

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

080075991f1ed44a11146b91060b8d02534de91a29a8cbb8f71c6657cd999b46

To view the reconstructed contents, please SCROLL DOWN to next page.

THE RELATIONSHIP BETWEEN THE CREATING ONLINE CONTENTS AND INTERNATIONAL COMMERCE

Peeranthon Saensook

*College of Innovation and Management, Suan Sunandha Rajabhat University
1 U-Thong Nok Road, Dusit sub-District, Dusit District, Bangkok 10300 Thailand
E-mail: peeranthon.sa@ssru.ac.th ,peeranthon.ss@gmail.com*

ABSTRACT

Recently, Social media is the one distribution which an influent factor for all, somebody uses for getting news, learning education, watching an entertainment, as well as accessing many products across the border area, which they can approach it easily. The opportunities, driving the researcher is looking forward to seeing the great opportunity to develop the product and extend to the international scale (Hemmapan, 2016) though the online content.

Normally, when we have mentioned products, marketing and advertisement are the main strategies, are used for accessing to customers. The one noticeable point that the original advertising distribution will pop up automatically, such as billboard, commercial television, radio spot, but these are only one part of marketing and advertisement. The interesting point, making creators have encountered the obstacle, which they difficultly extent their products to the international scale. Hence, online distribution is able to get rid of the market barrier.

All of factors are shown above, driving the researcher would like to develop the product and use the online content to be the one distribution that is able to make the development plan be successful. This issue is studying the two objectives of this research. 1) To study the process of online contents, how to create the tools to be the one business distribution for the international commerce. 2) To study the permanent direction to explore the product to every corner of the world, and keep continually the good relationship between vendors and buyers through their trends, and needs.

Finally, this issue is used the marketing strategies, such as SWOT, PESTEL, Business canvas model for clear understanding, which internal, and external factors, moreover it is provided the development plan that it can be used and developed to the real situation, along with limitation that the researcher focused on students who is studying in the major of International trade innovation in Suansunandha Rajabhat University, Thailand, and able to adapt with the field.

Keywords: International commerce, online content, online media, social media, marketing and advertisement, trend.

INTRODUCTION

In 2019, the online media era, the online media can be one tools that reduce the barrier of international commerce. Hence, these are driven the media rapidly changed from the original distribution to online communication (Selva, 2015), which everyone is able to approach products whatever they want, to easily get information, and non-limit to order the finished goods every corner of the world

The supporting factors, driving this issue is able to be the business opportunities for the international commerce. Firstly, according to Michel Jittavanich, (PORNWASIN, 2016) mentions the percentage of internet user who has been accessing online applications at 62 percent, and spending time more than half proportion on Youtube (PORNWASIN, 2016). An

interesting point, the people prefer to watch video content, and study by online media especially, Youtube at 61 percent. On the other hand, only 11 percent who prefer to watch video content through an original distribution (television) (PORNWASIN, 2016).

OBJECTIVES

- 1) To educate the creating online content process
- 2) To educate the permanent direction to explore the product to every corner of the world, and keep continually the good relationship between vendors and buyers.

LITERATURE REVIEW

This proposal is mentioned the creating business online content for using with the international commerce. It is focusing on the both dimensions of online distribution that is possible to create the direction of international commerce, which focus on the interesting online content, and the improving direction to participate with customer across borders, from these points are shown the relationship between the internet users, which the international scale, and the online content that are related in the online media era.

Online media such as Facebook, and Youtube channel, according to (Magasic, Michelangelo, 2016) from 2005-2015 there were Youtube accounts more than 1 billion users. According to (Chau, 2010), the function of online media is the interesting system by thumb up, thumb down, subscribe, follow bottom, sharing bottom as well as comments space are installed below the content. The functions are made content creators and participators are able to participate not difficultly, this interesting point can anticipate the relationship between customers and creators that they can get reaction, and continually extend to the international market scale.

From the all objectives are related and made this paper is able to analyze the behavioral customers who have been participating in online channel, which how it can attract the customer's needs as well as the direction to create the content that it can touch the international customer, considering them interested in online channel (Westenberg, 2016).

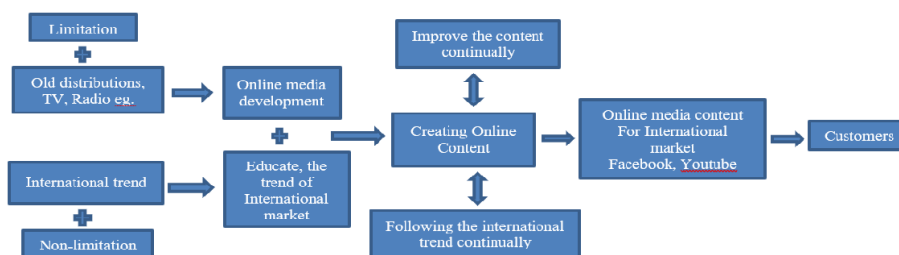


Figure 1. Conceptual Framework.

According to conceptual framework, it is providing the conceptual framework for receiving the evaluative result. Firstly, this issue is focused on the old distribution of media, which it can illustrated the limitation of content, such as areas, and target, is related with the way to explore the development plan for creating the online content. Secondly, it is focused on the international trend, that it can indicate the way to response the international target correctly. Hence, the result of the both dimensions will provide the way to create and develop the online content in order to serve to international customers.

Moreover, the figure 1 is shown the relationship between the international customers, and online content that it can be success in the online distribution, which concerning the customers' trend, and continue improving content are the permanent factor to explore the online content to be the bigger scale. Following the figure 1, how do the author believes in, it can support through the previous statements that the online functions are useful, which participate with the customers easily, according to (Chau, 2010), the function of online media application, which Like, Share, Comments functions, is effectively improve the product as well as the online content. Finally, from all of factors are illustrated above can be one tools, considering this business start-up online content is able to stay maintain, and keep continually extend into the bigger market scale The conceptual framework drives the author is able to know, which model should be used for analyzing the possibility of online contents, and international area.

METHODOLOGY

OBJECTIVE OF THE RESEARCH	
OBJECTIVES OF RESERCH	RESERCH QUESTIONS
To educate the creating online content process	How to create the online content to be the one business distribution for international commerce?
To educate the permanent direction to explore the product to every corner of the world, and keep continually the good relationship between vendors and buyers.	How to improve the online content as well as the product, and extent to the international scale?

Table 1. Objectives of the research

This part is provided the actionable plan, making the business goes to the existing way. The issue has reviewed the previous researches, and assumed the actionable plan in order to arrange the business development plan, which adapt in the real situation. Hence, this issue is arranged the research questions and questionnaire are related. In additional, the procedure of this issue will be provided the research process, and research concept for analyzing the feasible ways to develop the organization along with the creating online content to be success in online market (Westenberg, 2016). Following, the objective research, two themes are shown (1) to educate the creating online content process. (2) To educate the permanent direction to explore the product to every corner of the world, and keep continually the good relationship between vendors and buyers, these are provided the main factors, driving the results are following the reasons.

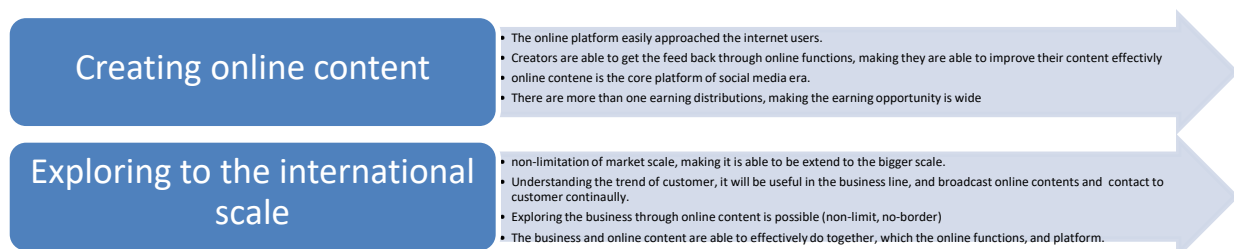


Figure 2. The reasons of objective research.

It can be seen that the first of objective research is focusing on creating online content, it is illustrated that approachable site is the one distribution that it is useful for the business, the business can provide interesting information to their customer. Moreover, the reaction of

online product is the one permanent strategy, driving the company is able to keep the customer to be certain customer, (Jean Burgess, Joshua Green, 2009), not only the company is able to recognize the customers trend through application (Nada Dabbagh, Anastasia Kitsantas, 2011), but also knows the way to create the online content, which suitable content, this point is able to link with the next objective of the research, It can be anticipated that if the company is able to create the online content to customers correctly, it will be broadcast the online content effectively.

The other interesting point is an earning, according to (Gordon M. Bodnar, Gregory S. Hayt and Richard C. Marston, 1998), mentions that money is the blood of organization, driving the company can be flowed.

For good example (hub, 2017), it is provided information regarding to how much money you will get from online channel. It is shown the four distributions of income

(1) CPM (Cost per 1,000 impressions) vs CPC (Cost per click) is calculated by viewers who access video content.

(2) EGEP (Estimated Gross Earnings Per 1,000 Views)

(3) EEPS (Estimated Earnings Per Subscriber)

(4) EVBE (Estimated Variance Based on Video Engagement)

And (5) Advertisement of product, and time in (Based on each advertisement)

Hence, following the good opportunity of earning, driving online distribution is able to get money, not only the product or content that the creators will get a good return from their customers, but the new platform of income that they are able to get also. In additional, according to (Mary J. Culnan, Patrick J. McHugh, Jesus I. Zubillaga, 2010), is mentioned that online content is the new platform that distinguish site is able to get money without limitation, which official sites, and advertisements, driving the objective questions can find out the feasible way to support a financial company, as well as run the business effectively.

RESULT

From the previous researches, and the online creators who the author has done an interview can be illustrated that there are opportunities to explore the online content to the international scale, which using the online functions to participate with the internet users for improving the content, following the trend of online targets, and using the tools of online application for analyzing the amount of internet users who are accessing in the online content. Moreover, the good interesting point is about the online application tools are shown the way to avoid a mistake of online contents, and risk situation. For good example from the successful online creators on Facebook Fanpage.

CONCLUSION AND DISCUSSION

The business development issue is mentioned the creating online content in the social media era, it is focused on the procedure of online content, which is able to use, adapt with the international market, and broadcast through the online media application.

Recently, marketing online is the one distribution, considering a marketing platform has been rapidly changed, which easy approaching, participating, and reaction between internet users and producers (Saboo, Alok R, Kumar, V, Ramani, Girish, 2016). Following the changing trend from original distribution to the new direction, making the international opportunity in this filed is able to be as feasible business in the future.

The remarkable opportunities are mentioned by the previous researchers, (Pongwittayapanu, 2014) mentioned the benefit of video online (one tools of online media distribution) not only transferring the worth of meaning more than 1.8 million words in one

minute, but also the capable technological devices, which can approach in everywhere, and every time. According to (Jean Burgess, Joshua Green, 2009) the reaction in online distribution; comments, product posting, and customers question are the key of online media content, which effectively indicate the way of the product development.

Eventually, all the important opportunities are shown above, driving the online media content is able to success, extend the business scale, not only in Thai market, but also across to the international market.

From the conceptual framework, and themes are made this research is able to throughout and find the conceptual issue answer. These are noticeable seen that the

The relationship between international customers, (Hemmapan, 2016) which trend, needs, and creating online contents, which creating the online follow the trend of internet users, are related. In other perspective that the issue is focusing on the way to explore the scale to the international area, it can be seen that it is possible to get rid of the barrier, or limitation of the market, and use the effective online as the business tools in the field.

From the previous researches, driving the author is able to reviews conclusion that the participants, which focused on the teenagers group; students in SSRU, and Chinese students are able to use effectively with this issue, according to (Westenberg, 2016) teenagers have got the influent effect form video sharing, and participatory culture (Chau, 2010), are driven teenager are interested in online content can create the online contents effectively.

The good opportunity that the technology has rapidly increased, making the bar of communication has reduced, and affected to the new creators, which they are able to get more chances to explore the online content to the international scale. (Henry, 2009). It is affected to internet users who would like to access the media are unlimited area, which across the border area. There is not limitation, and easy approaching information (Nada Dabbagh, Anastasia Kitsantas, 2011). Hence, the suitable of content is the important thing, do not make it like a criminal speech (Jytte Klausen, Eliane Tschaen Barbieri, Aaron Reichlin-Melnick, and Aaron Y. Zelin, 2012), and try to change it to the positive way, as for education (Magasic, Michelangelo, 2016), good inspiration to explore the idea, and sharing video information to each other. (Nada Dabbagh, Anastasia Kitsantas, 2011)

Interaction point, in advantage perspective (Chau, 2010) between internet users and creators (Global, 2016) are able to easily participate, driving this distribution has made the intimate the good relationship in the online channel, moreover, this point is shown above, making the creators correctly understand the trend, continually keep their customers, and effectively extent to the bigger scale.

In disadvantage perspective, according to (Westenberg, 2016) non-sub-consciousness, which using the useful of technology, making some of online creator is focusing on the high return without sub-consciousness. Hence, it is possible to occur the bad situation between internet users and online content creators. Therefore, not only the external factors that is used in the business model part, but the social responsibility should be concerned seriously also.

Hence, from all figures, the business model, research methodology, the previous researches, as well as the objectives research above, are able to say that relationship between internet users, and creating online content are related. Furthermore, there are gap of online market that drive this kind of distribution is possible in the real situation and indicate to the progressive way in the future.

RECOMMENDATION

According to Westenberg (2016) mentioned the interview of Youtubers and Online creators that they recommend to teenager, which create video sharing in order to explore a new idea to global online media sharing. However, creating the own channel, it is not easy, new creators should understand the environment factors of media and personal needs, and individual behavior in order to produce the true productive media to internet users and responsibility for social media society.

In additional, the new distribution that non-limitation, which it is not only the area that is unlimited, but also the contents, products, or goods that the creators can create the new things at all time, follow the trends of international customers, making the new business that will be founded in the future is able to pay less of capital, but likely to get high return.

Finally, this conceptual issue can review the previous researches that are able to be useful for the next research of people who are interested in the new distribution for extent the business to the international scale.

ACKNOWLEDGEMENT

The author would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

REFERENCES

- [1] AHMEDABAD. (2013). *PESTEL ANALYSIS AND STUDY OF VARIOUS SECTORS OF GUJARAT TECHNOLOGICAL UNIVERSITY*.
- [2] Barbara Means, Yukie Toyama, Robert Murphy, Marianne Bakia, Karla Jones. (2009). *Evaluation of Evidence-Based Practices in Online Learning: A Meta-Analysis and Review of Online Learning Studies*. U.S.A.: U.S. Department of Education Office of Planning, Evaluation, and Policy Development Policy and Program Studies Service.
- [3] Bill Winterberg. (2014). 7 Tips to Enhance Your Online. *Journal of Financial Planning*, 40.
- [4] businessmodelinnovationmatters. (2012). Understanding Facebook Business Model. Retrieved from <https://businessmodelinnovationmatters.wordpress.com/2012/04/10/understanding-facebook-business-model/>
- [5] Chau, C. (2010). *Youtube as a participatory culture*.
- [6] Chau, C. (2010). *Youtube as a participatory culture*.
- [7] Feng Zhu, Xiaoquan (Michael) Zhang. (2010). Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of marketing*, 133-148.
- [8] Global, L. (2016, june). *10 Yotuber creators to watch*. special report . Retrieved may 2017, from <http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=d82908c6-3daa-4a0a-9948-abc54dd0c66c%40sessionmgr4006&vid=0&hid=4109>
- [9] Gordon M. Bodnar, Gregory S. Hayt and Richard C. Marston. (1998). 1998 Wharton Survey of Financial Risk Management by US Non-Financial Firms. *Financial Management*, 27, 70-91.
- [10] Guadri, D. M. (2013, June 10). *slideshare*. Retrieved May 2017, from https://www.slideshare.net/Kaimrc_Rss_Jd/research-ethics-22755308

- [11] Hemmapan, S. (2016). *the evaluation of international Freight Forwarders Selection Criteria and relationship with Customer satisfaction among shipper perspective in Thailand* . Bangkok: Suansunadha Rajabhat university .
- [12] Henry, J. S. (2009). *Beyond free speech* . Newjersey, USA: Montclair.
- [13] Henry, J. S. (2009). *Information & communication Technology Law*. Moniclair University, Justice studies . Newjersey, United state: Moniclair University. Retrieved from http://www.byronking.com/art/wp-content/uploads/2012/10/Beyond_Free_Speech.pdf
- [14] House, F. (2016). Freedom of the Press 2016. Thailand. Retrieved from <https://freedomhouse.org/report/freedom-press/2016/thailand>
- [15] hub, I. M. (2017). YouTube Money Calculator: Calculate How Much You Can Make.
- [16] Jean Burgess, Joshua Green. (2009). Youtube online and participatory culture. *Youtube digital media and society series*.
- [17] Jytte Klausen, Eliane Tschaen Barbieri, Aaron Reichlin-Melnick, and Aaron Y. Zelin. (2012). *The YouTube Jihadists*. Retrieved from <http://www.terrorismanalysts.com/pt/index.php/pot/article/view/klausen-et-al-youtube-jihadists/html>
- [18] Klaus Schwab, World Economic Forum. (2017). The Global competitive report . World Economic Forum .
- [19] licensmag. (2016). *10 YouTuber Creators to watch* .
- [20] LSC, L. S. (2017). *MBA BUSINESS DEVELOPMENT*. London: LSC, London school of commerce.
- [21] Magasic, Michelangelo. (2016). *Becoming 'YouTubers, Using webclips in the ELF classroom*. Tamagawa University. Japan: Tamagawa University, Center for English as a Lingua Franca. Retrieved from <http://hdl.handle.net/11078/357>
- [22] mala, D. (2017). Making students, parents think twice. Bangkok Thailand : Bankok Post .
- [23] Marina Umaschi Bers, Gil G.Noam. (2010). *New Direction for Youth Develop*. United state.
- [24] Mary J. Culnan, Patrick J. McHugh, Jesus I. Zubillaga. (2010). *How large U.S. companies can use twitter and other social media to gain business value*. Minnesota: University of Minnesota.
- [25] Michael A. Stefanone, Derek Lackaff, Devan Rosen. (2017). The Relationship between Traditional Mass Media and “Social Media”: Reality Television as a Model for Social Network Site Behavior. In *The Relationship between Traditional Mass Media and “Social Media”: Reality Television as a Model for Social Network Site Behavior* (pp. 508-525).
- [26] Nada Dabbagh, Anastasia Kitsantas. (2011). *Internet and Higher Education*. United States.
- [27] Nada Dabbagh, Anastasia Kitsantas. (2011). *Personal Learning Environments, social media, and self-regulated learning: A natural*. United state: United state.
- [28] Nakono. (2013). Social media market structure value chain. Retrieved from <https://www.nakono.com/tekcarta/analysis-insight/facebook/social-media-market-structure-value-chain/>
- [29] NBTC. (2016). *Thailand Telecommunications Indicators Yearbook : 2015 - 2016*. Bangkok, Thailand: Thailand Telecommunications.
- [30] OSTERWALDER, A. (2004). *The Business Model Ontology - a proposition in a design science approach*. Lausanne, Switzerland : UNIVERSITE DE LAUSANNE.
- [31] Palys, T. (2003). *Research Decision: Quantitative and Qualitative Perspectives*. Ontario: Thomson Nelson.

- [32] Pediatrics, t. A. (2017). *The Impact of Social Media on Children, Adolescents, and Families*. the American Academy of Pediatrics.
- [33] Pell, D. (2014). How YouTubers Get Famous and Other Fascinating News on the Web.
- [34] Pongwittayapanu, P. (2014). Thailand and Asia Social Media Data 2014. Bangkok. Retrieved from <https://www.slideshare.net/pawoot/for-share-thailand-zocial-award-2014-eng-version>
- [35] PORNWASIN, A. (2016). *Thailand is still number one for YouTube viewers in Southeast Asia*. Bangkok, Thailand: The Nation.
- [36] reporter, P. (2017). Govt plans online education survey . Bangkok: Bangkok Post .
- [37] Saboo, Alok R, Kumar, V, Ramani, Girish. (2016). Evaluating the impact of social media activities on human brand sales. *International Journal of Research in Marketing*, 33, 524-541.
- [38] Selva, D. (2015). Social Tv between Audience and Political Engagement. *Social Tv between Audience and Political Engagement*.
- [39] TERRY FREDRICKSON, SUCHIT LEESA-NGUANSUK. (2017). Thailand in social media world's top 10. Bangkok: Bangkok Post.
- [40] Westenberg, W. (2016). *The influence of YouTubers on teenagers*. University of Twente. | P.O. Box 217, 7500AE Enschede | The Netherlands: University of Twente | P.O. Box 217, 7500AE Enschede | The Netherlands. Retrieved from http://essay.utwente.nl/71094/1/Westenberg_MA_BMS.pdf
- [41] Westenberg, W. (2016). *The influence of YouTubers on teenagers*. The Netherlands: University of Twente | P.O. Box 217, 7500AE Enschede | The Netherlands.