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## Challenges for service marketing in post Covid-19 period in Vietnam

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### Abstract

The COVID-19 pandemic is entering its peak in the world. Corresponding to the increasing number of infected people each day is also a testament to the business of many businesses is getting more and more difficult. The need to quickly change business and marketing strategies for the season to find solutions to adapt to this stressful situation is also the primary challenge of businesses. Research on service marketing of businesses in Vietnam in the post-Covid-19 era is a new topic and no articles have been mentioned or available yet. The research has selected a number of articles related to service marketing to collect analytical data, predict the situation and give specific factors for the research paper. Research results show that in the post-Covid period, businesses can still seize many opportunities for them to return to normal. In particular, the element of marketing services is really the most necessary for businesses, a new

sales mindset will really be necessary for businesses today when the epidemic in the world is still happening. complex. This is also the period when businesses can re-screen their personnel and make better policies, with better plans for the upcoming plans, businesses can also confirm their products in the market. Which business really stands firm in the service industry and seizes the opportunities to bring its business out of this crisis. In addition to the opportunities, after the post-Covid period, Vietnamese businesses face many challenges when the Covid translation is not completely finished, the worrying thing about the business is its finance, personnel, especially especially the post-Covid-19 service marketing has undergone many changes. From the perspectives on the challenges of service marketing, the research has also given a number of solutions that can help businesses refer and give directions for businesses in this period.

**Keywords:** Challenges, marketing, services, service marketing, post-Covid-19 era

### 1. Introduction

Today, when our life is developing day by day, products and services are more and more focused and interested. Consumers have more and more choices and opportunities to find the most suitable service and affordable price for themselves. An in-depth understanding of consumers' service needs is the key to a successful marketing strategy both domestically and internationally. This is one of the first important reasons that attracted us to study and research on this issue. Facing the complicated epidemic situation today, marketing services of businesses are paying more attention to development. The understanding of service marketing will provide the foundation for marketing strategies, such as product prediction, market segmentation, new product development, new market applications, global marketing, and decision making. marketing mix. These major marketing activities will be more effective when based on an understanding of service marketing.

The above are some of the main reasons why we choose the post-Covid - 19 service marketing in Vietnam to research and research. Our research objectives are first of all to investigate the realities of customers, the challenges of service marketing. We think that this research and research should be done regularly to be able to track the market fluctuations, to come up with timely and appropriate solutions.

### 2. Theoretical Framework

#### 2.1 Service

According to Philip Kotler, a service is any activity or benefit that one provides to another, in which the object providing is necessarily intangible and does not lead to ownership of an object.

And service production may or may not be associated with any physical product.

A service is an activity that includes non-existent factors, resolving relationships between a customer or an asset that a customer owns and a supplier without the transfer of ownership.

As defined by AMA (American Marketing Association): Services are activities that can be separate but must be intangible to satisfy the needs and wants of customers, in that the service is not necessarily using products tangible products, but in no case do not own ownership of an object. Thus, this definition is, basically, relatively similar to that of P. Kotler. Fully understanding the definition of service, first of all, the definition of P. Kotler will help businesses and customers as well as we clearly see the nature of the service, the responsibilities and interests of the parties in service exchange relations. To do this, it is necessary to generalize the characteristics of the service for a more systematic look.

## 2.2 Features of service

As we all know, service is a special commodity, it has its own features that are not visible to tangible goods. Service has four outstanding features that are.

Service is non-existent: this is the basic feature of the service. With this feature, the service is invisible, does not exist in the form of an object. However, products and services are still heavily materialistic. The non-existence of services makes it more difficult to manage production and service activities, more difficult for service marketing, and more difficult for service identification.

Services are heterogeneous: products and services are not standardized. First of all, due to the provisioning operations, the providers cannot produce the same services during different working hours. Moreover, consumer customers decide on service quality based on their perceptions at different times, different perceptions, and different customers have different perceptions. Products and services are valuable when they satisfy the unique needs of customers. Therefore, in service provision, it is often done personalization, out of regulations, which increases the difference. The service is invisible at the output so it cannot be measured and regulated. Service has an indivisible characteristic: the product or service associated with the service provision. Products and services may be systemic heterogeneity, both from the basic service structure to develop. The production process is associated with service consumption. Consumers also participate in production activities that provide services for them. Thus, the service production must be cautious, there must be customers, there is a need for the production process to proceed.

Perishable products and services: The service cannot be stocked, stored, and cannot be transported from one area to another. Therefore, service consumption is limited by time. Also from this feature that unbalance the local supply-demand relationship between different times in the same time.

The perishability of a production and consumption mandated service must simultaneously, continue for a limited time. Failure to comply with these conditions will not have the opportunity to buy, sell and consume them.

With very different characteristics of the service from the tangible goods, different characteristics of service marketing are specified. The scope of marketing services is much broader than that of physical goods. Service marketing

requires innovation, limit the thinking and operating methods of marketing. Service marketing necessarily refers to new principles, tenets, tools to manage new ideas with a new organizational marketing structure.

## 2.3 Service classification

Service is a general term to represent the types of utilities that businesses will provide to consumers. There are many different classifications of services, but we choose to classify services based on utilities, specifically as follows: Business services: real estate services, flower agents commission, brokerage, related expertise such as attorney, consulting; Communication services: telecommunications, broadcasting, mailing mailing; Construction engineering services and construction engineers: building engineers, civil houses, house design, finishing works, etc .; Distribution services: wholesale, retail, multi-level sales, etc .; Health care and social services: medical, hospital, social services such as public passenger transportation, etc; Educational services: primary education, secondary education, university, postgraduate; Financial services: banking, insurance, finance and other non-insurance financial services such as fund management, etc; Environmental services: waste collection, drainage, tree planting, etc.; Travel and travel services: hotels, restaurants, tour guides, travel agents, etc .; Entertainment and sports services: newspaper publishing, sports, sports support, museums, libraries, archives, etc.; Transportation services: air transport, railway, inland waterways, road, space, support services for the above types of transport such as repair, maintenance, fuel supply materials etc...; Services not listed above.

## 2.4 Service marketing

Service industry is developing rapidly in Vietnam, "Service" is a very wide field, is the supply of labor, science, technology, art to meet production needs. business, material, spiritual life, banking, credit, pawnshops, insurance. It grows in all areas of management and private jobs (health consulting, party decoration, weddings). In economics, services are understood to be things that are similar to goods but as immaterial. The service industry brings enormous profits to businesses but is not easy to implement without a specific and appropriate service marketing plan.

Service marketing is the type of marketing in which service providers try and strive to satisfy customers who use their services and then make a profit.

The American Marketing Association (AMA) defines the following: "Marketing is a task in the organizational structure and is a set of processes to create, exchange, and convey values to customers, and to manage customer relationships in different ways to benefit the organization and its board of shareholders.

Service marketing is the adaptation of system theory into the service market, including the process of acquiring, understanding, evaluating and satisfying the needs of the target market by a system of policies, measures to influence into the entire process of organizing the production, provision and consumption of services through the organization's distribution of resources. Marketing is considered in the dynamics of the reciprocal relationship between the company's products and services and the needs of consumers and competitor's activities on the basis of a balance of interests between businesses. Consumers and society.

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service market, including the process of acquiring, understanding, evaluating and satisfying the needs of the developed market by a system of policies and measures. The entire process of organizing the production, provision and consumption of services through the distribution of the organization's resources. Marketing is maintained in the reciprocal dynamics between products and services and consumer needs and competitors' activities on the basis of balancing interests between businesses, consumers and society.

### **The role of service marketing**

In the business operation of an organization, service marketing plays a very important role. Service marketing is the bridge between the buyer and the seller - helping the seller understand the buyer's real needs to satisfy the most optimally. Based on the goals set out of the organization, managers will build an appropriate marketing service program.

### **For service businesses**

Because of the unique characteristics of the service, the application of Service Marketing strategies is very important, helping the business to have a solid long-term existence and grow in the market, as it provides the ability to adapt to changes in the market and the external environment. Service marketing is an important management function because it plays the role of connecting the activities of other functions to the market, it orientates activities for other functions in the service organization such as: human resources, finance. According to the proposed strategy to bring maximum benefits to the business.

### **For customers**

Service marketing will help to meet the expected needs of customers about products and services, added values, and customer services. Customers can not use the service if they do not know information about it, how much it costs, and how it benefits. Much of this usefulness is generated by service marketing activities.

### **For society**

Some experts say that to assess the economic development of a country, it is based on the development of the service industry in that country, also known as "soft economy" (SOFTOMICS) and to evaluate The quality of life is to find out how much it satisfies the service needs of that country. According to statistics, the proportion of SOFTOMICS in GNP in industrialized countries in the world accounts for 70-80%, in developing countries 40-50%. It can be said that service marketing will help the service industry develop, provide a standard of living to achieve the desired benefits, always find out the needs and satisfy more than expected.

## **3. Research Methodology**

### **3.1 Research procedure**

#### **Step 1: Identify the research problem**

Identifying research problems is very important, if you incorrectly identify the research problem, the research paper will get lost. Each research problem needs to define one or more goals. The next stages of the research process will not work until these goals are clearly defined. The problem of course with this article is: Researching challenges to service marketing in post-Covid 19 era in Vietnam.

#### **Step 2: Build a hypothesis**

Research hypothesis construction is a hypothetical conclusion about the nature of a thing or a phenomenon set by the researcher for consideration, analysis and verification during the entire research process.

#### **Step 3: Develop the outline**

Development of research protocol demonstrates the intentions of the researcher, the objectives as well as the importance of the research, the research steps. The research protocol must clearly show the research problem, the questions, the research hypotheses, the research objectives, the research variables. In the research protocol, the researcher must clearly state the research object, research designs, sample size and sampling techniques, the means to be applied, techniques for data collection, analysis and processing.

#### **Step 4: Collect data**

Data collection is an extremely important stage in the research process of socio-economic phenomena. However, collecting data is often time consuming, effortless and costly; Therefore, it is necessary to be familiar with data collection techniques. Data collection is a component of research in all areas of study including the physical and social sciences, the humanities, and in business.

#### **Step 5: Analyze the data**

Data analysis is the process of discovering, interpreting, and communicating meaningful models in data. Particularly valuable in areas where a lot of information is recorded, analyzed against the simultaneous application of statistics, computer programming and activity research to quantify performance.

#### **Step 6: Interpret the results**

Results interpretation is the final step after taking the steps above. The interpretation of results is to summarize the collected data, generalize the results of data processing and analysis to confirm the accuracy of the initial hypotheses. Official conclusions about research results; raised the strengths, weaknesses and applicability of the topic; recommendations on further research possibilities and proposals.

Above are the steps to conduct thematic research, each step is very important and deeply chain together.

### **3.2 Research methodology**

To complete this report, we have applied a combination of research methods such as data collection and processing methods, methods of analysis, evaluation and comparison. These are the basic methods used by many researchers on the basis of developing comparative processed materials combined with historical research methods. Researching information from all data sources and electronic data is very important and necessary to make the most accurate and objective judgments and judgments. We have gathered the necessary information and data from reliable sources to select the right content for this topic. At the same time, it has to be combined with other scientific topics in order to gather diverse and rich content with practical evidence that is useful and interesting for readers. Through our method of analyzing, evaluating and comparing documents and information, we find that service marketing is an essential strategy for

businesses. With the research topic "Challenges for service marketing after Covid 19 in Vietnam", data collection will have a better understanding of the role of service marketing and the benefits it brings to businesses. Since then, businesses will have successful transformation steps after the difficulties post-Covid period in Vietnam.

#### 4. Research Results and Discussions

##### 4.1 Comparison of marketing service in pre- and post-Covid 19 period in Vietnam

According to the survey results of the General Statistics Office (Ministry of Planning and Investment), about 86% of enterprises are negatively affected by the COVID-19 epidemic, of which the large group of enterprises is affected by 92.8%. followed by small and medium enterprises with influences of 91.1% and 89.7% respectively. After two months of social isolation, Vietnam is slowly entering a phase of recovery. However, the market has also had many changes, new habits have been formed after COVID that enterprises have to adapt quickly.

According to the Infocus report, up to 55% of businesses surveyed said that the disease would have a negative impact on their business in 2020. 84% of surveyed businesses said that the disease would reduce 13, 5% of revenue by 2020; in which 50% of businesses forecast a decrease in revenue of 16% or more.

The sectors most affected are undoubtedly the travel, aviation, retail, and services sectors in general. However, there are also industries that achieved remarkable growth during the epidemic season, such as: pharmaceuticals, functional products, FMCG FMCG, online applications, e-commerce, games. online, video platform, door to door delivery.

Accompanying market volatility is the change in consumer behavior. It is easy to see that the measures to limit moving and working online at home as well as the increasingly complicated epidemic situation have significantly affected the daily habits of people such as: Limiting crowded places, activities activities at home such as watching TV, entertainment on the internet (watching movies, videos, online games ...), ordering food and shopping online. Increase your food / necessities stock ... spend more time.

COVID-19 directly affects the service marketing activities. With the poor business situation, many businesses have to cut their budgets to maintain operations during the season. Accordingly, marketing activities also have a significant adjustment.

The forms of offline marketing will gradually be shifted to online or advertising on TV, signs, events, roadshow ... activities will have to be cut. With digital channels, although more focused, but not increasing, but there is a decreasing trend of online marketing activities, corresponding to a reduction in advertising budgets, especially in the tourism industry, retail, entertainment services ... Industries are also more cautious about spending money on advertising with the fear of out of stock while production is sluggish.

##### 4.2 Solutions for service enterprises

###### Changes in communication messages

Choosing the right way to convey your business's message is one of the first things to determine.

Notice of changes: Any change in policy (purchase or return), uptime or temporary effects caused by the disease should be promptly notified to the customer. This clarity and timeliness

is the basis to build customer confidence and satisfaction with the business.

Choosing the right way to convey the right message: If the business aims to be dynamic and youthful, it should also be noted that in a stressful situation, everyone is heading to an epidemic, businesses should also choose suitable words. when giving your messages. Positive, optimistic, and understanding marketing will bring sympathy to the customer.

The conveyed content should be carefully selected: During this time, it should also be a combination of the current situation and the brand image. Depending on the category, the nature of the product, the amount of inventories..., businesses can choose a suitable content orientation between increasing brand image or boosting sales. Enterprises can also combine with a number of incentive programs to increase motivation for online shopping for customers; Or take advantage of this opportunity to promote the membership incentive program for the best experience possible.

Show your business's support: This is the time for your business to show its social responsibility (CSR) such as: Contributing to anti-epidemic work (which is not necessarily directly related to the product), or associating products with anti-epidemic propaganda activities. Actively displaying social activities will help the brand get more mentioned through the media and create higher sympathy, trustworthiness, and popularity with customers.

Changing approach to customers: Changes in consumer behavior have led to the difference that businesses can approach to customers. In order to adapt to this change, businesses need to listen more to customers, track customer journeys and learn about their current interests through social response capture tools. find a method to bring the brand story "convey" to customers with the most relevant message. Businesses can reconsider their strategies such as shifting focus to effective online channels, changing content to suit the circumstances, and adjusting existing advertising campaigns in a cost-optimal way. than.

###### Redirection to new marketing channels

When all residents were in the house, all forms of entertainment were transferred to the internet: the telephone became the main means of entertainment; applications for playing games, videos, watching movies online and a variety of social networks are places where people visit every day.

In addition, E-mail marketing and customer management activities are also effective marketing channels during the season, providing opportunities for brands to interact more deeply with customers. In a time when both organic traffic and paid ads are both ineffective, email marketing serves as a message that the brand is still running amid a pandemic.

###### New content trends

Because of the more time users spend online, the content strategy should also be more diverse and refreshed. Regardless of the direction a business chooses for its marketing campaign for the season, it is important to pay attention to updating the current epidemic situation to be in harmony with the message of the product / brand. Also, don't forget to take advantage of the existing content, adjust with new formats and more updated information to optimize content production costs in the present time.

COVID-19 is getting more complicated every day and surely the campaign marketing strategy must always be adaptive

and ready for the next change.

### 4.3 Opportunities and challenges for Vietnamese business Opportunities

Despite being affected by the epidemic, this is also an opportunity for businesses to renew themselves, find new directions in accordance with the market needs to survive and grow stronger, because the risks are always along with the opportunity. Sensitive businesses will change the state from "freezing" to immediately seizing new opportunities for development. This is the basis to promote capacity building of the economy, as a premise for a more sustainable development.

Currently, Vietnam's prestige and position are highly appreciated by the international community through the successes gained from the prevention of the Covid-19 pandemic the past. This is a "golden" opportunity for the world to know about Vietnam with a special advantage of "strategic trust", a safe investment destination and ready to welcome capital flows transferred to Vietnam. In the context that the Covid-19 epidemic is still having complicated developments in many countries around the world, the good control of the epidemic in Vietnam has created a great advantage to be able to be one step ahead in economic recovery, establishing new positions in the international arena.

The impact of Covid-19 translation creates new awareness, a shifting trend in consumer tastes, new commercial transactions on the principle of distance, limited contact; emerging new online business lines based on digital economy, ... creating changes in demand for some essential products and services such as food processing; medical, pharmaceutical chemistry, digital transformation, e-logistics ...; providing new market opportunities for Vietnamese enterprises to take advantage of to restructure production, form new value chains and develop breakthroughs. This is an opportunity for Vietnamese businesses to recognize and re-examine their true capacity, resilience, adaptation to market events, non-traditional security; review, evaluate, restructure raw material sources, customers and find new directions to be more proactive, build a plan to renovate production models, new business strategies to quickly grasp signals and demand. new market demand. This time is also an opportunity for Vietnamese businesses to focus on renovating equipment and technology at cheaper costs; at the same time, promoting linkages, domestic supply networks, reducing dependence on foreign countries, improving quality, reducing product and service prices to take advantage of opportunities to dominate and consolidate market share. At the same time, a number of international integration policies such as newly signed and officially effective free trade agreements will create advantages for Vietnamese enterprises to participate in the global value chain.

### Challenges

The increasing pressure on competition and purification combined with the economic shock caused by Covid-19 has caused many businesses to "wobble". Enterprises in groups of industries directly affected such as tourism, aviation, restaurants, hotels, and education have been in a state of "hibernation" in the past 3 months. The revenue of enterprises in the first quarter of 2020 and the year 2020 forecast for the whole year is expected to plummet, even lose money. Activities of trade promotion and investment were delayed,

affecting business operations in the following quarters and years. Many businesses have had to suspend operations, shrink production, especially small and medium enterprises. According to a survey of nearly 130,000 enterprises conducted by the Ministry of Planning and Investment in April, it was found that: About 86% of businesses were negatively affected by the Covid-19 epidemic. The larger the size of the business, the higher the rate of negative impacts from Covid-19. Turnover in the first quarter of 2020 of businesses fell sharply to 74.1% over the same period last year. Although revenue fell sharply compared to the plan, businesses still have to bear daily expenses such as salary payment and other related expenses for employees, interest expenses, and rent. Equal to... Difficulties in market, revenue, cash flow has forced many businesses to use labor-related measures: nearly 30% of businesses apply labor reduction; Over 21% of businesses give workers unpaid leave and nearly 19% of businesses reduce their labor wages. With the increasingly complicated developments of the Covid-19 epidemic and the resonance effects from other factors, the number of newly established enterprises in the first 4 months of 2020 decreased for the first time compared to other The first 4 months of the year in the period 2015-2020 (down 13.2% over the same period in 2019). The average registered capital per enterprise in the first 4 months of 2020 reached 11.8 billion (down 17.9% over the same period in 2019); the business size is narrowed; The number of enterprises registered to suspend business with a definite period increased sharply (up 33.6% over the same period in 2019).

## 5. Conclusion

### 5.1 Recommendation

Enterprises have to change to find new markets after Covid 19 to match consumers' behavior in Vietnam, which is an essential task today. Specifically: promoting online sales channels (online), social networks to reach customers according to the capacity of the enterprise; Adjust Media channels based on consumer sentiment.

Actively communicate inside and outside, focusing on advertising to sell. Adjust your media budget, focus on Content Marketing.

Quick response, constant updating of information on the situation of disease change Covid 19 to join hands with the community to show the concern of the enterprise to social issues in order to build accountability and bring the image of Businesses come to customers / consumers.

### 5.2 Solutions

It can be seen that, in the past few days, consumers have changed drastically in their shopping habits, from careful selection of products to buying methods, in general it all comes from want to protect my own health.

In order to have a sustainable and long-term development after Covid-19, food manufacturers need to upgrade more than their products, in addition to taste, design, packaging, health factors should be top. Create healthy products that meet the right needs of customers at the right time, so that new businesses will not be forgotten by users.

In addition to producing quality products, businesses need to choose a selling method that is more convenient to customers. When consumers turn to online shopping, businesses must also quickly bring their products online, especially e-commerce sites that are thriving like Shopee, Tiki, and

Lazada.

After the pandemic, in general, production and business enterprises need to have a deep understanding of their target customers, how their marketing services have changed after a pandemic, thereby making appropriate changes. product, brand positioning and sales channel.

## 6. Conclusion

In its efforts to fight the global Covid 19 epidemic, the Government of Vietnam is receiving international appreciation for its effective anti-epidemic measures. This is considered by analysts to help reduce pressure and create great advantages for the economy when it reopens after the epidemic.

The research of customer service marketing after the season helps businesses to implement marketing campaigns more effectively. Because of that, managers must pay close attention to customers' behavior to build plans and organize sales for the most effective way. That is the factor that brings success to the production and business processes of their businesses.

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