The application of Internet marketing in Vietnam status & solution

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Năm bảo vệ: 2010

Keywords: Quản trị kinh doanh; Internet; Marketing; Tiếp thị

Abstract: Since 2007, internet subscribers broke out in Vietnam. Beside, enterprises’ website became popular. According to Viet Nam Internet Network Information Center (VNNIC) statistics, the number of Internet users in Vietnam in 2007 was 18.5 million equivalents to 22% of the population and the number of Internet subscribers had reached 5.2 million subscribers, 20-25% of the 150,000 businesses in the nation has its own website. These statistics indicate the Internet’s significant development of internet in Vietnam as well as enterprises’ perception about the advantages of the Internet. Internet does not only crimininate distant time but also makes the traditional business activities become more effectively as well as create more opportunities in business. Although many Vietnamese enterprises have not been accustomed to the new marketing knowledge with the booming of Internet, they saw the extremely interesting variation of this activity. Internet marketing is not only the great advantages but also the exciting challenge to many companies because Internet has its characteristics that are different from traditional business. The purpose of the study is to provide better understanding of the status of internet marketing application in Vietnam. Until now, internet marketing activities in Vietnam is still limitation because of infrastructure, legal, human resource as well as knowledge finternet marketing. The finding indicated the advantages & the shortcoming of using internet marketing in Vietnam. The study also analyzed the factors that are related to the development of internet marketing. Finally, the study attempted to recommend several solutions to the effective development of internet marketing in Vietnam from state, infrastructure to enterprises level.

Content
CONTENTS

INTRODUCTION .................................................................................. 1

CHAPTER 1: OVERVIEW INTERNET MARKETING ......................... 4

1.1. THE CONCEPT OF INTERNET MARKETING ......................... 4
   1.1.1 Marketing concept ................................................................. 4
   1.1.2 Internet concept ................................................................. 10
   1.1.3 Concept of Electronic marketing and Internet marketing .......... 12
   1.1.4. Some of the different characteristics between E-marketing, Internet marketing and traditional marketing ........................................ 14

1.2. ACTIVITIES OF INTERNET MARKETING ............................... 16
   1.2.1. The Internet produce ......................................................... 16
   1.2.2 The channel of Internet direct distribution ......................... 18
   1.2.3 Price and control of price by Internet .................................... 19
   1.2.4. Integrated Marketing Communication ............................... 20
   1.2.5 Customer Relationship Management .................................... 21

1.3. THE ROLE OF MARKETING VIA INTERNET ........................... 23
   1.3.1. For the customer ............................................................... 23
   1.3.2. For the society ................................................................. 23
   1.3.3. For business activities ....................................................... 25

1.4. THE INTERNET MARKETING ACTIVITIES IN OTHER COMPANIES IN THE WORLD .......................................................... 28

Chapter 2. STATUS OF INTERNET MARKETING IMPLICATION IN VIETNAM .................................................................................. 30

2.1. CONDITIONS OF INTERNET MARKETING IMPLICATION IN VIETNAM ........................................................................ 30
   2.1.1. Conditions of infrastructure ............................................... 30
2.1.2. Human resource conditions .......................................................... 31
2.1.3. Awareness conditions ................................................................. 32
2.2. INTERNET MARKETING ACTIVITIES IN VIET NAM .................. 33
  2.2.1 Situation of Internet marketing application in Vietnam .............. 33
    2.2.1.1. Website establishment .................................................. 33
    2.2.1.2. Online advertisement ................................................ 35
    2.2.1.3. E-mail marketing ......................................................... 38
    2.2.1.4. Marketing by searching engine ..................................... 40
    2.2.1.5 Marketing by “virtual society” ....................................... 43
    2.2.1.6. PR on Internet ............................................................... 46
    2.2.1.7. Viral marketing ............................................................. 47
  2.2.2. Assessment of Internet marketing in Vietnam ......................... 48
    2.2.2.1. Some of the results achieved through Internet marketing activities in Viet Nam ................................................................. 48
    2.2.2.2. Some shortcomings of Internet marketing in Vietnam ......... 54

CHAPTER 3. SOLUTIONS TO THE EFFICIENT DEVELOPMENT OF INTERNET MARKETING IN VIET NAM .................. 61
3.1. DIRECTION TO THE DEVELOPMENT FOR INTERNET MARKETING IN VIET NAM ................................................................. 61
  3.1.1. Direction for the State .......................................................... 61
  3.1.2. Direction to the development of Internet marketing ............... 63
    3.1.2.1. Training improvement in E – Commerce and Internet marketing ................................................................. 65
    3.1.2.2. Extensive use of online advertisement ............................. 66
    3.1.2.3. Increase PR activities to establish trademark .................... 67
    3.1.2.4. Internet marketing engines .......................................... 67
3.2. SOLUTIONS TO THE EFFICIENT DEVELOPMENT OF INTERNET MARKETING IN VIET NAM

3.2.1. Solutions at the governmental level

3.2.1.1 Developing of legal infrastructure

3.2.1.2 Developing infrastructure technology

3.2.1.3. Training and educating, popularization of E-Commerce

3.2.1.4 Improving a safe system of internet

3.2.1.5. Co-operating actively in international E-Commerce and Internet marketing area

3.2.2. Solutions at the business enterprises level

3.2.2.1. Changing perceptions about the Internet Marketing and Marketing

3.2.2.2. Internet Marketing planning

3.2.2.3. Internet Marketing plan budgeting

3.2.2.4. Internet Marketing Training

3.2.2.5. Internet Marketing engines application

CONCLUSION

APENDIX