



Received: 24-04-2022

Accepted: 04-06-2022

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

The Role of Marketing in the Global Supply Chain Management

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Abstract

In today's fiercely competitive market economy, a business that can succeed and have a foothold in the market not only domestically but also internationally requires businesses to excel in ideas, business, market research, price, service quality, capital and most importantly, the company's marketing strategy. This article provides the basic concepts of what marketing and marketing in the supply chain is and focuses on a comparative analysis of the trade promotion policies of a few Vietnamese enterprises. The research focuses on the fact that each business will have appropriate marketing orientations and strategies for each different

country, because each country will have its own regulations on law, politics, culture and society. The analysis results show that the great role of marketing in the global supply chain is not only the production of quality products that customers can buy, but also the level of brand recognition, creating make the connection between the product and the customer for the ultimate goal of the product being sold globally. Finally, this article outlines the limitations and proposes some recommendations to perfect marketing strategies in the global supply chain.

Keywords: Marketing, Global Marketing, Supply Chain, Global Supply Chain, Supply Chain Management

1. Introduction

Currently we live in a world in which everything must always interact and support each other. As a result, the economies of closely related countries are more closely interdependent. The process of globalization integration in all fields of economy, politics, culture - society, technology, however, economic integration plays a particularly important position. In order to integrate into the global economy, the fact that Vietnamese enterprises must participate in international trade activities is an inevitable trend, an objective requirement to survive because when participating in international trade, our businesses will find opportunities for themselves to develop their businesses such as expanding the product consumption market to increase revenue, profit, product development, creating trading relationships with other businesses. international business, increasing investment opportunities from abroad. However, in order for businesses to easily participate in the process of international goods integration, businesses need to have visionary thinking, as well as the ability to analyze the market, research is not only a small part but including culture, politics and law to better understand all habits and behaviors of using products of that country as well as overcome limitations and risks to develop appropriate marketing strategies. suitable for each country. It's time for marketers to let go of the passive ethos, models, and segments that pre-pandemic they used to guide their strategies and reach their target audience. The marketers of the future need to adapt, transform, and pivot their marketing strategies and advertising messages based on information gathered from consumers as well as on individual preferences and tastes. Below, we will explore the current status of marketing's role in the global supply chain for Vietnamese businesses and propose key solutions to exploit and develop the marketing role thereby meeting the needs of customers. international economic integration.

2. Theoretical basis

A supply chain is a network of businesses participating in different stages and activities to create added value for products and services that satisfy customer needs. Each enterprise fits into one or more supply chains and has a certain role in the chain, which can be a direct role such as a manufacturer, a supplier of input materials, or an indirect role in the implementation. the overall goal of the product. In which, the distribution and delivery of products to the final consumers through distribution

channels, retailers, etc. is a very important part, a key point in the supply chain. Here are some definitions of supply chain by the following authors.: According to Ganesham, Ran and Terry P. Harison in their 1995 book *An Introduction to Supply Chain Management*, "a supply chain is a network of options. select production and distribution to perform the functions of procuring raw materials, converting materials into semi-finished and finished products, and distributing them to customers". According to Lambert, Stock and Elieff co-authors of the *Fundamentals of Logistics Management* textbook, Irwin/McGraw-Hill Publishing House, Boston MA 1998, a supply chain is an association with companies to bring products or services to the market. According to Michael Porter (1990), a supply chain is a process of converting raw materials to finished products through processing and distribution to the final customer. According to Lee & Billington (1992), supply chain is a system of tools to transform raw materials, semi-finished products to finished products, and deliver them to consumers through the distribution system. In a nutshell, in general, the global supply chain includes all activities involved in the supply, production, and distribution of a complete product or service, starting with the supplier. first level to end consumer customers on a global scale. In other words, a global supply chain is a global network when a business buys or uses goods or services from abroad, involved in the supply, production and distribution of a good or service, starting from the first supplier to the final consumer on a global scale.

Supply chain management (SCM) is the management of supply and demand for the entire system of an enterprise, including all logistics management activities including planning and managing all operations. involved in sourcing, manufacturing and logistics operations. The governance that requires coordination between partners in a comprehensive supply chain can have a direct impact on customer satisfaction, company success, not only in social issues, but also in social issues. for example, in the field of health, mitigation of the effects of natural disasters and other emergencies, cultural development but also in the process of improving the quality of life. A perfect supply chain will help businesses have more advantages in business, maximize costs, and increase profits. Especially in the context of the globalized economy, businesses that decide to be self-sufficient and do everything themselves for business will not achieve the highest efficiency. Even being completely self-sufficient can cause a business to fall into an abyss because the costs are divided among many departments. Production capacity, technology and other factors are not taken into account. Therefore, the linkage between the units has its own strengths, and the smooth coordination between manufacturers - distributors - retailers. In each stage, subdividing will help suppliers reduce costs in the final product, and at the same time get the best quality product.

According to Philip Kotler - an American professor who is considered the "father" of marketing, the definition of marketing is understood as: "Marketing is the process by which individuals or groups achieve all that they can. need and want through the process of creating, offering, and freely exchanging the values of products and services. The *American Marketing Association* (AMA) defines it as follows: "Marketing is an organizational function and set of processes for creating, communicating, and delivering value

to customers." customers, and to manage customer relationships in different ways to benefit the organization and its members. So, what exactly is Marketing? Marketing and advertising to meet customer needs and create value for individuals and businesses This is considered an extremely popular form of social management to connect and exchange between businesses. businesses and customers, creating value and solid relationships with customers to generate profits for the business. Marketing helps businesses to be able to survive long and firmly in the market because it provides the ability to adapt to changes in the market and the external environment. Marketing creates a connection between the production activities of the enterprise and the market in all stages of the reproduction process. Marketing helps to create many types and types of goods that can satisfy the needs and wants of each customer group, each customer. Marketing research identifies consumer needs and wants about products with specific forms and characteristics to guide production planners to implement. Is the provision of a standard of living for society. When we consider the entire marketing activities of businesses, especially the transport and distribution activities, we find that the effectiveness of the system that moves goods from producer to consumer can affect to the issue of social welfare. Global marketing is a type of international marketing. Global marketing is the application of the same marketing mix in all countries. Example: A company offers the same product, using identical images and promotion methods in different markets. Global marketing is the application of the same marketing strategy by international companies in all markets on a global scale.

3. Method of analysis and reasoning

For secondary data: Textbooks, textbooks, lectures, theses, theses, journals, websites... references. Results of research works in and previous research reports on the topic of the role of marketing in the global supply chain for Vietnamese businesses. Document analysis method such as: is a research method to draw out the basic ideological content of the document, the premise bases related to the research topic to find out the problem aspects in the topic. are clarified and resolved as well as the limited issues that have not been oriented to be resolved. Currently, there are many research papers on the topic "The role of marketing in the global supply chain" and scientific journals, articles and articles related to this topic, so when choosing for reference articles for research, we need to make wise, smart and accurate choices to get the best documentary information, close to the research topic to give results and evaluate. most correct price.

For primary data: With a combination of methods using primary data, through surveys and surveys with tools of questionnaires, expert interviews... to collect information about the topic as well as experiences in using marketing appropriately and maximizing efficiency in the global supply chain. Vietnamese businesses need to learn and absorb the opportunities, problems and limitations in order to overcome the problems that are easy to make mistakes when they want to survive in the global supply chain. Currently, with the rapid development of technology, we can use online survey methods for the topic "the role of marketing in the global supply chain" to save time and money. survey costs but gather information more quickly on a global scale by using tools such as email, viber, web...

In addition, there are methods such as comparing and contrasting research results between related topics, comparing the terms "marketing" and "global marketing", comparing Vietnamese enterprises with other businesses. foreign businesses to better see the role of marketing in the global supply chain to make accurate specific assessments and judgments to present opportunities and challenges, strengths and limitations to help businesses Vietnamese industry is ready to reach out to the international market. Because if Vietnamese businesses have researches to learn about the markets of other countries in terms of politics, law, culture - society, economy, we will certainly be confident when bringing our products. enter their country, as well as move faster than other enterprises when exporting their products to the world, becoming the leading and pioneering enterprises of the region.

4. Situation analysis

4.1 Situation in the global supply chain

A global supply chain is, in structure, similar to a domestic supply chain, but geographically extended, meaning that its elements are distributed globally. Covered by a broader environment, the global supply chain presents businesses with new opportunities as well as new challenges.

Since the early 90s of the twentieth century, with the explosion of information technology, the Internet and its applications in production and business management, production and business on a global scale have brought benefits to the world. much more profitable. The production and business processes and stages of all products and services become very flexible; we can take apart, put in, put one part with another on several different continents as easily as the pieces in a Lego puzzle. Multinational companies (MNCs) massively restructure their organizations and operations on a global scale to optimize production and business processes and expand overseas markets. A profound economic globalization took place and drew most countries into its vortex. The supply chains of all products in the world are redesigned with the opening of national borders (geographic and economic), with technology and with new mechanisms and institutions for business. global business. Supply chains span the world, regardless of country or continent, like slices along borders. Today, competition between countries is gradually being replaced by competition between chains, and many supply chains are more influential than some developed countries.

4.2 The impact of Marketing in the global supply chain

4.2.1 Build relationships between partners

Marketing communications play an important role in building relationships between service delivery partners through communication and support programs. Thus, marketing helps to build an environment in which all parties interact and participate in business development programs that contribute to improved customer service.

In addition, digital marketing helps brands manage relationships, flows of materials and information using e-marketing to help supply chains maintain a competitive edge. For this reason, e-marketing plays an important role in effective supply chain management. This combination allows supply chain partners, including product developers, production managers, shippers and customer service representatives, to receive information – and communicate with each other – 24 hours a day.

4.2.2 Contributing to customer satisfaction

In a partnership, supply chain partners contribute to customer satisfaction levels and help make the company the preferred choice for consumers. Marketing provides information about products and availability, pricing, order tracking, offers, marketing campaigns, and sales information. This increases customer understanding of the product, which in turn improves supply chain planning. By focusing partners' attention on customer requirements, marketing enables supply chains to strengthen a company's competitive position and aid in the successful development of new products.

Focused on getting the right product to the customer at the right time and in the right place, the marketing system creates efficiency for the supply chain. Using e-marketing to place and track orders, track performance, and communicate with customers will reduce order cycle times and error rates associated with order processing.

4.2.3 Helps develop a level of market awareness

When supply chain partners have the right level of market awareness, they can add value and take an active role in delivering products and services. Marketing can design programs to help partners grow their own businesses and make it easier for members of the supply chain to work together.

The business education program helps partners keep up with the latest developments and maintain their product and business skills. Courses cover issues such as management development, product marketing skills, industry knowledge, and sales and marketing tools that will help successful supply chain product companies and developing more.

4.2.4 Deliver the power of brand

Marketing can help distribution partners benefit directly from the strength of a company's brand. Branding distinguishes a company from its competitors when communicating with potential customers. Marketing can also assist resellers by driving business in their direction. This can be as simple as generating leads or running general marketing campaigns.

Marketing provides an essential balance in supply chain management. It helps companies and their partners focus more on the customer than on the production process. By improving communication, support, and collaboration, marketing helps increase supply chain efficiency and creates an expansive business with a strong competitive advantage.

4.3 Challenges of Marketing in the global supply chain

4.3.1 Challenges in Global Marketing according to the CAGE Gap model

“The CAGE model, as it is known, is made up of the initials of four key components of the gap: Culture; Administration (Administration); Geography (Geography); and Economics. These four components are often intertwined: for example, it is difficult to imagine countries that are administratively similar – as part of a free trade area – but are not culturally, geographically, economically similar. economic. However, it is still necessary to distinguish these four components, since they have different backgrounds, presenting different challenges and opportunities. In addition, these four components are useful for grouping unilateral effects on country-specific cross-border interactions and pair-specific bilateral effects (and country-specific bilateral effects).

multilateralism too)".

The distance between two countries is expressed through four main factors: cultural, administrative, geographical and economic. The CAGE four gap model of cultural, administrative, geographical and economic gaps helps

managers identify, identify and evaluate the impact of that gap on many different industries. The upper part of the table lists the basic important properties in each distance. The bottom section shows their impact on different products and industries.

Table 1: The CAGE four gap model

| | Cultural | Administration | Geography | Economy |
|---|--|---|--|---|
| <i>Attribute that creates distance</i> | Language Differences Ethnic Differences, Ethnic and social linkage network Regions Social norms and norms | Lack of connection of continents and countries Lack of monetary or political association Political Enemies National policy Weak institutions | Remote geographical location Lack of common border Lack of seaports and rivers National scale Lack of means of transportation or means of communication or communication Climate difference | Differences in consumer income Differences in cost and quality of: <ul style="list-style-type: none"> Natural resources Financial sources infrastructure Information or knowledge |
| <i>Industry or product affected by the difference</i> | Products with language content (TV) Products that impact the national or cultural identity of the consumer (food) Different product features show: <ul style="list-style-type: none"> Size (car) Standard (electrical equipment) Pack Products with quality specified by country, association (alcohol) | There is a lot of government intervention in industries such as: <ul style="list-style-type: none"> Manufacture of products (electrical) National resource exploitation Major supplier to government (transportation, transportation, transportation systems) <ul style="list-style-type: none"> Manufacture of pharmaceuticals (drugs). Important national security (information technology, communication) Heavy use of labor force (farms) High sunk cost (infrastructure) | Products with low value account for a large proportion (cement) Fragile and damaged products (glasses, fruits) Communication networks are important for (financial services) Requires a lot of monitoring of local operations (variety of services) | Needs are different from income level (car) Scale or standards of the economy are important (mobile) Cost of labor and other factors is very different (apparel) Various sales and distribution systems (insurance) The company needs to be responsive and agile (household appliances) |

4.3.1.1 Cultural Gap

Culture is used here to refer to social attributes that are maintained primarily through interactions between people, rather than between governments (such as legislative or executive bodies). Differences in race, religion, color, social and linguistic standards, distrust, and variations of egalitarianism (defined as society's intolerance of Market abuse and political power are things that can create distances between two countries and have a strong impact on business: for example, business between two countries that share the same language will increase threefold. times compared to countries with the same language, but other highly specialized cultural attributes (such as taste in color) are so subtle that they are almost invisible.

In addition to bilateral cultural differences, cross-border economic activity can also be influenced by unilateral cultural attributes. It is clear that countries with a narrow or conservative culture tend to be more closed to international trade and investment, meaning more isolated than others.

Long-term relations between nations are likely to erode at least some of the effects of cultural differences. Such relationships will increase similarities, add the "seeds" institutions and organizations need for cross-border economic activity, and reduce cultural adjustments. In general, it seems that differences in values, norms, tendencies, and attributes are unilateral and isolated even in the medium term, differences in language, race, and religion can be easily changed.

In commerce, cultural factors create distance by influencing customers' choice between substitute products on specific characteristics. For example, color preferences are often

rooted in cultural biases. For example, the word "red" in Russian means beautiful. In Japan, the preference for compact home appliance cars stems from a belief in appreciating space saving.

What type of product or service is most affected by cultural differences? The cultural gap is most important when: Products with linguistically biased content (TV shows); Products important to cultural or national identity (food); Product characteristics vary in: size (car), standard (electrical equipment); Products carry quality associations with a particular country (wine). As in the previous analysis, language is a key factor in cultural distance, or language sensitivity is a strong indicator: language differences are more important in software programming or television than in the cement industry. Similarly, one can think of products that are very attractive to a particular ethnic group but are particularly sensitive to another because of religious differences. Thus, in statistical analyzes across countries, food products are often ranked among the most sensitive products by cultural distance, partly for religious and ethnic reasons and partly because they form associations with consumers' identities as members of a particular community. For example, Hindus do not eat beef because it is forbidden by their religion. The product that elicits this response is easily identifiable. Even so, some countries will come up with some surprises, as Americans see rice as a commodity and Japan sees rice as a cultural medium.

Most of the elements of the cultural gap are very subtle and difficult to perceive except for language. Social norms, ingrained systems of tacit (non-verbal) rules guide individuals in making choices and interacting in society. The

proof is the infringement of intellectual property rights in China. As William Alford points out in his book "To steal a book is an Elegant Offense," many blame this on Communism in recent years. However, Alford argues that it is rooted in Confucius' principle of encouraging copying, having said, "It is better for me to convey than to create, and I believe and love the elements."

In fact, the problem of intellectual property infringement was a big challenge for Western publishers before the communist era. In the 1920s, the western publishing house Webster published the bilingual dictionary, but soon the Shanghai publishing house distributed it without permission. This went to court and the Shanghai publisher only paid a small fine.

Ignoring the cultural gap of Star TV's is a big mistake. By assuming Asian viewers would prefer English-language programs, the company failed to perceive television as a culturally sensitive field. Especially in countries like China and India are special requirements for program localization.

4.3.1.2 Challenges from Administrative Distance

According to the CAGE model, administrative distance leads to huge challenges in implementing global marketing, in which CAGE identifies the attributes that create the above challenges as well as some industries affected by these factors. administrative distance.

Links available between other countries

- The traditional links between countries in the past influence global marketing activities, countries that have a relationship with each other since ancient times such as relationships with colonies, allies ... can help the operation. up to 9 times more business activity between them than in countries without these relationships.
- For example: The relationship between France and the former colonies in West Africa, between Spain and the countries of Latin America.
- Countries that use a common currency or participate in an association, a single market block have three times more commercial transactions than countries outside of these relationships. The creation of a single market block also makes it difficult for businesses of countries outside the above communities because they aim to create the competitiveness of businesses in countries in the bloc. This factor makes it difficult to capture market information as well as update new policies of each target market, thereby leading to inappropriate market analysis and strategy formulation.

Politics between countries

- Politics between countries sometimes interfere with marketing if there are conflicts between countries, the case between Pakistan and India is an example, despite having similar languages, are 2 neighbors, have common culture, but the political conflict has made the two countries hostile and made the trade activities of the two countries almost zero. Or the political conflict can make the people of a country clean. vegetarian brands, products of other countries.
- For example, in the case of the US, despite strong marketing activities in Latin America, American brands such as Coca-Cola and McDonald's are negatively evaluated by consumers here. A quarter of the

interviewees said they were willing to use local products instead of American products, and 29% said they would never wear Levis clothes because they disagree with US policies.

- Or as was the case in Thailand in 2006, consumers threatened to boycott all brands associated with Shin Corp companies of former president Thaksin including a mobile phone service provider. AIS, international low-cost airline Air Asia, Internet service provider CS Lox Infor, television station ITV. This led to a number of international brands such as Toyota, Nescafe and Seven-Eleven associated with Thai Rak Thai party members and supporters of Prime Minister - billionaire Thaksin all on the list of threatened boycotts.
- This challenge will cause global marketing managers to consider politically sensitive factors in choosing distribution channels and promoting their products. On the international stage with many oppositions, taking advantage of the image of a politician, event or place needs to consider those factors that can bring about side effects such as: the politician can be ostracized in a place, a certain population, or a place that is in dispute between the parties...

The policies of the countries that interfere with the company

- Policies aimed at protecting domestic enterprises such as taxes, quotas, etc., discourage foreign enterprises. The protection of these enterprises takes place in certain industries such as:
 - Labor-intensive industry
 - The industry is considered the symbol and strength of the nation.
 - Industry related to national security.
 - The industry produces conditional products and services
 - The resource extraction industry of the destination country.
 - The industry has large sunk costs.
- A number of other policies created by the specificity of a country also affect the marketing activities of businesses, for example China's internet information restriction has caused businesses to burn a means of communication. quite effectively promote to this world's most populous market. Or like the environmental protection policy, the health of some countries leads to the organization of
- Marketing strategy is also affected by policy factors if a country is weak in infrastructure development, anti-corruption, as well as the government's ability to make long-term policy.

4.3.1.3 Challenge from distance about Geography

In general, the farther the distance, the more difficult it is to contact and learn about businesses in that country. Geographic distance here is not simply about distance in meters or kilometers. One thing to pay attention to is the need to consider the geographical distance between countries, the average distance within the country to the border, sea, ocean, topography, etc. Geography factors are man-made. are also considered important factors, such as a country's transportation and communication infrastructure. Obviously, geographical factors affect transportation prices, such as products with large volume or large sizes such as

iron and cement, transportation costs increase as the distance increases. Likewise, the transportation costs of tangible products, or perishable goods, are also quite significant when the distances are large.

Besides, physical products, intangible products and services are also affected by geographical distance. Recent studies suggest that cross-border capital flows between two countries can also be significantly affected as the distance between the two countries increases. This phenomenon cannot be explained by the cost of shipping, which is not a physical product.

Rather than the physical level of communication (usually measured by telephone congestion and the number of multinational bank branches) that determines the influence of geographic distance on cross-border capital flows. .

Interestingly, when companies looking for geo-fence opportunities to invest often invest directly by building local factories and equipment, as a distinct way to enter the market. target. But recent studies suggest that this approach has flaws: Geographic distance has a devaluation effect, both on investment and commercial capital. In summary, when considering the geographical factors that affect the cross-border economic investment, attention must be paid to the factors of information and infrastructure of transportation.

4.3.1.4 Challenge from economic distance

The wealth or income of customers is also one of the important economic attributes that create the gap between countries. It has an impact on the trading level and trading partners of the country. Rich countries, research has shown, are more often linked to neighbors with transnational economic activity with large economies of scale than poor neighbors. Most of those linked are other rich countries, since there is a positive association between GDP and capital flows. But poor countries often trade with rich countries more than with other poor countries.

Of course, different factors affect economic differentiation: prices, financial quality, people, and other sources. Companies with experience, scale and standardization should focus on investing in countries with similar economies. Because they have to re-establish the available resources of the business to promote their competitive advantage. This is very difficult to do in a country where the sources of customer income - not to mention the price and quality of other sources - vary widely. The Wall Mart in India is a prime example that is very different from the Wall Mart of the US, while the Wall Mart in Canada is a copy of the US.

In other countries, the competitive advantage comes from the stock economy - the profit from the cost, the price difference in different markets - such as the textile, leather and footwear industry, labor costs are very important. - is often directed to countries with other economies for investment or exchange

Whether they are expanding their business across the country, for the purpose of penetration or the opportunity to make a profit. Most companies find that differences in distribution chains and channels are a significant barrier to business. A recent study found that the margin of distribution within the United States—prices of internal transportation, distribution, and retail—played a positive role, being a strong barrier to entry. into the US rather than international shipping and customs costs.

By extension, the company's dynamism creates value through enthusiasm and agility, making it difficult for foreign competitors to compete in the same field for domestic players. In the household goods business, for example, Mayta's focus on geographically limited production is better for investors than companies like Electrolux and Whirlpool, whose investments are spread out geographically but not highly effective.

4.3.2 Global Marketing Challenges in Digital Disruption

4.3.2.1 Changing brand expectations

According to research by Edelman PR, millennials have the following brand expectations: 80% want to satisfy entertainment needs, 40% want to create new products or ideas with them, 33 % expect an immediate response and 31% want to be reached by a business with content or an event.

In addition, customers expect consistent content delivery across every device they use. This requires marketers to grasp psychology to create close, close relationships with customers.

4.3.2.2 Fragmentation in the digital age

Fragmentation in the context of the digital age is reflected in the variety of screen parameters (size, color depth, orientation, aspect ratio), memory size, input mode (keyboard), touch screen, voice activation), format of attached devices (camera, recorder), connection selection (Bluetooth, Wi-Fi, phone data),...

Even as manufacturers and platforms have established specific standards, fragmentation requires marketers to be flexible and diverse when it comes to “communicating” with users.

4.3.2.3 Measure communication effectiveness

Currently, there are many ways to collect data. However, analyzing and properly understanding the data is extremely complex. Marketers can refer to IAB Nielsen's Digital Customer Measurement System, an Australian-built system that allows for comprehensive and transparent measurement of parameters.

4.3.2.4 Advertising fraud

The World Federation of Advertisers predicts that by 2025, advertising fraud will cost marketers \$50 billion. Ad fraud is becoming more and more sophisticated thanks to the development of technology, with the three most common types being bots (small applications that perform automated tasks over the Internet), ad stacking and uses a player that has a very small pixel size and uses a URL mask to mask the user's eyes with a fake website.

To minimize ad fraud, the IAB advises marketers to consider the hygiene factor, across three questions: “Is the ad viewable?”, “Is the ad viewable by humans?” are not?” and “Are Ads Safe?”

5. Management implications and solutions

5.1 Opportunity of distance

5.1.1 Opportunities for Global Marketing from Cultural Gaps

- Exploiting cultural differences can exploit all cultural “reputations” and geographical indications; “segmenting” customers with cultural attributes... Exploiting cultural differences is to realize that cultural

differences are not an obstacle, but a "rare opportunity", especially for owners "weak" business entity entering the industry. Let's take advantage of it, amplify, exploit and deepen the cultural difference; introduce, advertise, "make" about cultural differences. Create an increasing number of people - customers - who accept and enjoy that "cultural difference".

- Exploiting fundamental differences is a cross-border strategy. In the past, many famous merchants started their business by trading luxury goods because they realized the huge difference in absolute costs and supply capacity.
- The beneficial effects related to the place of origin of goods have long been the potential for exploitation of cultural differences" (particularly luxury goods).
- Exploiting cultural differences can also be applied where newer and more affordable products and services are available. On the other hand, cultural differences. For example, selling products or services to overseas communities by typing in the element "hometown".

5.1.2 Opportunities for Global Marketing from Administrative Distance

- Often, the existing links between these countries will create similarities in language, business culture left by history, of course these must be non-hostile relationships. Therefore, in order to increase competitive opportunities, countries need to actively join regional or industry-specific economic communities in order to take advantage of preferential policies on taxes, customs, etc. Not only that, the participation Participating in the above blocks will help businesses get complete information about the market and industry they are interested in, thereby building an appropriate marketing strategy.
- Political: The opportunity that other businesses need to take advantage of are political conflicts between countries to exploit markets that no matter how strong competitors are, they cannot penetrate and dominate. Okay. For example, the border dispute between Cambodia and Thailand has created favorable conditions for Vietnamese rice to surpass its Thai rival in this market.
- Regarding policies: although the protectionist policies of other countries always cause difficulties for foreign enterprises. However, no country has an advantage in all fields as well as domestic enterprises are highly competitive, so marketing activities need to accurately capture the preferential policies of each country. countries for foreign businesses such as tax, legal, ... or even if a country has weak institutions such as corruption, infrastructure is also an opportunity for businesses to easily implement their strategies, from quickly handling legal proceedings to beating other competitors if they know how to invest in the right way. Or sometimes, the excessive protection leads to a monopoly situation that can cause frustration in the psychology of consumers, from which, if a reasonable marketing policy is implemented in terms of price, distribution and after-sales, enterprises can develop its brand very quickly due to the comparison process of consumers.

5.1.3 Opportunities for Global Marketing from Geographic Distance

- Marketing strategy should focus on product diversification, suitable for climate, soil and terrain conditions
- Ex: Technical products such as machinery and equipment, when imported to Vietnam, must be suitable for the hot and humid climate in Vietnam.
- Marketing strategy should focus on developing a wide distribution channel to reach the market, the market left unattended will create a competitive advantage, when other businesses find it difficult to be discouraged.

5.1.4 Opportunities from the Economic Gap for Global Marketing Strategy

- Do Marketing in countries with good ability to learn from experience
- Rich country information standards have entered the system, making it easy to access for information retrieval, communication, market exploration, strategic planning, implementation, inspection, control, and leadership.
- When there is a successful marketing strategy in one rich country, it is possible to win with other rich countries that have trade relations.

5.2 Digital breakthrough: Understanding opportunities and challenges to create resilience in marketing 4.0

- Digital Disruption is the change in the value of goods when new technologies and business models are applied to compete with traditional forms of business.
- Although not new, digital breakthrough is still a trend that brings advantages to businesses in the 4.0 era. On the other hand, before the change of technology, businesses will not stand firmly in the market without the right strategy. Typically, such as Blackberry, Nokia, Motorola, LG, etc., major brands used to lead the mobile phone market, but now when they cannot keep up with the competitive era of "Digital Breakthrough", they gradually lose market share. , even withdraw from the market.
- Thereby, it can be seen the importance of adapting in the technology age to the survival of today's businesses.

5.2.1 Opportunity for marker

- Digital breakthroughs bring many digital innovations and are reflected in: decreased advertising budgets in traditional media, increasing targeting of customers and personalization of experiences. be respected; along with that, programmatic advertising and interactivity are leveraged for long-term customer retention.

5.2.2 Reduce the quota for traditional advertising

- According to "Advertising: An Integrated Marketing Communication Perspective 4e" published in 2017, total advertising spending in Australia was \$15.6 billion. In which, digital advertising accounted for half (50.7%), followed by free-to-air TV advertising (20.9%), print newspaper (11.9%), radio (7.4%). , outdoor advertising (5.4%), online TV (2.9%), and cinema (0.8%). These numbers show that the market has had many changes in advertising spending since the

early years of the 4.0 revolution.

- Recently, before the impact of the pandemic, consumers could not go out to experience actual activities. As a result, their desire for more content online has led to an explosion in digital usage.
- Dentsu's Ad Spend Report 2021 forecasts that digital ad spend will grow by 10.1 percent to \$284 billion and a 50 percent market share of total ad spend for the year. This is the first time the category has reached this record number, demonstrating a steady upward trend in digital ad spend over the past decade (13.5% increase from 2010 to 50%). year 2021).

Table 2: Growth in global ad spend from 2019 – 2022

| | 2019a | 2020f | 2021f | 2022f |
|--------------------|--------------|--------------|---------------|-------|
| Television | -0.6 (-1.8) | -13.6 (0.6) | 1.7 (0.0) | 5.9 |
| Newspaper | -9.3 (-8.5) | -23.3 (-7.1) | -3.1 (-10.2) | -3.4 |
| Magazines | -7.5 (-7.4) | -20.1 (-6.3) | -14.3 (-11.5) | -6.4 |
| radio | -0.08 (-0.3) | -10.1 (1.7) | 4.7 (0.8) | 1.6 |
| Cinama | 10.1 (9.47) | -58.3 (5.0) | 41.7 (4.8) | 23.0 |
| Out-of-Home | 1.4 (1.5) | -23.3 (2.4) | 14.9 (2.5) | 9.6 |
| Digital | 11.8 (11.2) | 3.2 (10.5) | 10.1 (9.5) | 9.3 |

(According to Dentsu)

5.2.3 Targeting and personalization

- In the past, targeting for digital ads was based primarily on analysis of demographic data. Now, marketers can identify target customers based on online behavior, geographic location, browser, device format, etc., making ads more personalized, tailored to their needs, user demand.
- According to the Media Federation of Australia (MFA), there are eight main ways of targeting, including:
 - **Contextual Targeting** - Contextual Targeting: This is a method of creating ads on relevant websites, such as insurance ads on travel sites, to create demand for users.
 - **Audience targeting** - Audience targeting: This method is usually based on demographic analysis, interests, and age of customers.
 - **Behavioral targeting** - Uses cookies to track effective activity for campaigns.
 - **Retargeting** individuals' web browsing and applying that information to ads to increase visibility - Retargeting: Tracks people who viewed a message on a website but did not generate a conversion of this data.
 - **Location targeting: Helps** avoid waste by using GPS to tailor advertising messages based on location, for example an ad about a store's product offer will appear on the device. the customer's mobile device is near the store.
 - **Data targeting and time targeting** - Data or time targeting: Helps deliver ads at certain times, most likely to reach customers.
 - **Look-a-like targeting** - Look-a-like targeting: Helps find people similar to potential customers.
 - **Keyword targeting** - Keyword targeting: Serve ads with related content based on user search terms.

5.2.4 Automated advertising programming

- This is an automated ad sales process with no human intervention. In which, the Ad Network (intermediate advertising network connecting ad buyers and advertising sellers), Ad Exchange (digital advertising exchange), SSP (Supply-Side Platform - the platform

that helps advertisers manage the sale of ads effectively) and DSP (Demand-Side Platform - a system that helps users to buy ads automatically) plays a key role in this sales process.

- The benefits of automated ad programming can include:
 - Focus on advertising the right potential customers instead of advertising on many websites that are not effective.
 - Balance the benefits for both sellers/businesses (Advertiser) and advertisers for sellers/businesses (Publisher).
 - Transparent advertising budget.
 - Provide accurate performance reports.
 - The ability to expand the range of advertising campaigns.

5.2.5 Increased interactivity and rich platforms

- The interactivity in the ads is an important factor in increasing the user's love for the brand. One of the methods to create interactions today is virtual reality technology VR (Virtual Reality) or augmented reality technology AR (Augmented Reality). To distinguish these two technologies, marketers need to pay attention to how it works. For example, VR will create a completely virtual environment, while AR will base on the real space of the surroundings, then add some virtual elements inside.
- In addition, marketers can use social networking platforms to create interactions with customers more easily and save money. The strong development of these platforms in the digital age will bring good opportunities for marketers to create diverse and engaging content.

6. Conclusion

The trend of deep and wide integration of the global economy requires companies to expand their business activities to places with cheaper costs in order to grow sales and earn higher profits. That urges them to effectively carry out their marketing activities globally to attract consumers of their products and services in the target market. The CAGE model will play an important role in helping managers be aware of the opportunities and challenges when implementing global marketing. While it is subjective, it is an important addition to the tools companies seek to build and streamline their market portfolio. Technology can make the world smaller, but it cannot eliminate the very real and very high cost of distance. Besides, similar to new inventions in other industrial revolutions, the fourth industrial revolution brings marketers breakthroughs thanks to the constant transformation of technology. These breakthroughs create both opportunities and challenges, requiring marketers to stay agile in embracing integrated digital solutions, investing in skills and health to be ready to adapt to any changes. market change.

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