

The status of use of online communications for promotion of residential service business in Ho Chi Minh City

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Abstract:

This study helps readers better understand the role of online media for business enterprises. Besides, contributing a more accurate view of online media activities in Ho Chi Minh City. contribute solutions and recommendations for the application. Effective online communication to improve brand awareness of services in Ho Chi Minh City. When it first appeared, online media was seen as a promotion tool. language exchange. But starting in the late 1990s, the World Wide Web quickly rapidly expanding presence and impact in various fields. All pictures communication mode, previous communication is put into the online media environment. Accordingly, online communication also develops and is quickly applied in many fields, becoming a valuable tool. In the process of development, social networking, a new form of online communication, line was born. Social networks have linked individuals in the online space, making change both the concept and form of advertising an indispensable form in advertising the work of promoting sales (products and services) as well as reaching customers

Keywords: social media, communications, business, technology.

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1. Introduction

Communication is known to be an extremely strong development field, especially with the explosion of the 4.0 technology revolution. Therefore, there are many conceptions and interpretations given about this concept, and it also affects many aspects of life, and business is one of them. Thus, communication in business can be understood simply as the use of information to develop products, services, and brands for business units. The goal here is to influence the perception of consumers so that they make a purchase or sale of a product or service or have a good assessment of the brand. Communication in business will include many different aspects: Marketing, advertising, public relations, media relations, brand development, customer relations, reputation management, etc. The media itself is also an economic sector with great potential for development, and it even creates great economic value for a country. The setting that most clearly demonstrates how interactive media is has been social networking

in recent years. Currently, there are 305 million Twitter accounts, almost 1.6 billion Facebook members, and more than 1 billion websites. Over 172 billion emails are exchanged each day, along with approximately 4 billion Google searches, over 8 billion YouTube views, 145 million Skype conversations, over 5.2 million smartphones are sold, and over 2.4 billion GB of Internet traffic. According to a recent television audience poll, 62% of viewers routinely visit social networks while watching TV, 38% do not, 25% talk to friends about the show they are watching, and 37% do not talk to friends about the program they are watching. Online communication is a communication process through a medium. Spaces are electronic devices connected to the internet. The concept of online communication is attached. associated with reading, writing, and communicating over computer networks. Social media is a radical form of mass communication and also a trend. mass media of the 21st century. But along with the preeminent features in Communication, especially interactive and instant, online communication, is transforms and multiplies the variety of transmission mediums and methods deeply accessible to the public, touching all aspects of social life as well as the mind. human physiology. Online media is gaining popularity. strong (in both positive and negative trends) depending on the target of the source. believe. Intrapersonal communication: A form of communication between a person and another tell yourself. Interpersonal communication is normal communication. individuals with each other to convey information, ideas, feelings, or simply communication between this person and another person or group of people in daily communication. Group communication: It is the communication that conveys information within the group. a group, a certain small community, with the goal of sharing and announcing the most important message of an organization with the individuals that make up it. As employees receive newsletters, internal documents, or tickets to concerts, students in lecture halls, attending meetings, etc. Mass communication is communication from an individual or organization. with a very large number of the public without any organizational or geographical restrictions through an intermediary mass tool.

2. Literature review

Communication is human-to-human communication, or it is generalized as the process of communicating, sharing information, and sending messages for the purpose of communication certain between the parties involved. Communication is also understood as the process of transmitting information, ideas, and opinions to listeners through any communication channel, or any means of communication. Before the advent of writing and written language, humans communicated by sign and voice. Through it, people connect and establish relationships. together. Communication has been, is, and will always be one of the key activities in the

structure of all societies at the same time, in the process of development, people are always creating and inventing. means and tools to make communication convenient and effective.

If an enterprise is defined as "a dynamic system of Members of the enterprise are people who communicate with each other within and across organizational structures. businesses in a certain order and purpose in order to achieve a given goal. determined," then it is clear that a business cannot exist without communication (Taylor, 2000). Therefore, corporate culture must be formed, maintained, and transformed. a complex and continuous communication network between business stakeholders Karma. Thus, it cannot be denied that corporate culture can only be given transmitted and perpetuated through the media (Bowen, 2006).

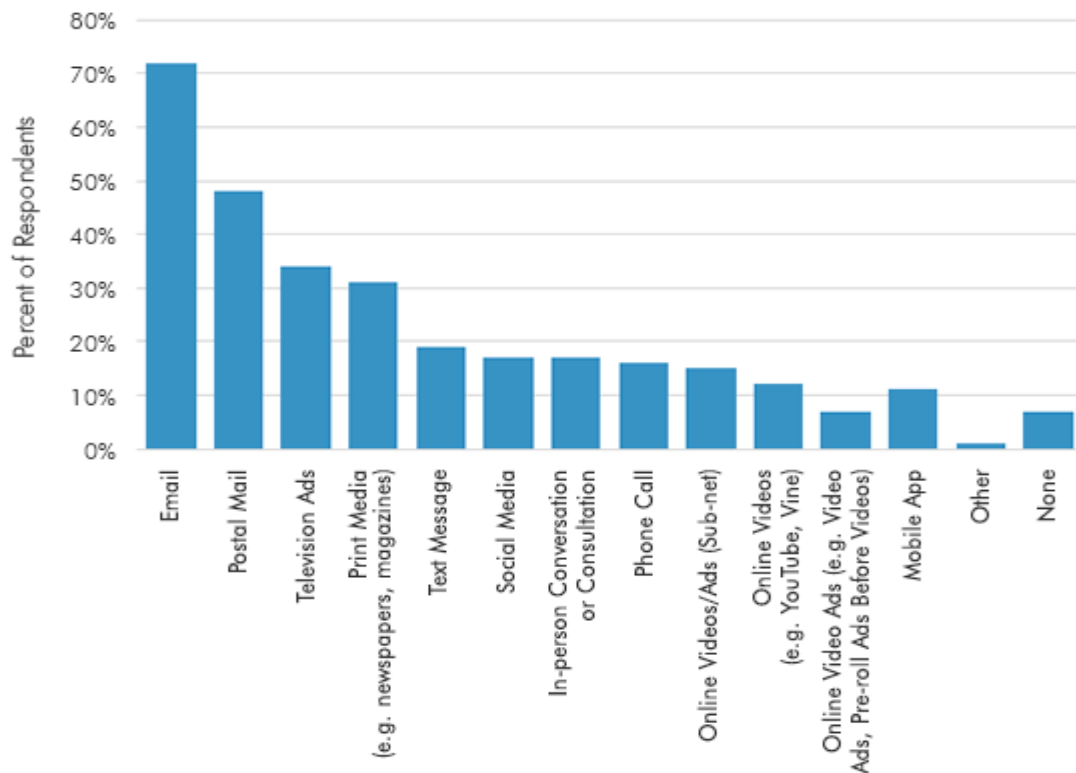
3. Research Methodology

Study the reports of the departments and the scientific research work. suitable for research, refer to the contents and opinions of books, newspapers, magazines, and pages electronic information. To systematize the theoretical basis of online communication, then analyze and process the data as the basis for building a system of solutions to effective application of online communication in advertising business activities. Methods of charts and maps: By building a system of charts and maps from the data that has been collected, analyzed, and processed to help us have a clearer view of the relationship. in terms of time, space, quantity, and quality of the research subjects mentioned. in this topic.

4. Research result and discussion

That was before the current "threats" to email communication emerged, including Facebook, Twitter, cellphones, WhatsApp, etc. Our most recent study, however, suggests that email marketing may take a cue from Mark Twain's famous remark, "The news of my death have been much exaggerated. We found that a sizable majority of American citizens (72%) prefer email for contact with businesses.

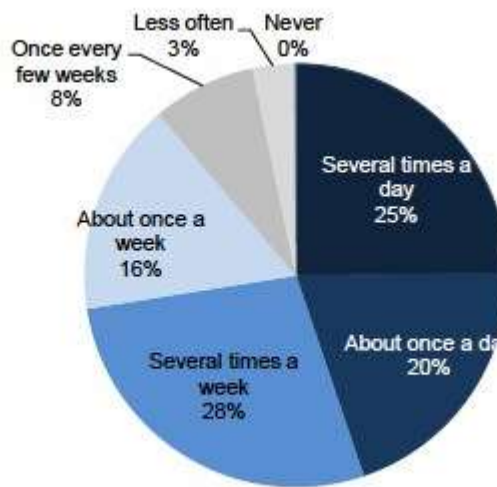
FIGURE 1. CUSTOMERS WANT TO COMMUNICATE N=2,057



Source: by Daniel Burstein Marketing Sherpa 2015

More than 91% of consumers will look for information and expertise online, according to Gartner projections. Internet. Additionally, up to 67% of consumers prefer to conduct their own informational searches or review responses. routes of contact as opposed to speaking with the representative directly. In a similar vein, data from Google's "Vietnam's Search for Tomorrow 2020" study taken together reveals that customers to better match consumer demand for product information, users seek to customize and concretize search results. Tourists want to know about facilities and services that are tailored to each need at the hotel or learn about certain experience activities in a location, in addition to the essential facts about a place, including accommodations or modes of transportation.

Figure 2. How often organizations post content on social media



Source: Pew research center's internet & american life project arts

The number of times per day that arts groups use social media was also questioned among those who responded to the study, and almost half (45%) reported doing so every day, with 25% posting many times per day. A little over a quarter (28%) publish content "several times a week," while another 16% publish "once a week." The other 11% of social media-using businesses publish less frequently.

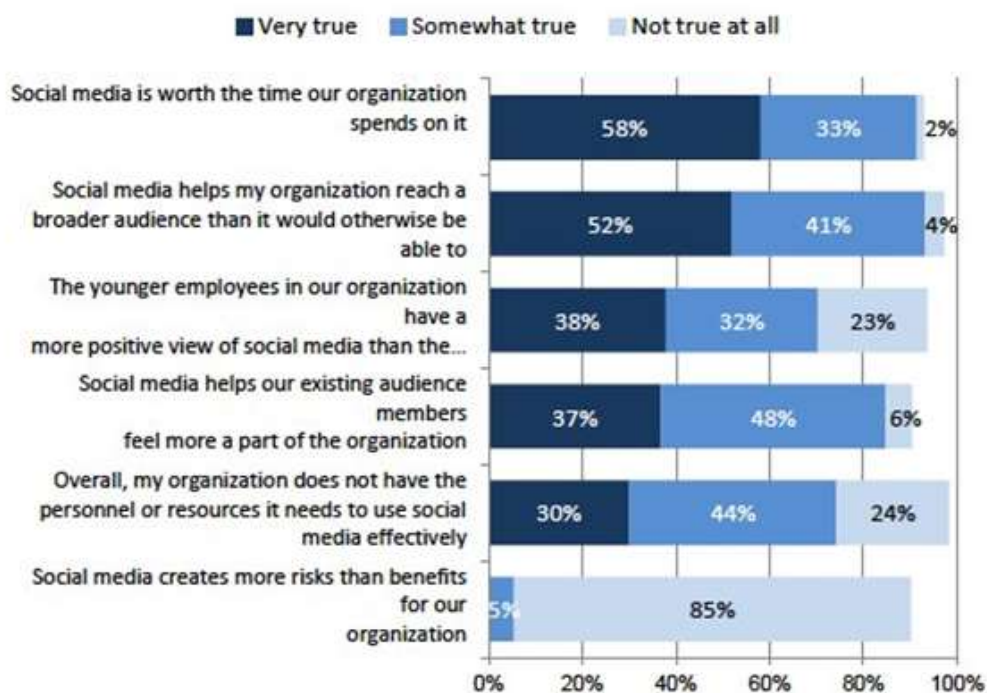


Figure 3. Social media's value organization

Source: Pew research center' s internet & american life project arts

Besides the advantages of online communication, there are still organizations that do not use media. For these non-participants, "access to reliable resources" and "lack of trained staff" are the main reasons why they have not joined these tools. However, for some organizations, especially those that work with children, at-risk youth, and immigrants, the use of social media may conflict with efforts to serve voters.

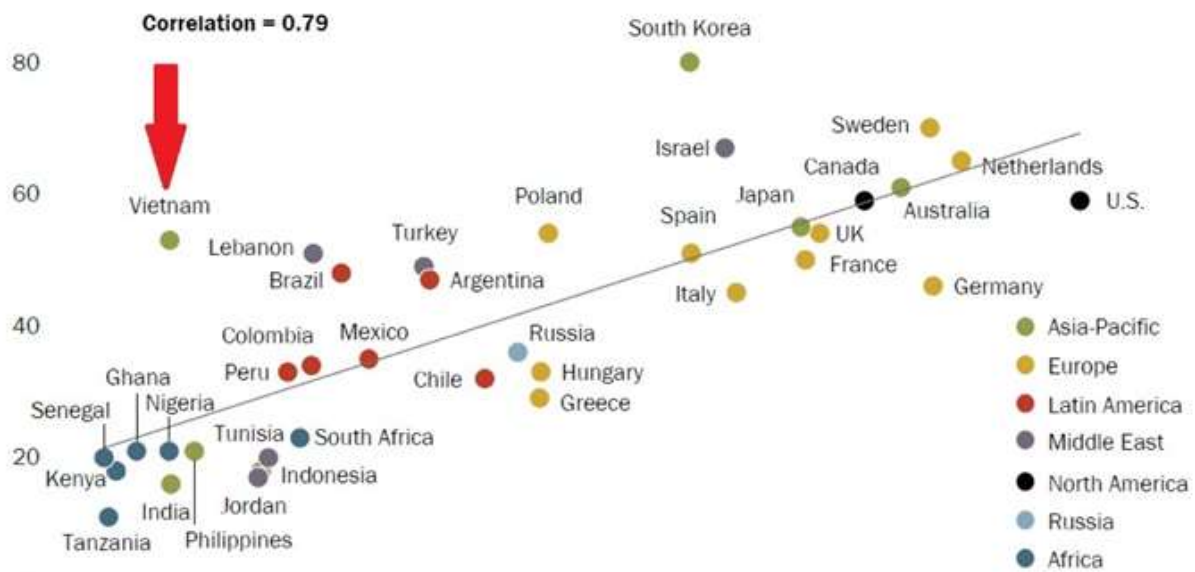


Figure 4. People in wealthier countries are more likely to get news online daily

Source: Pew research center' s internet

According to the World Bank, one factor is Viet Nam's high literacy rate compared to other nations, particularly one in its level of development, or bordering middle-income. Another is extensive Internet access through wi-fi, which is widely available and priced, as well as 3G and, to a lesser extent, 4G mobile networks. Finally, both online and offline, Vietnamese people are avid readers of news of all types. It follows logically that the majority likely get their news from both sources.

5. Recommendation

Business leaders themselves need to be aware of the important role of communication. online communication in business activities. Enterprises It is also possible to associate with and cooperate with one or more businesses to create a combined brand, jointly investing and exploiting technology infrastructure for business activities promotional activities of the parties

Invest in developing human resources with high technology levels. To get the staff with this high-quality force, businesses need to have proper recruitment policies. Examinations and tests need to be taken seriously, along with salary and compensation regimes. worthy to retain this highly qualified human resource. Always invest and focus on improving facilities and the quality of service to improve the experience. customer experience, which is an important factor to always keep the quality reputation and trust in the hearts of customers. Encourage social network service providers to actively organize events. Campaigns to develop humanistic activities and support the community copper. For state agencies, especially those operating in the field of propaganda, it is necessary to consider social networks as a communication channel similar to newspapers, radio, television to conduct propaganda activities. Continuously improve propaganda content and encourage press agencies to use Use new communication methods, such as social networks, to provide key information. information about Vietnam to the subjects of external information. Make the most of channels. online communication to spread information, save costs, and match trends technological development. Social networks are websites that provide online connection services. Allow the Joining members register information on that website and, from there, link to each other through through the exchange of information and images, making friends, forming groups, forming associations, etc. Interaction and connection The huge and powerful personal connections of social networks have attracted and rotated the media. online focus on social networking. The fact that short videos or shared images about travel experiences are Posting on Instagram, Facebook, TikTok, Twitter, and Youtube gets huge views. Every day is no longer a strange thing. Use social media to promote the right hotel. direction will provide a great opportunity to help attract potential customers and engage them with hotels, thereby building customer relationships with the brand, will become easier. It is necessary to determine if the business itself operates online communication channels, and then you need to set up a dedicated department. However, for many businesses, this is a relatively new field, and they do not have much experience, so most often they hire professional companies to implement these online media plans.

6.Conclusion

Online communication is not a brand-new method of commercial communication. Karma. The media in recent years, online shopping has grown in popularity, assuring continuous connectivity. greater connections between individuals than those between organizations and customers. Consequently, the topic of internet communication tools requires additional focus. again. Ho Chi Minh City has traditionally been the nation's hub for economic, financial,

commercial, and service activity. This city is particularly attractive due to its dynamism and frequent adoption of new trends, as well as its numerous potential; but, in comparison to other locations, it has not completely tapped into the advertising efficacy of internet media.

Conflict of interests

None

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