

Differentiation of Traditional Market Performance and Electronic Market of New Entrepreneurs

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Abstract:

Social media has become the main tools in promoting the entrepreneurs's electronic marketing via particular channels such as "Facebook" and "Line" to broaden the customer due to the ease of use. Then customers can also perceive the information of goods and services to provide them at any time. Furthermore, social media are gaining prominence as marketing strategy at a time when the entrepreneurs need to reduce the costs of market budgets as advertising and public relation. In addition to the entrepreneur's, they should be active in requiring social media to seek the business competitiveness.

Keywords: Social Media, Electronic Marketing, Entrepreneur

I. INTRODUCTION

Social media is one of the main channels that entrepreneurs today is promoting their products to broaden customer reach. As the result of taking advantage of technology entrepreneurs are being in high competitive, the user can access to internet in the lower price but high quality smartphone using. Social media is just one of the available channels of digital media. It is the social tool that bring people together for the collective of online communications channels people together for the collective of online communications channels through internet. It is desiccated to user as community-based input, interaction, content-sharing and collaboration. Here are some prominent examples of social media, "Weblogs or Blogs" and "Online Video"[1]

"Webblog" is a method and system for providing a visual representation of individual's interest shown within the social network communities to which they belong.

"Online Video" is social media sites providing a very simple, integrated interface within users could upload and view streaming videos.

To demographic targeting, customers can be demographically targeted much more effectively in an online rather than an offline process.

Electronic Marketing is the marketing of products or services over the Internet, It facilitates conversations between companies and customer with a two-way communication channels, so companies can feed off the responses of their customers, making them more dynamic and adaptive. With E-marketing, responses can be analysed in real-time and campaigns can be tweaked continuously[2]. Now businesses have a truly global reach and enable them to offer a wide ranges of products and services in lower costs for the distribution of information to customer before making a decision of purchasing. So the savvy

entrepreneurs who know and understand technologies to look can quite easily find access to the niche market they wish to target with the range of new technologies becoming available all the time as online marketing, this scope can only grow.[6].

“Online Marketing” is a set of powerful tools and methodologies used for promoting products and services through the internet. It includes a wider range of marketing elements due to extra channels and marketing mechanism available on the internet as Google, Facebook Youtube and Instagram. Following this, online marketing synergistically combines the internet’s creative and technical tool, including design, development, sales and advertising on the business model using a Facebook page for instance[3].

[4]Facebook marketing refers to creating and actively using a Facebook Page as a communication channels to maintain contact with and attract customers. It is the number one of social online platform used by business as part of their marketing tool. Facebook marketing can deliver benefits such as growth in potential and reducing expense. People regard Facebook a community space where they chat to friends, check out photos and video. This positive relationship can be further promoted a more interactive and engaging customer’s experience through 24 hours.

In addition to Google Adwords, it is an advertising service by Google for business wanting to display ads on Google. Business that use adwords can create relevant ads using keywords that people who search the web using the google search engine would use. The keyword, when searched for trigger your ads to be shown. Adwords at the top ads that appears under the heading “Sponsored Links” found on the right hand side or above Google search results. If your Adwords ads is clicked on, Google search users are then directed to your

website, This methodology enable business to set a budget lower for advertising and only pay when people click on [7].

From the above, internet and social media became the main marketing tools for entrepreneurs. Entrepreneurs can save operation cost, reach more customers, and promote their products at any time. But some start up entrepreneurs may have an opinion that e-Marketing is hard to do or has high operation cost. Some entrepreneurs have started using social media for e-Marketing already. So this article has concepts to study the social media usage behavior of startup entrepreneurs. The objectives are 1) to study the current marketing channels of startup entrepreneurs 2) to study the social media usage behavior of startup entrepreneurs 3) to study presents a comparison of business performance between traditional marketing and e-Marketing through social media.

II. LITERATURE REVIEW

[9]Arta Moro Sundjaja (2015) studied on Evaluation of Edutainment e-Marketing Model Implementation at Bank Mandiri Museum. This study aims to implement and evaluate social media technology in supporting the process of marketing and educational museum for museum visitors. used the case study method and questionnaires to obtain feedback on the implementation of e-marketing edutainment at the Museum of Bank Mandiri. For data collection, the researcher will use the interview with the manager of the museum, observation, and questionnaires to obtain feedback on the application of e - marketing edutainment. The expected outcome of this study is the management of can feel the benefits of the application of social media at to communicate history, collections and museum activities.

[10]Wu Hongyu (2013) studied on A Study of the linkage development of Internet technology and E-Marketing. Analyses the role of Internet technology in promoting E-Marketing during different periods, and then discusses the development orbit of E-Marketing driven by the upgrade of Internet technology to explore the potential Models of E-Marketing under the new technological environment of Web3.0.

[11]Hong-Han Shuai (2015) studied on Revenue Maximization for Telecommunications Company with Social Viral Marketing. They formulate a new research problem, namely Cost-Aware Multi-way Influence Maximization (CAMAIX) to address the need mentioned above. We design a 1/2-approximation algorithm with various pruning and budget allocation strategies to solve CAMAIX efficiently. They conduct extensive experiments on a large-scale real dataset from a telecommunications company. The results show that our proposed algorithm outperforms the baseline algorithms in both solution quality and efficiency.

[12]ViannyUtamiTjhin (2016) Effects of e-Marketing and Consumer Lifestyle towards the Style of Decision Making in Online Purchase of Movie Ticket. The aim of this study was to investigate the effect of e-marketing and consumer lifestyle on purchasing decisions movie tickets through the website. This study used multiple linear regression analysis and a convenience sampling as the sampling technique. The population in this study were customers in Jakarta city. The questionnaires were distributed online through GoogleDocs application and also distributed by papers to the 100 respondents who had experienced on purchasing movie ticket through website. The results had indicated that there was a significant influence of e-marketing and the lifestyle of consumers on movie ticket purchasing

decisions. Thus, the variables of e-marketing and consumer lifestyles had significance influence on consumer decision making-style. Researchers suggested the company's website must be developed as a part of e-marketing to improve their customer relationships.

[13]BabakAbedin (2017) Social Media Adoption Framework for Aged Care Service Providers in Australia. Reviews the status of social media adoption in the Australian aged care industry, to understand in what ways social media can serve older people's needs, and to develop recommendations for aged-care service providers to adopt social media applications to empower older people. Three - phase framework when adopting social media in the aged care sector. The paper concludes with a discussion on the implications of the framework and proposes directions for future research.

From the research mentioned. Concluding that both Internet and social media are related, both are evolving simultaneously. Both public and private organizations have adopted Internet technology and social media for their operations. For business organizations that use social media, they can make informed decisions about their buying behavior. This is a factor that makes it more competitive.

III. METHODOLOGY

A. Research Design

This article focuses on the behavior of using social media for electronic marketing of new entrepreneurs who joined the new entrepreneurship development program of the Office of Small and Medium Enterprises Promotion. The study was divided into 3 parts according to research objectives. To know the distribution channels. The process of product distribution and marketing of new operators, both traditional marketing and electronic marketing. Social Media Applications with Business Operations and the factors that make

the electronic market get good response from target customers. Including the use of other information technology used for business purposes.

B. Population and Sample Research

The target population for this study is a new entrepreneurial group that has been in business for less than 5 years and has participated in a new entrepreneurship development project with the Office of Small and Medium Enterprises Promotion. There are 120 cases in Nakhon Si Thammarat province.

C. Research Tool

This study uses interview form to collect data. The interview is divided into 3 parts.

Part 1 General Information of Entrepreneurs. It will interview basic information such as name, age, business name, business hours, etc.

Part 2 Current business information. This is an interview that provides information on current business conditions, such as the nature of the business, How to distribute products, product channel, target customers business, performance, current marketing strategies, etc.

Part 3: Social Media Usage Information with Business Operations. Interviews on various types of social media which used for business operations such as Facebook, Line, Twitter, Instagram and so on. Both in terms of marketing strategy, product distribution and customer acquisition, how to use Social media, Frequency of product information post on electronic marketing. The results of using social media online marketing and the factors that make electronic marketing successful. And the study presents a comparison of business performance between traditional marketing and e-Marketing through social media

D. Data Collection Methods

Study of information from new target entrepreneurs. The interview form was used to collect data from the actual area. Use in-depth interviews and group discussions and include observations.

- In-depth Interview: It is an in-depth interview about the current state of the business. Such as business management, marketing and sales production and distribution rates, procurement analysis of strengths and weaknesses of the business, problems and solutions, business development plans and possibilities for bringing social Media to electronic marketing channels and the factors that will make electronic marketing successful, etc. The study presents a comparison of business performance between traditional marketing and e-Marketing through social media by interviewing entrepreneurs and business people.

- Group discussion: It provides a platform for new entrepreneurs to have the opportunity to exchange ideas and business models. How to find and reach new customers? , Maintaining existing customer base. Exchange of ideas for marketing strategies of individual entrepreneurs.

- Observation: The participant observation method was used by participating in training activities with new entrepreneurs. The training is an opportunity for new entrepreneurs to present their ideas and business plans to the Small and Medium Enterprise Development Office. The method of take note, take photo and voice recorder of the entrepreneurs.

E. Methods and Data Analysis Tools

Data validation uses triangular validation. The triangulation is divided into three aspects: Checking the triangles of the data, checking the triangles of the researcher. The triangulation on data collecting. When

collecting data from entrepreneurs interviews, the data was analyzed and synthesized by using the descriptive data analysis.

IV. RESULTS AND DISCUSSION

This article presents the results of the study divided into 3 parts.

1. Study of market channels of entrepreneurs. The results of the study found that. Entrepreneurs participating in the new entrepreneurial development program are 120 persons, 78% production sector, such as production of drinking water, Batik fabric etc. 12% service sector, such as marketing consulting services. Photocopying service, hotel and resort services and agriculture, 10% agriculture, such as organic vegetables, rice farming, fish farming, mushroom farming. In the past, before social media came to influence the consumption, most of the business was selling products and services through the store only. Customers who want to buy goods and services will have to shop and service at the shop only. Traditional business practices do not advertise or promote business information to customers. The use of advertising methods through media such as television broadcasting or vinyl labels are expensive and difficult to make. No matter, although the same type of business is highly competitive, because the cost of doing business is relatively small. Most of our customers are niche customers and also repeat customers of our products and services. And income from the traditional business, some entrepreneurs have a high income, some have moderate income.

2. The study of social media usage behavior for electronic marketing of entrepreneurs. According to studies, it has been found that Most of the entrepreneurs are using social media to run their business. Popular social media is Facebook and Line. This type of social media is a big social media. People used to

thoroughly and with the new smartphones developed specifically to support this type of social media. Facebook and Line are free and easy to use. Reduce the cost of running a business. The advantage of Facebook social media is that it can reach more customers and reach more target customers, both existing and new customers. With more customers, they can make more money for their businesses. Public relations of goods and services is easy, convenient and can be done as often as you want. Facebook is constantly updated to meet the needs of more users, such as Facebook has a function for live broadcast via Facebook. The function has been very well received by many entrepreneurs, because the entrepreneur considers the presentation or marketing message content is not attracted by the customer. The use of live broadcasting or video presentations has led to increased interest in products and services. Although social media has many advantages, it also has the effect of being active all the time. As a result of many entrepreneurs, social media has been used for more electronic marketing, resulting in the same type of business. Customers can access product information and services from several entrepreneurs. Therefore, advertising and marketing strategies are essential for electronic marketing using social media.

3. The study presents a comparison of business performance between traditional marketing and e-Marketing through social media. The study finds that there are 3 main topics: marketing cost, target customers, and income. 1) Marketing cost: entrepreneurs spend higher cost in traditional marketing than e-Marketing. For example; trade show booths has place renting cost, decorating cost, trial products cost, and etc. Including radio commercial and print media commercial has a lot more operations cost as well and it is hard for editing data on the commercial. While e-Marketing through

Facebook and Line application helps reducing operation cost and place renting cost. It is free for using. It can be marketed at any time and it is easy for editing data on the commercial. 2) Target customers: the study finds that e-Marketing through social media can reach target customers much more than traditional marketing. E-Marketing can collect target customers for chatting and exchanging information together. Entrepreneurs can make a business webpage that reach more of their target customers to follow up their webpage. 3) Income: the study finds that traditional marketing has income by selling products at trade show booths or shop to customers who may not be their target customers which sometimes make income doesn't meet their goal. While e-Marketing can make more business income from low cost of marketing, existing customers and new customer purchase.

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