Social media marketing in Vietnam: A study of consumer profiles

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Abstract. Constructing a questionnaire that can help company to create social media consumer profiles in Vietnam. Determining whether social media can be considered as an effective marketing channel, from the user perspectives. Deriving a list of commendations for marketing management for entering social media

Keywords. Quản trị kinh doanh; Marketing; Tiếp thị; Khách hàng; Truyền thông xã hội

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