



FINAL RESEARCH PROJECT

YEN TU

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Group 1

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OUTLINE





1

Reviewed & Revised

2

Research Design & Sampling Methods

3

Research result analysis

4

Recommendation

5

Conclusion

1. REVIEWED & REVISED





1A. BUSINESS SITUATION BRIEF

1) History

Accomodation:

- ->Yen Tu Legacy: First 5-star hotel, situated near the UNESCO Legacy, emulates the Tran 13th century monastery
- ->3-star hotel situated in nearby Nuong Village

2) Storytelling

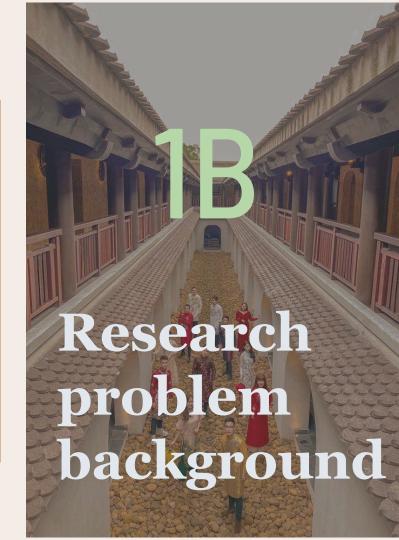
- -Immerse in the old palace architecture under Tran dynasty
- -Find inner peace in the soul

3) Vision

Sustainable projects based on

- -Cultural and historical value preservation and development
- -Benefit local communities
- -Natural landscape protection

- More people are travelling for spiritual and well-being purposes (VNAT 2017)
- Vietnam's consumer confidence increase ->
 increase in willingness to spend on travelling
 (Nielsen 2019)
- Vietnamese people are preferring domestic travelling
- More rivals -> needs differentiation strategy to stand out from competition and apply a shotgun approach to target a mass market (Shaw 2012)
- New products launching -> need to revalidate knowledge about segmentation (Lagrosen 2005)



1C. Research problem statement



- Certify the current segmentations:
- Investigate travelling behaviour of different segments
 - → find out the potential customers
 - → find out missing segments, missing needs
- Adjust the positioning strategy
- Investigate the perception of customer about Legacy Yen
 Tu
 - → Do their perception match with the current positioning?

1D. Research Objectives and Research Questions

Describe Customer Profiles of the Segments

Customer Decision Making Process

Customer Awareness,
Perception and
Attitude toward
Yen Tu

- What are customers' geographic factors?
- What are customers' demographic factors?
- What are customers' psychographic factors?
- What are customers' behavior factors?
- What are customers' attitude toward 4 segments: wellness, adventure, pilgrimage, and culture and history?

- What are customers' source of information?
- What are customers' motivations to travel?
- What are destinations' attraction factors?
- What are customers'
 perception for 4 segments:
 wellness, adventure,
 pilgrimage, and culture and
 history?

- What are customers' awareness of Yen Tu?
- What are customers' perception of Yen Tu?
- What are customers' attitude toward Yen Tu?

2. RESEARCH DESIGN & METHODS

- 1- Research design: Both Exploratory and Descriptive
- 2- Data collection methods

Secondary research: Yen Tu briefing data



Primary research

Exploratory: qualitative method using in-depth interviews
Objective 2: Customer's decision making while travelling in terms of destinations
Objective 3: Awareness, attitude and perception of Yen Tu
Instrument: Interactive format

(Face-to-face interview)

Descriptive: quantitative and **qualitative** method using survey questionnaire
Objective 1: Customer's profiles and segments
Objective 3: Awareness, attitude and perception of Yen Tu
Instrument: Interactive format (Survey)

SAMPLING METHOD

Non-probability sampling: Convenience & Quota

Since the population is divided into two sub-groups which are from 18-34 and 35 and above. Then judgment regarding to the participants' awareness about Yen Tu is applied to select the units.

Unit: Individual

3. RESEARCH RESULT ANALYSIS

Objective 1: Customers' profile

EFA and Cronbach Test

After eliminating outliers, running EFA and Cronbach alpha, we came up with 4 groups of segment:

- Pilgrim
- Nature and relax
- Adventurous
- Nostalgia

Rotated Comp	onent Matrixa					
	Component					
	1	2	3	4	5	(
P4Spri	851	J				
P3Belief	851					
P1Pray	807	ſ				
P5Origin	721					369
P2Acti	643		375			
W6Mat		711				303
W7Free		708				
W4Peace		704				
W5Sustain		535				
W1Natu		509	302			
C1Visit			779			
C2Custom			695			
W2Balan		477	545			
A2Physi				825		
A3Adven				806		
A1Outd				669		
A4Novel					761	
C3FNB					716	
C5Archi			405		532	331
C4Nostal						768
Extraction Met	thod: Principal Com	ponent Analysis.				
Rotation Meth	od: Varimax with Ka	iser Normalizatio	n.			
a Rotation cor	verged in 7 iteration	ns.				

Objective 1: Customers' profile

One-way Anova test

Pilgrimage:

- Gender: Female

- Age: 44-55

- Duration: More than 5 days

Adventure:

- Gender: Male

- Marital: Single

- Education: college

- Age: 35-44

When running marketing campaigns for the activities of the above segments, Yen Tu should target audiences with the right characteristics.

Nostalgia:

- Age: 25-34

Household income below
 25 millions.

- Duration: 4-5 days

Nature and relax: No significant difference between means among groups.

=> Mostly everyone love this segment.

Customers' preferences

- "I like **peace and relaxation**" (4,44) and "I like to find out the specialities (food and beverage) typical for their destination" (4.53) have the highest mean value.
- "I take part in **sports/physical** activities when traveling" (2.74) and "I like participate in religious events and **festivals**" (2.67) have lowest mean value.

Descriptive Statistics
W1Natu
W2Balan
A1Outd
A2Physi
P1Pray
P2Acti
C1Visit
C2Custom
P3Belief
A3Adven
W4Peace
W5Sustain
C3FNB
W6Mat
C4Nostal
P4Spri
P5Origin
A4Novel
C5Archi
W7Free
Valid N (listwise)

	N	Mean
W1Natu	255	3.88
W2Balan	255	3.575
A1Outd	255	3.76
A2Physi	255	2.74
P1Pray	255	3.38
P2Acti	255	2.669
C1Visit	255	3.492
C2Custom	255	3.48
P3Belief	255	3.24
A3Adven	255	2.959
W4Peace	255	4.44
W5Sustain	255	4.15
C3FNB	255	4.53
W6Mat	255	3.91
C4Nostal	255	3.23
P4Spri	255	3.39
P5Origin	255	2.79
A4Novel	255	3.87
C5Archi	255	3.81
W7Free	255	3.96
Valid N (listwise)	255	

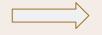
Customers' preferences

Descriptive Statistics		
	Mean	
Pilgrim		3.0937
Nature_Relax		4.0682
Adventure		3.1549
Nostalgia	<u>.</u>	3.2314
Valid N (listwise)		



Nature and Relax is the most favorite segment with the highest mean value.

Qualitative analysis on the travelling purposes shows that "relax" and "nature" are also the most common words



Yen Tu should position itself as a destination of nature and relaxation

Travelling purposes



The most common activities: Exploring/Visiting (hotspots) & pictures Most popular tourist destinations

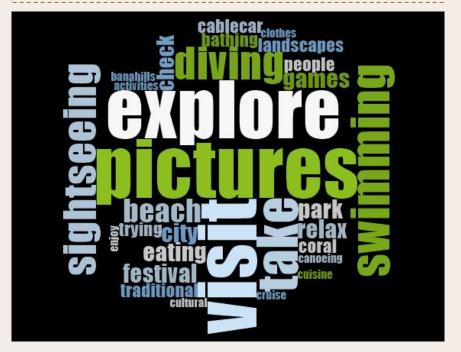


The most favourite destinations: Dalat, Danang, PhuQuoc, NhaTrang

Travelling timing



Travelling activities



Top-of-mind destinations

Perception



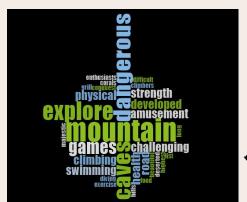




Top-of-mind destinations

Perception

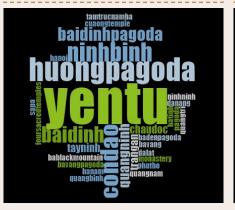


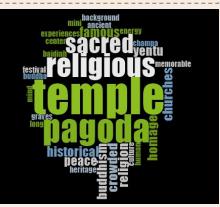


Adventure tourism

Top-of-mind destinations

Perception

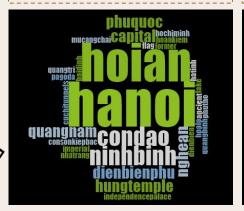




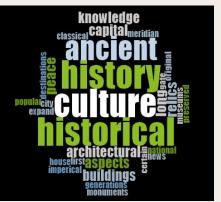
Pilgrim destination

Historical, cultural destinations

Top-of-mind destinations



Perception

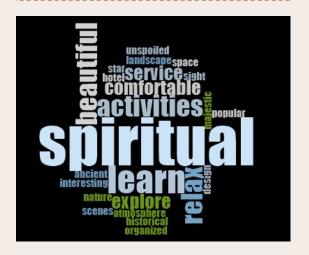


Objective 3: Customers' perception towards Yen Tu

Have never been

Perception

Like



Dislike



Fix customers' perceptions on YenTu being ill-guarded location

Customers' impression towards Yen Tu (Before brochure)

Already been







Impression

Like

Dislike

Customers' impression towards Yen Tu

Findings

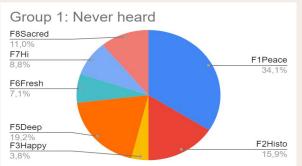
Before going to YenTu: customers perceive YenTu with "**Spirituality**", and "**Sacred**" For those who have been to, "**Peaceful**", "**Relax**", and "**Scene**" is the most popular word among customers' "perception" and "likeness towards YenTu"

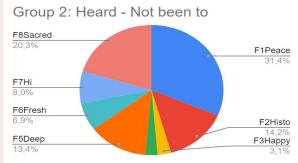
→ **Pilgrim Tourism** is connected with temples, and pagodas, therefore YenTu is more popular among this categories

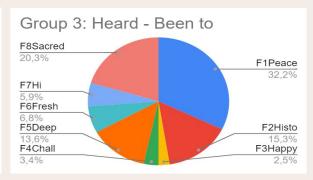
YenTu is **not in the top-of-mind destinations** when customers want to find place for "**Peaceful**", and "**Relax**" purposes

→ Reposition YenTu to promote its **strength** "Relax", and "Nature" to meet the current trend in tourism

Customer feeling about Yen Tu

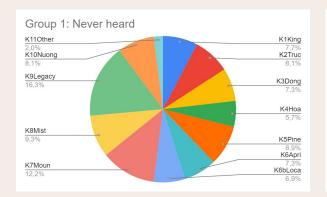


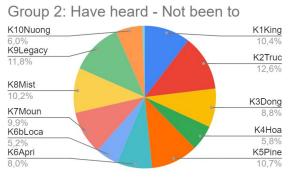


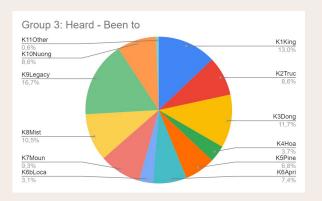


- People who have never heard of Yen Tu think it is a **peaceful** and **deeply calm** location
- Both people who have come and people who haven't been to Yen Tu feel peaceful,sacred, and historical about Yen Tu
- → Yen Tu brings emotions exactly the same as what people imagine before coming. Moreover, the first feeling when knowing Yen Tu is peaceful and deeply calm.

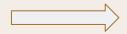
Top 3 most interested information







People who never heard about Yen Tu are interested most in exploring about Truc Lam zen, Legacy Yen Tu and the 700 years old pine-trees road People who have heard about Yen Tu but not been to are interested most in exploring Legacy Yen Tu, The tallest mountain in North-Eastern of Vietnam and The mist and clouds around the mountain top People who have been to Yen Tu are interested most in exploring Legacy Yen Tu, King Tran Nhan Tong and Dong Pagoda



Among 3 groups of customer, Legacy Yen Tu is the most interested factor which should be focused to promote.

Customer intention to visit Yen Tu

Group 1 (Never heard)				
Descriptive Statistics				
Mean				
Intent	3.39			
Valid N (listwise)				

The intention to visit Yen Tu of both group 1 and group 2 is not significantly high

Group 2 (Heard - Not been to)				
Descriptive Statistics				
Mean				
Intent	3.60			
Valid N (listwise)				



Group 3: Likeliness to recommend and revisit Yen Tu

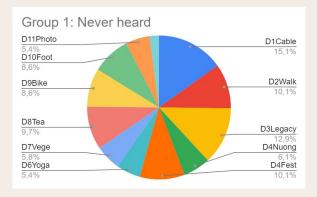
Group 3 (Recom)		
Descriptive Statistics		
	Mean	
Recom	4.00	
Valid N (listwise)		

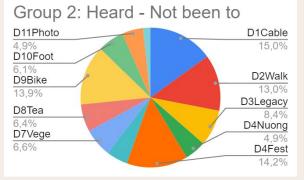
People who have been to Yen Tu have high likeliness to recommend this to their family and friends,

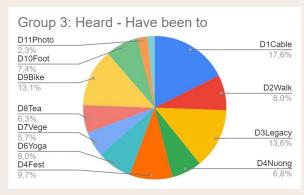
72.2% of people having been to Yen Tu having intention to revisit it.

Group 3 (Revisit): been there before						
Revisit						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	39	72.2	73.6	73.6	
	2	2	3.7	3.8	77.4	
	3	12	22.2	22.6	100.0	
	Total	53	98.1	100.0		
Missing	System	1	1.9			
Total		54	100.0			

Top activities customer will definitely do at Yen Tu







People who never heard about Yen Tu want to:

- Go with cable car to visit Hoa Yen Pagoda and Dong Pagoda
- Use spa in the 5-star hotel

People who have heard about Yen Tu but not been want to:

- Go with cable car to visit Hoa Yen Pagoda and Dong Pagoda
- Attend the Village Festival Night
- Go for sightseeing by bicycle around the place

People who have been to Yen Tu want to:

- Go with cable car to visit Hoa Yen Pagoda and Dong Pagoda
- Use spa in the 5-star hotel
- Go for sightseeing by bicycle around the place



- Among 3 groups of customer, visiting Hoa Yen pagoda and Dong pagoda by cable car is the most favorite activity
- Using spa in the 5-star hotel is also the most favorite activity.
- Thien Quan Bar and Nuong village are the least chosen activities => need to promote

Objective 2:

Company						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	10	3.9	3.9	3.9	
	2	20	7.8	7.8	11.8	
	3	66	25.9	25.9	37.6	
	4	151	59.2	59.2	96.9	
	5	8	3.1	3.1	100.0	
	Total	255	100.0	100.0		



The quantitative data showed that 59.2% of people travel with family

While, qualitative data generated from Nvivo also reveals that "Family" is the most common for "Company", followed by "Friends"

Recommendation

Most people travel with their family => create family-sized activities.

- → **Team building** competition for families with significant prizes:
 - Time: Summer holiday
 - Description: Treasure hunting by solving clues related to historical knowledge and local culture.
 - Benefit: Serve historical and cultural exploration needs; strengthen families' bond.



Recommendation

People love to find out about the specialties (food and beverages) typical for my destination.

→ Country food festival:

- Time: Summer holiday (every two weeks)
- Description: Booths for local cuisine by local people and restaurants
- Advantages: Create jobs for local people; attract tourists; promote local food.



Recommendation - Checklist Program

Objectives

Satisfy customers' trend: which is Nature & Relaxation, but at the same time promote Yen Tu's spiritual aspects and at the same time utilize Yen Tu's various activities

Big Idea

Design **checklist programs** which claims to help customer balance the inner peace when they follow a certain order of Yen Tu activities

Recommendation - InnerNature

Mock up

Day 1: Reconnect with the past

Activities: Visit historical attractions, doing child-like

activities such as painting, making Non La

Day 2: Self-exploration

Activities: Non-daily activities such as horse riding,

or making apricot alcohol

Day 3: Self-reflection

Activities: Yoga, meditation, walking in the woods





Encourage customers to record their journey for reflection (Share on social media)

-> Generate User Generated Content (UGC)





Thank you for listening

