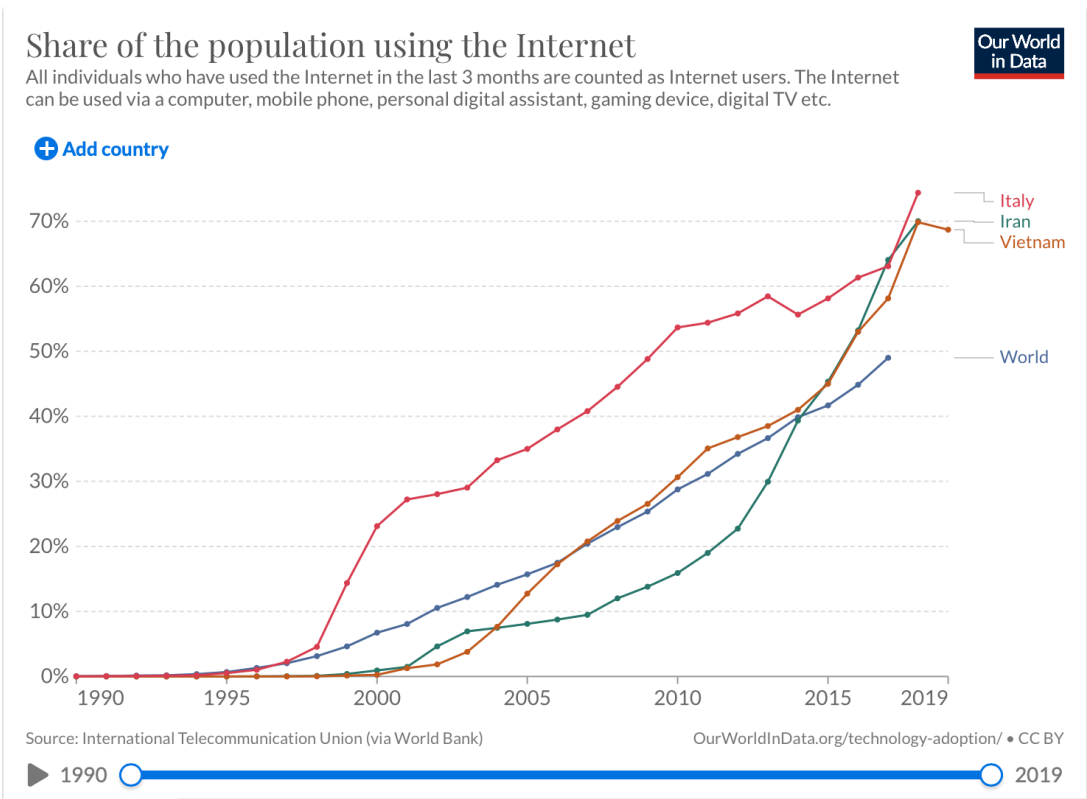


Figure 4-7: Share of population using the Internet.

Regarding mobile cellular subscriptions in 2019, Iran, Italy, and Vietnam are also above the world's average number. People in Iran and Vietnam own about 1.4 cellphones while in Italy, there are about 1.3 cell phones per person.

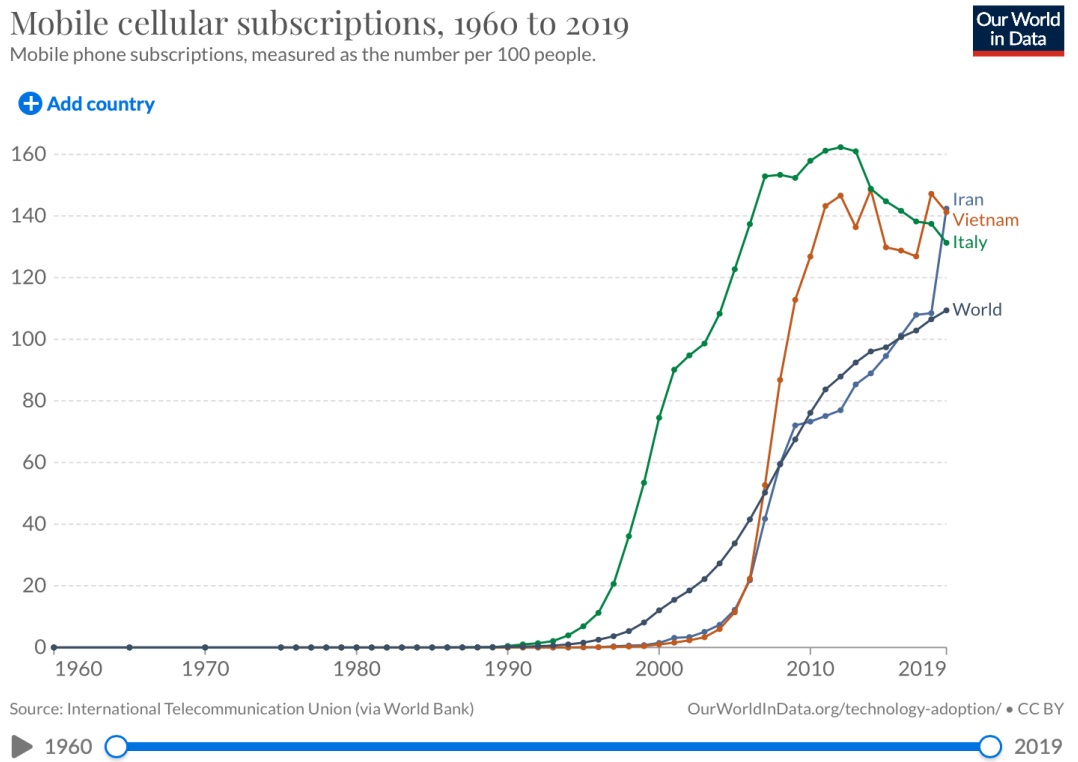


Figure 4-8: Mobile cellular subscriptions from 1960 to 2019.

By conducting the short survey, I would like to understand consumer behaviors among 3 countries under Covid-19 impacts more deeply. Moreover, I would like to figure out if there is any differentiation among gen Z and other generations in term of using social media in order to understand the triggers and barriers in using video streaming specifically.

4.2. Key findings analysing

4.2.1. Generic information

The survey is conducted by convenient sampling, the following is the sample description. The sample trait is demonstrated by generic information and additional demographics: Country of origin, age group, gender, marital status, Employment status and Highest educational attainment.

Total sample size has been collected is 104.

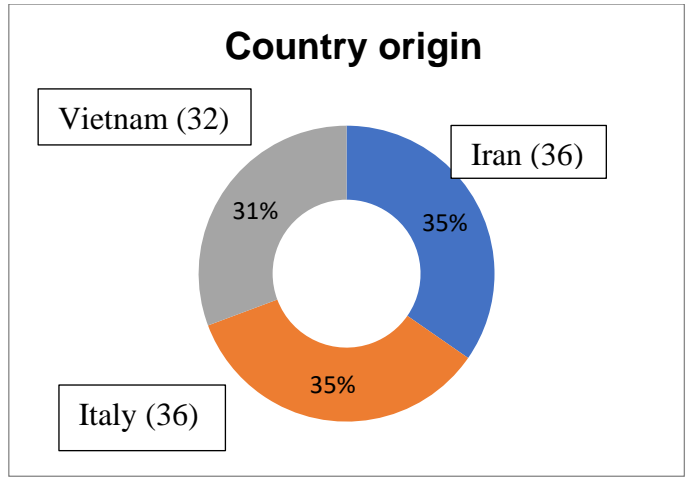


Figure 4-9: Covered country.

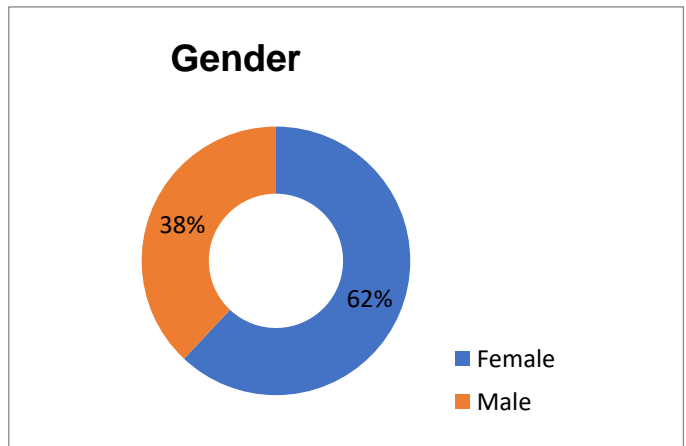


Figure 4-10: Gender.

There are 36 samples that come from Italy, same number come from Iran and 32 samples come from Vietnam. Among them, there are 38% of Male and 62% of Females have joined the survey.

Naturally, the age group is falling almost equally for 2 groups: gen Z (age from 18-25) and other generations (age 26 and above). Because they are quite young, about three out of four are single.

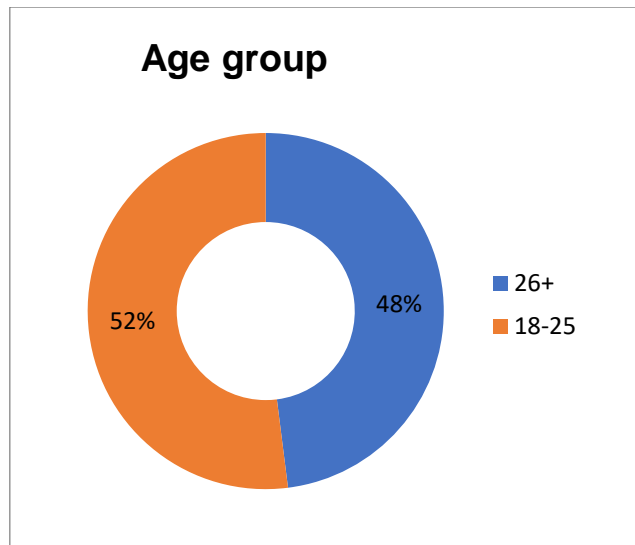


Figure 4-11: Age group.

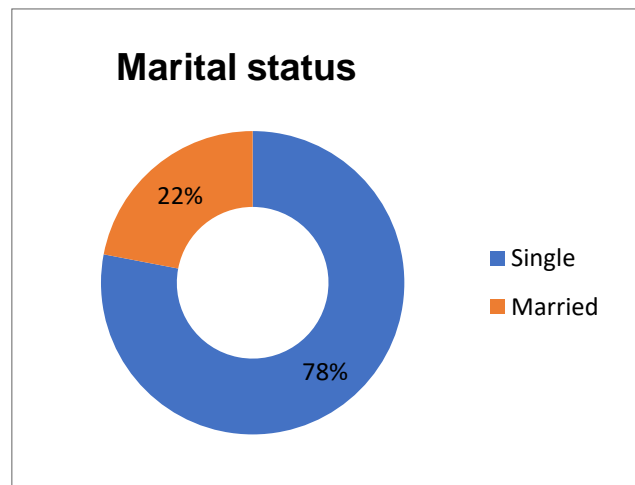


Figure 4-12: Marital status.

Almost half of total samples are graduated from colleges:

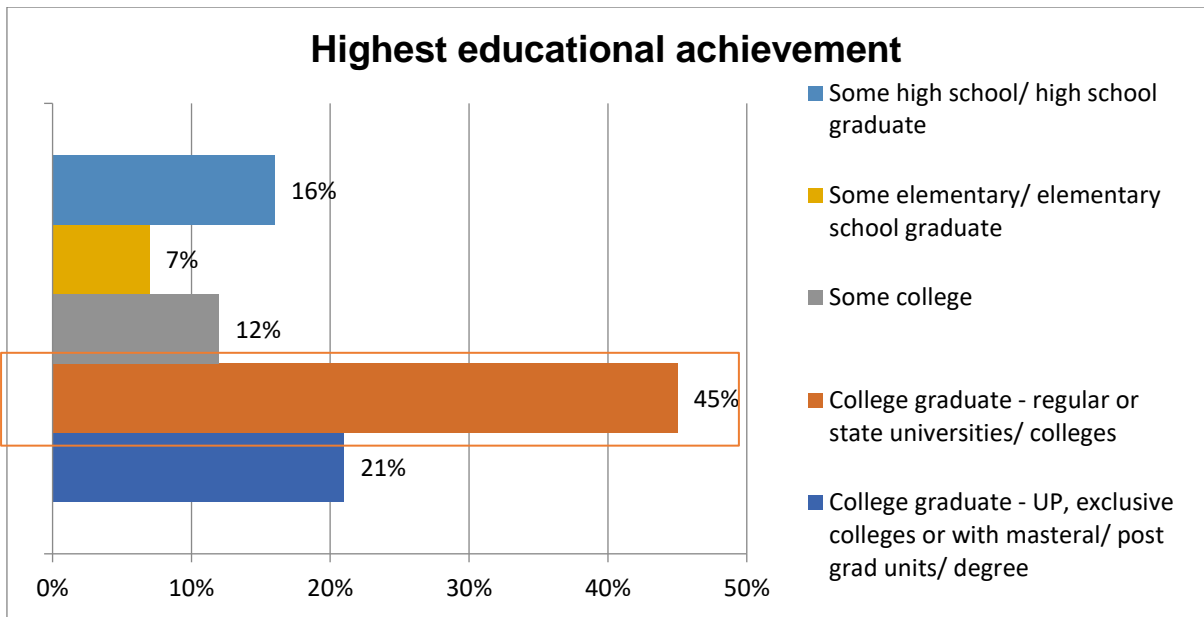


Figure 4-13: Highest educational achievement.

And they are working now as employees for others or self-employed like business owners, freelancers.

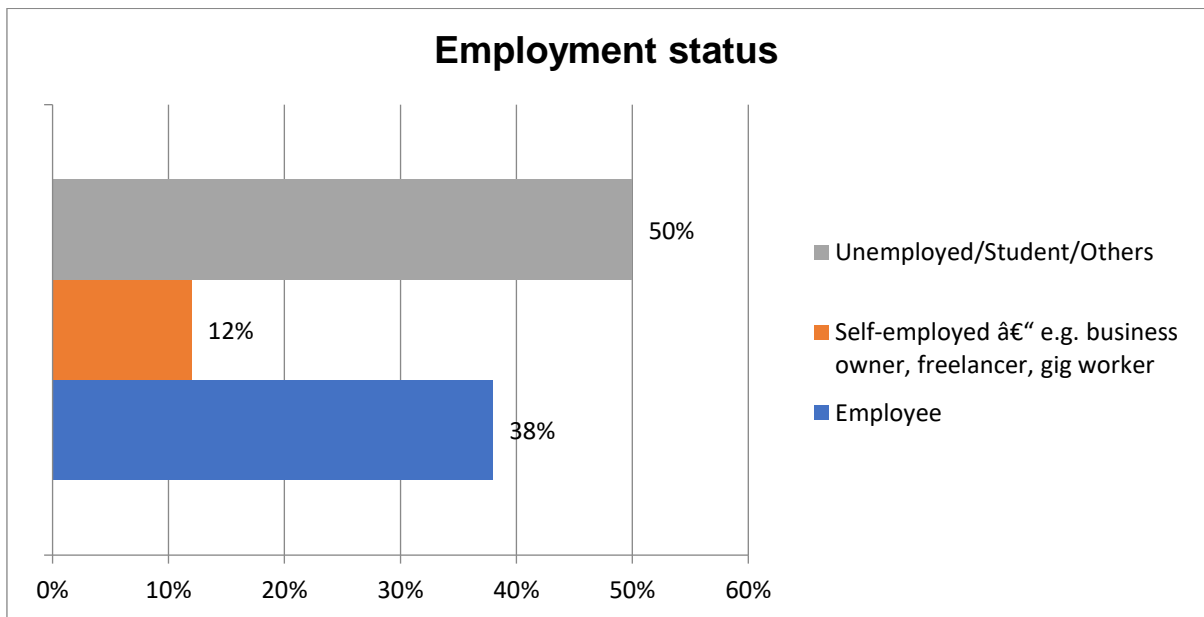


Figure 4-14: Employment status.

4.2.2 Key findings regarding to the comparison of people behaviours in Iran, Italy and Vietnam under Covid-19 circumstance.

As mentioned many times during the paper, Covid-19 impacts our lives dramatically, especially the ability to travel in the neighbourhood or even outside of the country. When asking “Q2. How comfortable would you be with doing each of the below activities compared to before Covid-19 spread? (SA PER ROW)”, there are not many differences among people in 3 asked countries, namely Iran, Italy and Vietnam. The reasons may be because after 2 years we are getting more familiar with the situation and be along with this. In Iran, people are more comfortable doing most of the activities, except “Join a cultural event/gathering”, “Use public transportation”, “Go to a gym/sports facility” and “Travel to another country” which are more skew to uncomfortable to do after Covid-19 spread.

Table 4-2: How comfortable to do activities of Iranian respondents.

	Iran		
	Uncomfortable	Normal	Comfortable
Go to a restaurant	29%	24%	47%
Visit friends or family their homes	38%	12%	50%
Join a cultural event/gathering	50%	15%	35%
Use public transportation	47%	21%	32%
Go to a gym/sports facility	41%	29%	29%
Travel domestically	35%	21%	44%
Travel to another country	50%	21%	29%

In Italy, on the other hand, life is back to normal likely. Italian people feel free to join any activities that they would like to do as same as before Covid-19. However, “Use public transportation” is still a concern that Italians think about after the Covid-19 pandemic. Equally rate for “Join a cultural event/gathering” as 42% Italian people feel uncomfortable and the same percentage feel comfortable doing. Nonetheless, Italians mostly feel comfortable doing either leisure activities or traveling.

Table 4-3: How comfortable to do activities of Italian respondents.

	Italy		
	Uncomfortable	Normal	Comfortable
Go to a restaurant	19%	28%	53%

Visit friends or family their homes	25%	19%	56%
Join a cultural event/gathering	42%	17%	42%
Use public transportation	44%	31%	25%
Go to a gym/sports facility	31%	28%	42%
Travel domestically	31%	31%	39%
Travel to another country	39%	31%	31%

In Vietnam, the restrictions are a bit cooling down these months, however, Vietnamese peoples are still not very comfortable to join social activities or travelling. Somehow the same trend we find in Iranians' behaviour, Vietnamese people are more uncomfortable to "Join a cultural event/gathering", "Go to a gym/sports facility" and "Travel to another country".

Table 4-4: How comfortable to do activities of Vietnamese respondents.

	Vietnam		
	Uncomfortable	Normal	Comfortable
Go to a restaurant	31%	38%	31%
Visit friends or family their homes	22%	25%	53%
Join a cultural event/gathering	50%	28%	22%
Use public transportation	38%	22%	41%
Go to a gym/sports facility	53%	28%	19%
Travel domestically	28%	28%	44%
Travel to another country	47%	25%	28%

Regarding the spending behaviors, with the question "Q3. When there are no more movement restrictions anymore, do you plan to spend more, less or the same amount of money on the below items or activities, as compared to before the Covid crisis?". To Iranians, they tend to spend more on most activities if there are no more restrictions applied, especially for "Restaurants and cafes", "Food for cooking at home", "Personal care items", "Cultural activities" and "Travel".

Table 4-5: Money spending of Iranian respondents.

	Iran		
	Less	Unchanged	More

Restaurants and cafes	18%	35%	47%
Food for cooking at home	15%	35%	50%
Personal care items	6%	47%	44%
Cleaning products	9%	56%	35%
Clothing, footwear, accessories	15%	59%	26%
Cultural activities	18%	29%	50%
Travel	15%	29%	53%
Electronics	15%	47%	38%
Book	-	47%	47%

While in Italy, we can see the trend of spending is just unchanged versus before the Covid crisis, except “Restaurants and cafes”, “Cultural activities” and “Travel”. Other stuff spending is as same as before Covid-19.

Table 4-6: Money spending of Italian respondents.

	Italy		
	Less	Unchanged	More
Restaurants and cafes	8%	42%	47%
Food for cooking at home	8%	56%	36%
Personal care items	6%	58%	36%
Cleaning products	8%	69%	22%
Clothing, footwear, accessories	11%	53%	33%
Cultural activities	-	42%	50%
Travel	8%	44%	42%
Electronics	11%	69%	17%
Book	6%	69%	19%

In Vietnam, on the other hand, after releasing from hard lockdown for 3 months in almost the whole country last year, people are more sensitive in spending and some activities have even reduced the money, such as “Restaurants and cafes”, “Cleaning products”, “Cultural activities” and “Travel”. Vietnamese people tend to care for themselves and their leisure activities more than before because of the concerns if Covid-19 impact their health therefore they spend more on “Food for cooking at home,” “Personal care items,” “Clothing, footwear, accessories”, and “Book”.

Table 4-7: Money spending of Vietnamese respondents.

	Vietnam		
	Less	Unchanged	More
Restaurants and cafes	22%	50%	28%
Food for cooking at home	9%	50%	41%
Personal care items	12%	50%	34%
Cleaning products	16%	59%	22%
Clothing, footwear, accessories	6%	53%	34%
Cultural activities	38%	34%	22%
Travel	31%	19%	47%
Electronics	12%	56%	19%
Book	12%	53%	28%

In terms of how to spend money in compared to before the Covid-19 with the question “Q4. Thinking about your behavior now compared to before the Covid crisis, how much do you agree or disagree with the following statements?”, 62% of Iranian people are “being more mindful of how much spend when shopping,” but they tend to “buy more expensive household items now than before” (44%). 62% of them “stockpile food items and personal care products” at home and the same number of Iranian people “make fewer trips to the store because of social distancing measures”. Half of asked Iranians admitted that they “buy new brands and products that normally would not purchase”.

Table 4-8: Impacts of Covid-19 to life of Iranian respondents.

	Iran		
	Disagree	Neither agree nor disagree	Agree
Making fewer trips to the store because of social distancing measures	15%	24%	62%
Being more mindful of how much spend when shopping	3%	35%	62%

Stockpiling food items and personal care products	26%	26%	47%
Buying new brands and products that normally would not purchase	21%	29%	50%
Buying more expensive household items now than before	21%	35%	44%

However, Italians somehow have a different mindset of spending in comparison with before the Covid-19 crisis. They do not “stockpile food items and personal care products”, “buy new brands and products that normally would not purchase” or “buy more expensive household items now than before” but they do “being more mindful of how much they spend when shopping” and “making fewer trips to the store because of social distancing measures.”.

Table 4-9: Impacts of Covid-19 to life of Italian respondents.

	Italy		
	Disagree	Neither agree nor disagree	Agree
Making fewer trips to the store because of social distancing measures	33%	17%	50%
Being more mindful of how much spend when shopping	14%	44%	42%
Stockpiling food items and personal care products	44%	28%	28%
Buying new brands and products that normally would not purchase	39%	31%	31%
Buying more expensive household items now than before	47%	31%	22%

To Vietnamese people, they are more concerned about how to spend money for shopping, but we can see that after Covid-19 spread, they tend to buy new brands, willing to pay more money for household items and especially about 66% of them agree that they “stockpile food items and personal care products” at home than before.

Table 4-10: Impacts of Covid-19 to life of Vietnamese respondents.

	Vietnam		
	Disagree	Neither agree nor disagree	Agree
Making fewer trips to the store because of social distancing measures	16%	28%	56%
Being more mindful of how much spend when shopping	9%	31%	59%
Stockpiling food items and personal care products	16%	19%	66%
Buying new brands and products that normally would not purchase	22%	22%	56%
Buying more expensive household items now than before	25%	22%	53%

Turning to habits, when we asked “Q5. Thinking about your habits now compared to before the Covid crisis, would you say that you do the below activities more, less or about the same?”, Iranian people say that they are buying more online channels (53%), spending time with family (38%), Spending time on social media (44%) and “Streaming content (Netflix etc.)”.

Table 4-11: Changes in habits of Iranian respondents.

	Iran		
	Less	Un-changed	More
Buying items online	9%	32%	53%
Using cashless payment options when going to a physical store	26%	26%	41%
Smoking or using other tobacco products	21%	29%	12%
Drinking alcohol	21%	32%	15%
Working out/doing sports	41%	32%	15%
Exploring new hobbies	21%	53%	24%
Spending time with family	32%	29%	38%

Socializing with non-family members (friends, colleagues etc)	35%	38%	26%
Spending time on social media	21%	35%	44%
Streaming content (Netflix etc)	21%	26%	44%
Reading books or magazines	18%	59%	18%
Working/studying	21%	44%	35%

For Italian people they also buy more items from online channels (47%) and if they have to go to the physical store, they prefer to use cashless payment options (47%). They also spend more time on social media (58%) and “streaming content (Netflix)” (44%). As same as Iranians, Italians are spending time with family (50%). As observation here we can see that Italian people tend to reduce physical activities like “Working out/doing sports” (33%) and “Socializing with non-family members (friends, colleagues etc).”

Table 4-12: Changes in habits of Italian respondents.

	Italy		
	Less	Un- changed	More
Buying items online	3%	44%	47%
Using cashless payment options when going to a physical store	-	50%	47%
Smoking or using other tobacco products	8%	28%	6%
Drinking alcohol	8%	56%	14%
Working out/doing sports	33%	44%	19%
Exploring new hobbies	19%	36%	39%
Spending time with family	8%	42%	50%
Socializing with non-family members (friends, colleagues etc)	42%	44%	14%
Spending time on social media	8%	31%	58%
Streaming content (Netflix etc)	11%	39%	44%
Reading books or magazines	22%	42%	28%
Working/studying	19%	47%	33%

We can see the same trend happens to Vietnamese people according to physical activities. Also so the same trend about buying more by online channels, contactless in payment in store, spending more time with family, social media and streaming content.

Table 4-13: Changes in habits of Vietnamese respondents.

	Vietnam		
	Less	Un-change	More
Buying items online	16%	31%	53%
Using cashless payment options when going to a physical store	6%	38%	53%
Smoking or using other tobacco products	9%	6%	9%
Drinking alcohol	22%	22%	-
Working out/doing sports	44%	41%	9%
Exploring new hobbies	22%	34%	41%
Spending time with family	12%	44%	44%
Socializing with non-family members (friends, colleagues etc)	44%	31%	25%
Spending time on social media	6%	22%	72%
Streaming content (Netflix etc)	25%	28%	41%
Reading books or magazines	19%	47%	31%
Working/studying	16%	34%	50%

Except spending more time with family, other activities that they do more are related to the online regardless of region. Therefore, digital marketing should take an important notice as its roles after Covid-19 will be more widespread and then have proper strategy further in order to meet their target customers. Social media and streaming are taking charge of entertaining people especially during the Covid-19 pandemic and they keep that behavior continuing more frequently.

For the question “Q6. To what extent do you agree or disagree with the following statements related to shopping compared to before the Covid crisis?”, 59% of Iranians agree that they are trying and limiting the amount of time spending for shopping in-store and shift to buy items from e-commerce channels. 62% of them admit that they spend more on eCommerce now than before the Covid pandemic and will spend the same amount on eCommerce once the pandemic

has come to an end. 74% say that eCommerce is easy to use. However, half of the asked people raised their concern about the environmental impact of e-commerce and local businesses.

Table 4-14: Shopping behavior of Iranian respondents.

	Iran		
	Disagree	Neither agree nor disagree	Agree
I take measures to try and limit the amount of time I spend shopping in-store	12%	29%	59%
I am concerned about the environmental impact of e-commerce	6%	35%	59%
I worry about the impact of e-commerce on local businesses	6%	44%	50%
I am spending more on eCommerce now than I was before the Covid pandemic	12%	26%	62%
I expect to spend the same on eCommerce as I am now, once the pandemic has come to an end	6%	32%	62%
I find eCommerce easy to use	3%	24%	74%

To Italian people, the same perception toward e-commerce has been observed.

Table 4-15: Shopping behavior of Italian respondents.

	Italy		
	Disagree	Neither agree nor disagree	Agree
I take measures to try and limit the amount of time I spend shopping in-store	14%	28%	58%

I am concerned about the environmental impact of e-commerce	14%	14%	72%
I worry about the impact of e-commerce on local businesses	14%	14%	72%
I am spending more on eCommerce now than I was before the Covid pandemic	17%	14%	69%
I expect to spend the same on eCommerce as I am now, once the pandemic has come to an end	14%	39%	47%
I find eCommerce easy to use	8%	22%	69%

As same as to Vietnamese people.

Table 4-16: Shopping behavior of Vietnamese respondents.

	Vietnam		
	Disagree	Neither agree nor disagree	Agree
I take measures to try and limit the amount of time I spend shopping in-store	12%	22%	66%
I am concerned about the environmental impact of e-commerce	6%	31%	62%
I worry about the impact of e-commerce on local businesses	6%	41%	53%
I am spending more on eCommerce now than I was before the Covid pandemic	9%	19%	72%
I expect to spend the same on eCommerce as I am now, once the pandemic has come to an end	6%	31%	62%
I find eCommerce easy to use	6%	9%	84%

E-commerce will have stayed even Covid-19 is over and it will be long-lasting for any business strategy in order to sell more products and services. As mentioned in the previous

chapter, eCommerce is a trend and will be a potential channel that marketers should focus on and use as a channel for selling products. Doing digital marketing strategy will not without eCommerce, we can say.

4.2.3. Key findings about media using among gen Z and other generations in comparison

Apparently, there is certain differentiation in media using behaviors between gen Z - 18-25 years old and other generations - +26 years old (represented by samples in Iran, Italy and Vietnam).

To answer for Q8. What are you going to do differently from what you did before the covid-19? Please rate each statement on 5-point scale, in which 1 is much less to 5 is much more.(SA per statement), gen Z said they are spending more time on online activities either getting news or relaxing. In detail, 60% of gen Z group admit that they are checking more news on social media ((Facebook, Instagram, Tiktok) and 46% are using streaming content/ video more than before the Covid-19 pandemic. Gen Z tends to reduce other sources of information from television or newspapers.

Table 4-17: Media habits of 18-to-25-year-old respondents.

	18-25 years old (Gen Z)		
	Less	Un- changed	More
News update on Television	29%	44%	27%
Other entertainment programs on Television (Film, gameshow)	35%	38%	27%
Online newspaper	17%	56%	27%
News on social media (Facebook, Instagram, Tiktok, ...)	12%	29%	60%
Newspaper	35%	52%	13%
Forum	23%	54%	23%
Streaming content/ video	21%	33%	46%

On the other hand, other generations are still spending more time on news and other entertainment programs on television (42%). Nonetheless, they also said that they will spend more time for online news, social media and Streaming content/ video.

Table 4-18: Media habits of 26+-year-old respondents.

	26+ years old (Other Gens)		
	Less	Un- changed	More
News update on Television	20%	50%	30%
Other entertainment programs on Television (Film, gameshow)	20%	38%	42%
Online newspaper	16%	32%	52%
News on social media (Facebook, Instagram, Tiktok, ...)	14%	38%	48%
Newspaper	36%	52%	12%
Forum	30%	62%	8%
Streaming content/ video	22%	42%	36%

Regarding the frequency of using media channels after Covid-19 with the question “Q9. How is your frequency of using media channels to get information overall in comparison with before Covid-19?”, gen Z claims that they are using traditional channels (Television, Newspaper/ Magazine, Radio) less than before Covid-19 spread and react more times on online channels, especially Social network (Facebook, Instagram, Tiktok), Online search and Online news websites which can be potential channels that marketers should choose for their digital strategy so far.

Table 4-19: Source of information of 18-to-25-year-old respondents.

	18-25 years old (Gen Z)		
	Less	Unchanged	More
Newspaper/ Magazine	27%	46%	19%
Television	33%	37%	31%
Radio	27%	38%	10%
Online search	17%	29%	48%
Online news websites	15%	38%	44%
Website of company/ brand	17%	44%	35%

Social network (Facebook, Instagram, Tiktok)	13%	27%	56%
Message application (Messenger/ whatsapp/ viber/..)	10%	46%	42%

Same trend of using more online channels to get information is observed among other generations. Yet they keep using television more as a key channel to update news.

Table 4-20: Source of information of 26+-year-old respondents.

	26+ years old (Other Gens)		
	Less	Unchanged	More
Newspaper/ Magazine	28%	46%	6%
Television	14%	46%	28%
Radio	34%	38%	-
Online search	10%	32%	58%
Online news websites	18%	36%	46%
Website of company/ brand	18%	52%	16%
Social network (Facebook, Instagram, Tiktok)	16%	28%	54%
Message application (Messenger/ whatsapp/ viber/..)	12%	40%	48%

In term of format of information, for the question “Q9a. How often of these formats of information that you use to get in comparison with before Covid-19?”, both gen Z and other generations are getting more information from video, image and audio while less to use text.

Table 4-21: Format of information.

	26+ years old (Other Gens)			18-25 years old (Gen Z)		
	Less	Un-changed	More	Less	Un-changed	More
Text	24%	46%	28%	28%	52%	20%
Audio	8%	48%	40%	15%	48%	31%

Image	12%	32%	56%	12%	42%	46%
Video	10%	30%	58%	13%	40%	42%

However, based on the collected data of question “Q9b. What is the most preferred format of information that you prefer to get in general over the past 6 months? Please choose 1 option.”, gen Z are still referring “text” to get information as a second option because they said that with the text they could understand the whole story more deeply and they can read whenever they want and even reread anytime. Apparently, Video is the most preferred chosen by gen Z with (37%).

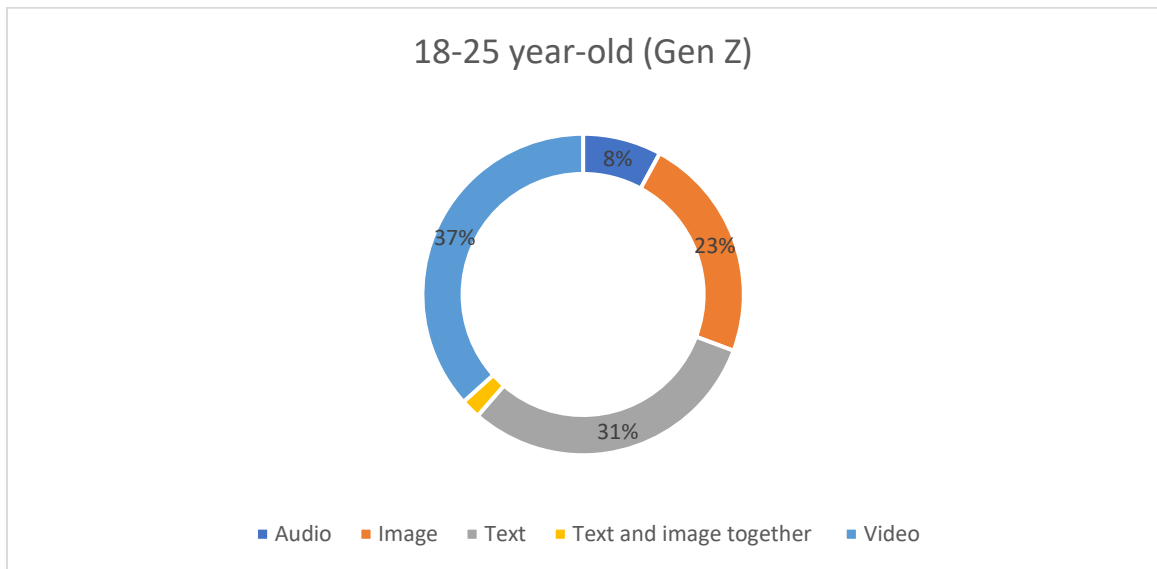


Figure 4-15: The most preferred format of information of 18-to-25-year-old respondents.

42% of other generations also claim that video is their most preferred to getting information on the internet, following by text with 26% and very close is image with 24%.

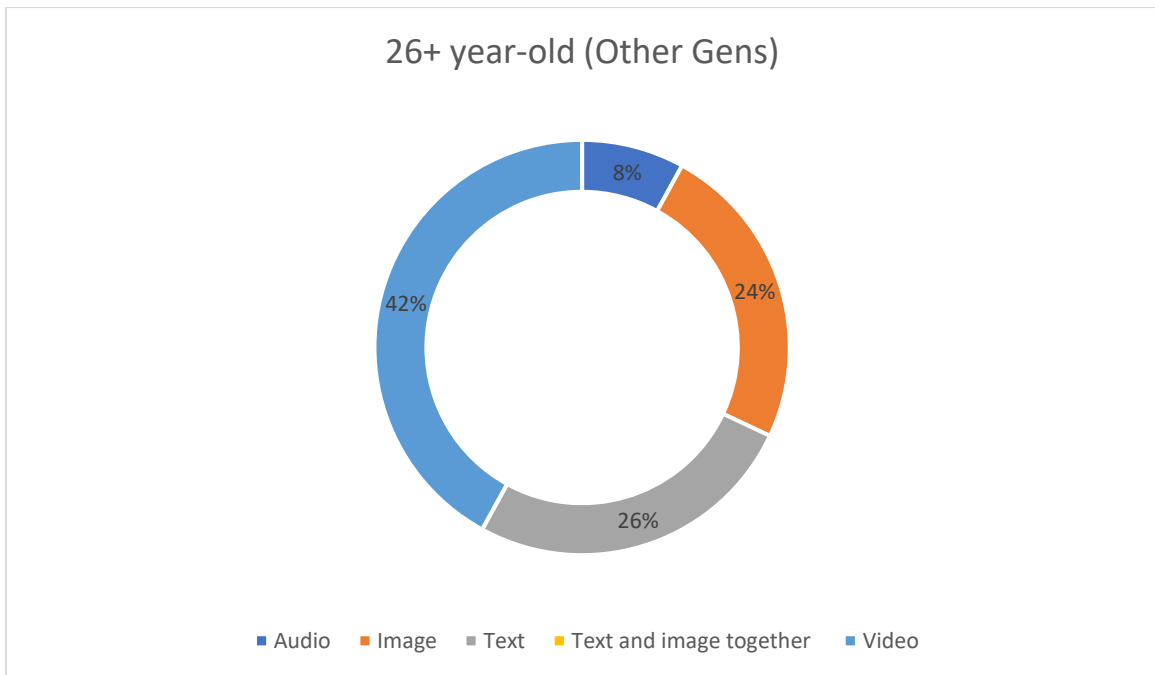


Figure 4-16: The most preferred format of information of 26+-year-old respondents.

The reasons why every people would like to watch the video instead of reading or just looking at the photos to get information on the internet will be answered by "Q9c. Please tell us the reasons why you prefer to use that format to get information so far?" and illustrated in the chart below. The most chosen reason is that video is fast and convenient to connect as well as easy to consume or absorb as video is not only contained by image but also the audio hence the story will be delivered as lively as possible. This is also the second reason why people prefer to watch the video. Another reason is about how informative video brings to the audience, which is kind of directly being adequate to the audience's mind and then maybe convert to the action accordingly: like watch intensive advertising and being admired by the storytelling or the model of the product. Customers will have a desire to have a product like them and luckily it is right on time when they have a need for that. Therefore, video not only brings the audiences to the context but also drives their emotion by the effectiveness of the content and the sound and the reader in the video.

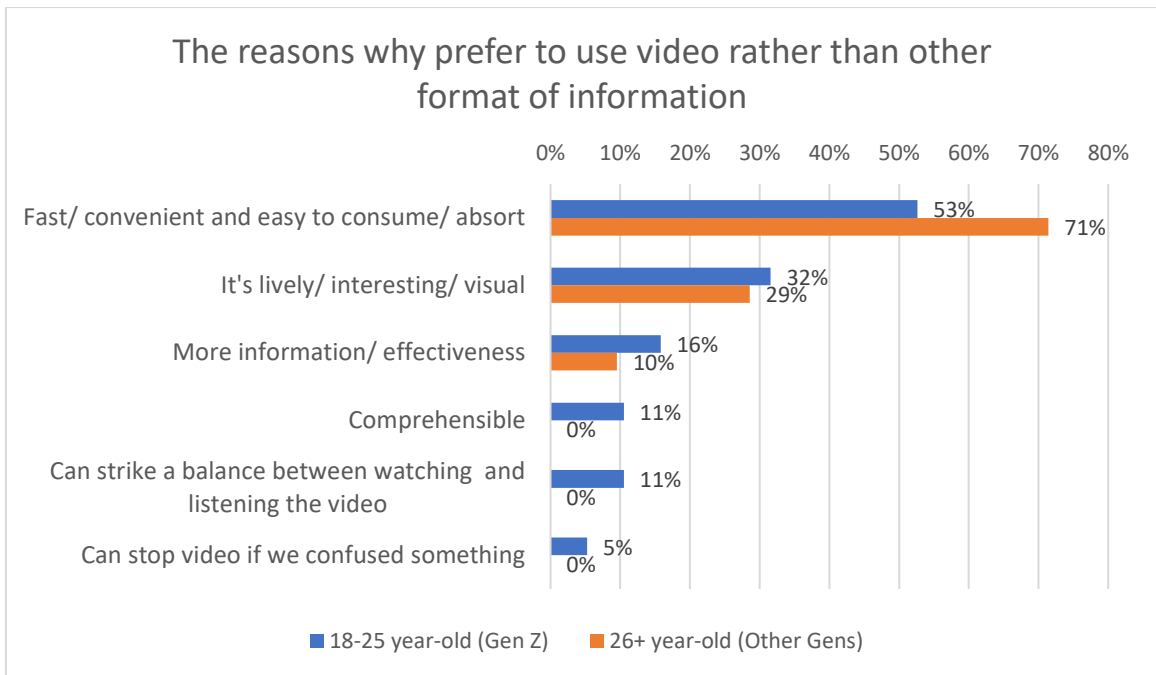


Figure 4-17: The reasons why prefer to use video rather than other format of information.

According to devices using nowadays, question “Q9d. Thinking about your habits now compared to before the Covid crisis, would you say that you use these devices to connect online more, less or about the same? (SA)” will be illustrated the result. “Smartphone” is the most chosen by both gen Z and other generations to connect online, followed by laptop and then by SmartTV.

Table 4-22: Using devices for internet of 18-to-25-year-old respondents.

	18-25 years old (Gen Z)		
	Less	Unchanged	More
Smartphone	10%	25%	66%
Tablet	20%	37%	9%
Laptop	11%	30%	57%
PC	11%	26%	7%
SmartTV	15%	28%	30%

Table 4-23: Using devices for internet of 26+-year-old respondents.

	26+ years old (Other Gens)		
	Less	Unchanged	More
Smartphone	6%	34%	60%
Tablet	8%	46%	20%
Laptop	16%	34%	48%
PC	12%	28%	8%
SmartTV	12%	40%	22%

In terms of shopping channels after the Covid-19 pandemic with the question “Q10. When the pandemic is over, will you continue to buy the following products online or return to offline stores (e.g., markets, supermarkets, convenience stores, etc.)? (SA per row)”, for “food and beverages,” “daily needs,” and “electronic products,” gen Z tends to buy by offline channels while “bill payment/ top-up” is preferred to be done online. “Fashion & sports clothes,” “Cosmetics,” “Books and stationery” and “Personal care,” they said that they will use both online and offline channels depending on how is more convenient they will operate at a particular time.

Table 4-24: Online shopping of 18-to-25-year-old respondents.

	18-25 years old (Gen Z)		
	Online	Offline	Both
Fashion & Sport Clothes	15%	33%	50%
Travel booking	28%	37%	31%

Cosmetic	20%	26%	46%
Electronic products	26%	41%	33%
Bill Payment/Top up	43%	24%	33%
Technology and gadget	26%	41%	33%
Books and stationery	24%	24%	41%
Personal care	19%	26%	52%
Food and beverages	9%	50%	41%
Daily needs	9%	48%	43%

The same trend among other generations regarding “bill payment/ top-up” will be done online. Yet they also use more online channels for checking travel information and making bookings. At the same time, other activities are considered to use either online or offline channels, except “Daily needs,” other generations would like to buy stuff by offline channels more.

Table 4-25: Online shopping of 26+-year-old respondents.

	26+ years old (Other Gens)		
	Online	Offline	Both
Fashion & Sport Clothes	4%	36%	58%
Travel booking	38%	24%	34%
Cosmetic	8%	28%	56%
Electronic products	16%	32%	50%
Bill Payment/Top up	52%	24%	24%
Technology and gadget	16%	32%	50%
Books and stationery	16%	24%	54%
Personal care	6%	34%	58%
Food and beverages	6%	42%	50%
Daily needs	6%	54%	38%

4.2.4. Key findings about live streaming perception

Live streaming is the way of using video but lively and allowing streamers to discuss with the audiences by connecting with the internet and via a streaming platform, such as YouTube,

Facebook, and Instagram. Many companies refer to live streaming as a channel to promote their products or services or to show a program that is happening at that time (Arora, 2021). Typically, companies cooperate with influencers those who are famous, have many followers and have good profiles in order to introduce new product lines or promotion programs. Since Covid-19 spread, live streaming is not only for selling products online, it is also used for meeting, studying and visiting. This paper only focuses on the business side, which means live streaming for selling products/services.

Regarding to awareness of live streaming with question “Q11. Have you heard of Livestream Shopping? Livestream shopping describes when a seller is selling products in realtime (e.g., via video) on a digital platform. (SA)”, there are about 80% of respondents aware of live streaming both in Gen Z and other generations.

Table 4-26: Awareness of live streaming.

	Base	26+ years old (Other Gens)	18-25 years old (Gen Z)
Base	104	50	54
No	21%	18%	24%
Yes	79%	82%	76%

While more percentage of other generations know about live streaming but among those who know to answer the question “Q12. Have you accessed a Livestream Shopping event before? (SA)” about 63% of gen Z said that they have joined any live streaming event, other generations are about 56%.

Table 4-27: Percentage of accessed Livestream Shopping events.

	Base	26+ years old (Other Gens)	18-25 years old (Gen Z)
Base	82	41	41
No	40%	44%	37%
Yes	60%	56%	63%

Among those who have joined live streaming before, answer the question “Q13. Have you bought anything through a Livestream Shopping event? (SA)”, more than 70% of gen Z

confirm that they have bought something from live streaming events while only more than 60% of other generations said so.

Table 4-28: Percentage of buying anything through a Livestream Shopping event.

	Base	26+ years old (Other Gens)	18-25 years old (Gen Z)
Base	49	23	26
No	33%	39%	27%
Yes	67%	61%	73%

Regarding the products they have bought via live streaming, for the question “Q14. What kind of items have you purchased through a Livestream Shopping event? (SA)”, Clothing, footwear and fashion stuff are outstanding chosen by both groups of respondents. While Gen Z admits that they also bought toys and games and sometime personal care or beauty products, other generations tend to care more about home improvement products or household products. This is not too difficult to explain by their marital status: gen Z is almost single and other generations are skewed to married, therefore they do care more about family and house stuff is understandable.

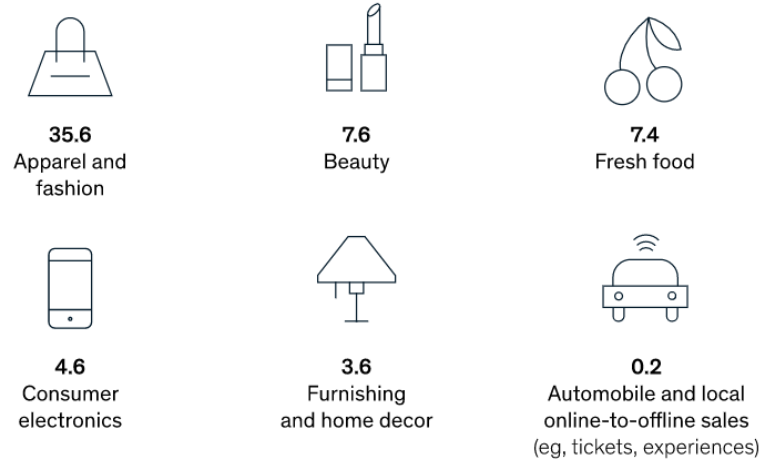
Table 4-29: Items to buy through a Livestream Shopping event.

	Base	26+ years old (Other Gens)	18-25 years old (Gen Z)
Base	33	14	19
Clothing, footwear, fashion	64%	71%	58%
Food items	6%	7%	5%
Home improvement products	6%	14%	-
Household products	3%	7%	-
Personal care/ beauty products	6%	-	11%
Toys and games	15%	-	26%

In another study which conducted by McKinsey & Company about live streaming in e-commerce in China, they have the same trend about products selling via live streaming. Fashion and apparel are the most often showcased in live streaming in China e-commerce with a 36 percent share, followed by beauty products and food occurred about 7% of the market,

electronics products is about 5 percent, and household products are about 4 percent (Etherington, 2017).

% of livestreamers¹



¹Share of livestreaming by category = 1/2*(number in category livestreaming / total number livestreaming + viewers of category livestreaming / total viewers).
Source: Everbright Securities, iResearch, McKinsey analysis

McKinsey
& Company

Figure 4-18: Percentage of livestreamers.

Among those who have joined live streaming but have not bought any, about 75% of them answer for the question “Q15. Would you consider buying something through Livestream Shopping in the future? (SA)” that they will buy something in the future if joining live streaming again, a bit skew to other generations. However, the samples are very small (less than 20) therefore the result is only for reference.

Table 4-30: Intent to buy items through Livestream Shopping events in the future.

	Base	26+ years old (Other Gens)	18-25 years old (Gen Z)
Base	16	9	7
No	25%	22%	29%
Yes	75%	78%	71%

CHAPTER 5. CONCLUSION

There is no doubt to say that the world is moving to digital in every part of the life. People refer to look up the information on the internet first rather than check out the advertisements from television, radio or printed papers. On the other hand, by online customers can reach bunch of sources which can lead them to be confused. Therefore, following the trend of digital is a muss but keep consistent in communication is a challenge to any business. Moreover, many formats of information and various of platforms are also making marketers to consider carefully. Because at the end of the day, the business efficiency is the highest goal to achieve.

According to many recent studies as well as this own survey illustrated that people nowadays spend more and more time watching videos on the internet for either getting news or relaxing. Undoubtedly, video streaming has been being a vital part of digital marketing. In 2021, by the impacts of the Covid-19 pandemic, the duration people spent watching the video was even longer than ever.

In summary, we can see how outperformance videos are in getting more interaction with consumers as well as delivering well the messages that businesses would like to emphasize:

- People pay more attention to videos than other formats because each video provides not only sound but also images in a lively way, therefore people tend to click more on videos to see the context and somehow easier to understand the practice of using products or services than other how-to methods.

- People also react more after watching videos by leaving a comment, clicking “Like” or sharing on their social media communities. Videos with storytelling with music, characters and content will touch people feeling stronger than other formats, obviously.

- Videos help increase the traffic and conversations on the website or even on the brand fan page.

- Videos are helping brands stand out and be recalled more times. According to the report of HubSpot, 80% of customers can recall a video that they watch in the last month. And therefore, brand awareness is enhanced. In terms of delivering key messages of a

brand, videos can do in a way that no other formats can: visualize the information by voice and actions which help people understand the context and remember the brand faster.

Watching videos encourages people to buy products or services, especially with a review from experienced customers or professionals.

Video streaming is so important and brings many benefits to businesses. However, using video effectively in marketing is not that easy to reach the goals. Thus, marketers should consider the following barriers in order to have proper solutions:

- People do not pay much attention to a long video. The ideal video length to attract people is about 5-7 minutes. And for commercials, the video should not be more than 2 minutes.

- People have too many sources of information, therefore sometimes they try to ignore as much as possible. Thus, making the video attractive, touching and providing the information that people would like to hear will be better than saying something unclear, not objective and bored.

- Addressing wrong target customers destroy all the investment of video production and gets no good transaction. Thinking carefully about how our target customers look is very important. Put in the customers' shoes to imagine what they are looking for and what they would like to see before creating the video content and context.

- Using wrong distribution channels: There are so many online channels that we can consider to the user for our project. Instead of putting the videos on all of them, we should do some analysis in order to know whether we can meet our target customers and how we can communicate with them. Furthermore, during the campaign, always focus on and check out the result every day to see if any channel should be cut off or any channel that which we should invest more. Chosen channels are crucial in order to meet our goals.

- Irrelevant content is contained in the videos. Once again, understanding target customers is a must to provide consumer language accordingly. As in the survey, we can see that there is no differentiation between gen Z and other generations in terms of media behaviors, however, content to use in video should not be the same.

Nonetheless, from the survey, we can see that almost all people are joining any live streaming and they tend to buy something from the event; therefore, this is definitely a potential channel that marketers should put in the marketing strategy. Collaboration with influencers is not new anymore and via live streaming, the connection with the audiences will be more lively than any other channels, except face to face; thus the emotion or product introduction will be more enjoyable and attractive. Frankly, live streaming is not an easy program to do because it has to be well prepared about script, situation, strong internet connection, suitable devices to showcase..., but this is an excellent channel to convert sales. According to a study by McKinsey in 2020, in China, from 2017 to 2020, the value of e-commerce live streaming generated about 171 billion dollars with 280 percent of growth, and the sale is estimated to be 423 billion dollars in 2022 due to the impact of Covid-19 (Arora, 2021). This is a considerable number and surprised us, reminding us how live streaming can be a valuable channel to increase sales and leverage awareness. Considering live streaming as a digital marketing tool is needed for any product categories in the future.

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