

A. DETAILED GUIDELINE

1. Introduction

Choosing a store:

- You should choose a store, which the brand is not so famous, because a popular brand will have fewer things to recommend. You are highly recommended to choose a local brand store.
- On the other hand, do not choose a too “lowkey brand”, as you are difficult to find information on the Internet

Note that:

- You only need to keep the information that is highly relevant to the theme/issue of the assignment, and you mentioned in the body paragraphs.
- From General to Specific. You should introduce the big thing first, then use appropriate connecting sentences to introduce smaller things. For example in this case: Store => Store's product => Target Audiences
- The last sentence of the introduction should have a particular link to the content of the body, or the topic of the whole Assignment. Relevant and Consistent is KEY

Instructions:

- Chosen Brand/Product & Meaning of the Brand Name
- Brand Story
- Business Situation in the Vietnam Market (briefly recap on the number of physical stores, e-commerce availability, the number of customers per year, revenue, market share, ...)

→ Select one store for a survey, stating the reasons clearly (as it is the first store, it has the clearest brand concept, the most beautiful store, and the highest customer traffic).

Example:

Haidilao, the pioneer of the Chinese hot pot catering sector, has achieved outstanding success in its business operations. Established in 1994 in Sichuan, China, Haidilao has quickly expanded to 1597 outlets in this country and overseas markets (Haidilao 2019). It has gained popularity and won the customer's heart by providing outstanding service, fresh ingredients, and gratifying customer experience.

Haidilao officially launched its operations in Vietnam in 2019 and swiftly opened more restaurant locations in major cities such as Ha Noi and Ho Chi Minh City (Dang 2021).

- This is a pretty good intro, as it follows the rules: General to Specific. The introduction talked about the background & originality of Haidilao first, its products, then mentioned it in the Vietnam market. Another good point is that the introduction has diverse references, not collected purely from its main website.
- However, as the guideline said that “choosing 1 physical store”, this intro could be improved further by stating clearly which store the author chose. By doing that, the intro is much clearer and aligns with what the guideline requires.

- Target Audience: Analyze under 5 segmentations

Segment		Target customers
Demographic	Age	Haidilao: 15-60; 4Ps: 15- 40
	Income	Middle to High Income
	Gender	All genders
	Occupation	Student & Workers
Psychographic	Personality traits	4Ps: Trendy, food-lovers; Manwah: Outgoing, những người thích tụ họp, quảng giao, interactive
	Lifestyles	Starbucks: Modern, Social; Polo Ralph Lauren: Classic, old school
	Social class	Starbucks: B+ Salary - 7+ million VNĐ), Polo Ralph Lauren: A1+ Salary (15+ million VNĐ) - Low/Middle/Upper Class
Behavioral	Occasions	4Ps: Regular dining or special occasions; Starbucks: Common gathering, everyday take-aways for office,...
	Benefit sought	Manwah: Quality food & Fulfilled Experience

	User status	New users & Current users to become loyal customers
Geographic	Density	Manwah: Highly populated
	Area	Manwah: Urban; Winmart: Rural to Urban

2. Situational Influences

IMPORTANT:

To save time and make sure that your whole assignment is clear and relevant throughout all parts, instead of choosing situation influences (physical, social, temporal, antecedent and task definition) immediately, you need to have an overview about the chosen store first, then decide what good things and things need improvement you would like to mention in the assignment, then based on that, choosing suitable situation influences.

For example: Instead of randomly choosing **Physical surroundings** to analyze, you should determine in advance what is the good point of Haidilao, is it related to Physical surroundings or not? Only after determining it, you can choose the situation influences to write

HOW TO WRITE A PARAGRAPH

In this body, after choosing situational influences, you should divide each one into a different paragraph to write. Each paragraph should follow instructions, respectively, below:

- 1-2 sentence: Briefing the academic definition of the situational influence you choose with references. You should use references which are journal articles, avoid collecting information from books and other materials that the school provided, because it shows that you do not take time to do additional research
- 3-4 next sentences: Describe in detail what the store did relating to the situational influence. After describing, determining is it good for the store or not? How is it good? These questions must be answered with academic references (preferably journal articles to increase reliability level)
- 2-3 next sentence (optional to get higher grades): Providing examples from other successful cases to strengthen your argument.

=> **For example:** You said that because Haidilao used lofi music and it is good to retain customers staying longer, it is good if you can mention another similar case which is effective. And to determine effectiveness, having data is more than ideal. In this case for example, the number of minutes that a customer stays in the restaurant.

REMEMBER to have photos (or videos are more ideal) to prove for the description you mentioned, and it should be taken by you, not collected from the Internet

Example: (Social Surroundings)

When parents dine out with their children, they frequently feel uncomfortable since the children may be unruly at mealtimes and parents are unable to regulate these behaviors. Furthermore, the parent's choice for dining in quick-service or full-service restaurants is shown to be dependent on the child's age (Kim & Geistfeld 2003). Recognizing this problem, Haidilao has had a playground and nannies to play with the kids to help parents enjoy meals without worrying about their children's safety.

The paragraph is fairly good as it mentioned all things that are required. However, it can only be graded CR as there are still some missings, which could be improved as below:

- The first sentence: You should have at least a reference like the second sentence to make it more reliable to the marker
- The second sentence is better than the first one, yet it can also be improved if the author uses a more updated reference. This reference was made in 2003, which is too far from now.
- It is good to have the last question as a solution for Haidilao. However, the author should add 1-2 sentences with references to prove that this practice of Haidilao is effective, for example, feedback from customers.

Detailed Suggestion:

1. Social surroundings:

Example:

Haidilao: Staffs are well trained in both **purchase & usage:**

- Warm welcome with a bow and smile: Haidilao xin chào
- Hands raised to guide the crowd, ensuring those shorter don't lose their way
- Make recommendations and explanations about menu to help make decisions easier

- Throughout the meal, always pay attention to every small gesture and offer immediate assistance (peeling shrimp, scooping the hotpot foam, clearing excess dishes, refilling water, etc.).

Manwah: A communications campaign always includes incentives that stimulate social gatherings in an emotional way

- The campaign "Đủ yêu thương là trọn vẹn sum vầy " introduces a new concept about family bonds - relationships that may not be bound by blood, but as long as there is enough love, it is complete togetherness. Promoting all relationships, just with love for each other, come to Manwah to enjoy a warm hotpot together.

- Explain why the above matters through the lens of behavioral science (with specific evidence): *The quality of service has a direct impact on customer satisfaction, which is a major determinant of customer loyalty (Slack et al. 2020:545).*

- How it helps Haidilao on the journey of attracting new users & making current users loyal (must have data backup: Growth in number of customers, Frequency of Haidilao customers, Interviews of Haidilao users)

2. Physical surroundings:

- + **Labri:** Slow tempo music & warm yellow light **in usage** makes the overall satisfaction (backup by evidence)
- + **Haidilao:** Upbeat, lively music & an energetic, vibrant atmosphere makes the purchase happen smoothly (backup by evidence: music helps the **purchase** decision)
- + CTY Saigon: No banners and other signage to attract passer-by, rare discount occasions to boost sales (evidence)

3. Task definition:

- Give a convention purpose of purchase and usage for your brand first, then further develop other special reasons for purchasing your brand:
 - + **Restaurant:** Choose it not only as a normal gathering, but also a special occasion such as birthdays, anniversary,...
 - Haidilao: Sing HPBD to customers, and give gifts & discount (Usage)
 - 4Ps: Sing HPBD & give a dessert as a birthday cake (Usage)

→ How could this help build brand love? (E.g Make customers feel special & personalized, then want to come back)

- + **Starbucks:** Choose it as a beverage store, but Starbucks is also a bank (Show evidence)
 - Starbucks staff always offer customers to open membership to collect stars, then every 25 stars collected could be exchanged for a free drink
 - However, Starbucks always offer customers to top up a lot of money in Starbucks card, but this money could not be refunded, so Starbucks would become a huge bank with available money that customers top up but could never withdraw
(Purchase)

4. Temporal perspective:

- Give science/statements about how time affects consumer behaviors (time limit, past experiences' effects, seasons,...) → Show evidence
- Analysis:
 - + **OVS, H&M:** Seasonal outfit recommendations → give consumers an incentive to dress nicely like the model **(Purchase)**
 - + **4Ps:** Seasonal menu → give consumers curiosity to try out (data or evidence) **(Purchase)**

5. Antecedent states

- **Food & Beverage:** Usually gathering, searching for a companion because they fear of loneliness; However, Noriboi Omakase & 4Ps offer open cooking area for customers to watch the chef making dishes and discuss about the stories of the food with chef (usage)
- **Fashion & Beauty:** Usually want to try on to decide whether the item fits or not, H&M and Eucerin offer virtual try-on. Eucerin will detect your skin type, skin problem and then suggest a suitable product.
- **Furniture:** Usually requires a craftsman to set up - troublesome, time-consuming, expensive, but IKEA offers self-made furniture, giving consumers a chance to assemble pieces of furniture by themselves. This turns out as a totally positive feeling, they love the furniture more because they love it!

6. Recommendations

- Based on your analysis, recommend how the marketers can better use situational influences to provide a better experience to the consumers. Provide justification for recommendations with market research and academic sources with data.

Example: CTY Saigon is hard to find because of lack of signage → Build a distinctive & attractive physical signage for passer-by to well-notice (Communication)

- Suggest recommendation based on purchase or communications (especially communications, because this is the easiest way):

Example: Customization for food & beverage field

B. TIPS & TRICKS

Tip 1: Always adhere to the teacher's outline; only deviate from it when a suggestion is not suitable for the chosen brand

Tip 2: Always maintain a consistent and very clear structure:

Giving statement (data back-up) → Analysis & Example (evidence) → Conclusion

Tip 3: Write your assignment paper shortly, concisely with sharp & right word choice. Please do not use synonyms of common word and write it in your paper, check if it is the right word choice & could reflect your message first

C. FOOD FOR HUNGRY THOUGHTS

Slack, Neale J. and Gurmeet Singh (2020) 'The Effect of Service Quality on Customer Satisfaction and Loyalty and the Mediating Role of Customer Satisfaction: Supermarkets in Fiji', *TQM journal*, 32.3 (2020): 543-558.

Caldwell C. and Hibbert S. (1999) 'Play That One Again: the Effect of Music Tempo on Consumer Behaviour in a Restaurant', *E - European Advances in Consumer Research*, 4:58-62.

Isasign (2019) Importance of signs in the restaurant industry, Isasign website, accessed 30 July 2023.
<https://www.isasign.com/importance-of-signs-in-the-restaurant-industry/>