

**BUILDING BRAND AWARENESS THROUGH CONTENT
MARKETING ON A FACEBOOK FAN PAGE:
A CASE STUDY OF BE1SALE**

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Thematic Paper
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ABSTRACT

The purpose of this research is to understand the marketing presentation patterns that have the potential to build the brand awareness for hotel/travel deals business through a Facebook Fan Page and to promote a new brand in a highly competitive marketplace. This research provides useful information related to travel to create the positive attitude and reliability through various presentation 4 patterns, given as using a photo with a link or hashtag of tourist attraction, using a photo with information of tourist attraction, using a collage photo with information of tourist attraction, and using multiple photos with information of tourist attraction. The results were obtained from 14,757 participants and were evaluated the positive feedback by the proportion of 'Likes' (%Likes). The information of the same tourist attraction was posted in the different pattern on the next day to avoid lack of variety and interest. The data were gathered and then summarized every Sunday. This research revealed that the pattern of using collage photos with information of tourist attraction had the highest positive feedback by 4.09%. Thus, new entrepreneurs who are interested in the hotel and travel business could use this pattern as the best guideline for building brand awareness.

**KEY WORDS: DEAL / COLLAGE PHOTO / BRAND AWARENESS /
CONTENT MARKETING / FACEBOOK FANPAGE**

62 pages

การใช้การตลาดเชิงเนื้อหาเพื่อสร้างการรับรู้ตราสินค้าผ่านเฟสบุ๊กแฟนเพจ: กรณีศึกษา บีวันเซล

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บทคัดย่อ

สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อทราบประเภทและรูปแบบการนำเสนอเนื้อหาการตลาดในการสร้างการรับรู้ตราสินค้าที่פקและการท่องเที่ยวผ่านเฟสบุ๊กแฟนเพจ เพิ่มโอกาสในการผลักดันตราสินค้าของผู้ประกอบการใหม่เข้าสู่ตลาดที่มีการแข่งขันกันสูง โดยงานวิจัยนี้ใช้เนื้อหาที่ให้ข้อมูลข่าวสารที่เป็นประโยชน์เกี่ยวกับที่פקและสถานที่ท่องเที่ยวในการสร้างทัศนคติความน่าเชื่อถือและภาพลักษณ์ที่ดี ผ่านรูปแบบการนำเสนอที่หลากหลาย โดยแยกเป็น 4 รูปแบบ ใช้ภาพประกอบกับลิงค์ของสถานที่ท่องเที่ยว, ใช้ภาพประกอบกับข้อมูลสถานที่ท่องเที่ยว, ใช้ภาพตัดปะพร้อมข้อมูลเกี่ยวกับสถานที่ท่องเที่ยว และใช้ภาพหลายภาพประกอบกับข้อมูลเกี่ยวกับสถานที่ท่องเที่ยว ประชาสัมพันธ์ถึงกลุ่มประชากรผู้ชื่นชอบแฟนเพจที่פקและการท่องเที่ยวใหม่แห่งหนึ่ง จำนวน 14,757 คน ซึ่งจะวัดผลการตอบรับด้วยสัดส่วนของผู้ชื่นชอบเนื้อหา (%LIKE) ทั้งนี้เนื้อหาของสถานที่เดียวกันจะถูกประชาสัมพันธ์ด้วยรูปแบบที่ต่างกันในวันถัดไป เพื่อหลีกเลี่ยงความไม่หลากหลายของเนื้อหา โดยข้อมูลของแต่ละสัปดาห์จะถูกรวบรวมและสรุปผลในวันอาทิตย์ ทั้งนี้ผลวิจัยพบว่า การนำเสนอเนื้อหาข้อมูลข่าวสารที่เป็นประโยชน์ด้วยภาพตัดปะประกอบกับข้อมูลสถานที่ท่องเที่ยวนั้นได้รับผลตอบรับดีมากที่สุด ซึ่งหากผู้ประกอบการที่פקและการท่องเที่ยวรายใหม่ใช้รูปแบบการนำเสนอข้างต้นเป็นแนวทางจะสามารถสร้างการรับรู้ตราสินค้าในตลาดได้ดียิ่งขึ้น

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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, the world is filled with advanced technology. To have better lives, we cannot decline the technology is the main factor which drives business to grow in many ways. The business is faced with intense competitions, we need to adapt the technologies to achieve the maximum efficiency in management and communication. The market advertisement by online social is becoming trendy. Especially, Facebook is currently the most popular tool.

Currently, most businesses use the electronic media to manage the commercial transaction and to emphasize upon the internet service trading, called Electronic commerce or e-Commerce. Referring to Thailand e-commerce growth rate in 2013 by the National Statistical Office (NSO), The e-commerce business shows those e-commerce business classification as follows[1].

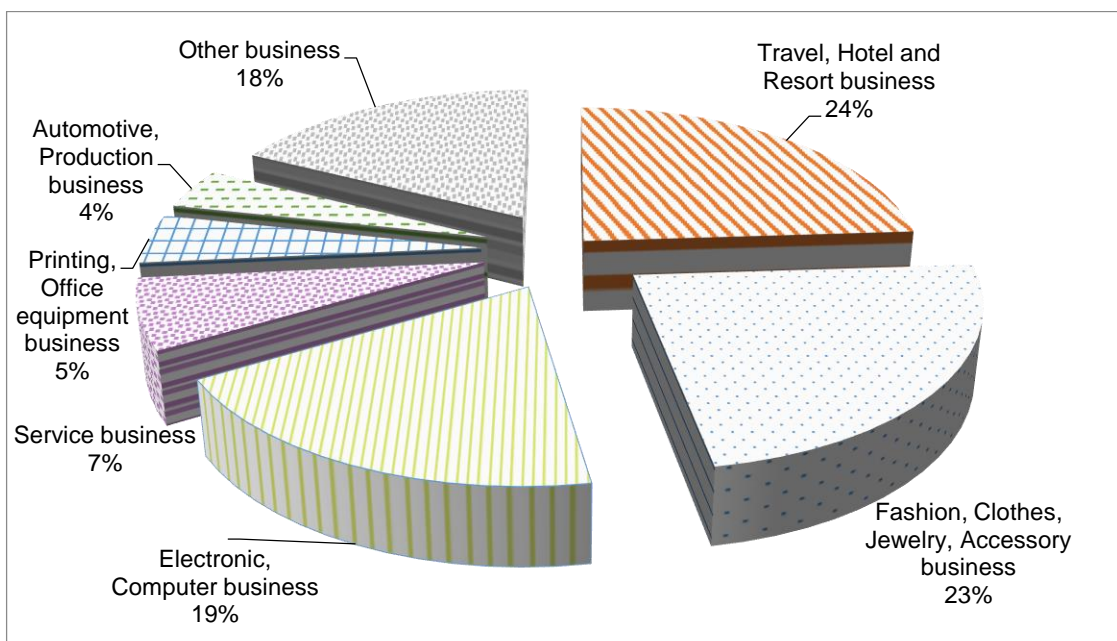


Figure 1.1 E-commerce classification.

According to the market demand, the competition is becoming more severe. The market requires faster response time in order to gain the market share, thus, technology has been being developed to support the needs. Today there are many ways to complete the transactions and other activities, both smart phone and internet are the parts of our lives, that the vendor can use e-marketing to communicate, promote, and publish on the online social networks, such as Facebook, Twitter, Instagram, and Line. When we discussed about social network, Facebook is the first tool that comes to our mind. Zocialrank (2014) said Facebook has 3% growth rate worldwide and there are more than 26million users in Thailand, which is No.3 of the world ranking (No.1; Philippines, No.2; Indonesia).

For these reasons, the e-commerce businesses frequently advertise on Facebook to keep the market share and to promote a new brand.

Be1sale is one of the businesses that establish to be the center of the sale and purchase of resort/hotel's coupon in Thailand. However, this business field has strong rivals to those who are already well-known, such as ensogo.com, idealinthai.com, and voucherdd.com

“Brand awareness building” is the starting point of entrepreneurship as “BE1SALE” which is going to add their brand in the sustainable market. The researcher is interested in varieties of marketing contents, used to impress customers and increases the brand awareness, so that it is possible to increase Be1sale's page viewers.

1.2 Objectives of study

1) To analyze the characteristic of “like” on Be1sale Fanpage based on demography, geography, and online social network using behaviors.

2) To comprehend the advertising pattern of marketing contents on an online social network (Facebook) affecting the “Be1sale's brand awareness”.

1.3 Scope of work

1) To use Facebook Insight as a tool to investigate the fans who like to purchase a resort/hotel deal in Thailand broke down as demographics, geography and timing of website/Facebook using. This research refers to be1sale's current fans.

2) To use each contents, articles, pictures and video clips to advertise the brand as well as stimulate brand awareness of be1sale's Facebook Fanpage. It will refer to an advertising patterns/details of "ENSOGO" and "iDeal in Thai" during December 2014 ~ January 2015.

3) To be uni-evaluation report by using 3 weeks for content posted and to summarize by using a proportion of the number of Like and Reach for evaluating the index of positive feedback and brand awareness.

1.4 Expected results

1) To grasp the marketing content pattern on the Facebook Fanpage affecting the brand awareness on fans who use Hotel/Resort deal websites in Thailand.

2) To use the results to improve marketing strategy/communication for Facebook fan page.

1.5 Definitions

Internet Network: It is a global system of interconnected computer networks to link several billion devices worldwide. It is similar as the big public library where lots of knowledge is freely accessed by anyone at any time. Moreover, the information, news, audio, and other media can be searched at the same time.

Electronic Commerce (e-commerce/EC): It is definitely as the transaction of trading products/services by the use of computer networks and other transmissible electronic devices such as mobile phone, fax, internet and so on. It is cost-saving, provides convenient ways to sale, and serves the selection factors to buyer, such as the product details, image, and video.

Social Network: It is a social structure made up of a set of social users. They may post their interests and other activities, as well as sharing and connecting with other users. In the social network, the communication types of users that often used are given as exchanging messages, e-mails, and uploading/downloading images and videos. Furthermore, Facebook is the most popular in Thailand that creates a lot of market value through advertisements or offering in-game purchases.

Facebook: It is an online social service that users can communicate together and interact with other users through posting an interesting status, exchange messages, sharing photos/videos, playing games, and other activities on linked applications being continuously developed.

Fan page or Facebook Page: It is the page on Facebook which created for business or organization. The product details allow the public viewing and exchanging with Facebook's user (consumer) directly, therefore, it can support to evaluate the product or brand popularity as well.

Reach (on Fan page): It is one of Facebook metric showing the number of unique people who have seen the content associated with our Page.

CHAPTER II

LITERATURE REVIEW

According to the Facebook's coupon website marketing research, It relates the literature as follows;

- 1) E-commerce and Thai society by Prisana Phetcharaburanin
- 2) Factors affecting using behavior for e-commerce of internet user by Jarunmas Chaithirasakun and Nuk Guris
- 3) Principles and methods how to win the primary and target customers by Sumalee Grodangunt
- 4) Digital marketing influencing consumers' response in approaching marketing information by Viphada Phitiya and Nuk Guris
- 5) Social media: future media by Pichit Vjijtunyaruk
- 6) Consumers' attitude and purchase intention on deal discount coupon via social commerce website in Bangkok metropolis by Sunittha Pupongpan
- 7) Public relations strategy on social network by Nuttha Changchuto
- 8) Type of marketing content on Facebook fanpage and consumers' buying intention by Autthachai Worajarasrangsri and Phanom Kleechaya

2.1 E-commerce with Thai society

E-commerce has a lot of benefits such as 24hr/365days transactions which expands to the worldwide market, and breaks the geographical obstacles. However, there are some downfall. For example some customers could not see the final product until payment and delivery processes are completed. The customers have to handle the risk, if products do not meet their requirements. However the barriers of E-commerce successes are 2 factors as follows.

- Electronic standard structure.
- Law of information security.

As the ranking of information and communication technology by The Economist, Economist Intelligent Unit (EIU) 2010, Thai people have reliable network connectivity only 3.2 from 10 points which is lower than Malaysia, Singapore, and Cambodia.

In terms of security in Information Technology, Thailand issued certificates for 11% of the total E-commerce sellers, moreover we are facing difficulties enforcing this law.

Nevertheless, Thailand is joining ASEAN Community, The online commerce is expanding rapidly everywhere in the world. This is an economical way with the high probability to increase sales directly. It is stimulate the E-commerce standardization structure enhancement and to contribute the stable internet system, such as the high speed internet services and High Speed 4G internet infrastructures in 2015. Furthermore, Information Technology's law is being amended to match with the existing technology such as increasing penalty, serious enforcement for fraud computer accessing (hacking). The development of technology is to serve the current market which promote more competition, and to increase the capability of products/services in order to become the market leader. To achieve our target, our strategies and tactics must be prominent comparing to the competitors in order to gain market shares and secure target group sustainable [2].

2.2 Factors affecting E-commerce usage behavior of the internet users

The advanced in technology is enhancing devices and network making it more easily accessible. We applied the internet technology for purchasing and service transactions referred as E-commerce. Referring to WTO's information in 2013, E-commerce's sales amount is around \$1.25 trillion, and many websites have become famous and achieve a leap growth, such as www.amazon.com that has 23times growth rate compared to 2001.

To gain a good response from consumers, the business should have studied and analyzed the market carefully in variety points as follows;

2.2.1 Demography

Age difference: It is the cause of different tastes, different product preferences which include different E-commerce usage behaviors. Working age group (between 21-31 years) who don't have too much spare time will shop mostly through internet.

Career difference: The employees and business owners are the most frequency internet users, because most of salary men who works 8hr, Mon - Fri do not have time to go shopping in department stores, which internet becomes their most search goods. Moreover it is available 24hr.

Salary difference: It is affected to E-commerce using behavior. Customers having the high purchasing power will often choose the highest quality and luxury products. On the other hand, The customers earning the low income will choose a product which worth their money. People with salary range around 15,000 to 30,000 THB have the highest frequency of using E-commerce, because those can afford it which would not impact their daily spending. Moreover, those can accept the higher risk, if the goods do not match their requirements.

2.2.2 Expectation of website structure

The appropriate presentation pattern is a key point of website successfulness, which has 6 necessary factors (6C) as follows.

- Content: It is the first item of website attraction. There are given as the alphabet character, picture, sound, etc.
- Convenience: The page design should be easy to use and able to correctly access to data.
- Community: It is the place designated for people to socialize, which means where the internet users can create the society on online network, and anyone can participate in any interesting activities with others.
- Customization: The service pattern is suitable for user.
- Communication: The contact channel for consumer.
- Commerce: Online trading through website.

As the user expectation analysis, the highest expectation factor is “Communication”. The next is content, convenience, community, and customization respectively.

2.2.3 The attitude toward E-commerce’s structure

The commercial on the internet or E-commerce have the 6 necessary factors as follows.

- Position: The position of a website’s link should be easy access.
- A variety of goods and quantity.
- Presentation and composition of Business attracting the consumers.
- Online service (service by email, chat, etc.)
- Ease of payment: When customers got the price of goods or service, The payment process could be done easily.
- Following the committed online activity and responding the customer’s need (Starting the product choosing→ordering→payment→delivery to finish and ending of purchasing process.)

With understanding the E - commerce process, the customers can use it easier, and will encourage re-purchasing.

2.2.4 E-commerce using motivation

E-commerce using will lead to goods and service purchasing behaviors corresponding. The purchasing motivation includes following;

- Emotional motivation: Consumers will buy their own self-satisfaction such as outstanding, convenience, high quality service, goods, etc.
- Logically motivation: Consumers will carefully consider about the price before purchasing.

Now, many businesses are providing a lot of goods which motivate to increase purchasing attention on the internet. Referring to NECTEC research, the online shopping ratio of Thai was increased from 47.8% to 57.2%, and the price is comparable on internet, if we can provide the goods with lower price than the market to customers, it will gain consumers satisfactions and re-purchasing the goods/services frequently [3].

2.3 Principles and methods how to win the primary and target customers

In highly competitive markets as now, we should have a strong strategies to get the target customers, grab the market shares and be able to competition. Entrepreneurs should have principles, knowledge and understanding in the target consumers.

2.3.1 Customer types and their classification

If the Entrepreneurs could comprehend their target customers or contact persons, it will lead to be successful in business. The entrepreneurs enable to maintain the customers, there are 7 types as follows.

- Quiet type customers: The customers having no response and unpredictability to perceive, is difficult to predict their demand.
- Impatient customer: The customers getting bored easily, cantankerously and always give shorten responses.
- Hesitant or flighty customers.
- Talkative, argumentative, and overbearing customers.
- The customers who inquire or have no knowledge of goods before.
- Forethoughtful customers who consider the worthiness of goods.
- The customers who have self-confident attitude and high experience.

2.3.2 Determine and analyze target group

- The Entrepreneur owner should analyze their target customers to grasp the requirements, and have to study from first-hand experience consistently. However, the business owner must understand their customers' needs, customer's purchasing timing, and channel, which influence the customers' decision as well.

2.3.3 How to win the target customers

If we emphasize on customer service, we would be outstanding over our competitors.

The customer requirements are given as:

- Being a good listener and being aware what customers' need or expectation.
- Recognizing the customers' needs and always thinking that customers/buy not only our products, but also our services too.
- Prioritizing each customer based on their needs. Trying to offer goods/service that suites to each customer.
- Being sincere and honest. Thus is because it makes customers feeling good and trusting in our product.
- Understanding both internal factors and external factors of the corporation
- Preparing and training the operators to ensure who are able for smooth services.
- Saying sorry if mistakes and circumstances occurred.
- Offering beyond expectation, do not start the conversation with "I can't / I don't have".
- Listening the feedback, suggestion, and criticism for improvements.

2.3.4 Marketing principle and importance

The marketing principle is a dissemination way to create and encourage customer satisfaction. Marketing importance is concerned, when marketing team must use their knowledge/skills to survey/obtain the customers' needs. Today, we have many types of media. The marketing methods are used to gain customer satisfaction as follows.

- Advertising above the line: Television and radio broadcast in wide areas, which consume the less time. However, both of these impact a lot of audiences.
- Advertising below the line: It is the sales promotion that customer can be a part of activity. For example, playing games to get some prizes, it is possible to build a good image of product and promotes sales as well.

2.3.5 Marketing strategies

It means the value mechanism to create the relation and obtain the positive feedback from customers. There is a component of the marketing mix which emphasize to make the maximum profit under customers' satisfaction. The strategy planning methods are as follows.

- **Product strategy:** To know the root of service/product come from and its dominant characteristic, we can use it to presents product in a suitable way. However, branding helps customers to remember the product and may encourage re-purchasing.
- **Pricing strategy:** The value of the product is an important factor in customer decision. The environment or situation always affects the pricing, such as pricing for business survival, pricing to increase income, pricing to retain/retake market shares, etc.
- **Sales channel strategy:** It is the product transferring process from the maker to customer by direct sale, through middleman, and retail/wholesale.
- **Marketing promotion strategy:** It is the activities to promote sales and to create customer satisfaction. If the business got the satisfactions, it will lead to a long relationship with customer, brand loyalty, and support of viral marketing.

2.3.6 Marketing mix strategy

- **Product strategy:** The products have to meet customer demand. It is possible to classify the product in 4 types, given as: convenience goods (consumption goods), comparison goods (compare price, quality before purchase), specialty goods (order by brand loyalty or handles images), and unsought goods (unknown brand)
- **Price strategy:** It is effective to product's image and reliability. Price fixing strategy is given as;
 1. Fix to the expensive price to gain the maximum profit. However, we must have a strong point and market opportunity over your competitors
 2. Fix to the cheap price for a period of time to attract customers' attention and grab the market shares.
 3. Fix to the cheap price always to be the price leader. The quality must be consistent.

- Sales channel strategy: the following points are necessary to consider when customers have the several channels to choose the product/service;
 1. Customer characteristic: the customer buy product/service at the shop or buy directly from the maker.
 2. Goods characteristic: It is the product specification. For example, foods have set in the shortening channel, because there is an expired date.
 3. Purchasing behavior: It includes purchase timing, and purchase quantity.
 4. Customer's resident: In case the customers stay far from main roads or shopping mall, who may often buy at the retail shop near their home for convenience and save transportation time.
 5. Maker characteristic: even a small business or large business must operate their stock by themselves or outsources.
 6. Other environmental factors: The inefficient purchase channel and external incentive that affect to customer behavior, and so on.
- Marketing promotion strategy: It is the communication process between the seller and buyer about information sharing, persuasion, brand or product awareness emphasizing, such as advertising, sales promotion, direct sale, special activities in exhibition, etc.
- Packaging strategy: It is the face of the product which should be beautiful and stands out from other rivals.
- Salesman strategy: It is the salesman having the service skills, experiences, and positive attitudes will always be able to persuade customers to buy.
- News strategy: It supports customer to be aware of product image to gain a positive attitude of services.
- Power strategy: It is the way to capitalize the negotiation power to gain the maximum benefit to the business.

From the 8 strategies as previously mentioned, the entrepreneurs should learn about customer behavior and decision process as steps by steps as follows.

Step1) Being awareness of customer demand.

Step2) Finding the way to meet that demand.

Step3) Estimating the choice such as criteria of buying decision (reasoning or own satisfaction)

Step4) Buying decision: The entrepreneur have to be able to answer questions from customers as whether, what, which, why, when, where, how, how much, how often, how long, etc.

Step5) After-sale evaluation: The entrepreneurs should evaluate the customers' satisfaction, and use those results to compare with their expectations.

With conclusion, to gain the competitive edges over competitors and stand out, entrepreneurs must understand their customers to reach the targets [4].

2.4 Digital marketing influencing consumers' response in approaching marketing information

The communication is the key point of marketing, especially for digital media playing vital role in Thailand and global societies. Everybody can quickly search both news and information with minimal cost, and able to apply this information to obtain target customers.

From demography analysis, women have more intention to obtain the marketing information comparing with men, but purchasing demand does not differ. However, we should prioritize women for supporting the target customers as we can get more completed information. Moreover, educational levels that lead to purchasing decision is a Bachelor Degree or above, because those customers have more knowledge of technology and other fields and have higher chance to communicate with others.

Digital marketing media should focus on the social online or social media, using speed, attraction, and modernization. The information should be clear, comprehensive, believable, and match with lifestyle.

- Activities: The entrepreneurs should continuously arrange marketing promotion activities to create a good relationship between entrepreneurs and customers.
- Interests: The entrepreneurs should study and follow popular trends to improve their products to meet customers' demand.

- Attitude: The entrepreneurs should advertise to build a good brand image digitally

In conclusion, the entrepreneurs must learn about marketing strategies to attract the customer attention and meet their demand [5].

2.5 Social media: future media

Human are social beings who need to communicate with each other. In the past, our societies were not as complicate as now, we only talked or used the carrier pigeon. However, the communications have been developed to the advance technology, human changed their lifestyles with the development of technologies such as computer based on internet communication instead of person to person communication.

The online social is becoming very popular. It started as a hobby or communication between close parties, then extended to business with swiftness, convenience, and approachability to everyone interested in the same things. This is how we can target our specific target groups.

Today, we have many kinds of online social, the followings are famous online societies.

- Blogging: It is the media channel where user can share their journals and opinions with others.

- Twitter and Microblogging: It is the blog which limits the size of a post. Twitter is microblogging which limit 140 alphabets per post.

- Social Network: It is the online website which you can communicate with both friends and strangers such as Facebook which is highly popular.

- Media Sharing: It is the online website which we can upload multimedia and share with others, such as YouTube, the most visited video sharing site.

As previously described, the online social media is used in private as well as business purpose to conform the current technology. Online media is trending towards the main media worldwide. For example, Barack Obama, the president of the United State, used online media for election campaign and penetration for all levels of people and target groups leading to the victory of election [6].

2.6 Consumers' attitude and purchase intention on deal discount coupon via social commerce website in Bangkok metropolis

Present, the internet network is developing to connect seamlessly, and becomes the part of our life, such as banking, goods and services purchasing. The today's lifestyle is easier comparing with the past. As we know, daily business trading on the internet (called online shopping) is increasing.

Social Commerce is a part of E-Commerce that uses Social Media to promote the trade execution like suggestions, polls and rating. Currently, the commercial website catching on market is the services (e.g. resort, hotel, spa and beauty salon) and discount deal. There is a tendency that it is increasing in Thailand as well, because these website spend the minimal investment. If these kinds of businesses establish the good relationship with the business, the business would get the better deal to meet customers' demand.

For deals and coupons, the sale business should give the precedence to advertise on broadcast media, such as radio, television, printing, and media. We used all to promote the reward campaign or cooperate with credit card business about payment by installments campaign to draw customers' attention. However, the products must be improved to serve customers' need.

As target market survey, we should set the single women aging between 28-37 years old as our target group because this group does not have much obligation. Moreover, the persons in this group should have bachelor degree or above, working in standard working hours with fixed salary in the range of 20,000 THB, interested in purchasing discount coupon. However the entrepreneur owner has to ensure to keep the confidential customers' personal information with the secured payment system, and the continuous development of their websites to attract and sustain the customers.

Besides, the marketing mix factors are also importance, product, price, purchasing channel, marketing promotion planned, improvement and development as follows;

- Product: providing coupons must be suitable, appealing, and meet each group of customer demand.
- Price: It must be worthwhile, cheaper than retail shop, and suitable for customer's purchasing power.

- Purchasing channel: The website must be the accessibility for all time, convenience, easiness, and having several payment channels. It may include the products/services information as well as a channel for other users to leave a review, which may be a leading indicator for the next buyer.
- Marketing Promotion: The business owner should advertise through any media, such as radio, television, and printing media for promoting the brand awareness. Sometime, we used the media to promote, reward campaign or cooperate with credit card business for additional discount rates to draw customer attention and create sales opportunity [7].

2.7 Public relations strategy on social network

Owing to the communication behavior has changed, and communication devices are also rapidly advanced and become portable. The use of social networking is continuously increasing as well, that is why many organizations in Thailand started to use several ways to promote products/services, and to improve their existing promotion campaigns, as follows.

- Promotion through blog (Weblog) or private online media: This way is suitable for organizing where an individual character is renowned or have the unique product which holds a dominant share of the market already. The target customer of this group often uses emotional more than reasoning, such as quality and appearance. This leads to increase the brand awareness and becomes viral. In some cases, the freelance, who may be an expert in that matter, also reviews and supports the product increasing the reliability of organization and product.
- Promotion through academy, production, and service citations sources: The example for discussion is Wikipedia. Wikipedia is an online encyclopedia that everyone can search, refer, and edit freely. You can advertise the company, products, and services to the large user base at a minimal cost.
- Promotion through famous online society in Thailand: It is given as such as Facebook which expands the daily users, as it can be accessed more convenient through portable devices, such as mobile phone and tablet. The most esteem method is

to advertise through the fanpage on Facebook. This is a very low investment, but it can be readily started with a name, profile pictures/logo which represent the organization or product.

- Promotion through media (e.g. VDO, clip, movie, song, etc.) sharing website: It is given as YouTube that become well known all over the world, there have more 2 billion viewers in 2010. This is why many companies like to public their advertisement on it as well. Details or style might be edited to match with online social, publicized details should be completed, and appeals to the receivers as the target customers to increase the viral message.

However, Items below are suggestion for creating promotion through online social successfully and adding value to image of products, services, and the company.

- To approach target customer, we should balance between advertisement through social networks and conventional advertisement style.
- We should regularly update or post the messages, pictures, and comment.
- We should know our target customer when advertising through social media.
- Details of products/services are important to make the purchasing decisions, the details have to be completed and cleared in order to be fasten the decision making.
- The social network is an efficient way to public with low investment.
- We have to listen to the customer opinions, and have interactions with those customers to get their real demands.
- We have to increase the target customer's chance of accessing product/service/company information by social network.
- Publicity through social network has several patterns which should conform to the company's purpose, such as sharing of organization information and increasing the marketing efficiency.
- We always research and present new information [8]

2.8 Type of marketing content on facebook fanpage and consumers' buying intention

The content marketing is the concept of marketing communication on internet network such as Facebook. There should be clear, cogent, interesting, and outstanding over the other competitors to make the brand impression.

This marketing method has a lot of merits. For example, we can specific a group of consumer, save costs, and support to the information memorization. We can describe the marketing content for 4 types as follows.

- Providing information related to marketing: This includes the sales promotion activities, contact channel, sales channel, product information, game information, award announcement channel, etc. This group is accounted for 53.05% on Facebook.
- The inducing content for more buying, needs, and decision: It is accounted for 39.02% on Facebook.
- Conduct online activities to collect the member: It is given as the gaming activity. It is accounted for 7.62% on Facebook.
- Sale promotion: such as the free sample, discount, coupon but accounted for a very small amount

There are 4 ways to publish above marketing content as follows;

- Using photo presentation to other members: As researched, photo such as e-Poster is the most chosen method of 82.93%, because it also has a picture and text in appropriate layout and easy to understand. Moreover the photos are shown on customer's newsfeed immediately, and efficiently and create the communication between brands and customers in the real time comparing with other media.
- Using video to present on Facebook Fanpage with 7.93%.
- Using link on journal, website, or Instagram to promote own activities with 4.73%.
- Using message to inform to Fanpage member or use of hashtag with 4.42%.

In terms of making a decision to purchase, customers will gather all information from third party person, advertisement, and websites as well as past

experiences, before the customers decide to buy. All these marketing information must be clear, interesting, comprehending and responding to customers' vital needs through E-poster as this is the most interesting from the customers' viewpoint [9].

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Process Steps

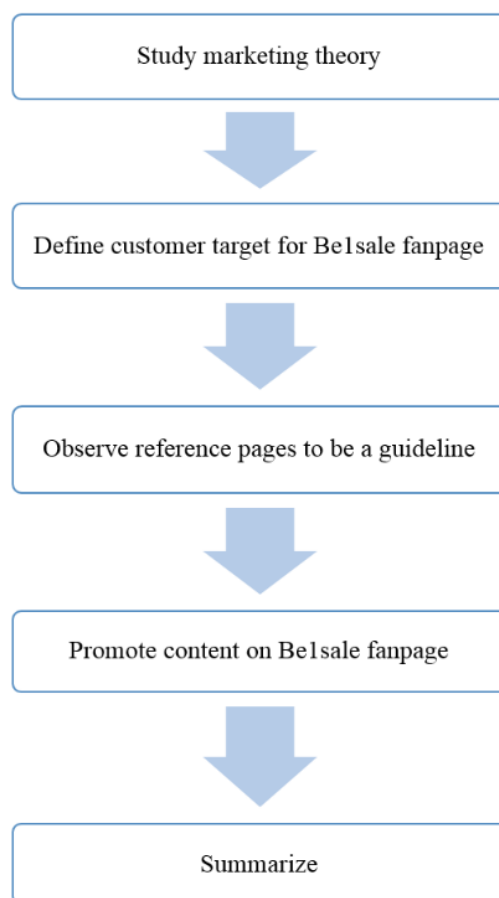


Figure 3.1 Research Model.

Step 1 The study marketing theories

Step 1.1 Divided group on the basis of ages

The social structure is always up-to-date on the state of economy, social, and politics. Therefore, age differences is the cause of difference behavior, attitude,

knowledge, abilities, and life style of people as well. If entrepreneurs understand these point, their management performance will be improved. The followings are the group of ages [10];

- Lost Generation: people in B.E.2426-2443 or after World War I period, which had nearly passed away all.

- Greatest Generation (G.I. Generation): The people who were borned in B.E.2444-2467 or during World War II. This group is the smallest, because those were faced with recession, and must work hard to live. Those are the basis of technology and economic development.

- Baby Boomer (Gen B) people who were borned in B.E.2489-2507 or after World War II. These ages have an ideal for many children, because those want to build the manpower to rehabilitate the country after the war. Now, this group is around 51 years and upward reach the advanced age whom are the maximum population in current. Most of them are economical use of the money, have a strong purchasing power, but spend money logically. However, those are not good in modern devices.

- Generation X (Gen X) people who were borned in B.E. 2508-2522. This age campaign to limit the children because the effect of Gen B that people were highly increased, then the population control was needed in order to control the resource in balancing management, the best example is China's one-child policy.

Population between 36-50 years are like an informal style or something easy what could be done by themselves. Most of them do it with self-confident. Therefore, the modern technologies have come to a role in their lives and more touchable, such as a pager and big mobile phone.

- Generation Y (Gen Y) or Millennial age people who were born in B.E. 2523-2540. Those are in between the period of changing social values and rapid technology development.

Population between 18-35 years has begun to get a good education, they don't like being forced to do and have a modernization and freedom thinking. As growing with the attitude of open-mindedness, those like to do the brainstorming with a teamwork, but those are not the patience like a parental generation. Thus, those are studying or working age, having skills about technologies for living, working, and

communicating. Those can balance live on working and playing, but not immersing in their works as the generation before them.

- Generation Z (Gen Z) people who were born after B.E. 2540. This period is a technology development period. Therefore, those would have many facilities for easier living and getting familiar with new technologies. This group is 1-17 years, being raised in nursery because their parent are busy at work. Even those do not have a buying power, but those have a power to persuade their parents to buy for them.

- Generation C (Gen C) after 7 generations above were grouped, there has been additional defined as a combination of people in Baby Boomer period and Gen X those who change their lifestyles and behaviors to have a new technology, such as mobile phone, internet, social network in part of their lives. Those often update or share the news/information on the internet, but those do it carefully more than Gen Y to it with emotion.

Step 1.2 Marketing Mix and 4P's marketing

The Marketing Mix is factors influencing to purchasing, there is a business tool used in marketing, sale, and changed social structure, which is often associated with the following [11].

- Product: It is an item which we offer to reach satisfaction of target customer needs, including the tangible goods and intangible services. If that product is needless or dissatisfied on the market, it will also hard to be accepted whether we try to use any strategies to improve it. Hence, we must consider what a customer demand and understand our product attribute, level of product, and product life cycle. The details of each factors are given as.

1. Product Attribute

- i. Design the appearance of product to become more prominent, beautiful, and wishes of using.

- ii. Safety of user.

- iii. Material is the main factor of quality and useful life.

- iv. Varieties of product types such as a color is increasing the opportunity of buying decision.

- v. Quality must be good and worthwhile.

vi. Warranty is build a reliability of buying decision. If a product is rotten in untimely, those still have the warranty.

vii. After sale service: There are delivery, setting, and repair.

2. Levels of product: It includes 5 things, given as:

i. Core product is the main benefit that customer shall get after buying.

ii. Tangible product is the physical existence as taste, smell, sound, touch, and product brand.

iii. Expected product is customer expectation of product and service.

iv. Augmented product is an additional benefit after buying, such as delivery service and warranty.

v. Potential product is a developed part to satisfy the expectations of demands in the future.

3. Product Life Cycle: It is the chart of sales growth. It is divided into 4 stages, given as:

i. Introduction stage is processing phase to launching a product at first time. But, the sales are quite low, because the customers do not know or trust in product.

ii. Growth stage is the next time that sales are increased abruptly. The product is accepted and hold the market.

iii. Maturity stage is a maximum sales time. But, trend of sales quietly decreasing or going to be stable.

iv. Decline stage is continuous decreasing sales rate until the end of the lifecycle.

For example, product life cycle of consumer goods needs time for introduction, so there growly becomes slow before holding in the market. The sales might be stable or cut down due to the factors that are analyzed by 4P (Product, Price, Place, and Promotion). If we know the stage of our product, we can put the right marketing strategy to boost up the sales and suitable planning for that time. Figure 3.2 shows the relation between sale amounts and timing (stage) [12].

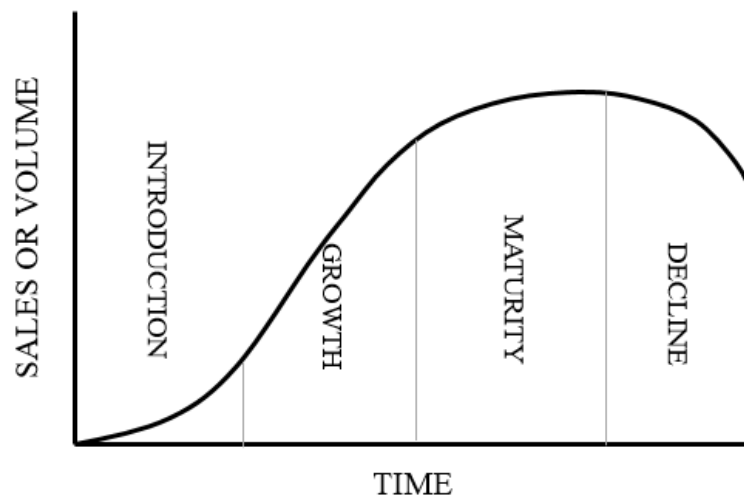


Figure 3.2 Product Life Cycle trend.

- Price is the price setting which suits the product characteristic, target customer, and sell channel. The price is very important as impact on sale amount. If it over perceived value, a customer may choose a competing product instead. On the other hand, if it is set in low price, customer's view may down and you may get a less profit. The price setting has many patterns, we can introduce some of the patterns that marketer often uses are given as follows.

1. Setting to a lower price than competitors: There might get a low profit, but has more potential to get a big sales volume. However, we should consider how many quantity that customer need to use.

2. Setting to more expensive than competitors: There is often applied to product having an independent physical existence and brand loyalty.

3. Setting in even numbers or odd numbers: There is a pricing strategy based on the theory that certain prices have a psychological impact.

- i. Even pricing uses for a well-known product to build worthwhile as quality that it has.

- ii. Odd pricing tends customers to perceive as being significantly lower than those actually are, tending to round to the next lowest monetary unit. It is not suitable for a famous product, because it might reduce the product reliability.

4. Setting as the case of maker handles all or some delivery cost: The price should cover all of the capital cost.

- Place is the channel to distribute a good/service to market or properly put it in the hands of customer with saving cost. There are 2 channels as follows;

1. Direct Marketing: The market is selling goods directly without the middleman involved.

2. Indirect Marketing: The market is selling a product through a middleman who does marketing and act as sales representative.

- Promotion is methods of communication with a customer for any purpose that include information giving, advertising, and brand image building. The sale promotion is important to marketing as increase sale amount, but there should be risen with public relations. The business must be sincere and often responded with customer to create the relationship between customer and brand for getting the final buying decision.

Step 1.3 Customer Behavior Analysis

Customer behavior analysis is a study of purchasing and consumer behavior to develop the product and service based on the customer demands and satisfactions. The analysis should be based on 6W1H [11].

- Who: It means customers who are in the target market. There is studied by the target characters, including demography, geography, behavior, gender, age, salary, habitat, and so on. This information is helping to draft proper marketing plan of each target group.

- What: It means what the customer wants. The maker and entrepreneur must know about customer needs to improve their product or package to be different from their competitors.

- Where: It means the channel that customers can find the information to make decision to buy including the efficient sales channel of product distribution.

- Why: It studies about why do customers want to buy from you, such as it is necessary as four requisites or just respond their needs.

- **When:** It studies about timing, frequency, and opportunity of buying to adopt appropriate strategies in any situations. For example, the shop is discounting a duffel coat or long pants in summer.
- **Whom:** Sometimes buying decision is not created from only buyer, because something buyers paid without use (i.e., the user is not a buyer). Thus, we must consider about other persons those who will impact on buying decision.
 - a. The person who has a buying intention or the person who want to use.
 - b. The person who influences product selection, such as brother, friends.
 - c. The person who makes a decision or who has a decision power, such as parents.
 - d. A buyer who has a buying power and possibility to buy.
 - e. A user who actually uses a good or service.
- **How:** the step of buying decision almost depends on marketing promotion strategies, such as information sending and sales campaign that motivate a buying decision. For example, accept a credit payment or installments.

From Figure 3.3, as previously explained, the summary is given as follows.



Figure 3.3 Customer behaviors analysis.

Step 1.4 Customer decision process

Understanding a buying decision process is key of success, because each consumers has different behaviors. If an entrepreneur understood it, they could create customer satisfactions and it would be easy for them to reach the consumers. The buying decision process comprises of 3 phases and 5 processes as follows [11].

- **Problem recognition:** It has happened when we are conscious about the difference between what we need and what we have got. We will be awared of it by internal and external factors, such as experience and motivation which stimulate consumers to realize the demands.
- **Information search:** It has happened after recognizing the problems or demands. The consumers will search an information which is important for buying decision in many ways, such as their memories, inquiries, and broadcast medias.

- Evaluation of alternatives; Even consumers already has an information to make a decision, those start to evaluate the choice before determining. The criteria of determination are 2 points as follows;

1) Based on own preferences: It is called Affective choice (attitude) or Attitude-base choice, such as brand reputation, product character, and so on.

2) Based on logical: The consumers will consider about benefits or characteristic of product such as quality, useful life, and price at first

- Purchase decision: The purchase decision does not mean that customers have to buy the products, but the customers also have the potential to refuse. However, customers can choose the best thing which meets their needs and might have chosen form factors of income, satisfaction, private feeling, and service-minded.

- Post purchase behavior: The customers shall compare a quality or performance of the product with their hopes after buying. The customers might be pleased beyond the expectations/failure, and think about the worthiness after that. Thus, the business should follow up the satisfaction after the purchase usually for improving their self to respond the customer's expectation.

As previously explained, from Figure 3.4, there are summarized as follows.

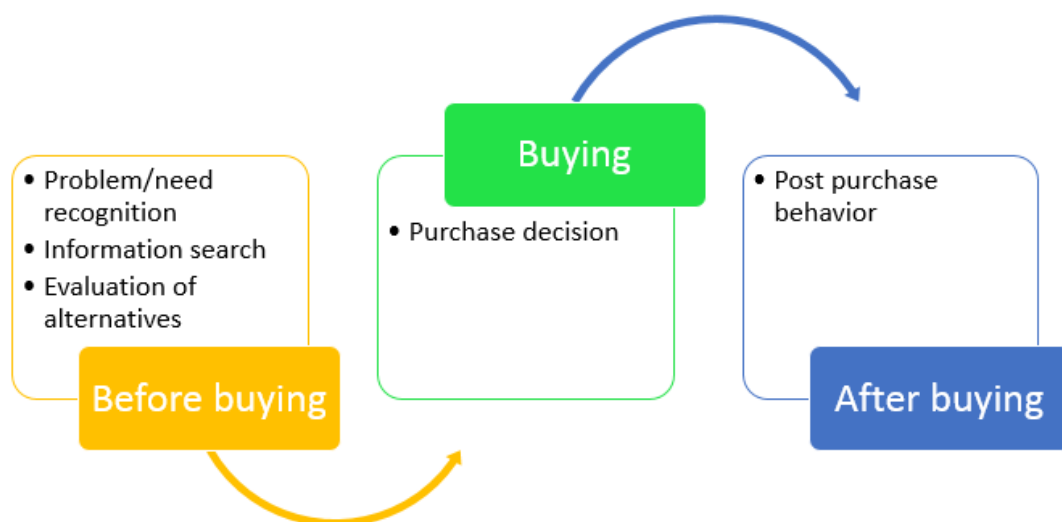


Figure 3.4 Customer decision process

Step 1.5 Content Marketing

Content marketing is marketing information management, involving the creation, sharing of media, and publishing content with entertainment and informativeness. However, there has to match with recent customer's behavior, those have become so adept at online surfing. So, content marketing must be expanded on a variety formats, including the article on the blog website, VDO, photo, and Infographic.

There are a lot of purposes to create an interesting content market, such as building brand awareness, inquiry answering, or sales stimulation. The 7 elements of good contents for any purpose are given as.

- a) Creative: We must be creative thinking to respond customer's lifestyle and needs.
- b) Useful: A content should be design to be useful and entertaining.
- c) Call to action: A content should lead customers to do something such as registration for applying marketing event.
- d) Accuracy: It ought to use vocabulary and grammar right and proper.
- e) Relation: A content is linked with product and brand.
- f) Clearness: A content (information) is made clearly.
- g) Friendly SEO: a content must have keywords, titles, and details which customer can find by search engine easily.

You can use 7 indexes; Link, Like, Share, Subscribe, Comment, Retweet and View for evaluating a quality of content how it responds to target customer. All details are explained simply in Figure 3.5 [11].

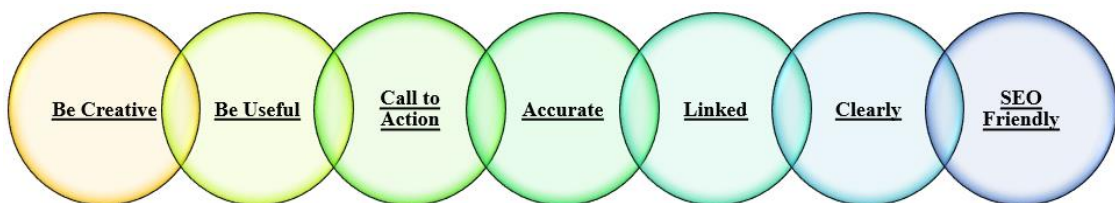


Figure 3.5 Components of good content.

Step 1.6 Social media marketing

Social media is the collective of online communications channels which create two-way interactions and enable to show our opinion at any time. From the reason above, social media has become to an important channel of marketing which business might not be overlooked. We can use it to act the well-known brand, promote an activity, and acquire/retain customers.

Marketing on social media has many tools. If it is adapted to other strategies (i.e., Pricing and Promotion), it will give a boost to sales and efforts to achieve the target.

Social media is a punctilious strategy of marketing which must be carefully present. The 7 steps to reach target customers are given as follows and in Figure 3.6 [11].

a) **Pleasure:** A presentation tactic must conform to to customer's lifestyle, and provides the benefit and entertainment when accessed.

b) **Right Time:** A product promotion should be arranged in the right timing. For example, a water gun should be promoted for Songkran festival.

c) **Attractive content:** A content is created to be useful and to entertain customers.

d) **Friendliness:** A content has made a good relationship and quickly respond when customer found any problem.

e) **Strategic integration:** Integration of information, presentation, and marketing strategy such as joining event to get gifts.

f) **Defining customer:** The product presentation is provided to appropriate customers.

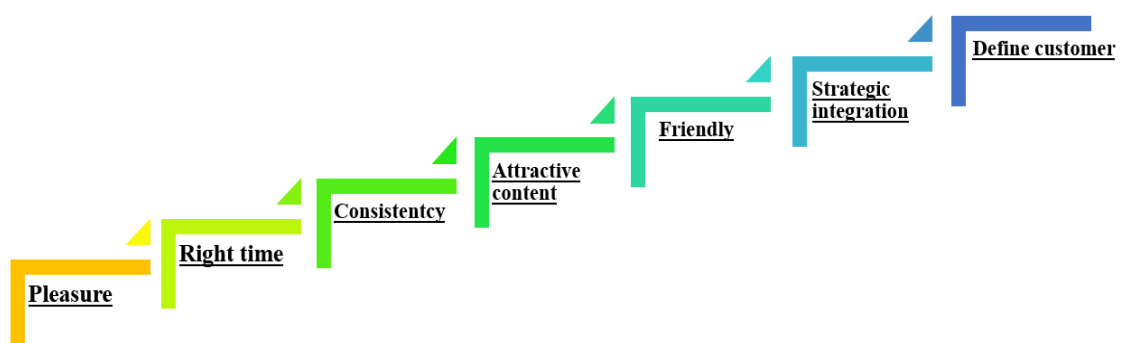


Figure 3.6 Seven steps to reach the target customer.

On the other hand, the 8 things that may destroy the business are given as,

- a) Using the low resolution picture,
- b) Focusing on sales or profit only,
- c) Using improper words or vulgar language,
- d) Showing a negative thinking,
- e) No tracking any update on the page,
- f) Ignoring the customer's needs or their problems,
- g) Never presenting the knowledge or skill of the writer,
- h) Neglecting the importance of marketing strategy planning,

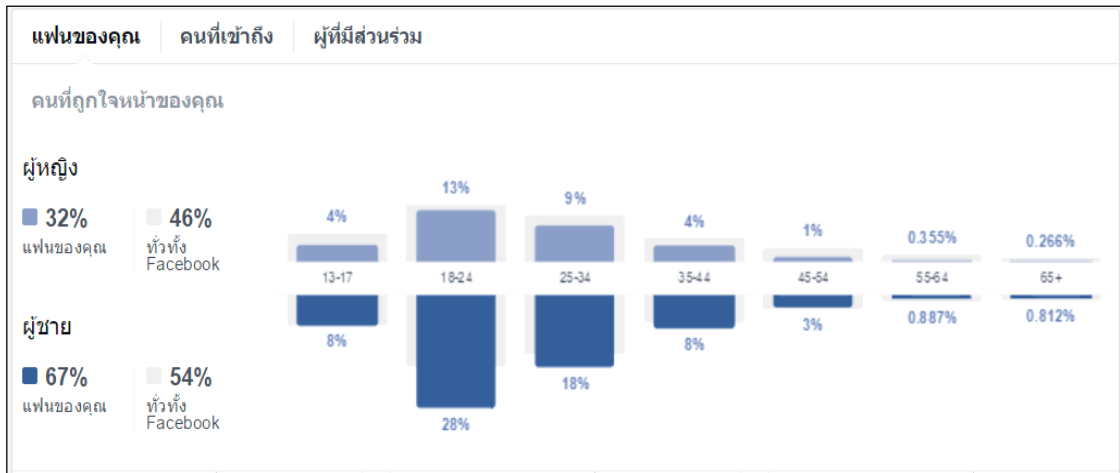
Step 2 Define the customer targets for Be1sale fanpage

Step 2.1 Analyze and define through Facebook Insight

According to in-depth analysis of Be1sale's fans through Facebook Insight, the statistics report shows the dynamic using of page members which break down as Demographic Segmentation and Geographic Segmentation to determine the group which is a target and is shown on Facebook Insight as following patterns;

- Your Fans: This shows Like's count by classifications of gender, age, country, quantity, and language.
- People Reached: This shows numbers of people who have seen our post for 28 days after posted with classification based on criteria as "Your Fans".
- People Engaged: This is numbers of people who have clicked, liked, commented on, and shared our Page posts for 28 days after posted with classification based on above criteria [13].

This research paper is referring to “Your Fans” as Figure 3.7.



(a) Demographic segmentation display

Country	Your Fans	City	Your Fans	Language	Your Fans
Thailand	10,194	Bangkok, Bangkok	4,471	Thai	9,522
Turkey	3,167	Istanbul, Istanbul Province	496	Turkish	3,199
Egypt	40	Chiang Mai, Chiang Mai	456	English (US)	630
United States of America	35	Nakhon Ratchasima, Nak...	235	English (UK)	196
Morocco	24	Ankara, Ankara Province	182	Arabic	64
Brazil	20	Ubon Ratchathani, Ubon ...	147	French (France)	49
Indonesia	17	Gaziantep, Gaziantep Pro...	146	Spanish	38

(b) Geographic segmentation display

Figure 3.7 (a), (b) Illustrations of “Overview and People” tab in Facebook Insight.

Step 3 Observe the reference fanpages to be a guideline

Step 3.1 Observe the reference fanpage Ensogo and iDeal in Thai as a guideline (during December 2014 – January 2015)

This research observes the content pattern referred to “Ensogo” and “iDeal in Thai” which have similar business characters and use as the guideline to create a suitable marketing content.

Moreover, it uses a checking sheet to summarize the types of content and presentation methods, such as text, photo, VDO, and link.

Step 3.2 Summary results

Summarizing data with graphs to show a trend of post’s frequency. The pie chart shows the most used contents, and the bar chart shows the most popular contents for 1 year (during January 2014~January 2015).

Step 4 Promote content on Be1sale fanpage

Step 4.1 Establish promoting schedule

We plan to promote a content based on using timing of fans who like on Be1sale through “When Your Fans Are Online” on tab of Facebook Insight. The result shows in Figure 3.8



Figure 3.8 View of “When Your Fans Are Online” tab in Facebook Insight.

Step 4.2 Create content to promote

We create a content and promote the information by referring to result in step 4.3

Step 4.3 Promote by general post to fans who like Be1sale

a) Run a promotion through the general post to current fans, and quantify Fanpage likes to grasp the most popular content pattern.

b) Run a promotion through boots post for raise widespread attention. We can fix a target customer and budget as described in Figure 3.9

This research based on target customer, as described in Step2.

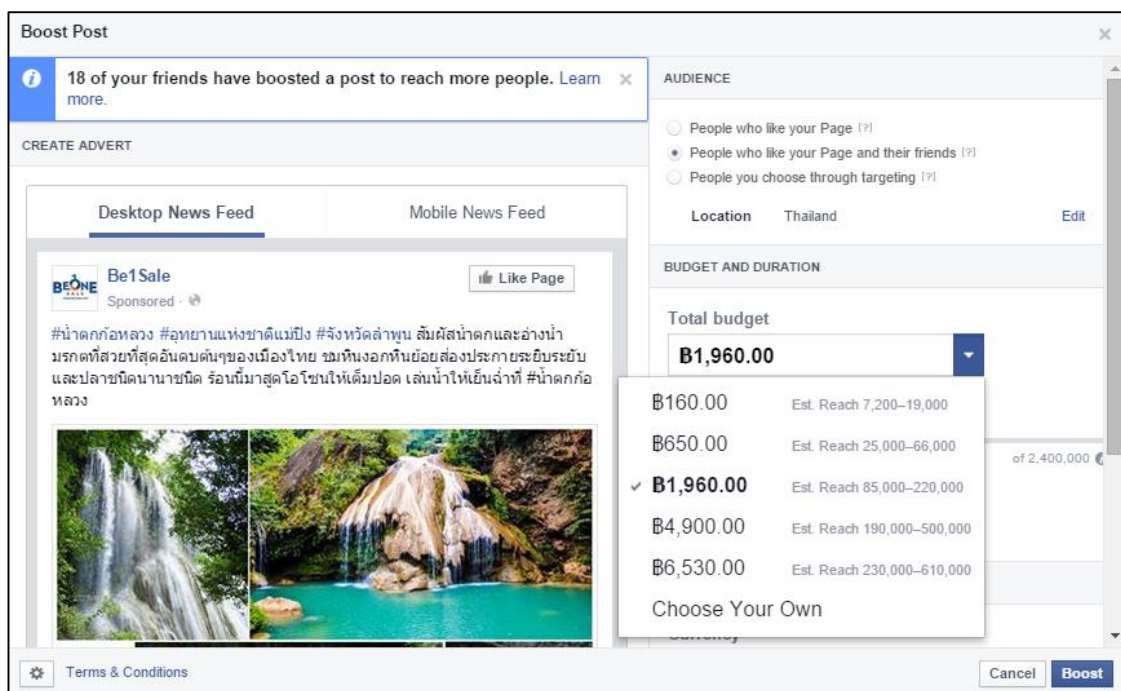


Figure 3.9 View of “Boost post” in Facebook Insight.

Step 5 Summary

Step 5.1 Summarize the number of fans who liked and reached posts

Using check sheet to record the quantity of likes and post reach broke down as the date, timing, and location. The most popular content is shown by summarizing likes ratio (%) into the graph, as described in Step 5.2.

Step 5.2 Analysis by comparing with like per reach

The index for measuring the value of a Fanpage’s like is %Like that means the rate comparing between Likes and Post Reach as a metric below.

$$\% \text{ Like} = \left(\frac{\text{Number of likes}}{\text{Number of post reach}} \right) \times 100$$

Step 5.3 Summarize

Summary of findings on research.

CHAPTER IV RESULTS AND DISCUSSION

This research used “Facebook Insight” as a tool to survey characteristics of Belisale’s fans (14,757 peoples on 4 March 2015). It will show the results as follows.

1) Demographic characteristics: Belisals has almost half of its users 66% in male bracket, the other is female with 32%, and undefined data is with 2%. From Figure 4.1, we will find a result that broke down as span of age.

- Population age 18-24 has the highest ratio at 41.00% ;
- Population age 25-34 has 27.00% ;
- Population age 35-44 and 13-17 age has 12.00% each of which ;
- Population age 45-54 has 4.00% ;
- Population age 55-64 has 1.24% ;
- Population age 65 and above has 1.08%.

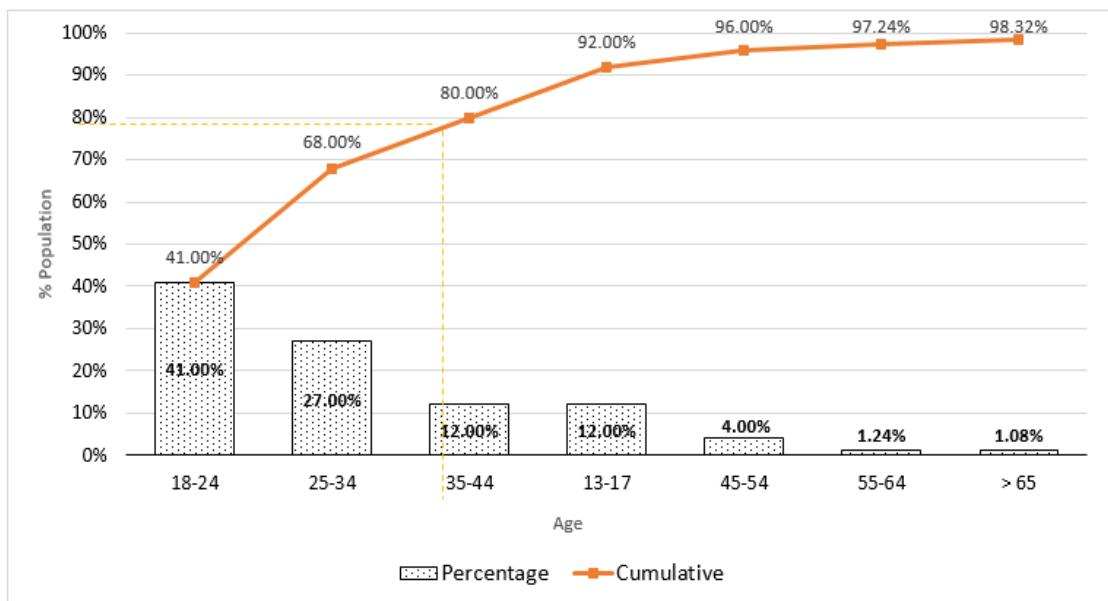


Figure 4.1 Age of Belisale’s fan.

2) Geographical characteristics: From Figure 4.2, 71.30% of fans are people in Thailand, 25.7% in Turkey, and other location is 2.92%. We could find the province where BeIsale’s fans stay in Figure 4.3, Bangkok is the most population 60.21%. Chiang Mai 6.19%, Nakorn Ratchasima 3.33%, Ubon Ratchathani 1.92%, and another province totally 28.35%.

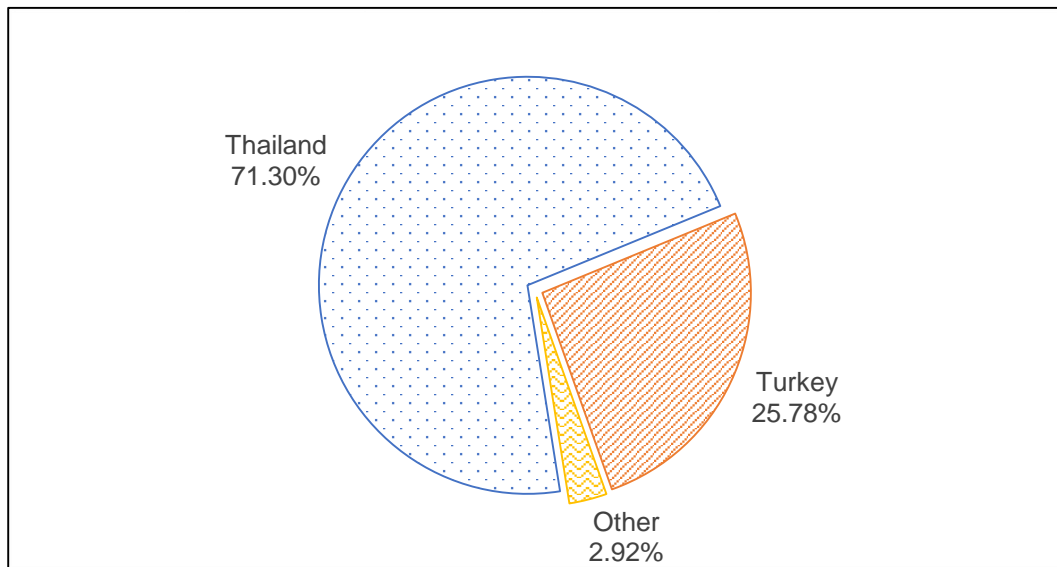


Figure 4.2 Country ratio of BeIsale’s fans.

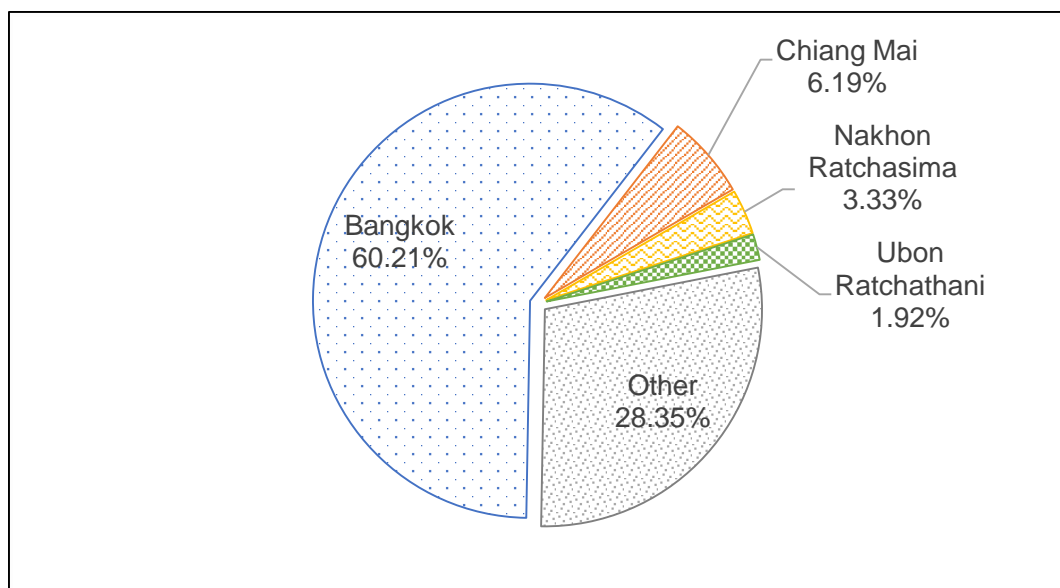


Figure 4.3 Province ratio of BeIsale’s fans.

As a reference to divide the marketing content into 4 types [9], given as:

- a) The marketing information is an advertisement attributed to provide more information to promote and impulse the customers to buy the products/services.
- b) The publicity which can offer information with the effect of creating positive attitude/image and reliability of brand.
- c) Event marketing is the activity to build an engagement between customer and brand such as online activity conducting.
- d) Sales promotion which creates attention and persuasion by adding the value of products/services for your brand such as giving product samples/premium, adding volume with a same price and so on.

However, the previous contents are often presented in many ways. defined tactics of presentation into 4 types as follows [9].

- a) Text: It is a useful text to give customers with knowledge, tricks, or hints which related the brand.
- b) Photo: It is a photo to lead customers to a better understanding to complicated details.
- c) Video: It is a motion picture including sound which can clarify explanatory details and easy to publicize on online media.
- d) Link: It is Hypertext systems which you can link/click to find another reference document and website.

According to research of Facebook fanpages between 1 January 2014 – 31 January 2015, Ensogo and iDeal in Thai are popular deal sites in Worldwide. Both sites make the contents which are mixed from photos, texts, and links for advertisement as in figure4.4.

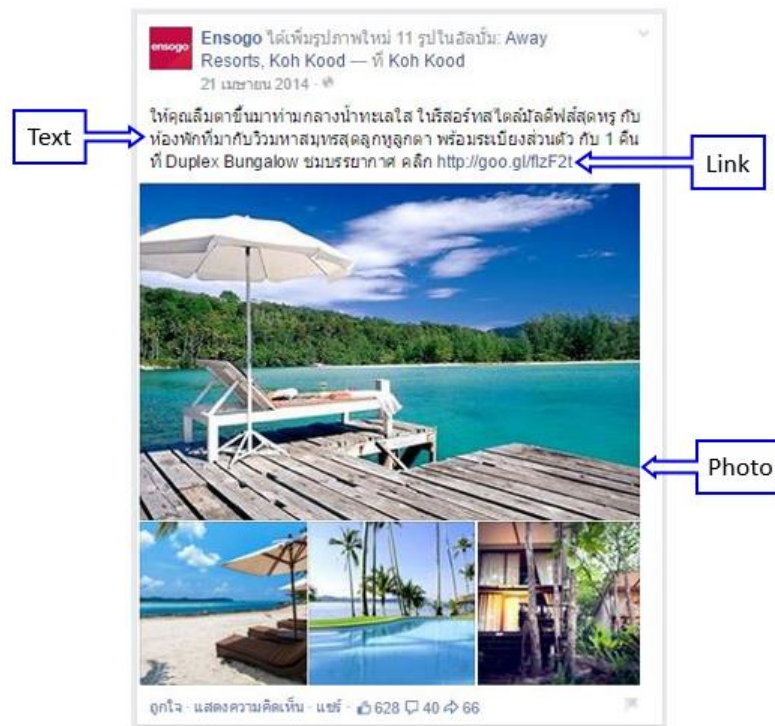


Figure 4.4 Example from Ensogo fanpage.

The marketing contents of Ensogo and iDeal in Thai which both of travel businesses are similar. Ensogo fanpage almost uses contents for the purpose of urging customer’s buying, and next down is the purpose of marketing information, sales promotion, and online event, respectively as shown in Figure 4.5.

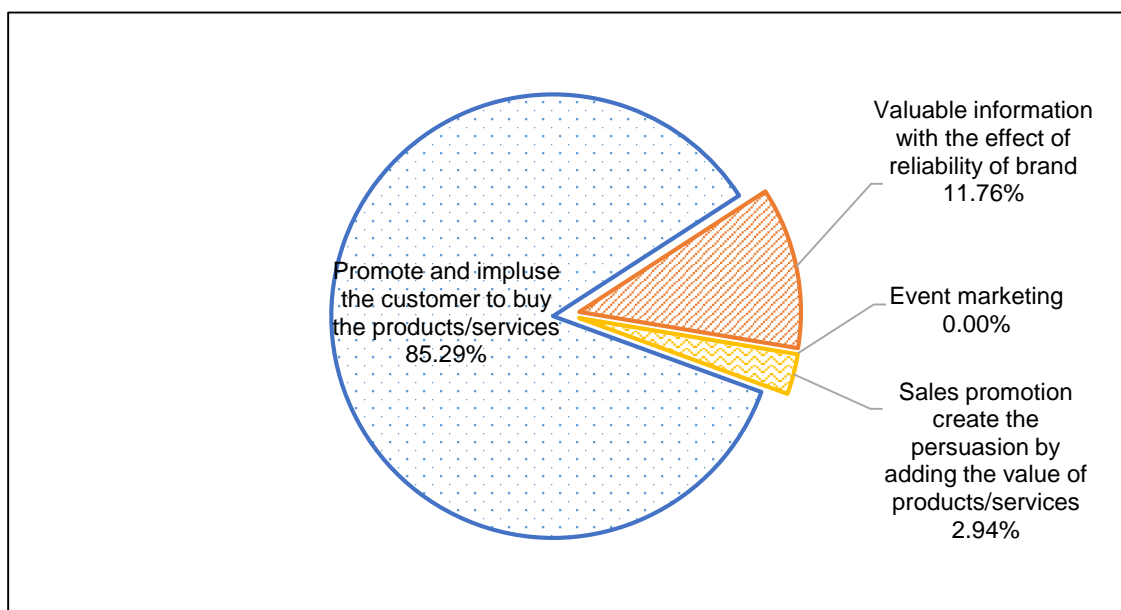


Figure 4.5 Types of content marketing in Ensogo fanpage.

iDeal in Thai uses the contents for the purpose of urging customer’s buying, marketing information, online event, and sales promotion, respectively as shown in Figure4.6.

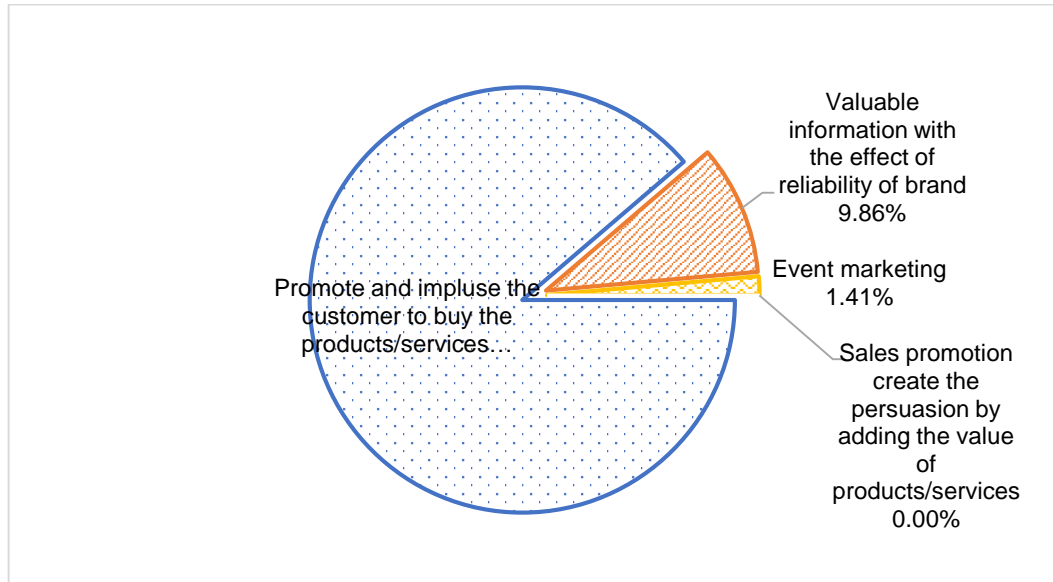


Figure 4.6 Types of content marketing in iDeal in Thai fanpage.

Presentation tactics on Ensogo and iDeal in Thai are provided in the same direction. Photos, texts, and links are used for advertising more than video. The following (see Figure 4.7) is the ranking of presentation ways which is observed.

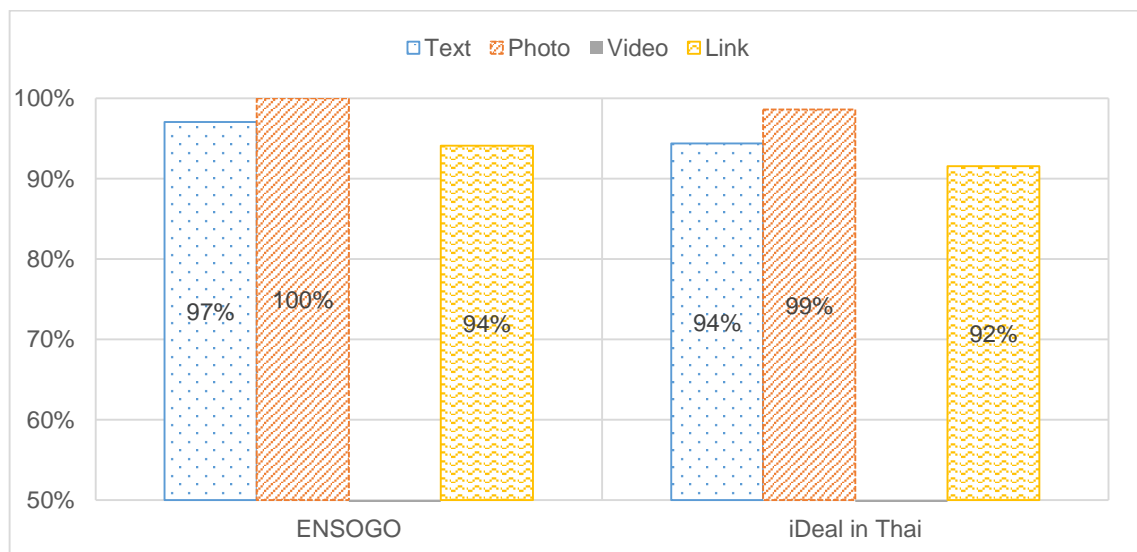


Figure 4.7 Methods of content marketing presentation.

Moreover, From Figure 4.8, this research examined for frequency of travel’s deal which is posted each months. Ensogo and iDeal in Thai still have similar trends which is peak in February - April and August - October periods, because of the long holiday seasons such as Songkran festival in April and New Year holiday in January.

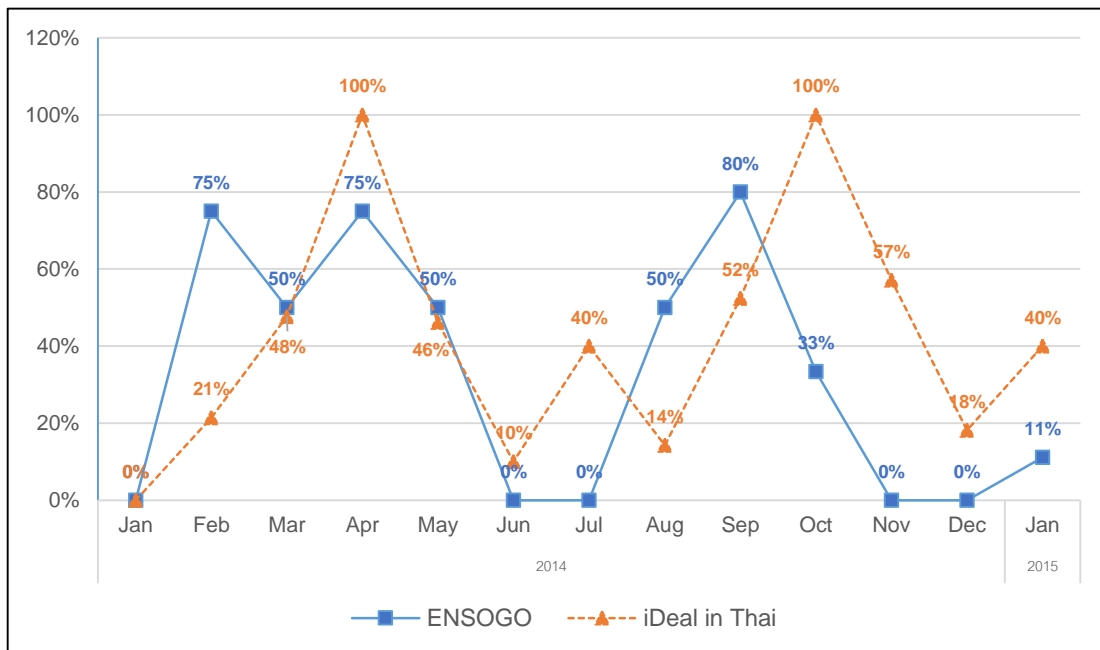


Figure 4.8 Frequency of travel’s deal were posted on both fanpages.

As per subject mentioned above, Ensogo and iDeal in Thailand are combined with photos, texts, and links for promoting and urging customers to buy products/services.

However, Be1sale is just a new fanpage, and new brand which is still in introduction stage. The marketing plans should emphasize on brand awareness building in various ways, because it is on “introduction stage” of marketing (reference to Product life cycle). This research contains the information contents for creating reliability and positive attitude towards the brand by using Facebook. Its observation of 3weeks is to find the potential of presentation tactics, such as text, photo, link, and hashtag. It should be to get more likes, as shown in Figure 4.9.

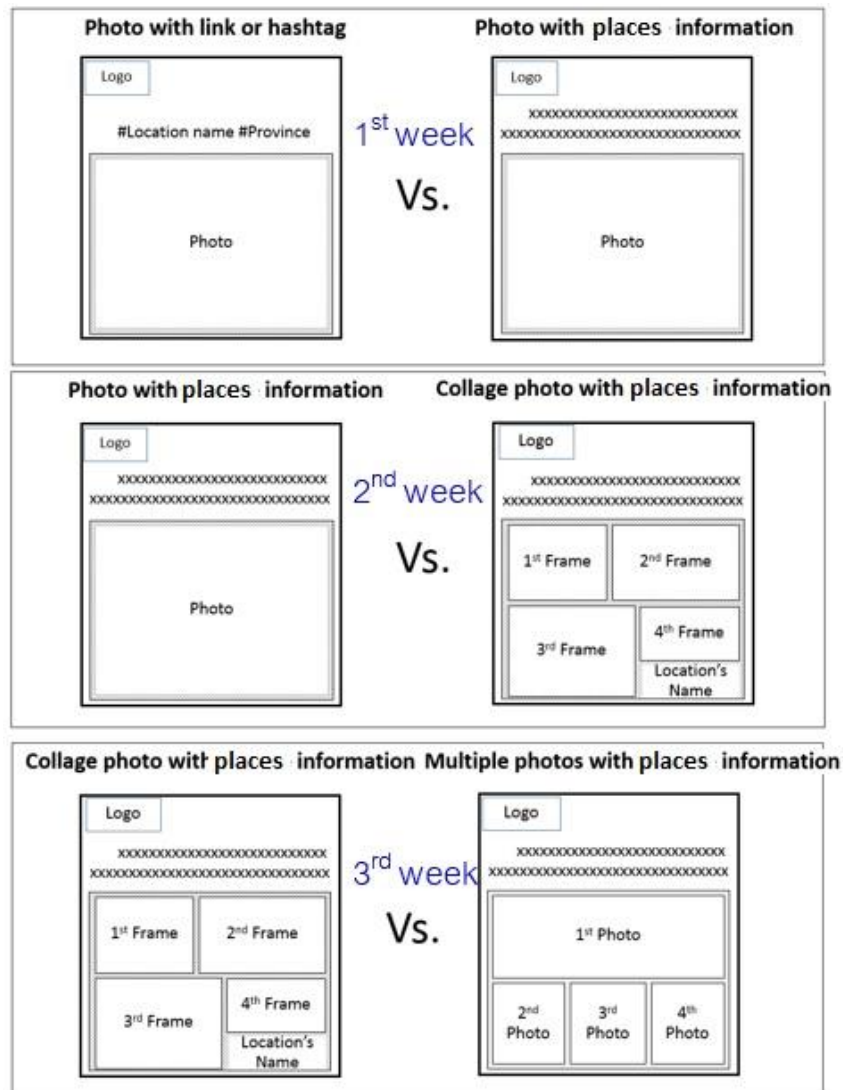


Figure 4.9 Description and method posted on 3 weeks.

This research survey shows the ways to gain Like from customers by using 4 patterns of presentation tactics as follows:

- a) Using a photo with link or hashtag.
- b) Using a photo with places information.
- c) Using a collage photo with places information.
- d) Using multiple photos with places information.

In the first week, we will do the comparison of two presentation patterns for a tourist attraction. a) Using of a photo with link or hashtag (figure 4.11 (a)) and b) Using a photo with places information (figure 4.11 (b)).

In the second week, we will do the comparison of two presentation patterns for a tourist attraction. b) Using of a photo with places information (figure 4.14 (a)) and c) Using of a collage photo with places information (figure 4.14 (b)).

In the third week, we will do the comparison of two presentation patterns c) Using of a collage photo with places information (figure 4.17(a)) and d) Using of multiple photos with places information (figure 4.17 (b)).

During three weeks, it was posted twice a day at 6:00am and 3:00pm referring to Facebook Insight on 4 March 2015 shows timing which fans often reach into Facebook as Figure 4.10. The following data is the observation result taken from Monday to Saturday (total shown 12 posts per week), then is summarized every Sunday.

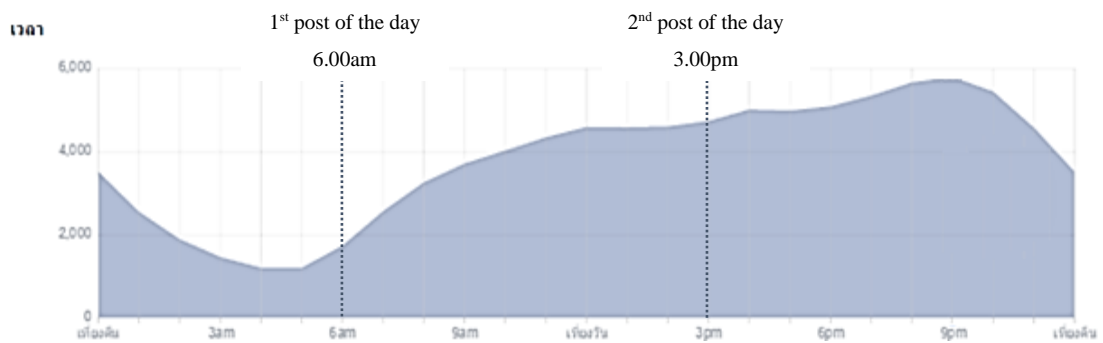


Figure 4.10 Time when Be1sale's fans are online, data on 4 March 2015.

The research on the first week (during 23-28 March 2015) is the collected data on 29 March 2015.

Table 4.1 Post schedule and result of 1st week, summary data on 29 March 2015

Catagories			Resort	Water	Beach	Waterfall	Event	Island	Result		
Location			Amadard resort	Cartoon Network	Suan Son Pradiphat	Nang Rong	MotorShow 2015	Koh Kood	Reach (persons)	Like (persons)	Like (%)
Mon	23/Mar	6.00 AM	P						336	8	2.38%
		3.00 PM		P&I					239	7	2.93%
Tue	24/Mar	6.00 AM	P&I						422	8	1.90%
		3.00 PM		P					146	2	1.37%
Wed	25/Mar	6.00 AM			P&I				290	9	3.10%
		3.00 PM				P			112	3	2.68%
Thu	26/Mar	6.00 AM			P				181	5	2.76%
		3.00 PM				P&I			31	5	16.13%
Fri	27/Mar	6.00 AM					P		60	1	1.67%
		3.00 PM						P&I	144	8	5.56%
Sat	28/Mar	6.00 AM					P&I		102	1	0.98%
		3.00 PM						P	104	5	4.81%

Remark : "P" post a photo with link or hashtag only
"P&I" post a photo with more information

Table 4.1 shows the post timing of each content including feedback from fans. It presented one sightseeing by 2 patterns which are photo with link or hashtag and photo with places information at the same time from day to day. For example, the Nang Rong waterfall was posted by pattern No.1 on 3.00pm on Wednesday 25 March 2015 (figure 4.11 (a)) and pattern No.2 on 3.00pm on Thursday 26 March 2015 (figure 4.11 (b)). It did not posted on the same day by reason of reducing the negative effect from the time difference evaluation and eliminating the duplicated post.



(a) Photo with link or hashtag.

(b) Photo with places information.

Figure 4.11 (a), (b) posted on the 1st week post about Nang Rong.

According to the result of the first weeks, it was collected on 29 March 2015. The result shows 4 of 6 places (accounted for 66% of posted sightseeing), gained more %Like by pattern photo with places information. The remaining 2 places (accounted for 33% of posted) have got more %Like by pattern photo with link or hashtag. The detail shown in as Figure 4.12.

Thus, these results summarized is defined in Figure 4.13. The pattern of photo with places information hold the potential to get %Like more than the pattern of photo with link or hashtag.

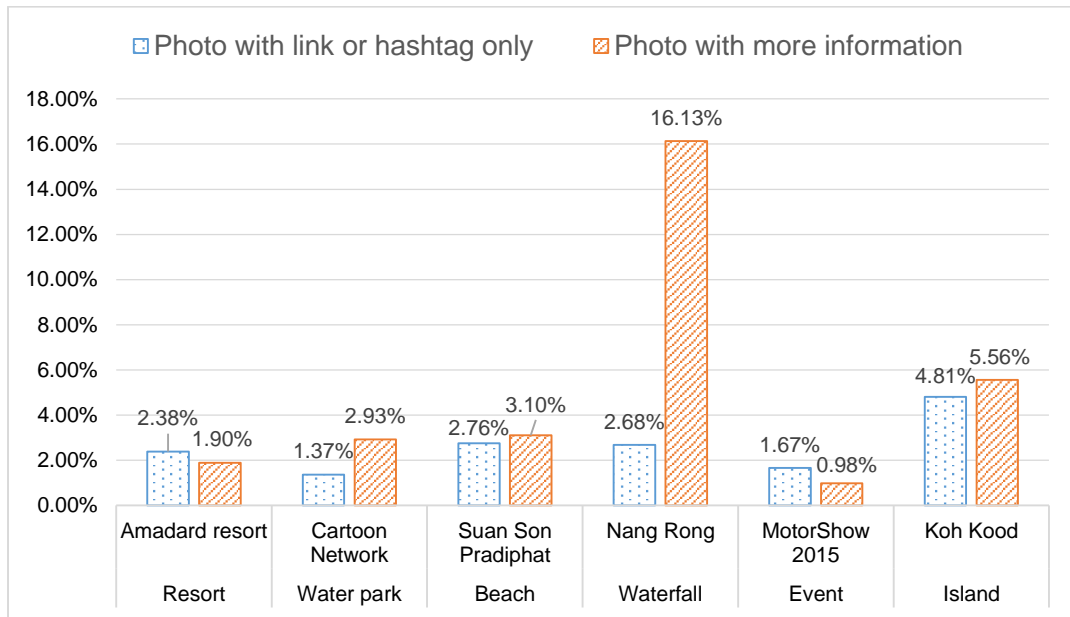


Figure 4.12 The comparisons of like ratio with different patterns, posted in 1st week.

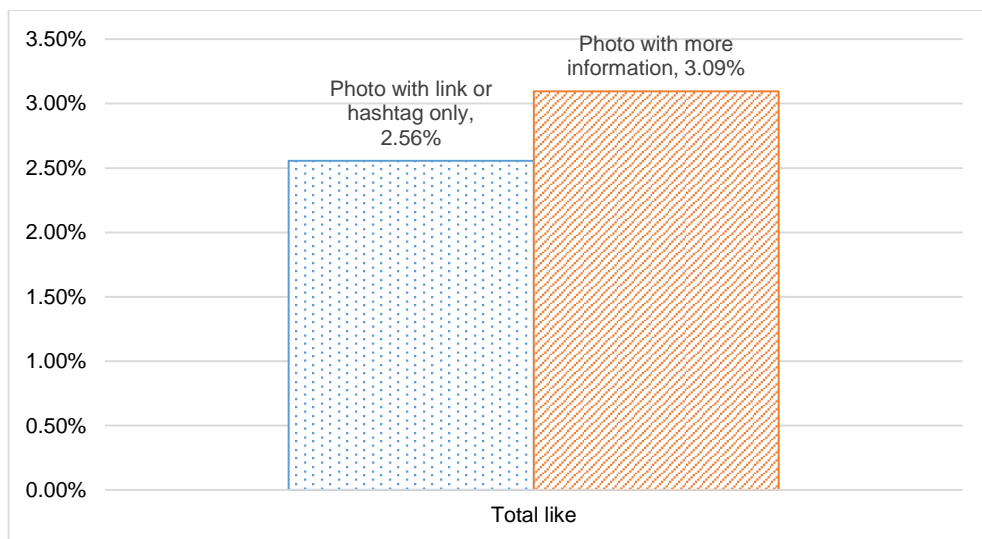


Figure 4.13 The comparison of total like ratio with different patterns, posted in the 1st week.

In the second week, It was posted during 23 – 28 March 2015, then collected data on Sunday, 29 March 2015.

Table 4.2 Post schedule and result of 2nd week, summary data on 5 April 2015

Catagories			Island	Historical	Beach	Wonderland	Community mall	Local market	Result		
Location			Koh Sichang	The death railway	Ao Manao (bay)	Harbin Ice Wonderland	Thamaharaj	Jatujak market	Reach (persons)	Like (persons)	Like (%)
Mon	30/Mar	6.00 AM	Collage photo						274	11	4.01%
		3.00 PM		One photo					166	3	1.81%
Tue	31/Mar	6.00 AM	One photo						263	11	4.18%
		3.00 PM		Collage photo					201	8	3.98%
Wed	1/Apr	6.00 AM			One photo				132	6	4.55%
		3.00 PM				Collage photo			121	4	3.31%
Thu	2/Apr	6.00 AM			Collage photo				179	6	3.35%
		3.00 PM				One photo			65	1	1.54%
Fri	3/Apr	6.00 AM					Collage photo		134	4	2.99%
		3.00 PM						One photo	90	1	1.11%
Sat	4/Apr	6.00 AM					One photo		95	2	2.11%
		3.00 PM						Collage photo	66	2	3.03%

Remark : "One photo" post photo with more information
 "Collage photo" post photo frames in one with more information

Table 4.2 shows post timing of each content included feedback from fans, It presented one sightseeing by 2 patterns which are photo with places information and collage photo with places information. However, it still posted at the same time from day to day. For example, The Death Railway was posted by pattern No.2 on 3.00pm of Monday 30 March 2015 (figure 4.14 (a)) and posted by pattern No.3 on 3.00pm of Tuesday 31 March 2015 (figure 4.14 (b)) in order to the same reasons as previous week.



(a) Photo with places information

(b) Collage photo with place information

Figure 4.14 (a), (b) posted on 2nd week post about the Death Railway, Kanchaburi

According to the result in the second week, it was collected on 5 April 2015. The result shows 4 of 6 places (accounted for 66% of posted sightseeing), gained more %Like by pattern collage photo with places information. The remaining 2 places (accounted for 33% of posted) have got more %Like by pattern photo with places information. These result shows in figure 4.15.

Therefore, it concluded that pattern collage photo with places information have the potential to get %Like more than photo with places information as defined in Figure 4.16.

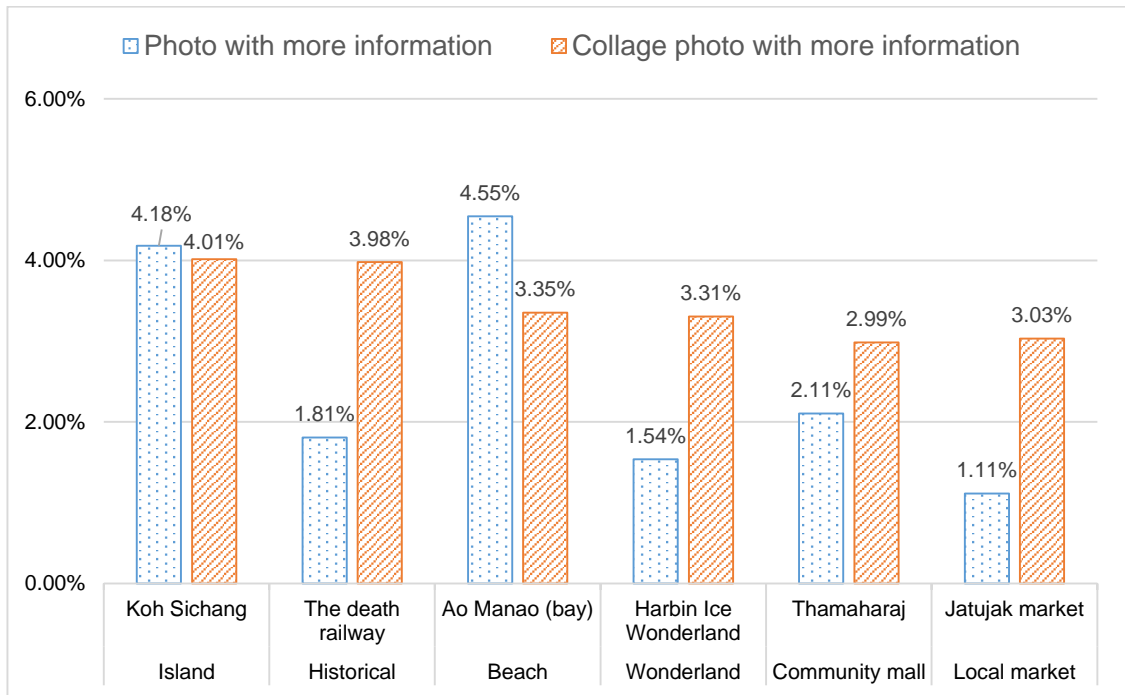


Figure 4.15 The comparison of like ratio with different patterns, posted in the 2nd week.

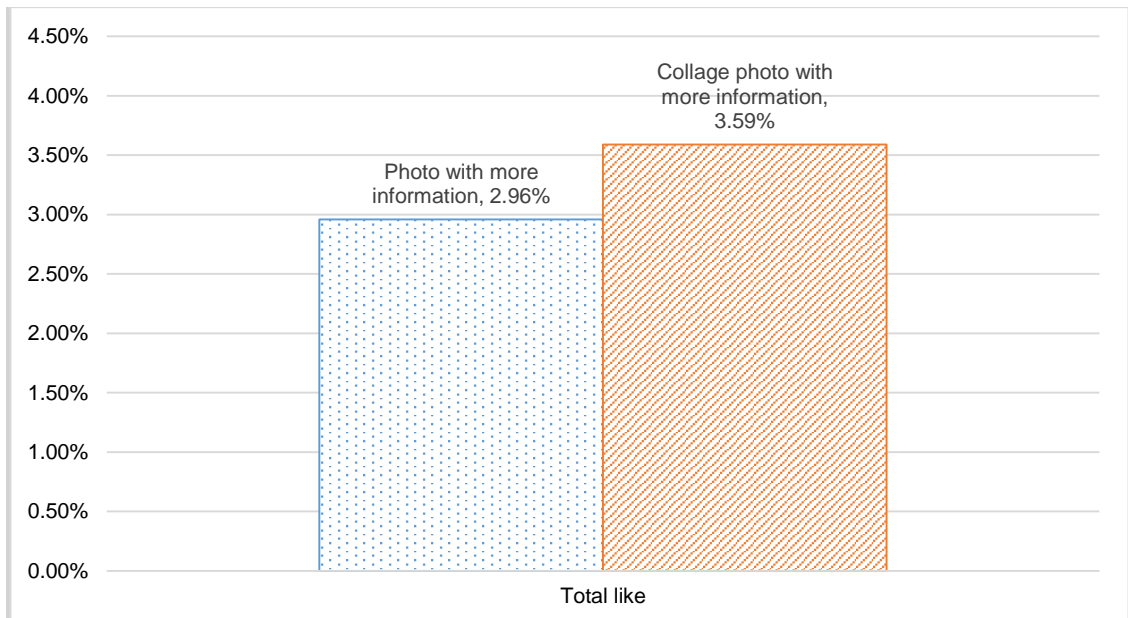


Figure 4.16 The comparison of total like ratio with different patterns, posted in the 2nd week

During the week, it was posted from 30 March to 4 April 2015 then collected data on Sunday, 5 April 2015.

Table 4.3 Post schedule and result of 3rd week, summary data on 12 April 2015

Catagories			Temple	Island	Community mall	Beach	Waterfall	Community mall	Result		
Location			Wat Niwet Thammaprawat	Koh Phayam	Primo Piazza	Ao Nang (Bay)	Ko Luang	Camel Republic	Reach (persons)	Like (persons)	Like (%)
Mon	6/Apr	6.00 AM	Collage photo						190	5	2.63%
		3.00 PM		Multiple					353	12	3.40%
Tue	7/Apr	6.00 AM	Multiple						163	3	1.84%
		3.00 PM		Collage photo					83	4	4.82%
Wed	8/Apr	6.00 AM			Multiple				184	4	2.17%
		3.00 PM				Collage photo			114	6	5.26%
Thu	9/Apr	6.00 AM			Collage photo				95	1	1.05%
		3.00 PM				Multiple			358	5	1.40%
Fri	10/Apr	6.00 AM					Collage photo		210	12	5.71%
		3.00 PM						Multiple	202	1	0.50%
Sat	11/Apr	6.00 AM					Multiple		357	10	2.80%
		3.00 PM						Collage photo	96	4	4.17%

Remark : "Collage photo" post photo frames in one with more information
 "Multiple" post multiple photos with more information

Table 4.3 also shows the post timing of each content including feedback from fans, It presented one sightseeing by 2 patterns which are collage photo with places information and multiple photos with places information. However, it still posted at the same time from day to day for the purpose of equivalent comparison. For example, The Ko Luang Waterfall was posted by pattern No.3 at 6.00 pm on Friday, 10 April 2015 (figure 4.17(a)) and posted by pattern No.4 at 6.00pm on Saturday, 11 April 2015 (figure 4.14(b)).

Nevertheless, photos of each sightseeing were voted by 20 persons between age 18-44 years who are most of Be1sale's fans, then use the voted photo for creating collage and posting multiple photos.



(a) Collage photo with places information (b) Multiple photos with place information

Figure 4.17 (a), (b) post on 3rd week about the Ko Luang Waterfall.

The result of the third week, it was collected on 12 April 2015. The result shows 5 of 6 places (accounted for 83.33% of posted sightseeing) gained more % Like by pattern collage photo with places information. The remaining 1 place (accounted for 16.67% of posted sightseeing) have got more % Like by pattern multiple photos with places information. These results shown in figure 4.18.

Thrust, these results summarized is collage photo with places information hold the potential to get % Like more than multiple photos with places information as defined in Figure 4.19.

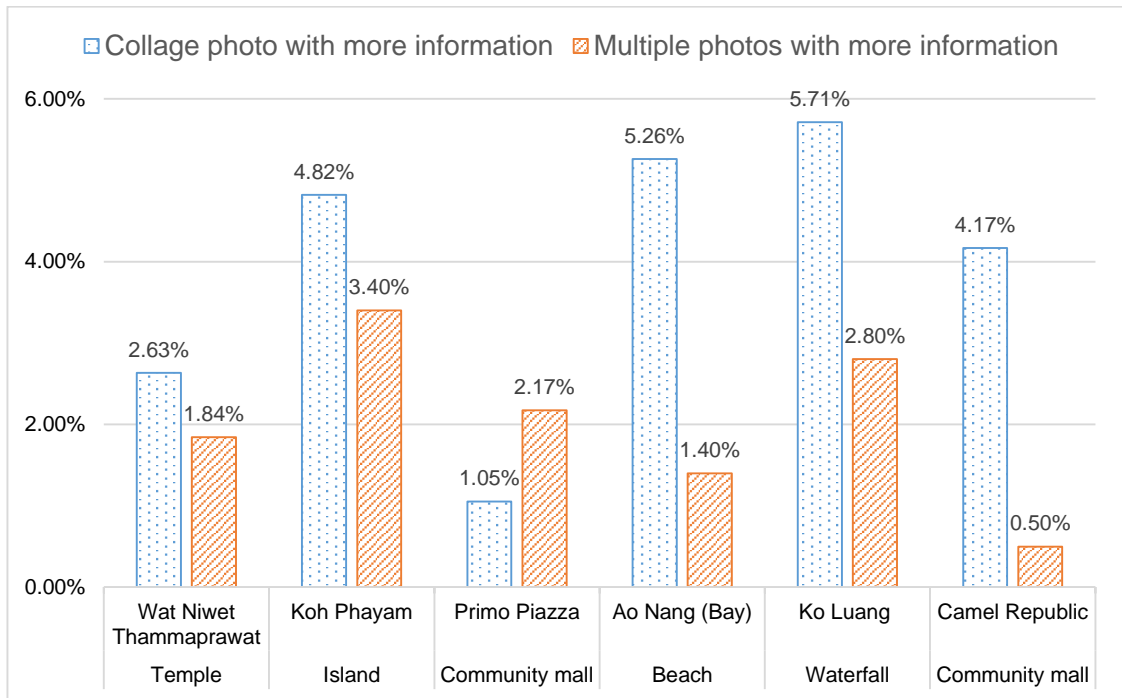


Figure 4.18 The comparison of like ratio with different patterns, posted in the 3rd week.

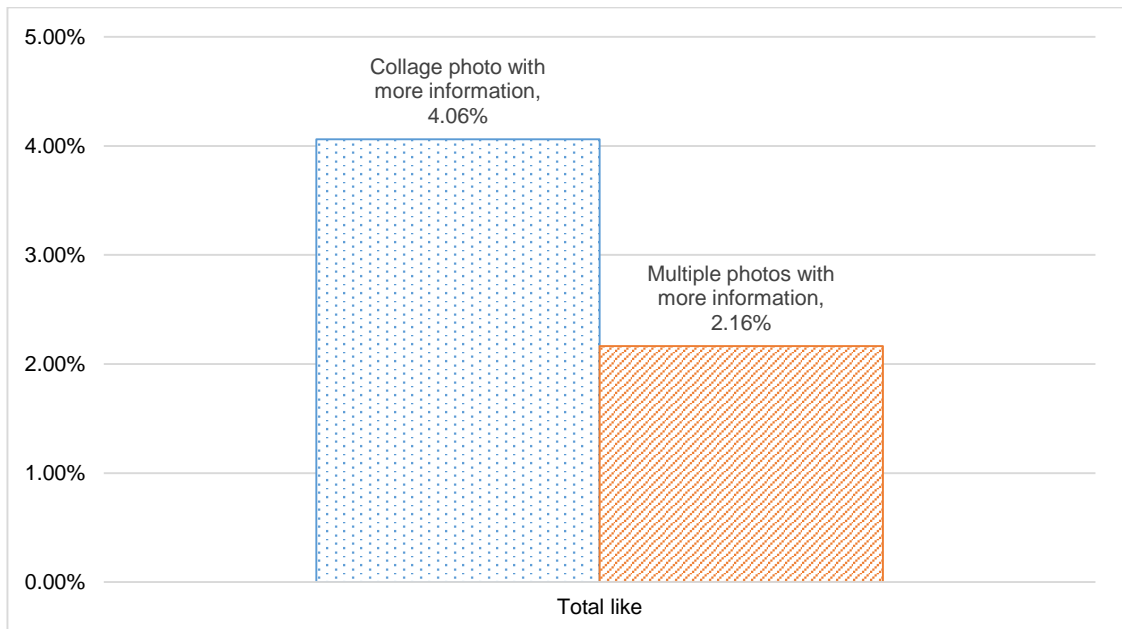


Figure 4.19 The comparison of total like ratio with different patterns, posted in the 3rd week

From three weeks result, it infers that you should use a useful information combined with a collage photo and link to promote your Fanpage. However, Ensogo and iDeal in Thai often use multiple photos more than collage photo. It may be caused by saving time to retouch/edit that might lead to significant savings. Figure 4.20 summarizes all results to be easy to understand.

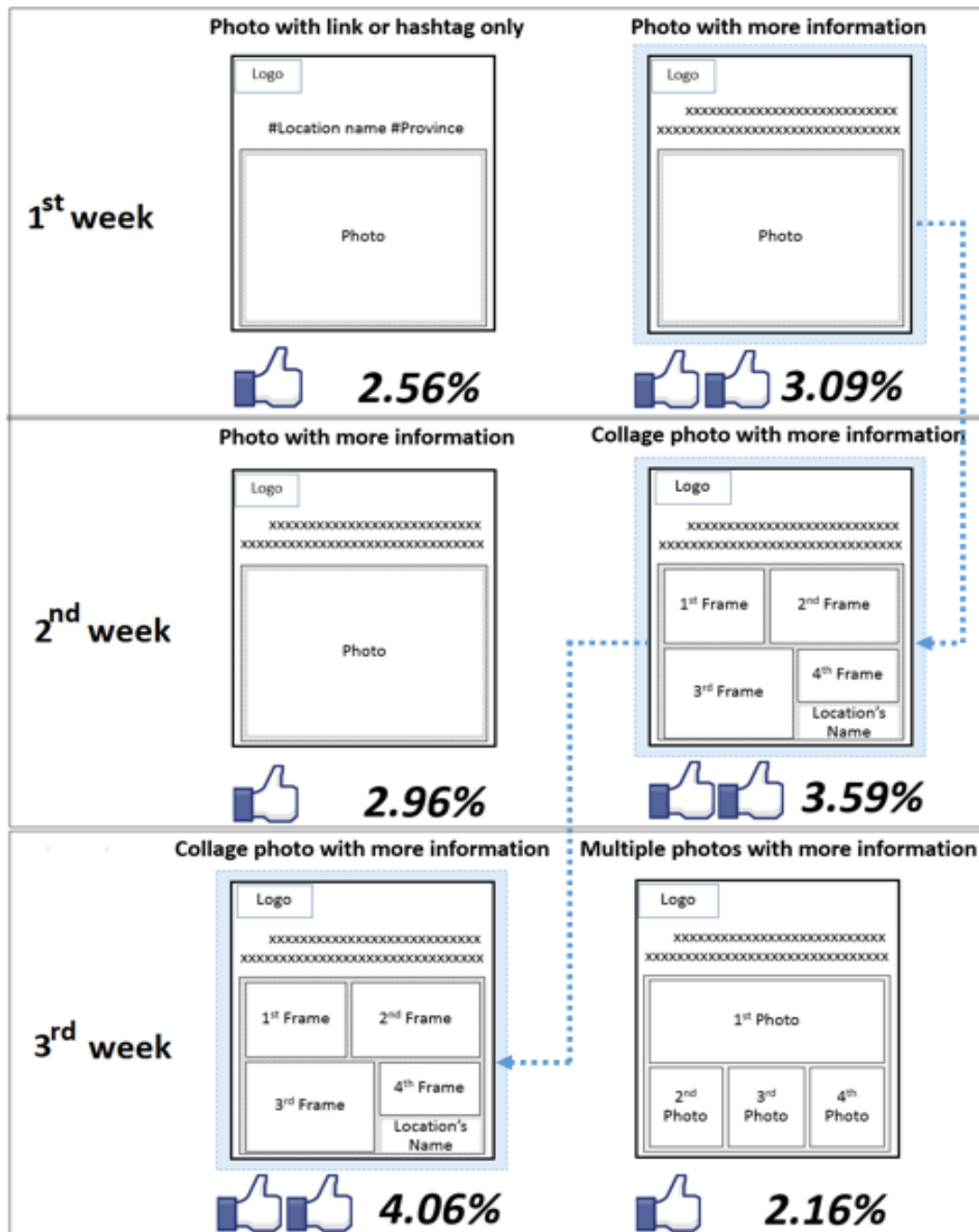


Figure 4.20 The total like ratio comparison of contents, posted in 1st - 3rd week

However, this research is summarized as follows:

1) This research surveys the market share of Be1sale's fanpage based on 14,757 persons who are current fans. It is defined by two characteristics as follows.

1.1. Demographic characteristics 80% of fans are 18-44 years old (see Figure 4.1). Referring to the list of generation theory, this age range is in between generation X and generation Y who familiar with the modern technology, and have skill about technology for easier living, and entertaining.

1.2. Geographical characteristics: Form Figure 4.2 and 4.3, the most of fans located in Thailand accounted for 71.30% of all fans. The 60.21% of fans are in Bangkok, and the next are in Chiangmai of 6.19%, Nakhon Ratchasima of 3.33%, Ubon Ratchathani of 1.92%, another province with 28.35%, respectively.

As previously described, all of the provinces can be called the provincial capital of each provincial parts where have facilities and good internet network. If Be1sale Facebook fanpage could present seasonably transparent travel content including an interesting entertainment with easier way to reach, it is possible to build brand awareness of Be1sale fanpage, obtaining positive feedback from customers.

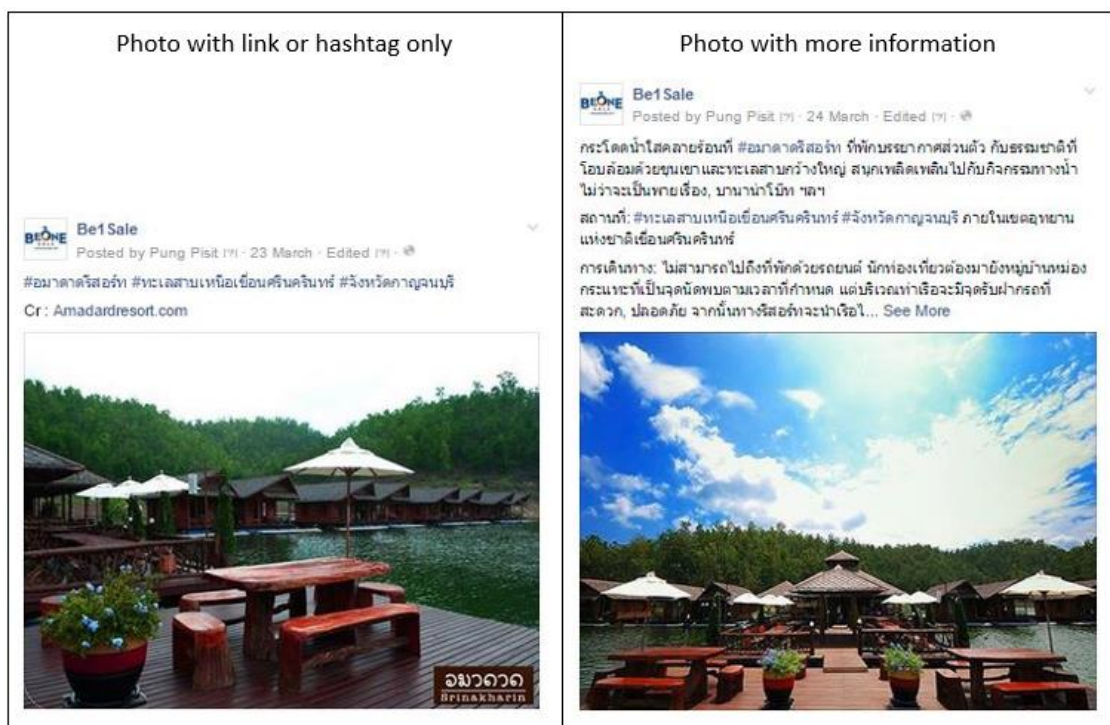
2) The marketing content and presentation tactic of Ensogo and iDeal in Thai: content for the purpose of urging customer's buying is most frequently used through combining photos, texts, and links. The most popular present tactic is using the photos.

According to product life cycle theory, Be1sales fanpage is in "Introduction stage" It should be marketed in creating a brand awareness more than urging customer's buying or sales. An appropriate content for the current stage of Be1sale is marketing information of tourist attraction or events through interesting presentation photos, texts, and links as previously described fanpage.

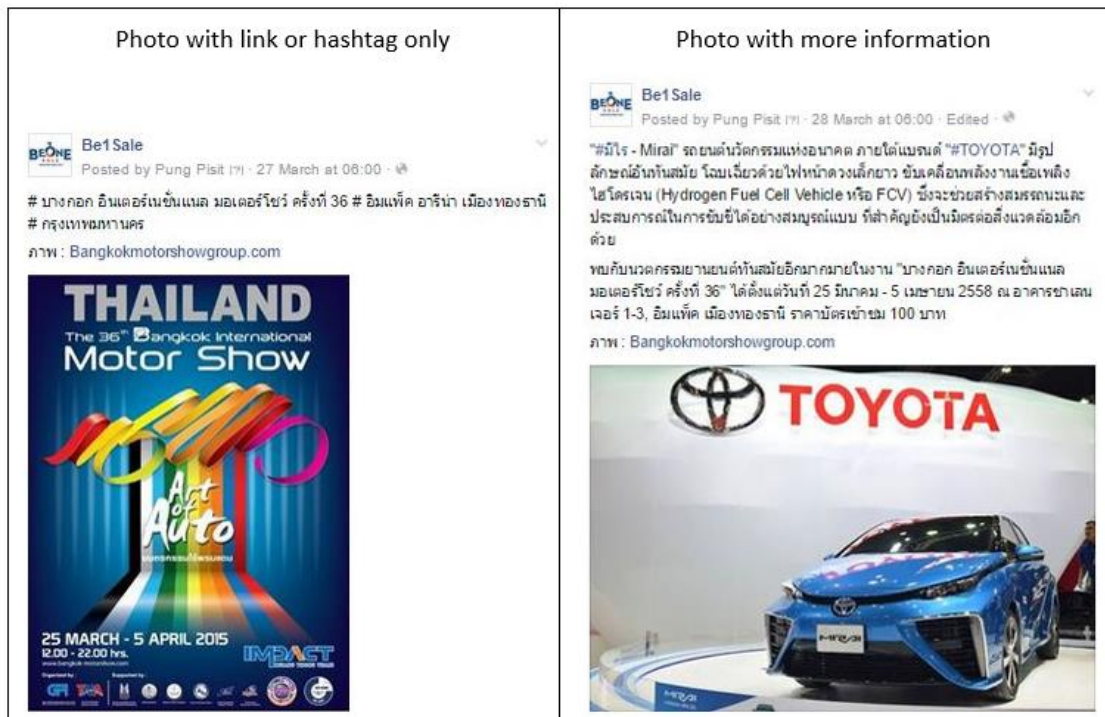
Observing of Ensogo and iDeal in Thai shows frequency of travel deals are posted in each month. The post frequency is peak in two periods, the first period is in February – April cause Songkran days. Thailand famous festival is available in the middle of April. The second period is in August – October that encourages the New Year holidays (See Figure 4.8).

3) Survey of content for building Be1sale’s brand awareness: the result cannot clarify only one direction, but it should infer as follows.

- Posting content which combined photo, link, and tourist information should indicate the prominent point, good vibes of the place, and response as travel target. As a result of the first week, Amadard resort with posted in the pattern of No.1 (see Figure 4.21 (a)) can present more prominent point and better vibes than the pattern of No.2 (see Figure 4.21 (b)). Moreover, the post of Motor show 2015 do not present the prominent point or event’s atmosphere clearly. It cannot meet customer needs. This is because sales promotion from carmaker or booth babe were being interested more than details of the model car (see figure 4.21 (b)).



(a) Good atmosphere of Amadard resort is shown in the left side photo



(b) The contents of Motor show 2015 do not show promotion and booth babe

Figure 4.21 (a), (b) The comparisons of the content should show atmosphere of the place to meet the customer needs.

- To prepare a content for post, it should not repeat with the prior post. Maslow's General Theory of Human & Motivation said "if a human wants was met, their wants will be done". The potential to get "Like" may be decreased, if customers have seen before. For example, the posted of Ao Manao on the second week used the duplicate photo in two patterns (see Figure 4.22).

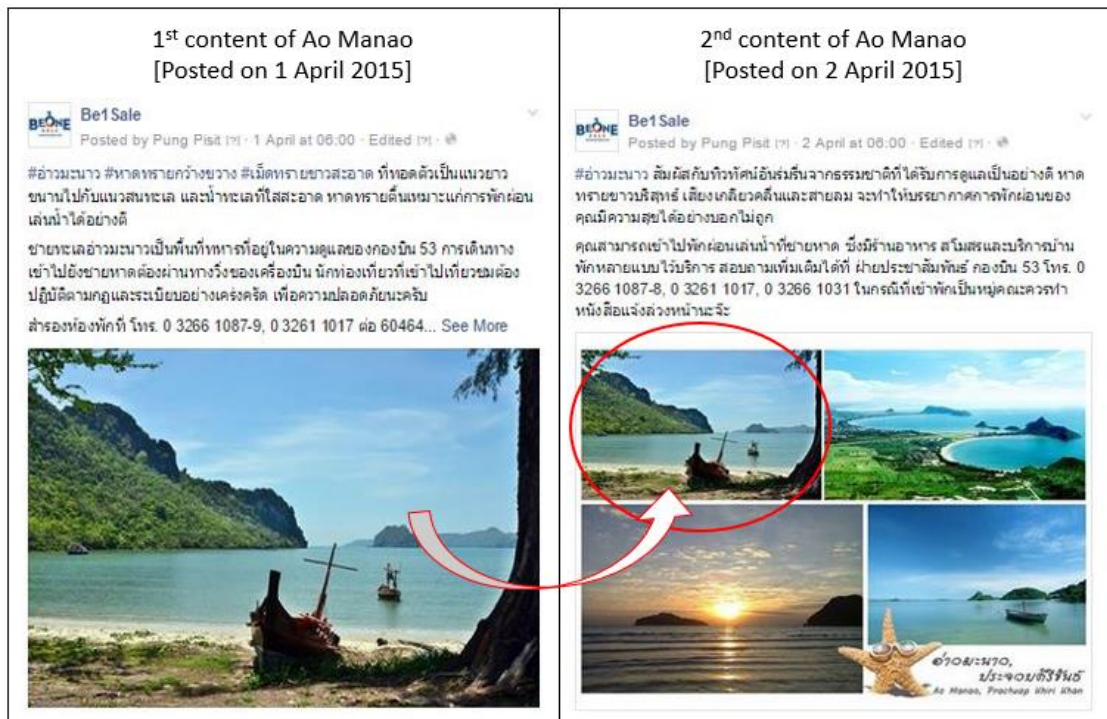


Figure 4.22 Duplicate photo of Ao Manao which was posted on the next day.

- To prepare the collage photo, it should be arranged in simple position and fixed size for eye-friendliness. Over-using photos in one collage would cause the trouble seeing in the details.

This research has the suggestions and limitations which will be described in the next chapter.

CHAPTER V

CONCLUSION

This research has a purpose of content presentation patterns and the types of marketing contents for building brand awareness through Facebook Fanpage of Be1sale, the page of special travel deal to simulate the result. It references the pattern and types of contents to the similar business Fanpage as Ensogo and iDeal in Thai. As the analyzed results, it is concluded and suggested as follows.

5.1 Conclusion

The observation prepares the contents in various mixed patterns for building brand awareness through an extensive online social of Facebook having the impact on communication currently. Most businesses start using Facebook for advertisement and promotion by combining photos, texts, and links to show the points and to push the brands into the markets. After promotion by general post for 3 weeks, it is found Be1sale's current fans (14,757 persons), with the references of both aging 18-56 located in Thailand 71.30% are in Bangkok with the proportion of 60.21%. As reference to Ensogo and iDeal in Thai as a guideline, includes product life cycle theory, it can be assumed that marketing information is suitable for building brand awareness for business which is on "Introduction stage".

According to the research result, the different presentation patterns are impact of advertising on brand awareness. This research evaluates a proportional to the ratio of "Like" to "reach" (called "%Like"), which found the presentation pattern that gets the most %Like (4.06%) is the collage photo combined with a useful information or link (see all of the results of each pattern in Chapter 4). It can be used to improve presentation content in the future.

However, this result is not a fixed formula for building brand awareness for all types of business in order to success on Facebook Fanpage, because the benefits

involve in the specification of product by product, such as appearance, price, and maturity timing. Thus, we need to know who are our target customers, what genders, where their customers located, are buying behaviors, and so on. The previous result is the research data of special travel deal sale business which is on “Introduction stage”, that business has not gotten the high profit or sales amount, therefore it should be emphasized on advertising for building brand awareness reliability in products and services through printed medias, television shows, radio, etc. Moreover this research surveys the building brand awareness on the most popular online social “Facebook”.

5.2 Limitations and suggestions of the research

Although this research carefully uses the marketing contents for building Be1sale’s brand awareness through Facebook Fanpage, there are some unavoidable limitations below.

1) The studied, simulated, and analyzed results are based on Be1sales Fanpage which are the travel /hotel deal sales business. Anyway, the effectiveness will be changed upon type of the product as well.

2) The Prepared contents of traveling information and tourist attraction are the advantages of summer season with the same period as research timing, without any reference theory or survey seeking to select before being prepared.

3) It surveys on a population who are the current fans of Be1sale (14,757 persons) only, in case of consideration about total fans. 28.7% of foreigners who do not understand posting in Thai language. Therefore it might grasp more efficiency of creating the brand awareness, if it would be presented in English as well.

4) It is promoted by general post to the current fans only. In case of expanding brand awareness into new customers, it should be promoted to the specified group by “Boost Post”, the one of function tools on Facebook as well.

5) The frequency of posting contents is just twice a day at 6.00AM and 3.00PM. If the frequency is increased, it could create more brand awareness. However, it should consider about the appropriate posting timing, and the contents must not repeat the past post.

6) This research is referred to results from “Facebook Insight”, a tool on Facebook Fanpage. It shows the statistical data for easier analysis. If it was more studied for more efficiently using, it could analyze and improve the contents efficacy as well.

5.3 Future work

Although, the results presented here demonstrate the effectiveness of the advertisement on Facebook Fanpage for special travel deals sale’s business, it could be further developed for building brand awareness in a number of ways.

1) The popularity of tourist attractions is changed depending on the season, the contents and presentation patterns should be changed too. we can additionally demonstrate for understanding the contents, which are able to respond the needs of customers on any duration. For example.

- a. An appropriate tourist attraction with the seasons.
- b. The color tone of photo matching with the seasons.

2) This research has shown a pattern of those getting the most % Like by using collage photos with information and links. However, the size of photos should be concered as well. The collages having too many photos into single photo might be the low resolution and take long time to be prepared. On the other hand, the study of the appropriate number of photo and layout in one collage might help to increase more “Likes” score.

3) In this research use %Like, proportion of number Like and Reach, to be an index measuring the positive feedback of content’s pattern. However, we can use other actions which are available in Facebook Fanpage given as Shares, Comment, Engagement, and Post Clicks for more evaluation.

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