

GUIDELINES FOR USING MARKETING MIX AND SOCIAL MEDIA MARKETING OF SMALL ONLINE BUSINESSES: A CASE STUDY OF FASHION PRODUCTS IN THE EEC REGION

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ABSTRACT

The purpose of this study was to study Guidelines for using marketing mixes and Social Media Marketing of small online businesses: case studies of fashion products in the EEC agrion. The researcher conducted qualitative research. The researcher collected data by in-depth interview. In this regard, 17 persons involved are entrepreneurs and small business enterprise owners of fashion products in the EEC area, from Chachoengsao 5 people, Chonburi 7 people, and Rayong 5 people. General information about all interviewees were women aged 22-32 years, with a Bachelor's degree, with average sales per month (Including product costs) between THB 50,000-THB 90,000. Fashion products sold are women's fashion products. The duration of operation is 2-4 years and there are approximately 1-3 employees. From the analysis of the interview data, most of the answers of entrepreneurs have created marketing mix. Which consists of 6 P's including products, prices, distribution, marketing promotions, privacy, and personal services. Most entrepreneurs use Facebook as a means of online communication via Social Media. Entrepreneurs focus on selling a variety of products for customers to choose according to their own needs. Setting the price without shipping by calculating the actual delivery cost in selling products, there will be product details and shipping charges to the customer. And notify customers to transfer money before sending products. Company will have promotions on various months and festivals or have games for customers to enjoy by maintaining privacy, will ask for customer information as necessary to be used as shipping information only. For personal reviews, store owners should respond to their own messages so they know the problem and can quickly resolve it and monitor the delivery situation to the individual customers. From the information obtained, it can be developed and supported by other operators to respond to consumers more and is a way to use in business online for the art component.

Keywords: Marketing mix, Social media, Small online businesses, Fashion products

Introduction

Small businesses are independent businesses, privately owned and operated by owners. There is a low operating cost and a small number of employees, which will have the flexibility to adapt to the general situation of the country. It is also a business that uses a lower amount of funds than large businesses

to help develop economic and social well and is a source of new products.

Nowadays, the rapid advancement of technology has led to the improvement and development of various things that can greatly facilitate the daily living of human beings, including the business that is competing in the field of speed, by relying on technology to use

computer network and telecommunication as a means to publicize and disseminate information. According to the Global Digital 2019 survey, Thailand's digital and internet usage situation in 2019 has interesting statistics as follows; - The most popular social media is Facebook with over 2,200 million users, 2nd - YouTube 1,900 million users, 3rd - WhatsApp 1,500 million users, 4th - Facebook Messenger 1,300 million users, and 5th - WeChat 1,083 million users. From the above-mentioned data, it shows that online social networks, especially Facebook, are popular and have a huge influence on daily life among people who use the internet. In addition, social media is another form of e-commerce business that is gaining popularity today because it can reach many people easily and quickly through various methods, such as sending messages, sharing images and videos, etc. In addition it is able to interact and communicate instantly. Therefore, marketers tend to choose this type of media in order to adapt to changes in people's lifestyles.

For businesses that are likely to grow to meet the consumer demand in 2017, as an alternative to investment decisions, 1 in 5 businesses are fashion businesses that have consistently good growth, such as clothing, bags, and shoes, etc. The growth of those businesses is in a fast forward direction and is a market that is very easy to invest, as it is easy for the outreach of extensive number of buyers in a short time, which make it interesting to many new entrepreneurs to invest (Department of Industrial Promotion, 2017).

The area that has the potential to do fashion business is the Eastern Economic Corridor

(EEC). In 2019, the Thai government provides business support in the area. EEC according to the foreign strategic plan under Thailand 4.0, with the target area being 3 eastern provinces (Chachoengsao, Chonburi and Rayong) is a pilot area to promote the rapid development of the industry in the region. In addition, the eastern region is the province group with the highest incomes of the country and has enough space to support the growth of the industrial sector (National Statistical Office, 2017).

As the Eastern Region is attracting investors' attention, the government is aiming to push the EEC, which makes private investment opportunities stand out from the potential of the area as a working place, residential areas, and tourist attractions. Therefore it has a high concentration of population that makes this area attractive to small business investment (Office of Small and Medium Enterprise Promotion, 2017), especially fashion products. Due to the continuous good fashion business that has a very interesting figure value. In 2016, Thailand has expanded to THB 70 billion (Department of Industrial Promotion [DIP], 2017).

Therefore, the benefits of this research will be one way to make Thai business operators, especially small businesses, be alert to develop Run business by using appropriate information technology for management, which will result in future business development.

Objective of the Study

To study the guidelines of marketing mix and social media usage of small online businesses, and from case studies of fashion products in the EEC area.

Conceptual Framework

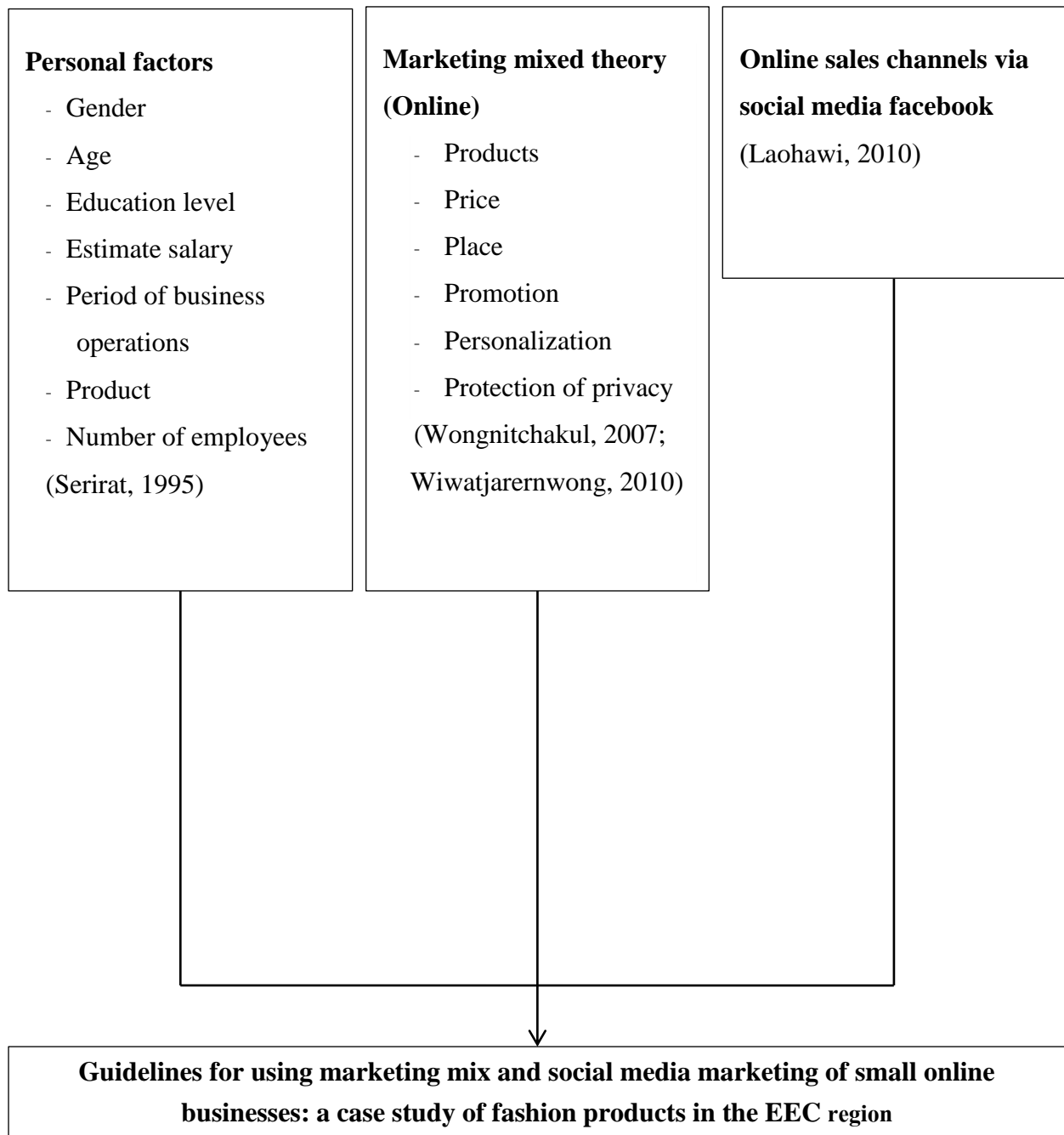


Figure 1 Conceptual Framework

Expected Benefits

1. The research results can be used as information to improve the business of fashion products to be in line with the needs of consumers and increase the customer base for the business.
2. The research results can be used as information for managing online small businesses, fashion products and planning business on the internet in the future.

Literature Reviews

Knowledge of small businesses

Small and Medium Enterprises - As for the definition of small and medium enterprises, the Committee on Economic Development (CED) of the United States of America, has set the following regulations; (Makasiranon, 2011)

1. Independent management - Managers are often involved in the ownership of that business.
2. Business owners and investments come from only one owner or a group that jointly invests.
3. The operating area of small and medium-sized businesses will be in various local services. The owner and the majority of the employees live in the same local community. The important thing is that the marketing of the product can be opened throughout the country or around the world.

However, determining the size of the business clearly and fixed is difficult. If it is the same type of business, it may be comparable. However, with different types of businesses, the small size of one type of business may become a medium size in other businesses. Thailand has the terms "Small and Medium Size Business" in 3 large business groups, consisting of the following; (Revenue Department, 2018).

1. Production Sector: covers production in agriculture, industrial, and mining sectors.
2. Trading Sector: covers wholesale and retail trade.
3. Service Sector

Online marketing mixed concepts

From the theoretical concepts of online marketing mix, the researcher created the research framework on the online marketing mix and use of small online businesses, case studies, and fashion products in the EEC area as a study guide. (Wongnitchakul, 2007; Wiwatjarernwong, 2010)

1. Products such as clothing, bags, and shoes distributed by operators with strategies or methods to deal with various problems. That covers product selection, product characteristics, quality, the efficiency, color, size, shape, and product that is produced to meet the needs of each consumer group, how long the product is used, how the marketing strategy is to create progress for the business. In addition, there must also be a plan to develop new products to be in line with market needs.

2. Channel Distribution (Place) refers to the type of sales channels such as stores or online, through various applications or methods of selling products directly to consumers, as well as selling products through various intermediary institutions, such as wholesalers, retailers, and intermediaries.

3. Promotion means the process of communicating to the targeted market to inform customers that the product is being sold.

4. Price refers to determining the appropriate pricing for the product to be offered, and the price will be accepted by the targeted market and competitors.

5. Personalization means a creating various forms of impressions such as sending greeting cards on various occasions such as the New Year and Chinese New Year.

6. Protection of Privacy is a strategy for creating reliable security systems to protect private information such as addresses, phone numbers, and postal services.

Social media concepts

Social media can be briefly described as a society in which a group of people enter an activity or group together for a specific purpose. We can get to know various people. There is linkage that can be sent to the recipient with the responding of 2-way communication. Social networks can connect and connect globally in almost every language and ethnicity in the world. It is also a way to increase revenue for businesses with low

investment but is effective in spreading the news with websites that has international characteristics, that facilitates and fulfills the needs of many people, comprises of the following; (Yaiphairot, 2014)

1. YouTube is a website that can upload unlimited videos. If any video is popular, it will be forwarded to the social network. YouTube.com has become the main marketing strategy for viral marketing or viral marketing.
2. Facebook is a website with a variety of applications. In which users share images, share clips, and send messages, resulting in over 20 million users and marketers can definitely reach consumers.
3. Line is another way to talk to customers. The main problem is that systematic management makes it difficult to manage products. However, Line has now launched the Line application as a shop that handles everything and is free. Customers can come to buy products through the Line system, benefiting both buyers and sellers. There is a Search system. Choose a store that buys regularly, talk to the owner directly through the familiar Chat line system and can also check historical data.
4. Instagram is a website that mainly focuses on uploading pictures in Thailand, which is now used by users all over the world, with marketers focusing on the target groups that use smartphones mainly. Marketing on this type of social media is done by using stars to bring products to tide in.
5. Twitter is a tool for checking popularity or to easily see what customers are saying about your product or service due to Twitter can help to raise suspicions for the target audience as well. With a short 140-character message that combines the features into the URL, marketers see it as an opportunity to attract the attention of consumers.

Fashion products

Because fashion is popular at one point and is not tangible, fashion designers need not only understand fashion at the present time, but also consider the future direction of fashion. Most of the fashions that we will focus on are clothes, with every product having different times to enter the market, resulting in different strategies in each phase of the product life cycle.

Jay and Ellen (1997) divided the stages of the fashion cycle into 4 steps as follows:

1. Introduction Stage: The new style of designer designs will be revealed to general consumers. For example, advertisement stimulates the readers' attention, with the high price of the product and high risk. If the style is accepted by consumers in general, it will cause modifications and imitations of the product style.
2. Growth Stage: The format or style of the product is the period that consumers have high demand for the product. The product prices in this range will be varied due to more modifications and imitations.
3. Maturity Stage: is when the sales of fashion products are highest. The timing of the fashion style depends on the consumer's desire to buy a new style from that fashion style. During this period, fashion styles will be accepted to the maximum, but as sales begin to decrease.
4. Decline Stage: is a recession period. Manufacturers of high-priced fashion products will stop producing fashion products in the same style since before the beginning of the slump, because cheap imitation products will sell a lot in this period and fashion product manufacturers will begin designing a new fashion style to make it the beginning of a new fashion cycle. Therefore, various stores now sell products at low prices in order to prepare stock for new fashion products.

Related Research

Rathabandit (2012) studied public relations on the internet affecting the decision to buy clothing online. The results of the research showed that the results of the 3 action research activities were public relations, creating a website, and promoting a clothing store through Social Media, found that Facebook is the best public relations network because it is a tool that allows people to exchange and share information with people that are in the same society quickly and efficiently because it can be publicized directly to the target group because the Social Network will create a group with common interests and friendship, as in the case of clothing for larger-sized customers. The consignment has not been successful due to the limited timeframe.

Chuaychunoo (2016) studied the factors that influence online shopping decisions. The results showed that most of the respondents are female. Age between 26-33 years, single status, working as a private company employee. Have a bachelor's degree and have an average monthly income of THB 10,000-20,000. The most used social network for shopping is Facebook. The most frequently purchased product types are fashion products, by purchasing 2-3 times a month and the average amount spent on each purchase is less than THB 1,000. The hypothesis test found that demographic factors. There are different gender, age, education level, occupation and income, which affect the decision to buy products via online society. As for marketing mix factors, which are personnel and product quality, price, marketing promotion, product image, store information, product information, and service processes, all the factors that influence online shopping decisions.

Deelers and Ratanapongpun (2018) studied the factors that affect the purchasing decision process through electronic commerce of

specific market consumer groups. The results showed that most of the respondents were female more than males. Most of them were single, living in Bangkok. Between the ages of 18-25 years old, have a bachelor's degree. Students and most have a monthly income of THB 5,001-10,000. The type of products that are most interested in buying or buying is clothes, clothes. The most important 6Ps of marketing mix factors is the privacy factor next is the distribution factor. And the price factor as for the process before making a purchasing decision, it is found that most of the samples give the highest level of importance. In which the factors affecting their status are age and income. The most influential marketing mix is the distribution channel. The actual purchase process found that most of the samples give the highest importance the factors that have effect are the factors of status, age, occupation, and income. The most influential marketing mix is the privacy aspect. Regarding the post-purchase process, it was found that most of the sample groups gave opinions in the post-purchase level at a high level. In which the factor affecting is the age factor of the consumer group, while the most influential marketing mix is privacy.

Research Methodology

In this research, steps are as follows;

Step 1: Reviewing the literature on knowledge of small businesses, the theory of demography, marketing mix (online) theory, Social Media concepts, and related research.

Step 2: Preparing questions in the interview by taking the questions in the interview that the draft has the advisor to consider and give suggestions for corrections and then use the questions in the interview to improve the content validity (IOC), with 5 experts to consider the correctness according to the objective that corresponds to the objective,

then take the questions in the interview Propose to the Ethics Committee once the questions have been approved by the Ethics Committee and then submitted to the advisor to ask for permission to collect data.

Step 3: Collecting quality data by conducting in-depth interviews with 17 fashion entrepreneurs in the EEC area, 5 in Chachoengsao, 7 in Chonburi, and 5 in Rayong. A fashion that has sold at least THB 50,000 per month and has been in business for at least 1 year.

Step 4: Synthesizing data from in-depth interviews.

Step 5: Getting information on guidelines for using the online marketing mix and using Social Media for small online businesses, a case study of fashion products in the EEC area.

Characteristics of interview questions

Interview questions will use open-ended questionnaire with the following details

Section 1: General information of the respondents, consisting of gender, age, education level estimate salary, duration of business, products, and number of employees.

Section 2: Marketing mix information (online), consisting of products, prices, distribution channels, marketing promotion, privacy and personal services.

Section 3: Information about social media that business and owner's value.

Section 4: Inquire about additional suggestions to allow the respondents to freely express opinions.

Data analysis

The collected data will be processed by organizing data or techniques for data analysis and qualitative research. The researcher used this by transcribing tape and analyzing the content, meanings, various feelings, including hidden implications, as well as giving examples of key words to show the clarity of the phenomenon. A complete tape transcription must maintain a natural look. It may be

necessary to polish the language to get a more refined message. The main principle is to maintain the content, meaning and emotions of the speaker (Phothisita, 2009).

Research Result

Part 1 general information about the interviewee

The results of the research showed that general information about the interviewees was 17 women, ages between 22-32 years old, and holds a Bachelor's degree, with average sales per month (Including cost of products) between THB 50,000-90,000. The business type (fashion products for sale) is women's fashion products. The duration of operation is 2-4 years, with a workforce of approximately 1-3 people.

Part 2 marketing mix factors (online) that entrepreneurs create in an online business

1. Product characteristics

As for the characteristics of products created by entrepreneurs in small online businesses, the interviewee provided 3 key product answers as follows;

1.1 Fashion clothing that is not fixed: Focusing on the current trends (dresses, shirts, shirts, pants, bags, shoes and accessories) because some customers like to look modern at that time because each fashion and trend has different times. The advantage is that if the trend changes quickly, the entrepreneur can keep up with the product and catch customers' points. They can easily create regular customers as well. In addition, this group of customers will have a relatively large base because of the behavior of this group of customers will be able to buy products often when finding products that meet the satisfaction.

1.2 General clothing (dresses, shirts): Focusing on easy to wear, polite colors, can be worn throughout the era with the trend that comes fast and goes fast if able to keep up with the

trend, it will be useful. But if you can't keep up with that, it will have a bad result because the product will be out of trend and difficult to sell. Selling products that can be sold at all times is not fashion but not too out of date. Will make customers feel that this type of product can be bought for wearing at all times and can also be worn for daily work.

1.3 Festive clothing such as Songkran Festival will emphasize colors and Thai-style floral designs. Valentine emphasizes pink clothing. Christmas emphasizes on red and green. Father's Day wears yellow. Mother's Day wears blue. During these holidays, we can see that most people wear clothes to match the festival or occasion, because it makes the wearer look good and a person that is up to date with the world as well.

In short, entrepreneurs should sell a variety of products that can meet the needs of customers, and allow customers to choose according to the suitability of their own individuality, because people's preferences are different. In addition, if they have a wide variety of products that will enable them to penetrate more customers.

2. Methods of product distribution

Methods of product distribution (distribution of goods) that the operator creates in a small online business, interviewees have 2 methods of distributing products (product distribution) as follows;

2.1 Selling products without agents to distribute or selling products directly to consumers because the entrepreneurs want the products to be unique. Being distinctive and different from other stores, therefore do not accept sales representatives because if there are too many agents, the products will be distributed and can be bought in the general market.

2.2 To sell products with agents to distribute products or selling products through an intermediary institution. Entrepreneurs want to distribute products because having a

distribution agent will be able to order more products, which will cause the cost price to decrease.

In terms of product delivery, the researcher has summarized and analyzed the opinions from methods or methods of product delivery. Has classified the issues regarding product delivery in 4 ways as follows.

2.3 To deliver products with the choice of customers, either by Registered Mail, Express Mail (EMS) or Kerry. Having multiple delivery channels is one way to respond to customers' needs as they are more convenient to use the service with different delivery methods.

2.4 To summarize the product price, including product details and shipping charges to the customer, in order to check when the product has a problem or is sent incorrectly, and to notify customers to transfer money before packaging or sending products. The shop will not deliver the product to the customer first. If the shop sends the product to the customer before receiving the money transfer from the customer, it may cause problems to come later.

2.5 The process of wrapping the product must be put in clear plastic bag before putting in a box or postal envelope, in order to prevent the product from being soiled or stained causing damage.

2.6 To review the details of the name, address, telephone number to the customer by taking a picture when the product is finished wrapping, in order to prevent the wrong product delivery. It also allows the customer to check the information before sending the product in order to prevent the product from being returned in the event that invalid name or address.

3. Marketing promotion methods to keep customers informed of new products.

Marketing promotion methods to keep customers informed of new products that the entrepreneur

creates in a small online business, interviewees have marketing methods, which can be divided into 5 steps as follows;

3.1 Publicize via Facebook page about new products regularly. In 1 day should not publicize more than 5 times because of publicity (promoting the Facebook page) more than 5 times will annoy customers, and will cause Facebook to block access from customers.

3.2 Set the exact date and time for live video or product promotion with at the time when most people are not busy or after working hours, which is suitable time. For example, weekdays between 17:00-22:00 hrs, because it is the time when most people go out of work and Saturday-Sunday will be from 10:00 am, 3:00 pm, and 7:00 pm-8:00 pm because it is a holiday. If the live video is in the morning, people may still not wake up.

3.3 There are games for customers to enjoy when starting the live broadcast (Live Streaming) or live video or new products. By sharing the text, images, or video and then win free products from the store such as letters guessing games, guessing food names, as well as allowing customers to type the text as they are told and count that message. In the order that the seller notices who falls in the order in which they will receive the prize, but we all have to follow the rules, and then share the video or live video to different groups in order to boost sales. Due to sharing live video, it helps reach people in large numbers. Then other customers may want to buy the products

3.4 Use your own photo when selling the product so that customers can see the actual product, rather than using a model. The use of pictures from the store to sell that product will increase the credibility of the store and allow customers to see what it looks like when actually wearing, as well as confirming the identity that the store has real

products and also increases the demand for that fashion clothes as well.

3.5 There are promotions based on the month and various festivals, such as accumulating purchases to receive discounts or to receive gold each month. Sending review images to customers to vote for free products from the shop, lucky draw for prizes in various holiday such as New Year. As for other holidays such as Songkran and Loy Krathong, there will be free promotions or free gifts to return profits to customers and to allow customers to buy products for a long time, creating an impression is something that must be created. If customers are impressed, they will not have to waste time promoting the products because customers will come to us personally. Customers who are impressed will pull other customers to come to buy the store's products, also known as "Word of Mouth".

4. How to set pricing

Setting the price that the seller creates in a small online business, the interviewee has a method for setting prices, which can be divided into 2 methods and 1 payment method as follows:

4.1 Price setting excluding shipping fees by the actual delivery cost is EMS at THB 50, Registered Mail at THB 30, the next product (the 2nd, 3rd, or 4th), plus the additional THB 10 per piece, because some operators are adding a lot of profits in the sale of products. Therefore need to charge shipping fees separately to not include profit in case if there are problems or incidents of absences from the sale of the product.

4.2 Product pricing and market price should be not too high or too low, such as shirts should be THB 100-200, pants THB 200-350, shorts THB 150-250, dresses THB 150-300, bags THB 200-450, shoes not more than THB 500, jewelry not more than THB 200. The fashion clothing business entrepreneurs should

focus on pricing products with a cost price should be able to calculate the selling price not exceeding the market price, and set a price that can be to meet the needs of customers.

4.3 In terms of payment for goods or payment can be made by bank transfer, which may have more than 1 account to serve for customers in case that they want to transfer to other banks.

5. How to maintain privacy

Privacy protection that operators create in a small online business, interviewees have methods that can be divided into 5 steps as follows

5.1 Request for necessary customer information that is used in delivery is the name, address, and phone number, as the customers may be annoyed or feel the space invasion.

5.2 Keep information in private messages data access will only be the owner of the store or the administrator of the page of customers is important to find and allow others to access, may have subsequent problems.

5.3 Information transmission or inquiry should be via text only to prevent impersonation and maintain the privacy of customers as well. For example, if a customer is interested in the product, the customer will say hello in the message to ask because If customers ask under the product image, there may be criminals, or other stores can start to quote or offer products.

5.4 Reviews must always close the client's name or request permission first. In order to honor customers and respect the rights because some of you may not want to reveal your name or face to others, including the possibility of problems with, is considered a violation of the computer law in the editing or modification of images (Article 16). This offense is divided into 2 main issues, namely posting Pictures of others resulting from creation, editing, or modifying it to allow others to discredit it were blasphemous hatred which there are

penalties if you do not have to be this term not exceeding 3 years and a fine of an amount not exceeding THB 200,000.

5.5 Notifying customers of postal numbers of products in private messages only to prevent receiving the representatives of the people, such as friends of the customers we already have put numbers to determine whether the address where the goods and then pretending to be used instead.

6. The method of providing personalized service to create impression in various forms.

The personal service by creating the impression on the clients various types of enterprises conducted business in the small interview with the way in providing personalized by impressing customers in various ways, which can be divided into 5 ways as follows

6.1 There are after-sales services, which is responsible for taking care of the product in case of sending the wrong product, defective product from the factory and the shop can't Let the customer know first, unless the customer does not buy the wrong clothes or contaminated, the shop is not responsible to make customers feel at ease and confident that the store is responsible for not taking advantage of consumers make customers want to come back to buy again.

6.2 The shop owner should answer the message by himself so that he knows the problem and solve quickly. The shop owner will be able to recognize the problem directly. If let an employee respond to customers, employees may not report problems to the store owner and may lose customers.

6.3 Reply to messages quickly. Do not let customers wait for a long time. The response time for customers should not be more than 5-10 minutes, as it may cause customers to change to buy other products.

6.4 There is a follow-up stage after sending the products to the customer individually by saying in the message whether the

product has been received or hasn't been received. If the product has a problem, business owner will keep the product status for customers.

6.5 Sincere to customers by providing complete product information such as size, color, length, price or defect (if any) without requiring customers to make multiple inquiries because it may cause customers to feel ignored.

Part 3 Online channels factors that entrepreneurs create in online businesses

Social media factors that the entrepreneurs create, the results found that the entrepreneurs of small enterprises mostly use Facebook as online media channel to sell products, to add pictures and product details (price, size, color and length), to respond to messages more than other types of Social Media. As for the 2nd most popular Social Media that online entrepreneurs use is Line, with Line@ introducing new products. It is used to reply to messages and to create groups for forwarding purchased products in the store (In the event that customer cannot wear the product or wishes to sell as a 2nd hand).

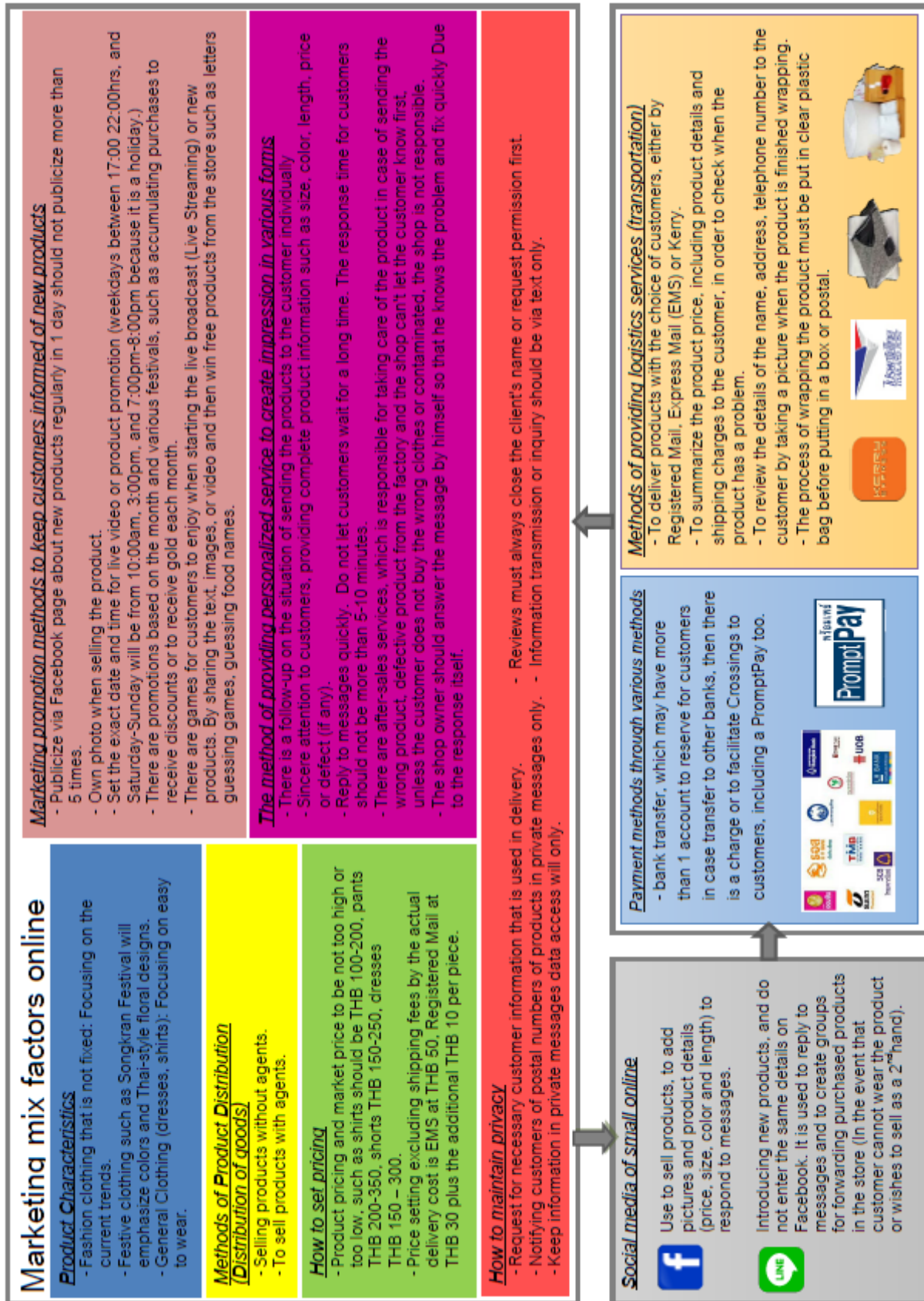


Figure 2 Marketing Mix Factors Online

Conclusion and Discussion

Guidelines for using the marketing mix and using social media of small online businesses, case studies of fashion products in the EEC area include;

The type of products that entrepreneurs make in online small businesses is Fashion clothing that is not fixed: Focusing on the current trends (dresses, shirts, shirts, pants, bags, shoes and accessories). General Clothing (dresses, shirts): Focusing on easy to wear, polite colors, can be worn throughout the era. Festive clothing such as Songkran Festival will emphasize colors and Thai-style floral designs. Valentine emphasizes pink clothing. Christmas emphasizes on red and green. Father's Day wears yellow. Mother's Day wears blue is in line with Chaisuwankeeree (2016) studied the factors that influence the decision to buy clothes from stores in the Facebook and Instagram found that the product factors, which will have a positive impact on the decision to buy clothes from stores on Facebook and Instagram, consisting of modern products has a distinctive design, unique as well as a variety of styles is an important factor that encourages consumers to be interested and ultimately lead to the purchase decision.

Methods of product distribution (Distribution) found that the entrepreneurs are selling products directly to consumers and sell products with agents to distribute products or selling products through an intermediary institution. In terms of product delivery, there is summarize the product price, including product details and shipping charges to the customer, in order to check when the product has a problem or is sent incorrectly, and to notify customers to transfer money before packaging or sending products. The process of wrapping the product must be put in clear plastic bag before putting in a box or postal envelope, in order to prevent

the product from being soiled or stained causing damage and to review the details of the name, address, telephone number to the customer by taking a picture when the product is finished wrapping, in order to prevent the wrong product delivery. It also allows the customer to check the information before sending the product in order to prevent the product from being returned in the event that invalid name or address. The results is consistent with Wongnitchakul (2007) and Wiwatjarernwong (2010), discussed online marketing mix (Online marketing mix) as a new marketing component consisting of 6 P's. The method of product distribution is the process of moving goods or products from a manufacturer to a consumer or target market, which may use the method of selling products directly to consumers or selling products through an intermediary institution, such as wholesalers, retailers and agents.

Marketing promotion for customers to be informed of new products found that the publicize via Facebook page about new products regularly, set the exact date and time for live video or product promotion with at the time when most people are not busy or after working hours. There are games for customers to enjoy when starting the live broadcast (live streaming) or live video or new products by sharing the text, images, or video and then win free products from the store. Business owners should use their own photo when selling the product so that customers can see the actual product, rather than using a model. There should offer promotions based on the month and various festivals in accordance with Chuaychunoo (2016) studied the factors that influence the decision to buy products via online society. The results of the study revealed that marketing promotion factors

influenced the decision to buy products via social media, which means providing new product information directly to customers. Doing marketing promotion activities such as reducing the price of exchanging souvenirs and distributing sample products, regular product promotions and promotions in other channels, regardless of whether the operator which type of products will be sold. Marketing factors are important to help attract new customers and help maintain relationships with existing customers, such as promotions, price reductions for new groups of customers, and membership systems in order to receive different privileges for existing customers who have made frequent purchases.

The pricing method found that the price setting excluding shipping fees by the actual delivery cost, product pricing and market price to be not too high or too low and In terms of payment for goods or payment can be made by bank transfer, which may have more than 1 account to reserve for customers is consistent with Phakaratsakul and Jadesadalug (2015), whom studied the strategy of operating a fashion clothing business through online social networks. The study indicated that most business owners choose to use pricing strategy, by using the settings price is appropriate to the quality of the product by considering the cost of the product. For example, the price is suitable for teenage consumers makes it able to make an immediate purchase decision. But there are also some entrepreneurs who choose a single price strategy in order to make it easier for consumers to make decisions, including payment methods, operators choose to use bank transfer in which the entrepreneur chooses to have accounts with at least 2 major banks as an option for customers.

The ways to maintain privacy created by online entrepreneurs found that the request

for necessary customer information that is used in delivery, keep information in private messages data, information transmission or inquiry should be via text only to prevent impersonation and maintain the privacy of customers as well, reviews must always close the client's name or request permission first and notifying customers of postal numbers of products in private messages only consistency with Deelers and Ratanapongpun (2018), studied factors affecting the purchasing decision process through electronic commerce of specific market consumer groups. The result of the research shows that the privacy factor Online marketing or electronic commerce is different from the general market because when choosing to view products on the internet, the visit information may be recorded in the purchase of products at, must have details of the order and delivery, or a dialogue to place an order this information, if not taking preventive measures may cause damage, can be sold to customers who can order products therefore, consumers in specific markets must pay more attention to having sufficient security systems. There is protection against access to customer information from other people. Having the personal information of customers the privacy policy is clearly posted and customers are able to manage their own personal information.

The methods of personal service by creating various forms of impression are there are after-sales services, the shop owner should answer the message by himself so that he knows the problem, reply to messages quickly, there is a follow-up on the situation of sending the products to the customer individually and sincere attention to customers, providing complete product information factors affecting the success of using electronic commerce to create Gain Competitive Advantage in Small and Medium Enterprise Business. The results show that if an organization wants to be successful and gain a competitive

advantage in order to increase sales, expand customer base, reach more new customers, the business owners should send information to customers faster, reduce value marketing expenditures, including increasing awareness of the organization or brand of products, provide essential services, by serving customers with targeted promotions and promoting new products. Although e-commerce cannot create interaction between buyers and sellers through encounters, e-commerce is more prominent in reaching customers than in customer satisfaction surveys. Therefore, in order to maintain customers brand awareness and increase number of customers, entrepreneurs should strive to maintain service levels and use clear policies.

Social media factors created by online entrepreneurs in line found that the entrepreneurs of small enterprises mostly use Facebook as online media channel to sell products, to add pictures and product details (price, size, color and length), to respond to messages with Rathabandit (2012), studied public relations on the internet, affecting online shopping decisions. The research found that result of action research in all 3 public relations creating your own website deposit for clothes shops through social media. Facebook is the best social network for public relations because it is a tool that allows people to exchange and share information with people in the same society quickly and efficiently. It can be publicized directly to the target group because social networks will create groups that share common interests.

Recommendations

1. Marketing promotion methods to keep customers informed of new products, people should pay more attention to using their own pictures to sell products so that customers

see the actual product more than using a model.

2. Product distribution methods: entrepreneurs should increase distribution channels by having agents to distribute products and also increase sales as well as the method of transportation services in the appointment section. Customers can get things faster if it distributes in the same district or province.

3. Pricing methods: entrepreneurs should do the wholesale price, not add additional price. they can buy any number of products (THB 50-70) and provide 3 wholesale price (cheaper than the normal price).

4. Method to protect the privacy of customers: The sellers should inform the customer's product by posting number in private message only.

5. Personalized services: entrepreneurs should create various gifts which should be given when important festivals (New Year, Christmas) such as greeting cards, trinkets (such as earrings and necklaces), and recognizing customer preferences. For example, customers like dresses or shirts, or black and white colors or sweet colors, in order to introduce new products. Business owners should have a special price for customers who are a registered member. Lastly, business owners should find products to meet the needs of customers, such as yellow dresses or long pants that are popular, as well as accessories.

6. Social media: Entrepreneurs create Instagram media in order to use more pictures and product details in order to increase distribution channels because customers think that the channel Instagram is also an important online media after Facebook.

Recommendations for Further Study

1. This research studied entrepreneurs and consumers living in the EEC.

Therefore, the next research should be conducted to obtain with information that covers other areas as well.

2. Should study more about online media that entrepreneurs do not use in business in order to use information to improve online channels of small business online to be more successful.

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