

VIETTRACK 2015



Ho Chi Minh City



Hanoi



Da Nang

Smartphone and Facebook U & A

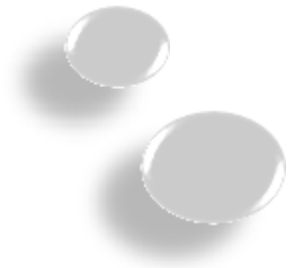
Agenda

❑ Research Overview

- ✓ Research design

❑ Research Findings :

- ✓ Using Smartphone behavior
- ✓ Accessing Facebook behavior
- ✓ Lifestyle of the youth



Research Design

□ METHODOLOGY: Quantitative Research:

- ✓ Interval sampling ($K \geq 3$), spreading in assigned area. Face to face interview.
- ✓ QC: 30% randomly over each interviewer.
- ✓ Length of interview: ~ 30 minutes

□ AREA AND SAMPLE SIZE : HCMC = Hanoi = Da Nang = 100

□ RESPONDENT CRITERIA:

- ✓ Male/ Female from 15 - 30 years old
- ✓ SEC : A-B-C
- ✓ Respondent must be smartphone user and Facebook user

□ QUOTA FOR EACH CITY:

Gender	Sample size
Male	N = 50
Female	N = 50

SEC	Sample size
A	N = 30
B	N = 40
C	N = 30

Age	Sample size
15 – 18	N = 30
19 – 22	N = 30
23 – 30	N = 40

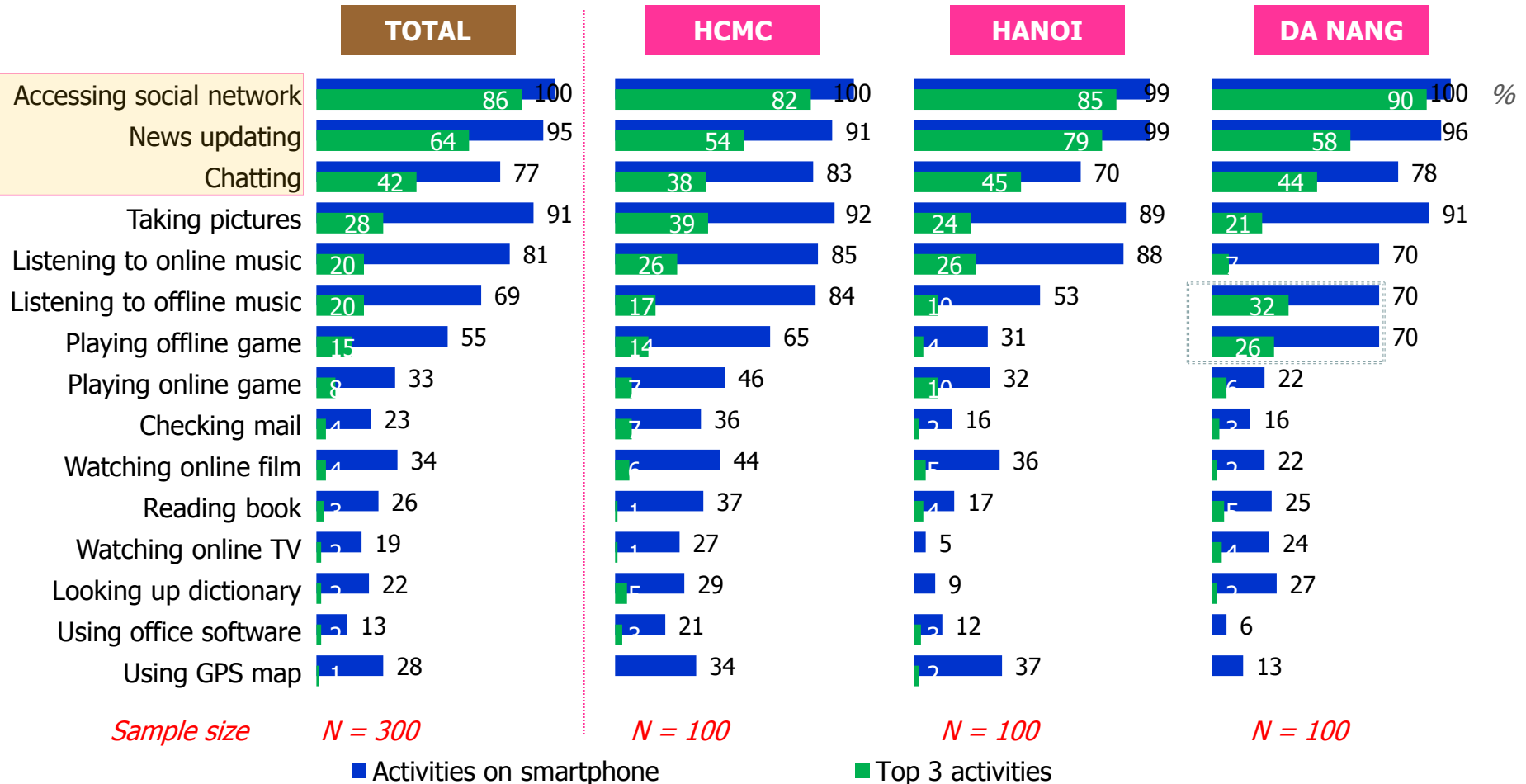
RESEARCH FINDINGS

Smartphone usage



Activities on smartphone

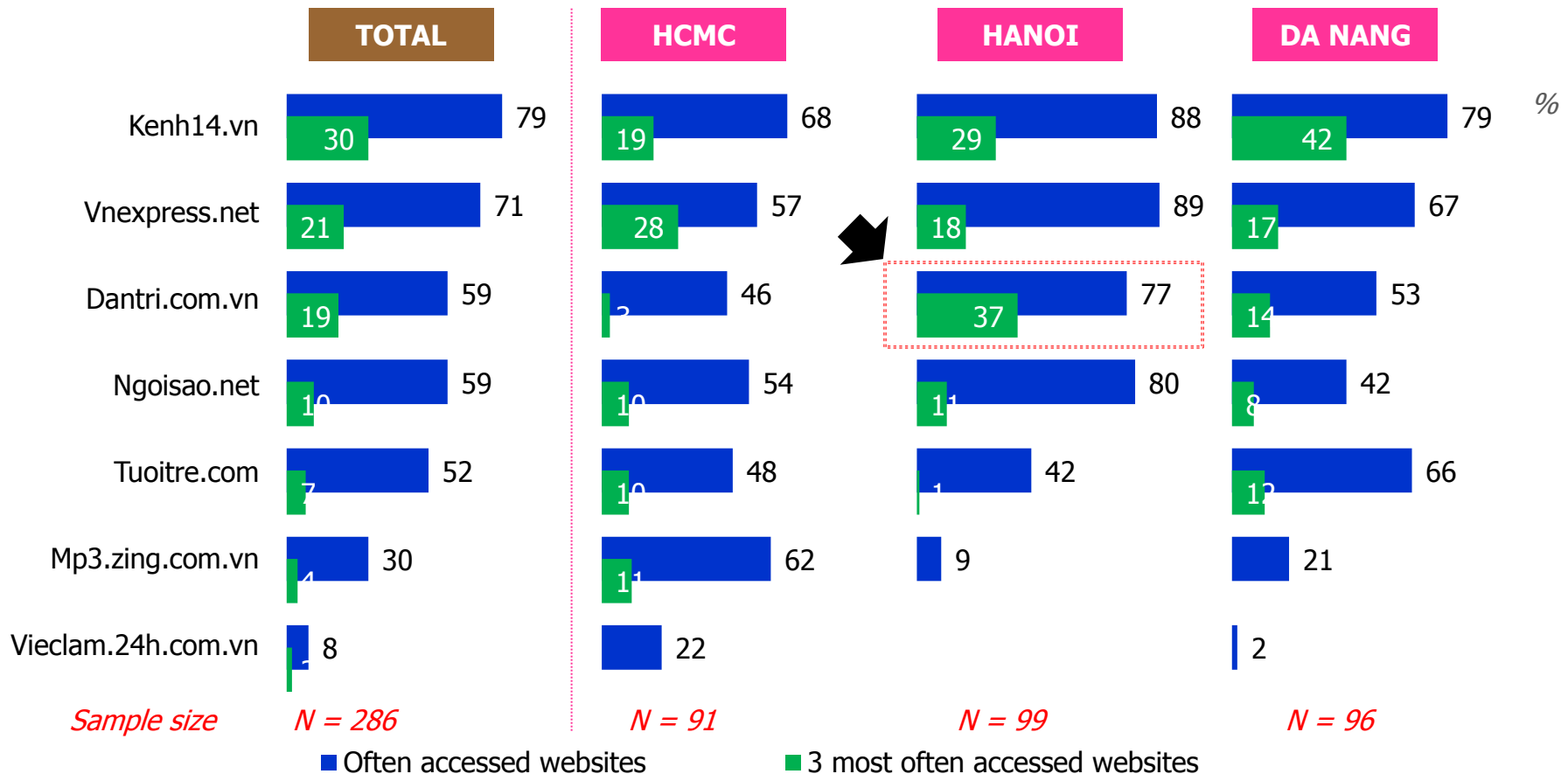
- ❖ **"Social network"; "News updating" and "chatting"** are top 3 activities on smartphone of 4 cities
- ❖ For game and music, **Danang people prefer using offline to online function** while HCMC and Hanoi tend to like these activities online than offline



Websites for news updating

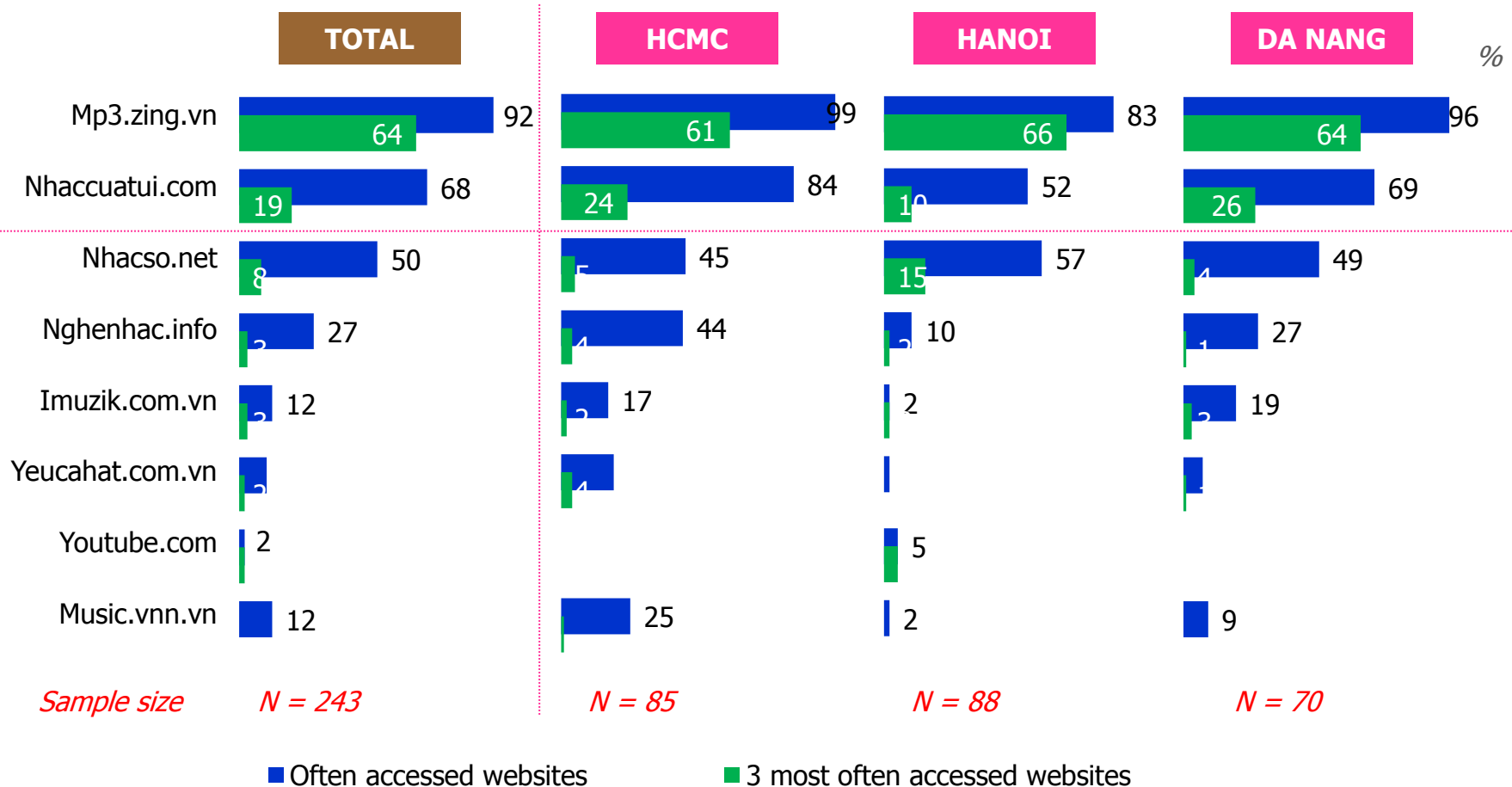
- ❖ "kenh14.vn"; "vnexpress.net" and "dantri.com.vn" are top 3 websites for news updating.
- ❖ Among them, "dantri.com.vn" is more popular and often read by Hanoi people while HCMC people mainly update information by vnexpress.net and Danang is kenh14.vn

→ Advertising on websites should pay attention to the difference between cities



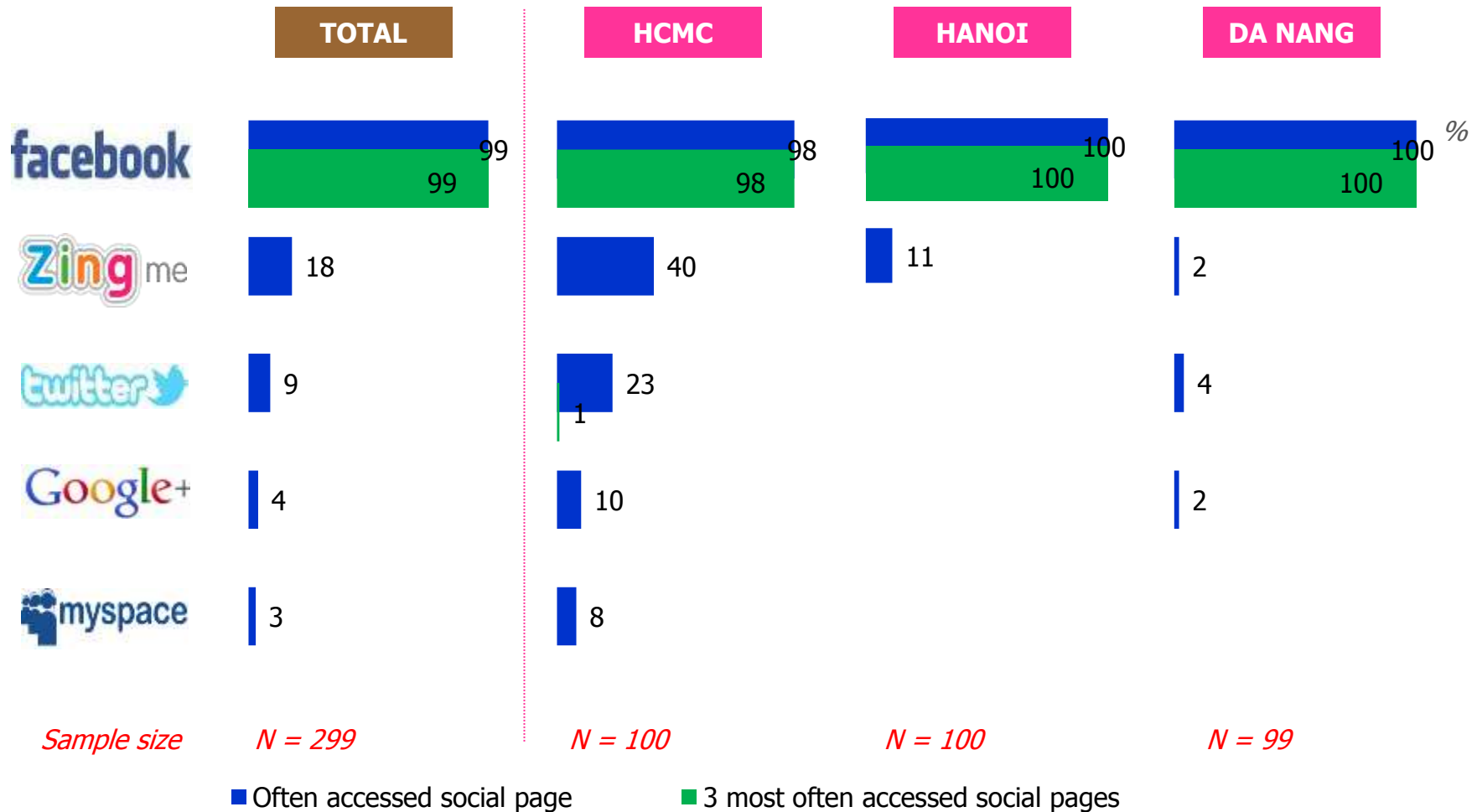
Music websites

- ❖ "mp3.zing.vn"; "nhaccuatui.com" are the most popular music websites nowadays
- ❖ "Nhacso.net" is more preferable in Hanoi to HCMC and Danang



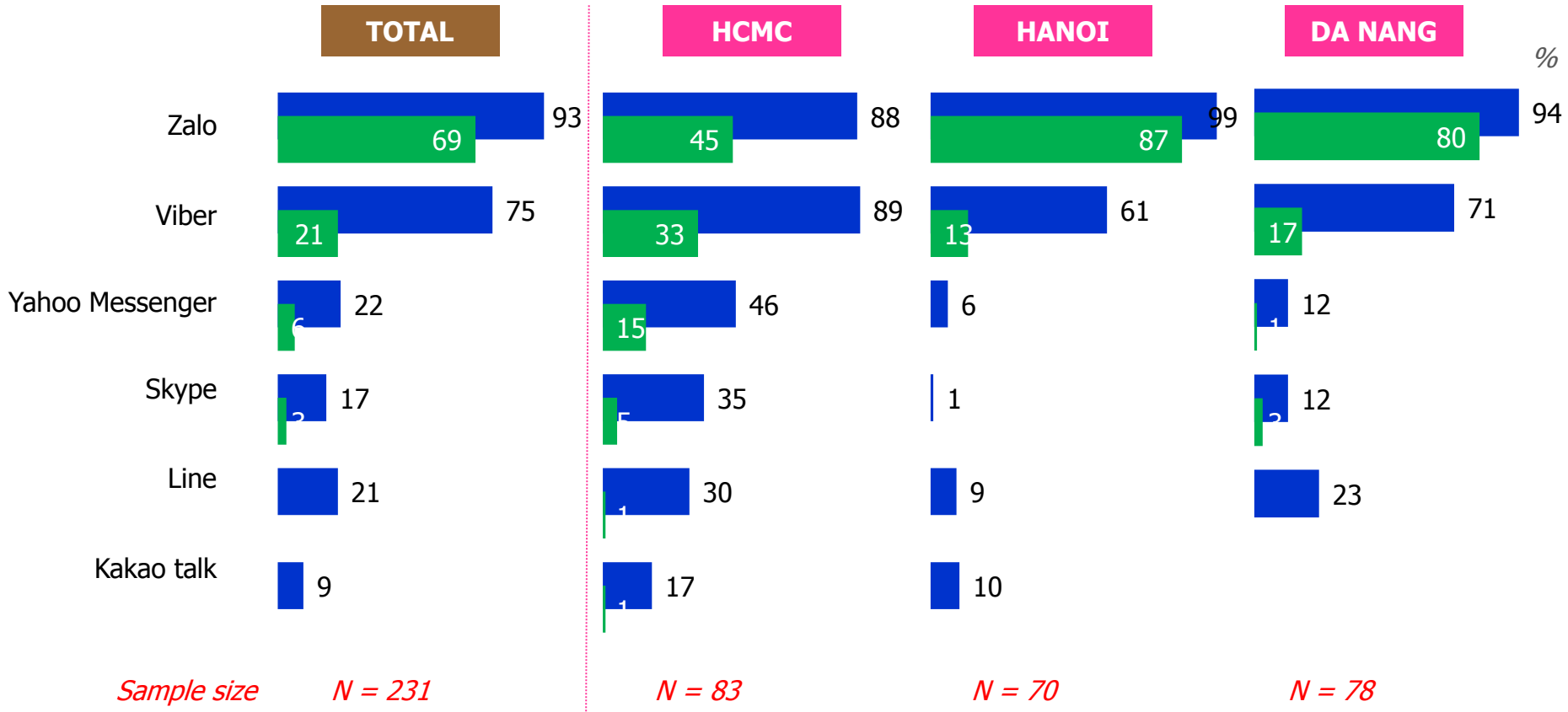
Social networks

❖ **Facebook** is still the most popular social website that is most often used currently



Chatting applications

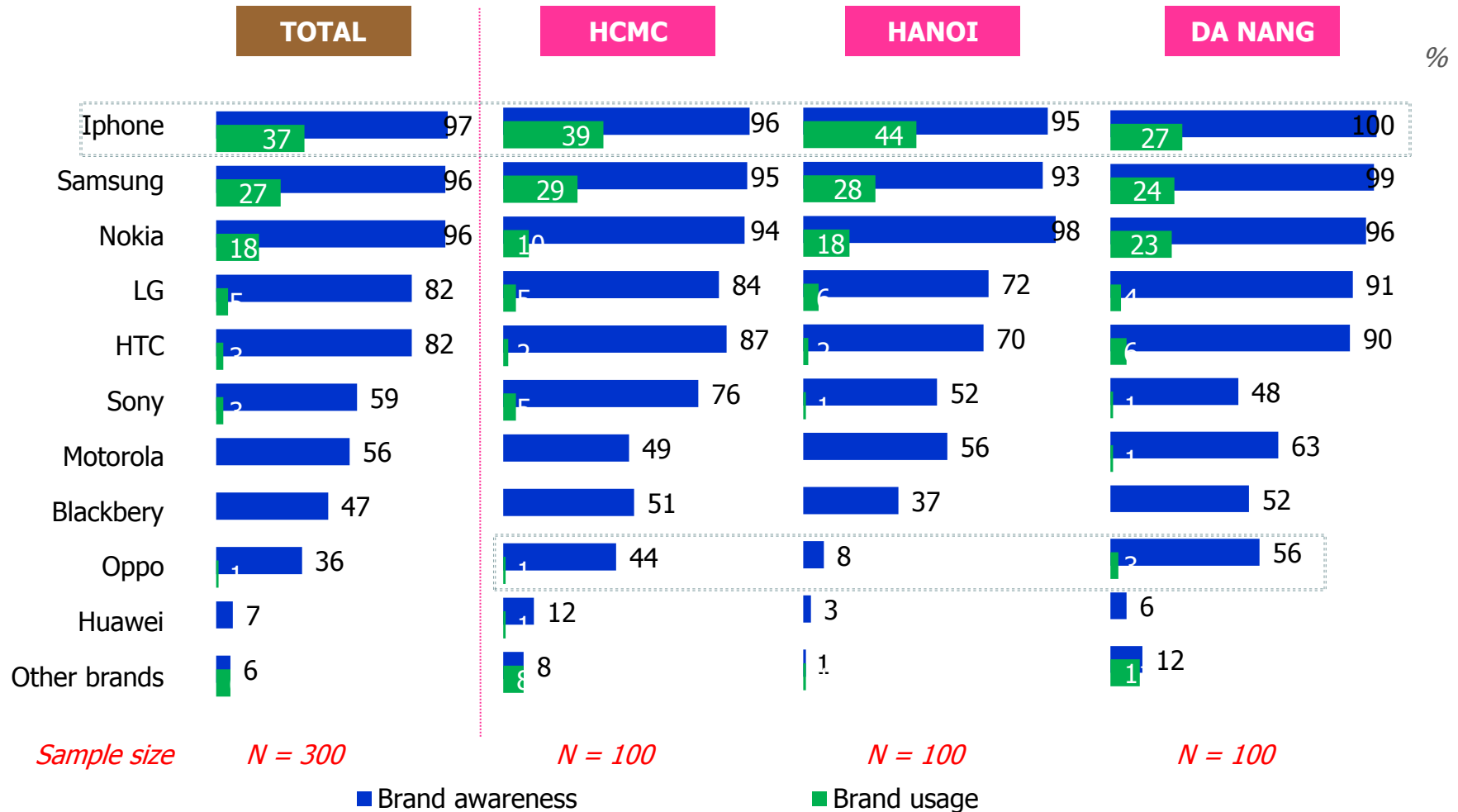
- ❖ **Zalo is now dominant** in the market, especially in Hanoi and Danang, following is Viber
- ❖ HCMC has applications widely used in compared with the other cities



■ Often accessed chatting application
 ■ The most often accessed chatting application

Smartphone brand awareness and usage

- ❖ iPhone s now the leader in the market, following is Samsung and Nokia
- ❖ There is no difference between key cities in awareness and usage



RESEARCH FINDINGS

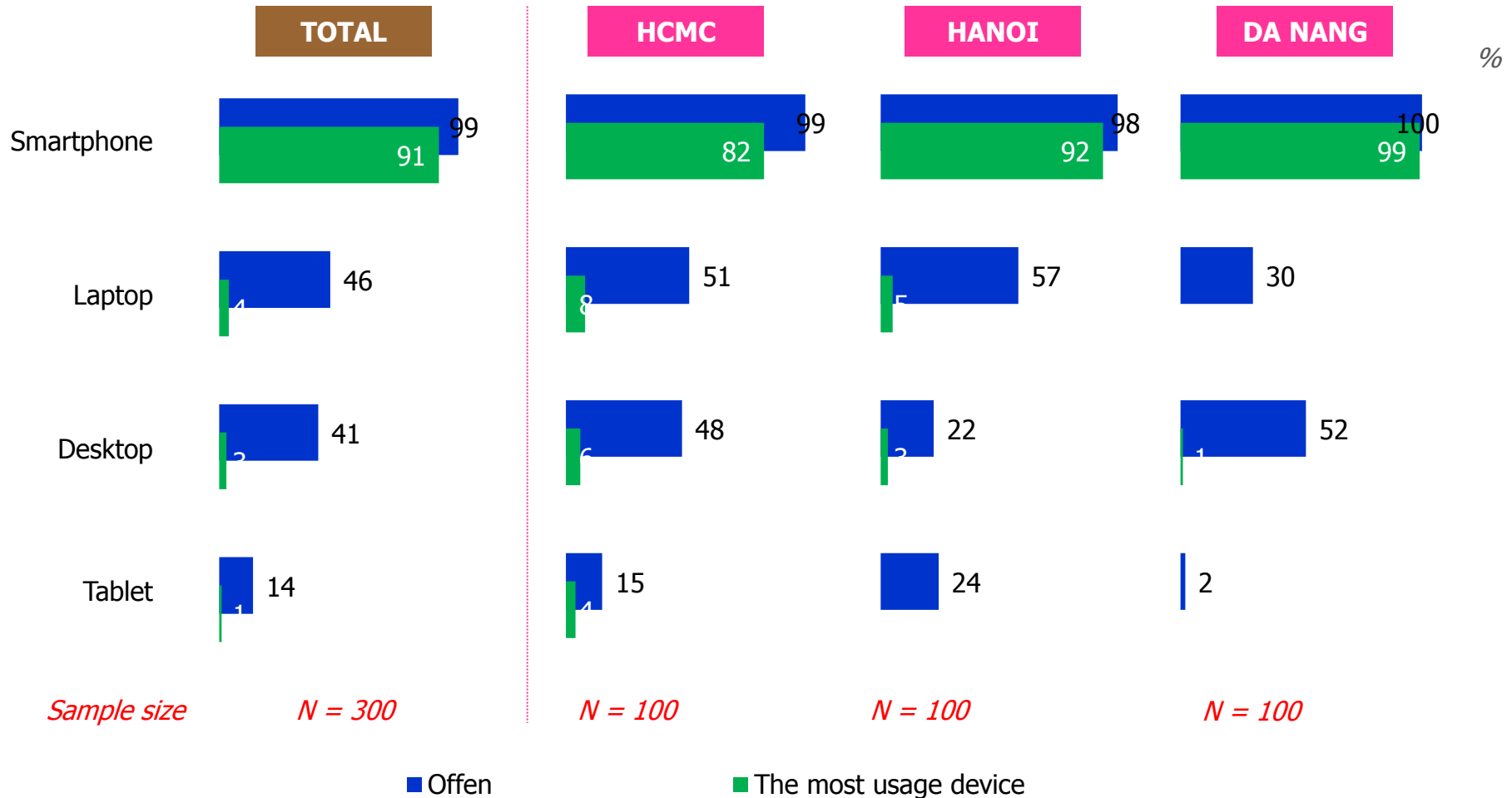
Facebook usage



Facebook accessing device

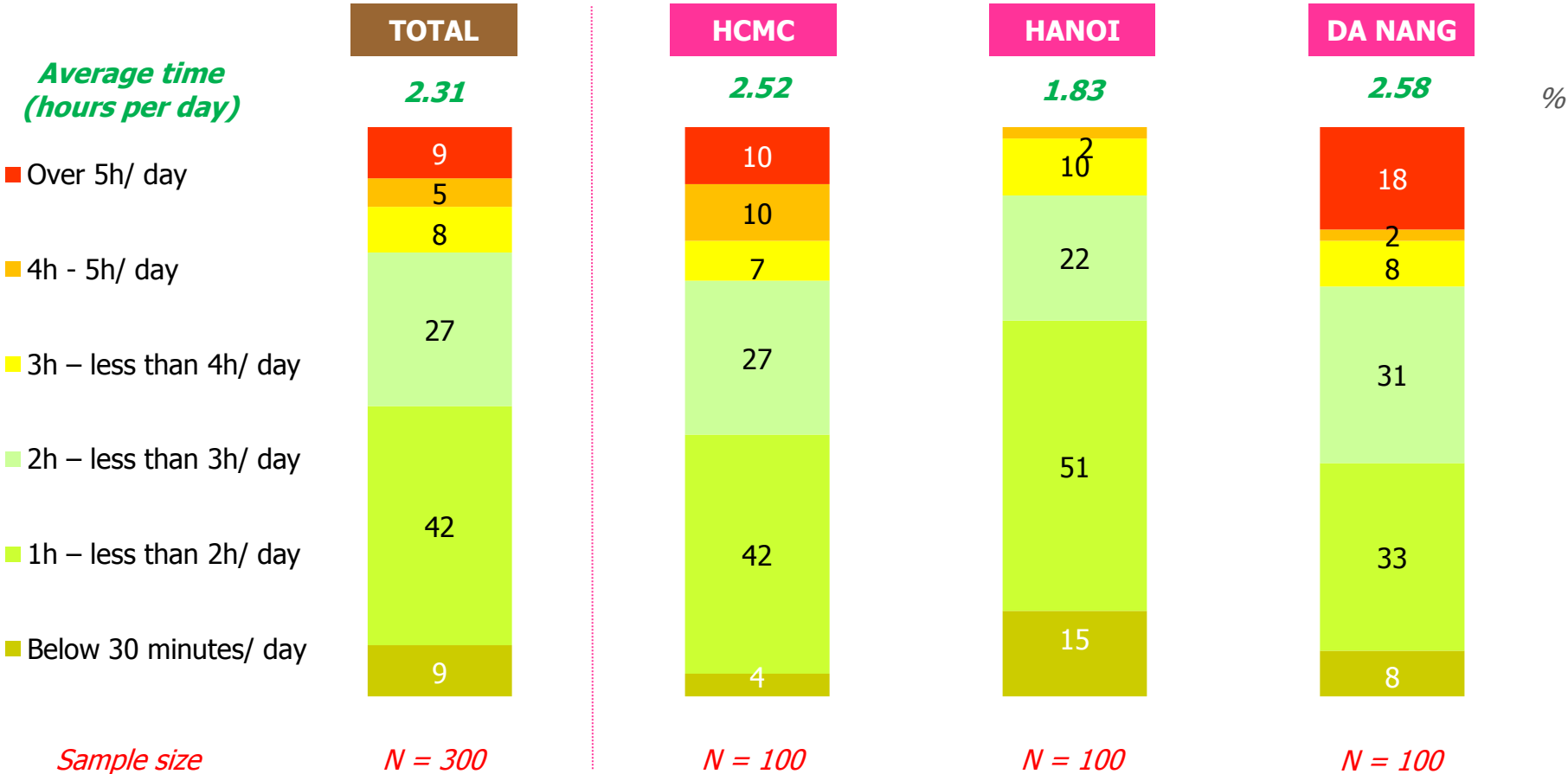
❖ Smartphone is the most usage device to access facebook currently

→ Marketing activities with suitable interface applied for mobile phone is very necessary and must be paid attention to



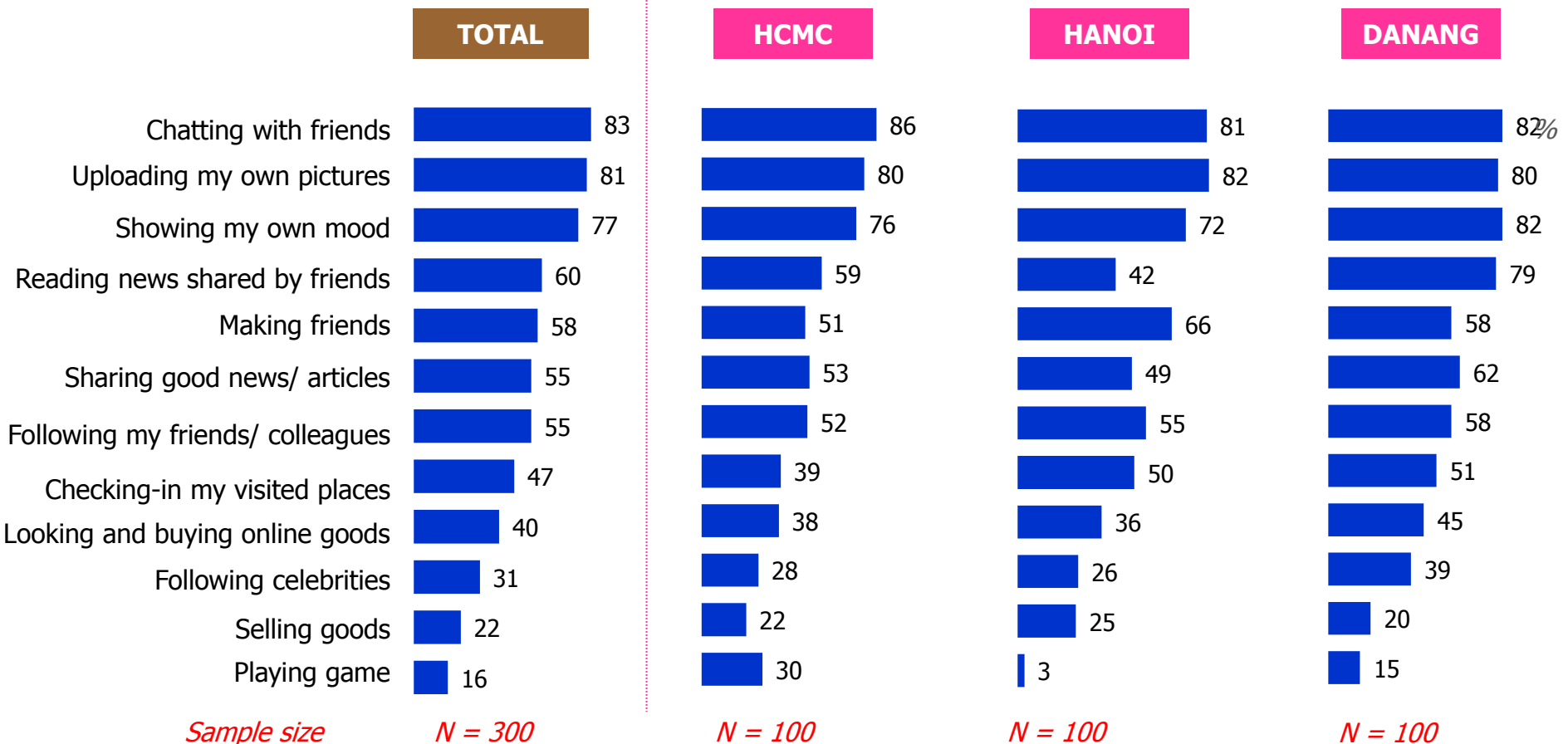
Spending time for facebook

- ❖ **More than 2 hours is the average time** that people usually spend for Facebook
- ❖ **Hanoi tend to spend less time** for Facebook than HCMC and Danang



Activities on Facebook

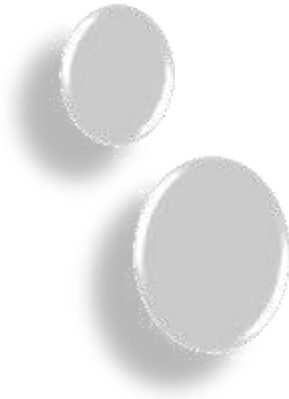
❖ **“Chatting with friends”**; **“uploading my own photos”** and **“showing my mood”** are top 3 activities that people usually do on Facebook



RESEARCH FINDINGS

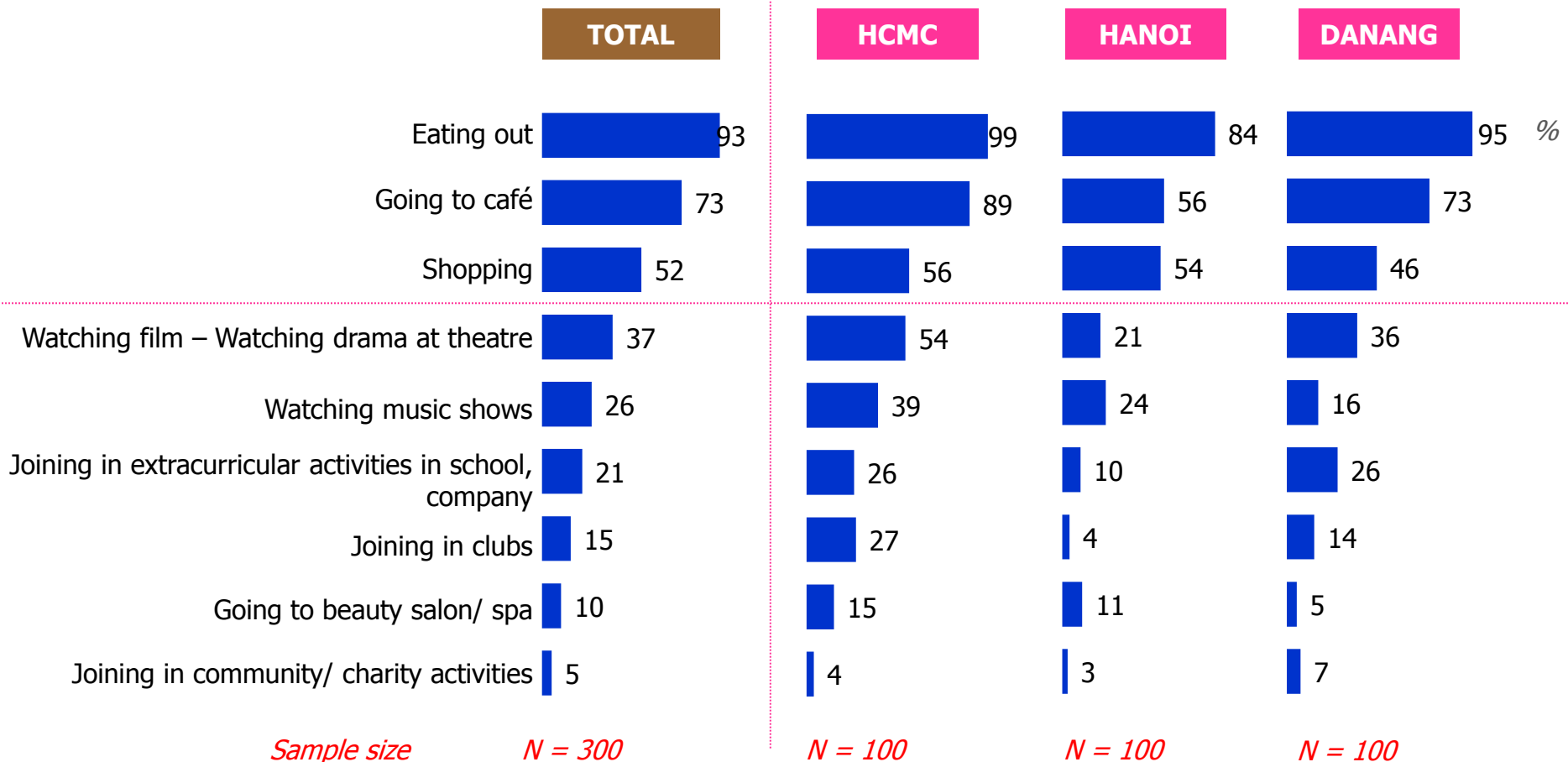


Youth lifestyle



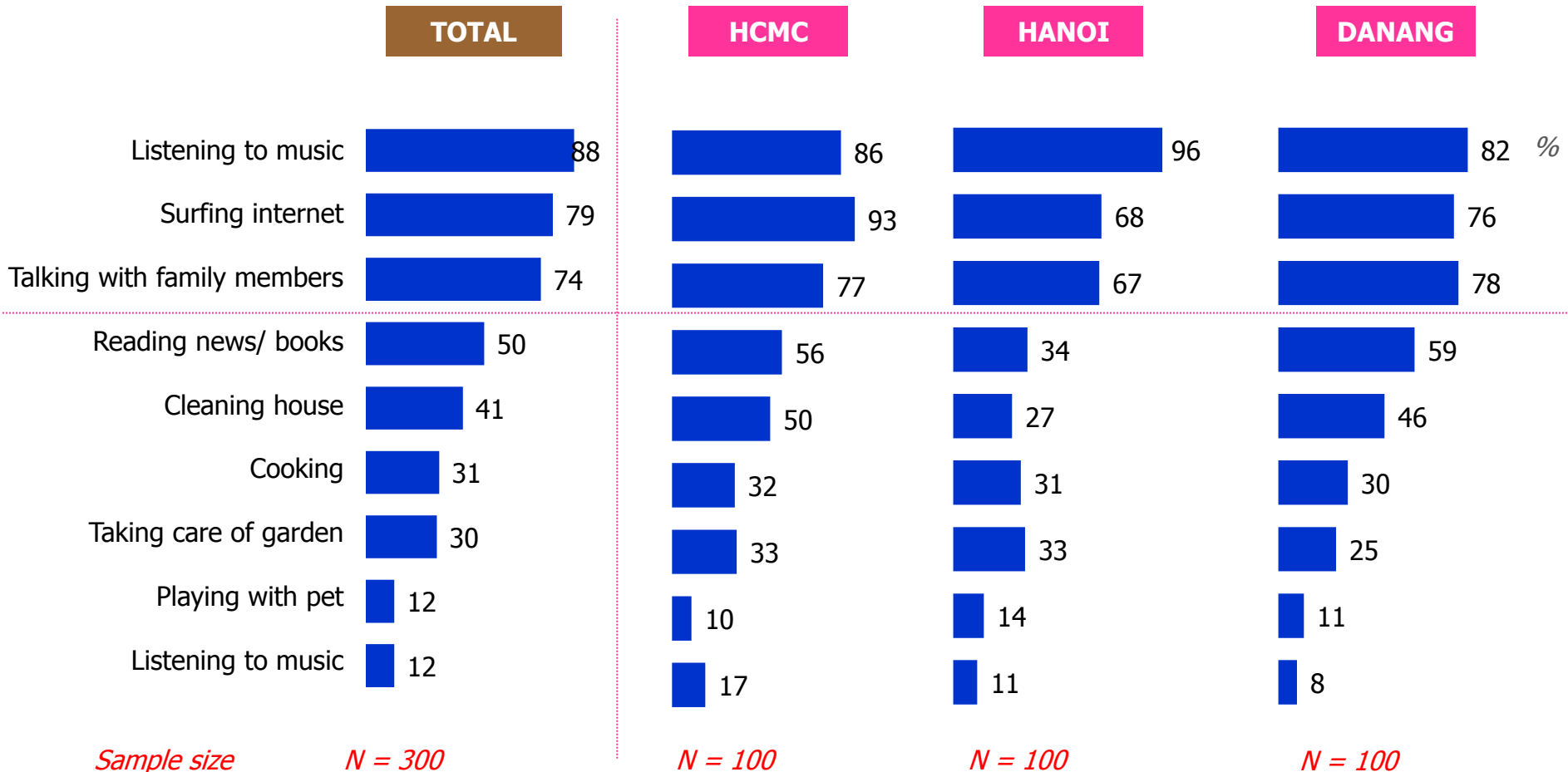
Weekend activities (outside)

❖ "Eating out"; "Going to coffee shop"; and "shopping" are the most popular activities that the youths often do



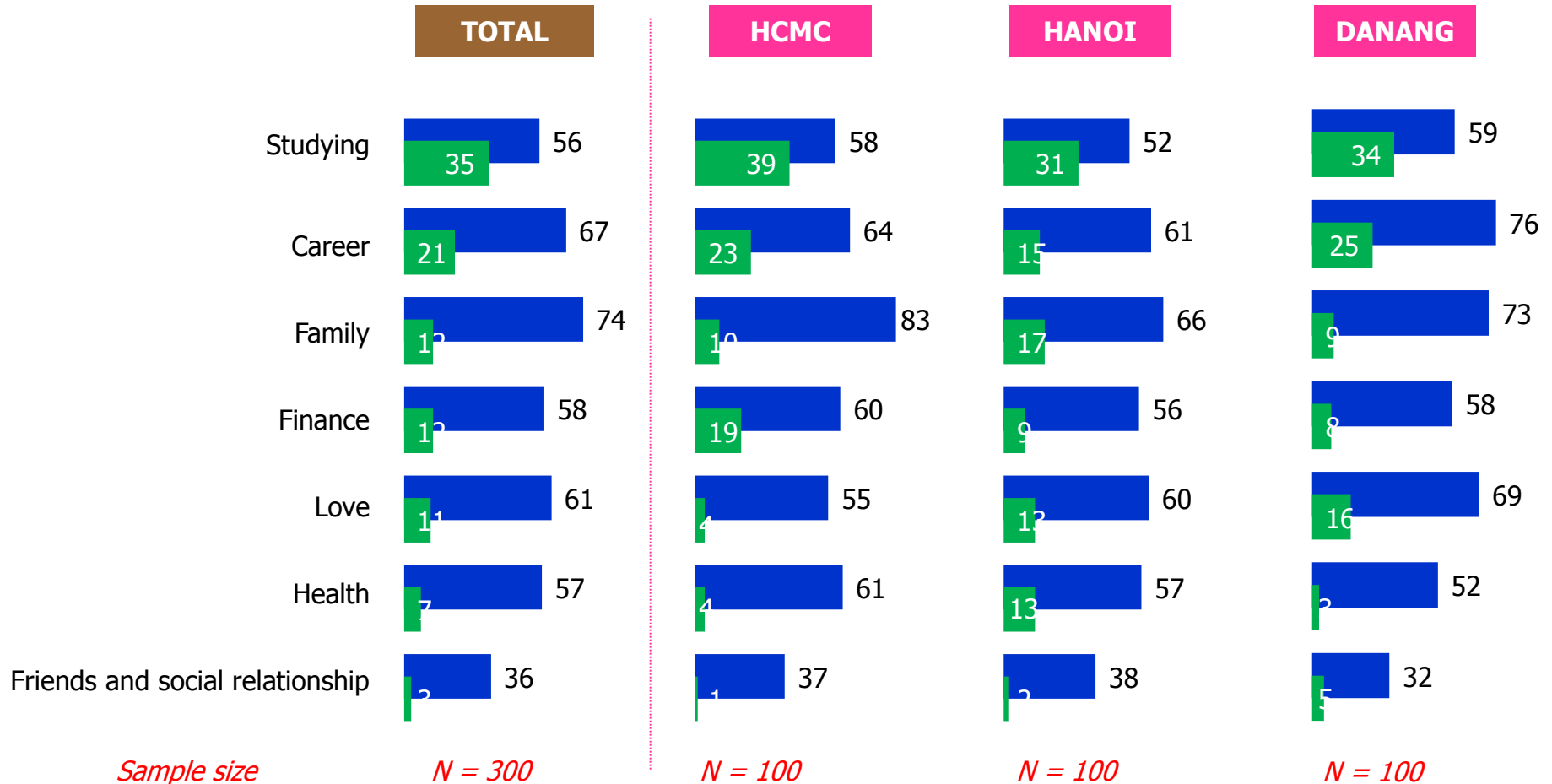
Weekend activities (in home)

❖ At home, “listening to music”; surfing internet” and “talking with family members” are the top 3 activities



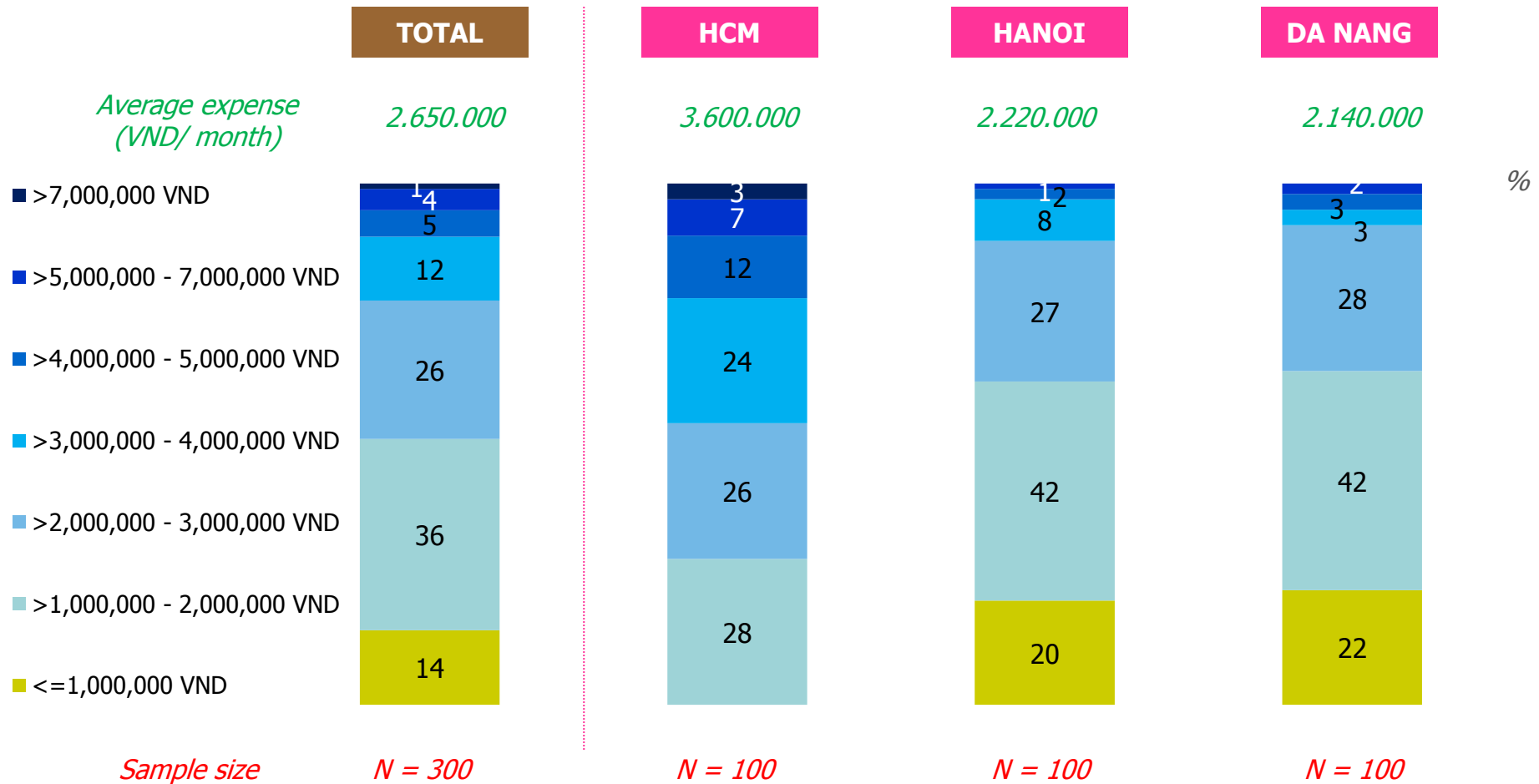
Weekend activities (in home)

❖ "Studying" and "career" are top 2 concerns in life of the youths nowadays



Monthly expenditure

- ❖ **2,650,000 VND is the average expenditure** per month of the youth
- ❖ **HCMC spends more money** than Hanoi and Danang



Where does the money go

