

CONFIDENTIAL

DIGITAL MARKETING ACCEPTANCE: Among Consumers in Vietnam



Table of Content

• Research Objective	4
• Research Framework	5
• Research Methodology	6
• Respondent Profile	7
• Finding Consumers	11
• Conclusion	21

CONFIDENTIAL

IMPORTANT NOTES

- To gain access to this research survey, please ask approval from i3L School of Business & sign the Confidential Letter Agreement

CONFIDENTIAL

CONFIDENTIAL

