

ONLINE VIDEO MARKETING STRATEGY OF FMCG BRAND IN VIETNAM - A CASE OF VINAMILK

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Ngày nhận bài: 06/8/2019

Ngày PB đánh giá: 20/8/2019

Ngày duyệt đăng: 29/8/2019

ABSTRACT

In the early part of the 21st century, marketing has been dramatically affected by the introduction of new digital marketing, which has been driven largely by improvement in technology and the ways customers interact with brands through new technology. The rapid development of high-speed mobile networks and mobile device technology have led to an immense growth of online video content. In this paper, we investigated online video marketing in social media as one of digital marketing channels that FMCG (fast moving consumer goods) companies in Vietnam are using to approach customers. The research adopted a typical case study of the leading dairy brand in Vietnam called Vinamilk with secondary data collection, which was aimed to advance knowledge on how the FMCG brands like Vinamilk are using online video marketing in their digital marketing strategy to increase engagement with Vietnamese customers and help drive brand awareness among them. This paper proposed some suggestions for FMCG businesses in Vietnam in online video marketing activities in order to increase brand awareness, brand trust and loyalty, boost engagement with customers and thus increase business efficiency.

Keywords: content marketing, online video, social media, video marketing, Vinamilk

CHIẾN LƯỢC VIDEO MARKETING TRỰC TUYẾN CỦA CÁC THƯƠNG HIỆU FMCG Ở VIỆT NAM – NGHIÊN CỨU ĐIỂN HÌNH VỀ VINAMILK

TÓM TẮT

Bước vào thế kỷ 21, hoạt động marketing đã chịu ảnh hưởng đáng kể bởi sự ra đời của marketing trên nền tảng kỹ thuật số được thúc đẩy bởi những cải tiến trong công nghệ và các phương thức tương tác với các thương hiệu thông qua công nghệ thông tin. Sự phát triển nhanh chóng của mạng di động tốc độ cao và công nghệ thông tin di động đã dẫn đến sự phát triển vượt bậc của nội dung video trực tuyến. Bài báo

này được thực hiện thông qua điều tra về hoạt động marketing bằng video trực tuyến trên mạng xã hội, là một trong những kênh marketing kỹ thuật số mà các công ty FMCG (ngành hàng tiêu dùng nhanh) tại Việt Nam đang sử dụng để tiếp cận khách hàng. Nghiên cứu đã thực hiện đối với một trường hợp điển hình là Vinamilk, một thương hiệu sữa hàng đầu tại Việt Nam, thông qua việc thu thập dữ liệu thứ cấp, nhằm nâng cao kiến thức về cách các thương hiệu FMCG như Vinamilk đang sử dụng video trực tuyến trong chiến lược marketing kỹ thuật số của họ nhằm gia tăng sự tương tác và nhận thức của khách hàng Việt Nam về thương hiệu này. Bài viết cũng đưa ra một số gợi ý tới các doanh nghiệp FMCG ở Việt Nam trong các hoạt động video marketing trực tuyến nhằm nâng cao hiệu quả hình ảnh và kinh doanh.

Từ khóa: marketing nội dung, video trực tuyến, mạng xã hội, video marketing, Vinamilk

Introduction:

Social media is becoming an integral part of business strategy and has transformed the way that businesses interact with their customers – it enables marketers to influence brand outcomes and purchase decisions through fan promotion and popularization of brand content (De Vries et al., 2012; Kumar and Mirchandani, 2012).

According to Berthon et al., (2012), one of three determinant elements for marketing professionals in the 21 century is social media: “Social media can be thought of as focusing on content, and consumer generation on the creations of that content. Simply, Web 2.0 enables the creation and distribution of the content that is social media” (Berthon et al., 2012:262). Marketing has found the great potential in the social media, in which its quality contents can generate interest and reinforce the loyalty towards brands.

In social media, online video offers an extremely rich, engaging and stimulating experience for viewers. With the improvement in video technology, people have started watching and sharing videos on a big scale. From music videos to funny clips or exciting commercials, users are turning to video for entertainment,

information, and education. According to Cisco Systems, by 2019, online video will be responsible for four-fifths of global internet traffic.

Brands use video-sharing platforms to connect with their customers, who are increasingly interacting with brands by creating opinion, comments and responses. Video content marketing helps brands connect with their audience, create an experience and encourage engagement with them.

In Vietnam, producing a video online has been many brand’s regular standard in amplifying their content online and Vinamilk is one of the successful examples. As the core product is FMCG, besides offline advertising and activities to raise Vinamilk brand awareness and boost product sales, their trend has seen the rise of putting more efforts on gaining digital exposure for Vietnamese market by using online video marketing as one of social media marketing channels.

Based on this context, this study aimed to explore how the FMCG brand like Vinamilk uses online video marketing in their digital marketing strategy to create and deliver valuable content based on customer needs and interest to get engagement from customers and build

brand popularity. More specifically, we exploited the ways that case company capitalizes in online video marketing strategy and the result of this approach. In the section on methodology, we justified our use of a single case study and described the data collection and analysis.

Literature review

The Digital Marketing Glossary (2013) offers the following: online video marketing can be defined in digital marketing context as all uses of video contents to promote a brand, product or service. According to the Content Marketing Institute, audience has 10 times more video tracking than other forms of content. Besides watching videos, they also share, comment on video content. This is a very effective form of viral marketing.

The consumption of online video has seen a rapidly rising trend over the past years (Bullock, 2016). Social media platforms are constantly filled with video materials. As it is said by Trimble (2015), online video quickly becomes key means for people to satisfy their information and entertainment needs.

According to Joshi (2016), some of the advantages of video in content marketing strategy are: they transmit better than any other format; increase the virality and engagement, the products are best remembered; and suitable for search engine optimization (SEO). The goals of content in a video strategy are primary three, namely: informing, entertaining and educating (Miller, 2011). The most important of a strategy that uses videos as priority content is the interest. The content

proposed should be interesting, in the form of entertainment, information, training, or utility for individual's personal or professional lives. Since video marketing is no longer confined by strict advertising on television, businesses are creating more varied types of video content to engage their potential customers. Videos do not need to be direct advertisements of products and services, but they can help strengthen a brand and bring a marketing story into life.

Video format deserve a special consideration for its wide spread through network and the attraction of traffic to the website of online business. Trimble (2015) gives an example of YouTube statistics, which show that YouTube has over a billion users and people watch hundreds of millions hours of YouTube videos every day. The time people spend watching videos on YouTube has also increased by 60 % year-on-year. In another example, according to Tubular Labs research, 655 million videos were uploaded by 67 million content creators in a year to over 30 video platforms. These 655 million videos generated 2,8 trillion views (Jarboe, 2015).

Methodology

A typical case study approach was selected as the research strategy of this study. Case study approaches are favored when studies examine real-life instances of contemporary phenomena and when boundaries between phenomena and contexts are not evident (Yin, 2014). Single case is especially fruitful when exploring new phenomena under rare or extreme circumstances (Eisenhardt & Graebner, 2007), when phenomena

are initially examined in a given field (Eisenhardt, 1991). In this study, the ‘case’ refers to Vinamilk, the leading dairy brand in Vietnam, to study how they use online video marketing in their digital marketing strategy to create meaningful connection with customers and increase their engagement. The case under investigation is contemporary and rare, as online video marketing in Vietnam has not yet been much studied, and knowledge about online video marketing and content marketing remains in its infancy. Moreover, the single case study method is appropriate for the purposes of this study, as the approach focuses on providing a description of the case and on advancing theoretical understanding of this new phenomenon.

According to Saunders et al. (2009), the secondary data is the information which is collected from public resources such as books, journals, and the internet and this information is also collected by previous researchers in line with current studies’ objectives. Major advantage of secondary data is less time consuming and effort to collect for the researchers. In this study, secondary data was collected from books and journals which related to online video marketing, content marketing, YouTube marketing as well as previous empirical evidence about the effectiveness of using online video marketing in Vietnamese brands to approach customers in Vietnamese market. Reports, statements and data under research scope published in internet through Google Search, Vinamilk official website, Vietnam News, YouTube are also referred.

Research results and Discussion:

Internet in Vietnam including social media overview

In a population of about 97 million, 64 million Vietnamese are online, which adds up to a remarkable Internet penetration rate of 66%, according to Jan 2019 Global Digital suite of reports from We Are Social and Hootsuite. 62 million of them are active social media users, a penetration rate of 64%. 94% access the Internet every day and among internet users 99% watch videos online as one of content streaming activities, which underscores the importance of using videos as an effective form of digital marketing strategy nowadays in Vietnam (Wearsocial, 2019).

Top 3 most active social media platforms in Vietnam are Youtube, Facebook and FB Messenger, following by Zalo (Vietnamese platform) and Instagram. YouTube provides a searchable platform which allows visitors to view and share video content, and they do at an amazing rate to reach 96% of internet user in Vietnam based on the survey of We Are Social and Hootsuite (Jan, 2019).

As the internet’s second largest search engine (YouTube, 2017), YouTube can help improve brand’s SEO and overall brand presence. In fact, according to YouTube statistics as up to Aug 2017, Vietnam is among the top countries and territories using smartphones and Vietnam currently has about 40 million smartphone users (smartphones with internet connectivity) and 3 in 4 Vietnamese use smartphones to watch YouTube (Chính phủ, 2018). This shows that the opportunity of doing

YouTube marketing can be an intimidating tool for brands. YouTube has always been a source of entertaining content, but it is also staking its claim as an essential tool for marketers. YouTube allows marketers to present unique content that's easy for viewers to consume and share.

Vinamilk Overview

Vinamilk has been leading the dairy industry in Vietnam for many years and

predicted to continuously keeping its firm position in the future. The 2018 report mentioned that, Vinamilk reached about VND 52.56 trillion in total revenue which increased 3 % from previous year (VietNam News , 2019). Furthermore, Vinamilk also aims to penetrate into Myanmar, Laos and Indonesia markets as they are setting up plant in these countries in 2019.

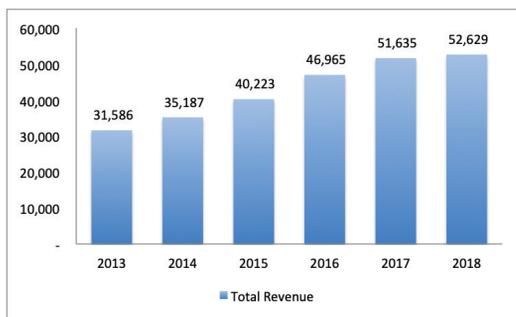


Figure 1: Vinamilk year by year revenue and profit comparison (Vinamilk annual report 2018)

The company Vinamilk is building a complex of organic dairy farms in Laos, with a super-large scale of up to 24,000 cows in phase 1, on a farming area of 5,000ha. It is expected to be 100,000 cows in phase 2, on an area of 20,000ha, with total investment of up to US\$500 million (Vinamilk, 2019).

The investment strategy for domestic and foreign dairy farms is expected to help Vinamilk reach the target of top 30 largest dairy companies in the world as well as leading the region in nutrition trends, especially organic products (Vietnam News, 2019).

Vinamilk Online Video Marketing

Knowing that consumers are now spending more time online, Vinamilk

sees an opportunity to drive consumer awareness with digital marketing by producing online video. As the core product is FMCG, offline advertising and activities still play a major role for Vinamilk to boost their exposure within Vietnamese market, but the trends has seen the rise of putting more efforts on gaining digital exposure for Vietnamese market. Hence, making a video content has been Vinamilk regular standard in amplifying their content online. “Vinamilk has become the gold standard in terms of building great content that creates meaningful connections with consumers,” said Nitin Gajria, Google Country Director, Vietnam, Cambodia, and Laos (Think with Google). Based on their content distributed online, it is clear

that Vinamilk is targeting Vietnamese mothers and women who traditionally focus more on shopping groceries than men, thus making their video content be more specific for female audience.

Data taken from Google Customer Barometer have shown that 37% people in Vietnam have chosen seeking online information prior to make purchase decision. The rise of online activity is also supported by development of internet that is massively splurging Vietnamese market, which Vinamilk should not overlook due to a large number of customers often being online in Vietnam. Another fact that was

shown in Think with Google (Nov, 2018) that four of every five moms watch online videos at least once a week which makes Vinamilk’s digital marketing strategy focus to moms. Vinamilk realized that it could reach this highly-engaged audience with online video, they created a strategy to put more efforts to reach Vietnamese women as core segment so that it could increase their engagement and help drive brand awareness among Vietnamese women, especially moms. By using a digital strategy to focus on online video marketing on YouTube, Vinamilk has built brand awareness relevant to Vietnamese moms.

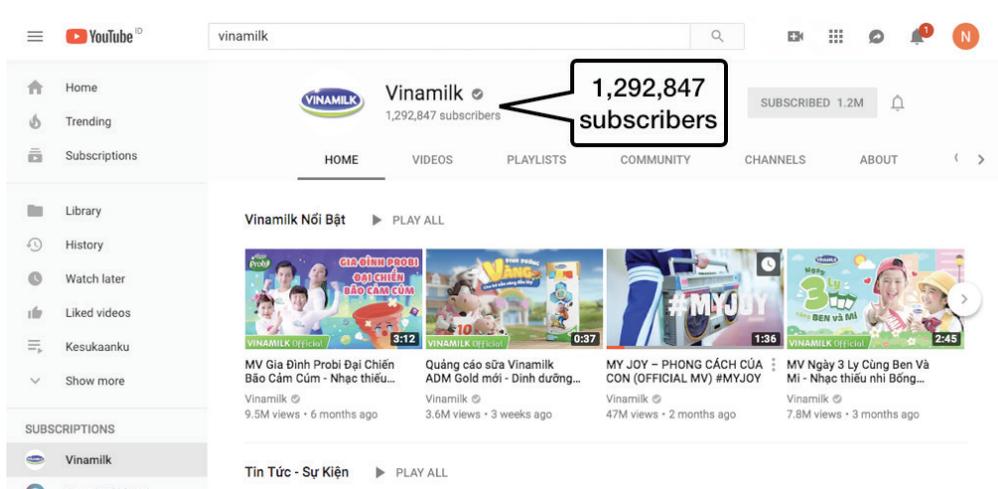


Figure 2: Video content published on YouTube which emphasized on family content, cartoon, child centered content

With regard to streamed online video, traditionally Vietnamese moms, just like many Asian moms, pay their attention to their family and parenthood, so they have a strong interest in family content in the video, including cartoons, animated films, and videos related to foods and drinks. As not many of Vietnamese advertisers and marketers actively chose to raise the topic of family-focused content as tool

of content marketing, Vinamilk found it a silver lining to fill the empty gap. This gives Vinamilk an opportunity to build the video strategy around that missing content.

In order to achieve virality, Vinamilk made videos with emotional, humorous, surprising or a combination of different elements with the use of storytelling for video content.

From their content online and their focus on attracting Vietnamese moms in the country, it can be seen that Vinamilk has set a strategy called “Hero, Hub

and Help” strategy (Figure 3), which is mentioned in the Google report as a new strategy and new approach for Vietnamese brands (Think with Google. Nov 2018).



Figure 3: “Hero, Hub, Help” strategy. Taken from Think with Google site

Hero Strategy

With regard to this strategy, starting with “Hero”, Vinamilk tried to show what audience really like by making long-form video content on YouTube that captures broader audience through interesting stories using favorite singer Phan Manh Quynh and well-known YouTube creators Huynh Lap and Thu Trang. This has fantastically drawn more attention with the accompaniment of a heavy content push generator such as True View video ads YouTube mastheads. As the Digital Marketing Institute has pointed out, businesses should utilize the emotive power of video by appealing to their customer’s needs and desires. And Vinamilk could do that by create effective video of storytelling, which helped them get more than 183 million views (up to Aug, 2019) from the inspiring, entertaining, funny and informative video content to hook the viewers and encourage them to view the whole of the video.

Hub Strategy

As an effort to retain their audience, Vinamilk invested a lot in producing more content that match with their audiences such as kids music video series and cartoon series (like animated children TV shows) and organic product themed series and maintained that content on regular basics to help retain mom and child’s interest. By having a deep understanding of what their subscribers want and like, Vinamilk saved their budget in promoting generated content to YouTube ads because they were producing content based on subscriber’s interest.

The series of kids music video and cartoon/animated series with cheerful music and humorous stories have worked well in generating exciting, emotive and interest to audience, which reached more than 37 million view up to August 2019. In this case, Vinamilk used music as a powerful tool on video content to evoke the emotions as well as humorous characters and interesting storytelling content video proved hugely successful.

Help Strategy

Do It Yourself has been a phenomenon worldwide, it is something that Vinamilk would not want to miss. They also produced content that is really close to its women subscribers such as cooking tutorial series - a smart move by Vinamilk through virtually presenting what information their customer need the most. Posting tutorials that are relevant to customer niche is a great way to connect and engage with customers. Vinamilk tutorial videos give viewers informative and useful content, and educate them. Often videos that offer advice, information, tips and other informative content can be more effective than a solely promotional video. One of the things to make Vinamilk success is that they give very clear message of the value they want to aim for in video

content, so that their video viewers can get the most important benefits of information in tutorial series they offer.

It can be seen that Vinamilk's YouTube subscribers grew dramatically as almost their content uploaded to YouTube generated millions of viewers. In addition to that, Vinamilk invested heavily in their YouTube as part of their digital strategy through video titles, thumbnails, metadata tags, and playlists that helps in growing organic views (Think with Google. Nov, 2018). For Vinamilk, the online video content on YouTube proves to be successful and its YouTube subscriber base grow quickly and substantially shows that Vinamilk is having the right strategy to approach customers by using video marketing.

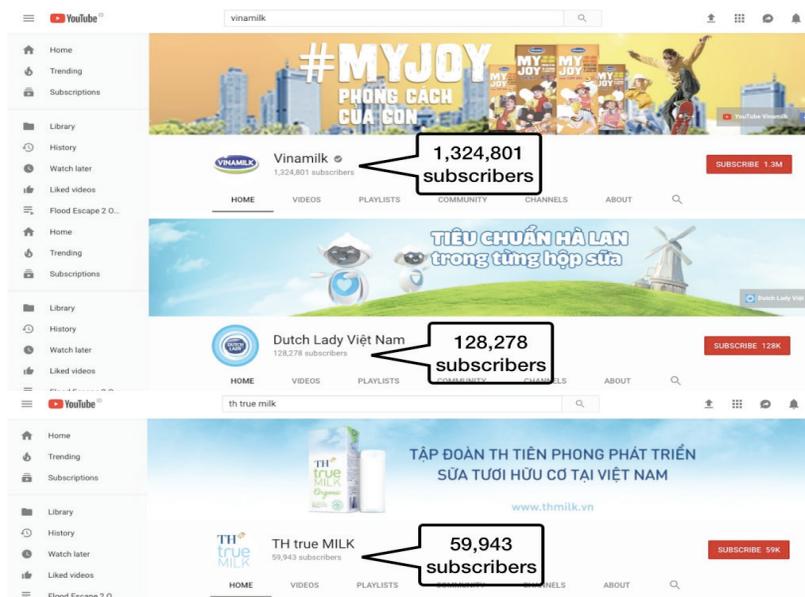


Figure 4: Subscribers of Vinamilk, Dutch Lady Vietnam & TH True Milk on YouTube (Aug, 2019)

Attached in Figure 4 is an example of comparison between Vinamilk and its direct competitors in dairy industry in Vietnam – Dutch Lady Viet Nam and TH True Milk. As up 31st Aug 2019, Dutch Lady Viet Nam reaches 128,278 subscribers while TH True Milk only reaches 59,943 subscribers on YouTube, which far left behind from Vinamilk statistics with 1,324,801 subscribers.

Another example of comparison with leading dairy brands in other Southeast Asia countries like Indonesia, some notable Indonesian milk brands such as Greenfields, Cimory or Utra Milk that only reach more than 1,000 subscribers on YouTube, which is quite small comparing to Vinamilk in Vietnam (Figure 5).

It proves that Vinamilk is having the right strategy to focus on producing content that people actually want to watch. It is important that the content of Vinamilk videos and the people being acted as their ambassadors in the videos are good. The audiences who do not like the content will simply go and watch other competitors. According to Nielsen, 42% of people have a second screen in front of them when watching TV, so consumers are already using “companion screens” and where consumers go, brands will follow. Therefore, in Vinamilk case they put customers at the center and produce content that is compellingly interesting and useful, which can make people enjoy and share. Ability to know what consumer wants is the strong point of Vinamilk.

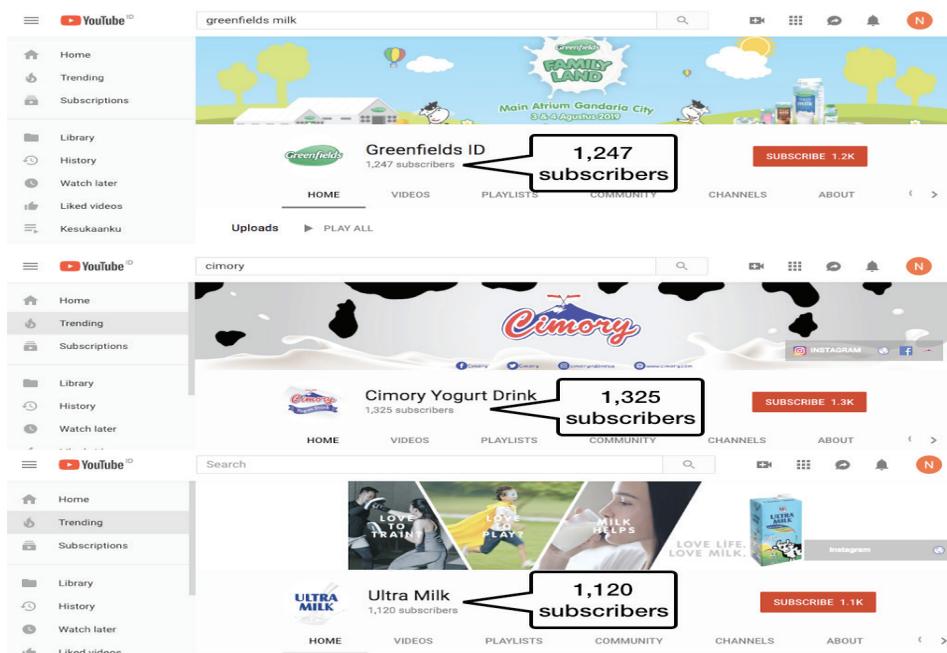


Figure 5: Indonesian notable milk brand and its subscribers on YouTube (August 2019)

Having studied audience data such as demography, interest and consumer online habit and clear content strategy, Vinamilk

has rapidly grown a large number of viewership base of women and family which relates to their core product - the

milk as the source of protein for family. In addition to that, Vinamilk not only puts their content to YouTube as part of content marketing strategy, but also certifies themselves as independent content creator on YouTube.

According to Branding in Asia Magazine (Nov, 2018), by prioritizing its video content strategy, Vinamilk became the first Consumer Packaged Goods brand in Southeast Asia to reach one million

subscribers on YouTube. The brand also earned 1,851,153,347 views (31st Aug, 2019) which considered as a fantastic number for FMCG producer if we compared to consumer habit online that prefer to see user generated content on YouTube (Figure 6). This goes to show that creating great content that speaks to an audience’s wants and needs can drive both mass awareness and engagement, especially with long-form videos (Google, 2018).

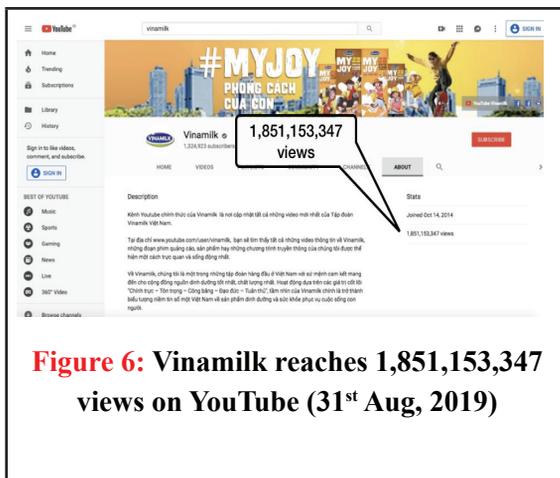


Figure 6: Vinamilk reaches 1,851,153,347 views on YouTube (31st Aug, 2019)



Figure 7: Vinamilk official page on Facebook (August, 2019)

Despite having fantastic performance of online video marketing on YouTube, in the meantime, Vinamilk seems neglecting posting video to other platforms such as Facebook and Instagram, which also are two prominent channels in amplifying their presence in social media. The urge of optimizing social media network is inevitable.

As up 31st August 2019, Vinamilk’s presence on Facebook can be traced in Figure 7 which followers reach 600,565 people which is even less than half number of its subscribers on YouTube with only hundreds likes per each video posted. Meanwhile, Vinamilk official Instagram account counted for only 9,348 followers with likes around 150 likes per post and

generated less than 10 comments per post which can be boosted much more to attract greater engagement.

In general, online video marketing strategy and its practice has brought Vinamilk many positive impacts, which are relevant with the new trend of marketing forms and environment in the digital and technology era. With the contribution of this innovation and initiative in this strategy, Vinamilk has maintained the number one market share in dairy industry in Vietnam. According to a report of Vietnam Report in 2018, the company had 58% market share of milk in Vietnam and they aim to increase 1% market share each year, and by 2021 it will reach over 60% market share (VietnamBiz, 2019). At the same time, this

new form of digital marketing improves and deepens Vinamilk's brand image to both traditional and new customers. The targeted online video marketing of Vinamilk has created excitement for the big segment of customers who prefer to seek information online in Vietnam. Meanwhile, their implementation of multimedia marketing in a borderless environment has also contributed to bringing the image of Vinamilk brand to the region and the world, which confirms the value of a leading Vietnamese FMCG brand.

Conclusion

This study provides exploratory data to illustrate the usage of online videos marketing as one of the effective form of digital marketing strategies from the leading dairy brand called Vinamilk in Vietnam. By investing a lot in video content marketing, especially on YouTube, Vinamilk has seen a fruitful effort turns to be a successful marketing strategy. It could help Vinamilk to connect and interact with audience, and make brand get up close to customers. By making great content, Vinamilk has the right strategy that increased brand awareness and engagement among Vietnamese customers, especially moms. However, it is proposed that although having a significantly excellent performance on YouTube, which the authors considered as a fantastic achievement for consumer packaged goods brand, Vinamilk should keep this good work to be seen on other online exposure as well to maximize the effectiveness of social media marketing.

Moreover, it can be clearly seen that video marketing for business is more important now than ever before. And the power of video marketing is

increasing nowadays. By this research, taking Vinamilk's online video marketing strategy as a case study, the authors would propose some suggestions for FMCG businesses in Vietnam in online video marketing activities in order to increase brand awareness, brand trust and loyalty, boost engagement with customers and thus increase business efficiency.

Firstly, the businesses should be fully aware of the role and importance of online video marketing in the era of digital economy and industrial revolution 4.0. The businesses that are actually getting ahead today should be out there creating video marketing content that is ramping up their business and increasing conversions.

Secondly, they should plan a specific online video marketing strategy for each product line or service. Is it really worth to consider using videos for promoting your products or service. In fact, if you are not including videos in your marketing strategy, you are missing out on one of the top marketing methods available in today's world.

Thirdly, the businesses should invest in video content development together with selection of professional communication partners to ensure video marketing strategy targets to the right customers by giving them informative and useful content based on their want and needs. In a social media context, video marketers should remember that people share emotions, not facts. So create fun entertaining videos can encourage social shares to increase traffic to your site. Let people come to you by providing them interesting and useful information.

Fourthly, online video marketing should cover all leading social media platforms, not only YouTube. Using video marketing across all of your social media

channels is a surefire way to get people to pay attention to you and interact with you. This increases loyalty and engagement with your audience to your brand.

Finally, it is recommended to coordinate harmoniously with business and other marketing strategies to ensure your online video marketing activities be clearly aligned with the overall goals of your business.

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