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Analysis of Gen AI Marketing Communications in Global Business

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Abstract

The current global technological transformation has forced people worldwide to adapt to new lifestyles, leading to a need to be more mindful of their own health and that of those around them. This has led to product and service decisions, requiring the Internet as a business tool. Selling products and services through websites, social media, applications, and various platforms requires marketing strategies that align with the new lifestyles of the digital marketing era, where technology plays a crucial role in everyday life. This includes convenient and fast communication, allowing us to connect with people around the world and receive information simultaneously from anywhere. Furthermore, we can search for information, watch movies, listen to music, purchase products, and conduct various transactions using modern internet-connected devices. A survey by the International Telecommunications Union and the World Population Division of the United Nations found that the global population has internet access to 3,174 million people, compared to the total global population. This suggests that more than one-third of the world's population can connect to the Internet, and this number is steadily increasing, inevitably leading us to a digital society. This research aims to analyze data from various documents to present changes in marketing communications in this new era, including marketing formats and communication tools used in the digital age.

Keywords: Marketing Communications, Digital Marketing, Technology

1. Introduction

Thailand is experiencing rapid technological change, requiring everyone to adapt to the new normal lifestyle by increasingly using social media to communicate. According to a recent survey of computer and internet users, there were 50.08 million internet users in Thailand in 2020. An ETDA survey found that Gen Y (aged 20-39) had the highest internet usage, followed by Gen Z (aged under 20), Gen X (aged 40-55), and Baby Boomers (aged 56-74) ranked last (Electronic Transactions Development Agency, 2021). Social networking activities primarily consist of Facebook, Twitter, LINE, and Whatsapp, followed by voice calls via Internet (VoIP), such as making calls via Line, Facebook, Facetime, and Whatsapp. Other uses include downloading or streaming photos, movies, videos, music, and games. Internet usage frequency is also found to be daily. In today's digital age, most Thais utilize modern communication tools and technologies for fast and convenient communication. This aligns with the expansion and growth of communication technology and global data connectivity. This digital age has led to changes in marketing communication methods, enabling consumers to purchase products conveniently, quickly, and easily, regardless of their

location. Many entrepreneurs have therefore turned to social media to reach their target audience. Therefore, it is crucial for marketers to study and adapt their marketing communication strategies in this digital age to align with today's lifestyles. (Klinsrisuk & Pechdin, 2022). Gunawan, & Sulaeman, 2020).

1.1 Research Objective

To study the business development of Gen AI Marketing Communications in Global Business

2. Literature Review

Digital Marketing

Digital marketing is the implementation of marketing activities by communicating to consumers through various digital media channels such as:

1. Social media marketing, or social networks, is a platform for exchanging knowledge and information and building relationships across the internet. Today, social networks influence the daily lives of not only the general public, but also many business sectors. Social networks are a valuable tool for finding and communicating with users, motivating them to become customers, building confidence in products and services, and improving brand quality. Social media marketing is a form of communication marketing strategy for reaching target audiences using advertising, public relations, sales, and other principles through various social media service providers, such as Facebook, Twitter, YouTube, Line, and others. Marketers can search, connect, and plan marketing campaigns to reach these users, providing opportunities to expand their businesses. (Purba et al., 2021; Kerdpitak et al., 2022).

2. Online marketing via smartphones is something marketers should pay close attention to. It's clear that a large number of people are now turning to mobile phones, thanks to their lower prices and more attractive features. 60% of online users access their content via mobile devices, which is more than computers or laptops, and this trend is expected to continue to increase. Mobile marketing offers numerous advantages, including lower costs, fewer resources, and easy tracking and measurement. The following must be taken into account:

2.1 Knowing your customers is a fundamental principle of offline marketing in general. It is about deeply understanding your target audience's characteristics, what they want, how they consume information, and what will stimulate their purchases. If marketers can understand their customers' needs, they are already halfway to success.

2.2 Creating Useful Content: Creating online marketing content to communicate with buyers should be simple, everyday or lifestyle articles that effectively reach users. Given the large amount of content consumers consume on smartphones each day, it's crucial for marketers to focus on creating good, useful, interesting, and relevant content that will capture their attention.

2.3 Using Easy-to-Read Content: In today's world, people tend to spend more hours on their mobile phones and tablets, but they don't want to spend time reading boring, difficult, or lengthy content. Therefore, content for mobile marketing needs to be concise and easy to understand.

2.4 Using email is considered to be the best tool to encourage users to purchase products through mobile phones. Advertising via email is a very effective online marketing strategy because it can transmit information quickly and at a low cost.

3. Other uses of digital marketing include marketing through various channels such as viral marketing, video content production, which is currently very popular, such as TikTok.

Digital marketing communication tools

Digital marketing communication tools and digital channels that should be used include:

1. Website: Having a website is like having a storefront where you can introduce products and make purchases through the website.

2. Search Engine Optimization (SEO) is a process of optimizing a website, including improving content and adding quality links to it, to help it rank higher on search result pages. When you enter a desired keyword through search engines like Google and Yahoo!, these advertising tools help you find information or content that matches what consumers are looking for on search engines.

3. Email Marketing: Email marketing or direct marketing in the form of email is a very effective tool with low costs compared to other media. Email can deliver information, public relations, promotional activities, or advertising products and services to target groups that we want to communicate using a database in text or HTML format to target lists. It is one of the online marketing channels because it can create new customer groups and expand the customer base very well. (Van Zyl & Mathur-Helm, 2007).

4. Content marketing is the practice of creating content in various forms, including text, videos, and infographics, to engage with target audiences and encourage sharing. When content is useful to consumers in some way, such as providing information, entertainment, or other benefits, it can increase brand awareness and loyalty.

5. Remarketing Tool or Retargeting is a tool used to help in marketing to consumers who are already aware of those products and services. The purpose is to follow up with target customers to stimulate and remind them that the marketing message or brand still exists. It is for the purpose of continuously introducing products or services to the target group, which helps stimulate the target group to have a higher chance of deciding to buy our products or services.

6. Social media is the most powerful tool today, with many platforms widely popular, including Facebook, Twitter, and Instagram. YouTube, in particular, is the most popular social media platform in Thailand, with a penetration rate of 94.2 percent in 2021. Each channel serves a different purpose, as social media is the primary channel through which target

audiences and customers readily access it. Therefore, there are numerous tools available to manage these channels, including content management tailored to target audiences, customer sentiment analysis, and marketing campaign creation.

7. Social Media Advertising: Due to the rapid growth of social media, online advertising spending has surpassed that of traditional media like television. In 2019, the advertising industry saw a total of 19.555 billion baht, and is expected to reach 22 billion baht in 2020, representing a 13% growth rate.

8. Video marketing is a powerful tool in online marketing because it's content that easily builds awareness in a short period of time. It's dynamic and engaging, engaging the senses beyond sight—hearing—making videos more engaging than text-only content. It also helps build brand-audience relationships. TikTok, in particular, is a popular platform among young mobile users. With 680 million monthly active users worldwide, TikTok is a highly popular platform globally, including in Southeast Asia, as 87% of brands use video for marketing. The app's users are primarily between the ages of 16 and 24. Most users use the app to create, share, and watch clips, such as lip-syncing, dance covers, and comedy clips.

In Digital Marketing, consumers are not only viewers, readers and receivers of information. In this digital age, consumers are also participants in expressing their own opinions through web pages, podcasts and web blogs. Wertime and Fenwick, (2008) commented that “Digital Marketing” is the future development of marketing. Most or all marketing channels are through digital communication channels. Digital media is a medium that has a user identification code, so marketers can communicate in two-way communication with customers on a continuous, individual basis. The data obtained from each communication with each customer constitutes a shared learning experience that may be beneficial to future customers. Marketers can utilize this real-time behavioral data, including direct customer feedback, to maximize consumer benefits in future opportunities. Therefore, a digital marketing plan does not need to be rigid; it can incorporate a variety of approaches. (Agus, Yudoko, Mulyono, & Imaniya, 2021).

A principle that marketers should study and understand in order to adapt traditional marketing plans to the new digital marketing style is to gather knowledge and understanding of the behavior and changes of modern consumers to develop successful marketing plans. This is based on digital marketing principles: consumers and customers are no longer passive recipients of information. Digital marketers must strive to persuade consumers to engage with them and include them in the marketing process as "partners." They can be thought-provoking, creators, commentators, or reviewers of products and services. They must build relationships so that they feel involved and committed to the brand. Furthermore, they must change their perspectives and move beyond traditional concepts of media accessibility and frequency. A successful digital marketing plan is one that consistently and sustainably "engages" people with a product or brand. This requires clear planning and positioning.

3. Methodology

this academic research article is aimed to comprehend the understanding with digital marketing, online society technology in gen AI. The digital marketing has been progress with great leap forward so as to respond consumer behavior into modern age by satisfying creative product and service's consumer need. The internet user needs business globalization to digital marketing communication by website, social media, application and many platforms. Therefore, business enterprise must encounter the challenge of modernity & need assessment to keep abreast with modern marketing moving forward technology, innovation, and creative changing prolong in objective with being competitive advantage to linkage digital marketing efficiency & business growth prosperity significantly.

4. Results

Results of this research found that the marketers today must choose communication channels that are appropriate for their objectives. Digital media content must be designed to attract consumers and encourage them to participate in marketing plans based on their tastes, preferences, and needs. Digital content must be flexible and agile, escaping limitations in both presentation mechanisms and sizes. Digital marketers must therefore prioritize creating high-quality, consumer-facing digital content to consistently and sustainably engage with their brand. In this digital age, consumers often initiate and direct their own content, and most digital content originates from consumers themselves. Therefore, marketers must create digital content that aligns with their brand and should address consumer interests. Communication channels that target individual consumers are essential.

Smart marketers must know how to select communication methods that are appropriate for consumers in this digital age to ensure successful marketing and Impact of Technology on Digital Marketing.

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