



Analysis of brand positioning strategies of electronics centers in Vietnam

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Article Info

ISSN (online): 2582-7138

Impact Factor: 5.307 (SJIF)

Volume: 04

Issue: 05

September-October 2023

Received: 28-08-2023;

Accepted: 16-09-2023

Page No: 577-586

Abstract

The electronics industry is a very competitive segment and is dominated by most other large players. Therefore, smaller players need to grasp the market development strategies to navigate their customer base. If you want to develop a successful electronics chain market, managers need to know who their key customers are and what they will buy before developing marketing and advertising strategies. Accordingly, electronics brands are springing up more and more in Vietnam, each offering a different products and services. As can be seen, electronics chains are heavily dominated by large players. For smaller players, it is necessary to grasp what competitive market factors are, who are the target customers, what they want, where their main needs come from to devise a development strategy to develop the right electronics chain market to navigate its customers.

Keywords: Electronics industry, electronics market, development, strategy, market, Vietnam

Introduction

1. Reason for choosing the topic

Choosing a topic about the brand positioning strategy of electronics centers in Vietnam today is important in improving the quality for personal and social development. The brand positioning strategy of electronics centers in Vietnam is the ability to reason, analyze, positioning goals, audiences, market position, marketing strategy, compare and evaluate each brand. logically and groundedly. However, brand positioning is the unique value that the brand represents to the business's customers having difficulty developing and built to establish its own brand identity, while conveying its value proposition, urging customers to choose to buy their products instead of from another brand. When an electronics center in Vietnam wants to position itself in a certain way to motivate customers to create a connection between the brand, the value proposition of that brand and provide a basis for improvement. In addition, the development of technology and communication has posed challenges for electronics centers in competing for brands that are popular with customers. Thanks to the comparative analysis of the brand positioning strategies of electronics centers, we can better understand the problem, affirm our own values, identify competitors and position the brands of these brands. this competitor, create a brand positioning statement, evaluate and test the effectiveness of current brand positioning, and build an electronics brand positioning strategy in Vietnam.

2. Research objectives

The research objective of the topic "Analyze and compare the brand positioning strategy of the electronics centers in Vietnam" is to analyze and compare the development level of the brand and determine the strategy of the brand. that on the market. The study also aims to propose solutions to brand positioning, including advantages, disadvantages, influencing factors, construction process, covering the current electronics market.

3. Research methods

The research method in the project focuses on actual surveys, data analysis to evaluate brand status and compare Dien May brands to then come up with an appropriate Dien May brand positioning strategy. The goal is to help businesses create a good impression with customers about their own brand in the electronics market in Vietnam.

4. Research object

Electronics centers in Vietnam: Dien May Xanh, Dien May Cho Lon, Nguyen Kim.

B. Content Section

Chapter 1. Theoretical basis of brand positioning strategy

1. Brand positioning concept

Brand positioning is the unique value that a brand presents to its customers. This is the marketing strategy that brands build to establish their own brand identity, while conveying their value proposition, urging customers to choose to buy their products instead of from another brand. In addition, brand positioning is also applied when a company wants to position itself in a certain way in order to motivate customers to create an association between the brand and its value proposition.

2. Role and function of brand positioning

2.1. The role of brand positioning: Brand is the face, a measure for the prosperity and decline of enterprises in the business market. Therefore, implementing a brand positioning strategy is a necessary task to create sustainable values for the business. Therefore, brand positioning has the role of:

- Create different values: If you are a customer, you will probably be very confused because there are so many brands offering similar products. Therefore, implementing a brand positioning strategy will help businesses identify their competitors and focus on improving production processes to create products with different values from the rest of the market. This will stimulate customers' research and shopping needs.
- Customer research and analysis: In addition, brand positioning will create a premise for businesses to further research their target customer groups to determine their needs and shopping behavior. This will contribute to building a relationship of trust and loyalty with customers, thereby giving businesses a certain number of loyal customers.
- Maintain brand value: Another role that cannot be ignored in the brand positioning strategy is to maintain the core values of the brand. Thanks to that, businesses do not have to compete on price with competitors but can still make customers buy their products unconditionally.
- Building brand image: Especially when successfully implementing the brand positioning strategy, all communication messages of the business will be conveyed to the right customers. Contributes to building brand image and bringing revenue efficiency no less than investing money in creating a brand strategy.

2.2. Functions of brand positioning:

- Distinguishing and creating unique features: Brand positioning helps create unique features and distinguish the brand from competitors in the same field or market. It helps identify the brand's unique strengths and values that no competitor can copy.
- Create recognition and memory: Brand positioning helps create recognition and memory for the brand in the minds of customers. When positioned correctly, a brand will become a symbol or a word with special meaning for customers.
- Strategy and communication guidance: Helps determine the direction for the brand's marketing and communication strategy. It defines how the brand should

speak to customers, convey its values and message.

- Identifying the audience and target market: Helps identify the audience and target market for the brand. It shapes customer targeting and determines which customers are best suited to the brand's values and message.
- Create trust and loyalty: Brand positioning helps build trust and create customer loyalty to the brand. When a brand is positioned correctly, it creates trust and loyalty from customers, helping to increase customer return and create long-term loyal customers.
- Shaping image and reputation: Brand positioning helps shape the brand's image and reputation in the minds of customers. It highlights the positive characteristics and values of the brand, thereby creating a positive image and good reputation for the brand.

In summary, brand positioning plays an important role in determining the unique position and value of a brand in the minds of customers, helping to create differentiation and identity, guiding strategy and communication, building trust and loyalty from customers.

3. Process of building a brand positioning strategy

The process of building a brand positioning strategy needs to be consistent with the long-term development goals and orientations of the business. Because the initial positioning strategies will have a great influence on the entire later development process of the business. The process of building a brand positioning strategy includes 5 detailed steps as follows:

Step 1: Identify target customers: First, you need to determine who will use your products and services. What issues are this target customer group interested in, what solutions do they need to support, what are their demographic characteristics, etc. A customer portrait can be sketched out to serve brand positioning activities. better signal.

Step 2: Analyze competitors: Determine who your business's competitors are, need to understand them clearly. Knowing people who know me, hundreds of battles, hundreds of victories, so don't neglect to skip this step. This is the competitor that can rob the business of potential customers and can also give the business many valuable lessons and knowledge.

Step 3: Research the product's attributes: Those attributes that have an impact on customers' purchasing decisions need to be researched. Based on the collected data to correctly identify the unique selling points and most outstanding features of the product. That is the key to creating a unique identity for the brand. In addition, there are other additional features.

Step 4: Determine the appropriate positioning method: Having understood yourself well, you need to determine the positioning method that best suits the purpose and characteristics of the business.

Step 5: Brand positioning: Whether the brand positioning process is effective or not depends much on this last step. You can use a positioning map to easily visualize where your brand's brand is in this map. The elements of the diagram are the hallmark of the brand. From there, we will build promotional communication campaigns to affirm the brand image with the meaning of positioning to customers in the clearest, most memorable and most impressive way.

4. Important factors in brand positioning

Creating an image and shaping how consumers perceive a brand is no simple act. Therefore, research and understanding of the market are very important to the success of the brand. The 3 important factors in positioning are encapsulated by the 3 C's as follows:

Customer (customer): The focus of positioning is determining what your customers want and need, researching to see if the customer has a problem that needs a solution, or analyzing their inner thoughts through survey, interview and evaluation activities. Listening to user needs and valuing those needs is key to attracting customer attention and loyalty.

Channel: Channel or sales team is the key to understanding customer needs. This is where you can find most of the information for brand positioning. The channel will be a direct connection with the customer and through it, you will be able to receive information such as customer profile, customer problems, competitive information and purchasing process. Channels will help you determine brand strength and thereby improve your positioning strategy accordingly.

Competition: The last of the three factors to consider is competitors and your position in the market. If your brand is unique and easily distinguishable from what's already on the market, then your positioning strategy is working effectively.

Chapter 2. Brand positioning strategy of electronics centers in vietnam

1. Overview of Vietnam's electronics market

Vietnam's electronics market in recent times has had strong developments in sales as well as the number of retail businesses participating in the market. A large population, rising incomes and increasing demand for electronic products are the main factors promoting the development of this market. Popular electrical products on the market include televisions, refrigerators, washing machines, air conditioners, computers, air conditioners, microwave ovens, electric stoves, water heaters... These products not only meet the needs basic needs of the people but also modernity and high convenience. In the market, there is fierce competition between famous brands such as Samsung, LG, Panasonic, Sony, Electrolux, Toshiba,... These companies not only compete on price but also on quality and technology. technology and after-sales service. In addition, the domestic market also has the appearance of electronics manufacturers and importers. The market also has the development of online retail companies such as Tiki, Lazada, Shopee, Sendo,... However, the Vietnamese electronics market still faces some challenges. Counterfeit, poor quality, and unsafe products still exist on the market. In addition, providing warranty and after-sales services that do not meet consumer requirements is also an issue that needs to be improved. Overall, the Vietnamese electronics market is growing strongly and promises great potential in the future. To take advantage of this opportunity, businesses need to promote improving product and service quality, increase promotion and access to customers, and focus on developing online sales channels to meet today's needs. increasing among consumers.

2. Some electronics supermarkets in Vietnam

In recent years, the lives of Vietnamese people are increasingly improving and enhancing, leading to a rapid increase in demand for electronic products. However, the price of electronic products depends on the function and

usage needs, but there will be appropriate prices, but because they are electronic products, the price is not cheap, so consumers need to think carefully. and choose for yourself a reputable shopping place. The following are some quality electronics supermarkets that have brands and have a place in the market in terms of quality and assurance:

1. Green machine

Dien May Xanh is a permanent retail network of Mobile World Joint Stock Company. First launched in 2010, Dien May Xanh has become the electronics shopping center of many Vietnamese families. Like other electronics restaurants, Dien May Xanh also trades many types of products such as refrigeration, electronics, household appliances, smartphones, computers... Currently, Dien May Xanh has 25 headquarters in central and western provinces and the vicinity of Ho Chi Minh City.

2. FPT shop

FPT Shop was established in 2007, this is one of the reputable locations specializing in providing genuine and quality products. You can buy laptops, phones, tablets or accessories at FPT shop without worrying too much about product quality and price. Currently, FPT shop has a nationwide retail store system, so no matter where you live, you can use the shop's products.

3. HC electronics supermarket

Launched as a pioneer in Hanoi in 2006, HC Electronics Supermarket System has gradually proven and affirmed its position in the small electronics business market, becoming one of the leading electronics restaurants. The largest in Hanoi. HC Electronics Supermarket specializes in trading and trading products such as refrigeration, electronics, information technology, household appliances, smartphones... Currently, HC has also spread to many headquarters in the provinces, cities, and provinces. big city.

4. Big market electronics

Cho Lon electronics supermarket is a prestigious and traditional electronics shopping address in Ho Chi Minh City. Cho Lon Electronics sells a variety of products such as: electronics - refrigeration, household appliances, mobile phones, fashion, beautiful jewelry... After more than 20 years of establishment and growth, at that time the cuisine Cho Lon electrical appliance has opened 24 offices in the central, western and southeastern regions.

5. Nguyen Kim

Nguyen Kim was one of the largest food and beverage companies in Vietnam at that time. For many years, Nguyen Kim has always maintained the brand name of the number one small business in electronics in Vietnam. Nguyen Kim has more than 50,000 product models including electronic products, refrigeration, entertainment, telecommunications, household appliances... Goods at Nguyen Kim also belong to famous brand names such as Sony, LG, Samsung, Panasonic. With many bonus programs and enticing promotions, Nguyen Kim is definitely one of the great electronics shopping addresses for you.

6. Media Mart

Media Mart was one of the largest electronics restaurants in our country at that time. Media Mart traded many different

product models such as electronics, refrigeration, household appliances, interior furniture... with international No. 1 brand names such as Sony, Samsung, Nokia. Media Mart at that time Currently, most entertainment activities are in the northern region with 17 headquarters in Hanoi and neighboring cities and provinces.

3. Trends of Vietnam's electronics market

Currently, the electronics market in Vietnam is having some important trends. Here are some notable trends:

1. The rise in technology and products: Vietnam's electronics market is witnessing a strong development in technology and product diversification. Consumers increasingly demand products with high intelligent and convenient features such as household electronic products, smart electronic devices, audio-visual systems and other convenient home appliances.
2. Enhancing online shopping: Similar to many other industries, the electronics market is also witnessing an increase in online shopping. E-commerce platforms and online shopping sites have become popular shopping places for consumers thanks to the convenience of a wide variety of products and the ability to compare prices. Online shopping is becoming a popular trend and is expected to increase in the future.
3. Fierce competition: With the development of the electronics market, competition between suppliers and brands is also becoming increasingly fierce. Famous electronics companies have focused on developing distribution networks and improving customer service quality to compete with local brands and new companies.
4. Strengthening consulting and after-sales services: Not only focusing on sales, electronics suppliers are also increasing investment and providing after-sales services. This includes product advice manual repair and warranty. Providing good after-sales service is an important factor in creating customer trust and retention.
5. Attention to environmental issues and energy saving: In recent years, Vietnamese consumers are also increasingly interested in environmental issues and energy saving. Therefore, energy-saving and environmentally friendly electrical products such as inverter air conditioners, smart washing machines and bagless vacuum cleaners are becoming more popular. These are just some of the general trends and it is possible that these trends will continue to change in the future as technology and consumer requirements evolve. However, Vietnam's electronics market is expected to continue to grow in the coming years due to increasing consumer demand and the development of the economy.

4. Compare the brand positioning strategies of electronics centers in Vietnam

Referring to the brand positioning of electronics centers in Vietnam, there are a number of big brands operating in this market. Below is some information about popular electronics in Vietnam.

1. Dien May Xanh: Dien May Xanh is one of the most prestigious and popular brands in Vietnam. They focus

on electronics, home appliances and technology products. Dien May Xanh insists on providing quality products at reasonable prices and good after-sales service. Their strengths are their reputation, reliability and popularity over many years of operation.

2. Dien May Cho Lon: Dien May Cho Lon is one of the largest and famous electronics centers in Vietnam, especially in Ho Chi Minh City area. Their brand positioning often focuses on providing electronic, electrical and household products with reasonable prices and good service to serve diverse customer groups.
3. Nguyen Kim: Nguyen Kim is a traditional brand with a long history in Vietnam. They specialize in providing a wide range of electrical, electronic and household products. This brand has built trust from customers thanks to product quality and good customer service.

However, the market is constantly changing and brands may have changed or developed new in the later period. To have the most accurate and up-to-date view of the brand positioning of electronics centers in Vietnam in 2023, you should seek information from current news sources and market reports.

4.1. The same point

The leading electronics centers in Vietnam have some similarities as follows:

- Product variety: Electronics centers offer a wide range of electronic, electrical and home appliance products from many different brands. This gives customers a wide range of options and options to suit their needs and budget.
- Provide after-sales service: Trusted brands all attach great importance to providing good after-sales service to customers. This includes product warranties, repairs, technical support and after-sales advice.
- Reputation and reliability: Top electronics centers are often appreciated for their credibility and reliability. They have built the trust of their customers through the quality of their products and commendable customer service.
- Customer outreach strategy: Top brands often have extensive and effective customer outreach strategies. They use advertising media, promotions, and sales techniques to attract and retain customers.
- Competitive prices: Despite the diversity of products and services, leading electronics centers often compete on price. They try to offer attractive promotions and discounts to attract customers.
- Online and offline integration: Most leading electronics centers have integrated both online and direct sales channels. This makes it easier for customers to shop and find product information from different platforms.

These similarities help determine the common characteristics of leading electronics centers in Vietnam, creating competition and attracting interest from a large number of customers.

4.2. Differences

Table 1

	Green machine	Big market electronics	Nguyen Kim
Market geographical scope	It has a large operation nationwide and is one of the largest electronics centers in Vietnam.	Concentrated mainly in the Cho Lon area, Ho Chi Minh City, and may have stores and online sales channels serving customers nationwide.	Has a wide store network and operates mainly nationwide, with a long and prestigious history in the field of electronics in Vietnam.
Prices for target customers	Often positions itself as a center providing quality products at reasonable prices, attracting a diverse customer base with budgets from medium to high-end.	Have a competitive pricing strategy, aiming to serve customers with limited budgets and a desire to purchase cheap products.	Positioning ourselves as a center providing diverse, high quality and reputable electronic and electrical products, serving customers with medium to high-end needs.
Service and shopping experience	Focus on providing a convenient, simple and secure shopping experience for customers, accompanied by good after-sales service.	Focus on providing an economical and valuable shopping experience to customers, with after-sales care and support.	Committed to providing professional service, dedicated customer care and post-purchase support to meet customer needs.

4.3. Advantage

Leading electronics centers in Vietnam often have many advantages, which are positive characteristics and benefits that customers can receive when shopping and using their products. Here are some common advantages of leading appliance centers:

- **Product variety:** Leading electronics centers often have a large range of electronic, electrical and home appliance products from many different brands. This gives customers more choices and options to suit their needs and preferences.
- **Product quality:** Leading electronics centers often focus on the quality of the products they provide. They stock famous brands and ensure that the products meet high quality standards.
- **Good after-sales service:** Top brands often attach great importance to providing quality after-sales service. They ensure that customers receive support, warranty, repair and advice after purchasing the product.
- **Pricing and Promotion Strategies:** Some of the top electronics centers have competitive pricing strategies, offering attractive prices and special promotions to attract customers. This helps customers save costs and get more value out of their purchases.
- **Convenience and flexibility:** Top electronics malls often have multiple stores spread across the country and offer an online shopping experience as well. This brings convenience and flexibility to customers when shopping.
- **Professional staff:** The staff at top electronics centers are often professionally trained and knowledgeable about products. They are willing to advise and answer customers' questions to help them choose the most suitable product.
- **Installment Plans and Flexible Payments:** Top electronics stores often offer installment plans and other flexible forms of payment to make shopping easier, especially when buying products. high value products.

In short, the leading electronics centers in Vietnam have many advantages that help bring a good and satisfied shopping experience to customers.

4.4. Disadvantages

Below are some disadvantages that may appear in some electronics centers in Vietnam:

- **Prices are not always competitive:** Some electronics

centers may not offer competitive prices compared to other stores or online sales channels. This may cause customers to look for other shopping options to save costs.

- **Unreliable after-sales service:** In some cases, the after-sales service at some electronics centers may not meet customer expectations. Processing returns, warranties or product repairs may be difficult and slow.
- **Lack of product diversity:** Some electronics centers may have limited product variety, especially in offering new brands and advanced technology products. This can make customers feel a lack of choice and difficulty in finding the latest products.
- **There is no one-size-fits-all price:** While some electronics centers focus on providing high-quality products at a higher price, this may turn off some customers with limited budgets. cannot access these products.
- **Bad customer service:** Some electronics centers may have issues with poor customer service, including unfriendly staff, poor tech support, and customer problems. The goods are not fast and efficient enough.
- **Unsatisfactory product quality:** In some cases, electronics centers can deliver substandard products, causing customer frustration and annoyance.

Importantly, these disadvantages do not apply to all electronics centers and may vary depending on the specific center. Before shopping, customers should be cautious and research the electronics center carefully to ensure that they receive quality services and products from a trustworthy brand.

Chapter 3. Lessons learned

Through a comparative analysis of the brand positioning strategies of electronics companies, each giant has its own advantage and its own development direction to compete and win the already very small segment of the market. Lessons learned from the analysis of a few points are as follows:

- **Positioning goals:** Each brand may have different positioning goals. Dien May Xanh can focus on providing green technology and energy-saving products. Nguyen Kim can focus on providing high quality products and good after-sales service. Cho Lon can focus on providing cheap and diverse products.
- **Customer target:** Each brand can target different

customers. Dien May Xanh can target customers interested in protecting the environment and using energy-saving technology. Nguyen Kim can target customers who want to own high-end technology products. Cho Lon can target customers who want to buy goods at cheap prices.

- **Market Position:** Each brand may have a different market position. Dien May Xanh can focus on competing in the green technology product segment. Nguyen Kim can focus on competing in the premium product segment. Cho Lon can focus on competing in the low-cost segment.
- **Marketing Strategy:** Each brand may have a different marketing strategy. Dien May Xanh can use online advertising and marketing campaigns to enhance its green brand image. Nguyen Kim can focus on building customer relationships and creating a good buying experience. Cho Lon can focus on cheap advertising and promotions to attract customers.

C. Conclusion

Building a brand positioning strategy will help businesses create a good impression with customers, which is a solid foundation for sustainable development in the future. In the later business process, a brand that has been firmly positioned in the minds of customers is often easier to scale and segment products. And then, you will not need to spend too much on communication costs but still have a certain reputation in the market. Through the above analysis, there are some examples of how brand positioning is an extremely important thing in the "business" process. Dien May Xanh, Nguyen Kim, Dien May Cho Lon have marked their own distinct and distinctive ways deeply in the hearts of their consumers and have created certain successes for the brand of each business.

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