AC-ESI-2017
ACADEMIC CONFERENCE ON EDUCATIONAL & SOCIAL INNOVATIONS

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BANGKOK, THAILAND

RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL ECONOMY AND PUBLIC ADMINISTRATION,
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Dear ladies and gentleman, participants of the Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern knowledge and forms of education, re-evaluation of human resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual educational and social issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Ukraine, Indonesia, Hungary and other countries whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in “golden city of Prague”.

Dr. Luadech Girdwichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

On behalf of the Organizational Committee, I welcome you to the 2017 Academic Conference on Educational & Social Innovations, in the world most beautiful and interest city of Prague! Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The AC-ESI – 2017 has been established on a global basis. We have received more than 90 submissions from 7 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 55 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 6 sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI -2017 conferences for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Prague!

Asst. Prof. Dr. Krongthong Khatirree
Director (Dean) of International college
Suan Sunandha Rajabhat University
Bangkok, Thailand
Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national educational systems.

The characteristic of the education in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one’s country through offering individual expertise and point of view based on one’s individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai colleagues for given abilities to be a co-organizer and member of organizational board of AC-ESI – 2017, to be involved in the process of new international tradition formation!
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IMPLEMENTATION OF ELECTRONIC MARKETING ON THAI BUSINESSES

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The changing marketing concept in the 21st century has put a pressure to the businesses. Internet becomes the most significant communication tool for marketing. The digital technology has completely transformed a normal firm into a high competitive company. In this case, all firms should review new electronic and internet-based communications approaches for their potential to manage risks associated with security and performance. For Thai businesses, the trend of online marketing is becoming popular for many industries. However, the slightly growth of GDP generating by small and medium enterprises-the dominant players in Thai economy-has indicated that the adoption of new marketing communication tool of those businesses may not be efficiently enough. This article, therefore, tend to focus on how electronic marketing has been implemented among Thai businesses. The discussion will be divided into three main different tools including mobile marketing, web marketing, and social media marketing. The author also identifies its concept and characteristic of each tool. Moreover, this study also highlighted obstacles associated with electronic marketing implementation on Thai businesses. The finding showed that the problem caused by the adoption of marketing communication tools with the characteristics of product or service. These tools should be carefully applied together with product or service feature and customers’ perception and preferences.

Keyword: Electronic Marketing, mobile marketing, web marketing, social media marketing

Introduction

Due to the ASEAN Economic Community, there is a strong competition among those small enterprises operates in this region. This incurs a pressure for Thai small and medium businesses to gain higher market share than others in the same industry. Under “Digital Economy policy” forced by the Thai Government, these small enterprises have been encouraged to implement digital technology for improving productivity, increasing product and service value, as well as developing business channel between all stakeholders; consumer, producer, and government sector (Kietisanpipol, 2015). Since most firms are applying electronic marketing in the aspect of distribution channel and promotion, knowledge and skill on internet and electronic devices such as computer, smartphone, and tablet are strongly required. Therefore, they need to decide appropriated e-marketing tools to support their businesses and to avoid pitfall that might occur from misappropriated use of those tools.

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Literature Review

1. Electronic marketing concept

Electronic marketing or e-marketing simply refer to the use of digital technology to achieve marketing objectives. In other words, it is a process of using the Internet to generate marketing strategy (Chaffey, 2000). The new marketing concept in the modern era tends to focus on customer orientation. This concept ensures that customers’ needs have to meet efficiently, effectively and profitably. There is a number of e-marketing tools adopt by SMEs including content marketing, affiliate marketing, mobile marketing, social media marketing, web marketing, and e-mail marketing. In this article, however, the author will only focus on three main types: mobile marketing, web marketing, and social media marketing. The characteristics of these tools are identified as follow.

1) Mobile marketing is a marketing communication through smartphone and tablet. It focuses on multifunctional application that suitable for a screen size of smartphone or tablet. Mostly, a firm uses it to deliver information on product, service, or promotion in order to establish brand loyalty as well as customer relationship management (Dekard, G. J. et al, 2012).

2) Web marketing refers as a marketing communication via website. It is considered as ‘front’ of an online store. Web traffic will be driven by advertising and promotion, which, in turn, build a brand recognition and reliability of a firm.

3) Social media marketing relies on applications from social media platform. This type of marketing will be used through computer or electronic devices based on ideological and technological foundation of Web 2.0 (Kaplan & Haenlein, 2010). In other words, it is a marketing communication via social media website, such as facebook.com, twitter.com, and Google+. Social media provides opportunity that comprises text, images pictures, video and networks for both customers to customer and firm to customer. It is an easy way for a firm to enhance their quality, bring awareness about promotion and understanding customers’ needs and wants.

2. Digital technology and small business context

According to the research from Bank of Thailand (Wattanaudomchit, 2015), during January to March 2015 many small and medium enterprises applied digital technology with production, management, and financial transaction. Recently, there is an increasing number of high-technological machinery used to innovate production. For logistic sector, Global Positioning System or GPS has been widely adopt in transportation including delivering product to customers. Moreover, the cloud system is becoming popular in manufacturing due to its cost reduction. In terms of financial transaction, online banking plays an important role among small and medium businesses who have cross-border partnerships, especially in South East Asia countries. To effectively use e-marketing, these firms need to enhance their technological skill into advance level. They should also identify how the Internet can be used to find out customers’ needs and wants as well as to fulfill customer satisfaction. Anticipating the demand for digital services is also important to governing the resource allocation. By doing this, they would be better off to apply an appropriate e-marketing tools.

Table 1: Obstacles of e-marketing

<table>
<thead>
<tr>
<th>Mobile marketing</th>
<th>Web marketing</th>
<th>Social media marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Screen size: different devices makes pictures and web page shown on the screen lose its reality.</td>
<td>1. Structure: needs to be easy to access and understand. The site hierarchy will be divided into category and sub category. This will affect user experience.</td>
<td>1. Feature: including page name, address, cover picture, text, video, etc. need to be carefully designed to attract customers’ interest.</td>
</tr>
<tr>
<td>2. Web browser: need to be designed under HTML for smart phone. However, if main consumers use an old version of mobile phones, which cannot use HTML mobile browser, a firm need to reduce motion picture from the banner or web page.</td>
<td>2. Web feature: domain name, landing page, color, picture, infographic, video, various devices support, etc. are the important keys to reach customers. Due to its time consumes, a firm may have to hire a professional to take care of it, which lead to increasing cost.</td>
<td>2. Content: should be entertainable, frequently post, contain information about product/service’s promotion.</td>
</tr>
<tr>
<td>3. Speed of Internet access: low speed of Internet access, such as EDGE/GPPS may make customers lose their patient and close the website.</td>
<td>3. Content: must be carefully designed to capture customers’ attention. This includes what information to put, which keywords should be used, as well as how a landing page will be designed.</td>
<td>3. Traffic: increase traffic, firms need to use more than one tools, such as Facebook, YouTube, Instagram, and Line at the same time which will affect time management.</td>
</tr>
<tr>
<td>4. Hardware: affects customer's experience and usability. When design a web page, a firm need to consider ease of information searching for different devices.</td>
<td>4. Web traffic: it is very important in terms of brand building and recognizing. Search Engine Optimization (SEO) can help increasing web traffic but it requires knowledge and time to reach the top of search engine result page (SERP).</td>
<td>4. Financial security: there is a risk of internet scam and, not pay the bill on time, which incurs cost of a business to follow the payment.</td>
</tr>
<tr>
<td>5. Operating system: not all programs can use in all devices. For example, a Flash Player program cannot use in the iOS. Thus, a business needs to avoid using Flash program in web page or banner.</td>
<td>5. Security: risk of internet scam and lose of customer’s personal information if there is no firewall to protect website.</td>
<td>5. Security: risk of internet scam would have a large impact on customers’ wellbeing.</td>
</tr>
</tbody>
</table>

3. Trend of E-marketing in Thailand

Recently, the number of the Internet users in Thailand is increasing due to, for example, the lower cost of smartphone/tablet/computer, development of 3G/4G, and improvement of internet access. There also an increasing of lower age users, generation z that was born with smart phone and tablet and even using it as learning tools in the school (Simasathiboonph, 2014). The trend of e-marketing also changes regarding consumers’ behaviors. Content marketing plays an important role on information sharing while reduce the old fashion of hard sale. Affiliate marketing will be used to increase market share. Mobile banking will become the main source of financial transaction, so firms should develop mobile marketing to provide various distribution channels. Furthermore, customers will absorb only interesting information. Thus, social media and viral marketing need to provide only what customers might want to know.
Finding

Small businesses that implemented e-marketing in Thailand face many challenges. This is, probably, because of misunderstanding about characteristics of each tool and how it should be used. Before using e-marketing tools, a business should determine, firstly, who would be potential customers. Secondly, how and when they will buy a product. Third, what are their online behaviors. Finally, which e-marketing tools they normally use (Yaipairoj, 2016). Since each tool has different features, it requires knowledge and skill to apply and implement. In this paper, challenges of each tool applied by Thai businesses would be considered as follow.

Apart from applying 4Ps: product, price, place, and promotion-with e-marketing, 4Cs are also crucial to a business (Dominici, 2009). The 4Cs, consisting of consumer, cost, convenience, and communication, tend to focus on consumers more than the product itself. To implement e-marketing, a business should identify main objectives of doing e-marketing, such as brand recognition, product promotion, promotion announcement, sale activity, or doing customer relationship management. Researching consumers’ behaviors whether they are ‘digital native’ or ‘digital immigrant’ is also vital for matching appropriated tools to communicate with customers. Specified where, when, and how the customers will buy a product is at the heart of this process.

Conclusion And Recommendation

Although applying e-marketing can identify target market, establish a good attitude toward brand recognition, and stimulate sales, some obstacles still exist in the way of implementation. Writing skill, creative thinking skill, and computer skill are the center of this strategic implementation. For mobile marketing, hardware, operating system, internet access, web browser, and screen size need to be carefully designed regarding to consumers' behaviors. Feature and content tend to be important source of getting attraction from customers in web and social media marketing. Indeed, designing, monitoring, and maintaining e-marketing tools can be costly in terms of human resource and time. Although it would be better off if these small businesses hire a computer expert to design, monitor and maintain their e-marketing tools, they should have, at least, basic knowledge and skill of online marketing to prevent fraudulence from those computer companies.

References


