

Types of digital marketing tactics affecting expected benefits: A case study of B2C businesses in bangkok.

WISSAWA AUNYAWONG¹

Abstract

The objective of this survey research was to understand the influence of digital marketing types in relation to expected benefits of B2C Businesses. The hypotheses were based on the different digital marketing tactics affecting different expected benefits of B2C entrepreneurs. Participants in this study were 30 individuals, running B2C Businesses in Bangkok, Thailand. Sampling technique used to select samples in this study was convenience sampling. The researcher was approached to gather the completed questionnaire from entrepreneurs. The statistics used were frequency, percentage, mean, standard deviation

The findings found that the higher use intensity of website marketing leads to more corporate image development, but not to brand awareness creation. Moreover, they found that the higher use intensity of website marketing leads to more brand awareness creation and more corporate image development as well, but lower extent to corporate Image Development. As a result, these results provide support to previous literature regarding the main digital marketing technique most of the B2C businesses use to create brand awareness is social media marketing. These results also sustain earlier literature that social media marketing can improve brand awareness and corporate image.

Keywords: Digital Marketing, E-Commerce, Brand Awareness, Corporate Image

¹Department of Logistics (International) College of logistics and Supply Chain Suan Sunandha University

บทคัดย่อ

วัตถุประสงค์ของงานวิจัยเชิงสำรวจฉบับนี้คือเพื่อทำความเข้าใจอิทธิพลของประเภทของกลยุทธ์การตลาดดิจิทัลที่มีความสัมพันธ์กับผลประโยชน์ที่ธุรกิจคาดหวัง โดยมีสมมติฐานงานวิจัยว่าประเภทของกลยุทธ์การตลาดดิจิทัลที่ต่างกัน มีผลกระทบต่อความคาดหวังของผู้ประกอบการที่ต่างกันเกี่ยวกับผลประโยชน์ของธุรกิจที่มุ่งเน้นการบริการกับผู้บริโภค กลุ่มตัวอย่างในการวิจัยคือผู้ประกอบการธุรกิจที่มุ่งเน้นการบริการกับผู้บริโภคในเขตจังหวัดกรุงเทพมหานคร จำนวน 30 คน โดยใช้การสุ่มตัวอย่างแบบบังเอิญหรือตามสะดวก ซึ่งนักวิจัยใช้แบบสอบถามเป็นเครื่องมือที่ใช้ในการวิจัย สถิติที่ใช้ในการวิจัย ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่าความเข้มข้นของการใช้การตลาดบนเว็บไซต์ที่สูงกว่านำไปสู่การพัฒนาภาพลักษณ์ของธุรกิจที่ดีกว่า เมื่อเปรียบเทียบกับการสร้างการรับรู้ในตราสินค้า นอกจากนี้ยังพบว่าความเข้มข้นของการใช้การตลาดบนเว็บไซต์ที่สูงกว่านำไปสู่การสร้างการรับรู้ในตราสินค้าด้วย แต่น้อยกว่าการนำไปสู่การพัฒนาภาพลักษณ์ของธุรกิจ ดังนั้นผลงานวิจัยเหล่านี้สนับสนุนวรรณกรรมในอดีตที่พบว่ากลยุทธ์ของการตลาดดิจิทัลที่ธุรกิจที่มุ่งเน้นการบริการกับผู้บริโภคส่วนใหญ่ใช้ในการสร้างการรับรู้ในตราสินค้าคือการตลาดผ่านสื่อสังคมออนไลน์ และการตลาดผ่านสื่อสังคมออนไลน์สามารถปรับปรุงการสร้างการรับรู้ในตราสินค้าและภาพลักษณ์ของธุรกิจ

คำสำคัญ : การตลาดดิจิทัล, การพาณิชย์อิเล็กทรอนิกส์, การรับรู้ในตราสินค้า, ภาพลักษณ์ของธุรกิจ

1. INTRODUCTION

In simpleminded terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from outdated marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. Digital marketing includes Website Page Marketing, Content Marketing, SEO Marketing, Social Media Marketing, Online PR Marketing, E-mail Marketing, Mobile & Apps Marketing, Online Video and Viral Marketing, etc. (SAS Institute Inc., 2015). Digital Marketing

has many benefits such as to generate higher conversion rates, save firm money, to enable real-time customer service, to generate higher revenues, to deliver higher ROI from company's campaigns, and to compete with large corporations (Geogorio, 2015).

Although B2C companies perceive usefulness of digital marketing, they can be unsuccessful due to inappropriate digital marketing strategies with their expectation. Some businesses spend much of their budgets on digital marketing without deliberating the certainly effective strategies. In some case, many entrepreneurs only focus on Website Marketing with the expectation of increasing

customers. They sometimes neglect another important type of digital marketing tactics, Social Media Marketing on Smartphone (Palermo, 2014) which can lead their potential customers to have more opportunities to access to the product information because the people, both teenagers and mature persons, extensively Smartphone users, can perceive marketing communications even though when they go outside. On the other hand, many businesses emphasize Social Media Marketing rather than Website and Landing Page Marketing caused by cost-saving issue. Social Media Marketing allows businesses to engage in well-timed and direct end-consumer contact at relatively low cost, but Social Media cannot lead to good corporate creditability. (Kaplan & Haenlein, 2010). However, both types of Digital Marketing Tactics have their own specific advantage. Furthermore, the extant study found that many small businesses are still slow to pick on the trend, Digital Marketing. They think digital marketing is as complicated as it seems (Gregorio, 2015). As a result, this study will attempt to simplify the perception of Digital Marketing.

The positive effect can occur from digital marketing strategy suitability with the businesses' expected benefits. Meanwhile negative effect can arise from digital marketing strategy impropriety with the businesses' expected benefits. It is important to understand use intensity of different digital marketing strategies that explain the result of specific

benefits. This study emphasizes the implications of digital marketing, which is counted as scientific approach to generate beneficial information to guide the potential B2C businesses in how best to set their marketing strategies (Wind & Mahajan, 2001). This study is believed that there is a lack of contribution into digital marketing. Although there are numerous printed materials about Marketing, they cannot be applied directly to Digital Marketing (Fana & Tsai, 2010). Digital Marketing Tactics are relatively new and still evolving (Wind & Mahajan, 2001).

This study relating the possible associations between both types of digital marketing, Website Marketing and Social Media Marketing, and expected benefits, will definitely provide the new B2C businesses with useful implications for planning the proper digital marketing strategies. This research also certainly provides the existing B2C businesses with useful implications for improving business effectiveness, especially in terms of brand awareness and corporate Image.

2. THE OBJECTIVES OF THE STUDY

Because many successful companies have their own digital marketing strategies depended on their different expectations, the objective of this research was to understand the influence of digital marketing types in relation to expected benefits of B2C Businesses in Bangkok. To accomplish this objective, related studies are cautiously reviewed. Hypotheses are designed and

tested using the survey data collected in Bangkok in 2015.

3. THE SCOPE OF THE STUDY

The scope of our research has been limited within the boundary at two types of digital marketing tactics (website marketing and social media marketing) concerned for doing businesses in Bangkok. The business model that the author has chosen is the B2C business. This has allowed the author to exactly measure the different benefits between website marketing use and social media marketing use. To meet the research purpose, the B2C businesses in various industries are focused as they are the research topic, such as coffee, fashion clothing, soccer clothing, cosmetics, shampoo, chocolate, sports shoes, language academy, music academy, garage, car accessory, magazine, and automobile parts. Since this research is aimed to study two types of digital marketing tactics, other digital marketing tactics are excluded. To further confine this research, the author could have only considered information retrieved from B2C businesses locating in Bangkok, apart from other areas.

4. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

For this research, we have created the conceptual framework based on existing knowledge and theoretical perspectives from critical literature review. The conceptual framework has been developed to explain the

relationship between the use intensity of two types of Digital Marketing Tactics, Website Marketing and Social Media Marketing, and two different expectations. Independent variables are Use intensity of Website-Marketing and Use Intensity of Social-Media Marketing. Dependent variables are Corporate Image Development and Brand Awareness Creation. Accordingly, data from both primary and secondary sources will be used to test the validity and to support the conceptual framework in answering the research problem.

To create brand awareness, the companies have to design the advertisement emphasized the interesting and recognition of potential customers and keep out of sale volume (Percy & Rossiter, 1992). Previous study found that most of the US B2C businesses, using social media, mostly expected to create brand awareness. However, others expected to create Brand loyalty, and to increase sale volume (Chainirun, 2011). Social Media Marketing can have an exponential effect on brand awareness. According to a study from Ipsos, 38 percent of people have recommended a brand they “like” or follow on a social network (Roesler, 2014). In contrast, Website Marketing, particularly Landing Page, was quite used to increase sale volume rather than create brand awareness. The B2C businesses customarily use landing pages to reach information of potential customers. The B2C businesses propose the website visitor to leave their contact information for some benefits, such as product discount (Nusse, 2014). As both

digital marketing tactics are used for different mainly expectations of different, the following is hypothesized:

Hypothesis 1a: Use Intensity of Website-Marketing will be negatively related on Brand Awareness Creation.

Hypothesis 1b: Use Intensity of Social-Media Marketing will be positively related on Brand Awareness Creation.

Respect to positive information provided one-sided to customers, many B2C businesses often use website as the main marketing strategy to improve their corporate image. Those B2C businesses also believe that company Website-Marketing makes their businesses more corporate creditability than Social-Media Marketing due to domain name registration etc (Pongwittayapanu, 2008). However, some B2C businesses, focusing on social Media, expect more advantages in terms of customer communication, so they can know customers' feedback and deal with the problems effectively. Moreover, Social-Media Marketing can represent modern corporate image (Wijaya, 2014). The concept of Corporate Image is usually associated with large B2C businesses, but small B2C businesses also concern a corporate image. As B2C businesses using of Website-Marketing are more directly concern with corporate image issue, the following is hypothesized in order to compare the extent between both marketing tactics:

Hypothesis 2a: Use intensity of Website-Marketing will be positively related on Corporate Image Development.

Hypothesis 2b: Use Intensity of Social-Media Marketing will be positively related on Corporate Image Development.

5. LITERATURE REVIEW

5.1 B2C (Business to Customer)

In 1979 the conception of B2C, or business-to-consumer, was originated by Michael Aldrich, an English innovator, who developed online transactional process allowing customers communicate with businesses (Shelley, 2011). B2C is the form of e-commerce in which businesses trade goods or services to clients. In other words, it is one of classification of electronic commerce, together with B2B business, C2B business and C2C business in a traditional manner, it could relate to personal shopping for any product at home (Garbade, 2011). More newly, the B2C businesses including e-tailing and virtual storefronts, so well known, relates to the online vending of merchandises in which makers or shopkeepers vend their merchandises to clients via the Internet (Sandhusen, 2008).

5.2 The importance of Digital Marketing

Entrepreneurs trendily adopt digital marketing to their B2C Businesses. Digital marketing is a marketing developed by utilizing digital technology to communicate with clients. The major purpose is to advertise brands via diverse types of digital media. It is organized by a wide choice of goods, service, and brand marketing strategies, which chiefly

utilize the Internet as an essential promotional media, in addition to smartphone and original Television and radio. However, it also extends to non-Internet channels that provide digital media, such as mobile phones (both SMS and MMS), callback and on-hold mobile ring tones, social media marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

Digital Marketing is so extensively that consumers have access to information any time and any place they desire it. Previously, when the messages people got about the products or services came from company and consisted of only what the company wanted them to perceive. Digital Marketing is an ever-growing source of news, entertainment, shopping and social interaction, and consumers are currently disclosed not only to what the company tells about its brand, but what the media, friends, relatives, peers, etc., are telling likewise. And they are quite possible to believe them than the company. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers responded to their requirements and favorites (Geogorio, 2015). Several industries, especially by the leading companies among each industry, use digital marketing as a channel or tools to promote or market products and services to clients and businesses with a very productive cost from benefit in creating individually tailored approach (Ryan & Jones, 2009).

B2C businesses expect many benefits

of Digital Marketing Tactic adoption. This research, however, focuses on three concepts relating to those expectations as follows: Brand Awareness Creation

Many B2C businesses use digital marketing to create their brand awareness. Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction (Percy & Rossiter, 1992). Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. This does not necessarily require that the consumers identify the brand name (Keller, 1993).

A brand is the meaning behind the company's name, logo, symbols and slogans. Having a unique and memorable brand helps B2C businesses build brand awareness and create a long-term position in the marketplace. Brand awareness is a measure of how well B2C businesses' brand is known within its target markets. Creating brand awareness is usually the first step in building advertising objectives. Before B2C businesses can create a favorable impression or motivate customers to buy, they have to become aware of B2C businesses' brand and its meaning. The

highest level of brand awareness is top of mind awareness. This is when customers think of B2C businesses first when they need to make a purchase within B2C businesses' product category. (Farris, Bendle, Pfeifer, & Reibstein, 2010). B2C businesses can build top of mind awareness through repeated exposure and consistent delivery of a good product or service over time. This is a huge advantage in the market when customers enter a buying situation and B2C businesses' brand immediately comes to mind first. The importance of brand awareness has become increasingly significant with the evolution of the Internet and digital technology. The public is more equipped with mobile and social media tools to communicate quickly about B2C businesses' brand -- good or bad. This means that establishing a strong reputation for good products or services, integrity in B2C businesses' business practices and community involvement are even more critical to long-term success (Kokemuller, 2007).

Corporate Image Improvement

B2C businesses employ digital marketing in order to improve their corporate image. The company image is referred to the set of perceptions that people have of organizations (Lemmink, Schuijf, & Streukens, 2003) "Corporate image" was once advertising terminology but is nowadays a common phrase referring to a company's name. The "image" is what the public is supposed to see when the corporation is mentioned. In other words, corporate image

has been defined variously as the total impression that the entity makes on the minds of individuals (Dichter, 1985); and the image associated with the name of an organization (Gatewood, 1993).

Several factors have contributed to the increasing importance of corporate image in recent years. For example, the business climate in the United States has become one of environmental complexity and change. This has forced many B2C businesses to significantly alter their strategies to better compete and survive. The acceleration of product life cycles is another vital dimension of the turbulent business environment (Olins, 1989). Globalization has been still another catalyst in the rise of corporate image programs, as companies have sought ways to spread their reputations to distant markets (Young, 1996). A related factor is that as a corporation expands its operations internationally, or even domestically, through acquisitions, there is a danger that its geographically dispersed business units will project dissimilar or contrary images to the detriment of corporate synergy (Schindler, 2000).

A final factor stimulating the current interest in corporate image is society's growing expectation that corporations be socially responsible. Many of today's consumers consider the environmental and social image of firms in making their purchasing decisions. Some B2C businesses have recognized this reality and reaped tremendous benefits by

conducting themselves in a socially and environmentally responsible manner. Some of these B2C businesses act out of genuine altruism, while others act out of a simple recognition of the business benefits of such behavior (Ind, 1992).

5.3 Factors relating Expectation of Digital Marketing Adoption

This study focuses on the implementation of digital marketing, Use intensity of Website Marketing and Use intensity of Social Media Marketing (SMM), which apparently relate to the expectation of B2C Businesses.

5.3.1 Use intensity of Website Marketing

In this research, B2C Businesses will be measure their uses of website as marketing tactic. Use intensity of Website Marketing is the extent of website which is being use by B2C businesses. Website Marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online. Marketers have shifted their efforts online because it tends to be significantly less expensive.

The website also presents exciting new opportunities for companies to profile their customers. The interactive space of the Internet simplifies a company's ability to track, store, and analyze data about a customer's demographics, personal preferences, and online behavior. This data allows the advertiser to provide a more personalized and relevant ad experience for the customer.

Website marketing is a new form of "non-intrusive" advertising, in which the customer actively chooses to visit and interact with the company's marketing communication efforts. Recent efforts involve the merging of information and images in innovative ways. Measures of the duration of time spent at a web site, depth of search through the site, navigation patterns through the site, and repeat visits to the site are crucial outcome measures for evaluating the effectiveness of such a site (Tsang & Tse, 2005).

5.3.2 Use intensity of Social Media Marketing (SMM)

In this research, B2C Businesses' use intensity of Social Media Marketing will be measured as well. Use intensity of Social Media Marketing (SMM) is the extent of Social Media, such as Facebook, Instagram, Youtube, etc., which is being used by B2C businesses. Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The objective of SMM is to create content that users will share with their social network to help a company increase brand exposure and broaden customer reach. SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media contribute customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management.

SMM became more public with the enlarged acceptance of websites such as Twitter, Facebook, MySpace, LinkedIn, and YouTube. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency offers a blogger or other online commenter with free merchandises or other inducements to generate positive buzz for a manufactured goods, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and noticeably disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising (Rothstein & Rouse, 2011).

6. METHOD

6.1 Samples and data collection

Participants in this study were individuals, running B2C Businesses in Bangkok, Thailand. Sampling technique used to select samples in this study was convenience sampling. The researcher was approached to gather the completed questionnaire from entrepreneurs or business owners, marketers and managers in 30 B2C Businesses, using website marketing and social media marketing, in various industries (including coffee, fashion clothing, soccer clothing, cosmetics, shampoo, chocolate, sports shoes, language academy, music academy, garage, car accessory, magazine,

and automobile parts) in August 2015. The respondents in each B2C business were contacted in person and were invited to reply the questionnaires. After those respondents accepted, totally 30 sets of questionnaires were diffused to them. All 30 completed questionnaires were gathered back by the researcher personally. The response rate expected is 100%.

6.2 Data analysis

Descriptive analysis of the empirical data disclosed that of 30 completed surveys. It was carried out employing by regression. The regression aims to learn more about the relationship between "several independent variables", including both main independent variable and control variable, and a dependent variable.

7. RESULT

According to Hypothesis 1a, Use intensity of Website-Marketing will be negatively related on Brand Awareness Creation. The result depicts that the relationship between two variables is positive and statistically insignificant ($\beta=0.161$; $p=0.152$). As a result, the Hypothesis 1a cannot be supported. In accordance with the Hypothesis 1b, Use Intensity of Social-Media Marketing will be positively related on Brand Awareness Creation. The result, as shown in the Table 8, depicts that the relationship between two variables is negative and statistically insignificant ($\beta=1.033$; $p<0.001$). Therefore, the Hypothesis

1b can be supported.

Additionally, the significant relationships between control variables brand awareness creation are found as the following. Business age positively associates with brand awareness creation ($\beta=0.009$; $p=0.408$) However, because the p-value is higher than 0.05, this result cannot be statistically supported.

According to dummy variables regression (dependent variable: brand awareness creation), the researcher selects one type of business which is beverage as a benchmark. This type of B2C business will be omitted from the regression and use for comparison with other types of B2C business that are included in the regression. Beta of the constant is used as a representative of the brand awareness creation of the type of B2C business that is omitted (beverage) is -0.952. There is only one result is statistically supported. Such result is found that negative beta of garage ($\beta=1.002$) means the brand awareness creation of B2C businesses which are garage is lower than the brand awareness creation of B2C businesses which are beverage. Because the p-value is lower than 0.01 ($p\text{-value}=0.007$), this result is statistically supported.

As the researcher use Corporate Image Development as dependent variable, R square is 0.900. It means that the regression model can explain about 90% of Corporate Image Development. R squared modified for the number of explanatory terms in a model or Adjusted R squared is 0.848.

According to the Hypothesis 2a, Use

Intensity of Website-Marketing will be positively related on Corporate Image Development. The result, as shown in the Table 10 (see appendix), depicts that the relationship between two variables is positive and statistically significant at 0.01 level ($\beta=0.498$; $p<0.001$). Therefore, the Hypothesis 1a can be supported. In accordance with the Hypothesis 2b, Use Intensity of Social-Media Marketing will be positively related on Corporate Image Development. The result, as shown in the Table 10, depicts that the relationship between two variables is positive and statistically significant at 0.05 level ($\beta=0.463$; $p=0.013$). Therefore, the Hypothesis 1b can be supported.

Additionally, the significant relationships between control variables corporate image development are found as the following. Business Age positively associates with corporate image development ($\beta=0.005$; $p=0.643$) However, because the p-value is higher than 0.05, this result cannot be statistically supported.

According to dummy variables regression (dependent variable: corporate image development), the researcher selects one type of business which is beverage as a benchmark. This type of B2C business will be omitted from the regression and use for comparison with other types of B2C business that are included in the regression. Beta of the constant is used as a representative of the corporate image development of the type of B2C business that is omitted (beverage) is 0.299. There is only

one result is statistically supported. Such result is that negative beta of garage ($\beta=1.079$) means the corporate image development of B2C businesses which are garage is lower than the corporate image development of B2C businesses which are beverage. Because the p-value is lower than 0.01 (p-value=0.002), this result is statistically supported.

8. DISCUSSION

This research aims to understand the influence of digital marketing types in relation to expected benefits of B2C Businesses in Bangkok. The main effect of use intensity of website marketing on brand awareness creation and corporate image development, evidence strongly suggests that the higher use intensity of website marketing leads to more corporate image development, but not to brand awareness creation. Moreover, the main effect of use intensity of social media marketing on brand awareness creation and corporate image development, evidence strongly suggests that the higher use intensity of website marketing leads to more brand awareness creation and more corporate image development as well, but lower extent to corporate Image Development. As a result, these results provide support to previous literature regarding the main digital marketing technique most of the B2C businesses use to create brand awareness is social media marketing. (Chainirun, 2011; Roesler, 2014). These results also sustain earlier literature that social media marketing can improve brand

awareness and corporate image (Pawoot, 2008; Wijaya, 2014).

The findings from this study offer additional contribution to research that emphasizes the role of digital marketing tactics used by the B2C businesses. Although previous studies found that using website and social media marketing could benefit B2C business success, the present study provides supplementary comprehension that the types of business is also probably conditional on brand awareness creation and corporate image development. This study found that the specific type of B2C Businesses, garage, is unnecessary to create their own websites in order to develop their corporate image. They have good corporate image, comparing to others, without website marketing. Thus, future research that aims to investigate the impact of different types of businesses using digital marketing tactics on expected benefits. Moreover, the researcher should consider some other business models such as Business-to-Business (B2B), Business-to-Customer (B2C), Business-to-Government (B2G), Customer-to-Business (C2B), Customer-to-Customer (C2C), Government-to-Customer (G2C), People-to-People (P2P), and so on.

Regardless of these findings, this study has some limitations. First, the results are based on cross-sectional data, so making causality hard to be implied. Future study should solve these problems by using longitudinal data collection. Second, due to the time limitation, the samples collected for

this research arose from a few B2C businesses in Bangkok. The generalizability of the findings is confined by excessively small sample size. Consequently, future research should gather data in a larger sample size. Third, the owners or entrepreneurs, marketers, and managers of B2C-Self evaluated their own businesses concerning brand awareness and corporate image. Therefore the evaluation might be exaggerated and unreliable as those respondents might be untruth to the interviewer or might attempt to disguise their attitudes. The B2C business evaluation by customers is good alternative method. Forth, the questionnaire was adapted from doctoral dissertation, not from research published in top journal. It also consists of a few questions in each aspect. Subsequently, a poor-designed questionnaire might not meet the research purposes because respondents might not fully understand the questions and are probable to refuse to answer. This was caused by inadequate preparatory work. A good questionnaire prepared and worded to inspire

respondents to provide precise, unbiased and comprehensive information is needed. Future research that addresses these limitations may provide better accurate information about the impact of digital marketing tactics on brand awareness creation and corporate image development.

This study provides the new B2C businesses with useful implications for planning the proper digital marketing strategies. This research also provides the existing B2C businesses with useful implications for improving business effectiveness, especially in terms of brand awareness and corporate Image.

In conclusion, the researcher suggests that several digital marketing tactics have their own prominent point. B2C businesses are advised to not only focus on one digital marketing tactics, but they also combine those tactics as B2Cs' strategy. This leads to excellent efficiency in brand and corporate image. Then, it also leads to business success.

REFERENCE

- Chainirun, P. (2011). **Social Media Marketing**. Se-Ed.
- Ditcher, E. (1985). **What's In An Image**. *Journal of Consumer Marketing*, 2(1), 75 – 81.
- Fana, W., & Tsai, M. (2010). Factors driving website success – the key role of Internet customization and the influence of website design quality and Internet marketing strategy. *Total Quality Management & Business Excellence*, 21(11), 1141-1159.
- Garbade, M. (2011). **Differences in Venture Capital Financing of U.S., UK, German and French Information Technology Start-ups A Comparative Empirical Research of the Investment Process on the Venture Capital Firm Level**. München: GRIN Verlag GmbH.

- Gatewood, R., Gowan, M., & Lautenschlager, G. (1993). Corporate Image, Recruitment Image, and Initial Job Choice Decisions. *The Academy of Management Journal*, 36(2), 414-427.
- Geogorio, J. (2015). **8 content marketing trends for 2015**. Retrieved March 21, 2015 from <http://cjdigitalmarketing.com/8-content-marketing-trends-for-2015-infographic/>
- Hair, J. F., Jr., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). **Multivariate Data Analysis, 3rd ed**, New York: Macmillan.
- Ind, N. (1992). **The Corporate Image: Strategies for Effective Identity Programmes**. Kogan Page
- Kang, J. (2011). **Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands**, Dissertation, Iowa State University.
- Kaplan, A. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media . *Business Horizons*, 53(1), 59–68.
- Keller, K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 57(1), 1-22.
- Kokemuller, N. (2007). **The Importance of Brand Awareness**. Retrieved March 28, 2015 from <http://smallbusiness.chron.com/importance-brand-awareness-45853.html>
- Koskela, O. (2010). **The corporate image of Povisa, Programme in International Business and Marketing Logistics**, Satakunta University of Applied Sciences.
- Kwun, J. (2004). **Consumers' evaluation of brand portfolios**, Dissertation, Graduate College Iowa State University
- Lemmink, J., Schuijf, A., & Streukens, S. (2003). The role of corporate image and company employment image in explaining application intentions. *Journal of Economic Psychology*, 24(1), 1-15.
- Li, N. (2008). **Toward e-commerce website evaluation and use: A balanced view**, Dissertation.
- Nusse, R. (2014). **So, what is a landing page and why are they important?**. Retrieved April 29, 2015, from <https://www.ezihosting.com/landing-page-lead-capture-lander-squeeze-pages/>
- Oh, M.-Y. (2001). **South Korean Attitudes towards Foreign Subsidiaries of Multinational Corporations (MNCs): The Influence of Corporate Image and Country of Origin Image, and the Presence of Halo Effect**, Dissertation Abstract International, 62(10), 3374. (UMI No. 3030917)
- Olins, W. (1989). **Corporate Identity: Making Business Strategy Visible Through Design**. London: Thames and Hudson.

- Neil T. Bendle, Phillip E. Pfeifer, David Reibstein, & Paul W. Farris (2010). **Marketing Metrics: The Definitive Guide to Measuring Marketing Performance**. Upper Saddle River, New Jersey: Pearson Education.
- Percy, L. & Rossiter, J. (1992). A model of brand awareness and brand attitude advertising strategies. **Psychology & Marketing**, 9(4), 263–274.
- Pongwittayapanu,P. (2008). **E-Business Knowledge**.Retrieved April 29, 2015, from <http://www.pawoot.com/node/88/>
- Roesler, P. (2014). **5 Benefits of Social Media Business Owners Need to Understand**. Retrieved April 29, 2015, from <http://www.inc.com/peter-roesler/5-benefits-of-social-media-business-owners-need-to-understand.html>
- Rothstein C. E. & Rouse J. (2011). Constrained after college: Student loans and early-career occupational choices. **Journal of Public Economics, Elsevier**, 95(1), 149-163.
- Ryan, D. & Jone, C. (2009). **Understanding Digital Marketing: Marketing strategies for engaging the digital generation**. Kogan Page.
- Sandhusen, R. (2008). **Marketing**. Hauppauge, N.Y: Barron’s Educational Series.
- SAS Institute Inc.(2015). **Digital Marketing**. Retrieved March 13, 2015, from https://www.sas.com/en_th/insights/marketing/digital-marketing.html
- Shelly, G. (2011). **Systems analysis and design**. Boston, MA: Course Technology, Cengage Learning.
- Schindler, E. (2000). **Define Reputation**. Smart Reseller.
- Threatt, S. (2009). **Facebook and the ideal social marketplace: A study of the marketing benefits of social media practices**. Masters Thesis, University of Southern California, U.S.A
- Tsang, P & Tse, S. (2005). A hedonic model for effective web marketing: An empirical examination. **Industrial Management & Data Systems**, 105(8), 1039 – 1052.
- Wijaya, K. (2014). **Social Media Marketing Platform**. Retrieved March 29, 2015 from <https://www.pinterest.com/pin/190840102931750331>
- Wind, J. & Mahajan, V. (2001). **Digital Marketing: Global Strategies from the World’s Leading Experts**. John Wiley & Son.
- Young, D. (1996). **Building Your Company’s Good Name: How to Create and Project the Reputation Your Organization Wants and Deserves**. AMACOM.