

Facebook as Smart and Effective Business Weapons เฟซบุ๊ก อาวุธทางธุรกิจอันชาญฉลาดและมีประสิทธิภาพ

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Abstract

Online shopping continues to grow at a rapid pace. Social network sites have become tremendously famous. Since April 2009, Facebook has become the No. 1 social networking with more than 500 million active users. Therefore, many business sectors have to adjust themselves by creating their own community via Facebook. Facebook has many tools for people to share their information such as News Feed, Share, Group, etc. It allows customers to meet, discuss, and get closer to the business. The power of Facebook is more effective because after building a Community, customers can select shop, have conversation, and share activities. It provides many Applications such as games, rewards, and points' collection.

Combining Facebook into commercial exchanges can occur through a number of various means as followings: (1) Profile Page, (2) Inventing a Group, (3) Building a Fan Page, (4) Facebook Ad and (5) Facebook Application.

Facebook has an impact on consumer's buying behavior in many ways. The main reason is that people trust their friends' comments about product or service on Facebook. As the Click-Through Rate on Facebook Ad is not high, the Viral Marketing or Word-of-Mouth is a method to bring consumers to participate. Model of pricing has also changed in social network. Consumers will buy a product only when they find the best deal. Facebook makes it easier for consumer to form a group of their friends, and then order a large number of products for a special price. Facebook helps arousing friends and friends of friends to participate in getting the best deal.

KeyWords: Online shopping, social network, consumer's buying behavior, commercial exchange

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บทคัดย่อ

การซื้อขายสินค้าและบริการผ่านสื่อออนไลน์เติบโตอย่างต่อเนื่องและรวดเร็ว เครือข่ายสังคมออนไลน์ได้รับความนิยมอย่างยิ่งยวด ตั้งแต่เดือนเมษายน 2009 Facebook ได้ก้าวขึ้นเป็นอันดับหนึ่งด้วยจำนวนผู้ใช้งานมากกว่า 500 ล้านคน ดังนั้นธุรกิจหลายแห่งจึงต้องปรับตัวด้วยการสร้างชุมชนของตนผ่านทาง Facebook โดย Facebook นั้นมีเครื่องมือหลากหลายให้แบ่งปันข้อมูล เช่น News Feed, Share, Group เป็นต้น ลูกค้าสามารถพบปะ พูดคุย และใกล้ชิดกับธุรกิจ Facebook มีประสิทธิภาพมากเพราะหลังจากสร้างชุมชนแล้ว ลูกค้าสามารถเลือกร้าน พูดคุย และทำกิจกรรมร่วมกัน ด้วย Application ที่หลากหลาย เช่น เกม รางวัล การสะสมแต้ม

การผสมผสาน Facebook ไปสู่การแลกเปลี่ยนทางการค้าสามารถเกิดขึ้นผ่านวิธีการที่หลากหลายดังนี้ (1) หน้า Profile (2) การสร้าง Group (3) การสร้าง Fan Page (4) โฆษณานบน Facebook และ (5) Application ของ Facebook

Facebook ส่งผลต่อพฤติกรรมผู้บริโภคในหลายด้าน ด้วยเหตุผลหลักคือความเชื่อใจในความคิดเห็นของเพื่อนเกี่ยวกับสินค้าและบริการใน Facebook และเนื่องจากอัตราการคลิกบนโฆษณาใน Facebook นั้นมีจำนวนที่ไม่สูง การทำการตลาดแบบบอกต่อหรือปากต่อปากจึงเป็นวิธีที่จะดึงดูดลูกค้าเข้ามามีส่วนร่วม โครงสร้างด้านราคาในเครือข่ายสังคมออนไลน์ก็เปลี่ยนไปเช่นกัน ผู้บริโภคจะซื้อสินค้าต่อเมื่อได้ราคาที่ดีที่สุด Facebook ทำให้ผู้บริโภคสามารถรวมกลุ่มเพื่อน แล้วส่งสินค้าได้ในจำนวนมากเพื่อให้ได้ราคาพิเศษ Facebook ช่วยกระตุ้นเพื่อนและเพื่อนของเพื่อนให้เข้ามามีส่วนร่วมเพื่อรับข้อเสนอที่ดีที่สุด

คำหลัก: การซื้อขายสินค้าและบริการผ่านสื่อออนไลน์, เครือข่ายสังคมออนไลน์, พฤติกรรมผู้บริโภค, การแลกเปลี่ยนทางการค้า

Have you heard of Online Shopping?

Online shopping has exploded in the last several years because consumers have found it very convenient and cheaper than other method. Consumers can shop without leaving home, choose from a wide variety of merchants, use shopping comparison services to search the Web for the best price, and finally have the items delivered to their homes. As a result, online shopping continues to grow at a rapid pace, with online sales accounting for around 8 percent of total retail sales. In 2007 online retail sales reached \$157 billion and they have been projected to grow to \$271.6 billion, or 9 percent of retail sales, by 2011 (McDaniel, Lamb & Hair, 2010, p.451). Two-third (66%) of Americans say they have purchased a product online, such as book, toys, music, or clothing. 78% of Internet users either agree (25%) or agree strongly (25%) with the proposition that shopping online is convenient for them. While 68% of Internet users either agree (47%) or agree strongly (21%) that online shopping saves their time. However, Internet users who live in lower-income household (defined as households with annual income below \$25,000) are less likely to shop online (Horrigan, 2008, p.i).

Table 1: Attitudes about online shopping

Attitudes about online shopping: by household income (% of Internet users in each age group who "strongly agree" with statement)					
	Less than \$25,000	Between \$25,000 - \$40,000	Between \$40,000 - \$60,000	Between \$60,000 - \$100,000	Greater Than \$100,000
The Internet is the best place to buy items that are hard to find	26%	23%	25%	28%	32%
Shopping online is convenient	22%	24%	22%	28%	36%
Shopping online saves me time	19%	19%	18%	24%	31%
The Internet is the best place to find bargains	12%	10%	8%	8%	13%

Source: Pew Internet & American Life Project Survey, September 2007, p. 17

In Thailand, the latest survey on online shopping habits by Master Card Worldwide (Masterintelligence, 2011, p.1) revealed that 67% of Thai respondents access the Internet for online shopping, slightly higher than the average across the 15 markets surveyed (61%). The findings also revealed that women and consumers aged between 25 - 34 years old are more likely to shop online than their counterparts. Thai consumers topped the survey for mobile shopping with 34% of respondents purchasing items through their mobile phones during the past three months and 30% of the respondents looking to do so in the next six months. The survey was conducted from 3 September to 1 October 2010 and covered 8,500 respondents across 15 markets: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Africa, South Korea, Taiwan, Thailand and the UAE.

The top five items purchased online are airline tickets (33%), ladies clothing and accessories (32%), CDs/DVDs/VCDs (29%), hotel accommodation (27%) and cosmetics (25%). The top five mobile shopping items are health and fitness products (24%), ready to eat / home delivery meals (22%), movie/concert tickets (20%), phone application/software (19%) and cosmetics (17%)

Among APMEA markets, Korea scored the highest accessing rate for online shopping (85%) followed by China (84%), Japan (75%), India (67%) and Thailand (67%). For mobile shopping during the past three months, consumers in Thailand are most likely to shop via mobile Internet (34%) followed by Indonesia (29%), India (28%), China (23%) and South Korea (19%).

Among the total respondents, 500 consumers surveyed were Thais between the ages of 18 and 64 years with personal bank accounts and who accessed the Internet at least once a week.

Table 2: Percent of consumers who access the Internet for Online Shopping

Market	2010	2009	2008
South Korea	85%	87%	80%
China	84%	80%	82%
Japan	75%	74%	84%
India	67%	72%	54%
Thailand	67%	63%	43%
Taiwan	66%	66%	-
Singapore	64%	56%	54%
New Zealand	59%	63%	-
Australia	58%	63%	66%
Malaysia	55%	33%	-
South Africa	51%	42%	50%
Hong Kong	49%	47%	45%
Indonesia	44%	-	-
U.A.E.	42%	29%	34%
Philippines	27%	30%	-
Total	61%	60%	59%

Table 3: Percent of consumers who shop online via mobile

Market	Last 3 months	Next 6 months
Thailand	34%	30%
Indonesia	29%	16%
India	28%	32%
China	23%	33%
South Korea	19%	25%
Taiwan	16%	19%
Hong Kong	15%	16%
Malaysia	15%	22%
U.A.E.	12%	25%
Singapore	12%	20%
Japan	11%	4%
South Africa	11%	13%
Philippines	7%	20%
Australia	6%	4%
New Zealand	5%	4%

Furthermore, the latest survey on total advertising expenditure by The Nielsen Company (Thailand) revealed that Internet has the highest percent change (68.18%) from last year. It has been used as a popular medium among several brands in Thailand. (Nielsen, 2011)

creation and exchange of user-generated content" (Kaplan and Haenlein, 2010, p. 59) Peter R. Scott and J. Mike Jacka define social media as "the set of Web-based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers. (Scott and Jacka, 2011, p.52)

Social network sites are "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (boyd & Ellison, 2008, p. 211). Individuals often use social network sites to maintain and strengthen a social connection with friends (Lamp, Ellison, & Steinfield, 2006, p.167). Furthermore, Social network sites can also provide spaces for commercial relationship exchanges. The interactive nature of the Internet requires a readjustment of the assumed relationship between marketers and customers. They become bound to establish both an economic and social contract, as the transactions in this medium cannot be discrete but necessarily relationship exchanges (Hoffman, Novak & Peralta, 1999, p. 2).

The F-Factor (Friend, Fan, and Follower) is the main characteristic that affects the buying decision of social network customers. (Trendwatching, 2012) Keller Fay Group, the advisor of marketing research, revealed that for the United States market, people chatted about brand for 1 trillion times every year. The consumer behavior on buying decision has not changed but the innovation of technology has unlocked that behavior and expanded it and continued to grow constantly which has affected other consumers in a great way. F-Factor has an impact on consumer behavior as followings:

- Discoveries – consumer will search for the best product and service from like-minded social network friends. They are curious about what their friends think, do, eat, listen, buy, and travel. Frequently, their friend's behavior is similar to theirs. Consumers use social network and its tools to discover products that friend, fan, and follower have already selected.
- Rated – consumers search for ratings, recommendations, and reviews about product and service from their friends on social network.
- Feedback – user, Fan, and Follower comment on their buying decision. Most consumers would like to reveal their need of product among friends and want to hear comment on the buying decision.
- Together – shopping is a social activity. Even though consumers are not geographically living together, they always share information with their friends in social network.
- Me – company bring message or picture in social network to create product and service.

The F-Factor has lots of impact on consumer behavior. Therefore, the company needs to look for the best way to make their target group click Like on their Page when applying social network to their business.

The research on "The Influence of Advertising on Online Social Network to Consumer Response Process" (Nuchjarin Chobdamrongtham, Warangkana Adisornprasert, and Supinya Yansomboon, 2011) found that the indirect advertising on online social network that had the highest level of awareness consisted of 2 methods: joining the Group and setting the Page for product and service on Facebook. It affected the level of response on Attention. Furthermore, the comments via Facebook Page allowed the company to reach their consumers' Facebook. So, they could build a relationship between their brand and their consumers directly by using social network for CRM (Customer Relationship Management). However, joining the Group was another channel that could effectively create brand awareness for consumers but it only worked with the well known brand. Because, consumers were already loyalty to those brands, so they would like to join the Group and intend to follow.

Social network sites, such as Facebook, MySpace and Twitter, have become tremendously famous. According to a report by Nielsen (Nielsen, 2011) "In the U.S. alone, total minutes spent on social networking sites has increased 83 percent year-over-year. In fact, total minutes spent on Facebook increased nearly 700 percent year-over-year, growing from 1.7 billion minutes in April 2008 to 13.9 billion in April 2009, making it the No. 1 social networking site for the month." The main increase in social media has been Facebook. It was ranked the number one social networking site. According to Nielsen (Nielsen, 2011), global consumers spend more than 6 hours on social networking sites. At present, Facebook has more than 500 million active users, 50% of users log on to Facebook in any given day, average user has 130 friends and people spend over 700 billion minutes per month on Facebook. There are over 900 million objects that people interact with (pages, groups, events and community pages), every month, more than 250 million people engage with Facebook on external websites and 70% of users are outside the United States (Facebook, 2011).

Business has been adopting Facebook Pages as a channel to communicate with their consumers, collect "fans," and finally create brand awareness and reputation. At present, there are 1.4 million Pages and approximately ten million individuals are becoming fans each day (Pattison, 2009, November 11) Social networking, is becoming an efficient method to contact with consumers; one study found that 30% of users surveyed discovered a product through a social networking site, 34% after seeing an advertisement within a social network site, used a search engine to find product information, and 46% had discussed a product within Facebook. Every month, Facebook users would visit other website via links in Facebook more than 2.5 million website. Each of them would click Like 9 times per moth and 3 of 4 of those Like would be about brand (Quinton, 2009). Furthermore, Juicy Couture found that comments on purchasing products was increased about 160% after the company invested in social network. The Daily Deal as Groupon who has sales volume at more than 40 million offers was supported by word-of-mouth in social network. (Trendwatching, 2012)

In theory, there are three C's that need to be considered to build a successful online store:

- **Content** - selling product and service in a context that is relevant to a target audience.
- **Community** - creating an online environment that site visitors and customers can participate in and feel part of.
- **Commerce** - the actual offers and revenue-generating streams of the web site. (Fiore,

2001)

However, the growth of Social Network like Facebook becomes so strong that many business sectors have to adjust themselves by creating their own community via Facebook. Facebook has many tools for people to share their information such as News Feed, Share, Group, etc. It allows customers to meet, discuss, and get closer to the business sector. Idressey Shop is one of the examples of successful online store because they make a full benefit of their Wall. They frequently update pictures of their clothes, and use Photos as a showroom for all of their cloths to motivate the need of customers. Many customers are looking forward to the new collection and fight to click for ordering. Furthermore, they use two ways communication for ordering, transferring money, receiving product, requiring more information, and solving problems. However, the most fascinating device is that they ask customers to put on the cloths from Idressey and place those pictures on their Wall. When friends of those customers view the pictures, word-of-mouth was spread out. As a result, Fan of Idressey is at 787 (on the 5th January, 2012) even though the store has started only for 1 year.

Creating business by using Facebook

Building business on Facebook is not difficult because there are many providers who create Application for creating a business. For example, Payvment (<http://www.Facebook.com/payvment>) offers a free service that customers can place as many products as they want and pay via credit card or Paypal, which is very convenient. After setting up the business, a new Tab of Shop Now will appear on the first page of Page. There are several providers on Facebook such as Vendor, Soptab, Ecwid, etc.

Online business becomes a part of the Community. Therefore, it is unnecessary for the owner to have another web page for the business. The power of Facebook is more effective because after building a Community, customers can select shop, have conversation, and share activities. It is similar to the Customer Relationship Management (CRM) because Facebook provide many Applications such as games, rewards, and points' collection. (Pisek Chainirun, 2010)

Combining Facebook into commercial exchanges

Munoz and Towner illustrated how Facebook could be integrated into an advertising class (Munoz & Towner, 2010, pp. 21-22). Those methods can also apply for social buying as well. The

Profile page is the simplest option to implement, while, the integration of Facebook applications (combining with the other methods described) is the most extensive.

Benefits of each application are summarized below:

1) **Profile Page:** The Profile page provides sellers to distribute a range of information with customers. Sellers can add personal information, such as photos, favorite activities, and interests. For commercial purposes, the Profile page can be used to communicate with customers via Facebook messaging, "chat", the "wall" creating events, or writing "notes." Using these features, sellers can hold virtual shop hours, respond to customer questions, make announcements, advertise an event, and post relevant marketing material and information (i.e., videos, websites, advertisements, marketing groups, etc.).

2) **Inventing a Group:** A divide group can be created exactly for products, performing as a principle and main section for contents. If the group is "closed" or "secret," customers must become members to view the group and its contents. As well as the Profile page, each product group has its own profile site that has a group record, a membership list, a "discussions" list, a "wall," and sections for posting photos, videos, links, and other product contents. Within "discussions," sellers can post a present event question or a topic from the week's selling. Customers can post their own discussion topics, beginning discussions beyond themselves or reacting to the seller's discussion topic. A Group is different a Profile page in that sellers can contact customers by sending messages to all group members at once. Finally, customers can virtually discover clients through the product group, letting them to associate with their friends, set up product groups, and help further promoting commercial.

3) **Building a Fan-Page:** Sellers can establish a different "Fan page" or "Page" for a particular product. A Page is the same as a Facebook group in many ways. A Page consists of a "discussions" list, a "wall," messaging to all "fans," videos, photos, and web links posting, and relevant events. There are two main differences between the Page and product group. First, a Page provides further characters. Some particular Facebook applications can be download and notes and blog posts can be accessed. Second, different from a Product Group, a Page can be seen by every Facebook user and cannot be "closed" or set private. Non-members will have to be questioned to delete themselves or be "blocked." Moreover, everything posted on Pages will become accessible to all Facebook users. Facebook Page is similar to User Profile when individual applies to join a member. However, Facebook Page displays to all public but User Profile emphasizes on the privacy which means one needs to be allowed to be able to look through all the details. Facebook Page has unlimited on the amount of friends while User Profile limits the amount of friends at 5,000. The major feature of Facebook that creates worth-of-mouth is News Feed. It shows activities of friends that automatically appears when Log-in into Facebook. If those activities are appealing, other friends and friends of friends will follow as we call the Viral Marketing. When our Fan does any activity that

connect to Facebook Page such as writes on Wall, comments or joins the group chat, those information will appear for friends of that Fan as well. If any of their friends find it interesting and apply to be a Fan, the activity that relates to their Facebook Page will appear to their friends too. There are many benefits of Fan Page for the company. It is another channel to promote business on website and it can draw more people to the website because when details of the company spread on to many websites, the company's name will appear more on Google. Fan Page helps building community of consumers without wasting any budget and it directly helps reaching the target group. The company will have a close relationship with their consumers and it is the area for royal consumers to tell others about the company. Learning about consumer behavior will help developing the company and Facebook has Page Insights that accurately report all the information about target group. Finally, Fan Page can help the company to keep up with competitors. (Pisek Chainirun, 2010)

Vaseline is a good example of how to make use of Facebook Page. The Info of Vaseline consists of Company Overview, Mission, Product Line and website. For the What's New, Vaseline applies it as a promotion tool by showing their new products and announcing their work shop activity. For Photos, Vaseline illustrates their customers from all over the world. There are also some pictures from Vaseline's Fan in that album. Most importantly, instead of directly promoting their products, Vaseline always interact with their Fan by a greeting New Year's card, recommended restaurants and places, and also placing comments on Fan's Facebook. For that reason, customers feel that they have another friend and that makes Vaseline reach the eleventh ranked for Facebook Page in Thailand with the mount of Fan at 661,407. (On 5th January, 2012)

4) Facebook Ad; If Facebook Page doesn't provide enough customers, Facebook Ad is another option. It is an advertising that is similar to Banner which appears on the right. This Ad is very effective to reach the target group. The reason is that we can select the key factors of those who can see our Ad including Location, Age, Birthday, Sex, Keyword, Activities, Favorite Books, TV Shows, Movies, Education, Workplace, Relationship, Interest In, Languages, Connection, etc. The target group will see the Ad according to the Info of each person in details. We can easily identify the receivers according to Pages, Event or Application that they join. In addition, we can also block members of our own Page from seeing this Ad because they've already known us. After we identify the characteristic of our Ad viewers, Facebook will roughly calculate the amount of that target group. This process helps increasing a chance of Ad to be clicked and reducing the damage of sending messages to the wrong target group which is incapable for other media. Instead of widely spread the message to every target group, Ad becomes a private message for each individual (Pisek Chainirun, 2010). There are many successful stories of campaigns using Facebook Ad. For example, it drives nearly 13,000 views of a video commercial designed to raise awareness of the carmaker's hybrid technology for Toyota Hybrid Synergy Drive. Unilever distributed 33,000 samples of its new Marmite Cereal Bar through Facebook to its target audience of mums and 16- to 44-year old adults. A

campaign around World Cup of Budweiser generates unusually high interaction with the brand with some 2.7 million users engaging with a unique application of Facebook. However, those successful stories were illustrated on <http://www.facebook.com/FacebookAds?v=app7146470109> which intends to engage the awareness of Facebook service. The disadvantage of Facebook Ad is that it is similar to Banner while most viewers who are goal oriented navigation will click less than those who are exploratory browsing. Besides, Internet users tend to avoid looking at Banner or pretend not to see it as they call the Banner Blindness. Even though Facebook Ad is more effective than Banner because it has more specific target group and it is easier to revise the content but the major features are still the same. Moreover, Facebook Ad doesn't have as many varieties as Banner. The limit of font and messagess without any picture make it less attractive. Webtrends did a survey research on 11,000 respondents from every state in the United States and found that the Click Through Rate (CTR) of Facebook Ad was very low. In 2010, there were only 5 persons who click on the Ads. It also has 10 times less CTR than Banner with a very short life cycle. After only 3-5 days, people will ignore the Ad. However, the Cost Per Click (CPC) for Facebook is lower than Banner. Therefore, using Facebook Ads is another option that company needs to work closely with other marketing tools. (Webtrends, 2011)

5) Facebook Applications: Facebook applications are the alternative programs that users can include to their profiles or Fan pages to socialize with friends. Well known applications for commercial intentions, such as "Ads," "Marketplace," and "Easypromos" let sellers conduct and illustrate their products, form product groups and share their product schedules, meet other sellers, team up on tasks and upload and share files. Facebook applications can be applied as selling mediums and product activities. For instance, a "ShopTab" allows sellers to get product to show on a shop tab on Facebook page. This can be done easily using a "share" too. Besides, sellers are able to download applications and request customers to use the application to make commercial more convenient. To activate Facebook applications, sellers and customers must download them onto their Facebook page. We can easily adapt them as followings (Pisek Chainirun, 2010);

- a. Contest – we can arrange the contest via Application within a minute. It could be a contest on picture, video, logo, or article. We might ask customers to send their pictures and then, let their friends voting for them. It seems very simple but surly will draw a word-of-mouth.
- b. Sweepstake – if customers apply to be a Fan of our Page, they will get a chance to win a prize.
- c. Quizz – is an Application that helps companies create a simple survey. It helps them learn more about their customers. The findings will appear on Wall and News Feed as well.
- d. Coupon – this Application will require customers to give the company their email so they can send e-Coupon to those target customers and to their friends too.

Facebook has an impact on consumer's buying behavior in many ways. The pictures of product that friends post on their Wall arouse the need of other friends. After the need is encouraged, people search for more information by asking their friends with questions on their status and they trust their friends' comments. The research about the Influence of friends on social network by Sunil Gupta, a professor from Harvard Business School, revealed that we could divide social network users into 3 groups (Gupta, 2009). The first group (48% of the respondents) hardly used social network and we couldn't create any revenue from them. The second group (40% of the respondents) was medium user which helped increasing revenue for 5%. On the other hand, the last group who was a heavy user (12% of the respondents) reduced revenue for 14%. Those users were not interested in purchasing products or services from their friends on network. Instead, they tried to be different and looked for different things on the internet. As the Click-Through Rate on Facebook Ad is not high, the Viral Marketing or Word-of-Mouth might be a better method to bring this group to participate. For example, instead of placing the Ad on a Banner of Facebook, giving sample or selling products in a cheaper price to those heavy users and let them build a Viral Marketing might be more worthy.

As the consumer behavior has changed, model of pricing has changed as well. Consumers will stick to and update with the product almost all the time. They will buy a product only when they find a good deal. Moreover, they will immediately spread all the information of that deal to their social network. Social network allows consumers to have a power in bargaining with merchants for a special discount. Mobile Application will make consumers enable to receive latest information about product at Real-Time. Therefore, consumer can compare price among each business sectors and competitors to find the best deal. Facebook has characters that match to the new pricing model. Facebook makes it easier for consumers to form a group of their friends, and then order a large number of products for a special price. Flash Sale is also very effective on Facebook because the limit of timing can arouse people to compete with their friends to get that special price product at a specific time. Company can reduce budget in promoting and reaching their target group via Facebook when they want to announce their local discount. With the innovation of online technology, pricing becomes dynamic that it will change in Real-Time according to the number of buyers. A company may set its promotion as 'The more people buy, the less the price will be'. And Facebook helps arousing friends and friends of friends to participate in getting the best deal. (Trendwatching, 2011)

Conclusion

Facebook has become a new toy for grown up people around the world. Whenever they meet, Facebook is always the issue. It could be about the old friends that they have not seen for

years and they have met on Facebook or it could be about picture, story, link, clip, status, comment that they post on Facebook. Except for an email, it seems like Facebook has become a major media channel for most adult to communicate on the Internet. There are many times that people attach to Facebook more than an email, especially for the informal communication. Using Facebook is not only for fun; but also for expressing emotion and showing pictures to friends. Most of all, Facebook has a lot of impact on social buying as being described in this article. Therefore, business sectors and entrepreneurs should reconsider to include Facebook into their business model to match with the development of technology, especially in the online world that is increasing rapidly.

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