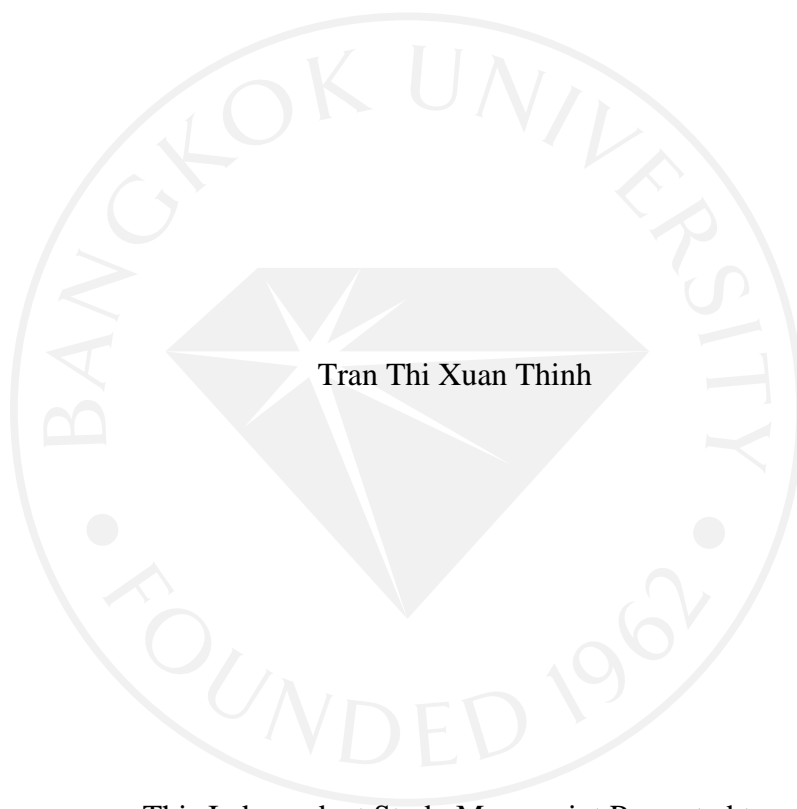TEXTUAL ANALYSIS OF CONTENT STRATEGY IN FACEBOOK FANPAGE

OF SAMSUNG GALAXY A SERIES DURING ITS LAUNCHED CAMPAIGNS

IN VIETNAM

TEXTUAL ANALYSIS OF CONTENT STRATEGY IN FACEBOOK FANPAGE

OF SAMSUNG GALAXY A SERIES DURING ITS LAUNCHED CAMPAIGNS

IN VIETNAM

Tran Thi Xuan Thinh

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirement for the Degree

Master of Arts in Communication Arts

2021

This manuscript has been approved by

the Graduate School

Bangkok University

Title: Textual Analysis of Content Strategy in Facebook Fanpage of Samsung Galaxy
A Series during Its Launched Campaigns in Vietnam

Author: Tran Thi Xuan Thinh

Independent Study Committee:

Advisor   Assoc. Prof. Dr. Rosechongporn Komolsevin

Field Specialist   Assoc. Prof. Dr. Ratanasuda Punnahitanond

Asst. Prof. Dr. Siriwan Rujibhong

Dean of the Graduate School

July 9, 2021

Tran, T. X. T. Master of Arts in Communication Arts, July 2021, Graduate School,

Bangkok University.

Textual Analysis of Content Strategy in Facebook Fanpage of Samsung Galaxy

A Series during Its Launched Campaigns in Vietnam (88 pp.)

Advisor: Assoc. Prof. Rosechongporn Komolsevin, Ph.D.

ABSTRACT

This study sought to examine the Facebook Fanpage content strategy used

by the Samsung Galaxy A series - one of the most successive smartphone brands in

Vietnam-in making brand awareness during its launch in this market. The study

applied Communication Accommodation Theory and related researches to explain

the strategy used to effectively communicate with the target audience of the Samsung

Galaxy A series. The study deployed the Textual Analysis method to deeply study 30

posts with the highest engagement of the Samsung Galaxy A series, including Galaxy

A9, Galaxy A50, Galaxy A70, Galaxy A80, Galaxy A51, Galaxy A71. The findings

indicate that the type of Informational, Entertainment, and Social posts got the most

engagement. Types of media format with most engagement were Photo (include

Photo with the Poll format, Photo with the Vertical format, Photo with Album format)

and Video. In addition, a "formula" that affects brand awareness has been proposed

and It is tentative to be helpful for brand managers and practitioners to develop a

content strategy for Facebook Fanpage: The Facebook post needs to cover product

information, product benefits, a natural and engaging call to action, relevant hashtags,

and a suitable type of media format. The author also encourages further studies on

other aspects of the content strategy and brand communication to understand better

how content makes brand awareness during product launched.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Chapter 1 introduces an independent study entitled, "Textual Analysis of Content Strategy in Facebook Fanpage of Samsung Galaxy A Series during Its Launched Campaigns in Vietnam." This chapter focuses on the rationale and problem statement, the study's objective, the scope of the study, the significance of the study, and the definition of terms.

1.1 Rationale and Problem Statement

1.1.1 Rationale

Over the past decade, the Millennials generation (or people born between 1980 and the early 2000s) have been the "pillar" of consuming goods in most industries ("How to engage with Generation Z in Vietnam", 2018). However, in recent years, the world has seen the rise of the next generation - Generation Z or Gen Z who were born from 1996 onwards, and now most of them are teenagers, university students, and first jobbers. It is estimated that by 2025, there will be 2 billion people belonging to Generation Z globally ("How to engage with Generation Z in Vietnam", 2018). In Vietnam, by 2025, generation Z will account for about 25% of the national workforce and equivalent to about 15 million potential consumers (about 30% of the Vietnamese consumer force) ("How to engage with Generation Z in Vietnam", 2018). While it takes a few years to truly mature, this generation has significantly impacted the consumer landscape and the workforce in the market. Thus, businesses now aspire to connect with Gen Z and prepare ahead of the future

trend-customers of the future.

There have been many studies on Vietnamese Gen Z traits, behaviors, and habits on social media. As the report "Generation Z in Vietnam" by Nielsen, Gen Z, similarity the Millennials generation, has spent a considerable amount of time on social media and video sources such as Instagram, Facebook, and YouTube. However, the way that Gen Z has approached social media is more diverse. For instance, on Instagram, they express themselves or post their daily activities or products they use. On Facebook, they collect information, share real moments, or express their opinions and beliefs. On YouTube, they look for engaging and entertaining content. In other words, they share certain types of content on specific social media channels. All of this can be done through a slight touch or small interactions that can happen in a matter of seconds through a smartphone-a personal item they cannot live without ("How to engage with Generation Z in Vietnam", 2018).

Besides being seen as those who consider social media an essential part of their lives, Gen Z is the generation that demands more of a need or service. Growing up in a country's economic prosperity, they belong to a lively, less reserved customer group. They always yearn for unique values such as Vietnamese culture, environmental issues, or gender equality rather than a mere product or service. In addition, they seem not a high loyal to a particular brand and are always open and ready for new experiences. It was shown in the same report from Nielsen, 40% of Gen Z willing to try exciting experiences even if they have used familiar brands regularly. Only a quarter of Generation Z respondents said they consider a brand carefully before making purchase decision, and they do not want to switch brands.

This becomes a huge opportunity for brands and businesses to reach them with exciting and innovative products or services. With this reality, understanding Gen Z helps to build a better strategy to launch the brand to the target audience, thereby promoting the brand's goals to the target customers more effectively. Therefore, to increase the probability of a product being accepted by the market, especially Gen Z, it is essential to create a high level of brand awareness as soon as possible in the life cycle of the product or brand ("How to engage with Generation Z in Vietnam", 2018).

Brand awareness is a potential customer's ability to recognize or recall that a brand is of a particular product category (Rossiter & Percy, 1987). As the hierarchy developed by Lavidge in the 1960s, brand awareness is the first stage in the purchasing process (awareness-interest-desire-action) and is an essential criterion for measuring brand strength. Thus, the more awareness a brand has, the more popular it is and the higher chance of being chosen by customers.

Everything that brings consumers into contact with a brand can increase brand awareness. According to Huang & Sarigollu (2012), repeating the related image of brands in stores improves brand awareness and recall. Greater exposure to brand advertising can increase consumer awareness and facilitate the consumer to process the information included. By doing this, consumers can recall the brand and attitude towards the brand (Schmidt & Eisend, 2015). Nowadays, the rise of digital media and social networks has been changing the way consumers reach product information. While advertising is still essential for creating brand awareness, some changes in the media landscape and consumer media habits have reduced traditional advertising. More and more consumers' time and attention are spent on digital communication

devices - from computers, tablets to mobile phones. As a result, brands are looking to place their brand messages on many different platforms. Brands can now communicate with consumers and make brand awareness more cost-effectively by using platforms like social media that attract huge audiences. Social media brings more opportunities for brands to connect with audiences and go beyond awareness, facilitating brand preference, brand trust, and ultimately brand loyalty.

As a long-life brand, Samsung has been a proven pioneer in boosting its brand awareness in its hometown Korea and worldwide. Referring to Samsung, people remember it as one of the multidisciplinary conglomerates and one of the world's most expensive technology brands. The notable Samsung subsidiaries include Samsung Electronics (the largest electronics company in the world by revenue), Samsung Heavy Industries (shipbuilding company), Samsung Engineering, and Samsung C&T (construction company). Other significant subsidiaries include Samsung Life Insurance (insurance company), Samsung Everland (which manages Everland Resort, the oldest park in Korea), Samsung Techwin (aerospace exploration company, equipment monitoring, protection), and Cheil Worldwide (advertising agency).

In 2020, Samsung was among the top five best brands globally ("Best global brands 2020", 2020) and the top three of the local strongest brands in Vietnam (Goodfellow, 2020). As for the smartphone industry, Samsung Vietnam raised its market share by 33% in the second quarter of 2020 to continue to be the largest smartphone brand in Vietnam (Quy, 2020). Samsung's main products include flagship (Samsung Galaxy S, Samsung Galaxy Note, Samsung Galaxy Fold), mid-tier, and low-tier (Samsung Galaxy A, Samsung Galaxy M). The mid-tier segment highlighting

the Samsung Galaxy A series that primarily targets Gen Z and young Millennials (people born from the mid-1990s to early 2000s) is the strategic product – "laying golden eggs" - of Samsung Vietnam in particular and total Samsung worldwide general.

According to Nguyen Hai AD (2019), the Vietnamese consume 15 million smartphone units each year. In 2019, the Vietnam market itself sold a record of 5 million units of Samsung Galaxy A (Samsung Vietnam, 2019), which means one out of every three smartphones sold out is Galaxy A (Nguyen Hai AD, 2020). This confirms that Galaxy A is always the leading phone for revenue and market share in Vietnam (Samsung Vietnam, 2019).

Samsung Galaxy A series, first introduced in 2015, is a famous Android mid-tier smartphone manufactured by Samsung Electronics. The series currently comprises more than ten smartphones. However, until now, the most well-known in this range are Galaxy A6 with the first Live Focus camera feature in segment (2018), Galaxy A7 with first Ultra-Wide Camera 120° in segment (2018), Galaxy A9 with first 4 Camera in segment & the world (2018), Galaxy A50 with first screen protector with the fingerprint of Samsung Galaxy (2019), Galaxy A70 with the biggest display in segment (2019), Galaxy A51 with first Macro Camera in Samsung Galaxy and first launched in Vietnam (2019), Galaxy A71 first launched in Vietnam (2020), and Galaxy A80 with the first Triple Rotating 180° Camera in the world (2019). All eight smartphones have been pioneering in technology in the total segment. According to Chia se (2019), during the past three years, since applying the "innovation reversed" strategy, the advanced technologies of the mobile area were quietly brought up by Samsung Galaxy A series first, not the flagship Galaxy S or Galaxy Note.

As Mr. Nguyen Quang Hien Huy (the Executive Director of Mobile Devices of Samsung Vina Electronics) stated:

"With this strategy, we bring the technology pioneers, the newest innovations, first on the market to the Galaxy A series without having to wait for the flagship that comes first. Previously many people thought that only flagship phones had the best technology, but now that is no longer relevant!"

Specifically, the super-fast charging mode dated back to the Galaxy A50s, and the super wide-angle camera was brought to the Galaxy A7 first and then to the Galaxy S10. At the end of 2019, Galaxy Note10 + launched four cameras that marked the leap of mobile photography; however, a year earlier, they were first equipped on the Galaxy A9.

From the significant successes in the Vietnamese market, it can be objectively said that Samsung Vietnam has been implementing correct strategies in building the brand value of the Samsung Galaxy A series and strengthening its position in the fierce technology market. The strategy to connect and increase brand awareness of the Samsung Galaxy A series to consumers is one of those.

As mentioned above, social media is one of the easiest and most effective platforms to reach Gen Z, the primary consumer generation in the coming years. Social media is considered a first-rate open communication platform to connect directly with consumers (Rahman, Suberamanian, Zanuddin & Nasir, 2017) and spread brand awareness and product value to potential consumers. According to the Digital 2020 report published by Fontein (2019). Facebook is Top 1 of the world's most-used social platform, and, as mentioned in another report, also accounted for 90% of the most-used social media platform in Vietnam (recorded by January 2020)

(Figure 1.1).
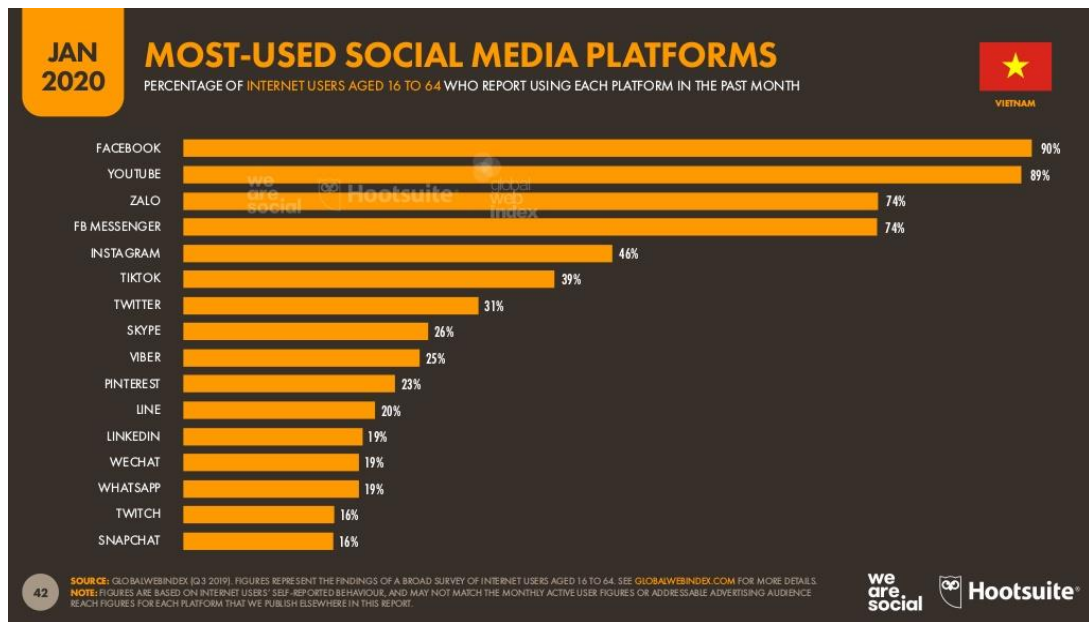
Figure 1.1: The most-used social media platforms in Vietnam in 2020

Source: Kemp, S. (2020). *DIGITAL 2020: VIETNAM*. Retrieved from

https://datareportal.com/reports/digital-2020-vietnam.
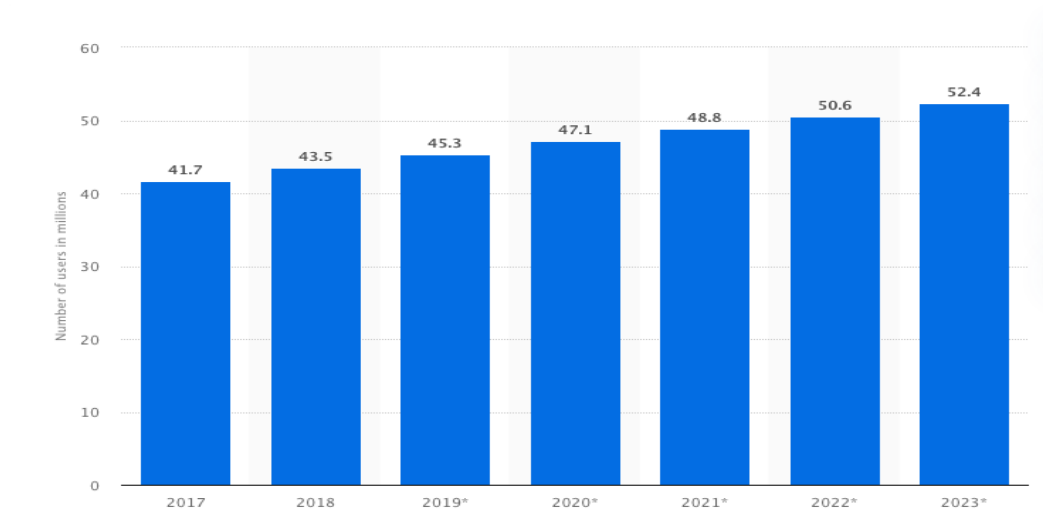
Figure 1.2: Data displaying the prediction of the number of Vietnam Facebook users

by year

Source: *Forecast of the number of Facebook users on Vietnam from 2017 to 2025*

(in millions). (2020). Retrieved from https://www.statista.com/statistics/

490478/number-of-vietnam-facebook-users/.

As shown in Figure 1.2, the number of Facebook users in Vietnam was about 47.1 million people in 2020 and estimated to reach 52.4 million in 2023, and there is no signal of stopping the growth. Along with the massive number of users that seem to be steadily increasing each year, according to Statista's prediction, Facebook is still a "lucrative land" for brands that would love to reach the potential audiences, as well as build the image and spread out their identity to more and more audiences. Therefore, it can be said that creating a Facebook page for business is being trusted as a "try before you trust" to become one of the leading social media communication channels for brands in Vietnam nowadays, including Samsung Vietnam.

One of the most noteworthy customs to connect with the consumers through the Social Networking Sites (SNS) is to create a Facebook for business, called Facebook Fanpage (Rahman, et al., 2017). According to the definition from Facebook, Facebook Fanpage is a business account that has a similar User Interface to Facebook, and it represents a company or an organization. Facebook Fanpage is a term to connect businesses and consumers on Facebook with brand content and places different posts periodically on the page. The first and most crucial role of the Facebook Fanpage is to create a solid community to get more people who know about the brand's products or services. These users will be potential customers now, and in the future, therefore brands need to provide the most attractive and fastest content to customers.

When a specific content is shared on the Facebook Fanpage, the audience can see it, and once they feel interested in that content, they will come to the business. Facebook Fanpage is a good platform for brands to share information about products and services to customers, such as upcoming new product launch events, promotions, etc. Besides, Facebook Fanpage helps promote the interaction between customers and brands to take place quickly. When a problem happens, users can leave comments or messages, and brands can solve those problems quickly.

According to Bill Gates, "Content is King". Content created includes all elements such as images, sounds, text notes, event creation, message management, posts, etc. These elements are intended to guide the audience to enter the desired behavior according to the business's marketing goals. However, the content of posts directly reflects the message and highlights that the brand wants to convey. It could also be the first piece that reaches the target audience. Therefore, to create brand

awareness, brands often focus on the content of posts first, rather than replying to messages or comments (Bailey, 2010).

Combined with content, Facebook Fanpage is a great channel to get attention for the brand. Indeed, the content published should bring extra value for target audiences or users. Good content can help fantastically push brand awareness, make sure that the brand is on top of mind, and automatically think of the brand when considering that product group. For the Samsung Galaxy A series, the content displayed on the Samsung Vietnam Facebook Fanpage is the result of well-mannered communication strategies to convey messages about brand images, products, and active activities related to brands. Thereby, the brand will build a brand image and stimulate audience awareness about Samsung Galaxy A series. In addition, the purchase intent of the audience can also be formed when the audience receives content transmitted through Facebook Fanpage.

However, to get the best result in building brand awareness for the Samsung Galaxy A series on Facebook Fanpage, the more important thing is to understand the brand's targeted audience with whom the brand wants to communicate. Then, the brand can build a specific "content strategy" to satisfy its target audience to the fullest. According to Communication Accommodation Theory, almost all participants in any conversation also tend to adjust or accommodate their style of speech naturally (Giles & Ogay, 2007). So does the communication of the brand and the audience. From the view of business benefits, accommodating communication methods help the brand gain approval from the audience. Furthermore, it increases efficiency in communication between both parties, which allows the brand to reach their communication purpose and maximize the brand awareness to the audience.

1.1.2 Problem statement

Nowadays, Vietnam is known as a mobile-first market. In a report from Google & Mobile Marketing Associate (2019), nearly all Internet users own a smartphone, and three-quarters use it as a preferred connection device. In 2019, the Vietnam market totaled over 51 million smartphones, representing over 80% of the population at 15 years old and older. In a sales report in 2019, despite each Samsung Galaxy A product generated different levels of success; however, Samsung sold 5 million Samsung Galaxy A series out of 15 million smartphones consumed in the total market (Nguyen Hai AD, 2019). Given by Samsung, the primary target audience for Samsung Galaxy A series nowadays is young Millennials and significantly extended to Gen Z (2019). Specifically:

"Samsung found the customer segment from the age of 13 to 18, expanding very quickly in 2019. This generation does not require a perfect smartphone; instead, they require a smartphone with a convenient feature, expressing their personality and they want to have it right away, not waiting for the flagship to integrate down." (Nguyen Hai AD, 2019)

For Gen Z, growing up in a digital atmosphere has influenced the decision-making process. This generation spends a considerable amount of time on social media and video sources like Instagram, Facebook, YouTube ("How to engage with Generation Z in Vietnam", 2018), and many new platforms like Tiktok and streaming applications. With multiple forms of immediately accessible communication, the interaction with the online world of consumer media and products has become hyper-personalized for many users in this generation (Mah, 2019). They have better access to information than older people and want to be more informed about

companies, products, and business practices (Grigoreva, 2017). Therefore, it is easier for them to reach out for information via content on Samsung's Facebook Fanpage than any other audience. However, brand management is now facing two opposing trends: faltering brand authenticity and the rise of empowered customers (Burmann & Arnhold, 2008). Users are more and more tend to distrust advertisements from brands (Burmann & Arnhold, 2008).

On the other hand, digital marketing, in general, is saturated and rapidly growing in the Vietnam market. The development of social media communication has both advantages and challenges for the mobile market and every area. Since there are many options in using social media, generating content on Facebook Fanpage to attract the attention of Gen Z has become a matter of "survival" of many brands. Understanding the audience is challenging; communicating with them in the right way is more arduous. The essential thing is creating a social communicating content strategy for each media platform, specifically in this paper Facebook Fanpage, to attract attention and increase brand awareness towards Samsung Galaxy A series products since they were launched.

According to content guru Kristina Halvorson, content planned to create, deliver, and manage to bring out usable content is known as the content strategy (2012). This outlines the production of content as a journey, from its initial concept to user utilization. The strategy is imperative to its effectiveness to impact and urge engagement. Depending on the purpose of the communication campaign, the content strategy will be developed differently. For example, for Facebook Fanpage, brands are usually concerned with amplifying brand awareness, pushing sales, looking for buzz creation, reaction comments, driving traffic to a specific website, etc. To increase

brand awareness, brands often like to spread out brand value and product information to as many people as possible. Therefore, the content of posts displayed on Facebook Fanpage can be considered one of the most critical factors in content strategy to reach the audience. However, currently, there are a lot of categories of content on Facebook Fanpage. And each Samsung Galaxy A product generated different levels of success. That is why the author would like to explore the content strategy of those campaign.

In fact, although studies have focused on the content strategy used on Facebook Fanpage, most recent research has focused on finding the most effective post category for electronics companies (Rahman, et al., 2017). In addition, there has also research on why audiences engage with Samsung Vietnam Facebook Fanpage (Ly, 2019). However, there are not enough specific studies on the content strategy used to increase brand awareness for a particular product, as well as no systematic study has been done yet to explore the content of the Samsung Galaxy A series - one of the most smartphones brings the highest sales for Samsung Vietnam. Thus, the mission in this research is to determine the content strategy created on Facebook Fanpage in the past three years that helps to influence the awareness for the Samsung Galaxy A series in the launched campaigns, include: Galaxy A9, Galaxy A50, Galaxy A70, Galaxy A51, Galaxy A71, Galaxy A80. In order to do so, the author has to understand with whom Samsung Vietnam is communicating on Facebook Fanpage and what the audience is interested in so that the brand can genuinely empathize with their needs and wants. Finally, the author would like to understand what content strategy Samsung Vietnam has used in its social communication strategy to win the audience's attention to the Samsung Galaxy A series as listed above. After that, understanding well the essential elements in content strategy which contributed to

the success of the Samsung Galaxy A series toward the audience's awareness could propose a tentative "formula" for launching campaigns later on.

1.2 Objective of Study

The primary purpose of this paper is to examine the content strategy of the Samsung Facebook Fanpage in making brand awareness during launching Samsung Galaxy A series in Vietnam. The strategy will be discussed in terms of the type of content and type of media format. Through the understanding of content's characteristics, the paper aims to propose a "formula" based on the findings that could be found to develop better content on Facebook Fanpage for launching campaigns in the future.

1.3 Scope of Study

The scope of the study covers only contents displayed on Samsung Vietnam Facebook Fanpage and will not include all parts of the content strategy (planning, delivering, and management). This study plans to explore the strategy used for post's contents of the Samsung Galaxy A series to maximize brand awareness on the Samsung Vietnam Facebook Fanpage.

This study focuses on Samsung Galaxy A series with the most famous products launched in three years: 2018–2020. The selected period is anchored because the Samsung Galaxy A series started to be known to many consumers in Vietnam after publishing the strategy of "reverse innovations." Besides, the algorithms on Facebook have constantly been changing. Therefore, some old mrdia formats by 2018 may be out of date and not work well at the current time.

1) Samsung Galaxy A9: launched phase calculated from November 15, 2018 to February 15, 2019

2) Samsung Galaxy A50: launched phase calculated from March 11, 2019 to June 30, 2019

3) Samsung Galaxy A70: launched phase calculated from April 25, 2019 to July 30, 2019

4) Samsung Galaxy A80: launched phase calculated from April 25, 2019 to August 8, 2019

5) Samsung Galaxy A51: launched phase calculated from December 12, 2019 to April 30, 2020

6) Samsung Galaxy A71: launched phase calculated from January 14, 2020 – April 30, 2020)

1.4 Research Question

In order to understand the content strategy on Samsung Vietnam Facebook Fanpage and its value toward increasing brand awareness of Samsung Galaxy A series during launched campaigns, this study aims to resolve the question:

1) What is the content strategy used on Samsung Vietnam Facebook Fanpage making brand awareness to the target audience?

- What types of content affect engagement most?

- What types of media format affect engagement most?

2) Is there a "successful formula" that could be formed for the new Samsung Galaxy A launch campaigns to make brand awareness?

1.5 Significance of Study

The significance of this study is furthermore to understand the social content strategy used in Samsung Galaxy A series launching campaigns (for Facebook Fanpage) and make a more profound discovery of the critical role of contents displayed on Samsung Vietnam Facebook Fanpage, eventually gives a "formula" that makes better communication on Samsung Vietnam Facebook Fanpage. This study offers various benefits for both Marketing & Advertising and academic research as well:

For Marketing & Advertising field: This study mainly on the content displayed on Samsung Vietnam Facebook Fanpage, not an in-depth study of the role of planning and management. However, content is King (as cited in Weerasinghe, 2018). Therefore, in terms of social communication, this study may be partly valuable in helping to plan a content strategy on Facebook Fanpage for not only Samsung Galaxy A but maybe a standard for other related categories. Furthermore, the findings can guide marketing and social media executives in creating engaging content that communicates more effectively on Facebook Fanpage with their audiences.

For the research aspect: Communication Accommodation Theory (CAT), developed by Giles & Ogay (2007), was used to explain the communication situation in digital communication nowadays, specifically how Samsung Vietnam accommodates their audiences on Samsung Vietnam Facebook Fanpage leading to finding out a "formula" for creating a content strategy for Samsung Galaxy A series. However, the digital world changes every day. Facebook algorithms are also being updated constantly. Therefore, the results in this paper may not be fully applicable to other mobile product launch campaigns in the long term. However, this paper is, in a

sense, valuable as a recognized scientific study, helping to document the digital communication situation in 2020 in Vietnam and one of the world's leading electronics brands. Therefore, this research paper can be used as a foundation for the following research topic.

1.6 Definition of Terms

    1.6.1 Social media

    Social media are Internet-based applications or programs that facilitate the creation or sharing of information, ideas, career interests, and other content through technology equipment and computer networks.

    1.6.2 Facebook

    Facebook is an American online social media and social networking service created and launched officially by Mark Zuckerberg. Facebook provides essential services that allow users to create profiles, upload photos and videos, send messages, and engage with each other ("A brief history of Facebook", 2017).

    1.6.3 Facebook Fanpage

    This concept is a term of business account that represents a company or organization. It looks similar to a Facebook profile, but more than that, it offers unique tools for managing and tracking engagement so that it helps evaluate the metrics and interest of consumers with the brand or product.

    1.6.4 Facebook post

    A Facebook post or "status update" can be a caption, picture, or other media posted on the user's Facebook page or business's Facebook page. The purpose of a Facebook post is to convey the message of the user or business.

1.6.5 Content

Content is expressed through some medium, such as speech and writing, images, sounds, text notes, event creation, message management, posts, etc. Content is created to guide the audience to enter the desired behavior according to the business or communication goals.

1.6.6 Content strategy

Content strategy is a process of planning, creation, delivery, and governance of content (Halvorson, 2012). Since this study focuses on the content displayed on Facebook Fanpage, the concepts of Type of content and Type of media format will be examined.

1.6.6.1 Type of Content

The type of content refers the way to convey messages to reach expected objectives. There are four types of content:

- Informational posts contain information about specific products, brands, companies and related marketing activity.

- Entertainment posts are typically humorous videos, slogans or wordplay that make aesthetic enjoyment and emotional release, instead of referring directly to the brand or product.

- Remuneration posts include content featuring special offers, discounts, promotions intended to increase sales and attract attention.

- Social posts are messages designed to encourage user participation.

1.6.6.2 Type of Media Format

The type of media format is the way to present messages of a post via data visualization The media type can be a text (or a status update), photo, video or link.

- Text is a kind of post that has only a caption and no image.

- Photo is a kind of post that combines caption with image, include a single photo format, photo in vertical format, poll format (for voting), album format (multiple photos).

- Video is a kind of post that combines caption with a video, include a single video, vertical video, or 360-video.

- Link is a kind of post that combines a caption with a link to drive users to a destination website.

1.6.7 Samsung Galaxy A series

The Galaxy A series, first introduced in 2015, is one of the most notable Android mid-range smartphones manufactured by Samsung Electronics. Thanks to implementing the "innovation reversed," since 2018, the Samsung Galaxy A series has attracted more and more potential customers when it is equipped with the latest technology. Specifically, Galaxy A51 has been the leading smartphone with a macro camera in the market segment; the super wide-angle camera was brought to the Galaxy A7 first instead of Galaxy S10. Galaxy A9 was first equipped with a set of 4 cameras before launched the flagship Galaxy Note10+.

1.6.8 Brand awareness

This concept refers to the strength of a brand's presence in the consumer's mind" (Aaker, 1991). This is an essential step in promoting a new product or reviving

an old brand. Brand awareness could include factors that distinguish products from a competitor. These include a sense of familiarity; a sign of the brand's presence, commitment and substance; a brand asset that can be inordinately durable to audiences.

CHAPTER 2

LITERATURE REVIEW

Chapter 2 proposes to provide a synthesis of theory and past studies on brand awareness, a communication platform, and compelling content creating on the social platform. It reviews concepts, principles and theoretical frameworks related to brand awareness and research questions.

2.1 Review of Related Theory

Communication Accommodation Theory (CAT) mainly focuses on the underlying motivation and consequence of what happens when two people or intergroup shift their communication styles. Howard Giles (The professor at the University of California), the father of the theory, emphasized the accommodation or adjustments that people make while communicating. The theory initially was based on speech, but it has since been expanded to cover verbal, nonverbal, and gesture behaviors as well (Vatamanescu & Pana, 2010, p. 280). Until now, this theory has been elaborated and revised in varying directions. In research from Vatamanescu & Pana (2010, p. 287), its relevance today can be highlighted at multiple levels of communication and participation, and "it can account for discovering how people perceive, assume, and express identity of them in a boundless community" (Vatamanescu & Pana, 2010, p. 287). Also, in previous research, "its main elements may be permanently applied to the analysis of the virtual communities' patterns of interaction" (Vatamanescu & Pana, 2010, p. 287). Therefore, this theory can explain the communication situation in digital communication nowadays, specifically how

Samsung Vietnam accommodates their audiences on Samsung Vietnam Facebook Fanpage to make brand awareness. The following assumptions from CAT would be applied to support and explain the idea in this study:

a) Speech behavioral similarities and dissimilarities exist in all conversations. Giles demonstrated that past experiences form a person's field of expertise, and those fields of expertise are brought into discussions. It can be assumed that the way Samsung Vietnam communicates with Samsung Galaxy A series audience may be conscious and proactive, after lessons learned from campaigns in the past. These varied experiences may determine the extent to which Samsung Galaxy A series will accommodate the audience for a better result in communication. Furthermore, Giles referred to the more similar our attitudes and beliefs, the more attracted to and accommodating we will be to the other person in the conversation. That means that when Samsung Galaxy A series touches their audiences at a similar point, the audience can be attracted and lead to excellent communication.

b) How we are aware of the speech and behaviors will determine how we evaluate a conversation. This assumption is based on the concepts of perception and evaluation. Perception or awareness is the process of attending to and interpreting a message, whereas evaluation is judging the conversation. For example, it can be explained when making interactions with posts posted on the Samsung Vietnam Facebook Fanpage, and the audience may be aware of the content and message of the Samsung Galaxy A series content. In contrast, the manner in which the Samsung Galaxy A series perceives the audience's behaviors can determine how Samsung Galaxy A series evaluates and accommodates the conversation with posts later.

c) Language and behaviors impart information about social status and group belonging. It can be explained that content on Samsung Vietnam Facebook Fanpage and the reactions from the audience side can communicate status and group belonging, and the language in a conversation will often reflect who is of the higher social status. On the other hand, Howard Giles pointed out that the lower social status in any conversation will usually accommodate the person of the higher social class.

d) Accommodation varies in its degree of appropriateness, and norms guide the accommodation process. This almost focuses on norms, as well as issues of social etiquette. Norms are the expectations of behavior in conversation (Giles & Ogay, 2007). For example, Samsung can expect to create quality conversations between themselves and the Samsung Galaxy A series audience, leading to making awareness, gaining buzz, and discussing their products. The audience can seek information that interestingly matches their needs and interests.

2.2 Related Researches

    2.2.1 Brand Awareness on Social Media & Measurement

        2.2.1.1 Brand Awareness on Social Media

        Aaker (1991) developed the awareness pyramid, differentiating brand awareness into four different levels: Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind (where it presumes an intuitive nature). Four different levels will help establish brand awareness among consumers. Tritama & Tarigan (2016) continued to develop this concept of brand awareness as follow:

        1) Level 1: Brand recognition (or called the level of aided recall). It can be a poster, video, advertisements, banners, or social media.

2) Level 2: Brand recall (or unaided brand recall), meaning the audience does not need to be helped to remember the brand. Of course, the measurement of unaided brand recall is more complicated than aided brand recognition.

3) Level 3: Top of mind, which means the brand exists first in the minds of audiences. It is the highest level and could be understood as a brand introduced in unaided brand recognition.

According to Keller (2007), brand awareness includes brand recognition and brand recall performance. While brand recognition is defined as the consumers' ability to authenticate earlier revelation to the brand when given the brand's indication, brand recall is the consumers' ability to recall the brand from memory when given the product category. Both are essential components in maintaining brand equity with the primary objective of achieving a strong brand image with long-term relationships that indicate brand resonance. (Latif, Islam & Noor, 2014). These two factors also help make a positive perception about brands and a company rather than rivals in the modern marketing environment (Latif, et al., 2014).

Brand awareness in competitive markets plays an active role in modern marketing environments. Today, companies have recognized that solid brand awareness creates a competitive advantage in the market (Latif, et al., 2014). Indeed, in recent years, social media has significantly influenced brand awareness in the community. The results of research by Tritama & Tarigan (2016) showed that social media has a significant influence on the attraction to product marketing that circulates on social media. The authors also pointed out that the most dominant factor affecting

the product on social media is the product's attractiveness to the community (Tritama & Tarigan, 2016). For businesses that want to release a new product, they should market their product through social media, as it has a significant effect on public perception of the product (Tritama & Tarigan, 2016).

In particular, social media, and Facebook, is an online media where users can reach content delivered from brands quickly. Thus, many businesses use Facebook Fanpage to promote their products and make customers aware of their products when it has just been launched. The above-mentioned related studies have shown that companies can use Facebook Fanpage to raise brand awareness.

2.2.1.2 Brand Awareness Measurement on Facebook Fanpage

As mentioned above, social media may affect the first level in the total level of brand awareness, that is, Brand recognition. So does Facebook.

On Facebook, there is not only content created by users but also their profile information, including age, gender, photo, and hobby, that can be adjusted to preference (Tongkowon, 2017). Facebook users can expose to and interact with posts based on their interests and the people they connect with. Moreover, Facebook has an algorithm that allows only highly interactive content to show up on news feeds, especially Facebook Fanpage. Since 2016, Facebook has tried to choose which posts users would like to see the most since it can attract users to check Facebook more often (Tim, 2016). Therefore, brands have taken advantage of these characteristics to turn Facebook Fanpage into a communication channel to convey brand and product values and increase brand awareness to potential audiences. To do that, the content that brands would like to communicate through Facebook Fanpage needs to capture user's attention and make them react to the post (Tongkowon, 2017). Otherwise,

according to recent research results, the audience activities on Facebook Fanpage reflect the brand's post content interactivity or engagement (Rahman, et al., 2017). Engagement on social media refers to how the audience becomes involved with content provided on that platform (Fernández Peña, Ramajo & Arauz, 2014). Rahman, et al. (2017) pointed out that the audience engages and responds differently to different posts or content on the Facebook Fanpage.

In order to measure a social networking site's effectiveness, corporate houses are now analyzing metrics in terms of calculating engagement rate, comments/share, and reaction (like, love, angry, haha, wow, cry) (Rahman, et al., 2017). Jahn & Kunz (2012) and Kim & Ko (2012) stated that brands sought to enhance audience engagement to deepen brand awareness and cultivate long-term relationships. Pegoraro, Scott & Burch (2017) also found out that when the audience engages with a brand on social media helps to create brand awareness, favorable brand associations, and ultimately brand loyalty. On Facebook, there are three participation levels for fans: Press the 'Like' button on a post, commenting on a post, and the highest level is sharing the post with the social network (Pegoraro, et al., 2017). Thus, the number of engagements commonly used to measure the effectiveness of a brand's content to customers reflects that people are aware of the existence of the brand - brand awareness. At the same time, it also shows how the brand's influence impacts the audience.

According to recent research of Ly (2019) on Samsung Vietnam Facebook Fanpage, there are five findings behind the user's reaction when they engage to posts on this channel:

1) Video and photo are still the main driving force that makes the audience engage more.

2) The association with celebrities is enormously appealing to the audience.

3) Lifestyle-centric content is more likely for the audience to engage with.

4) Multiple formats are an essential factor as people consume content in various ways.

5) Trendy and friendly content is highly appreciated.

2.2.2 Facebook Fanpage Content Analysis

Content created includes elements such as visual (picture or video), sound, caption, text in visual. The content objectives usually are building brand awareness, brand loyalty, solving problem, increasing traffic to the website, and increasing sales (Yaipairoj, 2016). Since content is created to guide the audience to enter the desired behavior according to the business or communication goals, brands use Facebook Fanpage to communicate with customers as it can deliver precisely the expected content (Tongkowon, 2017). When brands want to create content, they need to be concerned about the meaning, brand personality, and picture quality (Yaipairoj, 2016). In addition, after consulting the literature (Tafesse, 2015; Luarn, Lin & Chiu, 2015), the type of content and type of media format are identified as relevant content strategy elements. The type of content and type of media format also influence to engagement level (Tafesse, 2015)

2.2.2.1 Type of content

According to Luarn, et al. (2015), there are four types of content: informational posts, entertainment posts, remunerational posts, and social posts.

Informational posts contain the "specific products, brands, companies, and related marketing activities" (De Vries, Gensler & Leeflang, 2012; Muntinga, Moorman & Smit, 2011) directly. The brand can introduce its new launching products or services through information-type posts to raise awareness (To, 2020). If a brand post mentions information (such as the timing of new releases, or product descriptions, etc.), audiences are motivated to interact and consume (De Vries, et al., 2012).

Previous studies have indicated that entertainment is the most crucial factor affecting the behavior of SNS users (Lin & Lu, 2011; Sleddgianowski & Kulviwat, 2009), and Information enriched with entertaining elements are typically positively evaluated by recipients and leads to a higher intent to revisit a website than does information without entertainment features (Raney, Arpan, Pashupati & Brill, 2003). Thus Entertainment posts are provided as an opportunity for people to distract and divert themselves, aesthetic enjoyment, and emotional release (Bronstein, 2013; Haghirian, Madlberger & Tanuskova, 2005). Entertainment posts typically humorous videos, anecdotes, teasers, slogans, or wordplay, instead of messages that refer to the brand or a particular product (Cvijikj & Michahelles, 2013).

Remuneration posts contain information related to benefits, including content featuring promotions, trials, coupons, special offers, and other offers intended to attract attention (Cvijikj & Michahelles, 2013; Wood, Ray & Messinger 2013).

It also refers to specific activities intended to promote a company and its products (Muntinga, et al., 2011).

The messages are designed to encourage user participation, include questions, statements and allow users to respond, facilitating interaction called Social posts (Cvijikj & Michahelles, 2013). Besides that, Facebook Fanpage allows having other post content such as contests (minigames), questions, and quizzes to increase interactivity (De Vries, et al., 2012).

Perhaps due to differences in measurement approaches and purposes, those elements have been investigated with mixed findings (Tafesse, 2015). For instance, some studies find informational content as getting more responsive (e.g., De Vries, et al., 2012), while other studies find entertaining content more responsive (e.g., Shen & Bissell, 2013).

2.2.2.2 Type of Media Format

One of the essential factors to create the right content is choosing the right type of media format for Facebook Fanpage post. The type of media format for posts refer to vividness and interactivity (Luarn, et al., 2015). According to De Vries, et al. (2012), there are four media types of a post: text (status), photo/ album (image), video, and link. Details as below:

1) Text: A kind of Facebook post that only has a caption, or status, and no image.

2) Photo is a Facebook Fanpage post that combines a compelling image with a caption to convey the expected content.

3) Video: A kind of Facebook Fanpage post that combines a video with a caption to convey the expected content.

4) Link: A kind of Facebook Fanpage post that combines a caption with a link to drive users to the destination website. The picture could be included in this type of media post.

In recent years, Facebook Fanpage also extended to more formats such as poll, carousel, live broadcast (or live streaming–a kind of video that refers to a LIVE in real-time, like events happening in the present). The media type of Photo could be divided into many varieties such as single photo, vertical photo, 3D photo, album, or infographic, etc. Album is a Facebook Fanpage post that combines multiple images with a caption to convey the expected content. The media format of Video could be single video, vertical video, 360-video, etc.

Some authors argued that content presented on Facebook Fanpage should be visual content which means using pictures to communicate or narrate the message to customers (Tongkowon, 2017). It can grab customer's attention more and help the brand deliver the message more effectively (Tongkowon, 2017). For example, the combination of text and photo formats can provide more vivid information on a post compared with a text message only (Van Der Heide, D'Angelo & Schumaker 2012; Wang, Moon, Kwon, Evans & Stefanone, 2010) (Van Der Heide, et al., 2012; Wang, et al., 2010). Another example was that video posts could attract people because of the more vivid and clear information shown in the video (Xu, Oh & Teo, 2009).

2.3 Conceptual Framework

Based on the related theory and researches, a conceptual framework to study the content of the Samsung Galaxy A series on the Samsung Vietnam Facebook Fanpage has been proposed. The factors of the framework are discussed. Firstly, it is needed to analyze the content (include type of content, type of media format) of the 6 product lines of the Samsung Galaxy A Series during the launched campaigns (Galaxy A9, Galaxy A50, Galaxy A70, Galaxy A80, Galaxy A51, Galaxy A71), which affects to the engagement – a metric to measure the effectiveness of brand awareness. From that, the author can pinpoint the content strategy Samsung used to make brand awareness to the target audience from the findings found out. Further, the author can consider a "successful formula" for creating brand awareness in the next Samsung Galaxy A Series launch campaigns.

CONTENT STRATEGY

Type of content

- Informational
- Entertainment
- Remunerational
- Social posts

Number of engagement

Type of media format

- Text
- Photo (Vertical, Album, Poll, etc)
- Video
- Link

Content making
brand awareness to
the target audience (Gen Z)
on Facebook Fanpage
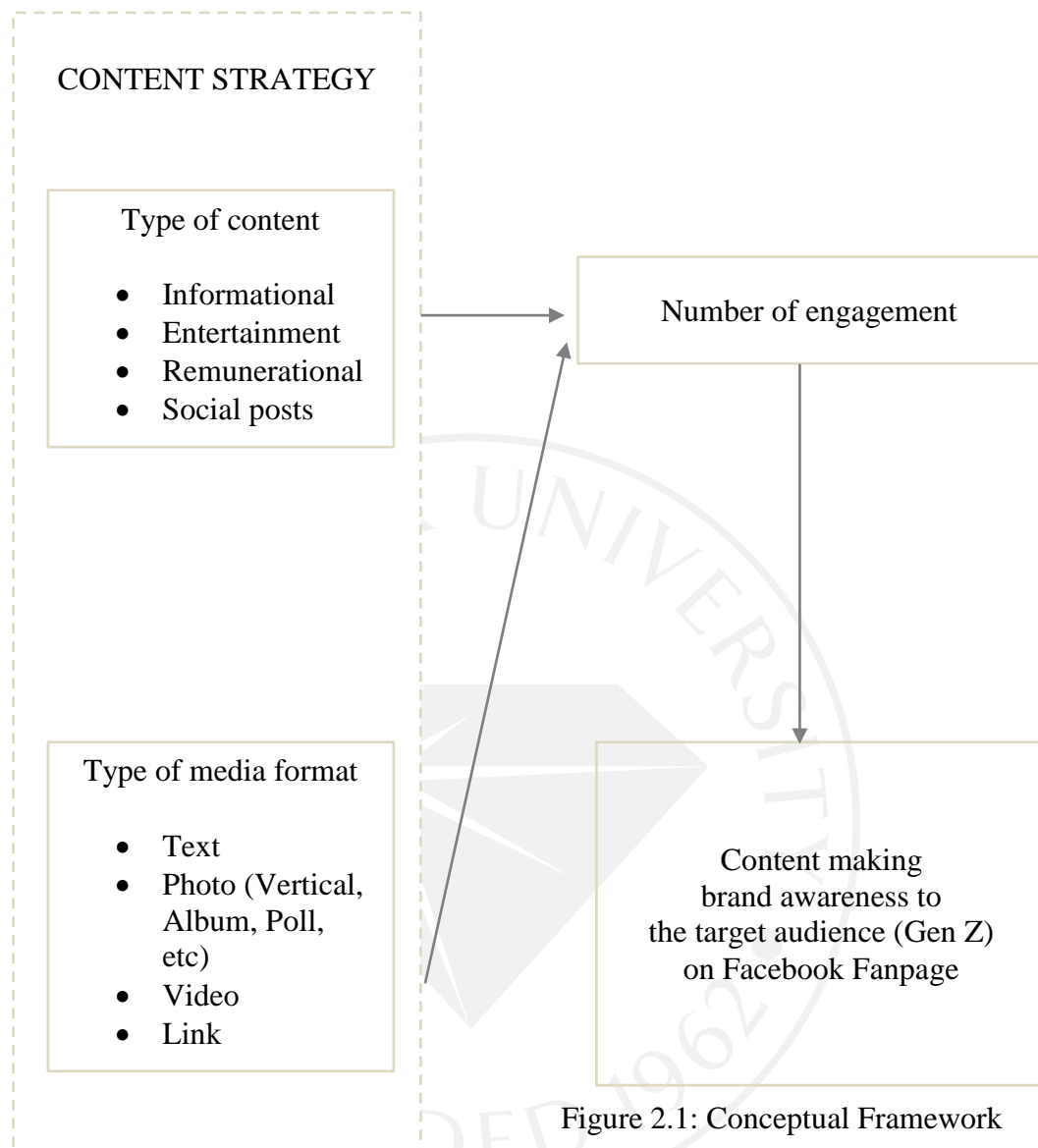
Figure 2.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

Chapter 3 describes the research methodology to examine how Samsung Galaxy A series communicates to Vietnamese target audiences via Facebook Fanpage. This chapter comprises six sections–research design, key documents, research instrument, data collection, procedure data analysis.

3.1 Research Design

This study aims to examine the factors in Facebook content that make brand awareness of the Samsung Galaxy A series during its launch in Vietnam. Thus, the research design deployed qualitative research to provide the details of content strategy used on the Samsung Galaxy A series. The qualitative approach was chosen because it allows for a deeper understanding and explores topics in more detail. The qualitative method can provide the Samsung Galaxy A brand and audiences with detailed information on the factors that help gain brand awareness by analyzing the coded elements of 30 Facebook posts. In addition, the study deployed textual analysis as an analytical method for the post since it richly describes the content, structure, and functions of the messages contained in texts.

3.2 Key Documents

As the study emphasizes the content strategy in making brand awareness of the Samsung Galaxy A series, the posts on the Samsung Vietnam Facebook Fanpage were used for the analysis. The study covered the posts of Galaxy A legacy during

three years (2018–2020) and after the generation of Galaxy A9 (2018). The selected

period was anchored because the Samsung Galaxy A series has published the "reverse

innovations" strategy and became known to many consumers in Vietnam. The target

documents consisted of the individual posts from Galaxy A9, Galaxy A50, Galaxy

A70, Galaxy A80, Galaxy A51, Galaxy A71 at the launched phase. Based on crucial

objectives raised in the study, a total of 30 posts selected purposively (5 posts with the

most engagement for each product) of 6 product lines was chosen, coded, and

analyzed. (Appendix A).

3.3 Research Instrument

Authors commonly use thematic analysis to find common topics or groups,

thanks to its accessibility and flexibility (Braun & Clarke, 2016). Therefore, thematic

analysis was deployed to analyze the content of a total of 30 selected posts.

The literature shows that the content of the posts could be categorized into four

themes as follows:

1) Context

2) Hashtag

3) Call to action

4) Media

Table 3.1: The data structure with content coded and classified into sub-themes,

themes (based on Gioia, Corley & Hamilton, 2012)

1st Order Codes	2nd Order Concept	Aggregated Themes
- Seasonal and occasion - Trends among young people	Trend catching	Context
- First and Best technology in segment - Product tips and tricks	Product advanced features	
- Maximizing user's life (gaming, photography, movie, etc) - Bold the uniqueness portrait	Benefits to be derive from the product	
- Minigame - Poll	Entertainment tool	
- Hashtag corresponding to each product line		Hashtag
- Play minigame - Tag friend(s) - Comment - Vote	Call to join an activity	Call to action
- Buy product (with the link) - Pre-order (with the link)	Call to purchase product	

(Continued**)**

Table 3.2 **(**Continued**)***:* The data structure with content coded and classified into

sub-themes, themes (based on Gioia, Corley & Hamilton,

2012)

1st Order Codes	2nd Order Concept	Aggregated Themes
- Learn more (with the link) - Explore product (with the link)	Call to explore product	Call to action
- Learn more (with the link) - Explore product (with the link)	Call to explore product	
- Video - Album - Photo - Photo in vertical format - Photo in the poll format	Visual format	Media
- Text structure (Product function leads to product benefit, Question)	Text on visual section	
- Visualize product function - Visualize product benefit	Data visualization	

3.4 Data Collection Procedure

To systematically extract the essential documents and analyze how they

relate to factors that affect making brand awareness of the Samsung Galaxy A series,

the study adopted the coding approach proposed by Gioia, et al. (2012), which is

well-established in related literature decision-making and process research. This

approach is based on a multi-staged coding scheme with first-order codes, second-order concepts, and aggregated dimensions (Gioia, et al., 2012). There are five steps:

      1) Perform initial data coding, maintaining the integrity of first-order terms by adhering to words that were used in the document (informant-centric)

      2) Develop a comprehensive compendium of first-order terms

      3) Organize first-order codes into second-order concepts based on similarities and differences in these codes (theory-centric)

      4) Distill second-order themes into overarching theoretical dimensions (if appropriate)

      5) Assemble terms, themes, and dimensions into a "data structure"

Besides, the author also referred to The Gioia Method (Gioia, et al., 2012) to formulate a model consisting of the second-order concepts in data structure and the relationships between them. The aim is to address the research questions with arguments grounded in the stipulated themes that emerged in exploring the texts. Four themes (Context, Hashtag, Call-to-action, Format) are the significant factors to process using the textual analysis.

3.5 Data Analysis

The inductive approach allows shortening the data into the summary format and links obviously between the purpose and the result of the study to ensure that the research is defensible (Thomas, 2006). It can also improve the model or theory derived from raw data findings (Thomas, 2006). Thus, this paper employed the inductive approach and textual analysis to examine the characteristics of Facebook Content of the Samsung Galaxy A series.

CHAPTER 4

FINDINGS

Chapter 4 presents the findings of this study, which were obtained from the data analysis of the 30 posts with the highest engagement of the Samsung Galaxy A series contained on the Samsung Vietnam Facebook Fanpage. All characteristics of the content (such as Context, Media, Call to Action, Hashtag) were analyzed in detail to reach the objectives of this study. Each of the two research questions previously proposed was answered one by one.

4.1 Summary of the Document Characteristics

The posts with high engagement show that the four different themes were commonly used and highly effective in enhancing the Samsung Galaxy A series brand awareness. It could be said that these four themes represented essential components of a post and helped create brand awareness of the Samsung Galaxy A series. The data show the characteristics, structure, and meaning of posts to increase engagement levels. Context included the contexts that form the post, which could be based on a particular occasion, an announcement about a product's features, and an announcement of benefits derived from the product or simply providing an entertainment tool to the audience.

In Call-to-action, audiences could find helpful information through Call to explore the product or take action through Call to purchase a product or Call to join an activity. While the content was essential for audiences to decide whether to engage with a post, a Call to action was intended to drive immediate feedback or encourage

immediate sales. A hashtag denoted "#" is a type of metadata tag used on social networks like Facebook and allows audiences to easily find posts with specific topics or content. Therefore, analyzing the structure and meaning of Hashtag helped the author find exciting and valuable findings to help enhance brand awareness. Finally, Media included Format, Text on visual section, and Data visualization, which helped the author understand a post's visual representation that made an excellent visual impression.

Since post engagement is based on the type of content and type of media format, the author would analyze the associated values and the selected Context and Media themes. To find out the standard features in posts with the highest engagement, the author would analyze the remaining elements and determined the values in meaning. Then the author would show how high-engagement posts were generated, which could create a "formula" that improves the level of engagement of a post and enhances brand awareness of a product. (Figure 4.1)
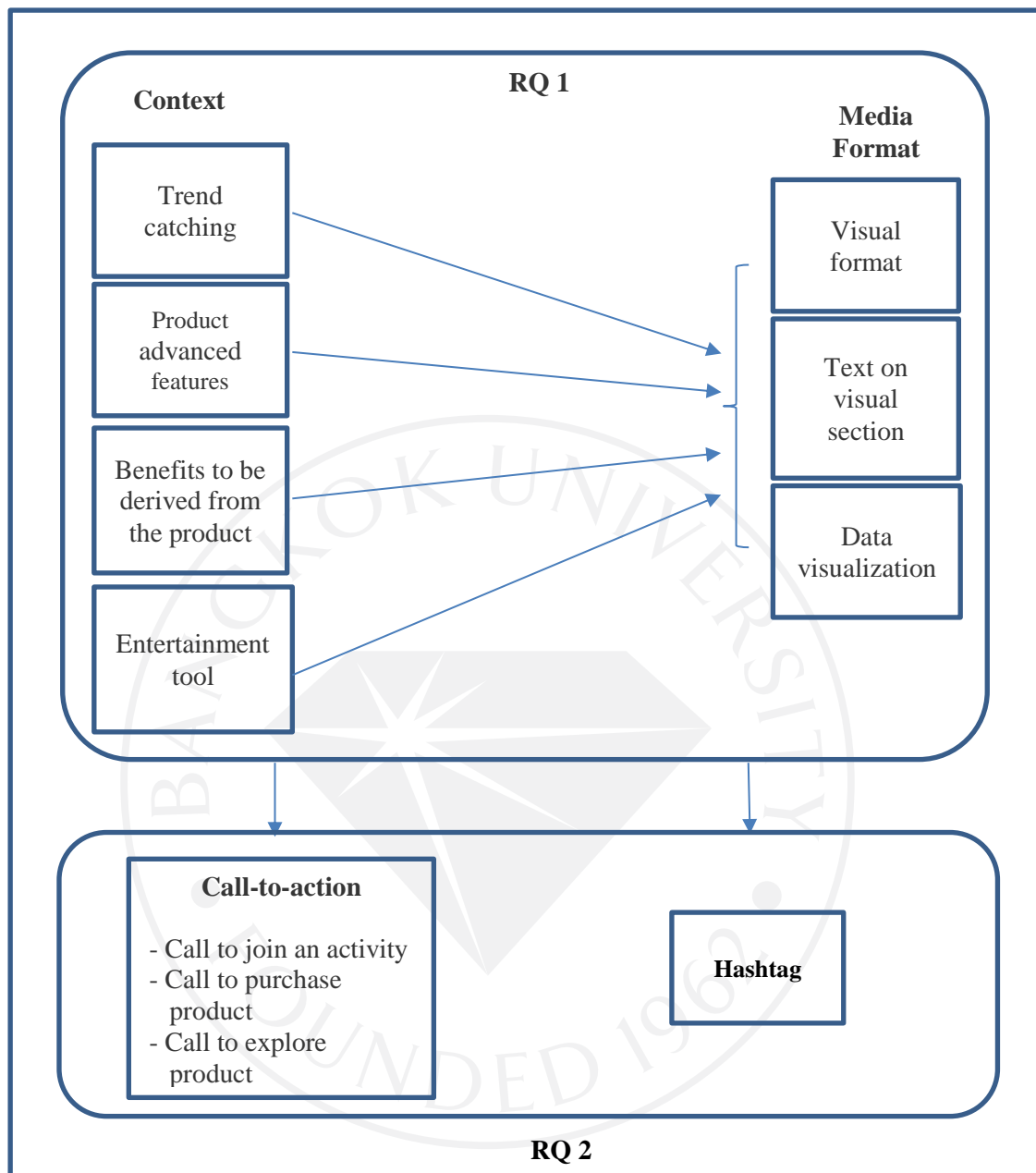
Figure 4.1*:* The model that forms the characteristics of the post helps to improve

brand awareness

4.1.1 Context

Regarding the Context, the author found out that there were four contexts used in 30 posts with high engagement, namely Trend catching, Product advanced features, Benefits to be derived from the product, and the Entertainment tool. Trend catching was shown through posts with the occasion for trends that interested the public, and attention through recreated images, sentences, lyrics, melodies, etc. Product advanced features described information about the product, including outstanding features. Benefits to be derived from the product description information related to product benefits. Entertainment tools showed entertaining content for the audience, such as a minigame or a poll.

Content with Trend catching contexts is characterized by catching up with the latest trends, so it is easy to create interactions and discussions from audiences. For example, when Vietnam officially applied a 5-year Korean visa policy, this context was introduced to build content for Samsung Galaxy A-the brand from South Korea and directly targeted young people passionate about travel and discovery. Trending songs, movies, and the hottest scenes were also used by Samsung Galaxy A to create unique and exciting content. For example, when the song "This song is so chill" became famous and popular in every street in the city, even every word in the lyrics could become trendy and "recreated" by online communities in all social media groups. Samsung Galaxy A quickly recreated the hottest lyrics related to their phone series in a very ingenious and unobtrusive way: *"This afternoon when surfing the Galaxy A70, I suddenly feel dreams. Find myself space, turn on the biggest screen make me feel so chill."*

Besides, Samsung Galaxy A brand did not ignore significant festivals such as Christmas and Lunar New Year. The included contexts could be mentioned, such as taking advantage of the custom of seeing fortune-telling and picking up lucky hexagrams at the beginning of the year to promote the greatness of having a Samsung Galaxy A companion. Take a post of Samsung Galaxy A9 as an example, the highlight throughout the post is to go to the fortune-teller for the Vietnamese Lunar New Year, using the super-zoom camera of the Galaxy A9 to fully see the prophecy: *"This new year, let's go to the fortune-telling with the best friend, and illuminates the secret prophecy thanks to the super-zoom camera of Galaxy A9."*

The most notable point in the content built-in the Trend catching context is that Samsung Galaxy A was very successful when parodying or recreating the hottest trends in the community without forgetting to incorporate images that make audiences have to link to the product. For example, to recreate the content of the song "This song is so chill" as mentioned above, Samsung Galaxy A cleverly continued to integrate features that make audiences able to mimic the song's melody but still thinking of "chilling" with phone: *"Just wanna chill tonight? Experience Galaxy A70 with super large 6.7" infinity display and great long battery life, leading to super-smooth and super-chill moments, will open up limitless entertainment experiences."* Thus, the audience could naturally memorize the Samsung Galaxy A product.

With the content showing Product advanced features, Samsung Galaxy A brand tried to display information related to product features or product descriptions. Posts with obvious intent were about new products, the most innovative or practical features, or could enhance the audience's smartphone experience with tips

and tricks. Specifically, when it came to the breakthrough features of the Samsung Galaxy A50 series: *"Super battery or fantastic camera? No need confused about choosing a smartphone anymore when Galaxy A50 contains all the elite features you want! Uniquely secure in the segment with fingerprint technology under the screen, experience the infinity screen optimized visibility, enjoy photograph with triple camera and ultra-wide camera, and unleash the capacity with a 4,000 mAh battery."*

Another post mentioned the launch of the Samsung Galaxy A80 with its most groundbreaking features in the segment: *"Samsung Galaxy A80 with unique and only 180º triple- rotating camera in segment allows you to catch all eyes with perfect shots even when taking selfies or recording videos. Moreover, full-screen entertainment experience with a super battery capacity of 3,700 mAh, combining fast charging and the powerful chip will always give you the smoothest experience."*

In addition, it could be easily seen that the content in the group of Product advanced features tried to convey messages of "the best technology" or "the breakthrough technology." This was not only reflected in the phrases "uniquely secure in the segment," "unique and only 180º triple- rotating camera," and "bring you the smoothest experience" as mentioned above but also through paragraphs like *"Let's ushered in a new era of technology with the Galaxy A80, with a unique and only 180º triple- rotating camera," "Galaxy A51 with first Macro Camera of Samsung Galaxy A," "Galaxy A70 with the biggest display 6.7 "in the segment," "Galaxy A9 with the first rear quad-camera in the world," and "Galaxy A71 with the thinnest and lightest display in the segment."* It is the phrase that was repeated in most of the posts that have implicitly affirmed that Samsung Galaxy A has been the most pioneering technology product line. Samsung Galaxy A ahead of technology trends to satisfy the

new generation of users while consolidating its position in the smartphone industry.

Besides, despite the Product advanced features' content mainly provided helpful information to the audience, including battery parameters, screen size, and outstanding features of Camera technology, it still came up with a bit of information about the product benefit to end-users. For example, in the Samsung Galaxy A80 as mentioned above, we can easily realize that the benefit for end-users was just a few words *"allows you to catch all eyes with perfect shots," "full-screen entertainment experience," and "give you the smoothest experience."* This information brought a friendly feeling, making the audience feel fulfilled with the expectations they expect from a smartphone. From that, they could form positive product awareness, essential information that leads to the desired product ownership incentive.

The factors related to Benefits to be derived from the product context are content that presents information with the product's benefits to the audience. For example, some posts guided tips on how to use Samsung Galaxy A to optimize user experiences (such as tips to take the photo in the festive season, tips for art photos with Macro Camera); help the audience experience endless entertainment plans (such as playing games, listening to music, group calling, watching videos, etc.); or show off their personalities through groundbreaking camera features to deliver perfect photos that can be used in a variety of situations (such as posting on social media, participating in photography competitions, etc.). For example, in the post about Samsung Galaxy A70, the highlight throughout the post was having more fun by video call with Galaxy A70: *"Chatting by messenger is fun, video calling by Galaxy A70 even more fun. Thanks to the biggest infinity screen of Galaxy A70, let's enjoy gathering moments without missing any member."*

The strength of the posts Benefits to be derived from the product is to create awareness of product functions quite easily. While informational posts were pretty universal, the content offering product benefits made it easier for consumers to imagine how that phone could help them in real life. In particular, audiences could also be led to faster buying decisions with specifically designed scenarios if they find the product matches their needs.

Finally, the Entertainment tool provided entertaining content to encourage user participation and increase interactivity, as shown through minigames and poll questions. This kind of content was also most presented out of 30 most engaged posts. The common point of the posts with the context of the Entertainment tool was to bring interesting interactive moments while still ensure the key messages from the brand. For the minigame content, most of the mechanism was quite simple with only two steps: Commenting on the answer to the post, then tagging friends' name(s), or leaving a lucky number from 0000-9999 with hashtags was enough to have a chance to win the prize. It could be explained that the simpler the requirement, the easier the minigame to attract the audience's participation, thereby allowing the audience to reach the messages that Samsung Galaxy A wants to convey easily.

However, depending on what was intended to convey, the tailored content was designed and created. For example, when the brand wanted to promote the five x2 super-zoom cameras of the Galaxy A9, participants needed to comment on when they captured a Christmas gift by the x2 super-zoom camera and then submitted it with the hashtag(s). Likewise, when the brand wanted to create awareness of Samsung Galaxy A71 as the thinnest and lightest smartphone in the segment, participants simply commented on the Galaxy A71 placed somewhere on the bookshelf with the

books, then submitted with a lucky number and hashtag.

Besides, the prize structure of the minigames was also imposing. The minigames generously donated movie tickets, Galaxy Buds headphones, or even a new Samsung Galaxy A for the winners. The chances of winning were also great when most players could perform multiple times in the same minigame (with no limit to play), as long as they have done it correctly and all two steps are considered valid. In addition, the minigame winner selection mechanism was also changed regularly so that the audience did not feel bored. For example, among the many players who left comments as the minigame answer, only one player with the most reply was the winner. Alternatively, in another minigame, there were three prize levels given as below: If the total number of comments for the minigame were 1,500, the regular prize of 5 pairs of movie tickets would be given to the five luckiest players. If the total number of comments for the minigame reached 3,000, the regular prize of 3 Galaxy backup chargers would be given to the three luckiest players. Finally, if the minigame's total number reached 10,000 comments, the prize of 1 Galaxy Buds headset would be given to the luckiest player. For poll questions, Samsung Galaxy A gave information with engaging content but still classifies the habits and preferences of using product features, such as: "Thanks to Galaxy A80 with unique and only 180º triple- rotating camera, do you prefer recording video with Wide-angle feature or Live-focus feature?", or simply increased interactivity in a two-way conversation between brands and audiences: "With the first Macro Camera of Samsung Galaxy A that captures every beauty in detail, do you like taking traditional candies or food seeds?"

4.1.2 Media

Photo, Video, and Album were the most used formats to increase engagement levels. In the Photo category, the author noticed three forms classified: Single photo, Photo with the Poll format, and Photo with the Vertical format.

The content shown on the Media theme was carefully observed and considered by the author. In terms of Data visualization, the author noticed that the phone's image was always the key hero. Whatever the format or context, the phone was always the biggest and most transparent object and represented the product's features. For example, when introducing the newly launched Samsung Galaxy A80, the visual highlight was the impressive transformation of the Galaxy A80 phone image, suitable for the "first and only 180 rotating camera in segment" positioning. Another example was the post about the Galaxy A51's Macro Camera feature. The main object was a phone that shows a close-up shooting interface and the outcome when taken by this camera. Thanks to the presented layout that made the phone the main object, it easy for audiences to "capture" the brand's intentions (i.e., the phone and its features, outcomes).

Besides factors such as the Samsung Logo, the product line's logo, the Text on the visual section was also mentioned. As observed, words used in Text on visual section were not too long, ranging from 4 - 10 words. The structure was diverse with assertions, questions, etc., but in general, they were all product-related. Some posts specified product information in the Text on visual section, such as *"Galaxy A80, the first and only rotate camera in the segment."* Some posts in Album format had main text, which was tips related to product benefits. In addition, the accompanying images often appeared texts with the structure of product feature <=> product benefit.

For example, in a post-album of Samsung Galaxy A9 with content sharing tips for taking pictures with camera features, the main text was *"4 tips for the best photos in the festive season;"* the sub-text corresponding to each feature: *"Superzoom camera, grab every emotion;" "Super wide-angle camera, take the fullest festival photo;" "Live Focus feature, catch the sparkling festival season;"* and *"Dark mode, radiant through the night."*

    4.1.3 Call to action

    A call to action was used in posts with the highest engagement, including a Call for joining an activity, a Call for purchasing a product, and a Call for exploring the product. Call for joining activity was used to encourage audiences to take any action that the brand wants. The desired actions used by Samsung Galaxy A were quite diverse, such as playing the minigame, tag friend (s), comment a thing, vote the poll. Call for purchasing a product included a call to buy a product or to pre-order a product. Typically, a link to the product selling page was also attached to Call for purchasing products to make it easier for them to buy the product. Finally, the Call for exploring products aimed to invite audiences to learn more about the product's information. Therefore, a link to a product page was also attached to the call to explore this product.

    The author noticed that a Call to action always appeared in all posts. This proved the critical role of a Call to action in enhancing the effectiveness of a post in creating awareness and, of course, desirable actions. It can be argued that encouraging audiences to take action could boost audiences' engagement with the brand, thereby increasing brand awareness. However, a Call to action should be skillfully presented and linked to the entire content of the post to attract the audience's participation.

For example, the post of Samsung Galaxy A9 about seeing fortune-telling at the beginning of the year. While the content showed *"This new year, let's go to the fortune-telling with the best friend, and illuminates the secret prophecy thanks to the super-zoom camera of Galaxy A9", a* Call to action was given accordingly: *"Tag your best friend and plan to go to the fortune-teller now!"*. On the other hand, in minigames, a Call to action was often written in a structure "play now to + benefit derived from action" to encourage audience participation.

4.1.4 Hashtag

Each Samsung Galaxy A used a different set of hashtags. Specifically:

- Samsung Galaxy A9:

  #GalaxyA9 #CameraSieuZoom #Bo4Camera #DauTienTrenTheGioi

  (#GalaxyA9 #SuperZoomCamera #QuadCamera #FirstInTheWorld)

- Samsung Galaxy A50:

  #GalaxyA50 #MotSmartphoneMoiDotPha

  (#GalaxyA50 #AllBreakthroughInOne)

- Samsung Galaxy A70:

  #GalaxyA70 #ManHinhVoCuc #TraiNghiemVoHan

  (#GalaxyA70 #InfinityDisplay #InfinityExperience)

- Samsung Galaxy A80:

  #GalaxyA80 #SamsungGalaxy

- Samsung Galaxy A80:

  #GalaxyA80 #BộBaCameraTrượtXoayĐộcNhất #LIVEGócSiêuRộng

  #KhuynhĐảoMọiÁnhNhìn

(#GalaxyA80 #UniqueTripleCamera #LIVEwithUltraWideAngle #GrabEveryAttention

- Samsung Galaxy A51:

#GalaxyA51 #CameraMacroChụpCậnCảnh #ĐầuTiênTrênSamsung Galaxy#ĐậmChấtArt #ĐịnhChấtRiêng

(#GalaxyA51 #MacroCamera #FirstOnSamsungGalaxy #BoldOfArt #BoldOfUniqueness)

- Samsung Galaxy A71:

#GalaxyA71 #CameraMacroChụpCậnCảnh #Bộ4CameraSau64MP

(#GalaxyA71 #MacroCamera #QuadCamera64MP)

The similarity of these hashtags was the product name. The following hashtag typically represented one (or more) most breakthrough features of products. In some products, there was also a hashtag about the benefits of the product. This was reflected in the hashtags of Samsung Galaxy A70 (#InfinityExperience), Samsung Galaxy A80 (#GrabEveryAttention), Samsung Galaxy A51 (#BoldOfUniqueness). In addition, Samsung Galaxy A had not skipped its technological pioneer position, such as Samsung Galaxy A9 (#QuadCamera #FirstInTheWorld), Samsung Galaxy A50 (#AllBreakthroughInOne), and Samsung Galaxy A51 (#MacroCamera #FirstOnSamsungGalaxy).

The benefit of using hashtags is that it is easier for audiences to find posts with similar content. Taking advantage of this point, Samsung Galaxy A created simple, easy-to-remember hashtags but still expressed the spirit and position of the brand. Thus, when these hashtags happened by chance on the news feed of audiences, they would quickly see and form an impression of the product. Likewise, when the

audience would love to learn more about a product, they could click on one of the hashtags and discover content about the product without searching for information.

4.2 Findings

4.2.1 Research question 1: What is content strategy used on Samsung Vietnam Facebook Fanpage making brand awareness to the target audience?

- What types of content affect engagement most?

The content with contexts of Trend catching, Product advanced, Benefits to be derived from the product, and Entertainment tool got the highest engagement. Based on the characteristic that found out as above and the concepts defined in Chapter 2, it can be said that these contents correspond to the content types including Informational, Entertainment, and Social.

Example of the Information post

Figure 4.2 is an example of an Informational post. The primary purpose of this post was to deliver a complete message that the Samsung Galaxy A80 was officially launched and would usher in a new era of the smartphone. In addition, groundbreaking features such as the first 180 rotating camera in the segment, large battery capacity, and Infinity display were also fully presented. This type of post provided audiences with clear information about the new phone, helped them realize the tangibility of the Samsung Galaxy A80. Like many other posts, the use of words affirmed the technology pioneering presented in the post.

"It is time to open a new era of technology with Galaxy A80. Its unique 180°

rotating camera allows you to capture every angle of life. Now you can

unleash your own creativity and share in live content! So are you ready to

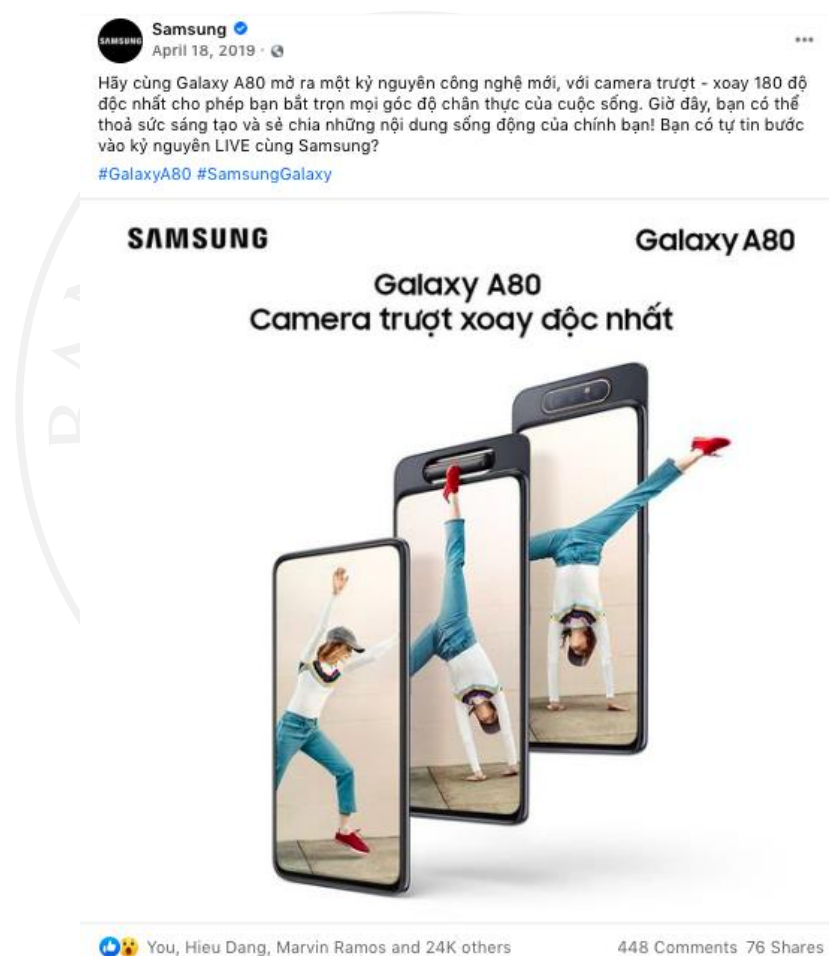*enter the LIVE era with Samsung?*

#GalaxyA80 #SamsungGalaxy"

Figure 4.2: Example of the Information post

Example of Entertainment post

Entertainment posts could increase brand awareness by not mentioning too much product information and encourage higher brand page re-visits than non-purported entertainment posts (Raney, et al., 2003). Therefore, as shown in Figure 4.2, specific lifestyle and entertainment situations could increase awareness about the Samsung Galaxy A70: The phone had a large screen and was perfect for group video calling. On the other hand, a Call to action that invited audiences to tag a friend in a post could also create conversations, leading to the audience returning and engaging to the post more often.
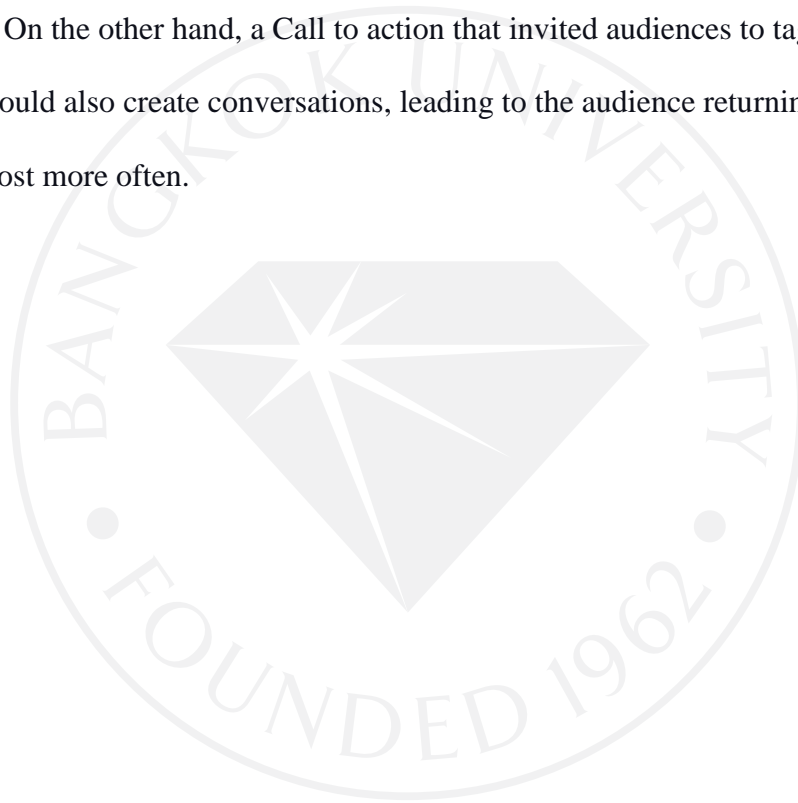
"Chat with each other has fun. Now video calling is even more fun! The 6.7"

infinity display of the Galaxy A70 is not missing anyone, and gathering online

is still great! So tag your friends right now and call up the video call!

Learn more about the Galaxy A70 at: https://spr.ly/A70-Jun27

 # GalaxyA70 #InfinityDisplay #InfinityExperience"

Figure 4.3: Example of Entertainment post

Example of Social post

Figure 4.4 is a prime example of the Social content type. This was one of the

minigames that recorded the most engagement, with about 1,300 reactions, 99,000

comments, and hundreds of shares. The simple mechanism with only two steps:

Like the post, screenshot the favorite gift thanks to Galaxy A9's Super-zoom Camera

interface. And then comment on the screenshot with the hashtag. Minigames

encouraged audiences to be aware of and remember about Galaxy A9 products

by giving the game rules: The comment that gets the most replies could be a win.

This rule not only encouraged audience participation but also helped them interact

with brands more naturally. It could form awareness of Samsung Galaxy with the

Super-zoom Camera feature.
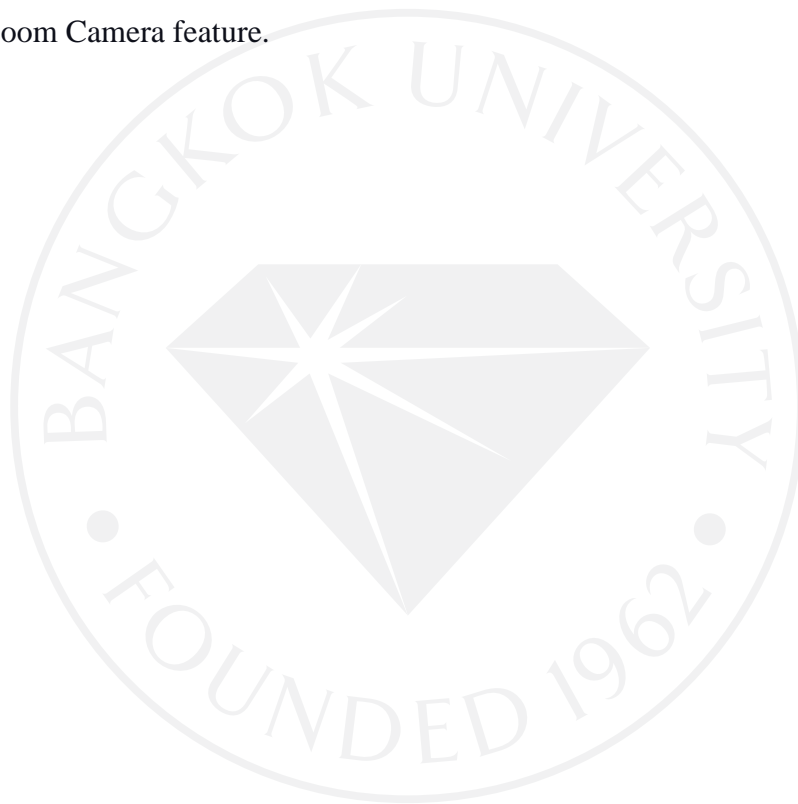
"See your Christmas gift with Galaxy A9 through the x2 optical super-zoom camera with only two simple steps: Step 1: Like this post and select your favorite gift by taking a screenshot. Step 2: Comment the screenshot with the hashtag # GalaxyA9. Samsung will make the wishes come true for those who have the highest reply (each comment must have hashtag # GalaxyA9) (counted to 16:00 on December 28, 2018). So join now to get unique gifts for this festive season!"

#GalaxyA9 #SuperZoomCamera #QuadCamera #FirstInTheWorld*"*
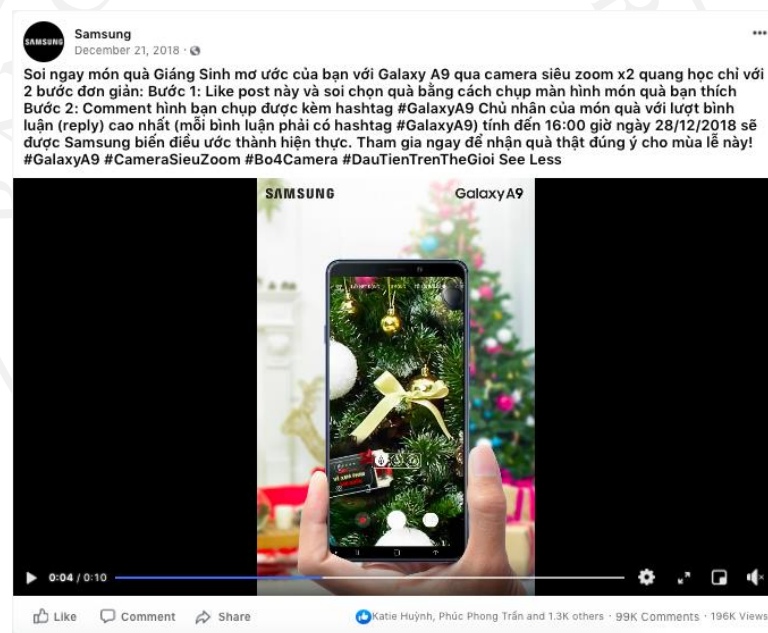
Figure 4.4: Example of Social post

- What types of media format affect engagement most?

The types of media format that affect engagement most were Photo, Video, and Album. In addition, the phone was always the key hero in any Data visualization,

and Text on visual section was needed.

        Example of Photo post

        The post in figure 4.5 is a social content post with the media format as a Photo. The Samsung Galaxy phone was still the main object. In order to depict the large screen, a photo of a famous idol (and also the ambassador of the product line) was used as the wallpaper. This could make the visual more eye-catching, allowing the audience to focus more on the phone screen. In addition, audiences could easily pay attention to the message when they see the posts in the newsfeed. In terms of Text on visual section, since this was a minigame, a question was asked ("*How large is the screen of Galaxy A70?*"). Along with that, three answers were given to audiences for easily choosing.

Figure 4.5: Example of Photo post

Example of Vertical Photo post

Example post took the attractive context of Lunar New Year's custom when

Vietnamese people often go to fortune-telling to get a prophecy. This post was in

a unique format - the vertical photo that helps attract the audience's curiosity.

In addition, the main message was captured in the center of the photo, which was a clear, colorful, and eye-catching statement *"What does the predictor say?"*. In particular, a symbol with the instruction *"Touch to explore the answer"* was used to motivate the actions of audiences. When audiences clicked on that position, an entire vertical format photo would appear, and audiences could get excited about something they had discovered (Figure 4.6)
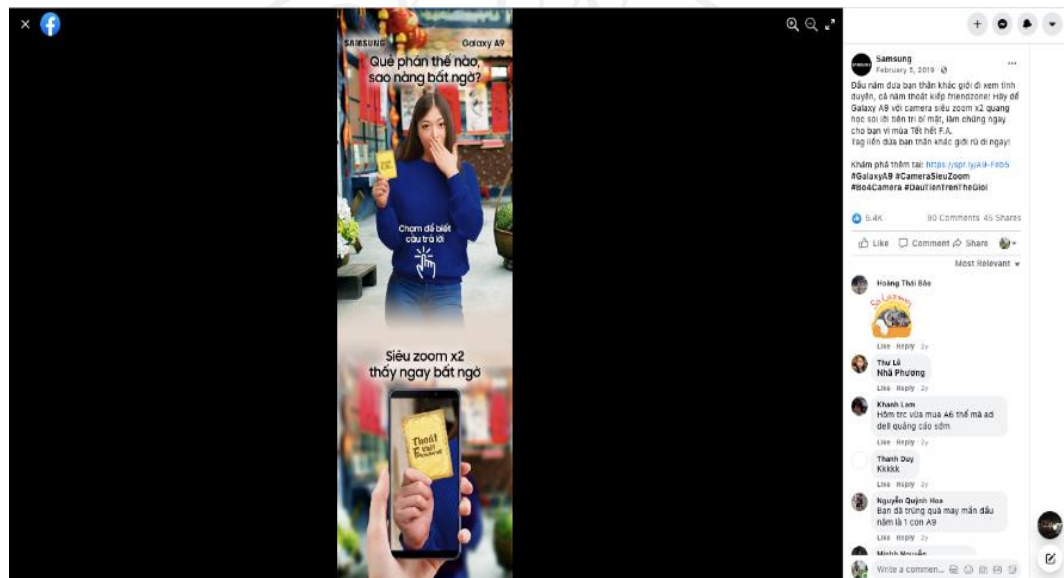
Figure 4.6: Example of Vertical Photo post

Example of Poll photo post

Figure 4.7 is an example of a Photo with the Poll format. The primary purpose of this post was to entertain people and encourage the audience's engagement. In the context of New Year's food, Samsung Galaxy A gave two options and asked the audience which food they liked better.

Audiences could vote for one of the two answers or even gave their opinion on the post. One of the reasons this post got high interaction was its vividness and colorful design. On the other hand, the Text on visual section focused on the feature *"Macro Camera grabs the beauty in detail"* also reminded audiences of the brand. So, it is said that this post successfully delivered a helpful message of Samsung Galaxy A51.
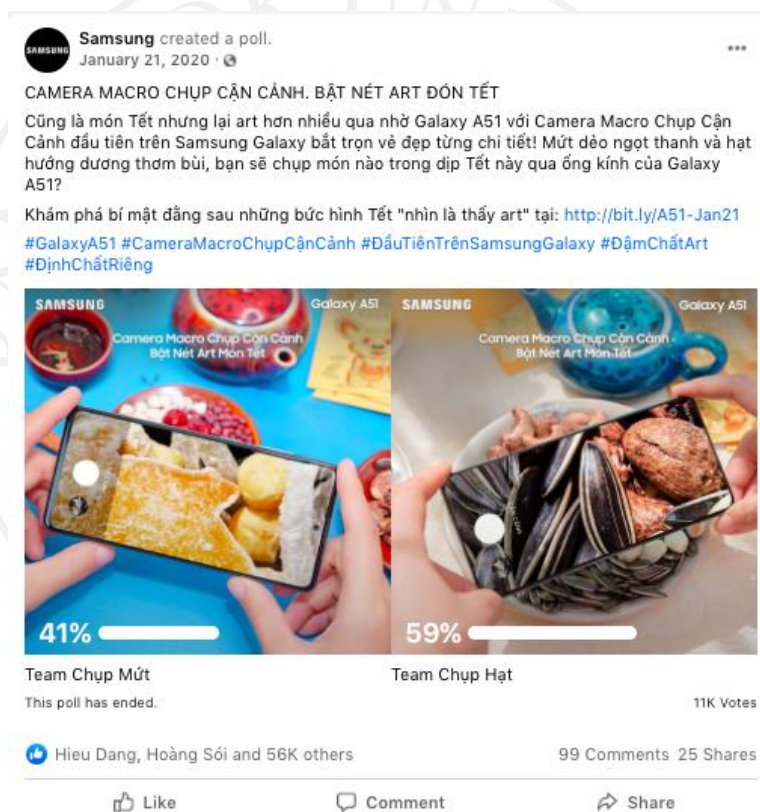
Figure 4.7: Example of Poll photo post

Example of Video post

Figure 4.8 is a successful case of the video type, which had good engagement. The visual had vividness since the type of media format was video;

therefore, it was easier to grab attention from the audiences. Besides, the post

simulated a blending format of Video and Album (in fact, Video) to bring a fresher

look. Regarding Text on visual section, the main text clearly stated the product

function - product benefits: *"The first and only triple 180 rotating camera, grab all*

glances." The extra text in the smaller photos demonstrated the camera's outstanding

benefits, such as panorama mode, portrait mode, and LIVE mode. Like other posts,

the phone was always the main object when placed in the biggest frame. The smaller

frame showed the benefits that were outcomes captured by the photography modes.
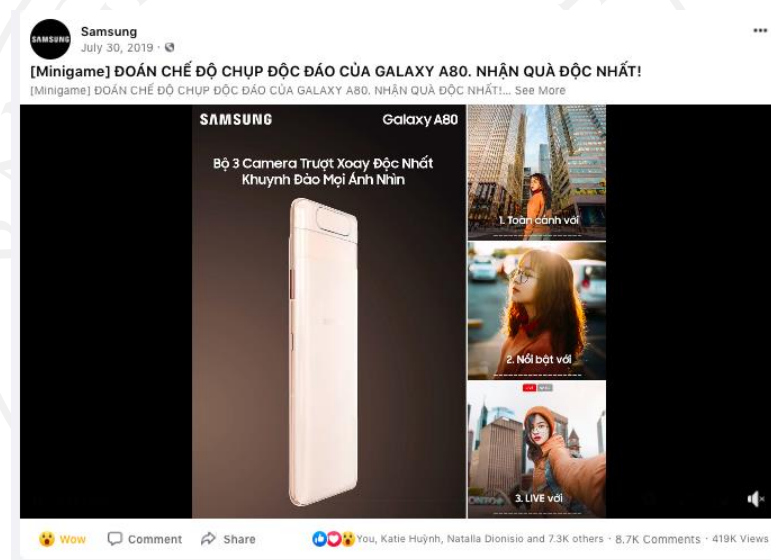
Figure 4.8: Example of Video post

Example of Album post

The post with the media format of Album in Figure 4.9 is one of the highest

engagement posts. It could be said that the success of this post came from the right

content and visuals. This was a guessing minigame. Thus, a crossword had been

shown on the screen of the Samsung Galaxy A70. Included with the photo was the

text *"In order to have infinity experiences, you need [____] on Galaxy A70."*

The smaller photos were the set of activities that audiences could do with the phone,

which were also hints that the audience could explore the crossword. These

were *"Watching the movie," "Playing game,"* and *"Video calling."* These extra

text lines played a supporting role to make it easier for audiences to understand.

Figure 4.9: Example of Album post

4.2.2 Research question 2: Is there a "successful formula" that could be formed for the new Samsung Galaxy A launch campaigns in terms of making brand awareness?

After studying the elements of the posts with the highest engagement, the findings show that most posts were Information posts, Entertainment posts, and Social

posts. Types of media formats used in these posts were Photo (Photo format, Photo with Poll format, Photo with Vertical format), Album, and Video. In addition, the author realized there were similarities and relationships between posts with high engagement. Therefore, the author can tentatively conclude a "formula" for Facebook posts to increase the awareness of the Galaxy A brand to the audience could be tentative concluded. The elements of "formula" could be presented as follows:

1) The post must cover product information: Despite different types of content depending on the different purposes of each post. In posts that got the highest engagement, it could be seen that Samsung Galaxy A always mentioned product information. While Information posts seemed to refer to the product information entirely, Entertainment posts and Social posts referred to the product naturally, without force, but still remind audiences of a few information related to the brand and product.

2) The post must mention the benefits revered from the product: All the posts with the highest engagement mentioned the product's benefits, shown in the type of content and type of media format. While the benefits were mentioned less than product information in posts of Information post, the benefits content was overwhelming in the Entertainment posts and Social posts. Besides, in the Media theme, Data visualization simulates benefits obtained from product features (e.g., listening to music for a long time, calling in group video thanks to the super large display, etc.). With the support of the Text on visual section, the benefits of the product were clearly shown.

3) The post must have a clear, relevant, and exciting Call to action: The main message of each post was an essential factor; however, a Call to action played a role

in promoting the success of a post because it might help to navigate the behavior of audiences: Reacted to the post, shared the post to a personal page, invited people in friend list, or even clicked to another website. Therefore, a Call to action with relevant content and cleverly placed in the post could drive the audience's engagement.

4) Posts must have suitable hashtags: Samsung Galaxy hashtags were not stand-alone but were created in clusters. The structure of the hashtag cluster was about 3-4 hashtags on average. In order was Hashtag with the product name (Example # GalaxyA70), Hashtag with product feature (Example #InfinityDisplay), Hashtag with product benefit (Example #InfinityExperience). If the product had some breakthrough pioneering, an additional hashtag asserted its position (e.g., #FirstInTheWorld, #FirstOnSamsungGalaxy). However, the author argues that this order could continue to be improved and innovated in subsequent campaigns, as language usage changes over time and generation. A better strategy is not to be too stereotyped in composing 3-4 hashtags but should only consider them essential ingredients to create effective hashtags.

5) The post must have the right type of media format. The elements including Visual format, Text on visual section, and Data visualization must match and be close to the broad context of the post: The right visual could evoke the followers' emotions and attract the attention of a specific audience, and Samsung Galaxy A was relatively successful at attracting their audience (mainly Gen Z) to engage with the posts in particular and the brand in general. Samsung Galaxy A used various media formats such as Photo, Album, and Video. It brought a lot of vibrancy and essential effect on customer interaction.

CHAPTER 5

DISCUSSION

Chapter 5 focuses on discussing the research of the Facebook Fanpage content of the Samsung Galaxy A series during its launched campaigns in Vietnam, as well as conclusion and explanation of factors that have affected the brand awareness of the Samsung Galaxy A series on Facebook platform. In addition, it gives the limitations of this study, recommendations for further research, and further application in the future.

5.1 Summary of Findings

This study mainly aims to examine the strategic characteristics of Samsung Facebook Fanpage's content in building brand awareness during the launch of the Samsung Galaxy A series in Vietnam through a discussion of the type of content and the type of media format that influence customers' engagement. Text analysis was used to analyze in detail a total of 30 posts with the highest engagement. Based on the data analysis of these 30 posts, it can be seen that Samsung Galaxy A has used the strategy in content production to communicate and spread brand awareness to their audience. Besides, this study also pinpoints the needs and interests of audiences for Galaxy A products through the analyzed data.

5.1.1 Context

Regarding the Context element, Samsung skillfully took the needs and situations in life that users often encounter to introduce breakthrough features of the Samsung Galaxy A series. In all posts, product information and benefits for end-users

always appeared and were cleverly integrated into all contexts such as Trend catching, Product advanced features, Benefits derived from the product, or Entertainment tool. Therefore, it can be said that Samsung created attractive posts that precisely hit the real audience needs, not merely giving information about a smartphone. Thereby, audiences could easily reach product information more naturally and visualize how Samsung Galaxy A could improve their lives.

5.1.2 Media

In terms of Visual format, the author found the three most used formats: Photo, Video, and Album. About Photos, there was not just a single image but also Photo with the poll format and Photo with vertical format. About Data visualization, the image of the Samsung Galaxy A always was the key hero: Biggest, clearly showing off its breakthrough features. Text on visual section was usually simple and relatively easy to understand with about 4-10 words. The content of Tex on visual section described the features of the product and the benefits of the product to the end consumers. The harmonious combination of Visual format, Data visualization, and Text on visual section provided first impressions and helped audiences awarded the Samsung Galaxy A series.

5.1.3 Call to Action

The call to action always appeared in all posts. There are three types of Call to action that used by Samsung Galaxy A: Call for joining an activity, Call for purchasing the product, and Call for exploring the product. A Call to action was used to encourage the engagement between consumers and the brand, such as an invitation to join a minigame, tag their friends to a post, explore or purchase at a product link, etc. Thereby the audience could get aware of the Samsung Galaxy A brand.

5.1.4 Hashtag

Each Samsung Galaxy A series used different sets of hashtags. Samsung Galaxy A created simple, memorable hashtags but showed the spirit and position of the brand. The similarity of hashtags was that they all have product names. Depending on the communication direction and positioning of the product, the other hashtags often represented a breakthrough product feature, product benefits, or assertion of a pioneering position in the smartphone segment.

5.2 Discussion

5.2.1 Relating Findings to Theory

According to the research results reported in Chapter 4, the elements of Accommodation Theory in Communication (Giles & Ogqy, 2007) has been demonstrated by the Samsung Galaxy A in posts on the Samsung Vietnam Fanpage. Results from research questions show that a post contained one or more assumptions. The assumption of "Speech behavioral similarities and dissimilarities exist in all conversations" was the most prominent among them. Indeed, the author found that Samsung Galaxy A skillfully touched the audience's needs, insights, and languages with appropriate content. This was demonstrated by how Samsung Galaxy A leveraged their understanding of the audience, thereby communicating with the audience through the Contexts they expected, such as providing helpful product information, outstanding benefits of the product, and/or entertainment tool. Besides, Samsung Galaxy A also knew how to "play" Media format to appeal to the young Vietnamese generation-people who are known for being fast-changing and always looking for new trends (Mah, 2019). Thus, it can be said that Samsung Galaxy

A created a similarity in communication language and behavior to attract the audience.

The second important assumption was, "Accommodation varies in its degree of appropriateness, and norms guide the accommodation process." The standards and expectations of the Samsung Galaxy A brand could be understood as attracting attention and discussion, engagement with their audiences, and conveying product information in a way that interests the audience. This factor was most clearly demonstrated through the context of the "Entertainment tool," along with the use of Call to Action and Hashtag.

The author also realized that two assumptions were less well explained, namely: "The manner in which we are aware of the speech and behaviors of another will determine how we evaluate a conversation" and "Language and behaviors impart information about social status and group belonging." This is based on the fact that the framework of this study only considered the characteristics of the posts without analyzing the audience responses in detail. However, the author could give some conclusions about these two assumptions. For "The manner in which we are aware of the speech and behaviors of another will determine how we evaluate a conversation," the audience could recognize the content and message of the content of the Samsung Galaxy A series through the post engagement. This could help the Samsung Galaxy A brand gauge the effectiveness of the post and adjust the conversation to future posts. For "Language and behaviors impart information about social status and group belonging," the Samsung Galaxy A brand must adjust and accommodate the audiences. Samsung Galaxy A chose real-life situations encountered by most mobile phone users to create content for its posts that reflect insight into the target audience

the brand wants to reach. One of the messages they wanted consumers to receive was that Samsung Galaxy A could accompany, help, and understand users. Thus, when users had thought about the most breakthrough smartphone in the segment, they could immediately think of Samsung Galaxy A.

To sum up, from the analysis and results obtained from the data collection, the author realized that Samsung Galaxy A's undertaking on Facebook Fanpage is perfectly reasonable. The brand has applied Giles's theory to their brand awareness strategy for target audiences in the Vietnam market.

5.2.2 Related Findings to Previous Research

Previous research shows that brand awareness is essential in the buying process. This is the first stage in the purchasing process (awareness-interest-desire-action) and is an essential criterion for measuring brand strength (Lavidge & Steiner, 1961). Therefore, a particular brand must communicate messages through an intelligent and tactical strategy to the target market.

From the analysis results in six lines of the Samsung Galaxy A series (from 2018 to 2020), the Samsung Galaxy A focused on factors affecting the engagement level of posts, in other words, increasing brand awareness of Samsung Galaxy A. Those elements were the type of content and type of media format. In terms of the type of content, the author found that out of the four groups given by Luarn, et al. (2015), the informational, entertainment, and social posts were used the most by Samsung Galaxy A.

Explaining the use of Informational posts, the author agrees with the conclusion of To (2020). She argued that brands often used the informational post to showcase their newly launched products or services. This makes sense in the context

of the launch of the Samsung Galaxy A series. At the same time, the primary audience of Samsung Galaxy A in Vietnam is Gen Z. They have better reach to information (Grigoreva, 2017), and are a more demanding generation for a product or service. ("How to engage with Generation Z in Vietnam", 2018). Therefore, they could engage in the post when they feel happy and perceive it as applicable. Besides, Gen Z is the people who are interested in the hottest trends on social media. They are always looking for engaging, entertaining content and are willing to express their opinions ("How to engage with Generation Z in Vietnam", 2018). Thus, the Entertainment posts on the Facebook Fanpage of Samsung Galaxy A received a high number of engagements from the audience. The same opinion to Ly (2019), trendy and friendly content was highly appreciated in the content on the Samsung Vietnam Facebook Fanpage. Finally, for Social posts, Social Media Theory indicated that people engage in an activity the most since brands give them rewards. This could make people feel good about participating.

The type of Remuneration did not appear in 30 posts with the most engagement. This type of content intends to promote products or services through promotions, discount coupons, sale offers (Luarn, et al., 2015). To explain this, the author thinks that there may be no (or too few) promotions and discounts offered by the Samsung Galaxy A brand during its launch. This may be related to pricing strategy. Sale offers or discounts during the launch period can devalue the product in the prospect's mind.

With respect to the type of media format, not much difference was found between the results of this study and previous studies. Photo (include Photo with the Poll format, Photo with Vertical format), Album, and Video were used the most.

This finding was similar to the recent research of Ly (2019). He found that Video and Photo were the primary media that encourage engagement, and using multiple formats with tactics was an essential factor as audiences consume content in various ways.

In addition to the type of content and type of media format, the author also discovered two factors contributing to the engagement, namely Call to Action and Hashtag. While Call to Action directly called audiences to take the expected action, hashtags indirectly helped audiences find relevant posts and engage with the content they are looking for. Therefore, the brand management team should consider Hashtags and Call to action factors in building a content strategy focused on brand awareness.

5.2.3 Relating Findings to Expectations

As expected, the Samsung Galaxy A series brand has succeeded in using the content strategy to increase audience awareness of the brand. However, once again, it is about knowing how to intelligently combine words and images to make a difference and attract audience engagement.

From the analysis, we can see that Samsung Galaxy A has been highly creative in using content and images to create various posts. It created different situations and matched the user's insight. For example, Samsung Galaxy A combined Informational content with an Album format to overview the product and its benefits to users, or Social content with many types of media formats to encourage strong engagement between audiences and brand. The author expects more in-depth studies on the combination of the type of content and type of media format in the future.

5.3 Limitations

With the use of the text analysis method to analyze selected posts of six lines of the Samsung Galaxy A series, there are some limitations. First, the author picked 30 posts for analysis, which could be considered not many. Therefore, although the results are consonant with the theory, they may not be diverse. Second, this study focused on the Vietnamese market; thus, it could be challenging to apply these results to other markets (such as Europe and the United States, where the Samsung smartphone is still at the top) because the concept of culture and society of the audience in every country is entirely different. Finally, the digital environment has been changing and innovating. Therefore, there will probably be more types of content and media format to be explored in the future. This study may be helpful to brands for a while. Still, over time it may only be valuable as document how the Samsung Galaxy A series communicated with audiences effectively on Samsung Vietnam Facebook Fanpage in the 2020s.

5.4 Recommendation for Further Application

5.4.1 Implication for Samsung Galaxy A brand

Today, thanks to the strong development of the advertising and marketing industry, brand managers are not only struggling with how to bring brands and products to users but also have to be proactive to increase awareness. Hence, users, especially the target audience, can recognize and recall a brand from their subconsciousness.

However, in the fiercely competitive market in Vietnam, smartphone brands need to make communication plans wisely to win the audience's heart. In the case of

the Samsung Galaxy A series in Vietnam, it is the creativity in using content on Facebook Fanpage-the main communication channel in Vietnam. By analyzing and discussing the factors that influence Samsung Galaxy A brand awareness, the author would like to suggest some recommendations for Samsung Galaxy A brand in future launch campaigns:

First, in terms of Content, it can be seen that Samsung Galaxy A is implementing excellent strategy in conveying messages to users. Regardless of the type of content (Information, Social, Entertainment), Samsung Galaxy A has cleverly integrated outstanding product information with contexts that match users' needs and insights. Furthermore, although the posts are commercial, they still attract a large audience to interest and interact. Therefore, the author believes that Samsung Galaxy A should continue developing information, Social, and Entertainment content cleverly and creatively.

Second, after observing and analyzing visuals, the author found that images, text on visual section, or even the size and font specifications have similarities. Although this contributes to the brand's identity, the author's opinion is Samsung Galaxy A may miss the hot trends that the audience would pursue. For example, using Retro tones or ancient Vietnamese fonts used to be a scorching trend among young people; however, it may be limited by the brand guideline. The author did not see the appearance of this trend in the posts of Samsung Galaxy A. Therefore, the author recommends that Samsung Galaxy A can flexibly use fonts and visuals so that the brand may not miss any trends.

5.4.2 Implications for Brand Communication

In the case of the Samsung Galaxy A series, the author would like to suggest some recommendations for brand communication/ media practitioners as follows:

Brand managers must clearly define what their brand awareness factor is. For example, with the Samsung Galaxy A series, each Samsung Galaxy A series has focused on promoting a dominant feature or product positioning. As a result, once users have the chance to discuss the smartphone, they not only think about the brand name but also remember the difference and superiority of the brand compared to competitors. This is the critical point for each brand to become the top of the mind of the customers.

In addition, an essential point that brand managers can find in this study is the "formula" that has been tentatively concluded. All posts with the high engagement of the Samsung Galaxy A series contained product information, even though the non-informative-oriented posts. Posts also emphasized the product's benefits, which is truly insightful, along with appropriate hashtags and calls to action. Besides, choosing the right and creative media format is an important thing. Thus, the author would like to propose that brand managers and practitioners can consider this "formula" for communication campaigns. Since Facebook Fanpage is still a critical communication platform in Vietnam, posts from brands can easily be skipped if there is no creativity in content and visuals. Therefore, if the posts are creatively integrated with products and reflect the insights of the target audience, it will be effective for the brand.

5.5 Recommendation for Further Research

5.5.1 Recommendations in Directions of Research

In terms of research direction, future authors can broaden their reach of content strategy, such as planning, delivering, maintaining. The schedule posting strategy or the response from audiences should be considered. Besides, future authors can expand elements of brand communication such as brand identity or brand loyalty. As the result, they will have a more diverse and comprehensive view of conveying the brand's message to consumers.

Because the media platform plays an essential role in this study, future authors can research the function and effectiveness of different media platforms in raising brand awareness to audiences. In addition, future authors can combine communication channels with a particular brand to produce realistic research results.

5.5.2 Recommendations in Methodology

In terms of methodology, future authors can consider and transfer this study into a quantitative study to test and compare the elements of content that affect brand awareness. At the same time, future they can think of scaling the data to a larger size, leading to more strategic outcomes. Not only that, they can research in other markets and select other brands. Finally, the results obtained may lead to excellent solutions for both the advertising and marketing industry and the academic side.

BIBLIOGRAPHY

Aaker, D. A. (1991). *Managing brand equity*. New York: Free.

A brief history of Facebook. (2017). Retrieved from https://www.theguardian.com/
  technology/2007/jul/25/media.newmedia.

Bailey, C. (2010). *Content is king by Bill Gates.* Retrieved from
  https://www.craigbailey.net/content-is-king-by-bill-gates/.

Best global brands 2020: 05 Samsung. (2020). Retrieved from
  https://www.interbrand.com/best-global-brands/samsung/.

Braun, V., & Clarke, V. (2016). Thematic analysis. *The Journal of Positive
  Psychology*, *12*(3), 297–298.

Bronstein, J. (2013). Like me! Analyzing the 2012 presidential candidates' Facebook
  pages. *Online Information Review*, *37*(2), 173–192.

Burmann, C., & Arnhold, U. (2008). *User generated branding: State of the art*

Cvijikj, I. P, & Michahelles, F. (2013). Online engagement factors on Facebook
  brand pages. *Social Network Analysis and Mining*, *3*(4), 843–861.

De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on
  brand fan pages: An investigation of the effects of social media marketing.
  Journal of Interactive Marketing, *26*(2), 83–91.

Fernández Peña, E., Ramajo, N., & Arauz, M. (2014). *Social media in the olympic
  games: Actors, management and participation.* Oxford: Routledge.

Fontein, D. (2019). *Everything social marketers need to know about generation Z.*
  Retrieved from https://blog.hootsuite.com/generation-z-statistics-social-
  marketers/.

Forecast of the number of Facebook users on Vietnam from 2017 to 2025

    (in millions). (2020). Retrieved from https://www.statista.com/statistics/

    490478/number-of-vietnam-facebook-users/.

Giles, H., & Ogay, T. (2007). *Communication accommodation theory.* Retrieved

    from https://core.ac.uk/download/pdf/147103741.pdf.

Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2012). Seeking qualitative rigor in

    inductive research. *Organizational Research Methods*, *16*(1), 15–31.

Goodfellow, J. (2020). *Vinamilk, Vingroup dethrone Samsung in Vietnam's*

    strongest local brands. Retrieved from https://www.campaignasia.com/

    article/vinamilk-vingroup-dethrone-samsung-in-vietnams-strongest-local-

    brands/463887.

Google & Mobile Marketing Associate. (2019). *The state of mobile in rural Vietnam*

    report. HCM, Vietnam.

Grigoreva, G. (2017). *How to win the hearts of the Gen Z consumer base in eight*

    seconds. Retrieved from https://www.forbes.com/sites/

    forbescommunicationscouncil/2017/11/27/how-to-win-the-hearts-of-the-

    gen-z-consumer-base-in-eight-seconds/.

Haghirian, P., Madlberger, M., & Tanuskova, A. (2005). *Increasing advertising*

    value of mobile marketing-an empirical study of antecedents. Retrieved from

    https://ieeexplore.ieee.org/document/1385296.

Halvorson, K. (2012). *Content strategy for the Web* (2nd ed.). California:

    New Riders.

Huang, R., & Sarigollu, E. (2012). *How brand awareness relates to market outcome, brand equity and the marketing mix.* Retrieved from https://www.researchgate.net/publication/256047325_How_Brand_Awareness _Relates_to_Market_Outcome_Brand_Equity_and_the_Marketing_Mix.

How to engage with Generation Z in Vietnam. (2018). Retrieved from https://www.nielsen.com/apac/en/insights/article/2018/how-to-engage- with-generation-z-in-vietnam/.

Jahn, B., & Kunz, W. H. (2012). *How to transform consumers into fans of your brand.* Retrieved from https://papers.ssrn.com/sol3/ papers.cfm?abstract_ id=2307093.

Keller, K. L. (2007). *Strategic brand management: Building, measuring, and managing brand equity* (3rd ed.). New Jersey: Prentice Hall.

Kemp, S. (2020). *DIGITAL 2020: VIETNAM*. Retrieved from https://datareportal.com/reports/digital-2020-vietnam.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, *65*(10), 1480–1486.

Latif, W. B., Islam, M. A., & Noor, I. M. (2014). Building brand awareness in the modern marketing environment: A conceptual model. *International Journal of Business and Technopreneurship*, *4*, 69–82.

Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, *25*(6), 59–62.

Lin, K. Y., & Lu, H. P. (2011). Intention to continue using Facebook fan pages from the perspective of social capital theory. *Cyberpsychology, Behavior, and Social Networking*, *14*(10), 565–570.

Luarn, P., Lin, Y. F., & Chiu, Y. P. (2015). Influence of Facebook brand-page posts on online engagement. *Online Information Review*, *39*(4), 505–519.

Ly, C. (2019). *Reasons for users to engage with Samsung Vietnam Facebook content in Ho Chi Minh City* (Master's dissertation). Paris, France.

Mah, K. (2019). *Vietnam's new age consumers: Generation Z.* Retrieved from https://www.vietnam-briefing.com/news/vietnams-new-age-consumers-generation-z.html/.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, *30*(1), 13–46.

Nguyen Hai AD. (2019). *Năm thứ 2 liên tiếp Samsung áp dụng chiến lược ngược đời "Đổi mới đảo chiều", thành công liệu có còn tiếp diễn?.* Retrieved from https://genk.vn/nam-thu-2-lien-tiep-samsung-ap-dung-chien-luoc-nguoc-doi-doi-moi-dao-chieu-thanh-cong-lieu-co-con-tiep-dien-20191223170407769.chn.

Pegoraro, A., Scott, O., & Burch, L. M. (2017). Strategic use of facebook to build brand awareness. *International Journal of Public Administration in the Digital Age*, *4*(1), 69–87.

Quy, N. (2020). *Samsung tops Vietnamese smartphone market.* Retrieved from https://e.vnexpress.net/news/business/companies/samsung-tops-vietnamese-smartphone-market-4145958.html.

Rahman, Z., Suberamanian, K., Zanuddin, H., & Nasir, M .H. N. (2017). Social

    media content analysis "study on brand posts of electronics companies".

    Journal of Engineering and Applied Sciences, 12(1), 87–94.

Raney, A. A., Arpan, L. M., Pashupati, K., & Brill, D. A. (2003). At the movies,

    on the web: An investigation of the effects of entertaining and interactive Web

    content on site and brand evaluations. *Journal of Interactive Marketing*,

    17(4), 38–53.

Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*

    (International ed.). New York: McGraw-Hill.

    research (8th ed.). Berlin: Christoph Burmann.

Samsung Vietnam. (2019). *Samsung ra mắt Galaxy A51, chia sẻ chiến lược đổi mới*

    đảo chiều trong thời gian tới. Retrieved from https://news.samsung.com/vn/

    samsung-ra-mat-galaxy-a51-va-chia-se-chien-luoc-doi-moi-dao-chieu-trong-

    thoi-gian-toi.

Schmidt, S., & Eisend, M. (2015). Advertising repetition: A meta-analysis on

    effective frequency in advertising. *Journal of Advertising*, *44*(4), 415–428.

Shen, B. & Bissell, K. (2013). Social media, social me: A content analysis of beauty

    companies' use of Facebook in marketing and branding. *Journal of*

    Promotion Management, 19(5), 629–651.

Sleddgianowski, D., & Kulviwat, S. (2009). Using social network sites: The effects

    of playfulness, critical mass and trust in a hedonic context. *Journal of*

    Computer Information Systems, *19*(4), 74–83.

Tafesse, W. (2015). Content strategies and audience response on Facebook brand

    pages. *Marketing Intelligence & Planning*, *33*(6), 927–943.

Thomas, D. R. (2006). A general inductive approach for analyzing qualitative evaluation data. *American Journal of Evaluation, 27*(2), 237-246.

Tim, P. (2016). *Facebook organic reach is down 52% for publishers' Pages this year.* Retrieved from https://marketingland.com/facebook-organic-reach-drop-steepens52-publishers-pages-187253.

To, M. (2020). *An analysis of Facebook posts.* Retrieved from https://www.theseus.fi/bitstream/handle/10024/354923/An%20analysis%20 of%20Facebook%20posts.pdf.

Tongkowon, P. (2017). *The study of content analysis of online grocery delivery service page on facebook which affects to customer purchase intention: A case study of Honestbee Facebook fanpage.* Retrieved from http://dspace.bu.ac.th/handle/123456789/2962.

Tritama, H. B., & Tarigan, R. E. (2016). The effect of social media to the brand awareness of a product of a company. *Communication and Information Technology Journal*, *10*(1), 9.

Van Der Heide, B., D'Angelo, J. D., & Schumaker, E. M. (2012). The effects of verbal versus photographic self-presentation on impression formation in Facebook. *Journal of Communication*, *62*(1), 98–116.

Vatamanescu, E. M., & Pana, A. D. (2010). The application of the communication accommodation theory to virtual communities: A preliminary research on \ the online identities. *The International Journal of Interdisciplinary Social Sciences: Annual Review*, *5*(4), 279–290.

Wang, S. S., Moon, S. I., Kwon, K. H., Evans, C. A., & Stefanone, M. A. (2010). Face off: Implications of visual cues on initiating friendship on Facebook. *Computers in Human Behavior*, *26*(2), 226–234.

Weerasinghe, K. P. W. D. R. (2018). Impact of content marketing towards the customer online engagement. *International Journal of Research in Business, Economics and Management*, *2*(3), 217–224.

Wood, C. A., Ray, S., & Messinger, P. (2013). Leaving the tier: An examination of asymmetry in pricing patterns in online high tech shops. *Lecture Notes in Business Information Processing*, 63–73.

Xu, H., Oh, L. B., & Teo, H. H. (2009). Perceived effectiveness of text vs. multimedia location-based advertising messaging. *International Journal of Mobile Communications. 7*(2), 154-177.

Yaipairoj, N. (2016). *Digital marketing concept & case study*. Nonthaburi, Thailand.

APPPENDIX

30 Facebook posts with highest engagement of Samsung Galaxy A series (including Samsung Galaxy A9, Samsung Galaxy A50, Samsung Galaxy A70, Samsung Galaxy A80, Samsung Galaxy A51, Samsung Galaxy A71)

Samsung Galaxy A Series	Link
Galaxy A9	https://www.facebook.com/watch/?v=1955944054454803
	https://www.facebook.com/SamsungVietnam/posts/101566 46115736815
	https://www.facebook.com/SamsungVietnam/posts/101566 62905001815
	https://www.facebook.com/SamsungVietnam/posts/101567 06550701815
	https://www.facebook.com/SamsungVietnam/posts/101567 73249346815
Galaxy A50	https://www.facebook.com/322004096814/posts/101568624 00581815
	https://www.facebook.com/SamsungVietnam/posts/101568 63945106815
	https://www.facebook.com/322004096814/posts/101568843 67471815
	https://www.facebook.com/322004096814/posts/101569584 29281815

Samsung Galaxy A Series	Link
Galaxy A50	https://www.facebook.com/322004096814/posts/101571402 09211815
Galaxy A70	https://www.facebook.com/SamsungVietnam/posts/101570 40495916815
	https://www.facebook.com/SamsungVietnam/posts/101570 67363821815
	https://www.facebook.com/SamsungVietnam/posts/101571 39690566815
	https://www.facebook.com/SamsungVietnam/posts/101572 17122826815
	https://www.facebook.com/322004096814/posts/101572405 67286815
Galaxy A80	https://www.facebook.com/SamsungVietnam/posts/101569 56389311815
	https://www.facebook.com/SamsungVietnam/posts/101571 69429431815
	https://www.facebook.com/watch/?v=2120615454710939
	https://www.facebook.com/SamsungVietnam/photos/a.1015 0133494301815/10157243227426815

Samsung Galaxy A Series	Link
Galaxy A51	https://www.facebook.com/SamsungVietnam/posts/10157648255231815
	https://www.facebook.com/SamsungVietnam/posts/10157728896301815:0
	https://www.facebook.com/SamsungVietnam/posts/10157738459086815
	https://www.facebook.com/SamsungVietnam/posts/10157851258326815
	https://www.facebook.com/SamsungVietnam/posts/10157905745346815
Galaxy A71	https://www.facebook.com/SamsungVietnam/posts/10157787004811815:0
	https://www.facebook.com/SamsungVietnam/posts/10157809090696815:0
	https://www.facebook.com/SamsungVietnam/posts/10157824362661815
	https://www.facebook.com/SamsungVietnam/posts/10157904882406815
	https://www.facebook.com/SamsungVietnam/posts/10157963840626815:0

BIODATA

Full Name: Tran Thi Xuan Thinh

Email: xuanthinhtran93@gmail.com

Date of Birth: April 4

Sex: Female

Nationality: Vietnamese

Phone Number: +84 938255956

Education:

- 2020–2021: Master of Communication Arts, Bangkok University, Thailand.

- 2011–2015: Bachelor of Business Administration of HUFLIT University, Vietnam. Major in Marketing