Project: Designing a target market analysis plan for Durex contraceptive products at Circle K, Vinmart+ and other convenience stores

Sponsored by Reckitt Benckiser Vietnam

Affiliated with Bachelor of Science in Applied Chemistry (BSAC)

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Abstract

With the digital era continuously developing over the recent years, the Vietnamese lifestyle, especially amongst the younger generation has changed into a fast- paced lifestyle. This lifestyle shift has resulted in increasing consumer demand for convenience stores that are easy to access. In addition, it has driven the growth of convenience store channels in Vietnam up to 13% in 2019.[1]

The goal of this project is to design a new marketing strategy plan to increase the sales of Durex products at convenience stores in Vietnam. After extensive background research, interviews with several experts, field observation and an online survey, the team analyzed and evaluated the findings and suggested the recommendations that would best respond to the current lifestyles of consumers.

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Executive Summary

Introduction and literature review

In Vietnam, the number of convenience stores has been increasing together with the new convenience store chains and the convenience stores that can be commonly found in Vietnam are Vinmart+ and Circle K.

Reckitt Benckiser Vietnam, our sponsor, sees this as an opportunity to expand the business of Durex including lubricant gels and condoms by targeting the convenience store channel. This channel contributed to 28% of the entire sales of Durex products in 2017 which grew to 41% in 2019 compared to other channels such as e-commerce, pharmacy and traditional trade that contributed less than 35%.

From the above situation, Reckitt Benckiser Vietnam would like the team to help increase the number of Durex sales at convenience stores further by designing new marketing strategies. To understand the project clearly, the team researched background information on Vietnamese culture, demographics, Durex product portfolio, Durex competitors, convenience stores and marketing theory. (detailed in the literature review chapter.)

The team's objectives to achieve this goal are

1) Determine the current market situation of Durex products in Vietnam
2) Identify and evaluate consumer behavior, lifestyles, target groups for condoms and lubricants at Circle K, Vinmart+ and other convenience stores
3) Design marketing strategies to increase sales of Durex products at Circle K, Vinmart+ and other convenience stores

Methodology

To obtain information regarding the current market situation of Durex in Vietnam such as the market share and main competitors, the team conducted an interview with Reckitt Benckiser Vietnam. As a result, the information obtained was useful for analyzing strengths and weaknesses of the Durex brand compared to other brands.

Background research revealed that Vietnamese people are embarrassed to talk about sex and condoms, so to help the team understand the customer's lifestyles effectively, the team conducted an interview with the Population and Community Development Association (PDA). From the interview, PDA suggested that conducting an online survey would be the most effective method to engage with people that are sensitive to the topic. In addition, the team also conducted a field observation by visiting different convenience store chains and conducting interviews with retailers. By doing this, the team was able to obtain information related to the customer target groups, customer behavior, promotions and additional information such as point of sales displays and Durex competitors.

After the team had obtained findings from the previously mentioned methodology, the team then analyzed the information and came up with several recommendations to satisfy the project goal.

Results

The analysis from the online survey that was performed on 109 Vietnamese participants aged between 15 to 40 years old provided the key information. First, the most popular free time activity was voted to be social networking such as Facebook which accounted for 33.67% followed by YouTube which accounted for 26.53%.

Second, the popular factors that participants considered when purchasing condoms are quality at 23.39%, price and promotion at 22.01%, and brand reputation at 21.24%. Apart from this, there were also some comments suggested by participants stating that the lubricant bottle size is too large and not practical to carry around, there should be discount promotions to attract customers, and teenager should receive more education about sex issues.

From interviewing the retailers, most of the customers at Circle K are teenagers and office workers while those at Vinmart+ are housewives and families. Also, in terms of customer behavior, the retailers mentioned that individual customers are likely to purchase a small pack of condoms while the customers who come in groups or families are likely to purchase a big pack of condom; however, main customers of lubricant gel are LGBTs.

From field observations, the team could identify many possible channels for promotion campaigns for new products at the convenience stores. These channels include posters, screen displays, hanging signs, shelf wobblers, and tent cards. Other results in this report could also be helpful for Reckitt Benckiser Vietnam's future use.

Recommendations

Based on the literature review, survey and observation findings, the team presented 6 innovative recommendations that could increase the sales volume of Durex products at convenience stores and outperform competitors.

1) Durex pop socket

This is a mobile phone accessory that allows the user to hold the phone firmly and also contain a condom inside. This product could be used to promote condom usage among those teenagers who are usually embarrassed to carry condoms around. The purpose of this product is to encourage people to think of condoms as an everyday item in the same way as a mobile phone accessory. Furthermore, the refill package of condoms would be available at the convenience stores.

2) Condom with lubricant sample

As suggested by our online survey, it appeared that the current lubricant packaging is too large and not practical to carry around especially for young users. Therefore, by attaching a sample of the lubricant to the condom packet, it would enable the users to carry it more practically and also encourage more male and female couples to try the lubricant in a quantity that is suitable for single use to avoid purchasing the lubricant in a large container for first trial use.

3) Durex 3 in 1 seasonal product

From our field observations, background research and interview with retailers, there has previously never been a condom package which contains more than one type of condom which led to the idea of this product Durex 3 in 1 would contain three types of Durex condoms that are the same size inside a small package to attract new users since they could try up to three types of condoms with one purchase. For future purchases, they would be able to pick their most favorite condom type. This product would make the customer view Durex as the brand that considers their needs as a priority.

4) Student promotion

From our online survey, young participants aged between 15-24 years old consider price/promotion as their first factor that influences them to purchase condoms. This promotion aims to target young people and provide them with discounts on Kingtex condoms when they show their student ID card.

5) Buy big discount small

To attract more customers, both new and core, to buy Durex products. This promotion would allow customers who buy a big pack of condom to redeem a special discount on a smaller pack of condoms at their next purchase.

6) Sexual education talks hosted by Durex for high school students and parents

As proper sexual education is still lacking in Vietnam, there were many suggestions for Durex to educate young people on sexual issues and how to use condoms. Therefore, this idea has been suggested.

Conclusion

With the recent increase in the number of convenience stores in Vietnam, our sponsor, Reckitt Benckiser Vietnam will therefore use this situation to their advantage to increase sales of Durex products at convenience stores. In order to accomplish this goal, new innovative ideas are therefore needed to attract more users and encourage people to choose Durex over their competitors. Therefore, the team suggested 6 recommendations to help them achieve their goal.

Authorship

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CHAPTER 1: INTRODUCTION

Problems such as insufficient access to high quality contraceptive products have long been a problem in many conservative or developing countries. This could result in people having sexually transmitted diseases (STDs), unwanted pregnancies, or even death. With the aim of becoming part of the solution, Reckitt Benckiser Vietnam, one of the largest forward-thinking multinational corporations, has been trying to provide new strategies to increase the availability of contraceptive products. Correspondingly, the sufficient provision of high-quality contraceptive products will ameliorate the negative consequences resulting from this absence.

One of the areas of the world affected by this issue is Vietnam. Even with its beautiful landscapes and people, there is another side of the story. 40% of the pregnancies in Vietnam ended in abortion, which is the highest rate of abortion in Asia.[2] Many reports have shown that this could derive from the use of poor-quality contraceptives, which could further exacerbate the number of people afflicted with sexually transmitted diseases. We will investigate this in more detail in this research.

Currently, the number of convenience store channels (CVS) has been dramatically increasing in Vietnamese market and Reckitt Benckiser Vietnam, the main distributor of Durex, sees this as an opportunity to attract more people to purchase contraceptive products under the Durex brand. The company plans to increase customer confidence by providing customers with genuine contraceptive products at two highly well-known convenience store chains in Vietnam which are Circle K and Vinmart+. With more than three hundred stores owned by the international brand of Circle K and over two thousand Vinmart+ local convenience stores located across Vietnam, undoubtedly, they become the most obvious potential business partners that could help expand the market for Durex.

As society constantly evolving, consumerism changes. Hence, new strategies need to be implemented. In order to gain better understanding of the company operations, marketing mix[3], and finding new efficient strategies, the following areas need to be identified and analyzed: the current marketing strategies, target market, target customers, customer behavior, etc.

The main purpose of this project is to help Reckitt Benckiser Vietnam improve their contraceptive business across the country with the collaboration with Circle K and Vinmart+ by developing new marketing strategies which will increase customer confidence and power of purchase. To achieve this goal, our team has identified some achievable objectives.

1. Determine the current market situation of Durex products in Vietnam
2. Identify and evaluate consumer behavior, lifestyles, target group of condom and lubricant purchasers at Circle K, Vinmart+ and other convenience stores
3. Design a suitable marketing strategy to increase the sales of Durex products at Circle K, Vinmart+ and other convenience stores

First and foremost, our team conducted an interview with the Population and Community Development Association (PDA). Our interview questions focused on their research methodology, marketing strategies etc. Prior to our visit to Vietnam, our team aims to contact the sponsor, Reckitt Benckiser Vietnam, through an online social media platform to ask about Durex's current market situations. Additionally, we interviewed and observed Circle K and Vinmart+ stores. After gathering the necessary information collected from the above-mentioned stores that could lead to finding possible improvements, our team analysed and evaluated the data with statistical tools and omitted any psychological factors that could falsely influence the interviewee's answer. The evaluation will lead to the final objective which is to design a prototype for a new marketing model which will then be assessed by our sponsor before finalizing the model. By achieving these objectives, our team will be able to thoroughly understand the current situations of Durex, Circle K, and Vinmart+. Hence, we will be able to develop new marketing strategies suitable for increasing sales of Durex in Vietnam. This could possibly lead to reducing the negative social impacts such as decrease in unwanted pregnancies, abortions, and STDs in Vietnam since people would have gained more confidence in Durex products at many available convenience stores across Vietnam.

CHAPTER 2: LITERATURE REVIEW

The goal of this project is to help Reckitt Benckiser Vietnam, our sponsor, develop a target market analysis plan for Durex contraceptive products at convenience stores in Vietnam. The project's main objective is to provide new marketing strategies that will boost customer confidence and power of purchase at the convenience stores. In order to have a good understanding of the project, information such as the background of Durex Vietnam, Circle K, and Vinmart+, condom usage in Vietnam, marketing theories, and previous case studies are provided in this chapter. After finishing this chapter, readers should be able to gain a better understanding of the background and methodologies carried out in this project.

2.1 Who is Reckitt Benckiser?

The headquarters of Reckitt Benckiser (RB) which is located in Slough, England was incorporated in 1999. It is currently the world's leading consumer health and hygiene company with the aim of making a difference by providing innovative solutions for an easier daily routine, along with healthier lives which would result in a better quality of life of their customers. RB owns many famous brands that are globally well-known, such as Dettol, Scholl, Strepsils, Veet, Vanish, and Durex, etc.[4]

2.2 Durex

2.2.1 Strength and weakness

Durex is currently a market leader in contraceptive products with 95% of its revenues coming from the condom business. With their brand slogan "Pleasure, Comfort and Fun", Reckitt Benckiser has always been able to maintain and provide the quality and characteristics promised to the customers. This has allowed Durex to gain customer's trust and loyalty through research and development with new innovative flavors anddifferent types of condoms to continuously attract existing and new customers. Aside from the new innovative flavors and a wide range of products, marketing platforms such as social media and advertisement also play important roles for attracting customers and raising customers' awareness of sexual health.[4]

On the other hand, competitors may take advantage of Durex's advertising as it does not ensure that customers will buy solely from Durex. It also raises the sales of condoms of other competitors as well.

2.2.2 Durex Products

The focus of this project is mainly on designing a target market analysis plan for Durex contraceptive products which includes condoms and lubricants (see **Figure 2A** and **2B**).[5]

Figure 2A. Durex invisible thin condom

Figure 2B. Durex Play lubricants

RB company not only develops quality products, but also ensures that their campaigns and products are socially beneficial and environmentally friendly. For example, the package of Durex Play lubricant was redesigned to reduce the amount of plastic.

There are a wide range of Durex products in the market. In order to simplify the product categories, the company separates products into 4 groups or pillars represented by color coding. As shown in **Table 2A**, there are 4 main pillars: basic confidence, feeling & intimacy, fun & adventure, and performance. Each pillar is marked with a unique color code that corresponds to its name; blue, red, yellow/orange, and black, respectively. The name of the pillar also indicates the main function and intention of use.[6] For example, the black tone of Durex Performa focuses on experienced customers who want to improve performance during sex. However, not every Durex product uses the color code of the pillar.

PILLAR	Basic Confidence	Feeling & Intimacy	Fun & Adventure	Performance
FOR WHOM	For less adventurous consumers or new starters, wanting the simple confidence to enjoy sex safely	For consumers looking to enhance emotional connection with their partner and achieve the ultimate in intimacy	For confident adventurous consumers looking to spice things up, inspire & explore	For consumers wanting to increase sexual intensity & achievement for them & their partner
WHAT	Products that help give me the confidence to enjoy sex	Products that help me truly connect with my partner	Products that help me have fun and experience new sensations	Products that help us attain sexual achievement & intensity
DUREX OFFERING	Condoms that offer basic protection & functional benefits for comfortable, safe sex	Condoms that offer increased physical closeness & feeling between partners	Condoms that offer new & pleasurable experiences & sensations	Condoms that offer functional enhancement to extend or increases physical enjoyment

Table 2A 4 main pillars and color codes[6]

Kingtex package which is black does not follow the color function of this product but Kingtex's main function focuses on customers who are new to condoms. Furthermore, the company manufactures unique condoms to be sold on special occasions and festivals, such as the condom with chocolate and strawberry flavors for Valentine’s day **(Table 2B).**

	Basic (+32%growth, 18% contribution)				Feeling (+40% growth, 45% contribution)					
Variant	Kingtex		Naughty Chocolate	Sensual Strawberry	Featherlite		Featherlite Ultima		Invisible	
Packshot										
Key benefit	Narrower than standard condom to provide a tighter fit for extra confidence - Size: 49mm		Condom with chocolate flavor and dots to create pleasure feel during sex - Size: 52.5mm	Condom with strawberry flavor and dots to create pleasure feel during sex - Size: 52.5mm	You hardly feel you're using these ultra fine condoms, designed to increase sensitivity and feel more natural - Size: 52.5mm		Over thinnest ever latex condoms for ultimate sensitivity while still providing a high level of security and protection - Size: 52mm		Durex's thinnest latex condom, to maximize sensitivity 44 - 47 microns latex condom (Avg) Smoother than leading thin condom, contain more lubricant, no unpleasant rubber smell.	
Shape										
Packsize	12	3	3	3	12	3	12	3	10	3
RSP (VND)	104,000	35,000	40,000	40,000	169,500	52,500	185,500	54,000	193,500	68,500

	Fun (+31%growth, 8% contribution)			Performance (+33% growth, 17% contribution		Lubes (+52% growth, 11% contribution)					
Variant	Pleasure max		Sensation	Performa		Classic		Message 2 in 1	Strawberry	Tingling	Warming
Packshot											
Key benefit	Uniquely positioned ribs and raised dots enhance stimulation for you and your partner size 56 mm		Contains unique raised dot texture to create extra pleasure and intensity Size: 52mm	Contain a special lube called Benzocaine – inside the condom which helps the man to delay climax and prolong excitement…for longer lasting sex. Size: 52.5mm		Basic lubricant with Clear water based gel		Contains Aloe Vera. Gentle for both body and intimate areas. Non greasy & fragrance free.	Lubricant with Strawberry taste and aroma. Sugar free. Suitable for both oral and vaginal sex.	Lubes that enhance tingling sensation for increasing the sensitivity	Play Warming lube warms the skin on contact
Shape											
Packsize	12	3	3	12	3	100ml	50ml	200ml	100ml	100ml	100ml
RSP (VND)	185,500	54,500	54,500	193,500	61,500	168,000	80,000	259,500	168,000	168,000	168,000

Table 2B product portfolio[6]

2.2.3 Competitors of Durex

Besides Durex products, other contraceptive product brands are available at the convenience stores such as Okamoto, Sagami, OK, Safefit, Lifestyle etc.[6] (detailed in results chapter.)

2.3 Convenience stores

Apart from Circle K and Vinmart+ who are partners of our sponsor, there are also other convenience stores in Vietnam which include Family Mart, B's Mart, Shop & Go, Ministop, 7-Eleven, GS25, and Cheers. According to a forecast by the Trade Research Institute, the retail trade average annual growth rate of Vietnam will reach 11.9% during 2016-2020 with a market size of about 180 billion USD in 2020 and is estimated to increase every year. [7]

2.3.1 Background of Vinmart+

Vinmart+ is a local convenience store in a subsidiary of Vingroup in Vietnam**,** along with Vinmart (supermarket), VinPro (electronics stores), etc.[8] Vingroup was founded in Ukraine in 1993 as Technocom by Phạm Nhật Vượng. The company's first launch in Vietnam was in 2000 and there are currently about 2290 Vinmart+ stores in Vietnam. Vinmart+ aims to support the needs of housewives; hence, products such as fresh food, frozen food, instant food, personal healthcare, cosmetics, drinks, home tools, home hygiene items, etc. are commonly found in the stores.[9]

2.3.2 Background of Circle K

Circle K was established in 1951 in Texas, United States. It has continually been one of the most widely recognized convenience store brands with more than 16,000 branches worldwide. Circle K is the first international convenience store chain that was established in Vietnam, with their first store introduced in 2008 and the number of Circle K Vietnam steadily increasing to over 300 stores in 2019.[10]

Circle K provides their customers with a wide selection of high quality products, services and food service items with a fast and friendly service. Their products and services include packed drinks, candies, biscuits, bakery, chips, snacks and ice-cream along with health and beauty items. Furthermore, Circle K provides other services which are popular among teenagers such as bill payment, card payment, prepaid phone card, ATM, SIM card, online game card, and laundry services.[10]

2.3.3 Background of FamilyMart

FamilyMart is a Japanese convenience store chain with more than 23,800 stores in Japan and 7 other countries. The first Family Mart in Vietnam was established in 2009 and there are currently 147 stores in Vietnam. There are many product categories available in FamilyMart including ready-made food, fast food, groceries, personal care and general products. Other services include bill payment service. This convenience store chain is open 24 hours.[11]

2.3.4 Background of 7- Eleven

7-Eleven was established in 1927 in Texas, US and in 2005 it was taken over by Seven & I Holdings Co., a food and retail group from Japan. The first 7-Eleven convenience store in Vietnam opened in 2017, making Vietnam the 19th country to join the largest chain of convenience stores in the world. As a result, 7-Eleven is now operating more than 60,000 outlets in 19 countries around the world.[12] All thirty-three 7-Elevens in Vietnam provide various product categories not only food and beverages but also snacks, healthcare products, stationary, hot coffee or tea, slurpees and electrical and household appliances. As that 7-Eleven is open 24 hours, the target customer of this CVS chains is unlimited.[13]

2.3.5 Background of MINISTOP

MINISTOP is a Japanese convenience store chain. It is the subsidiary of AEON Group of Japan. There are 5453 MINISTOP stores in Japan, Korea, Philippines, China and Vietnam. Out of 5453, 118 stores are located in Vietnam with the first store opening in 2008. The product categories that are provided in MINISTOP Vietnam are food, beverages, dessert and some personal care products. There are also many convenience services offered at the stores such as ATM, WIFI and e-wallet payment.[14]

2.3.6 Background of B’s Mart

B's Mart is one of the retailer businesses of Berli Jucker Public Company Limited (BJC), Thailand. The first B’s Mart in Vietnam was officially launched on June 20, 2013 with the current number of stores having reached up to more than 150 convenience stores in Ho Chi Minh City. B’s Mart offers many food and beverage products along with snacks and other household and personal care products. Furthermore, services such as ATM, bill payment and card payment are available in the stores on a 24 hours basis.[15]

2.4 Marketing theory

Great marketing strategy is an important factor for a company to become successful in their business, so it would be useful for us to find an appropriate marketing theory to use for analyzing best strategic plan. Nowadays, there are various marketing tools that could help in analyzing market situations.

2.4.1 SWOT analysis[16]

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It is one of the best marketing tools for companies to analyze the positive and negative aspects of their business. The aspect are further divided into internal and external factors. The positive internal factors, or 'Strengths', refers to things the company does well, allies, financial resources, etc. While the positive external factors, or 'Opportunities', could be the changes in marketing trends that benefit the company or any weakness of the competitors. On the other hand, recognizing the negative aspects, such as 'Weaknesses' and 'Threats', could also help the business reach their goals and growth. Weaknesses are the negative internal factors that could restrict the growth of the business, e.g. lack of employee training or bad management methods. Threats refer to the unfortunate external influences that can affect the company such as recession or social changes which lower demands for products. These two factors should be recognized and solved as soon as possible. In conclusion, SWOT analysis is useful for companies that want to gain an advantage over their competitors and become successful in a world that is constantly changing.

2.4.2 The marketing mix[17]

The marketing mix theory is a simple tool for companies to define consumer's product and brand offering. Initially, it started with 4P's which are product, place, price, and promotion which are the four factors that influence consumers to buy the products or services. It helps the company determines what kind of products their consumers want, the suitable places for them to shop, the affordable price range for their consumer and how to promote the products to catch the consumers' attention. However, as the world evolves, three more factors are added: people, process, and physical evidence. For 'People', it means that every company should allocate suitable tasks to each employee. 'Process' is the procedure in which the company delivers their service to consumers. Lastly, the 'Physical Evidence' is what the consumers face when they purchase the service such as the aroma in the coffee shop, the parking area of the restaurant or brand logo. In order to succeed, businesses should build good 7P's.

2.4.3 Segmenting consumermarkets[18]

Apart from knowing the superior and inferior points of the company, the company should also pay attention to the consumer behavior. Segmentation of consumer market is a good tool to gather information about the consumer which will help the company understands their consumers well. The consumer segmentation will be mainly associated with customer profile which will allow the company to get details about demographic and geographic information about the customers such as age, sex, occupation and financial status. This information is very useful for the company to enable them to know their customers better, which in turn can lead to brand loyalty if the company will satisfy their customer needs.

2.5 Background of Vietnam

2.5.1 Demography of Vietnam

In 2020, Vietnam's population is 97,338,579, making it rank 15th of the world's highest population country.[19] The population consists of 50.1% male and 49.9% female living in both rural and urban areas. Currently 37% of the Vietnamese citizens populate the urban areas while 63% live in rural areas, making Vietnam classified as an agricultural country.[20] According to age-sex pyramid in **Table 2C**, the pyramid takes a form of a pagoda-shape, and also indicates that the population of young generations outnumbers the population of the elder. This trend corresponds to the population expansion stage.

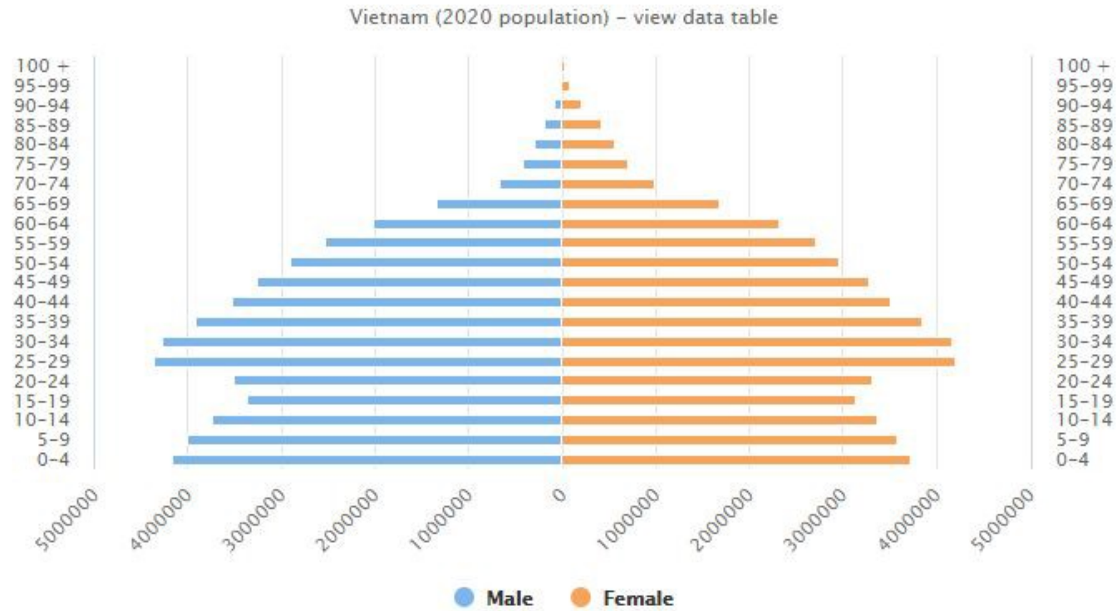

Table 2C Age-sex pyramid in 2020

The prediction was made on **Table 2D**, which showed the sex-age pyramid in 2050. The pyramid takes a form of a bell-shape, which shows an equal age distribution among Vietnamese citizens. The description of the shape of the pyramid can be seen in **Appendix 1**.

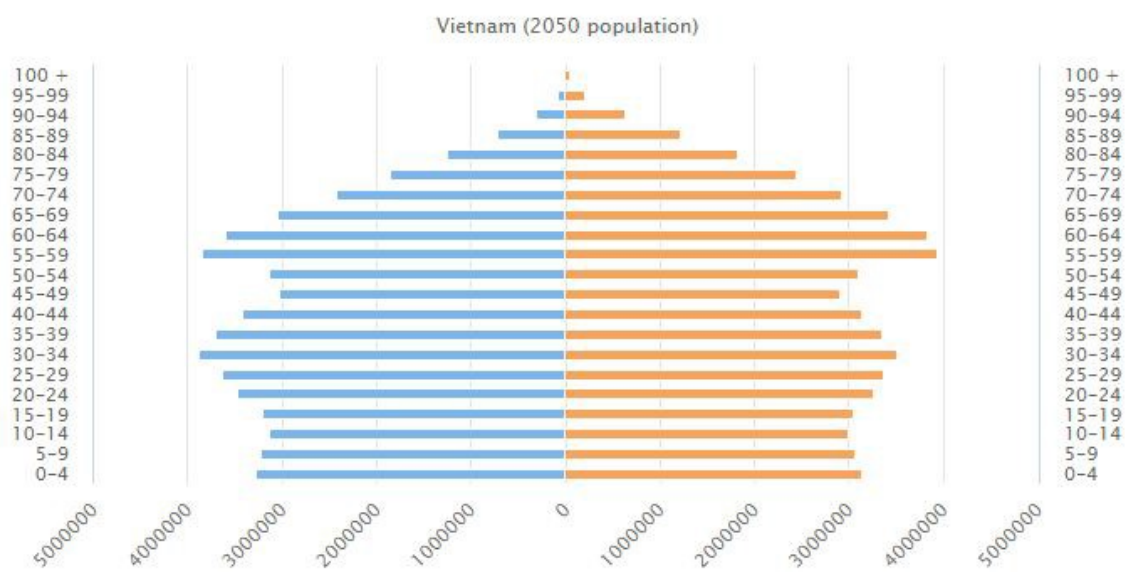

Table 2D Age-sex pyramid in 2050

According to **Appendix 2**, the fertility rate in Vietnam shows the decreasing order. In 2020 the average birth rate is 2.1 births per 1 woman. This rate has remained stable since 2005.

2.5.2 Sex and condom in Vietnam

Vietnamese have adopted their culture from Buddhism and Confucianism. According to Confucius' moral and values, having sex before marriage is considered to be non-virtuous and taboo. This action will be greatly condemned by their community and society.[21] The result of this mind-set has set some limitation to sex education at both homes and schools. Even though most students have been introduced to reproduction in ninth grade (14 to 15 years old), the actual teaching has never been included in the schoolcurriculum.[21] The same effect could also be observed in the family. Parents experience difficulty in educating their own children on sex and they most likely avoid talking about it as they consider having conversations about sex encourages children towards having sexual intercourse while they are still in school. This results in an unavoidable fact that children, especially teenagers have inadequate information regarding sex education, thereby leading to unprotected sex.[21] Sex education in the school does not provide information regarding the consequences of unprotected sex such as sexually transmitted diseases (STD), which are HIV, Gonorrehea, Chlamydia, etc. Without this knowledge, students will not bother with an effective method of preventing these bad consequences from happening. Even though teenagers know about condoms, they are still unaware of the actual benefits of them.

2.5.3 Abortion rate in Vietnam

Nowadays the abortion rate in Vietnam has decreased steadily, however it still remains the highest in Asia due to the lack of awareness, poor sex education, and access to abortion clinic.[2] In addition, from 1960s to 1990s, The Ministry of Health of Vietnam promulgated a law on the protection of people's health which includes the right of women to have an abortion.[22] The report from doctors at Hanoi's Central Obstetrics Hospital said that around 40% of pregnancies in Vietnam ended in abortion of which 250,000 to 300,000 abortion cases are performed in Vietnam's public hospitals.[2] Apart from the official data from hospitals, it also revealed by Vietnam's General Statistics Office that 70% of Vietnamese had secret abortions. This covers teenagers aged 13 to 19.[23] These teenagers entered private clinics around three or four times in order to obtain an abortion which is harmful to their reproductive health and it was later revealed by the Health Advisory Center that many of them are admitted to hospital everyday, "*There is no systematic checking on private clinics. There could be another half million (officially unaccounted) abortions*".[23,24] In addition, apart from the youth, there are also unmarried couples who worry that having children may affect their work, life and salary limitations while some families prefer to have a male child, so they perform illegal sex-selective abortions.

CHAPTER 3: METHODOLOGY

This project aims to help RB Vietnam increase sales of Durex products by providing marketing strategies to promote Durex customer confidence and power of purchase at Circle K, Vinmart+, and other convenience stores. In this project, the team analyzed the target customers and their behavior as well as designed a market analysis plan for Durex products at convenience stores. In order to carry out our project successfully and achieve our goal, there were three objectives we needed to complete.

1. Determine the current market situation of Durex products in Vietnam
2. Identify and evaluate consumer behavior, lifestyles, target group for condom and lubricant customers at Circle K, Vinmart+ and other convenience stores
3. Design a suitable marketing strategy to increase sales of Durex products at Circle K, Vinmart+ and other convenience stores

For success, these objectives were done sequentially. The action plan is shown in Appendix 3.

Objective 1: Determine the current market situation of Durex products in Vietnam

3.1 Interview with RB Vietnam

Our team had a meeting with our sponsor, Reckitt Benckiser Vietnam to introduce ourselves, exchange our understanding of the project, and obtain additional useful information. This information included their main competitors, Vietnamese cultural perspective towards relationships and condoms, past and current marketing strategies on Durex products. The team also discussed about the information on convenience stores in Vietnam to help us understand why RB Vietnam wanted to focus on increasing Durex sales through the convenience store channel. The team was provided with the information regarding the current sales volume of Durex at convenience stores as well as the current target customers. It was necessary for the team to gain correct understandings of RB Vietnam's needs, and to obtain some useful information that allowed us to successfully build marketing strategies that meet their expectations. The list of possible questions for RB Vietnam is shown in **Appendix 4.**

Objective 2: Identify and evaluate consumer behavior, lifestyles, target group for condom and lubricant customers at Circle K, Vinmart+ and other convenience stores

3.2 Interview with PDA

Prior to the Vietnam visit, the team arranged an interview with People and Community Development Association, or PDA, a Thai recognized organization that has many successful campaigns that promoted safe sex and improved the quality of life of many underprivileged communities. The team found it to be useful from their advice on the methods they used to identify the problems, and to approach people since Vietnamese people might not be willing to participate in answering questions that are related to sex and condoms due to cultural sensitivity previously stated. In order to effectively obtain useful information with a limited amount of time, our team had prepared questions in advance which is shown in **Appendix 5**.

3.2.1 Design a survey procedure

As Reckitt Benckiser Vietnam wants to increase sales of Durex products at the convenience stores, it become necessary to identify and evaluate consumers at those convenience stores. By conducting an online survey, it is enabling the team to get more responses and allowed the participants to feel more comfortable since most of the Vietnamese people might feel that condom related topics were too sensitive to talk about. Through the online survey, the team expected to obtain information related to consumers such as lifestyle, income, consumer behavior at CVS, experiences towards sex and condoms, sexual awareness, and factors that influence consumers to buy condoms and lubricants.

According to the interview with the sponsor (**section 4.4.2.)**, there are two target groups of their customers which are POME or young users and core or adult users. Therefore, the participants of the online survey would cover both young and adults aged between 19 to 24 and 25 to 40. According to Vietnam: number of Facebook users 2017-2020, the most used social media in Vietnam is Facebook, therefore the teams decided to distribute the survey questions on our assistant's Facebook page.[25] The online survey can be seen in **Appendix 6**.

3.3 Conduct field observations

Understanding the customers' experience was necessary in order to carry out the evaluation of the behavior of the customers, therefore the team decided to perform field observations at convenience stores. The team decided to observe the convenience stores which included Circle K, Vinmart+, 7-11, FamilyMart, Ministop, and B's mart. Also, to help the team understand more about consumers' lifestyles in different areas, three areas in Ho Chi Minh city visited by the team were District 1, District 4, and Binh Thanh.

During the visit, the team performed observations both in-store and the surrounding area. In-store observation included overall shelf placement, price of condoms and lubricants, promotions, promotion displays, etc. These observations allowed the team to understand the customers' experience when the customer enters the CVS and to see whether these are the main factors that affect the sale volumes of Durex or not. In For the stores' surroundings, the team observed people in the community around the stores because the team believed that the surrounding community could be one of the factors that also affects the sales volume at convenience stores.

In order to prepare the team for the real field observation, the team decided to conduct some observations at 7-11 stores in Thailand before going to Vietnam. The purpose of the observation in Thailand was for the team to gain some real experience, identify and improve any possible flaws that our plan may have during the observations in Vietnam.

3.4 Interview retailer at Circle K, Vinmart+, and other local convenience stores

Due to some limitations of the information that could be obtained from the customers, the team then performed interviews with the retailers at the convenience stores stated in **section 3.3**. The interview included sales volume of each condom brand, the best-selling condom and lubricant brand and type, period of time, popular types of promotions and campaigns, and festivals that are popular for condoms in each convenience store along with possible reasons supporting why they were most commonly purchased. It was necessary for us to have this information as we would then have an overall perspective of the stores from the retailers that could not be obtained from individual customers. Furthermore, we asked the retailers about information relating to the customer's age, gender, occupation, status and their behavior when they purchased the product. The information we obtained helped us identify the target consumers of Durex products along with other information related to target groups.

Objective 3: Design suitable marketing strategies to increase sales of Durex products at Circle K, Vinmart+, and other convenience stores

3.5 Analyze and propose final marketing strategies

The responses from the observations, interviews and online survey were illustrated in graphs and tables using Google sheet. The results were analyzed using the framework guided by the information from background research as described in the Literature review chapter. From these results, the team could identify the areas that RB Vietnam could improve and create successful market strategies with strong supporting evidence and reasons to help RB Vietnam increase sales of Durex products at convenience stores.

CHAPTER 4: Results

4.1 Interview with PDA

Our team had a chance to interview the People and Community Development Association, PDA. We obtained some information about how to approach people one the sensitive topic. They suggested that we arrange a sex education program for the Vietnamese people so they can see that the issue of sex is an acceptable topic. This suggestion was helpful in conducting our survey, analyses and suggesting recommendations for our sponsor.

4.2 Observation at convenience stores

The total number of convenience stores that our team observed was 28 stores covering Circle K, Vinmart+, B's Mart, Ministop, and 7-Eleven chains. The team visited 10 Circle K, 7 Vinmart+, 4 FamilyMart, 3 7-Eleven, 3 Ministop, and 1 B's mart. The areas in Ho Chi Minh City where the observation was conducted were District 1, District 4, and Binh Thanh. The reason why the team chose to visit the convenience stores in these mentioned districts was to obtain information on customer segments that might be different in each district.

4.2.1 Products and product placement

For a company to improve sales of their product at a convenience store, it would be essential for the company to gather information on the product placement in that convenience store. The main factors that our team considered when we observed how the products were placed include product visibility and accessibility. Product visibility refers to how visible the product is to consumers, whether the product catches their attention. The product accessibility refers to how easy it is for the consumers to grab the product.

In all of the twenty-eight convenience stores that were observed, the products that were normally displayed at the checkout counter, (or COC) were usually those contained in small packaging that could easily be picked up and purchased by the consumers, such as confectionary, lighters, condoms, and lubricants. This idea of product placement is a part of 'point-of-purchase or POP merchandising' in which the placement at COC is used to spur consumer impulse purchasing. The second product category that could be seen by the consumer after he/she entered the convenience store would be the ready prepared food and some types of beverages in the refrigerator. From our observation, the ready-prepared food could be bought at every convenience store chain except at Vinmart+ which sells fresh meat, vegetables, and fruits. The products whose purpose was for hygiene and personal use had no specific location on the shelves in the convenience stores; some appeared to be at the back, some at the front of the store depending on the layout of the stores. However, snacks such as potato chips and instant noodles, were always placed next to the beverages. This technique of placing the products that are related to each other next to each other is called 'block placement'.

In terms of visibility of condoms and lubricants, most of the convenience stores placed them at the COC as mentioned above, except in some 7-Elevens, Ministops, and Family marts they are placed on the shelves or both at the shelves and at the checkout counter. The most common condom brands that were found in most of the convenience stores are Durex and Okamoto, except in Vinmart+ which did not sell Okamoto at all. While the other brands such as Lifestyles and One were found at some stores under B's mart and Ministop chains; the Vietnamese brand Safefit was found only at one Vinmart+ store which was located near a university in District4.

From our observations, there appeared to be two significant types of product merchandising for condoms on the shelves in the convenience stores which are vertical and horizontal merchandising. Vertical merchandising involves forcing customers to look at the products from top to bottom, and from left to right for horizontal merchandising as seen in **Figure 4A and 4B**.

Figure 4A. Vertical merchandising of Durex and Okamoto at Circle K

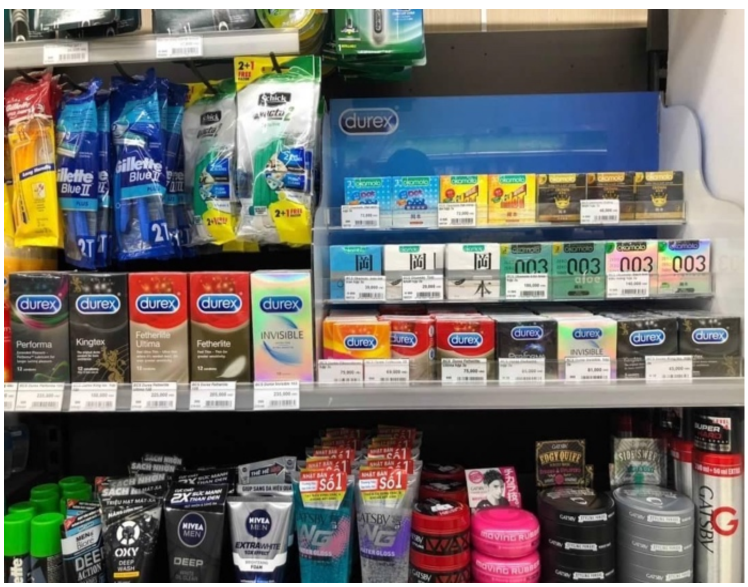

Figure 4B. Horizontal merchandising of Durex and Okamoto products at FamilyMart in Japanese area

Another interesting point that the team noticed is that most Durex shelves at Vinmart+ stores tend to be at an angle thereby showing only one side to the customers **(Figure 4C).** Whereas at other convenience stores, the brands faced the customers directly. To investigate accessibility of Durex products, our team conducted a test by standing facing the checkout counter to observe whether it was difficult to pick up the product or not. The result of this test is that it was easier to pick up the product that was facing him directly compared to the product that turned its side towards him. The team also noticed that by placing the products to facing the customers directly also gave better visibility as well since the customers could see the products both when they entered the store and when they made a payment at the checkout counter. On the other hand, when only one side of the shelf was turned towards the customers, the product would only be visible to customers when they were walking out from the store.

Figure 4C. An example a Durex shelf which is turned sideways towards the customers

It was obvious to the team that the placement of the condom products at the convenience stores was related to the amount of market share of each condom brand. With higher market share, the brand will be displayed more in the convenience stores. The team observed this by counting the amount of Durex products and other brand products that were displayed on the shelf and compared it together in the form of a ratio. On average, the team found that the condom brand that occupied more shelf space than any other brand was Durex in most of the visited stores. For example, at Circle K, the ratio between the amount of space occupied by Durex and Okamoto was 5:3. This number was calculated according to the total number of Durex and Okamoto product visible to the customers. This excludes the products that were placed at the back of the shelf. However, in one of the visited Family mart stores located in the Japanese community area, the Okamoto products had occupied more shelf space. This could be because Japanese may prefer Japanese condoms to Durex **(Figure 4B).**

4.2.2 Activations

The term 'activation' refers to all the activities such as promotions that occur inside the convenience stores. All the convenience stores under our observation had some commonalities regarding the promotions. Most of the promotions at the convenience stores were typically for the food and beverage category. Point of sales displays (POSD) were used to inform the consumers about the promotions together with free standing display units (FSDU), hanging signs, posters, banners, strut cards, and counter display units **(Figure 4D)**.

Figure 4D. Examples of Point of Sales Display (POSD)

There was no promotion on condoms or lubricants seen in the convenience stores except for 7-ELeven stores which offered a 20% Valentine's discount on Durex in small 3 condom packets (see **Figure 4E**).

Figure 4E. 7-Eleven Valentine's promotion on Durex

4.2.3 Environment

The environment of the convenience stores is one of the important factors that affect the decision of the customer whether they want to enter the store. Environment, in this case refers to both inside and outside of the store, surrounding community, and people who live in the area. As mentioned before, the three main areas in Ho Chi Minh city that our team visited were the rural area, city area, and school and university area. For the suburb area, like Binh Thanh which is populated with local people, the convenience stores in this area are located nearby local stores and local pharmacies. In addition, the size of the stores is smaller than these in the city area and less clean. In the city area, our team visited district 1. District 1 is known to have highest number of convenience stores in Ho Chi Minh City and the majority of them are located near or surrounded by offices, hotels, tourist attractions so it is easy to see office workers and foreigners at the convenience stores during rush hours and lunch time. The stores in this area are bigger and cleaner compared to stores in other districts. There were also some seating areas for the customers to relay and eat foods and drink beverages they purchased inside the stores. For convenience stores around the school and university area in district 4, there usually were groups of students hanging out at convenience stores after class. In addition, the stores in this area also provided their customers with seating areas for them to eat and have a conversation with their friends.

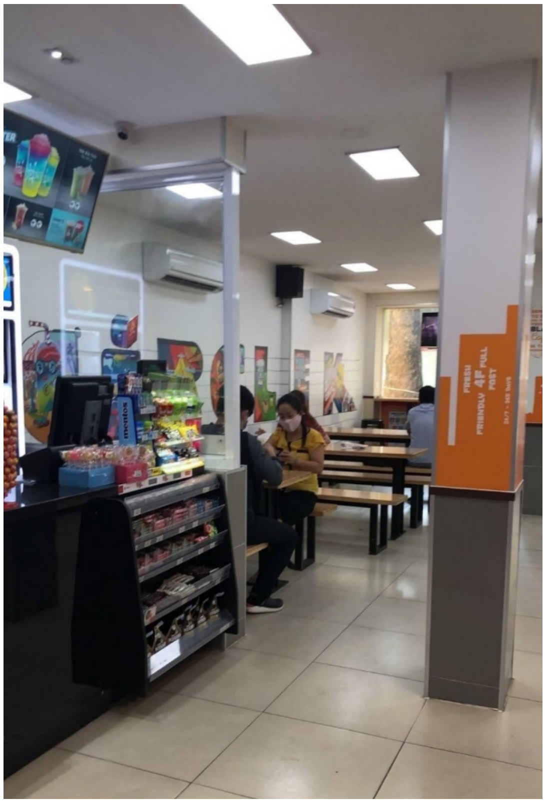

Figure 4F. Seating in Circle K, district 1

Figure 4G. Small size Vinmart+ in Binh Thanh

4.2.4 Customer in convenience stores

From our observation, we noticed some behavior of different groups of convenience stores customers. For local Vietnamese people, they usually grab the food or beverage they want and then go to the counter to purchase it. The payment methods are either by cash, electronic money application or credit card (**Figure 4H**). On the other hand, foreigners or tourists would take more time to choose the product they want to buy. This is due to the language problem as they spend more time using their scanning app to translate information about the product into their language before they decided to buy, and they mostly used cash when making purchase. In addition, one thing that our team observed was that there were almost no elderly customers at the convenience stores in all area we visited.

Figure 4H. Payment method by using e-money application

4.3 Interview with retailers at convenience stores

4.3.1 Convenience stores

Apart from observations, interviewing with the retailers at each convenience store is another important strategy. Observation alone cannot provide us with enough information for the overall view of the convenience stores. By interviewing the retailers, we were able to know the peak hours of the convenience stores which are early morning, ranging from 6am to 9am, during lunch time, and in the evening from 4pm to 7pm. Moreover, the information about target customers could be obtained directly from the retailers. The target customers are separated into two groups, teenagers and adults, ranging from 15 to 24 and 25 to 40 years, respectively. Most Circle K customers are teenagers and office workers while for Vinmart+ they were housewives since they also sell fresh food which is necessary for home cooking. It was also clear to the team that in areas with a lot of hotels, bars, and massage parlors, there were a lot of foreigners, while students, teenagers and office workers would be found mostly near apartments, schools and offices. In addition, local people may be found in every convenience store in rural areas.

As mentioned, by promotions advertised in the stores and by interviewing the store manager, the team was able to understand the customer's needs and the effectiveness of each promotion which could be further improved and adapted into our proposed marketing strategies. According to the store manager, “buy one get one free” is the most effective promotion among teenagers and office workers, while promotions that offer discounts when purchasing food and beverages together are popular to everyone.

4.3.2 Condoms and lubricants

When mentioning condoms, the best-selling brand mentioned by the retailers at every store is Durex with Invisible, Kingtex, and Featherlite. Even though there is no promotion of Durex in most convenience stores, except for 7-Eleven, it is still the brand that has the highest sales due to its strength in having a strong brand awareness, brand confidence, and a variety of features to choose from. Okamoto, which is a Japanese condom brand, is currently Durex’s major competitor as it can be found in most convenience stores except at Vinmart+. Okamoto is known for its thinness and its best-selling types are Vanilla skinless and Crown. We observed the differences in prices of these two brands. In order to understand whether pricing or branding influence customer’s decision when purchasing the condoms, we would have to interview the retailers.

We have seen that Durex has no entry tier when compared to Okamoto which influences customers such as teenagers to choose Okamoto the vanilla skinless type by its lower price. However, the highest tier of Okamoto which claims to be the thinnest condom, the price is much higher than the Invisible condom of Durex. This contradiction in pricing strategy has raised doubts in the adults who feel that the higher price of Okamato might not reflect a better product, and therefore the adults choose to use Durex instead of Okamoto because they feel it is not necessary to pay the higher price for Okamoto’s thinnest condom. The retailers also mentioned that some customers feel that lower price may indicate with a lower quality. For example, the Vietnamese condom brand called

Safefit provides customers with a lot of discounts but Durex, with no discounts at all, is still being chosen over Safefit due to its good quality and its brand confidence.

Furthermore, after knowing that branding plays an important role in a customer's decision, we still need to understand the customer's behavior when purchasing condoms. Condoms are usually brought in one small pack at a time except for families, married couples or friends who come in groups the customer usually buy one big pack of 12 condoms. Lubricants are not as popular as condoms, the purchasing amount is only 1 to 2 bottles per week. Most of the time, new customers would purchase something else along with condoms, indicating that they are still shy. After familiar with it, they become less shy when purchasing condoms. Peak hours that customers usually purchase condoms and lubricants ranges between 10pm to 1am for convenience stores that open for 24 hours like Circle K, and 8pm to 10pm for convenience stores that closes at 10pm, like Vinmart +. Apart from that peak hours, certain festivals also boost the sales of condoms, for example Valentine ’s Day and Women’s Day are the two major festivals when the condoms are sold the most.

4.4 Interview with Reckitt Benckiser Vietnam

4.4.1 Channels of distribution

Durex has several distribution channels. However, the channel that gains most income is the convenience stores or CVS. The total sales in 2019 showed that CVS had the highest contribution of 51%, dominating other channels such as pharmacies, E-commerce, and traditional trade. The major reason comes from the dramatic increase in the number of CVS in Vietnam in recent years. The increase of CVS numbers allows Durex products to be more distributed, hence increasing sales of Durex. Another reason for the highest sales contribution through CVS, and highest market share of up to 74.7% is the sales agreement with CVS. Since there are a lot of CVS in Vietnam, Durex can make their product dominant in all CVS which has agreement with them making most of the time the condom brands that are displayed in CVS will be Durex. Another benefit of having high market share is the advantage over competitor brands. Normally, in CVS there are limited amounts of space and therefore companies need to spend huge amounts of money to compete for the desired product be display area. Therefore, by being the condom that has the highest market share and good brand awareness, Durex can easily occupy available slots to display their products.

4.4.2 Customers

During the meeting, the sponsor provided the team with information related to the target market of Durex products. The company is currently focusing their market on 2 segments, which are POME and core users. The first group, POME, consists of young teenagers and young adults, whose ages can range between 15 to 24 years. The common thing regarding this group is that the majority is very new to condoms and sex education. The second group is the core users, which is a traditional target market for condom industries, the customers who have prior experience in the using of condoms. Normally, customers of this group will have their own preference in brand of condom. From these distinctive factors, the company will not hesitate to make use of this advantage and approach it with a strategic campaign.

The information of the POME group allows the company to develop a starting campaign that will have an effect on this target group. At the moment there are 3 campaigns: POME, 3 Wolves, and Durex Red. By gaining enough knowledge regarding the strategy will be focusing on giving awareness on sex education to the target group. The target group will now have the ability to distinguish real world scenarios related to sex, as well as to choose an effective method to counteract the main problem of unwanted pregnancies and sexually transmitted diseases (STDs). An effective method of protection will be the usage of condoms. Through branding from campaigns and the well-known reputation of Durex, this can create an excellent first impression between the Durex brand and POME group. A good first impression can result in a significant percentage of POME group choosing Durex as their first condom brand. Using this strategy, Durex can generate new customers without having to approach customers from other condom brands.

The company considered that the increase in the number of core users is the main factor for the growth of their condom and lubricant products. Until now, Durex have the highest sales within this category in Vietnamese market. It can be concluded that this is cause the large number of core users for the Durex brand. However, recently there has been a rise of Japanese brands of condoms such as Okamoto that has some influence on the market share. Due to the popularity, marketing, and claim to be the thinnest condom product, Durex company anticipates that in the near future the Okamoto market share will rise until it competes with the Durex brand. Therefore, the company mission is mainly focused on developing new Durex products and new marketing strategies. This will raise more brand confidence and bring in more condom and lubricant users from other brands to use Durex.

4.5 Survey results

For the online survey, our team has divided the collected data into two groups; one for teenagers age 15-24 years old and the other for adults age between 25-40 years old. These two groups represent two important target customers of Durex products. In order to complete the goal assigned by RB Vietnam, we must accumulate the information from these two groups as much as possible.

4.5.1 Gender

From **Figure 4I**, the total number of participants aged around 15-24 is 58. Out of 58 participants, 44 (75.86%) are female, 11 (18.97%) are male and 3 (5.17%) are LGBT.

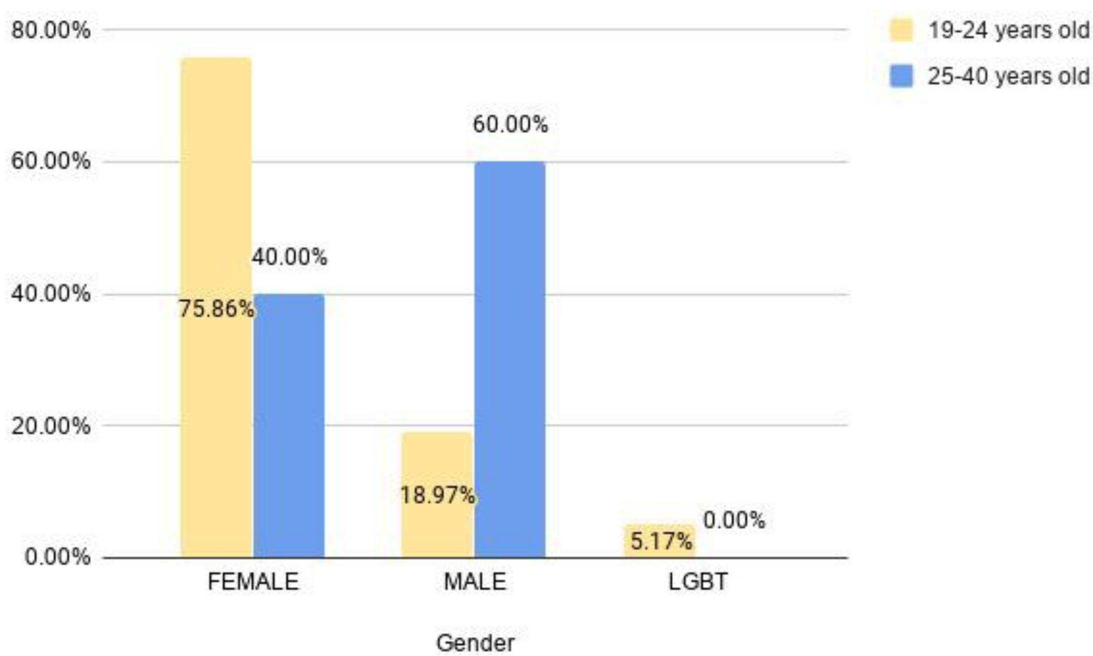

Figure 4I. The comparison between genders of two age groups

While the total amount of adults that completed the survey were 40 people, out of 40 people, 24 participants and 16 participants were male and female respectively. Thus, the percentage share between the 2 genders is 60% female and 40% male. However, the young adult group had LGBT participants, thus this gender has no contribution to the overall gender percentage share.

4.5.2 Income

The graph below represents the percentage of different incomes within the adult group and young people (see **Figure 4J**). We also asked about their income since it was related to their purchasing power that allowed them to buy the product.

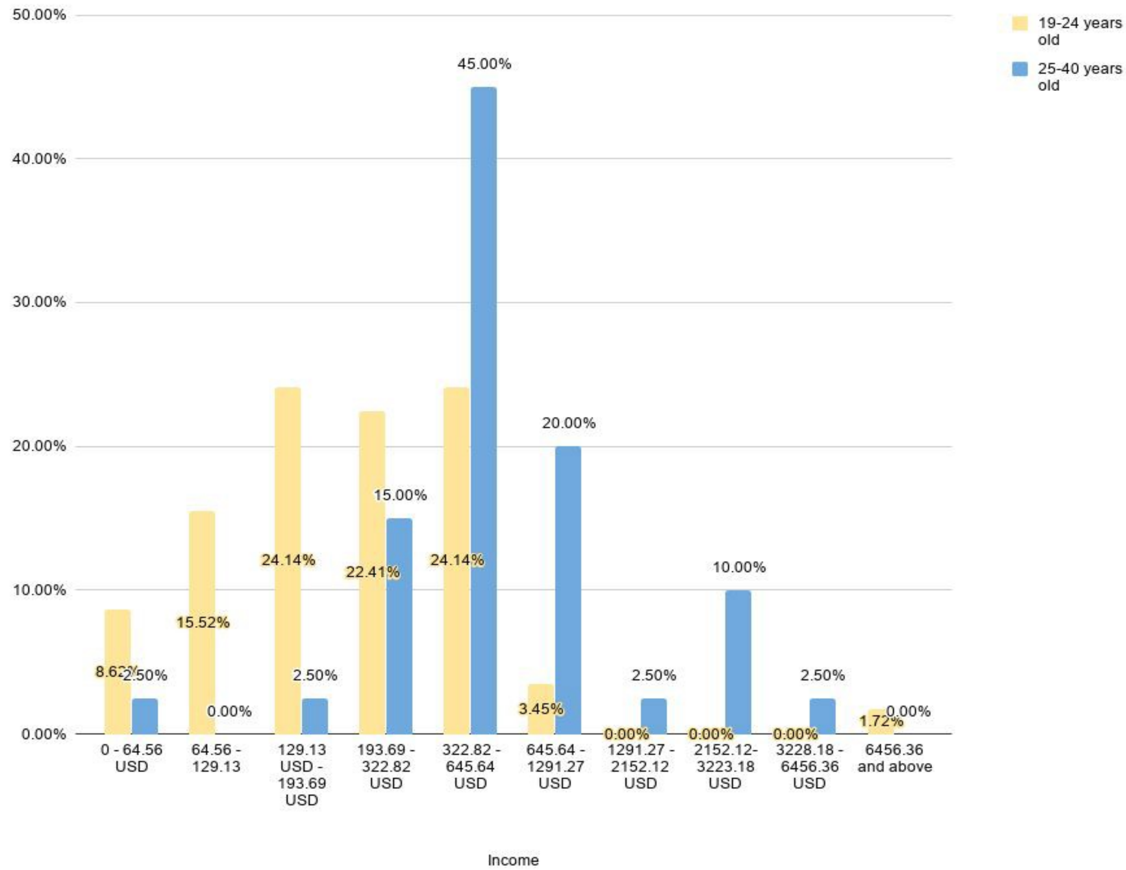

Figure 4J. The comparison between incomes of two age groups

From our collected data from young people, most of the participants have an income in the range of 129.13-193.68 USD, 193.68-322.82 USD, and 322.82-645.64 USD in number of 14, 13, and 14 out of 58 which figured as 24.14%, 22.41%, and 24.14% respectively. The less common range of income that the participants had are 0-64.56 USD and 64.56-129.13 USD which counted as 5 (8.62%) and 9 (15.52%) participants. The least noted income of a participant was 1291.27 USD, and above which counted for only 3 people out of 58 in total (5.17%). On the other hand, the adult group showed that most adults had an income between 322.82 USD to 645.64 USD. This dominates the overall percentage with 45.00% out of all the incomes. Beside the highest percentage income, the second highest percentage tended to cluster around the dominant percentage. These incomes ranged between 645.64 USD to 1291.27 USD, and 129.13 USD to 193.69 USD, the percentage for both incomes are 20.00% and 15.00 respectively.

4.5.3 Activities in which teenagers partake in their free time

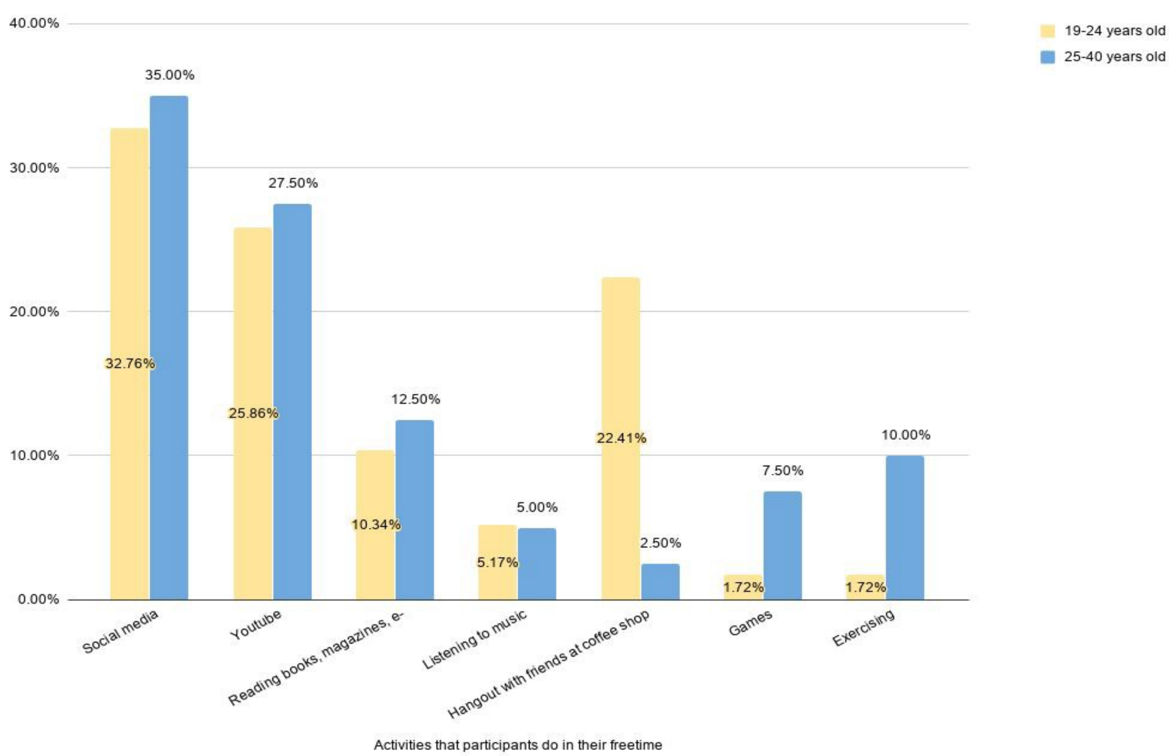

Figure 4K. The comparison between activities in which the two age groups partake in their free time

We also asked our participants to select the activities that they most preferred to do in their free time. This enable us to see which channel would be the most effective to be used as one of the marketing strategies to help spread the promotions and to ensure that it would reach as many people as possible. From our data, teenagers age between 19-24 years old, 32.76% or 19 people out of a total of 58 people enjoyed social media such as Facebook and Instagram etc., with YouTube being the second most popular activity with a percentage of 25.86 and hanging out with friends at the coffee shop being the third most popular activity accounting for 22.41%. There are a few participants who enjoy reading books, magazines, e-books, etc. or who enjoy listening to music. Only one person voted for games and exercise which contributes to only 1.72% of the survey.

On the other hand, 14 adults preferred to use social networks during their free time. This number of adults accounted for 35.00% out of the total adult participants, making using social networks having the highest percentage out of all other activities. Besides using social networks, 11 adults preferred to watch YouTube as their main activity during free time. This number accounted for 27.50%, thus ranking it the second highest activity during free time. For the rest, activities such as reading books/e-book/magazine, playing games, and exercising showed similar percentages of 12.50%, 7.50% and 10.00% respectively. Lastly both activities, listening to music and hanging out with friends at coffee shops had a low percentage of 5.00% and 2.50% respectively, which makes hanging out with friends is the least popular activity during free time for the adult group.

4.5.4 Convenience stores that are often visited in the past 3 months

In order to obtain data on which convenience stores the participants visited most often, we have provided them with a time frame to make it easier for them and also to be able to ensure that the data obtained is the most recent. Vinmart+ is the most popular convenience store among teenagers, contributing to 44.83% or 26 out of 58 people. The second most popular convenience store is Circle K with 21 participants and 36.21%. These two convenience stores are the most dominant as other convenience stores only have 1-4 participants that visited them in the past 3 months (see **Figure 4L**).

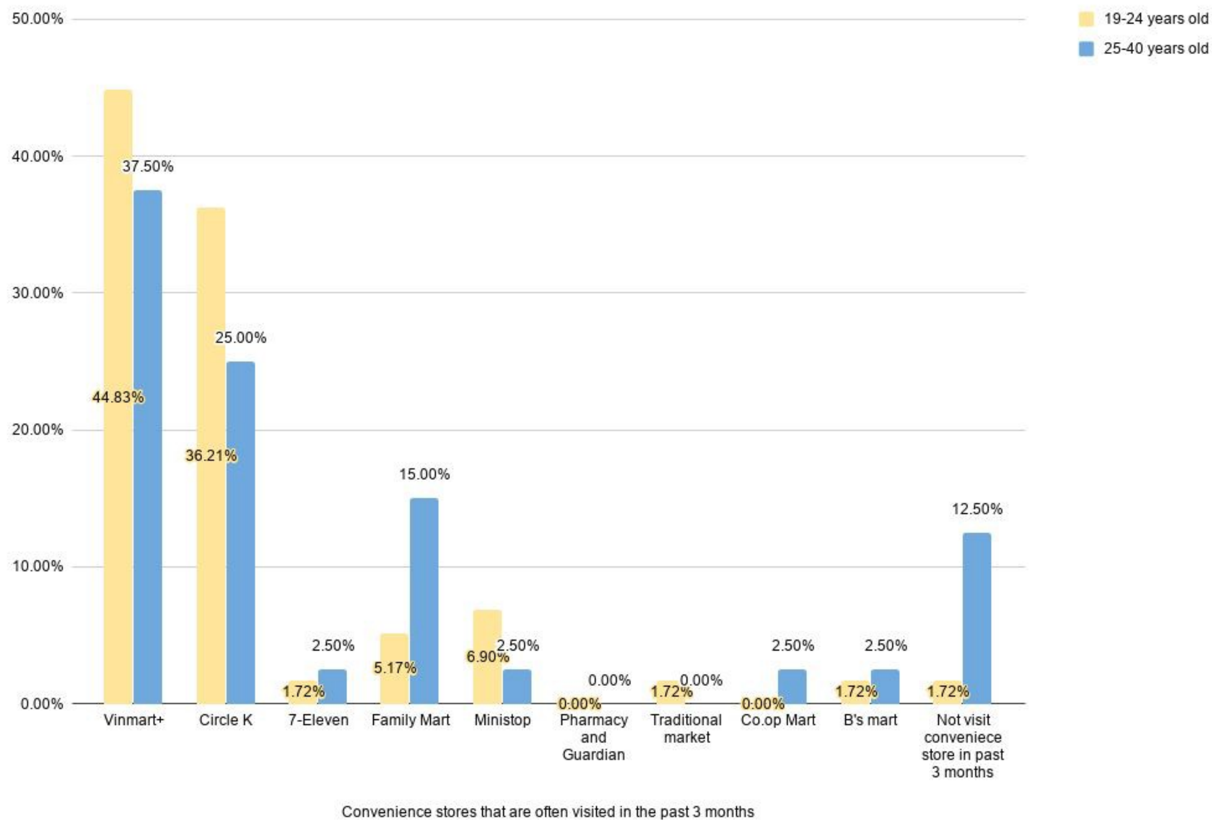

Figure 4L. The comparison between convenience stores that the two age groups often visited in the past 3 months

Among the 40 adults, it was discovered that the 2 convenience stores that were often visited in the past 3 months among 40 adults with the greatest percentage share were Vinmart+ and Circle K, which had a percentage share of 37.50% and 25.00% respectively. Other choices such as Family Mart and not visiting the convenience stores at all also received many responses from participants, and these choices accounted for 15.00% and 12.50% respectively. The rest of the convenience stores which are 7-11, Ministop, Coop Mart, and B's Mart had low percentage responses when compared with the convenience stores mentioned above. Lastly pharmacy and traditional markets had no responses, hence it will not contribute to the overall percentage.

4.5.5 Weekly frequency of visiting convenience stores

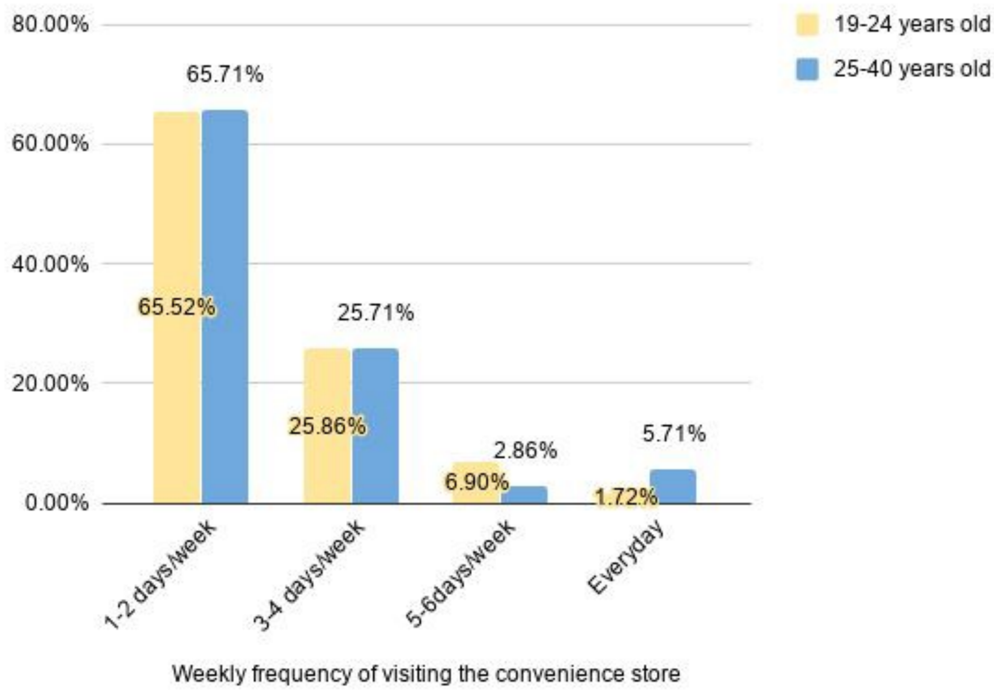

Figure 4M. The comparison between the frequency that the two age groups visit convenience stores

The comparative bar graph above provided the team with information regarding the weekly number of CVS visits among young groups (15-24 years old), shown as the yellow bar graph and adult groups (24-40 years old) shown as the blue bar graph. By comparing both groups, some behaviors could be pinpointed. One important observation is that 2 groups have similar trends. For 1-2 days per week, both adults and young people have responses of 65.52% and 65.71% respectively. These numbers have the highest contributions to the number of responses. Hence, the majority of both groups tend to visit CVS 1-2 days per weekly. The trend for both groups still remains similar for responses of 3-4 days per week. The responses from the young group showed 25.86% from the total responses, while the adult group showed 25.71%. This makes 3-4 days per week the second most CVS visits. Lastly, 5-6 days per week and everyday had a low response from both groups. Young groups have responses for 5-6 day per week at 6.90, which is 4.04 % higher than responses in the adult group. However adult groups tend to respond higher in the everyday choice compared to 5-6 days per week. Therefore, the lowest responses from the young groups is “Everyday”, while for the adults it is 5-6 days per week.

4.5.6 Times of the day that participants usually visit the convenience store

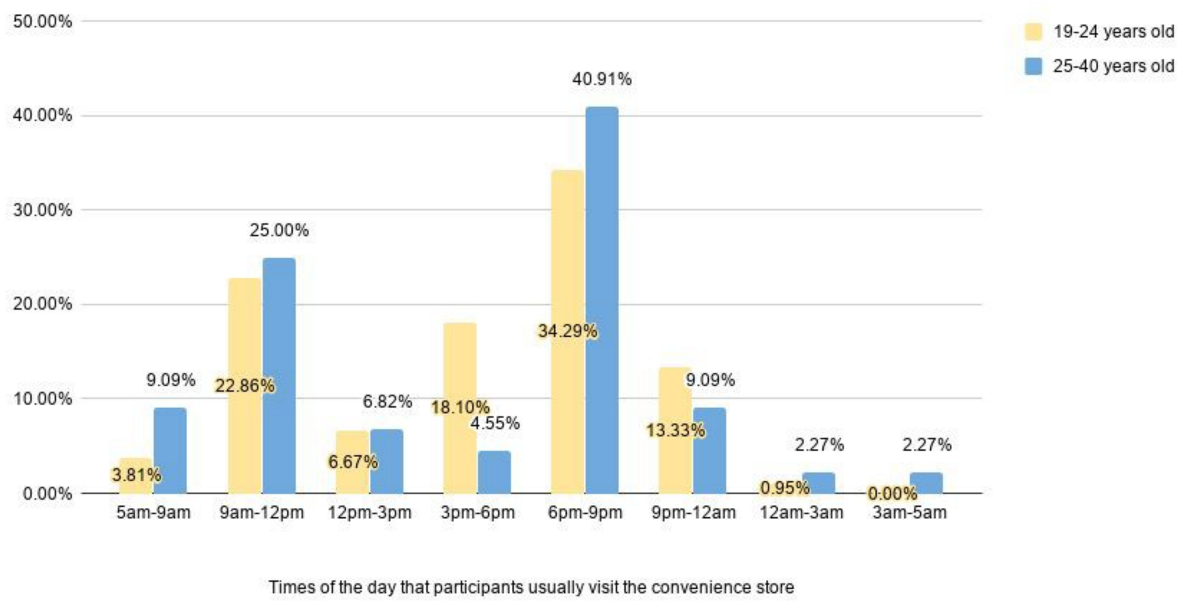

Figure 4N. The comparison between the times that the two age groups usually visit the convenience store

The period of time during the day when young (19-24 years old) and adult (25-30 years old) Vietnamese participants usually visit the convenience stores are represented as yellow and blue bar charts respectively, as shown in **Figure 4N**. Our team has managed to obtain a total of 149 responses in which 105 responses correspond to young participants while 44 responses correspond to adults. In order to obtain this information, these online participants were allowed to give multiple answers; hence the amount of percentage represented on these bar charts is calculated out of the total answers given by each group of participants instead of the total number of participants who completed the survey.

The most popular time when both groups of participants visit the convenience stores appears to be in the evening between 6pm to 9pm in which 34.29% and 40.91% of the answers were given by young and adult participants respectively. The period of time that has the second highest popularity among young and adult Vietnamese participants to visit the stores is found to be between 9am to 12pm with 22.86% and 25.00% being responses from young and adults respectively.

However, the third most popular period of time falls between 3pm to 6pm for young Vietnamese of 18.10% while for adults it is between 5am to 9am and 9pm to 12am with the same percentage of 9.09%. On the other hand, 13.33% of the young participants responded that they went to convenience stores from 9pm to 12am which is 4.24% more than adults.

The rest of the time during the day such as 12pm to 3pm, 12am to 3am, and 3am to 5am has little (less than 7%) to no responses. This means that these periods of time are not popular for both young and adults to go to convenience stores.

4.5.7. Reasons to visit a particular convenience store

As part of the online survey, both young and adult participants were asked to provide reason(s) why they chose to visit a particular convenience store. Based on the obtained information, the most common factor that influences them to visit a convenience store is distance (see **Figure 4O**). Both age groups prefer to visit the convenience store that was situated closest to their house or office. Ease at finding a product and the variety of products were the second (15.76%) and third (13.94%) main reasons for the young people to visit the store, while 16.25% of adults' answers considered hours of availability as their second factor before ease at finding products which accounts for a lesser percentage at 13.75%. This makes hours of availability to be the fifth most important factor for 9.09%

of the young person's answers, after trustworthiness of the stores which was the fourth significant factor at 9.70%.

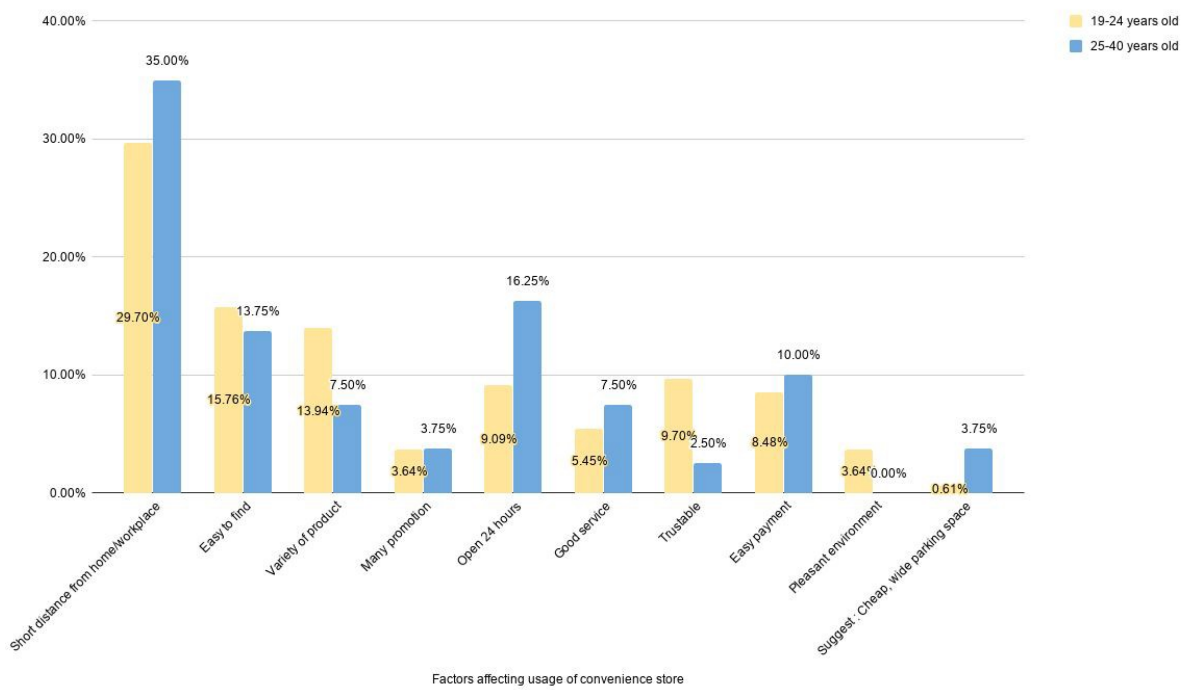

Figure 4O. The comparison between factors affecting usage of the convenience stores of two age groups

In terms of trustworthiness of the stores, only 2.50% of the adult participants consider this before going to one convenience store. This means that the credibility of the stores does not play as significant a role on the adults' decision as the young persons'.

Apart from this, the factors such as easy payment, good services, and various promotions are also factored into the participants' decisions. The older participants appear to consider the payment methods, the services and promotions that the stores provide them more than the young participants. The percentage of older participants who chose these three factors are 1.52%, 2.05%, 0.11% higher than that of younger participants respectively. While there are 3.64% of young participants who consider the store environments, none of the adults appear to do so. Moreover, there were some suggestions apart from those factors that were given to the participants to choose from.

4.5.8 Whether planning to purchase a certain product or not before visiting CVS

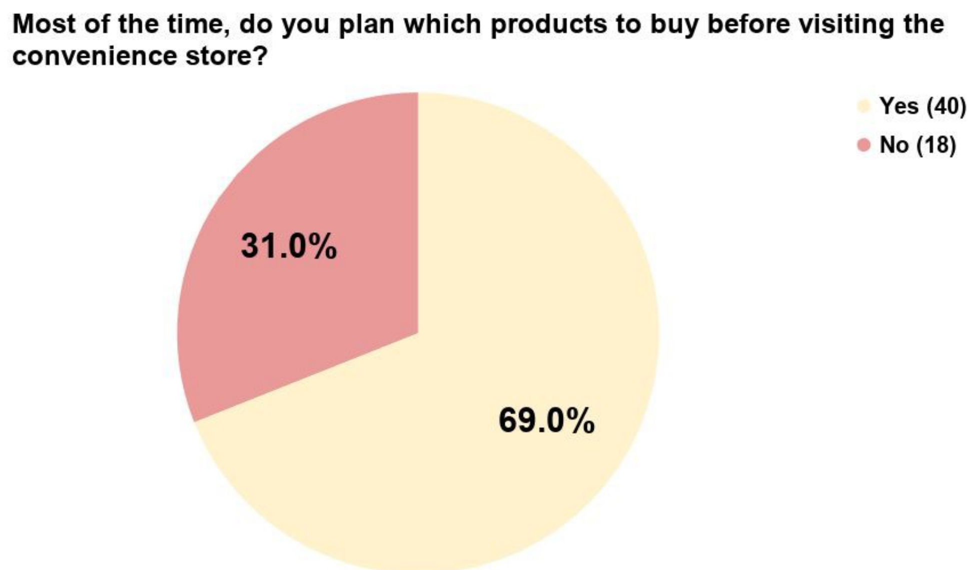

Figure 4P. Whether young participants planned what they will buy before visit CVS

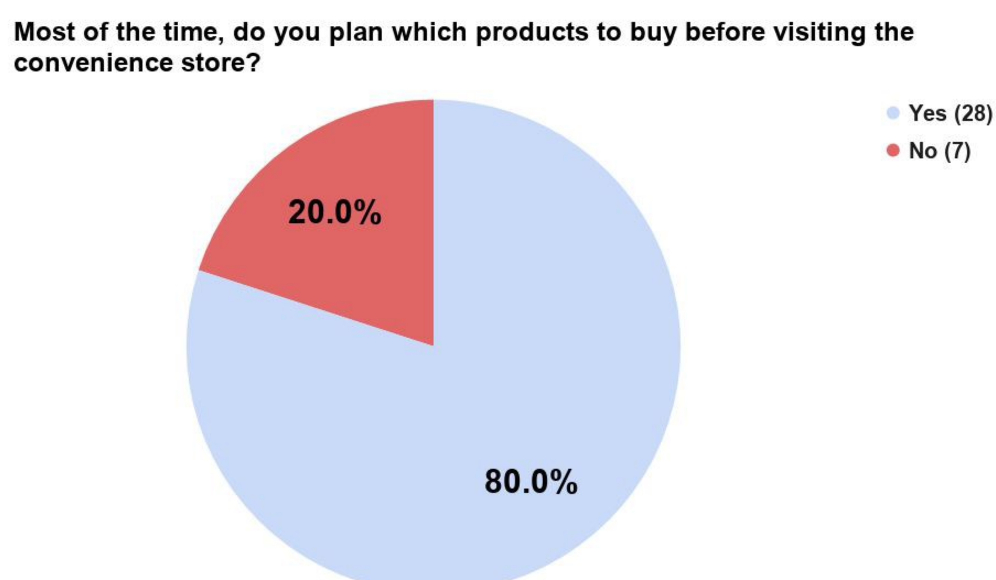

Figure 4Q. Whether adult participants planned what they will buy before visit CVS

To understand the customer's behavior we asked the participants if they decided what product to buy as soon as they entered the convenience stores, or had they already decided what they want to buy before they enter the stores. This information could provide some ideas about promotions or commercials that might catch the customers' attention. From our data, it showed that almost 70% of the teenage customers already had planned what they would buy at convenience stores before they entered the stores while only 31% didn't know what they wanted to buy until they entered the convenience stores.

The results were the same for customers in the adult age group whereby about 80% of the adult customers had already decided what they wanted to buy before they came to the convenience stores; only 20% didn't have specific products in mind before going to the stores.

4.5.9 Product category that customers often purchased in the convenience stores

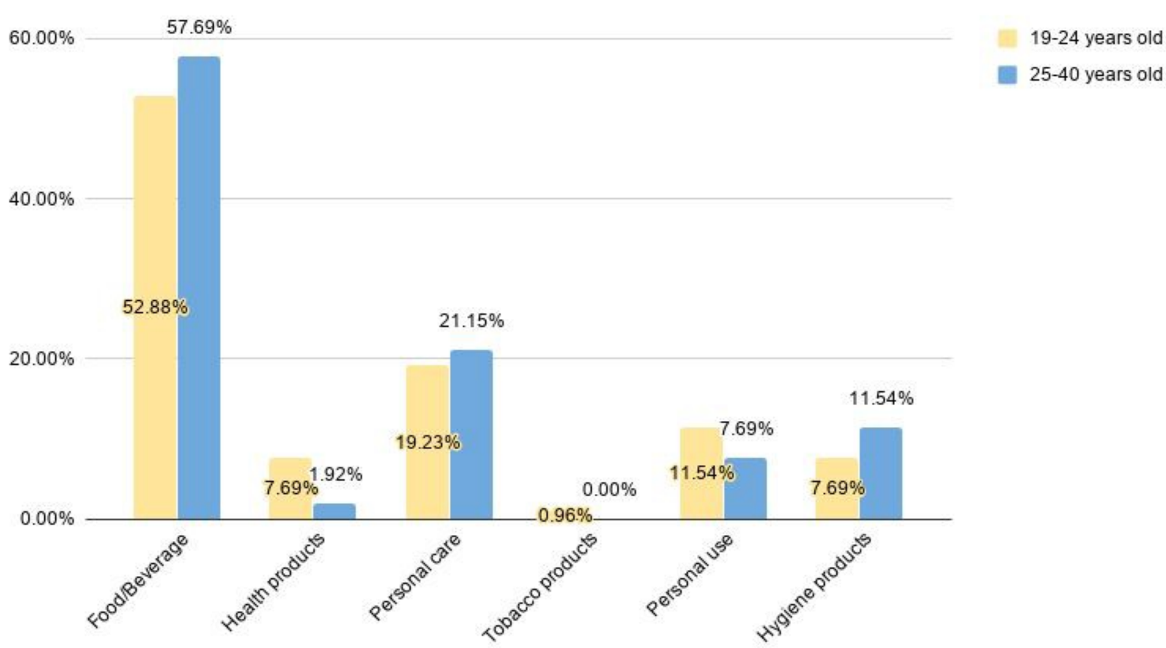

Figure 4R. The comparison between products that are often purchased between the two age groups

This question also provided us information about the behavior of customers. The bar chart above shows that the most popular category of products that the customer in the teenagers group come to buy at convenience stores is food and beverages which accounted for 52.88% with the second and third popular item was personal care products at 19.23% and products in the personal use category at 11.54% respectively.

For the categories that were the first and second most popular to the adult customers, the results were the same as for the teenagers which are 57.69% for food/beverage and 21.15% for personal care respectively. However, the third most popular product was hygiene products instead of personal use which was the third most popular product for teenage customers.

4.5.10 Factors which influence people to buy a certain product

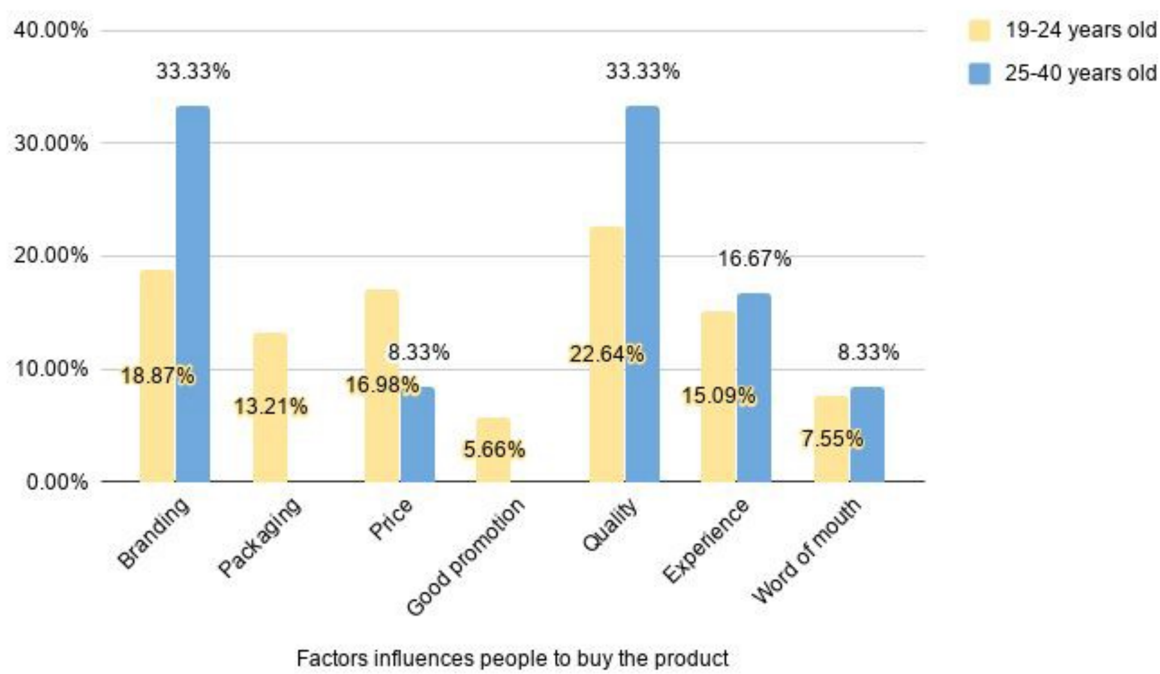

Figure 4S. The comparison between factors that influence people to buy a certain product across two age groups

This question is used to further analyze the customers' behavior even further so as to ascertain the factors that influence them to buy a certain product even when they do not have a product in mind when entering a convenience store (see **Figure 4S**). This can also be used to understand customers' behavior which could be used as part of the promotions in the new marketing strategies plan. For this question, participants could select more than 1 answer. Both data obtained from young people aged between 19-24 years old and adults aged between 25-40 years old showed a similar trend. Quality was the first factor and was voted for 12 times accounting for 22.64% for young people with branding (18.87%) being the second most popular factor; this is the same for adults. A similar trend can be observed as both quality and branding are the top 2 factors with both accounting for 33.33%. The third factor that young people would consider when purchasing a product is the price (16.98%) followed by experience from using the product (15.09%) and packaging (13.21%). 7.55% selected the word of mouth factor that made them want to purchase a certain product with the last factor being good promotions (5.66%). However, for adults, experience towards using the product was their third factor and both price and word of mouth accounted for 8.33% was the fifth factor. However, no participants in the adult age group selected either good promotions or packaging.

4.5.11 Experience towards sex and condoms

We also wanted to know about the participants' experience towards condoms in order to understand their perspective on this topic. From our survey, 30 out of 58 teenager participants, at 51.72%, are aware of the importance of condom usage but they have no sex experience while 5 of them, at 8.62%, are aware of that importance but still have sex without a condom. The remaining 23 which accounted for 39.66% are the teenagers who have sex experience and have used a condom (see **Figure 4T**).

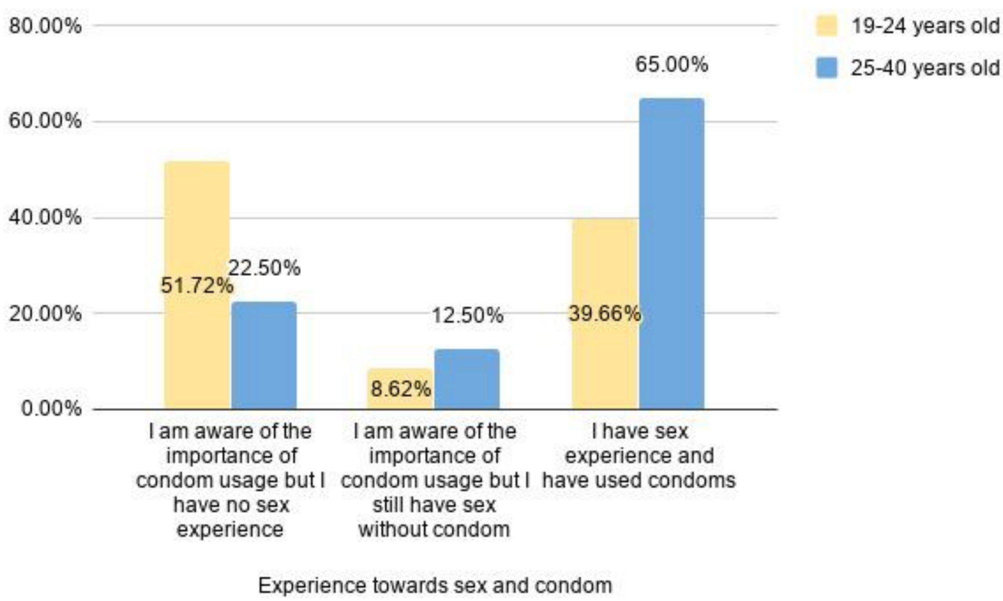

Figure 4T. The comparison between experience toward sex and condoms of two age groups

For the sex experience of the adult group, it showed a higher percentage of participants that have had sex experience and have used a condom than in the teenage group. About 65.00% of the participants in this group have had sex experience and have used a condom. Only 22.50% were aware of the importance of condoms but had no sex experience and 12.50% of them were aware of the importance of condoms but still choose to have sex without using a condom.

4.5.12 The most purchased condom brand for customers who use condoms

We asked our participants about their experiences towards sex and condoms and this question is aimed at participants who had sex experience and had a chance to use condoms. There was a total of 8 brands that were listed in the survey that are sold at various convenience stores but only two brands were selected for teenagers aged 19-24 years old which were Durex and Okamoto, as shown in **Figure 4U**.

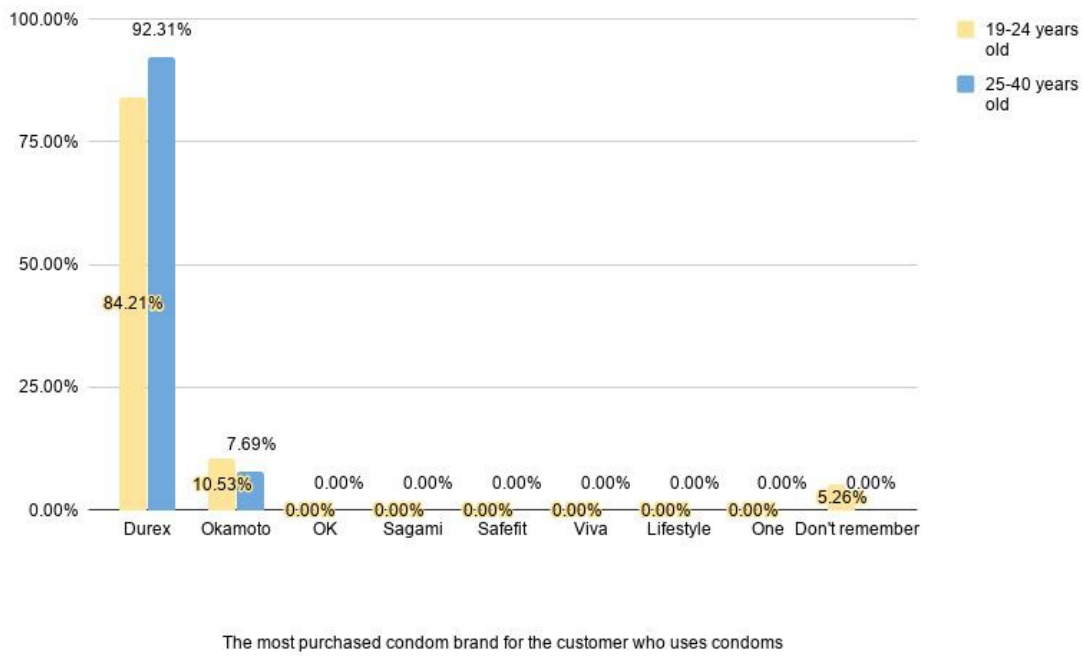

Figure 4U. The comparison between condom brands that are often purchased by people who had sex experience and had used condoms in the two age groups

The current trend clearly shows that Durex is the most famous and preferred brand in the market with up to 16 participants out of 19 voting for it, accounting for 84.21% of the total survey. Okamoto is Durex's main competitor and even though the percentage is still not as high, the trend for Okamoto could increase further in the future. For adults aged between 25-40 years old the trend still shows that Durex is also the most popular condom brand amongst adults who have had sex experience as 24 out of all 26 participants which accounted for 92.31%, chose Durex while only 2 of them chose OK. This data supports the information received from RB Vietnam that customers in these age-groups are the core users of Durex and it is therefore very essential for Durex to maintain the trust of this target customer group so that they don't change to another brand.

4.5.13 Most familiar condom brand for the customers who do not use condoms

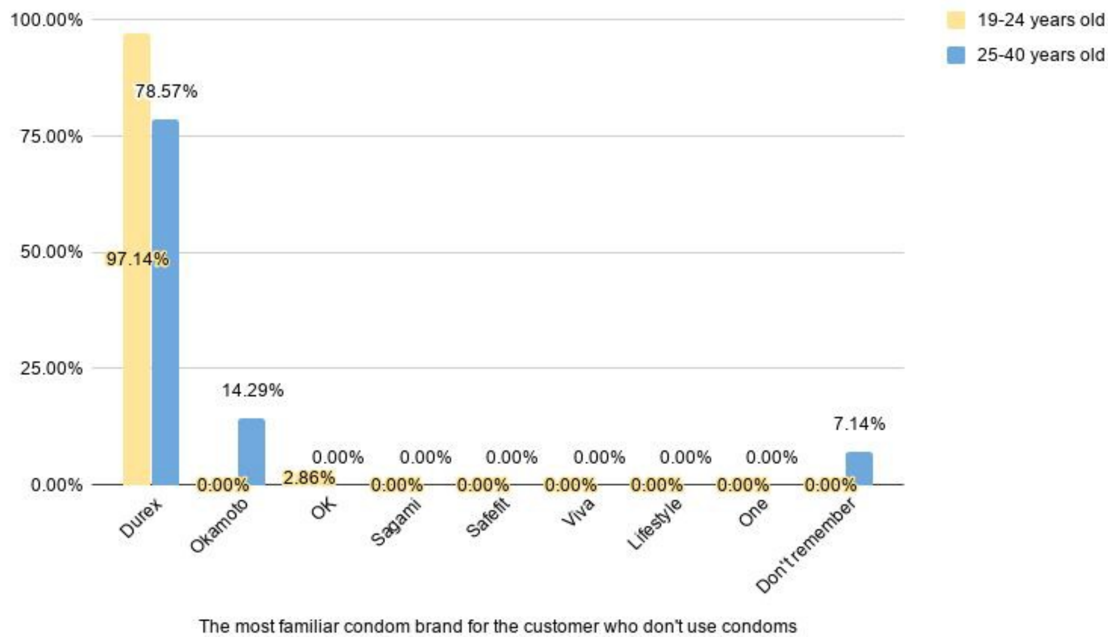

Figure 4V. The comparison between condoms brand that are familiar to people who do not have sex experience in the two age groups

The data in **Figure 4V** represents the reputation of condom brands among the two age groups, young groups (15 to 24 years old), shown in the orange bar graph and adult group (24 to 40 years old), shown in the blue bar graph. By observing the graph, the responses in both groups are very similar. The most familiar condom brand for each group is obviously Durex with the percentage response of 97.14% for the young group, and 78.57% for the adult group. These responses show very dominant data over other responses. Other minor responses from the young group and the adult group such as the OK brand displayed only 2.86% and 14.89% respectively. Additionally, there are 7.14% in the "Don't remember" responses from the adult group.

4.5.14 Top 3 factors that are considered before purchasing condoms

Young people	Brand	Packaging	Thickness	Quality	Price/Promotion	Smell
1st factor	11	6	2	10	14	7
2nd factor	6	5	6	7	12	6
3rd factor	18	10	12	17	13	9

Table 4A. Top 3 factors that young customers considered before purchasing condoms

Adult	Brand	Packaging	Thickness	Quality	Price/Promotion	Smell
1st factor	6	1	1	8	4	1
2nd factor	3	1	3	5	4	3
3rd factor	11	6	6	6	10	9

Table 4B. Top 3 factors that adult customers considered before purchasing condoms

It is significant to understand factors that influence customers to purchase condoms. These factors are selected according to participants who have sex experience and have used condoms. For young people, there are 14 participants that selected Price/Promotions as their first factor and 12 participants that selected Price/Promotions as their second factor. This shows that most of the participants prioritize both of their first and second factors to be Price/Promotions and the supporting evidence for this could be that some young people may not have a monthly salary but rather receive money from their parents as part of their income. Moreover, without a stable monthly salary, the price along with discounts promotions are the first factor that influences customers when buying condoms. Therefore, one of the factors that influences customers to buy condoms for young people is said to be Price/Promotions along with Branding as the second factor and Quality of the condom as the third factor. On the other hand, for adults it showed a similar trend but rather than Price/Promotions being the top factor, in this case it was the quality of condoms that 8 participants voted to be their first factor and 5 participants voted to be their second factor. Another factor that influences the purchase of condoms among adults are branding followed by prices/promotions. Therefore, with a stable income, adults aged from 25-40 years old would have more chance to afford a high quality condom that may come with a higher price which means that money is not their top concern when compared to young people aged between 19-24 years old.

4.6 Results from interviewing Vietnamese high school teacher

Our team had a chance to interview some high school teachers in Vietnam. It is a surprising that most of high schools in Vietnam don't have sex education in their study program. However, there are some schools with Association internationale des étudiants en sciences économiques et commerciales (AIESEC) program that have taught the students about sex education. The program includes information on how to put on a condom and how to protect themselves from STDs. In the beginning the students were shy but then they became more interested and excited to learn about condoms and STDs. The teachers stated that the students prefer to interact with speakers the same or close in age to them than just study from a book or video. Our team also asked them about their students' behavior and lifestyles to have more data to support the results from our survey. The trend of the lifestyles of the students we obtained from the teachers was in the same direction as the results that we have obtained from our survey. Many students like to use social media such as Facebook, Instagram and watching some YouTube videos in their free time. In addition, high school students also like to visit the convenience stores which are near to their school or home but as mentioned, the student's income is dependent on their parents. However, from interviewing these teacher from Vietnam high school we were able to gain additional information to support our survey results as part of "activities that teenagers do in their free time" and other facts related to student's preference towards sex education as well.

4.7 Summary of results

This table summarizes the most dominant responses obtained from the online survey.

Table of Summary

Content of question	**Age Group**	
Age group	19-24	25-40
No. of participants	58	40
Gender	Female	Male
Income	3,000,000 - 4,499,999 VND 7,500,000 - 14,999,999 VND	7,500,000 - 14,999,999 VND
Content	Social Media	Social Media
Convenience store visited in the past 3 months	Vinmart+	Vinmart+
Frequency of visit	1-2days/week	1-2 days/week
Time of visit in a day	6pm-9pm	6pm-9pm
Factors affecting usage of CVS	Short distance from home or workplace	Short distance from home or workplace
Whether planned or not planned visit to CVS	Yes	Yes

Product categories that are often purchased in the CVS	Food/Beverage	Food/Beverage
Factors affecting purchasing decision on product category above	Quality	Word of mouth
Experience toward sex and condoms	Aware of condom but have no sex experience	Have sex and used a condom
Most used brand of condoms	Durex	Durex
Most familiar brand of condoms	Durex	Durex
Top 3 considered factors before purchasing condoms	Price/Promotion, Branding, and Quality	Quality, Branding and Price/Promotion

Table 4C. Table of summary of the difference between customers in the two age groups

4.8 Summary of key information that leads to recommendations

	Most selected answer	Percentage
Free time activities	**Social media**	**33.67%**
Top 3 factors that people consider when purchasing condoms	**Quality** **Price/Promotion** **Brand reputation**	**23.39%** **22.01%** **21.24%**

Table 4D. Table summary of the key information of two age group customers combined together

From obtaining this information along with field observations, our team had selected some main areas to focus on with the support of background information and research which leads to five recommendations in the next chapter.

CHAPTER 5: RECOMMENDATIONS & CONCLUSION

This chapter includes all of the recommendations that the team will propose to the sponsor by using information obtained from literature review, methodology, and result and data analysis.

5.1 Pop socket-concealed condoms

Over the past years, smartphones have become a very essential item that impacts all areas of people's lives beyond communication. The number of smartphone users has been increasing around the world including in Vietnam. The most common concern of all smartphone users is dropping them onto the ground. To overcome this concern, a product called 'pop socket' was invented. Pop socket is a mobile phone accessory that is glued to the back of the mobile phone to allow the users to hold their phones more firmly without dropping **(Figure 5B).**

Pop socket has become very popular among young teenagers and office workers in many countries including Korea, Thailand, etc. Therefore, it would be a great opportunity for RB Vietnam to invest in this product and to make it even more unique, RB Vietnam could invent the first ever pop socket-concealed condoms that stay with the users wherever they go.

Based on the team's research, this idea has already been proposed by a team of Hannah Kloft, Teddy Popick, Aodan Reddy as part of the 2019 D&AD competition. This product was proposed under the name 'Redux by Durex', with a special design that allows the users to slide the cover of the pop socket to hide condoms inside and to have them ready whenever they are needed **(Figure 5C).**[26] This could be a great opportunity to reduce the shyness of the young generation who do not want to be seen with condoms since the cover of the pop socket can be decorative. However, the design requires the condoms to be in a specific shape such as circular shape. This product has not been launched anywhere yet, so Durex Vietnam could be the first one to introduce it into the market. This would allow the company to direct the attention of a large number of people onto this product, other products and the brand as well as more new young users of Durex since they are the group of people who are most addicted to smartphones. To reach our goal of increasing sales of Durex at convenience stores, these 'Redux' products could be sold only at Vinmart+, Circle K, and other convenience stores in Vietnam.

Figure 5B. Examples of pop socket

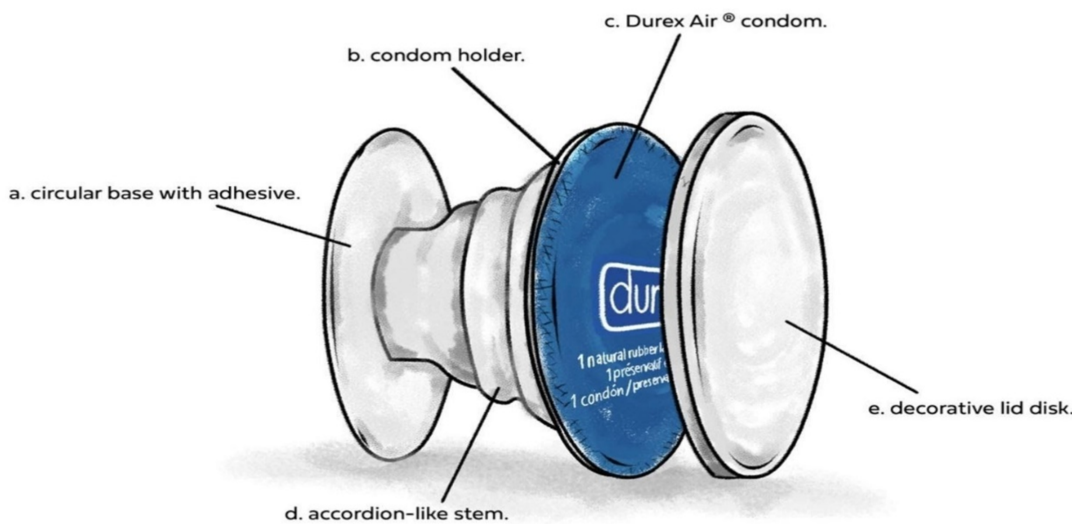

Figure 5C. Prototype of redux

5.2 Condom with lubricant sample

There are various products of Durex on the market and the product portfolio is mainly divided into 2 categories, condoms and lubricants. Although the company states that Durex condoms are successful in terms of sales, it is not the case for lubricant products. Currently, the main customers for Durex lubricant products are LGBT. However, the company also wants to increase the sale on lubricants among male and female couples. Therefore, the team observed these aspects of the problem and provided a plausible solution for future campaigns for the products.

For the team to formulate efficient strategies, the team needs to identify the problem regarding the usage of lubricant among male and female customers. From the survey, one respondent mentioned that the size of the lubricant bottle was too large and not practical to carry around. Besides, it was not worth paying the price for the whole bottle of lubricant for only a single use. Therefore, the solution should primarily involve changing the quantity of the product. The recommended size based on our survey should be around the size of a condom package, sample package, sachet, etc. **(Appendix 4).** A small package can be easily stored in pockets, purse, phone case, under the table, etc. which make it easier to hide it from the sight of other people. Despite the proposed ideas seem to be practical and effective, there are problems that need to be considered. The problem relates to the core users who have no experience with lubricant products and therefore, seeing no need of the lubricants. To counteract this problem, the team has provided an additional idea which is to provide the lubricant samples together with the purchased condom. This idea is similar to many products such as shampoo with conditioner sample package attached to it. By providing the lubricant samples, the core users can have the opportunity to try the product for the first time enabling them to have an overall view of the product which will help them make a better decision and be confident when making the next purchase. Since the lubricant samples have not yet been launched into the market, this strategy will help the explore the opportunity for lubricant sachets.

5.3 Durex 3 in 1 seasonal product

For Durex 3 in 1 seasonal product, our team feels that Durex should try selling the special combo product during popular festival periods such as Valentine's Day, Women's day, and TET holiday. This combo product would be in a special package containing different flavours or types of condoms of the same size. For example, a combo box product can consist of "fetherlite", "invisible" and "sensation" as these 3 types all come in the same size. From the interview with the retailers "fetherlite" and "invisible" are the top two best-selling condoms of Durex while "sensation" is famous for its pleasure performance. The purpose of this product is to enable new users to try Durex condoms without having to buy the whole pack of each type. This will allow customers to find out which type of condoms they like, and which suits them the most. With this special product it will also attract young customers. Furthermore, from our field observation we did not see any brand introduce a mixed product. Therefore, being the first condom brand that provides this type of product, Durex will be able to attract more customers from the competitors as well since new users would feel that they can just pay once and receive up to 3 different types of condoms to try out.

In addition, to stimulate the sales, the customer will be given a lottery scratch card inside the special product which will give them a chance to win awesome prizes such as motorbikes, money and gifts. In order to increase their chances of winning, the customer will need to purchase a large number of Durex products to get more lottery scratch cards which will increase the sales volume of Durex. This special package and event will only be launched during festivals.

5.4 Promotions

5.4.1 Student promotions

One important targeted group for Durex is the POME, which are teenagers and young adults from 19 to 24 years old. For this target group, one of the problems that prevent them from buying Durex is their income. From our survey, most of the customers in this age group have a monthly income, ranging from 129.13 USD to almost 635.64 USD while the price of the cheapest Durex product is around 1.94 USD. This may be considered expensive for students who need to pay for their own living expenses. In addition, when it comes to price, the cheapest Durex condom is still more expensive than the cheapest Okamoto product. Therefore, student promotions will be attractive for POME customers. In addition, in the survey we have asked the participants to rank factors that influence them to buy condoms and it turned out that the first and second top priority that the young participants chose is price and promotion thereby demonstrating that this type of promotion should be considered as it is likely that it would attract more new young customers from other brands. For this promotion, customers are required to show their student ID card when purchasing Durex condoms in order to receive a 5-10% discount. However, this promotion is only for Kingtex condoms which are the cheapest and has a suitable size for most Durex users. It is also the most popular type of condom among new users.

5.4.2 Buy big discount small

The team also recommended that Durex should have some promotions on a big package of condom. This promotion could be made available during festivals when condoms are popular which include Valentine's Day, Women's Day, and TET holiday. These three festivals would be the best time to increase sales as many people might have a strong urge to buy condoms and if there are promotions that attract customers during these festivals, it could be beneficial towards Durex. For each big pack of condom being purchased, customers will receive a discount for their next purchase on small condom packs. This promotion also encourages customers to not only purchase the big pack but also small packs as well. From the online survey, participants visit Vinmart+ more than other convenience stores. Also, from interviewing with retailers and field observation, the main customer of Vinmart+ are housewives and families who usually buy a big pack of condoms. Therefore, this would make this promotion more effective at Vinmart+ than at other convenience stores.

5.5 Sexual education talks for high school students hosted by Durex

From our survey results, there was no data obtained from participants aged between 14-15 years old as this is the average age where people first have sexual intercourse. Therefore, by interviewing Vietnamese teachers, our team was able to collect information related to high school students. This presented an idea to our team that Durex should host an event in high schools to provide a sex education talk to students and their parents. According to Vietnamese high school teachers, most high schools in Vietnam do not have a proper subject that teaches about sex. Therefore, it is significant for Durex to provide this information to these students. These students also are the potential new users of condom which will further lead to an increase in sales of Durex products in future. It is also important for parents to join the talk as families are the fundamental institution that can bring children up and provide them with a good life. The talk should be given by a speaker of a similar age or a few years older than those students as recommended by teachers in order to make the talk most effective and engaging. The content of the talk should include information on sexual issues, significance of using condoms and how to use them properly as suggested by 10 out of 21 participants from our online survey. Furthermore, free Durex condoms and discount coupons at partnered CVS could be provided to all participants at the end of the talk to help the students become more familiar with the brand and have a wider perspective towards contraception at the same time.

5.6 Channels for advertising promotions and campaigns

In order to conduct all of the above-mentioned strategies effectively, the advertisements are important. It is a business' job to increase people's awareness of all of the new products, promotions, and campaigns as much as possible by improving visibility either via online or in-store advertising.

Based on the results of the online survey, both young and adult participants have chosen social media such as Facebook, Instagram, etc. to be their most preferred activities during their free time. Therefore, one of the best online channels to advertise these promotions and campaigns would be through social media e.g. Durex Vietnam Facebook page. With currently above 11 million followers, the Facebook page could be the main channel to spread the advertisements via posts.

Apart from this, Facebook also allows business users to advertise their products and services on Instagram, Audience Network, and Messenger. The types of Facebook advertisement that will be effective for Reckitt Benckiser Vietnam to advertise Durex products are videos, pictures, Facebook story, and Messenger. This is because based on our online survey, the second most favorite activity was watching YouTube.

Advertising through dating apps such as Tinder, Ymeetme, Vietcupid could be beneficial for RB Vietnam. This is because dating apps have been very popular among

Vietnamese teenagers. With over a million users, these apps are another channel for people to meet and start a relationship. Durex whose target customers are couples, could use these apps as a channel to promote their products with these customers.

For in-store advertising, RB Vietnam could consider displaying hanging signs, posters, banners, scratch cards, or counter display units to advertise the campaigns, new products.

5.7 Future recommendations

During the time we were doing this project, we encountered some problems. One of the problems is when we wanted to interview people in the convenience stores, it was difficult to have a conversation with Vietnamese people due to the language barrier. In addition, we were only able to interview retailers at certain stores due to strict store policy. Apart from retailers, it was difficult to encourage people in the park to also help perform an online survey.

Moreover, there are some biased results in our surveys. There were different numbers of participants for age groups between 19-24 and 25-40 which made it difficult to analyze the results. Furthermore, to support the sex education talk program, we should consider interviewing or conducting an online survey to gain opinions and permission from parents about whether they would agree to allow their children to participate in this activity.

In future, an interesting project in Vietnam could be designing marketing strategies for Durex products via e-commerce channel since the team has noticed that apart from the convenience store channel, e-commerce has becoming more popular for Durex as well. Therefore, the team thinks that the project will help Durex to increase sales from this channel.

5.8 Conclusion

With the rise in the number of convenience stores in Vietnam, it is a requirement for the company to build marketing strategies to match up with the fast-paced lifestyles of the consumers. The team has suggested six recommendations which include pop socket, condom with lubricant samples, Durex 3 in 1, student promotion, buy big discount small promotion, and sex education talk to our sponsor, Reckitt Benckiser Vietnam. With these recommendations, it will not only increase sales of Durex but also increase the condom usage among Vietnamese people.

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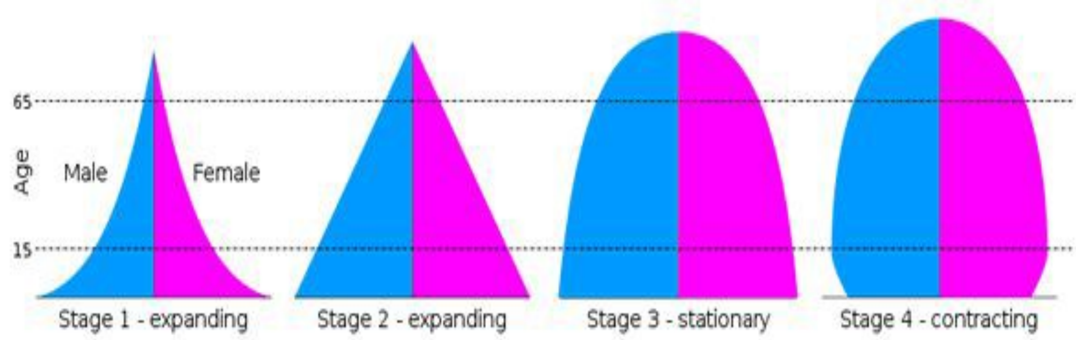
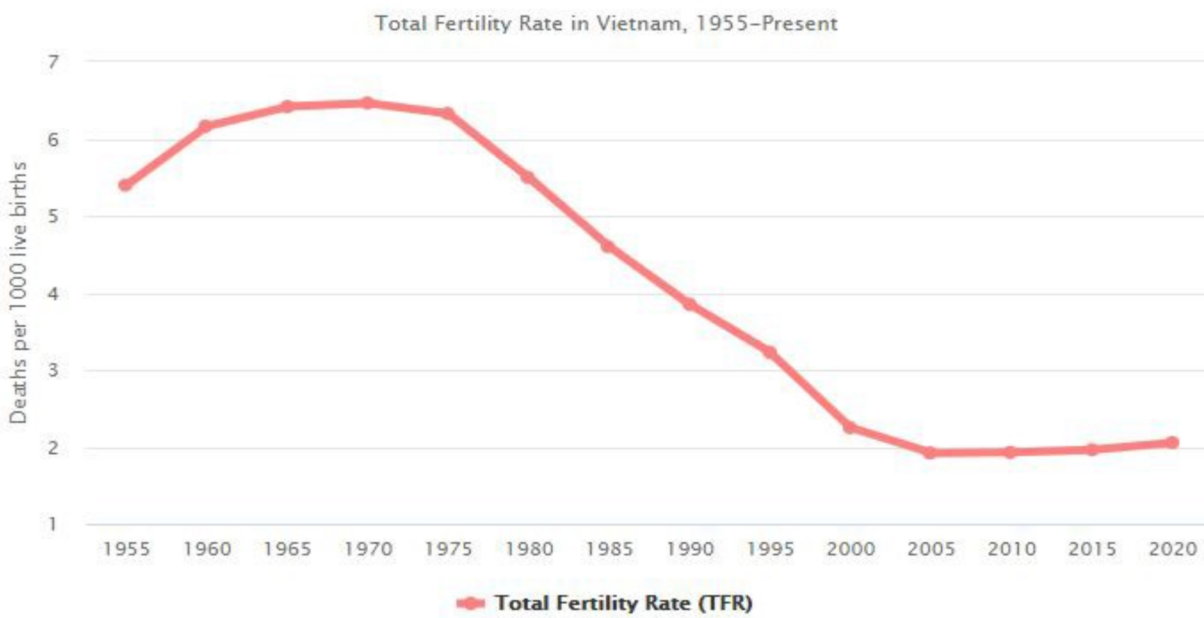
APPENDIX

Appendix 1: Shapes of sex-age pyramid



Appendix 2: Total fertility rate in Vietnam



Appendix 3: Action Plan

January						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
5	**6**	**7**	**8**	**9**	**10**	**11**
12	**13**	**14**	**15** Summarize 1st meeting with arjarns	**16** First teleconference with Quyen + Plan adjustments + Summarize meeting (due 11th)	**17** Rewrite Methodology + Table of contents + Project timeline (due 20th)	**18**
19	**20** Meet with marketing and statistics experts	**21** Update literature review + Prepare 2nd meeting agenda	**22**	**23** 2nd meeting with arjarns + Summarize the 2nd meeting and adjust to changes	**24** Finalize the first draft of literature review (due 27th)	**25**
26	**27** Rewrite introduction + Prepare agenda for the 3rd meeting	**28**	**29** 3rd meeting with arjarns + Summarize the 3rd meeting + Cluster meeting	**30** Cluster meeting	**31** Preparation for visting Vietnam	

February						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2 Travel to Vietnam + Observe + Survey at stores	**3** 2nd meeting with Quyen in Vietnam + Observe + Survey at stores	**4** Meet with Sponsor + Quyen's colleagues + Updates methodology and introduction (due 3 Feb)	**5** Perform an observation and Survey at both convenience stores	**6**	**7** Discussion to anaylse the findings	**8**
9 Travel back to Thailand	**10** Finalise the first draft of results and analysis outline (due 11 Feb)	**11** Analyze and evaluate the collected data + Prepare agenda for the 5th meeting with ajarns	**12** 5th Meeting with Ajarn + Meeting summary	**13** Design a marketing plan (first draft)	**14**	**15**
16	**17** First draft of entire report	**18**	**19** Team meeting	**20** Cluster-team meeting results	**21** Due : Team and Individual assessment	**22**
23	**24** Second draft of entire report	**25**	**26**	**27** Final Presentation Rehersal	**28**	**29** Final Presentation

Appendix 4: List of questions for Reckitt Benckiser Vietnam

- What is your current market share?
- Are there any problems? In which particular area do you want to improve?
- What are the current channels of Durex distribution?
- Who is your current target group?
- What are the previous marketing strategies that you have used and the purpose and what were the results?
- Do you currently see any gaps in the retail market for condoms or contraceptive products that Vietnam is facing?
- Who are currently your main competitors and what are their strengths?

Appendix 5: List of possible questions for PDA

- What made the PDA interested in dealing with the issue of contraception?
- What are the family planning and safe sex problems Thailand is facing now? Are they different from problems in the past? Has there been any change? Why?
- What are your research strategies on finding facts and statistics with regards to sensitive personal issues? What are the important statistical indicators?
- With Thailand being a conservative country, how do you approach people to obtain sensitive information?
- With the short period of time for working on the project, and in the process of collecting data, on which parameters should we focus as primary and secondary factors to obtain meaningful statistics?
- Does your organization have any collaboration with international organisations, especially in Vietnam?
- What is the most successful solution to increase the use of contraceptive products?

Appendix 6: Online survey form

Vietnamese Market Survey

Hello, all participants! we are a group of Thai students. This survey will not be longer than 5 minutes. It is a part of our study regarding market situation, and customer behaviour in Vietnam. Your data will contribute a lot to our work, therefore feel free to take your time to complete to this survey.

Your information will not be shared to anybody.

Thank you for your time

* Required

1. How old are you? *

Mark only one oval.

- under 15 years old
- 15-18 years old
- 19-24 years old
- 25-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- above 60 years old
- Other: ______________________

2. Gender *

Mark only one oval.

- Female
- Male
- LGBT

3. Monthly income (e.g. money from parents, salary) *

Mark only one oval.

- 0 - 1,499,999 VND
- 1,500,000 - 2,999,999 VND
- 3,000,000 - 4,499,999 VND
- 4,500,000 - 7,499,999 VND
- 7,500,000 - 14,999,999 VND
- 15,000,000 - 29,999,999 VND
- 30,000,000 - 44,999,999 VND
- 45,000,000 - 74,999,999 VND
- 75,000,000 - 149,999,999 VND
- 150,000,000 VND and above

4. When you have free time, which of the activity below do you enjoy the most? *

Mark only one oval.

- Watching videos/ Youtube
- Listening to music
- Social Media (Instagram, Facebook, etc.)
- Reading books, magazines, e-books
- Hangout with friends at coffee shop
- Playing games
- Exercising

5. In the last 3 months, which convenience store do you often buy goods from? *

Mark only one oval.

- Vinmart+ *Skip to question 13*
- Circle K *Skip to question 13*
- Family Mart *Skip to question 13*
- B's Mart *Skip to question 13*
- Shop&Go *Skip to question 13*
- Ministop *Skip to question 13*
- 7-Eleven *Skip to question 13*
- GS25 *Skip to question 13*
- No, I haven't visit a convenience store in the past 3 months *Skip to question 6*
- Other: ______________________

6. What is your experience towards condoms and sex? *

Mark only one oval.

- I am aware of the importance of condom usage but I have no sex experience *Skip to question 10*
- I am aware of the importance of condom usage but I still have sex without condom *Skip to question 10*
- I have sex experience and have used condoms *Skip to question 7*

7. Which brand do you often use the most? *

Mark only one oval.

- Durex
- Okamoto
- Ok
- Sagami
- Viva
- Safefit
- Lifestyle
- One
- Other: ______________________

8. If you had a chance to suggest a promotional campaign or social campaign for the society under a certain condom brand, what would it be? (e.g. Marathon, Blood donation, Charity, Lucky draw etc.)

9. If you had an experience from using condom, what would you suggest for the brand to improve for a better sex life experience?

10. Which brand are you familiar with the most *

Mark only one oval.

- Durex
- Okamoto
- Ok
- Sagami
- Viva
- Safefit
- Lifestyle
- One
- Other: ____

11. If you were to purchase a condom, what are you top 3 factors that would want to make you buy it? (Only select 1 box per column)

Check all that apply.

	1	2	3
Brand reputation	☐	☐	☐
Packaging	☐	☐	☐
Thickness	☐	☐	☐
Quality of the product	☐	☐	☐
Price/Promotions	☐	☐	☐
Smell and Taste	☐	☐	☐

12. If you had a chance to suggest a promotional campaign or social campaign for the society under a certain condom brand, what would it be? (e.g. Marathon, Blood donation, Charity, Lucky draw etc.)

13. Why at that convenience store? (You may select more than 1 box) *

Check all that apply.

- [ ] Short distance from home/workplace
- [ ] Easy to find
- [ ] Have variety of products
- [ ] Many promotions
- [ ] Good service
- [ ] Trustable
- [ ] Easy payment
- [ ] Pleasant environment
- [ ] Opens 24 hours

Other: [ ] ______________________

14. How often do you visit the convenience store? *

Mark only one oval.

- ( ) 1-2 days per week
- ( ) 3-4 days per week
- ( ) 5-6 days per week
- ( ) Everyday

15. What time do you often come to convenience store? You may choose more than one answer *

Check all that apply.

- [ ] 5am-9am
- [ ] 9am-12pm
- [ ] 12pm-3pm
- [ ] 3pm-6pm
- [ ] 6pm-9pm
- [ ] 9pm-12pm
- [ ] 12am-3am
- [ ] 3am-5am

16. What do you often buy in the convenience stores from the list below? (You may choose more than 1 answer) *

Check all that apply.

- [ ] Food/Beverage
- [ ] Health products (Medicine, Supplements, etc.)
- [ ] Personal care (Shampoo, Toothbrush, Toothpaste, Soap, etc.)
- [ ] Tobacco products
- [ ] Personal use (Sanitary napkins, Condoms, Lubricant, etc.)
- [ ] Hygiene products (Detergent, Dish wash)

Other: [ ] ____________________

17. Most of the time, do you plan which products to buy before visiting the convenience store? *

Mark only one oval.

- ( ) Yes (e.g I have a specific brand of food that I want to buy) *Skip to question 6*
- ( ) No, I decide what to buy in the stores *Skip to question 18*

18. What factors influences you to buy those product? (You may select more than 1 answer) *

Check all that apply.

- [ ] Branding
- [ ] Packaging
- [ ] Price
- [ ] Good promotions
- [ ] Quality (hygienic)
- [ ] Experience (flavour, smell, texture, etc.)
- [ ] Word of mouth

Other: [ ] ____________________

19. What is your experiences towards condoms and sex? *

Mark only one oval.

- ( ) I am aware of the importance of condom usage but I have no sex experience *Skip to question 10*
- ( ) I am aware of the importance of condom usage but I still have sex without condom *Skip to question 10*
- ( ) I have sex experience and have used condoms *Skip to question 7*

20. If you had a chance to suggest a promotional campaign or social campaign for the society under a certain condom brand, what would it be? (e.g. Marathon, Blood donation, Charity, Lucky draw etc.)

21. If you had an experience from using condom, what would you suggest for the brand to improve for a better sex life experience?

Appendix 7: Topic questions for interviewing retailers

- Age, gender of CVS and condom buyers
- Period of time with highest purchase for condoms and peak hours of CVS
- How do you reach customers with new promotions/ advertising? Which method is the most effective?
- Which current/previous promotions or campaigns are popular?
- Approximate number of condoms being purchased per day.
- Which brand is best selling? Which type of condom of that brand?
- Second best selling brand and type of condom
- Customer's behaviour (e.g.shy, quickly grab and disappear, stand there and choose, comes with their partner or alone)
- What products do people usually buy together with condoms?
- Are there any holidays or festivals that condoms are popular?
- What kinds of promotions attract young people/ adults a lot?
- What do the retailers think about the stores? Good or bad things that they wish the stores should have, common comments or requests from customers or requests that customers might have made? (e.g. services, products, etc.)

Appendix 8: Example of lubricant sachets