

ENTREPRENEURIAL SUCCESS DEVELOPMENT APPROACH TO ONLINE MARKETING NETWORKING

Siriorn Luksmithanana *, Komon Paisal **, Duangkamon Chantararatmanee ***

Suan Sunandha Rajabhat University, Bangkok Thailand³

Email: Duangkamon.ch@ssru.ac.th

ABSTRACT

This research aims to study the problem, Entrepreneurial barriers to doing network business in online marketing and presents an entrepreneurial success approach to online marketing networking. Using qualitative research. The results showed that the problems and obstacles were that with the recession and high competition, people's values had changed. Networking business is seen as a mysterious business, It's not as transparent as other businesses. As such, the entrepreneur's approach to success in online marketing networking is that network businesses provide consumers with the opportunity to own and be able to generate income and create success. And the government should encourage all sectors to be more accessible and engaged with the online market. The first approach is to enhance the internet connection network, Information technology systems and telephone signals to reach people in all areas at a reduced cost, Although the government currently recognizes the importance and continues to invest in this area.

Keywords: Development Guidelines / Entrepreneurial Success / Networking /Online Marketing Business

INTRODUCTION

Online marketing can create economic transactions by channeling buyers and sellers together through the Internet or technology. It provides a platform model for the implementation of agreements on marketing communications, including the delivery of value for products and services. The model of digital marketing strategy has been adopted by companies (Onyango, 2016) due to the growing awareness and competition, this includes changes in consumers such as diversity and lifestyle, etc. As a result, businesses have had to adapt to a variety of marketing strategies for efficiency, including digital marketing strategies that can engage customers or consumers by accessing content created for products through channels and social media communications, giving rise to purchasing decisions, its use leads to future loyalty (Andaç et al., 2016). Increasing the potential of online entrepreneurs with digital marketing is creating channels for selling products in the electronics market and increasing the competitiveness of entrepreneurs. By applying the principles of Digital Marketing to match the entrepreneur's potential and product potential, educating about Digital Marketing and consulting on choosing the right tools for the product. This includes strategic planning with digital marketing for entrepreneurs (ChatchAI Inthasang, SAI Swat Kotsombat and Darani Ketchamphu, 2021).

Online trading is essential for living and also reflects consumers' tastes even more, can indicate personality, modernity, Consumer preferences. By choosing a shopping channel that is modern and changes with the times, it can be chosen according to the situation, event or place where the consumer is going. If consumers choose the right way to shop for the right

place, the right place, and according to their training, but still be their own. Although most consumers are interested in buying shirts online, there are still some consumers who have not yet decided to buy shirts online. There are a variety of factors that affect online shopping habits, such as quality, these reasons cause consumers to become insecure in shopping online. Although online channels can make consumers see products, Propaganda, however, did not create a firm heart, shopping through online media. This may be because some consumers do not have confidence in the online internet, such as risks, Ease of access to information, attitudes, Related (Kittiwat Chitrawat, 2016). Small business entrepreneurs who use social media as their main channel of business are borne in abundance, both as full-fledged entrepreneurs and as complementary professions. Since it is a low-cost business, However, in order to operate the business, customers must be assured that they will receive quality products as ordered. This type of business is suitable for products that are not very expensive and have a frequency of trading, which include fashion items such as fashion clothing and accessories (Pakaratsakul and Viroj Jesadalak, 2015).

From the foregoing. The researchers were interested in studying the success patterns of entrepreneurs in online marketing networking. To promote and develop entrepreneurs to be able to do business through online channels effectively.

Research Objectives

1. To study the problem, Barriers for entrepreneurs to run an online marketing network
2. To present the success of entrepreneurs in online marketing network business.

LITERATURE REVIEW

Online Marketing

Online marketing is the development of the future market. Occurs when a company performs most or all of its marketing tasks through digital communication channels. Digital media are made with a user identification code, this enables marketers to continuously communicate two-way communication with customers individually. The information obtained from each communication with each customer at a time is a collaborative learning, this may benefit the next customer continuously and consistently as the function of the motor neuron network. Marketers can use this real-time behavioral data, as well as direct customer feedback, to make the most of the next opportunity (Wertime and Fenwick, 2008). How to promote products and services by relying on online database channels to reach consumers in a timely manner, correlated with needs, be private and cost efficient (Elizabeth, 2012) Internet use, Other digital media and technologies to support modern marketing (Blickle & Schneider, 2009)

RESEARCH METHODOLOGY AND SAMPLES

Establish qualitative research methodology. Executives, entrepreneur or those who have at least 5 years of expertise in selling products online, both in the public and private sectors. Using the purposive selection method, 15 people were selected.

FINDINGS

1. Problem, Entrepreneurial barriers to doing network business in online marketing with the recession and high competition, people's values have changed. The network business is seen as a mysterious, not transparent business-like other businesses.

2 . The entrepreneur's approach to success in online marketing networking is that network businesses give consumers the opportunity to own and generate income and create success. And the government should encourage all sectors to have more access to and engage with the online market. The first approach is to enhance the internet connection network, Information Technology Systems and Telephone Signals. To reach people in all areas at a lower cost, although at present, the government is aware of the importance and continues to invest in this area.

Discussion

Marketing communications in the digital age have gained popularity due to their ease of use, reaching large groups of people and targeting groups, it costs less than other forms of communication. Digital marketing has five core principles as follows:

1 . The advantage of digital marketing is that it can be measured by the number of people who click to visit the website or those who register for the event. That's a lot of information. Marketers need to plan for how they manage their existing data, which is what information marketers truly need. This will lead to useful data collection.

2 . It should not be forced on consumers because internet users have many options, do not like long waiting, if a website takes too long to appear or doesn't have the information it needs, you can use the Website. Consumers will quickly decide to leave the site, that's why it's important to advertise seamlessly with the content of your website or put creative ideas in place to engage consumers with ads.

3 . It's quick and easy because the internet world has a lot of interesting websites. Therefore, advertisements on internet pages should only tell consumers the details they want, not use extravagant words or colors than necessary. Even the use of advertising strips or banners should lead consumers to the most useful pages without the need for multiple clicks.

4 . Check brand image regularly, it is impossible to ban websites with various exchanges from talking about the brand of the organization. But what it should know is what social media is saying. If it comes out negatively, it should go in and fix that problem, improve the product or service, understand, how to control conversations on the negative side of your brand.

5 . Use the Internet to remove weaknesses in other media. Digital media can be used to reinforce the weaknesses of other media, such as bringing a real commercial film or rerunning a full ad that is not shown on television on the website to reinforce the weaknesses of television media that viewers cannot choose when to return to watch this ad, as well as being costly. Digital also helps to drown out the limited number of events by using live webcasts to spread knowledge to people who don't have the opportunity to participate. However, it must be acknowledged that digital media also have a clause that does not reach as many masses as television, or cannot create an event-like experience. Therefore, using digital media effectively requires a combination of media to achieve the most effective marketing communications.

In line with Arun Kumar (2021), studying the subject AI-based digital marketing strategies Say artificial intelligence (AI) techniques are applied to customer data and can be analyzed to predict AI customer behavior. Big data and advanced analytical techniques can effectively handle both structured and unstructured data with greater speed and accuracy than

conventional computer technologies that contribute to digital marketing (DM). AI techniques allow for emotional interpretation and human-like connectivity, which makes expectant-AI companies think of AI as a 'business advantage'. Marketers have complete data, but bad insights are no longer enviable due to the tools. AI that increases operational efficiency and marketing effectiveness. This paper emphasizes the importance of implementing strategies. AI to reach customers effectively in terms of understanding their behavior, to find out their expectations about product features, operations, maintenance, delivery, etc. Using machine learning techniques, it emphasizes that such a strategy allows digital marketing to go to the business according to the needs of its customers.

SUGGESTION

The government should establish policies to support and promote online product operators to be ready for investment and equipment. In addition, online distribution channels should be expanded to increase the efficiency of selling products online.

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