



THE IMPACTS OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND
AWARENESS OF HAIR CARE BRANDS

PATNARIN MANOKUM

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ECONOMICS
IN APPLIED ECONOMICS

ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY

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ชื่อเรื่อง ผลกระทบของการทำกิจกรรมการตลาดบนโซเชียลมีเดียต่อการรับรู้แบรนด์
ของแบรนด์ผลิตภัณฑ์ดูแลเส้นผม

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บทคัดย่อ

การศึกษานี้วิเคราะห์และเปรียบเทียบผลกระทบของการทำกิจกรรมการตลาดบนโซเชียลมีเดียต่อการรับรู้แบรนด์ของแบรนด์ผลิตภัณฑ์ดูแลเส้นผมงานวิจัยนี้แบ่งกิจกรรมการตลาดโซเชียลมีเดียออกเป็นห้าองค์ประกอบ ได้แก่ Entertainment, Interaction, Trendiness, Customization and Word of mouth การสำรวจได้ดำเนินการกับกลุ่มตัวอย่าง 129 คนที่ติดตามโซเชียลมีเดียของแบรนด์ผลิตภัณฑ์ดูแลเส้นผม 3 แบรนด์ และวิเคราะห์ข้อมูลโดย Multiple Regression Analysis โดยผลการวิจัยพบว่า Entertainment, Interaction, Trendiness, และ Word of mouth มีผลในเชิงบวกอย่างมีนัยสำคัญต่อการรับรู้แบรนด์โดยเมื่อเปรียบเทียบผลการวิเคราะห์พบว่าผลกระทบมีความแตกต่างกัน ผลจากการศึกษานี้สามารถนำไปใช้ในการสร้างกลยุทธ์การตลาดโซเชียลมีเดียโดยเน้นไปที่จุดแข็งของแต่ละแบรนด์

คำสำคัญ : โซเชียลมีเดีย, กิจกรรมการตลาด, การรับรู้แบรนด์, ผลิตภัณฑ์ดูแลเส้นผม



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BRANDS

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Degree Master of Economics in Applied Economics

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ABSTRACT

This study analyzes and compare the effects of social media marketing activities on brand awareness of hair care brands. This research classifies social media marketing activities into five elements including entertainment, interaction, trendiness, customization and word of mouth. The survey is conducted with a sample of 129 people who like and followed posts on social media of three different brands of hair care products. Multiple regression is used to analyze the data. Results of the study show that entertainment, interaction, trendiness and word of mouth had a significant positive effect on brand awareness and the effects of social media marketing activities on brand awareness of hair care brands are different. The results from this study can be used to create social media marketing strategies by focusing in the strength area of each brand.

Keywords : social media, marketing activities, brand awareness, hair care



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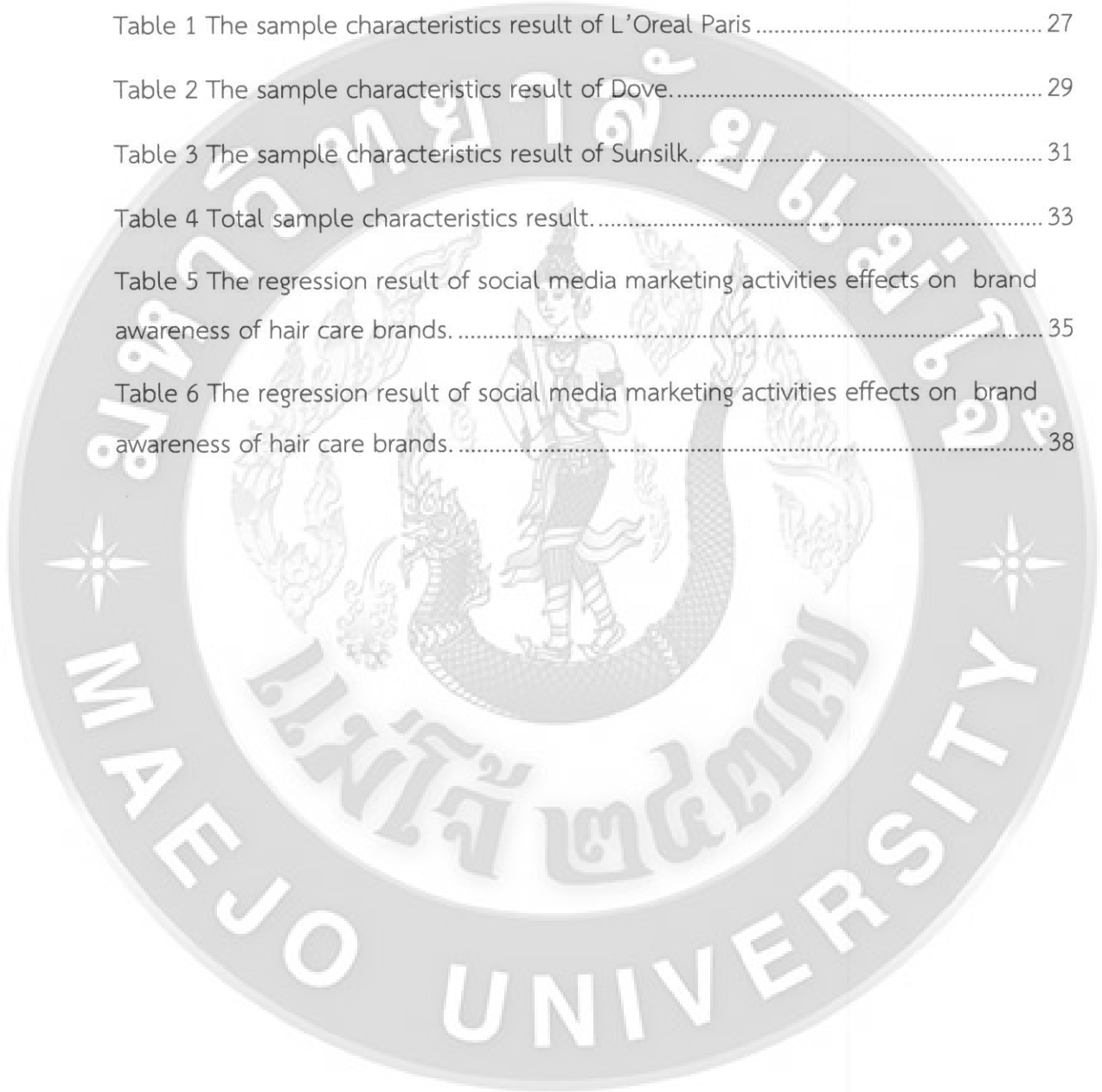
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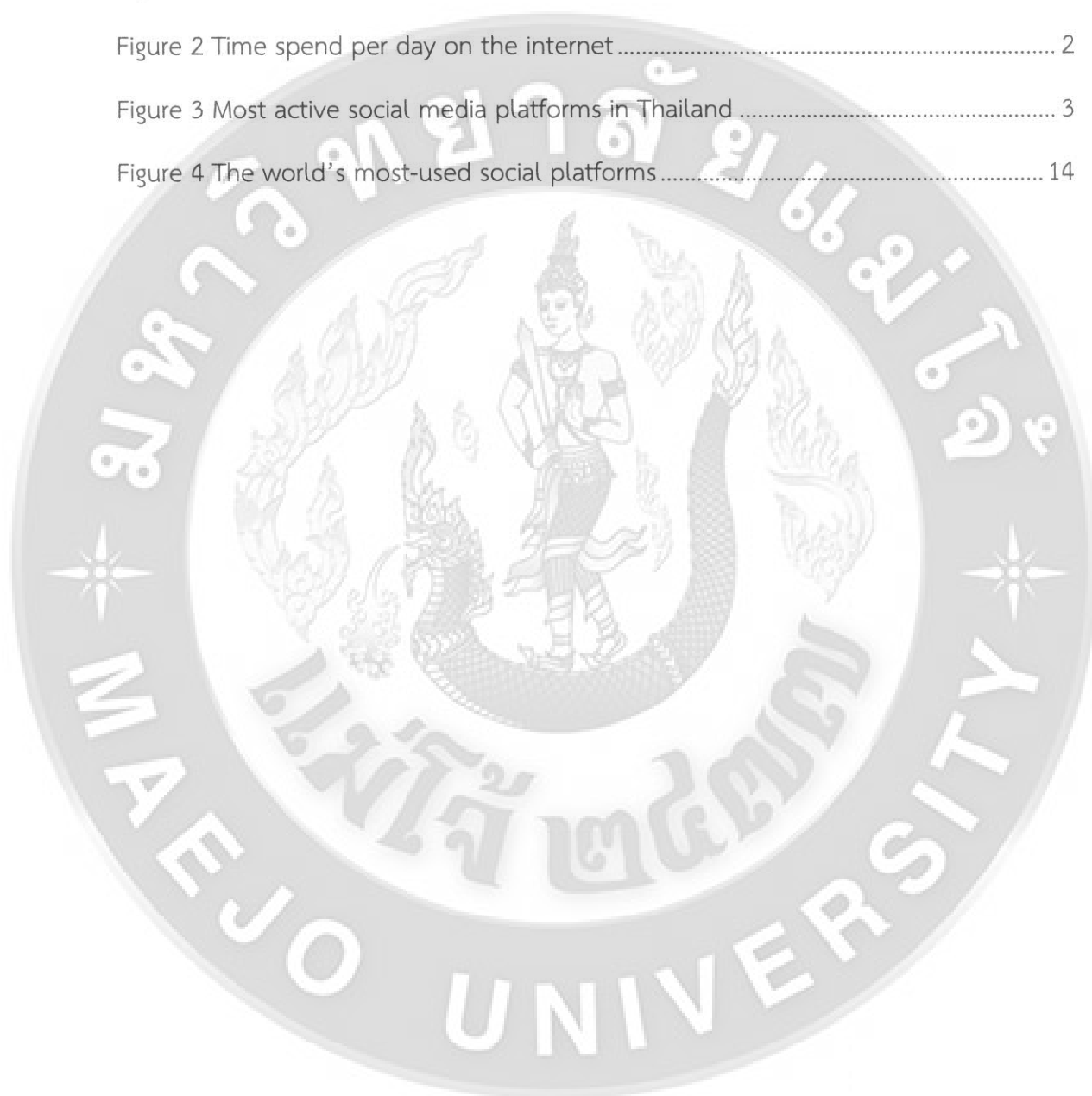
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CHAPTER 1

INTRODUCTION

In the current, social media become increasing social media reflects people's needs for interpersonal interaction. Online social networking websites bring social activities into the online virtual world. For example, real time messaging facilitates sharing of information and online social contacts among people. This phenomenon suggests that companies use social media as an important part of their online marketing strategy (Chen and Lin, 2019). Therefore, the popularity of Internet, social media has become an important tool for online marketing events. Both of individuals and companies create fan pages on online platforms and develop business opportunities using social media.

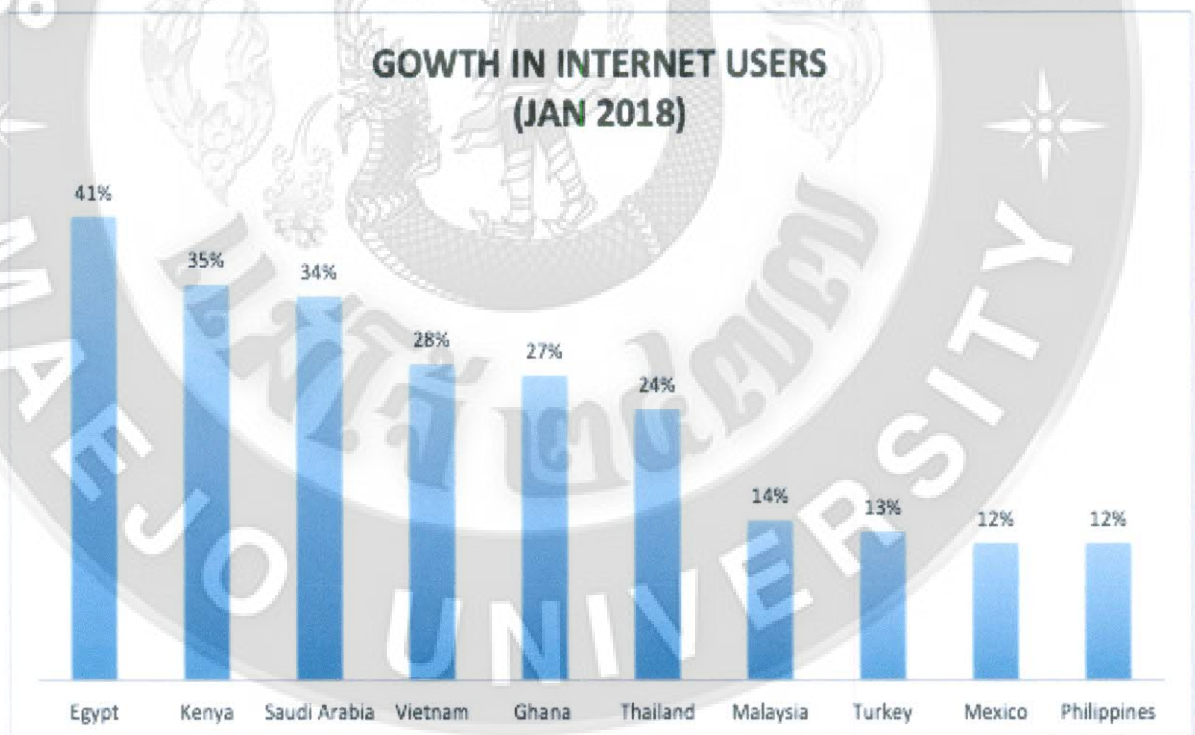


Figure 1 Growth in internet users

Source: We are social, 2019



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From figure 1 Represents the percentage of the growth internet users in each country, with the ten countries shown in the the figure 1 being the countries with the highest internet usage, in descending order with Thailand being the sixth country.

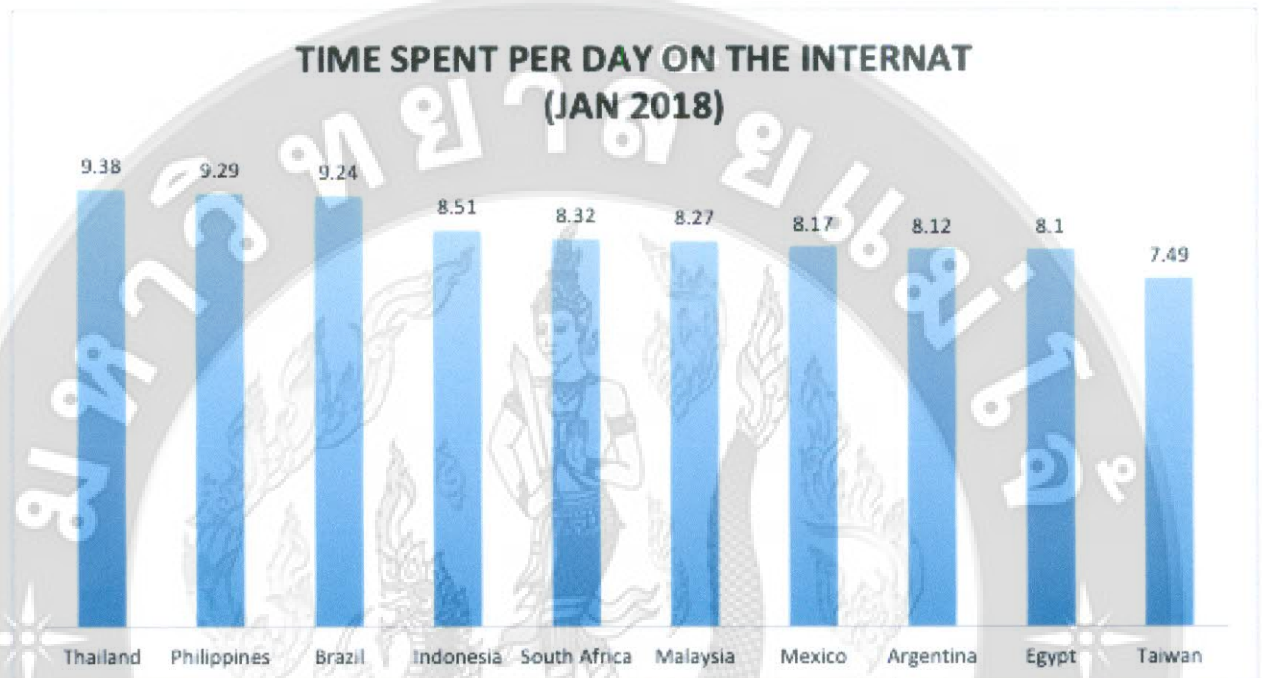


Figure 2 Time spend per day on the internet

Source: We are social, 2019

Figure 2 will show Time spend per day on the internet of each country in the world with the ten countries shown in the graph being the countries that spend the most time on the internet, in descending order Thailand is the number one country that people spend the most time on the internet in the world (about 9.38 hours per day)(wearesocial, 2019).

Thailand is ranked in the world's top ten for social media usage, by the percentage of usage in each social media of Thai users has continued increasingly such as Facebook growth of 4%, Twitter 33% growth, and 24% growth in 2017(Nguansuk, 2018). From figure 3 Facebook is the number one most popular social media for Thai people.

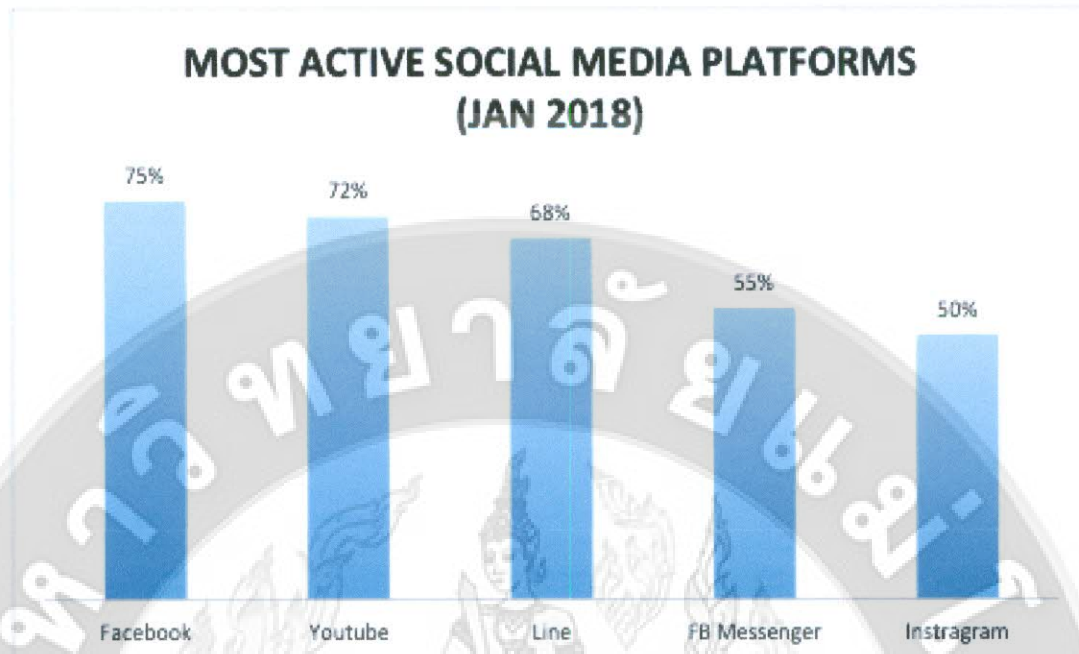


Figure 3 Most active social media platforms in Thailand

Source: We are social, 2019

At present, social media has become an important part of people. Therefore, social media marketing is important to bring the business to the point of success (Mers, 2014). A rapidly expanding marketing channel that reaches more than two thirds of all internet users, providing unparalleled branding and reputation opportunities (Correa, Hinsley, Zuniga, 2010, and Spillecke and Perrey, 2012). Trackmaven.com (2014) told that for lead company to success in the market by use social media regard of the brand equity is an important issue because if have brand equity it mean company has succeeded in differentiating itself from its competitors in some way. Whether it be a quality product, superior customer service, or an effective marketing campaign, certain businesses are recognized and respected by consumers to ensure they use it and pay with the product over other similar products.

The importance of brand equity has been one of the focal points in recent studies on social media marketing activities. By which Keller (2003) give meaning that brand equity is inscribed in the consumer's memory, which is different from other

brands by combining various brand features. Therefore, the value of the brand is a social and cultural phenomenon that exceeds the product name. It is a symbolic meaning that the brand seeks. Kim and Ko (2012) classified brand equity consists of four elements that are brand awareness, perceived brand quality, brand associations, and brand loyalty.

For the most business do the social media marketing by want to create the brand awareness around 28% that are the biggest part in brand equity, brand awareness is the first target that business want to build when do social media marketing (Chainiran, 2011). By brand awareness meaning to the ability of customers to identify brands in other situations or to recognize brands (Rossiter and Percy, 1987). However, few studies that explored the role of brands in investigating the impact of social media marketing activities on customers (Seo and Park, 2018).

Previous research has been studied the effects of do social media marketing activities on brand equity in term of luxuries brands (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, 2016) and airline industries (Seo and Park, 2018). In the sectors of hair care product is the consumer goods in a line of personal care and cosmetics industry that probably the most fragmented, highly dynamic, and competitive. Hair care is an industry worth billions of dollars. Global hair care expenditure is estimated at \$50 billion in 2013 (persistence market research, 2014). In Thailand social media marketing is become necessary for many businesses, hair care industry also focused.

This study fills the gap in previous research by study in others industry and study the most necessary parts of brand equity, the objective in this study is to investigate the effects of social media marketing activities on brand awareness of hair care brands. And compare the effects of social media marketing activities on brand awareness of hair care brands. This research focused on hair care brands that can be considered successful in doing marketing via social media that are Loreal Paris, Dove and Sunsilk that the brands are launched on social media and are the brands has



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followers as top three in social media in Thailand (The followers of Loreal Paris are 35 million, Dove are 28 million and Sunsilk are 16 million in 2018) for study.

1.1 OBJECTIVES OF THE STUDY

- To investigate the effects of social media marketing activities on brand awareness of hair care brands.
- To compare the effects of social media marketing activities on brand awareness of hair care brands.



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CHAPTER 2

LITERATURE REVIEW

This section divided into 3 subsections: first, we presented the history of social media marketing. The second we talk about the relationship of social media marketing activities and hair care brand. And the last one is the importance of brand awareness.

2.1 THE HISTORY OF SOCIAL MEDIA MARKETING

In the current the people worldwide are attached with the web 2.0 technology and social media platform that make business start to use technology and social media to help to interact more with their customer (Alalwan, Rana, Dwivedi, Algharabat, 2017). With the spread of the internet, social media has become an important tool for online marketing activities. People and companies create fan pages on online platforms and develop business opportunities using social media (Chen and Lin, 2019).

Moreover, they are also said that the internet developed different forms of media and applications over time, it changed human interaction in the past and created new bridges for communication. With the popularity of the internet and mobile technology and the widespread popularity of brand settings, online social media, sharing of experience, consumers and brand information have become a brand-new marketing way. Therefore, the development of social groups has become more effective. Even among group members who have never met before, the feeling of a good community can take shape. Communities that collect products and services of a particular brand are called virtual brand communities.

There are many ideas about the first appearance of social media: "Throughout most of human history, we have developed technology that makes it easier for us to communicate with others" (Carton, 2009). The information that (Simeon,



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Sitalaskshmi,Doriane,Jonelle,Tom, 2011) refers to in 1792, and the use of telegrams to send and receive messages over long distances. Simeon, Sitalaskshmi,Doriane,Jonelle,Tom, 2011 also told that Emile Durkheim, a French sociologist known as the father of sociology and Ferdinand Tonnies, a German sociologist, pioneered social networks in the late 1800s. Tonnies believe that social groups may exist because members share values and beliefs or because of shared conflicts. His theory deal with the concept of the social contract, social Durkheim combines empirical research on sociological theory. In addition, in the late 1800s, radio and telephone were used for social interaction, even if it was the same way as radio (Rimskii, 2011 and Simeon,Sitalaskshmi,Doriane,Jonelle,Tom, 2011).

Simeon,Sitalaskshmi,Doriane,Jonelle,Tom, 2011 told that social networks have evolved over the years for a variety of modern times using digital media. However, social media is not new. In addition, it does not start with a computer. But is a telephone instead. During the 1950s, phreaking phones were the term used to search for a rogue phone network. This process is done using homemade electronic devices that facilitate unauthorized access to the telephone system for free calls . Phreaks is able to find a telephone testing company and the conference circuit to complete their work, Brett Borders says phreaks can hack into an organization's unused voicemail box to host the first blog and podcast (Borders, 2009).

In the 1960s, people saw the advent of email (Borders, 2009). However, the internet was not made public until 1991.Traditionally, email was a way of exchanging messages from one computer to another. But both computers need to be online Today, email servers accept and store messages that allow recipients to access email at their convenience (Simeon, Sitalaskshmi,Doriane,Jonelle,Tom, 2011).

And in 1969, ARPANET was created by the Advanced Research Projects Agency (ARPA) of the United States government. ARPANET was "the first network of time-sharing computers based on the Internet." CompuServe, the third development of the 1960s, was created in 1969 with the mission of providing time sharing services



by renting time on computers. With very high fees, this service is too expensive for many (Rimskii, 2011 and Ritholz, 2010).

Social media was further developed in the 1970s. MUD, formerly known as Multi-User Dungeon, Multi-User Dimension or Multi-User Domain, is a real-time virtual world with role playing games, interactive novels, and chat online. MUD is primarily text based, which requires users to type commands using natural language. BBS was created in 1978, the same year as MUD. BBS is a synonym for the bulletin board system. Users log in to upload and download software, read news or exchange messages with others. In the early years, bulletin boards were accessed via telephone lines by one person at a time. In the beginning, the bulletin board had no colors or graphics. The bulletin board is an earlier version of the World Wide Web. Founded in 1979 and established in 1980. Usenet is similar to BBS. Usenet is a system for posting articles or news (Simeon, Sitalaskshmi, Doriane, Jonelle, Tom, 2011). The difference from BBS is that Usenet does not have a dedicated central server or system administrator. Messages are forwarded to various servers via a news feed (Ritholz, 2010) as a professor at the Murray State University in Murray, Kentucky. Began working with BBS to meet the needs of local educators (Shirky, 2011)

In the 1980s, The WELL, GENie, Listserv, and IRC WELL were originally introduced. BBS was short for Whole Earth, LECTronic Link, founded in Sausalito, California by Stewart Brand and Larry Brilliant, and is a virtual community. The oldest, continuously operating GENie is the acronym of the General Electric Network for information exchange. Is an online service that uses ASCII language and is considered a CompuServe competition. General Electric Information Services (GEIS) ran for GENie on a mainframe computer that spends less time together. Initially, GEIS refused to expand the network to allow GENie to grow Listserv, which was launched in 1986, was the first electronic mailing list software application. Before creating, the email list must be managed manually. This software allows the sender to send one email to contact many people. Listserv was originally freeware but is now commercially available. A free version is available for a limit of ten lists with no more than 500



subscribers. IRC, Internet Relay Chat, is designed for group communication. It is a form of real-time chat, also known as internet messaging or synchronous meetings. The primary objective of the IRC is for group communication. Only allows private messages, chat, and data transfer between two users (Ritholz, 2010).

Many social networking websites were created in 1990. Some examples include Six Degrees, BlackPlanet, Asian Avenue and MoveOn, online social networking websites that people can interact, including sites for advocating public policy and social networks. Follow the contact's website There are also blogging services like Blogger and Epinions. Epinions is a website where consumers can read or create product reviews. ThirdVoice and Napster are two software applications that were created in the 90s that were removed from the market. ThirdVoice is a free plugin that allows users to post comments on a webpage. Opponents of software argue that comments are often rude or slanderous. Napster is a software application that allows point-to-point file sharing. Users are allowed to share music files bypassing normal distribution methods, which are eventually considered to be violations of copyright laws (Ritholz, 2010).

In 2000, social media was strongly supported by the emergence of many social networking websites. This has dramatically increased and changed the interaction of individuals and organizations that share common interests in music, education, film, and friendship based on social networks. Among those that were launched included LunarStorm, six degrees, cyworld, ryze, and Wikipedia. In 2001, fotolog, sky blog and Friendster were launched, and in 2003, MySpace, LinkedIn, lastFM, tribe.net, Hi5 etc. In 2004, popular names like Facebook Harvard, Dogster and Mixi evolved. During 2005, big names like Yahoo!360, YouTube, cyword, and Black planet all emerged (Junco, Heibergert, Loken, 2011).



2.1.1 LUNARSTORM

LunarStorm can be accessed at www.LunarStorm.se. It is a commercial virtual website and is available in Swedish. In fact, LunarStorm started in 1996 and was designed by Rickard Ericsson; It is a social networking website for teens and Europe's first digital online community. LunarStorm was officially launched in 2000. In 2001, LunarStorm grew to more than 600,000 members, but still facing economic problems. From the start, LunarStorm received financial support from banners and other advertisements on the website, but soon developed to include more SMS payment services. The first example is the LunarStorm prepaid card "Vrål" ("Bawl ") In 2002," Kolla "(" Look "or" Check out out ") was introduced, which allowed users to visit LunarStorm from their mobile phones. In the same year, members were able to upgrade their membership status to "Pro" and receive a variety of privileges with unlimited fees. LunarStorm Pro is very popular among members and greatly improves the economic situation of the website (Simeon, Sitalaskshmi,Dorlane,Jonelle,Tom, 2011).

2.1.2 MYSPACE

MySpace, an online social networking website, is headquartered in Beverly Hills, California, where the building was co-owned with News Corporation. In 2006, MySpace became the largest popular social networking website. In the United States But was overtaken in 2008 by rival Facebook, which has become a globally popular social networking site around the world. Approximately 43.2 million users visit MySpace on a monthly basis. The company employs approximately 1,000 people. The unique feature of MySpace is the ability for Users to customize their profile information to provide detailed information about themselves and their interests. MySpace also has a special profile for artists. The Force, they can download all the music mp3 (Simeon, Sitalaskshmi,Dorlane,Jonelle,Tom, 2011).



2.1.3 FACEBOOK

Facebook is a social networking website launched in February 2004 and run privately by Facebook, Inc. (Facebook, 2004). Facebook was founded by Mark Zuckerberg and others when he was a student at Harvard; Although the site was originally launched, it was limited to Harvard students. Subsequently, the privilege extended to high school students, and later everyone aged 13 and older (Boyd, 2007). Since July 2010, Facebook has More than 500 million users in January 2009. Facebook is ranked as the most used social network worldwide. In addition, in May 2010, Google announced that it had more Facebook visitors than any other website in the world. It announced that it was discovered in a search on 1,000 websites worldwide (Simeon, Sitalaskshmi,Dorlane,Jonelle,Tom, 2011). Users may create personal profiles. Add other users as friends and exchange messages, including automatic notifications, photos, and comments when they update their profile. In addition, Facebook users may join groups of shared interests organized by workplaces, schools, colleges, or other features. Facebook allows anyone at least 13 years old to be a registered user of the website.

The amount of Facebook network usage is increasing everyday. Facebook is also the leading social network in eight markets in Asia - Philippines, Australia, Indonesia, Malaysia, Singapore, New Zealand, Hong Kong and Vietnam on October 24, 2007 micro. Microsoft has announced that it has acquired 1.6% of the \$ 240 million Facebook stock, giving Facebook a total of approximately \$ 15 billion. Microsoft's purchase includes rights to Other international companies adhere equally (Simeon, Sitalaskshmi,Dorlane,Jonelle,Tom, 2011). For example, during the FIFA World Cup 2010 football season, Nike advertised with Facebook, and within minutes there were an average of 8 million viewers at Register with Facebook.



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2.1.4 YOUTUBE

Founded in 2005, YouTube is the world's most popular online video community where millions of people can discover, watch, and share originally created videos (YouTube, 2005). YouTube has a forum. For users to connect, inform and inspire others around the world, and act as an important distribution platform for content creators and original advertisers, both large and small. YouTube Based in San Bruno, California, and uses Adobe Flash Video technology to display a variety of user-created video content, including movie clips, TV clips and music videos, as well as amateur content such as vlogs and short original videos. In November 2006, within a year of its launch, YouTube was purchased by Google Inc., one of the most talked about companies to date. Saban YouTube has partnered with many content providers such as CBS, BBC, Universal Music Group, Sony Music Group, Warner Music Group, NBA, The Sundance Channel and many more (YouTube, 2005). YouTube offers beta sites. Of the site to the public in May 2005, six months before its official launch in November 2005. The site grew rapidly, and in July 2006, the company announced that more than 65,000 new videos were uploaded daily and that site receives 100 million video views per day (YouTube, 2005).

2.1.5 TWITTER

2006 was the year that Twitter existed, while Facebook began to open the door for everyone. Twitter was very popular first because there were more different options such as small blogs and secondly because some celebrities use it. (Jasra, 2010 and Tweeter.net.com, 2010). Until 2010, many social media outlets, such as Friend feeds in 2007, were used to collect updates from social media and social networking websites and were purchased by Facebook in 2009 (Jasra , 2010)

Ping.fm was created in 2008 and is designated as a automatic blog, micro web and micro blog and network web services that allow users to post to multiple social networks at the same time. (Hendrickson, 2008 and Pirillo, 2010)



In 2009, Net log, also known as Facebox and Bingbox, was launched and is a Belgian social networking website specifically targeted to teenagers in Europe (AppAppeal, 2010) and Google buzz. Born in 2010.

Google Buzz is a social networking and messaging tool that combines a web-based email program, which runs through the popular Gmail service, allowing users to post status updates, photos and links to members of their networks. He also draws on their activities. On other websites such as Twitter or Facebook (Google, 2010)

2.1.6 SOCIAL MEDIA TO MARKETING

Engagement in social media helps to enhance the brand experience. Which will support the branding. The company will attract more customers and employees, and more potential customers, if they have well-built brand names Therefore, social media will help build a good reputation for business organizations. A few words can describe the brand, whether it is consumers or in business areas. By creating a brand, it helps to strengthen the brand in the minds of consumers. Through social media, the company can reinforce the brand name repeatedly. Customers experience brand privileges when using products or services and when interacting with companies (Carraher, Parnell, Carraher, Carraher, Sullivan, 2006). Brand awareness begins with the experience of the company's employees if the company reaches people. Companies must expose themselves by including them on the web (Carraher, Parnell, Spillan, 2009). Social media forums act as an effective way to communicate brand value and the reality is characteristic of the brand since it helps to communicate in an open format.

Another way to build brand awareness for businesses is to be part of an existing forum and open a new forum for stakeholders. (Kukulska-Hulme, 2010) If implemented correctly, it may result in a good reputation and build support, which means that people tend to speak positively about the company in a practical and



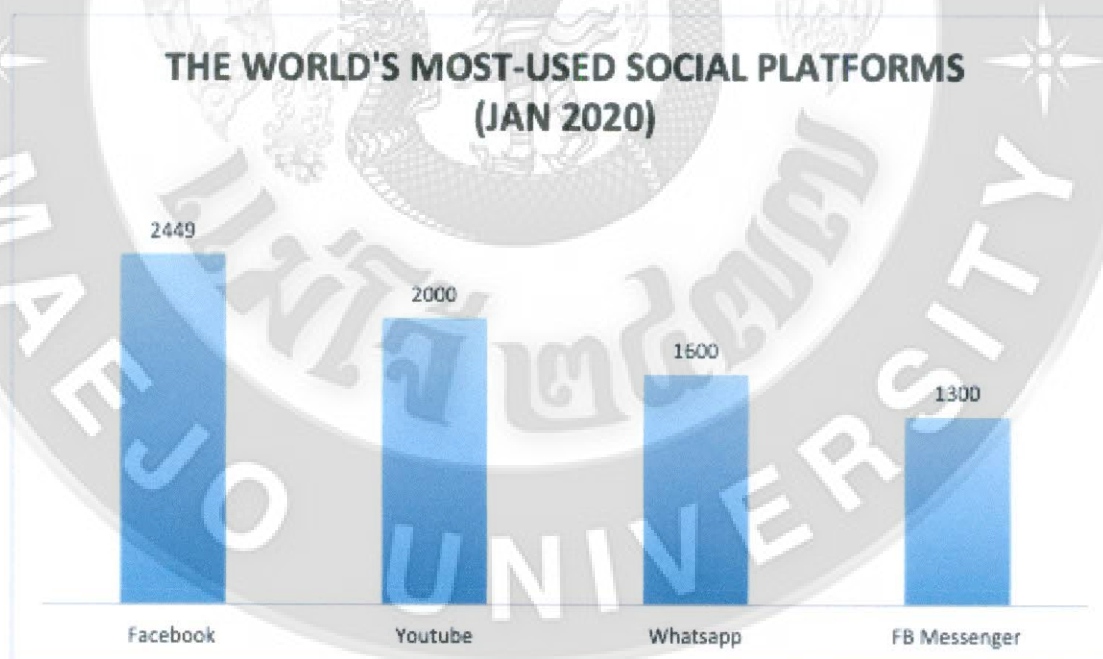
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sensitive way. (Carraher, 2011) A major challenge for social media is to be a reliable source for communication because it is not for damage control. Social media can be true, transparent, and able to communicate problems on time. Thereby reducing the rumors of negative talk and motivating people to speak with the company (Hollier, 2009).

Currently Facebook is the most popular social media business for marketing. By facebook is the most active social media in the world (From Figure 4). Facebook still appears at the top when talking about social media, the trend of the number of users reported in the company's earnings announcement. Facebook platform has a history of 2.5 billion users per month and the number of users is still growing steadily most cross-country during the year 2019 (wearesocial, 2020).

Figure 4 The world's most-used social platforms



Source: We are social, 2020

2.2 SOCIAL MEDIA MARKETING ACTIVITIES AND HAIR CARE BRANDS

Social media marketing is different from traditional marketing. In Social media marketing the business needs to focus less on selling and increase in communicate with their customers that mean in this marketing relate with relationship between brand and customers (Gordhamer, 2009). In the sectors of hair care product is a product in personal care and cosmetics industry that probably the most fragmented, highly dynamic, and competitive. Hair care is an industry worth billions of dollars. Global hair care expenditure is estimated at \$50 billion in 2013 (persistence market research, 2014). Many brands of hair care product use the social media marketing to connect with their customers and is the one of factors to help them in lead business to be success such as the top three of hair care brand in Thailand that popular in social media.

First is L'Oréal have many campaigns that promote via social media. For example, in 2012 L'Oréal paired up Pinterest and Facebook for the launch of its 'Turn it Up' campaign. The campaign encouraged women to 'tribe' up with other women according to hair color blonde, brunette or red and define their hair personality. The campaign recruited Hair Tribe Ambassadors who started conversations around their shade of color via their blogs and then encouraged fans to continue the conversations on Facebook & Pinterest. The goal of the campaign was to increase the buzz around L'Oréal's Healthy Look Cream by creating highly shareable content & encouraging audience participation (Innetwork, 2013).

Second is Dove launches a campaign in 2017 to create a relationship with consumers in form of entertainment from the beauty blog Blogger. Come Live and Chat live through the Kiosk. Get the attention of the shop girls to come together. Play games and ask the dreamer with influential people to talk with customers when shopping in the store (positioningmag, 2017).



Third is Sunsilk created a campaign #beautifulhaircanhelp in 2016 it will tell you that no matter what happens in your life. Beautiful hair Always stay with you. Series Campaign #beautifulhaircanhelp Up to 6 clips of video clips, each featuring a story through a simulation. To offer good tips on all problems. Whether it's Job, money or love. All the problems that headaches, believe it or not #beautifulhaircanhelp (Marketingoops, 2016).

Authors are settings the components of social media marketing in different. Seo and Park (2018) applied entertainment, interaction, trendiness, customization, and perceived risk to study airline industry. Sano (2015) applied interaction, trendiness, customization, and perceived risk as the four SMMA components in her study on insurance services. Kim and Ko (2012) applied entertainment, interaction, trendiness, customization, and word-of-mouth (WOM), and they applied them to luxury brands.

This study examines the social media marketing effect of different hair care brands from Kim and Ko (2012) that are entertainment, interaction, trendiness, customization, and word-of-mouth (WOM).

2.2.1 ENTERTAINMENT

Entertainment in social media is a key element in positive emotions, increase the attendance habits and generates intention to use continuously (Kang, 2005). Entertainment incentives cover the satisfaction of the media relating to escape or distraction from problems or routines. Release emotions or relief; relax; cultural enjoyment or aesthetics over time (Muntinga, Moorman, Smit, 2011)

2.2.2 INTERACTION

Interaction the interactive nature of digital media is not only it helps seller share and exchange information with their customers. It also allows customers to



share and share information with others. Using social media, organizations can build relationships with existing and new customers and create interactive collaborative communities to identify and understand problems and develop solutions for them (Sashi, 2012).

2.2.3 TRENDINESS

Trendiness it means providing the latest information about a product or service (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, 2016). Moreover the customers turn to use more social media because they believe that can trustworthy source of information than corporate-sponsored communication through traditional promotional activities (Mangold and Faulds, 2009, Vollmer and Precourt, 2008).

2.2.4 CUSTOMIZATION

Customization in the world of social media, customization refers to the target audience of post messages (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, 2016). Social media customization is a tool for companies to communicate their brand identity and improve their loyalty (Martin and Todorov, 2010).

2.2.5 WORD OF MOUTH

Word-Of-Mouth (WOM), social media connects eWOM with the interaction between consumers and consumers online about brands (Muntinga, Moorman, SmitIntroducing, 2011). Its plays an increasingly important role in the development and use of social media technology, because social media technology makes spreading WOM easier than ever before. WOM believes that it is very important for the company because the positive of WOM can attract new customers and increase profits (Sano, 2015).



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2.3 BRAND AWARENESS

Brand equity is an asset, which needs to be distinguished from the measurement of that asset. With those considerations as background, brand equity is presented as a function, largely, of brand-consumer relationships (Ambler, 1997).

Brand equity is regarded as a very important concept in business practice because marketers can gain competitive advantage through successful brands (Lassar, Mittal, Sharma, 1995). Keller (1993) presented the model of brand equity providing in two groups that are brand awareness and brand image. Aker (1991) providing in four groups that are brand awareness, perceived brand quality, brand associations, and brand loyalty.

Brand awareness it means having a brand in the mind of the consumer. The relevance of brand recall, added by Kapferer (2003) who said: "a brand only manifests itself through its actions (models, products, communication, network, etc.)". In addition, brand awareness also means the ability of consumers to identify brands in other situations or to recognize brands (Rossiter and Percy, 1987). Keller (1993) said that the presence of brand awareness indicates that consumers know the brand name and increase the possibility of the brand's probability of being selected. The perceived quality is in the essence of what consumers are buying. For this reason, they are directly related to brand identity. However, the quality of perception may differ from actual quality. Therefore, the quality or service of the product is still important, as it is necessary to create a quality awareness for the market (Crescitelli, Figueiredo, 2009). And they also told that brand associations mean what the company wants the brand to represent in the minds of consumers. It is possible to refer to this position as a brand position. Brand loyalty is commonly connoted as "the biased (non-random) behavioral response (purchase) expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of brands and is a function of psychological processes" (Jacoby, 1971).



From study of social media marketing effect in brand equity in luxury brand Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, 2016). According with Seo and Park (2018) that study in airline industry and found. Both of research found that social media marketing has significant effect in brand awareness that a components of brand equity.

Chainiran (2011) told that although the brand equity has four components that are brand awareness, perceived brand quality, brand associations, and brand loyalty. But for the business, the big target to do the social media marketing is build brand awareness. So, the purpose of this research is studying the effect of social media marketing activities to brand awareness in hair care brand. And compare the effects of social media marketing activities on brand awareness of hair care brands.

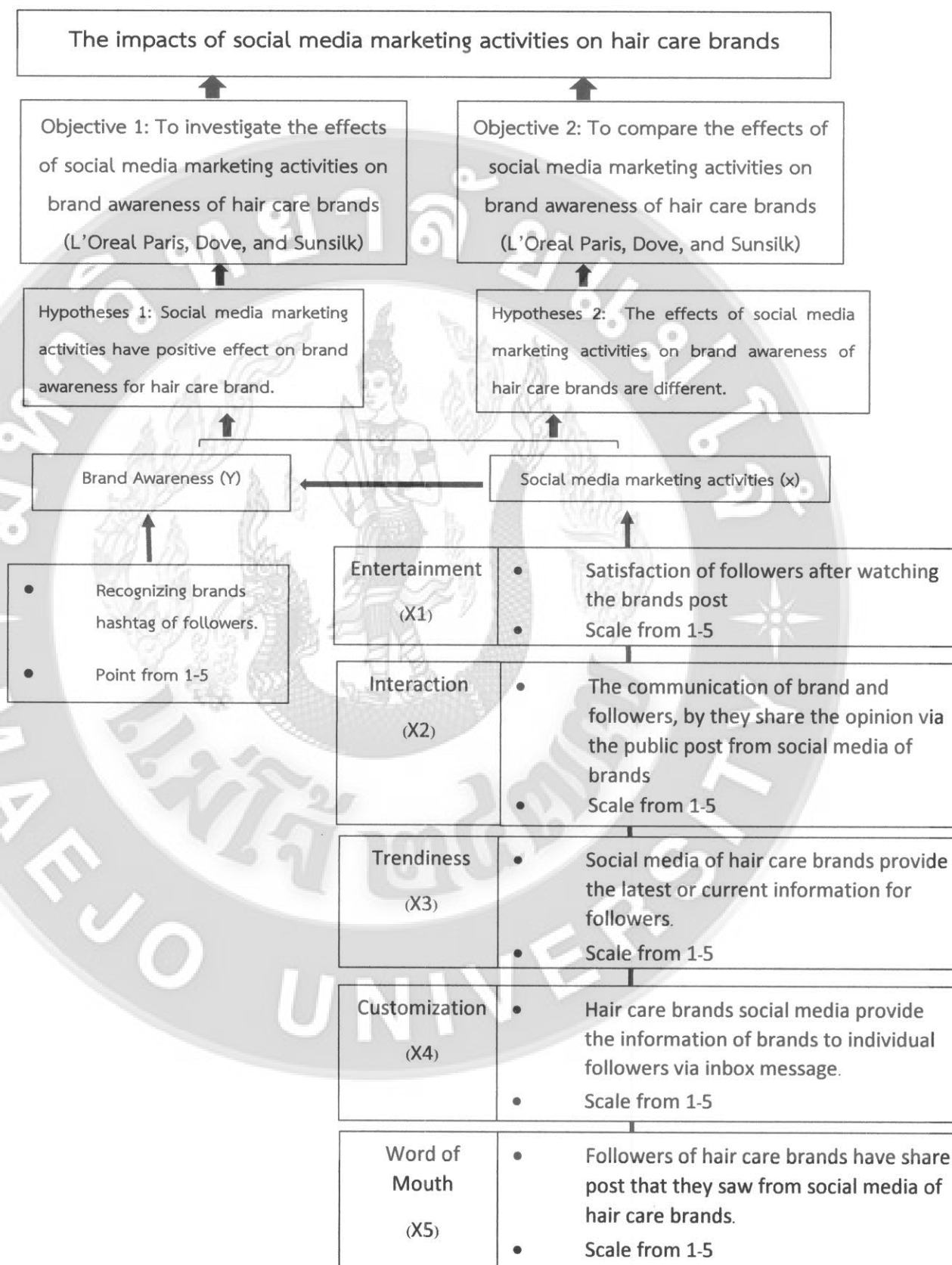


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2.4 CONCEPTUAL FRAMEWORK



CHAPTER 3

METHODOLOGY

3.1. DATA

The objective of this research is to investigate the effect of social media marketing activities on brand awareness. And compare the effects of social media marketing activities on brand awareness of hair care brands. This study collect data by send a questionnaire to the sample. The samples that use for study is consumers of top three of hair care brand in Thailand (L'Oréal, Dove, or Sunsilk) that got top follower in top social media that is Facebook, by Facebook is the social media most used by businesses to create pages and advertise. Businesses can specify objectives when they advertise on Facebook. One of the objectives is the creation of brand awareness in order to make the brand to be remembered (Lawrance,2016). For the sample size, because the population is large and doesn't know the exact quantity so this research uses W.G Cochran formula to calculate the sample size.

$$\text{W.G Cochran formula } n = \frac{Z^2 p(1-p)}{e^2}$$

When n is sample size

p is the proportion of population that the researcher is random (.5)

Z is the confidence level of 95% (.05)

e is acceptable error (.05)

$$\text{Representing the value in the equation } n = \frac{1.69^2(0.5) (1.0-0.5)}{0.05^2}$$

$$\text{So, } n = 368.8$$



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The result of sample size is 368.8 at the confidence level of 95% (level 0.5). Researcher will use people of 369 to be a sample size (Sincharu, 2010).

Questionnaire is instrument of this study and it translates to Thai language. The question of questionnaire has divided in three parts including 1) personal information part, 2) social media activities part, and 3) brand awareness. The questionnaire sends from 6th January 2019 to 27th January 2019 via Facebook that is the top of social media in Thailand. For reduce selection bias (Chuaychunoo 2016) this study has to communicate with the followers of hair care brand first and ask followers about the video viewing experience. Because for do questionnaire, followers must have experience to watched videos of brands before. If consumers never watched it, it means not having to submit a questionnaire. So the questionnaire will send to consumers that have to ever watch the video of top three hairs care brand that they launch in page and follow the brands on social media platform.

Before survey, the questionnaire has been validated using 10 sample pre-tests to test whether the respondent understands the question and finds and corrects the problem. And from the calculation of the population to collect this questionnaire is 369 people, but due to the sample group is quite specific. sample group must like and follow the social media of each brands (L'Oréal Paris, Sunsilk, and Dove) and have to watch the video before. For this reason, the sample collected is 129. From 129 respondents divided into three brands (L'Oréal Paris, Sunsilk, and Dove), there were 43 respondents per brand.



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3.2 HYPOTHESIS

From Aaker's brand equity model (1991, 1992) defines brand equity as a set of assets and liabilities linked to a brand that add value to or subtract value from the product or service under that brand. He defines brand equity to five categories that brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets.

Brand loyalty states that, brand loyalty is "a measure of the attachment that a customer has to a brand" and focusing on brand loyalty is often an effective way to manage equity.

Brand awareness is the customers can identify the brand as different from other brands. This is because customers can recognize the brand. Brand awareness has different levels. At the perception level, it can give a brand that is familiar, including signs of substance, commitment and awareness, and at the recall level, affecting selection by influencing what the brand is considered. For many companies, brand awareness is at the heart and is the strength of a successful brand.

Perceived quality, the quality of the product is the reason to buy so customers can measure the product by look about the brand position because this is a level of differentiation as compared to competing brands if higher the position, higher is the perceived quality. Perceived quality is included in assets that are different from the brand. It has become an important business driving force for many companies and can be an incentive for programs designed to add value to the brand.

Brand associations, associations can be critical factors in differentiating and positioning, creating a reason to buy to those potential customers who are looking for specific associated physical or emotional features. If brand have a strong



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association may be also the basis of a brand extension providing significant competitive advantage in the targeted area.

Other proprietary, they are patents, copyrights, trademarks, trade secrets, and other intellectual property rights. More the number of proprietary assets a brand has, greater is the brand's competency in the market.

From literature review that study about social media activities and brand equity can find the multi result such Kim and Ko (2012) studied about the effects of social media activities on customer equity for luxury brand and the result show that social media marketing activities significantly affected equity value, relationship value, and brand value. Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh (2016) study the effort of social media to brand equity for luxury brand and they found that social media marketing has a significant positive effect on brand equity in term of brand awareness and brand image. Seo and Park (2018) study on the effects of social media marketing activities on brand equity for airline industry and they found that social media activity has positively effects on brand equity in term of brand awareness and brand image, confirming that social media activity is a precedent contributing to airline brand equity.

Because the goal of companies to do social media marketing is to create brand awareness, which is about 28% (Chainiran, 2011). Which is considered the first target of the company so for this study will investigate the effect of social media marketing activities on brand awareness. Social media marketing activities in this research divide in five dimensions by follow Kim and Ko (2012) that entertainment, interaction, trendiness, customization, and word of mouth (WOM).

This research gives the definition of five dimensions of social media marketing activities that entertainment refers to satisfaction of followers after watching the brands post. Interaction refer to the communication of brand and followers, by they share the opinion via the public post from social media of brands. Trendiness refer to



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social media of hair care brands provide the latest or current information for followers. Customization refer to the hair care brands social media provide the information of brands to individual followers via inbox message. Word of mouth (WOM) refer to the followers of hair care brands have share post that they saw from social media of hair care brands.

Brand awareness is following the brand equity model of Aaker's by take the first one from five category of brand equity and this study give the definition of brand awareness that brand awareness is refer to a brand is recognized by customers that can help to measure the brand recognition and brand recall of consumers. So the first hypotheses of this study expected that social media marketing activities have positive effect on brand awareness for hair care brand. And the second hypotheses is the effects of social media marketing activities on brand awareness of hair care brands are different.

Hypotheses 1: Social media marketing activities have positive effect on brand awareness for hair care brand.

Hypotheses 2: The effects of social media marketing activities on brand awareness of hair care brands are different.



3.3 METHOD

For test the hypotheses this study by use multiple regression model for estimate the effect of social media marketing activities on brand awareness. Multiple regression model may be used to identify the impact strength that independent variables have on a dependent variable (Statistics Solutions, 2013). It can help us understand how close our calculations are to reality. The regression analysis is a simple yet powerful technique. Moreover, it used to explain relationships between variables and it can explain how changes in one variable can be used to explain changes in other variables (Malic, 2018). Therefore, this study applied regression analysis. For this estimate this research got equation that are

$$\text{Brand awareness} = a + b_1(\text{Ent}) + b_2(\text{Int}) + b_3(\text{Trend}) + b_4(\text{Cust}) + b_5(\text{WoM}) + e$$

Where Y = Brand awareness,

Ent = Entertainment,

Int = Interaction,

Trend = Trendiness,

Cust = Customization,

WoM = Word of Mouth



CHAPTER 4

RESULT AND DISCUSSION

Table 1 The sample characteristics result of L'Oreal Paris

Classification		L'Oreal Paris	
		Frequency	Percent
Gender	Male	11	25.6
	Female	32	74.4
Age	Less than 20 years old	3	7.0
	20 to 39 years old	36	83.7
	40 to 60 years old	4	9.3
	More than 61 years old	0	0.0
Education	Primary school	0	0.0
	High school	9	20.9
	Bachelor degree	29	67.4
	Master degree	3	7.0
	Doctor degree	0	0.0
	Others	2	4.7
Income	Less than 10000 baht	18	41.9
	10001 – 20000 baht	14	32.6
	20001 – 30000 baht	8	18.6
	More than 30000 baht	3	7.0
Total number of respondents		43	33.33

From table 1. The result shows that the most of respondents from L'Oreal Paris Facebook followers were female (74.4%). And the most of respondents were aged in the range 20 to 39 years old (83.7%). Next is aged in the range 40 to 60 years old (9.3%), and 7% is less than 20. For education, the most of respondents' graduate in bachelor degree (67.4%), 20.9% were graduate in high school level, next is master degree 7%, and from others 2.3%. Regarding the income of respondents, the most of them earned less than 10000-baht per month (41.9%), 32.6% earned 10001-20000-baht, next is 20001-30000-baht (18.6%), and 7% earned more than 30000 baht per month.



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Table 2 The sample characteristics result of Dove.

Classification		Dove	
		Frequency	Percent
Gender	Male	8	18.6
	Female	35	81.4
Age	Less than 20 years old	5	11.6
	20 to 39 years old	37	86.0
	40 to 60 years old	1	2.3
	More than 61 years old	0	0.0
Education	Primary school	1	2.3
	High school	12	27.9
	Bachelor degree	27	62.8
	Master degree	1	2.3
	Doctor degree	1	2.3
	Others	1	2.3
Income	Less than 10000 baht	16	37.2
	10001 – 20000 baht	15	34.9
	20001 – 30000 baht	9	21.0
	More than 30000 baht	3	7.0
Total number of respondents		43	33.33



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From table2. The result shows that the most of respondents from Dove Facebook followers were female (81.4%). And the most of respondents were aged in the range 20 to 39 years old (86.0%), next is less than 20 (11.6%), and 2.3%. With regard to education, the most of respondents' graduate in bachelor degree (62.8%), 27.9% were graduate in high school level, and 2.3% graduate from each of primary school, master degree, doctor degree and from others. Regarding the income of respondents, the most of them earned less than 10000-baht per month (37.2%), 34.9% earned 10001-20000-baht, next is 20001-30000-baht (21%), and 7% earned more than 30000 baht per month.



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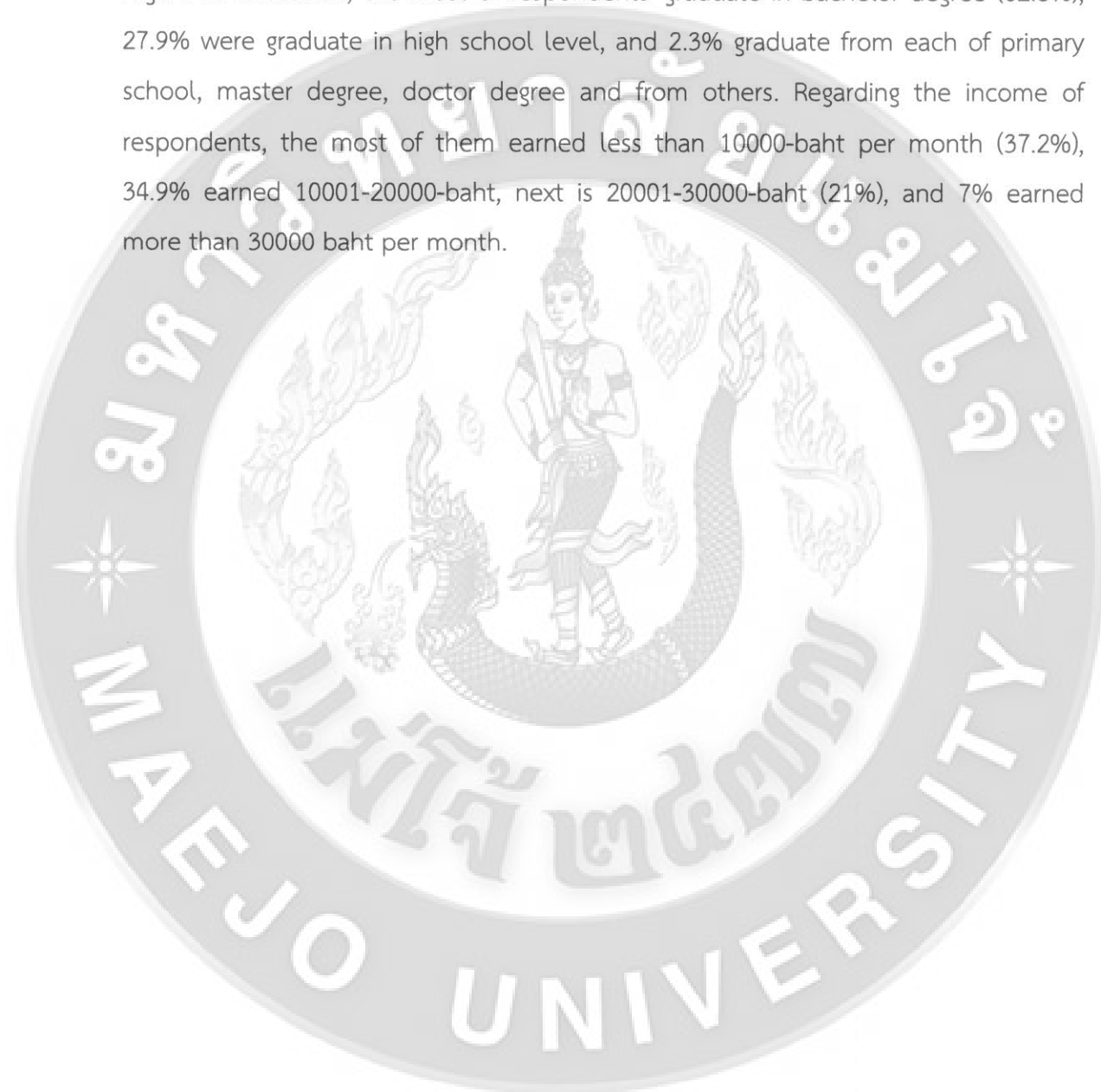


Table 3 The sample characteristics result of Sunsilk.

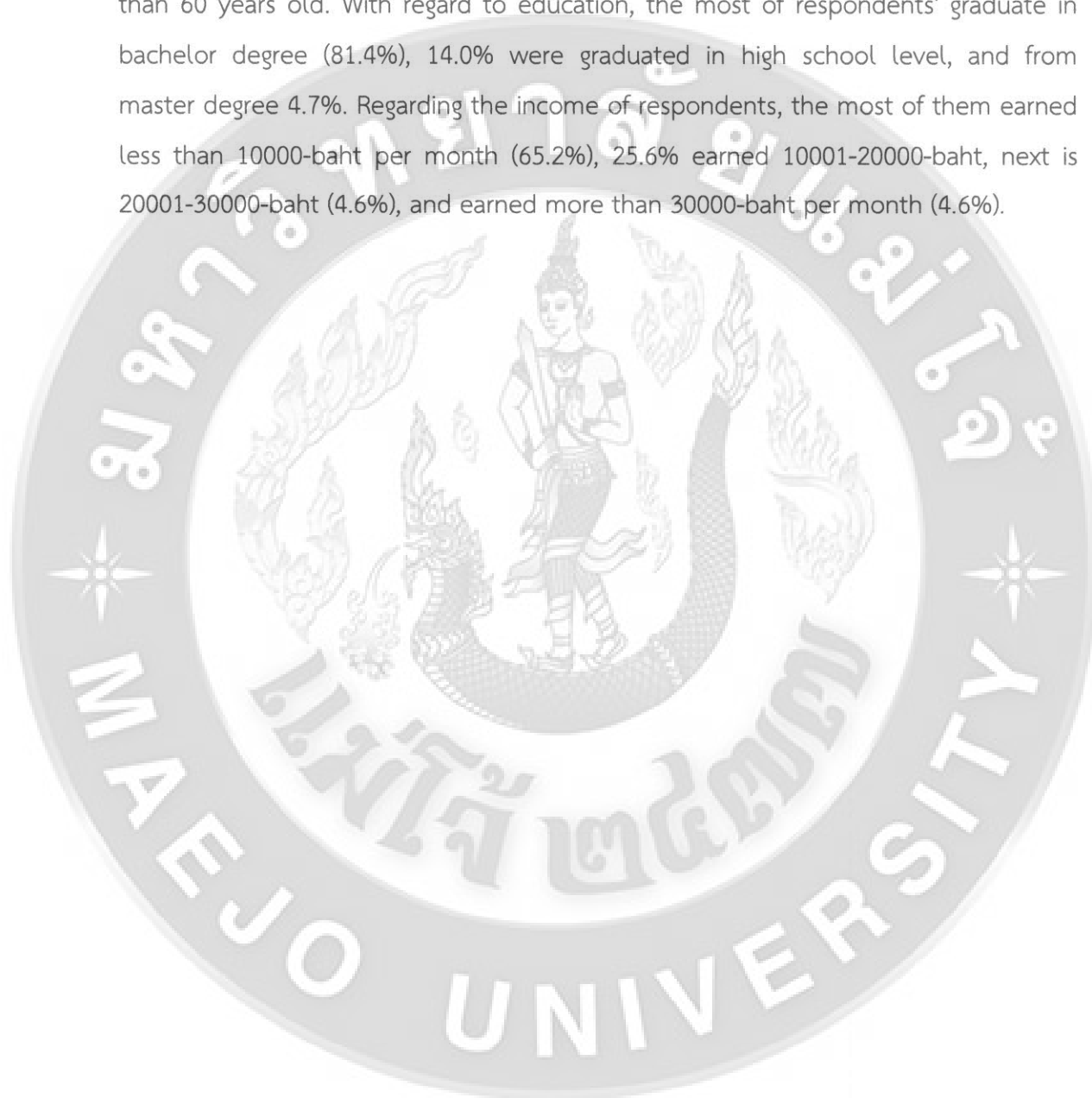
Classification		Sunsilk	
		Frequency	Percent
Gender	Male	14	32.6
	Female	29	67.4
Age	Less than 20 years old	5	11.6
	20 to 39 years old	37	86.0
	40 to 60 years old	0	0.0
	More than 61 years old	1	2.3
Education	Primary school	0	0.0
	High school	6	14.0
	Bachelor degree	35	81.4
	Master degree	2	4.7
	Doctor degree	0	0.0
	Others	0	0.0
Income	Less than 10000 baht	28	65.2
	10001 – 20000 baht	11	25.6
	20001 – 30000 baht	2	4.6
	More than 30000 baht	2	4.6
Total number of respondents		43	33.33



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From table3. The result shows that the most of respondents from Sunsilk Facebook followers were female (67.4%). And the most of respondents were aged in the range 20 to 39 years old (86%), next is less than 20 (11.6%), and 2.3% were more than 60 years old. With regard to education, the most of respondents' graduate in bachelor degree (81.4%), 14.0% were graduated in high school level, and from master degree 4.7%. Regarding the income of respondents, the most of them earned less than 10000-baht per month (65.2%), 25.6% earned 10001-20000-baht, next is 20001-30000-baht (4.6%), and earned more than 30000-baht per month (4.6%).



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Table 4 Total sample characteristics result.

Classification		Total of hair care brands	
		Frequency	Percent
Gender	Male	33	25.6
	Female	96	74.4
Age	Less than 20 years old	13	10.1
	20 to 39 years old	110	85.3
	40 to 60 years old	5	3.9
	More than 61 years old	1	0.8
Education	Primary school	1	0.8
	High school	27	20.9
	Bachelor degree	91	70.5
	Master degree	6	4.7
	Doctor degree	1	0.8
	Others	3	2.3
Income	Less than 10000 baht	62	48.1
	10001 – 20000 baht	40	31.0
	20001 – 30000 baht	19	14.7
	More than 30000 baht	8	6.2
Total number of respondents		129	100



From table4. The result shows that the most of respondents from total of hair care brands followers were female (74.4%). And the most of respondents were aged in the range 20 to 39 years old (85.3%), next is less than 20 (10.1%), and 3.9% were in 40 to 60 years old, and finally is more than 60 (0.8%). With regard to education, the most of respondents' graduate in bachelor degree (70.5%), 20.9% were graduate in high school level, graduate from primary school 8%, next is master degree 4.7%, graduate from doctor degree 0.8%, and from others 2.3%. Regarding the income of responders, the most of them earned less than 10000-baht per month (48.1%), 31% earned 10001-20000-baht, next is 20001-30000-baht (14.7%), and 6.2% earned more than 30000-baht per month.



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Table 5 The regression result of social media marketing activities effects on brand awareness of hair care brands.

Brands	L'Oreal Paris	Dove	Sunsilk
Constant	1.1805 (0.0452)**	1.4821 (0.0333)**	3.1777 (0.0021)***
Ent	0.5243 (0.0028)***	0.1667 (0.3321)	0.0001 (0.9995)
Int	-0.1150 (0.6845)	-0.0389 (0.8204)	0.4148 (0.0003)***
Trend	-0.0512 (0.6845)	0.3564 (0.0075)***	0.2632 (0.0082)***
Cust	0.1199 (0.6898)	0.4404 (0.1421)	-0.7730 (0.1548)
WoM	0.5239 (0.0352)**	0.4587 (0.0316)**	0.0205 (0.8974)
R-squared	0.4119	0.4664	0.4018
Adjusted R-squared	0.3324	0.3943	0.3210

Note: ** and *** represent significant levels of 5% and 1% respectively. And the numbers in brackets is p-value of each brands.

From Table5: This table can explain the objective 1. That to investigate the effects of social media marketing activities on brand awareness of hair care brands. The study hypotheses tested by multiple regression model and the result show that the coefficient of determination of L'Oréal Paris is 41 percent, Dove is 47 percent, and Sunsilk is 40percent, for explanation of the brand awareness in the tested of hair care brands.

Hypotheses 1: Social media marketing activities have positive effect on brand awareness for hair care brand.

From Table 5 the results show that the first one is entertainment, for this study that related the satisfaction of followers after watching the brands post. And the result of tested the hypothesis, entertainment has positive effect on brand awareness of L'Oreal Paris have significant at the 1 percent significance level. Similar to Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, (2016) that study the effects of social media marketing activities on brand equity in term of luxury brands and Seo and Park (2018) study in term of airline industry, found that entertainment has positive effect on brand awareness.

The second one is interaction, for this study that is related with the communication of brand and followers, by they share the opinion via the public post from social media of brands. So, the result of this hypothesis is Interaction have positive effect on brand awareness of Sunsilk significant at the 1 percent significance level. Similar to Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, (2016) found the same result by they study in luxury brand.

The third one is trendiness, for this study that social media of hair care brands provide the latest or current information for followers. The result of this hypothesis is trendiness have positive effect on brand awareness of Sunsilk and Dove are significant at the 1 percent significance level. From the result found that similar with the research of Seo and Park (2018) that study the effects of social media marketing activities on brand equity in term of airline industry, they found that trendiness has positive effect on brand awareness and trendiness was highest relative importance of airline social media marketing activities components.

The fourth one is customization that refers to the hair care brands social media provide the information of brands to individual followers via inbox message. For this hypothesis the result insignificant. Seo and Park (2018) that study the effects



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of social media marketing activities on brand equity in term of airline industry give the reason for this situation that because customers give important in other elements in social media marketing activities. For this research that mean the sample pay attention more in entertainment, interaction, trendiness, and word of mouth.

The finally one is word of mouth, for this research that related with the followers of hair care brands have share post that they saw from social media of hair care brands. The result of this hypothesis is word of mouth has positive effect on brand awareness of L'Oreal Paris and Dove are significant at the 5 percent significance level. Similar to Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, Singh, (2016) that study in term of luxury brand, them found that Word of mouth have positive effect on brand awareness.



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Table 6 The regression result of social media marketing activities effects on brand awareness of hair care brands.

Brands	L'Oreal Paris	Dove	Sunsilk
Constant	1.1805 (0.0452)**	1.4821 (0.0333)**	3.1777 (0.0021)***
Ent	0.5243 (0.0028)***	0.1667 (0.3321)	0.0001 (0.9995)
Int	-0.1150 (0.6845)	-0.0389 (0.8204)	0.4148 (0.0003)***
Trend	-0.0512 (0.6845)	0.3564 (0.0075)***	0.2632 (0.0082)***
Cust	0.1199 (0.6898)	0.4404 (0.1421)	-0.7730 (0.1548)
WoM	0.5239 (0.0352)**	0.4587 (0.0316)**	0.0205 (0.8974)
R-squared	0.4119	0.4664	0.4018
Adjusted R-squared	0.3324	0.3943	0.3210

Note: ** and *** represent significant levels of 5% and 1% respectively. And the numbers in brackets is p-value of each brands.

From Table6: This table can explain the objective 2. That to study the comparison the effects of social media marketing activities on brand awareness of hair care brands. The study hypotheses tested by multiple regression model and the result show that the coefficient of determination of L'Oréal Paris is 41 percent, Dove is 47 percent, and Sunsilk is 40 percent, for explanation of the brand awareness in the tested of hair care brands.

Hypotheses 2: The effects of social media marketing activities on brand awareness of each hair care brands are different.

From Table 6 the results show that the effects of social media marketing activities on brand awareness of each hair care brands are different. By the part that has the most impact that is word of mouth. By word of mouth has positive effect on brand awareness of L'Oreal Paris and Dove are significant at the 5 percent significance level, which is arranged from having more effect to less effect. By when L'Oreal Paris followers have share post increase 1 times then brand awareness will increase 0.5239. And when Dove followers have share post increase 1 times then brand awareness will increase 0.4587.

Next is the part of trendiness. By trendiness has positive effect on brand awareness of Dove and Sunsilk are significant at the 1 percent significance level, which is arranged from having more effect to less effect. By when Dove followers saw the post increase 1 times then brand awareness will increase 0.3564. And when Sunsilk followers saw the post increase 1 times then brand awareness will increase 0.2632.

Following by the part of entertainment. By Entertainment has positive effect on brand awareness of L'Oreal Paris significant at the 1 percent significance level. By when L'Oreal Paris videos were watched increase 1 times then brand awareness will increase 0.5243.

And the last part is interaction. By interaction has positive effect on brand awareness of Sunsilk significant at the 1 percent significance level. By when communication of Sunsilk brand and followers increase 1 times then brand awareness will increase 0.4148.



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CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

This study has the objectives to investigate the effects of hair care brands social media marketing activities on brand awareness and compare the effects of hair care brands social media marketing activities on brand awareness of hair care brands. By this research classified social media marketing activities to five elements that are entertainment, interaction, trendiness, customization and word of mouth. And founded that the social media marketing activities have positive effects on brand awareness of hair care brands. Each hair care brand had different results because the consumers give different importance to each brand.

Entertainment had positive effects on brand awareness of L'Oréal Paris, interaction had positive effects on brand awareness of Sunsilk, trendiness had positive effects on brand awareness of Dove and Sunsilk, word of mouth had positive effects on brand awareness of L'Oréal Paris and Dove. By word of mouth is the part that has the most impact to brand awareness following by trendiness, entertainment, and interaction. For Customization that not significant for hair care brands that mean customers do not give importance to this part.

The implication from this study is relevant to the business of hair care brands. In order for the company to understand the interests of the customers that they are interested in which parts of the ads and what the brands do in social media, allowing each brand to know which part should be developed.

L'Oréal Paris brand should know that their followers on Facebook has satisfying the video advertisement that brand posts and posts that has share from followers could increase brand awareness. Dove brand should know that their



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Facebook that often update could increase brand awareness. And finally Sunsilk brand should know that the post from them that can create the interaction between followers and brand, and sunsilk that their Facebook that often update could increase brand awareness.

So, because social media marketing activities is a tool to create a positive impact on brand awareness that helps create brand value, brands should encourage customers to use more social media by developing social media marketing activities more interesting.

5.2 LIMITATION AND RECOMMENDATIONS FOR FURTHER STUDIES

The limitations of this study and recommended direction for future studies, this study is its study on the hair care brand. While the results are likely to be useful in the hair sector, they may not be directly applicable to other industries. So, for next research should explore others industry such as clothing industry that the industry had high competition and different from this research. The future research should also study in term of the specific group of the sample, such as focus to study the samples that are in Adult etc. Which may finally find different and interesting results in the future.



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APPENDIX

Questionnaire of L'Oréal Paris Facebook Followers

แบบสอบถามการวิจัย

เรื่อง ผลกระทบจากการทำการตลาดผ่านโซเชียลมีเดียต่อการรับรู้ของผู้บริโภคของแบรนด์

L'Oréal Paris

คำแนะนำ: กรุณาตอบแบบสอบถามให้ครบทุกข้อโดยเลือกตัวเลือกที่ตรงกับคำตอบและความคิดเห็น
ของท่านมากที่สุด

ตอนที่ 1 แบบสอบถามด้านข้อมูลส่วนบุคคล

1. เพศ

- เพศชาย
- เพศหญิง

2. อายุ

- น้อยกว่า 20 ปี
- 20-39 ปี
- 40-60 ปี
- มากกว่า 60 ปี



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3. ระดับการศึกษาสูงสุด

- ระดับประถมศึกษา
- ระดับ มัธยมศึกษา
- ระดับปริญญาตรี
- ระดับปริญญาโท
- ระดับปริญญาเอก
- ระดับอื่นๆ

4. รายได้

- น้อยกว่า 10000 บาท
- 10001-20000บาท
- 20001-30000บาท
- มากกว่า30001บาท

ตอนที่ 2 แบบสอบถามเกี่ยวกับ Social media marketing activities

1.ระดับความรู้สึกของท่านหลังจากรับชมวิดีโอโฆษณา

- ชอบ
- ค่อนข้างชอบ
- เฉยๆค่อนข้าง
- ข้างไม่ชอบ
- ไม่ชอบ



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2.หลังจากรับชมวิดีโอโฆษณาแล้วท่านมีความสนใจที่จะรับชมวิดีโอ โฆษณาตัวอื่นเพิ่มเติมหรือไม่

- สนใจ
- ค่อนข้างสนใจ
- เฉยๆ
- ค่อนข้างไม่สนใจ
- ไม่สนใจ

3.ท่านเคยแสดงความคิดเห็นได้วิดีโอโฆษณาหรือได้โพสต์อื่นๆของ L'Oreal Paris หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย(อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย(เป็นประจำทุกครั้งที่เห็นโพสต์)

4.ท่านเคยพูดคุยส่วนตัวผ่านทางกล่องข้อความ (Inbox) กับผู้ดูแลเฟสบุ๊คของ L'Oreal Paris โดยตรงหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (คุยประมาณ 1-2 ครั้งในหนึ่งปี)
- เคยบางครั้ง (คุยประมาณ 3-5 ครั้งในหนึ่งปี)
- เคยค่อนข้างบ่อย (คุยประมาณ 6-9 ครั้งในหนึ่งปี)
- เคยบ่อย (คุยมากกว่า 10 ครั้งขึ้นไปในหนึ่งปี)



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5. ท่านเคยแชร์วิดีโอโฆษณาข้างต้นหรือโพสต์อื่นๆของ L'Oreal Paris หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย (เป็นประจำทุกครั้งที่เห็นโพสต์)

6. เมื่อมีสินค้าหรือโปรโมชั่นใหม่ ท่านเคยพบการอัปเดตข้อมูลเหล่านั้นผ่าน เฟสบุ๊กหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (เดือนละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยบางครั้ง (อาทิตย์ละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 4 ครั้งขึ้นไป)
- เคยบ่อย (วันละอย่างน้อย 1 ครั้ง)

ตอนที่ 3 แบบสอบถามเกี่ยวกับการรับรู้ของผู้บริโภคต่อแบรนด์ (Brand awareness)

1. จาก #DoltYourWay ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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2.จาก #ColoristaTH ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

3.จาก #ExtraOrdinaryOil ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

4.จาก #Elseve6OilNourish ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

5.จาก #ผมแบบไหนก็มั่นใจ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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6.จาก #realbeauty ท่านคิดว่าเป็นแอ็ชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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Questionare of Dove Facebook Followers

แบบสอบถามการวิจัย

เรื่อง ผลกระทบจากการทำการตลาดผ่านโซเชียลมีเดียต่อการรับรู้ของผู้บริโภคของแบรนด์ Dove

คำแนะนำ: กรุณาตอบแบบสอบถามให้ครบทุกข้อโดยเลือกตัวเลือกที่ตรงกับคำตอบและความคิดเห็นของท่านมากที่สุด

ตอนที่ 1 แบบสอบถามด้านข้อมูลส่วนบุคคล

1. เพศ

- เพศชาย
- เพศหญิง

2. อายุ

- น้อยกว่า 20 ปี
- 20-39 ปี
- 40-60 ปี
- มากกว่า 60 ปี



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3. ระดับการศึกษาสูงสุด

- ระดับประถมศึกษา
- ระดับ มัธยมศึกษา
- ระดับปริญญาตรี
- ระดับปริญญาโท
- ระดับปริญญาเอก
- ระดับอื่นๆ

4. รายได้

- น้อยกว่า 10000 บาท
- 10001-20000บาท
- 20001-30000บาท
- มากกว่า30001บาท

ตอนที่ 2 แบบสอบถามเกี่ยวกับ Social media marketing activities

1.ระดับความรู้สึกของท่านหลังจากรับชมวิดีโอโฆษณา

- ชอบ
- ค่อนข้างชอบ
- เฉยๆค่อนข้าง
- ข้างไม่ชอบ
- ไม่ชอบ



2.หลังจากรับชมวิดีโอโฆษณานี้จบท่านมีความสนใจที่จะรับชมวิดีโอ โฆษณาตัวอื่นเพิ่มเติมหรือไม่

- สนใจ
- ค่อนข้างสนใจ
- เฉยๆ
- ค่อนข้างไม่สนใจ
- ไม่สนใจ

3.ท่านเคยแสดงความคิดเห็นได้วิดีโอโฆษณาหรือได้โพสต์อื่นๆของ Dove หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย(อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย(เป็นประจำทุกครั้งที่เห็นโพสต์)

4.ท่านเคยพูดคุยส่วนตัวผ่านทางกล่องข้อความ (Inbox) กับผู้ดูแลเฟสบุ๊คของ Dove โดยตรงหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (คุยประมาณ 1-2 ครั้งในหนึ่งปี)
- เคยบางครั้ง (คุยประมาณ 3-5 ครั้งในหนึ่งปี)
- เคยค่อนข้างบ่อย (คุยประมาณ 6-9 ครั้งในหนึ่งปี)
- เคยบ่อย (คุยมากกว่า 10 ครั้งขึ้นไปในหนึ่งปี)



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5. ท่านเคยแชร์วิดีโอโฆษณาข้างต้นหรือโพสต์อื่นๆของ Dove หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย (เป็นประจำทุกครั้งที่เห็นโพสต์)

6. เมื่อมีสินค้าหรือโปรโมชั่นใหม่ ท่านเคยพบการอัปเดตข้อมูลเหล่านั้นผ่าน เฟสบุ๊กหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (เดือนละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยบางครั้ง (อาทิตย์ละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 4 ครั้งขึ้นไป)
- เคยบ่อย (วันละอย่างน้อย 1 ครั้ง)

ตอนที่ 3 แบบสอบถามเกี่ยวกับการรับรู้ของผู้บริโภคต่อแบรนด์ (Brand awareness)

1. จาก #ผมแบบไหนก็มั่นใจ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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2.จาก #realbeauty ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

3.จาก #LoveYourHair ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

4.จาก #จบผมเสียใน1นาที ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

5.จาก #YouAreMySunshine ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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6.จาก #ผมสอยผิวใสเปล่งประกายชาคุระ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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Questionnaire of Sunsilk Facebook Followers

แบบสอบถามการวิจัย

เรื่อง ผลกระทบจากการทำการตลาดผ่านโซเชียลมีเดียต่อการรับรู้ของผู้บริโภคของแบรนด์
Sunsilk

คำแนะนำ: กรุณาตอบแบบสอบถามให้ครบทุกข้อโดยเลือกตัวเลือกที่ตรงกับคำตอบและความคิดเห็น
ของท่านมากที่สุด

ตอนที่ 1 แบบสอบถามด้านข้อมูลส่วนบุคคล

1. เพศ

- เพศชาย
- เพศหญิง

2. อายุ

- น้อยกว่า 20 ปี
- 20-39 ปี
- 40-60 ปี
- มากกว่า 60 ปี



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3. ระดับการศึกษาสูงสุด

- ระดับประถมศึกษา
- ระดับ มัธยมศึกษา
- ระดับปริญญาตรี
- ระดับปริญญาโท
- ระดับปริญญาเอก
- ระดับอื่นๆ

4. รายได้

- น้อยกว่า 10000 บาท
- 10001-20000บาท
- 20001-30000บาท
- มากกว่า30001บาท

ตอนที่ 2 แบบสอบถามเกี่ยวกับ Social media marketing activities

1.ระดับความรู้สึกของท่านหลังจากรับชมวิดีโอโฆษณา

- ชอบ
- ค่อนข้างชอบ
- เฉยๆค่อนข้าง
- ข้างไม่ชอบ
- ไม่ชอบ



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2.หลังจากรับชมวิดีโอโฆษณาแล้วท่านมีความสนใจที่จะรับชมวิดีโอ โฆษณาตัวอื่นเพิ่มเติมหรือไม่

- สนใจ
- ค่อนข้างสนใจ
- เฉยๆ
- ค่อนข้างไม่สนใจ
- ไม่สนใจ

3.ท่านเคยแสดงความคิดเห็นใต้วิดีโอโฆษณาหรือใต้โพสต์อื่นๆของ Sunsilk หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย(อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย(เป็นประจำทุกครั้งที่เห็นโพสต์)

4.ท่านเคยพูดคุยส่วนตัวผ่านทางกล่องข้อความ (Inbox) กับผู้ดูแลเฟสบุ๊คของ Sunsilk โดยตรงหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (คุยประมาณ 1-2 ครั้งในหนึ่งปี)
- เคยบางครั้ง (คุยประมาณ 3-5 ครั้งในหนึ่งปี)
- เคยค่อนข้างบ่อย (คุยประมาณ 6-9 ครั้งในหนึ่งปี)
- เคยบ่อย (คุยมากกว่า 10 ครั้งขึ้นไปในหนึ่งปี)



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5.ท่านเคยแชร์วิดีโอโฆษณาข้างต้นหรือโพสต์อื่นๆของ Sunsilk หรือไม่

- ไม่เคย
- เคยนานๆครั้ง (ปีละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบางครั้ง (เดือนละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 1 โพสต์ขึ้นไป)
- เคยบ่อย (เป็นประจำทุกครั้งที่เห็นโพสต์)

6. เมื่อมีสินค้าหรือโปรโมชั่นใหม่ ท่านเคยพบการอัปเดตข้อมูลเหล่านั้นผ่าน เฟสบุ๊คหรือไม่

- ไม่เคย
- เคยนานๆครั้ง (เดือนละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยบางครั้ง (อาทิตย์ละอย่างน้อย 1 ครั้งขึ้นไป)
- เคยค่อนข้างบ่อย (อาทิตย์ละอย่างน้อย 4 ครั้งขึ้นไป)
- เคยบ่อย (วันละอย่างน้อย 1 ครั้ง)

ตอนที่ 3 แบบสอบถามเกี่ยวกับการรับรู้ของผู้บริโภคต่อแบรนด์ (Brand awareness)

1.จาก #ColoristaTH ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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2.จาก #ExtraOrdinaryOil ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

3.จาก #ผมยาวไม่หยุดแล้วเดินตามฝันอย่างมั่นใจ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

4.จาก #ดีต่อผมสดชื่นต่อใจ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk

5.จาก #YouAreMySunshine ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



6.จาก #ผมสวยผิวใสเปล่งประกายชาสุระ ท่านคิดว่าเป็นแฮชแท็กจากแบรนด์ใด

- Dove
- L'Oreal Paris
- Sunsilk



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