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Employer branding strategy of Amazon and experiences for Vietnam high tech corporations

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Abstract

Amazon company is known as the world's largest e-commerce marketplace, AL assistant and cloud computing platform as measured by revenue and market capitalization. To achieve the reputation of the company's brand as an employer as above, Amazon has applied extremely superior and appropriate employer brand strategies for the company. What does Amazon building a reputable employer brand contribute to company branding? A strong corporate brand will be the first important foundation for building a strong employer brand, in addition, the recruitment market is subject to fierce competition. Therefore, what brand strategies has Amazon come up with to attract and recruit talented people for the company? Thereby, what experiences will businesses in Vietnam learn?

Keywords: Employer branding, Amazon, Vietnam.

Introduction

Today, when e-commerce has developed to the point where consumers can complete the whole process of buying and selling goods with just a few clicks, many people begin to form new shopping habits. Many young people think that buying goods online is not only fast, cheap and convenient, but also a way to relax after working hours at the office. Ordering is very easy, the goods are delivered to the place. If you use international payment cards on websites with online payment methods, buying essential goods such as stationery, necessities, and packaged food will be very convenient and simple, helping Women no longer have to go to the supermarket periodically to buy. Computers, mobile phones, cameras, electronic equipment also searched and purchased by customers online a lot due to the standardization of quality. Buyers can consult about the features, models and prices of new products on several websites. When you like a product, you just need to choose the best price to order. The more people use computers and the Internet, the more favorable the e-commerce market will be. The items sold online are very diverse, from office supplies, gifts, jewelry, fashion, game cards like a real supermarket, to tour booking services, air tickets. fly. Tourism websites use online payment, making it easier and more convenient for tourists to consult and choose a tour than before. Payment is also made right on the website. This will save time and effort, but also refer to a lot of information to choose from. Compared with other common shopping methods: fast, easy, convenient. With a computer connected to the internet and a credit card, you can sit at home and shop all over the world. With the aim of saving time and bringing convenience, shopping service combined with credit card was born. Now, you can sit at home and comfortably shop hundreds of items from different suppliers. However, many people are still not used to shopping online because they are afraid of risks and complicated procedures.

1) Theoretical basis:

a) Brand:

- i) Brand concept : There are many different brand views both at home and abroad: As defined by the American Marketing Association. "Brand is a name, term, sign, symbol, image, or combination of the foregoing elements intended to identify a product or service of one (or a group of) products or services. or services of one (group) of sellers and to differentiate those products (services) from those of competitors".

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- (1) Definition of the World Intellectual Property Organization (W/PO): "A brand is a distinctive sign (tangible and intangible) to identify a product, good or service that is produced produced or provided by an individual or an organization. For businesses, a brand is a concept in consumers about a product or service with the business's sign affixed to the surface of the product or service to affirm its identity. Brand is an important intangible asset and for large enterprises, the brand value of the business makes up a significant part of the total value of the business."
 - (2) In Vietnam, the concept of brand is first and foremost a term used a lot in marketing, which is the image of a production or business establishment (referred to as an enterprise) or the image of a type or type of product. group of goods and services is a collection of signs to distinguish the goods and services of one enterprise from those of other enterprises.
 - (3) Brand is not only the elements contained in human understanding such as brand name. Trademarks, signs, colors, cities, slogans, actions, images that are used more widely such as company reputation, professionalism of staff.
 - (4) Brand is an asset of an enterprise, it is a combination of many factors and achievements that the enterprise has built during its entire operation. Can be composed by components: Icons, Logos. Slogan, Brand Name, Slogan, Model, Packaging.
- ii) In short, a brand is a collection of signs to distinguish the goods and services of one enterprise from those of other enterprises, is the image of a type or group of goods or services or of a particular type of goods or services. business in the mind of the customer. A brand is only valuable to a business if it is a strong brand. And a brand that is considered strong will bring businesses the following basic benefits:
- (1) Get better business results in terms of revenue, profit and cash flow.
 - (2) Can lead to better financial results due to increased stock price, increased P/E ratio.
 - (3) It is possible to obtain a higher selling price than the normal price.
 - (4) Create customer loyalty.
 - (5) Create conditions to perform better brand marketing.
 - (6) Create a distinction, different from competitors.
 - (7) Helping businesses easily recruit good employees and retain them to stay with the business.
 - (8) Can stand firm and garden through economic and financial crises more easily.
 - (9) Slow down or delay a decline in market share.
 - (10) Helps to reduce self-interest week patterns in the business when everyone is working for a common goal.
 - (11) Attract investors and financiers.
- iii) Brand value model:
There are two main directions to evaluate the brand value for customers. One is based on cognitive psychology theory to examine the cognitive process of customers. The second is based on signal theory, on the basis of the phenomenon of knowing what to use, through which the consistency, clarity and reliability of information conveyed to customers is an important factor for customers to evaluate. brand value. In this document. Brand value is considered mainly on the basis of cognitive psychology Anker (1991, 1996) proposed 5 components of brand value, including: Brand loyalty. Brand awareness. Perceived quality, brand attributes and other proprietary brand assets. Brand value created for customers:
- (1) Understand and process information.
 - (2) Trust your buying decision.
 - (3) Satisfied when using this brand.
 - (4) Brand value created for businesses:
 - (5) Increase loyalty.
 - (6) Increase selling price/profit ratio.
 - (7) Increase brand extension.
 - (8) Increased influence on distribution channels.
 - (9) Increase competitive advantage.
- iv) *Brand building process:*
- Step 1: Market research:** - This is the basic activity in order to lay down market information, customers, competitors, distribution system, and internal enterprises as the basis for the next steps. Therefore, when building a brand, this step must be taken first.
- Step 2: Understand the customer:-** Branding not only understands the needs but also deeply understands the personality, psychology (perception, emotion) of the abstract and intangible elements of the customer.
- Step 3: Define the brand vision:-** This is a long-term strategic orientation step. Based on market research and customer insights, the company uses resources effectively, implements positioning, builds an appropriate brand identity and promotion system.
- Step 4: Brand positioning:-** Through this step, the company locates the brand in the customer's mind. Since customers are always changing in terms of consumption needs, the positioning and re-positioning of the brand must be based on market fluctuations and market conditions. enterprise.

Step 5: Design brand architecture:- A good brand architecture will support the parent brand, sub-brand and product range, helping to consume profits and save marketing costs.

Step 6: Build a brand identity system:- In order for customers to recognize the brand well, the company must create a brand identity system (also known as identity/brand identity).

Step 7: Implement brand communication:- Implement marketing communication in the form of advertising, trade promotion, thereby helping the company promote the brand to customers.

Step 8: Assess brand health:- This activity is also a regular source of information to know if the branding is successful or not and to adjust the branding steps more appropriate.

Step 9: Brand management:- The management of the brand through the coordination of these activities has a relationship and mutual support, in which, an important source of information needs to be collected regularly, to help implement and adjust activities.

b) Employer brand:

i) Employer brand concept:

(1) The concept of employer brand has been introduced since the mid-1990s. Employer brand is understood as the brand reputation of the company as an employer instead of the reputation of a business. Industry in the market. According to an article in the Harvard Business Review, from 2004 to 2008, the topic of employer branding became of particular interest when large corporations such as Unilever, Shell or P&G applied programs such as: build their brand as an employer in the recruitment market just as they did to build their company brand in the traditional consumer market. This fact stems from the recruitment market increasingly subject to very fierce competition so that companies can attract good and higher talent to work for them.

(2) According to Sullivan (2004), employer branding poses an image that shows the organization as a great place to work. Agreeing with this view, Minchington (2001) argues that “employer brand is the image of the organization as a great place to work in the minds of current employees and stakeholders in the market. external (active and passive candidates, partners, customers and other stakeholders). According to Baclhaus & Tikoo (2004), employer branding is “a concept used to distinguish a company from its competitors” by “highlighting unique aspects of a job or corporate environment”.

ii) The importance of employer brand:

- (1) Recent studies and statistics show that more and more businesses are interested in employer branding and consider it an important tool to attract and retain talent in a labor market. push competition.
- (2) There are the following reasons why employer branding is very important to an organization (Mossevelde, 2010):

First, the shortage of skilled workers is increasing, making it more difficult for organizations to recruit and attract skilled workers. Companies and organizations that are considered attractive employers will find it easier to recruit top talent.

Second, during an economic downturn, businesses are under pressure to cut costs and increase productivity, so the need to have the right people in the right job becomes more important. Businesses that build a good employer brand are more likely to attract talent that fits their organizational culture, thereby increasing the number of employees with the right skills for the right job.

Third, recruiting and retaining good employees is essential to the growth and maintenance of a competitive advantage. At the same time, employer branding increases the profit margin of the business.

Fourth, a strong employer brand will contribute to increasing the reputation and prestige of the organization's brand. Talent market research shows that graduates and professionals alike want to work for companies with great reputations. They often turn to family members, friends or colleagues for advice and input when making decisions about a particular employer. Moreover, employer-employee product brands stick together. If a company is seen as an unpopular employer, it affects both the product brand and the business.

Fifth, being an attractive employer gives businesses more advantages in attracting candidates and retaining employees, which is a form of strength that is higher than an attractive salary.

Externally, employer brand functions engage employees and create positive associations and enhance company image. Furthermore, it also functions as a “selection tool” to ensure that the right people are attracted to the right potential employees who are not suitable for the organization. Internally, employer branding creates value by creating a unified and strong culture as well as increasing employee satisfaction and commitment (Backhaus and Tiko, 2004).

b) **3 Employer brand image (EBI):-**

According to Keller (1993), brand image is a blend of perceived product-related, non-product-related attributes and functional and symbolic benefits covered in associations. Brand perception is in the consumer's memory. Attributes are described features that characterize a product or service - what a consumer perceives the product or service as and what is involved in purchasing and consuming it. Benefits are personal values that consumers associate with product or service attributes that are what consumers think the product or service can do for them.

Similar to Keller's definition of brand image, employer image or employer brand image can be developed as a set of employer brand perceptions when reflected by the employer brand associations in the minds of current employees and potential candidates. These associations are conveyed through employer branding, which may be further identified by instrumental or symbolic attributes, where unlike attractiveness attributes, the visual aspects are not necessarily reflective. Favorable associations (Christiaans, 2013).

i) With the employer brand image, the attributes and benefits are regulated similarly to the product brand image. Instrumental attributes can be controlled and easily transferred such as salary, development and promotion opportunities, flexibility, working environment, flexibility. Meanwhile, symbolic attributes are intangible, attributed to human characteristics to the organization such as success and prestige of the organization. The functional benefits that potential employees and candidates find in an employer brand are the tangible benefits associated with jobs that match the instrumental attributes. Symbolic benefits are intangible benefits that are unrelated to work and consistent with symbolic attributes.

ii) Lievens & Highhouse (2003) argue that often in the industry, the factors related to the job (function) are similar, so it is difficult for organizations to differentiate themselves from competitors in the same role. Role as a recruiter. Thus, the importance of symbolic elements increases when the distinction between functional elements is limited and in many cases the strength of a brand lies in its symbolic strength. Research by Lievens & Highhouse (2003) confirms that organizational symbolic characteristics are more significant than job-related characteristics in explaining an employer's attractiveness.

Note that employer brand image in potential candidate perception may not accurately reflect reality, but customer-based brand equity research indicates that creating a brand image is a unique advantage in the mind of the consumer

can help increase the likelihood that a company's product or service will be chosen over similar products from another company. Likewise, there have been studies confirming that there is a relationship between employer brand image and potential candidates' intention to apply as well as their decision to accept the job. Collin & Stevens (2002) also argue that job application decisions are influenced by employer brand image, which they identify as "potential candidates' attitudes and perceived attributes or beliefs about the job or organization". Attitudes refer to general affective responses in relation to a brand, while attitudinal perceptions refer to beliefs about specific characteristics that are relevant for job application decisions.

iii) Thus, the employer brand image has a very important emotional significance and significantly affects the candidate's decision to apply for a job or choose a job. If a candidate has a positive employer brand image for an organization, they are more likely to decide to apply to that organization, on the other hand, for a talent when there are many organizations offering jobs. It is the employer's brand image that will help them decide which organization to accept the job. Therefore, it is necessary to study the factors affecting the employer's brand image in the perception of potential candidates.

c) **Research method**

i) Apply the knowledge of brand management and other subjects to the analysis and planning of Amazon's brand strategies.

The research method is: using the method of analysis - synthesis and the method of comment - evaluation.

Founded in 1994, Amazon has rapidly grown from an online bookseller to a multinational corporation with an ever-expanding range of businesses, from groceries and advertising, to online shopping. e-commerce to consumer devices. According to the annual report of the most expensive global brands (BrandZ Top Most Valuable Global Brands) published by WPP and Kantar on June 11, 2020, Amazon's brand value reached \$415.19 billion, up nearly 33% compared to with 2019 and rose to the position of the most expensive brand in the world, surpassing Apple and Google. Amazon's brand value has grown strongly thanks to acquisitions, better customer service, and the company's growing variety of product offerings. Amazon's spike shows how the impact of the Covid-19 pandemic reflects the reality, when the brick-and-mortar store model had to close early and the online sales model flourished.

ii) Amazon's Brand Positioning: Amazon's vision is to be the world's most customer-focused

company, building a place where people can come and discover anything they might want to buy.

Amazon is a business that has a foothold in the world market, so their brand is known by many people. When there is a big brand, there will be positive effects when businesses use the recruitment brand:

- iii) Attracting many good quality candidates, not only that, about 70% of candidates are willing to accept a lower salary to work with Amazon because of their brand. Because they will feel safe trust and make them learn more things from a big business.
- iv) With a prominent brand, candidates who want to recruit to Amazon will easily guess the environment, culture, and employee pattern, so those who are suitable will be recruited and those who are not will be excluded. out of the process, this will help Amazon, more specifically, the person in charge of Amazon's human resources to save time, effort and advertising, not only that, but also select the best candidates for Amazon.
- v) Amazon's recruitment brand also attracts many candidates with diverse cultures, ages, backgrounds, ... will bring more creative ideas to improve working culture and services Customers not only help businesses better understand the needs and cultures of foreign countries to expand their business activities.
- vi) High brand awareness: Amazon has built a solid trust among consumers, according to surveys, the US consumer satisfaction index for Amazon is always at a high level. Amazon has defined its foundation for success as being customer-centric, listening and responding to customer needs, Amazon only wins when the user wins.
- vii) Amazon is one of the brands that shows that any brand that wants to grow must also build on the basis of its own successful marketing system. And besides that, it is also important to understand that the internet is a means of democracy. Amazon makes its customers the protagonist of its branding strategy.

4) Research results and discussion

a) Research results

- i) According to research and analysis, Amazon company has been very successful in planning to develop its brand. Unlike most other e-commerce platforms, Amazon does not own any goods but is only a 3rd party between businesses and consumers, Amazon also performs the function of the 3rd channel, has just stocked up quite a lot of items to trade, competing with businesses that are trading. At the same time, Amazon collects fees from 3rd

parties relatively high, leading to higher profits compared to other companies.

- ii) Amazon knows how to take advantage of its existing strengths to develop into a leading e-commerce platform in the world today. With the creation of his "talking" Logo with the arrow symbol is the satisfied smile of the customer. Amazon wants every customer to be served to satisfy their shopping needs here. The arrow extending from the letter "A" to "Z" seems to tell customers that at Amazon selling all kinds of products from AZ, they have highlighted their brand value, proving the quality of their products. a reputable e-commerce platform, giving customers around the world the best user experience with the guarantee of the highest product quality.
- iii) Amazon is interested in expanding the market to develop new products and services in many different fields, while also meeting the online shopping needs of people around the world due to the strong influence of Amazon. global wave of COVID-19 Amazon has recognized this situation to promptly respond fully and quickly, this has further confirmed Amazon's professionalism and continuous development orientation.
- iv) Focus on customers, not competitors: Jeff Bezos has made a very clear point of view, that is, instead of obsessing over competitors, manifested by waiting for competitors to launch products first. , then follow and catch up with trends, he focuses on listening to customers. This view has been throughout the company's operations since it started operating in 1994 as an online bookseller. When you buy an item on Amazon unfortunately then drop it off, the difference comes in as the difference is instantly transferred back to your account. Even if it's only 0.16 centimeters.
- v) Focus on fast delivery: Amazon has invested heavily in self-governing technology - from delivery to the Amazon Scout door-to-door delivery robot. Fulfillment centers are largely autonomous, and Amazon's next step is to make shipping services work with limited human intervention. Amazon announced that it will ship Prime customers from 2 days to 1 day, and that 10 brands of products are already eligible for this program.
- vi) Customer experience optimization strategy: Amazon provides an online customer experience chain where customers can complete their purchases online without interacting with any customer service reps, with free packaging, fast shipping.... satisfied to 304 million Amazon customers. Amazon is one of the leading companies in applying Big Data technology to customer management. Effective analysis of purchase history helps Amazon make appropriate recommendations to hit the needs of customers,

helps Amazon always retain successful customers, and turns new customers into loyal customers.

- vii) Branding on products: Amazon always learns what customers want and tries to serve their needs at the best price by creating its own business brand. Amazon has long-term strategies, creating sustainable values for itself as well as for customers. Amazon products always ensure the highest quality as well as delivery time to the buyer. Always looking for ways to overcome the existing realities that affect the overall operation process as well as directly affect the customer's buying and using experience. Amazon filters out trusted sellers and excludes fraudulent businesses. Bezos has created an entire online business world. Amazon.com is a very attractive address that from day one of its establishment has become a reference place for anyone who wants to sell their products. Through the internet, buyers and sellers are significantly closer together. Buyers can view the goods comfortably, ask carefully about the necessary details and if they agree, the goods will be sent to their homes. Thus, buyers save time and travel costs: doing business via the internet has brought much more convenience than the old way of doing business. Bezos knows how to sell through flexible dialogue with customers.
- viii) Observers say that Amazon is successful thanks to the variety of goods, an easy-to-remember brand, a website that is easy to access and exploit information, and extremely high service reliability. "Amazon has built a very loyal customer base, and they 'farm that fertile field' by continuously lowering prices and enhancing the utilities on the website. Amazon is a diversified company that benefits from several profitable revenue streams. The company specializes in disruptive innovation and can afford to finance branches into new industries to take market share away from competitors.
- ix) On the e-commerce war, the leading retail companies are far behind Amazon. For example, a study on the interaction between users and websites of large retail companies in the US, Amazon ranked quite high in the survey factors. Online retailers are most interested in 3 factors - traffic (number of people entering the web), interaction (number of likes, shares, comments) and conversions (number of people pressing the button).

b) Discussion

- i) In the past, to defeat the opponent and gain glory was nothing but three things: following the times, taking advantage of strengths and limitations, and overcoming weaknesses. Thus,

what Amazon should do is no exception to the above rules.

- ii) First, keeping up with the times here not only means meeting the current brand needs but also mastering the brand development in the future. Thus, first of all, Amazon must promote brand planning further to develop, bring newness but still not strange to customers. In addition, Amazon must also meet the needs of customers. Specifically, Amazon must promote further R&D work to develop and diversify products. Next, develop the app store to keep up with the Apple appstore. In our opinion, this plays a significant role in the success or failure of Amazon's strategy. Finally, Amazon stepped up search and market expansion. With Amazon's business model and current economic growth, the opportunity for expansion and expansion is huge.
- iii) Second, use strengths. Amazon is playing an important part in the global e-commerce scene and its brand is recognized around the world. So it's easy for Amazon to enter the direct retail market with zero financing: Amazon is breaking out into the brick-and-mortar retail market by ramping up acquisitions to open physical stores. Acquired clean food company Whole Foods. Amazon has inherited Whole Foods' smaller stores, and Whole Foods 365's own label. Through Whole Foods, Amazon will gain many know-hows in brick-and-mortar stores, learn how to persuade Customers buy on the spot and take it home. Amazon uses Whole Foods to win over more customers who are used to buying in the traditional way.
- iv) And finally, overcome the weak point. Amazon focuses on product searchability, shopping convenience, and shipping speed. As a result, Amazon is unable to check the veracity of its claims or the quality of the products sold in its marketplace. This can lead to people switching to more trusted platforms. As such, Amazon needs to strengthen advertising to ensure the authenticity and quality of products for customers. In our opinion, Amazon must immediately change in the short term if it wants to surpass Apple and dominate the technology industry, knowing how Apple operates is very professional, dynamic and creative

5) Conclusions and recommendations

- a) Brand management is about emphasizing the strengths of the Amazon brand to maintain its long-term strength. This activity focuses on strengthening and growing the relationships between Amazon's brand and its consumers. When done best, it is used in conjunction with marketing activities to establish defining brand attributes that help drive brand advocacy and loyalty. After years of developing and improving the shortcomings of the business, now their brand has built its own firmly. The trend of online

shopping is becoming more and more popular, widespread and strong because during the pandemic, people tend to switch to online shopping a lot. This is also a premise, a strong step forward to elevate the e-commerce floor.

- b) Currently, Amazon has no shortage of competitors from small to large, defeating them and raising the Amazon brand will partly help businesses maintain the trust of customers. May be mentioned as:
 - i) The first can be mentioned is: in accordance with the times. Not only meeting the needs of customers, but also predicting the buying trend of old customers in the future. To be able to keep up with trends and keep up with customers' desire to buy
 - ii) Next is to take advantage of strengths, in addition to goods with reasonable prices, the trust of Amazon's customers is also a strength that needs to be maintained, expanded, exploited and continued to promote. So that every other time you come to buy online, you will remember the Amazon brand first.
 - iii) Finally, overcome the existing weaknesses in Amazon, fix the problems and properly solve the problems that customers face to create confidence in themselves and strengthen the upper echelon. Amazon in everyone's heart.

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