



Research on the difference between traditional marketing in Japan and Vietnam to help students have the opportunity to learn more deeply about the tourism economy

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ABSTRACT

An important marketing goal is to connect a business with potential customers. Marketing strategies change over time. To survive and thrive in the world, companies must change as the business environment and customer needs change. In particular, you need to change your marketing strategy to match today's technology and customer preferences. As we all know, Japan is the third-largest country in the world in terms of GDP. Japan has no resources and despite its disadvantages, its economy is more developed than other countries. How do your marketing strategies contribute to the Japanese economy?. How Japanese Companies Are Marketing Today, changes in Japan's marketing strategy in response to marketing 4.0. You will study the marketing strategies of Vietnamese and Japanese companies. Then, marketing strategies of Japanese and Vietnamese companies.

Keywords: customer, GDP, marketing, strategies

Introduction

The definition of marketing is very vague. Marketing is especially easy to misunderstand as "sales promotion" or "advertising" activities. In the following, let's consider some definitions of marketing. According to the American Marketing Association (AMA), marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to Mark Burgess – Managing Partner, Blue Focus Marketing, marketing is the process by which a firm profitably translates customer needs into revenue (Trusov et al., 2009).

According to the Japan Marketing Association, marketing is a comprehensive activity for market creation through fair competition, with companies and other organizations taking a global perspective and gaining mutual understanding with customers. Philip Kotler, who laid the foundation for current marketing, says, "Marketing is defined as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others." The definition of marketing in Japanese is a social and administrative process that meets the needs and wants of individuals and groups by creating products and values and exchanging them with others. This is the definition that is said to be the most accurate in the world (Liu et al., 2015).

Methodology

In the process of research, research marketing campaigns of Vietnamese companies and Japanese companies are combined. And research information collected from books, the Internet, and other data.

Discussion

The goal of Japanese companies seems to be to become the top manufacturing company in the world. Japan, which became a defeated country in World War II, has rebuilt the economy damaged by the war. After that, it overcame the difficult times and achieved rapid growth to the extent that it was called "the miracle of the Orient", and in an instant it became one of the world's leading economic powers. By 2018, Japan has become the world's third largest economy on a GDP basis. Even today, Japanese products are known all over the world for their high quality. The marketing strategies of Japanese companies also contributed to this success. However, marketing does not play an important role in the business model of Japanese companies, and plays only a small role in corporate decision making. In fact, many companies make the highest quality products in their respective fields.



One of the success strategies of Japanese companies is to focus on customer service. Japanese companies are very good at listening to customer needs. Whether it's a hotel, a convenience store, or a manufacturing company, it seems to be a polite and attentive service activity for customers.

Frontiers have long been known as a unique feature of Japanese service culture. Convenience stores always have an umbrella at the entrance, and when customers enter the store, the clerk always says "Welcome". For example, major companies such as UNIQLO are expanding their stores overseas, but maintain service standards as in Japan. The rules of many Japanese companies are built on this foundation. To date, Omotenashi is not a pure service type, but a standard of top quality service for Japanese companies.

Due to the strict standards required by customers, the services of Japanese companies will be required to be strict. In the Industry 4.0 era, Japanese companies are implementing service strategies that utilize the latest science and technology, for example Toyota Group's service strategy: SoftBank and Toyota Motor Corp. agree on a strategic alliance to build a new mobility service and establish a joint venture. The company plans to develop "regional alliance-type on-demand transportation" and "shuttle service for companies" for local governments and companies nationwide. Toyota's services are always highly regarded in the world. This is one of the reasons Toyota is a global leader in the automotive industry (Trusov et al., 2009).

Japanese companies and Japanese seem to have the belief that products are more important than anything else and that products can introduce their goodness. Also, the marketing strategy of Japanese companies seems to be product-centric. In particular, I feel that the dexterity and attentiveness of the Japanese people are unique and difficult to see in the character of foreigners. for example: Toyota is a typical success of Japanese companies in the international market. Toyota products are always highly regarded in the world. In order to lead the innovation era, we will pursue new technologies and quickly discover and meet new customer needs. Toyota was concentrating on demand that American companies abandoned. With this, Toyota launched the product in the American market with a beautiful model that is smaller and has better functions than competing models such as GM and Ford.

Japanese companies are at the forefront of the world in the electronics manufacturing industry. Sony Achievements: Sony is a well-known Japanese company in the international market. It is the world's first direct-view portable transistor TV. It is Japan's first transistor radio. The production of the world's first cassette tape type portable music player "Walkman" has been discontinued. In addition, the world's first smartphone with waterproof performance called Xperia was recently released.

The Japanese marketing industry is growing rapidly, and even with the changes in digital media, traditional advertising still dominates the advertising of Japanese companies. Companies maintain a multi-million yen budget for TV media advertising. However, Japanese TV media advertising is very different from foreign countries. Advertising videos usually tell a story and finally refer to a product or brand. In particular, the stories in these videos are mostly about Japanese culture, history, people, and pride. For example, samurai, ninja, sumo, cherry blossoms, etc. Audiences may not fully understand the products and special qualities from the ads, but you seem to be impressed with the products and brands. And he's exactly what Japanese companies want from the audience. From there, if the product is sold somewhere, you can remember the ad and buy it, for example: This is an advertisement for NISSIN FOODS CUP NOODLES products. Nissin Foods is the largest company in the Japanese food industry. In the domestic and international markets, the advertising of this company has a characteristic of Japanese culture. It seems that he wants to introduce the pride of Japanese people internationally through advertising videos. I am especially proud of the Japanese spirit of Bushido.

In 2015, outdoor advertising accounted for 24.5% of total advertising costs in Japan and 4.6% in the United States. Advertisements using posters and banners were seen everywhere. Advertising demand is growing in places such as subways, trains, and around stations. A poster that uses a celebrity can bring the best effect.

Most Japanese companies use celebrities for their advertising strategies. Compared to American companies, Japanese companies often use celebrities for advertising. By using the image of a celebrity, you can instantly give a quick impression to the customer and introduce the product.

Advertising videos in the United States have a long frame of 30 to 60 seconds, and there is room to attract and impress viewers with the fun of ideas and images. Therefore, it is possible to deepen the understanding of the product itself. On the contrary, because Japan is a groupist culture, the product explanations of acquaintances are more reliable than the detailed and scientific explanations about products.

Until 2010, the Yomiuri Shimbun sold more than 10 million copies daily. (Compared to the daily distribution of 590,000 copies of the New York Times newspaper). This is the largest newspaper in the world. For Japanese companies, it is an important way to build a brand in the minds and hearts of customers. Furthermore, the elderly population aged 65 and over accounts for a quarter of Japan's total population and is expected to reach 40%. Therefore, it is necessary to have marketing strategies such as products, services and advertisements for the lives of the elderly. Elderly people in Japan read things such as newspapers and magazines every day and are widely distributed in the market, which are advertisements for corporate products and brands (Altintzoglou et al., 2016).

The Japanese used their mobile phones faster than many countries in the world. However, GlobalWebIndex statistics survey 34 countries around the world, and recent data show that Japanese spend only 19 minutes a day as if they were using social media. Yohei Tashiro, a researcher at Chiba University, said, "Japanese people just connect with a group of friends and use SNS to talk."

But Japan is changing. And the number of young Japanese people using mobile phones is increasing. While traditional marketing strategies may have been the standard strategy for decades, recent economic and political turmoil has changed Japanese shopping habits. Currently, Japanese consumers buy multiple products at the same time as discounted products from online retailers while staying at home. These trends seem to continue to change the way Japanese brands and products interact. As the time to watch TV is decreasing, the time to use SNS on mobile is increasing. In addition, it reduces the display of ads that are not of interest to users, and displays ads that are more likely to be of interest. And you will be able to improve the efficiency of marketing using SNS. Since then, an increasing number of Japanese companies are focusing on advertising that uses low-cost and highly efficient SNS.

Japanese companies in Japan build and operate websites and advertise on SNS such as Facebook and Twitter. However, compared to overseas companies and Japanese companies overseas, the marketing strategy that uses SNS of Japanese companies in Japan is still a little too much, and it seems that the originality is insufficient.

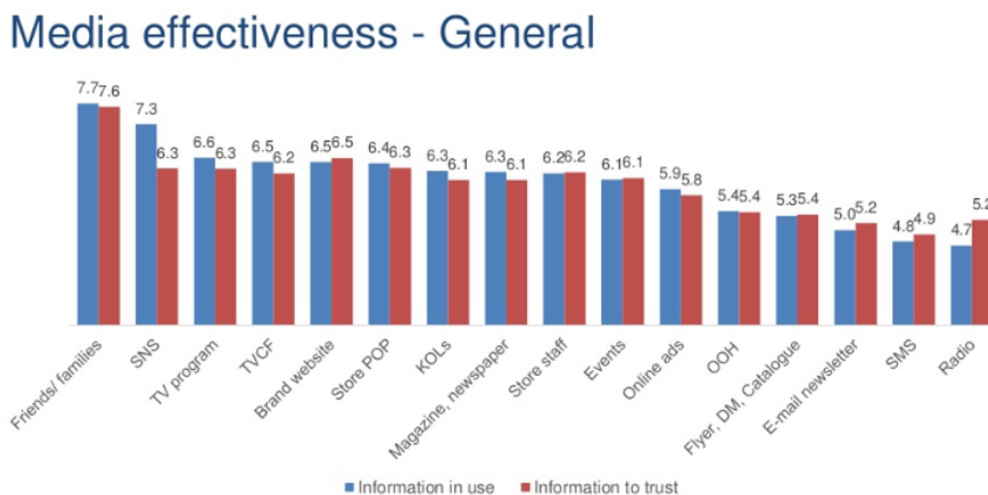


Figure 1. Media effect report

For example, when consumers buy cosmetics: When choosing a particular cosmetic product, they usually listen to the opinions of friends, neighbors, colleagues, and family. These comments influence the decision to buy more than information on the internet, books, television, radio, etc. With that understanding, Shiseido can get a rough idea of how consumers use cosmetics. This will allow you to develop better marketing strategies and improve your brand (Othman et al., 2020).

Recognizing the collective nature of women who want to use cosmetics, Shiseido uses marketing methods to improve the image and quality of its products in the group. Initiate marketing strategies through oral or topical marketing to naturally gain consumer confidence. Shiseido also uses cosmetic ambassadors to influence consumers. Each country has separate ambassadors to promote their products (Altintzoglou et al., 2016).

Currently, Shiseido exists in 84 countries around the world. Last year, total revenue increased 3.5% to reach 694.5 billion yen. Net income was 25,290 million yen (213.2 million dollars), an increase of 14,440 million yen from the same period of the previous year. Sales in Asia increased by 30.7%, but market share in Japan decreased by 0.9%. Asian countries such as China are gradually becoming important markets for Shiseido, and the Japanese market is declining due to the aging of the population.

With the declining birthrate becoming more serious, Shiseido has realized that the Japanese domestic market is no longer potential for cosmetic brands in Japan. Shiseido is a pioneering cosmetics company that develops products in the international market, accepting to reduce the country's market share.

Also, the pride of the Japanese is the reason why Shiseido's total domestic income is declining. For Japanese people, Japanese products are only for Japanese people. Therefore, when developing products in the world, Japanese users do not seem to like it.

Japanese domestic market

NISSIN FOODS occupies a 37.8% share, and products are sold at supermarkets, convenience stores, semi-automatic machines, etc. In Japan, NISSIN FOODS can be said to be the market leader. Ace Cook has a market share of only 5.5%. However, Ace Cook's products are still popular with Japanese people.

Today, in Japanese society, people concentrate on their work and choose simple meals and fast food. From that habit, vending machines were born, and NISSIN FOODS' Cup Noodle has appeared in almost all noodle machines. In addition, Nissin Foods has the famous Cup Noodle Museum, where spectators can directly see the production process, make their own ramen, and eat it. This is a very effective creative way of approaching a customer-centric approach. It has increased consumer credibility and affirmed the brand's level for many years (Altintzoglou et al., 2016).

In addition, both Nissin Food Products and Acecook were making commercials on TV, but the work was so busy that the Japanese didn't watch much TV, which seems to be ineffective.

Vietnam domestic market

Acecook is a Japanese company that has invested in Vietnam since 1993 and has dominated this market for many years with brands such as Hao Hao, Hao 100 and Vina Acecook, who are familiar with Vietnamese life for more than 20 years. "The Vietnamese market accounts for 50% of sales and is more profitable than Japan by reducing selling expenses," said the president of Acecook Vietnam.

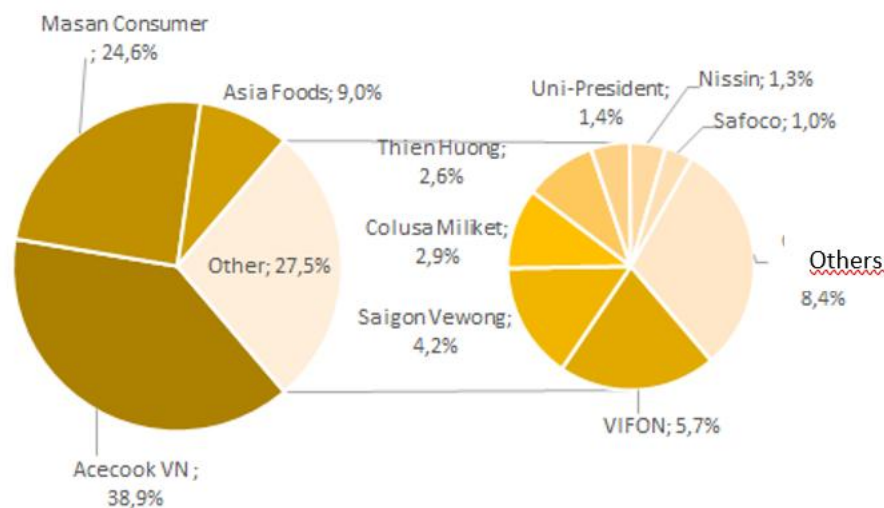


Figure 2. Share of noodles by manufacturer in Vietnam

However, at the time of entering the Vietnamese market, Vina Acecook has a very small market share of 38.9% and Nissin Food Products has a very small market share (27.5%, only 1.3%). Ace Cook has pioneered the Vietnamese market since 1993 and has been developing instant noodles. Nissin has seen internationalization in its favor in recent years and began investing in Vietnam in 2011. Currently, many brands are out and competing for market share. So why does Vina Ace Cook have such a large market share? Vina Ace Cook focuses on marketing strategies: YouTube and TV videos, point-of-sale campaigns, supermarkets, schools, and more. Each market has different potentials, and businesses can find the most effective way based on consumer habits and lifestyles.

PC is one of the businesses that makes Sony difficult. According to research firm Gartner, PC shipments from all manufacturers worldwide fell by 10% (316 million units) in 2013. The reason is that consumers are buying tablets and smartphones to connect to the Internet. Sony's share dropped from 2.1% in 2012 to 1.9% worldwide in 2013, making Sony the ninth largest PC maker in the world. The VAIO brand is recognized as a high-end computer with a clean design and durability. However, in 2014, Sony posted a loss of 110 billion yen (about 1.1 billion dollars), in stark contrast to the net profit forecast of 30 billion yen in October. As a result, Sony was forced to make a tough decision to sell its Vaio computer division to a Japanese industrial partner. Vaio's failure stemmed not only from objective factors, but also from subjective factors. The Japanese are always proud of their high quality Japanese products, and consumers do not deny it. Because of its confidence, Sony paid less attention to improving the Vaio computer line and did not invest in advertising for this product line.

However, in the face of the PC industry dilemma, Lenovo has launched a series of brand reaffirmation campaigns to aggressively strengthen and

strengthen the brand image of global creative technology companies. Lenovo has released a video comparing it to the MacBook Air to attract the attention of users and assure the quality of Lenovo products. This is one of the boldest strategies, but it has become a fairly effective one.

Recommendation

From 1975 to 1986, Vietnam's economy was a backward economy, and there is no definition for marketing yet. Since 1986, the economy has begun to develop, focusing on production to meet the shortage of people's needs, and it seems that companies are not doing much marketing strategy.

On November 7, 2006, the WTO General Assembly approved Vietnam's accession. From now on, marketing seems to be very important for Vietnamese companies. However, many Vietnamese companies do not understand the role of marketing strategies. And there doesn't seem to be a specific marketing strategy for the market.

In addition, according to the survey results, there were 561.064 companies nationwide in 2017. Of these, there are only 10,000 large companies in the country, accounting for 1.9%, and SMEs accounting for 98.1%. The number of SMEs is increasing. It shows that Vietnamese companies are shrinking in size. Vietnam is an emerging country and a developing country. Vietnamese companies mainly produce food, beverages and agricultural products.

Geographical location is very advantageous, raw materials are abundant for the manufacturing industry. However, Vietnamese companies have limited capital, not much technology investment, and the level of workers is low. Therefore, the quality of Vietnamese companies' products in the domestic and international markets is not yet highly evaluated (Huang, 2022).

In the Vietnamese market, companies are developing unique products that meet people's needs. With the slogan "Vietnamese should use Vietnamese products", Vietnamese customers seem to have started to be interested in domestic products (Othman et al., 2020).

In addition, Vietnamese companies are beginning to focus on producing quality products in order to improve customer credibility. Then, companies are investing in the world's most advanced technologies to apply to their production processes.

Price is one of the reasons why Vietnamese companies' products are so popular. The price is the amount that the customer pays in exchange for the product. And what matters is that it depends on the value of the product the customer is finding.

For a company, price is one of the key competitive factors to attract customers. The average price of Vietnamese products seems to be relatively low. Companies always try to offer their customers at the most affordable prices. Thanks to the government policy, the prices of Vietnamese companies' products are not so high in the domestic market, which is commensurate with the income of the people. Product packaging has a direct impact on consumer demand for brands. Many customers ignore the product because of its attractive packaging design. Despite the high quality of the product, the design of the eye-catching package was not good, and the competitiveness of Vietnamese companies was greatly reduced (Altintzoglou et al., 2016). Prices of Vietnamese products, especially agricultural products, must be kept low at all times. And it cannot compete with products from other countries such as Thailand and South Korea. Because it is not the quality of the product but the design of the package and the image of the brand.

Vietnamese companies that follow traditional thinking forget about the elements of package design and brand image, and focus on product quality and price. Many Vietnamese companies have very good products, but the packaging design is so bad that they don't focus on the brand image. So the customer doesn't seem to be interested in the product.

However, many Vietnamese companies have gained an advantage in the market to compete with foreign companies. Understand and operate the importance of visual marketing.

Environmentally friendly factors are also especially important. So product packaging is centered around using eco-friendly raw materials. For example, due to increasing demands for product packaging and quality, Vinamilk spent 10% of its total cost on packaging. Clean, safe and convenient packaging has contributed to the company's significant sales growth over the past few years.

Vietnamese companies are interested in using famous people to promote their brands. Famous people have a lot of fans and are more likely to raise product awareness and increase profits. Even if the cost is very high, it is effective to finance the music video and activities of the brand ambassador.

Conclusion

This paper analyzes the differences in general marketing methods and marketing strategies between Vietnamese and Japanese companies. Marketing has an important role for businesses, bridging customers and businesses. The characteristics of each company's marketing activities depend on the market characteristics. And buyer behavior is influenced by four main factors, including culture, society, individuals, and psychology. There are different elements in the Vietnamese market and the Japanese market. So the marketing methods are not the same. In the global market, the causes of failure of Japanese companies such as Sony and Sharp mainly came from marketing strategies. Japan is one of the world's largest economies, but the Japanese economy and businesses are facing difficulties because they are currently conservative and do not concentrate on marketing. Especially compared to developing countries such as China and South Korea, it seems to have failed. Japanese companies are beginning to recognize the important role of marketing in their growth and are beginning to change. However, it seems that the change is still slow. Vietnam is a developing country, and there are not many large companies in the country, and the number of small and medium-sized enterprises is increasing. However, companies

understand the importance of marketing and operate it.

Limitations

The difference between traditional marketing in Japan and Vietnam to help students have the opportunity to learn more deeply about the tourism economy, because of its urgency and difficulty, the article still has certain limitations that cannot be completed immediately. Hopefully, those limitations will be overcome in the future.

Acknowledgment

This research could not have been completed without the support Van Lang University (69/68 Dang Thuy Tram Street, Ward 13, Binh Thanh District, Ho Chi Minh, Vietnam). Sincere thanks to all people who contributed to this study. Thus, thank you for your support and encouragement during the procedure.

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