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## Customer service culture at Lotte retail stores chain in Vietnam

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### Abstract

Vietnam is the country that is carrying out renovation, industrialization, modernization and integration with the world and regional economy. This deeply affects the lifestyle and consumption habits of city people, so the development of the supermarket system is inevitable. In addition, Vietnam has favorable conditions for the development of supermarkets. With an attractive market like Vietnam, some foreign investors have not stopped exploiting and looking for profits for themselves. Supermarket is one of their sights as it is considered as the largest retail market in Vietnam except for traditional markets. Lotte Mart is also one of the supermarket systems trusted by Vietnamese customers. Because Lotte always puts the quality of customer service on top. Promotion services, advertising, credit card payment services, supermarket door-to-door delivery services, etc. create a strong attraction to entice consumers to shop at the supermarket instead of shopping in traditional retail channels, such as markets and other retail outlets. Most supermarkets are concentrated and thrived in big cities such as Ho Chi Minh City, Hanoi, Da Nang, etc. because the average income of people has been improved. Since then, it is very important to understand the needs and tastes of customers, as a service-based business, we must ask our customers for their feedback. This is a necessary job, because we can learn about the customer's impression of your company, and based on that to plan or adjust the development path in the future.

**Keywords:** Customer service, Lotte, Vietnam.

### Introduction

Customer dissatisfaction sometimes does not stem from a poor product, but rather from an unhappy experience. Why so? Because what customers "feel" about you is not just the product they buy, but the customer service you give them. Therefore, Lotte Mart needs to have appropriate and correct competitive strategies in the current situation so that consumers know Lotte Mart more and the proportion of Lotte's revenue also increases and helps Lotte Mart to expand. Lotte Mart's supermarket system in Vietnam, firstly in Ho Chi Minh City. Here are the important steps to help our Lotte Mart supermarket system have been building its customer service culture.

Survey objective:

- Identify the factors that bring service quality to the retail supermarket business in Vietnam.
- Propose solutions to improve customer service culture, improve service satisfaction for Lotte Mart supermarket chain.

Survey object: Customers using Lotte Mart retail supermarkets in Ho Chi Minh City.

Data collection methods:

The methods used in this article include:

Secondary data collection method: operation data of Lotte Mart supermarket system over the years; from financial reports, organizations, information from suppliers, information in newspapers, conferences, related websites.

Methods of primary data collection

Information collection: face-to-face interviews with customers who come to buy goods at supermarkets

### Information processing methods

Comparison method: to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

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## Overview of customer service culture

### Customer concept

In any business activity of an enterprise, customers also play an important role, so if you want a successful business, customers must always be placed at the center of the business, that is, the business. Must understand and act on the needs of the customer. To do that, we must understand who the customer is?

There are many ways to understand the concept of customer:

- Customers are the most important person
- Customers do not depend on us, we depend on them
- Customers are not people to argue or compete with.
- Customers are the ones who give us their wishes. It is our duty to handle those desires in a way that benefits both our customers and us.
- Customers are the people who pay us...

In the most general way, the concept is understood as follows: Customers are individuals or organizations that businesses are marketing efforts towards. They are the buying decision makers. Customers are the beneficiaries of the quality characteristics of products and services.

### Customer classification

#### Customers according to buying psychology

- Prefer form: For customers who are especially interested in form, businesses need to carefully analyze the common interests of this group to develop the most appropriate product.
- Hunting for promotion policies: Although this group of people does not bring much profit to businesses, it is a source of consumption for products that are in stock / difficult to sell / few people use. This group will pay much attention to prices and promotional services mainly.
- Attitude of consulting and serving of businesses: This is a rather difficult group to please, but when it comes to winning the customer's psychology for consulting, it can easily bring benefits to businesses.
- Likes to use/experience the latest products: This group is a group that likes to follow the latest trends, this is a group that is easy to exploit, businesses tend to change products often and invest in some services. Experiment with new products.

#### Classification by benefits brought to the business (Group of potential customers)

- Loyal customers: this is the group that brings almost 70% of revenue for businesses. This group of customers need to trust the service of the business. It is necessary to have special policies to retain this group of customers.
- Potential customers: this is a group of people who have been/are using products/services of the business or maybe just a group of people who are about to become customers of the business. This group will bring benefits in the future if there are appropriate sales promotion strategies and special attraction policies are needed.
- Customers bring small benefit value: this is the group that brings low revenue to the business. This group mainly focuses on low prices and small value goods.
- Negative customers: This group of customers includes

difficult customers, maybe some one-time customers.

### Customers by age

- Under the age of 15: not yet able to be financially self-sufficient, not having many practical needs, most of which are expected to be met through a representative.
- Age 15-22 years old: this is a group of people who easily benefit from buying and selling/using services/products of the business. Because most of this target group will include young people who like to try products, the requirements for products/services are not easy to meet. And this group will use popular products (new images, stable prices...) because the financial part still depends on the family.
- Age 22-50 years old: this is the group that is most interested in age groups, because this group of customers has financial knowledge, so they will only focus on really necessary products/services, this group towards product prices; product quality and accompanying care services. This is the age group that brings a lot of revenue to businesses due to the high demand for products.
- Age 50 and older: This is a group of customers who can be said to be quite difficult to buy and sell because this group of products is quite selective. Need to make plans to go straight into the psychology of this age group, they will be more important to product quality.

### Customers according to actual needs

- Factor of distance/place of purchase
- Level of requirement, financial availability
- Product quality/Price/Customer care service
- Brand/position of the product in the market
- Design the design/design of the product

### Random customers

Those are the customers who come to the store unexpectedly, come from different places, buy goods according to the most urgent and convenient needs. They will leave when something else is more optimal. This can also be a group of potential customers if the product / service of the business is suitable to satisfy them.

### Customer service culture

Customer service is part of the corporate culture, not just an isolated part. It is how each organization operates, how it communicates with customers or between positions in the company, how people feel about the atmosphere in the business.

### Friendly atmosphere in the business

The friendliness of employees makes up the company's culture, which represents the way the business interacts with customers. Customers are more willing to connect with a business if they feel welcome.

### Do your best

Businesses can't always provide a solution to a customer's problem. A positive attitude with a sincere apology is enough for customers to feel that their problem is important and that the business cares.

### Consistency between words and actions

Consistency between words and actions is an effective way

to help businesses build customer trust. Ensure activities are carried out in line with the brand's mission, goals, and core values to increase authenticity.

### **Sincerity**

What customers want to hear and satisfy them in the short term. However, sincerity is what keeps customers in the long run.

### **Active listening**

The way to demonstrate active listening is to repeat what you heard when the customer expressed his or her problem. This lets customers know that the business really cares about their problem.

## **Lotte Mart Supermarket Overview**

### **History and development of Lotte Mart**

#### **About Lotte Mart**

LOTTE Mart is a company of the Korean LOTTE group, a large supermarket chain that sells a wide range of groceries, clothing, toys, electronics and other goods. LOTTE Mart opened its first branch in Guui-dong, Gang Byeon, and Seoul, Korea on April 1, 1998. In 2008, LOTTE Mart expanded to overseas markets in the following countries: China, Indonesia, and Vietnam. As of February 2018, LOTTE Mart has a total of 294 supermarkets globally: 123 supermarkets in Korea, 112 supermarkets in China, 46 supermarkets in Indonesia and 13 supermarkets in Vietnam. The first LOTTE Mart supermarket in Vietnam is LOTTE Mart South Saigon, built in District 7, Ho Chi Minh City, which is also where the headquarters of LOTTE Mart Vietnam is located.

#### **Lotte Mart's development process**

After 11 years of operation, besides contributing to positive experiences for millions of customers, Lotte Mart also contributes to the economic development in Vietnam.

2019 marks the 11-year milestone of Lotte Mart accompanying Vietnamese consumers, not only providing customers with rich shopping experiences but also creating a lot of human values for the community, affirming its position as a home. #1 retailer in Asia.

Lotte Mart has a system of 14 supermarkets stretching from Ho Chi Minh City, Dong Nai, Da Nang, Binh Duong, Phan Thiet, Hanoi, Vung Tau, Can Tho, Nha Trang and has become the destination of choice for more than 20 million customers every year for modern life.

#### **From 2020 will expand and develop comprehensively**

Starting from 2017, Lotte Mart's financial situation has improved significantly and generated business profits. The plan to 2023 will expand the system to 40 supermarkets in Vietnam with revenue expected to increase 3 times compared to the current one.

Besides, Lotte Mart's strategy is to focus on improving fresh products. All items supplied to Lotte Mart ensure the requirements according to the quality standards of the State agencies, clearly prove the origin and reputable product certifications such as VietGAP, GlobalGAP, and must undergo through a strict quality control process from input to display on the counter, sampling periodically or randomly to check if in doubt.

Lotte Mart has sent a dispatch requesting suppliers to implement and develop a traceability route with barcodes

and QR codes to ensure the origin of the best products to consumers.

In order to improve service quality and actual customer experience at the supermarket, Lotte Mart focuses on perfecting its omni-channel sales method, developing online shopping to optimize convenience for customers. Convenient meal solutions (RTC, RTE, HMR,) are also expanded and thrived by Lotte Mart starting from 2020.

### **Accompanying Vietnamese consumers**

As a pioneering international supermarket chain in the retail industry, Lotte Mart always puts the philosophy of caring first and taking customers as the center. It is the trust and love of customers that is the driving force for Lotte Mart to become more and more dedicated and constantly improve in order to bring fresh food sources, apply modern technology to shopping and experience in real life. consumers.

2016: Launched a private label Choice L to increase the development of domestic products.

2017: Speed L mobile application was born with the purpose of serving diverse and convenient shopping needs for customers.

2018: The appearance of the Speed L convenience store brings solutions for nutritious meals that are both healthy and cost-effective.

Up to now, Lotte Mart has been honored to receive prestigious awards such as: Golden Dragon 2017; Top 3 most prestigious retailers in 2017; Top 3 famous brands in Vietnam 2017; Family trusted brand 2017; Top 100 best places to work in Vietnam for 3 consecutive years 2015, 2016, 2017.

Lotte Vietnam Trade Center Joint Stock Company (Lotte Mart Supermarket) belongs to Lotte Group of Korea. Present in Vietnam since 2008 with the birth of Lotte Mart in District 7 (HCMC), the business is considered as one of the first foreign retailers to present in Vietnam and has developed successfully to this day now on.

Lotte Mart has developed 14 trade centers and supermarkets, covering major cities across the country such as Ho Chi Minh City, Dong Nai, Binh Duong, Vung Tau, Can Tho, Binh Thuan, Da Nang, Hanoi and Khanh Hoa.

### **Business operations of supermarkets in the city. Ho Chi Minh City**

Lotte Mart supermarket chain in Ho Chi Minh City Ho Chi Minh City Starting to expand into B2B corporate customers since 2017, this leading Korean retailer has made impressive growth steps and has become the trusted choice of corporate customers. With the desire to become the leading retail brand in Asia, and to become the perfect partner in business, LOTTE Mart has developed a corporate sales channel, focusing on customer groups such as restaurants and hotels, companies, industrial catering services, grocery stores and distributors across the country with the desire to provide essential food solutions groups, as well as solution groups specializes in serving the diverse business of customers. After nearly 3 years of exploiting the corporate customer group, according to the Korean retailer, revenue from the B2B segment has increased impressively year on year. Superior sales policy, competitive prices, long-term debt, rich products, especially good product quality and service - are considered as advantages for LOTTE Mart to quickly attract customers. this item.

Currently, LOTTE Mart is providing a variety of products

from blankets, sheets, pillows, bathroom items to professional cleaning solutions such as cleaning tools, cleaning solutions... from brands High quality Vietnamese brands and Choice L private label brands for many hotels. For customer groups such as restaurants, canteens, cafes, especially in tourist cities, beverages, processed foods, dried fruits, confectionery... provided by LOTTE Mart are also B2B groups. This is quite popular.

### **LOTTE Mart cooperates with ZaloPay, promoting cashless payment**

To ensure safe shopping for people, LOTTE Mart quickly tightened epidemic prevention measures, increased online sales channels, and promoted cashless payment methods by deploying payments via e-wallets from ZaloPay. This is also an important solution to ensure the continuity and smoothness of transactions during the epidemic period.

Also on this occasion LOTTE Mart and ZaloPay launched promotions to promote cashless payments. Specifically, from February 2 to March 31, 2021, customers who shop at LOTTE Mart supermarkets nationwide and pay via ZaloPay e-wallet will receive an immediate discount of VND 30,000 for bills from 150,000 VND. NS. Next time shopping, customers will be able to use this voucher of 30,000 VND to pay for bills from 150,000 VND.

Currently, LOTTE Mart in Ho Chi Minh City. Ho Chi Minh City is providing a diversified product portfolio with more than 50,000 items ranging from food, home appliances, fashion, electronics, etc., of which there are more than 2,500 ChoiceL private label products of outstanding quality, Competitive price and professional service.

Besides, LOTTE Mart is also one of the leading enterprises in responding to the Government's directives, actively accompanying Vietnam during the Covid-19 pandemic with many practical programs.

Many activities to support epidemic prevention and control across the country such as donating masks, supporting necessities for hospitals, organizations and cash donations to hospitals through the Vietnam Fatherland Front have been implemented get LOTTE Mart in HCMC. Ho Chi Minh deployed.

Most recently, LOTTE Mart in HCMC. Ho Chi Minh City has accompanied farmers and consumers through the journey of trucks of Vietnamese agricultural products to purchase and support farmers in the price and output of products during a difficult period in export connecting consumers to buy quality Vietnamese agricultural products at economical prices.

In order to constantly improve and give customers the best shopping experience, LOTTE Mart in Ho Chi Minh City. Ho Chi Minh City is prioritizing focusing on improving the company's core competencies to quickly bring customers hygienic, high-quality fresh food with clear origin and non-food products as high quality fashion and home products at competitive prices through both offline and online channels.

### **Lotte's service culture**

#### **Lotte's corporate culture**

Lotte Mart always focuses on building the human factor through specialized training courses at home and abroad, giving employees the opportunity to develop more knowledge and skills.

With a modern corporate culture based on core values such

as: Customer is the focus – Creativity – Cooperation – Responsibility – Enthusiasm, Lotte Mart builds a working environment that shows cohesion and appreciation. cooperation, promote the collective spirit and are willing to support each other to work well together.

In addition to sustainable business development strategies, Lotte Mart is an enterprise that always focuses and actively participates in meaningful activities for society through extensive community programs such as:

- Maintain annually the awarding of scholarships to outstanding students with difficult circumstances.
- Sponsoring Operation smile organization free surgery for children with cleft lip and cleft palate;
- Visiting and giving gifts to difficult circumstances.
- Organized Mid-Autumn Festival gala program for children....

In particular, Lotte Mart also regularly takes the initiative, purchasing agricultural products, products to support output for farmers to avoid the situation of agricultural products depreciating. As campaigns:

- Helping to consume more than 25 tons of Da Lat cabbage for farmers in Lac Duong - Lam Dong.
- Helping to consume more than 90 tons of lychee Luc Ngan - Bac Giang.
- Rescued more than 80 tons of pumpkins to help Dak Lak people.

At the ceremony to honor "Top 20 famous brands in Vietnam 2017", Mr. Bui Manh Hai - managing director of the North & Central region of Lotte Mart Vietnam shared: "Award of Top 20 famous brands in Vietnam. 2017 has affirmed the prestige of Lotte Mart's leading brand in the retail industry as well as recognized the support and trust of customers for products and services at Lotte Mart. In the future, Lotte Mart supermarkets and trade centers will continue to strive to develop and bring more value, aiming to become Asia's leading retailer in 2017"

### **Lotte's customer care service**

The term "customer care" is often understood inadequately as the enthusiastic welcome to customers by sales staff. However, contacting customers is only one part of a business's customer care strategy. In the most general sense, customer care is all that is necessary for a business to satisfy the needs and expectations of its customers, i.e. to serve customers the way they expect to be served and Do what is necessary to keep the customers you have.

Principles of customer care:

#### **Sell what customers need**

Although customer care activities aim to add value to the core product, it only really makes customers happy when it is necessary for customers. Lotte cannot set up customer care content based on its own subjective thoughts, but needs to be based on customers' wishes: what and how do they want to be served?

#### **Regarding this principle, Lotte needs to identify two issues**

- The first is customer care content.
  - The second is the level of customer care.
- Customer care content: reflects the specific activities that Lotte will conduct to serve customers. For example,

building a website about customer care, helping customers to place orders, change orders, pay... online. Or hold regular customer conferences to interact with customers, creating opportunities for them to express their difficulties, questions or dissatisfaction. Some businesses on holidays, Tet or special occasions also send gifts to customers to congratulate...

Customer care level: showing the indicators of quality, volume, scale, frequency. conducting the above activities. A customer conference can include several dozen or a few hundred customers, can be held semi-annually or once a year. A gift for a customer on the occasion of the new year can be just a postcard, a calendar, but it can also be a more expensive gift.

Usually Lotte will decide on the content and level of customer care based on the following factors:

- Customer's need.
- Customer care activities of competitors.
- Lotte's own responsiveness.

The most basic thing is that Lotte must balance between the efficiency achieved and the costs incurred.

### Care by customer groups

Dividing customers into groups to take care of is similar to market segmentation in Marketing in general. In customer care, customer segmentation can also be based on differences in needs, personality, and behavior. However, the most important division basis that businesses often use is the revenue (profit) that each customer brings. Based on this criterion, customers are divided into: special customers, large customers, medium customers, small customers. The purpose of customer segmentation is to find out the needs of each group and identify them. Identify key customer groups to take care of.

The needs of customers about the way of service as well as the demand for products are very rich and diverse. If all those needs are met, Lotte will have to spend a lot of money and waste it unnecessarily. Each customer group has certain needs. Grouping customers, understanding exactly the needs of each group, businesses can both satisfy customer groups and limit costs.

### Care according to the stages of the buying process:

The buying process is usually divided into 3 stages: pre-purchase stage, purchase decision phase and post-purchase phase. Customer care needs to be done at all three stages above, but the content and method of implementation change depending on each stage.

#### Pre-purchase stage

At this stage, the need does not necessarily arise from the customer side, but Lotte can actively stimulate to give rise to the desire to have products and services. Lotte can use direct marketing, leaflets, direct mail... to provide information to customers. The content of customer care in this stage is an introduction about the features, prices, quality of the product, the utilities it brings, the user manual...

#### Phase purchasing decision:

After evaluating the options, the customer comes to a buying decision. However, from the purchase decision to the purchase, there are obstacles such as: purchase

conditions, purchase locations, payment methods, after-sales services, etc. To promote the purchase process, Lotte needs to eliminate remove obstacles from Lotte itself by arranging sales points with convenient travel, diverse payment methods, rich and attractive content of after-sales services... Another obstacle to purchasing decisions goods come from the customers themselves, from their "fastidiousness". In order to win the hearts of customers, Lotte must create a spacious, clean sales space, complete facilities and amenities, and a warm, enthusiastic and knowledgeable sales staff., skillful manipulation skills, agile...

Customer care in this period must focus on creating maximum comfort and convenience for customers when buying products.

### Period after purchase

It is not after the purchase that the relationship between Lotte and the customer ends or the customer care work is completed. Any customer when making a purchase also attaches great importance to Lotte's after-sales care and takes that as a criterion for selection. Customer care activities at this stage focus on advising and helping customers while using products and services and building relationships between customers and Lotte, increasing the likelihood that customers will come back to Lotte next time. In parallel with the increasing level of competition in the market, the content of customer care activities that companies offer today is also increasingly rich and diverse. It is difficult to list and categorize such activities clearly and precisely. Relatively, we divide them according to customer satisfaction factors. Specifically include:

- Activities bring convenience.
- Activities related to human factors.
- Other customer care activities.

Activities that bring convenience such as choosing sales locations, arranging suitable sales places, opening hours in accordance with customers' time; delivery to the home for patrons, simple exchange conditions, accept many forms of payment, arrange a hotline for customers to ask questions or request advice 24/24h, build a Web site helps customers learn about products, place orders, make payments, change orders at home, etc. All these activities facilitate customers to easily access products and suppliers; Convenience in buying and selling products.

Activities related to human factors are expressed through skills, qualifications, attitudes and behaviors of employees. Thorough understanding of the product's uses, functions, characteristics, usage, etc.; skillful operation when providing services; warm, friendly attitude when interacting... all of the staff's activities have a positive impact on customers. They make customers feel better about the quality of products and services and feel valued. That will make them happy.

In addition to activities that bring convenience to customers and activities related to human factors, customer care also includes many other activities. For example, giving gifts, asking on special occasions, holding periodic customer conferences, sending new product samples for customers to try, etc. These activities aim to strengthen the close relationship with customers, Let customers know that they are cared for by the business anywhere, anytime.

Lotte performs customer care very closely, with clarity in the activities of functional departments.

Lotte has its own mailbox for their customers to detect shortcomings in the management system leading to waste and loss of company assets, shortcomings in product and goods quality, shortcomings in Working style and spirit of customer service, and especially the negative behavior of Lotte Mart employees, their customers can send information directly to the Suggestion Box, address: [hophugopy@lottemart.com.vn](mailto:hophugopy@lottemart.com.vn), contribute your ideas and initiatives to improve the management as well as to build a professional and effective working style, improve the quality of customer service.

Lotte Mart also shows thoughtful service: there is a room for children to rest, inside there is a crib with mattress, a lounge chair to rest, mothers with young children can let their children sleep, or come in. Breastfeeding comfortably and discreetly. On each floor, at the foot of the escalator, at the Korean food stalls. there are always Korean staff who bow politely and guide customers to choose products, help push carts up the ladder for the elderly and women. have small children. Regarding goods, Lotte Mart has a full range of items from popular to high-end and attracts customers by the meticulous care for each fish and squid displayed on the shaved ice shelf to the new and strange features of the shops. dishes that are only seen in Korean movies such as grilled spiced beef, more than 20 types of Korean-style kimchi...

### **Factors and Recommendations To Enhance The Quality Of Supermarket Services For LOTTE Mart**

#### **Commodity solution, product quality check**

In addition to Lotte's own strengths, there are also weaknesses that need to be taken care of and overcome by the leadership, such as the process of checking the quality of goods to give customers confidence in quality products when buying. at Lotte.

Most of the quality control of products and services is often underestimated by supermarkets because it depends on the supplier of the product and service. Lotte needs to set standards for suppliers such as quality commitments, products must meet the standards of the quality standard system of Vietnam, meet international standards but must have a certificate of high quality. At the same time, Lotte also needs a team of qualified professionals to check the quality of goods when putting products into business supermarkets, must put the interests and health of consumers first.

It is recommended to use software to manage and check goods at supermarkets to quickly improve the quality of service delivery. Currently on the market there are many retail service management software, but Lotte Mart has to build its own separate goods management software to check whether the goods on the shelves are still valid, quantity and quality. If there is a large amount of goods in stock, Lotte Mart needs to coordinate with suppliers to offer promotions so that products are quickly received by consumers. Typically, sales management software will have the following benefits:

- **Improve efficiency and reduce costs** – Centralize data for better visibility across the company – thus reducing inventory levels, improving retail shelf output, increase product profitability, and reduce labor costs.
- **Unify business processes** – Unify your retail channels, including the Web, to better understand your sales patterns and customer preferences.

- **Optimize all core business processes** – Make it easy to share data and manage inventory, promotions, purchasing, sales, sourcing, human resources, assets, finance, and e-commerce in the most effective way.
- **Increased visibility and mobility** – Creates a uniform flow of information across the retail value system, allows access to essential data from disparate systems, and provides visibility across real-time into everyday business processes – to help businesses make informed, informed decisions based on informed decision-making. The type of goods is an equally important factor determining the company's sales.

The more diverse the goods, the easier it is for consumers to decide to choose the goods that are right for them, the more diverse the goods, the richer the price will be. Lotte Mart offers over 40,000 product items and to increase its strength and find more product suppliers to be richer in goods but those are quality goods suppliers. Lotte Mart uses legal corridors to require suppliers' goods to ensure quality and Lotte Mart also has a team to check the quality of these products and services through the expertise and qualifications of employees. product quality control.

In order for customers to choose Lotte Mart as a shopping place, Lotte Mart must satisfy consumers with both quality and service, improve resources as its strength, and improve its weaknesses to improve its quality. Lotte's competitiveness with competitors is high because this is an attractive industry, there are many competitors and the competition will be fierce.

#### **Development of spatial location and premises, infrastructure**

Lotte Mart has the advantage of a very large space, which is difficult to find compared to other supermarket systems, although the cost of space is not small. Lotte Mart has only 2 distribution systems in Vietnam, which are District 7 and District 11 in Ho Chi Minh City, which was established and put into operation at the end of 2008 but has created attraction for consumers.

When we come to Lotte Mart, we will see the difference that is the airy and spacious space with an area of over 20,000 square meters per supermarket. But with the location right in the new urban center, it has not created an advantage, customers underestimate this factor even though Lotte Mart has targeted its customers, who should choose these central areas as a place to do business. first business.

It is necessary to promote the advantage of spacious premises to make Lotte Mart competitive. Create a spacious space, a pleasant atmosphere with melodious music, easy-to-see display of goods, easy-to-see and easy-to-find signage for each shopping area, clear aisles between 2 shelves for customers to easily see. stand selection of goods. The shopping area located in the center of the urban area will attract a larger number of customers because it is close to entertainment areas and easy to move to neighboring areas, attracting a group of high-income customers. high to Lotte Mart. Lotte Mart has a high-end fashion shopping area for both high-income customers, so Lotte Mart develops more distribution networks to earn huge profits because Vietnamese people are very interested in fashion. especially those with high incomes and their consumption demand also increases.

Infrastructure is also an important factor, although this

factor is rated the lowest by customers for their satisfaction. meet the needs of customers) if the business cares and tries to exceed customer expectations, this factor becomes normal. And it will cost businesses more, but the lack of it will create a disadvantage for competition, so it requires businesses to provide enough for customers such as the parking system must be spacious and convenient for exiting. When entering customers, it is necessary to equip a system of modern equipment such as freezers, refrigerators, and cash register systems so that they can be quickly and safely stored to meet the needs of suppliers. The checkout system is expanded because most supermarkets have a situation of jostling each other when waiting for their turn to pay for goods and Lotte cannot avoid this situation if it falls on weekends or holidays. During the Tet holiday, the amount of shopping of consumers skyrocketed, the demand also increased.

On the other hand, Lotte Mart further develops services such as entertainment area (video games, music, movies, photography, drawing area for children, karaoke...), waiting area when shopping, free parking, home delivery service, flower and gift delivery service for customers on request... to bring customers more and more added value when shopping at Lotte Mart.

#### **Improved merchandise display**

The concern of customers entering the supermarket is that it is easy to find the goods they need to buy. Display of goods is also an important issue for supermarkets, but research shows that customers underestimate the display factor of Lotte Mart.

The area of Lotte Mart is very large, this is a strength that is difficult for retailers in Vietnam to have, so this is a factor that creates competitiveness through the easy-to-see and logical layout of goods. Adjacent shelves of goods are complementary to each other so that customers can easily find goods and stimulate consumer interest. Promotional display locations must be "impressive" to entice customers. Customers buy more items through display pictures and promotion policies.

Lotte Mart needs to improve the way of displaying goods, in addition to displaying goods beautifully, it must also be logical, the shelves of goods next to each other must be complementary products and support each other.

Displaying beautiful goods is also a factor that stimulates consumers to shop, customers buy goods not only for consumption needs but also for promotions and eye-catching displays that attract the attention and curiosity of consumers. client. The light must be clear to make it easier to choose goods, the goods are not displayed narrowly (hard for customers to get) which will create a feeling of frustration and discomfort.

#### **Strengthen complaints handling policies**

Implement well the system of receiving and responding to customers' comments, simplifying the complaint settlement process. Providing enough information about the children to handle complaints to customers and this information must be easily accessible, this is something that customers are quite interested in. To do this, Lotte Mart needs to build a complete information system so that it can bring information to customers quickly, accurately and easily.

Improve service quality in handling complaints in order to build customer's trust. Through training a team of

professional staff with the motto "One destination, many options", priority is given to resolving these complaints in a way that benefits customers, quickly and convincingly. It is necessary to have a professional staff to carry out the task of carrying goods and items for customers to the car in case the customer needs help, especially for female customers with small children, or for people with small children of older age.

#### **Improve staff service attitude**

Today, most businesses are very focused on their employees. Employees are considered to represent the face of the business so that in order for the business to compete and develop normally, the staff element must always be well implemented by the business. Therefore, Lotte Mart always focuses on recruitment, should arrange people with professional qualifications and experience in recruiting employees to suit each function and department of the supermarket.

Regularly organize training classes to train employees on professional skills, knowledge and skills in the process of serving customers. Participants should be agile, dedicated guidance and answer all customer inquiries. Employees should be assured of providing complete information about the types of items; cargo location; supermarket activities such as promotions, loyalty programs, procedures for goods return, complaints, shipping, etc. To be able to present accurately, fluently and accurately, detail to customers when necessary.

Micro EC customers appreciate the costumes of staff neat elegance is an advantage to promote for Lotte Mart, employees need to be motivated, building a sense of dedication to serving and reminders about maintaining a respectful and attentive attitude towards customers; Employees must show a warm, considerate and enthusiastic attitude in the process of interacting with customers.

Lotte always create the work environment comfortable as ng seriously, every employee must be trusted and secure the delivery. In addition to the above factors, an important factor in stimulating the work of employees is that the supermarket management needs to listen to the employees' opinions and need an appropriate salary and remuneration regimes based on the employee's needs. based on real capacity and reduce seniority to motivate employees to work better. The rewards are not only related financially, but really care about the daily life of employees, such as lunch, travel, one and still paid time off, and refreshments. or snacks in the rest area.

#### **Solutions to improve service quality from customers' opinions**

To improve the attitude of the staff, many customers complained indicates the service attitude of the staff is not really good, not to make customers comfortable while shopping, thus improving service quality of staff are necessary, will help improve service quality, thereby creating a competitive advantage for Lotte supermarket compared to supermarkets in the area.

Increasing the number of items as well as rearranging goods in a reasonable way are also suggested by many customers. Because today's consumers have higher shopping requirements than they want to choose the products they really like, it makes sense to diversify

products as well as arrange easy-to-find goods.

There are also a number of customers who also give other specific ideas for the supermarket to improve such as the quality of the fruit and vegetable section, the untidy checkout area, the unreasonable parking time or the care services. Customer care is not diverse. In particular, the most mentioned opinion by customers is that the waiting time for payment is quite long during peak occasions such as holidays, Tet or weekends. Therefore, Lotte Mart should arrange more cashiers or support staff for payment to help avoid congestion at peak times as above. In addition, it is possible to place more banners or tips, creating a queue culture to avoid jostling, causing disorder when paying.

### Price factor improvement

LOTTE supermarket originates from Korea, so it is quite difficult for Vietnamese products to be consumed. Most of the supermarkets are of foreign origin such as Metro, Aeon, etc., when entering, they are flooded with foreign products, so the product price is also quite high compared to similar Vietnamese products.

In order to improve prices and lower selling prices for Vietnamese consumers, the LOTTE Mart system should prioritize importing and distributing products in the Vietnamese market.

When importing and distributing products in the Vietnamese market, the cost of import will be cheaper than when importing foreign products, so the selling price will also be cheaper than foreign products.

### Expanding distribution network and customer attraction program

- To expand the distribution network, LOTTE Mart needs:
  - Increase the number of distribution stores
  - Promote brand development
  - Send invitations to cooperate with product distribution companies in Vietnam

During the current outbreak, in order to attract the attention of customers, Lotte Mart should contribute anti-epidemic items to the frontline, persistently provide meals for quarantine areas, and at the same time drastically implement anti-epidemic measures, creating a safe shopping environment for tens of millions of customers and employees.

- The customer attraction programs that LOTTE Mart can apply to attract customers can do as follows:
  - **Discounts:** It is not necessary to reduce the price too much compared to the original price, but even a small discount compared to the product price can attract customers' attention.
  - **Liquidation:** This is a program that almost every retail business uses. Just 1 ad sentence "liquidation" with prices from a few dozens to a few hundred can attract a lot of attention to customers.
  - **Gold time frame (day or week or month):** This is also a way that most places do business. Just advertising, information to customers in the discount time frame will leave an impression on customers' interest.
  - **Membership card;** This is also a program that large and small retail stores often apply. This is a way to motivate customers to come back to shop. With the criterion of buying more, more points, more

discount. This is a very successful customer acquisition program from retail locations when they want to attract customers to return to shop.

### Conclusion

In the context that consumers have more and more opportunities to choose where to shop, there are increasingly higher requirements for service quality, customer care culture along with the development trend of the supermarket market. In retail, operating businesses have increased demand but also face competition from rivals. Therefore, in order to survive and develop, the Lotte Mart supermarket system needs to pay attention to the quality of service, its customer care culture received when coming and shopping at the supermarket,

The topic "Research on customer service culture at Lotte Mart Vietnam" was carried out to find out the factors affecting service quality and customer care culture of Lotte supermarket system, from which specific solutions to improve service quality. Especially in the context that competitors are other smart supermarket systems that are increasingly developing in Vietnam.

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