

CLIENT PROJECT TEAM PRESENTATION

✦ **Team AvoCANDO** ✦

AGENDA



01 PROBLEM
DEFINITION

03 SAMPLING
PLAN

05 ANALYSIS &
FINDINGS

02 RESEARCH
DESIGN

04 RESEARCH
LIMITATIONS

06 RECOMMEND
ATIONS

01

Problem Definition



BOH Situation Brief



- **Organic avocados** grown with **innovative** agricultural process
- **Premium quality** with **export standards**



- **Rely on partners'** social media & e-commerce sites in communication
→ Promotion is **generic** & covers multiple brands



- **Rely on partners'** offline stores
→ **Lack direct communication** & presence among B2C consumers



- BOH's platforms cover farming & qualifications
→ **Unengaging** & not focus on consumers' concerns (e.g, avocados benefits, etc.)

Management Decision Problem



Identify suitable marketing investment to communicate with B2C consumers

Research Background

1

Vietnam's Agricultural Trends

- Local farmers started selling independently online
→ **Highly-received digitalization**

268%

increase in **farmers' online presence**
(including avocados)

2

Consumption & Shopping Behaviors

- Stronger "**organic**" preferences due to rising health concerns
- Physical** retailers has higher **credibility**

30%

increase in "organic food" search volume

79%

of Vietnamese consumers willing to pay more for organic food

3

Communication Behaviors

98%

of **Vietnamese own >=1 social media account**, notably **Facebook & Zalo**

85.2%

discover new brands on **social media**

69.79%

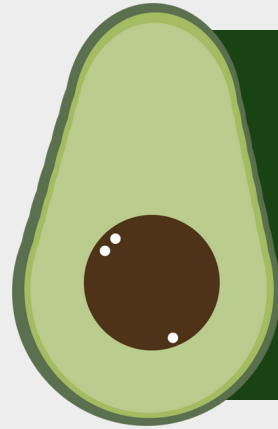
of traffic **referrals** is from **Facebook**

4

Research Background Limitations

- Time limit & resource unavailability
- Undefined consumer personas & behaviors** for suitable marketing investments decisions

Research Problem Statement



Symptom 1: BOH cannot specify its target consumers due to lacking information on characteristics, purchasing & communication behaviors alongside avocados perceptions

Identify **BOH's potential avocado consumer segments** via the relationships between consumers' characteristics, their purchasing, communication behaviors alongside perceptions of general avocados and BOH




Symptom 2: BOH's inability to choose appropriate tactics for its marketing investment



Discover **marketing channels & tactics** fitting the identified segment(s) for marketing investment decision-making

Unit of Analysis & Research Variables

Unit of analysis	Independent variables	Dependent variables
 Individual consumer	Demographics: <ul style="list-style-type: none"> • Age • Gender • Marital status • Occupation • Income • Education level • Geographics: • City/Area 	Consumption and purchasing frequency <ul style="list-style-type: none"> • Monthly fresh fruits spending • Purchasing & online communication channel • Information source • Priority for safety/ sustainable method/ international standard
	Dietary, cuisine behaviors & preferences: <ul style="list-style-type: none"> • Dietary routines/knowledge/behaviors • Level of Western-style cuisine • Importance of healthy eating • Criteria • Willingness to track origin trace cultivation method/technology • Top-of-mind brands & purchasing frequency 	<ul style="list-style-type: none"> • New agricultural brands' purchase willingness

Unit of analysis	Type of variable	Research variables
Individual consumer	General avocados awareness, perceptions & attitudes	<ul style="list-style-type: none"> • Avocado perception/knowledge • Interests in avocado farming methods • Avocados brands discovery & perception • Paying/willingness • Avocados purchase criteria
	BOH avocados awareness, perceptions & interests	<ul style="list-style-type: none"> • Impressions about BOH's brand name & trademark • Desired information • BOH avocados' paying willingness • Avocados purchase criteria • For previous BOH purchasers: BOH avocados evaluation & satisfaction • For BOH non-users: Interests in BOH • BOH avocados purchase likelihood & concerns

Research Objectives & Key Questions

01
▼

To identify the influences of consumers' demographics on fresh fruit consumption & purchase, communication channels and information sources

- What are their demographics (age, gender, occupation, income, marital status, education level)?
- Which city/area do they live in?
- How often do they consume & purchase fresh fruits?
- How much do they spend monthly on fresh agricultural products?
- Which channel do they often go to when buying fresh agricultural products?
- What digital communication platforms are they most active/on?
- What are their main information sources for fresh agricultural product brands?
- How important is fresh fruits' safety/ sustainable method/ international standard to them?
- Their importance level for fresh fruits' safety/ sustainable method/ international standard?

02
▼

To determine the influences of consumers' dietary and cuisine behaviors on their willingness to buy a fresh agriculture product brand

- How are their dietary routines, knowledge & behaviors?
- To what extent are their diets Western-styled?
- How important is healthy eating to them?
- What are their criteria for choosing fresh fruits?
- To what extent are they willing to track fresh fruits' origin/trace/cultivation method/technology?
- What are their top-of-mind fresh agricultural brands? How often do they buy from these brands?
- How do their dietary & cuisine behaviors affect their willingness to try a new fresh agriculture product brand?



Research Objectives & Key Questions

03



To assess and measure consumers' awareness, perceptions and attitudes toward general avocado brands

- What is their perception of avocados?
- What is their knowledge of avocados?
- How willing are they to learn more about avocado farming process?
- How willing are they to pay more for organic avocados?
- If they already experienced an avocado brand, what are their discovery and perception?
- How much are they willing to pay for different avocado types?
- What criteria are used to determine these avocados' pricing?

04



To assess and measure consumers' awareness, perceptions and levels of interest in BOH avocados

- Have they heard about BOH before? If yes, where did they hear about it?
- What impression do they have of BOH's brand name and trademark? Why?
- What information do they wish to know more about? Why?
- How much are they willing to pay for BOH avocados?
- What criteria are used to determine BOH's avocados' pricing?
- For consumers having purchased BOH:
 - What is their evaluation of BOH avocados? Why?
 - What is their satisfaction with BOH?
- For consumers having not purchased BOH:
 - To what extent are they interested in BOH?
 - How likely are they to buy BOH? Why?
 - What are some concerns they may have for BOH?



02

Research Design



Research Design Framework

Research Objective 1

Research Objective 2

Research Objective 3

Research Objective 4

Descriptive & Casual

Descriptive & Exploratory

Primary Research

Data is collected directly from target consumers

Quantitative & Qualitative Data

Quantitative is used to find out significant patterns in variables such as consumer profiles, perceptions and preferences for conclusive results

Qualitative is used for variables such as psychographics, attitudes, beliefs, perceptions, etc. to discover new ideas and concepts

Data Collection

Research
Objective 1

Step 1



Research
Objective 2

Step 2



Research
Objective 3

Step 3



Research
Objective 4

Step 4

In-depth interview
+ Survey

Fixed alternative questions

- Nominal: location, gender, occupation, marital status
- Ordinal: age, income, education level; fresh fruit consumption frequency; channel usage frequency

Fixed alternative & in-depth interview questions

- 8 questions with 1 probing/leading question each
- Classify respondents into ***never heard, heard but have not purchased and have purchased***
- Show 4 avocados picture, BOH brand name & logo to collect responses

Communication Techniques



Face-to-face



Online



Questionnaire tool (Qualtrics)

Data Analysis Techniques

NVIVO

SPSS®

03

Sampling Plan



Sampling Plan & Method



Vietnamese aged 25 - 55

monthly household income
> VND 25M



29.5 M

households in Vietnam

28%

monthly household income > VND 25M

1.46

members aged 25-55 in every household

Target Population: ~12,059,600

No sampling frame

Non-probability sampling

Convenience sampling

Contact 2 convenient respondents
(friends, family & co-workers)


Non-proportional Quota sampling

Expect 100% of respondents aged 25-55 with
monthly household income \geq VND 25M+.
Total population does not reflect the same
proportion

Judgement sampling

Avoid individuals < 25 or have income < VND 25M

Sampling Errors

Sample Size	
<ul style="list-style-type: none">There are 362 students in MKTG1418Each student was expected to collect ≥ 2 responses	<div><div>→ Planned sample size is 724</div><div>→ Actual sample size is 834</div></div> 












Sampling frame Error	Selection (Non-response) Error	Random Sampling Error	Population Specification Error
<ul style="list-style-type: none">No sampling frame	<ul style="list-style-type: none">Actual sample size > Planned sample size → No selection error	<ul style="list-style-type: none">e = 3.46% (Low) → Accurate results as the actual sample size are fairly compatible with the calculated population	<ul style="list-style-type: none">Due to lack of secondary research about premium avocado consumers, this research can have ill-defined population, minimized by calculating population based on Vietnamese number of households, age percentage & monthly household income.

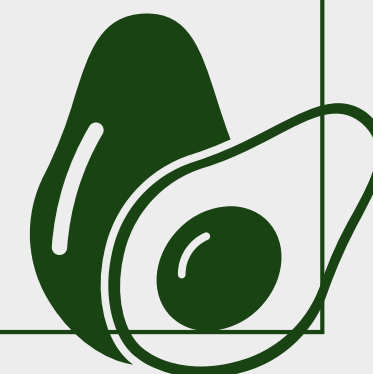
04

RESEARCH LIMITATIONS











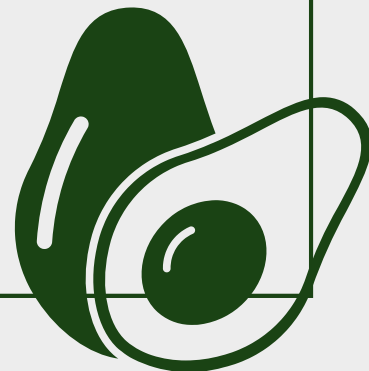
Research Limitations

Category	Limitations	Level of Seriousness	Solutions
Sampling design	 No sampling frame	 Population parameters are either undiscovered or difficult to specify	 Non-probability sampling methods
Sample bias	 Location (67.87% HCM, 22.66% Ha Noi) Degree level (69.3% Bachelor)	 Lead to different choices & knowledge of avocados	 Simple random sampling selected by chance
Sample size limitation	 22.78% have heard of BOH 2.68% have purchased BOH	 Reduce the precision of consumers' perceptions, attitudes & preferences toward BOH	 None
Questionnaire limitation	<ul style="list-style-type: none">• Q9B: "Platform" may be mistaken as social platforms, not e-commerce• Q28: "I am not too fond of avocados" can be mistaken as dislike• Q33, Q49: Limited spaces in the answer box• Q34-Q36: Inconsistent format & quality in sample pictures	 Lead to inaccurate responses & data overload in 1 response, thus complicating data analysis on NVivo & SPSS	 Carefully review & modify questions



Research Limitations

Category	Limitations	Level of Seriousness	Solutions
Data collection method	 Convenience, judgment & non-proportional sampling cannot represent the entire population	 Precision level is decreased	 Building trust to encourage authentic responses
Data collection process	 <ul style="list-style-type: none">• Unfamiliar with delivering surveys & in-depth interviews• Misspelled responses• Fake respondents	 <ul style="list-style-type: none">• Not supporting BOH in solving their problems• Require time to clean & filter data	 Eliminate responses without transcripts
Data analysis process	 <ul style="list-style-type: none">• Irrelevant/unclear responses• Mistranslated English responses		 Offer information types needed & example answers for qualitative questions

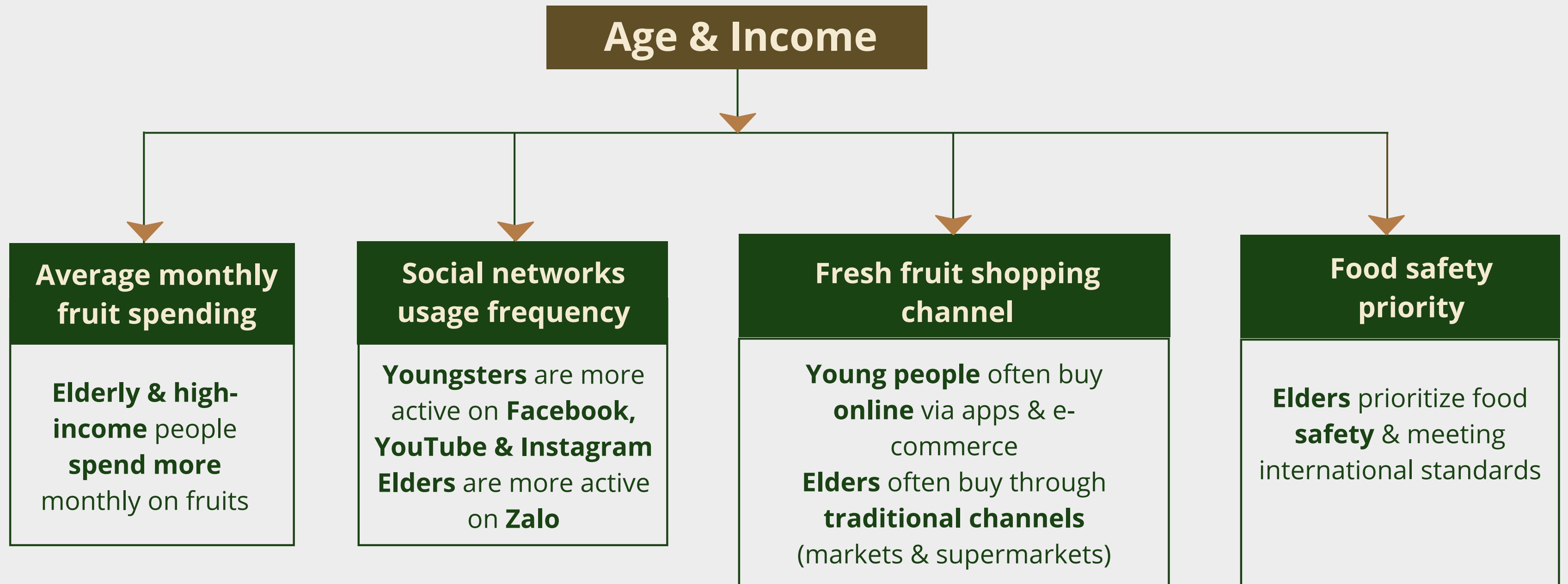




05

Data Analysis & Findings

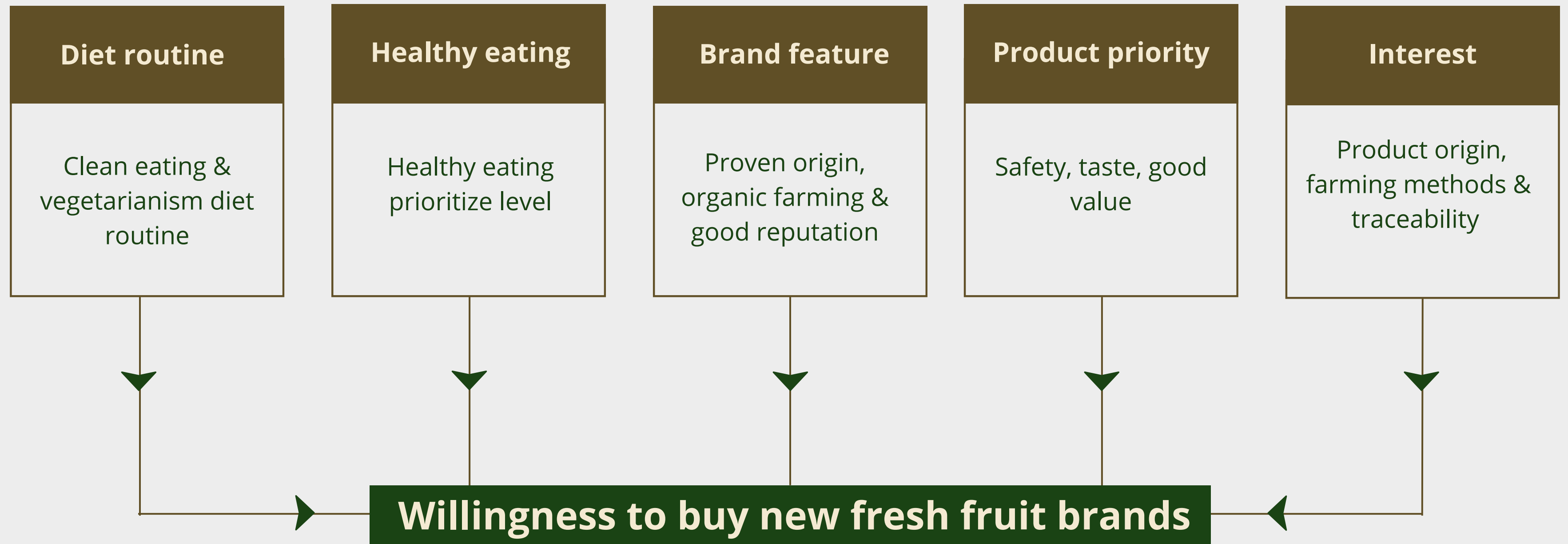
Consumer Behaviors



Age & income can affect consumer behavior, including monthly spending, social behaviors, shopping channels & purchasing priority



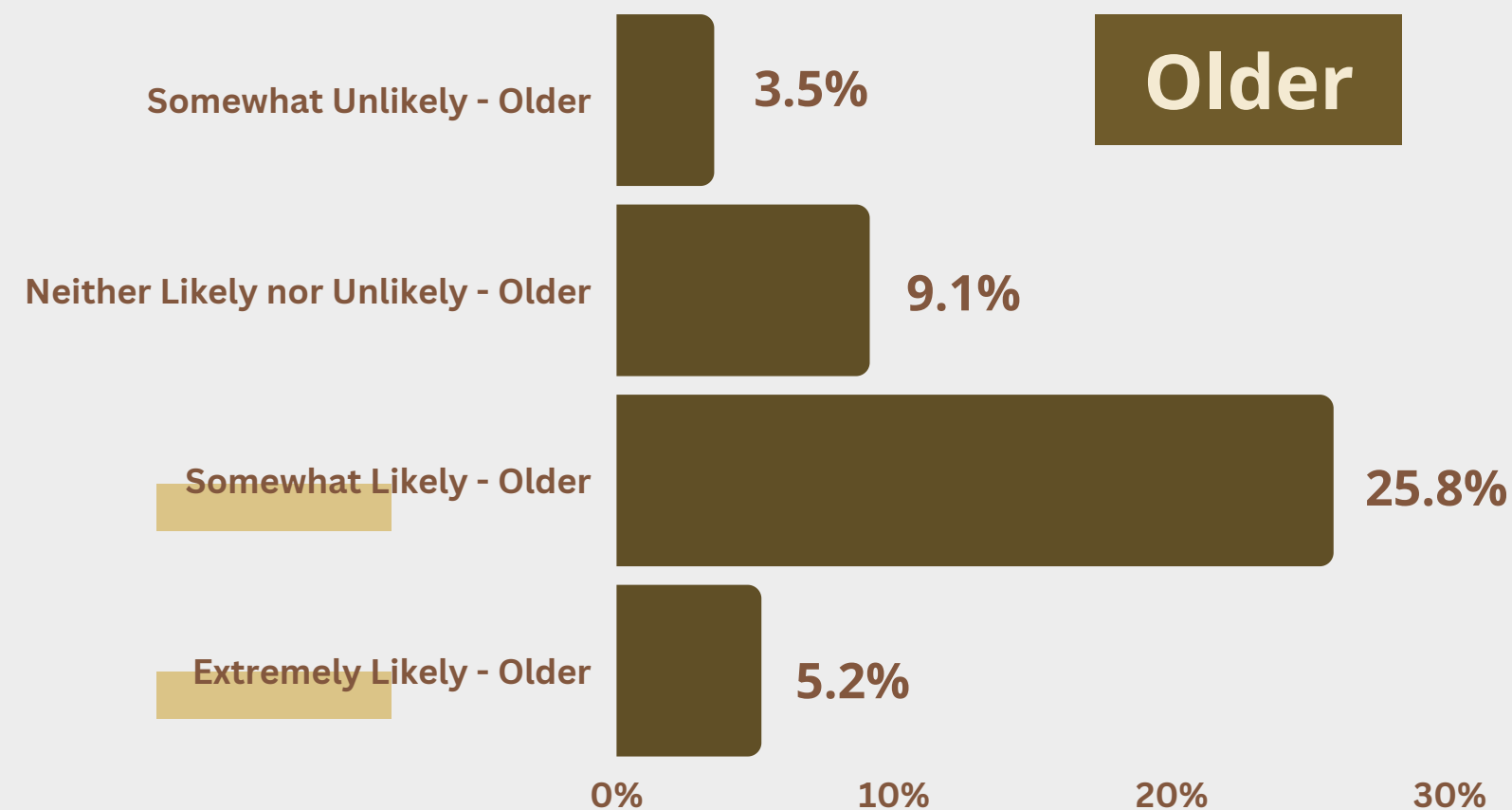
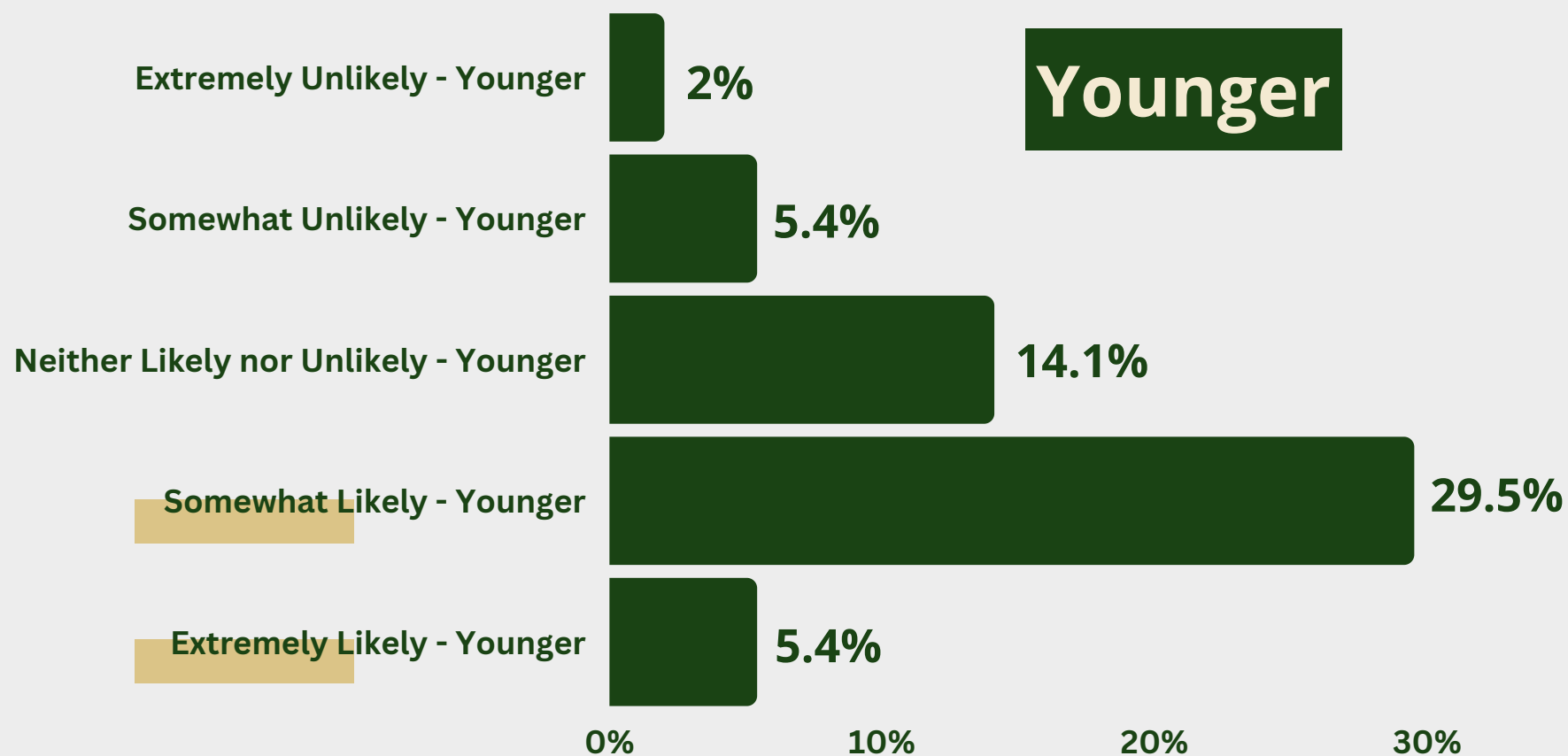
Consumer Behaviors



Degree of Diet routine, Healthy eating, Brand feature, Product priority and Interest can affect willingness to try a new fresh fruit brand

Consumer Segments

9 defined consumer groups by TwoStep Clusters



There are 4 groups of consumers most likely to purchase & consume BOH making up 65.9% of all respondents

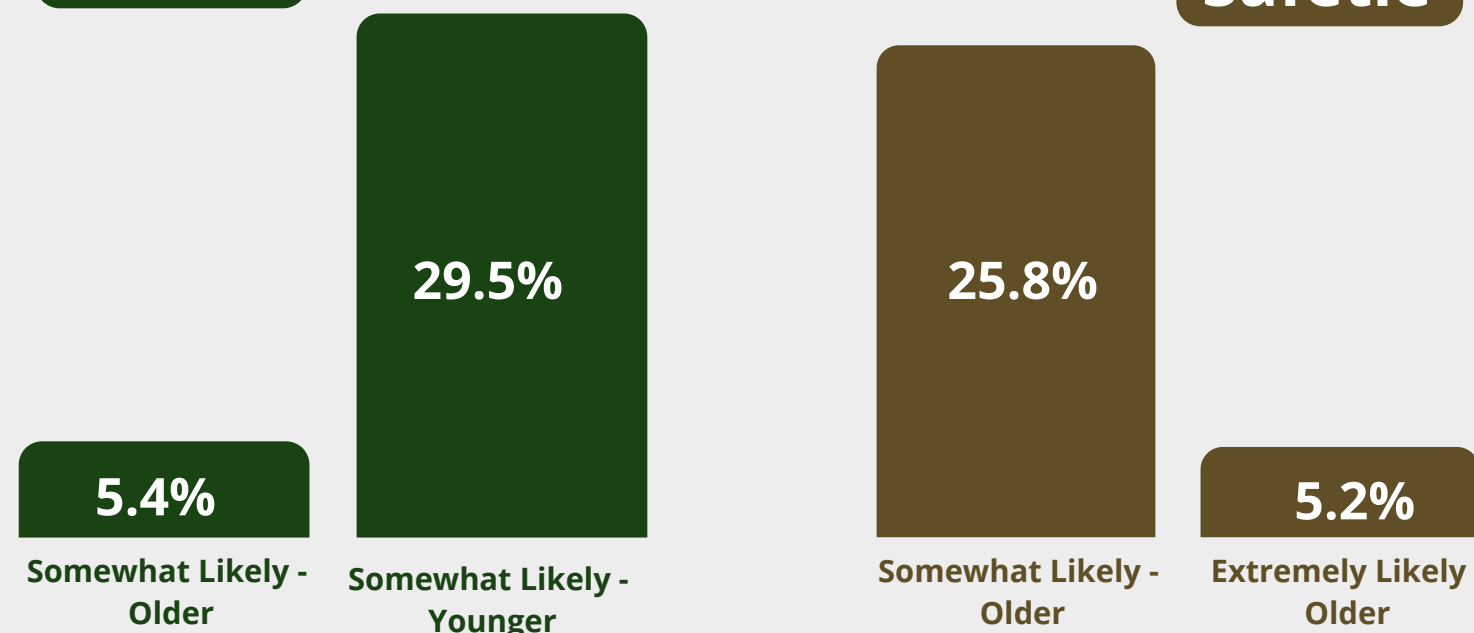
From these 4 most potential groups, 2 main consumer segments are identified:
Safetie & Freshie



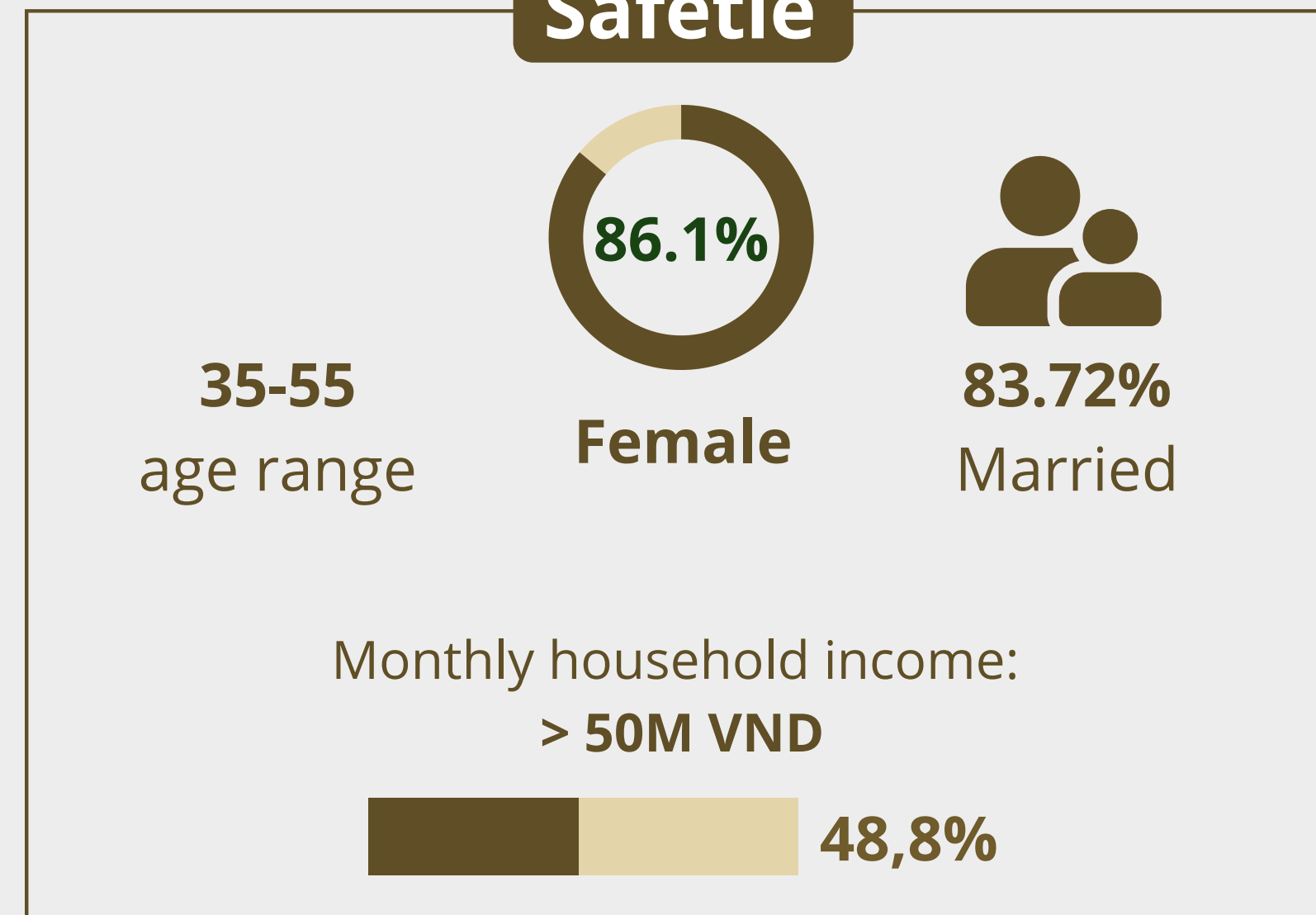
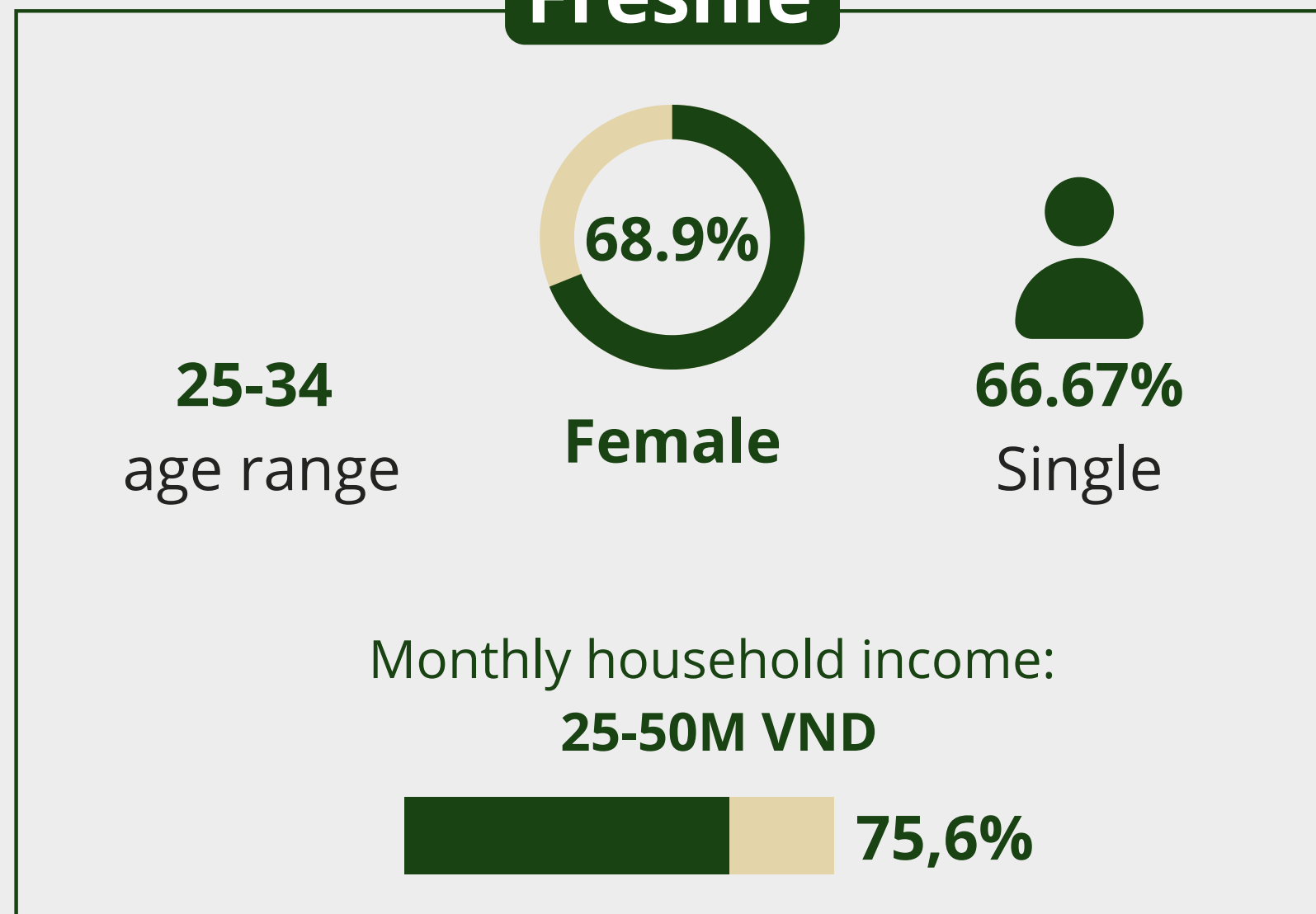
Freshie



Safetie



Potential Consumers Group: Demographics



Most are female, especially wealthy elders. While most Safetie are married, the majority of Freshies are still single

Potential Consumers Group: Buying & Consuming Behaviours



#1 Diet method: Clean eating

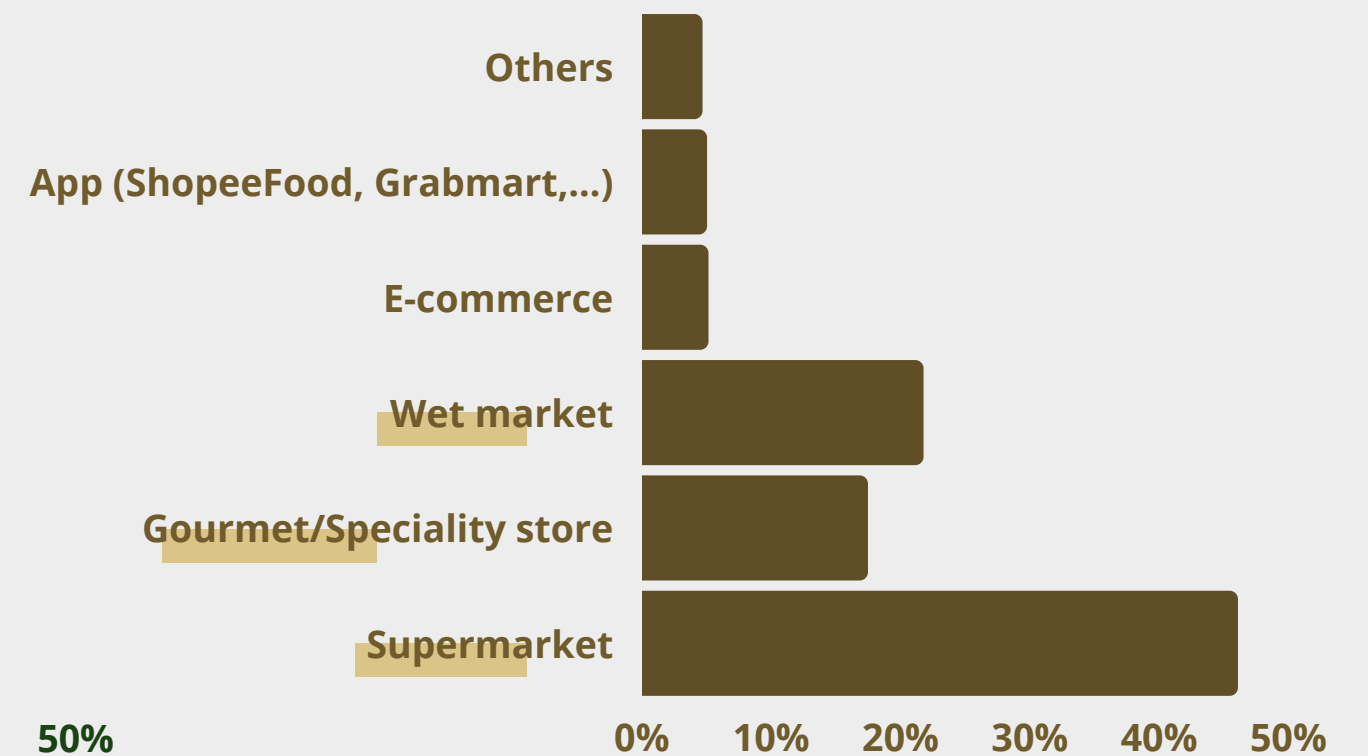
Both often spend > 2M VND/month on fresh fruits

Fresh fruit shopping channel: Supermarket, wet market & gourmet/specialty store

3.64



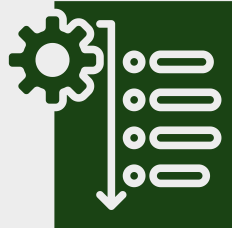




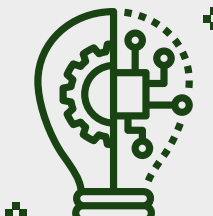
3.58

(level of usage, out of 5)



Both Safetie & Freshie love clean eating. Safetie is willing to spend more on fresh fruits. Over 50% choose to buy in supermarkets & wet markets

Potential Consumers Group: Key Factors

	 Freshie		 Safetie
 Priority	(Mean = 4.33)	Safety	(Mean = 4.67) 
 Consideration	(Mean = 4.67) (Mean = 4.44)	Taste Good value	(Mean = 4.4) (Mean = 4.42) \$  \$
 Interest	(Mean = 3.62)	Food traceability technology	(Mean = 4.07) 



Safety, taste, good value & food traceability technology largely affect both groups' decision to buy fresh fruits

Potential Consumers Group: Information sources & Channels

Popular information sources

#1

Products in the retailers' stores
(Mean = 2.72)

#2

Google search
(Mean = 2.05)

#3

Family & Friends' stories
(Mean = 2.03)

➤ **Consumers often discover fresh fruit brands through retail stores, Google searches & WOM**

Digital Communication Channels

Level of
Frequency



~4.78/5



~4.84/5

For both group

➤ **Facebook & Zalo are most used among both segments**

Potential Consumers Group: Avocado Perception

Consumers' perception toward avocados

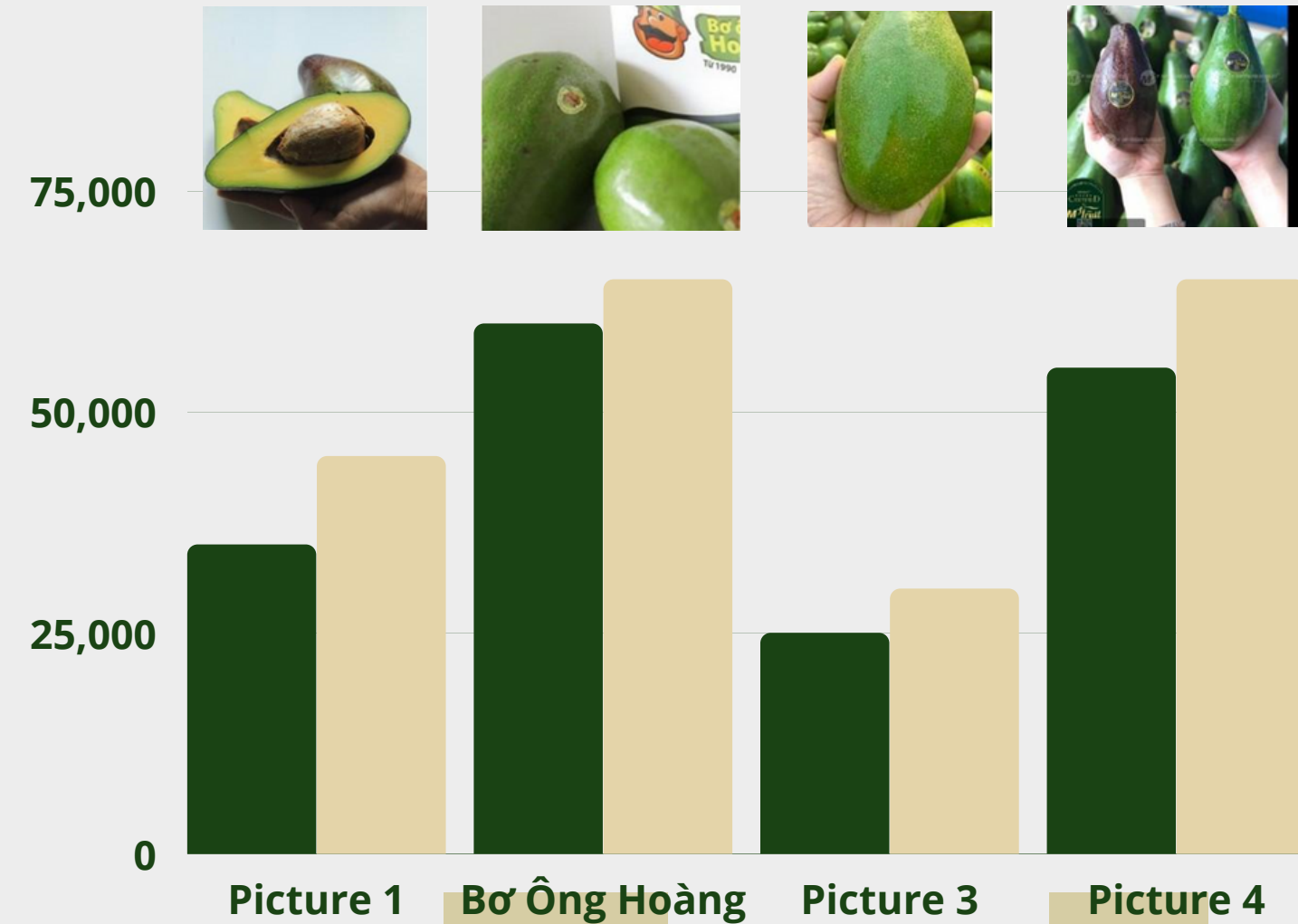
#1 Healthy

#2 Delicious

#3 Nutrition



Criteria affecting avocado price

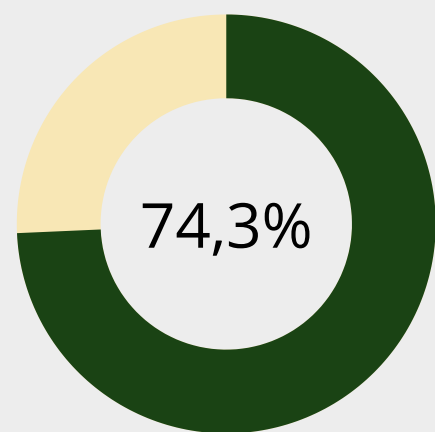


Both segments are willing to pay 30-65K/kg for all avocados with branded avocados being perceived more expensive

Consumers think of avocado as a healthy, delicious and nutritious fruit. Moreover, they consider branded avocados as higher quality, hence, more expensive

Potential Consumers Group: BOH Perception

Brand awareness of "Bơ Ông Hoàng"



Never heard of BOH

→ Low brand awareness

Perception of brand name "Bơ Ông Hoàng"



- #1** High Quality
- #2** Expensive
- #3** Organic

→ The brand name conveys the image of organic premium avocadoes that BOH wants

Perception of Logo



- #1** Funny
- #2** Friendly
- #3** Cute

→ Logo misdirects BOH's premium avocado image

Concern of BOH brand



- #1** Price
- #2** Quality
- #3** Taste

→ Top concerns about BOH coincide with key factors when choosing fresh fruits

➤ Most do not know about BOH. Moreover, BOH's brand name & logo give them conflicting impressions, with concerns about its price, quality & taste

Summary of Consumer Portrait



Behaviors

- Purchasing: **spend high** (> 2M/month) on fresh fruit in **supermarkets, wet markets & gourmet stores**
- Consuming: prefer **clean-eating** diet
- Communicating: Facebook & Zalo



Goals

- **Priority** factor: **Safety**
- **Consideration** factor: **Tasty, Good Value**
- **Interest** factor: Food **Traceability** Technology



Source of Information

- Retail stores' **display**
- **Google** searches
- **Word-of-mouth**



Perceptions

- For **general avocados**: A healthy, delicious and nutritious fruit
- For **branded avocados**: Higher quality and more expensive
- For **BOH: Mixed perceptions**
 - Brand name: High quality, Expensive & Organic
 - Logo: Funny, Friendly & Cute



A white ceramic bowl filled with a vibrant green, chunky guacamole. In the background, a halved avocado with a large, reddish-brown pit sits on a light-colored, textured surface. The lighting is soft and natural, highlighting the textures of the guacamole and the avocado.

06

Recommendations



Imagine **you** are in a supermarket, choosing some great avocados for yourself and your family

How would you know which avocados are

SAFE, TASTY & GOOD VALUE?

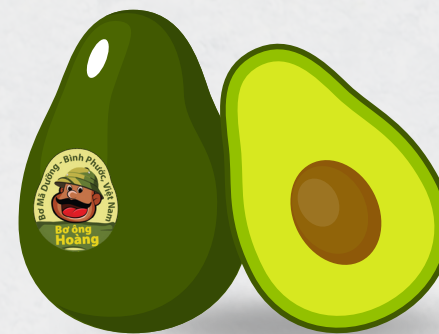
According to our research, both Freshie and Saftie consider all these three factors when shopping for avocados

And they use the **brand's logo** to evaluate this

Fresh fruit brands with logo on are perceived **higher price**



As in the case of BOH

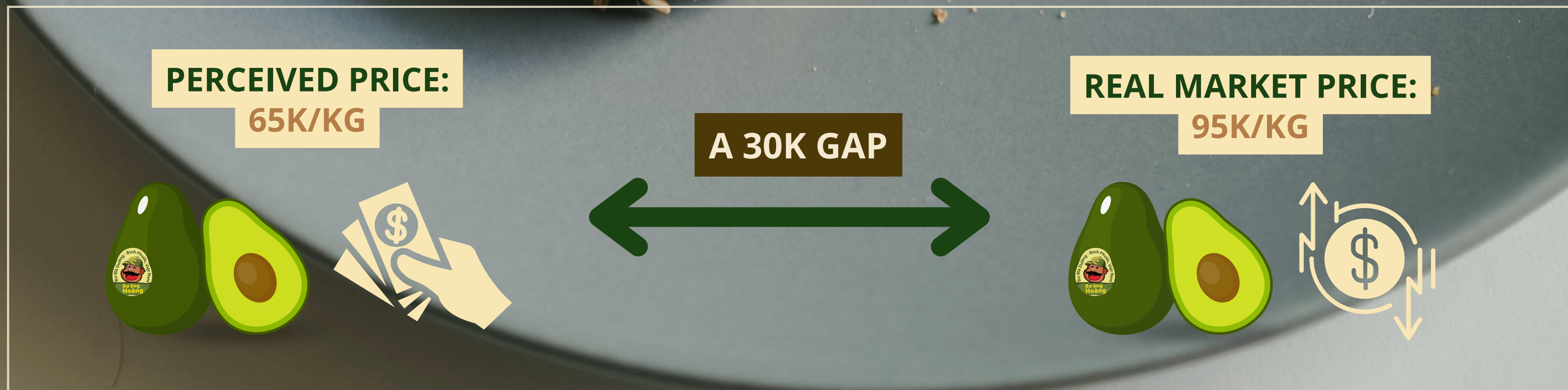


PERCEIVED PRICE: 65K/KG ✓

Highest among the avocados surveyed

‘ HOWEVER...

This perceived price is still much lower than BOH's market price



WHY DOES THIS HAPPEN?

THE ANSWER IS...

CONFLICTING PERCEPTIONS

Consumers think of...

"BƠ ÔNG HOÀNG" BRAND NAME

as

High quality

Expensive

Organic

WHILE



BOH'S LOGO

as

Funny

Friendly

Cute

THE ANSWER IS...

CONFLICTING PERCEPTIONS

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BOH'S LOGO

as

Funny

Friendly

Cute

Insight

Understanding the benefits of eating quality fresh fruits, I am **willing to pay** more for premium ones. However, I also seek **safe, tasty & good-value** fruits to ensure my health, eating experience & purchase satisfaction. Therefore, brands with a clear representation of these features via **strong & consistent communication of their premium image** can gain my trust & motivate my purchase.

Objective



Within the next 6 months, BOH needs to **raise awareness** among consumers & make its **premium image consistent in consumers' perceptions**, especially when thinking, seeing, hearing & using BOH.

To achieve this, there are 2 goals:

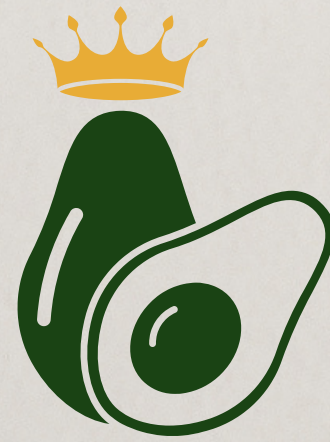


- To **rebrand BOH brand asset & personality** on all communication channels



- To further this rebranding strategy into **suitable marketing tactics**

Big idea



Ăn Bơ cao cấp Sống như Ông Hoàng

Key message: BOH claims to serve consumers with premium "king" (Ông Hoàng) avocados so they can experience the life of a King:

- Eat **safely** like a King
- Eat **deliciously** like a King
- Be served with the **best quality price-worthy** fruits like a King



Functional Benefit

Deliver BOH's **king premium-value** avocado offerings: safety, tastiness & good value at competitive price

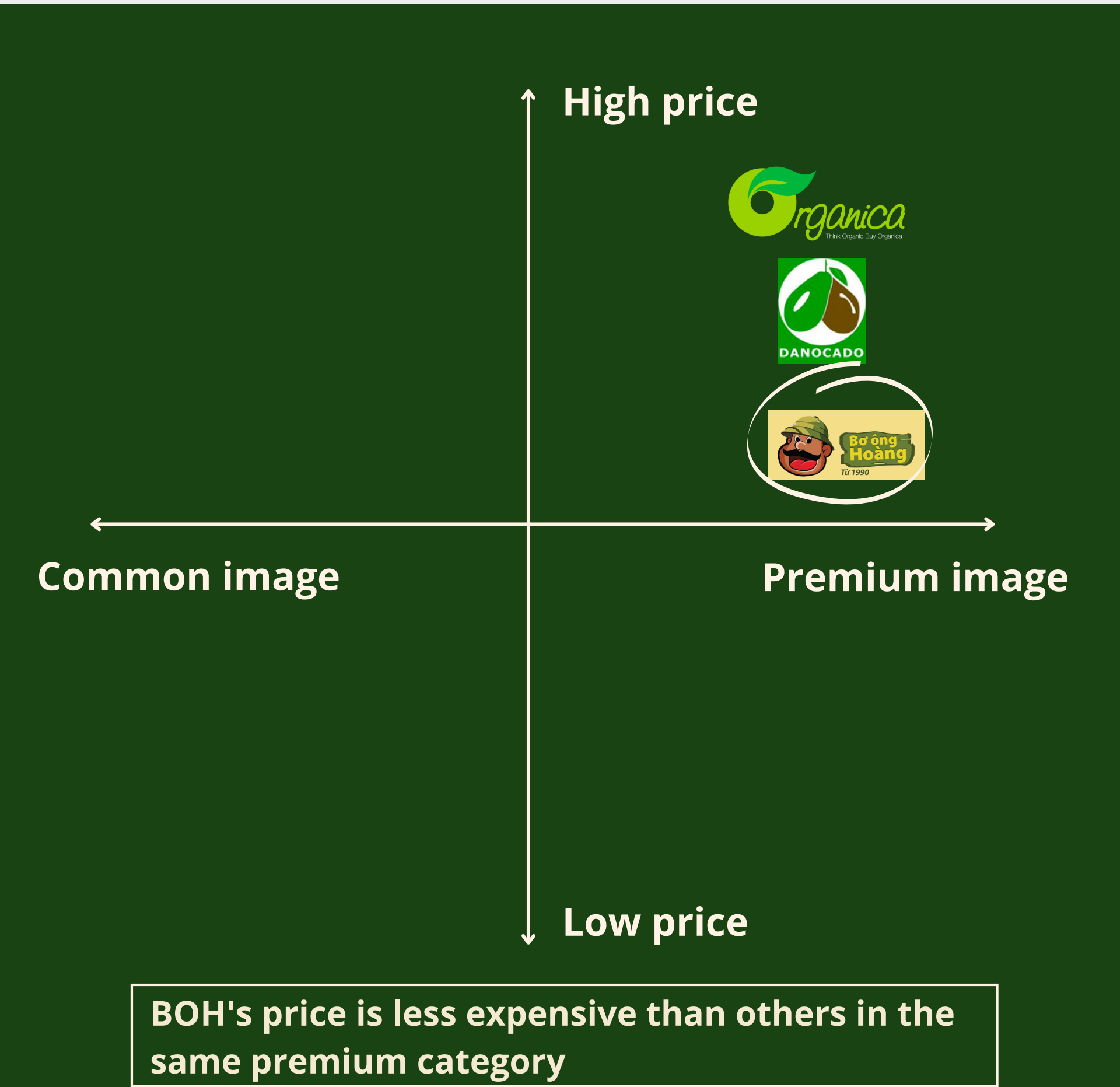


Emotional Benefit

Provide **king premium experiences** in visual & communication when interacting and using BOH

➤ Leveraging BOH's brand name directly from consumers' perception will massively raise awareness of both BOH's brand & its core premium value

Positioning Map



By rebranding, BOH can stand out with

"The same for Less" strategy 



charge **less**



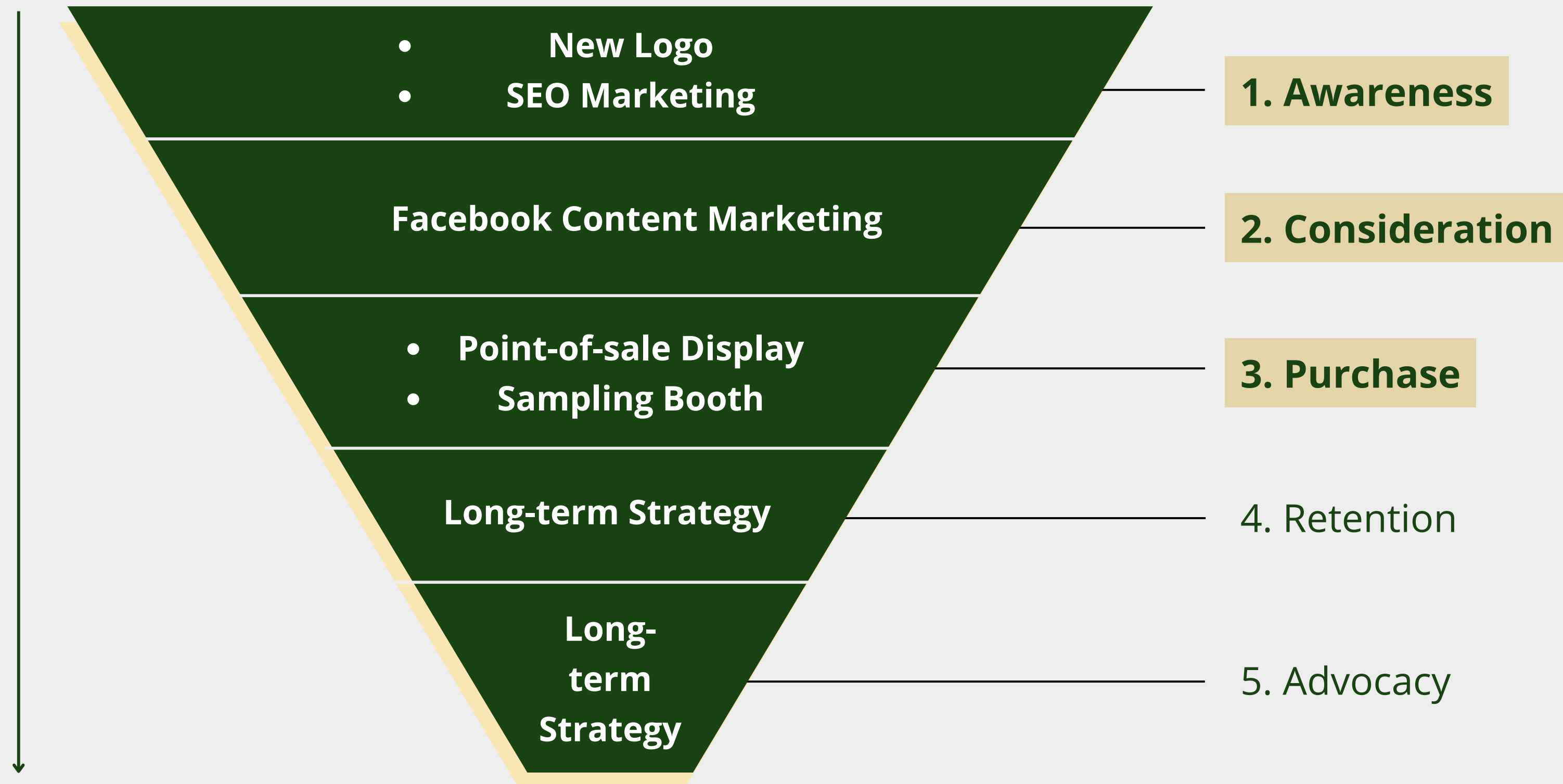
offer **the same** premium quality



Consumer Journey & Marketing Fields



5 STAGES IN CONSUMERS' JOURNEY



Strategic Approach: New Logo

Target consumers



think of BOH logo as
"Funny", "Friendly", "Cute"

Meanwhile



Premium brands' visual
perceptions are "Premium",
"Professional", "High-
quality" and "Exclusivity"

Potential logo

First step of BOH's rebranding strategy:



The new logo with the crown will express BOH as a premium brand and remind consumers of its brand name "Bơ Ông Hoàng"

Strategic Approach: Facebook Content Marketing

Target consumers

- use   the most
- are exposed to information sources from
#3 Family & Friends' stories
to discover fresh fruit brands

Potential online channel



Facebook **offers interactive multimedia offerings** (status, groups, videos, stories, etc.) to increase WOM

→ BOH should **prioritize Facebook**



Zalo mainly serves internal communication



The current Facebook Page mostly focuses on **B2B communication**



BOH should create a **new Facebook Page for BOH avocados' B2C consumers**

Strategic Approach: Facebook Content Marketing

Target consumers

- are exposed to information sources from

#3 Family & Friends' stories

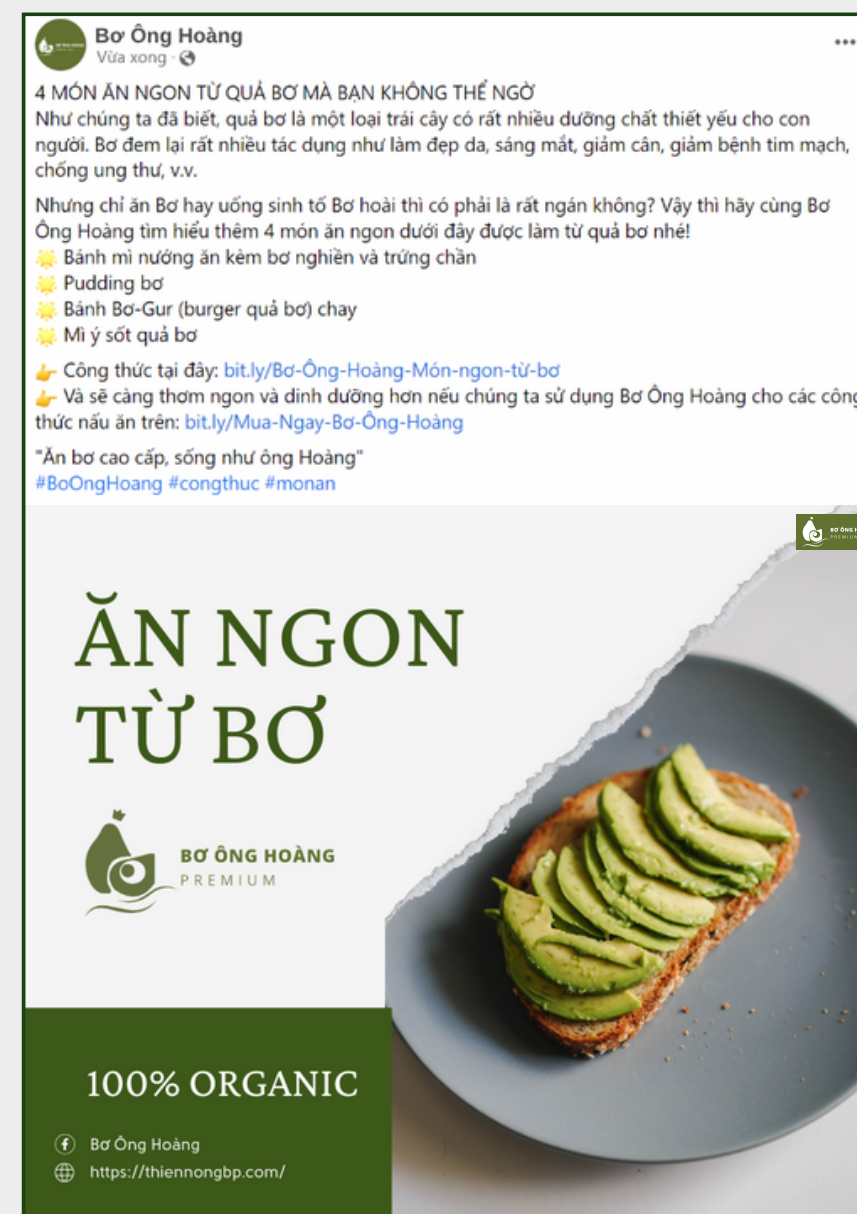
to discover fresh fruit brands

- engage in **Clean Eat** the most



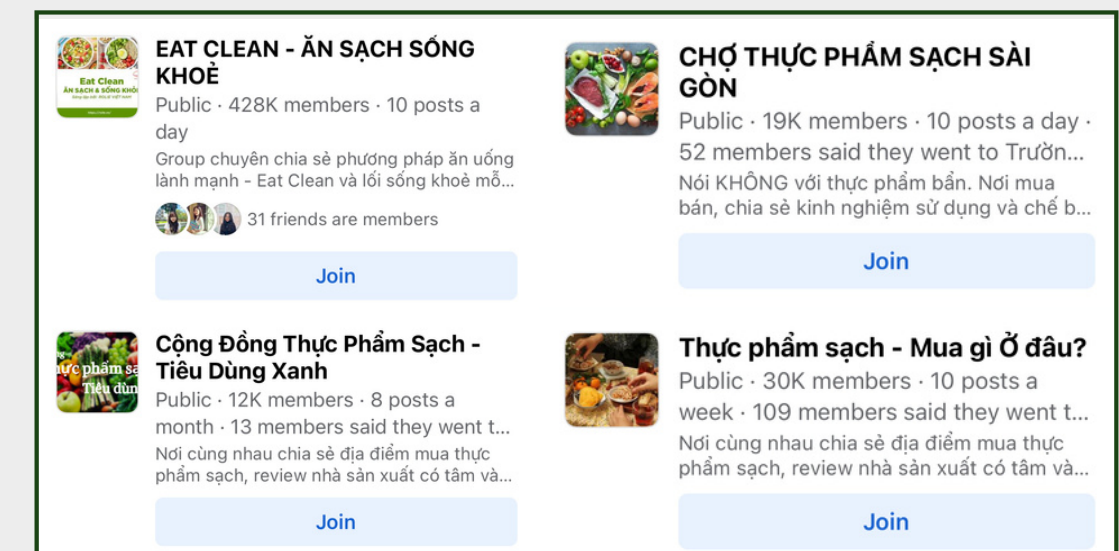
Potential content

Focus on **delivering safety, taste & good value** in a **relevant & appealing way**



Facebook post related to **Clean Eat avocado recipes with great visuals**

Avocado Clean Eat recipe contest

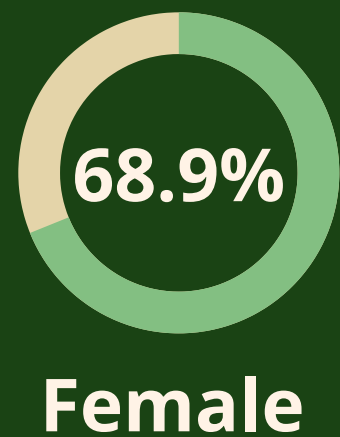


Seeding the contest in Facebook Community Groups:

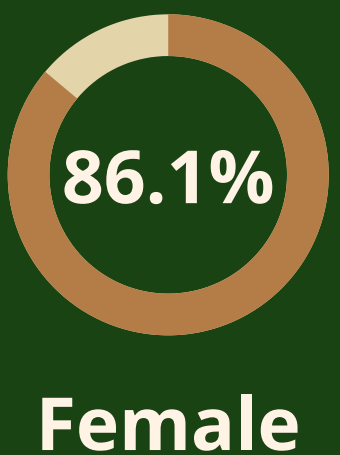
- Utilize **user-generated content**
- Spread **word-of-mouth** from families and friends

Strategic Approach: Facebook Content Marketing

Target consumers



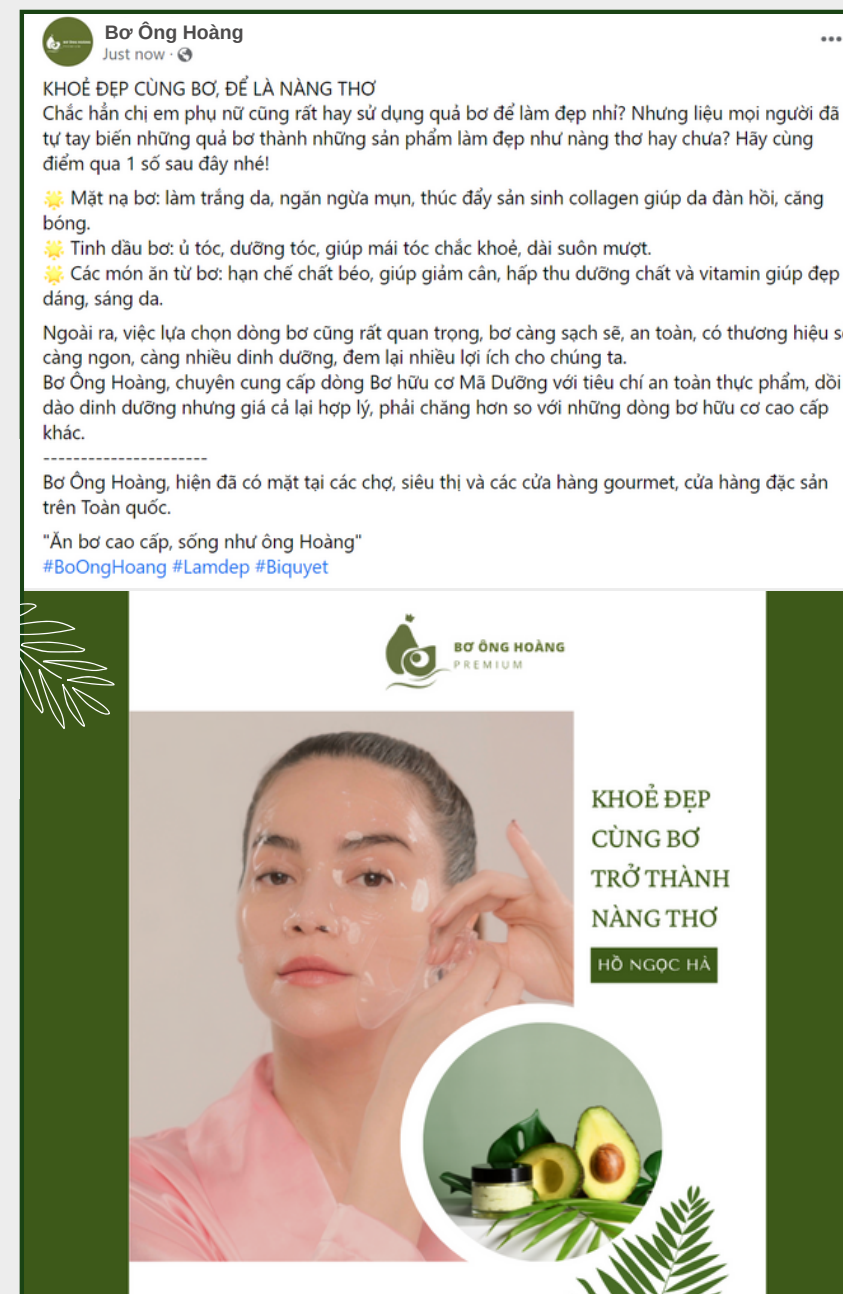
66.67%
Single



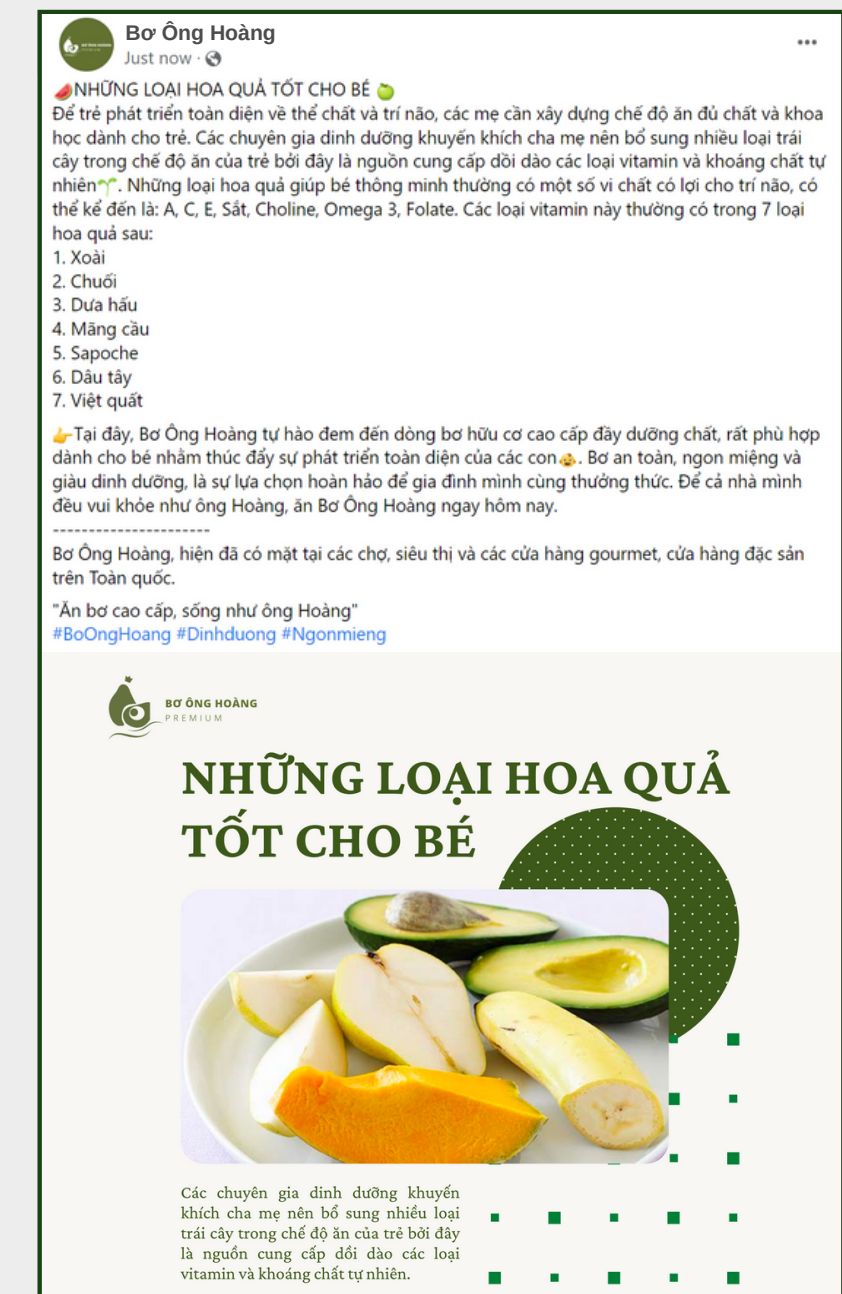
83.72%
Married

Potential content

Focus on delivering safety, taste and good value in a relevant and appealing way:



Facebook self-care content
for Freshie



Facebook family-oriented
content for Safetie

Strategic Approach: SEO Marketing

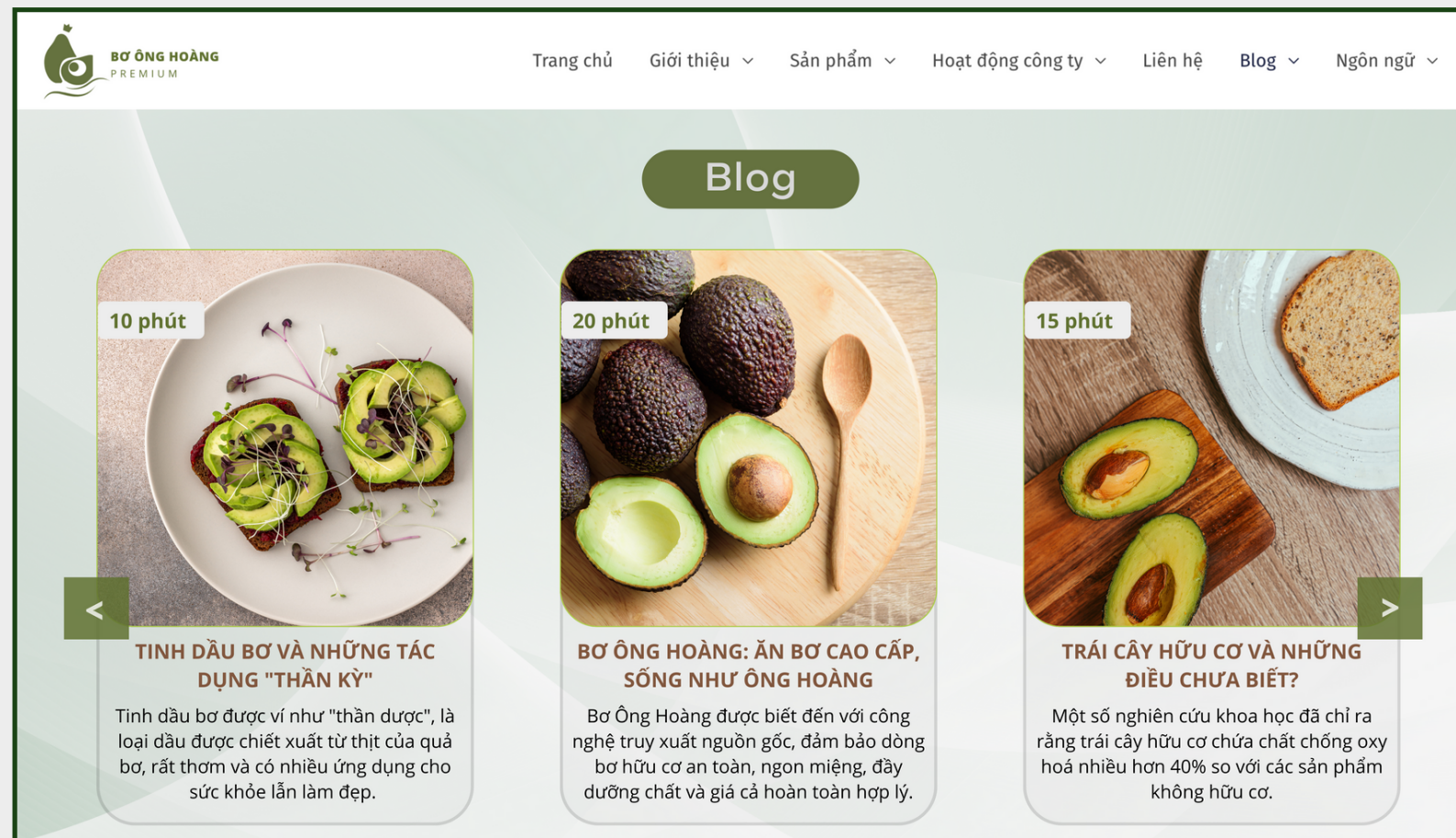
Target consumers

- are exposed to information sources from
- #2 Google Search** to discover fresh fruit brands
- think of avocados as



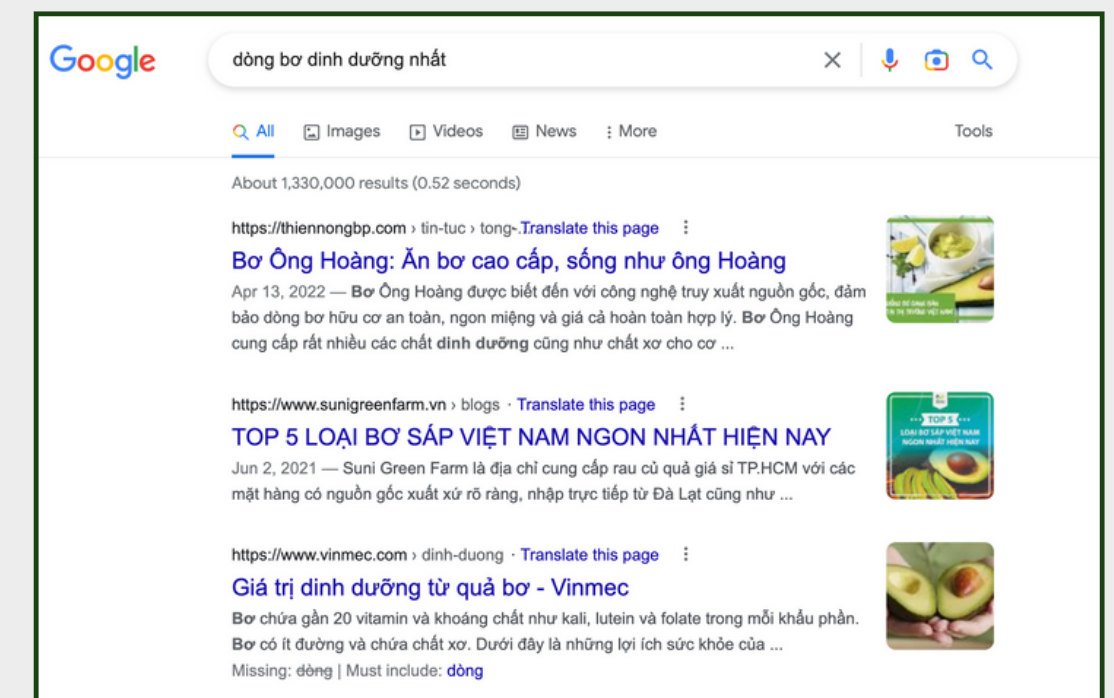
“healthy”,
“nutrition”,
“delicious”

Potential action



Utilize **SEO Marketing** by building **relevant blogs** on **BOH's website** with common **avocados keywords**

Invest in **Google Search Ads & SEO** to **boost BOH's website ranking**



Strategic Approach: POS Display & Sampling Booth

Target consumers

- are exposed to information sources from

#1 Retail stores' display

to discover fresh fruit brands

- buy fresh fruits at



#1 Supermarket

#2 Wet market

#3 Gourmet/
specialty store

Potential offline channel



Has yet to distribute
BOH



Not matching the
premium image



BOH's partners with
wide distribution

BOH should prioritize investment in its partnered gourmet retail stores as a potential offline communication channel as they are:



less costly



more convenient with existing partnerships



share the same consumer base with BOH

Strategic Approach: POS Display & Sampling Booth

Target consumers

- are exposed to information sources from

#1 Retail stores' display

to discover fresh fruit brands

- buy fresh fruits at



#1 Supermarket

#2 Wet market

#3 Gourmet/
specialty store

Potential offline channel



POS display with clear logo and slogan, assisted by **video screen** and **QR code** to show its **tracing technology** and **safe origin**



Sampling booth to give consumers experience and assurance of BÖH's tastiness



THANK YOU FOR LISTENING!